BNF Publications

Brand Guidelines
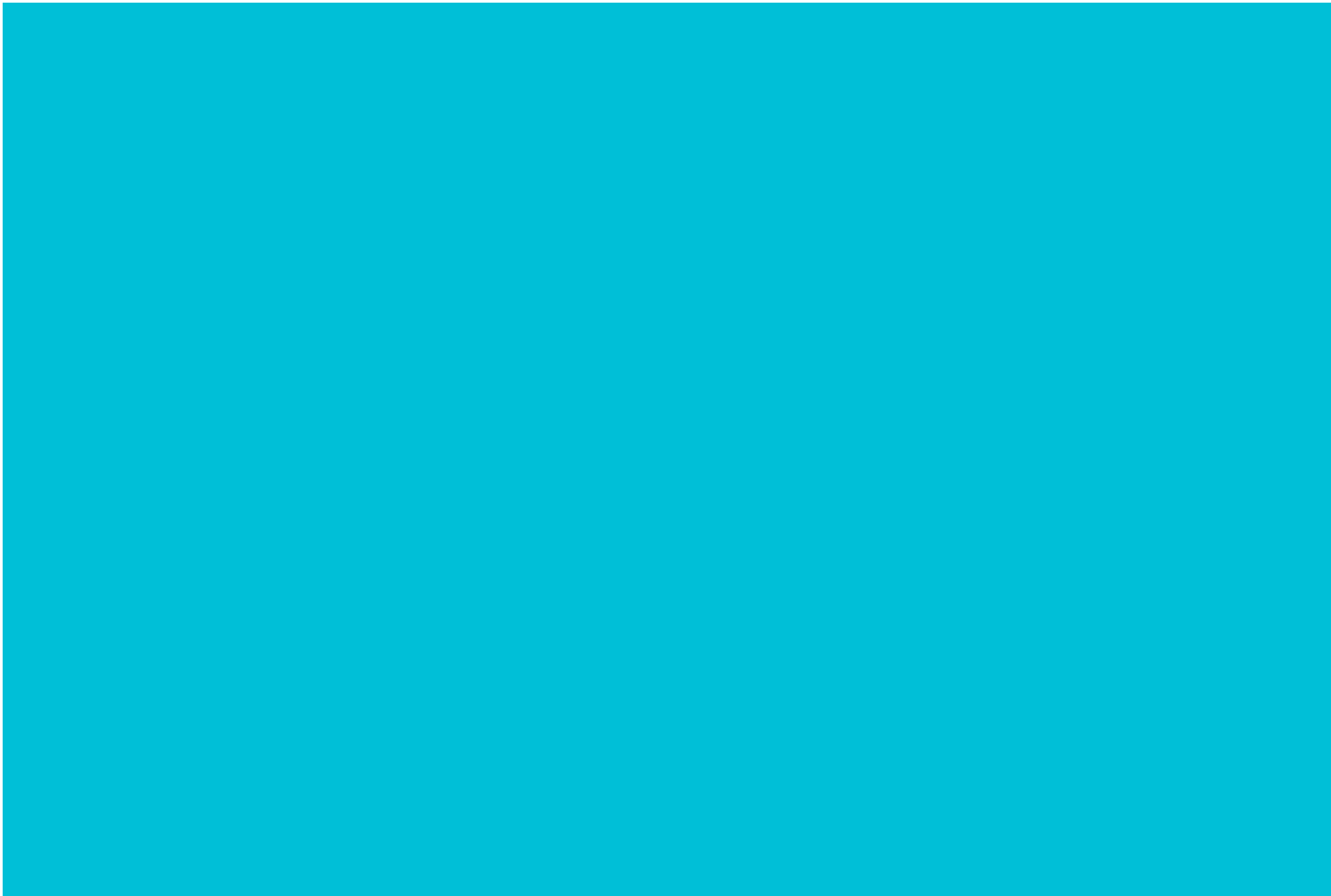
On brand

BNF Publications

BNF Publications provides authoritative and practical information on the selection and clinical use of medicines.

Our brand reflects our values and is the voice of who we are and what we stand for. Therefore, it is important that our identity is represented in a consistent manner.

Our brand is serious and respectable; it is intriguing. It is not playful. Our visual language is authoritative, yet familiar in a way that is approachable and accessible.

Our tone of voice is: trustworthy, concise, scientific, non-flowery, factual, professional.

What makes a brand? A brand is a careful and thoughtful composition of many design elements. It is the written tone of voice — and the tone of the visual language.

It is a unified experience and a perception, an emotional connection, an organisation's personality both tangible and intangible.

Our brand is our wordmark, and the wordmarks of our publications.

Our brand is the typography, colour, and imagery that provide structure and meaning to every piece of printed material we produce and every digital service we offer.

Wordmark

Our identity

The success of the *British National Formulary* is such that a majority of our readers now recognise the acronym "BNF" as well as, if not better than, the full title.

Our organisation is "BNF Publications"; never "British National Formulary Publications".

The wordmark that defines our organisation is authoritative, to the point, and stands on its own. It is not adorned nor decorated.

Its personality comes from the unique characteristics of the typeface and the relationship of the letters to one another.
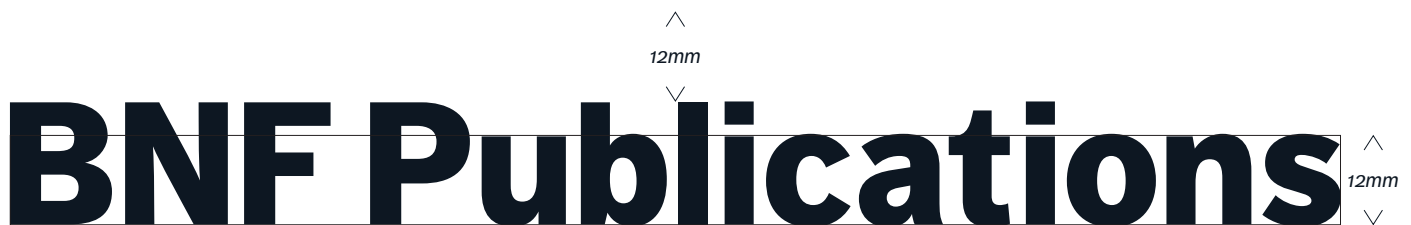
Our wordmark

BNF Publications

The wordmark must always be used at a size that is legible and proportional in scale to the objects on the page. While it may command the top of hierarchical content, the same is not always true for page layout.

It is important to keep a margin of space around the wordmark. This exclusion area helps clarify the relationship of the wordmark to other page elements and remove any unintended correlation.
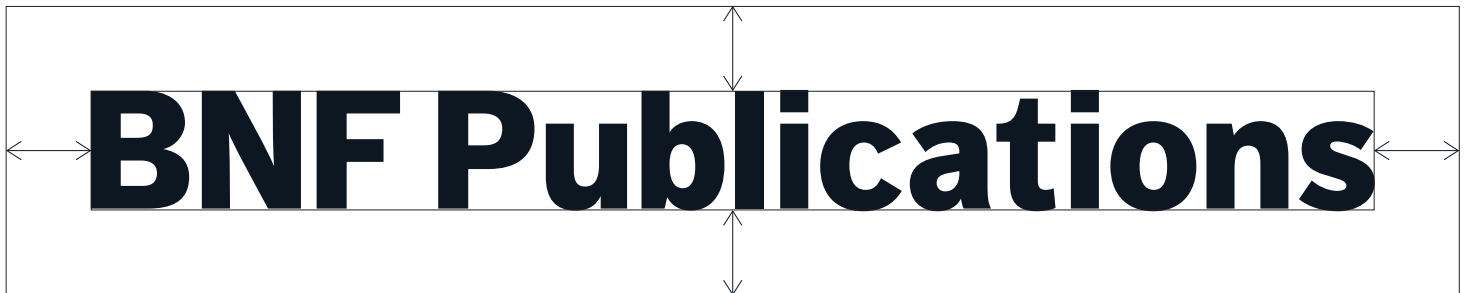
BNF Publications

Equal margin on four sides, equivalent to 100% the x-height.

12mm

BNF Publications

12mm

The x-height is the distance between the baseline and midline of a letter — approximately the height of an unextended lowercase letter.

The wordmark is black. Always.

BNF Publications

Even on colour backgrounds.

