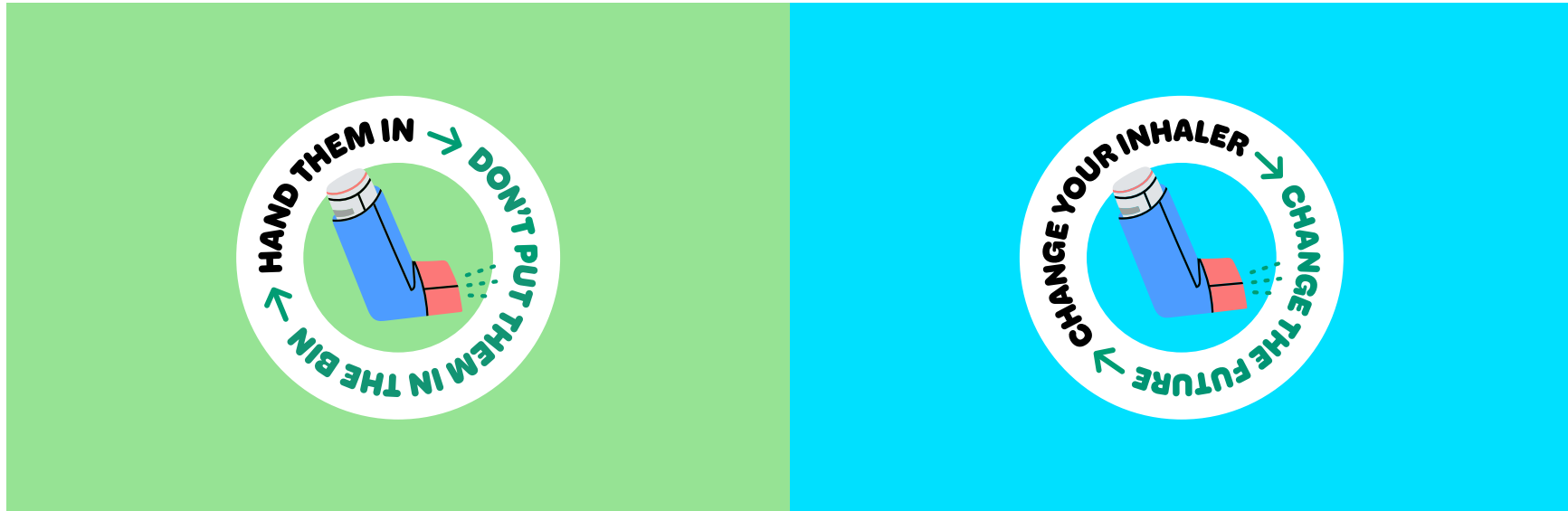


## **Inhalers: Brand Guidelines**

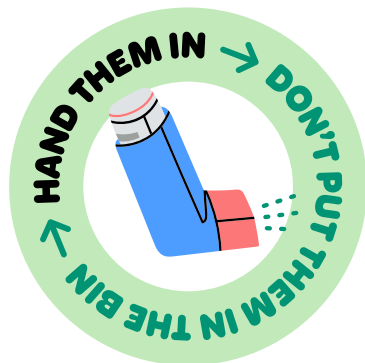
# Logo | Variations

Hand them in logo (phase 1)



Logo 1 includes the wording 'Hand them in, don't put them in the bin' and should be used on any materials that include messaging relating to disposing of your inhaler correctly.

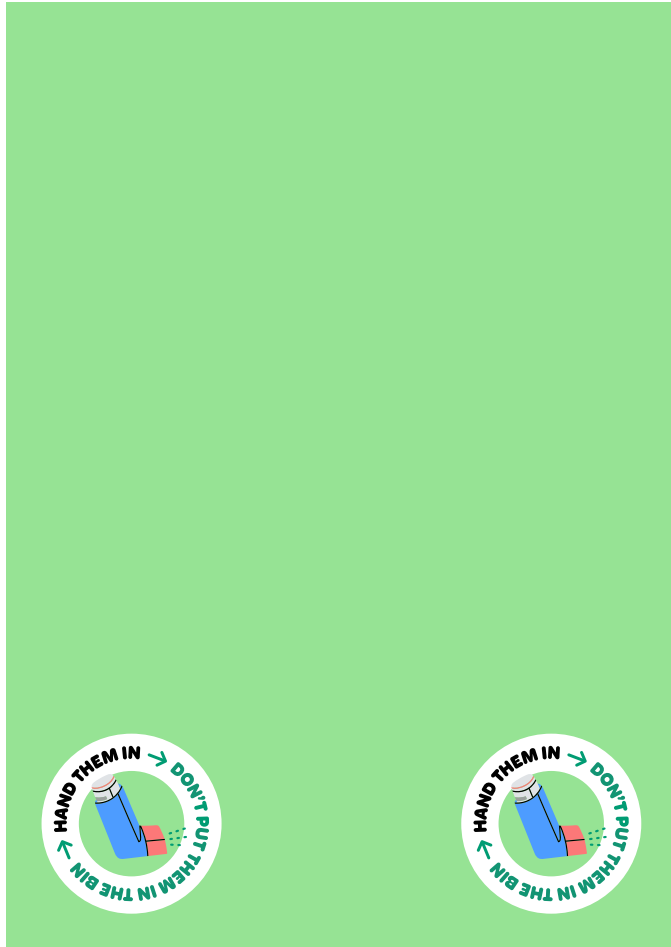
Logo 2 includes the wording 'Change your inhaler, change the future' and should be used on any materials that include messaging relating to the environmental impact of inhalers and changing to a greener alternative.



