

# Brand book Dopharma 2017

## Brand Compass

The world around us is changing and so do we. We will have to transform to tomorrow's livestock rearing. Challenging? Yes! Full of opportunities? Definitely!

Continuously we see possibilities to reach this "next level". Otherwise we create this by ourselves, by bringing smart innovations. This requires entrepreneurship, flexibility and strength in the whole chain. From our position we want and we can act as an initiator and sparring partner.

Dopharma. Challenging ambitions.

## Dopharma in 86 words

Dopharma: since 1969 committed to welfare of humans, animals and their environment. As family owned company we pursue a powerful cooperation with our partners. As a knowledge driven company, we continuously create clever and progressive solutions. In doing so, we combine our continual drive for improvement with business instinct. Meaning to help and challenge each other making a significant contribution to healthy livestock. As supplier and manufacturer of high quality veterinary medicines the society requires (Livestock awareness!) us to focus on improved farming.

Dopharma; Healthy Livestock

## Font style

The font being used for the name Dopharma in the logo and for all printed artwork is Urbana. Different variations are used: Urbana light, Urbana Medium and Urbana Semibold.

## 1.1.1

# Logo

Basic elements



The logo consists of a symbol: a bear with a serpent (asklepian) within a circle, as well as text: the name Dopharma set in an adapted version of the typeface Urbana.

The combination of symbol and text are predefined. Always use an official file and do not recreate the logo.

The construction depicted on the left is meant as a comparison check. The distance, measured horizontally, between the circle and the upper left corner is a quarter of the circle's diameter.

The logo will by default be depicted using Dopharma Blue (see the page on colour)

The logo may also be depicted in white, on a base of Dopharma Blue.

If the use of colour is not possible, the logo may also be depicted in black.



## 1.1.2

# Logo centered

Basic elements



*Dopharma*



The centered variant of the logo is to be used in situations where there is relatively little horizontal space available.

The combination of symbol and text has been predefined for this depiction as well.

The x-height of the text is  $\frac{1}{6}$  of the circle's diameter. This is also the distance between the circle and the top of the text's x-height.

The 'protected space' around the logo is a square with a side of twice the circle's diameter.



# 1.2.1

# Colour

Basic elements



## Dopharma Blue

Print	Spot colour	Coated paper	<b>PANTONE® 2995 C</b>	<i>reference colour</i>
		Uncoated paper	PANTONE® 306 U	
	<b>Four-colour process</b>	Coated paper	PANTONE® 2995 EC	
		Coated paper	C083 M001 Y000 K000	
<b>Beeldscherm</b>		RGB	R000 G168 B226	
		Hex	#00a8e2	
<b>Foil</b>	<b>Opaque</b>	Avery Dennison	Avery® 700 Premium Films: 784 Sky Blue Avery® 800 Premium Cast: 877 Bright Blue	
		3M™	Scotchcal™ Series 70-815 Scotchcal™ Series 100-123	
	<b>Translucent</b>	Avery Dennison	Avery® Translucent Films: 4523 TF Light Blue Avery® Flexible Films: 2242 Light Blue	
		3M™	(Scotchcal™ Translucent 3630-147)*	

\* Less accurate approximation

The colours depicted on this page cannot be used for reference. Use the original colour-styles referred to instead.

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