Global Drug Facility Packaging Guidelines

Packing, identification and markings of anti-TB medicines and kits
Introduction

These guidelines have been drawn-up for the purpose of clarifying a corporate identity for Global Drug Facility (GDF) packaging. The purpose of this document is to provide a consistent identification for all the products managed by the programme of the GDF. It is important to follow these guidelines for overall uniformity and for ease of management through the standardization of the product catalogue.

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Note:
The packaging texts are provided for information purposes only and are not legally binding.
The key elements

- The logo and its red line
  The logo of the GDF is inseparable from its red line. No modification of proportions can be made. No modification of design and the associated legal text can be made. The red line has no horizontal limit. It only follows the alignment designed by the organization of the zones. See page 5 to discover how to position the logo and the line in the layout.

- The organization of the information by zones
  See page 5 to discover the guidelines for organizing the zones and the space on the main face of a packaging.

- The organization of the 4 languages
  Each packaging needs to be developed in 4 languages. See the following examples to discover how to position the languages in the layout. It is the responsibility of the Manufacturer to provide the relevant information and correct translation in 4 required languages.

- The name of the product
  The names of all the products follow very clear rules and guidelines. See page 5 and examples to discover how to manage the names for each face of the packaging. See page 4 for the font.

- The icons
  To animate the layout and help to understand the information, the packaging uses a range of icons according to the dosage form. See page 5 and examples to discover how to manage these icons for each face of the packaging.

- The GDF colour code
  The Global Drug Facility programme has decided to allow colours for all first line products. To keep a simple “look and feel” and not overcrowd the layout, it was decided not to capitalize (upper case) these colours. See page 8 and examples to discover how to use the colours in the context of the kits’ packagings.
The font used for all the GDF packaging is the Helvetica family.

**Helvetica Neue**

**Black**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**Bold**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**Roman**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**Light**

ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**Helvetica Cyrillic**

**Bold**

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмноппрстуфхцчшщъыьэюя
0123456789

**Plain**

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмноппрстуфхцчшщъыьэюя
0123456789
The face of the packaging is built according to predetermined zones. The definition of a value ($a$) is the unit of measurement for a grid to fit the different zones and provide «breathing space».

Each packaging has different sizes and each face has a role and contains some information. This item [$a$] might be to define the place to be dedicated to each element. Each element (Name, form info, product info, secondary info, manufacturing, branding, coloured band) are positioned in a zone. These zones are standardized in the layout. Define [$a$] with an appropriate unit of measurement relative to the size of the face or the size of the name’s font, the height of the upper red band and the size of the GDF logo.
1. Quantity per packaging - The dosage strength for a medicine should be expressed in an appropriate metric system unit.
2. Possibility to have 2 icons for the routes of administration (see page 10)
3. The font is standardized (see page 4)
4. According to the quantity of information, several implementations are possible (see examples)
5. This text is standardized in 4 languages and needs to be applied to the 4 faces of a box or on 1 face if the space is insufficient (see examples).
The position of the elements on a secondary face

Some elements: names, form info, icon and logo need to be positioned on each face of the packaging. The layout needs to be adapted to the size of the face or the available space.
The position of the elements on a Stop TB Kit enclosing 2 products

This type of big box has a cover. The information on each face should be adapted according to the 4 languages. Each face of the box needs to present specific translated information. The layout needs to be adapted to the available space (see examples).

### Stop TB Kit

**For Individual Patient Use**

**Categories I + III**

- 2 months Daily Treatment Intensive Phase
- 4 months Daily Treatment Continuation Phase

**Content**

- Instruction book: Instruction “Stop TB KIT for Individual User” - Category I + III
- 2 Months DAILY Treatment Intensive Phase: RHZE (150/75) mg Tablets - 6 blister sheets of 28 tablets each
- 4 Months DAILY Treatment Continuation Phase: RH (150/75) mg Tablets - 12 blister sheets of 28 tablets each

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**Table: GDF Colour Code**

<table>
<thead>
<tr>
<th>Product</th>
<th>Colour</th>
<th>Pantone C M J N</th>
</tr>
</thead>
<tbody>
<tr>
<td>RHZE</td>
<td>red</td>
<td>185 C 0 95 100 0</td>
</tr>
<tr>
<td>RH</td>
<td>peach</td>
<td>148 C 0 28 47 0</td>
</tr>
<tr>
<td>RHZE</td>
<td>green</td>
<td>802 C 94 0 100 0</td>
</tr>
<tr>
<td>RH150/75</td>
<td>yellow</td>
<td>384 C 0 0 90 0</td>
</tr>
<tr>
<td>EH400/150</td>
<td>brown</td>
<td>140 C 10 63 97 40</td>
</tr>
<tr>
<td>Z400</td>
<td>grey</td>
<td>Cool Gray 9C 46 38 37 31</td>
</tr>
<tr>
<td>E400</td>
<td>orange</td>
<td>716 C 0 67 100 0</td>
</tr>
<tr>
<td>H300</td>
<td>blue</td>
<td>2736 C 90 81 0 0</td>
</tr>
<tr>
<td>Streptomycin 1g</td>
<td>Violet</td>
<td>253 C 45 97 0 0</td>
</tr>
<tr>
<td>Water for injection</td>
<td>Light blue</td>
<td>2985C 77 0 7 0</td>
</tr>
<tr>
<td>H100</td>
<td>diagonally striped blue &amp; white</td>
<td>2736C 90 81 0 0</td>
</tr>
<tr>
<td>RH 60/30</td>
<td>diagonally striped blue &amp; white</td>
<td>802 C 94 0 100 0</td>
</tr>
<tr>
<td>RH 50/60</td>
<td>diagonally striped yellow &amp; white</td>
<td>394C 0 0 90 0</td>
</tr>
<tr>
<td>RHZ 60/30/150</td>
<td>diagonally striped purple &amp; white</td>
<td>Rhodamine Red C 0 95 3 0</td>
</tr>
</tbody>
</table>

2 icons are required according to the appropriate GDF colour code

Only for kits, the GDF colour code can be used for bullets to distinguish the products’ information. See the table below.

