

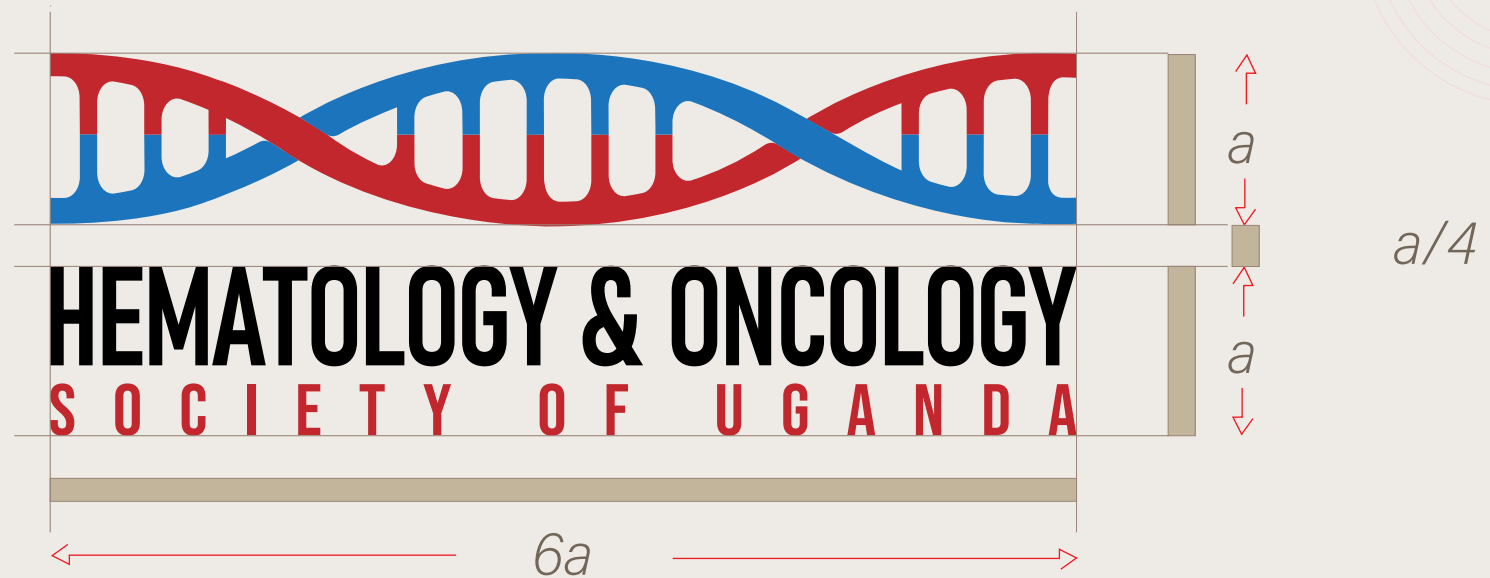
HEMATOLOGY & ONCOLOGY
S O C I E T Y O F U G A N D A

...a personalised approach to cancer treatment & care



IDENTITY Guidelines

LOGO Scaling Proportions



LOGO Colours



RED

CMYK
(25,100,100,0)

RGB
(193,39,45)

Code: #C1272D



BLUE

CMYK
(85,50,0,0)

RGB
(27,117,188)

Code: #1B75BC



BLUE

CMYK
(0,0,0,100)

RGB
(35,31,32)