If the logo is used on a white background please use this colour version.

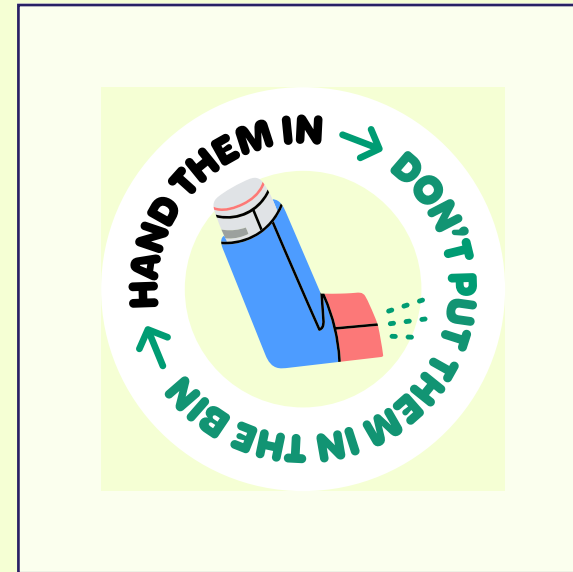
# Logo | Exclusion zone and positioning

## Positioning



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

## Exclusion zone



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

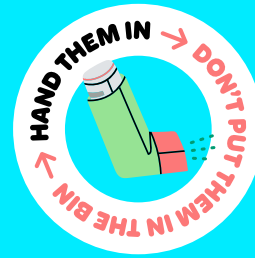
The minimum exclusion zone is created using the height of the inside of the white ring (as shown above) and should be used to keep the logo clear of any other visual assets.

# Logo | Misuse

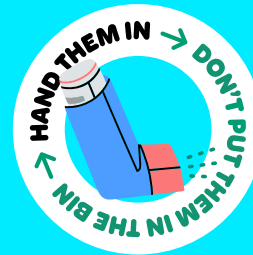
The logos should always remain consistent to ensure the integrity and legibility of the brand.

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

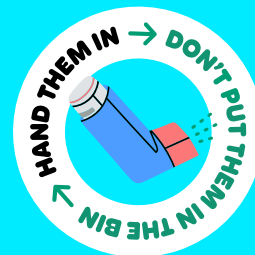
Please note these examples are not exhaustive.



✘ Do not alter the colours of the logo



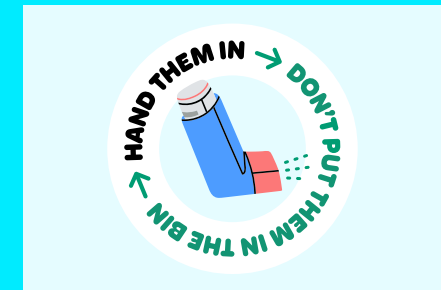
✘ Do not resize elements of the logo



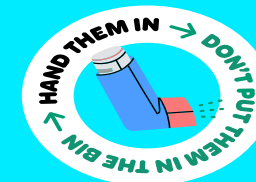
✘ Do not angle the logo



✘ Do not apply effects to the logo



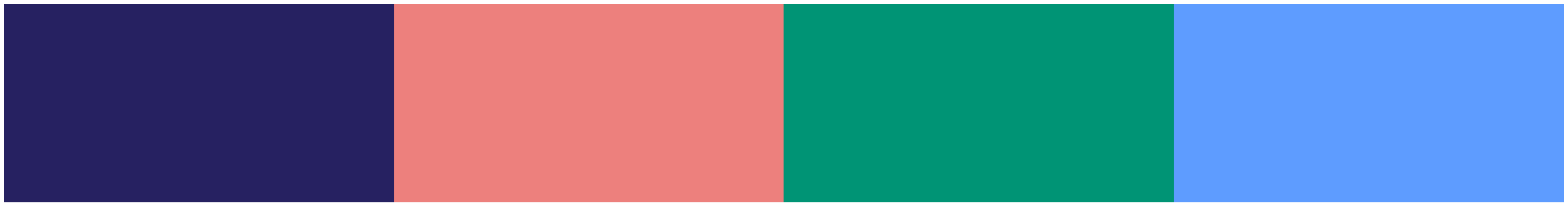
✘ Ensure sufficient contrast



✘ Do not distort the logo

# Colour palette | Web

This colour palette should be used for digital materials only.



