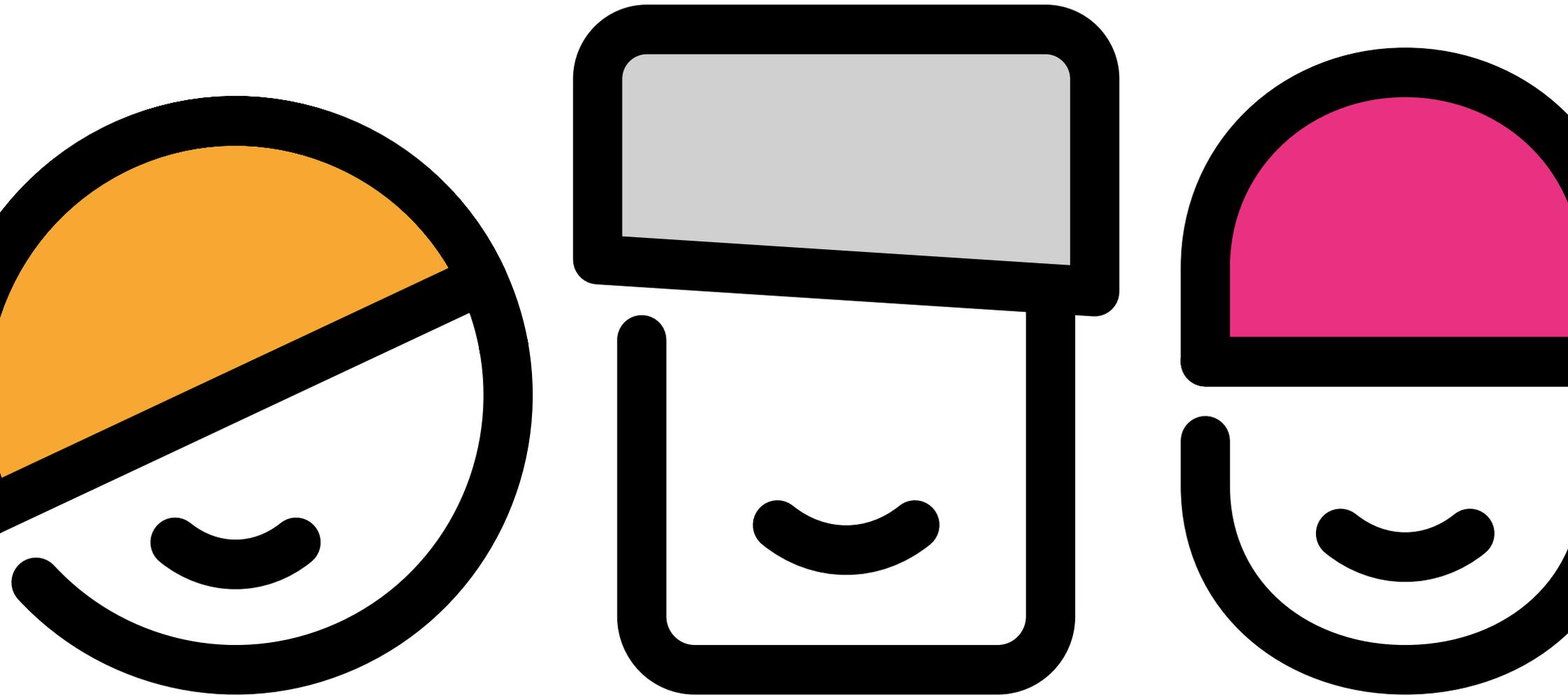


Brand Guidelines

July 2019



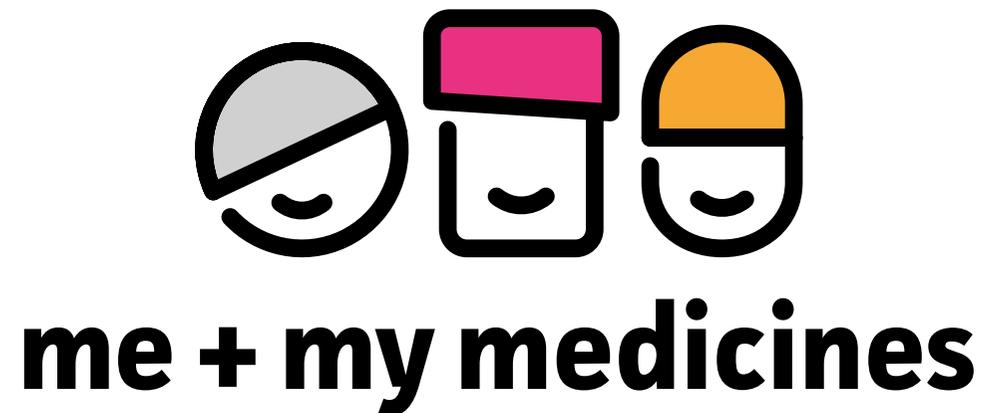
me + my medicines





Our logo uses abstract forms of medicines (pill, tablet bottle and capsule). With the addition of a smile and coloured hair, different types of people are created.

Primary Logo



**Do not alter the logo in any way.
Always use the master artwork
file as supplied.**

Brand Guidelines

Our Logo



Secondary versions of the logo can be used which use just one of the faces to create an individual feel to the brand.

These are ideal for applications where space is at a premium, such as small press adverts or promotional items (e.g. pens).

