



The Pharmacy
Guild of Australia



CORPORATE VISUAL GUIDELINES



2014-15



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**The Pharmacy
Guild of Australia**

CORPORATE VISUAL GUIDELINES

This document outlines the corporate design of the Pharmacy Guild of Australia. It includes guidelines on the use of logos, colour palettes, and typefaces.

These guidelines are recommended for all corporate materials and can be provided to external designers for their use in developing new Guild materials.

Design work can be cleared through the National Secretariat Senior Graphic Designer, Glenda Wakeham, who is able to assist with any queries or application issues that may arise. Glenda can be contacted on:

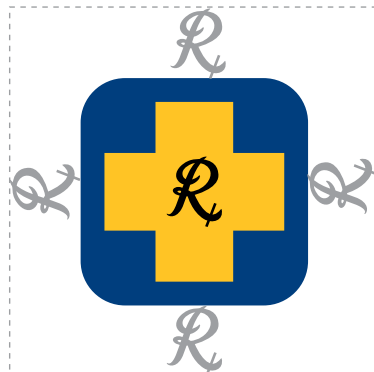
P: **02 6270 1888**

F: **02 6270 1800**

E: **glenda.wakeham@guild.org.au**

2014-15

The gold cross icon



The gold cross icon (not to be confused with the **Gold Cross Products and Services Pty Ltd** logo) consists of two main symbolic elements:

1. **The cross**—which has strong symbolism associated with health (e.g. red cross), fertility and immortality.
2. **'Rx'**—which is universally used as short-hand for a medical prescription. It is usually thought to stand for the Latin word 'recipe' meaning 'to take'. However, another explanation for its origin is that it was derived from the astrological sign for Jupiter, which was once placed on prescriptions to invoke that god's blessing to help the patient recover.

Together these two symbols describe the health care and medicine expert role undertaken by community pharmacy. For this reason the icon can be used, in isolation, to represent community pharmacy as a whole.

Example of its use:

- the gold cross signage provided to all Guild members in the first stage of the 'Gold Cross Branding Campaign' in 2007. See page 5.

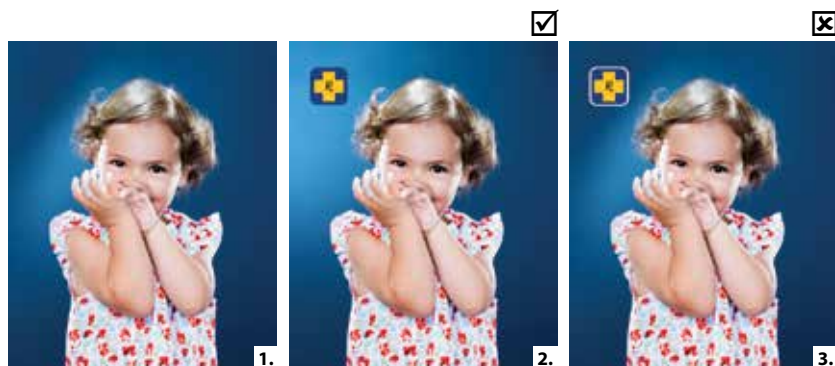
The gold cross colours



BLUE YELLOW BLACK

	BLUE	YELLOW	BLACK
Pantone	281	123	Black
CMYK	C:100 M:85 Y:5 K:20	C:0 M:21 Y:88 K:0	C:0 M:0 Y:0 K:100
RGB	R:0 G:30 B:100	R:253 G:200 B:47	R:30 G:30 B:30
HTML	002664	FCD450	1E1E1E

Adding a white or coloured outline to any part of the Pharmacy Guild logo changes the logo too much. Manipulate the background to increase the contrast and readability of the logo.



USING THE GOLD CROSS WITH IMAGES

1. Original image
2. Photoshop the image to lighten the area behind the logo. This will increase the contrast and increase the readability of the icon against the background.
3. **Do not** include a white or coloured line around the gold cross icon on dark backgrounds.



