A large, semi-transparent red cross logo is positioned on the left side of the slide, partially overlapping the title text.

Medicare

Brand Guidelines

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The Logo.

The Medicare logo is well known, trusted and is a responsible figure in the First Aid community. The colours are true to the brand and the logo represents strong feelings of trust and care.

Logo Master

The logo and logotype (text) must be used in its entirety. It must always be produced exactly as shown and in the defined Pantone solid coated colours or CMYK colours. This is the hero logo and is to be used when branding all internal & external communications. There are a few variations of this logo, please ensure you are using the correct and most up to date version.



Master Logo

Incorrect Use

Here are some examples on how not to use our Master Logo, these principles apply to treatment of all other logo variations.



Do not alter logo in any way, this includes distorting, stretching, or transforming the proportions.



Do not use drop shadow or effects on the logo.



Do not rotate the logo or use any abstract positioning.



Do not adjust the transparency in any circumstance.



Do not enclose or frame the logo in any way.



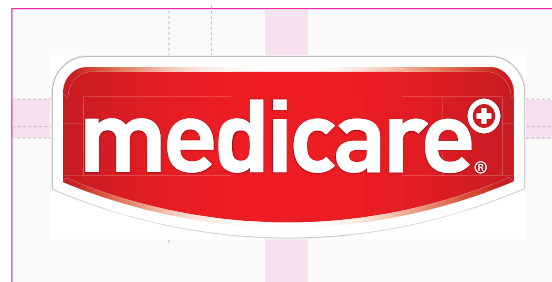
Do not change or adjust any colours within the logo. Unless it is one of the approved category colour-ways.

Logo Clear Area

The logo will always be surrounded by minimum clear space separating it from other objects and elements so it can be clearly identified.

This clear space should be kept free of all type, graphic elements, rules and detailed areas within illustrations and photography.

It is important to take note of the branded white border that surrounds the perimeter.



The Clear Space is defined by the full text height of the Brand Word-mark. Attention to detail is required when positioning the logo beside or surrounding text. See logo placement guidelines for use in graphics and tiles.

Minimum Sizing

The minimum Master Logo size for print can range from 23mm - 36mm high and 94mm wide and 43px for digital. The most important thing to note when sizing appropriately is the space and content of the document/platform it is being displayed on. All hierarchy, dimensional aspects of the logo must be respected.

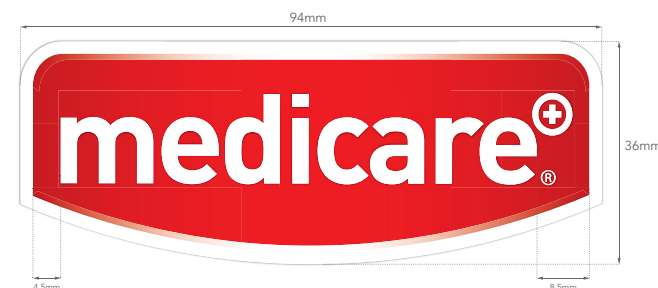
The minimum size for the logo should only be used for applications with limited space available, the logo should never be set smaller than these sizes.



3 Main Logo Styles

The Medicare Master Logo is adapted slightly per each category and platform under the Medicare brand range. It is important to note each colour-way and it's corresponding category. Clear spacing guidelines set above apply to all use of the logo.

- C=0 M=100 Y=100 K=0
- C=10 M=100 Y=100 K=10



Master Logo Marketing & Comms: all dimensions must be used correctly and scaled appropriately. The distinguishing design features are the radial gradient & white border.

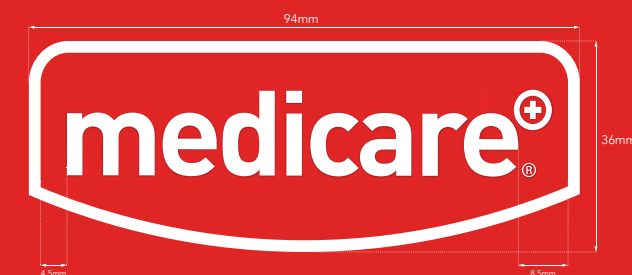
- Pantone 485 C
- Pantone Cool Gray 3 C



Master Packaging Logo: all dimensions must be used correctly and scaled appropriately. The distinguishing design features are the flat red body and grey 'smile' as standard for all packaging logos.

