PRINCIPLE

Platform Randomised Trial of Treatments in the Community for Epidemic and Pandemic Illnesses

Brand Guidelines

April 2021

The logo

PRINCIPLE
Platform Randomised Trial of Treatments in the
Community for Epidemic and Pandemic Illnesses

PRINCIPLE

The negative logo

The logo - size and exclusion zone

Digital minimum width = 240px

Print minimum width = 52mm
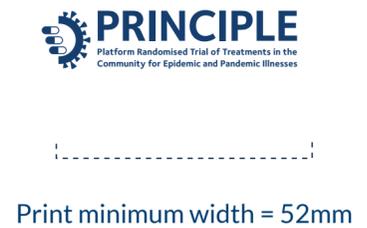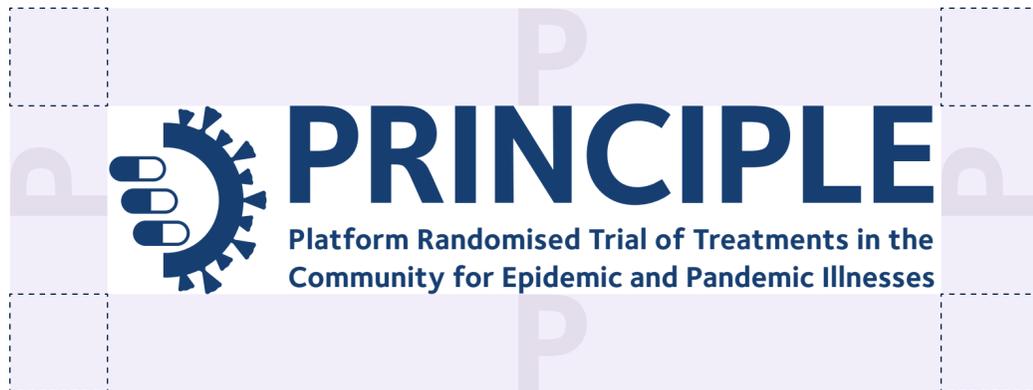
You should always avoid placing text or any other graphic elements near the logo.

Where space permits, the ideal amount of room you should leave is indicated by the shaded area. This measurement is based on the height of the "P" in PRINCIPLE.

Correct logo usage

Don't apply the logo to similarly coloured backgrounds, all components must be clearly visible.

Don't rearrange or resize any of the elements in the logo.

Don't distort, skew or warp the logo

Don't replicate the logo with a different font

Don't change the colours of the logo

Don't add special effects to the logo. This includes drop-shadows, blurring, gradients and reflections.

Don't rotate the logo

Colour palette

Purple Pop

Aa

RGB	104, 91, 199
HEX	685BC7
CMYK	73, 68, 0, 0
PMS	2725 C

PRINCIPLE Blue

Aa

RGB	0, 60, 113
HEX	003C71
CMYK	100, 61, 0, 43
PMS	541 C

Oxford Blue

Aa

RGB	4, 30, 66
HEX	002147
CMYK	100, 72, 0, 73
PMS	282 C

Uplifting Yellow

Aa
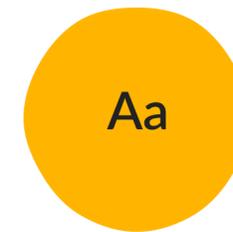
RGB	255, 182, 0
HEX	FFB600
CMYK	0, 22, 100, 0
PMS	7549 C

Black

Aa

RGB	45, 41, 38
HEX	2D2926
CMYK	65, 66, 68, 82
PMS	Black C

Silver Mist

Aa

RGB	244, 242, 244
HEX	F4F2F4
CMYK	5, 5, 4, 0
PMS	663 C (30%)

Vitality Green

Aa
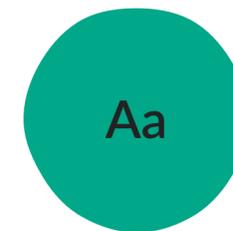
RGB	0,171, 132
HEX	00AB84
CMYK	96, 0, 68, 0
PMS	Green C

Primary colours (text and headings)

Secondary neutral colours (backgrounds)

Accent colours

Typography

Lato Bold

0123456789!@£$%^&*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Semibold

0123456789!@£$%^&*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Regular

0123456789!@£$%^&*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Download Lato here:

https://fonts.google.com/specimen/Lato?preview.text_type=custom

Heading style

Lorem ipsum dolor sit amet

Standfirst

Lorem ipsum dolor sit amet, consectetuer adipiscing elit sed diam nibh

Body

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

Subheading

Vel illum dolore eu feugiat nulla

Adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

Typography - accent line

The accent line is primarily used for headings and callout text. The accent line can be any colour from the colour palette on page 6.

The line length should extend to x2 the cap line height of the accompanying heading text, with a weight of 3px.

The space beween the heading and the accent line is equal to the line height of the cap line. Any following text should also be the same distance.

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetuer adipiscing elit sed diam nibh

"This is a quote style example lorem ipsum dolor sit amet, adipiscing elit sed diam nonummy nibh"

Professor Jane Doe

Co-lead of the PRINCIPLE trial

This is a call to action example, click here to register interest

Button