

Laxido[®]

Identity Guide

March 2023



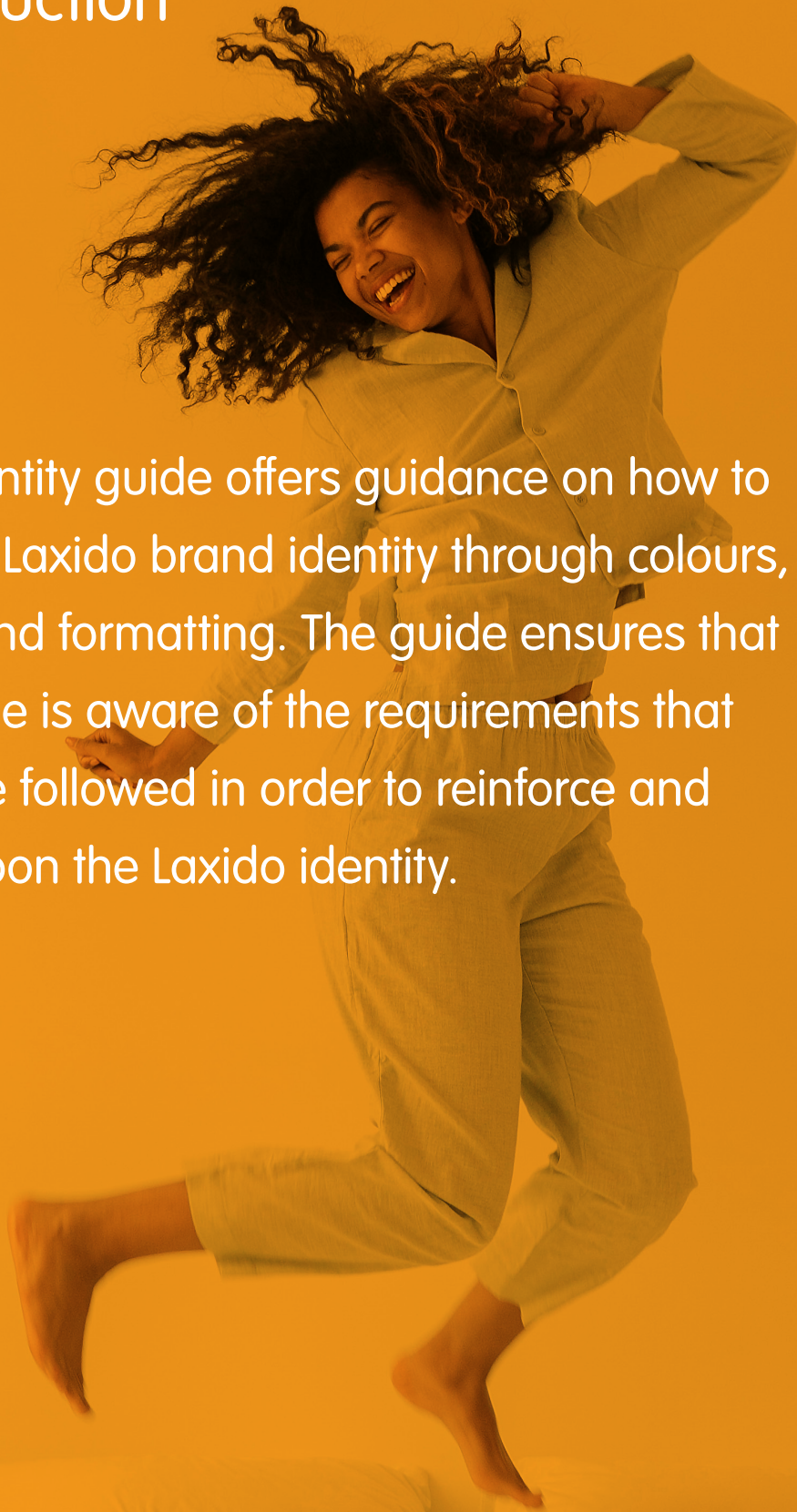
GALEN

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Introduction

This identity guide offers guidance on how to use the Laxido brand identity through colours, logos and formatting. The guide ensures that everyone is aware of the requirements that must be followed in order to reinforce and build upon the Laxido identity.



This guide has been developed to ensure consistent communication of the brand across markets and countries.

