



Your local pharmacy®

BRAND BOOK

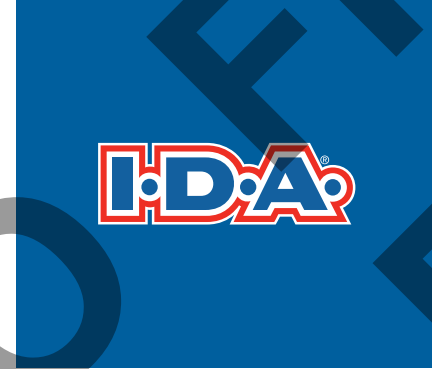
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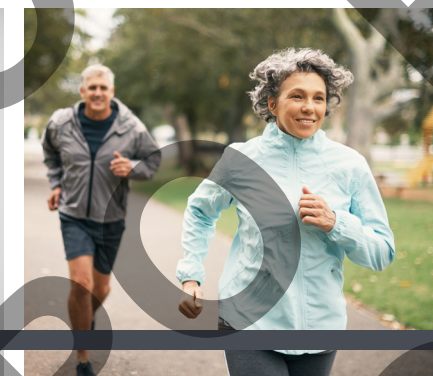
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BRAND IDENTITY



OUR HISTORY

The I.D.A. pharmacy banner was founded in 1932 and has become a trusted name in pharmacy, garnering tremendous loyalty from its patients. I.D.A. pharmacies are independently owned and operated by local pharmacists who dedicate their practice to the best possible patient care – beyond just prescriptions.

With 590+ locations coast to coast, both in urban and rural areas, I.D.A. 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 an I.D.A. 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.



VISUAL IDENTITY



Logo

The primary logo consists of a blue rectangle with the negative I.D.A. wordmark centred within it. It is the preferred logo in all cases. The secondary logo consists of the positive I.D.A. 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 width of the uppercase "I" in I.D.A. The logo is a registered trademark of McKesson Canada Corporation and cannot be altered or misused.

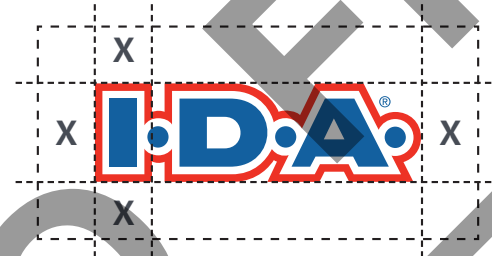
When spelling the brand name, always include the dots: I.D.A.



Primary logo



Secondary logo



Clearance of X = width of "I" in I.D.A.

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 TM instead of ®



Do not rotate the logo



Do not add additional graphics or words



Do not use the old logo with tagline



Do not use old versions of the logo



Do not add a shadow or halo to the logo



Do not reproduce the logo using contour lines

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 ™ instead of ®



Do not rotate the logo



Do not add additional graphics or words



Do not use the old logo with tagline



Do not use old versions of the logo



Do not add a shadow or halo to the logo



Do not reproduce the logo using contour lines

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 blue 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



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



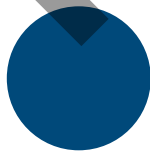
White
CMYK 0/0/0/0
RGB 255/255/255
#FFFFFF

TERTIARY COLOUR



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

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



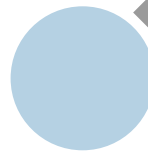
I.D.A. Tint #1
CMYK 100/76/28/12
RGB 0/73/122
#00497A
PMS 7693C



I.D.A. Tint #2
CMYK 75/38/11/0
RGB 64/136/184
#408888
PMS 646C



I.D.A. Tint #3
CMYK 52/22/9/0
RGB 123/171/205
#7BABCD
PMS 542C



I.D.A. Tint #4
CMYK 28/9/5/0
RGB 181/209/227
#B5D1E3
PMS 552C

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. The font is PT Sans Bold in either green, grey, or white.

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

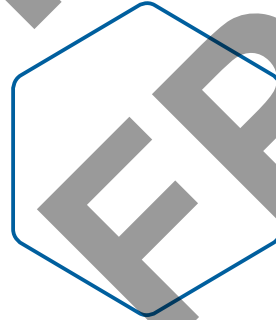


Your local pharmacy®

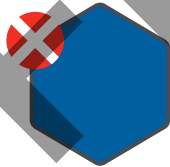
Do not use italic font

Brand icon

The hexagon icon is a graphic element that can be used in various applications. 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.