GOLD CROSS PRODUCTS AND SERVICES PTY LTD

The gold cross icon or 'graphic design device' is often confused with the Gold Cross Products and Services Pty Ltd logo.

The commercial entity has its own logo that incorporates the gold cross icon.



Gold Products and Services Pty Ltd is authorised to use and license the Guild's logo commercially, under certain circumstances, adhering to these visual guidelines.

The Pharmacy Guild of Australia logo

PRIMARY LOGOTYPE



SECONDARY LOGOTYPE



STACKED LOGOTYPE



PRIMARY AND SECONDARY LOGO

The left-aligned stacked version has been chosen as the primary logo. It should be used on all documents and materials that are developed by the Pharmacy Guild.

Examples of its use:

- on all stationery and organisational correspondence
- publications sent to members and the public

THE PHARMACY GUILD OF AUSTRALIA LOGO IS AVAILABLE USING WHITE TEXT

In most instances the primary logo should be used. However, the left-aligned or stacked version of the logo is made available to match other logos or to suit your design.



LOGO SIZE

The size of the logo is measured in millimetres and is describing the icon's height.

The recommended logo height for different documents:

- 20 mm: A3 documents
- 15 mm: A4 documents
- 13 mm: DL and A5 documents
- 13 mm: DL and A5 documents

LOGO SIZE ON WEBSITES

Please ensure that the logo retains crispness when viewed on low resolution screens.

THE EXCLUSION ZONE

To ensure the text in the logo can be seen clearly, the following minimum size related to height is indicated below.

An exclusion zone around the logo is indicated as being the same size as the "Rx" symbol.

- A3 documents—20 mm
- A4 documents—15 mm

SPLITTING LOGO ELEMENTS

There are two elements to the Pharmacy Guild of Australia logo: the gold cross and the text. Over the years the gold cross has been used separately to good use, such as representing a Guild membership on the wall of many pharmacies around Australia. *However, going forward, to retain the logo's credibility, it is preferred that designers not split the two elements.

The text should never be used on its own to represent the Guild.

See examples page 5

See page 4 for details on the use of the gold cross. (The gold cross icon or 'graphic design device' is often confused with the Gold Cross Products and Services Pty Ltd logo. The commercial entity has its own logo that incorporates the gold cross icon.)

The Pharmacy Guild of Australia logo colours



	BLUE	YELLOW	BLACK
Pantone	281	123	Black
CMYK	C:100	C:0	C:0
	M:85	M:21	M:0
	Y:5	Y:88	Y:0
	K:20	K:0	K:100
RGB	R:0	R:253	R:30
	G:30	G:200	G:30
	B:100	B:47	B:30
HTML	002664	FCD450	1E1E1E

*A member pharmacy can request artwork for a gold cross display at any time by contacting the Communications Division at the National Secretariat. The production of the display is at the member's expense.

Placement of the Pharmacy Guild logo

The Guild logo should be used on a white background whenever possible. Preferred placement of the logo if white cannot be used are Cyan, Pantone 320 and grey tones, as shown below.

If the logo needs to be placed on other colours, please discuss this with the Graphic Designer from the National Secretariat.

The logo cannot be placed on images or on textured backgrounds.

Placing the logo on a cluttered background is not recommended as it affects readability. Adding an outline to the logo is not an acceptable design solution. The colours in the logo should not be used as background colours.



Pure Cyan, 15 - 80%



Pantone 320 C, 15 - 70%



25-50% Black



Pure Cyan, 70-85%



Pantone 320 C, 80-100%



60-85% Black



25-50% Black



Black 60 - 80%



Partner program logo placement

In the case of partner programs, the Guild logo can be used with the partner organisation logo. Both logos should be of equal size, height and type.

On a letterhead it is preferred that the Pharmacy Guild of Australia logo is positioned on the top left of the document. Therefore the partner logo is to the right of the Guild logo.

For any thing else that is not a letterhead, in press or print production, the strongest position for the Guild logo is the bottom right. See examples below.



