

Visual Guide 2023

Would you like to produce extra visual materials to complement the campaign assets?
In the campaign package, you'll find editable images of the characters that you can use to produce your own graphics.
To keep your materials consistent with the **#MedSafetyWeek** branding, please follow these simple guidelines.

1. Recommended colours

When choosing colours for your materials, please pick from this palette.

HEX: #0f4a4f
HEX: #fdbb41
HEX: ef655a
HEX: #253962
HEX: #602651
HEX: #75c9b3
HEX: #1c8089
HEX: 395796
HEX: #9adbf9
HEX: #f69794

2. Recommended typography

The animations use a sans-serif typography. Here are some suggestions for your materials. **Avenir** is the more expensive option, for professional use, while **Montserrat** is an open source alternative. If you can't install custom fonts, the widely available **Arial** will work fine.

Avenir License available here: https://www.myfonts.com/fonts/linotype/avenir/

The quick brown fox jumps over the lazy dog

Montserrat Free to use. Available here: https://fonts.google.com/specimen/Montserrat

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Arial Comes pre-installed on any device.

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3. Inspiration

Here are some examples of what you could produce using these guidelines and the editable graphics in the campaign package.

For posters and flyers, you can either use the templates supplied in the campaign package (see examples below) or make your own.

Have fun and good luck!

Social media card



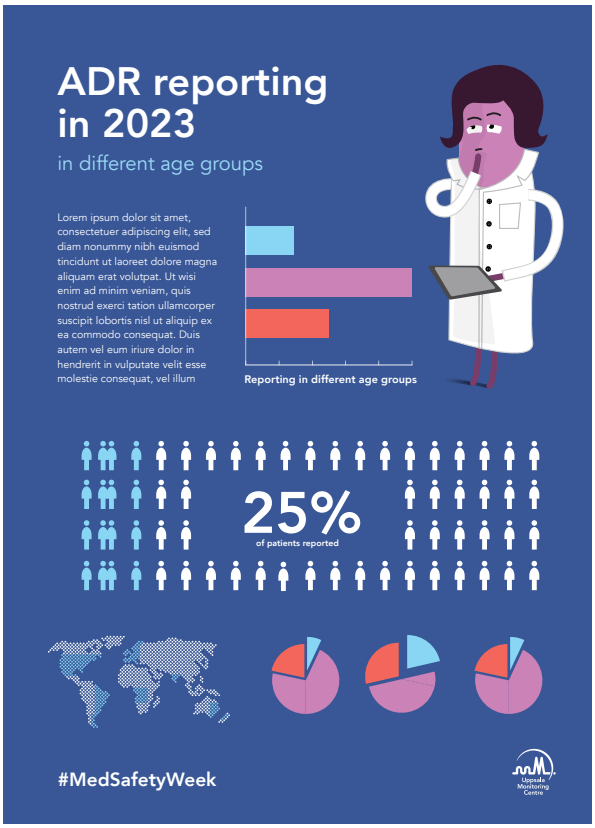
Flyer



Poster



Infographic



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