Misc. Material Packaging Logo: all dimensions must be used correctly and scaled appropriately. The distinguishing design features are white basic badge outline with no secondary 'smile' feature or drop shadow.

- 100% White



Logo Treatment: Social/Advertisement

Logo positioning will vary from platform to platform, here are some guidelines for logo use on popular platforms.

Social/Advertising Logos

The Medicare badge is a well known consumer facing logo. The marketing logo stands out with subtle gradient and should only be used for Marketing Communication purposes (print & digital). Please refer to logo guide above.



Master Logo - Red Colour-way (see category colours directory)

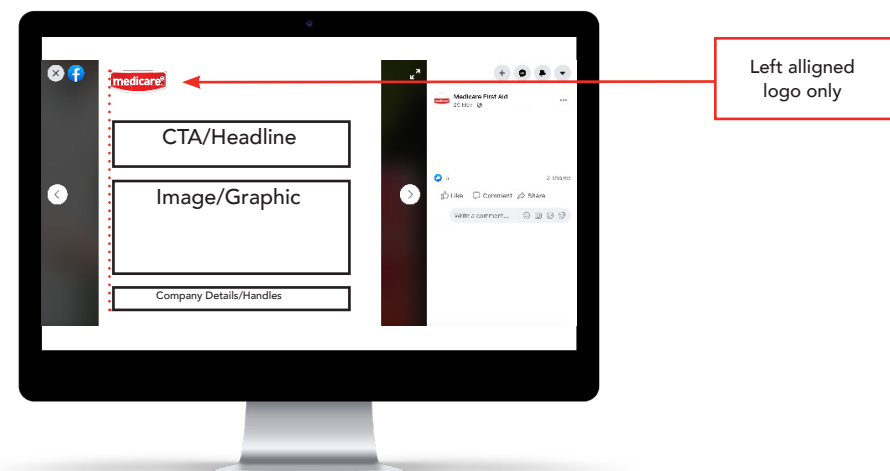


Master Logo - Blue Colour-way (see category colours directory)

Social/Advertising Logo Positioning

The optimum badge logo positioning is in the top left hand corner of the advert/graphic. **For social tiles on centre positioned logo is preferred to mock the design and layout of the in-store packaging.** This positioning is for maximum awareness and recall.

Text and imagery should align with logo boarder.



Packaging Logo Treatment

The logo treatment for packaging differs slightly and brings its own set of guidelines. These logos still maintain the core brand elements. Medicare packaging logos consist of a Medicare badge with grey smile as standard and a basic outline logo, usually transparent.

- Pantone 485 C
- Pantone Cool Gray 3 C



Packaging Hero Logo - For the majority of packaging, grey smile standard across all colour-ways and categories



Packaging Boxed Logo Example



Packaging Misc Materials Logo -A basic white outline logo on red background is used for hard plastic, fabric and some material packaging. Most notably First Aid kits. Please refer to design team on this.

Packaging Logo Categories

All logo colour-ways and categories with corresponding Pantones. No other colour variations should be used outside of this. **The grey 'smile' must remain consistent across all logo categories.**

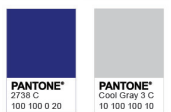
FIRST AID

PRIMARY COLOURS



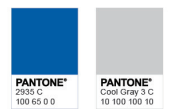
INFECTION CONTROL

PRIMARY COLOURS



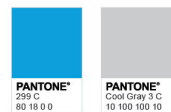
FOOT CARE

PRIMARY COLOURS



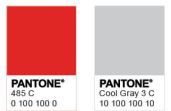
DIAGNOSTICS

PRIMARY COLOURS



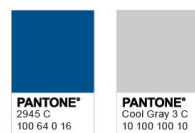
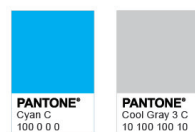
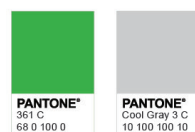
HOME HEALTH