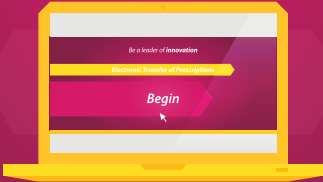
The Pharmacy
Guild of Australia



In most cases,
use the same
symbol height




Learn about the advantages of ETP online
New eLearning module available

Electronic Transfer of Prescriptions (ETP) is enabling pharmacy to take the next step in the eHealth journey. As part of the ETP Education Program all pharmacy staff can now complete an online learning module for ETP. This training is focused on general knowledge about eHealth and explores the details of ETP. The module is free and can be accessed through the recently improved myCPD learning management system at www.mycpd.org.au



Log on at www.mycpd.org.au, search for ETP and enrol in this free module from mid March.

Electronic Transfer of Prescriptions

The Electronic Transfer of Prescription Education Program is funded by the Australian Government Department of Health and Ageing as part of the Fifth Community Pharmacy Agreement between the Commonwealth and The Pharmacy Guild of Australia.

Have a Guild ETP expert visit your pharmacy!

Click to request a visit!



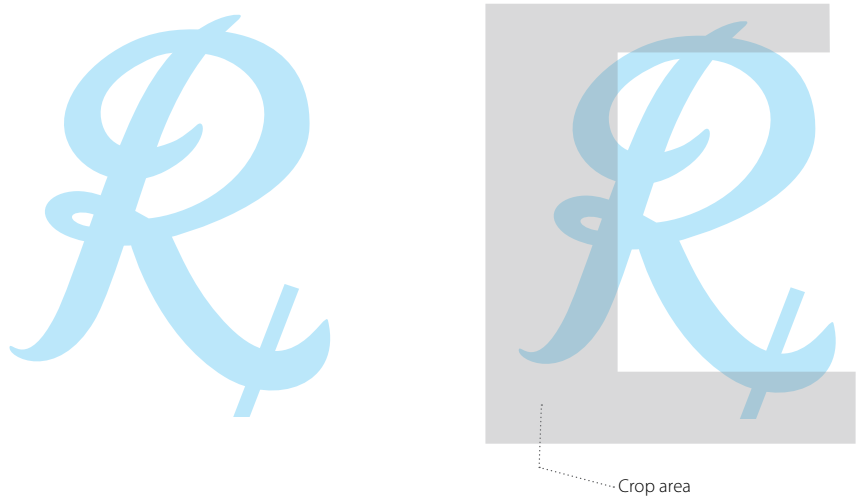
Electronic Transfer of Prescriptions

Where possible, use the same type of logo.
For example use an 'inline' Pharmacy Guild of Australia logo with an 'inline' partner logo.

Background graphics

A background graphic has been developed using the Rx symbol from the centre of the gold cross icon. It can be used as watermark as illustrated below.



Complementary colours

Complementary colours may be used as backgrounds and in blocks as a design element. For the Guild logo colours see page 7.

	CYAN	TEAL	GREEN	GREY	ORANGE
Pantone	Cyan	320	583	Cool 5	021
CMYK	C:100	C:80	C:37	C:30	C:0
	M:0	M:21	M:12	M:25	M:83
	Y:0	Y:32	Y:100	Y:25	Y:100
	K:0	K:0	K:0	K:0	K:0
RGB	R:0	R:0	R:173	R:181	R:255
	G:0	G:153	G:189	G:178	G:80
	B:100	B:168	B:54	B:178	B:0
HTML	00ACDE	099AA9	ADBD36	B5B2B2	FF5000

