

# BRAND STYLE GUIDE

A simple guide on how to use and apply  
the PSCI brand identity

# WELCOME

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**This brand style guide has been developed to provide quick guidance on how to use and apply the new brand identity when communicating on behalf of the PSCI.**

All communications representing the PSCI must be visibly and correctly branded and presented in a consistently professional manner, ensuring that the fundamental vision and objectives are successfully embodied, and our reputation upheld.

The PSCI logo and brand is intended to be flexible and simple to implement though it is important to adhere to these brief guidelines on usage to ensure the brand is applied with consistency and cohesion across various media.

# 1.0 OUR LOGO

The new PSCI logo represents collaboration, dynamism and positive progress towards our goal to *'build responsible supply chains'* across the pharmaceutical industry.

Our logo is the primary element of the PSCI identity. However, other component parts such as colour and typography all play an important role in establishing our visual style.

## Long logo

The long logo is the main logo for all purposes and consists of the Helix icon, the logo mark and the new strapline. The strapline *'Building responsible supply chains'* features on the logo at all times with the only exception being on the stacked version of the logo.

## Stacked logo

The stacked logo is a smaller version of the new PSCI identity which is used primarily for social media avatar purposes or in certain instances, for example due to space restrictions. This version does not include the new strapline.

### Long logo

HELIX ICON



PSCI

PHARMACEUTICAL  
SUPPLY CHAIN  
INITIATIVE

Building responsible supply chains

LOGO MARK

STRAPLINE

### Stacked logo

HELIX ICON



PSCI

PHARMACEUTICAL SUPPLY  
CHAIN INITIATIVE

LOGO MARK

# 1.1 LOGO VERSIONS

To allow for usage flexibility whilst still retaining a consistent brand style, four versions of the logo are available depending on the usage, media and format.

## Orange long logo

The Orange logo is the main version and should be used on white and light colored backgrounds only.

(Available formats: .eps .svg .jpeg .png)

## Orange stacked logo

The Orange logo should be used on white and light colored backgrounds only.

(Available formats: .eps .svg .jpeg .png)

## White long logo

This reversed (white) version of the logo is primarily for usage on the brand orange, dark colors or suitably toned image.

(Available formats: .eps .svg .png)

## White stacked logo

This reversed (white) version of the stacked logo is paired only for usage on the brand orange to retain text legibility.

(Available formats: .eps .svg .png)

Please use vector format logo's (EPS, SVG or AI) whenever possible to ensure scalable quality. RGB, JPG and EPS files are also available for online / PowerPoint use.



# 1.2 LOGO POSITIONING

## Long logo size

The PSCI logo can be used at any size although the preferred size for A4 documents is 70mm in width.

The minimum size for printed items is 55mm in width. On the web the minimum size of the logo is 250 pixels wide.

## Logo clear space

The PSCI logo needs to breathe so should always be surrounded by a good area of space to ensure clarity and prominence.

There are no specific measurements or ratios of clear space around the logo for simplicity of use but as a guide aim for a minimum of approximately 10mm around all edges.

## Stacked logo size

The stacked version of the PSCI logo was produced primarily for use on social media platforms so can be displayed at any size relevant to the platform used as long as it remains proportionate.



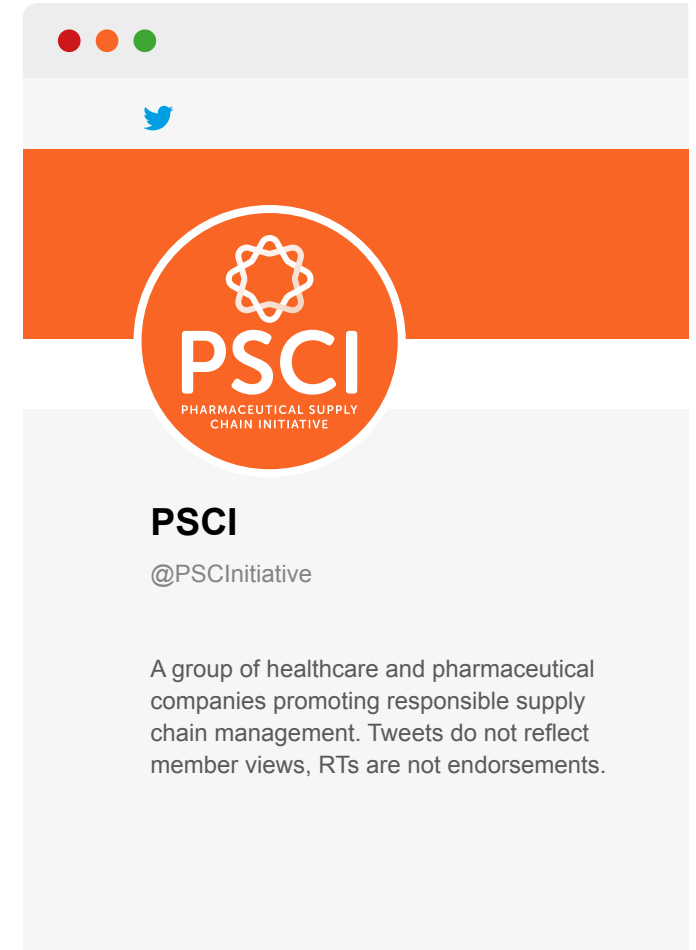
**The preferred size** is 75mm for A4 documents. For online use the minimum size the logo should appear is 250px wide.



