

Your local pharmacy®

BRAND BOOK

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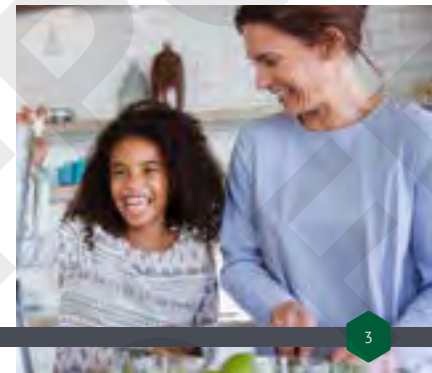
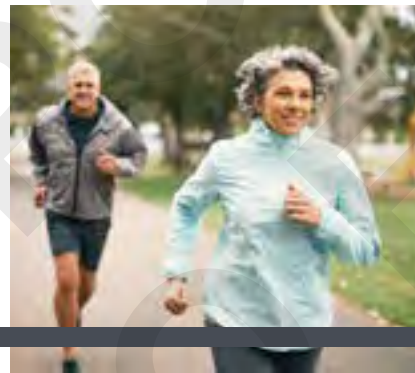
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Guardian

BRAND IDENTITY



A photograph of three smiling pharmacists standing in a pharmacy. On the left is a man with a beard and dark hair, wearing a white lab coat over a grey shirt. In the center is a woman with long dark hair, wearing a white lab coat over a green shirt. On the right is a man with short grey hair, wearing a white lab coat over a blue shirt. They are all smiling and looking towards the camera. The background shows shelves stocked with various medications and pharmacy supplies.

Local pharmacists creating
healthier communities
from coast to coast.



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.



A photograph of a young male pharmacist with dark hair and a beard, wearing a white lab coat over a grey shirt, smiling and gesturing with his right hand towards an elderly male customer. The customer is balding with glasses, wearing a dark blue cardigan over a light-colored shirt, and is also smiling. They are standing in a pharmacy with shelves of medicine visible in the background.

OUR VISION

To be the most trusted and innovative independent pharmacy in the community that enables better health for life.



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

- Accessible, local health experts
- Service offerings based on community needs
- Personalized care beyond prescriptions

BRAND VALUES

Community • Expertise • Compassion • Accessibility

BRAND ATTRIBUTES

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

Pharmacy: Welcoming, reassuring environment with services based on community needs

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

TAGLINE

Your local pharmacy[®]

SLOGAN

Feeling better starts here[®]



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

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.

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.

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.



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.

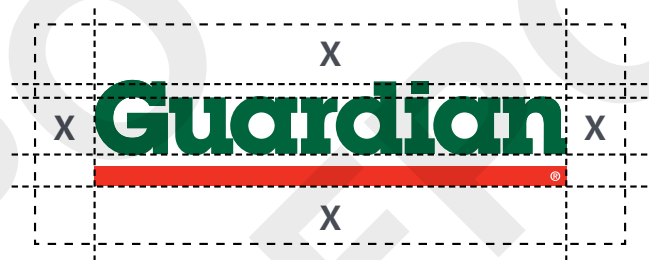
Both logos require a minimum clearance to avoid crowding. The minimum clearance is defined as X which is the height of the lowercase "n" in Guardian. The logo is a registered trademark of McKesson Canada Corporation and cannot be altered or misused.



Primary logo



Secondary logo



Clearance of X = height of "n" in Guardian

Unpermitted logo modifications

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 when the primary logo cannot be used or is not ideal, 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.

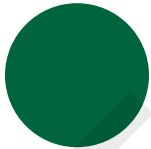


*In certain circumstances, the brand team may authorize special exceptions. Please contact marketing@mckesson.ca for assistance.

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

TERTIARY COLOUR



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

PRINT APPLICATIONS

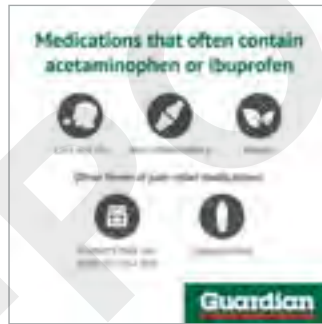
For print applications, use the CMYK values.
Large format printers may require PMS values.

