

# CORPORATE IDENTITY MANUAL

versie 2023-2



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# LOGO

## HORIZONTAL

The logo consists of a logotype, which is the bear with a serpent (asklepian) in a circle, combined with a typographic element: the name Dopharma.

This combination is predefined. Always use an official file and never recreate the logo.

The logo will by default be presented using Dopharma Blue (see colours page)

The logo may also be presented in white on a Dopharma blue background.

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

The construction presented on the right 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.

*Always send your creation to [marketing@dopharma.com](mailto:marketing@dopharma.com) for approval before printing or publication!*



# LOGO

## VERTICAL

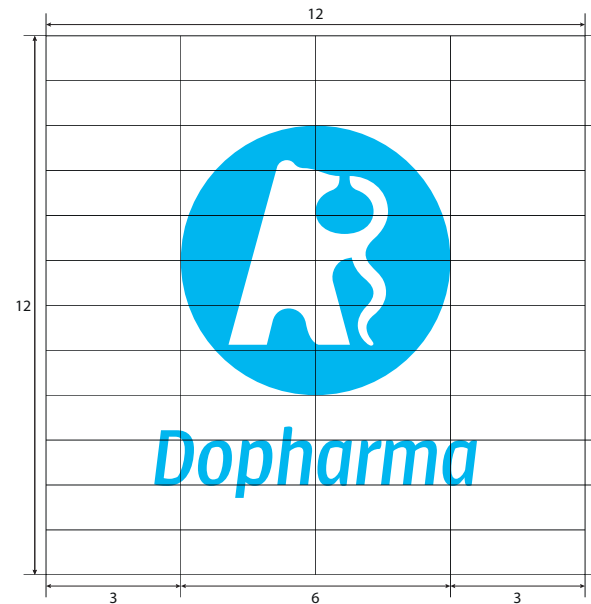
If the horizontal logo doesn't fit, we have a vertical option available where Dopharma is placed under the circle. The same rules apply regarding the use of colours and replication.

The combination of symbol and text has been predefined for this format as well. The height of the text is 1/6 of the circle's diameter. This is also the distance between the circle and the top of the height of the text.

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



*Dopharma*



# LOGO

## EXCEPTIONS

In exceptional cases, the use of only the logotype can be used.

For the 'Healthy livestock' slogan, there's a specific file available in which the distance between slogan and the logo are predefined.



*Healthy livestock*



***Dopharma***



***Dopharma***

*Healthy livestock*

***Healthy livestock***

Always send your creation to [marketing@dopharma.com](mailto:marketing@dopharma.com) for approval before printing or publication!

# LOGO

## LOCAL

Special designs are available for:

- Dopharma Deutschland
- Dopharma France;
- Dopharma Iberia;
- Dopharma Italia;
- Dopharma Polska;
- Dopharma Romania;
- Coophavet;
- Ripac-Labor.

The general logo formats are available on the Corporate Identity drive (see chapter 'Corporate Identity drive').

Other files are available upon request at [marketing@dopharma.com](mailto:marketing@dopharma.com).



# COLOURS

## PRIMARY

For the Dopharma logo and artwork we use a bright blue colour, referred to as 'Pantone® 2995'.

Try to meet this colour in every Dopharma communication. For instance, gadgets, exhibition material, etc.

Depending on the production, we use either CMYK, Pantone or RGB. In this table you can find the information for the graphic designer or production partner.

Use only 1 colour-type in your project. Either CMYK, **or** Pantone, **or** RGB.

Use an original colour-type for OFFSET PRINTING
PANTONE® 2995 C

Use CMYK for DIGITAL PRINTING
C83 M1 Y0 K0

Print	Spot colour	Coated paper	PANTONE® 2995C
		Uncoated paper	PANTONE® 306U
	Four-colour process	Coated paper	PANTONE® 2995 EC
		Coated paper	C83 M1 Y0 K0
Screen (pc, tablet, phone)		RGB	R0 G168 B226
		Hex	#00b1ec

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

*Always send your creation to [marketing@dopharma.com](mailto:marketing@dopharma.com) for approval before printing or publication!*

# COLOURS

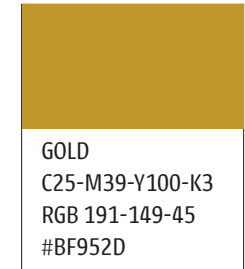
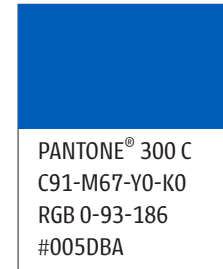
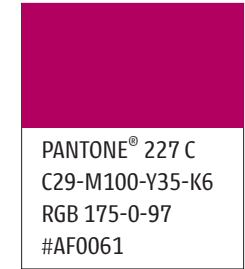
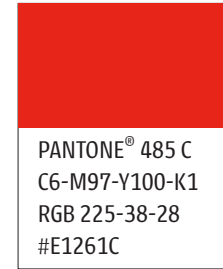
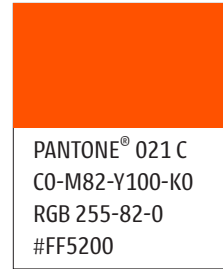
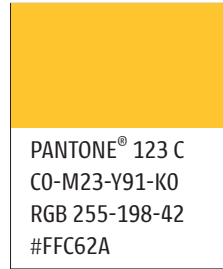
## SECONDARY

Secondary colours are allowed to use in product related presentations/designs to support and highlight the product. We use the product related colour for this.

At the right, you find all our product related colours in Pantone, CMYK, RGB and HEX.

Use only one secondary colour in your project to safeguard our corporate identity.

In case you need a (product related) secondary colour which is not shown in this overview, please contact the marketing department: [marketing@dopharma.com](mailto:marketing@dopharma.com).





# FONT

## WEIGHTS

For all Dopharma communication we use the font 'Urbana' which has five weights in roman and italic. These fonts also contain small caps.

These examples are in font size 12 pt., which is preferred for general text.

Special characters, for example used in Romanian and Lithuanian alphabet, are included in this font.

Always send your creation to [marketing@dopharma.com](mailto:marketing@dopharma.com) for approval before printing or publication!

