



# Quick reference brand guide

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## Brand colours

R57 G18 B74  
#39b549  
C72 M0 Y88 K0

R0 G0 B0  
#000000  
C0 M0 Y0 K100

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## Fonts

**Helvetica Neue Bold**

**Helvetica Neue Medium**

Helvetica Neue Light

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## Design advice

*i'm ok* is a simple, light, minimal, text-based service, and accompanying graphic design should reflect this simplicity.

There are only two brand colours, one brand font (in various weights), and one visual motif (the text bubble). This visual motif can be used sparingly to enhance designs.

Due to the nature of the service there is unlikely to be much photography incorporated in accompanying graphic design, but if there is a photographic requirement, photographs should be black and white, or duotoned in brand colours, as shown below.

For example, it might contain a quote from a service user