BNF Publications

Do not

Use a colour wordmark.

Do not

Reverse out the canvas.

BNF Publications

BNF Publications

Do not

Use tints of black or any transparency.

Do not

Attach to a horizontal or vertical rule.

BNF Publications

BNF Publications

Do not

Seperate or rearrange the words in any way.

Do not

Rotate, extend or otherwise distort.

**BNF
Publications**

BNF Publications

Do not

Add additional text or sub-brand the mark.

Do not

Attempt to recreate with another font.

BNF Publications
Advisory Board

BNF Publications

Extended family

The wordmark for *BNF Publications* is one member of a family of identities that include our printed and digital publications. Each product has its own personality but remains identifiably linked to the organisation.

The rules that apply to the treatment and presentation of our organisation's wordmark apply to the wordmarks of our publications. Their shared attributes are essential to a comprehensive and connected lineage.

BNF (British National Formulary)

BNF

BNF for Children

BNF
for Children

BNF for Children

Nurse Prescribers' Formulary for Community Practitioners

Nurse Prescribers' Formulary

for Community Practitioners

Typography

Character

Bold, deliberate typography is fundamental to our brand identity. A direct and clean presentation reinforces our factual, scientific values. Our chosen typeface conveys this attitude but is also welcoming: characters composed of subtle curves and arches.

FF Dagny is a versatile, sans serif typeface available in many weights. It is well suited to render both body text at small sizes and headlines at large while maintaining good contrast and high legibility.

Every publication cover, newsletter, printed collateral or digital application we release is set in *FF Dagny*. Use four weights to establish heirarchy and create emphasis: Regular, Italic, Bold and Black.

Where licensing restrictions or digital constraints exist use *Franklin Gothic*, then *Helvetica* or *Arial* as fonts to fall back on.

Ceftrixaone

Methotrexate

Sildenafil

Lidocaine

RANITIDINE

RIVAROXABAN

TOLAZOLINE

PHENYTOIN

Regular

Use Regular for body copy.

Italic

Use Italic for emphasis and for the titles of publications or articles in body copy. Useful for selected navigation states on the web.

abcdefghijklmn
opqrstuvwxyz
0123456789

abcdefghijklmn
opqrstuvwxyz
0123456789

Bold

Use Bold for headings.

Black

Use Black for page titles and essential information. Carefully consider hierarchy; use once or twice, at most, in a layout.

abcdefghijklmn
opqrstuvwxyz
0123456789

abcdefghijklmn
opqrstuvwxyz
0123456789

Supporting elements

Typography is a keystone of our visual design language. Additional, basic visual cues can support and reinforce its impact and the meaning of our words.

A *rule* — or line — is a simple and powerful way to draw attention to a word, assign importance and rank, indicate an active state, or differentiate content.

Section rule
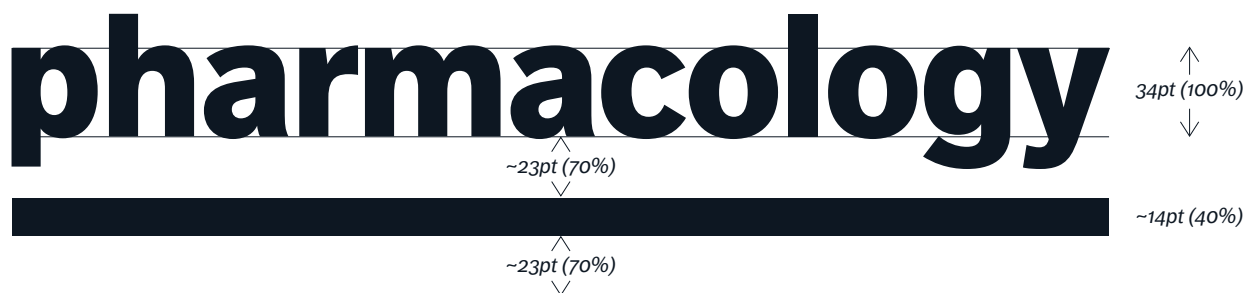
Use a hairline rule to divide a page.

0.5pt

Typographic rule

Medicines

Attach to the TOP, LEFT, or BOTTOM of words, list items or paragraphs of text. Use prominently, yet sparingly.

Use colour to create contrast. A colour rule nevers follow colour text.

pharmacology

34pt (100%)

~23pt (70%)

~14pt (40%)

~23pt (70%)

The height of a horizontal rule — or the width of a vertical — is 40% the x-height. The space between the baseline of a word and a horizontal rule — or the margin before the first letter and a vertical — is 70% the x-height.

Round decimals to the nearest whole number.
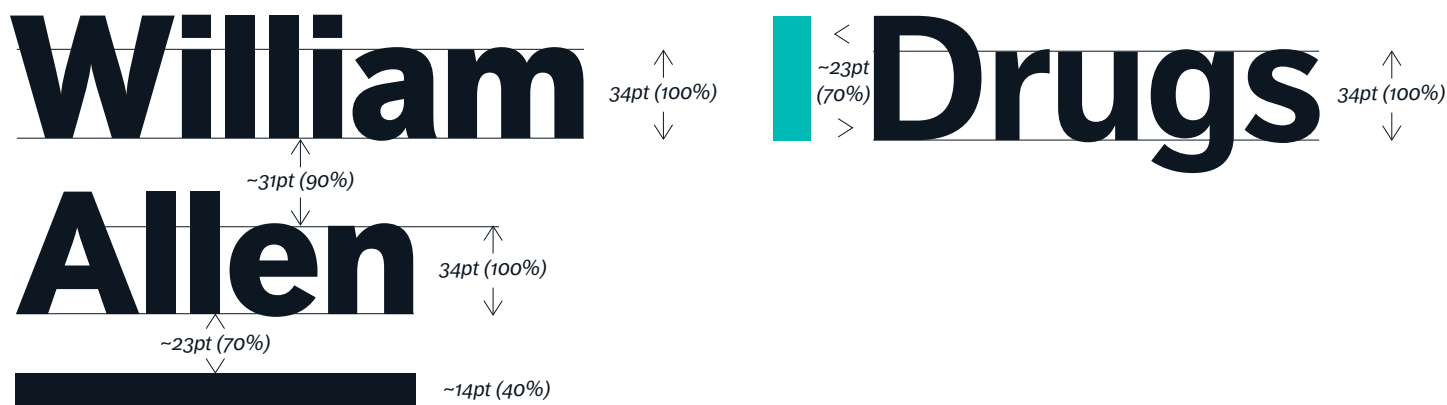
William
Allen

34pt (100%)

~31pt (90%)

34pt (100%)

~23pt (70%)

~14pt (40%)

Drugs

~23pt (70%)

34pt (100%)

The x-height is the distance between the baseline and midline of a letter — approximately the height of an unextended lowercase letter.

Colour

Intent

Colour flows through *BNF Publications*. Vibrant colour has defined the look of our publications for over thirty years. Our publications are recognised for their use of colour, and it is with that recognition that colour moves to the forefront of our brand.

The brand palette is composed of colours that match the vibrancy of our book covers, drawn from a long historical precedent.

The primary and secondary choices together form a deliberate and flexible colour system.

