

# BRAND STANDARDS

## Logo



Colour (preferred application)

### Usage Errors



Distorting the logo in unequal proportions.



Applying colours not recommended in brand guide.



Placing the logo on top of a gradient or patterned background.



Placing the logo too close to other design elements.



### Graphic Environment

To make sure the logo stands out clearly, it should always be framed within an area of unobstructed space.

This space is equal to the height of the capital 'E' in Prevention as shown in the diagram.



Minimum size restrictions ensure the logo is always clearly legible.

Minimum width for the logo is 1".

## Colours



R - 7  
G - 82  
B - 144



PANTONE  
7686 C



C - 99  
M - 74  
Y - 16  
K - 3



R - 59  
G - 180  
B - 74



PANTONE  
361 C



C - 75  
M - 0  
Y - 100  
K - 0

## Fonts

Headlines & subheads - Roboto Medium

Body copy - Roboto Light

Additional headline & subheads - Roboto Regular

Download fonts from Google: <https://fonts.google.com/specimen/Roboto>

