

I.D.A. branding summary

LOGOS



Primary logo



Secondary logo



Clearance of X = width of «I» in I.D.A.

When writing I.D.A. in text, always include the periods.

INCORRECT LOGOS



Do not use the old logo with tagline



Do not use ™ instead of ®



Do not stretch, deform or change the proportions of the logo



Do not modify logo colours

LOGO APPLICATIONS



Do not remove the blue rectangle

FONT

HEADERS AND TITLES

PT Sans Bold

BODY COPY

PT Sans Regular

TAGLINE

Your local pharmacy®

SLOGAN

Feeling better starts here®

PRIMARY COLOUR



I.D.A. Blue
CMYK 100/53/2/16
RGB 0/95/158
#005F9E
PMS 2384

SECONDARY COLOURS



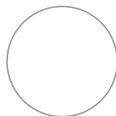
Dark Grey
CMYK 40/30/20/66
RGB 71/76/85
#474C55
PMS Cool Gray 11



Medium Grey
CMYK 63/53/47/19
RGB 99/101/106
#63656A
PMS Cool Gray 10



Light Grey
CMYK 0/0/1/3
RGB 247/246/245
#F7F6F5
PMS 179-1



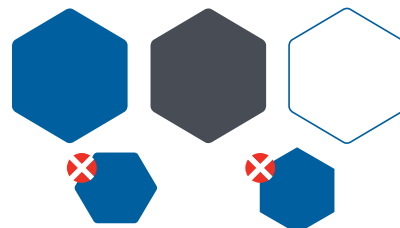
White
CMYK 0/0/0/0
RGB 255/255/255
#FFFFFF

TERTIARY COLOUR



Guardian/I.D.A. Red
CMYK 0/95/100/0
RGB 238/49/36
#EE3124
PMS 3556

BRAND ICON



Do not use a flat top

Do not use pointed corners

I.D.A. update summary

	VERSION 2.0 (2018)	VERSION 3.0 (2020)
LOGO		
LOGO NAMING	  Positive Logo Negative Logo	  Primary logo Secondary logo
TAGLINE & SLOGAN	Tagline: Your Friendly Neighbourhood Pharmacy® Slogan: N/A	Tagline: Your local pharmacy® Slogan: Feeling better starts here®
COLOURS	  	Updated CMYK, RGB and HEX values - see updated colour chart       changed to PMS 2384 changed to PMS 3556
BRAND ICON	N/A	  