This document is intended to serve as a ready-reference guide, incorporating the information required to allow any member of staff or external designer to brand any document or communication material correctly.

This document provides a useful resource which should be consulted whenever appropriate. The Laxido Identity Guide is a living document that will be updated as required. The most recent version of the guide and any associated materials, will always be available upon request.

Any queries or feedback on the Identity Guide and its contents should be sent to the Galen Marketing department.

With regards to the use of marketing material, adherence to main branding elements is strictly requested. Adaptations and translations of marketing materials are allowed to ensure compliance with local regulations, and are within the responsibility and scope of the local product manager.

In case of major adaptations, Galen Marketing should be contacted for approval. In order to safeguard the global brand identity.

Any external design agent working on behalf of Galen Ltd, who has been supplied these guidelines should email the Marketing team directly for any logos they require.



Brand Identity

The brand identity is not just a logo, it is a number of core elements that come together to create a distinctive identity, making the Laxido brand instantly recognisable.

The Laxido logo is simple, yet supportive and calming

Laxido®

The Laxido logo can be used for commercial, internal and external communications. Whilst the logo is normally shown as a solid colour, the use of colour is dependent on the product type or communication and in certain circumstances a solid black or reversed out version will be required.

To ensure consistency and quality, the identity graphics should always be reproduced from master artwork, not copied from other documents or files. A full suite of logo versions listed in this guide are available on request from the the Galen Marketing department.

Core Logo Versions

To ensure that the Laxido logo meets practical needs, including that of delivering efficient communications, there are several variants that all derive from the standard Wordmark.

Core logo - The Wordmark

This version should always be used when there is no adverse impact of presenting the logo in full colour (CMYK or RGB), such as on a website or printed collateral.

Black & white logo

The black & white version is generally used on materials printed locally in black and white. This includes low-volume forms and black & white publications.

Primary Spot Colour Logo

Laxido®
Laxido®

Black and white Logo

Laxido®

Sub-Logos / Product Descriptor and Active Ingredients

In order to support the individual Laxido products, the identity's spot colours represent the Laxido product range:

Orange - Laxido Orange

Pale Blue - Laxido Paediatric Plain

To assist each product, sub-logos have been produced for use on product specific materials. These sub-logos are subject to the same formatting guidance as the overarching Laxido identity detailed throughout this guide.

To ensure the logos are placed correctly; consider how the reader will view them - you should always assume that a reader will read from left to right and from top to bottom.

Pre-formatted project specific document templates are available for your use. See page 10-11 for more information.

The list of the active ingredients must appear immediately adjacent to the most prominent display of the brand name in bold type of a size such that a lower case 'o' of the Wordmark is no less than 6mm in height or, in type, of such a size that the list of active ingredients occupies a total area no less than that taken up by the brand name.

For digital ads, the list of active ingredients must appear immediately adjacent to the brand name at its first appearance in a size such that the information is easily readable.

	Wordmark
Orange	Descriptor
Macrogol 3350, sodium chloride, sodium hydrogen carbonate, potassium chloride	Active Ingredients

Laxido[®]
Orange

Laxido[®]
Orange
Macrogol 3350, sodium chloride,
sodium hydrogen carbonate, potassium chloride

Laxido[®]
Paediatric Plain

Laxido[®]
Paediatric Plain
Macrogol 3350, sodium chloride,
sodium hydrogen carbonate, potassium chloride

Logo Variations - Laxido Orange

Laxido[®]

Orange

Macrogol 3350, sodium chloride,
sodium hydrogen carbonate, potassium chloride

Laxido[®]

Orange

Laxido[®]

Orange

Macrogol 3350, sodium chloride,
sodium hydrogen carbonate, potassium chloride

Laxido[®]

Orange

Laxido[®]

Orange

Macrogol 3350, sodium chloride,
sodium hydrogen carbonate, potassium chloride

Laxido[®]

Orange

Laxido[®]

Orange

Macrogol 3350, sodium chloride,
sodium hydrogen carbonate, potassium chloride

Laxido[®]

Orange

Logo Variations - Laxido Paediatric Plain



Size and Spacing

To make sure the logo is always legible and recognisable, it must only be reproduced at a minimum size or larger of the core logo. If the sub-logo is used, the same sizing guide must be adhered to if the descriptor is introduced,

ie the main Wordmark must conform to the minimum sizing rules.

