Are your medicines **working** for you?
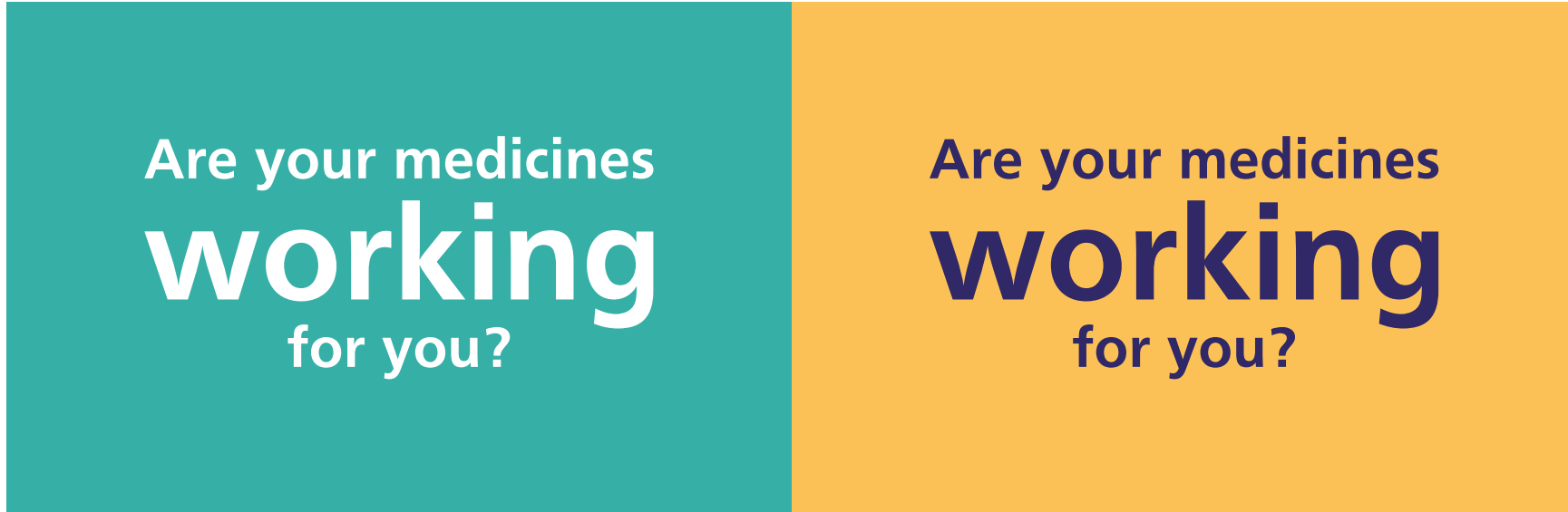
Logo

Primary logo

Are your medicines **working** for you?

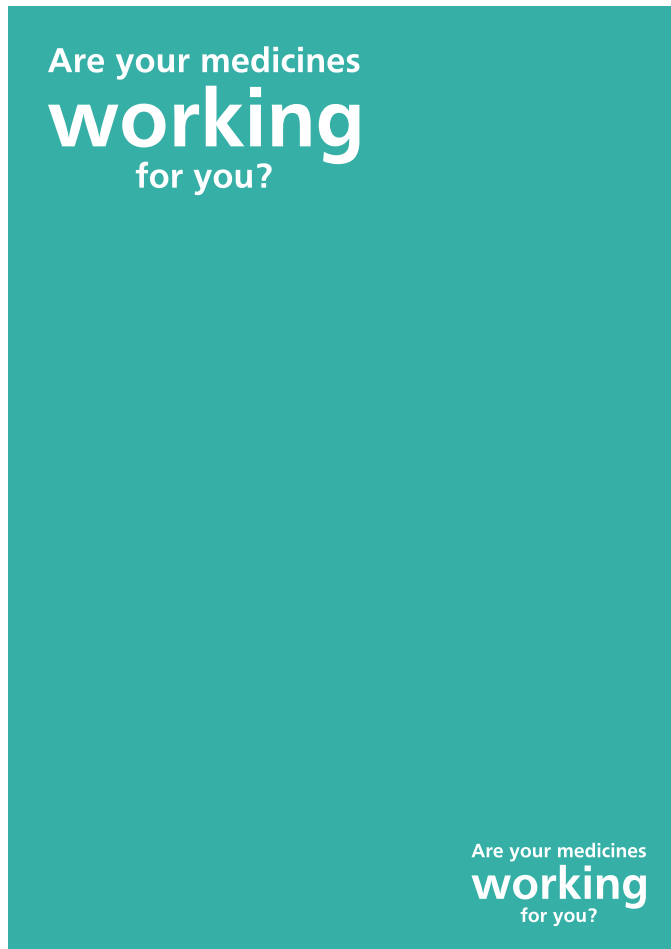Are your medicines **working** for you?