Secondary Logos



**Do not alter the logos in any way.
Always use the master artwork
files as supplied.**

Brand Guidelines

Our Logo



The exclusion zone is defined by the size of the circular pill icon. This is the minimum amount of clear space that should be left around the logo to ensure that it is clearly visible. No other object should enter this space.

Exclusion Zone



Minimum Print Size



**Do not alter the logo in any way.
Always use the master artwork
file as supplied.**

Brand Guidelines

Our Strapline



Our strapline 'It's OK to ask...' can be used with the primary logo as per the example shown.

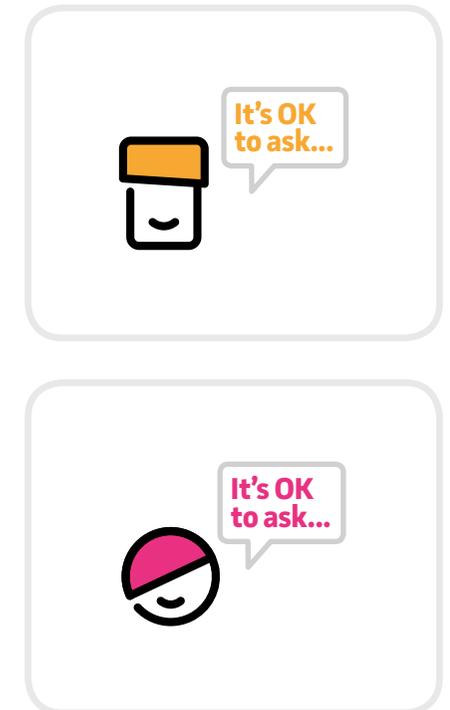
Our people icons can also be used individually at larger scales with the strapline.

The colours of the 'hair' on the people icons are interchangeable, enabling a variety of characters to be created.

Primary Logo + Strapline



People Icons + Strapline



Do not alter the logos or icons in any way. Always use the master artwork file as supplied.

Brand Guidelines

Co-Branding



When Me and My Medicines print materials are to be displayed with permission on the premises of NHS organisations (Hospital Trusts or Clinical Commissioning Groups) then that partner NHS organisation's logo can be displayed so that members of the public can see that the material is supported by the host organisation.

The NHS lozenge within the partner logo should always be scaled to the height of X indicated here. This is in order to maintain the correct hierarchy and to avoid either logo becoming too dominant.

Please do not use the NHS logo on its own as Me and My Medicines does not currently have an agreement in place to use this logo.

The baseline of the bottom line of the NHS organisation logo should always align with the baseline of the Me and My Medicines logo.

Multi-line NHS organisation logo alignment example



Single-line NHS organisation logo alignment example



Brand Guidelines

Co-Branding Examples



Guidelines for use:

1. Only original artwork files for the partner NHS organisation logo should be used.
2. The partner NHS organisation's logo should be positioned in either the top or bottom right on print materials with the Me and My Medicines logo positioned in the opposite left corner.
3. Design templates for common items of printed material are available and these provide a space for local the NHS organisation's logo to be positioned. Please contact the Me and My Medicines programme team for these templates by emailing info@yhahsn.com.

This page demonstrates acceptable examples of local NHS organisation logos in use with the Me and My Medicines identity.

Logos positioned bottom example



Logos positioned top example



Brand Guidelines

Our Colours



Our primary colours are black and white representing our straight-talking, honest approach when it comes to talking about medicines.

These are backed up by three secondary highlight colours that are bright and bold, which add interest to marketing material.

Primary Colours

Black

C0 M0 Y0 K100
R0 G0 B0
#000000

White

C0 M0 Y0 K0
R255 G255 B255
#3fa435

Secondary Colours

Yellow

C0 M40 Y85 K0
R247 G168 B51
#f7a833

Magenta

C0 M90 Y10 K0
R232 G49 B129
#e73181

Grey

C0 M0 Y0 K25
R208 G208 B208
#d0d0cf

Brand Guidelines

Our Typeface



Our primary typeface is Facit, which is used in two weights; bold and regular.

When it is not possible to use Facit, our secondary typeface Tahoma should be used. This is a system font which is included on most computers.

Primary Typeface

Facit Bold
is used for
headings,
subheadings and
introductions.

Facit Regular
is used for body
copy and other
secondary
information.

Secondary Typeface

Tahoma Bold
is used for headings,
subheadings and
introductions.

Tahoma Regular
is used for body copy
and other secondary
information.

Facit is available on Adobe
Typekit

Brand Guidelines

Our Brand in Action



Sample Applications



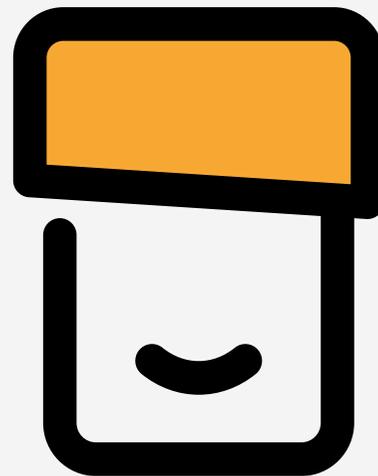
Brand Guidelines

Further Information



For further information or to request master artwork files, please contact Graham Prestwich.

graham.prestwich@yhahsn.com



It's OK
to ask...