

# Brand book.

January 2026

# Brand.



# Core brand elements.

## Vision

Freedom from  
serious drug harms

## Mission

To help people and  
institutions, regardless  
of their status or  
beliefs, to minimise  
serious harms from  
legal and illicit drugs.

## Approach

Frank, fiercely independent and  
non-partisan, we encourage both  
personal and collective  
responsibility. Guided by principles  
of honesty, freedom, fairness and  
effective government, we distil and  
share real world experience and  
research to build safe and healthy  
communities.



# Principles.

## Honesty

We tell the truth about drugs and their impacts, guided by scientific evidence and what we see and hear happening in the community.

## Freedom

People should have freedom to speak out and to make their own life choices, limited only by reasonably necessary government involvement. At an individual level, freedom from addiction and serious drug harms enables people to achieve their own goals.

## Fairness

Everyone deserves to be treated with respect and dignity, especially those who are too often ignored, punished or left behind.

## Effective government

We encourage governments to be bold when it comes to drugs – to adopt policies and programs that are backed by evidence, make sense, are humane and actually work.



# Purpose.

Drugs are part of every society. They can save lives, ease suffering and improve wellbeing. But drugs – whether legal or illicit – can also cause harm. Ignoring this reality only serves to worsen these harms.

At Penington Institute, we are realists. We believe that how we manage drugs, both collectively and individually, matters. Taking responsibility is key.

People use drugs for many reasons. Some drugs can improve lives, like pain relief medications. Others are used to relax, socialise or cope with the pressures of life, including alcohol or caffeine. Many drugs save lives.

No matter the reasons, all drugs – even those that are legal or medically prescribed – carry risks, and potential harms are often increased by ineffective policies, poor knowledge or a culture of secrecy and shame.

But one thing is clear – people need understanding, not just judgment and condemnation, when drug use goes awry.

Penington Institute exists to deal with drugs in a way that prioritises innovation, evidence, and improved human dignity. We work to equip people and communities, services and decision-makers with the tools and knowledge needed to take action to minimise harm and save lives.

Our goal is clear – safe, healthy communities free from serious drug harms.

# Ethos.

Our ethos is what we stand for and who we are, and guides how we work. It holds the core elements that guide everything we do, from our messaging to our actions.

## We are...

### realists

We follow the evidence, wherever it leads, and not the ideology. The actions we take are rooted in research and the lived experiences of those directly impacted by drugs. We are committed to sensible change to improve safety for everyone. We're pragmatic, considered and ready to collaborate with anyone who's willing.

### independent

We are not aligned or affiliated with any political party or indeed any side of politics. We are not swayed or influenced by anyone with a partisan agenda. Our interest is in serving the community, especially those most in need.

### frank

We tell it like it is. We deal with provocative, controversial and emotional issues, with life and death, so talking around them does neither us nor the people we exist to help any good whatsoever. Better management of drugs requires urgency and brutal honesty, so being frank is vital.

### humane

We always remember that the people who are harmed by drugs deserve understanding, not scorn and derision. Nobody chooses to be addicted. Nobody sets out in life wanting to die from an overdose or have someone they love die. We are an organisation that draws on some extraordinary minds but also has a heart.

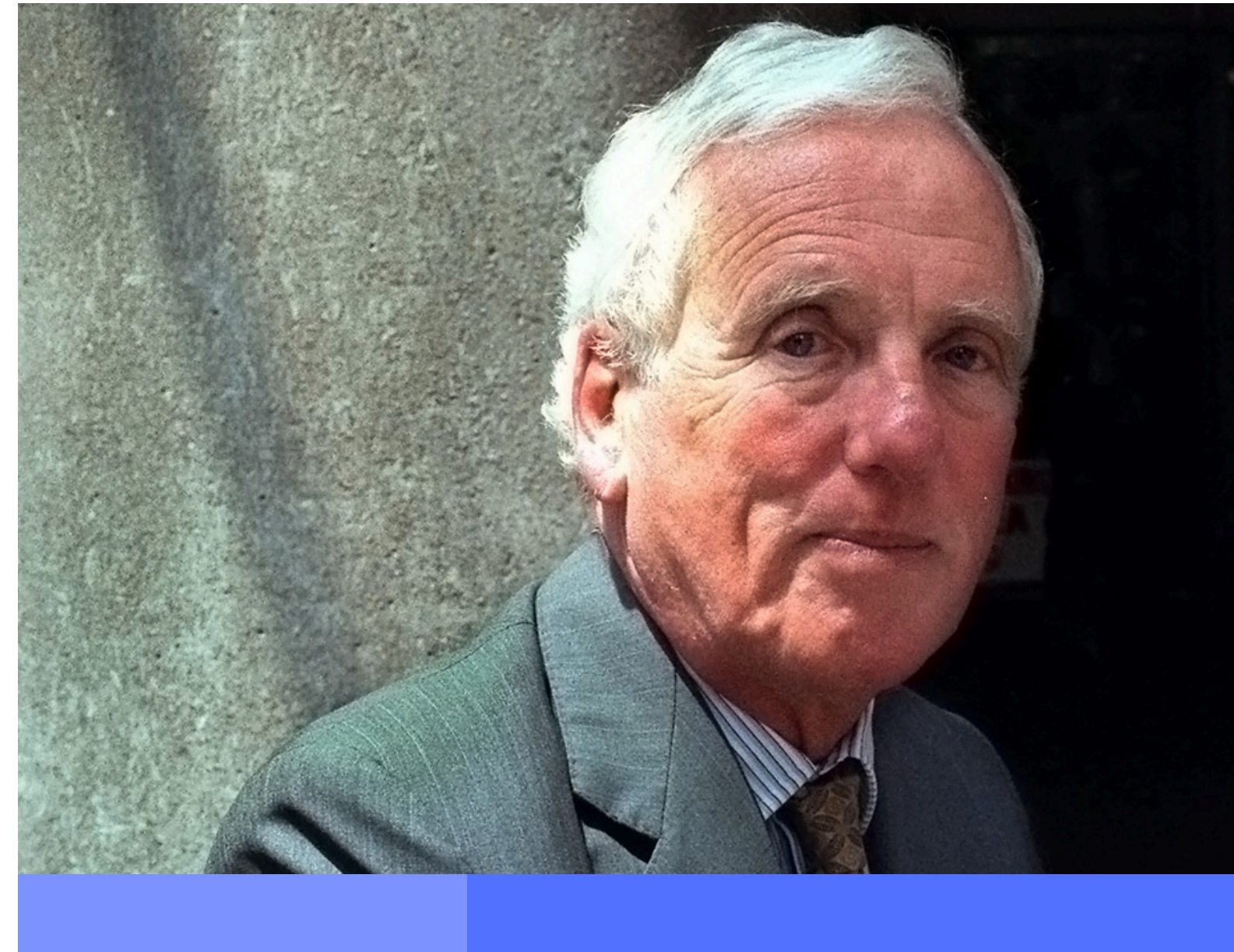


# About David Penington.

Our namesake, Professor David Penington AC (1930–2023), was a transformational Australian public intellectual, academic, corporate leader and health expert.

Always a courageous advocate for sensible policy, Professor Penington played a key role in making Australia a world leader in HIV/AIDS prevention, including the swift rollout of the needle and syringe program to protect people who inject drugs and the entire community.

Professor Penington was pivotal in advancing rational debate on drug-related issues and was deeply committed to rigorous, evidence-based and humane solutions.



# History.

1995

- Penington Institute began as ANEX (Association of Needle Exchanges) in 1995, founded by social entrepreneur Cheryl Delalande to offer peer support and education to frontline workers and speak honestly about drug harms.
- ANEX was led by a volunteer board with experience of injecting drug use, addiction, HIV, hepatitis C and incarceration who believed in using their experience to drive action.
- With seed funding from 2000, ANEX tackled system-wide challenges contributing to drug harms including barriers to access, quality of care and medication assisted treatment.

2014

- In 2014, ANEX became Penington Institute reflecting an expanded remit and a commitment to Professor David Penington's legacy of courage, pragmatism and effective, evidence-based solutions that transcend ideology.
- Penington Institute then led from the front with major initiatives including *Australia's Annual Overdose Report* and International Overdose Awareness Day, and works with governments on effective policy responses to drug harms, including playing an integrate role in shaping Australia's *Take Home Naloxone* program.
- Grounded in its history and the values of its namesake, Penington Institute continues to contribute to national and international drug policy debate, promoting practical shifts that keep people and communities free from serious drug harms.

2026



# What we do.

Penington Institute is an independent drug policy and education non-profit committed to minimising serious drug harms. Here's what we do:

## **Provide insights**

We research, analyse and build new knowledge and insights that we share to inform and improve policy and action.

## **Connect people**

We bring individuals, institutions and communities together and connect them with ideas and opportunities to build better futures.

## **Develop leaders**

We train and share knowledge with communities and frontline workers so that they can lead with the evidence to support better health and safety.

## **Educate communities**

We break down the complexities of drug-related issues and promote open dialogue through our education and awareness campaigns.

# Voice.





# Voice.

Because we communicate with such a wide range of people – from the public to politicians – we tailor how we communicate to suit each audience.