**The minimum size** the long logo should be used is 55mm to maintain legibility .




**Clear space**- aim for approximately 10mm on all edges.




**The stacked logo** is used primarily for social media so can be used flexibly depending on the platform.

# 1.3 PLEASE DON'T ...




 ... distort or alter the logo in any way!



 ... redraw or reinterpret the logo!




 ... add any effects to the logo!




 ... place the logo in a frame or box!



 ... add extra text or messaging to the logo!



 ... obscure or detract from the logo!

# 2.0

# COLOR PALETTE

The PSCI brand uses a basic primary color palette for simplicity & clarity and to drive consistency across all media. A suggested palette of accent colors may be used where appropriate to emphasise infographics, charts and graphs but should not dominate the primary palette.

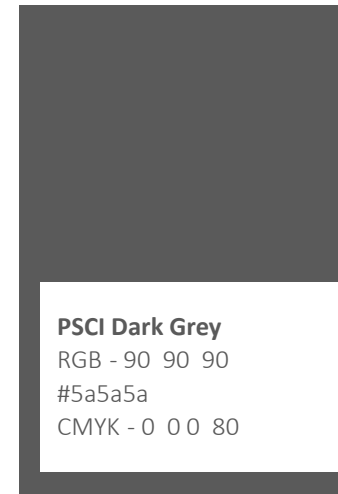
## PRIMARY COLOR PALETTE



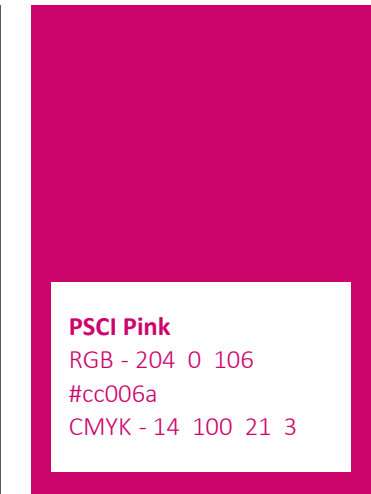
**PSCI Orange**  
RGB - 248 101 46  
#f86524  
CMYK - 0 70 87 0



**PSCI Grey**  
RGB - 132 132 132  
#848484  
CMYK - 0 0 0 62



**PSCI Dark Grey**  
RGB - 90 90 90  
#5a5a5a  
CMYK - 0 0 0 80



**PSCI Pink**  
RGB - 204 0 106  
#cc006a  
CMYK - 14 100 21 3

## ACCENT COLORS



**PSCI Red**  
RGB - 219 57 20  
#db3914  
CMYK - 6 87 99 1



**PSCI Yellow**  
RGB - 252 189 27  
#fcbd1b  
CMYK - 0 29 91 0



**PSCI Green**  
RGB - 168 207 69  
#a8cf45  
CMYK - 42 0 84 0



**PSCI Turquoise**  
RGB - 112 194 180  
#70c2b4  
CMYK - 58 0 36 0



**PSCI Blue**  
RGB - 45 155 188  
#2d9bbc  
CMYK - 75 22 20 0



**PSCI Dark Blue**  
RGB - 27 104 170  
#1b68aa  
CMYK - 88 55 7 0



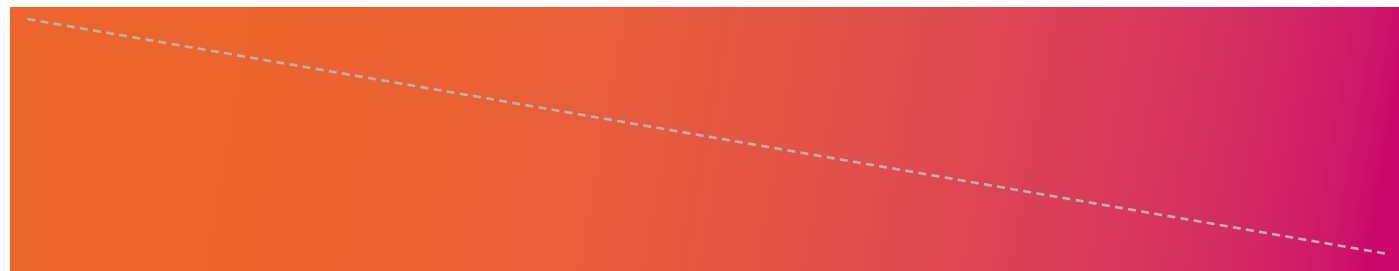
**PSCI Purple**  
RGB - 107 84 163  
#6b54a3  
CMYK - 69 72 0 0

