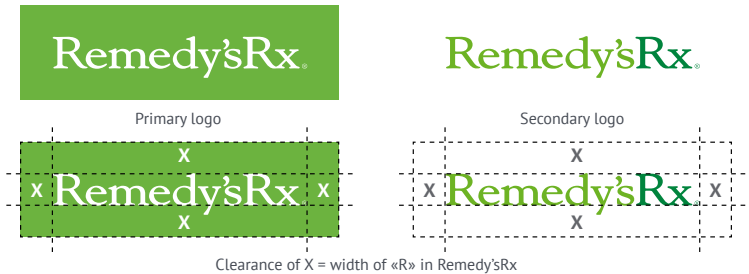


Remedy'sRx branding summary

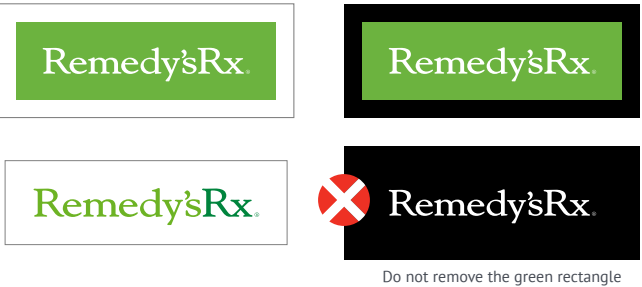
LOGOS



INCORRECT LOGOS



LOGO APPLICATIONS



FONT

HEADERS AND TITLES

PT Sans Bold

BODY COPY

PT Sans Regular

TAGLINE

Your local pharmacy®

SLOGAN

Feeling better starts here®

PRIMARY COLOUR



RRx Light Green
CMYK 59/0/100/7
RGB 108/179/63
#6CB33F
PMS 369

SECONDARY COLOURS



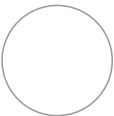
Dark Grey
CMYK 40/30/20/66
RGB 71/76/85
#474C55
PMS Cool Gray 11



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



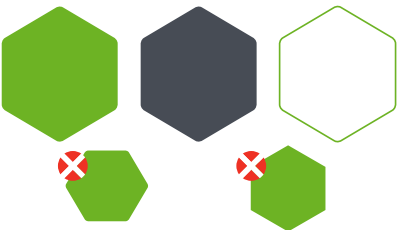
White
CMYK 0/0/0/0
RGB 255/255/255
#FFFFFF

TERTIARY COLOUR



RRx Dark Green
CMYK 96/2/100/12
RGB 0/148/72
#009448
PMS 348

BRAND ICON



Remedy'sRx 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 Local Drug Store® Slogan: Helping You Feel Better All Over®	Tagline: Your local pharmacy® Slogan: Feeling better starts here®
COLOURS		Updated CMYK, RGB and HEX values - see updated colour chart 
BRAND ICON		