That means stepping into their shoes and writing with their perspective in mind.

Our voice stays true, but the style and language we use shifts depending on who we're speaking to, what matters to them and how we can best convey our message.

**Our tone of voice is  
CANDID...**



**Considered**

Our voice is calm, measured and avoids exaggeration. We take the hyperbole out of the conversation around drugs, presenting the facts, balancing perspectives and offering thoughtful commentary.

**Approachable**

Our language is relatable and never condescending. We avoid jargon, acronyms and formalities that create distance between us and our audience. When we talk about drugs, we do it in a way that invites people in — not by dumbing things down, but by being clear and honest. We use emotion and story when needed and make complex ideas easy to understand without assuming expertise.

**Non-partisan**

We are not aligned with any political party, ideology or political affiliation. When we communicate publicly, we are careful not to lean into political ideology and try to always appeal to a common desire to find solutions that protect people and communities.

**Direct**

We don't dance around the topic of drugs — in fact, we want to bring it out into the open so that we can have open conversations. We don't dress up our messaging or over explain. Instead, we are direct and honest. No fluff. No filler. We get to the point, fast.

**Inclusive**

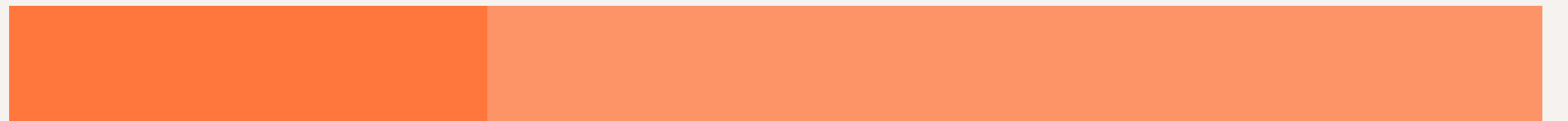
We use language that respects and reflects the wide range of people who use or are affected by drugs. Drugs cut across every community, touching all of us in some way. So we avoid contentious labels like 'addict' or 'abuser'. Words matter. They shape how people are seen and how they are treated.

**Decisive**

Nothing will come from beige-coloured wallpaper. Our language is confident, authoritative and unapologetic. We use the active voice, write in short sentences and choose words that are punchy and effective. We are dealing with a subject that is controversial and uncomfortable — we embrace that and guide a more helpful public discourse about drugs.



# Visual ID.



# Logo evolution.

The logo appears in flat navy (primary), black or white.

The full logo with David Penington's signature is used for formal outputs such as letterheads and Annual Reviews.

FORMAL USE



GENERAL USE



Logo  
evolution.

LOGOS W/ TAGLINE

**PENINGTON  
INSTITUTE**

Freedom from serious drug harms.

LOGO FOR SOCIAL PROFILES



CO-BRANDING / ENDORSEMENT

**PENINGTON  
INSTITUTE**



**International Overdose  
Awareness Day**

**PENINGTON  
INSTITUTE**



**PENINGTON  
INSTITUTE**

**regulateit.**



**International Overdose  
Awareness Day**

A PENINGTON INSTITUTE INITIATIVE



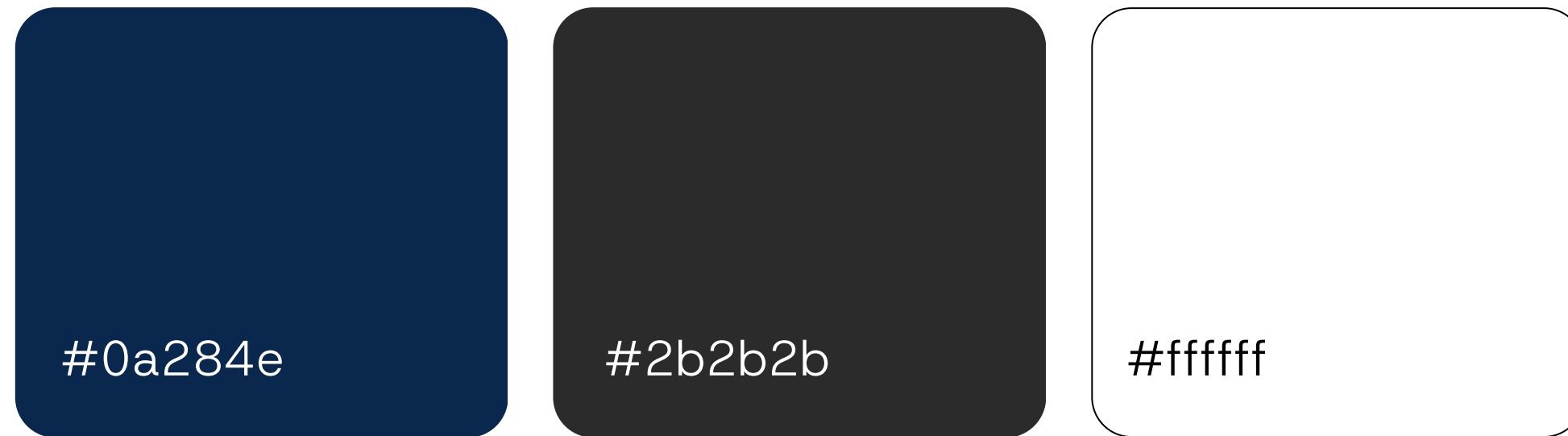
A PENINGTON INSTITUTE INITIATIVE

# Colour palette.

Our colours allow us to move confidently between sophistication and authority, and a more direct, honest and real tone, without losing coherence or credibility.

As a rule our signature navy should be used in every application in some way.

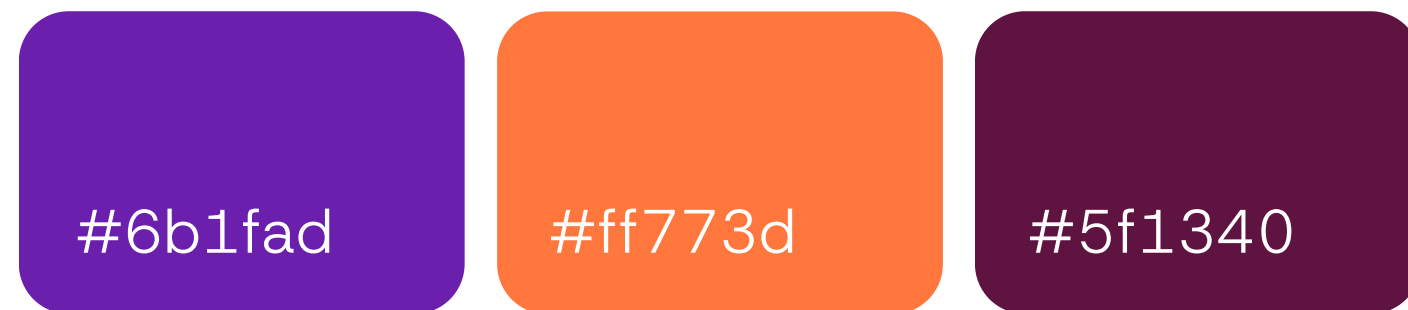
## PRIMARY



## SECONDARY



## ACCENT

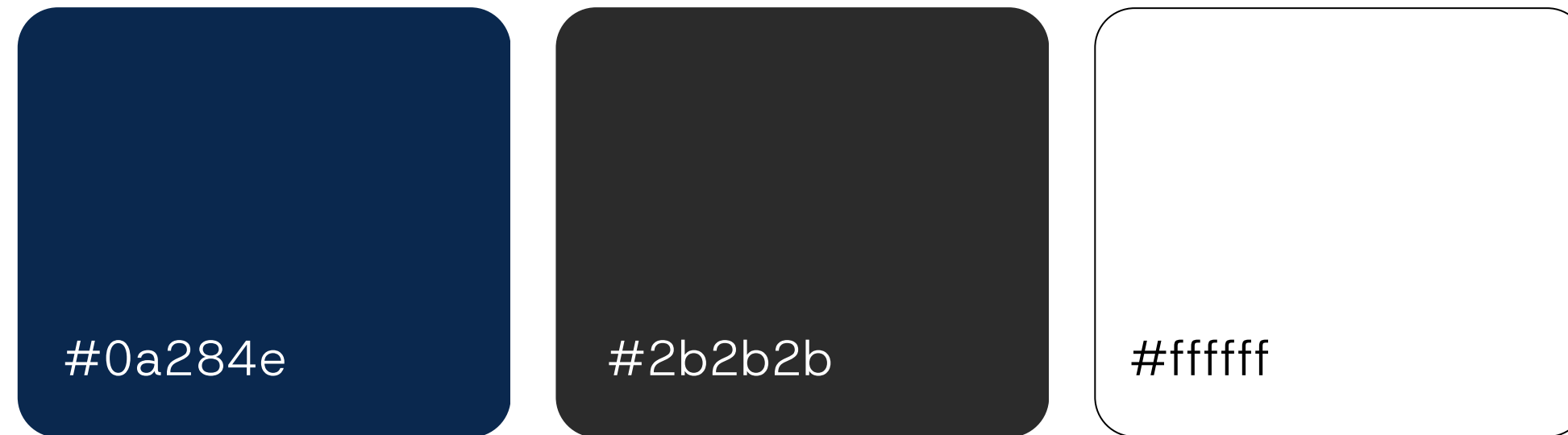


# Colour palette.

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## PRIMARY



## SECONDARY



## ACCENT



possible addition of  
Regulate it green??

