



# Brand Guidelines

Version 02 — 25.03.2025



# Brand



## The Firstline brand:

# Trust

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Everything is vetted

# Clarity

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What you need

# Beauty

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Standing out from the medical industry

# Usability

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Ready to be applied



Why

- Context** AMR is a silent pandemic which is killing more people each year than Malaria and HIV/AIDS combined.
- Challenge** Prescribing antibiotics is hard, and often done inappropriately. Clinicians need expert help.
- Opportunity** WHO has overseen and coordinated new global clinical guidance on prescribing antibiotics.

What

- Solution** Firstline is distributing the WHO’s guidance to the mobile device of every clinician on the planet.
- Proof points** Firstline has been embraced in sophisticated health organizations in high-income countries, and the WHO guidance on Firstline is already being adopted and translated for local use by countries with +600m in population.

How

- Call to action** Embrace clinical guidance to help solve AMR; Adopt and adapt WHO guidance via a local Firstline service.



# Typography



# Inter

## Simple. Clear. Legible.

Inter, designed by Rasmus Andersson, is a sans-serif typeface designed specifically for screens. Inter features a tall x-height that increases legibility using it in a variety of sizes and weights.

### Hierarchy & Weight

Inter is a variable-weight typeface, which means it has customizable weights and angles to create an infinite number of weights. That being said, using these 4 weights (light, regular, medium, bold) is most ideal.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

Inter Light	aåbcçdðeéffghiiĵklmñnoøpqærstuüvwxyz AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ 0123456789(.,'"-;:)?&© `İ®+≈◇TM£¢∞§•ao
Inter Regular / Normal	aåbcçdðeéffghiiĵklmñnoøpqærstuüvwxyz AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ 0123456789(.,'"-;:)?&© `İ®+≈◇TM£¢∞§•ao
Inter Medium	aåbcçdðeéffghiiĵklmñnoøpqærstuüvwxyz AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ 0123456789(.,'"-;:)?&© `İ®+≈◇TM£¢∞§•ao
Inter Bold	aåbcçdðeéffghiiĵklmñnoøpqærstuüvwxyz AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ 0123456789(.,'"-;:)?&© `İ®+≈◇TM£¢∞§•ao



# 6 Tips on Using Type

When constructing layouts, these tips will help you build dynamic, interesting, and on-brand compositions with typography.

While these tips are proven and sound, sometimes breaking them is the right call.

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## 01 Left and Center

Legibility and clarity are vital for great typographic layouts. Since most people read from left to right, aligning type accordingly for most body copy and headers will help. In cases a centered composition is used follow up with centered typography.

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## 03 Align X-Heights or Baselines

Whenever text is placed next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of the lowercase x). This helps alignment in layouts with type heavy visuals.

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## 05 Give Things Space, If Needed

Negative space, or the space around elements is very important. Giving space and allowing text elements to breathe greatly elevates legibility and visual sophistication. That being said, if informational elements belong together, move them closer together. Use grouping wisely. Try not to cram too many elements into one space.

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## 02 Skip Weights & Double Size

Contrast is key. When in doubt, skip a typeface weight and double its size when pairing two or more text elements with hierarchical needs.

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## 04 Watch the Rag

When setting paragraphs in body copy, keep an eye on the right (ragged) edge. If the rag unintentionally creates a recognizable shape (like a triangle or a slope), consider tweaking the language or resizing the container. Also, try to prevent single word lines (orphans).

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## 06 Keep Line Length Reasonable

It is easy for the user to get lost in long lines of text, and short ones are easily ignored. It's best to keep body text lines between 45 and 70 characters long, depending on the size of the typeface. This will ensure legibility as the font sizes increase or decrease.



# Logo





# White Background



**#FFFFFF**

The full colour logo should always be used on a white background.

# Logo Spacing



The logo should always have at least one “red pill shape” of space around the entire logo

## Colored Background



**Dark Background**



**Light Background**

The black or white mono-color logos may be used on backgrounds other than white. The choice of white or black will depend on what provides the most contrast.



