



**KNOW  
MORE  
HEPATITIS™**

---

**LOGO USAGE GUIDELINES**

# Guidelines for Logo Usage

Below are general guidelines for the Know More Hepatitis Logo, the various formats available for download and their appropriate uses. For more information, please contact [dvhwi@cdc.gov](mailto:dvhwi@cdc.gov).

## Color Usage:

### PURPLE

PMS: 513

CMYK: 44C, 83M

RGB: 154R, 78G, 158B

### TEAL

PMS: 327

CMYK: 83C, 23M, 47Y, 2.5K

RGB: 146G, 144B



## Font Usage:

Font used in logo is Myriad Black. This logo, however, should not be recreated. Users must use the official logos provided.

## Available formats



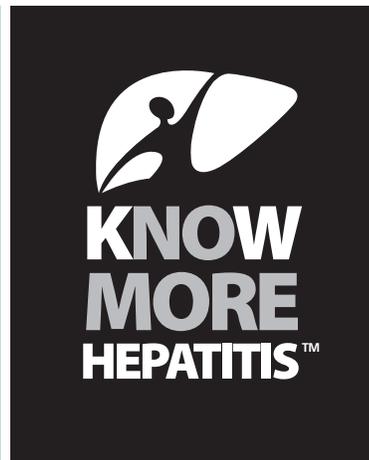
RGB jpeg and PNG  
for digital uses



CMYK for 4-color  
printing



PMS Spot for 2-color  
printing



Reversed out of purple, teal or black: 'NO & MORE' print 30% K



B/W version,  
'NO & MORE' print  
50% K, everything  
else prints 100% K