Urbana light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

*Urbana light italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz1234567890*

Urbana medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

*Urbana medium italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz1234567890*

Urbana semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

*Urbana semibold italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz1234567890*

Urbana bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

*Urbana bold italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz1234567890*

Urbana black  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

*Urbana black italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz1234567890*

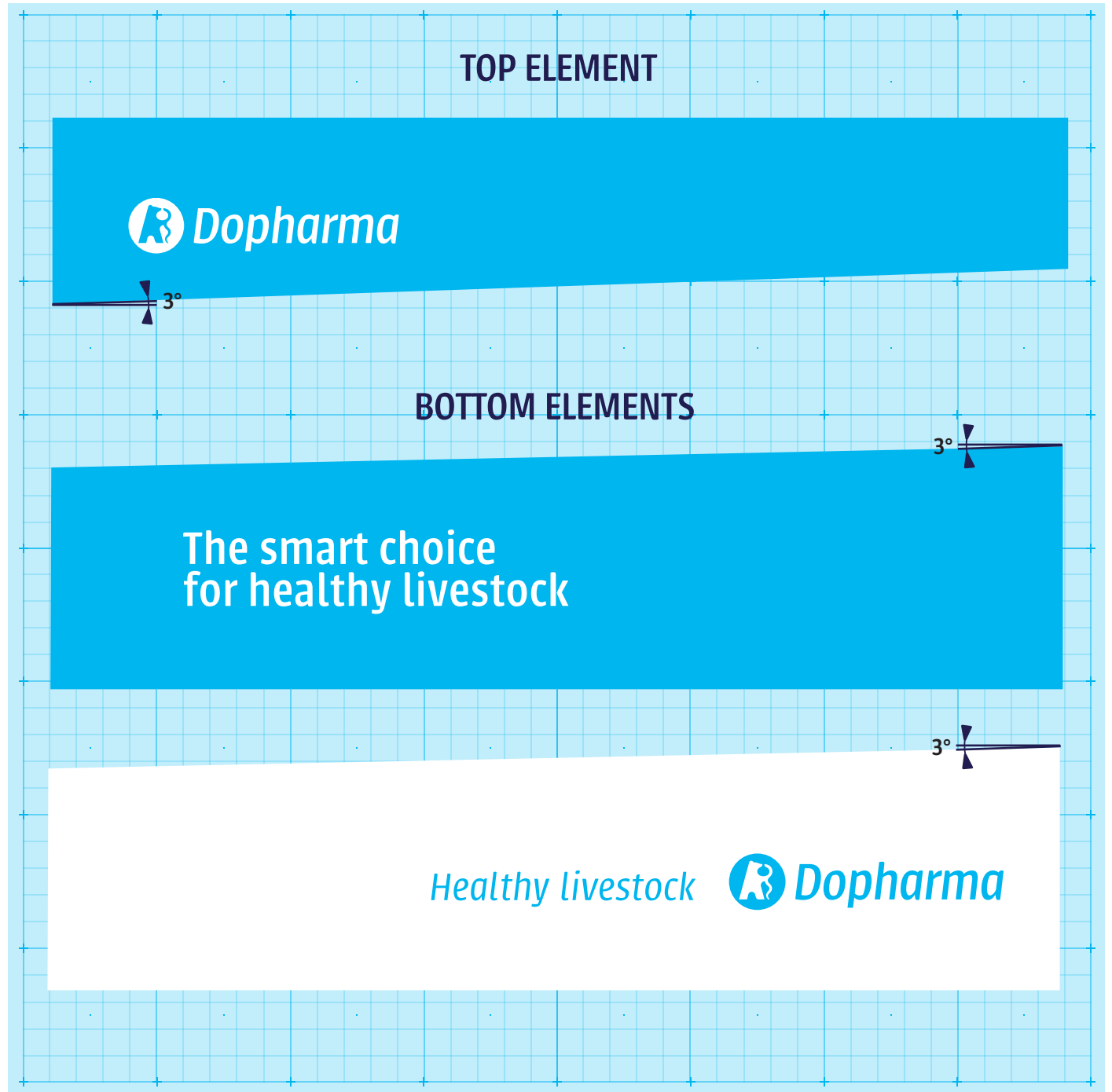
°	>>	ı	À	Á	Â	Ã	Ä	Å	Æ
Ç	È	É	Ê	Ë	Ì	Í	Î	Ï	Ð
Ñ	Ò	Ó	Ô	Õ	Ö	×	Ø	Ù	Ú
Û	Ü	Ý	Þ	ß	à	À	á	Á	â
Ã	ã	Ä	ä	Å	å	Æ	æ	Æ	ç
ç	è	È	é	É	ê	Ê	ë	Ë	ì
ì	í	Í	î	Î	ï	Ï	ð	Ð	ñ
Ñ	ò	Ò	ó	Ó	ô	Ô	õ	Õ	ö
ö	÷	ø	Ø	ù	Ù	ú	Ú	û	Û
ü	Ü	ý	Ý	þ	Þ	ÿ	Ÿ	Ā	ā
Ā	Ă	ă	Ă	Ą	ą	Ą	Ć	ć	Ć
Ĉ	ĉ	Ĉ	ĉ	Ċ	ċ	Ċ	č	č	Ď
d'	Ď	Đ	đ	Ð	ē	ē	Ē	ě	ě
Ĕ	Ė	ė	Ė	Ę	ę	Ę	Ě	ě	Ě
Ĝ	ĝ	Ĝ	ĝ	Ģ	ģ	Ģ	Ģ	Ģ	Ģ
Ģ	Ģ	Ĥ	ĥ	Ĥ	ĥ	Ĥ	Ĥ	Ĥ	Ĥ

# 4<sup>th</sup> ELEMENT

## TOP-BOTTOM

The 4th element is a divider with a 3° slope on one side. Its size and position are fixed.

Please note that bottom elements can be used in white and Dopharma Blue.



