antidote

Welcome to the Antidote brand.

We're changing the world of healthcare. It's a great responsibility. Everything we do, say and design needs to be crafted with care. Every step of the way.

These design principles are here to help us achieve this. From typography to art direction, you'll find all the tips and advice you need to bring our brand identity to life.
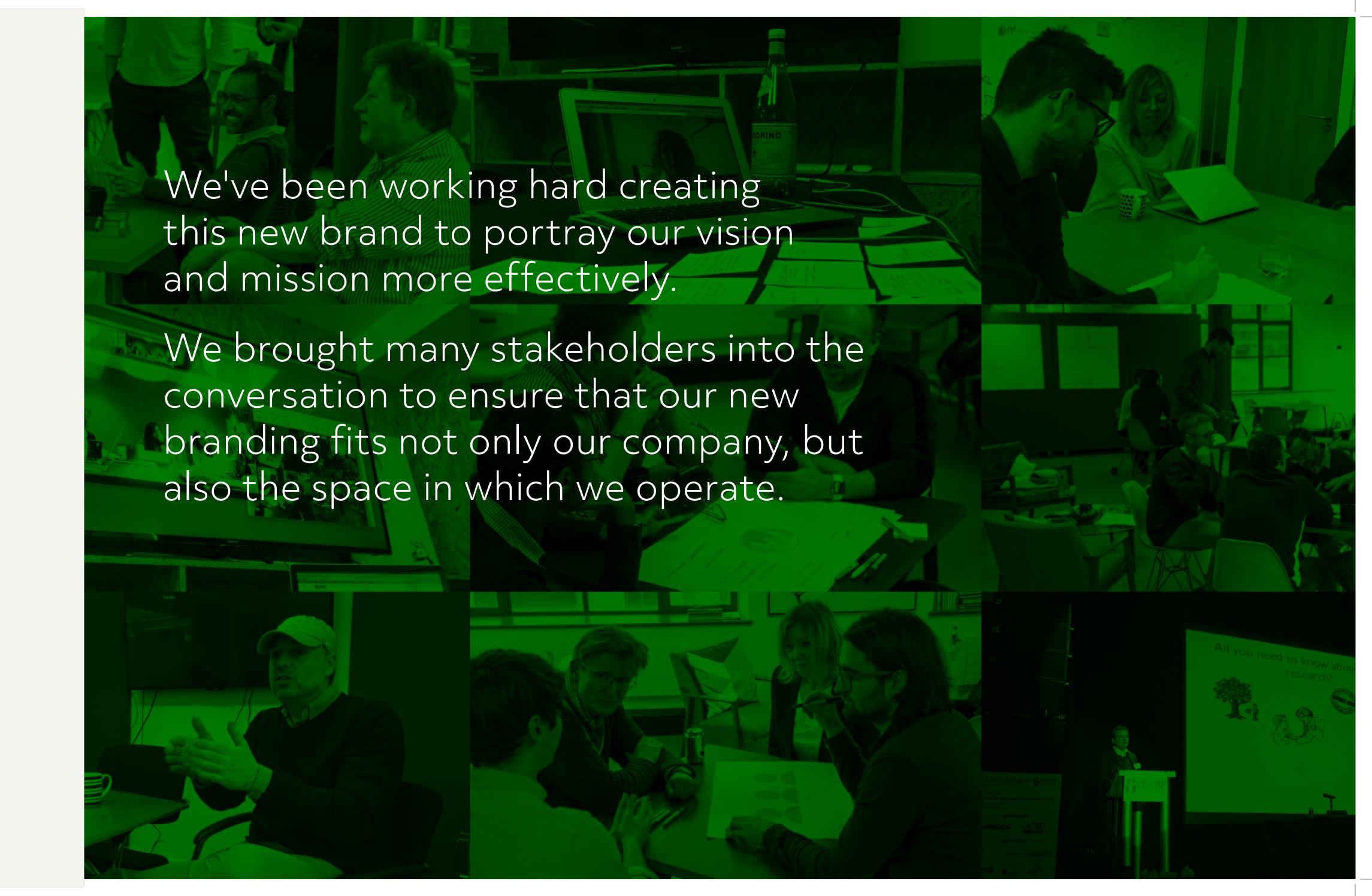
Introduction

We've been working hard creating this new brand to portray our vision and mission more effectively.

We brought many stakeholders into the conversation to ensure that our new branding fits not only our company, but also the space in which we operate.

Proposition

Our proposition and values are for internal reference and inform how we behave as a business. They should be used to guide everything we do and communications we create but should never be externally communicated.

Break Through

This is a mission we're all on together.

A collaborative effort to advance medical research, and transform the way people connect with it.

Building a world of clarity, accessibility and better health for all.

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For Everyone

We all have a stake in this. From participants to medical researchers and beyond, it's a collaborative effort to drive progress for all.

Always Urgent

We're constantly looking forward. Bringing a determined drive to every single task, communication and idea.

Clear and Confident

We're a calm and reassuring presence. Readily available, easy to understand and always confident in our message.

Logo

Logo

Our logo is at the centre of our brand. It should always be treated with respect and used in the correct way specified in this guide.

Logo
Colour

We always use the full colour version of our logo wherever possible. We have a monotone version in black or white for circumstances where reproduction restricts the use of colour.

Full colour logo

Monotone logo

Contact

For further information please contact lisa@antidote.me

Guidelines updated August 2016