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PHARMACEUTICAL WHOLESALER

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est. 1982



2014 BRAND OVERVIEW

THE LOGO  
- MONOCHROMATIC

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P H A R M A C E U T I C A L   W H O L E S A L E R

e s t . 1 9 8 2

R



S

P H A R M A C E U T I C A L   W H O L E S A L E R

e s t . 1 9 8 2

COLORS



PMS 295 U



Cool Grey 11



Process Blue



Cool Grey 2

FONTS

**BLAIRMDITC TT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$\$%^&\*()\_+

**Bell MT Regular**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 1234567890!@#\$\$%^&\*()\_+

**Bell MT Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 1234567890!@#\$\$%^&\*()\_+

## SPACING



USE THE R&S AMPERSAND AS A GUIDE TO MAINTAIN ADEQUATE SPACING AROUND THE LOGO

### COLORS



PMS 295 U



Cool Grey 11



Process Blue



Cool Grey 2

### FONTS

**BLAIRMDITC TT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+

**Bell MT Regular**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 1234567890!@#\$%^&\*()\_+

**Bell MT Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 1234567890!@#\$%^&\*()\_+

THE LOGO  
- COLOR OPTIONS



COLORS



PMS 295 U



Cool Grey 11



Process Blue



Cool Grey 2

FONTS

**BLAIRMDITC TT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+

Bell MT Regular

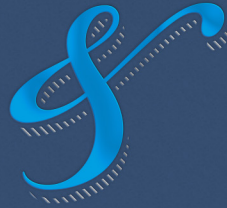
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**Bell MT Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 1234567890!@#\$%^&\*()\_+

THE LOGO  
- METALLIC EFFECT

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P H A R M A C E U T I C A L   W H O L E S A L E R

est. 1982

#### COLORS



PMS 295 U



Cool Grey 11



Process Blue



Cool Grey 2

#### FONTS

**BLAIRMDITC TT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+

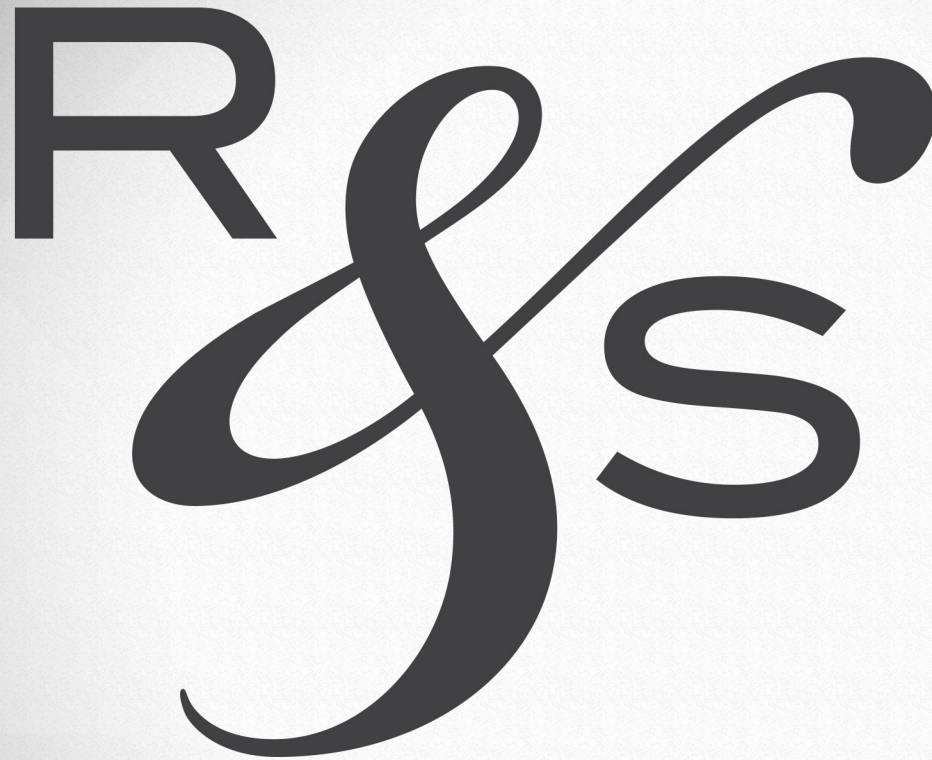
**Bell MT Regular**

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**Bell MT Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 1234567890!@#\$%^&\*()\_+