PRIMARY COLOURS



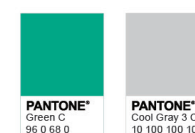
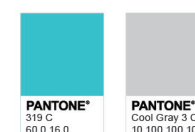
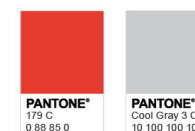
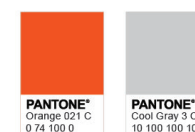
COMPRESSION & FIXATION

PRIMARY COLOURS



WOUND CARE

PRIMARY COLOURS



Plaster Range Packaging Logos

All logo colourways and categories with corresponding Pantones. No other colour variations should be used outside of this. **The grey 'smile' must remain consistent across all logo categories.**

Fabirc Plasters

- Pantone 485 C
- Pantone Cool Gray 3 C



Party Feet

- Pantone 7635 C
- Pantone Cool Gray 3 C



Clear Plasters

- C=0 M=83 Y=0 K=0
- Pantone Cool Gray 3 C



Sensitive Plasters

- C=57 M=0 Y=100 K=0
- Pantone Cool Gray 3 C



Detectable Plasters

- C=59 M=7 Y=0 K=0
- Pantone Cool Gray 3 C



Waterproof Plasters

- C=100 M=25 Y=0 K=0
- Pantone Cool Gray 3 C



Packaging Logo Spacing

Spacing guidelines and logo proportions and dimensions should be followed strictly and maintained until any updates are made and communicated.



Ensure all boarder and spacing guidelines are followed, this outlines the minimum sizing dimensions. All alternatives must be sized proportionately.



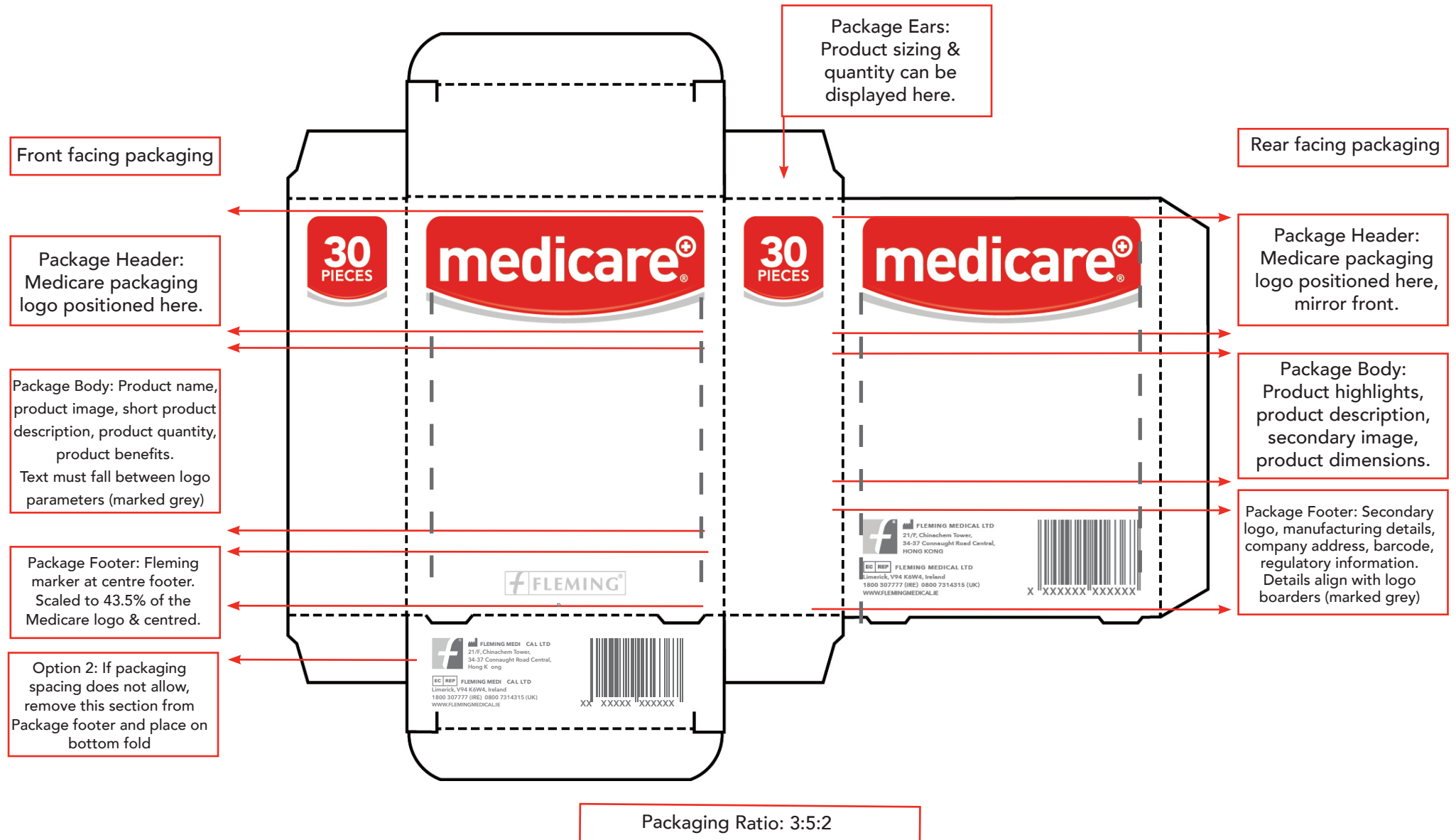
The relationship between the Medicare and Fleming logo is defined here, with the Medicare logo taking full scale and the Fleming scaled down to 43.5% of its size. It should be positioned between the E and the R.

