

LOGO.

To preserve its style and design, it should not be modified without prior approval. Any size changes must be made proportionally.

Complete logo

GENDER-HehS
Enhancing Gender Perspectives in Higher Education for
Healthcare Students



GENDER-HehS



GENDER-HehS

Simplified version

Landscape and portrait.



Logomark

The simplest version of the logo. To be used when the main logo or the simplified version has been introduced.

Monochromatic versions of the logo are also available.



The white version should be used over dark backgrounds.

TYPOGRAPHY.

Comfortaa is the **primary typeface** of GENDER-HehS. Used in the logo. Recommended for titles, headings, and other text that you want to emphasize.

Free download:
<https://fonts.google.com/specimen/Comfortaa>

Available in five different weights

Comfortaa Light
Comfortaa Regular
Comfortaa Medium
Comfortaa Semibold
Comfortaa Bold

Aa

Comfortaa

Calibri is the **secondary typeface** for GENDER-HehS. It is used in most texts, ensuring readability. It was chosen because it is pre-installed on most programs.

Available in three different weights

Calibri Light
Calibri Regular
Calibri Bold

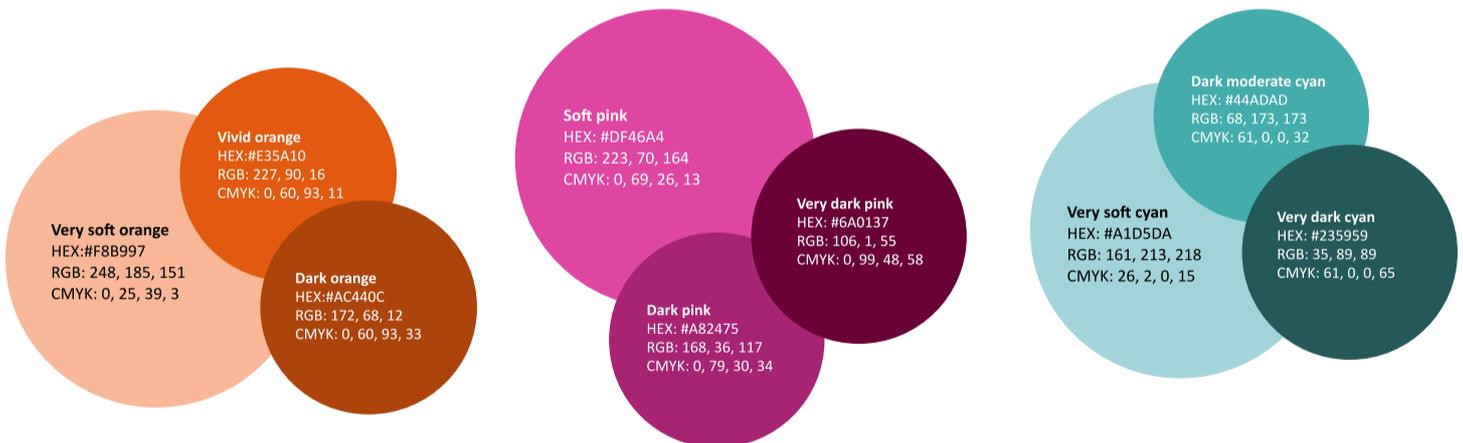
Aa

Calibri

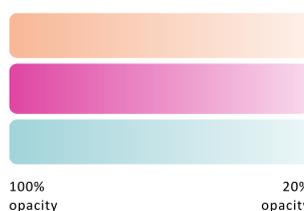
COLOURS.

The **main colors** of GENDER-HehS' visual identity are those represented by the larger circles.

The **secondary colors** of the GENDER-HehS identity are those represented by the smaller circles. It is recommended to use them in backgrounds, when additional visual support is needed, or when the primary colours are incompatible with the design.



When necessary or to create greater visual interest, different **levels of opacity** can be used, as well as **gradient blends** of the different colours.



100% opacity

20% opacity



-----> This is a summary document of the GENDER-HehS visual identity guide. For more information, please consult the full guide.

