



**National
Snakebite
Support**

2025

Brand Guidelines

Topics:

- **Logo**
- **Typography**
- **Colours**
- **Buttons**
- **Hyperlinks**



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Logo

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Colours

Buttons

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Logo

The logo was shaped like a “S”, also the shape of a Timber Rattlesnake’s striking pose.

The clear space around the logo should follow a 15% padding of the smallest height or width around the Logo’s bounding box.



Do

- Use the following logos as is
- Have a minimum clear space of 15% around.
- Dynamically size the logo

Do Not

- Break it up
- Stretch or squeeze the logo
- Overlay other elements
- Apply a drop shadow or any effects
- Use non-brand colors
- Place Images or textures within the logo

Horizontal - Primary

- This is the most used logo, contains the symbol, name and brand colour.



15% of smallest height/width padding around.
Ex: Logo box height is 180px, the padding will be 27px around.



Logo



Symbol - Main

- When the primary horizontal logo is too large or does not fit the intended application
- Contains the main brand colours

15% of smallest height/width padding around.
Ex: Logo box height/width is 350px, the padding will be 52.5px around.



Symbol - Secondary

- When having text is too much.





Logo

Vertical - Extra

- When the horizontal is too wide, and the symbol is too little.



15% of smallest height/width padding around.
Ex: Logo box height is 300px, the padding will be 45px around.



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Typography

Typeface: Fira Sans

Aa

a b c d e f g h i j k l m
n o p q r s t u v w x y z

0 1 2 3 4

A B C D E F G H I J K L M N

5 6 7 8 9

O P Q R S T U V W X Y Z

. , : ; ? ! @ # \$ % & * ' ' ^ < ~ ({ [/ - _ = +

Do

- Only use black or white text for ease of legibility.
- Use a line length of 7-10 words, 65-80 characters long.
- Text leading (space between lines of text), to follow a text line height to be 1.28%. So text size of 18pt x 1.28 = 23pt leading.

Heading 1 Bold 55pt/70pt

Heading 2 Bold 45pt/57pt

Heading 3 SemiBold 35pt/45pt

Heading 4 Medium 26pt/33pt

Heading 5 Medium 22pt/28pt

Fira Sans Regular 18pt/23pt. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio.

CAPTION Light Italic – 16pt/20.5pt

Do Not

- Stretch or squish the text
- Over lay text over other text

Typography

Here are some examples of heading type combinations.
Ideally, use every other heading size to help with hierarchy.
This may include: H1 & h3, H2 & h4.



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Main Focus – 1 use per page

National Snakebite Support H1-55pt

Body copy 18pt. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio.

Closing statement – H4-26pt

Section Focus – Multiple uses per page

NSS Files & Blogs H2-45pt

If you have been bitten:- H4-26pt

Body copy 18pt. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio.



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Colours

Primary

Butterscotch
#E88E3A
RGB: 232, 142, 58
CMYK: 7%, 52%, 89%, 0%

Coffee
#7A5230
RGB: 122, 82, 48
CMYK: 39%, 62%, 85%, 32%

British Racing Green
#1D3B20
RGB: 29, 59, 32
CMYK: 80%, 49%, 88%, 59%

Cerulean
#086788
RGB: 8, 103, 136
CMYK: 91%, 53%, 31%, 8%

Secondary

Chalk White
#FDFDFD
RGB: 253, 253, 253
CMYK: 0%, 0%, 0%, 1%

Eerie Black
#1A1A1A
RGB: 26, 26, 26
CMYK: 0%, 0%, 0%, 90%

Kelly Green
#76B041
RGB: 118, 176, 65
CMYK: 60%, 10%, 100%, 0%

Pacific Cyan
#06AED5
RGB: 6, 174, 213
CMYK: 73%, 10%, 9%, 0%

On White/Light Backgrounds

- #1A1A1A (Eerie Black)
 - To be used primarily for body text
- #086788 (Cerulean), #1D3B20 (British Racing Green)
 - To be used for headings, icons, or links; may be used as body text, sparingly
- Use bolder weights or outline treatment for improved legibility