Packaging Logo Positioning

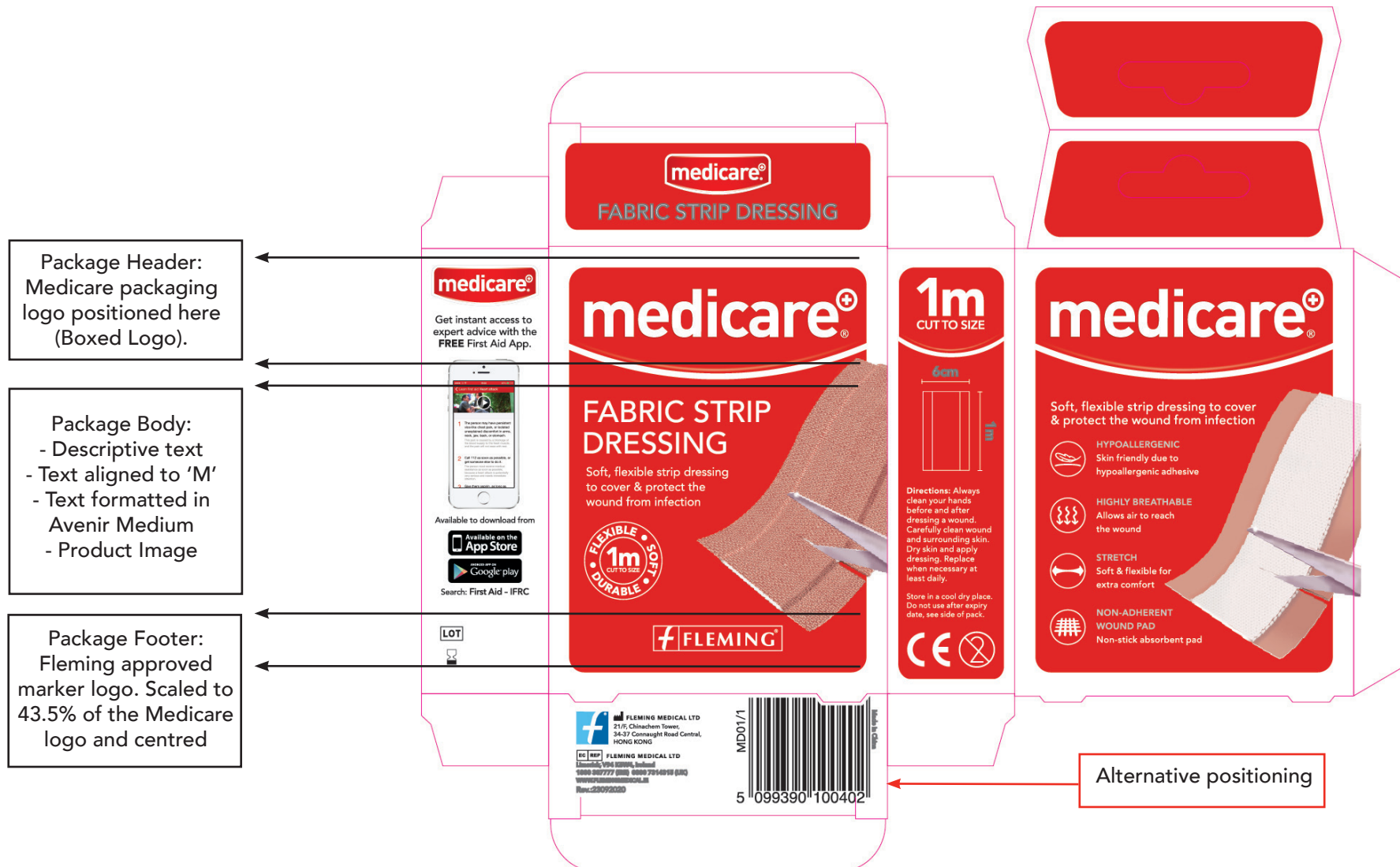
The Medicare logo is always positioned at the top centre, often covering space left to right (packaging dependent) with corresponding Fleming marker in the bottom centre.