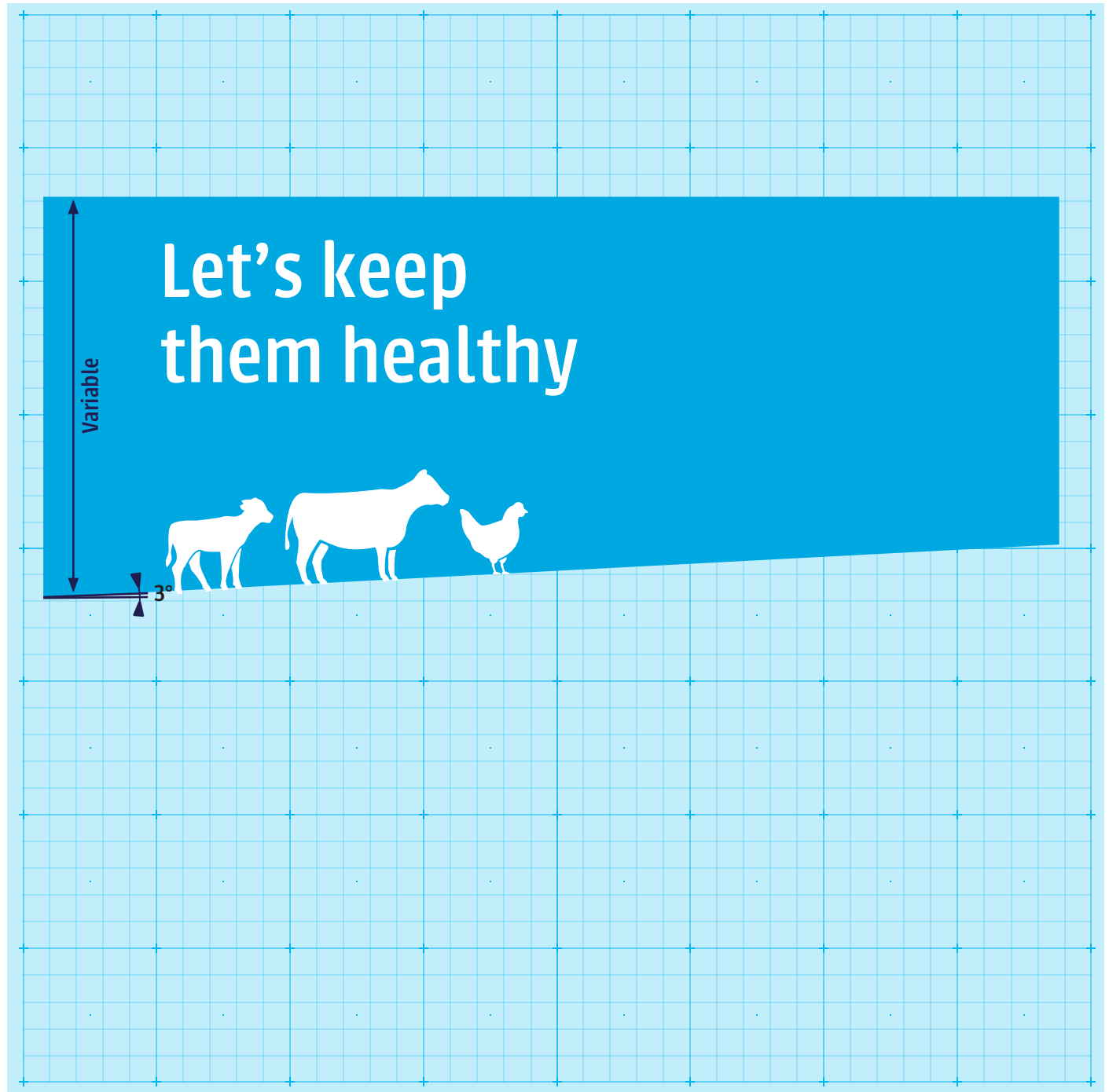
# 4<sup>th</sup> ELEMENT

## TEXT

The text element can vary in size. It may also be used transparent when using an image.

The bottom is always 3° slanted.

Always send your creation to [marketing@dopharma.com](mailto:marketing@dopharma.com) for approval before printing or publication!



# 4<sup>th</sup> ELEMENT

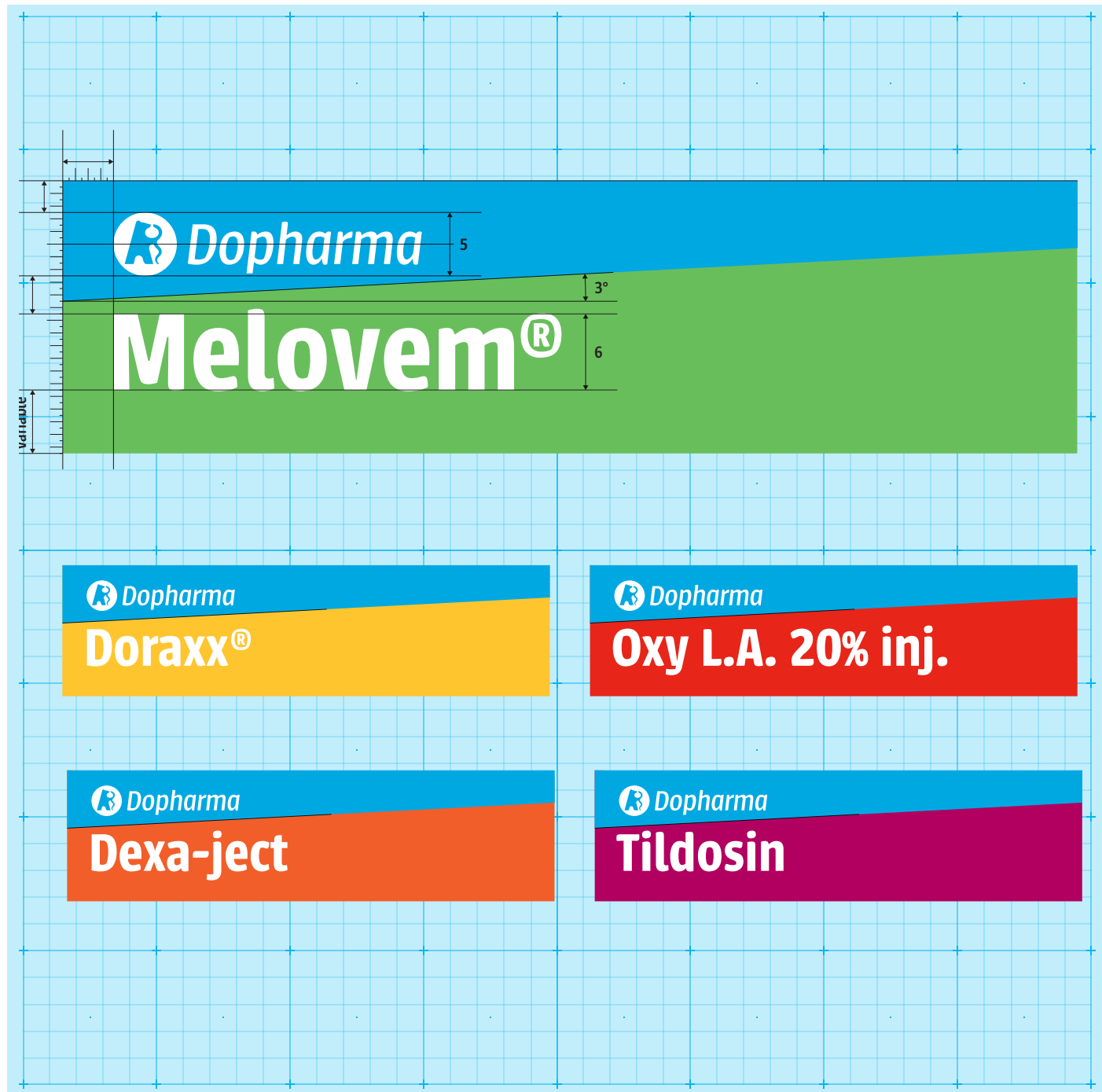
## HIGHLIGHT

To highlight a product, you can add a product logo at the top of the design.

This combined element consists of the Dopharma blue top element (see page 10) and a product area with the product colour and name in 'Urbana SemiBold'.

The colour is always the colour associated with the product brand.

The width may vary. The height of the product coloured area may be extended to include additional information.



# POWERPOINT

## GENERAL TEMPLATE

With our general template it's easy to create a professional PowerPoint presentation that is completely in line with our corporate identity.

