

Pssst! Be Alcohol Aware Brand Guidelines

Logo

There are two main versions of the Pssst! logo, with ring and without - their use dependent on required prominence and/or graphic context. Placement is flexible, whilst sufficiently clear and prominent.



Font

The font used is the DIN family - confined to Regular, **Medium** and **Bold**. Text requiring particular emphasis may be placed in blocks as below, these elements generally running off the page - colours may vary as long as there is adequate contrast.

**Big night out?
Make sure you and your mates
get home safely by planning ahead...**

Colour

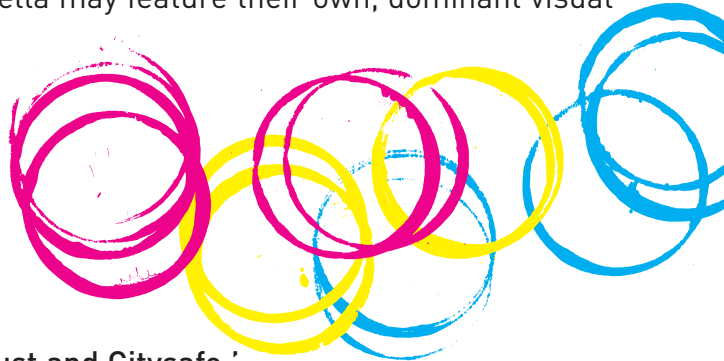
Colours used are taken from the logo - principally CMYK - Cyan, Magenta, Yellow and Black (used minimally). Materials may also include the multiples of those colours. i.e. Green (100% C/100%Y), Red (100%M/100%Y), Purple (100%M/100%C) in a subsidiary role.

Avoid white space.



Graphic elements

Pssst! materials consistently feature 'drink rings', as below, as a random but considered, decorative element. Stand-alone campaigns under the Pssst! umbrella may feature their own, dominant visual approach - in previous campaigns, playful, vivid, surreal, provocative and humorous.



Additional

Pssst! Be Alcohol Aware materials need to feature the following accreditation:

'A Partnership between Liverpool NHS Primary Care Trust and Citysafe.'

This should be marginal but clear.

The Pssst! website address - **www.pssst.org.uk** - should be always be featured in conjunction with, not necessarily adjacent to, the logo, in DIN Bold - prominence dependent on the resource.

Enquiries regarding Pssst! Be Alcohol Aware branding may be directed to the **Liverpool Primary Care Trust Design Studio** on 0151 **707 1555** extensions 116/132