# Colors



# Using White & Black

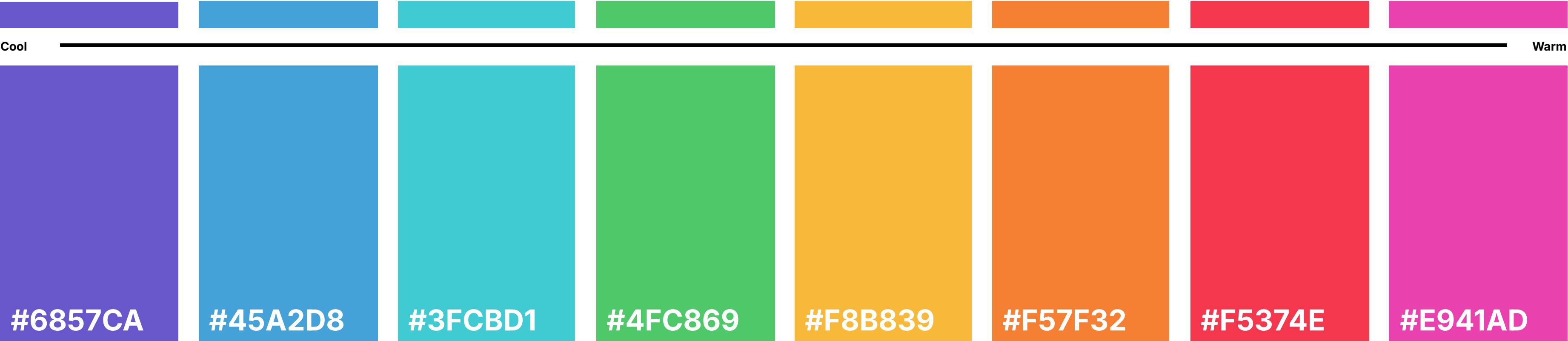


White and black are vital to the brand palette. Whenever possible use pure white and pure black instead of subdued off-white and off-black tones.

Both white and black are used to define space on the page both digitally and physically. Create high contrast by combining both: perfect or legible typography. This guide serves as a great example of this.



# Primary Color Palette

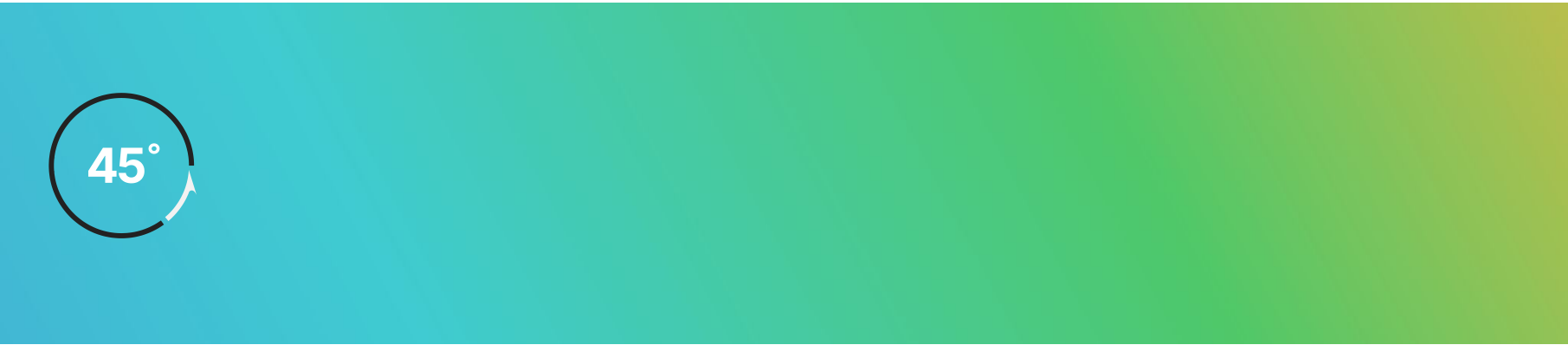


The consistent use of color is important and effective for brand recognition. Pulling from the original eight colors of the Firstline brand make up the primary color palette.

