



HPTN
HIV Prevention
Trials Network

Brand Guide
2023

Logo Variations

Standard Full Color Logo:



Solid Blue Logo:



Standard Full Color with White Text Logo:



Solid White Logo:

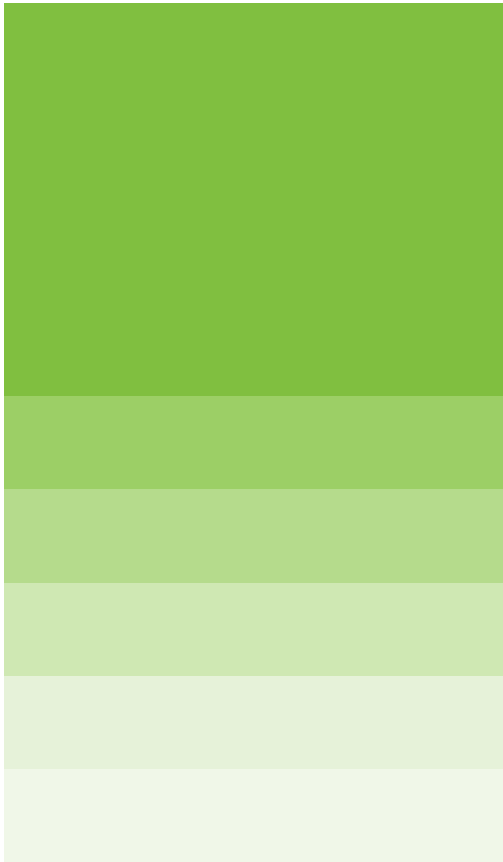


Colors

HEX: **#fbc41b**
RGB: **251 196 27**
CMYK: **2 23 97 0**
PANTONE: **7548 C**



HEX: **#84c441**
RGB: **132 196 65**
CMYK: **54 0 100 0**
PANTONE: **368 C**



HEX: **#0d98ad**
RGB: **13 152 173**
CMYK: **80 23 28 0**
PANTONE: **7711 C**



HEX: **#1865ab**
RGB: **24 101 171**
CMYK: **91 62 3 0**
PANTONE: **307 C**



HEX: **#004573**
RGB: **0 69 115**
CMYK: **100 78 31 15**
PANTONE: **7693 C**



Typefaces

Standard Typeface:

Arial

Arial Regular

Arial Bold

Arial Black

This typeface should be used for longform texts in presentations, websites, etc.

Arial is a sans-serif typeface and set of computer fonts in the neo-grotesque style.

Fonts from the Arial family are included with all versions of Microsoft Windows.

Logo Typeface:

Manrope

Manrope Light

Manrope Regular

Manrope Medium

Manrope Semibold

Manrope Bold

Manrope Extrabold

This typeface should be used in shortform text in web graphics, titles, call-outs, etc.

Manrope is an open-source modern sans-serif font family.

Fonts from the Manrope family are available for free download on [Google Fonts](#).

Logo Usage



Minimum clear space
around the logo.



Logo Usage



On dark backgrounds, use the HPTN logo with white text.



Blue text on dark backgrounds does not provide adequate contrast.



On light backgrounds, use the HPTN logo with blue text.



White text on light backgrounds does not provide adequate contrast.

Logo Usage



Do not stretch the HPTN logo.



Do not use the HPTN icon or wordmark separately.



Do not add any visual elements to the HPTN logo.



Do not change the text or colors of the HPTN logo.

If you are unsure how to use the HPTN logos, please contact communications@hptn.org

Branded Templates

Download our branded materials and templates at hptn.org/resources/network-templates:

- Logos
- Letterheads
- PowerPoint Templates
- Conference Posters
- Zoom Backgrounds