# 2.1 THE GRADIENT

A distinctive and bold graphical element which can be used in all communications is use of the gradient. Whilst it not essential to use the gradient, it can add a powerful element of visual enhancement when needed.

It can be used as a background color, to emphasise information or statistics or as a fill color for main headings and block quotes.

The gradient is made from the PSCI Orange and PSCI Pink with a gradient location of 75%. The gradient should ideally be applied diagonally from top left to bottom right wherever applied.



**PSCI Orange**  
 RGB - 248 101 46  
 #f86524



**Gradient location**

**PSCI Pink**  
 RGB - 204 0 106  
 #cc006a



## EXAMPLES

**HIGHLIGHTS & ACHIEVEMENTS**

**AUDIT**

The Audit Committee leads on providing industry-tailored standardised tools for assessing supplier performance and risk against the PSCI Principles. It drives efficiency through the audit sharing program, and facilitates continuous supplier improvement.

2017 has been a year of growth; growth in audit sharing and growth in the number of approved audit companies.

**DELIVERING FACE-TO-FACE AUDITOR TRAINING**

In February and March 2017, we held our first face-to-face auditor training event, in India, an important sourcing region for many PSCI members. The two-day event brought together 35 participants from our approved audit companies and 23 delegates from PSCI member companies. The goal was to strengthen technical knowledge in specific high-risk areas, further build auditor skills and show auditors how to exploit the tools and templates developed by the PSCI Audit Committee.

Attendees share new techniques, face-to-face with extremely well-run topics.

We ran a second event in China in April 2017. China is an important sourcing region for many PSCI member companies. There is a high concentration of local auditors. We equip them with auditing skills.

Again, attendees positively received the training.

**CHINA NOVEMBER 2017**

**INDIA FEB/MARCH 2017**

**HIGHLIGHTS & ACHIEVEMENTS**

2017 has been a productive year during which we built upon the foundations laid down in the PSCI Strategy.

PSCI has four working committees - Audit, Supplier Capability, Governance and Communications - which are made up of volunteers from member companies. These committees deliver against the PSCI strategy. This structure is designed to draw on subject-matter expertise from across our member companies, maximizing our impact and efficiency to create continuous improvement in the supply chain.

**PSCI BOARD OF DIRECTORS**

**WORKING COMMITTEES**

- AUDIT
- SUPPLIER CAPABILITY
- GOVERNANCE
- COMMUNICATIONS

**PSCI MEMBERSHIP**

Participants from our seven independent member companies and delegates from strengthen technical risk areas. Feedback was used to align to our purpose and engagement with the American Chemical Society, Takeda Pharmaceutical International Water Week, and the Global Ingredients (CPhI) during 2017.

As a collaborative initiative, it is only through the support of our members that we can achieve our goals. The work within our Governance Committee during 2017 to introduce the Membership Accountability Project reinforced this and ensured that expectations of members are clear, allowing us to focus our efforts and maximise progress.

I would like to take this opportunity to extend my personal thanks to every one of our 26 member companies, and the suppliers and stakeholders for their continued support and efforts during 2017, and to the PSCI secretariat for their dedication, energy and passion.

In January of 2018, I handed over the PSCI Chair position to Dr. Birgit Skuballa from Bayer. Birgit has played a critical role within the PSCI team for a considerable length of time already, initially serving as the Board's Secretariat for three years. Birgit then led the Audit Committee for several years, where she drove significant progress in the overall improvement of the PSCI audit tools and guidance, in addition to auditor qualification and training. Birgit's expertise, dedication and passion will serve PSCI well, and I wish her great success for the remainder of her term as PSCI Chair.

**JULIE BRAUTIGAM, Takeda Pharmaceuticals**  
 2017 PSCI Chair

**OUR SUPPLIER CAPABILITY TRAINING IN INDIA BROUGHT TOGETHER SUPPLIERS, PEERS AND INDUSTRY-LEADING EXPERTS, TO FURTHER BUILD SKILLS AND ENCOURAGE COLLABORATION**



# 3.0 TYPEFACE

Our primary typefaces are **Ubuntu Bold** and **Calibri**.

**Ubuntu Bold** is a crisp sans-serif, OpenType font similar to Calibri but offering slightly more personality and tone.

It is used only for main headings and block quote text and should always be set in all caps.

