



Brand guidelines

NOVEMBER 2020



Funded by
the European Union

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Presentation

PRESCRIP-TEC stands for PREvention and SCReening Innovation Project Toward Elimination of cervical Cancer. It is a three-year project financed by the European Commission and conducted in Bangladesh, India, Uganda and Slovak Republic. Its aim is to achieve higher coverage of cervical cancer screening by enriching existing screening programmes with women-friendly and cost-effective tools.



VISION

The project aims to contribute to eradication of cervical cancer worldwide through prevention and early diagnosis, alleviating the global burden of cancer.



MISSION

The project will lead to effective and innovative cervical cancer screening, including direct treatment and follow-up, within reach of women in resource-poor or hard-to-reach settings in the world, by improving availability, accessibility, acceptability and quality of services.

Increase uptake of cervical cancer screening

♥ IMPACT



SAVE
thousands
of lives



EARN
26 Euro per
Euro invested



INCREASE
health equity

♥ HOW

- Community mobilisation through social media
- Door-to-door services
- SMS reminders



- Client friendly services
- Self-test HPV
- Fewer gynecological examinations



- WHO recommended protocol
- Use of artificial intelligence



Brand description

The logotype designed for PRESCRIP-TEC refers to the technology implemented as part of the cervical cancer prevention process, pointing towards the safety and efficiency offered by the service. The two elements in the upper left and lower right corners represent the digital image. A process that can be perceived as intimidating becomes more accessible through

technology. The bluish green color is commonly used in the fight against cervical cancer and the light pink gives contrast for a better reading of the image and represents the fight against female cancers in general.

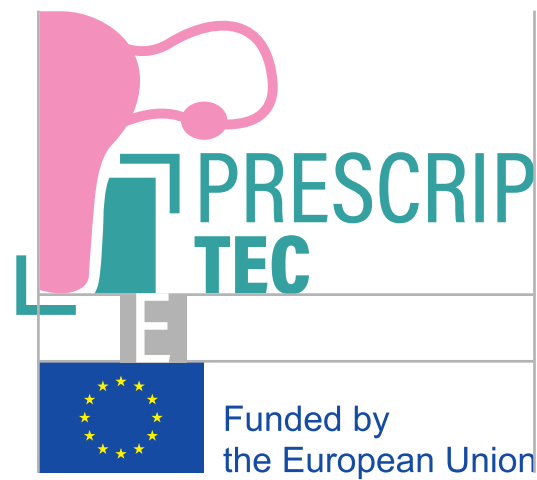


Brand's relation between icon and typeface

Brand variations

The brand is designed for succesful reproduction on many types of materials. To achieve this, the appropriate version of the brand must be applied in order to meet communication needs without compromising legibility or visual integrity.

Primary brand and EU emblem



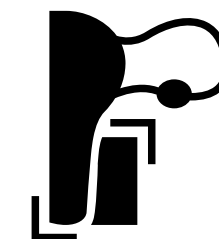
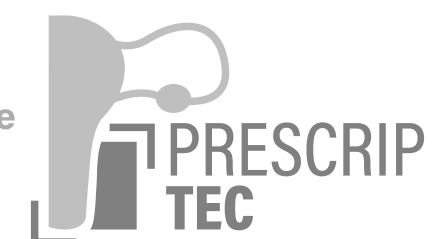
Primary brand



Negative



Grayscale



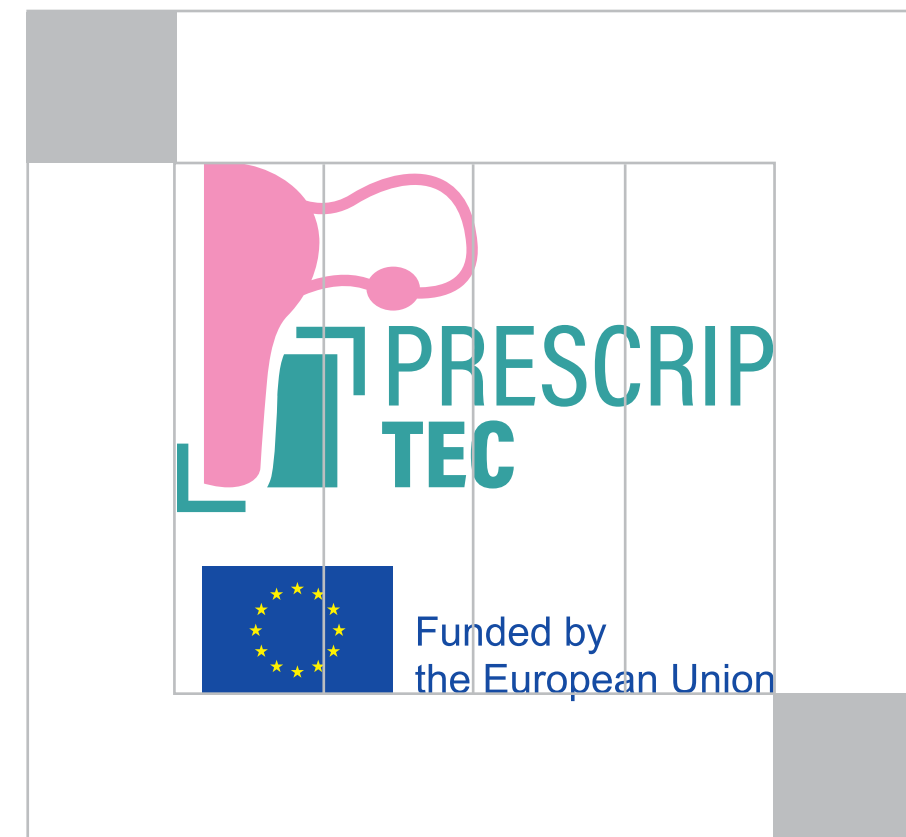
Black and white



Safe Area

The PRESCRIP TEC logo must be displayed with a minimum clear space around it that has been defined to ensure its visual integrity compared to other elements. This space is defined by the horizontal dimension of the brand itself as it corresponds to a $\frac{1}{4}$ of it.