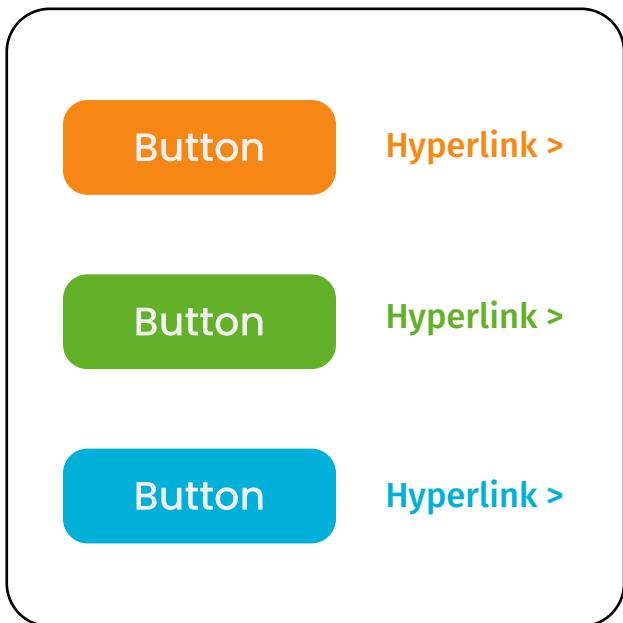
On Dark Backgrounds

- #FDFDFD (Chalk White)
 - To be used as the default colour for all fonts on dark backgrounds
- Backgrounds include:
 - #1D3B20 (British Racing Green)
 - #086788 (Cerulean)
 - #7A5230 (Coffee)

