

LIVE
BETTER

Live Better Brand guidelines

October 2024



The 'Live Better' logo has been developed by the Public Health Agency.

The logo can be used by organisations working on the Department of Health initiative to bring targeted health support to communities which need it most.


The logo is available in various formats. However, we have certain stipulations that restrict your use of the logo. If you are producing materials relating to 'Live Better', please adhere to the guidelines outlined below.


Colours




Colours used in the 'Live Better' logo are as follows:


Primary Colours


 **CMYK:** C:0 M:90 Y:0 K:100
RGB: R:0 G:0 B:0


 **CMYK:** C:62 M:1 Y:100 K:25
RGB: R:92 G:148 B:36


Secondary Colours


 **CMYK:** C:31 M:88 Y:0 K:0
RGB: R:183 G:58 B:141


 **CMYK:** C:0 M:83 Y:80 K:0
RGB: R:233 G:71 B:52

 **CMYK:** C:0 M:19 Y:89 K:0
RGB: R:255 G:207 B:33

 **CMYK:** C:0 M:65 Y:100 K:0
RGB: R:238 G:114 B:3

 **CMYK:** C:0 M:86 Y:63 K:0
RGB: R:232 G:63 B:75

 **CMYK:** C:0 M:90 Y:0 K:100
RGB: R:0 G:0 B:0

 **CMYK:** C:54 M:0 Y:100 K:0
RGB: R:138 G:189 B:36

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Logo usage

There are 3 logo options available.

Option 1: Full colour

The full colour option can be used on a white/light coloured background.



Option 3: Single colour black only

The single colour black only option can be used when full colour is not suitable, on a white/light coloured background.



Option 2: Single colour white only

The single colour white only option should only be used when full colour is not suitable, on a dark coloured background.



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Logo clearance

The 'Live Better' logo should always be surrounded by a minimum area of space, ensuring other elements do not impinge on the logo.

This space marked 'X' is demonstrated by the height of the letter 'R'.

This is to create an invisible rectangular clearance zone around the logo.



Minimum size

The minimum size for the 'Live Better' logo is 25mm in width.



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Incorrect usage

The 'Live Better' logo should be used as it appears in the original artwork, and must not be modified in any way. If altering the size of the logo, use a corner point to scale it up or down so as not to distort it.





Public Health Agency
12-22 Linenhall Street, Belfast BT2 8BS.
Tel: 0300 555 0114 (local rate).
www.publichealth.hscni.net

Find us on:

