

WORLD PATIENT SAFETY CONGRESS AMERICAS BRAND GUIDELINES



Primary colours



128 - 43 - 122
#282460



236 - 145 - 34
#ec9122

Fonts used on CANVA

Heading, straps & Body copy: Poppins (**SemiBold/ Bold/ ExtraBold/ Black**)

Small copy in general : Poppins (Regular/ Light/ Extralight)

Social Media Hashtag

#PSUS

Logo

Undated

WORLD
PATIENT SAFETY
CONGRESS AMERICAS

Icon

