

Your local pharmacy®

BRAND BOOK

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BRAND IDENTITY



OUR HISTORY

The Guardian pharmacy banner was founded in 1964 and has become a trusted name in pharmacy, garnering tremendous loyalty from its patients. Guardian pharmacies are independently owned and operated by local pharmacists who dedicate their practice to the best possible patient care – beyond just prescriptions.

With 480+ locations coast to coast, both in urban and rural areas, Guardian pharmacies reflect the values of the communities they serve. Each pharmacy is unique, but they all are united in the pledge to uphold what being a Guardian pharmacy stands for – empowering patients to live a healthy life by providing unrivaled, compassionate, holistic health care.





PHARMACY

OUR MISSION

To empower our patients to live a healthy and active life by providing unrivaled, compassionate, holistic health care.

BRAND EQUITY

BRAND PROMISE

Feeling better starts here®

BRAND BENEFITS

- Owned & operated by local pharmacists
- Service offering based on community needs
- Accessible, personalized care beyond prescriptions

BRAND VALUES

Community • Expertise • Compassion • Accessibility

BRAND ATTRIBUTES

Pharmacists: Accessible, knowledgeable, and truly care about the health and well-being of their patients

Pharmacy: Welcoming, reassuring environment with services tailored to the needs of the local community

Executional skills: Personalized care, with health and wellness at the core of everyday practice

TAGLINE

Your local pharmacy[®]

This is the official brand tagline and should be used whenever possible in national marketing efforts, in conjunction with the brand logo. For example, it should be used in social media posts, digital media, and OOH.

SLOGAN

Feeling better starts here[®]

The slogan is supplementary and can be used in pharmacy design and local marketing materials. For example, it can be used in window graphics, on a pharmacy wall, or on a direct mailer.



Our members

Our members are licensed pharmacists who are drawn to a patient-centered pharmacy practice. They possess the best of both worlds: the independence of business ownership and the resources of a large network.

As locals in their communities, our members get to know their patients long-term. They are friendly, familiar faces in their neighbourhoods and they earn the trust of their patients by providing friendly, personalized health care.



Our patients

Doctor's disciple 65+

They are loyal patients who look to their pharmacist for guidance in managing their declining health. They are reactive to health problems and adhere to their medications. They are loyal and have complete and unquestioning confidence in their pharmacist.

Responsible proactive 55+

They are conscious of aging and try to proactively manage their health. They respect their pharmacist's advice but are informed and discerning. They want to plan an active role in their own well-being and establish a relationship with their pharmacist to help them do so.

Sandwich generation 40+

They care for their children and aging parents, while managing their own health. They juggle many responsibilities, so they seek efficiency. At the same time, they don't like to feel rushed when it comes to their health concerns. They want to be empowered to help manage their family's health.



Guardian

VISUAL IDENTITY



Logo

The primary logo consists of a green rectangle with the negative Guardian wordmark centred within it. It is the preferred logo in all cases. The secondary logo consists of the positive Guardian wordmark on a transparent background. The secondary logo should only be used if using the primary logo is not possible.

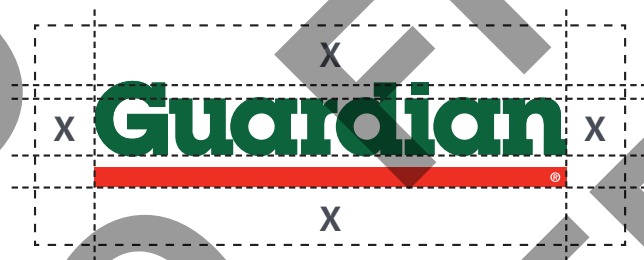
Both logos require a minimum clearance to avoid crowding. The minimum clearance is defined as X which is the height of the lowercase "n" in Guardian. The logo is a registered trademark of McKesson Canada Corporation and cannot be altered or misused.



Primary logo



Secondary logo



Clearance of X = height of "n" in Guardian

Unpermitted logo modifications - primary logo

To ensure maximum impact, protect brand integrity, and foster brand recognition, only the official versions of the logo may be used. Examples of unpermitted modifications are shown below.



