

#MedSafetyWeek

VISUAL GUIDE 2026

Would you like to produce extra visual materials to complement the campaign assets?
In the campaign package, you'll find editable images of the characters that you can use to produce your own graphics.
To keep your materials consistent with the **#MedSafetyWeek** branding, please follow these simple guidelines.

1. Recommended colours

When choosing colours for your materials, please pick from this palette.

#1e8089	#fcba3e	#489bd5	#395796	#9cdbf8	#253962	#602651	#c980b6	#cf3881	#ef655a	#f69794

2. Recommended typography

The animations use a sans-serif typography. Here are some suggestions for your materials.
Avenir is the more expensive option, for professional use, while **Montserrat** is an open source alternative. If you can't install custom fonts, the widely available **Arial** will work fine.



Avenir

The quick brown fox jumps over the lazy blob

License available here: https://www.myfonts.com/fonts/linotype/avenir/

Montserrat

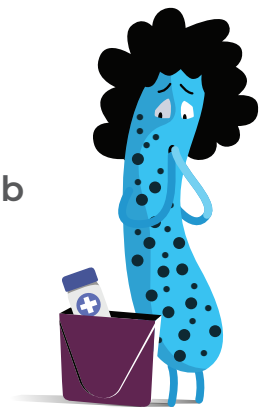
The quick brown fox jumps over the lazy blob

Free to use. Available here: https://fonts.google.com/specimen/Montserrat

Arial

The quick brown fox jumps over the lazy blob

Comes pre-installed on any device.



3. Inspiration

Here are some examples of what you could produce using these guidelines and the editable graphics in the campaign package. For posters and flyers, you can either use the templates supplied in the campaign package (see examples below) or make your own.

Have fun and good luck!

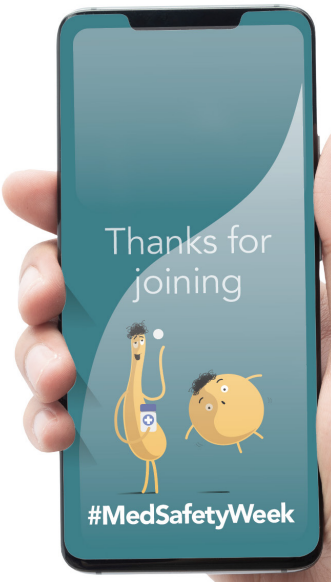
T-SHIRTS

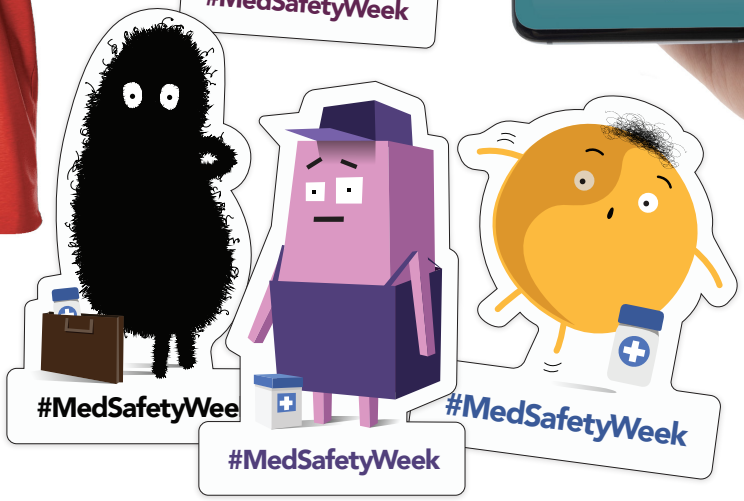


STICKERS

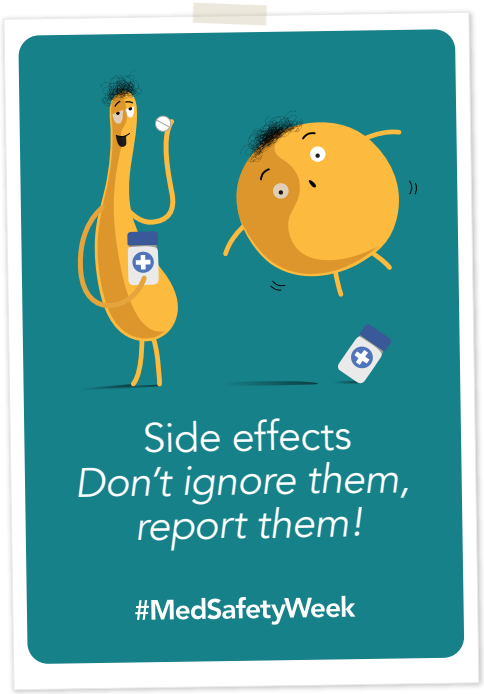


SOCIAL MEDIA CARDS

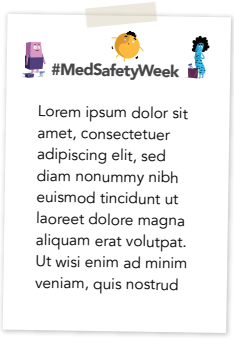




POSTERS



FLYERS



TEAMS BACKGROUNDS