DIGITAL AND WEB APPLICATIONS

For digital applications, use the RGB values. For web, use the HEX codes.

Colour applications

On solid backgrounds, use the colours at 100% opacity.



On photos, you may use the colours at 90% opacity. Some exceptions may apply.



INCORRECT APPLICATIONS



Do not use a lighter tint



Do not use a darker tint



Do not use a different shade of green



Do not use red as a primary colour

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.

Feeling better starts here®

Feeling better starts here®



INCORRECT APPLICATIONS

 **Feeling better starts here®**

Do not use a different font for the tagline

 **Feeling Better Starts Here®**

Do not use title case

 *Feeling better starts here®*

Do not use italic font

Brand icon

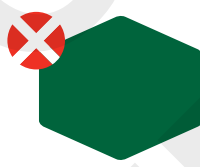
The hexagon icon is a graphic element that can be used in various applications. The hexagon must be pointing up and have rounded corners. It can be used either as an outline or filled, in any of the brand colours. When placed on a photo, the hexagon may be used at 90% opacity.



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, and in large bodies of copy (for legibility).

BODY COPY

Roboto regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roboto Light

Roboto Regular

Roboto Bold

Roboto Light italic

Roboto italic

Roboto Bold italic

Iconography

Here are some examples of icons available in the icon library. For the full icon library, please e-mail marketing@mckesson.ca



Asthma



Blood test



Additional Prescribing



Blood Pressure Monitoring



Prescription Transfer



Travel



Foot Care



Home Health Care



Blood Pressure Monitoring



Mobility Aids



Natural/Environmental



Nutrition



Medication Reviews



Prescription Refill



Methadone

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. For the full image library, please e-mail marketing@mckesson.ca



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. For the full image library, please e-mail marketing@mckesson.ca



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 put the logos too close together



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 put the logos too close together



Do not change order

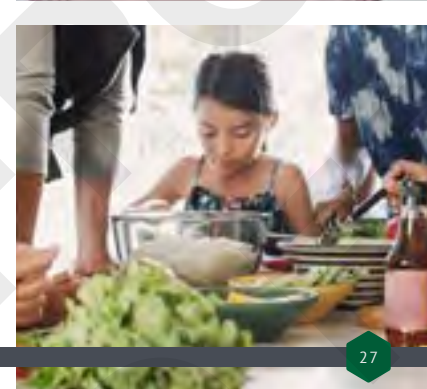


Do not remove the primary colour rectangles



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



BEJNAMIN MOORE
CELTIC GREEN 2038-10

FLOORING OPTIONS



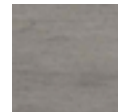
HAMPTON GREIGE
6" X 48" PLANK



PALE PERSIMMON
6" X 48" PLANK



ASHER
12" X 24" TILE



STERLING
12" X 24" TILE

For more information, please contact the Store Development & Design department.



Showcase community pride with a customized accent wall.

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 information, please contact the Store Development & Design department.





personal care



beauty



gifts

Simple yet impactful wayfinding options to enhance the patient experience.

Exterior signage

This is the standard guideline for exterior signage. There are many options and variations available to accommodate all types of building exteriors and signage formats, such as light boxes and channel lettering. 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

3M VINYL COLOURS



DARK EMERALD GREEN
3630-126



POPPY RED
3630-143



WHITE
3630-20

For more information and for other formats, please contact the Store Development & Design department. *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, the Store Development & Design department will customize the signage, including the pharmacy name lettering size, to accommodate.