# THE COMPRESSED LOGO



## COLORS



PMS 295 U



Cool Grey 11



Process Blue



Cool Grey 2

## FONTS

**BLAIRMDITC TT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*()\_+

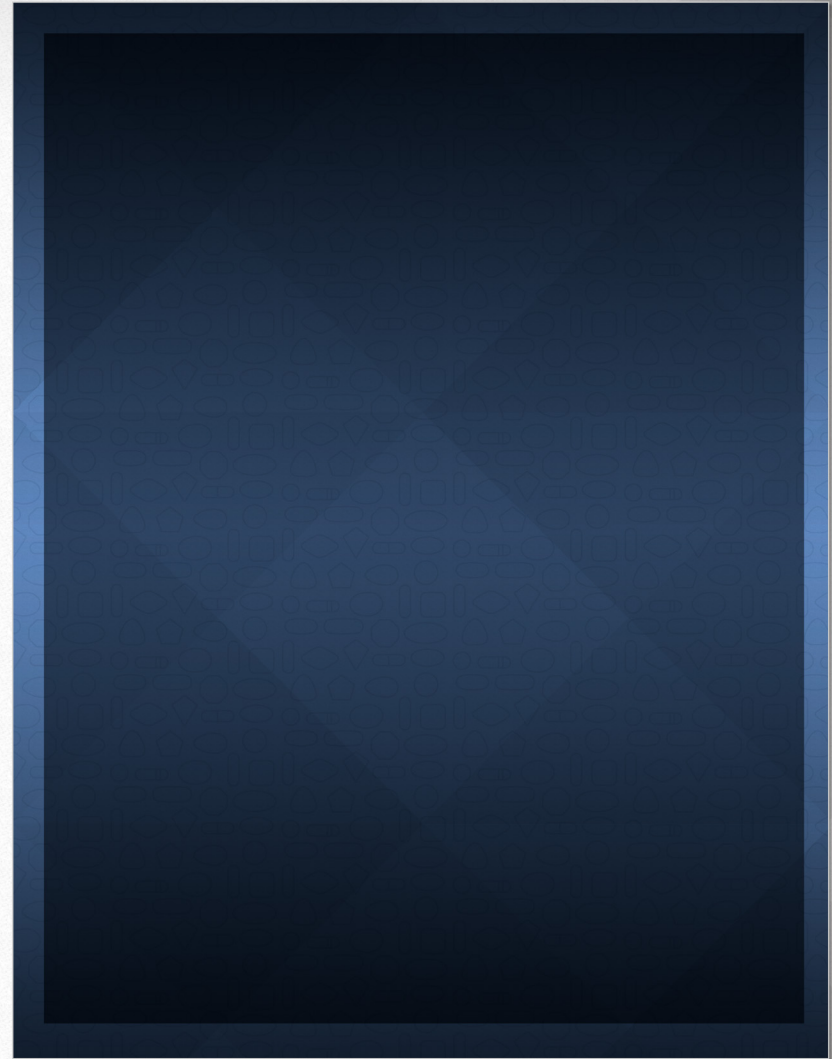
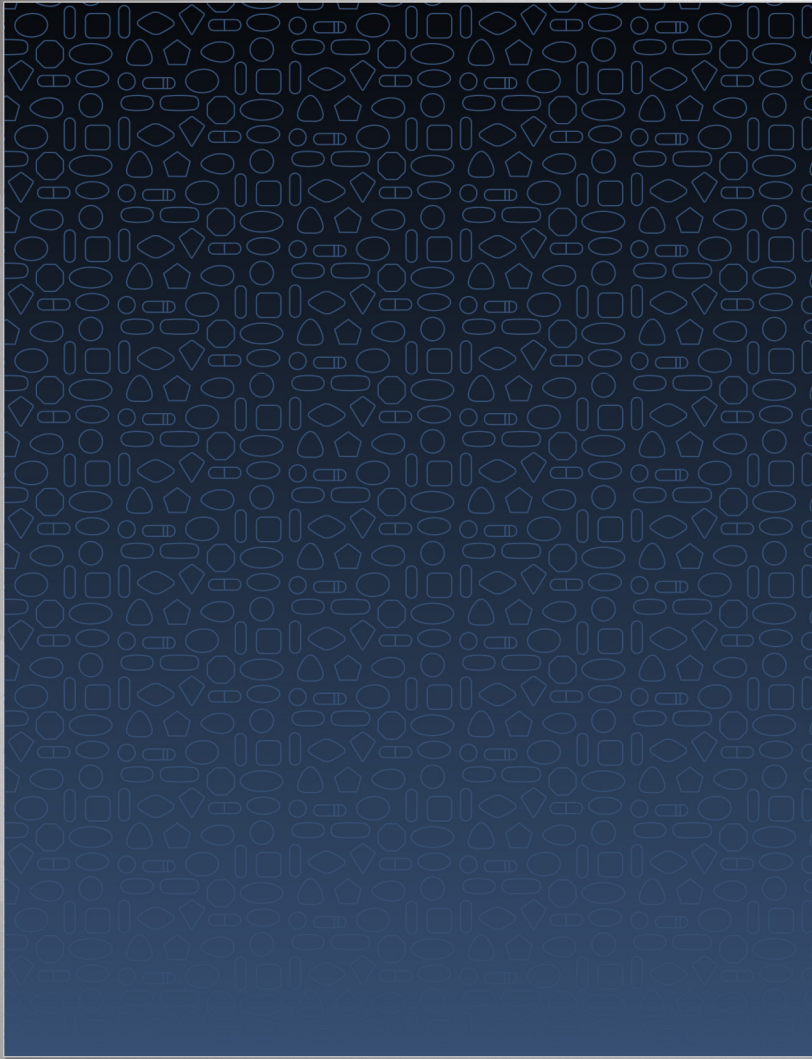
**Bell MT Regular**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 1234567890!@#\$%^&\*()\_+

**Bell MT Bold**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
QqRrSsTtUuVvWwXxYyZz 1234567890!@#\$%^&\*()\_+

## PATTERNS/TEXTURES



### COLORS



### FONTS

**BLAIRMDITC TT**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@#\$%^&\*()\_+

**Bell MT Regular**  
 AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
 QqRrSsTtUuVvWwXxYyZz 1234567890!@#\$%^&\*()\_+

**Bell MT Bold**  
 AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
 QqRrSsTtUuVvWwXxYyZz 1234567890!@#\$%^&\*()\_+



## COLORS



## FONTS

**BLAIRMDITC TT**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@#\$%^&\*()\_+

**Bell MT Regular**  
 AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp  
 QqRrSsTtUuVvWwXxYyZz 1234567890!@#\$%^&\*()\_+

**Bell MT Bold**  
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 QqRrSsTtUuVvWwXxYyZz 1234567890!@#\$%^&\*()\_+