The template is flexible to customize your content and has several pre-defined slide templates with fixed elements to help you on your way.

You can download the general PowerPoint template on the 'Corporate Identity' drive at our server.

In case you have any questions, require support, or want to have a final check, contact the marketing department: [marketing@dopharma.com](mailto:marketing@dopharma.com).

Always send your creation to [marketing@dopharma.com](mailto:marketing@dopharma.com) for approval before printing or publication!



# POWERPOINT

## GENERAL TEMPLATE

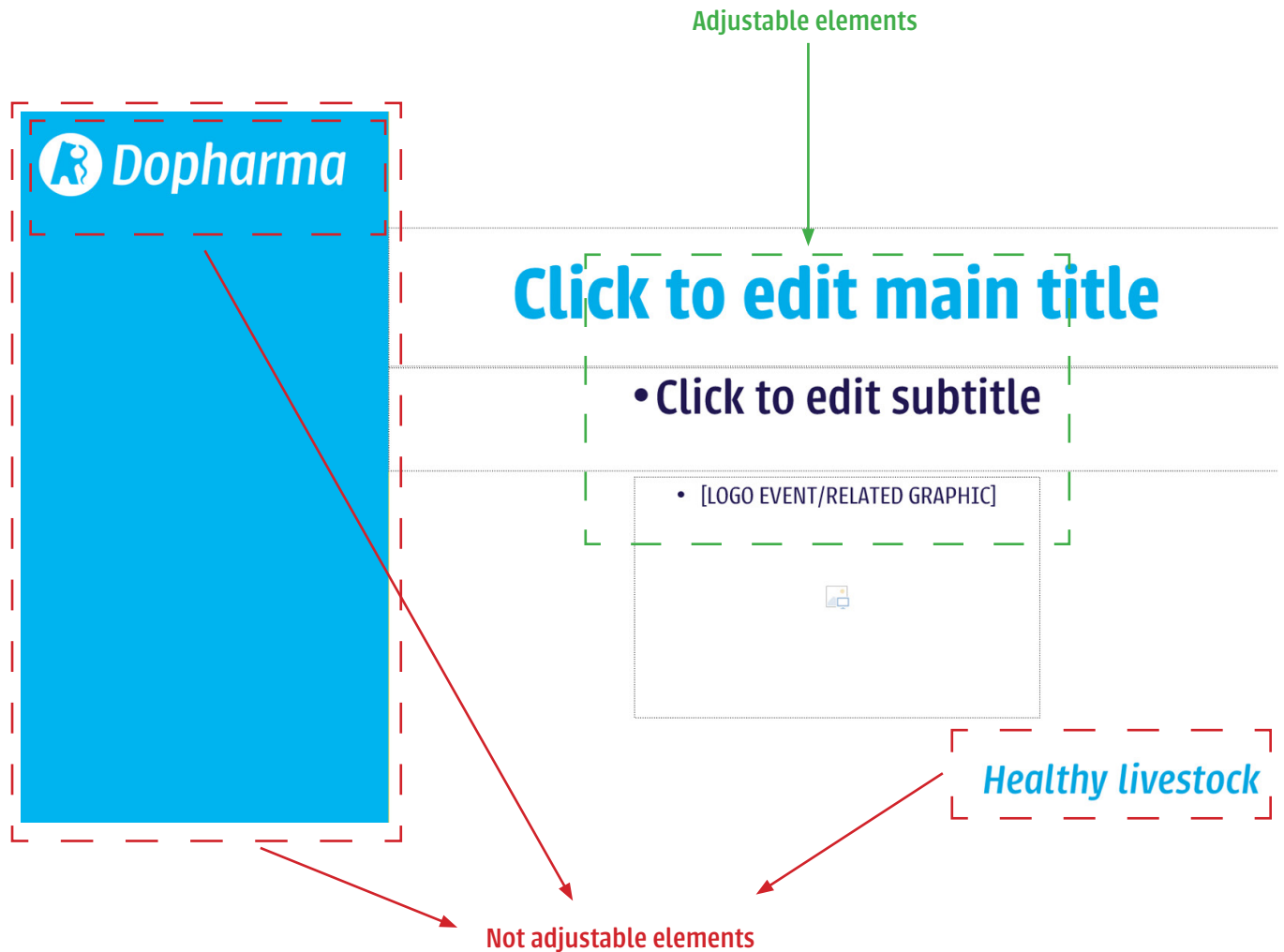
### MAIN TITLE PAGE

Always use this page template to start your PowerPoint presentation.

You can change the content of the main title, the subtitle and if applicable, place a logo or graphic that is related to the subject of the presentation.

Keep the font sizes and colours as set in the template for the entire presentation. Only in case the text is too long to fit the page in a properly matter, the font size can be altered to fit.

Adding an extra image or graphic to illustrate the opening of your presentation is allowed if it matches the corporate look. Our marketing department can advise or help you to create an appropriate image.



COLOUR USE FOR TEXT *		FONT-SIZE (PREFERED) *
<b>WHITE BACKGROUND</b> Title: Dopharma blue Subtitle: Dopharma blue Text: RGB 32-23-81	<b>BLUE/DARK BACKGROUND</b> Title: White Subtitle: White Text: White	Title: Urbana Semi Bold - 44 pt Subtitle: Urbana Medium - 24 pt Text: Urbana Light - 24 pt

\* Except for Main Title Page, please overwrite titles with same size and colour

# POWERPOINT

## GENERAL TEMPLATE

### CHAPTER PAGE

Use this page template to start each new chapter of your presentation.

To illustrate the chapter, choose an appropriate chapter icon from our icon-library on the 'Corporate Identity' drive. Use the place holder to easily add and maintain the size of the icon.

Please note that the icon which is used on this page, is also the icon you use to mark the pages in this chapter in the right upper corner (see page 16).

More information about the icons you can find on page 20.

Always send your creation to [marketing@dopharma.com](mailto:marketing@dopharma.com) for approval before printing or publication!