Black

Pantone Black 6 C

sRGB 16 24 32   HEX #101820

Primary

Pantone 1787 C	**Pantone 1495 C**
sRGB 244 54 76 HEX #F4364C	sRGB 255 143 28 HEX #FF8F1C
Pantone 115 C	**Pantone 2285 C**
sRGB 253 218 36 HEX #FDDA24	sRGB 147 218 73 HEX #93DA49
Pantone 3115 C	**Pantone 2715 C**
sRGB 0 193 213 HEX #00C1D5	sRGB 139 132 215 HEX #8B84D7

Secondary

|	
Pantone 3262 C	**Pantone 1915 C**
sRGB 0 191 179 HEX #00BFB3	sRGB 239 74 129 HEX #EF4A81
Pantone 1915 C	
sRGB 255 184 28 HEX #FFB81C	

Method

Our colour system is constructed by choosing one base colour and adding the two analogous colours that are adjacent to the base colour's complement colour. This approach is referred to as a "Split-Complementary" scheme.
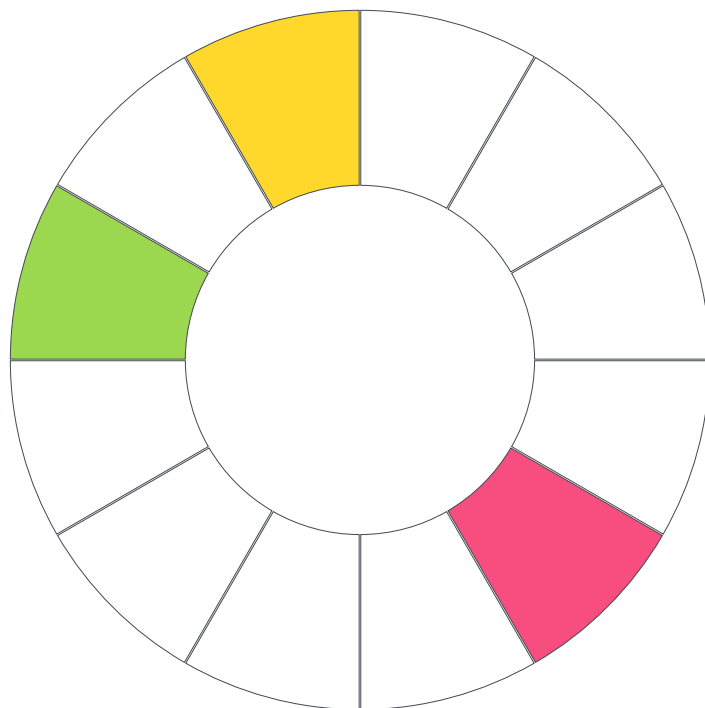
By choosing three base colours for our secondary colour palette, we can derive a total of six colours for the primary colour palette — or vice versa. Each set includes three colours (two primary, one secondary) that fit naturally with one another.

Base

Analogous (to complement)

Complement (of base)

Analogous (to complement)
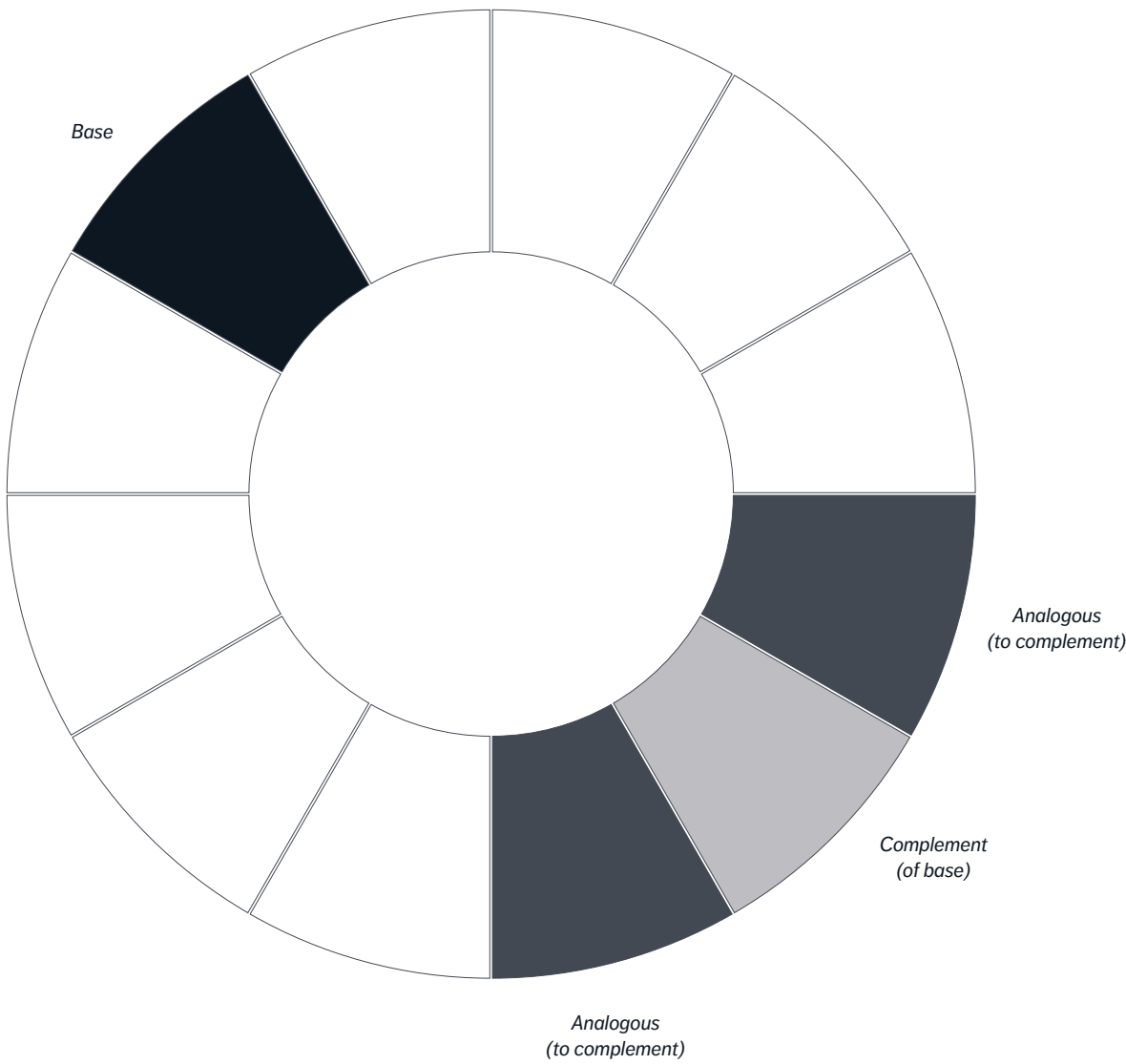
Red / Orange / Green-Blue
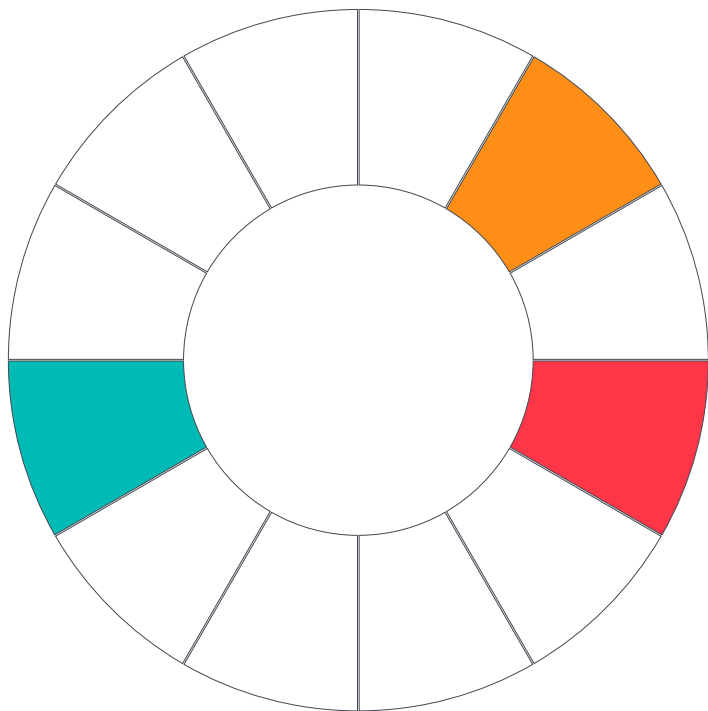
Yellow / Green / Violet-Red

Blue / Violet / Orange-Yellow

Using colour

Colour is at the heart of our printed collateral and digital canvases. Our nine-colour palette provides an effortless versatility.

No single material needs to be identical.

Use the range of colours to create many variations on the same theme.
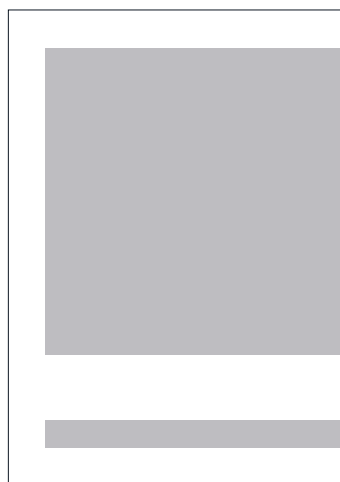
Apply colour to different visual elements on a page to add contrast and harmony.

