PRIMARY LOGO

LAC-URBAN HEALTH

Urban Health Network for Latin America and the Caribbean

ALTERNATE/SECONDARY AND REVERSED LOGOS

LAC-URBAN HEALTH

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Urban Health Network for Latin America and the Caribbean

PRIMARY COLORS

CMYK 77/32/12/0
RGB 47/143/188
HEX #2F8FBC

CMYK 75/0/50/0
RGB 0/187/158
HEX #00BB9E

CMYK 84/71/46/38
RGB 48/60/81
HEX #303C51

ACCENT/COMPLEMENTARY COLORS

19/91/92/8
188/59/47
#BC3B2F

24/51/98/6
188/129/47
#BC812F

24/51/98/6
48/81/69
#305145

0/0/0/60
128/30/33
#CCCCCC

FONTS

HEADLINES: **HYPATIA SANS PRO BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SUB HEADLINES: *FREIGHT SANS PRO BOOK ITALIC*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PRIMARY SERIF: TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WEB FONTS

HEADLINES: **SOURCE SANS PRO BOLD**

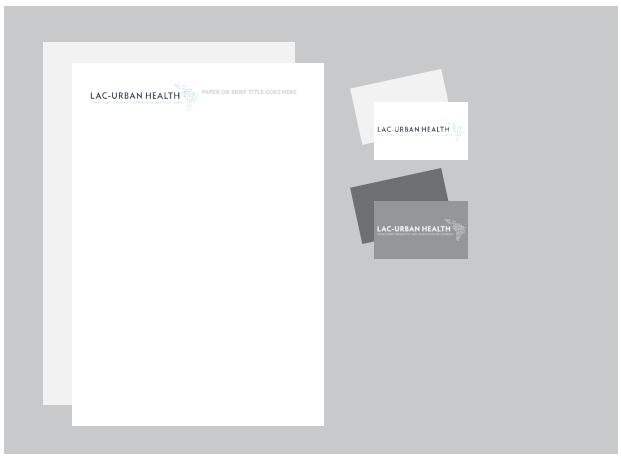
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY TEXT: LATO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GRAPHIC ELEMENTS/ICONS

USAGE EXAMPLES



IDENTIFYING LAC-URBAN HEALTH

- Official name: Urban Health Network for Latin America and the Caribbean
- Short name: LAC-Urban Health
- Use the official name on first reference and “LAC-Urban Health” alone and on subsequent reference.
- Incorrect usage: LAC-UH or LAC-Network.