The brand should always be represented in one of the colors on this page, aside from the specific recommendations of this guide.



# Gradient Construction



In this visual system gradients play a large role narratively and visually. Using the eight primary palette, three colors in equal intervals the gradient is formed.

For an added nuance, the gradient is angled 45 degrees counterclockwise so that the spread of colors is going upwards.



# Watch Out & Avoid





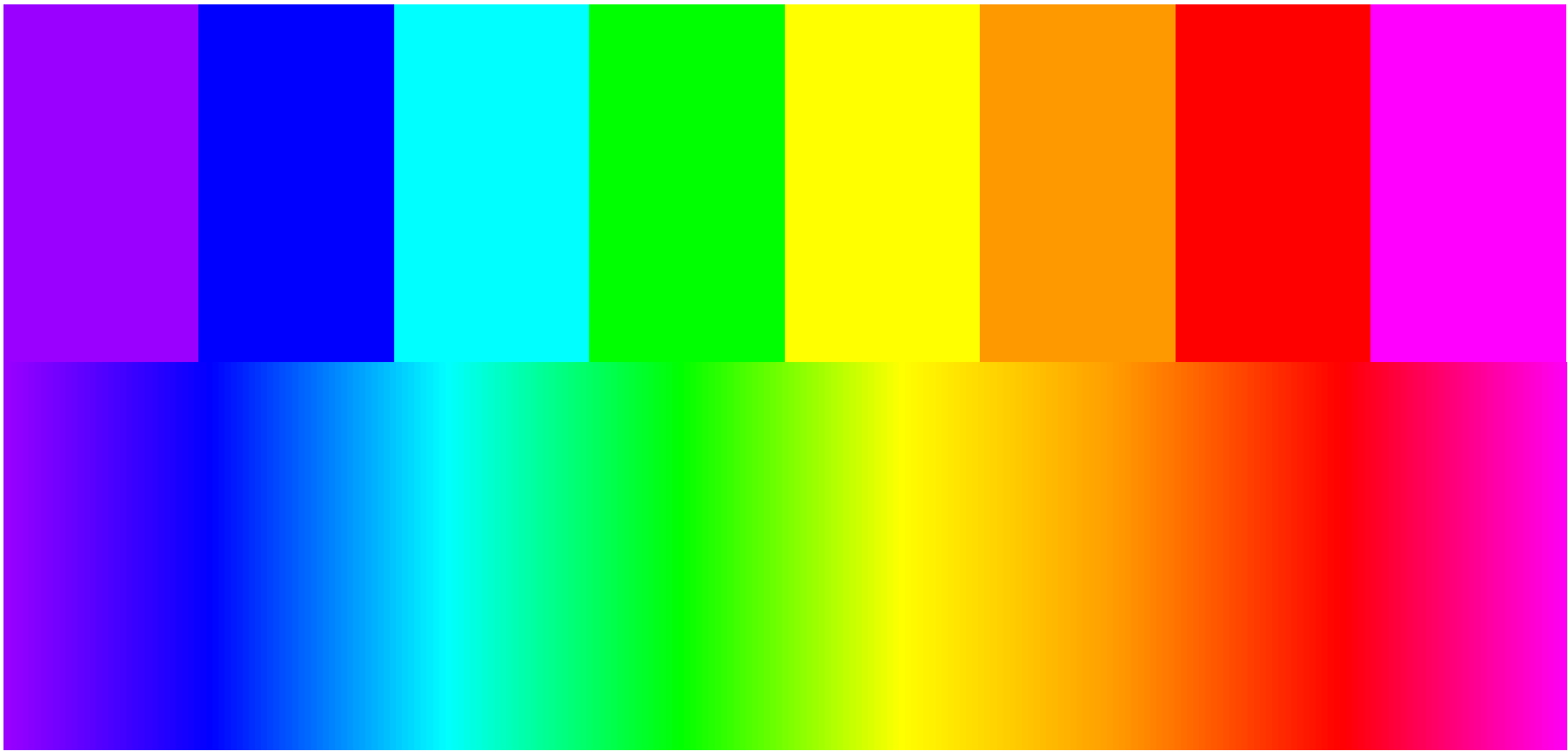
# Let's avoid...

