

2018 **BRAND** GUIDELINES

Welcome to the ADVANZ PHARMA corporate brand manual.
Inside you will find information about our company, our logo,
our fonts and the preferred colour palette.

ADVANZ
PHARMA



Our brand promise

A brand promise represents the value and emotion we want our customers to have for our company. It must be believable and it must be delivered in everything we do.

This is ours:

BEYOND FULFILMENT



Introduction

2018 saw many changes in our industry and in our own organisation. A new direction was required, with new leadership and a new market leading presence in an ever evolving and challenging environment. Our heritage is impressive, encompassing Mercury, AmCo and Concordia and all of that experience and success has been refocussed to create a company more than ready for the future. Our strategy is ambitious but ultimately very achievable.



As part of this bold new venture we have developed a new corporate brand identity that encompasses our brand promise and is a signpost for our journey.

Our new corporate brand name is **ADVANZ PHARMA**.

A large, light green, stylized letter 'A' is centered in the background. It has a thick, blocky appearance with a slight shadow or gradient effect.

1. OUR LOGO



Our new logo

Welcome to your ADVANZ Brand Guidelines.

The purpose of this guide is to demonstrate the correct way to build our brand and the tools that are available for you to utilise.

This resource will introduce you to the main brand elements including graphics, colours, and font usage. Though the guide is designed to be flexible (we do not want to stifle creativity) it is here to make sure our distinctive brand style is applied consistently and intelligently.

All enquiries about the application of our brand should be sent to Paul Burden.

The ADVANZ logo has been developed to create visual impact and communicate simply and elegantly our brands promise - which is '**Beyond Fulfilment**'.

The guidelines consists of the following elements:

LOGO
FONTS
COLOUR PALETTE



ADVANZ
PHARMA



ADVANZ
PHARMA

Logo usage



The ADVANZ logo is available in different formats and for maximum logo presence there is a safe area around the logo that should be kept clear of other copy or graphics. This safe area is equivalent to the 'A' at the beginning of the logo.

Ideally the logo should not appear smaller than 20mm wide.

The colours are:
Pantone 5473 (dark green) and Pantone 375 (light green).



ADVANZ
PHARMA

Logo variations

The full ADVANZ logo



ADVANZ full CMYK



ADVANZ full black



ADVANZ full white

The ADVANZ logo may also be used without the 'PHARMA' element



ADVANZ CMYK



ADVANZ black



ADVANZ white



On dark backgrounds it is acceptable to have the 'A' arrow graphic coloured Pantone 375 on the reversed ADVANZ logo if the design will benefit



The 'A' graphic



The central 'A' of our ADVANZ logo is a particularly useful and distinctive graphic in it's own right. It represents the dynamic action of moving forwards and upwards and may be deployed in any orientation, as a bullet or as a window for photography.



The 'A' graphic in use



FRONT COVER
Example layout
Use primary colours only



SECTION DIVIDER
Example layout
*Secondary colours can be used
for section dividers or internal pages
but not front cover or main imagery*

A large, light green, stylized letter 'A' is positioned in the background, centered vertically and horizontally. It has a modern, geometric design with a small triangular cutout in the center.

2. OUR FONTS



FUTURA: The ADVANZ primary font

FUTURA HEAVY

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FUTURA HEAVY OBLIQUE

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FUTURA BOOK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FUTURA BOOK OBLIQUE

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FUTURA MEDIUM CONDENSED

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FUTURA MEDIUM CONDENSED OBLIQUE

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FUTURA is the ADVANZ primary font to be used on all printed marketing materials.

Futura is an extensive font and all weights and styles may be used. Here is a small sample but FUTURA has a full set of condensed versions, light versions right through to extra bold versions.

The font you are reading is FUTURA BOOK and is the preferred font for body copy.



ARIAL: An ADVANZ alternative font

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Arial Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Arial Bold Italic

***abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890***

Bradley Hand

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

On occasions the font FUTURA may not be available or suitable for some applications - for instance in Powerpoint presentations or online digital uses where html web safe fonts are required.

Arial is a sans serif font that should be available to most systems and may be used in place of our primary font.

Other web-safe alternatives are Helvetica, Verdana and Trebuchet - all of which may be used to enhance your design.