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



Do not modify logo colours



Do not use ™ instead of ®



Do not rotate the logo



Do not add additional graphics or words



Do not add a shadow to the logo



Do not modify the font



Do not alter the red bar



Do not use the old logo with tagline

Unpermitted logo modifications - secondary logo

To ensure maximum impact, protect brand integrity, and foster brand recognition, only the official versions of the logo may be used. Examples of unpermitted modifications are shown below.



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



Do not modify logo colours



Do not use TM instead of ®



Do not rotate the logo



Do not add additional graphics or words



Do not add a shadow to the logo



Do not modify the font



Do not alter the red bar



Do not use the old logo with tagline

Primary logo applications

The primary logo is versatile and can be used on any colour background, from light to dark. It is the preferred logo in all circumstances.



INCORRECT APPLICATIONS

Do not remove the green rectangle from the logo.*



*In certain circumstances, the brand team may authorize special exceptions. Please contact marketing@mckesson.ca for assistance.

Secondary logo applications

In situations where using the primary logo is not possible, the secondary logo can be used, but only on white or light backgrounds.



INCORRECT APPLICATIONS

Do not use the secondary logo on dark backgrounds.*



In certain co-branding situations where all other logos are in knockout, the white or black knockout logo can be used.



*In certain circumstances, the brand team may authorize special exceptions. Please contact marketing@mckesson.ca for assistance.

Colour palette

Colour is an important part of brand identity as it increases brand recognition. The colour standards outlined below must be followed to ensure the look and feel of our brand is always consistent.

PRIMARY COLOUR



Guardian Green
CMYK 93/13/85/44
RGB 0/100/60
#00643C
PMS 3425

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



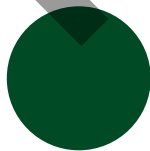
White
CMYK 0/0/0/0
RGB 255/255/255
#FFFFFF

TERTIARY COLOUR



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

Note:
Red should only be used in the logo,
and in special circumstances, such as
a sale or promotion, or for warnings.



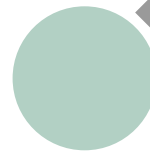
Guardian Tint #1
CMYK 90/42/100/47
RGB 0/75/37
#004825
PMS 3308C



Guardian Tint #2
CMYK 75/25/72/7
RGB 178/208/196
#468C66
PMS 7730C



Guardian Tint #3
CMYK 54/16/46/0
RGB 124/174/152
#7CAE98
PMS 557C



Guardian Tint #4
CMYK 31/7/24/0
RGB 178/208/196
#B2D0C4
PMS 622C

Tagline applications

Like the logo, the tagline is a registered trademark of McKesson Canada Corporation and cannot be altered or misused. Generally, the tagline lives on its own within a given environment and not in proximity to the logo, although there are some exceptions. The font must be PT Sans bold, and written in sentence case with the ® symbol.

Your local pharmacy®

Your local pharmacy®

Your local pharmacy®

INCORRECT APPLICATIONS



Your local pharmacy®

Do not use a different font for the tagline



Your Local Pharmacy®

Do not use title case

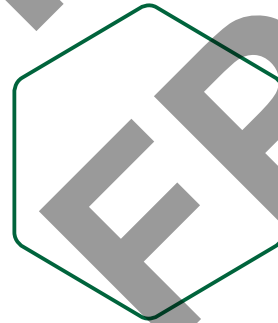
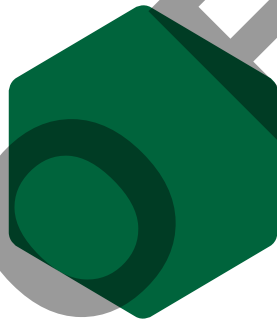


Your local pharmacy®

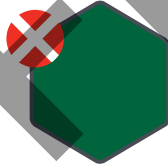
Do not use italic font

Brand icon

The hexagon is the brand icon for Guardian. It represents strength, stability, and the molecular connection to pharmacy practice. It should be used whenever possible, to increase brand recognition and differentiation. The hexagon must be pointing up and have rounded corners. It can be used either as an outline or filled, in any of the brand colours. When placed on a photo, the hexagon may be used at 90% opacity.