## Dark blue

C: 100 M: 98 Y: 30 K: 19

R: 38 G: 33 B: 97

HEX: #262161

## Pink

C: 1 M: 63 Y: 42 K: 0

R: 237 G: 128 B: 125

HEX: #ed807d

## Dark green

C: 82 M: 16 Y: 63 K: 2

R: 0 G: 148 B: 17

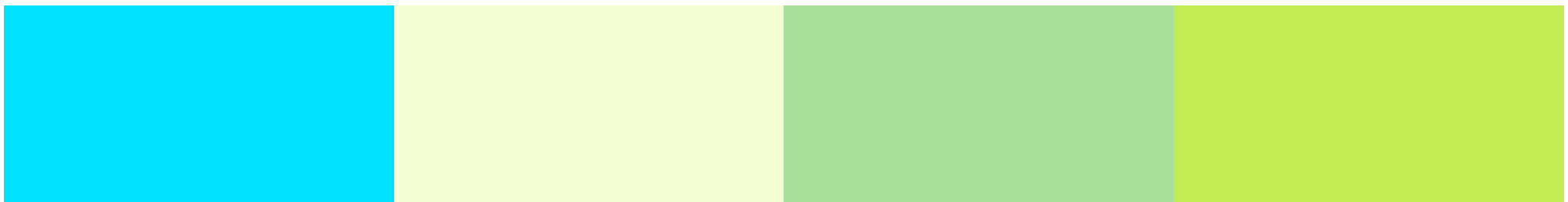
HEX: #009475

## Mid blue

C: 62 M: 36 Y: 0 K: 0

R: 94 G: 156 B: 255

HEX: #5e9cff



## Bright blue (web only)

C: 61 M: 0 Y: 8 K: 0

R: 0 G: 224 B: 255

HEX: #00e0ff

## Cream

C: 7 M: 0 Y: 23 K: 0

R: 245 G: 255 B: 212

HEX: #f5ffd4

## Light green (web only)

C: 40 M: 0 Y: 51 K: 0

R: 168 G: 224 B: 156

HEX: #a8e09c

## Bright green (web only)

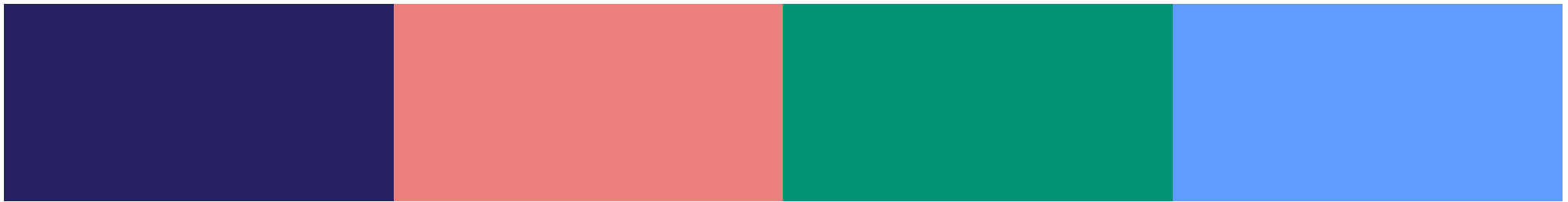
C: 33 M: 0 Y: 78 K: 0

R: 194 G: 235 B: 84

HEX: #c2eb54

# Colour palette | Print

Some colours from the original colour palette (page 5) have been changed to work for print. This colour palette should be used for printed materials only.



