



PLANET
4HEALTH



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LOGOTYPE
with texture



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COLORS

#e16d60
R225 G109 B96
C0 M67 Y55 K7
Pantone 52-13 C

#ffd000
R255 G208 B0
C0 M18 Y100 K0
Pantone 7-8 C

#b7dfe3
R183 G223 B227
C33 M0 Y13 K0
Pantone 124-3 C

#499176
R73 G145 B118
C64 M0 Y51 K30
Pantone 138-5 C



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Chivo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

RECOMMENDED CLEAR SPACE



The darkest arch element defines the safe area

RECOMMENDED MINIMUM SIZE IN PRINT

50 mm



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Applying
new colors



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Distorting
the proportions

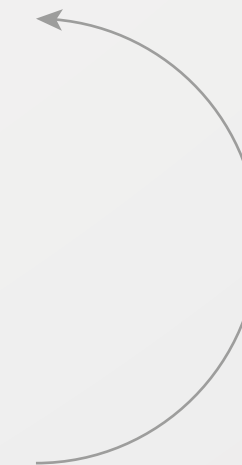


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Rotating
for special effect



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PLANET4HEALTH BRAND GUIDELINES