# Font selection.

Host Grotesk is the primary typeface across all components. Its versatility, clarity and contemporary style ensure messaging is approachable and easy to read.

Libre Baskerville serves as a secondary font, and can be used intentionally to elevate key moments without overpowering the simplicity and strength of Host Grotesk.

There is flexibility with light, regular, medium, bold and black weights – use what works.

Alternative fonts, Poppins and Calibri, are reserved for body copy, reports, emails, and other system-based applications where the primary fonts are unavailable.

PRIMARY – SAN SERIF

# Host Grotesk

Host Grotesk Light

Host Grotesk Regular

Host Grotesk Medium

Host Grotesk Bold

Host Grotesk Black

ALTERNATIVE

# Poppins

SECONDARY – SERIF

# Libre Baskerville

Libre Baskerville Regular

**Libre Baskerville Bold**

SYSTEM – BODY COPY – MS

# Calibri

# Calibri Light

## Font treatment.

Headlines and subtitles presented at a larger scale to create clear hierarchy and impact. They are set with minimal line spacing, allowing them to feel tight, cohesive, and visually strong.

This approach ensures important messages stand out instantly while maintaining a clean, modern aesthetic throughout the brand.

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# Image selection.

The image style focuses on everyday people captured in authentic, relatable moments. Photography should reflect a diverse range of cultures, ages, and life experiences, reinforcing inclusivity and the communities Penington Institute supports.

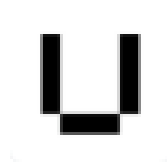
1. Under **APPS** Add:
2. Pixabay
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Lummi



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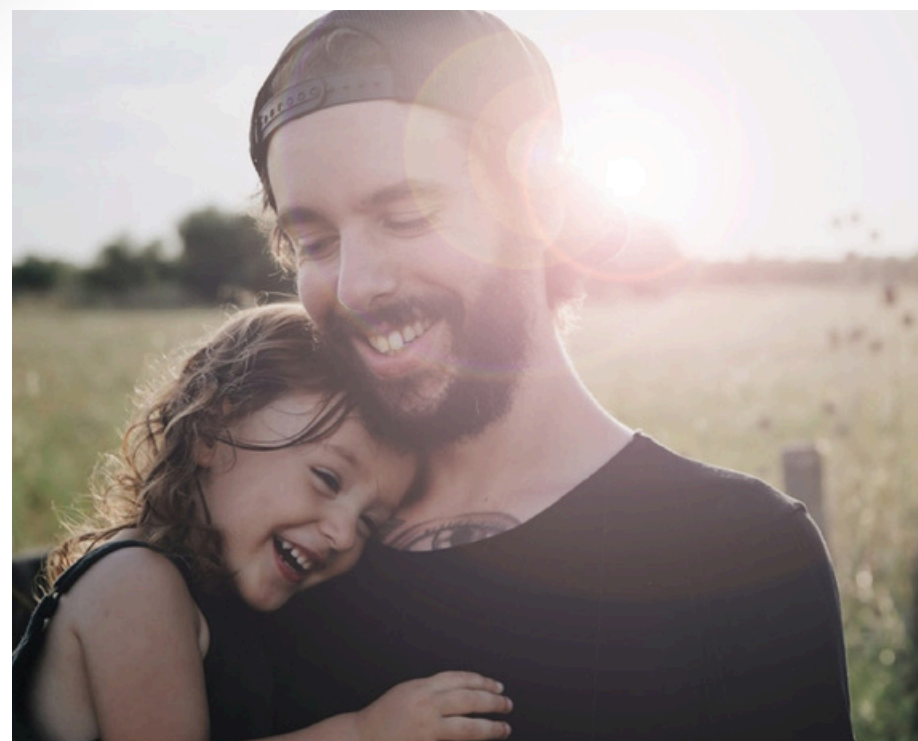
# Image moodboard.





# Hero image style.

example; imagery to convey a strong sense of hope, optimism, and forward movement. Each image is enhanced with a subtle lens flare effect, symbolising light, clarity, and the possibility of a brighter future. Colour saturation is intentional to create warmth and vibrancy, allowing the photography to align seamlessly with the bold, energetic tones of the proposed colour palette.





# Hero Image application in Canva.

Steps to **Add Lens Flare** to your image

1. In the Elements section, search for "Lens Flare."
2. Browse through all available graphic elements until you discover one that appeals to you.
3. Position the graphic over your image.
4. Experiment with its placement, transparency, and other adjustments.
5. Edit your photograph by removing the background.
6. Layer the Lens Flare graphic to create a more authentic appearance.