Packaging Logo Positioning



Packaging Logo Positioning



Typography.

To ensure the integrity of the Medicare brand, consistent typography is to be used throughout all internal and external communications as specified below.

Avenir Book

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'""!()?@#\$\$%&*

Use: Internal & External Communications in Print & Digital

Avenir Medium

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'""!()?@#\$\$%&*

Use: Internal & External Communications in Print & Digital and Packaging

Avenir Black

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789,.;'""!()?@#\$\$%&*

Use: Online Social Content/Inforgraphics only

Incorrect Use

Here are some examples on how not to use Avenir as part of the Medicare brand.

Avenir Bold

✗ **Avenir Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,.;'!"?()@#\$\$%&*

No Bold versions of the text to be used, unless single word emphasis.

Avenir Medium Oblique

✗ *Avenir Medium Oblique*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,.;'!"?()@#\$\$%&*

No Italic versions of the text to be used.

Avenir

✗ Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789,.;'!"?()@#\$\$%&*

Try to minimise the colour variations when using the font.

Type Styles

Guidelines for type sizing, positioning, headlines, sub-heads and body size.

Headlines should be written in Avenir Black and weight should be decided based messaging and platform.

Sub-headlines should follow the headline at 3/4 the weight in Avenir Medium. Colour variation can be used.

Body and paragraph text style should always be at least 3/4 or less than the sub-headline. It should be written in Avenir Book and should always be in black.

Tone of Voice.

Medicare's offline reputation is very strong, which leaves Medicare in a position to drive offline and online communication directly to the consumer. Medicare has an approachable yet professional tone of voice. Punctuation and vocabulary must be conversational yet professional with little to no use of emojis.

Consistency in tone is vital and copy should be reviewed often to ensure this consistency.

When creating copy make sure to hit a mix of the following:



Consumer Friendly



Customer Empowerment



Knowledgeable



Professional Trust



Reassuring



Humble



Caring



Protective

Colour Palettes.

The Medicare colour palette consists of Primary colour palettes.