Code: #231F20

HEMATOLOGY & ONCOLOGY SOCIETY OF UGANDA (HOSU)
VISUAL IDENTITY GUIDE



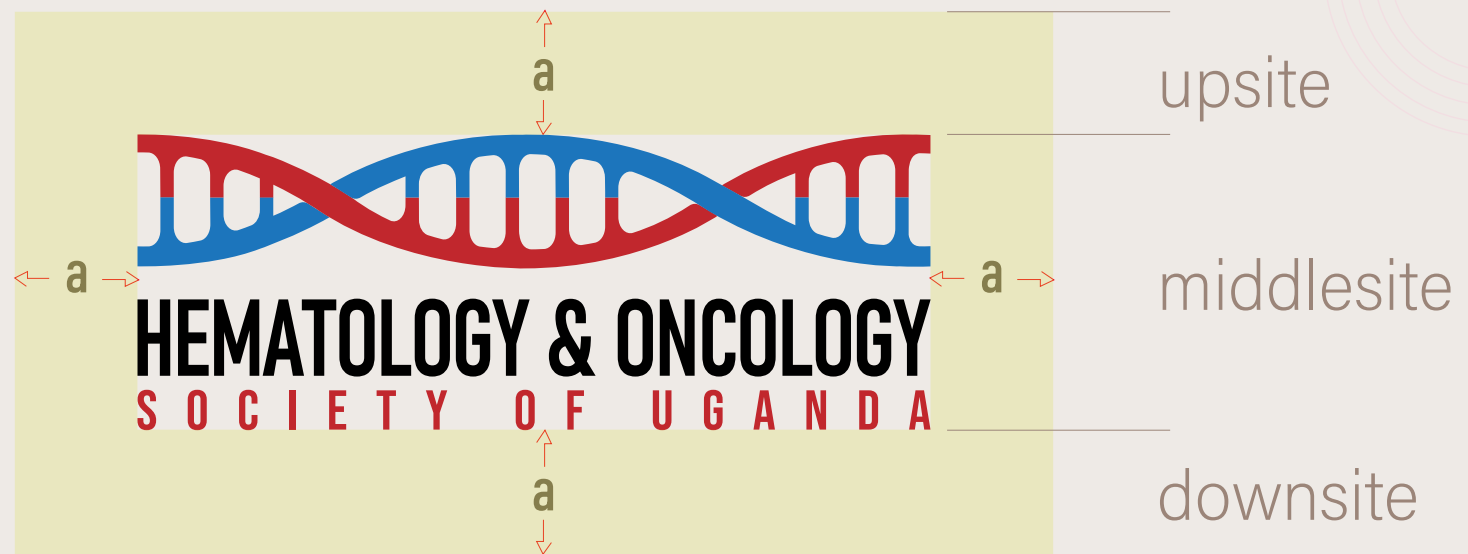
Bahnschrift Condensed (Font)

Bahnschrift Condensed

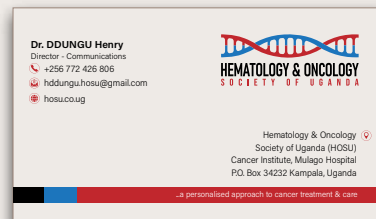
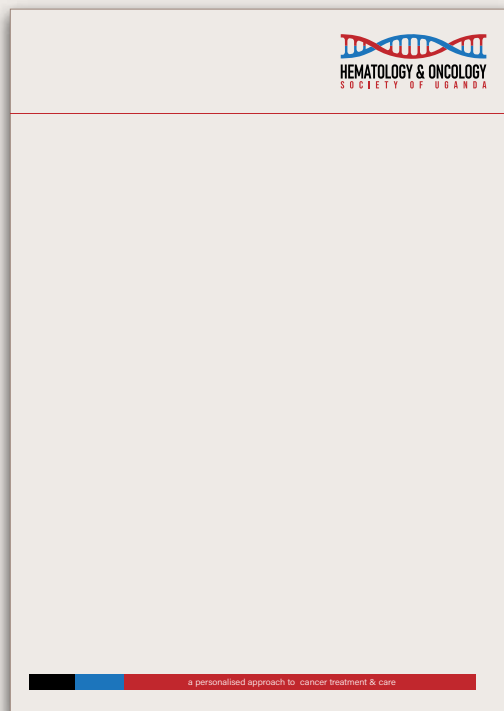
BAHNSCHRIFT CONDENSED 0123456789