If used sparingly handwriting fonts such as Bradley Hand may also be used.

3. OUR COLOURS



The ADVANZ primary colour palette

Primary colours



CMYK
C 85
M 41
Y 42
K 34

RGB
R 25
G 92
B 104



CMYK
C 50
M 0
Y 100
K 0

RGB
R 148
G 193
B 31

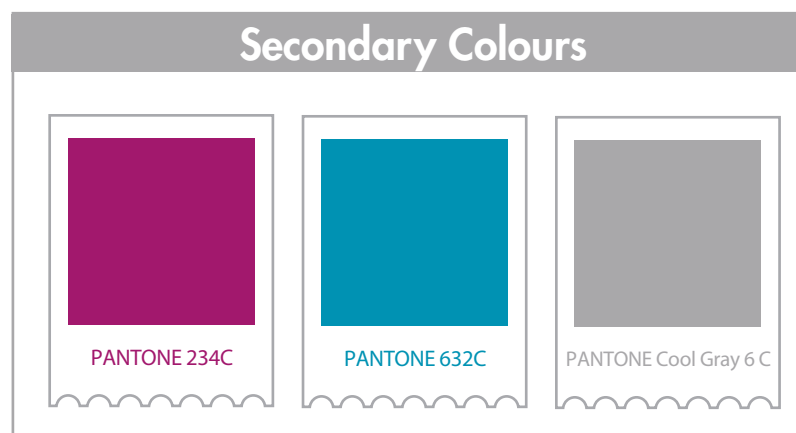
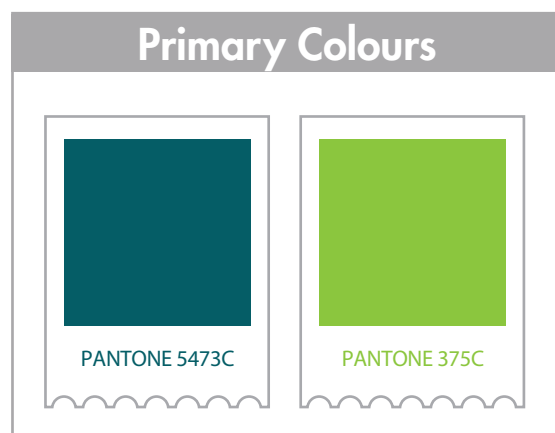
The ADVANZ primary colour palette consists of our two logo colours and has been designed to reinforce the brand equity.

The Primary colours should be used in all promotional materials along with black and white.

All colours may be used as a tint but in increments of 10%. Graduations of individual colours are allowed as is graduating between the Dark Green and the Light Green.



The ADVANZ primary and secondary colour palettes



The ADVANZ secondary colour palettes may be used within promotional materials and are designed to compliment our core palette.