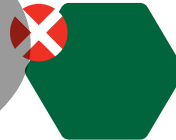
INCORRECT APPLICATIONS



Do not use a different colour fill than outline



Do not warp the hexagon shape



Do not use a hexagon with a flat top



Do not use pointed corners

Typeface

The primary and secondary typefaces are outlined below. Use type size and weight to establish a clear hierarchy of information. Use Arial for desktop applications such as Microsoft Word and PowerPoint.

Primary Typeface

PT Sans is the primary typeface. It is used in all print and digital environments, where possible.

HEADERS AND TITLES

PT Sans Bold

BODY COPY

PT Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PT Sans Regular

PT Sans Italic

PT Sans Bold

PT Sans Bold Italic

Secondary Typeface

Roboto is the secondary typeface. It is used in digital environments where PT Sans is not available.

BODY COPY

Roboto regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Light

Light italic

Roboto Regular

italic

Roboto Bold

Bold italic

Roboto

Roboto

Roboto

Iconography

The iconography style is clean and simple, using easy to understand graphics that are filled as opposed to outlined.



INCORRECT ICONOGRAPHY



Pharmacy photography

The style of our pharmacy photography is bright and airy with cool, neutral tones. Our photos show pharmacists with authentic expressions, interacting with patients.



All pharmacy photos are © McKesson Canada Corporation and may only be used by the banner or its members.

Lifestyle photography

The style of our lifestyle photography is modern and authentic with cool, neutral tones. Our lifestyle photos celebrate the diversity of our patients, showing them in their daily environments.



All lifestyle photos are purchased stock images and may only be used by the banner or its members.

Co-branding with I.D.A.

The Guardian and I.D.A. names and logos always appear in alphabetical order. The primary logo and horizontal positioning is preferred; vertical positioning should only be used when necessary. The height of both logos must always be the same, and in the primary versions the rectangles should always be of equal height and width with the logos centered within them. For ready-to-use co-branding logo files, please e-mail marketing@mckesson.ca



Primary logo horizontal



Secondary logo horizontal



Primary logo vertical

INCORRECT APPLICATIONS



Do not stretch or deform the logos



Do not crop the logos



Do not put I.D.A. before Guardian



Do not remove the primary colour rectangles

Co-branding with I.D.A. and Remedy'sRx

The Guardian, I.D.A. and Remedy'sRx names and logos always appear in alphabetical order. The primary logo and horizontal positioning are preferred; vertical positioning should only be used when necessary. For ready-to-use co-branding logo files, please e-mail marketing@mckesson.ca



Primary logo horizontal



Secondary logo horizontal



Primary logo vertical

INCORRECT APPLICATIONS



Do not stretch or deform the logos



Do not crop the logos



Do not change order



Do not remove the primary colour rectangles



Guardian

PHARMACY DESIGN



Interior design

The interior look and feel of the pharmacy is simple and modern, creating a welcoming environment for patients. The brand colour and icon are prominent in the bulkhead and accent walls. The cool, neutral toned flooring options from Altro Flooring complement the Chantilly Lace walls.



PAINT COLOURS

Primary walls



BENJAMIN MOORE
CHANTILLY LACE OC-65

Bulkhead and accent walls

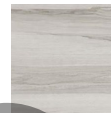


BENJAMIN MOORE
CELTIC GREEN 2038-10

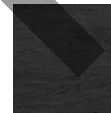
FLOORING OPTIONS



ALTRO
HAMPTON GREIGE
6\"/>



ALTRO
PALE PERSIMMON
6\"/>



ALTRO
ASHER
12\"/>



ALTRO
STERLING
12\"/>

For more detailed store design information and guidelines, please contact Rob Hawes at rob.hawes@mckesson.ca

Front shop categories

Each front shop category has an associated colour and family of icons. These colours match the flyer category colours to create a consistent experience.

