

I.D.A. branding summary

LOGOS



Primary logo



Secondary logo



Clearance of X = width of «I» in I.D.A.

When writing I.D.A. in text, always include the periods.

INCORRECT LOGOS



Do not use the old logo with tagline



Do not use ™ instead of ®



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



Do not modify logo colours

FONT

HEADERS AND TITLES

PT Sans Bold

BODY COPY

PT Sans Regular

TAGLINE

Your local pharmacy[®]

SLOGAN

Feeling better starts here[®]

COLOUR PALETTE



I.D.A. Blue
CMYK 100/53/2/16
RGB 0/95/158
#005F9E
PMS 2384



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



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



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
#7B8BCD
PMS 542C



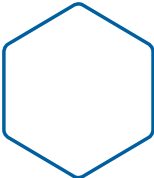
I.D.A. Tint #4
CMYK 28/9/5/0
RGB 181/209/227
#B5D1E3
PMS 552C

LOGO APPLICATIONS



Do not remove the blue rectangle

BRAND ICON



Do not use a flat top



Do not use pointed corners