Primary Colours



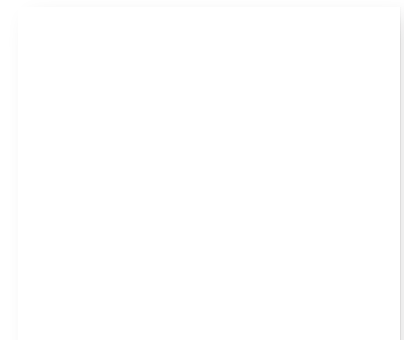
PANTONE
485 C
RGB: R218 G41 B28
CMYK: C0 M95 Y100 K0



PANTONE
11 C
RGB: R83 G86 B90
CMYK: C63 M52 Y44 K33



PANTONE
COOL GRAY 3 C
RGB: R200 G201 B196
CMYK: C18 M13 Y10 K0

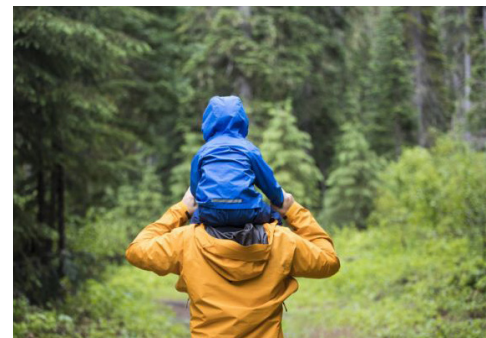
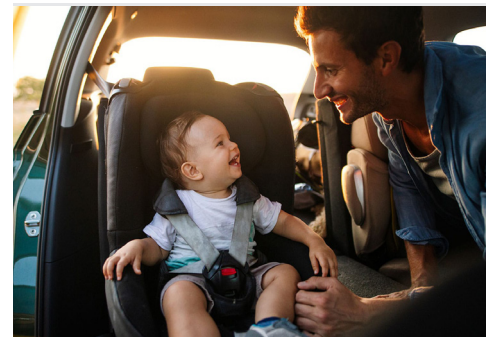


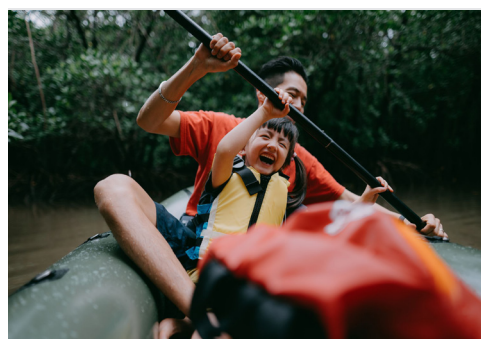
PANTONE
000 C

Imagery.

Imagery should always be in keeping with the brand and should portray the brand image at all times. Below are examples of photography that can be used throughout all communication for the brand. These are examples of the tone, style, composition and subjects we should be focusing on.

The focus is on the community, the people we help & care for, many areas of first aid and consumer health we serve with Medicare. It's important to note that Medicare is a responsive brand, the imagery must reflect the pre and post product activity.





Imagery Incorrect Use

Some photography styles & formats to avoid.

Incorrect Tone/Style

When using both stock and in-house imagery the tone and style must remain consistent. Avoid staged or unrealistic compositions/scenarios and avoid injury shots.



No overdetailed or injury focused imagery.



No low-res imagery, product shots, or photoshopped products.

Incorrect Format

Ensure your size, format & dimensions are all in line with the platform and space the image is being presented on. Empty borders should be avoided due to lack of appropriate formatting.



Example: stretched and low re imagery for the platform formatting.

