World Hemophilia Day
Visual Identity Guide

This guide provides an overview of the World Hemophilia Day visual identity. Applying these standards is important because everyone around the world must be using the same graphics and colours to ensure that our shared celebration looks consistent everywhere.

Visit our dedicated page for campaign materials, social media tools and an advocacy toolkit.

Logo Versions

Use only the official versions below. All other variations or modifications (shadows, colors, lines and shapes) are prohibited.
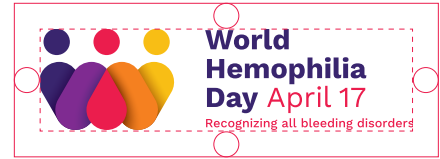
Horizontal

Vertical

Protective Space

To preserve the integrity of the logo, it must always be surrounded by a minimum protective space. This space is designed in a unit of proportion equal to the width of the circles in the icon. The protective space must remain free of any visual, graphic or typographic elements.

World Hemophilia Day April 17
Recognizing all bleeding disorders

Small Format

To ensure impact and legibility, the logo must never be used in a format smaller than: 0.4 inch / 68 pixels in height.

World Hemophilia Day April 17
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0.4 in / 68 px

Official Colors

RGB and HEX codes are used for digital applications, CMYK for printed materials and PMS for signs and textiles.

VIOLET	RED	YELLOW	ORANGE
RGB 57 37 110	**RGB** 235 29 77	**RGB** 248 190 21	**RGB** 245 128 32
HEX 39256E	**HEX** EB1D4D	**HEX** F8BE15	**HEX** F58020
CMYK 85 100 0 25	**CMYK** 0 100 64 0	**CMYK** 0 20 100 2	**CMYK** 0 54 100 0
PMS 2617	*PMS 192*	*PMS 3514*	*PMS 151*

PURPLE	BLACK	WHITE
RGB 127 43 145	**RGB** 0 0 0	**RGB** 255 255 255
HEX 7F2B91	**HEX** 000000	**HEX** FFFFFF
CMYK 58 100 0 0	**CMYK** 0 0 0 100	**CMYK** 0 0 0 0
PMS 2602		

Typography

The official font is Work Sans in all available weights. The font can be downloaded free of charge here https://fonts.google.com/specimen/Work+Sans.

The use of uppercase and lowercase titles is preferred to the use of all-caps.

Work Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Work Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Work Sans Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Work Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Work Sans Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890