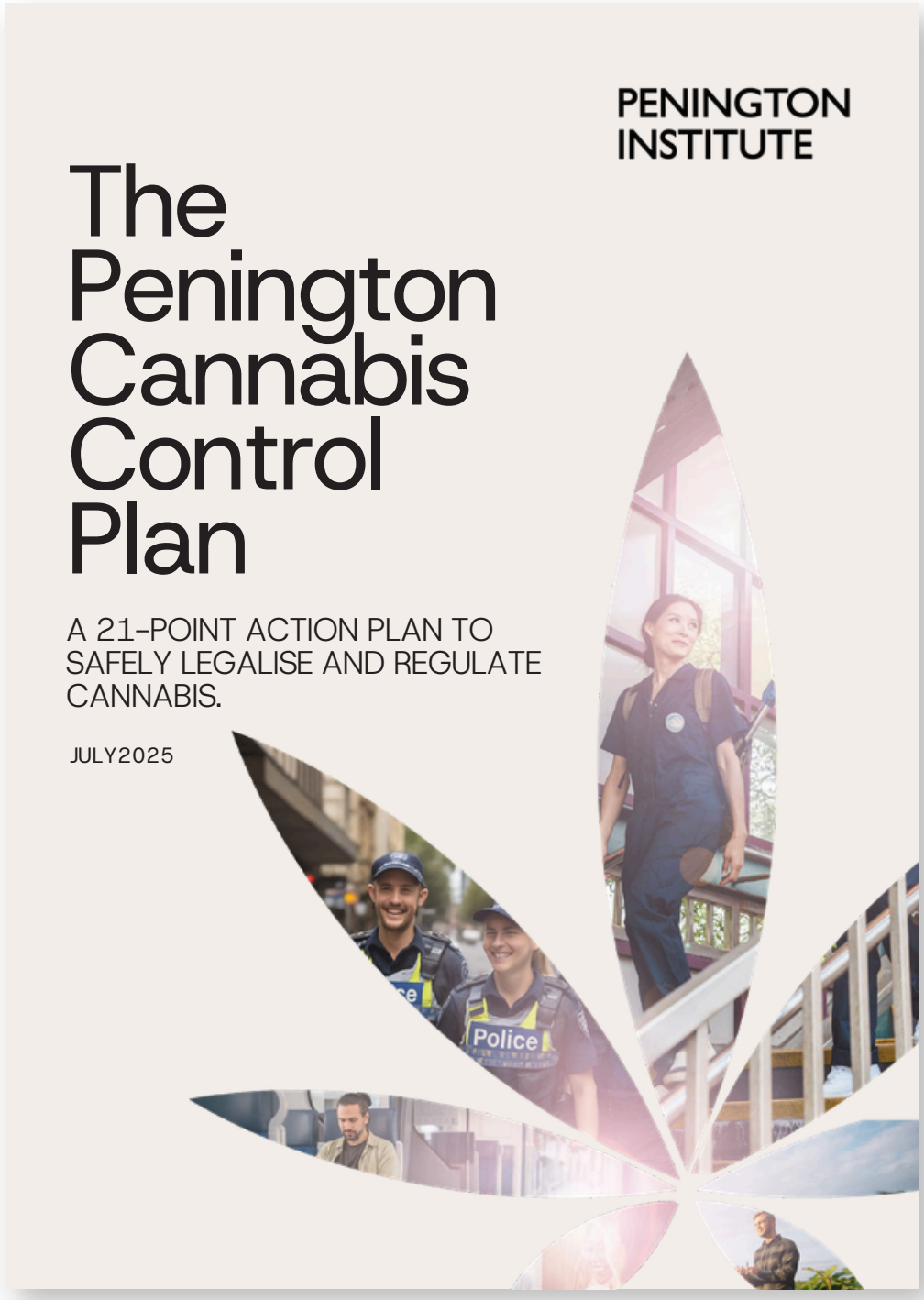
Original image



with added Lens Flare



# Brand in action. Report covers.



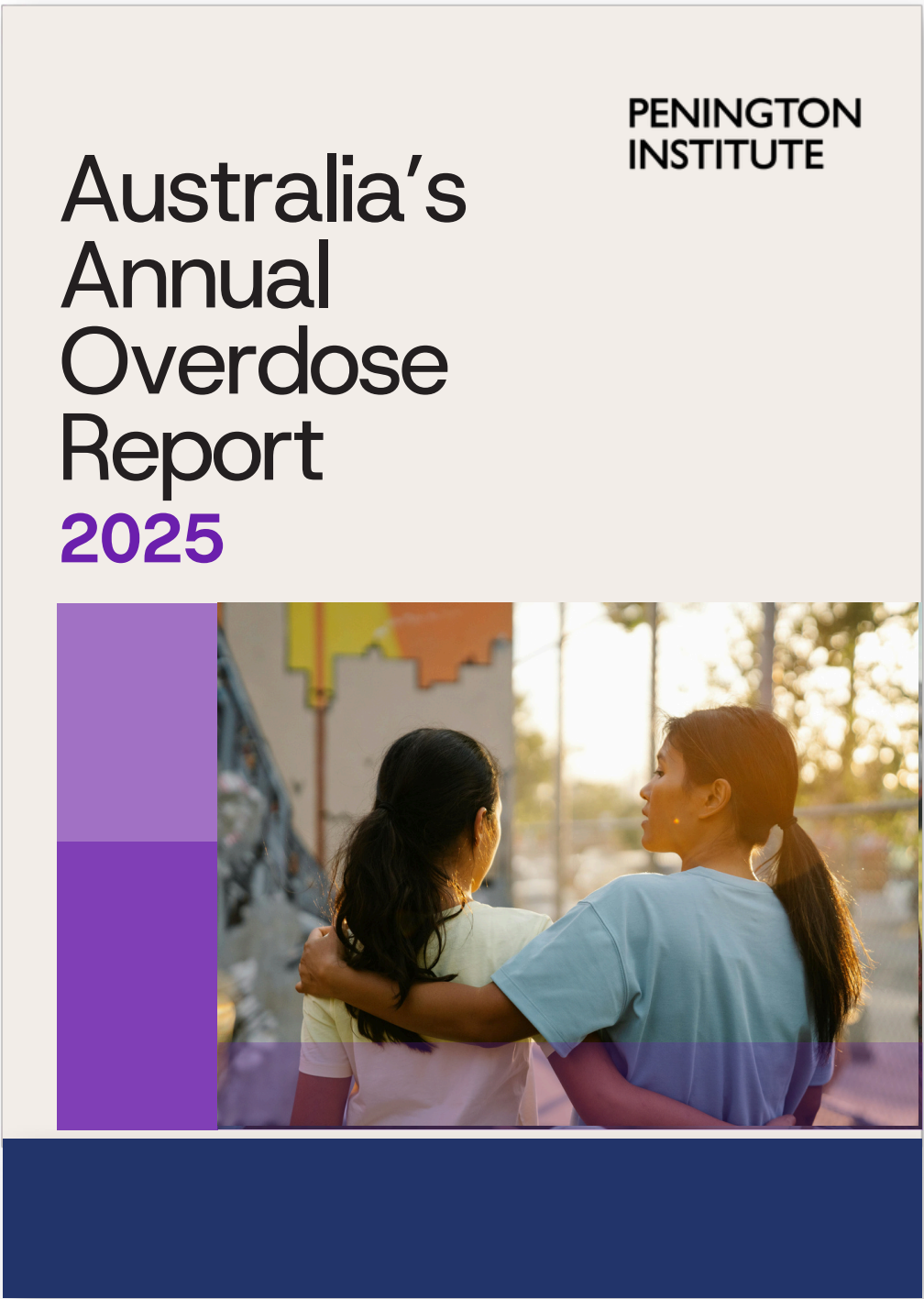
# Brand in action. Report covers.



full page image.



A coloured image is used. A panel of colour is then used as an overlay using different transparency's . This approach gives the imagery an edgy, modern feel, transforming simple photographs into striking graphic moments that elevate the overall visual identity.





# Brand in action. Text pages.

## CEO foreword

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John Ryan

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## Executive summary

Penington Institute is anindependent non-profit  
committed toharm minimisation in the community.

As part of the above commitment, Penington Institute has engaged in a long-term effort to research and report on cannabis policy in Australia. Australian state and territory cannabis models vary, with most prohibiting cannabis production, distribution, possession and use. They mostly rely on criminal penalties enforced by police and courts. Overwhelming evidence shows that these models hurt people and communities and are more harmful than cannabis itself.

No regulatory model can perfectly resolve the risks of cannabis use, but Penington Institute embraced the challenge of finding a better approach. We focussed on developing a plan to improve community safety through aggressive reduction of the illicit cannabis market. We also prioritised protecting and promoting physical and mental health, especially of children and young people, and empowering communities to make informed choices about their health. Cannabis policy should be judged by how well it safeguards health, enhances community safety and effectively uses public resources. Australia's current system of managing cannabis fails on all counts. Instead of minimising health risks, it heightens them; instead of hindering criminals, it helps them; and instead of optimising resources, it misallocates them. Decades of investment reinforcing the criminalisation of cannabis has produced negative returns. Throughout Australia, cannabis remains easily accessible, with varieties that are more potent and cheaper than ever.

The illicit cannabis market stands at an estimated \$5 billion per year, fuelling the growth of criminal syndicates throughout the country. The billions of dollars spent each year enforcing cannabis prohibition diverts resources from tackling serious and violent crime, even as data shows that minor use and possession offences accounted for 90% of the 364,035 arrests reported in the most recent 5-year period for which data is available. 1

Abandoning criminalised cannabis models has community support. Over 80% of Australians do not believe the possession of cannabis for personal use should be a criminal offence, and fewer than 3% believe it is the drug of most concern for the general community. Over a decade of major reform in the United States, Canada and Europe provides compelling evidence that thoughtful cannabis regulation offers benefits that are unattainable as long as cannabis remains prohibited.

Regulation brings significant advantages, including controls in relation to product quality, marketing and minimum purchasing age, as well as replacing organised crime revenue with economic benefits and the capacity to transparently monitor regulatory performance. Each of these benefits can only occur with the establishment of a sensible regulated market.

Through extensive consultation and analysis, we developed a model for a carefully regulated market that enables strict controls on supply, products, access and use. This model occupies the sensible middle ground between strict prohibition with criminal penalties at one end and fully commercialised profit-driven models at the other. Adopting it will result in controlled availability of cannabis products and subsequent improvement in the health, safety and wellbeing of the community in any Australian jurisdictions that implement it.

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The Penington Cannabis Control Plan (PCCP) is based around 4 principles:

**1) Protecting health**  
Risks to the health of our communities must be minimised through policies, practices and services that safeguard people's physical and mental health. People must be empowered to understand, openly discuss and address the use of and harms from cannabis in their communities.

**2)Improving community safety and fighting crime**  
A reliable and sustainable regulated cannabis market must improve community safety by ensuring access to safer products and undermining criminal cannabis syndicates. Government efficiency must be improved by freeing up police and court resources to tackle serious crime.

**3) Controlling cannabis and ensuring effective oversight**  
Community concerns about cannabis use must be addressed. Regulations must be carefully implemented, regulators must be informed by ongoing monitoring and evaluation to adapt policies to emerging evidence and comprehensive monitoring data must be accessible to the community.

**4) Protecting the legal economy**  
A regulated cannabis model should contribute to economic growth, create jobs and generate government revenue to fund key services that address the social costs of cannabis in our communities. It is our hope that this model will drive community understanding and support for the necessary legislative reforms across Australian jurisdictions.

### Principles

 Protecting health	 Keeping the community safe and fighting crime	 Controlling cannabis and ensuring effective oversight	 Protecting the legal economy
Strict limits on potency and strength	Regulated products sold only in licensed outlets	A complete ban on advertising	Jobs and growth
Certification and testing for all products	Limited personal cultivation No online sales	Strict controls on packaging	Additional government revenue
Tools to minimise harms from cannabis	Zero access for children	Maintaining standards for roads and workplaces	
Reliable community education about cannabis	Purchase and possession limits	No cannabis use in public spaces	
Protection for medicinal cannabis patients	Clear and enforced rules for licensed businesses	A dedicated regulator	
	Penalties for violations of the laws	Careful implementation	
		A robust licensing scheme	

# Brand in action. Text pages.



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The 'simple full page image' approach with panels of highlight colour and text.



## Heading here

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# Brand in action. Section breaks.



