

Remedy'sRx branding summary

LOGOS



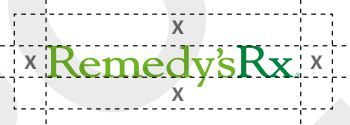
Primary logo

Remedy'sRx

Secondary logo



Clearance of X = width of «R» in Remedy'sRx



INCORRECT LOGOS



Do not use the old logo



Do not use the old logo with old tagline



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



Do not modify logo colours

LOGO APPLICATIONS



Do not remove the green rectangle

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



Do not use a flat top



Do not use pointed corners



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		