Often, one colour is sufficient to give material a unique identity. For a richer effect, pair two related colours together.
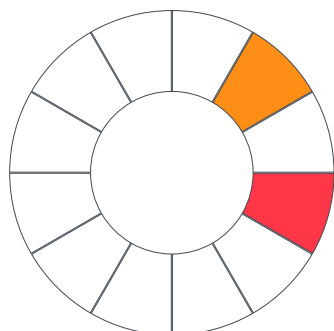
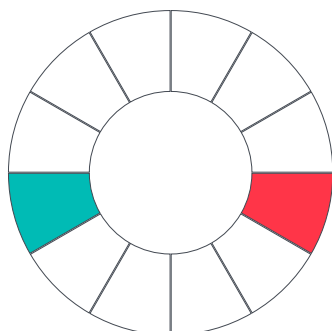Do not use more than two colours together.

Areas of colour

Section information with blocks of colour. Try aligning to the right for visual weight.

Colour pairs
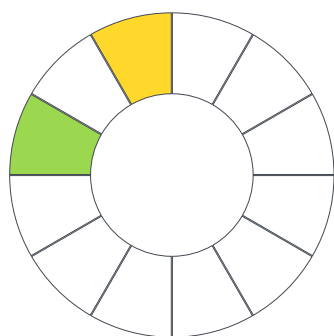
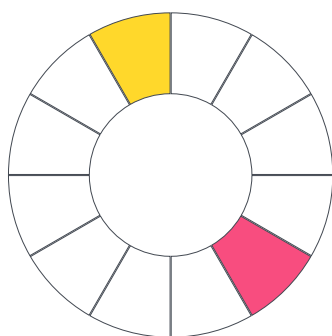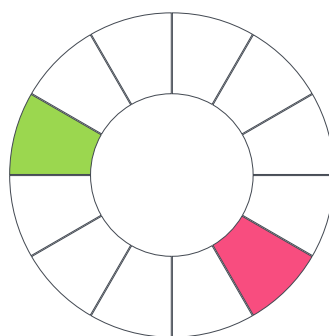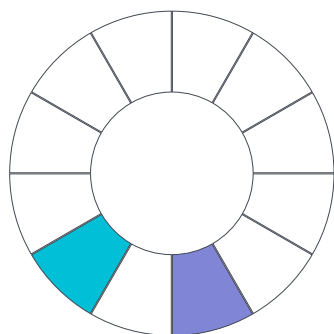

Red + Orange

Red + Green-Blue

Orange + Green-Blue

Yellow + Green

Yellow + Violet-Red

Green + Violet-Red

Blue + Violet

Blue + Orange-Yellow
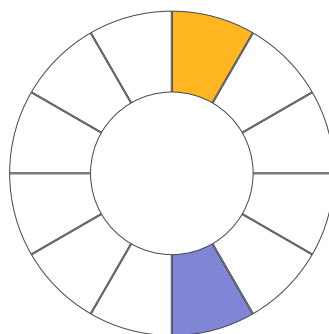
Violet + Orange-Yellow

In application

Our identity

Our brand guidelines demonstrate the fundamental components of our design system. The often detailed specifications are to ensure consistency and prevent unintended mistakes.

While some rules are necessarily strict, how the brand components are implemented is more open to interpretation. It is always important to maintain a sense of continuity, but do not let creativity suffer as a result.

The examples that follow cover a variety of mediums, from traditional print collateral to the web, to digital and mobile. No two are quite the same, but they are all extensions of the *BNF Publications* brand.

Books: BNF

The *BNF* is published biannually. Our primary colour palette provides six colours, for six unique book covers over three years.

The sequence of book cover colours is: Red, Orange, Yellow, Green, Blue, Violet.

BNF

70

September 2015
– March 2016

BNF.ORG

BNF

71

March –
September 2016

BNF.ORG

BNF

72

September 2016
– March 2017

BNF.ORG

BNF

73

March –
September 2017

BNF.ORG

BNF

74

September 2017
– March 2018

BNF.ORG

BNF
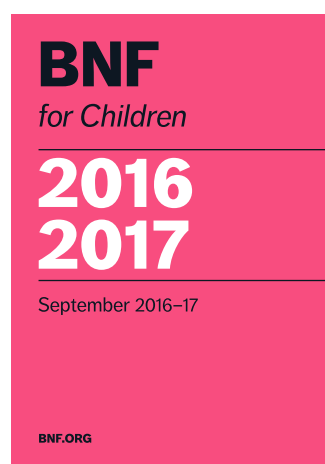
75

March –
September 2018

BNF.ORG

BNF

70

September 2015
– March 2016

BNF.ORG

Books: BNF for Children

The *BNF for Children* is published annually. Our secondary colour palette provides three colours, for one unique book cover every year over three years.

The sequence of book cover colours is: Green-Blue, Violet-Red, Orange-Yellow.

BNF
for Children

2015
2016

September 2015–16

BNF.ORG

BNF
for Children

2016
2017

September 2016–17

BNF.ORG

BNF
for Children

2017
2018

September 2017–18

BNF.ORG

BNF
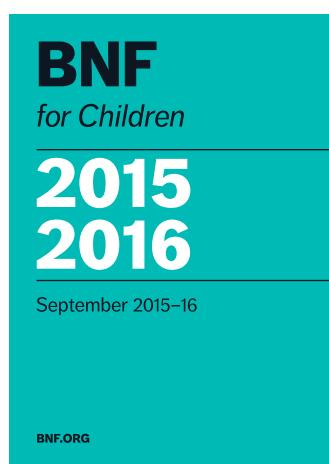
for Children

2015 2016

September 2015–16

BNF.ORG

Books: Nurse Prescribers' Formulary for Community Practitioners

The *Nurse Prescribers' Formulary for Community Practioners* is published biennially. The cover is the same as the edition of the *BNF* at time of publication.

If the colour of an edition of the *NPF* would repeat the previous edition, use the second colour from the *BNF* pair.

Nurse Prescribers' Formulary
for Community Practitioners

**2015
2017**

September 2015–17

BNF.ORG

Nurse Prescribers' Formulary
for Community Practitioners

**2017
2019**

September 2017–19

BNF.ORG

Nurse Prescribers' Formulary

for Community Practitioners

2015 2017

September 2015–17

BNF.ORG

Business card

One person, six colours.

BNF Publications

Rose Minshull
Pharmaceutical Chemist

Royal Pharmaceutical Society
1 Lambeth High St, London SE1 7JN
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Mobile +44 1231 231234
rose.minshull@bnf.org

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Letterhead

In six colours.

BNF Publications

bnf.org

Royal Pharmaceutical Society
1 Lambeth High St, London SE1 7JN   *Tel* 020 7572 2282   *Fax* 020 7572 2509

BNF Publications

bnf.org

The National Health Service
1 January, 1948

Dear Mr Pharmacist,

The word "pharmacist" was first used in a publication in England in 1834 according to the Oxford English Dictionary in a novel by Lytton called The Last Days of Pompeii. However, it was certainly in use from the 16th century with the meaning of someone who prepared and dispensed medicines. Nevertheless, at the beginning of the 19th century most people working in this area would have called themselves chemists and/or druggists. The terms pharmacist and pharmaceutical chemist (now usually shortened to chemist) came later in the 1800s.

The word "pharmacy" has a much longer history in England. Chaucer in The Knight's Tale (written around 1380) uses the word to describe a medical preparation of plants "farmacies of herbs."

The term apothecary, often used between the 1600s and 1800s, does not refer to the chemist and druggist, or pharmacist. It was used for individuals living in London who had passed the examinations of the Worshipful Society of Apothecaries of London, founded in 1617, or to their often less well qualified counterparts in the provinces. The role of the apothecary developed out of the role of the spicer or pepperer — or grocers — someone whose trade included crude drugs and prepared medicines. The Grocers had their own Guild — professional body in the City of London — from the 13th century. The Apothecaries split from them in 1617 to form their own Society.

Although the apothecary's practice included a strong dispensing element, it was more all encompassing than the handling of drugs and chemicals. Apothecaries were also examining and treating patients, but they did not charge for these services — only for the medicines supplied.

