

About the Brand

Our **mission** is to improve patient health by delivering innovation to pharmacy

Our **vision** is to be the essential technology partner for connected healthcare.

Our Values

1. Passion

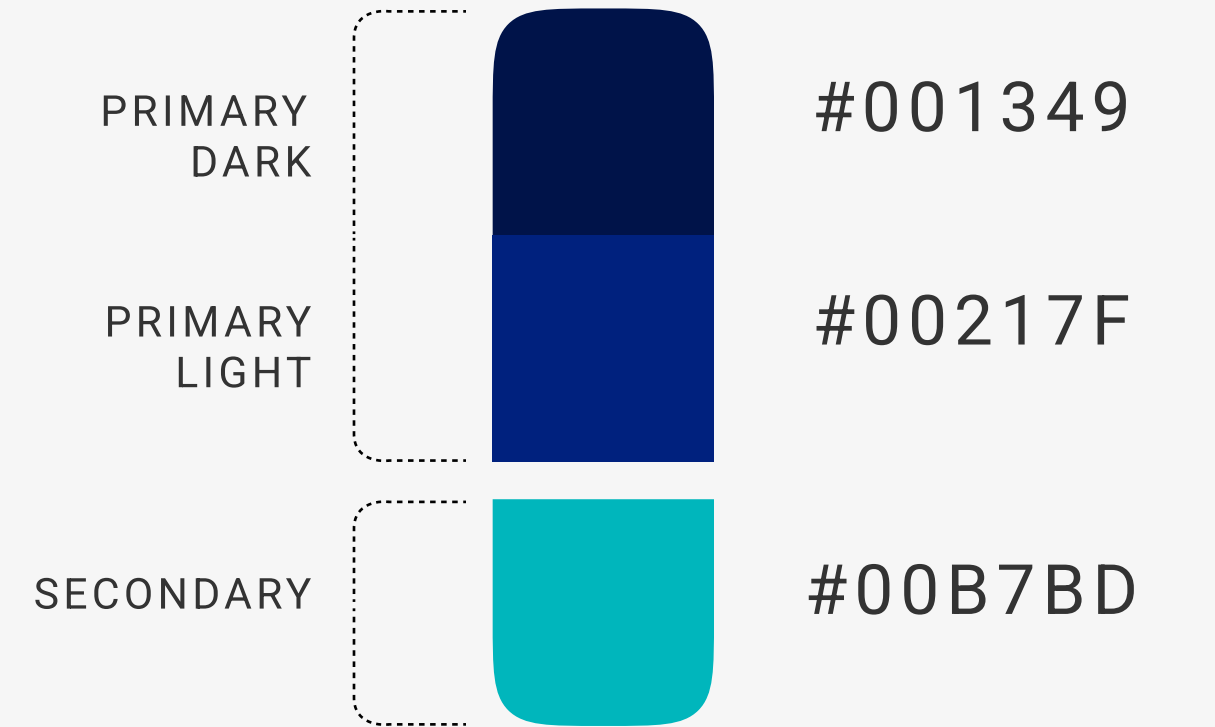
We bring energy, creativity and purpose to everything we do

2. Collaboration

We succeed together, across teams and with our partners

3. Excellence

We aim to be the best at what we do



Primary and Secondary Colours

The consistent use of color is vital to effective brand recognition. Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide. Do not use any other/unauthorised colors.

This palette of blues and teal will help us build equity as these colours become an identifiable element of our brand. Black/Monotone and dark blues are used in the brand signature.

Monotone

#131313
RGB: rgb(19, 19, 19)
CMYK: cmyk(0%, 0%, 0%, 92%)

Secondary

#00B6BC
RGB: rgb(0, 182, 188)
CMYK: cmyk(100%, 3%, 0%, 26%)

Primary Dark

#001349
RGB: rgb(0, 19, 73)
CMYK: cmyk(100%, 74%, 0%, 71%)

Primary Light

#00217f
RGB: rgb(0, 33, 127)
CMYK: cmyk(100%, 74%, 0%, 50%)

Gradient

Angle/direction of gradient can be modified when required

#001349
#0056E0
#00B6BC

Colour Accents

Use accent colors to extend your color choices beyond what the primary palette provides.

