DIRECT
PHARMACEUTICAL

Direct Pharmaceutical

Brand Guidelines

DELIVERING EXCELLENCE
IN EVERY DOSE

2024

www.directpharmaceuticals.com.et

Table of Content

Brand Information 03

Brand Logo 04

Typography 05

Color Brand 06

Imagery 07

Application Product of Use 08

Social Media 09

Iconography 10

DIRECT
PHARMACEUTICAL

Brand Information

Direct Pharmaceutical is a newly established company dedicated to providing high-quality pharmaceutical products and services. With a strong commitment to excellence and innovation, we specialize in delivering reliable healthcare solutions that meet the evolving needs of our clients.

Our focus on quality, integrity, and customer satisfaction positions us as a trusted partner for businesses and healthcare providers alike. We are equally committed to forging strong, lasting partnerships with our suppliers, ensuring that our collaborations are mutually beneficial and built on trust and transparency.

Brand Logo

In designing the logo for Direct Pharmaceutical, we aimed to create a symbol that reflects the trust, expertise, and dedication within the pharmaceutical field. The logo combines the initials “D” and “P” in a modern and clean layout to represent the company's name in a way that feels direct and impactful.

To enhance the association with healthcare, we integrated a stethoscope symbol into the design. The stethoscope not only symbolizes the medical profession but also communicates the brand's commitment to patient care and quality service.

In addition, a capsule icon is incorporated, directly linking the logo to the pharmaceutical industry and emphasizing the company’s focus on providing reliable medication solutions.

The harmonious blend of the letters, stethoscope, and capsule elements creates a visually appealing and meaningful logo that captures Direct Pharmaceutical’s commitment to health, professionalism, and expertise in the medical field.

Typography

Futura is a geometric sans-serif typeface. t is based on geometric shapes, especially the circle, similar in spirit to the Bauhaus design style of the period.

Futura Extra Bold

Futura Bold

Futura Regular

Lexend Light

Aa Futura

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

The quick brown fox jumps over the lazy dog

1 2 3 4 5 6 7 8 9 0

Color Brand

These colors create a cohesive and visually appealing brand palette for Direct Pharmaceutical, enhancing its professional image while emphasizing reliability, innovation, and empathy. The combination is designed to build trust and convey a sense of calm and care—qualities that are essential in healthcare.

Iris Blue

RGB (15, 169, 204)
CMYK (74%, 13%, 14%, 0%)

#0FA9CC

Deep Cerulean

RGB: 45, 103, 143
CMYK: 69, 28, 0, 44

#0FA9CC

Aqua Green

RGB: 56, 189, 178
CMYK: 70, 0, 6, 26

#005073

Light White or Light White

RGB: 242, 242, 242
CMYK: 0, 0, 0, 5

Hex: #F2F2F2

DIRECT
PHARMACEUTICAL

Imagery Style

Direct Pharmaceutical's imagery should reflect professionalism, trustworthiness, and a focus on health and innovation. Photos should be clean, minimalistic, and aligned with the brand's calming color palette to convey care and reliability. Imagery featuring health-focused, approachable staff, modern technology, and wellness-oriented visuals will reinforce the brand's commitment to quality and patient well-being.

Keyword:

- Precision
- Health and Vitality
- Connection and Empathy
- Balance and Wellness
- Clean and Minimal
- Trust and Care
- Innovation
- Professionalism
- Progress and Support
- Simplicity and Clarity

DIRECT
PHARMACEUTICAL

Brand Application

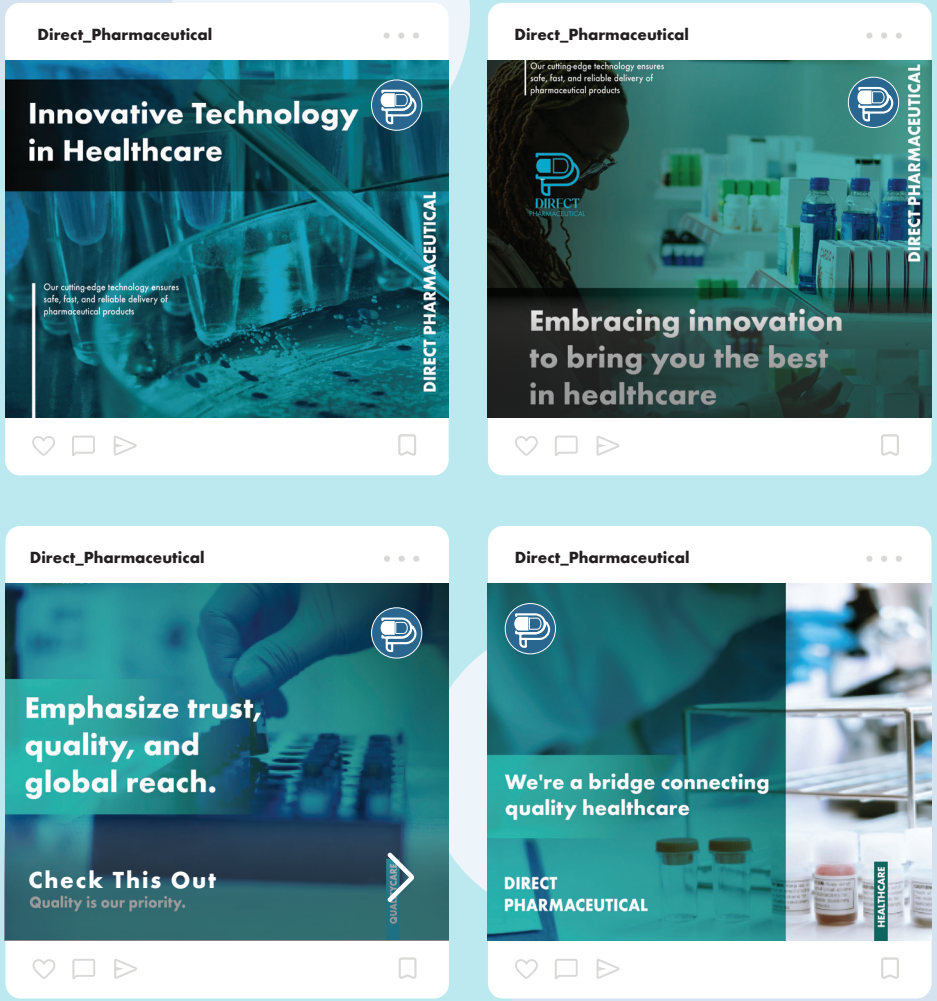
Direct Pharmaceutical's brand application across various media will maintain consistency and professionalism to build trust and recognition. On digital and physical materials, like packaging, brochures, and web interfaces, the brand's color palette, logo, and typography will be applied consistently to reinforce the brand identity.

DIRECT
PHARMACEUTICAL

Social Media

The tone should be informative yet friendly, using posts that are visually engaging with the brand's color scheme and high-quality imagery. Content will focus on health insights, product highlights, and updates that educate and engage the audience, building a community around health and wellness. This cohesive approach will strengthen brand presence and connect with the audience authentically.

Through a mix of visual storytelling and informative posts, we aim to connect with our audience, build trust, and keep followers engaged with the latest developments in our offerings.



Iconography

The iconography for Direct Pharmaceutical will be clean, modern, and easily recognizable, reinforcing the brand's focus on clarity and trustworthiness in the healthcare field. Each icon will be simple yet informative, using consistent line thickness, shapes, and a limited color palette aligned with the brand's identity to create a cohesive look.