## 01 Unauthorized typefaces

<b>Firstline</b> Community	<b>Firstline <b>Community</b></b>
<b>Firstline</b> Community	<b>Firstline</b> Community
<b>Firstline</b> Community	<b>Firstline <b>Community</b></b>
<b>Firstline</b> Community	<b>Firstline</b> COMMUNITY
<b>Firstline</b> <i>Community</i>	<b>Firstline</b> COMMUNITY

Let's avoid using unauthorized typefaces in any piece of communication. Keeping brand consistency is key to brand awareness. Pivoting away from the approved typefaces will disrupt and confuse any type of communication.

## 02 Unauthorized color



Let's avoid using unauthorized colors. Although a spectrum of colors in gradients is used, it is based on the eight colors at its key gradient points. Again, keeping brand consistency is key to brand awareness.



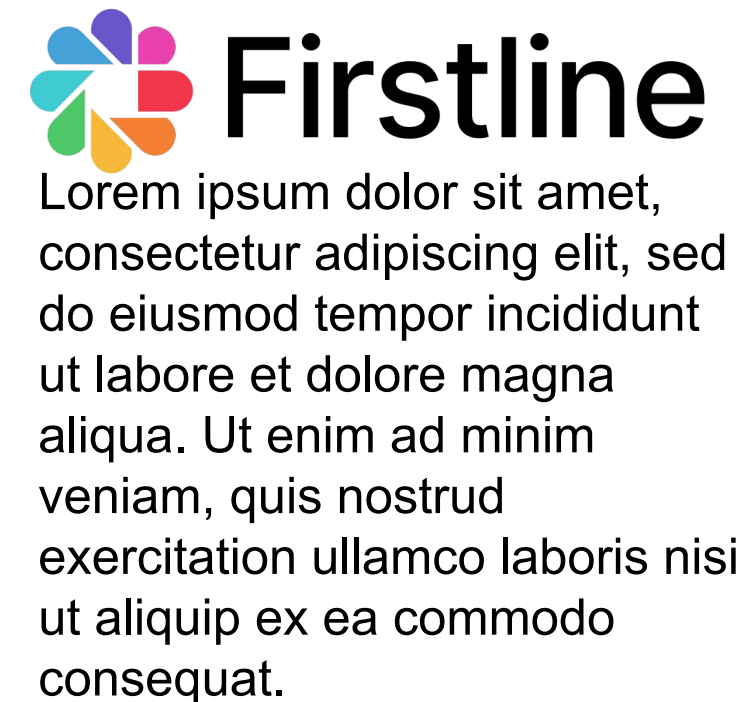
# Let's avoid...

## 03 Color logo on a non-white background



Let's avoid using the color logo on any background other than white. If a color background is needed, use the all black or all white logo that will attain the highest contrast.

## 04 Crowding or overlapping the logo



Let's avoid using placing other elements too close to, or overtop of the logo.

# Let's avoid...

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## 05 Adding Gradients or Shadows



Do not add any gradients or shadows, or other effects to the logo.

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## 06 Changing the colors



Do not change the color of any part of the logo.

# Let's avoid...

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## 07 Altering the logo's shape



Do not skew or alter the shape of the logo or any element within.

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## 08 Rearranging the elements of the logo



Do not edit or rearrange the logo.