There are 3 versions of the Viral Before Logo. Color should be used if ever the opportunity, but for all other cases, a monochrome version is provided here, shown in black.
LOGO
WHAT NOT TO DO

Only use authorized color combinations, do not rearrange or resize words within the logomark and avoid displaying the logo smaller than 1.75" x 0.5".
The brand color system consists of two primary colors: PURPLE & BLACK. Careful with the amount of black used so as to keep the branding light and non-threatening. White negative space will be especially helpful in maintaining a simple and concise tone.
PT Mono is the font-family of choice. Most headlines will have lead-in copy and should be set in a large PT Mono Regular. The Extra Large Header will usually be in reference to HPV and should be emphasized with PT Mono Bold and a purple background that envelopes the text.
All photography should be displayed in a duotone (purple and white or in some cases black and white.) This will ensure consistency across all assets, most of which come from pre-existing “viral” posts derived from popular social media fads.
Here you will see an example of the photography working with all other branding elements. It is okay for some overlap between text and imagery, but aim to keep the design clean and minimal.
PHOTOGRAPHY IN ACTION

Here you will see an example of the photography working with all other branding elements. It is okay for some overlap between text and imagery, but aim to keep the design clean and minimal.
01. 
एचपीवी (HPV) के बारे पूछें:

इंटरनेट मीम्स के वायरल होने से पहले - एचपीवी (HPV) था। एचपीवी (HPV) मानवीय पिपलबुर्ड विषाणु है और यह सभी को प्रभावित करता है। 
#HPV के बारे पूछें

02. 
एचपीवी (HPV) हम सभी को प्रभावित करता है:

हम में से 80% से अधिक लोक हमारे जीवन के किसी मुकाम पर एचपीवी (HPV) से संक्रमित होंगे, लेकिन एचपीवी (HPV) के कारण से होने वाले नुकसान से हर कोई प्रभावित होता है।

03. 
हम एचपीवी (HPV) को रोक सकते हैं:

स्क्रीनिंग और टीकाकरण तक पहुँच एक पीढ़ी में एचपीवी (HPV) से संबंधित कैंसरों को समाप्त कर सकती है।
These 8 pillars make up our core messaging strategy. Please try and keep all messaging themes around these pillars.
VIRAL BEFORE THE INTERNET
#ASKABOUTHPV