Sincerely,

Jacob Bell

Royal Pharmaceutical Society
1 Lambeth High St, London SE1 7JN   Tel 020 7572 2282 Fax 020 7572 2509

BNF Publications

bnf.org

The National Health Service
1 January, 1948

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Sincerely,

Jacob Bell

Royal Pharmaceutical Society
1 Lambeth High St, London SE1 7JN Tel 020 7572 2282 Fax 020 7572 2509

Place name

One colour per person; nine to choose from.

Isabella
Clarke-Keer

BNF Publications

Rose
Minshull

BNF Publications

Jacob
Bell

BNF Publications

Social media

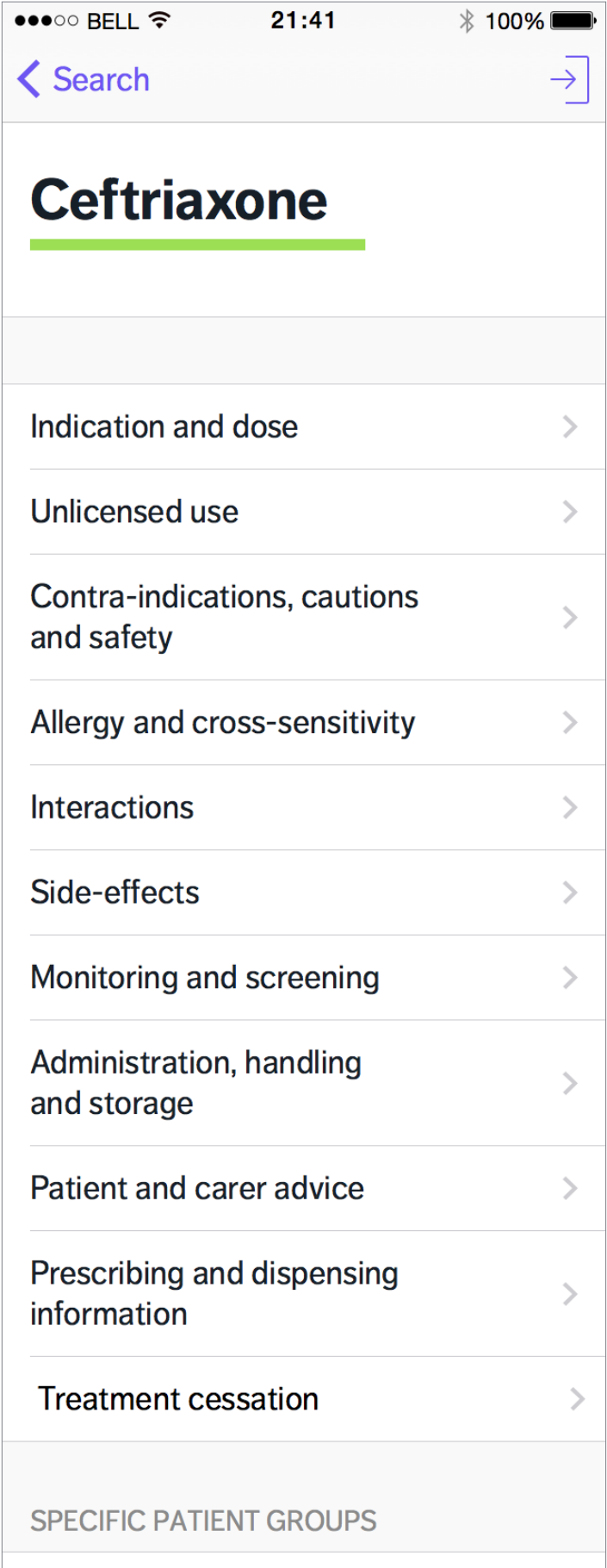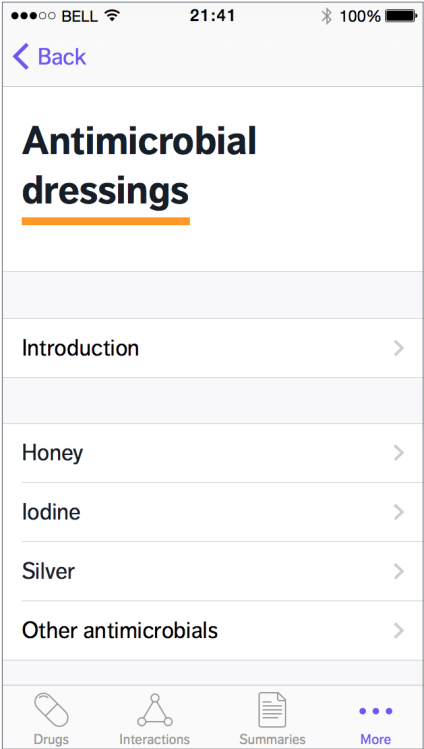Use colour pairs to match avatars and links.

BNF

@BNFormulary

BNF

@BNFormulary

BNF

@BNFormulary

In some circumstances, the "BNF" wordmark may stand in for "BNF Publications".

iOS

●●●○○ BELL 🔌   21:41   ✳ 100% ▬

‹ Back

Antimicrobial dressings
─────────

Introduction   ›

Honey   ›

Iodine   ›

Silver   ›

Other antimicrobials   ›

Drugs | Interactions | Summaries | More

●●●○○ BELL 🔌   21:41   ✳ 100% ▬

Check drug interactions
──────────

Results for two or more drugs with clearly indicated severity

Next

● ● ●

●●●○○ BELL 🔌   21:41   ✳ 100% ▬

‹ Search   →

Ceftriaxone
──────────

Indication and dose   ›

Unlicensed use   ›

Contra-indications, cautions and safety   ›

Allergy and cross-sensitivity   ›

Interactions   ›

Side-effects   ›

Monitoring and screening   ›

Administration, handling and storage   ›

Patient and carer advice   ›

Prescribing and dispensing information   ›

Treatment cessation   ›

SPECIFIC PATIENT GROUPS

Indication and dose

▌ Surgical prophylaxis

by deep intramuscular injection, or by intravenous injection

▌ AGE FROM 18 YEARS

1 gram, for 1 dose; Dose to be administered up to 30 minutes before procedure. Intravenous injection to be administered over at least 2–4 minutes. Intramuscular doses over 1g divided between more than one site.

▌ Colorectal surgery

by deep intramuscular injection, or by intravenous infusion

Effervescent tablet

LABELS

13
Dissolve or mix with water before taking

To be used on preparations that are intended to be dissolved in water (e.g. soluble tablets) or mixed with water (e.g. powders, granules) before use. In a few cases other liquids such as fruit juice or milk may be used.

