

BRANDING GUIDE

DAVIES DRUGS

We are not just a friend, we are family

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MISSION

We are more than a friend, we are family.

VISION

Committed to providing the highest level of healthcare with a sense of urgency and accuracy while upholding the highest ethical standards and level of customer care

OUR STORY

We are more than a friend, we are family.

Davies Pharmacy takes great pride in continuing the "Bowl of Hygeia" Award Program developed by the A.H. Robins Company to recognize pharmacists across the nation for outstanding service to their communities. Selected through their respective professional pharmacy associations, each of these dedicated individuals has made uniquely personal contributions to a strong, healthy community which richly deserves both congratulations and our thanks for their high example.

2002 recipient David A. Fettman is presented with the Bowl of Hygeia Award for the state of Ohio from Executive Director of the Ohio Pharmaceutical Association, Mr. Ernie Boyd on April 19, 2002, Columbus, Ohio.

On April 14th, 2005, David A. Fettman was enshrined on the Stark County Wall of Fame (displayed at the William McKinley Presidential Library and Museum). The wall includes the names, pictures, and biographies of 401 individuals, two families, and one group.



THE COLORS

LOGO COLORS

Use as main colors when creating social or print materials.

SUPPORTING COLORS

Use in support of the main logo colors. These colors are meant to compliment, not override the logo colors.

LOGO COLORS



RGB 35 31 32

CMYK 0 0 0 100



RGB 255 255 255

CMYK 0 0 0 0



RGB 9 80 153

CMYK 99 7 9 .68

SUPPORTING COLORS



RGB 9 80 153

CMYK 99 7 9 .68



RGB 11 109 173

CMYK 90 56 6 .22



RGB 9 80 153

CMYK 99 7 9 .68



RGB 128 130 133

CMYK 0 0 0 60

THE FONTS

GLACIAL INDIFFERENCE

Use for all headers and sub headers, never body text. Main headers should be bolded and sub headers be Regular. All headers should be in all caps.

LORA

Use for all body text. Bold and Italics should only be used when needed. Always use sentence case.

GLACIAL INDIFFERENCE | HEADER TEXT

BOLD

AaBbCcDdEe

0123456789

REGULAR

AaBbCcDdEe

0123456789

ITALIC

AaBbCcDdEe

0123456789

Lora | Body Text

Bold

AaBbCcDdEe

0123456789

Regular

AaBbCcDdEe

0123456789

Italic

AaBbCcDdEe

0123456789

LORA DOWNLOAD LINK: <https://www.fontsquirrel.com/fonts/lora>

GLACIAL INDIFFERENCE DOWNLOAD LINK: <https://www.fontsquirrel.com/fonts/glacial-indifference>

THE ICON

THE ORIGINAL

Use for social media, color print materials, signs, etc.

WHITE ON BLACK

Use for all black and white print materials, on a black background.

BLACK & WHITE

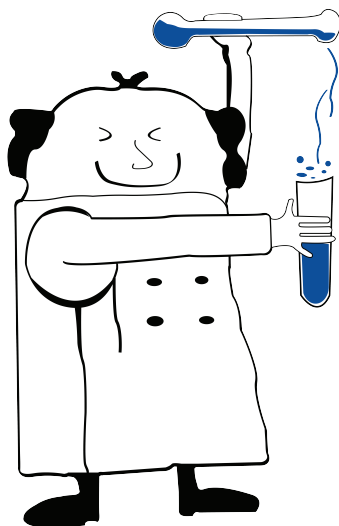
Use for all black and white print materials. Use on white, Davies Blue and Supporting Blue backgrounds

MR. BLUE

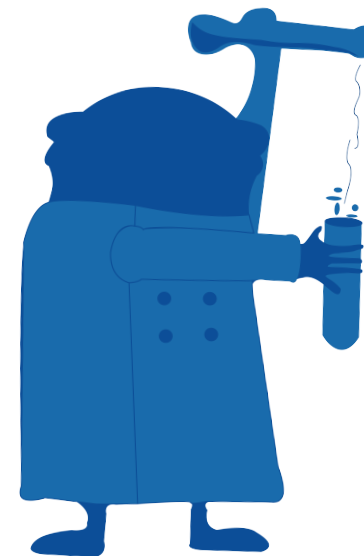
Use as an enhancement for social media posts, flyers, posters, etc.

Cut in half and use negative space to lead viewer's focus on the important messaging.

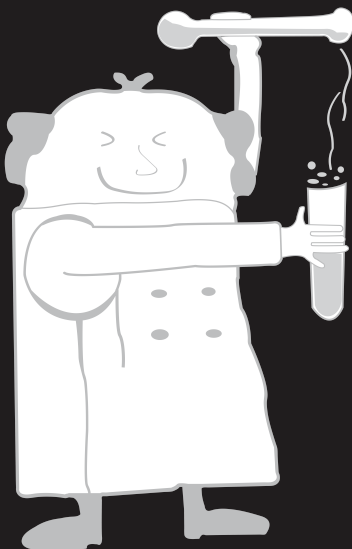
View page title for example usage.



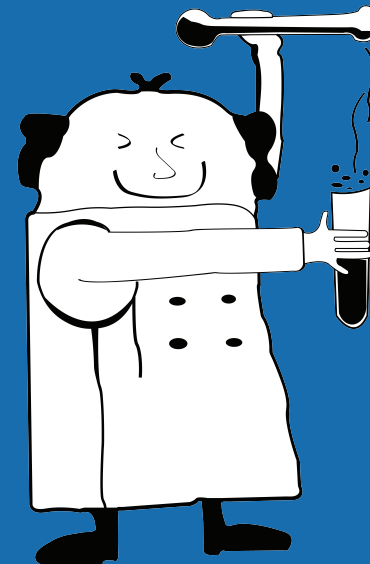
THE ORIGINAL



MR. BLUE



WHITE ON BLACK



BLACK & WHITE

THE LOGO

TOP

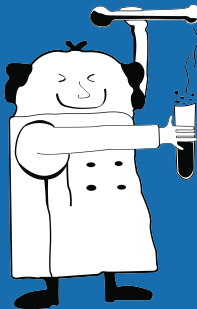
Use for social media, color
print materials, signs, etc.



DAVIES DRUGS
Pharmacy

MIDDLE

Use for all black and white
print materials. Use on
white, Davies Blue and
Supporting Blue
backgrounds



DAVIES DRUGS
Pharmacy

BOTTOM

Use for all black and white
print materials, on a black
background.



DAVIES DRUGS
Pharmacy

THE IMAGERY

WHAT TO USE

Imagery should be clean, bright, and have a resolution of 800x800 or higher.

Dark and pixeled photos with a resolution below 800x800 should always be avoided.

HOW TO USE

Imagery should be used to properly compliment any and all marketing materials; print and social.

If using more than one photo, create an organized collage using negative space to your advantage. This will be easier on your viewer's eyes.



WHEN CHOOSING A PHOTOGRAPHER: ensure photos are taken with brightness in mind.-- not overally edited. Request that all final photos be delivered on a USB and in JPEG format.