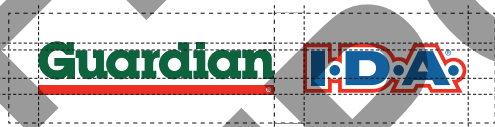
All lifestyle photos are purchased stock images and may only be used by the banner or its members.

Co-branding with Guardian

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 Guardian 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



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

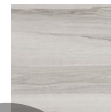


BENJAMIN MOORE
BRILLIANT BLUE 2065-30

FLOORING OPTIONS



ALTRO
HAMPTON GREIGE
6" X 48" PLANK



ALTRO
PALE PERSIMMON
6" X 48" PLANK



ALTRO
ASHER
12" X 24" TILE



ALTRO
STERLING
12" X 24" TILE

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

Here are some of the icons available in aisle blade icon library.



health & wellness



personal care



active living



household



beauty



baby



convenience



gifts

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 I.D.A. logo.

SIGN BOX



CHANNEL LETTERING



Channel
lettering
side view

PAINT COLOUR

Sign box and trim



BENJAMIN MOORE
BRILLIANT BLUE 2065-30



BRIGHT BLUE
3630-167



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.

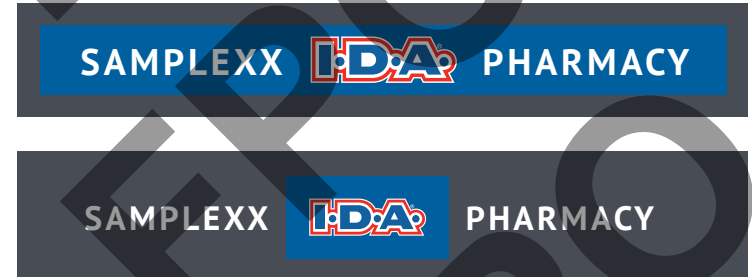
Exterior signage applications

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



MEDIUM OR DARK BUILDING SURFACE



INCORRECT APPLICATIONS*



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





MEMBER GUIDELINES



Member co-branded logo

This is the guideline for co-branding the I.D.A. 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. Member co-branded logos that contain a member's existing graphic logo are assessed on a case-by-case basis and require approval from the brand team.

The height of the pharmacy name is X, which is the same height as the distance between the baseline of the I.D.A. 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 blue.



Horizontal



Vertical



Horizontal Stacked

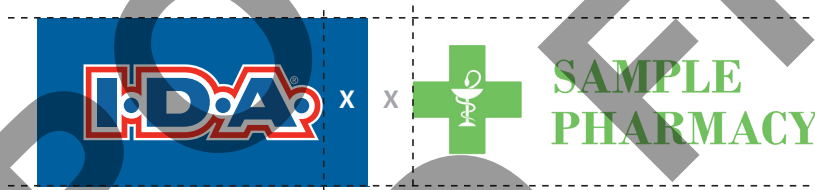


Vertical Stacked

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 I.D.A. logo with an independent pharmacy's existing logo. The minimum clearance around the I.D.A. logo must be respected and the maximum height of the independent pharmacy logo is the height of the I.D.A. 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 I.D.A. logo



Do not alter the order or proportions

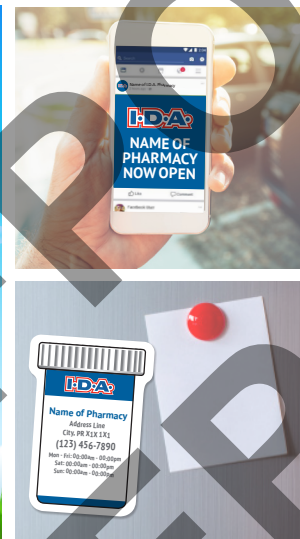
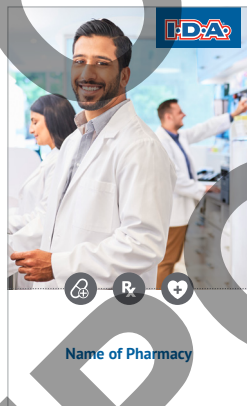
*In certain circumstances, the brand team may authorize special exceptions. Please contact marketing@mckesson.ca for assistance.

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.

