



Global Drug Facility Packaging Artwork Development Guidelines

version 2, Mar 2020

INTRODUCTION

- ▶ These guidelines have been drawn-up for the purpose of clarifying a corporate identity for Global Drug Facility (GDF) packaging and artwork development.
- ▶ The purpose of this document is to provide a consistent identification for all the anti-TB medicines supplied by GDF.
- ▶ It is important to follow these guidelines for overall uniformity and for ease of management through the standardization of the anti-TB medicines packaging and artwork.

- ▶ THE KEY ELEMENTS PAGE 3
- ▶ TYPOGRAPHY PAGE 14
- ▶ CONTACT INFORMATION PAGE 15

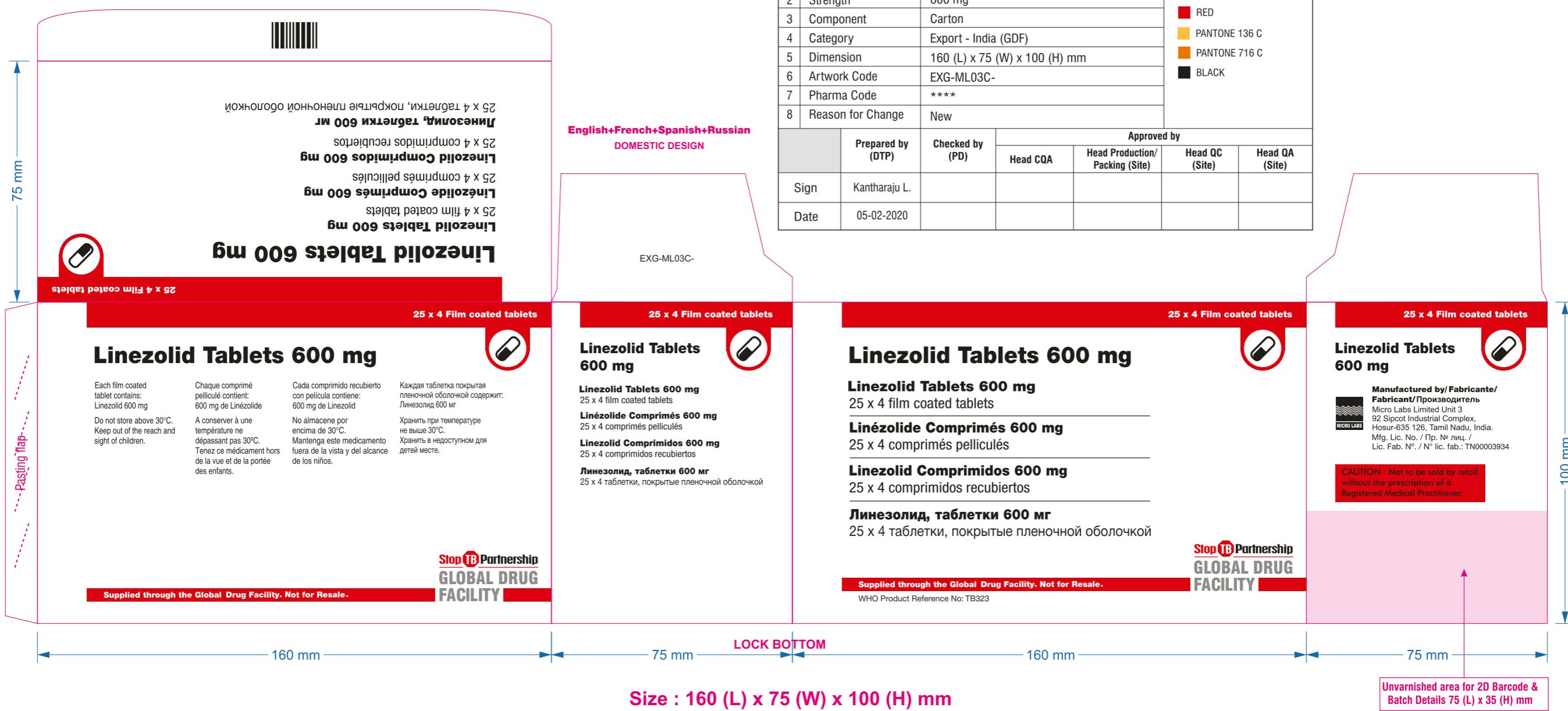
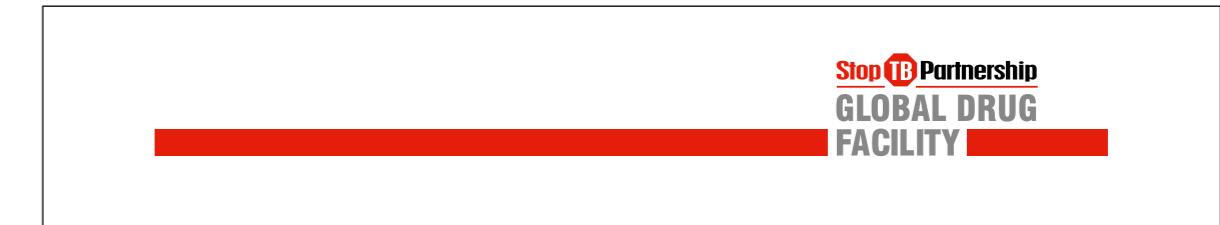
Updated: 29.07.2020

Change history

1. Updated colour coding, limited only to Rifampicin containing fixed dosage combination products.
2. Removal of reference to obsolete products and updating of reference/sample artworks
3. Inclusion of reference to primary and secondary packaging

THE KEY ELEMENTS - THE LOGO AND ITS RED LINE

- The logo of 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.
- Refer to the below sample image on how to position the logo and the line in the layout.



