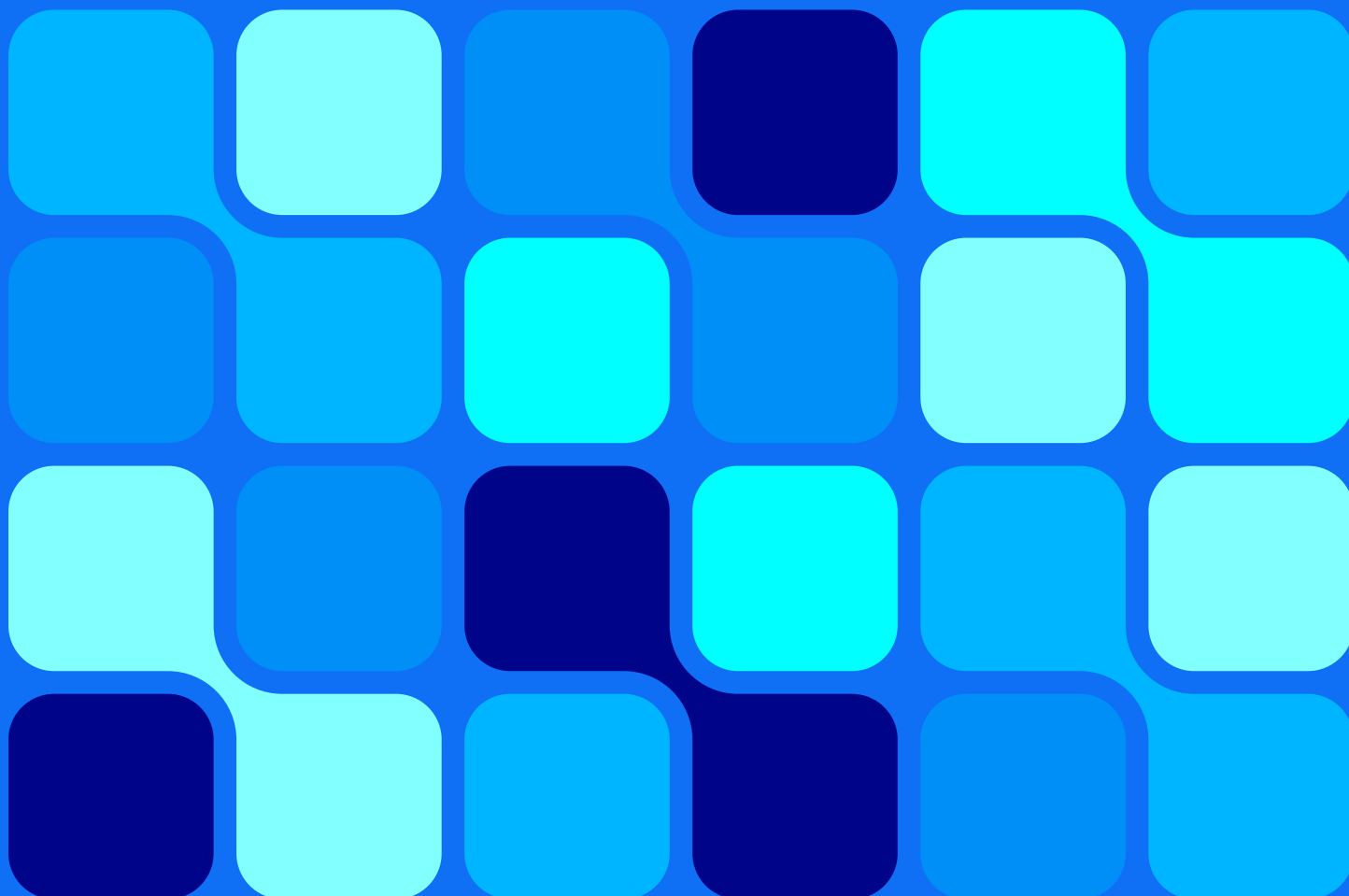


Philly
— P:EP —
Awareness
Week

October 26 - 30 **2026**

Toolkit



Brand Assets

COLORS PALETTE

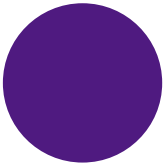
Brand Colors

Primary Color Palette

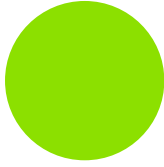
Philly PrEP Awareness Week colors may be used for a variety of purposes: To fill large blocks of space; to enliven, highlight, or accent panels; and to add emphasis and impact to typography. The Primary Palette should be used in all occasions for marketing communications. The palette has been designed to give a bold and exciting direction to the brand, offering flexibility in the design of literature off and on-line. Percentage tints of any of these colors can be used.