PRIMARY APPLICATION - LIGHT BUILDING SURFACE

SAMPLEXX **Guardian** PHARMACY

SAMPLEXX **Guardian** PHARMACY

SECONDARY APPLICATION - LIGHT BUILDING SURFACE

SAMPLEXX **Guardian** PHARMACY

INCORRECT APPLICATIONS*



SAMPLEXX **Guardian** PHARMACY

PRIMARY APPLICATION - MEDIUM OR DARK BUILDING SURFACE

SAMPLEXX **Guardian** PHARMACY

SAMPLEXX **Guardian** PHARMACY

SECONDARY APPLICATION - MEDIUM OR DARK BUILDING SURFACE

SAMPLEXX **Guardian** PHARMACY



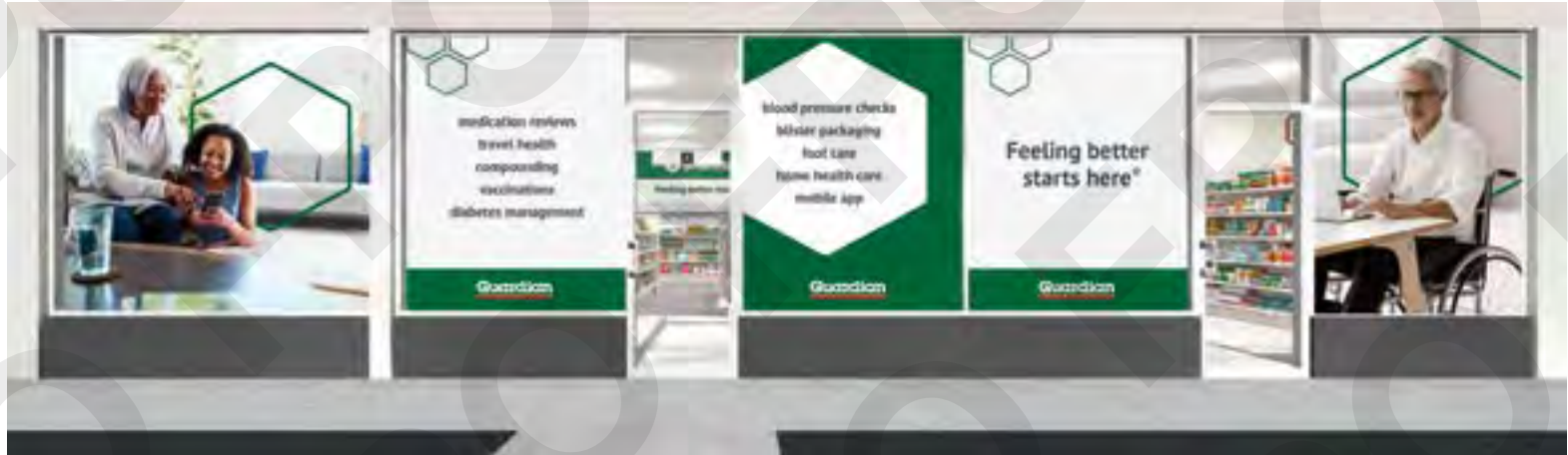
SAMPLEXX **Guardian** PHARMACY

For more information and for other formats, please contact the Store Development & Design department. *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.

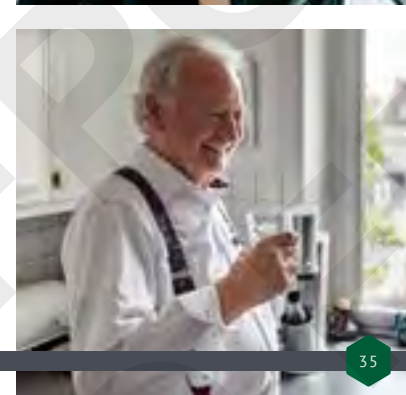
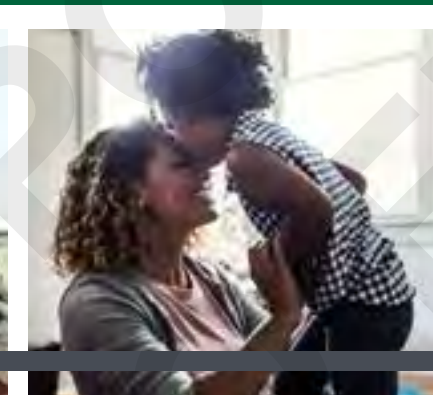
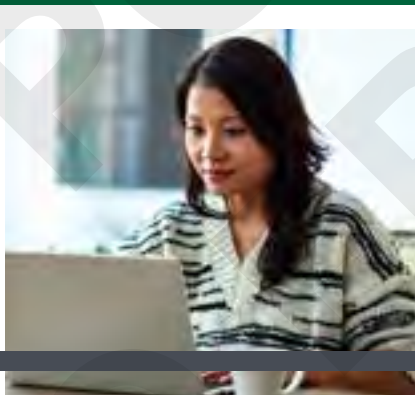
For the full library of window decal images, please contact Store Development & Design.