Red

#FF5153
RGB: 255, 81, 83
CMYK: 0%, 68%, 67%, 0%

Yellow

#FFCB00
RGB: 255, 203, 0
CMYK: 0%, 20%, 100%, 0%

Green

#48C76B
RGB: 72, 199, 107
CMYK: 64%, 0%, 46%, 22%

Dark teal

#009EA3
RGB: 0, 158, 163
CMYK: 100%, 3%, 0%, 36%

Accessibility

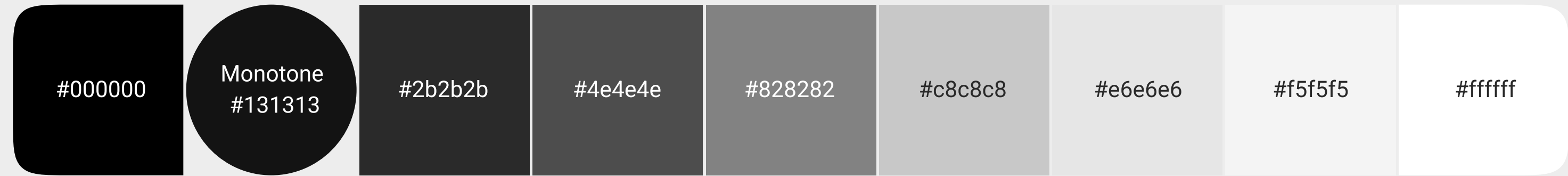
Text colour

Background colour

		Black #000000	Deep blue #001349	Dark blue #00217f	Medium blue #0056e0	Light blue #2482ff	Teal #00b7bd	White #ffffff	Pale grey #f5f5f5	Light grey #e6e6e6	Medium grey #c8c8c8	Dark grey #828282
White #ffffff	All text sizes	All text sizes	All text sizes	All text sizes	All text sizes	✗	✗	✗	✗	✗	✗	✗
Black #000000	✗	✗	✗	✗	✗	All text sizes	All text sizes	All text sizes	All text sizes	All text sizes	All text sizes	All text sizes
Primary Dark #001349	✗	✗	✗	✗	✗	All text sizes	All text sizes	All text sizes	All text sizes	All text sizes	All text sizes	All text sizes
Primary Light #00217f	✗	✗	✗	✗	✗	✗	✗	All text sizes	All text sizes	All text sizes	✗	✗
Medium blue #0056e0	✗	✗	✗	✗	✗	✗	✗	All text sizes	All text sizes	All text sizes	✗	✗
Light blue #2482ff	All text sizes	All text sizes	✗	✗	✗	✗	✗	Heading text	✗	✗	✗	✗
Secondary #00b7bd	All text sizes	All text sizes	All text sizes	✗	✗	✗	✗	✗	✗	✗	✗	✗

	Red #ff5153	Yellow #ffcb00	Green #48c76b	Dark teal #009ea3
White #ffffff	✗	✗	✗	✗
Black #000000	All text sizes	All text sizes	All text sizes	All text sizes

Colour Tonality



Typography – Primary (Headings)

↓ Font Family

Poppins is free and open source: As such, neither paid licenses nor accreditation are required for use. Download it free from Google Fonts.

Font pairing rule:

‘Poppins’ used for headings.
‘Roboto’ used for body.



Poppins Typeface

Poppins is an open-source, modern geometric typeface and is used for all communications across all digital and printed collateral.

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%^&*()_+[]'{}«\

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%^&*()_+[]'{}«\

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%^&*()_+[]'{}«\

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%^&*()_+[]'{}«\

Poppins Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%^&*()_+[]'{}«\

Poppins Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%^&*()_+[]'{}«\

Typography – Secondary (Body)

Font Family

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Font pairing rule:

‘Poppins’ used for headings.
‘Roboto’ used for body.



Roboto Typeface

Roboto balances mechanical structure with friendly, open curves. Unlike some grotesks that distort letters for a strict rhythm, Roboto keeps each letter at its natural width, creating a smoother, more natural reading flow similar to humanist and serif typefaces.

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%^&*()_+[]{}«\

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%^&*()_+[]{}«\

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%^&*()_+[]{}«\

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%^&*()_+[]{}«\

Poppins Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%^&*()_+[]{}«\

Poppins Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%^&*()_+[]{}«\