THE KEY ELEMENTS - THE GDF COLOUR CODE

- The Global Drug Facility programme continues with colour coding for Rifampicin containing first-line fixed dose combination drugs.
- To keep a simple “look and feel” and not overcrowd the layout, it was decided not to capitalize (upper case) these colours.
- Color coding applies to both primary and secondary packaging

Product	Pantone	C	M	YK
RHZE	185 C	0	95	100 0
RHE	148 C	0	28	47 0
RH150/75	802 C	94	0	100 0
RH 150/150	394 C	0	0	90 0
RH 75/50	802 C	94	0	100 0
RHZ 75/50/150	Rhodamine Red C	0	95	3 0

Rifampicin 150 mg - Isoniazid 75 mg - Ethambutol 275 mg tablets

24 x 28 | Film coated tablets/Comprimés pelliculés/
Comprimidos recubiertos/Таблетки, покрытые оболочкой

Rifampicin 150 mg - Isoniazid 75 mg - Ethambutol 275 mg tablets

Each film coated tablet contains:

Rifampicin BP 150 mg	Isoniazide BP 75 mg	Ethambutol Chlorhydrate BP 275 mg
Hydrochloride BP 275 mg		

Approved colours used.

Dosage:
As directed by the physician.
Store in a cool, dry place below 25°C, protected from light.
To be taken orally with water.
Instructions for use:
SEE PACKAGE LEAFLET.
KEEP OUT OF THE REACH AND SIGHT OF CHILDREN.

GARDER HORS DE LA PORTÉE ET DE LA VUE DES ENFANTS.

MANTENER FUERA DEL ALCANCE Y DE LA VISTA DE LOS NIÑOS.

Supplied through the Global Drug Facility. Not for Resale. / Fournis par le Global Drug Facility. Vente interdite.

WHO Product Reference No. TB 192

Rifampicin 150 mg - Isoniazid 75 mg - Ethambutol 275 mg tablets

24 x 28 | Film coated tablets/Comprimés pelliculés/
Comprimidos recubiertos/Таблетки, покрытые оболочкой

Rifampicin 150 mg - Isoniazid 75 mg - Ethambutol 275 mg tablets

Each film coated tablet contains:

Rifampicina BP 150 mg	Isoniazida BP 75 mg	Ethambutol BP 275 mg
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Colorantes autorizados utilizados

Posología: Seguir las indicaciones del médico. Guardar en un lugar seco y fresco, a temperaturas que no excedan los 25°C. Proteger de la luz.

Doziruvka: По указаннию врача. Хранить в прохладном, сухом и защищенным от света месте, при температуре ниже 25°C. Принимать внутрь с водой.

Инструкции по применению: СМОТРИ ЛИСТОК-ВКЛАДЫШ

Храните в недоступном для детей месте и вне поля их зрения.

SUPPLIED THROUGH THE GLOBAL DRUG FACILITY. NOT FOR RESALE. / FURNIS PAR LE GLOBAL DRUG FACILITY. VENTE INTERDITE.

WHO Product Reference No. TB 192

Rifampicin 150 mg - Isoniazid 75 mg - Ethambutol 275 mg tablets

24 x 28 | Film coated tablets/Comprimés pelliculés/
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Инструкции по применению: СМОТРИ ЛИСТОК-ВКЛАДЫШ

Храните в недоступном для детей месте и вне поля их зрения.

SCHEDULE H1 PRESCRIPTION DRUG - CAUTION:
It is dangerous to take this preparation except in accordance with the medical advice.
Not to be sold by retail without the prescription of a Registered Medical Practitioner.

Supplied through the Global Drug Facility. Not for Resale. / Fournis par le Global Drug Facility. Vente interdite.