## Controlling cannabis and ensuring effective oversight



A regulated cannabis market will include:

- A complete ban on advertising
- Strict controls on packaging
- Maintaining standards for roads and workplaces
- No cannabis use in public spaces
- A dedicated regulator
- Careful implementation
- A robust licensing scheme



## Keeping the community safe and fighting crime



A regulated cannabis market will include:

- Regulated products sold only in licensed outlets
- Limited personal cultivation
- No online sales Zero access for children
- Purchase and possession limits
- Clear and enforced rules for licensed businesses
- Penalties for violations of the laws



## Protecting health



A regulated cannabis market will include:

- Strict limits on potency and strength
- Certification and testing for all products
- Tools to minimise harms from cannabis
- Reliable community education about cannabis
- Protection for medicinal cannabis patients



# Social media.

An idea of how socials can be formatted . Clean, minimal look, large headlines. Light background colour with Black or Navy headlines. Using carousels to tell a story. Scattered panels of overlayed highlight colour to enhance key words and pics



# Socials media. Webinars.

PENINGTON INSTITUTE

WEBINAR | WATCH ON DEMAND  
Global Perspectives on Australia's Cannabis Future

Production and supply regulations in legal cannabis markets

Guest panelist

**Katya Kowalski**  
Head of Operations, Volteface




PENINGTON INSTITUTE

WEBINAR | WATCH ON DEMAND  
Global Perspectives on Australia's Cannabis Future

Production and supply regulations in legal cannabis markets

Guest panelist

**Steve Rolles**  
Senior Policy Analyst, Transform



PENINGTON INSTITUTE

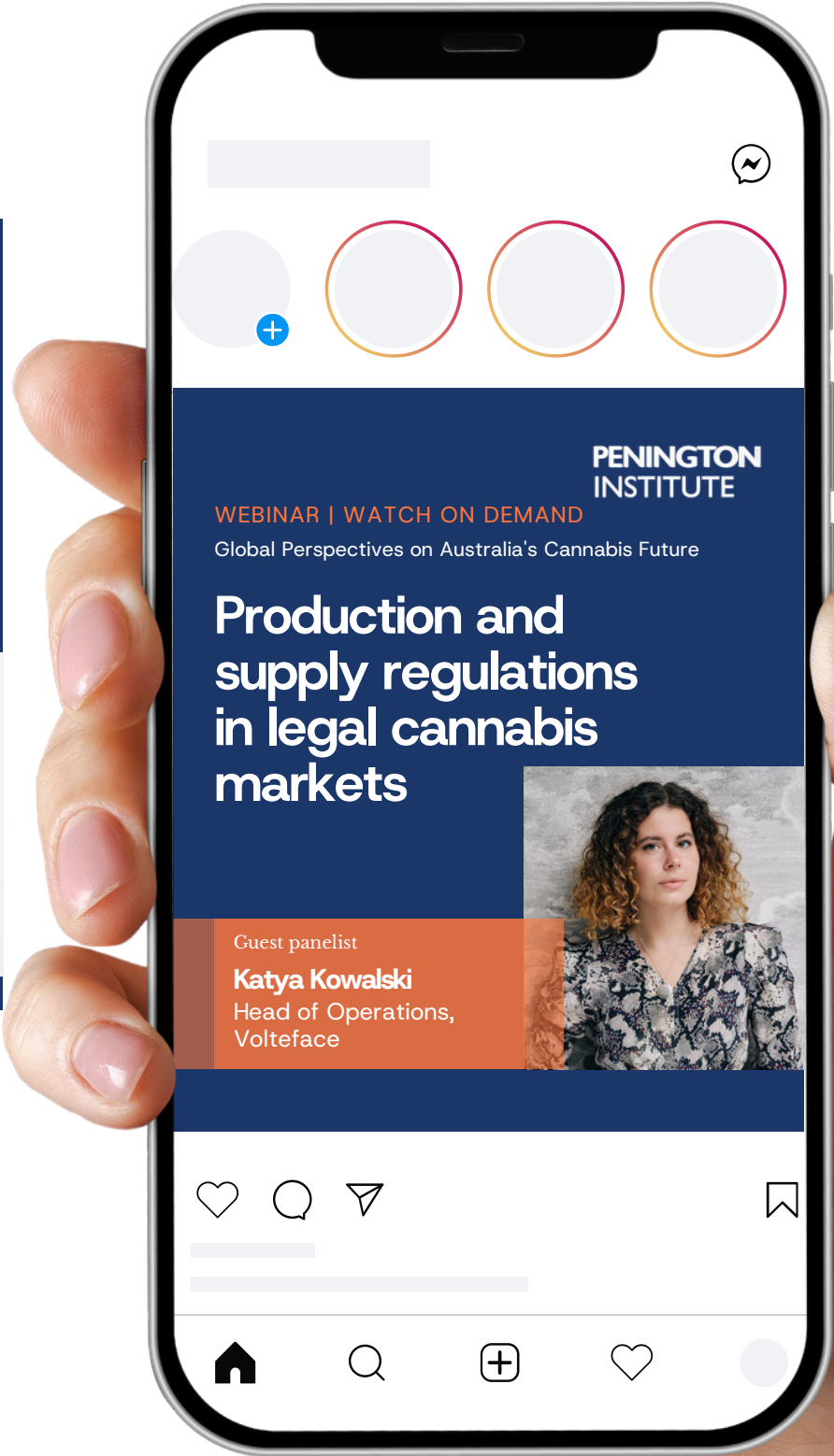
WEBINAR | WATCH ON DEMAND  
Global Perspectives on Australia's Cannabis Future

Production and supply regulations in legal cannabis markets

Guest panelist

**Alfredo Pascual**  
Executive Director in Investment Research, Seed Innovations







# Webinar header design for Zoom and website

WEBINAR 1 SEPT, 2PM AEST

PENINGTON INSTITUTE

Overdose in Australia

Findings from Australia's Annual Overdose Report 2025



With special guest  
Dr Hester Wilson



WEBINAR 1 SEPT, 2PM AEST

PENINGTON INSTITUTE

Overdose in Australia

Findings from Australia's Annual Overdose Report 2025




With special guest  
Dr Hester Wilson




WEBINAR 17 DEC, 4PM AEST

PENINGTON INSTITUTE

GHB and Stimulants:  
Navigating Complex Polydrug  
Use Presentations



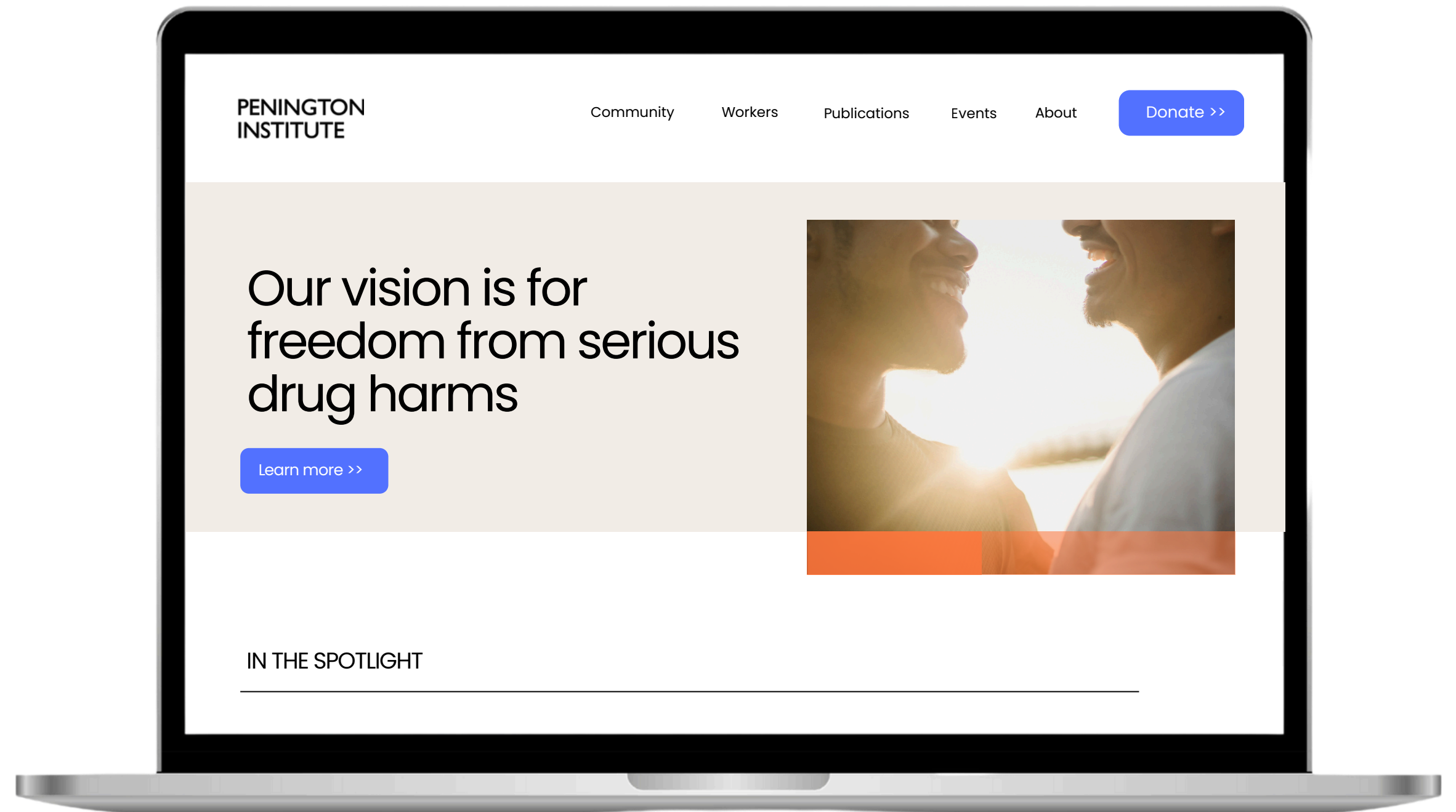
Dr Kiran Santal,  
Club Drugs Clinic, HSE  
National Treatment Centre,  
Ireland