Shown here are the minimum logo sizes for screen and print of the core logo and sub-logo.

Core Logo

Sub-logo

Laxido®

Laxido®
Orange

PRINT

10mm minimum height

Laxido®

Laxido®
Orange

DIGITAL

40px minimum height

Clear Space and Exclusion Zone

The Laxido logo should never appear too close to any other material, including other logos, text, or elements of design. To ensure visibility and legibility, it is important that an exclusion zone is adhered to whereby a specified area around the logo is empty space.*

The clear space is taken from a half size of the letter 'o' within the logo and should act as a guide to measure the exclusion zone (the space that remains around the logo) at all times.

Where the sub-logo / active ingredients are used, the exclusion zone is extended below the descriptor.



*Spacing equal to half size letter 'o' from within the logo

Incorrect Usage

It is important that our identity is not changed or defaced in any way as this creates inconsistency. Laxido brand strength will rely on a single, unified format in order to promote awareness and maximise recognition.

In most cases, you should adhere to the pre-designed document templates provided for you.

Examples of what you should not do:

Alignment

Only use suggested logo alignment options



Rotation

Do not rotate any parts of the logo



Typeface

Use the logo provided and NEVER change it's font



Coloured Backgrounds

Never use the wrong logo colour on a low contrast background



Colour

Do not change the logo colours in any way



Composition

Do not change the composition of the logo



Clearspace

Always use clearspace and adhere to exclusion zones



Special effects

Never apply any effects to the logo



Proportions

Never stretch or distort the logo in any way



Gradient

Do not use a gradient overlay



A woman with short curly hair and glasses, wearing a light-colored blazer, is sitting on a grey sofa. She is smiling and gesturing with her right hand towards a modern chair. The background features a black metal shelving unit with various decorative items, including vases and books, and a large potted plant. The entire scene is overlaid with a semi-transparent green filter.

Brand Colours

It is important that our identity is not displayed in different ways, this creates confusion. Our customers need to become familiar with one format, promoting awareness and brand recognition.

The preferred background colour for the Laxido logo is white.

Laxido®

Colour is an important element of the Laxido brand. The brand colours have been chosen to complement the products in conjunction with the brand identity.

White is equally as important as any of the brand colours. White aids the communication of Laxidos clean, clear and simple style. It is for this reason that white is the preferred default background colour for the Laxido identity.

Our carefully considered colour palette helps us reflect our brand.

While graphic designers will be familiar with the colour references and how to apply them, they can also be applied to everyday communications using programmes such as the Microsoft Office package. By using the 'more colours' and 'custom' option you will be able to enter the RGB code of your desired colour.

RGB - this represents the number of parts red, green and blue. The scale ranges from 0 to 255.

CMYK - represents the number of parts cyan, magenta, yellow and key (black). The CMYK scale ranges from 0 to 100 and is considered more accurate than RGB.

CMYK is sometimes referred to as the 'four colour process'.

Pantone is an organisation and model used as the industry standard in colour matching for print. Pantone references are exact and in print are usually formed using a CMYK print process.

Primary Product Colours

Laxido Orange

CMYK - C0 M45 Y94 K0
RGB - R255 G158 B27
HEX - #FF9E1B
PANTONE - PMS 1375C

90% tint

80% tint

70% tint

60% tint

50% tint

40% tint

30% tint

20% tint

10% tint

Laxido Paediatric Plain

CMYK - C53 M0 Y0 K0
RGB - R113 G197 B232
HEX - #71C5E8
PANTONE - PMS 297C

90% tint

80% tint

70% tint

60% tint

50% tint

40% tint

30% tint

20% tint

10% tint

Laxido Natural

CMYK - C41 M0 Y36 K0
RGB - R128 G224 B167
HEX - #80E0A7
PANTONE - PMS 353C

90% tint

80% tint

70% tint

60% tint

50% tint

40% tint

30% tint

20% tint

10% tint

Secondary Colour Palette

Galen Navy

CMYK - C100 M69 Y8 K54
RGB - R0 G46 B90
HEX - #002E5A
PANTONE - PMS 295

90% tint

80% tint

70% tint

60% tint

50% tint

40% tint

30% tint

20% tint

10% tint

Galen Black

CMYK - C0 M0 Y0 K100
RGB - R0 G0 B0
HEX - #000000
PANTONE - PMS Black C

90% tint

80% tint

70% tint

60% tint

50% tint

40% tint

30% tint

20% tint

10% tint

Fonts and Typography

A warm, golden-toned photograph of a man and a woman in a living room. The man, with a grey beard and wearing a light-colored sweater and jeans, is lifting the woman. The woman, wearing glasses and a matching sweater, is laughing and looking up at him. The background shows a sofa and a framed picture on the wall.