WHO Product Reference No. TB 192

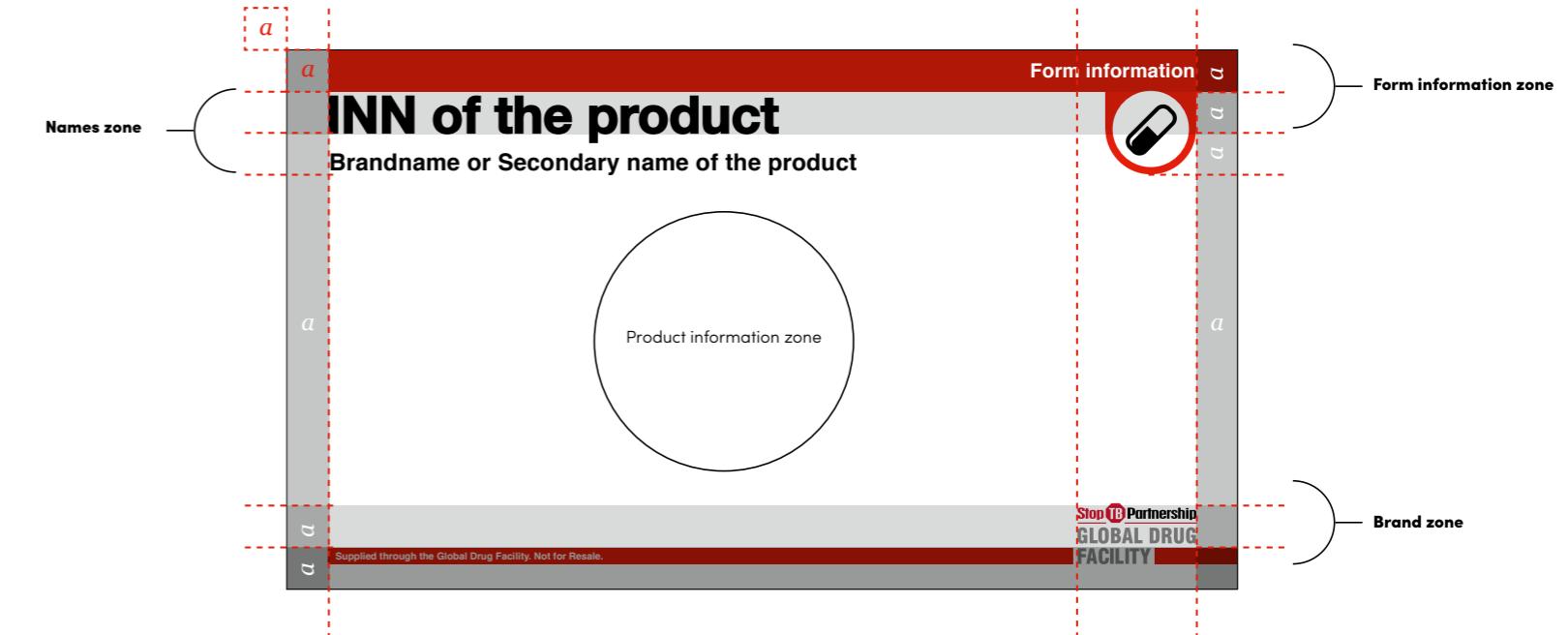
167(L) x 97(W) x 102(H) mm

Pantone 148 C

THE KEY ELEMENTS

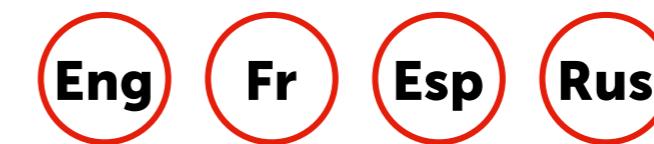
► THE ORGANIZATION OF THE INFORMATION BY ZONES

- ▶ See page 6 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 the 4 required languages.



► THE NAME OF THE PRODUCT

- ▶ The names of all the products follow very clear rules and guidelines.
- ▶ See page 7 and examples to discover how to manage the names for each face of the packaging.
- ▶ See page 14 for the font.

► THE ICONS

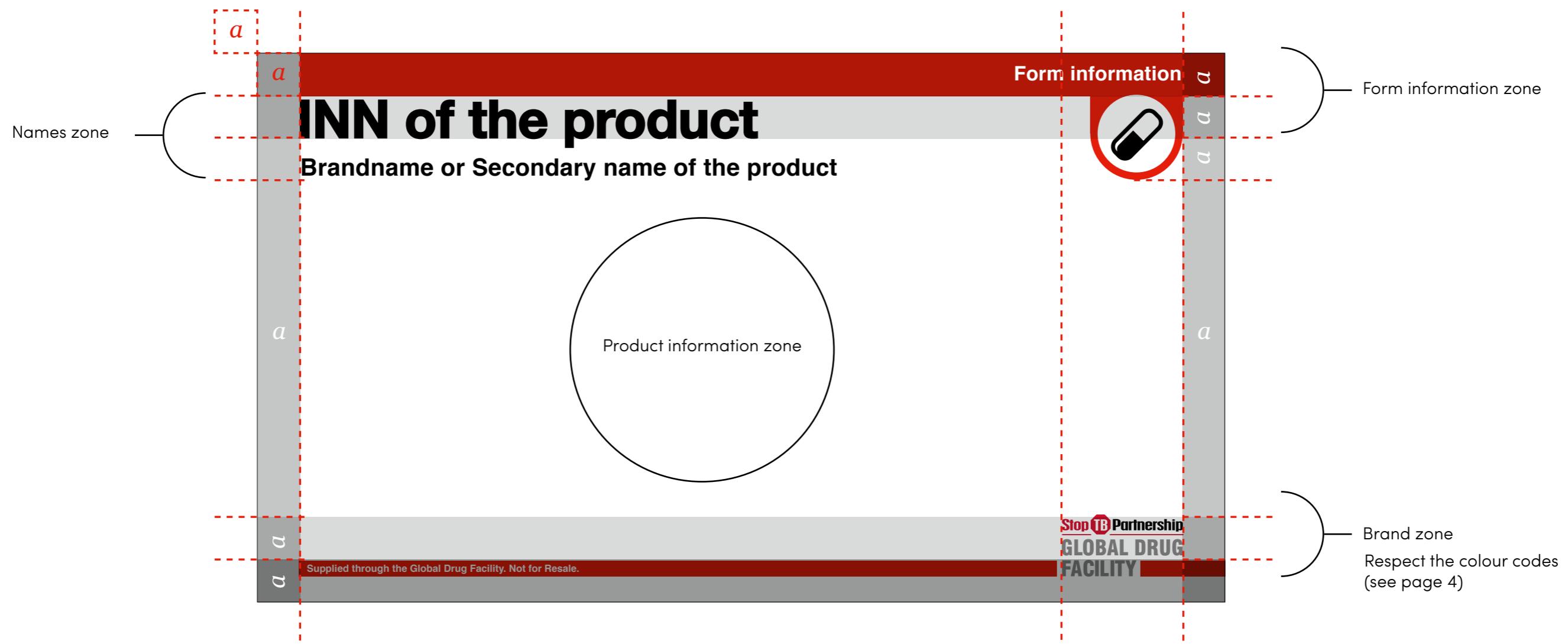
- ▶ To animate the layout and help to understand the information, the packaging uses a range of icons according to the dosage form.
- ▶ See image on the right to discover the appropriate image for your product.



