

Drug Me

Brand Standards

Jenna Steinbach

Visual Statement

When using graphic elements from this document, the following things should be kept in mind:

The underlying objective of Drug Me is to be reliable, accessible, caring, and committed in regard to meeting all drug wants and needs of citizens ages 18 years of age and older.

The key messages of Drug Me are heavily reliant on trust, reliability, and accessibility. There are five key messages.

1. Trust us to always be there for you, day or night.
2. You will never be in need with Drug Me around.
3. Drug Me is 100% free
4. We are the only ones to provide you with this accessible service
5. We want you to have whatever you need, whenever you want it.

The tone of Drug Me is meant to reflect our objectives and key messages. The tone is friendly, cheerful, fun, and inviting. The presence should be open. People must feel welcomed into utilizing the services and taking the provided drugs.

With knowledge of these objectives, key messages, and tone elements, the use of Drug Me graphic elements should not contradict any elements.

Logos

Colour



Drug Me

Available 24/7

The colour version of Drug Me's logo. Use when there is enough space to accompany all elements.



Drug Me

The colour version of Drug Me's logo without a tagline. Use when space is limited.



Drug Me

The colour, small and easily scalable version of Drug Me's logo. Use on small applications.



Drug Me

The colour version of Drug Me's horizontal logo. Use when formatting is horizontal and/or there is not enough space for the vertical version.

Black and White



Drug Me

Available 24/7

The black and white version of Drug Me's logo. Use when there is space for all elements.



Drug Me

The black and white version of Drug Me's logo without a tagline. Use when space is limited.



Drug Me

The black and white, small and scalable version of Drug Me's logo. To be used on small applications.



Drug Me

The black and white version of Drug Me's horizontal logo. To be used when formatting is horizontal and/or there is not enough space for the vertical version.

Fonts

Display

Vilane Bold

A sans-serif font.

It is elegant, sophisticated, and stylish.

It has 437 glyphs.

It has seven different weights: thin, extra light, light, regular, medium, semi bold, and bold.

Features include:

- Multilingual Support

- PUA Encoded

- Numerals and Punctuations

Body

ArTarumianKamar

A sans-serif font.

It has 197 glyphs.

It has 2048 units per Em.

It has medium weight, width, and width type.

Fonts Used Together

Together, Vilane captures attention with a bold start.

ArTarumianKamar provides a space for a more neutral body of text. An example can be seen in the image below, featuring the logo. Vilane Bold is used as the company name and ArTarumianKamar is used as the tagline.

The logo consists of a dark blue rounded rectangle. Inside, the words "Drug Me" are written in a large, white, bold, sans-serif font. Below this, the phrase "Available 24/7" is written in a smaller, white, sans-serif font, flanked by two horizontal white lines on either side.

Drug Me

Available 24/7

Colour Palette

Primary



Yellow

RGB: 249, 215, 28
CMYK: 0%, 13%, 87%, 2%
HEX: F9D71C



Blue

RGB: 24, 67, 146
CMYK: 48%, 31%, 0%, 43%
HEX: 184392



Black

RGB: 0,0,0
CMYK: 0%, 0%, 0%, 0%
HEX: 000000

Secondary



Orange

RGB: 244, 128, 55
CMYK: 0%, 45%, 74%, 4%
HEX: F48037



Purple

RGB: 109, 80, 129
CMYK: 8%, 19%, 0%, 49%
HEX: 6D5081



Brown

RGB: 123, 63, 0
CMYK: 0%, 24%, 48%, 52%
HEX: 7B3F00

Photographic Treatments

Type of shot:

Branding and promotion purposes

Concept: people utilizing Drug Me



Location/Setting:

Outside in a bright, open space, like a park.



Lighting: bright, well-lit. Natural light.



Aesthetic: bright, friendly, happy.



Props: Drones used for drugs



Shots: Low angles to show the power of Drug Me, long shots to show the subject in the environment, medium shots to show accessing Drug Me's service, and close up shots to see the subject's emotions as a result.



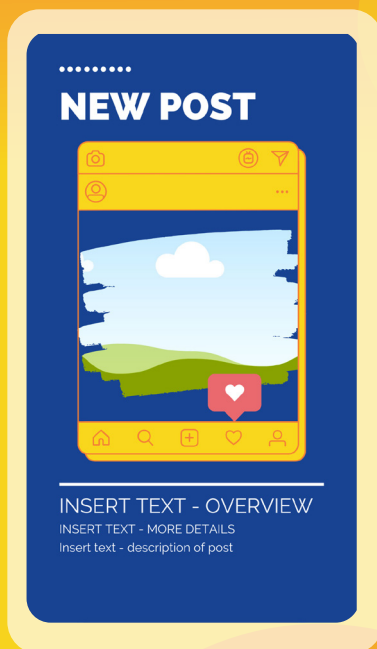
Social Media Templates



Post 1: To use when announcing that Drug Me will be releasing a new drug.



Post 3: To use when trying to build up suspension around a new announcement.



Post 2: To use when promoting a new feed post.

Contact Information

If more information is necessary, please reach out by utilizing the phone number and email address provided below.

Phone Number:
(678) 999- 8212

Email:
jsteinbach01@hotmail.com