PAINKILLERS DON'T EXIST.

They're only a short-term solution

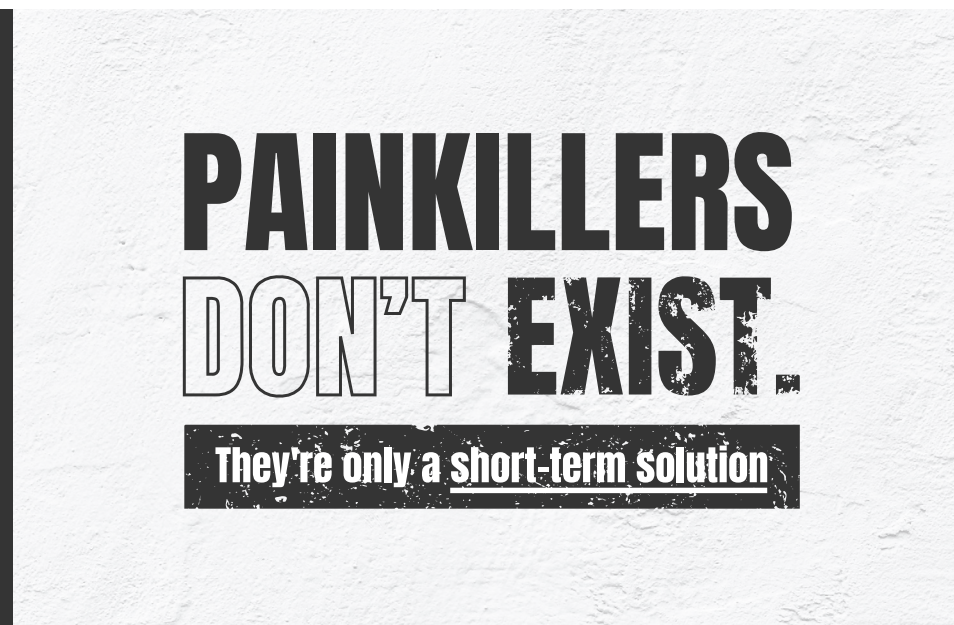## Brand Guidelines

Logo | Colour variations

White logo
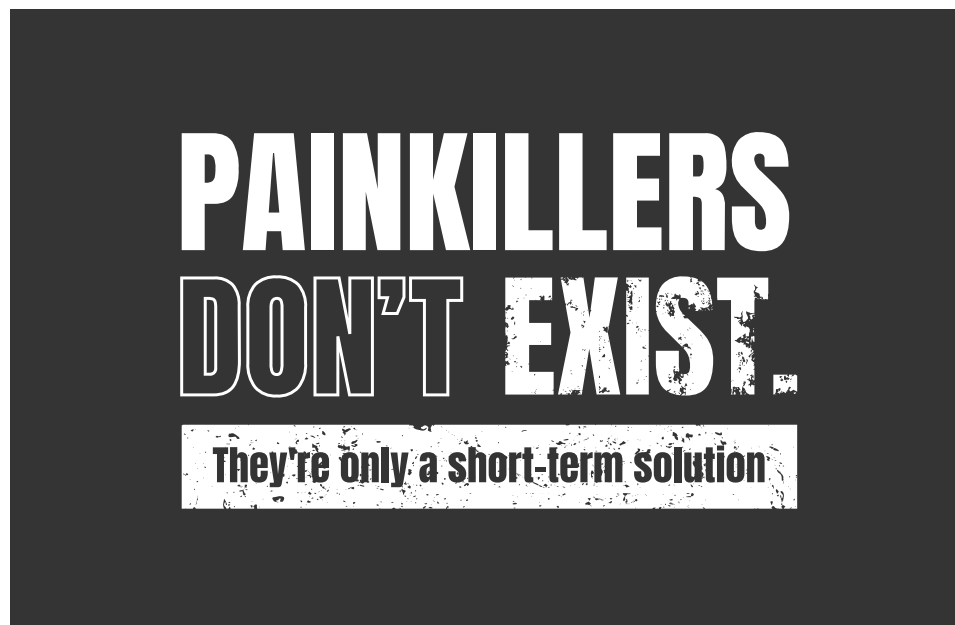
Grey logo

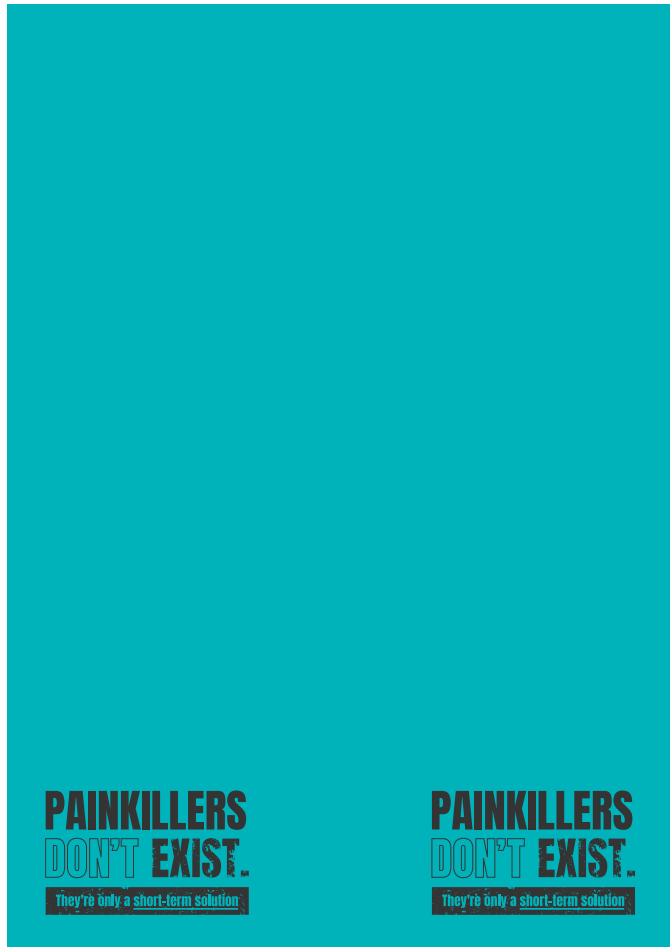The white logo can be used on dark grey, purple and teal. The 'short-term solution' should be the same colour as the background.

The black logo can be used on white, teal and the texture background. The 'short-term solution' should be the same colour as the background.

Logo | Exclusion zone and positioning

Positioning

The Painkillers logo can be positioned in either the bottom left or right corner.

Exclusion zone

The ensure that the Painkillers logo always appears clearly and unobstructed, it is important to provide an area of clear space around it.

The minimum exclusion zone is created using the height of the strap line box (as shown above) and should be used to keep the logo clear of any other visual assets.

Logo | Misuse

The logos should always remain consistent to ensure the integrity and legibility of the brand.

Here are some examples of how to avoid bad practice when using the logo.

Please note these examples are not exhaustive.

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❌ Do not alter the colours of the logo

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❌ Do not apply effects to the logo

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❌ Do not resize elements of the logo

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❌ Ensure sufficient contrast