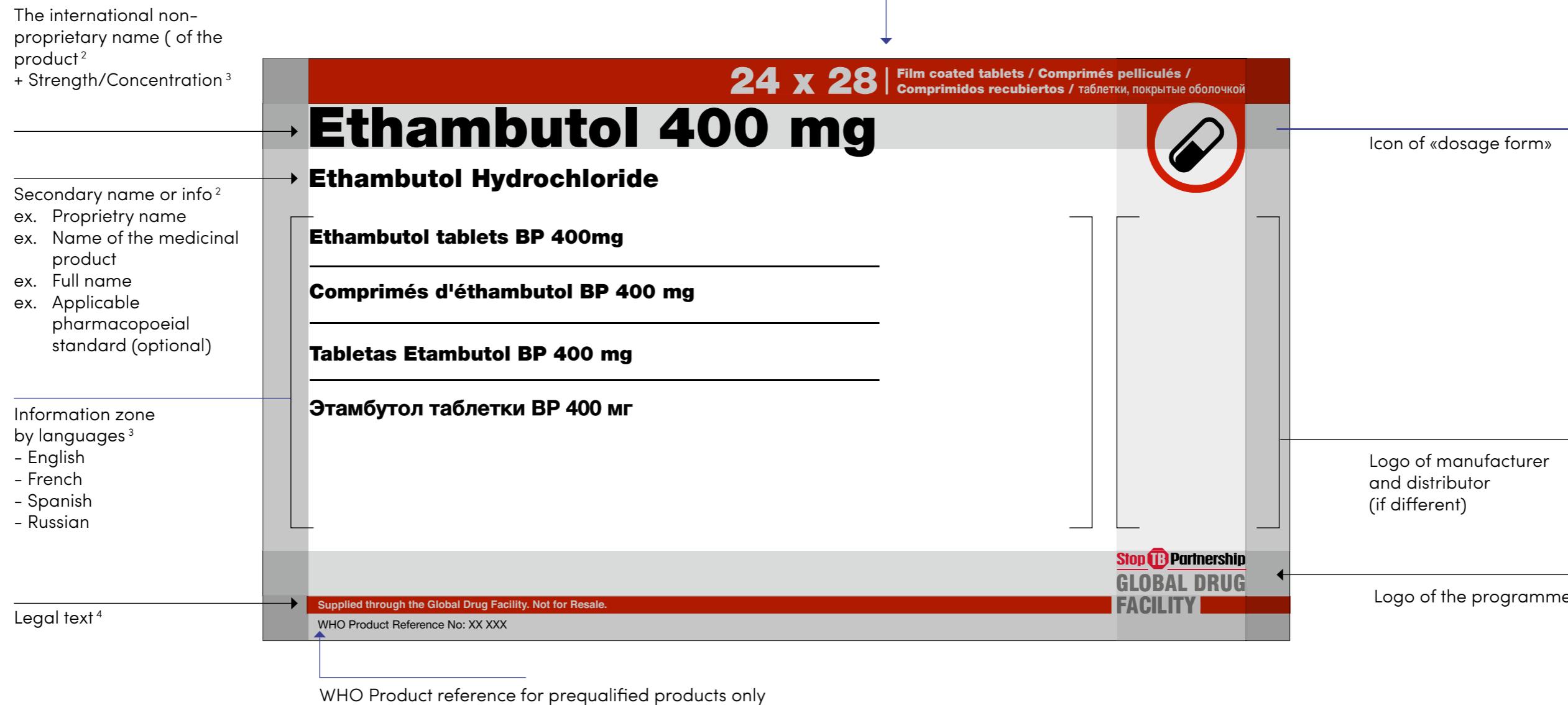
THE KEY ELEMENTS - THE ORGANIZATION OF THE INFORMATION BY ZONES

► 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] is used 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.