The typeface used for the Laxido brand is Vag Rundschrift. An adaptation of this typeface has been carefully redrawn, sized and spaced within the identity and should not be altered in any way which would affect its size, spacing, shape or colour. It is important that we control our use of typography, to ensure consistency across all applications.

Vag Rundscgrift

Our brand is made up from two weights of the friendly typeface Vag Rundschrift. Vag Rundschrift is at the centre of the identity, it is bold, friendly, legible and has a sense of calming support.

Its features include very subtle distinguishing elements of each letter to aid the reading and comprehension of text. This corporate geometric sans-serif letterform features distinct rounded terminals, imparting the design with a friendly, approachable demeanor.

The language and tone of voice for our corporate communication should be supportive, informative and encouraging.

Both light and regular weights can be found through Adobe Fonts and licensing covers Personal and Commercial use. For each new project undertaking, it is advised that a review is carried out to ensure the project and use of this font family conforms to the licensing set out by Adobe Fonts.

Typeface

Vag Rundschrift Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()_+

Vag Rundschrift Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@£\$%^&*()_+

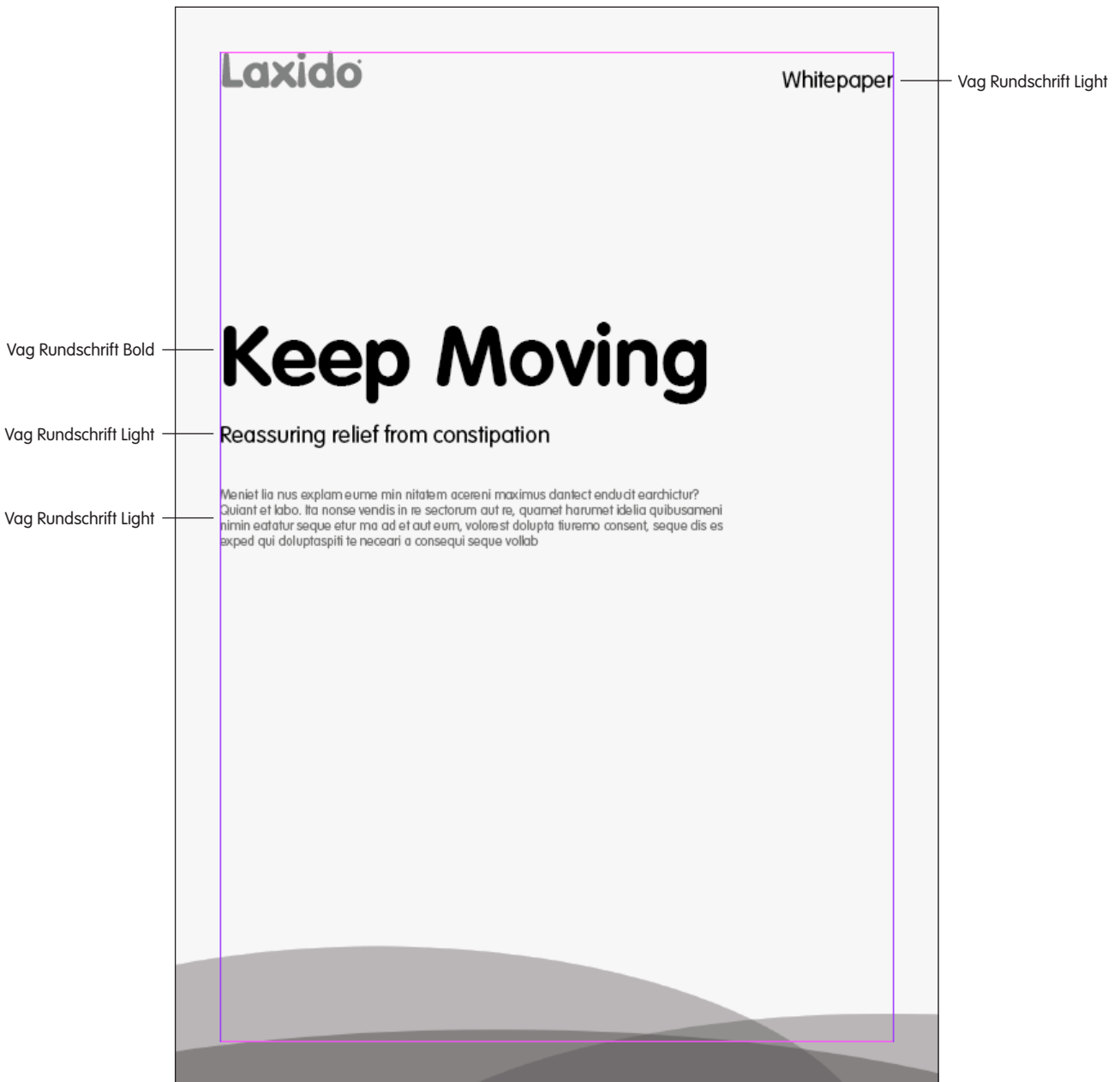
Baseline alignment

All text should be aligned to a baseline grid.
