

2021 IMPAACT Brand Guide

Logo Usage



1.1 Standard Size and Use

The logo must always appear in its entirety and without distortion. The title "International Maternal Pediatric Adolescent AIDS Clinical Trials Network" is an element of the logo and is always locked in place.

Always reproduce the logo from the artwork or digital graphics provided by IMPAACT Communications.

1.2 Minimum Size



Do not condense or stretch logo

1.3 Logo Color Use

The IMPAACT Network is designed for full-color use. The shades of purple, green, and blue are designated here.

To accurately reproduce each logo color using various types of screen and printing processes, refer to the specifications under the respective color blocks on this page.

Note that CMYK colors should be used for multicolor prints. RGB colors should be used for on-screen use, such as websites and presentations.

For backgrounds where the small gray text will not show up clearly, please use the logo file with "WhiteLetters" in the file extension.



CMYK:
85/100/26/24
RGB: 68/14/98
HEX: 440e62



CMYK:
50/0/99/0
RGB:
141/198/63
HEX: 8dc63f



CMYK: 74/24/5/0
RGB: 38/156/206
HEX: 269cce

1.4 Secondary Logo Color Use

Grayscale Use on a White Background

When only one-color reproduction is possible, you may print the logo in grayscale on a white background.

One-Color Use on a Color Background

For color or shaded backgrounds where the multicolor logo clashes with the background, print the logo in all white. Use the all-black logo as a last resort if the background is absolutely too light to use the white logo and elements of the colored logo clash with or blend into the background.



Typography

Network Fonts

For text used in Network materials (i.e., PPT presentations, Word documents etc.), please use **Arial**.

Arial Regular and *Italic*
Arial Bold and ***Bold Italic***
Arial Headings

Web Fonts

The IMPAACT Network website uses the following fonts:

- **Chivo**
- **Overpass**

Chivo

Almost before we knew it, we had left the ground.

Overpass

Almost before we knew it, we had left the ground.