

WORLD SLEEP 2023 BRAND GUIDE

Logos



Horizontal and stacked logos | Digital and print file formats available upon request



Reversed logos (horizontal & stacked) on background color | Available upon request

Primary Colors

| |
|---|
| WSS BLUE 100% CMYK: 100 83 35 21 RGB: 24 59 102 HEX#: 183b66 |
| 50% HEX#: 7d819b |
| 25% HEX#: b4b5c5 |
| 10% HEX#: dbdbe2 |

| |
|--|
| GREEN 100% CMYK: 85 13 100 2 RGB: 115 4 73 HEX#: 079b49 |
| 50% HEX#: 96c295 |
| 25% HEX#: c8ddc5 |
| 10% HEX#: e5ede2 |

| |
|--|
| YELLOW 100% CMYK: 2 8 100 0 RGB: 254 223 0 HEX#: fdde00 |
| 50% HEX#: fdeb96 |
| 25% HEX#: fff5ca |
| 10% HEX#: fff9e8 |

| |
|---|
| BLACK 100% CMYK: 0 0 0 100 RGB: 0 0 0 HEX#: 000000 |
| 50% HEX#: 949598 |
| 25% HEX#: c6c7c9 |
| 10% HEX#: e6e7e8 |

| Category | Print & Digital Color Codes |
|--------------|--|
| Registration | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |
| Blue | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |
| Green | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |
| Yellow | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |
| Black | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |
| White | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |
| Blue | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |
| Green | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |
| Yellow | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |
| Black | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |
| White | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |
| Blue | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |
| Green | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |
| Yellow | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |
| Black | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |
| White | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |
| Blue | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |
| Green | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |
| Yellow | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |
| Black | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |
| White | C=100 M=100 Y=100 K=100 CMYK: 100 100 100 100 RGB: 0 0 0 HEX: 000000 |

See page 2 for additional color guidelines

Primary Font

Brother 1816 | Black
MAIN HEADLINES (ALL CAPS)

Brother 1816 | Regular
Body Copy

Brother 1816 | Black
Sub Headlines (WSS Blue)



WORLD SLEEP 2023 PROGRAM COLORS



| Category | Print & Digital Color Codes |
|-------------------------|---|
| Symposium | C=91, M=76, Y=18, K=4 R=50, G=80, B=139 #32508b |
| Pediatric Symposium | C=64, M=36, Y=2, K=0 R=95, G=144, B=201 #6090c8 |
| Dental Symposium | C=29, M=4, Y=0, K=0 R=175, G=217, B=244 #afd7f3 |
| Basic Science Symposium | C=15, M=1, Y=0, K=0 R=212, G=236, B=250 #d4ecfa |
| Keynote | C=88, M=0, Y=47, K=30 R=0, G=134, B=123 #00867b |
| Surgery Symposium | C=44, M=0, Y=35, K=21 R=117, G=172, B=152 #75ac98 |
| Course | C=50, M=0, Y=80, K=0 R=138, G=200, B=101 #89c765 |
| Discussion Symposium | C=13, M=0, Y=20, K=0 R=222, G=238, B=212 #deeed4 |
| Poster Abstract | C=3, M=11, Y=99, K=0 R=251, G=216, B=14 #fcd60b |
| Oral Abstract | C=1, M=3, Y=22, K=0 R=253, G=241, B=205 #fdf1cd |
| Industry Symposium | C=18, M=58, Y=67, K=3 R=201, G=124, B=92 #c97c5c |
| Exhibition | C=2, M=14, Y=23, K=0 R=247, G=219, B=193 #f7dbc1 |
| Technologist Program | C=27, M=100, Y=78, K=26 R=146, G=0, B=45 #92002d |
| Social Event | C=40, M=50, Y=0, K=10 R=143, G=123, B=175 #8f7aae |
| Affiliated Meeting | C=10, M=13, Y=0, K=3 R=216, G=209, B=228 #d8d1e4 |
| Administration | C=0, M=0, Y=0, K=50 R=147, G=149, B=152 #939598 |