Graham Ryall,  
Rialto Community  
Drugs Team,  
Dublin

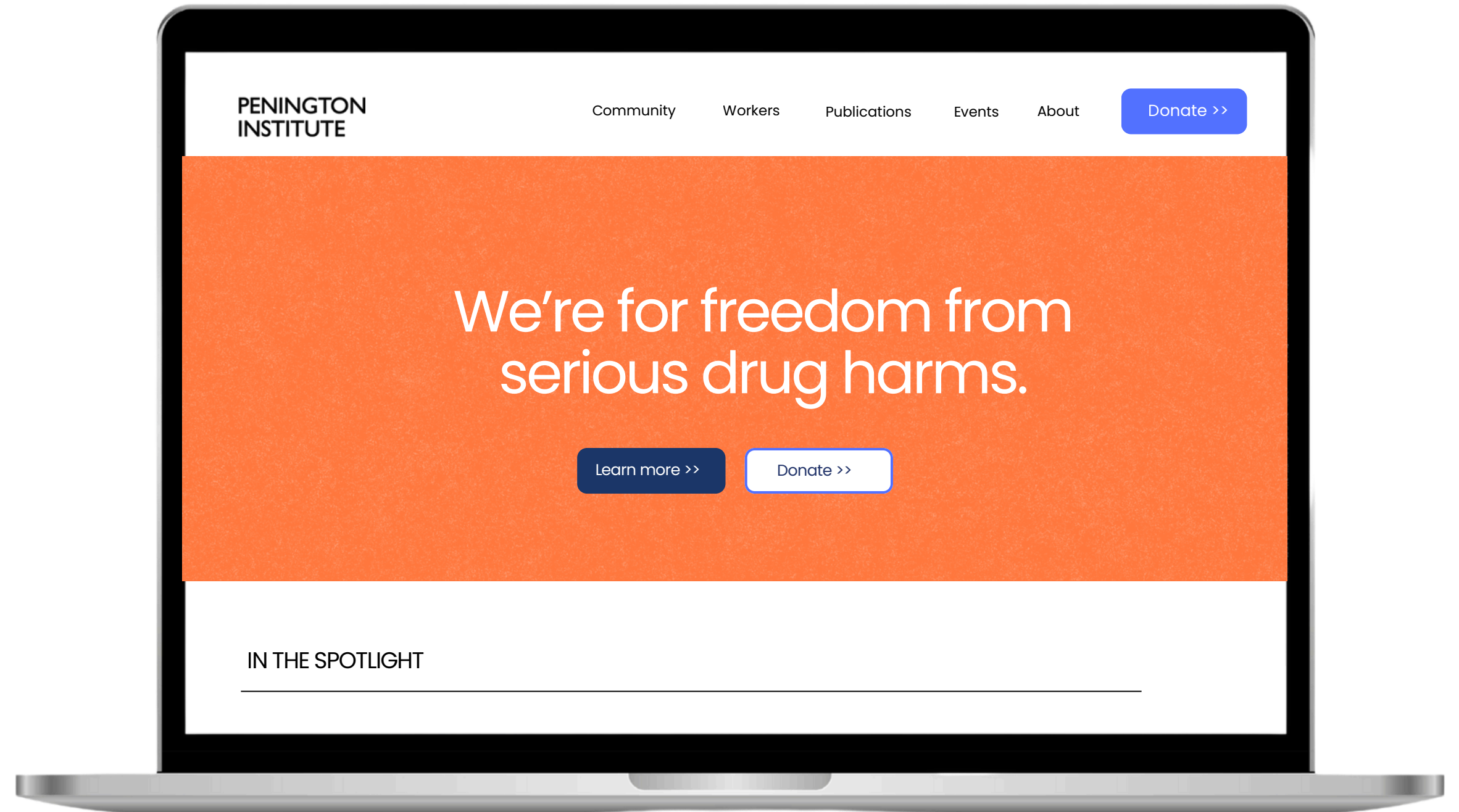
# Website application.

Blocks of Bone, White, Navy, and colour,  
complemented by a scattered overlay of vibrant  
highlights. Large headlines. Lots of clear space.



# Website application.

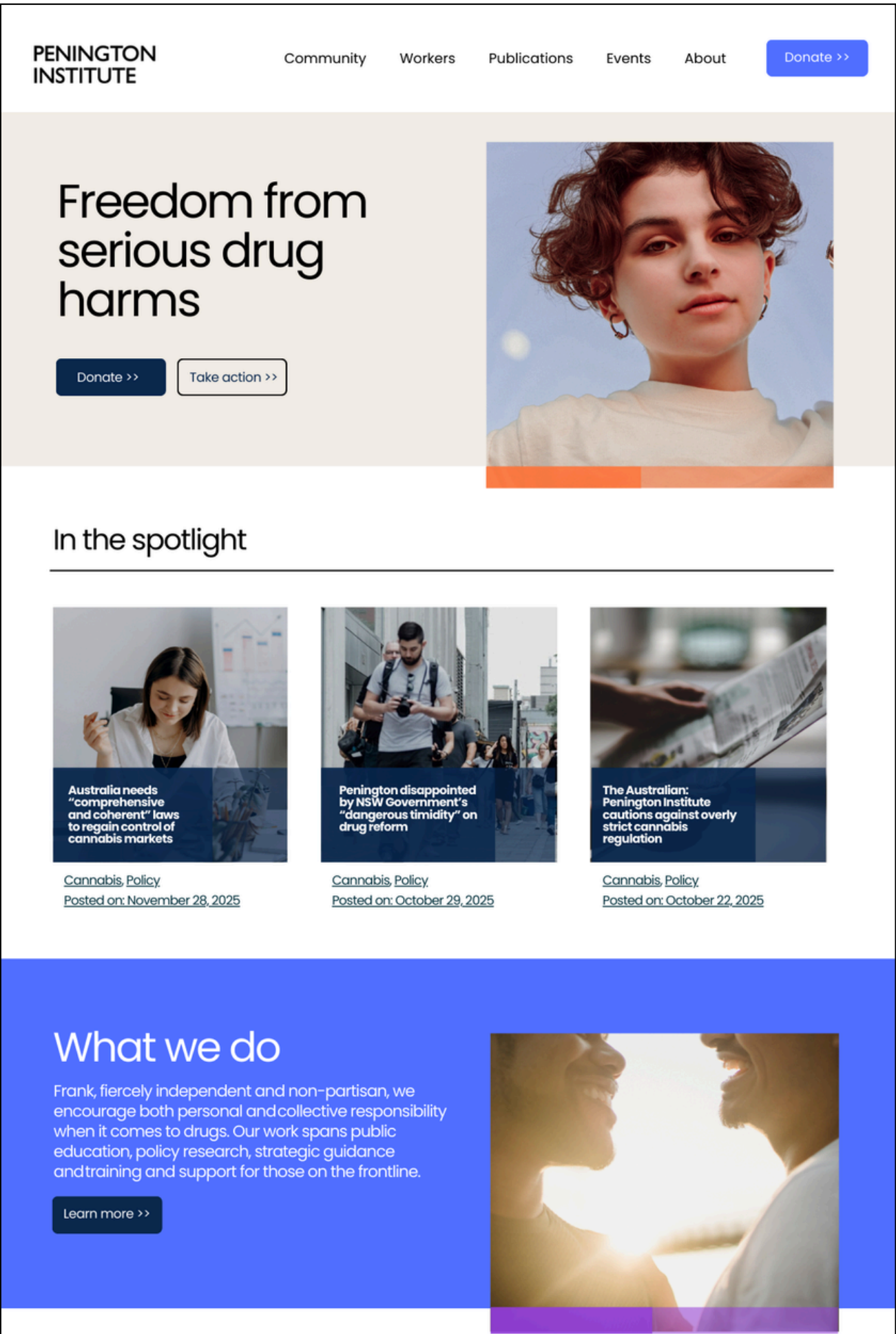
Alternative header – homepage or landing page