ELECTROLYTES
Sodium

▌ RANITIDINE 150MG EFFERVESCENT TABLETS (ALLIANCE HEALTHCARE (DISTRIBUTION) LTD)
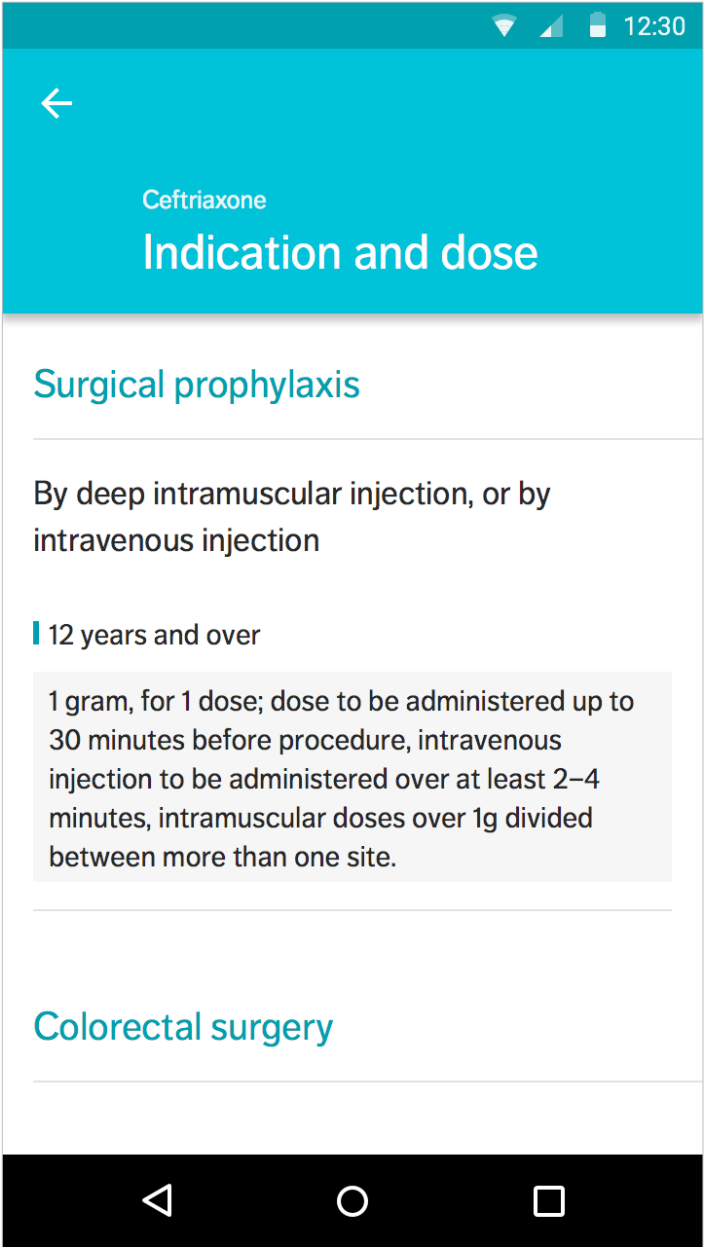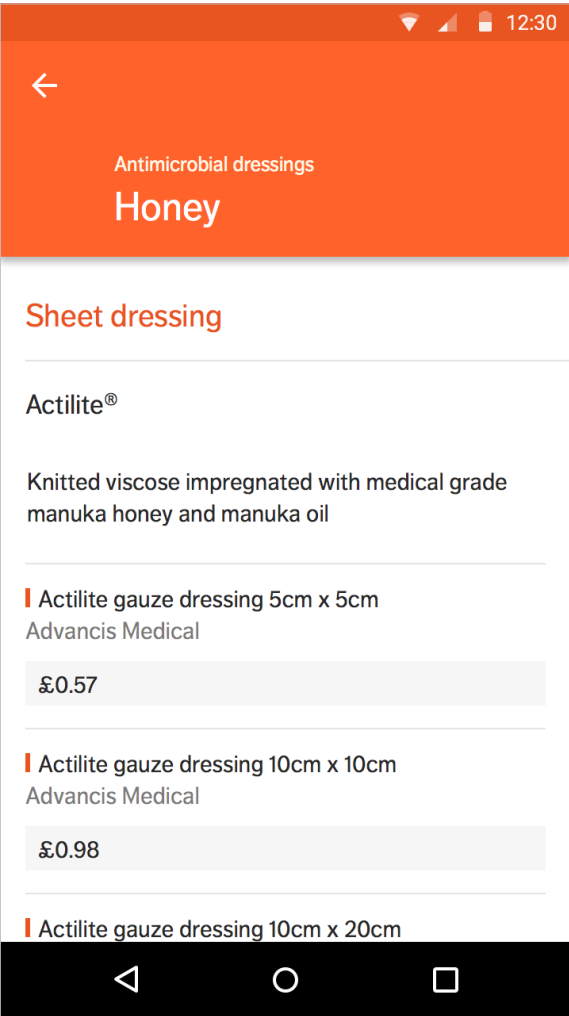
Ranitidine (as hydrochloride) 150 mg

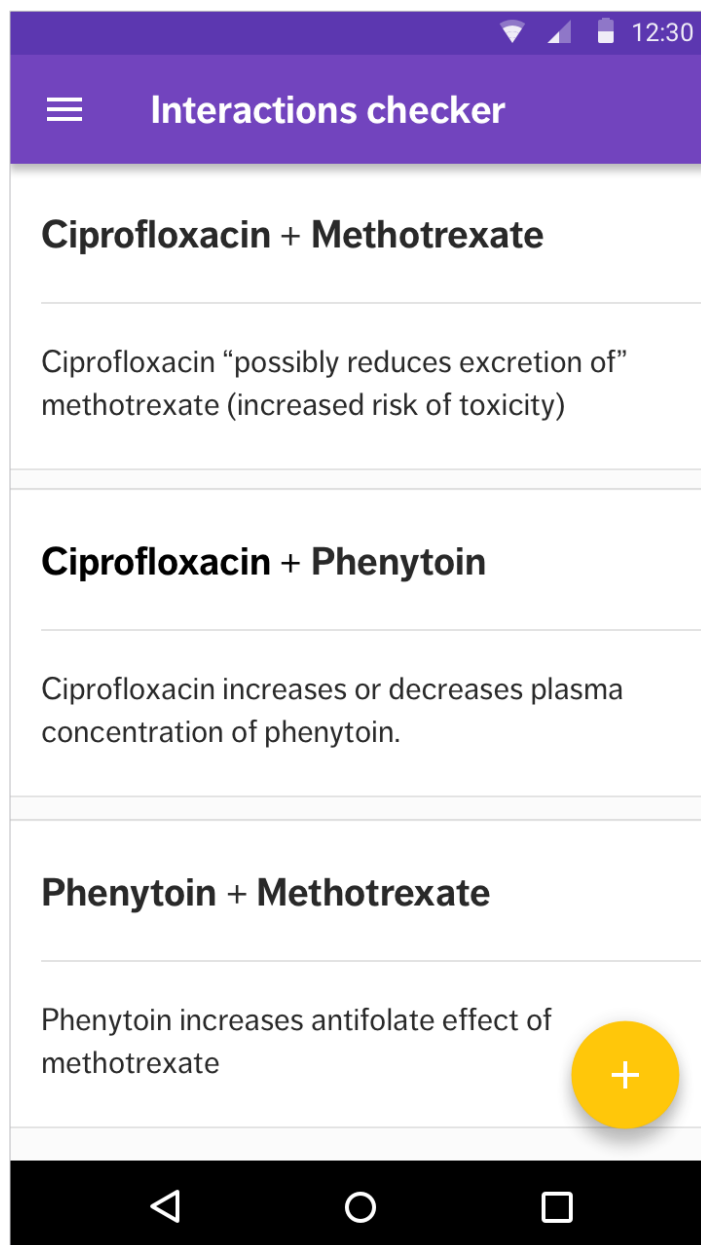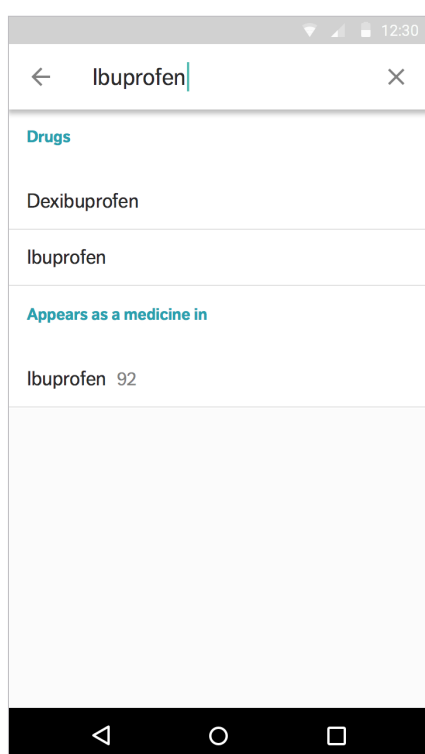60-tablet PoM NHS Indicative Price = £23.89, Part VIII Category A = £25.47