Ubuntu is free to use from Google fonts: <https://fonts.google.com/specimen/Ubuntu?selection.family=Ubuntu>

**Calibri** is a contemporary sans-serif family with subtle rounded corners, available as a standard font within the Microsoft Office suite or can be synced via Adobe Fonts for Adobe CC users.

It is used for all other text, including sub heads, captions, bullet points.

Calibri is available in six weights:

Light  
Light Italic  
Regular  
*Regular Italic*  
**Bold**  
*Bold Italic*

**Calibri Bold can be used for main headings on MS Office applications such as Word and PowerPoint.**

Ubuntu Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

Calibri light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri light italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

Calibri regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Calibri regular italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

Calibri bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

Calibri bold italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890***

# 3.1 USING TYPE

Whilst there are no set formatting options for text to allow for flexibility within text usage, the following guidance will ensure consistent brand application.

## Headings

Main heading should be set in Ubuntu bold all caps and always in the PSCI Orange, the Gradient or white if used on a colour or image. (Calibri Bold is acceptable if Ubuntu not available).

## Sub headings

Sub headings should be set in Calibri Bold and can be set in all caps or sentence case. Color should either be PSCI Dark Grey, PSCI Orange or white where necessary. Considered letter spacing / tracking may be applied if required.

## Body text

Body text should be set in Calibri light. Color should be PSCI Dark Grey.

Body text on a colored background should be set in Calibri Regular to ensure legibility.

## HEADING EXAMPLES

**TOGETHER WE CAN  
CHANGE THE SUPPLY CHAIN**

**TOGETHER WE CAN  
CHANGE THE SUPPLY CHAIN**

## TEXT EXAMPLE

### THE PRINCIPLES

**Our Principles set the guidelines for ethics, labor, health and safety, environment and related management systems.**

As a first step, PSCI created the Pharmaceutical Industry Principles for Responsible Supply Chain Management (the Principles), a ground-breaking piece of work, to articulate what the industry expects from the supply chain.

Our Implementation Guidance further clarifies the Principles in each of the five areas, provides a framework for improvement, and gives examples of how to meet the PSCI expectations.

Since the development of the Principles, PSCI has implemented them through two major work programs:

- The supplier audit collaboration program
- The supplier capability building program

## BLOCK QUOTE EXAMPLES

**OUR VISION IS TO ESTABLISH AND PROMOTE RESPONSIBLE PRACTICES THAT WILL CONTINUOUSLY IMPROVE SOCIAL, HEALTH, SAFETY AND ENVIRONMENTAL SUSTAINABLE OUTCOMES FOR OUR SUPPLY CHAINS.**

**OUR VISION IS TO ESTABLISH AND PROMOTE RESPONSIBLE PRACTICES THAT WILL CONTINUOUSLY IMPROVE SOCIAL, HEALTH, SAFETY AND ENVIRONMENTAL SUSTAINABLE OUTCOMES FOR OUR SUPPLY CHAINS.**

# 4.0

# 4.0 TONE AND IMAGE USE

### Communicating the PSCI Vision

The tone of all communications should be consistent with and aligned to the PSCI vision and objectives.

Our vision to continuously champion and drive responsible Supply Chain management should remain, unfalteringly, at the forefront of our messaging.

The PSCI Principles and their five key areas (**Ethics, Labor, Health & Safety, Environment and Management Systems**), embody our objectives and highlight the relevant standards expected when operating within the pharmaceutical supply chain.

These Principles should shape the tone of the messaging, continuously re-iterating what the PSCI stands for.

PSCI stakeholders must be able to recognise how they fit into our vision and objectives

### Image use

Any use of images other than supplied by PSCI members should be carefully considered and adhere to the PSCI Vision.

Images should ideally be realistic, bright and vibrant and focus on the positive aspects of the PSCI mission to promote responsible supply chain management and better business conditions across the industry.

Images may also be overlaid at 40% opacity onto a color if required.

### IMAGE EXAMPLES



### IMAGE OVERLAY



# 5.0 CONTACT



[pscinitiative.org](http://pscinitiative.org)



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PSCI Secretariat:  
+44 7973 157 569



[PSCI](#)



[@PSCIInitiative](#)

## Any questions or requests for brand assets can be made to the PSCI secretariat:

### PSCI Secretariat

Carnstone Partners Ltd  
Durham House  
Durham House Street  
London  
WC2N 6HG

[info@pscinitiative.org](mailto:info@pscinitiative.org)

+44 7973 157 569

### About the secretariat

Carnstone Partners Ltd is an independent management consultancy, specialising in corporate responsibility and sustainability, with a long track record in running industry groups.

**carnstone**  
p a r t n e r s l t d

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