CATEGORY COLOURS

HEALTH & WELLNESS	PERSONAL CARE	ACTIVE LIVING	HOUSEHOLD	BEAUTY	BABY	CONVENIENCE	GIFTS
C 55 M 10 Y 95 K 0	C 60 M 0 Y 28 K 0	C 0 M 51 Y 100 K 0	C 100 M 97 Y 7 K 1	C 0 M 46 Y 12 K 0	C 0 M 20 Y 100 K 3	C 52 M 65 Y 0 K 0	C 0 M 100 Y 51 K 22

CATEGORY ICONS



For more detailed store design information and guidelines, please contact Rob Hawes at rob.hawes@mckesson.ca



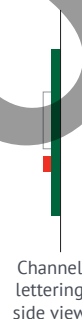
Exterior signage

This is the standard guideline for exterior signage. The sign vendor must modify the specs according to the building exterior and/or the sign dimensions. All exterior signage must be sent to Rob.Hawes@mckesson.ca for approval. In all exterior signage, the primary logo is preferred, as it offers the optimal amount of colour recognition and creates consistency across the network.* If the background cannot be painted, a green backer should be used behind the Guardian logo.

SIGN BOX



CHANNEL LETTERING



PAINT COLOUR

Sign box and trim



BENJAMIN MOORE
CELTIC GREEN 2038-10



DARK EMERALD GREEN
3630-126



POPPY RED
3630-143



WHITE
3630-20

3M VINYL COLOURS

For more detailed store design information and guidelines, please contact Rob Hawes at rob.hawes@mckesson.ca *In certain circumstances, the brand team may authorize special exceptions.

Exterior signage applications

Here are some examples of exterior signage applications. The primary application is preferred. Depending on the pharmacy name and the size and structure of the building, sign vendor will need to customize the signage, including the pharmacy name lettering size, to accommodate.

LIGHT BUILDING SURFACE

SAMPLEXX **Guardian** PHARMACY

SAMPLEXX **Guardian** PHARMACY

MEDIUM OR DARK BUILDING SURFACE

SAMPLEXX **Guardian** PHARMACY

SAMPLEXX **Guardian** PHARMACY

INCORRECT APPLICATIONS*



SAMPLEXX **Guardian** PHARMACY



SAMPLEXX **Guardian** PHARMACY

For more detailed store design information and guidelines, please contact Rob Hawes at rob.hawes@mckesson.ca. *In certain circumstances, the brand team may authorize special exceptions.

Window decals

There are many options to choose from for window decals, including lifestyle imagery, pharmacy imagery, and graphics, in both vertical and horizontal formats. The standard recommended application is a balanced mixture of the various options, as pictured below.

To access artwork files for window decals, please e-mail Rob.Hawes@mckesson.ca.





Guardian

MEMBER GUIDELINES



Member co-branded logo - preferred

This is the guideline for co-branding the Guardian logo with a member's independent pharmacy name. This logo is meant for use in print and digital applications, such as flyers, postcards, social media, etc. It is the preferred member co-branded logo in all circumstances.

The height of the pharmacy name is X, which is the same height as the distance between the baseline of the Guardian logo to the bottom of the top serif. The font is PT Sans Bold white and all letters are capitalized. If using the secondary logo, the pharmacy name must be green.



Horizontal



Vertical



Horizontal Stacked

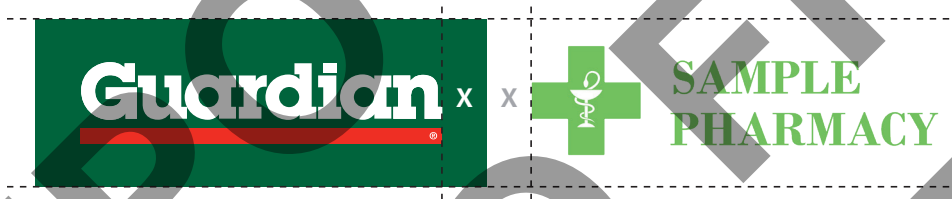


Vertical Stacked

Some pharmacy names, especially longer ones, may require exceptions. For assistance with creating your pharmacy-specific logo, please e-mail marketing@mckesson.ca

Member co-branded logo - alternative

This is the guideline for co-branding the Guardian logo with an independent pharmacy's existing logo. The minimum clearance around the Guardian logo must be respected and the maximum height of the independent pharmacy logo is the height of the Guardian logo.* This logo is meant for use in print and digital applications.



