

## Worth the Cure colours

These guidelines explain how to access Worth the Cure graphical assets and the colour palette. Referring and adhering to this guide will ensure that Worth the Cure assets retain a consistent visual identity.

Because campaigns and society are so fast-changing, this colour palette can be adjusted. Presently, there are two distinct colour areas for Worth the Cure designs:

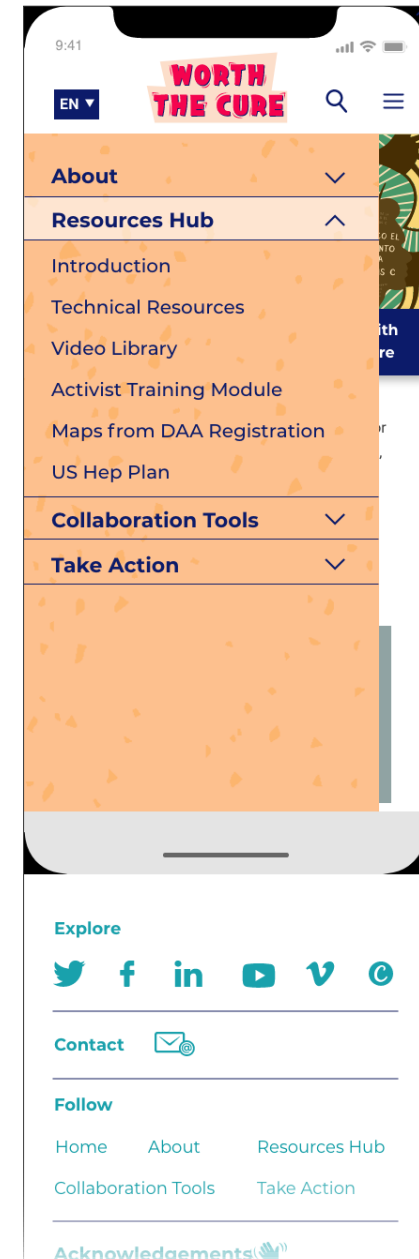
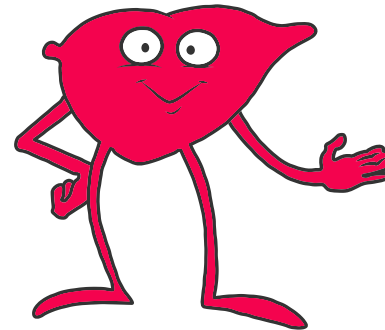
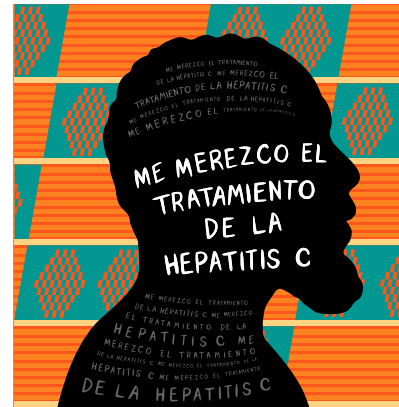
### Primary palette

Core colours include the teal of TAG, hep Coalition, and mapCrowd logos. It is often used for graphical elements and sub headings. Respectively, gold ochre and raspberry colours feature in website title banners and backgrounds.

### Secondary palette

This area consists of a pre-existing colour scheme used across a number of TAG, hep Coalition and mapCrowd reports and presentations. Additional vibrant, confident colours were added to strengthen graphical illustrations and type across digital and print areas.

Primary and secondary colour palettes can be seen [here](#).



# Colour palette

## Primary

HEX: F4034E  
RGB: 244-3-78  
CMYK: 0-100-61-0

20%

HEX: 19A1AC  
RGB: 25-161-172  
CMYK: 77-14-33-1

20%

HEX: F09E50  
RGB: 240-158-80  
CMYK: 0-34-67-6

20%

## Secondary

HEX: A92A18  
RGB: 160-42-24  
CMYK: 4-93-100-17

20%

HEX: 760547  
RGB: 118-5-71  
CMYK: 0-96-40-54

20%

HEX: 127072  
RGB: 18-112-114  
CMYK: 92-23-41-8

20%

HEX: FED483  
RGB: 254-212-131  
CMYK: 0-17-48-0

20%

HEX: 0C1B6A  
RGB: 12-27-106  
CMYK: 89-75-0-58

20%

HEX: 6D504B  
RGB: 109-80-75  
CMYK: 48-63-61-32

20%

HEX: FF9E25  
RGB: 225-158-37  
CMYK: 0-45-94-0

20%

HEX: FF6A1B  
RGB: 255-106-27  
CMYK: 0-73-98-0

20%

HEX: F57DC3  
RGB: 245-125-195  
CMYK: 4-63-0-0

20%

HEX: 9CCDFB  
RGB: 154-215-249  
CMYK: 35-2-0-0

20%

HEX: 00A37A  
RGB: 0-163-122  
CMYK: 81-11-68-0

20%

HEX: 000000  
RGB: 0-0-0  
CMYK: 0-0-0-100

HEX: 333333  
RGB: 51-51-51  
CMYK: 69-60-56-66

HEX: C5C9C9  
RGB: 197-201-201  
CMYK: 26-17-19-1

HEX: FFFFFFFF  
RGB: 255-255-255  
CMYK: 0-0-0-0

## Type

On the Worth the Cure website, the two typefaces used are Montserrat and Roboto. Both are available via Googlefonts.

### Montserrat

MONTSERAT 24 PT BOLD

### Montserrat

MONTSERAT 14 PT SEMIBOLD

### Roboto

ROBOTO 11 PT REGULAR

## Worth the Cure

### Opensource graphics for activism

Worth the Cure graphics grew out of community education and listening sessions with New York City-based groups of people, directly affected by HCV. Early designs reflected vibrant colour and a range of people moving across city and urban areas.

### Montserrat Bold

Montserrat SemiBold

Montserrat Medium

Montserrat Regular

Montserrat Light

### Roboto Bold

*Roboto Bold Italic*

Roboto Medium

*Roboto Medium italic*

Roboto Regular

*Roboto Italic*

Roboto Light

*Roboto Light Italic*

## Worth banner

There isn't a Worth the Cure logo for this project, but there is a graphical image used as a title banner to head up each page.



WORTH THE CURE

# File formats and terminology

## **JPG - Joint Photographers Group**

Photos are best formatted as jpg files, for digital screens or printed materials.

## **PNG - Portable Network Graphics**

PNG formats allow for transparency with icons and logos. PNG formats are also really useful for web and digital uploads, such as social media posts.

## **PDF - Portable Document Format**

For printed materials, use hi-res JPG and PDF formats.

High res / hi resolution: 300 dpi / 300 ppi.

Lo res / Low resolution: 72 dpi / 72ppi.

dpi (dots per inch, on paper) and ppi (pixels per inch, on a screen) are terms to describe resolution and can be used interchangeably.