THE KEY ELEMENTS - THE POSITION OF THE ELEMENTS ON THE FRONT FACE



1. Quantity per packaging – The dosage strength for a medicine should be expressed in an appropriate metric system unit.

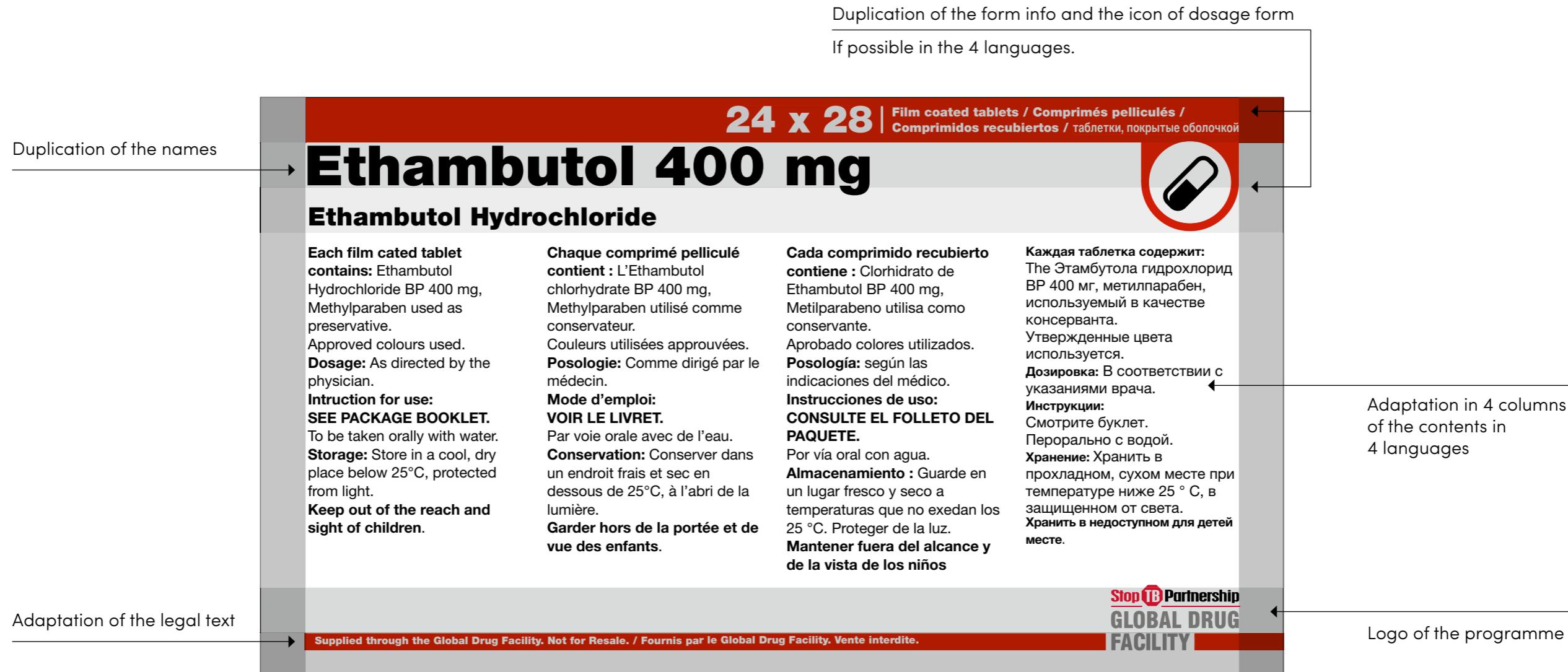
2. The font is standardized (see page 14)

3. According to the amount of information, several implementations are possible (see examples)

4. 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).

