British Pharmaceutical Students' Association

Using our logo

Project	**BPSA Brand Refresh**
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British
Pharmaceutical
Students' Association

We love and are proud of our identity.

We've put together these guidelines to ensure it always looks its best. Our logo is the combination of a simple, modern wordmark with the brandmark.

Primary Logo

The British Pharmaceutical Students' Association (BPSA) primary logo is a combination of a simple, modern wordmark and brandmark.

The brandmark derives from symbolic elements in the history and development of Pharmacy as a profession and field of practice. It's been given a treatment that makes it feel unique, creative and youthful.

This is the main logo that will be used across primary brand applications. This primary logo helps audiences easily identify the BPSA's communications, web and social media presence, ads and other materials and enhances the professionalism of the brand.

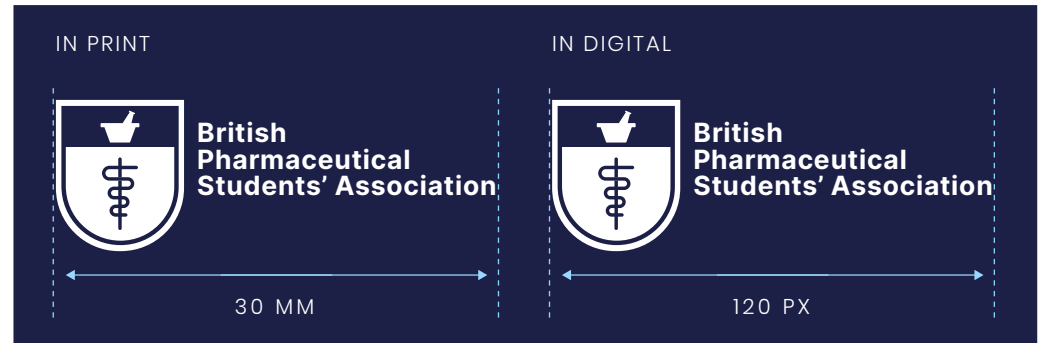It is important that the logo is always used according to these guidelines.

Brandmark

Our brandmark signs off communications with authority and credibility.

With consitent use of the primary logo, the brandmark should gain enough recognition and association to the BPSA brand such that it can be used on its own without the need to lock it up with the primary logo.

Stacked Brandmark

Our stacked brandmark acts as a memorable shorthand, makes us stand out at a distance and in small spaces.

British
Pharmaceutical
Students' Association

British
Pharmaceutical
Students' Association

30 MM

120 PX

Clearspace

Our primary logo should be given plenty of space to ensure it stands out.

We have defined clear space guidance so our logo is never crowded.

The logotype and the brandmark exclusion zone is equal to the height of the letters in caps (marked as × in the diagram).

Sizing

To ensure that the impact and legibility of the brandmark isn't compromised, we have defined minimum sizes that the brandmark should be used at.
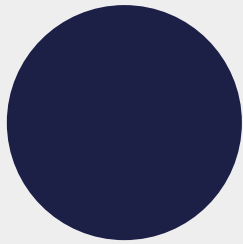
Co-branding

When co-branding we always use our primary brandmark. We lead with our brandmark and aim for a balanced look.

Blue
#1C1F46
R28 G31 B70
C100 M96 Y40 K42
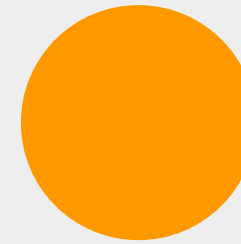
White
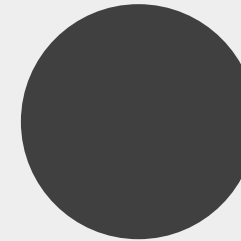#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Light Blue
#8DD1FF
R141 G209 B255
C46 M6 Y0 K0

Orange
#FF9900
R255 G153 B0
C0 M47 Y100 K0

Green
#66CC66
R102 G204 B102
C62 M0 Y77 K0

GREY
#404040
R40 G40 B40
C66 M56 Y53 K57

Colour values

The colour values have been tested to ensure they look good on screen and in print.

Our brandmark only appear in the Blue or White brand colours as defined above and as used everywhere else in this document. When the brandmark is used with any of the accent colours, the version of the logo with the best contrast should be used.

The accent colours can be used widely in print and digital applications. The **Grey** colour is however reserved for body text.

More on this in the typography section.

These colours must always be used as stated here and at **100%** opacity.

Inter

Use for headlines

Poppins

use for body copy

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

Typography

Our two main typefaces complement, making all our communications recognisable and readable.

The typefaces help convey the youthful and mordern feel of the BPSA brand and can be used efficiently across all print, digital and web applications.

They are to be used wherever and whenever possible.

British Pharmaceutical Students' Association

Hospital Pharmarcists face a perfect storm

More people than ever have long-term health conditions. All the same time, NHS cuts have never been deeper.

Find out more at bpsa.co.uk

Share ideas.
Shape the future.

Our industrial Pharmacy Network is open to all members working at the sharp end of research.
Find out more at bpsa.co.uk

British Pharmaceutical Students' Association

Being at the frontline sometimes means taking the brunt.

The prescription counter isn't much of a barrier when you're dealing with a challenging personality.

British Pharmaceutical Students' Association

British Pharmaceutical Students' Association

"Every day I'm faced with prescribing painkillers for people I think are addicted"

Professional Suport Service:
0845 257 2570 Speak to Someone who has been through the same

Headline type

Our headline typeface, Inter Sans Serif type, conveys a simple, bold and human character. It uses one weight: Black

Body copy type

Our body copy typeface, Poppins is used for highly readable information delivery. It uses three weights: Light, Medium and SemiBold.

Unaccaptable usage

1. Don't rotate the logo.

2. Don't squash or stretch.

3. Don't place elements in the logo clear space.

4. Don't resize any part

5. Don't rearrange parts or create compositions that are not already provided.

6. Don't use off-brand colours. Reference the colour values section.

7. Don't contain the logo in a box when used on a background.

8. When in doubt, please consult these guidelines.

Photo background

There are a couple of ways the logo can be used on photographic backgrounds, but each option should be exercised with care, making sure the logo and type aren't obstructed by the image.

TIPS:

1. Photos with shallow depths-of-field work best.

2. Avoid busy images with too much detail.

3. Applying a darker transparent overlay on an image helps makes text more readable.