CMYK
C 31
M 100
Y 20
K 12

RGB
R 167
G 19
B 103

CMYK
C 90
M 18
Y 23
K 3

RGB
R 0
G 145
B 179

CMYK
C 37
M 28
Y 28
K 7

RGB
R 167
G 168
B 169



The ADVANZ blend options

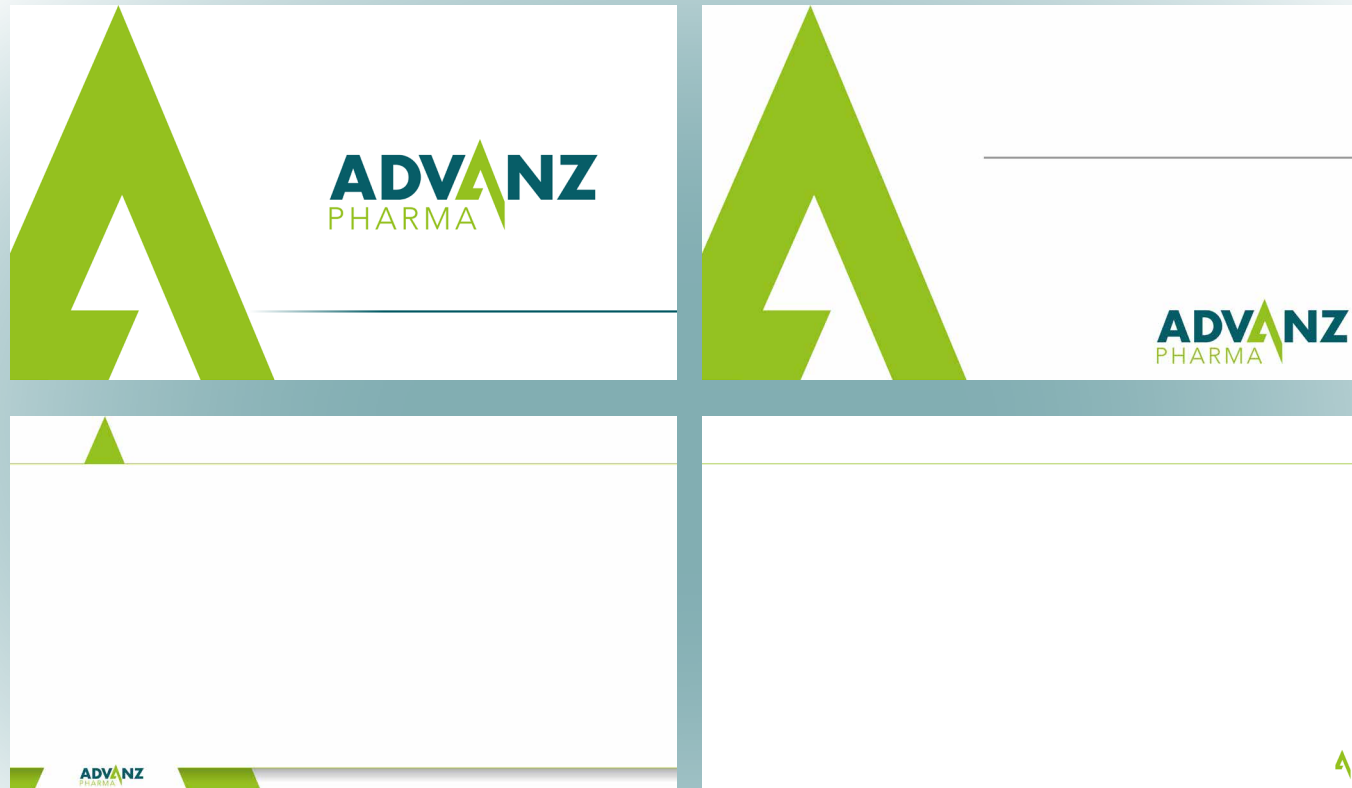


All colours may be graduated/blended into each other to create bespoke colour ways

4. OUR ELEMENTS



The ADVANZ powerpoint template



The ADVANZ Powerpoint template has four main designs and is intended to give you as much flexibility as possible with 2 main title slides that may have copy added to (from the web-safe options).

There are then two content pages designed to give you maximum usable area for your content.



The ADVANZ powerpoint template



Samples using Secondary Colours

Consedmiq uampis serioseatevoluphenet excerspis

- Consed mi, quam, ipissorios eate volupti rehenet excerspis ut reratur as eturepe repero volupt asped ea dorehenit optas perum eicte
- Consed mi, quam, ipissorios eate volupti rehenet excerspis ut reratur as eturepe repero volupt asped ea dor
- Sdit optas perum eicte Consed mi, quam, ipissorios eate volupti rehenet excerepe repero volupt asped ea dor

Title of bar chart

Bar Color	Value
Purple	3
Grey	1
Blue	1.6
Green	4.5

ADVANZ PHARMA

Consedmiq uampis serioseatevoluphenet excerspis

- Consed mi, quam, ipissorios eate volupti rehenet excerspis ut reratur as eturepe repero volupt asped ea dorehenit optas perum eicte
- Consed mi, quam, ipissorios eate volupti rehenet excerspis ut reratur as eturepe repero volupt asped ea dor
- Sdit optas perum eicte Consed mi, quam, ipissorios eate volupti rehenet excerepe repero volupt asped ea dor

Title of bar chart - you may like to choose a colour from the secondary palette

Bar Color	Value
Purple	3
Grey	1
Blue	1.6
Green	4.5

ADVANZ PHARMA



The ADVANZ printed stationery