# POWERPOINT

## GENERAL TEMPLATE

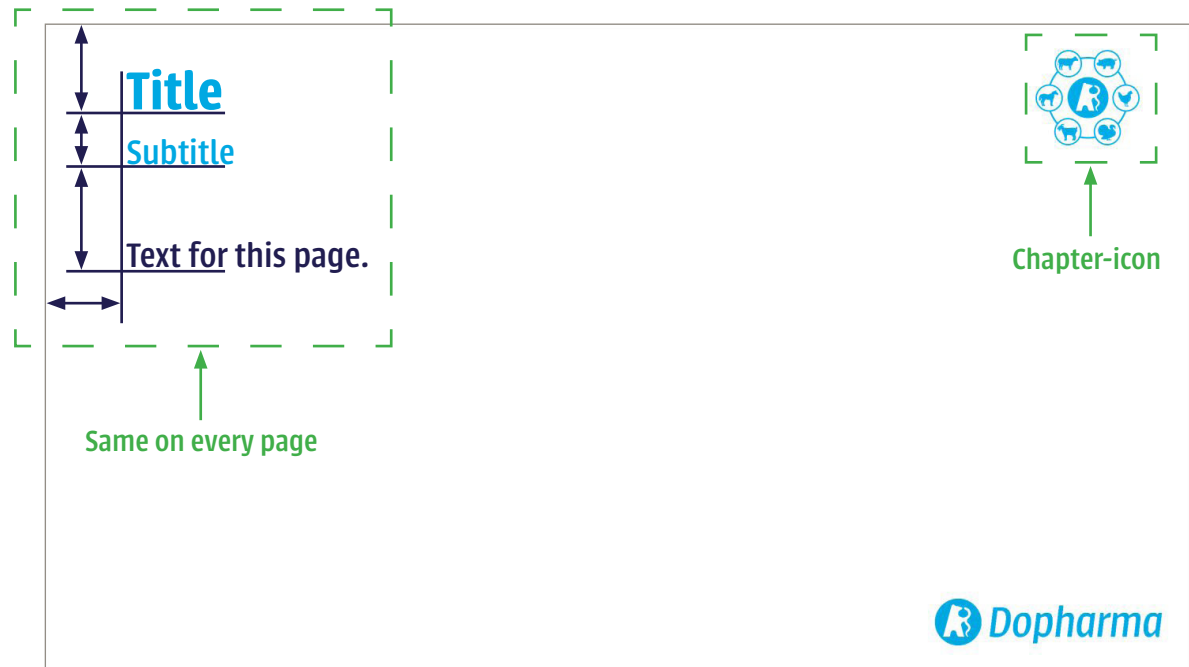
### BLANK PAGE

There is a white and a blue blank page template available.

The chapter icons in the right upper corner should be the same as the icon you used in the chapter page. Use the "change image" option to easily maintain the size of the icon.

If you use titles in pages, please try to keep them in the exact position on every page. It will give less distraction when you switch to another page with titles.

Please also maintain the font sizes for title, subtitle and text for the entire presentation.





# POWERPOINT

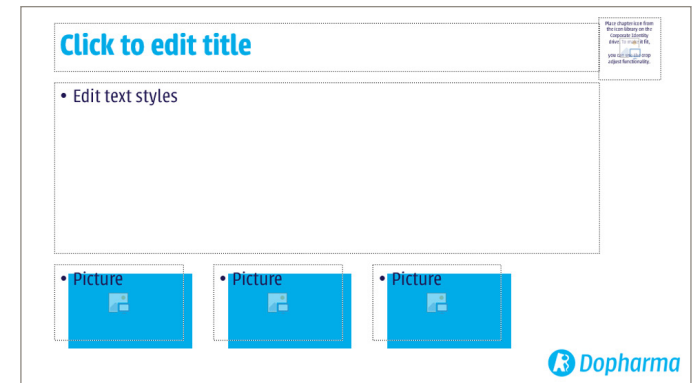
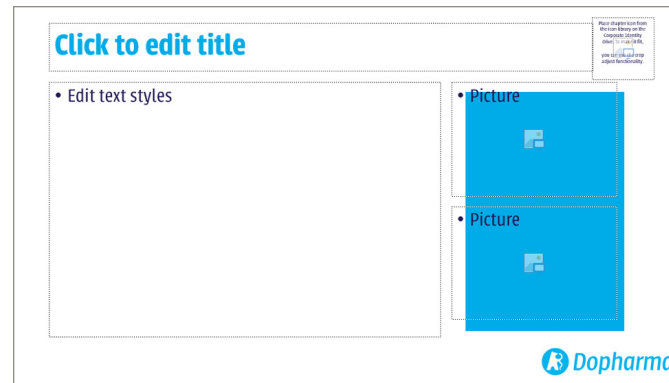
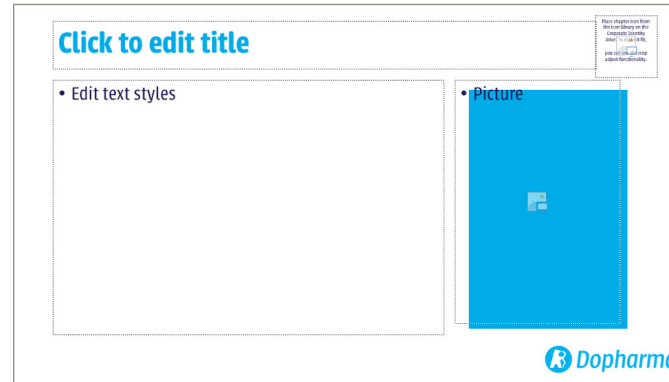
## GENERAL TEMPLATE

### USE OF PHOTO'S

Photos are perfect to illustrate pages but beware for overkill.

To support you, we've made some slide templates to place your image in a unified style.

When using the "change image" option in PowerPoint, the image size will remain and the box behind the image will match perfectly.



Always send your creation to [marketing@dopharma.com](mailto:marketing@dopharma.com) for approval before printing or publication!