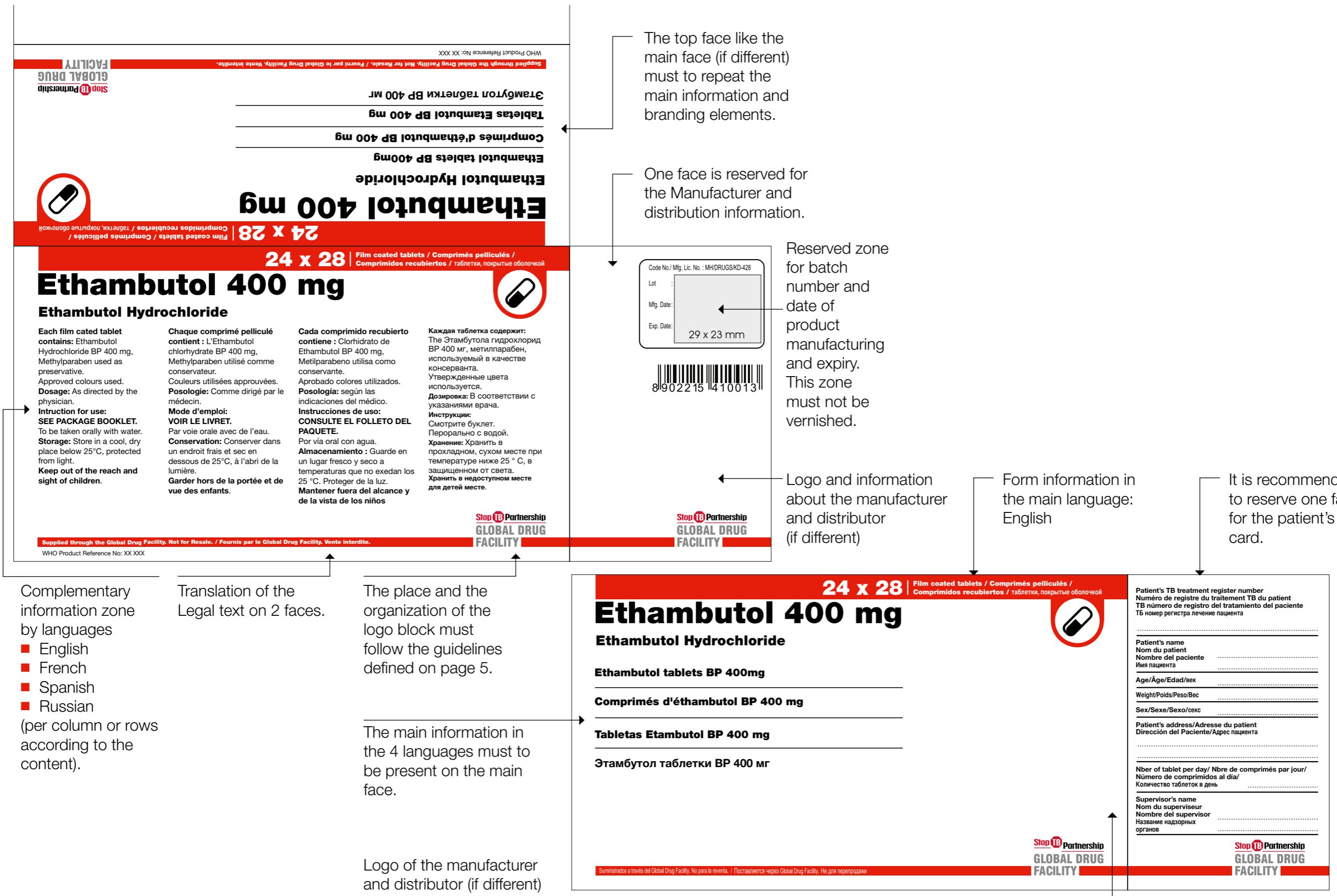
THE KEY ELEMENTS - THE POSITION OF THE ELEMENTS ON THE BACK FACE

- 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 layout should allow for inclusion of printing of Global Trade Item Number (GTIN).



