

Healthy living pharmacy guidelines

Logos

HLP (Healthy Living Pharmacy) Logo

The logo is the quality mark and visual identity for Healthy Living Pharmacy.

The elements of the HLP logo are always used together and are never used separately. Their sizes and positions are relative to one another and are fixed. It is critical that the specifications for the application of Healthy Living Pharmacy logo are adhered to at all times. Never alter, separate, redraw, re-construct or substitute elements of the logo.

HLP (Healthy Living Pharmacy) CMYK

The HLP logo CMYK breakdown is as follows:

Blue C100 M5 Y97 K0

Green C82 M5 Y97 K0

* Note, the HLP logo blue & Green colours are different from HLP corporate colours



Logo size

Logo size

The logo can be used at any size depending on the application and material as long as the text of the logo is clear. As a general guide, the suggested size for A4 leaflets is 50mm in width. Our logo should never appear smaller than 34mm. The logo is sized up proportionally for larger documents as indicated.

A5 - 35mm

A4 - 350mm

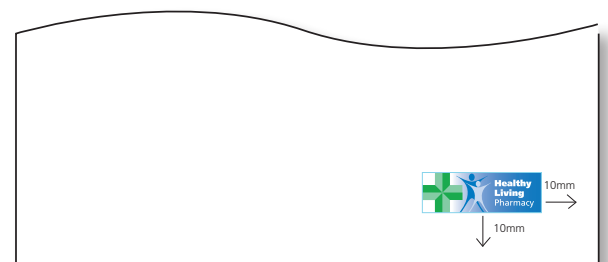
A3 - 375mm

A2 - 3110mm

A1 - 3165mm

Positioning of logos

In all corporate materials such as business cards, compliment slips, letterhead paper – the HLP logo should sit in the bottom right hand corner of the page. For the full dimensions for corporate stationery, please see the stationery section.



The preferred logo position is at the top left of the web page, e-zine or e-shot left-aligned.

The minimum clearance is 7 pixels, though at least 10 pixels are preferred at its base. Please contact the Communication Services Department for a copy of the e-guidelines for more detailed information.

All posters, banners and similar promotional material should carry the HLP logo in the bottom right hand corner.

The logo must always be a minimum of 10mm away from the edges of the printed materials.

Type of logos

Each of the HLP logos is available in the corporate colours standard & monochrome.

The corporate colour logo should be used in most instances. The monochrome logo on Black and white productions.

To obtain a copy of any of the HLP logos please contact the Communication Services Department.

(See next page for contact details)

Healthy living pharmacy fonts

Printed publications (reports, resources, promotional material)

Headline typeface

Optima

ABCDEFGHIJKLMNOPQRSTUVWXYZ12345678910

Optima is available in two main weights and matching italics

Body copy typeface

Frutiger

ABCDEFGHIJKLMNOPQRSTUVWXYZ12345678910

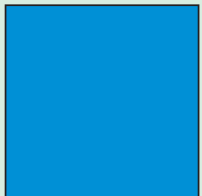
is available in four main weights plus matching italics

Healthy living pharmacy colours

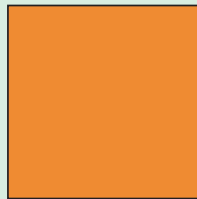
HLP uses a palette of colours in line with the NPA corporate primary and secondary colours.

The standard corporate colours are currently in CMYK only. HLP logo CMYK varies from HLP colours.

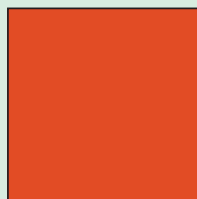
Primary Colour palette



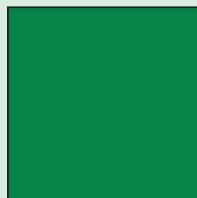
HLP Text / Banner Blue
C 100
R0 G 159 B238



HLP Light Orange
C3 M54 Y91 K0
R84.8 G54 B25.3



HLP Dark Orange
C6 M85 Y100 K1
R76.8 G30.3 B17.6



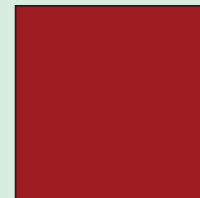
HLP Green
C88 M24 Y94 K10
R28.9 G52.4 B32.1



HLP Dark Blue
C 100 M90 Y10 K0
R19.9 G25.7 B54.6



HLP Light Blue
C88 M24 Y94 K10
R22.9 G36.6 B65.9



HLP Red
C25 M100 Y98 21
R53.8 G14.5 B16.5

Contacts

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