The example below shows how each line of text sits on the baseline (blue lines)



Headlines & Bodycopy

An example of using text



Using our Typefaces

Example

Laxido

Lorem ipsum

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In nulla metus, facilisis et fringilla in, interdum id libero.

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In nulla metus, facilisis et fringilla in, interdum id libero. Curabitur scelerisque arcu sed massa facilisis mollis. Quisque imperdiet ante ac urna aliquam, ac lacinia est ullamcorper. Donec sollicitudin dictum porttitor. Ut consequat dictum velit sed luctus. Nulla facilisi.

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In nulla metus, facilisis et fringilla in, interdum id libero. Curabitur scelerisque arcu sed massa facilisis mollis. Quisque imperdiet ante ac urna aliquam, ac lacinia est ullamcorper. Donec sollicitudin dictum porttitor. Ut consequat dictum velit sed luctus. Nulla facilisi.

laxido.com

Identifier
Vag Rundschrift Light 17 pt

Title
Vag Rundschrift Bold 64 pt

Sub Title
Vag Rundschrift Light 18 pt

Quota
Vag Rundschrift Light Italic 18 pt

Body sub-header
Vag Rundschrift Bold 14 pt

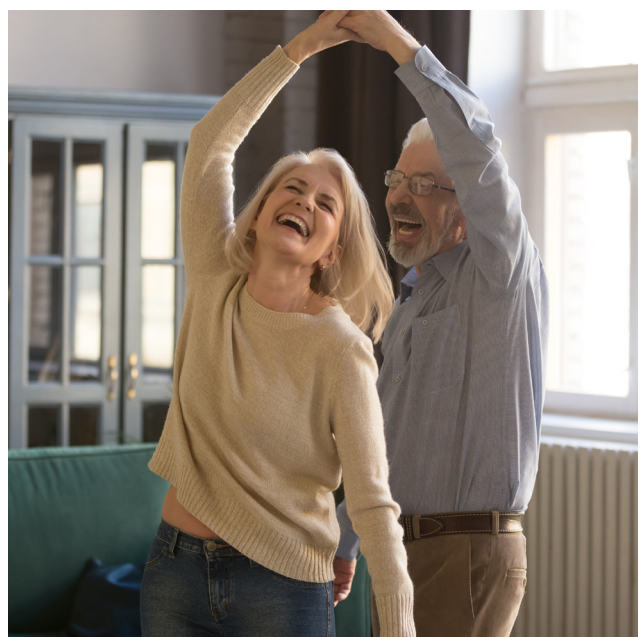
Body text
Vag Rundschrift Light 9 pt

URL
Vag Rundschrift Light 14 pt

Product Shots & Imagery



Imagery Examples





Galen Limited

Seagoe Industrial Estate Craigavon
BT63 5UA

Tel: 028 38 334974

Fax: 028 38 350206

Web: www.galen-pharma.com

E-mail: customer.services@galen-pharma.com