# POWERPOINT

## GENERAL TEMPLATE

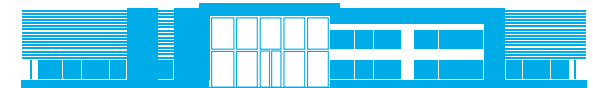
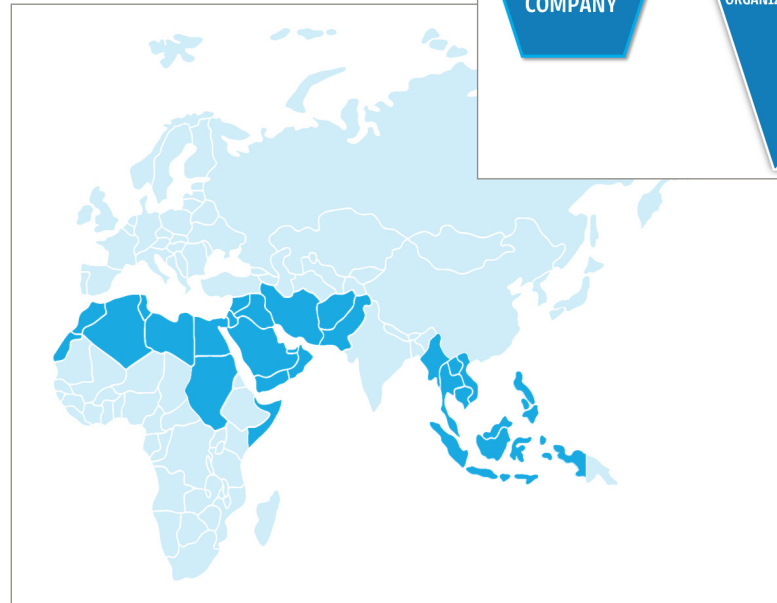
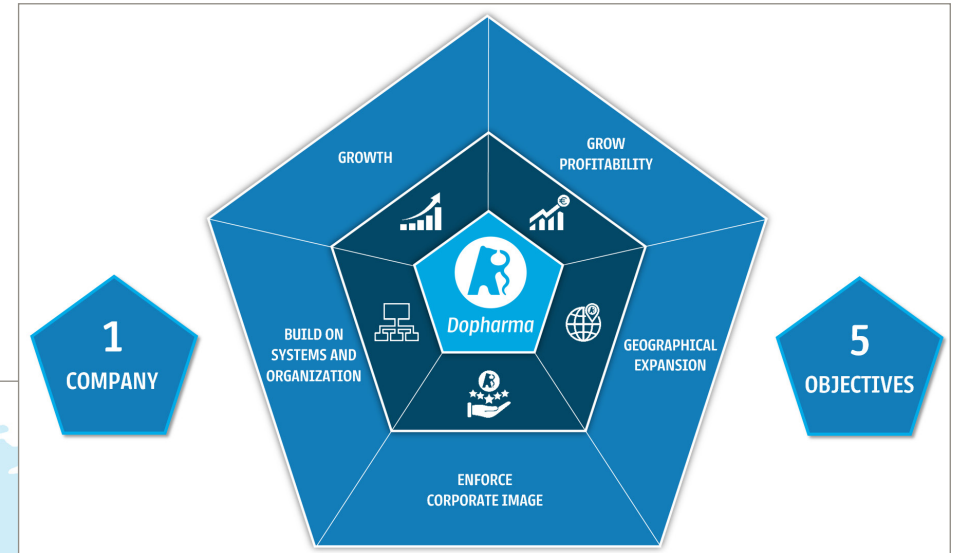
### COLOUR USE IN GRAPHICS

Colour variation will make your presentation more attractive to follow.

However, too much is never a good idea and no-matching colours can even disturb the focus of the viewer.

Therefore choose for colours from the 'same colour family'. All graphics on the right are part of the Dopharma blue colour family.

When you have doubts about colour use in your graphics, the graphic designer can advise and help you.



# POWERPOINT

## GENERAL TEMPLATE

### CLOSING SLIDE

To close your presentation, use the pre-defined closing slide. The closing is customizable to your needs.



Always send your creation to [marketing@dopharma.com](mailto:marketing@dopharma.com) for approval before printing or publication!

# POWERPOINT

## GENERAL TEMPLATE

### ICON LIBRARY

To underline expressions graphically, you can use icons. We have a library at your disposal full of custom made Dopharma icons.

If you like to use these icons, **DO NOT** copy from the icon overview but download them from the 'Corporate Identity' drive (import image). In this way, the icons will remain sharp, even when displayed on larger screens.

### Icons A-H



Ambition and respect



Ambition



Animal species divided



Animation video



Average price



Brochure



Case study



Cattle



Conclusion



Convincing



Direct competitors actual



Direct mail



Dopharma corporate presentation



Economic benefits



Email



Enforce corporate image



First line of defense



Flyer



Geographic expansion



Goal-Aim



Goat-Sheep



Growth



Growth profit



Hand warning



Heritage



Heritage 2



High potential

Icons can be downloaded from the icon library on the Corporate Identity drive.



### Icons H-P



Highest price



Hourglass method



Hourglass method future



Images



Informing



Inspiration



Investment



Key



KG's sold



KG's sold to wholesale



Law



Lowest price



Make a change



Missing connect



IT countries sold



Objection



Other



Percent customers awarded



Pig



Pig Ambition



Pig Heritage



Pig Heritage 2



Pig icon



Pig key



Pig Make a change



Pig Values



Poultry



### Icons P-V



Product promotion sheet digital



Profit margin



Promotional activities



Q&A



Recap



Return of investment



Rumnants



Sales



Season Autumn



Season Spring



Season Summer



Season Winter



Social impact



Solution



Support 1 platform



Systems image



Target



Team



Technical support



Technical support cattle



Technical support chicken



Technical support goat



Technical support pig



Technical support sheep



Testimonials



Top 5



Top 5 volume



### Icons W-Z



Values



Webinar



Website traffic



Year report



# EXHIBITIONS & EVENTS

## EXHIBITION STAND: EXAMPLE STANDS

In case you are an exhibitor during an exhibition, you most likely will choose for an all-in package offered by the organisation of the exhibition.

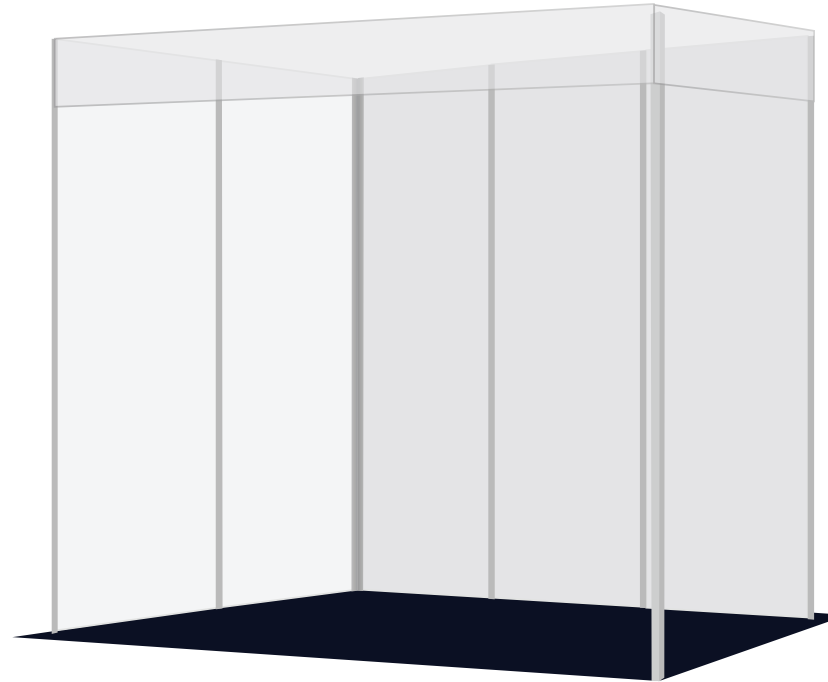
These packages contain a prebuild stand, with fixed dimensions and either with one (middle) or two open sides (corner) as displayed on this page.

We can support you with the graphic design of the wall. To make it more realistic, we can easily translate your ideas into a 3D example.

Always send the specifications and dimensions of your stand to [marketing@dopharma.com](mailto:marketing@dopharma.com).