Guardian

MEMBER GUIDELINES



Member logo

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, and is the preferred member 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

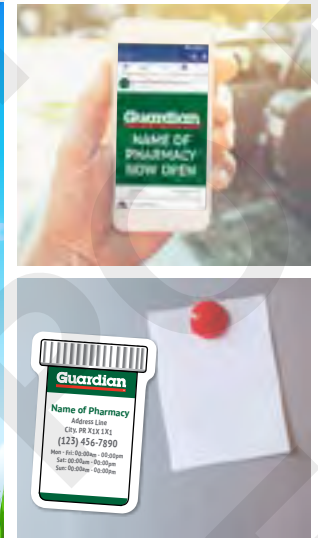
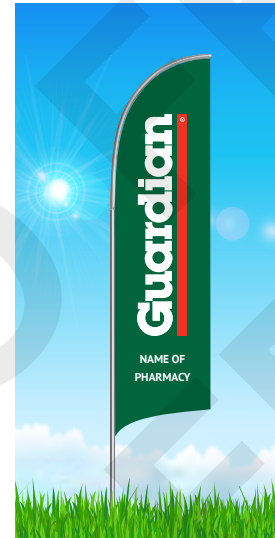
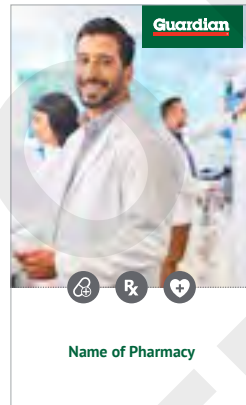
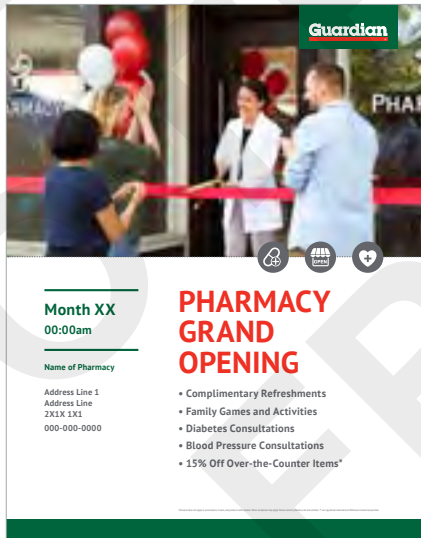
Some pharmacy names, especially longer ones, may require exceptions. For assistance with creating your pharmacy-specific logo, please e-mail marketing@mckesson.ca

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.