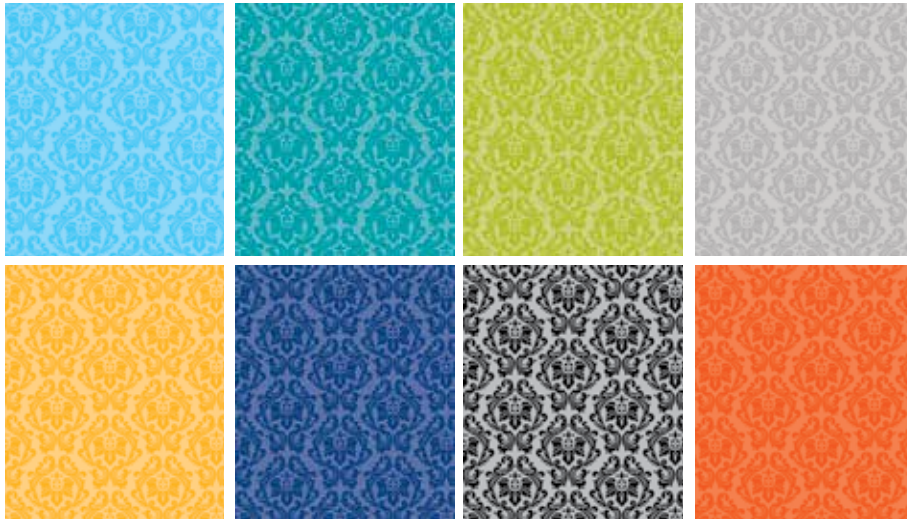
All Pharmacy Guild of Australia colours



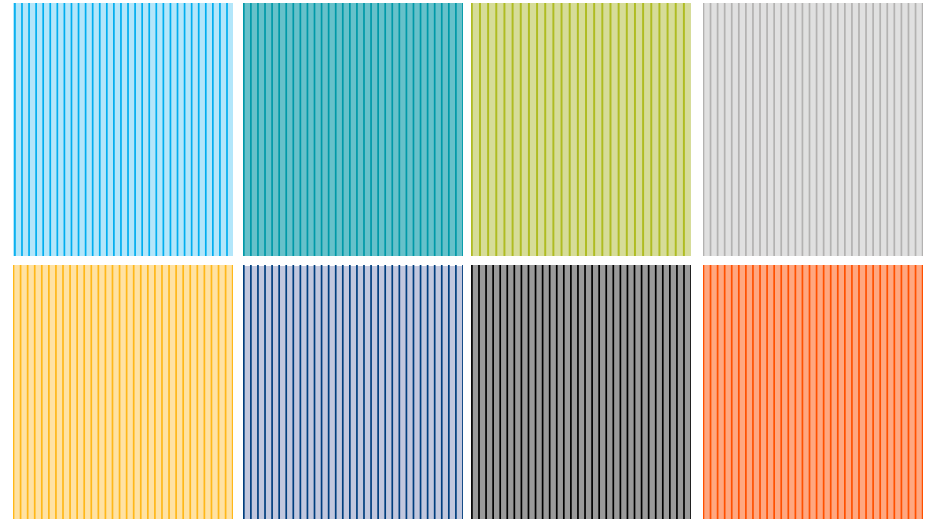
Guild textures

Guild textures are available and come in both a wallpaper pattern and a stripe pattern. These can be used as backgrounds and in blocks as design elements.

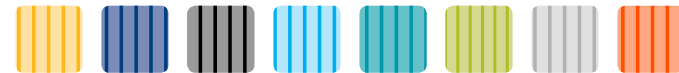
GUILD WALLPAPER



GUILD STRIPE



Adjust the size and scale of the patterns to suit your design



Typography for the Guild has three parts.

WINDOWS TYPEFACES

These are the typefaces that are used when using the Windows Office software and therefore most commonly used by general staff.

These typefaces are used for documents, such as letters, newsletters and media releases.

Templates for these documents have been developed and can be sent on request.

PUBLIC TYPEFACES

Myriad Pro and Helvetica Neue are used on materials for a wider audience such as print publications; for example, *Pharmacy Review* and 'Community Pharmacy'. These typefaces are not made widely available to Guild staff

WEBSITE TYPEFACE

For body text, Arial regular 12px should be used.

The CSS code should be:

```
.bodybold
{font-family:arial,Helvetica,sans-serif;
font-size:12px;
line-height:16px;
font-style:normal;
color: #000000;}
```

POWERPOINT TEMPLATE

The Guild template for Powerpoint presentations uses Arial.