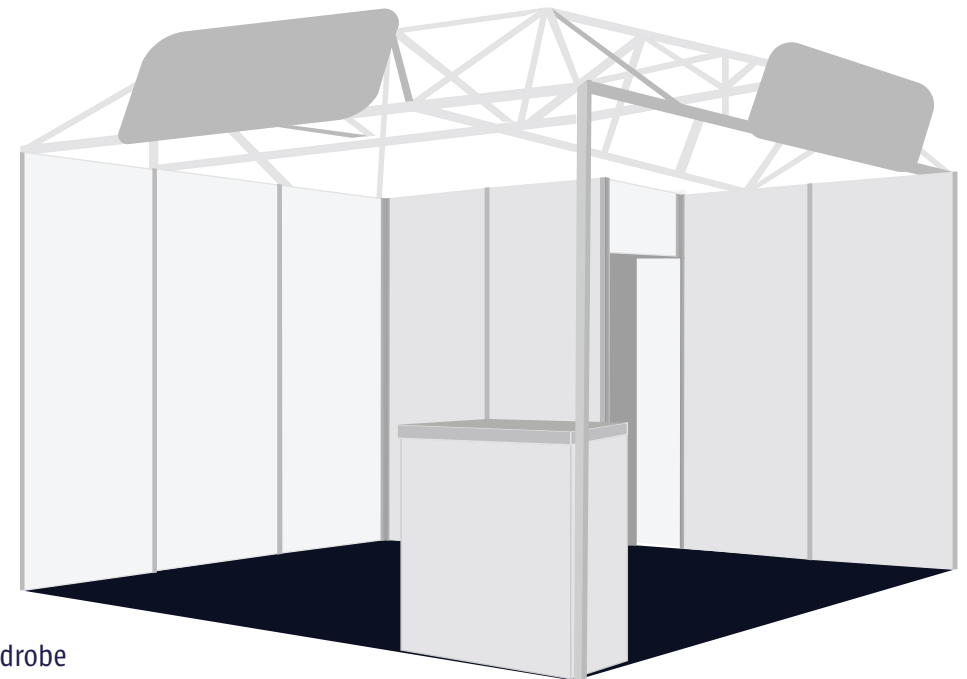
Please note, this is only possible for standard exhibition stands. For custom made exhibition stands, always contact our marketing department first.

*Always send your creation to [marketing@dopharma.com](mailto:marketing@dopharma.com) for approval before printing or publication!*



### Example stand 2m x 3m

Background : individual panels  
Mounting posts : visible  
Stand header : Straight beam  
Layout : 2 left, 3 right



### Example stand 4m x 4m

Background : individual panels  
Mounting posts : visible  
Stand header : separate plates  
Layout : 3 left, 2 + 2 right, wardrobe

# EXHIBITIONS & EVENTS

## EXHIBITION STAND: USED EXAMPLES

When the ideas for your stand are fully developed, we create a 3D concept of the stand.

This gives you and us a much better idea whether all elements are clearly visible and deliver the message as expected.



## Exhibition stand 2m x 3m World Veterinary Poultry Association Congress 2023

Individual background design for each panel.

## Exhibition stand 4m x 4m

### BpT Kongreß 2023

One graphic divided over all panels.

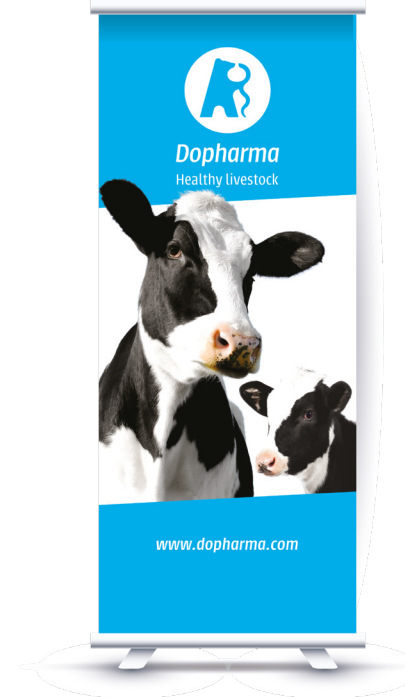




# EXHIBITIONS & EVENTS

## ROLL-UP BANNERS: SINGLE BANNERS

When the ideas for your stand are fully developed, we can create a 3D concept of the stand. This will give us a much better idea of whether all elements are clearly visible and come into their own, whether the image of the stand is correct and whether the message is conveyed clearly enough.



Always send your creation to [marketing@dopharma.com](mailto:marketing@dopharma.com) for approval before printing or publication!

# CORPORATE IDENTITY DRIVE

1 LOCATION

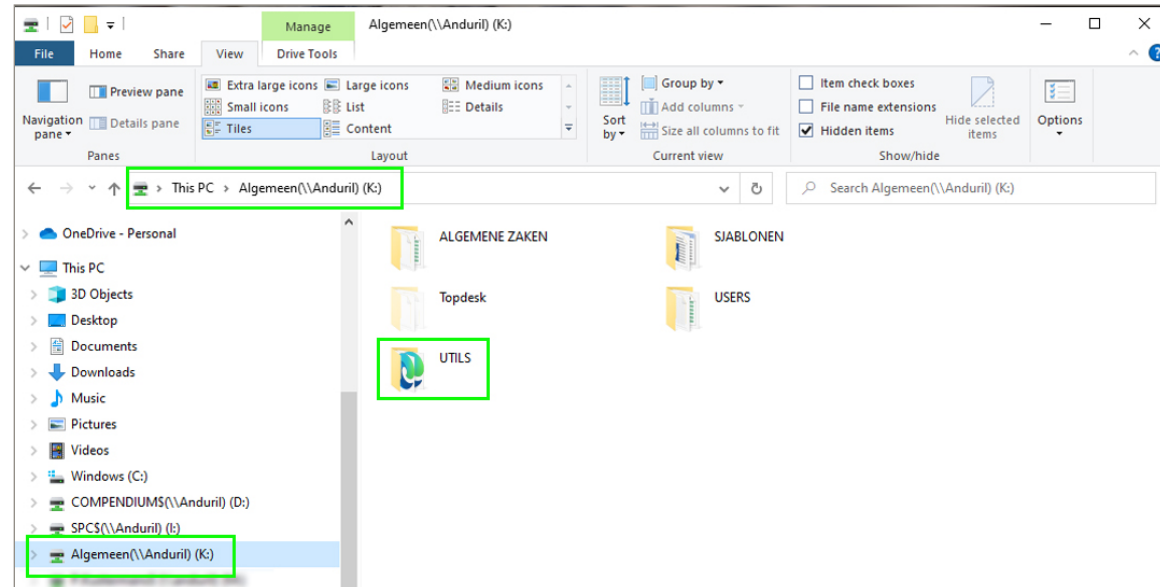
4 YOUR INSPIRATION

The 'Corporate Identity' drive is the only place where you find everything you need to create a beautiful presentation.

