SERIOUSLY.

Brand Guidelines

Logo | Colour variations

Black logo

SERIOUSLY.

The black logo can be used on white and should only be used when the design is required to be in black and white.

White logo (primary)

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The white logo can be used on 'Seriously red' or black (please see example on page 3). This is the primary logo and should be used whenever possible.

Red logo

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The red logo can be used on white or black (please see example on page 3).

Logo | Colour variation examples

White logo usage examples

Red logo usage examples

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SERIOUSLY.

SERIOUSLY.

Logo | Exclusion zone and positioning

Positioning

The Seriously logo can be positioned in any of **the four corners and centered top or bottom.**

Exclusion zone

The ensure that the Seriously 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 logo** (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 move the type

SERIOUSLY.

✖ Do not angle the logo

SERIOUSLY.

✖ Do not resize elements of the logo

SERIOUSLY.

✖ Do not apply effects to the logo

SERIOUSLY.

✖ Ensure sufficient contrast

SERIOUSLY.

✖ Do not distort the logo

Colour palette

Seriously red

C: 0   M: 98   Y: 98   K: 0

R: 237   G: 0   B: 3

HEX: #ed0003

Pink

C: 0   M: 15   Y: 10   K: 0

R: 252   G: 228   B: 27

HEX: #fce4e0

Dark grey

C: 67   M: 63   Y: 58   K: 66

R: 54   G: 48   B: 48

HEX: #363030

Light grey

C: 13   M: 9   Y: 11   K: 0

R: 228   G: 227   B: 226

HEX: #e4e3e2

The primary colour palette consists of the core 'Seriously red' and dark grey and white. The pink and light grey should be used only occasionally as secondary colours in long form booklets or web.

Typography

Heletica Neue is used for the Seriously campaign font. It's clean, simple and serious, with a friendly edge. This compliments the Seriously visual and messaging style.

Take Antibiotics **Seriously.**

Helvetica Neue Bold

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

Helvetica Neue Regular

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

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

Icon style

Seriously campaign icon style is simple, combining block a red colour with black outlines. These icons are used to support key messages and highlight common infections which antibiotics are used for (highlighting if that is the wrong or right treatment).
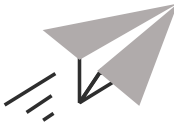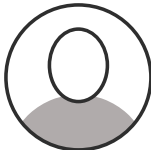
Location
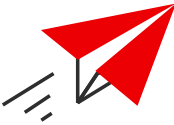
Get in touch
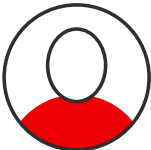
Individual

Prescriber

Educator

Location

Get in touch

Individual

Prescriber

Educator

Ear infection
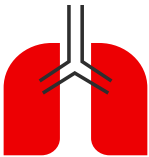
Chest infection
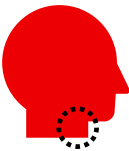
Sore throat

Cough

Urinary Tract Infections

Cold & Flu

Ear infection
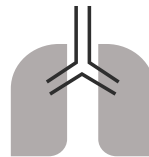
Chest infection

Sore throat

Cough

Urinary Tract Infections

Cold & Flu

Brand in use

Antibiotics are not always the right treatment.

NHS

You rarely need antibiotics. Most infections such as chest, ear infections in children and sore throats will get better on their own. The less we rely on and use antibiotics, the more effective they will be when we really need them. **Always speak to a healthcare professional about the right treatment for you.**

seriouslyresistant.com
#TakeAntibioticsSeriously

SERIOUSLY.

Bacteria are becoming resistant to antibiotics.

NHS

We should only take antibiotics when we really need them.

NHS

seriouslyresistant.com
#TakeAntibioticsSeriously