iOS

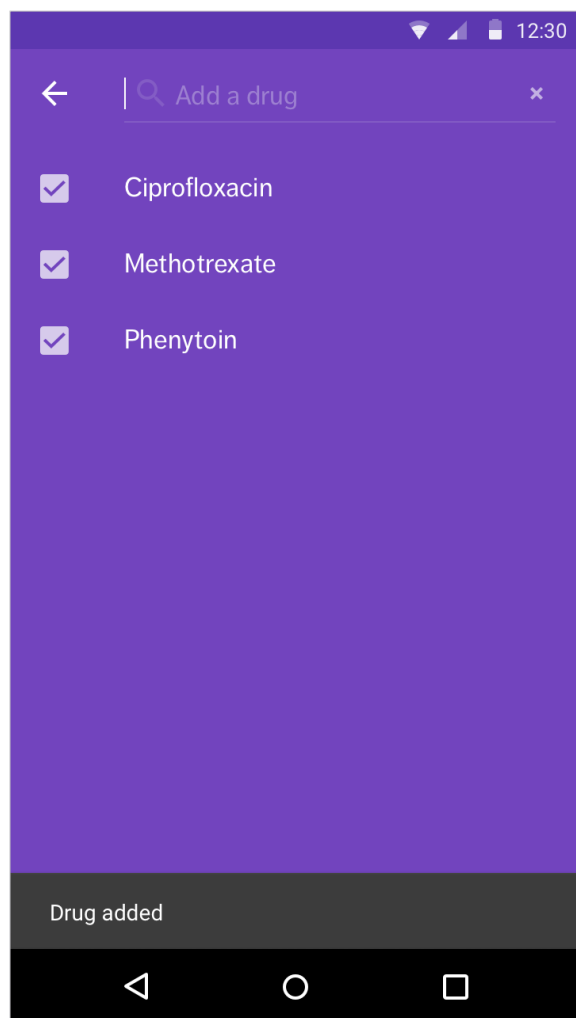# Ceftriaxone

| Indication and dose | › |

Unlicensed use ›

Contra-indications, cautions and safety ›

Allergy and cross-sensitivity ›

Interactions ›

Side-effects ›

Monitoring and screening ›

Administration, handling and storage ›

Patient and carer advice ›

Prescribing and dispensing information ›

Treatment cessation ›

SPECIFIC PATIENT GROUPS

Hepatic impairment ›

Renal impairment ›

Extremes of body-weight ›

▌Surgical prophylaxis

By deep intramuscular injection, or by intravenous injection

▍12 YEARS AND OVER

1 gram, for 1 dose; dose to be administered up to 30 minutes before procedure, intravenous injection to be administered over at least 2–4 minutes, intramuscular doses over 1g divided between more than one site.

▌Colorectal surgery

By deep intramuscular injection, or by intravenous infusion

▍12 YEARS AND OVER

2 gram, for 1 dose dose to be administered up to 30 minutes before procedure, intramuscular doses over 1g divided between more than one

▌Uncomplicated gonorrhoea; Pelvic inflammatory disease

by deep intramuscular injection

▍12 YEARS–17 YEARS

250 mgs, for 1 dose

| Drugs | Interactions | Summaries | Devices | Borderline | Wound care | About | Settings |

iPad 📶   21:41   ❋ 100% ▬

Interactions checker   ## Interactions

3 interactions between these drugs   ⟩

⊖ Ciprofloxacin

⊖ Methotrexate

⊖ Phenytoin

Ciprofloxacin + Methotrexate

Ciprofloxacin "possibly reduces excretion of" methotrexate (increased risk of toxicity)

Ciprofloxacin + Phenytoin

Ciprofloxacin increases or decreases plasma concentration of phenytoin

Phenytoin + Methotrexate

Phenytoin increases antifolate effect of methotrexate

Drugs   Interactions   Summaries   Devices   Borderline   Wound care   About   Settings

Android

Antimicrobial dressings
Honey

Sheet dressing

Actilite®

Knitted viscose impregnated with medical grade manuka honey and manuka oil

Actilite gauze dressing 5cm x 5cm
Advancis Medical

£0.57

Actilite gauze dressing 10cm x 10cm
Advancis Medical

£0.98

Actilite gauze dressing 10cm x 20cm

Ceftriaxone
Indication and dose

Surgical prophylaxis

By deep intramuscular injection, or by intravenous injection

12 years and over

1 gram, for 1 dose; dose to be administered up to 30 minutes before procedure, intravenous injection to be administered over at least 2–4 minutes, intramuscular doses over 1g divided between more than one site.

Colorectal surgery

Ciprofloxacin

Methotrexate

Phenytoin

Drug added

Ibuprofen

Drugs

Dexibuprofen

Ibuprofen

Appears as a medicine in

Ibuprofen 92

Interactions checker

Ciprofloxacin + **Methotrexate**

Ciprofloxacin "possibly reduces excretion of" methotrexate (increased risk of toxicity)

Ciprofloxacin + **Phenytoin**

Ciprofloxacin increases or decreases plasma concentration of phenytoin.

Phenytoin + **Methotrexate**

Phenytoin increases antifolate effect of methotrexate

Android

▼ ⊿ ▮ 12:30

← ⋮

Ceftriaxone
Review date: 19 February 2015

Contra-indications, cautions and safety

Indication and dose

Unlicensed use

Contra-indications, cautions and safety

Allergy and cross-sensitivity

Interactions

Side-effects

Monitoring and screening

Administration, handling and storage

Patient and carer advice

Prescribing and dispensing information

All **Cephalosporins**

Contra-indications

Cephalosporin hypersensitivity

Cautions

Patients with a history of immediate hypersensitivity to penicillin should not receive a cephalosporin. If a cephalosporin is essential in these patients because a suitable alternative antibacterial is not available, then ceftriaxone can be used with caution.

Ceftriaxone

Contra-indications

◁ ○ ▢
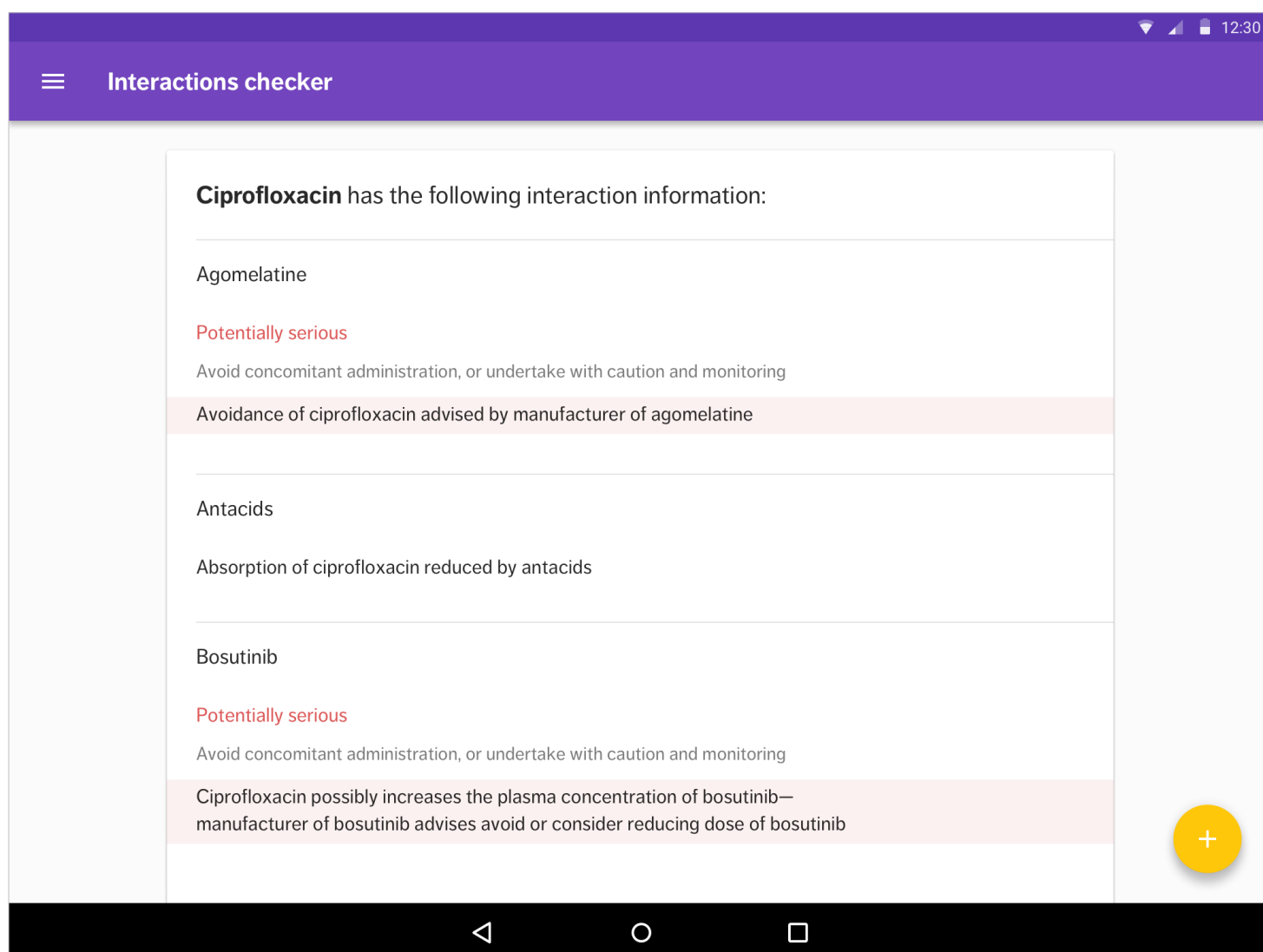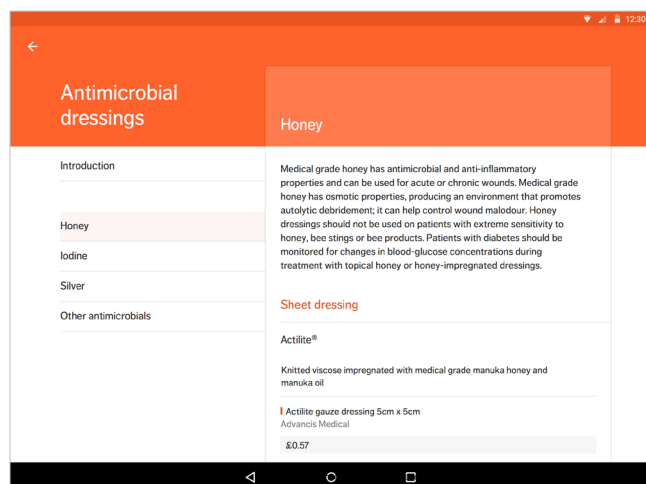
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Changes to the distribution and publication of the BNF

