



STYLE GUIDE

Brand Guidelines for **Global Liver institute**



globalliver.org



info@globalliver.org



[@globalliverinstitute](https://www.instagram.com/globalliverinstitute)



[@GlobalLiver](https://www.facebook.com/GlobalLiver)



[Global Liver Institute](https://www.linkedin.com/company/global-liver-institute)



Our **MISSION**

To improve the lives of individuals and families impacted by liver disease through promoting innovation, encouraging collaboration, and scaling optimal approaches to help eradicate liver diseases.

Our **VISION**

For liver health awareness to be universal and for liver disease to take its proper place on the global public health agenda consistent with its prevalence and impact.

GLI LOGO

Secondary Logo

Logo for dark backgrounds

Primary Logo



A white version of the logo is available exclusively for situations where a portion of the full-color logo would be otherwise obscured by the background.

GLI LOGO



Do not change
the colors



Do not stretch
or squeeze



Do not shrink
beyond readability



GLI ICON





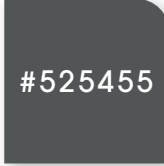




The icon provides subtle, supplemental branding to items such as slide decks or letterhead. The icon should never appear alone.

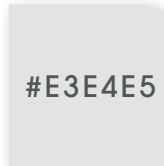
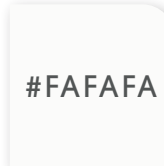



GLI COLOR PALETTE

Primary Colors

 #98002e	 #6b181c	 #ecddd8	 #dbb9b4	 #525455	 #b6b8ba	 #dfe1e8
CMYK 26 100 79 24	CMYK 33 95 84 48	CMYK 6 12 11 0	CMYK 13 28 23 0	CMYK 65 56 55 31	CMYK 0 0 0 33	CMYK 11 8 4 0
RGB 152 26 49	RGB 107 24 29	RGB 236 221 216	RGB 107 24 29	RGB 83 85 86	RGB 182 184 186	RGB 223 225 232

Lighter tints of these colors are allowed, but the logo may only be used with a 100% Burgundy tint.

 #E3E4E5	 #FAFAFA	 #f8f8f8
CMYK 10 7 7 0	CMYK 1 1 1 0	CMYK 0 0 0 2
RGB 226 249 249	RGB 251 248 248	RGB 248 248 248

GLI SECONDARY COLORS

#000000	#87b9d5	#00853f	#274159	#69c9f2	#a6dcf7	#d29e64
CMYK 0 0 0 100	CMYK 88 23 100 48	CMYK 88 23 100 10	CMYK 13 28 23 0	CMYK 52 2 0 0	CMYK 31 1 0 0	CMYK 17 39 69 1
RGB 35 31 32	RGB 107 24 29	RGB 0 133 66	RGB 107 24 29	RGB 105 201 242	RGB 166 220 247	RGB 209 157 99

Additional colors are incorporated to enhance illustrations and infographics



GLI BRANDING EXAMPLES





GLI TYPOGRAPHY

Headline

Avant Gard Gothic Pro

This font is used mainly for headlines

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Alternative fonts:

Aileron Heavy

Roboto



GLI TYPOGRAPHY

Body Copy

Helvetica Neue

This font is used for Body Copy and Powerpoints

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Alternative fonts:

Helveticish

Open Sans



GLI TYPOGRAPHY

Headline

Tangier

This font is used mainly for headlines

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

#GlobalFattyLiverDay **LOGO**



#GlobalFattyLiverDay **LOGO**



Do not change the colors



Do not stretch or squeeze



Do not shrink beyond readability



#GlobalFattyLiverDay

COLOR PALETTE

#98002e	#008e8e	#1dbbb2	#edc31b	#edc31b	#025157	#edc31b
CMYK 26 100 79 24	CMYK 84 25 46 3	CMYK 72 0 37 0	CMYK 8 21 100 0		CMYK 92 52 55 33	
RGB 152 26 49	RGB 0 142 142	RGB 29 187 178	RGB 237 195 27		RGB 7 81 86	

Additional colors are incorporated to *enhance* illustrations and infographics



#GlobalFattyLiverDay BRANDING EXAMPLES