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❌ Do not angle the logo

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❌ Do not distort the logo

Colour palette

Teal

C: 74 M: 0 Y: 31 K: 0

R: 0 G: 178 B: 185

HEX: #00b2b9

Purple

C: 51 M: 93 Y: 0 K: 0

R: 148 G: 46 B: 136

HEX: #942e88

Dark grey

C: 69 M: 59 Y: 56 K: 65

R: 52 G: 52 B: 52

HEX: #343434

White

C: 0 M: 0 Y: 0 K: 0

R: 250 G: 250 B: 250

HEX: #ffffff

Typography

Anton Regular is painkillers primary campaign font. It's compressed, structure and relevant to the serious nature of the campaign message.

Frutiger is used for long form and body content. Simple and accessible this font compliments the unique heading font.

Manage your pain.

Anton Regular

This weight should be used for headings, subheadings and any key information you want to pull out or draw attention to.

Frutiger Bold

This weight should be used for body copy, captions and any secondary content.

Frutiger Regular

This weight should be used for body copy, captions and any secondary content.

For accessibility minimum size used should be **10pt.**

Illustration style

Painkillers campaign illustration style is simple, geometric and 3D feeling. This style matching the typography style and the medical, serious tone of the campaign.

Illustrations are used to compliment and communicate the key messages, whilst also illustrating the range of painkillers which may be relevant and the different ways to manage pain.

Brand in use