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The publishers of the BNF — the Royal Pharmaceutical Society and BMJ — are committed to providing the formulary in the formats our customers find most useful and convenient.
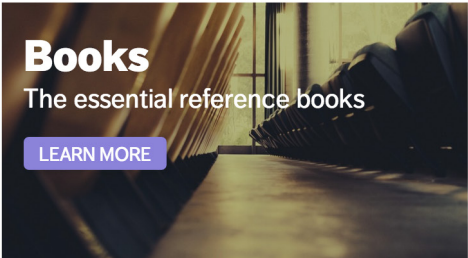
For this reason we will be continuing to publish the BNF in updated book form twice a year, in March and September.

"NICE will not be purchasing the March 2014 edition for nationwide distribution to NHS health professionals in England. It is moving to one annual print distribution per year, in addition to the availability via its website and app."

"Those organisations that wish to have the next updated print edition, therefore, should contact Jim Benham on 020 7572 2251 or email jim.benham@rpharms.com for a quote — as ever, prices flex with quantities ordered."
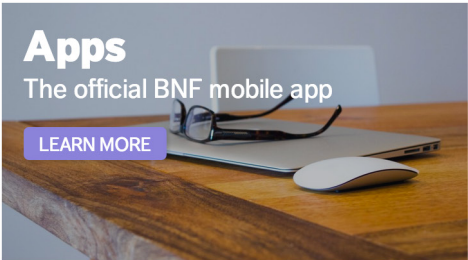

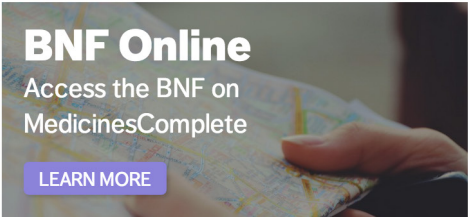**BNF Publications**   ☰

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- Medical and pharmaceutical journals, research papers and reviews relating to drug therapy.
- Systematic reviews databases (including the Cochrane Library)
- Consensus guidelines from the National Institute for Health and Care Excellence (NICE), the Scottish Medicines Consortium (SMC), and the Scottish Intercollegiate Guidelines Network (SIGN).
- Reference sources such as Martindale: The Complete Drug Reference.
- Statutory information
  - Statutory Instruments and regulations affecting Prescription only
  - Medicines Order
  - Home Office (in relation to controlled drug regulations)
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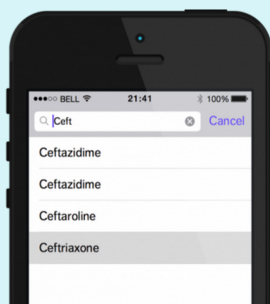
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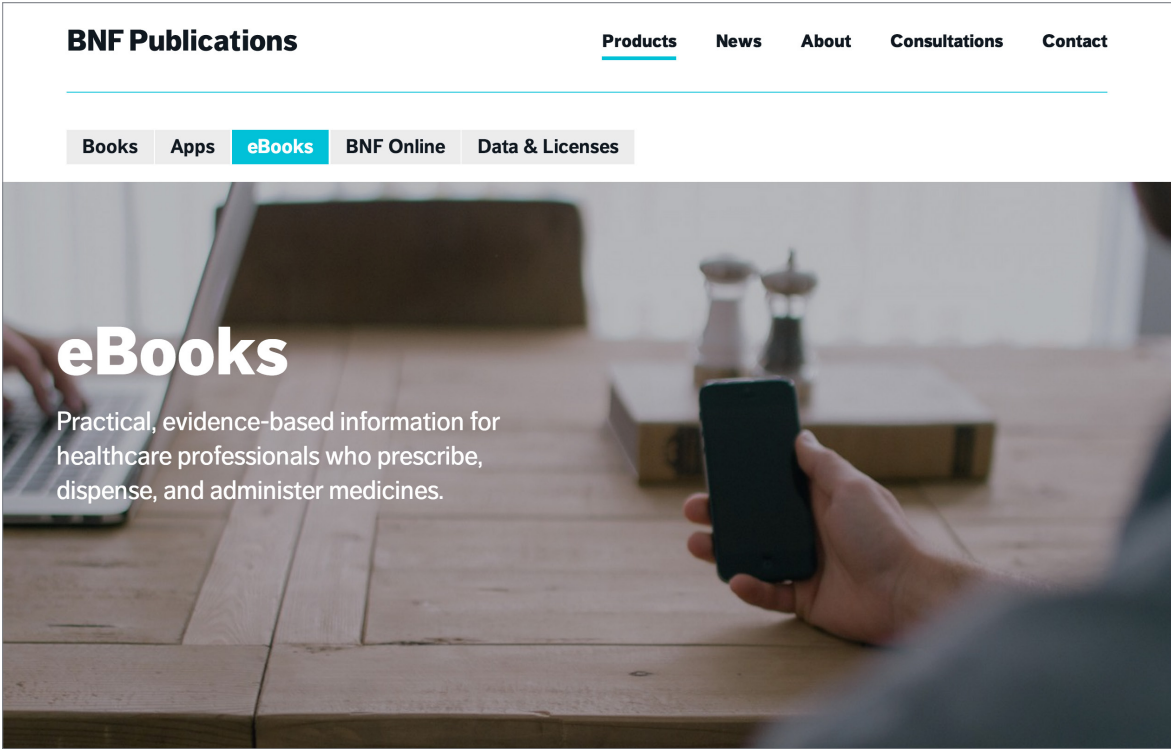
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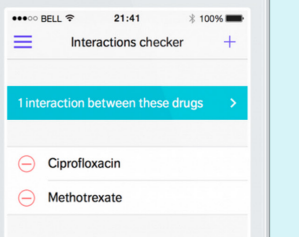
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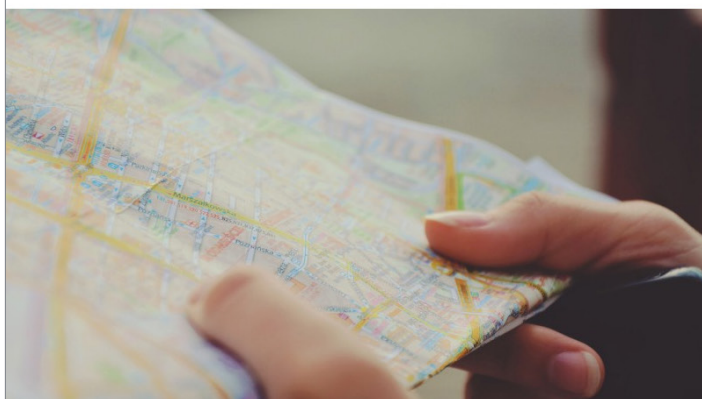Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

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