0123456789

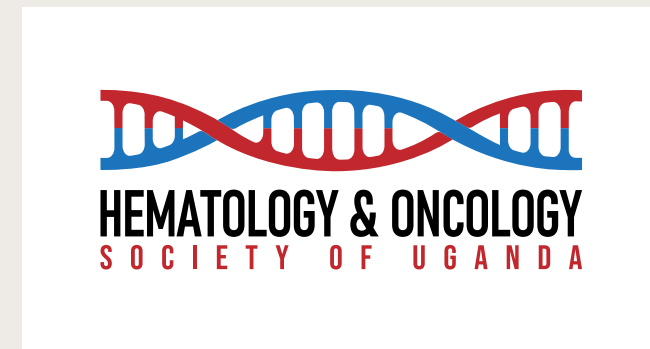
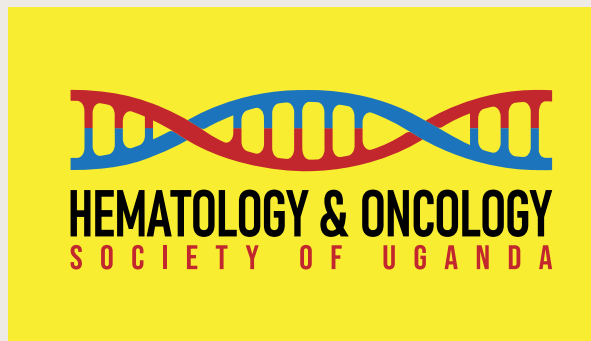
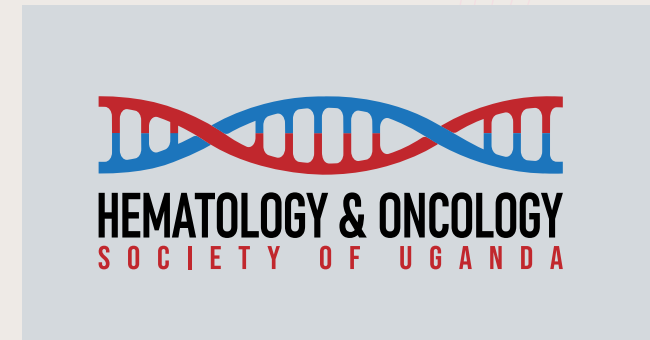
LOGO Clear space



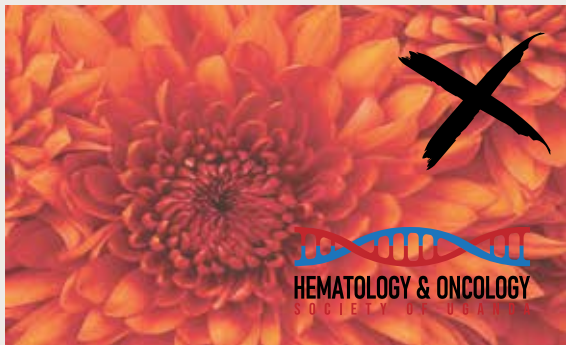
Stationery Positioning



Varied Backgrounds



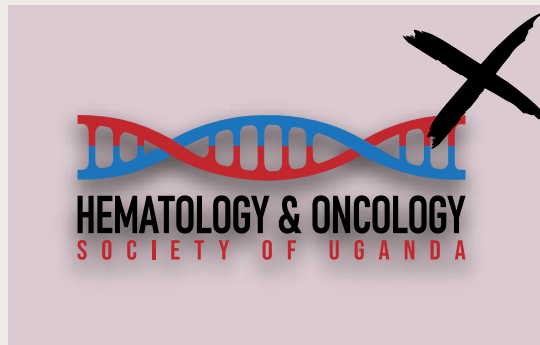
Logo Don'ts



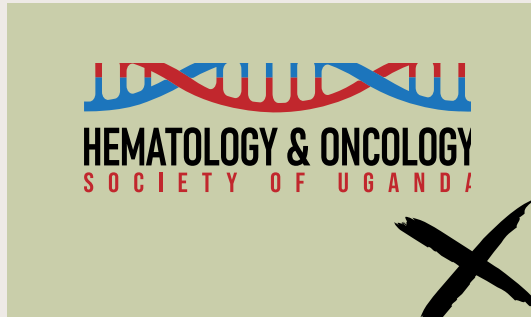
Do not use on unapproved backgrounds



Crop the image to give Logo room to breath



Do not use drop shadows



Do not crop the Logo



Do not use on complex backgrounds



Allow enough plain contrast colour