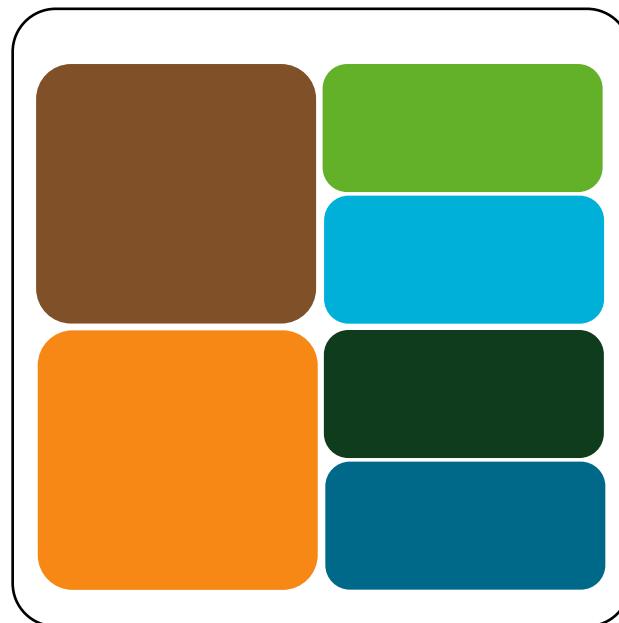


Colours

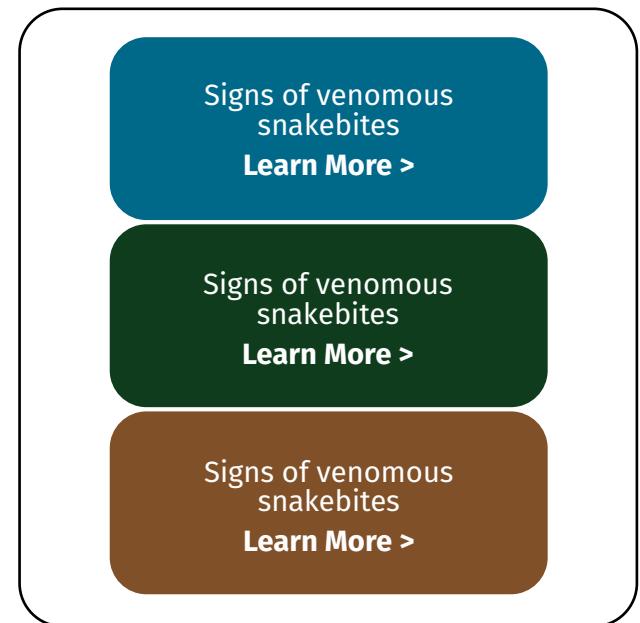
Do



Use Pacific Cyan/Kelly Green/Butterscotch for links and CTA buttons



Pair Butterscotch and Coffee with blues and greens for warmth and balance



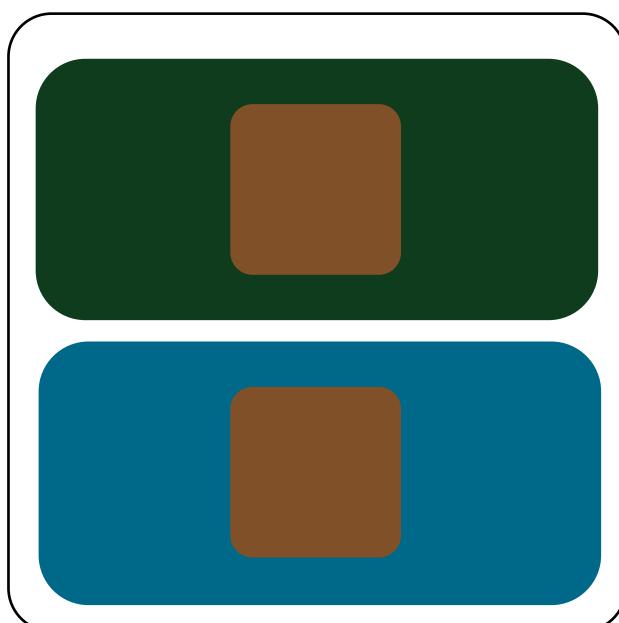
Use pale colours or white as text for dark backgrounds

Ensure contrast ratios meet WCAG 2.1 AA for text (minimum 4.5:1 for body, 3:1 for large text).
Keep accessibility in mind with colour-blind-friendly combos (e.g. blue/orange pairs).

Do Not



Use Butterscotch, Kelly Green, and Pacific Cyan for small text or low-weight fonts on white -> it has low contrast



Use Coffee on dark green or dark blue -> not enough contrast



Overuse bright colours (Butterscotch, Kelly Green, Pacific Cyan) -> use as accents only



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Buttons

Typeface: Fira Sans Medium
Size: 18pt and up
Tracking: 50pt

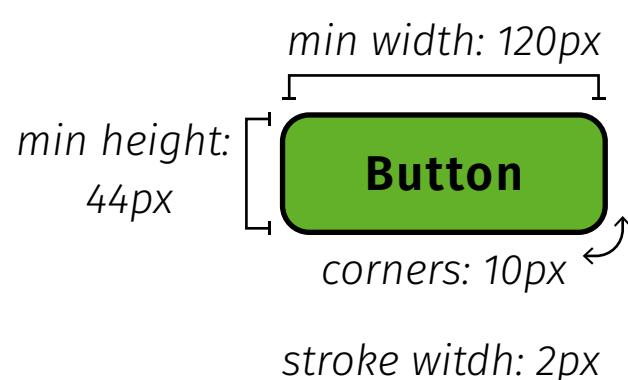


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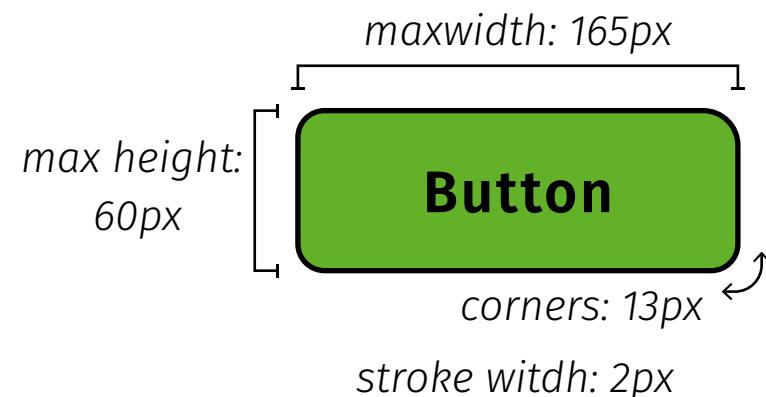
The sizing is responsive based on context but minimum button area is 44px x 44px.

Structure

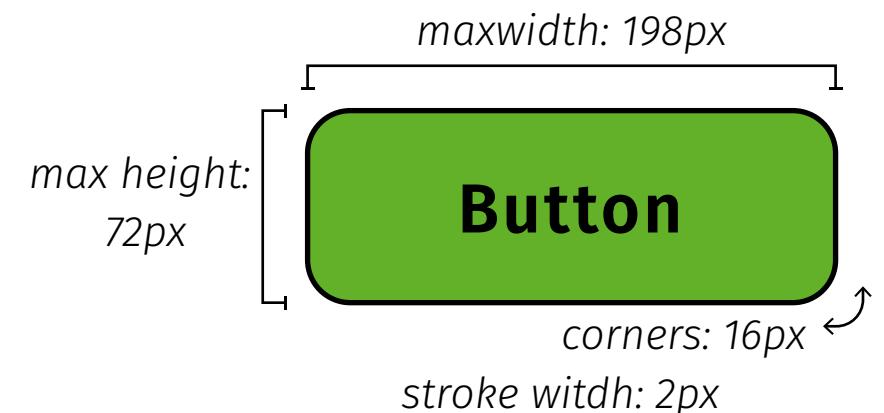
Regular



Large



Extra Large



CTA

Primary

Default/Visited

- The orange is reserved for important call-to-action (CTA) buttons, ex: “Call 911”