Horizontal co-branded logo



Vertical co-branded logo

INCORRECT APPLICATIONS



Do not add any text or graphics to the Guardian logo



Do not alter the order or proportions

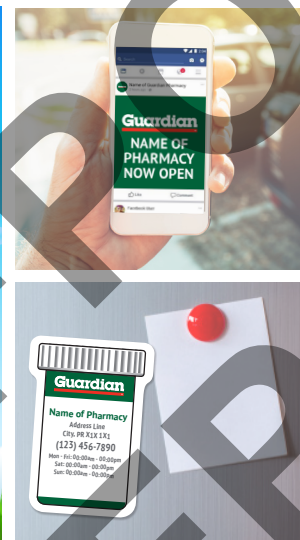
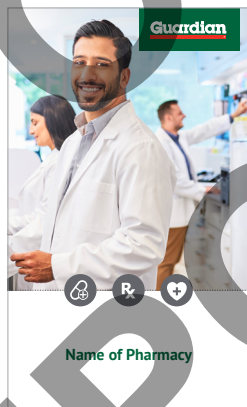
*In certain circumstances, the brand team may authorize special exceptions. Please contact marketing@mckesson.ca for assistance.

Local marketing

When creating marketing materials, it is important to follow the guidelines described in this brand book. Materials that are consistent with brand guidelines protect the integrity of the banner brand as well as members' credibility and position as the local health expert.

The Marketing Toolbox is the one-stop-shop for branded, customizable marketing materials. Assets can be either printed and shipped to the pharmacy, or downloaded for local printing. To access the Marketing Toolbox, visit the McKesson portal and click on Marketing, then Marketing Toolbox.

For other marketing tools or further customization, our specialized local marketing team will be happy to assist you. Send an e-mail to marketing@mckesson.ca to get started.



Member social media profile

This is the standard for pharmacy-specific social media accounts. The profile photo should be the vertical stacked member logo, and can be generated and downloaded on the Marketing Toolbox. There are also several options for cover images available for download on the Marketing Toolbox.

If you require assistance with setting up your social media profile, please contact marketing@mckesson.ca.



Member website and third party platforms

This is the guideline for creating an independent pharmacy website, separate from the banner's main website. The banner name must not be used in the URL without the presence of the independent pharmacy name, and the independent pharmacy name must precede the banner name. The logo used on the website home page should be the approved member logo (see pg. 37-38). Any banner branding on the website must comply with all guidelines as outlined in this brand book. No alterations may be made to the logo, colours, etc.

CORRECT APPLICATIONS

johnsonguardianpharmacy.com

johnsonpharmacy.com

johnsonguardian.com

INCORRECT APPLICATIONS

 **guardianpharmacies.com**

 **guardianjohnsonpharmacy.com**

 **guardiandrugstoronto.com**

LEGAL REQUIREMENTS

1. The following fine print must be made visible on the website:

Guardian® is used under license from McKesson Canada. This website is not owned by McKesson Canada, does not have the endorsement of McKesson Canada, and is not affiliated with the Guardian® banner other than by TM license.

2. The address and contact information of the pharmacy location(s) affiliated with the website must be made visible on the website.

THIRD-PARTY PLATFORMS

With regard to brand presence on third-party websites or platforms, the independent pharmacy must use the approved member logo with the pharmacy name (see pg. 36-37) and may not use the banner logo on its own.

Member stationery

This is the guideline for member stationery. Business cards, letterheads, and envelopes can be ordered or downloaded on the Marketing Toolbox. To access the Marketing Toolbox, visit the McKesson portal and click on Marketing, then Marketing Toolbox.



Business card



Envelope



Letterhead

John Smith | Pharmacist/Owner
PharmD

Sample Pharmacy | Address Line | City, Prov X1X 1X1
e: johnsmith@samplepharmacy.ca | **w:** www.website.com
p: 000-456-7890 | **f:** 000-456-7890



E-mail signature

For more information please e-mail marketing@mckesson.ca