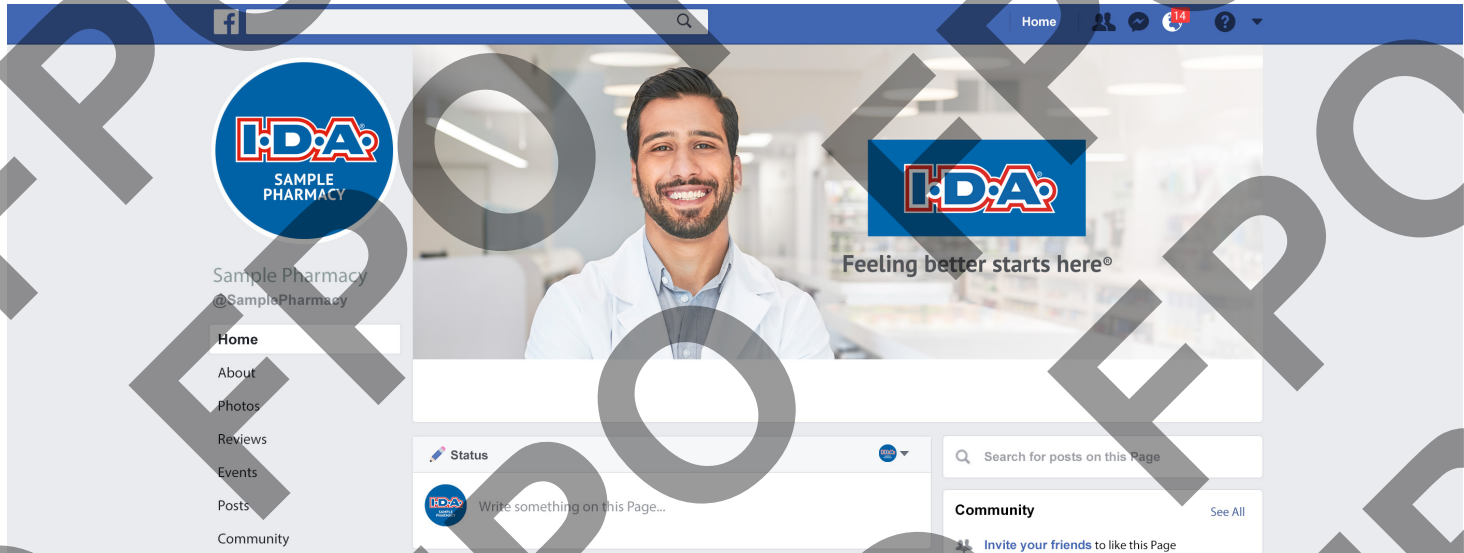
For other marketing tools or further customization, our specialized local marketing team will be happy to assist you. Send an e-mail to marketing@mckesson.ca to get started



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

johnsonidapharmacy.com

johnsonpharmacy.com

johnson-ida.com

INCORRECT APPLICATIONS

 **idapharmacies.com**

 **ida-johnsonpharmacy.com**

 **idapharmacytoronto.com**

LEGAL REQUIREMENTS

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

I.D.A.® 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 I.D.A.® banner other than by TM license.

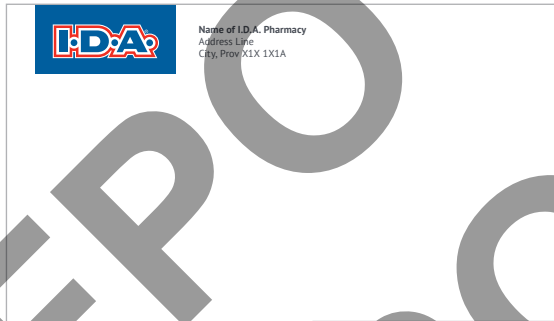
2. The address and contact information of the pharmacy location(s) affiliated with the website must be made visible on the website.

THIRD-PARTY PLATFORMS

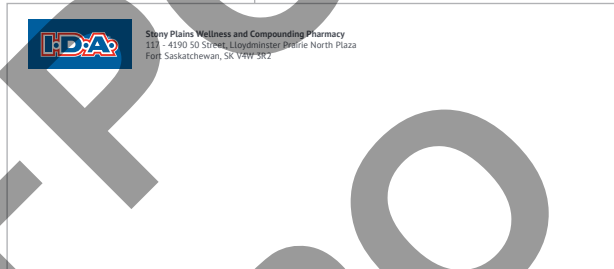
With regard to brand presence on third-party websites or platforms, the independent pharmacy must use the approved member logo with the pharmacy name (see pg. 36-37) and may not use the banner logo on its own.

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

