



WORLD
RADIOTHERAPY
AWARENESS
DAY 7 SEPT

STYLE GUIDE

LOGO VARIATIONS



COLOR PALLETTE



#F26522

C 0 M 74 Y 99 K 0
R 242 G 101 B 34



#FBEBD5

C 1 M 7 Y 16 K 0
R 251 G 235 B 213



#2B8D93

C 80 M 28 Y 42 K 31
R 43 G 141 B 147



#71ACB2

C 57 M 18 Y 29 K 0
R 113 G 172 B 178



#18405B

C 95 M 72 Y 42 K 31
R 24 G 64 B 91

FONTS

PRIMARY FONT

Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY FONT

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

INSPIRATION AND DESIGN INSTRUCTION



Design elements such as wavy lines should be a brand color or white at 5-10% Transparency