2021 IMPAACT Brand Guide

IMPAACT

International Maternal Pediatric Adolescent
AIDS Clinical Trials Network

Brand Colors

Color Guidance

HEX #44646C

HEX #662D91

HEX #239CCF

HEX #8CC63F

IMPAACT
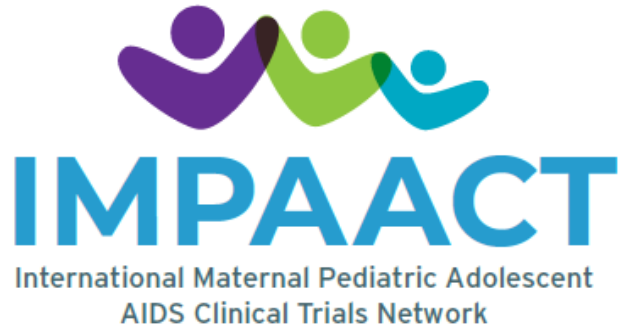International Maternal Pediatric Adolescent
AIDS Clinical Trials Network

Logo Usage

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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.
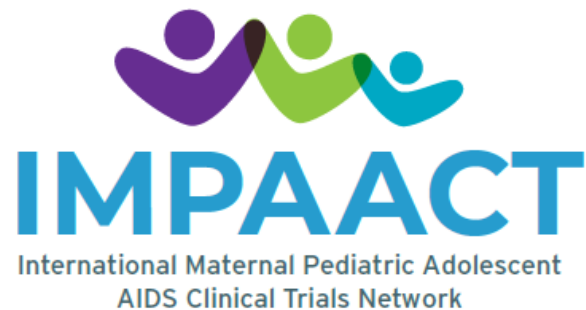

1.2 Minimum Size

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.

CMYK: 75/98/1/0

RGB: 102/45/145

HEX: 662D91

CMYK: 50/0/99/0

RGB: 140/198/63

HEX: 8CC63F

CMYK: 74/23/4/0

RGB: 35/156/207

HEX: 239CCF

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

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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.

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