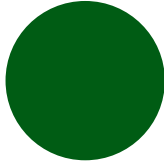
Pink
RGB 52/26/128
HEX #fc1a80



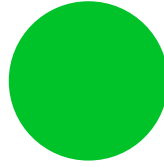
Purple
RGB 80/26/128
HEX #501a80



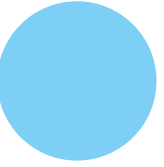
Light Green
RGB 140/224/0
HEX #8ce000



Dark Green
RGB 0/92/20
HEX #005c14



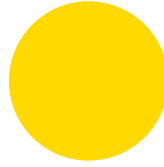
Green
RGB 0/194/41
HEX #00c229



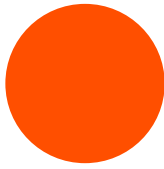
Light Blue
RGB 125/207/245
HEX #7dcff5



Royal Blue
RGB 15 /112/245
HEX #0f70f5



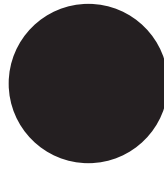
Yellow
RGB 255/217/0
HEX #ffd900



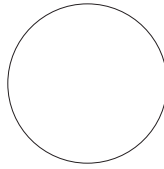
Orange
RGB 255/79/0
HEX #ff4f00



Blue Green
RGB 3/214/53
HEX #21d699



Black
RGB 0/0/0
HEX #000000



White
RGB 255/255/255
HEX #ffffff

TYPOGRAPHY

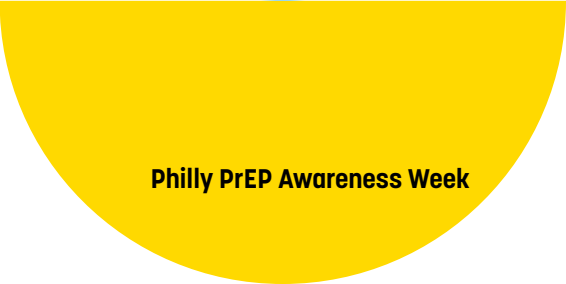
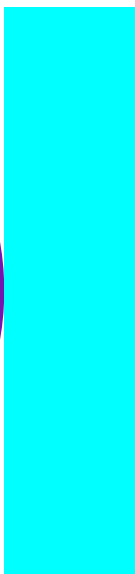
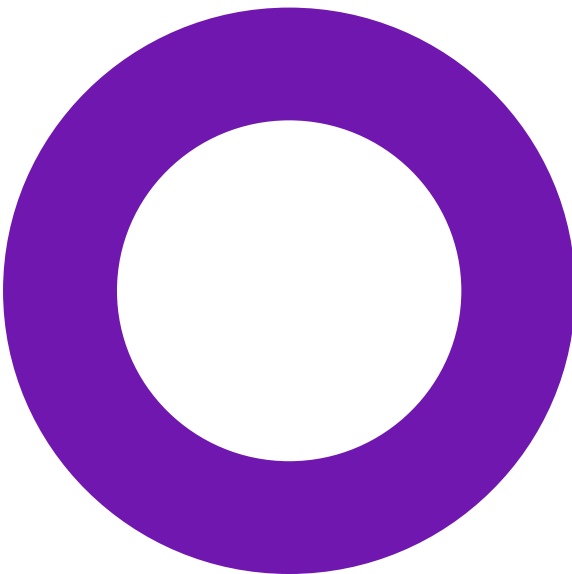
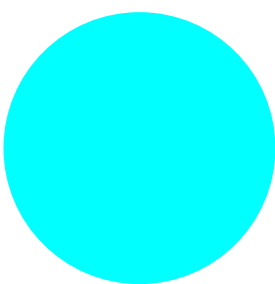
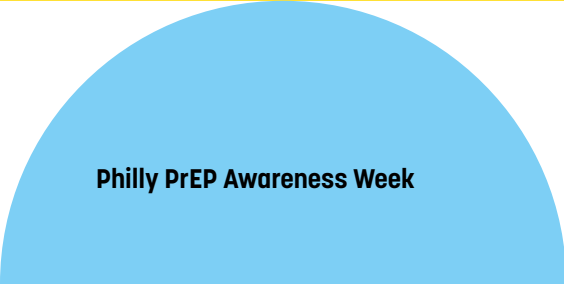
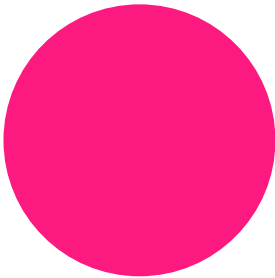
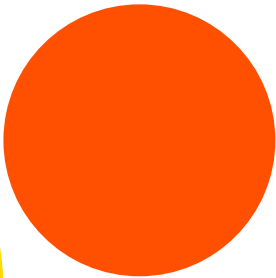
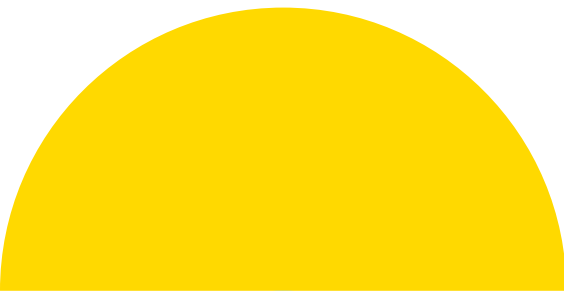
Brand Fonts

Primary Typeface

Korolev

Ag

Thin/ Italic	Proxima Nova abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890	Proxima Nova abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Light/ Italic	Proxima Nova abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890	Proxima Nova abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Medium/ Italic	Proxima Nova abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890	Proxima Nova abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Bold/ Itlaic	Proxima Nova abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890	Proxima Nova abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Heavy/ Itlaic	Proxima Nova abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890	Proxima Nova abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890





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Additional Resources

Want to guide your community to more information about PrEP? The City of Philadelphia is here to help with additional educational resources.

[Philly Keep On Loving | Information for HIV, STIs, and PrEP](#)

[Philly Keep On Loving For Providers](#)

[HIV and AIDS Resources | HIV.gov](#)

Need help?

Contact: Philly Keep On Loving, Division of HIV Health

Email: PreventHIV@Phila.gov

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PHILLY KEEP ON LOVING

 Department of
Public Health