Adaptation in 2 columns/2 rows of the contents in 4 languages
All boxes contain the same elements helpful for the information of the users. According to the size of these boxes and the space available, the layout needs to be adapted without modifying the guidelines defined on page 5.

Each face of a box can be used to deliver specific information: Manufacturing, Patient’s card, details of the dosage and administration instructions and the special warnings.

The front face of the box must contain the main information in the 4 languages.

All the texts need to be oriented in the same direction to help the user to discover the different contents present on each package faces.

The main information must be put in the same field of vision on a least three non-opposite faces: names, form info – in the 4 languages – and the icon.

It is recommended to reserve one face for the patient’s card.

Example: product anti-TB medicine

The main information in the 4 languages must to be present on the main information and branding elements.

The top face like the main face (if different) must to repeat the main information and branding elements.

One face is reserved for the Manufacturer and distribution information.

Reserved zone for batch number and date of product manufacturing and expiry. This zone must not be vernished.

Translation of the Legal text on 2 faces.

Complementary information zone by languages

English
French
Spanish
Russian

(per column or rows according to the content).

The place and the organization of the logo block must follow the guidelines defined on page 5.

The main information in the 4 languages must to be present on the main face.

Logo of the manufacturer and distributor (if different)
**Stop TB Kit**

**For Individual Patient Use**

**Categories I + III**
- 2 months Daily Treatment Intensive Phase
- 4 months Daily Treatment Continuation Phase

**Contents**
- Instruction Book: Stop TB Kit for Individual Use - Categories I + III
- 2 months D4APD stabilized Intensive Phase
- 4 months D4APD stabilized Continuation Phase
- RHZE (150/75/400/275 mg) Tablets - 6 blister sheets of 28 tablets each
- RH (150/75 mg) Tablets - 12 blister sheets of 28 tablets each
- RHZE (150/75/400/275 mg) Tablets - 2 blister sheets of 28 tablets each
- RH (150/75 mg) Tablets - 6 blister sheets of 28 tablets each

**Purpose**

It is recommended to reserve one face for the patient's card. This face is sometimes the only visible one when several boxes are stored in a cupboard.

**The back face is reserved for the patient's control card and other complementary information.**

**Example: Stop TB kits**

**Stop TB Kit**

**For Individual Patient Use**

**Categories I + III**
- 2 months Daily Treatment Intensive Phase
- 4 months Daily Treatment Continuation Phase

**Contents**
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- 2 months D4APD stabilized Intensive Phase
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- RHZE (150/75/400/275 mg) Tablets - 2 blister sheets of 28 tablets each
- RH (150/75 mg) Tablets - 6 blister sheets of 28 tablets each

**Purpose**

It is recommended to reserve one face for the patient's card. This face is sometimes the only visible one when several boxes are stored in a cupboard.

**The back face is reserved for the patient's control card and other complementary information.**
### Stop TB Kit

**Ethambutol 400mg**

Each film coated tablet contains Ethambutol Hydrochloride BP 400 mg, Methylparaben used as a preservative. Approved colours used. Dosage: As directed by the physician. Instruction for use: SEE PACKAGE BOOKLET.

**Dosage:**

As directed by the physician. Instruction for use: SEE PACKAGE BOOKLET.

**Storage:**

Store in a cool, dry place below 25°C, protected from light.

**Complementary information:**

- Statement of the active substance
- List of excipients known to be a safety concern for some patients
- Medical product subject to medical prescription
- Cautionary statement (Children) and any other additional cautionary statement
- Storing conditions and special instructions for storage if applicable
- Special warnings

**Stop TB Kit**

**Ethambutol 400mg**

Ethambutol tablets BP 400mg / For Individual Patient Use

Comprimés d’ethambutol BP 400 mg / Pour patient individuel

Tabletten Etambutol BP 400mg / Para uso individual del paciente

**For Individual Patient Use**

- 5 months Daily TreatmentContinuation Phase
- 5 meses de tratamiento diario fase de continuación

**Packaging Design Guidelines**

- This kind of kit follows the same guidelines as for other packaging. Only the order of the names is different.

To better distinguish this is a kit, this information is larger than the name of the product; but is highlighted by the addition of a coloured bullet in line with the GDF colour code – see page 8.

The Helvetica Neue Black is the standardized font for all the names.
Example: small packaging

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One face is reserved for the Manufacturer information.

Form information in the main language: English

A colour can be used for the proprietary name of the product according to the manufacturer.

Logo of manufacturer and distributor (if different)

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Some boxes contain a small quantity of medicine. The layout and the place of various elements must be adapted but always following the guidelines defined on page 5.

The front face of the box must contain the main information in the 4 languages.

It is also important to repeat on 5 faces of the packaging the following: names, form info – in the 4 languages – and the icon.

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When impossible to insert the 4 languages of the Legal text on 4 sides of the box, it is recommended to use this version on the back face.

Reserved zone for batch number and date of product manufacturing and expiry. This zone must not be varnished.
Contact information

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