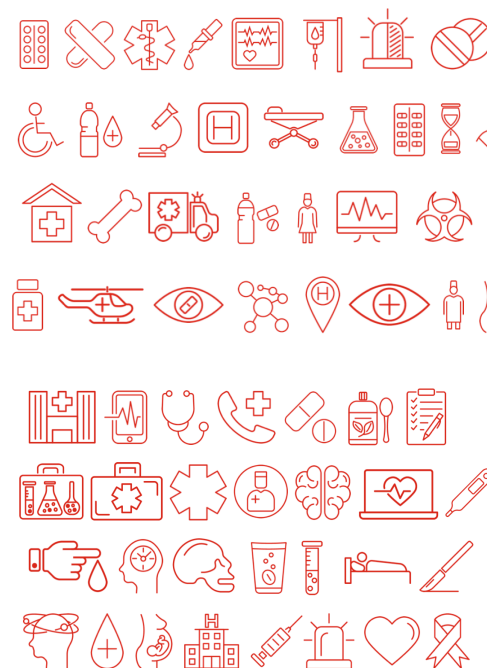


Example: avoid borders and empty space due to incorrect picture sizing/format.

Animations.

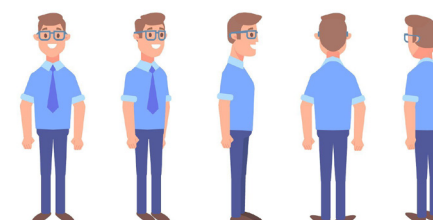
Animations can be used to catch a customer's eye and draw them into your content/campaign. Graphic styles and trends are always evolving, so it is important to keep up to date. This represents the rough guidelines for animation use within the Medicare brand that is consistent with the brand identity for both moving & static animation.

Animations to use



Clean, easy to interpret and an accessible form of animation that can be met by many skillsets. Adjusted as per brand colours.

Animations to avoid



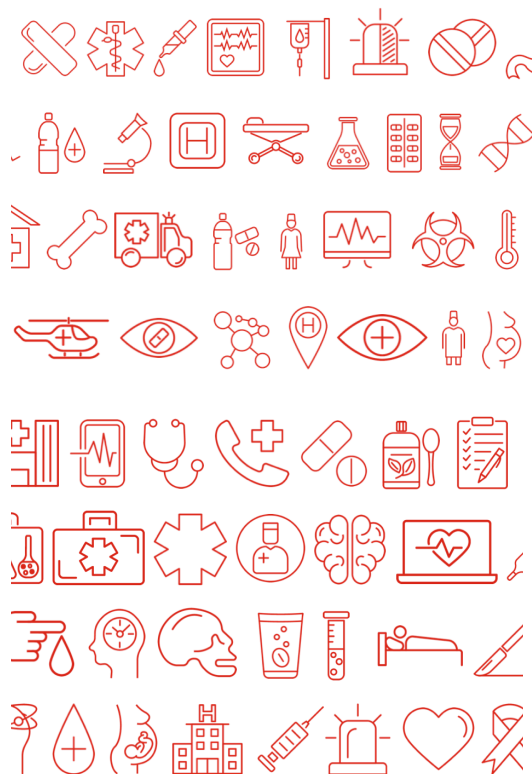
Over stylised and detailed animations can lead to graphics going out of date faster, harder to maintain consistency if using stock and can be difficult when translating into moving animation.

Iconography.

Icons are important visual aids that help people quickly navigate through our media. They are particularly effective in infographics and other short form content pieces.

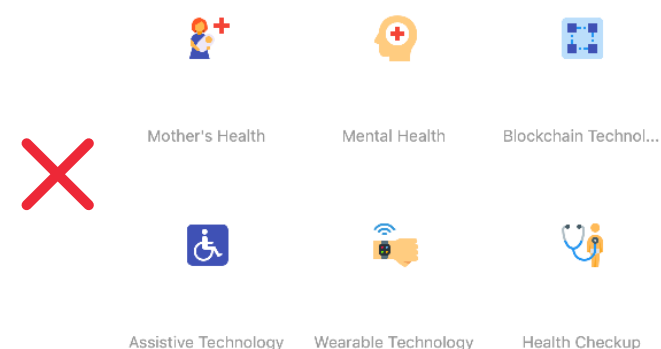
It is important the icon style represents the brand's visual identity and core elements and that they are consistent

Icons to use

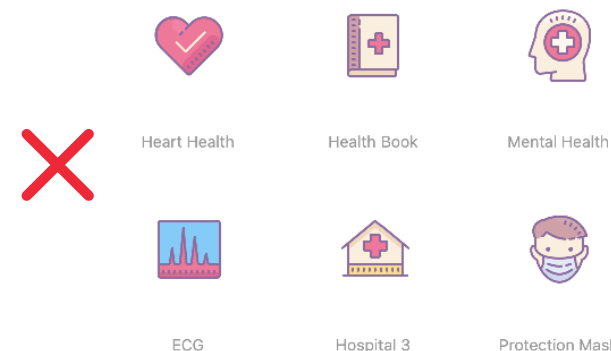


Clean, clear and simple to use, these can be adapted with branded colours.