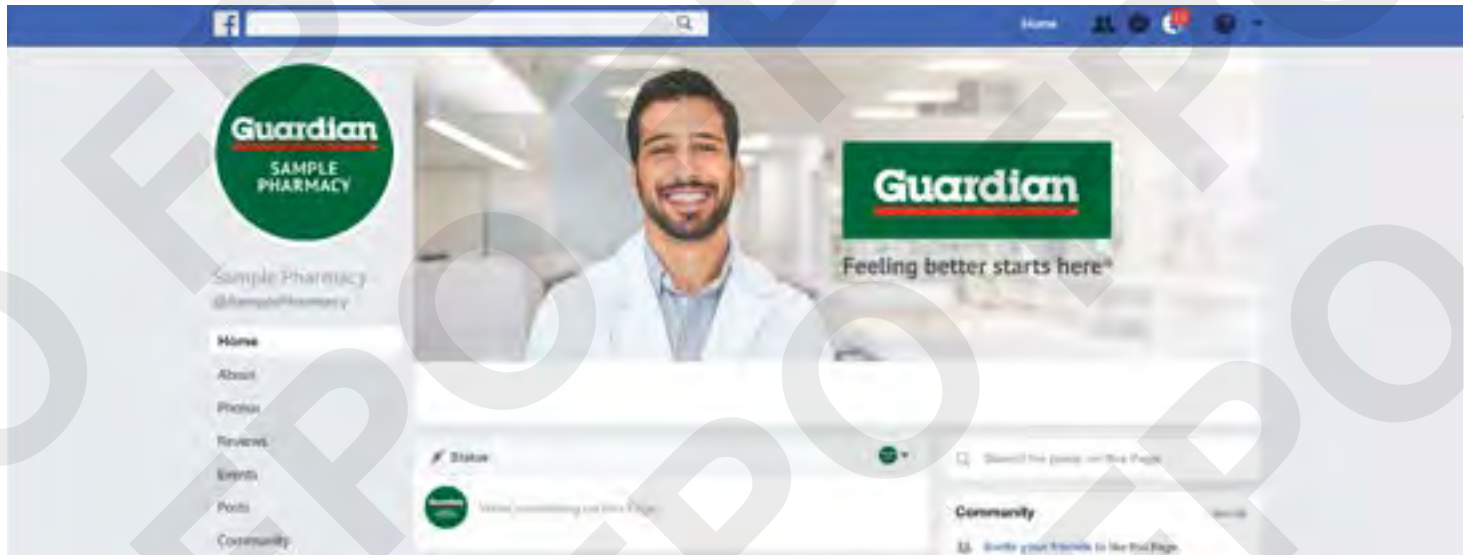
For other marketing tools or further customization, there is also a custom marketing request form via the Marketing Toolbox, which facilitates access to our local marketing team.



Member social media profile

This is the guideline 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

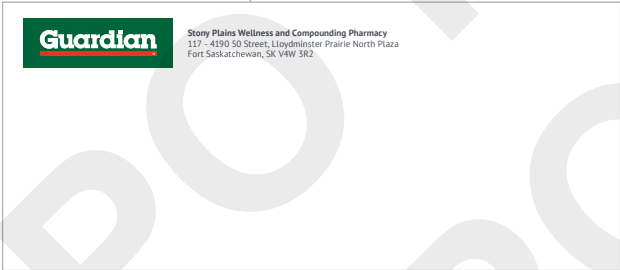
This is the guideline for member stationery. Business cards, letterheads, and envelopes can be ordered or downloaded on the Marketing Toolbox.



Letterhead



Business card



Envelope

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

S.H.A.P.E. Criteria

This is the guideline for minimum viable branding per S.H.A.P.E. group, in order to maintain brand consistency at a local level.

• = mandatory and non-negotiable

		Group 1	Group 2	Group 3	Group 4
General	Adherence to brand guidelines*	N/A	•	•	•
	Exclusive use of the SD&D team for pharmacy design		Recommended	•	•
Exterior	Banner standard exterior signage*		•	•	•
	Banner standard window graphics*		•	•	•
	Exclusive use of SD&D approved signage vendors**		•	•	•
Interior	Banner standard dispensary bulkhead design*		Recommended	•	•
	Banner standard flooring and wall paint*		•	• Must use Hampton Greige flooring	• Must use Hampton Greige flooring
	Banner standard interior fixtures & signage***		Recommended****	•	•
	Banner standard uniforms & name badges*****		Recommended	•	•
	Banner standard business cards and stationery*		Recommended	•	•
	Banner standard shopping and Rx bags*****		Recommended	•	•

* as per the banner Brand Book, no customizations permitted

** \$1000 premium fee applies if using other vendor

*** as per the Store Development & Design Catalogue

**** premium fees apply if using other vendors

***** as per the Member Portal

For more information, please contact your Retail Business Advisor.

S.H.A.P.E. Certification

Members in Group 3 and 4 are distinguished from Group 2 using a "certified" badge that is featured within the pharmacy and on the exterior.

The badge communicates to customers that the pharmacy offers additional support and services.

Version 1: to be used on a Guardian green background



Version 2: to be used on a white or clear background



For more information, please contact your Retail Business Advisor.

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