The logo includes the wording 'Are your medicines working for you?' and should be used on all materials that are internal or external facing.

Logo | Exclusion zone and positioning

Positioning

The primary logo position should be top central. Where this isn't possible and in relevant circumstances (being included with other partner logo ect), it can be positioned bottom right.

Exclusion zone
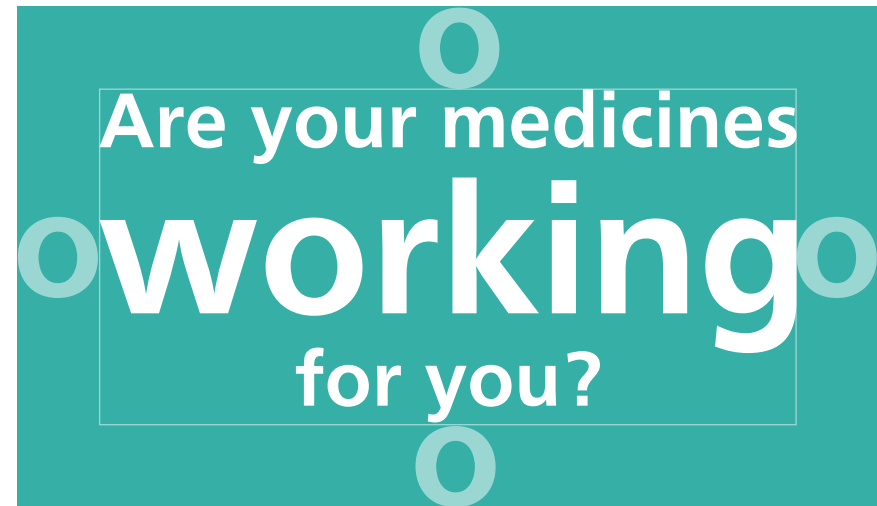
The ensure that the are your medicines working logo always appears clearly and unobstructed, it is important to provide an area of clear space around it.

The minimum exclusion zone is created using the width of the "o" (as shown above) and should be used to keep the logo clear of any other visual assets.

Logo | Misuse

The logo 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.

Are your medicines **working** for you?

✖ Do not use colours outside of the colour palette except black and white

Are your medicines **working** for you?

✖ Do not resize elements of the logo

Are your medicines **working** for you?

✖ Do not angle the logo

Are your medicines **working** for you?

✖ Do not apply effects to the logo

Are your medicines **working** for you?

✖ Ensure sufficient contrast

Are your medicines **working** for you?

✖ Do not distort the logo

Colour palette

Teal

C: 78 M: 11 Y: 47 K: 0

R: 18 G: 162 B: 151

HEX: #12a297

Pink

C: 33 M: 96 Y: 15 K: 4

R: 174 G: 36 B: 117

HEX: #ae2475

Dark blue

C: 97 M: 99 Y: 28 K: 17

R: 49 G: 40 B: 103

HEX: #312867

Yellow

C: 0 M: 33 Y: 86 K: 0

R: 250 G: 182 B: 48

HEX: #fab630

Blue

C: 88 M: 0 Y: 11 K: 0

R: 0 G: 169 B: 206

HEX: #00A9CE

All the brand colours fit within the NHS brand guidelines. Dark blue or white should be used for text.

Typography

The campaign font Urbane combined with Frutiger. Only the weights identified on this page should be used.

It could be time to book a review.

Over time our bodies change, so to make sure they still work for you your medicines may need to change too.

Urbane Bold

This weight should be used for headline copy.

Frutiger Regular

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

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