## Dark blue

C: 100 M: 98 Y: 30 K: 19

R: 38 G: 33 B: 97

HEX: #262161

## Pink

C: 1 M: 63 Y: 42 K: 0

R: 237 G: 128 B: 125

HEX: #ed807d

## Dark green

C: 82 M: 16 Y: 63 K: 2

R: 0 G: 148 B: 17

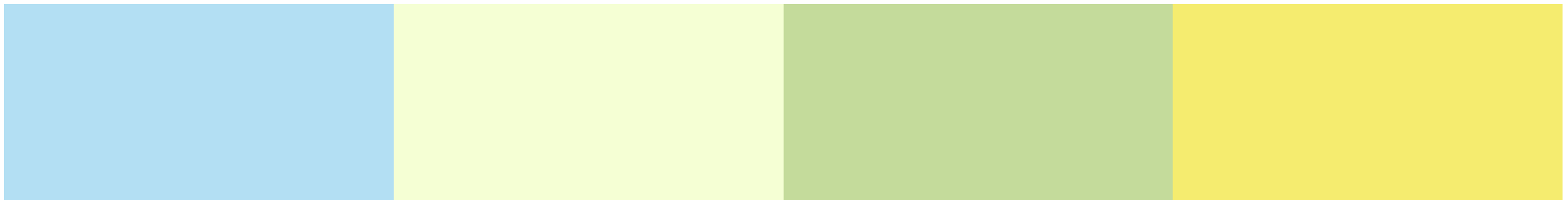
HEX: #009475

## Mid blue

C: 62 M: 36 Y: 0 K: 0

R: 94 G: 156 B: 255

HEX: #5e9cff



## Print bright blue

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

R: 148 G: 46 B: 136

HEX: #942e88

## Cream

C: 7 M: 0 Y: 23 K: 0

R: 245 G: 255 B: 212

HEX: #f5ffd4

## Print light green

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

R: 0 G: 178 B: 185

HEX: #00b2b9

## Highlight yellow

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

R: 148 G: 46 B: 136

HEX: #942e88

# Typography

Hoss round is inhalers primary campaign font. It's round and airy nature is friendly and relevant to the campaign message.

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

**Please don't put  
me in the bin!**

## **Hoss Round Heavy**

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

## **Rubik Bold**

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

## **Rubik Regular**

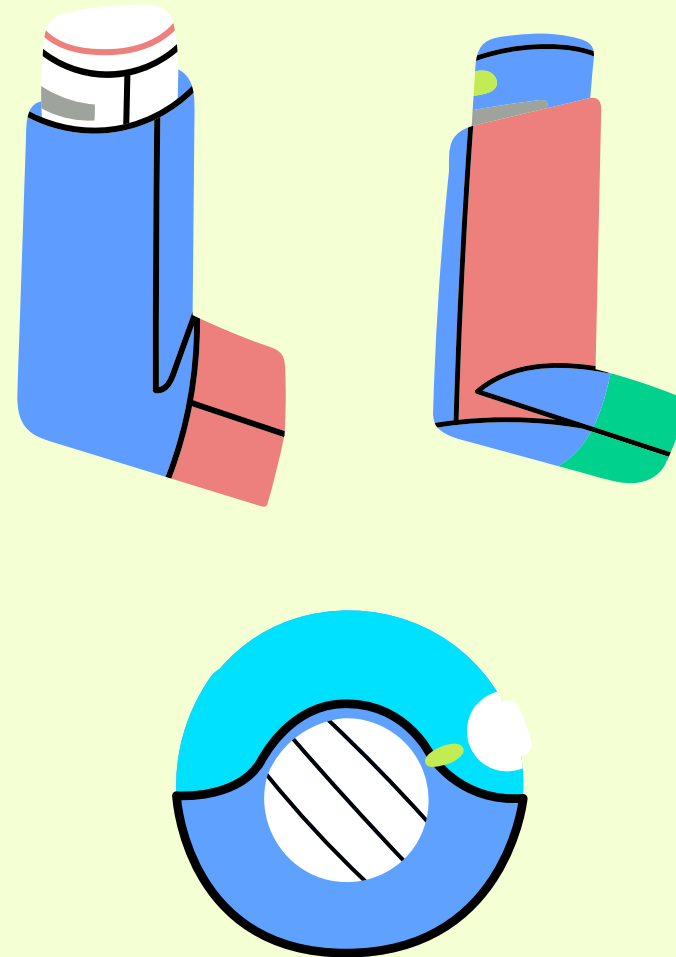
This weight should be used for body copy, captions and any secondary content.

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

# Illustration style

The illustration style is simple and stylised, giving the campaign an approachable and positive feel. The inhaler illustration makes it clear what the campaign is about on first look.

Illustrations are used to compliment and communicate the key messages, whilst also illustrating the range of inhalers available.





# Brand in use



North East and North Cumbria



**You don't have to hold on to your old inhalers**

**Did you know?**

Over **1 million** inhalers are used in Sunderland every year - they end up in landfill and they harm the environment if not disposed of correctly. **You can dispose of your old inhalers at your local pharmacy.**

Hand back an old inhaler when you get your new one.

[greenerinhalers.co.uk](http://greenerinhalers.co.uk)

✔ Book your next review



North East and North Cumbria

**You could try one of these greener inhalers**



Rescue inhalers



Multi-dose inhalers




Easy-to-use inhalers



North East and North Cumbria



**Inhalers cannot be recycled and shouldn't be put in the bin**



North East and North Cumbria

**Did you know?**

**Some of the more popular inhalers** could release the same harmful gases into the environment as a car journey from **Sunderland to Glasgow**