Hover State

- A slight drop shadow is added
- Multiply, opacity 70%, blur 2pt, colour: black



Active State

- The backgrounds will switch with their darker versions
- The text will change to white for better contrast
- The same drop shadow from Hover State applies here



Buttons

Typeface: Fira Sans Medium

Size: 18pt and up

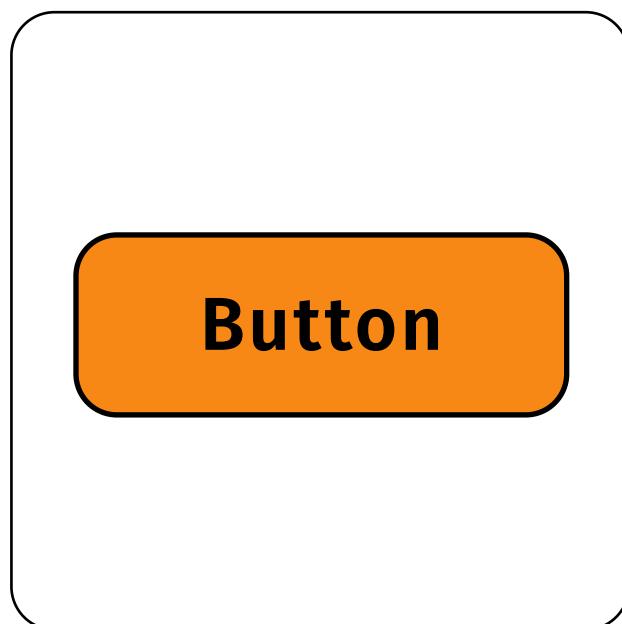
Tracking: 50pt



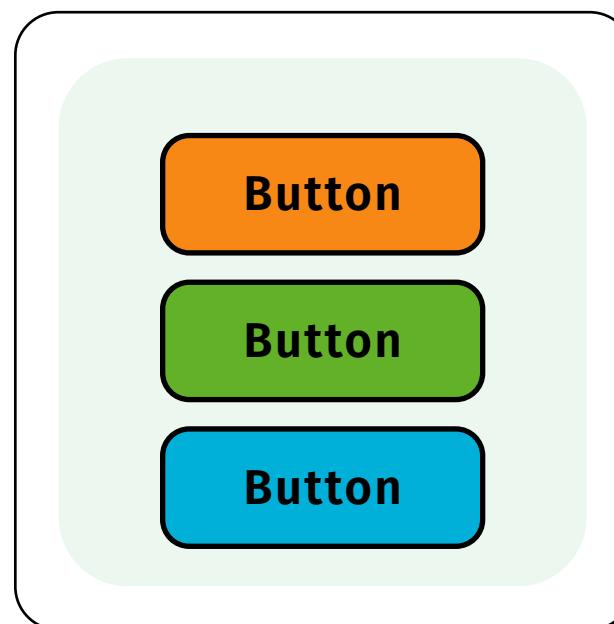
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The sizing is responsive based on context but minimum button area is 44px x 44px.