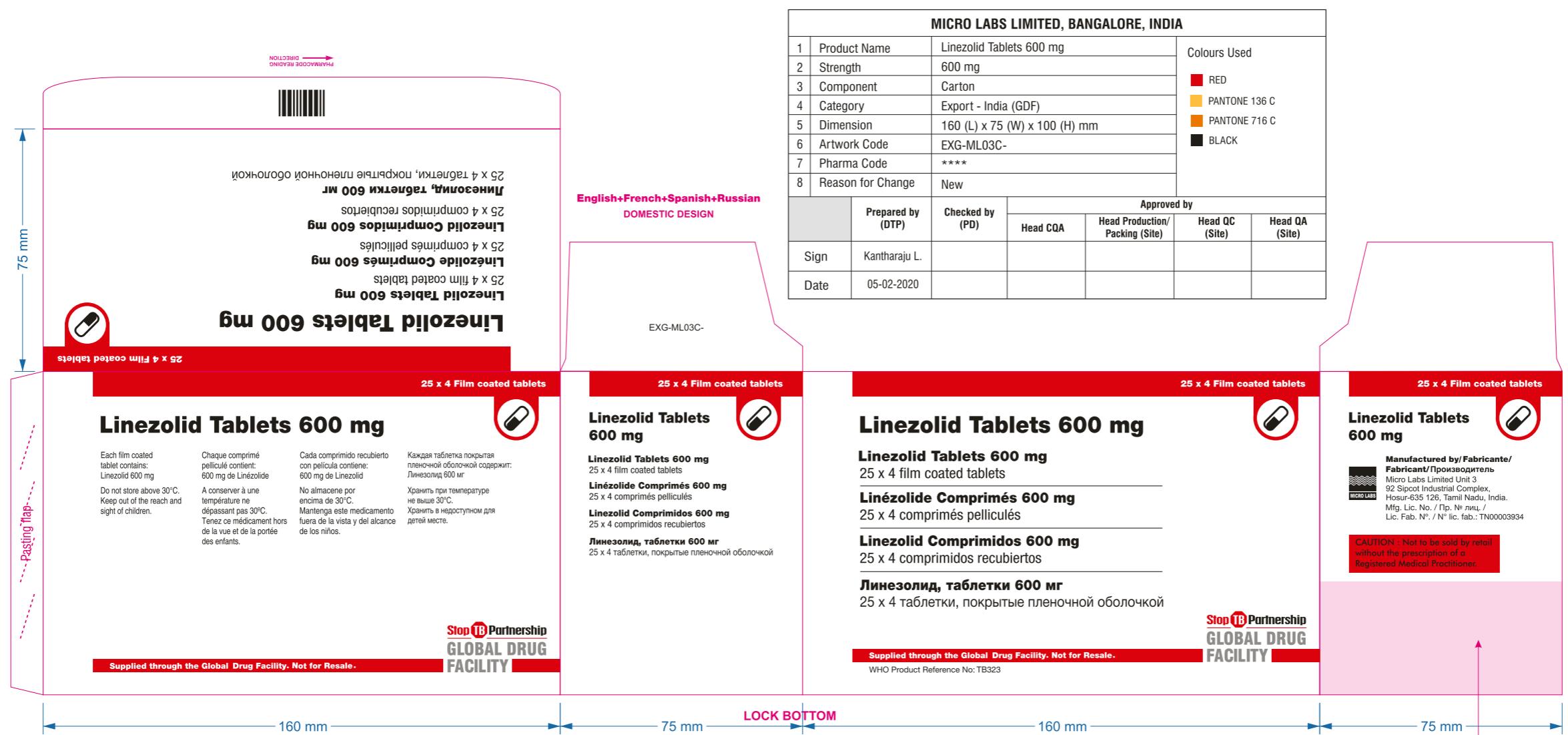
THE KEY ELEMENTS - THE POSITION OF THE ELEMENTS ON OTHER FACES

Example: product anti-TB medicine



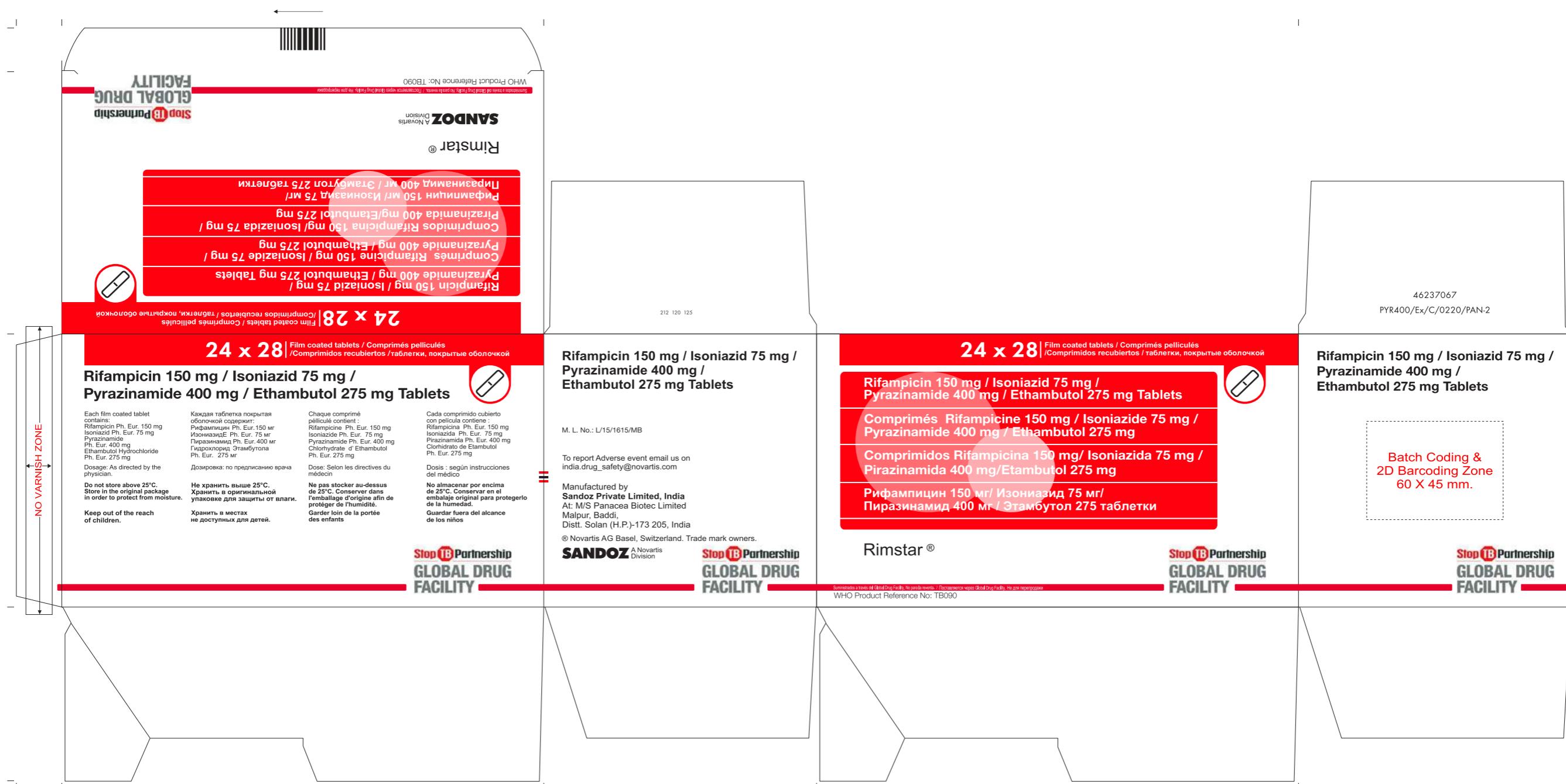
THE KEY ELEMENTS - THE POSITION OF THE ELEMENTS ON OTHER FACES

- ▶ **Example of secondary packaging**
- ▶ 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 7-9.
- ▶ 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, if space permits – dosage form and the icon.