Icons to avoid



Avoid colour fill and defined details



Avoid filled, shadowed or gradient style line icons

Printed Materials.

These are examples for printing or documentation that match the brand identity. It is important to refer to these key guidelines when creating new materials or templates. For existing templates and materials, please see the company Sharepoint for reference as these vary for each brands needs.

Printed Logos

For all printed materials, the Master Logo for communications should be used with correct dimensions, proportions & clear spacing.

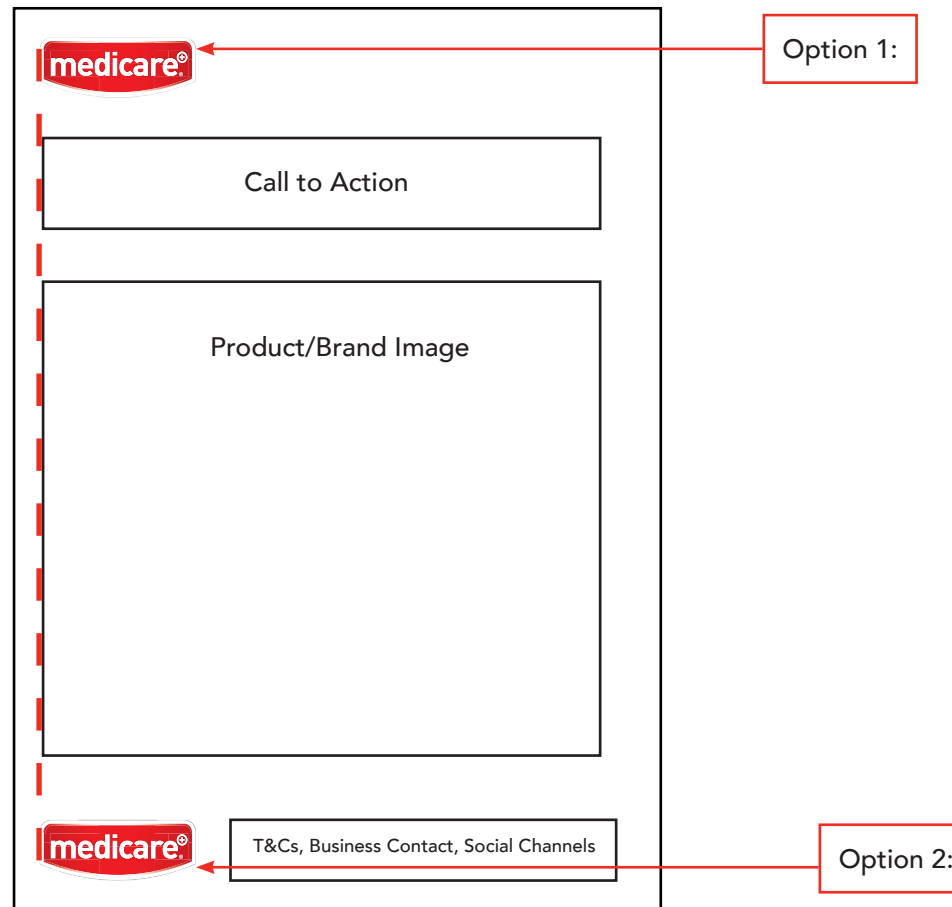


Posters, Infographics, Promotional Materials

Basic Layout Principles

Left-aligned Master Logo as standard, top or bottom, decided based on poster style and layout.

Text and imagery aligned with logo boarder in same style as packaging.







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