WINDOWS TYPEFACES

Garamond

Garamond regular

abcdefghijklmnopqrstuvwxyz-
vwxyz?!,.;;
ABCDEFGHIJKLMN-
OPQRSTUVWXYZ?!,.;;
1234567890
Garamond Italic

*abcdefghijklmnopqrstuvwxyz-
vwxyz?!,.;;
ABCDEFGHIJKLMN-
OPQRSTUVWXYZ?!,.;;
1234567890*
Garamond Bold

**abcdefghijklmnopqrstuvwxyz-
vwxyz?!,.;;
ABCDEFGHIJKLMN-
OPQRSTUVWXYZ?!,.;;
1234567890**

Named after creator Claude Garamont (c. 1480–1561). Garamond is considered to be among the most legible and readable serif typefaces for use in print. It has also been noted to be one of the most eco-friendly major fonts when it comes to ink usage

Arial

ARIAL REGULAR

abcdefghijklmnopqrstuvwxyz
vwxyz?!,.;;
ABCDEFGHIJKLMNO
PQRSTUVWXYZ?!,.;;
1234567890
Arial Bold

**abcdefghijklmnopqrstuvwxyz
vwxyz?!,.;;
ABCDEFGHIJKLMNO
PQRSTUVWXYZ?!,.;;
1234567890**

The typeface Arial was designed in 1982 by a 10-person team, led by Robin Nicholas and Patricia Saunders, for Monotype Typography and Microsoft. It is based on classic 1950's typeface Helvetica.

CORPORATE TYPEFACES

Myriad Pro

MYRIAD PRO LIGHT

abcdefghijklmnopqrst
 uvwxyz?!,.;;
 ABCDEFGHIJKLM NOPQRSTU-
 VWXYZ?!,.;;
 1234567890

MYRIAD PRO REGULAR

abcdefghijklmnopqrst
 uvwxyz?!,.;;
 ABCDEFGHIJKLMNOPQRSTU
 VWXYZ?!,.;;
 1234567890

MYRIAD PRO SEMI-BOLD

abcdefghijklmnopqrstu
 vwxyz?!,.;;
 ABCDEFGHIJKLM
 NOPQRSTU VWXYZ?!,.;;
 1234567890

MYRIAD PRO BOLD

**abcdefghijklmnopqrst
 uvwxyz?!,.;;
 ABCDEFGHIJKLM
 NOPQRSTU VWXYZ?!,.;;
 1234567890**

MYRIAD PRO BLACK

**abcdefghijklmnopqrst
 uvwxyz?!,.;;
 ABCDEFGHIJKLM-
 NOPQRSTU VWXYZ?!,.;;
 1234567890**

MYRIAD PRO SEMI-EXTENDED

**abcdefghijklmnopqrstu
 vwxyz?!,.;;
 ABCDEFGHIJKLM
 NOPQRSTU VWXYZ?!,.;;
 1234567890**

MYRIAD PRO LIGHT ITALICS

*abcdefghijklmnopqrst
 uvwxyz?!,.;;
 ABCDEFGHIJKLM NOPQRSTU
 VWXYZ?!,.;;
 1234567890*

MYRIAD PRO SEMI-BOLD ITALICS

***abcdefghijklmnopqrst
 uvwxyz?!,.;;
 ABCDEFGHIJKLMNOPQRSTU
 VWXYZ?!,.;;
 1234567890***

MYRIAD PRO BLACK
SEMI-CONDENCED ITALIC

***abcdefghijklmnopqrstu
 vwxyz?!,.;;
 ABCDEFGHIJKLM
 NOPQRSTU VWXYZ?!,.;;
 1234567890***

Designed by Robert Slimbach & Carol Twombly, Myriad has a warmth and readability that result from the humanistic treatment of letter proportions and design detail. Myriad's clean open shapes, precise letter fit, and extensive kerning pairs make this unified family of roman and italic an excellent choice for text typography that is comfortable to read, while the wide variety of weights and widths in the family provide a generous creative palette for even the most demanding display typography.

