

Guardian branding summary

LOGOS



Primary logo



Secondary logo



Clearance of X = height of "n" in Guardian

INCORRECT LOGOS



Feeling Better Starts Here
Do not use the old logo with tagline



Do not use TM instead of ®



Do not stretch, deform or change the proportions of the logo



Do not modify logo colours

LOGO APPLICATIONS



Do not remove the green rectangle

FONT

HEADERS AND TITLES

PT Sans Bold

BODY COPY

PT Sans Regular

TAGLINE

Your local pharmacy®

SLOGAN

Feeling better starts here®

PRIMARY COLOUR



Guardian Green
CMYK 93/13/85/44
RGB 0/100/60
#00643C
PMS 3425

SECONDARY COLOURS



Dark Grey
CMYK 40/30/20/66
RGB 71/76/85
#474C55
PMS Cool Gray 11



Medium Grey
CMYK 63/53/47/19
RGB 99/101/106
#63656A
PMS Cool Gray 10



Light Grey
CMYK 0/0/1/3
RGB 247/246/245
#F7F6F5
PMS 179-1



White
CMYK 0/0/0/0
RGB 255/255/255
#FFFFFF

TERTIARY COLOUR



Guardian/I.D.A. Red
CMYK 0/95/100/0
RGB 238/49/36
#EE3124
PMS 3556

BRAND ICON



Do not use a flat top



Do not use pointed corners

Guardian update summary

	VERSION 2.0 (2018)	VERSION 3.0 (2020)
LOGO		
LOGO NAMING	 Positive Logo Negative Logo	 Primary logo Secondary logo
TAGLINE & SLOGAN	Tagline: Feeling Better Starts Here [®] Slogan: N/A	Tagline: Your local pharmacy [®] Slogan: Feeling better starts here [®]
COLOURS		Updated CMYK, RGB and HEX values - see updated colour chart changed to PMS 3556
BRAND ICON	N/A	