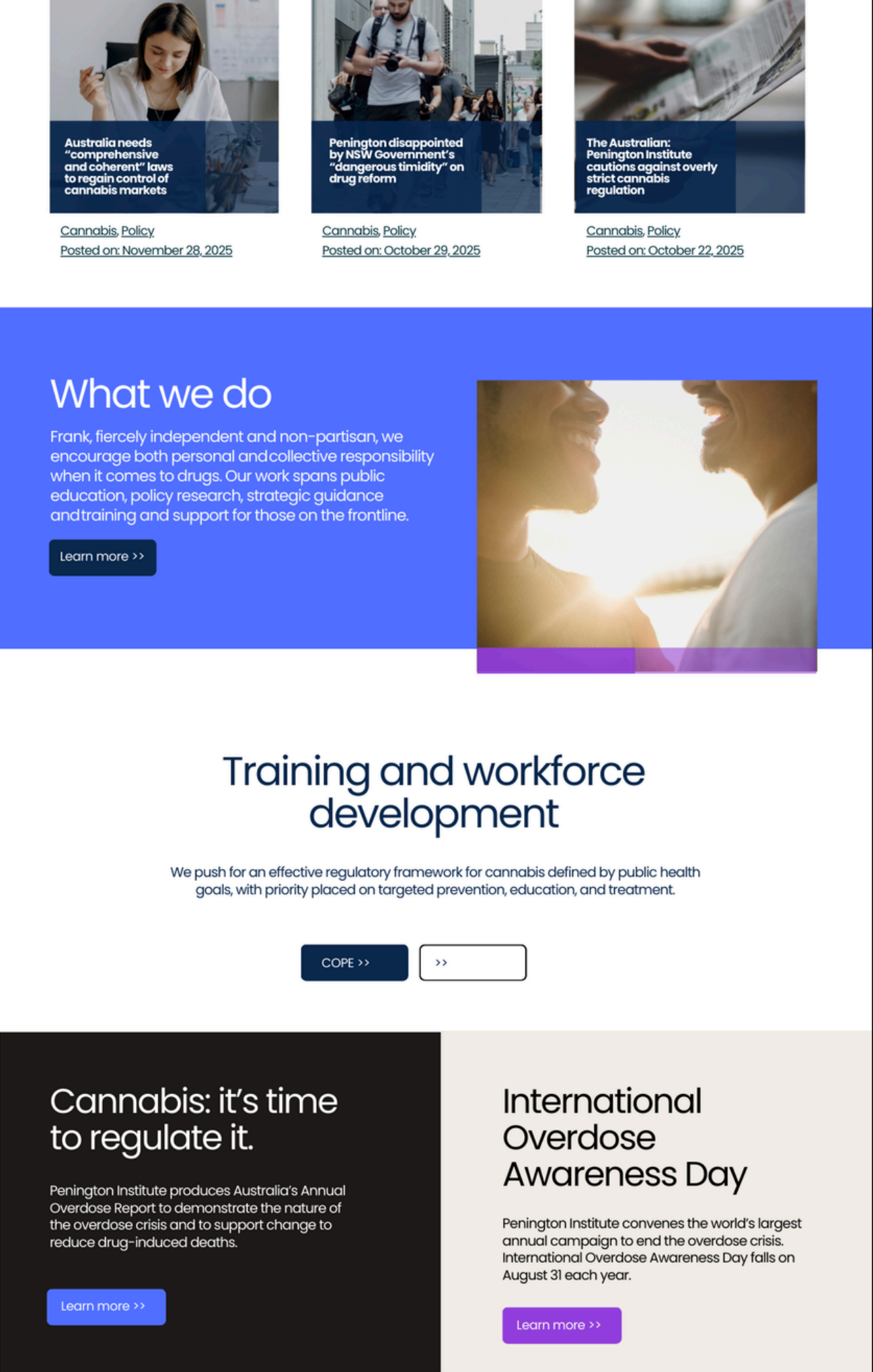
# Website. Home page.

- Cleaner home page
- Big imagery and white space to breath
- Block colour to call out sections
- Multple CTAs throughout to link people where they need to go faster
- Static core brand message on home page header
- Sections can be added/removed/moved throughout year depending on focus



# Website. Home page.

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- Static core brand message on home page header



# Website. Home page.

Cleaner ways to get involved in common footer  
Call out subscription sign ups  
Adjust to suit main ways to get involved

# Training and workforce development

We push for an effective regulatory framework for cannabis defined by public health goals, with priority placed on targeted prevention, education, and treatment.

COPE >>

>>

## Cannabis: it's time to regulate it.

Penington Institute produces Australia's Annual Overdose Report to demonstrate the nature of the overdose crisis and to support change to reduce drug-induced deaths.

Learn more >>

## International Overdose Awareness Day

Penington Institute convenes the world's largest annual campaign to end the overdose crisis. International Overdose Awareness Day falls on August 31 each year.

Learn more >>

## Get involved

### Subscribe to stay informed

Name

Email address

Sign up now >>

Pledge to end overdose >>

Sign up >>

Donate to support us >>

Sign up >>

Follow us on socials >>

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in

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Subscribe to stay informed >>

Sign up >>

Penington Institute

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Privacy policy.



# Website + digital. Buttons.

Corners rounded, CTAs followed by single or double arrow to encourage action.

Learn more >>

Learn more >>

Learn more >>

Learn more >>

Learn more >>

Learn more >>

Learn more >>

Learn more >>

Learn more >>

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Learn more >>

# Icons & charts.


Existing Icons used to look consistent with line thickness



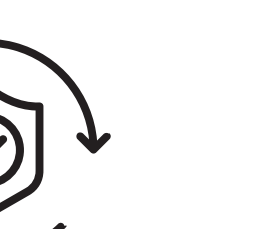
Protecting your health




Keeping the community safe and fighting crime




Controlling cannabis and ensuring effective oversight



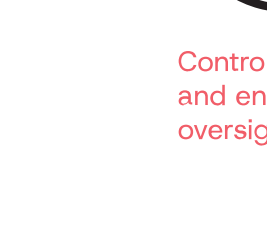
Protecting the legal economy




Licensed production




Regulated products



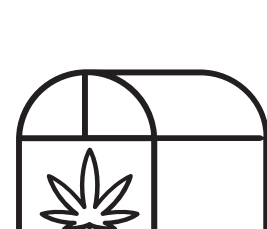
Regulated access




Health protection measures




Limits on use




Protect Health




Quality & Safety



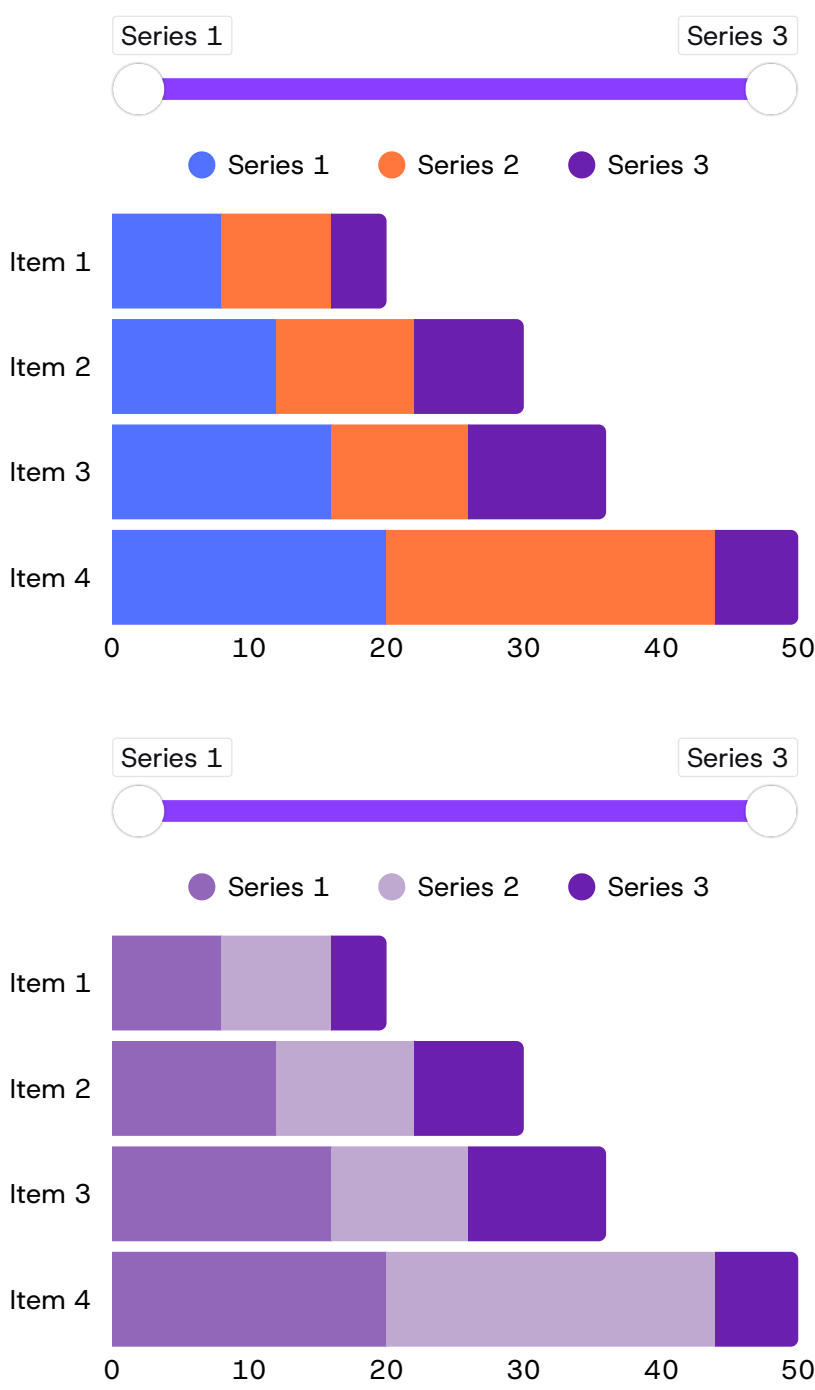
Reduce Government Inefficiency



Social & Economic benefits



Best Practice Regulation



# Icons & charts.

The Penington Cannabis Control Plan (PCCP) is based around 4 principles:

**1) Protecting health**

Risks to the health of our communities must be minimised through policies, practices and services that safeguard people’s physical and mental health. People must be empowered to understand, openly discuss and address the use of and harms from cannabis in their communities.

