



Are your
medicines
working
for you

Brand Guidelines

Logo | Variations

Patient facing logo (primary)



The patient facing logo includes the wording 'Are your medicines working for you?' and should be used on any materials that are external facing and aimed at patients.

Clinician facing logo (secondary)



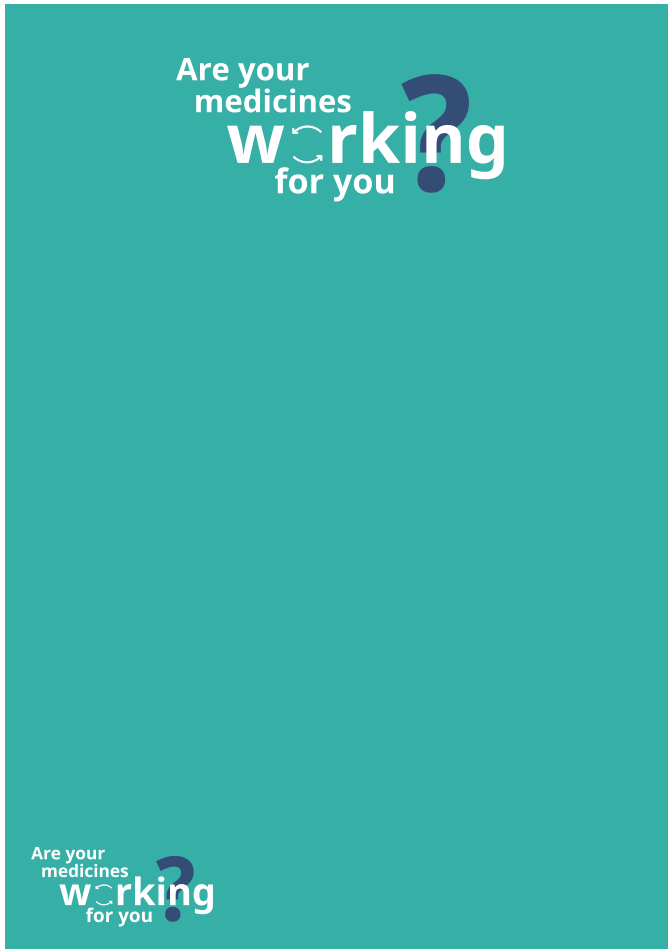
The clinician facing logo includes the wording 'Are the medicines working for the patient?' and should only be used on materials that are used by clinicians or any medical staff.



If the logo is used on a white background please use the grey tone version.

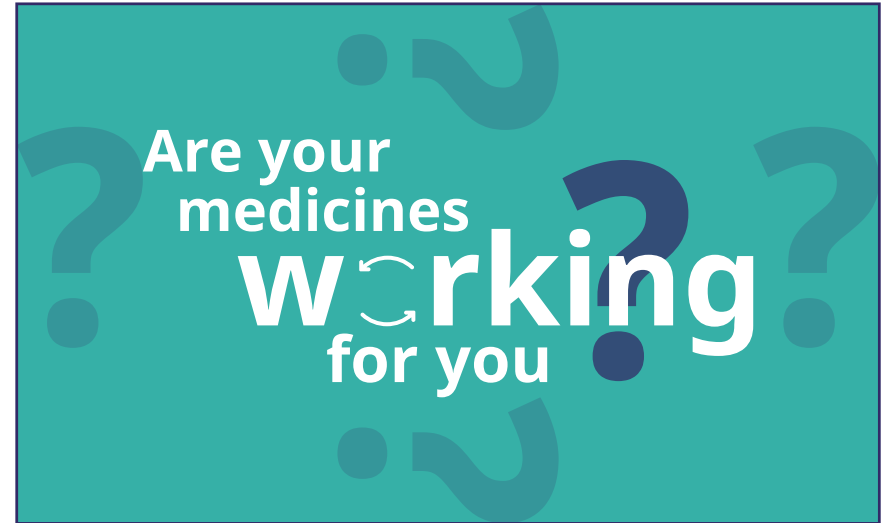
Logo | Exclusion zone and positioning

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 left.

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 question mark (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.

Are your
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- ✗ Do not alter the colours of the logo

Are your
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- ✗ Do not resize elements of the logo

Are your
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working
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- ✗ Do not angle the logo

Are your
medicines
working
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- ✗ Do not apply effects to the logo

Are your
medicines
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- ✗ Ensure sufficient contrast

Are your
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- ✗ Do not distort the logo

Colour palette



Teal

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

R: 18 G: 162 B: 151

HEX: #12a297

When used as background colour it should be **85% tint**.

Pink

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

R: 174 G: 36 B: 117

HEX: #ae2475

When used as background colour it should be **80% tint**.

Dark purple

C: 96 M: 95

Y: 25 K: 15

R: 51 G: 44

B: 103

HEX: #332c67

Yellow

C: 0 M: 33

Y: 86 K: 0

R: 250 G: 182

B: 48

HEX: #fab630

Blue

C: 85 M: 50

Y: 0 K: 0

R: 29 G: 113

B: 184

HEX: #1d71b8

All the brand colours fit within the NHS brand guidelines. Teal and Pink are the primary palette and should be the only colours used for backgrounds. Dark purple or white should be used for text.

Typography

Are your medicine campaign fits within the NHS guidelines. Therefore, the campaign font is Frutiger. Only the weights identified on this page should be used.

It could be time to book a review.

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.**

Brand in use



Are your medicines working for you

When you're taking multiple medicines it can be difficult to know if all those medicines are still doing what they need to do.

Ask yourself, are your medicines working for you?



Are your medicines working for you

Regular medicine reviews ensure all your medications are still the best option for you.



Are your medicines working for you

Have you experienced any unwanted side effects from your medication?

It could be time to book a review.