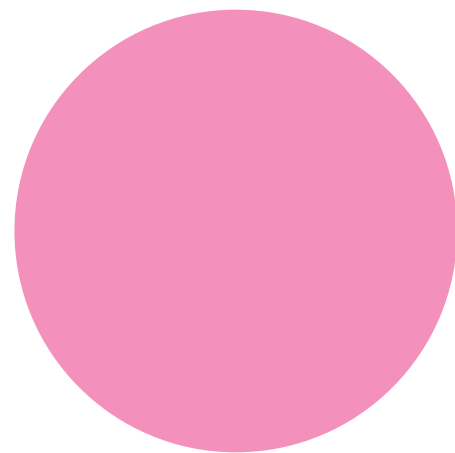
When the PRESCRIP TEC logo is displayed alongside the EU emblem "as one", the same clear space is considered in the same proportions. Please note that the composition and space between these two logos are fixed (also specified in this manual page 03).



Chromatic code

A primary color palette is defined based on the colors used on the brand and should be used sparingly to keep the brand's protagonism and hierarchy. A secondary color palette (tints) should be used as support, if necessary.

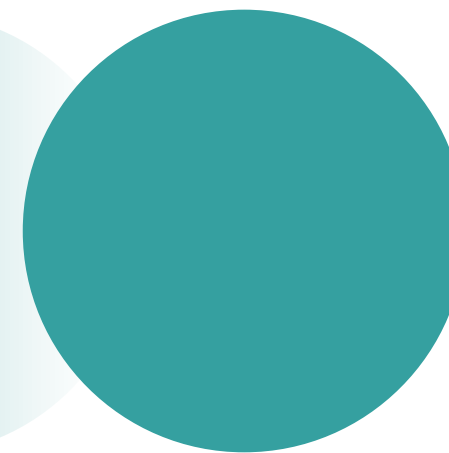
Primary palette



CMYK 0/55/0/0
RGB 243/145/188
HEX #f391bc

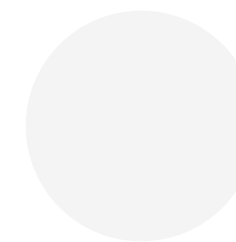


Gradient #1

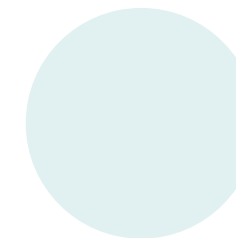


CMYK 75/18/39/0
RGB 53/160/160
HEX #35a0a0

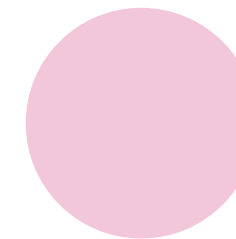
Secondary tints



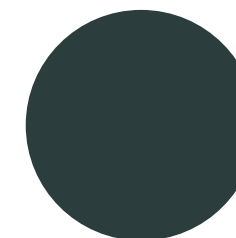
CMYK 0/0/0/5
RGB 244/244/244
HEX #f4f4f4



CMYK 11/0/5/0
RGB 225/241/241
HEX #e1f1f1



CMYK 0/26/0/0
RGB 242/199/218
HEX #f2c7da



CMYK 77/58/61/51
RGB 45/61/61
HEX #2d3d3d

Minimum size

A minimum reproduction size is defined for each version to ensure legibility of the brand.

The measurements are defined in millimetres for printed media and in pixels for digital media. Please note that the size of the brand in digital media will be displayed differently according to the device's screen size.



26 mm



14 mm

Printed media



100 px



50 px

Digital media

Font family

Acumin Pro Condensed Thin

Acumin Pro Condensed Extra Light

Acumin Pro Condensed Light

Acumin Pro Condensed Regular

Acumin Pro Condensed Medium

Acumin Pro Condensed Semibold

Acumin Pro Condensed Bold

Acumin Pro Condensed Black

Acumin Pro Condensed Ultra Black

Acumin Pro Condensed Thin Italic

Acumin Pro Condensed Extra Light Italic

Acumin Pro Condensed Light Italic

Acumin Pro Condensed Regular Italic

Acumin Pro Condensed Medium Italic

Acumin Pro Condensed Semibold Italic

Acumin Pro Condensed Bold Italic

Acumin Pro Condensed Black Italic

Acumin Pro Condensed Ultra Black Italic

Alternate font family

If you do not have access the Acumin Condensed Pro font family, replace it with Arial Narrow.

Arial Narrow

Arial Narrow Italic

Arial Narrow Bold

Arial Narrow Bold Italic

Incorrect use



do not modify the colors



do not rotate



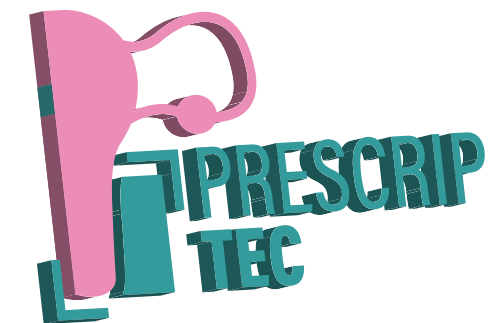
do not change proportions



do not modify orientation



do not modify typography



do not use 3D effects