THE KEY ELEMENTS - THE POSITION OF THE ELEMENTS ON OTHER FACES

- #### ► Example of secondary packaging requiring color coding



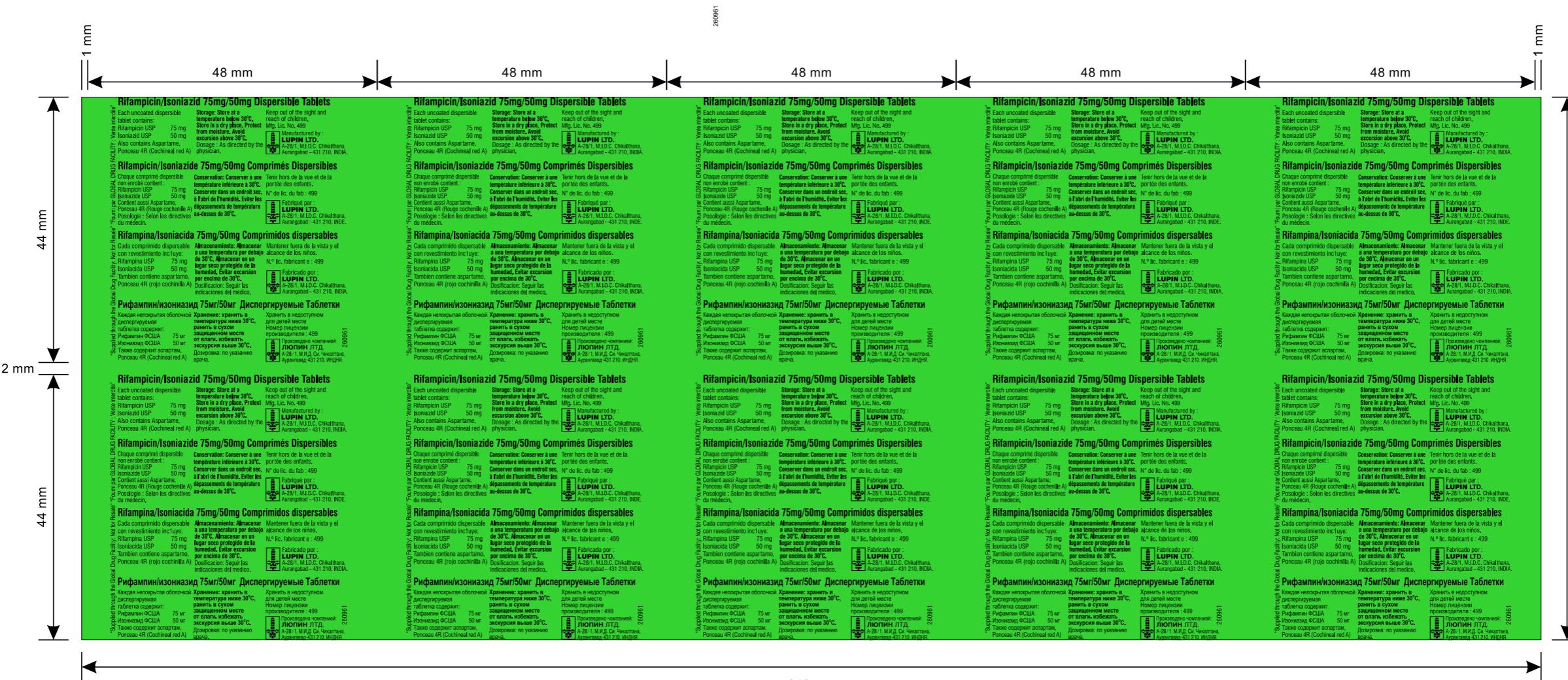
THE KEY ELEMENTS - THE POSITION OF THE ELEMENTS ON OTHER FACES

► Example of primary packaging



THE KEY ELEMENTS - THE POSITION OF THE ELEMENTS ON OTHER FACES

► Example of primary packaging requiring color coding



TYPOGRAPHY

- The font used for all the GDF packaging is the Helvetica Family

Helvetica Neue

Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789

Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789

Helvetica Cyrillic

Bold

А Б В Г Д Е Ё Ж З И Й К Л М Н О П Р
С Т У Ф Х Ц Ч Ш Щ Ъ Ы Ъ Э Ю Я
а б в г д е ё ж з и й к л м н о п р с т
у ф х ц ч ш щ ъ ѫ Ѣ ѿ ѿ я
0123456789

Plain

А Б В Г Д Е Ё Ж З И Й К Л М Н О П
Р С Т У Ф Х Ц Ч Ш Щ Ъ Ы Ъ Э Ю Я
а б в г д е ё ж з и й к л м н о п р с т
у ф х ц ч ш щ ъ ѫ Ѣ ѿ ѿ я
0123456789

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