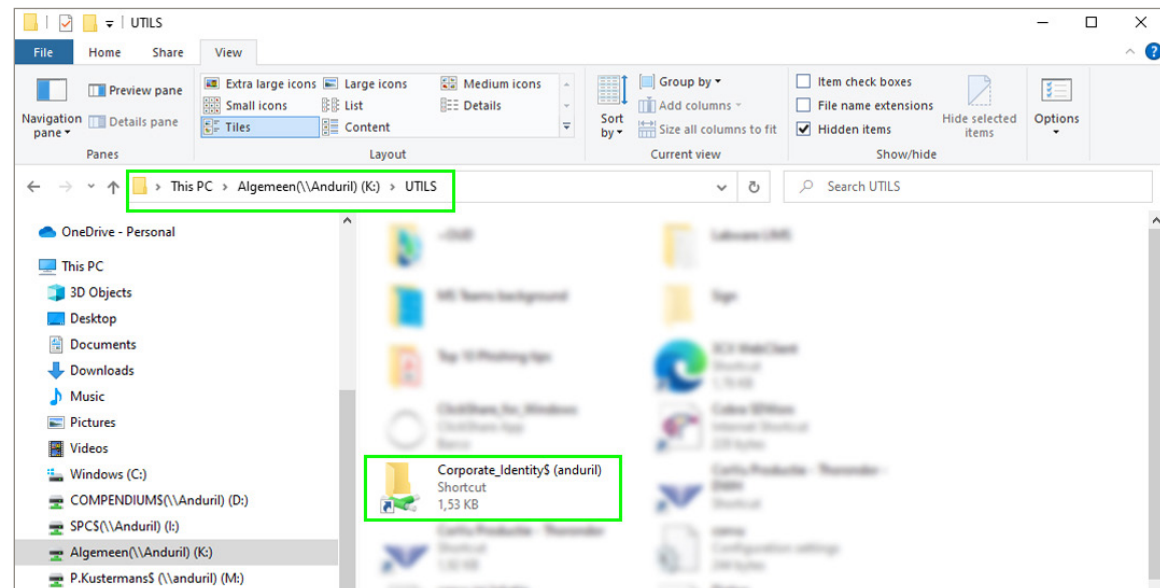
In this chapter we explain where and how to find this drive.

All files are free to use and latest versions.

Can't find what you are looking for? Contact the marketing department, we are happy to help you!



Select in "This PC" the "Algemeen (K:)" drive, then double click the folder "UTILS" .



Double click on the shortcut "Corporate Identity drive (andurilI)".

**TIP!:** Copy this shortcut to your desktop for later use.

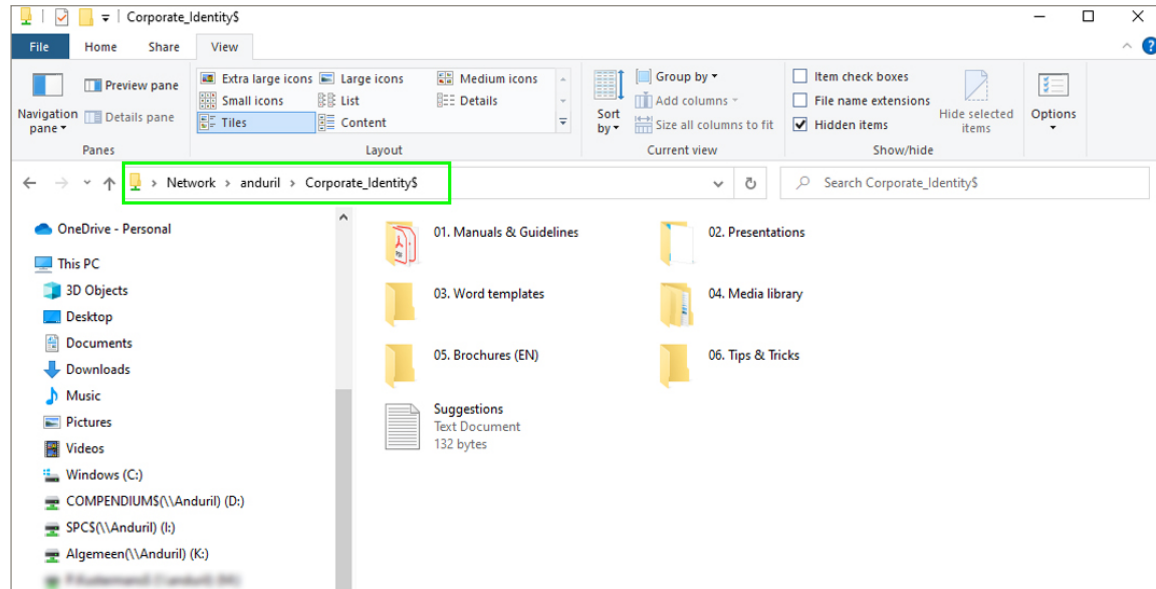


# CORPORATE IDENTITY

# DRIVE

1 LOCATION

4 YOUR INSPIRATION



## **The Corporate Identity drive\***

### **01. Manuals & Guidelines**

*Documentation to support and guarantee swift corporate identity processes.*

### **02. Presentations**

*The Dopharma corporate presentation*

*The Dopharma general PowerPoint template*

### **03. Word templates**

*Letters with headers and footers for the different Dopharma entities*

### **04. Media library**

*A library full with images, icons, graphics and stock photos. Updated regularly.*

### **05. Brochures**

*All English versions of the latest corporate and product brochures.*

### **06. Tips & Tricks**

*HowTo documents to help you on your way.*

*\*Subject to changes and updates.*

*Always send your creation to  
marketing@dopharma.com for approval  
before printing or publication!*

# OUR MARKETING DEPARTMENT

## @ YOUR SERVICE

If you have a request, a question, or you need marketing support, don't hesitate to contact us. We are there to help you!

The moment you have project that involves (re)presenting the Dopharma brand, you should always involve the marketing team to safeguard the Dopharma corporate identity.

Examples are:

- Exhibitions
- Events
- Social Media
- Brochures, leaflets, flyers, etc.
- Presentations

...

Do you have a project and need our support? Fill in the online form and we'll get back to you!

<https://www.dopharma.com/graphic-design-request/>

### MARKETING DEPARTMENT

#### General

- 📞 0162 – 58 20 00
- ✉ marketing@dopharma.com
- ✉ communication@dopharma.com



### CORPORATE MARKETING & COMMUNICATION

#### Arno Visser

- ✉ a.visser@dopharma.com



### PRODUCT MARKETING

#### Anouk van der Werf

- ✉ a.v.d.werf@dopharma.com



### LABELS

#### Alicia Blom

- ✉ a.blom@dopharma.com



### GRAPHIC DESIGNER

#### Patrick Kustermans

- ✉ p.kustermans@dopharma.com



### DIGITAL MARKETING

#### Sanne van den Besselaar

- ✉ s.vandenbesselaar@dopharma.com