**2)Improving community safety and fighting crime**

A reliable and sustainable regulated cannabis market must improve community safety by ensuring access to safer products and undermining criminal cannabis syndicates. Government efficiency must be improved by freeing up police and court resources to tackle serious crime.

**3) Controlling cannabis and ensuring effective oversight**

Community concerns about cannabis use must be addressed. Regulations must be carefully implemented, regulators must be informed by ongoing monitoring and evaluation to adapt policies to emerging evidence and comprehensive monitoring data must be accessible to the community.

**4) Protecting the legal economy**


A regulated cannabis model should contribute to economic growth, create jobs and generate government revenue to fund key services that address the social costs of cannabis in our communities. It is our hope that this model will drive community understanding and support for the necessary legislative reforms across Australian jurisdictions.

### Principles



**Protecting health**

- Strict limits on potency and strength
- Certification and testing for all products
- Tools to minimise harms from cannabis
- Reliable community education about cannabis
- Protection for medicinal cannabis patients




**Keeping the community safe and fighting crime**

- Regulated products sold only in licensed outlets
- Limited personal cultivation
- No online sales
- Zero access for children
- Purchase and possession limits
- Clear and enforced rules for licensed businesses
- Penalties for violations of the laws



**Controlling cannabis and ensuring effective oversight**

- A complete ban on advertising
- Strict controls on packaging
- Maintaining standards for roads and workplaces
- No cannabis use in public spaces
- A dedicated regulator
- Careful implementation
- A robust licensing scheme




**Protecting the legal economy**

- Jobs and growth
- Additional government revenue

## The Penington Cannabis Control Plan


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### Model Summary




**Licensed production**

Licensed companies produce cannabis in secure facilities. Rigorous checks for license applicants. Tobacco companies excluded.




**Regulated products**

Only dried flower and approved edible products permitted. Potency limited. Plain packaging with prominent health warnings.




**Regulated access**

Adult only access. Licensed outlets, discreet in appearance. No advertising or promotion permitted.



**Health protection measures**

Outlets display health warnings and provide harm minimisation kits. Workers trained to help customers connect with health services.



**Limits on use**

Adults prohibited from using cannabis in public. Use cannabis on private property only. Existing road safety laws maintained.

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# Presentation deck. Cover.

PENINGTON  
INSTITUTE

Cannabis Regulated Adult  
Access: Putting Health and  
Safety First.

John Ryan | February 2024

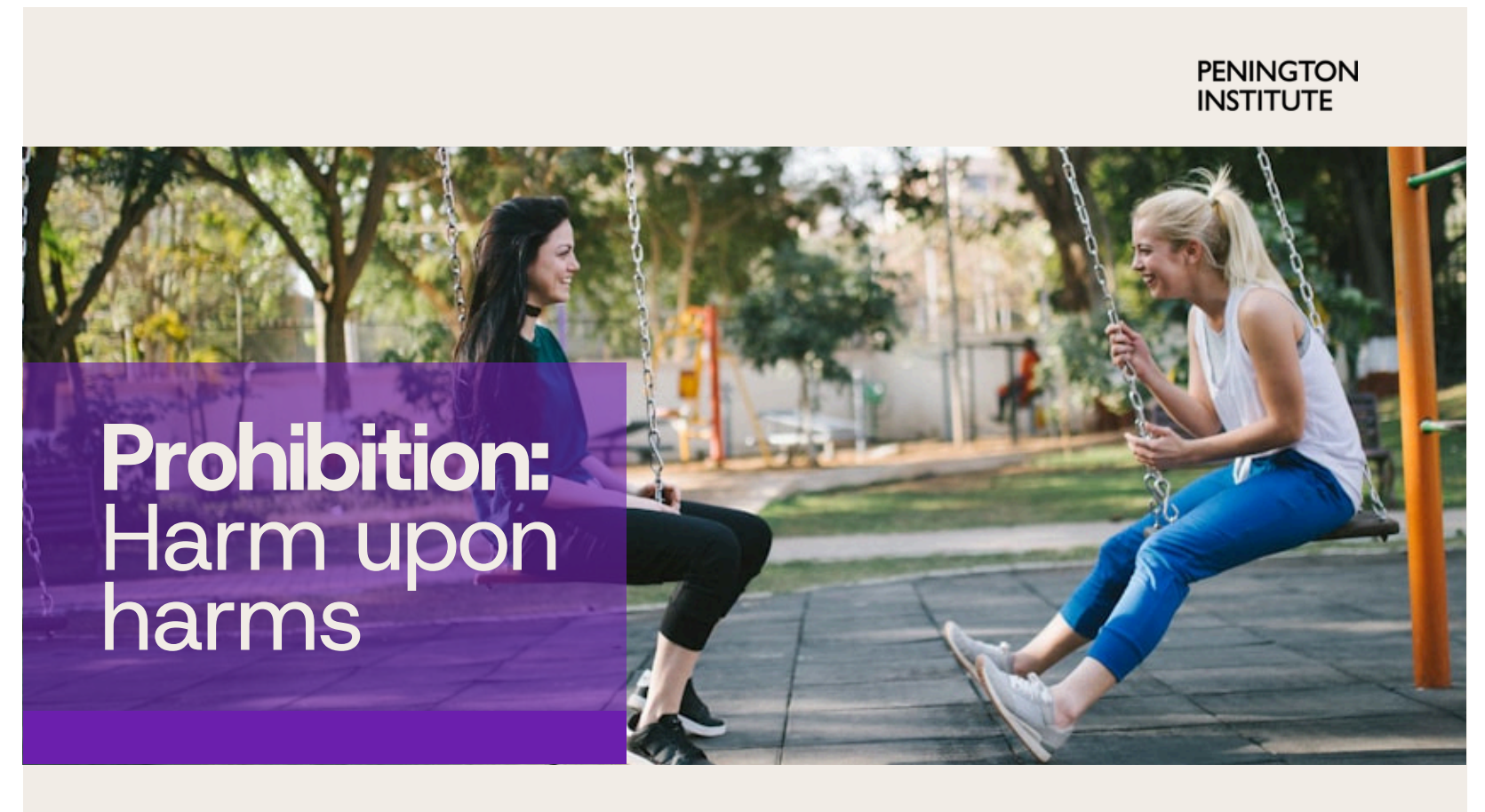
PENINGTON  
INSTITUTE

Cannabis  
Regulated Adult  
Access: Putting  
Health and Safety  
First.

John Ryan | February 2024



# Presentation deck. Cover or section break.





# Presentation deck. Contents.

## Contents

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## Overview

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# Presentation deck. Contents.

PENINGTON  
INSTITUTE

## About Penington Institute

Frank, fiercely independent and non-partisan, we encourage both personal and collective responsibility. Guided by principles of honesty, freedom, fairness and effective government, we distil and share real world experience and research to build safe and healthy communities.

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## About Penington Institute

Penington Institute is an independent drug policy and education non-profit committed to minimising serious drug harms.

Our Vision

Freedom from serious drug harms.

Our Mission

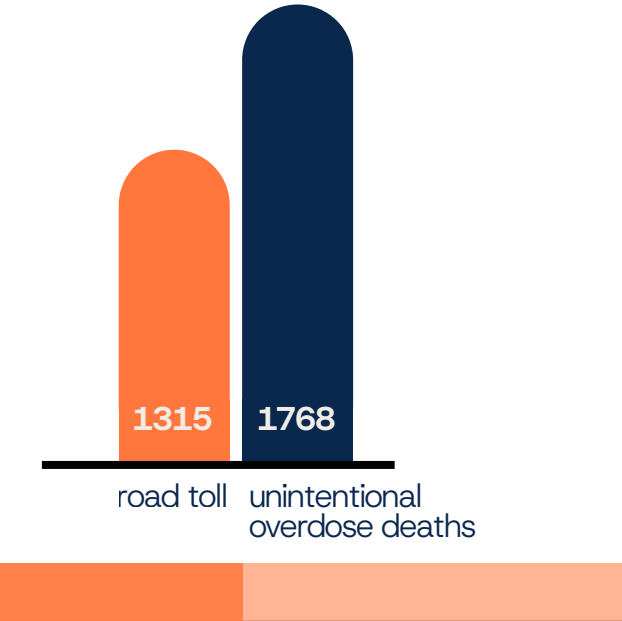
To help people and institutions, regardless of their status or beliefs, to minimise serious harms from legal and illicit drugs.

# Presentation deck. Contents.

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## Prohibiting cannabis harms communities

- Tens of thousands of arrests per year
- Unknown quality and potency
- Prevents open and honest conversations



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## Prohibiting cannabis harms communities

- Tens of thousands of arrests per year
- Unknown quality and potency
- Prevents open and honest conversations

Jurisdiction	Proportion of cannabis related arrests that involved consumers

# Presentation deck. Contents.

Heading here

PENINGTON  
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**Vision**

Freedom from  
serious drug  
harms.

**Mission**

To help people and  
institutions, regardless of their  
status or beliefs, to minimise  
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illicit drugs.

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54% of Victorians support Cannabis regulation. This is almost twice as many who oppose it.

Time for change



# Presentation deck. Closing.

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**Thank you!** Let's connect.



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+61 3 9650 0699

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**Thank you!**

let's connect