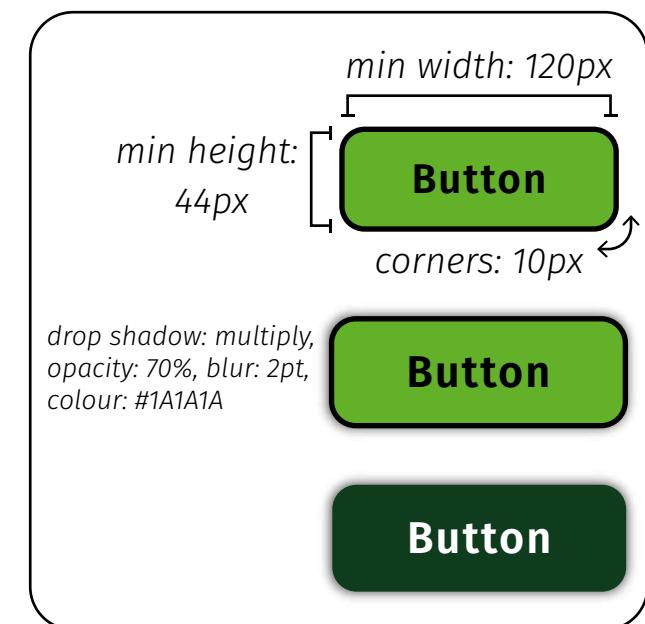
Do



Use labels that are clear and easily visible



Use thick enough stroke contrast on light and dark backgrounds



Use consistent padding, size, hover and active cues

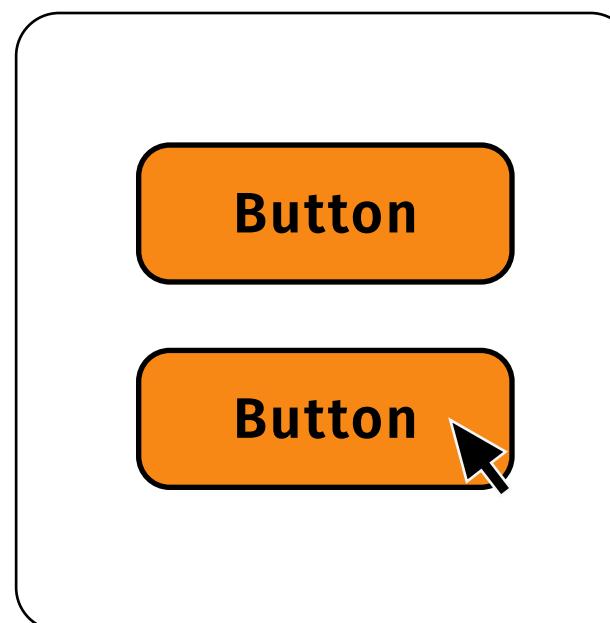
Again, ensure contrast ratios meet WCAG 2.1 AA for text (minimum 4.5:1 for body, 3:1 for large text).

Keep accessibility in mind with colour-blind-friendly combos (e.g. blue/orange pairs).

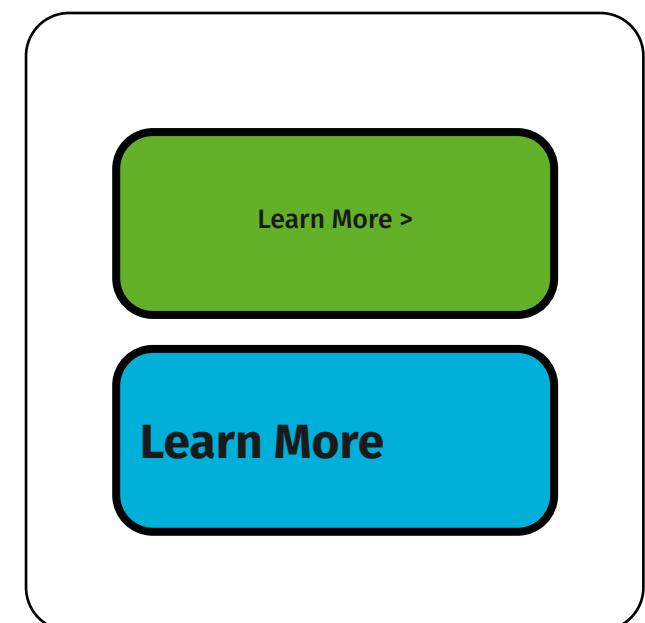
Do Not



Use dark text on dark background and white/light text on white/light background



Have a button with no hover or active effect



Have a button with too small text (less than 18pt) or text that is not aligned centered



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Hyperlinks

Typeface: Fira Sans Medium

Size: 18pt and up (consistent with body text sizing)

Underlined at all times



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Structure

Default

- Fira Sans Medium, underlined
- British Racing Green (#1D3B20)

this is a hyper link

decoration: underlined

style: solid

Hover State

- Fira Sans Medium Italic, underline
- Cerulean (#086788)

this is a hyper link

decoration: underlined

style: solid

Active State

- Fira Sans Bold Italic, underline
- Butterscotch (#E88E3A)

this is a hyper link

decoration: underlined

style: solid

Visited State

- Fira Sans Medium, underlined
- British Racing Green (#1D3B20)

this is a hyper link

decoration: underlined

style: solid

Hyperlinks

This is some body copy of the basic description of this branding topic. Long sentences kind of more like snakes, back and forth, back and forth ect.

This is a ssssssentence!



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Do

NSS Snakebite Chart

Use a clear visual change (italic plus colour) on hover to help users identify clickable text

Have sufficient contrast between the hyperlink and its background

Keep the default hyperlink style consistent across site

Ensure contrast ratios meet WCAG 2.1 AA for text (minimum 4.5:1 for body, 3:1 for large text).

Keep accessibility in mind with colour-blind-friendly combos (e.g. blue/orange pairs).

Do Not

NSS Snakebite Chart

Rely on italics only to indicate interactivity, use colour

Remove the underline unless replacing it with another highly visible and accessible indicator

Use too many hyperlink styles (different fonts, colors, weights)









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