

Health Mart

Exterior Signage

Guidelines



Welcome. Your Participation Ensures Our Success.

Dear Pharmacy Owner,

Welcome to Health Mart®! By joining our network of forward-looking community pharmacies, you have made an important investment in the future of your business and profession. In order to unlock the full value of your investment in the Health Mart franchise, it is extremely important that you work to quickly install an effective on-site Health Mart-branded sign.

To help you get started with this, Health Mart provides a free LED sign and four window graphics. This kit was designed to provide a quick response for Health Mart branding in your store. Once you have received it, the minimum branding kit should be installed as quickly as possible.

While Health Mart is providing a free minimum signage kit, we still encourage you to install an on-site exterior sign. We have made this process easier by providing sources that can provide exterior signage on a national level. These authorized sign companies will work with you to update your existing signage, or install new signage, to comply with Health Mart standards in the most cost-efficient manner possible. Health Mart recognizes the strong relationships of local businesses and does not discourage you from using local businesses to source your signs. Should you choose to use a local sign company, the standards and requirements as outlined in this document will apply.

Because consistent presentation is the foundation of establishing the Health Mart brand in consumers' minds, we appreciate your commitment to making your store a recognizable Health Mart destination. Please do not hesitate to contact your regional franchise operations director or the Retail Design department at 855.HLTH.MRT (855.458.4678) for more details.

Thank you for being an important part of the industry's leading network of independent pharmacies.



Steve Courtman
President, Health Mart

Let's Get Started!

Here's What You Need to Know.

REQUIREMENTS

The following information is what Health Mart requires to have on file for each location that installs Health Mart-branded exterior signage.

A detailed site rendering must be submitted for approval for each account. The rendering must contain:

- An image of the existing signage
- The proposed sign shown on the building or structure as it will be displayed
- Identification of materials to be used to construct the various parts of the sign (sign cabinet, sign face, etc.)
- Color of paint or vinyl to be used for the Health Mart logo

A price proposal must be submitted with the rendering that gives an itemized detail of the costs involved with the production and installation of the signage. It must include any permit fees, installation, taxes (if applicable) and any other ancillary fees that might be associated with the production and installation of the signage.

SIGNAGE LOCATIONS

The Health Mart brand should take precedence and be given the most visible and prominent location on the facade of the building. This location takes precedence over roadside signage and directional signage. Final location is determined based on individual site conditions.

SPECIFICATIONS



Dimensions: Determined by the local signage code or size of sign faces being replaced. Size must meet the minimum requirements by landlord or governing body. The Health Mart logo should fill the available signage space, while still leaving the appropriate amount of clear space around the logo, based on branding guidelines.



Color Palette: The Health Mart master brand palette consists of Health Mart Green (PMS 2257) and Health Mart Blue (PMS 2184.) All signage should match to our master brand palette.



PMS 2257: Inner Rx circle and “Health”



PMS 2184: Outer Rx circle, store name, “Mart,” registration mark and “Pharmacy”



Lettering and Font: The only acceptable font for the store name is Sentinel Bold. Signage set in any other typeface will not be considered compliant. Store names should be typeset in initial cap only, with standard letter spacing. Proper letter spacing and kerning of type is expected for all signage. To license a copy of Sentinel Bold, please contact HealthMartOperations@mckesson.com.



Construction and Installation: Determined and performed by a fully licensed and bonded sign company.

Personalize It!

Select the Format That Works Best for You.

SIZING AND SPACING

When developing store signage, please start by using the approved signage templates supplied as .EPS (Encapsulated PostScript) files. The templates ensure consistency in artwork across the Health Mart franchise. Files can be customized with the pharmacy name and are available in vertical and horizontal formats.



1. Spacing on the Health Mart sign is based on the height of the “x” in the circle Rx artwork.
2. The store name should be the height of one “x” above “Health Mart.”
3. All signage should comply with our logo guidelines and exercise a clear space between store logo and frame of signage. This clear space should be at least one “x” around the circumference of the signage artwork.

APPROVED FORMATS

Vertical: The vertical signage artwork is the preferred lockup and should be used for most signage opportunities. The approved vertical artwork provides files for both short names (fewer than 12 characters) and long names (greater than 12 characters). Please use the correct file when formatting signage.

Fewer than 12 Characters



Greater than 12 Characters



Horizontal: The horizontal signage artwork should only be used when the available signage area has a width significantly greater than its height.

Fewer than 12 Characters



Greater than 12 Characters



Note: It is never acceptable to adjust the positioning of the store name in relation to the Health Mart logo.

Remember ...

A Successful Brand Is Built on the Details.

They may seem small enough, but minor signage inconsistencies across thousands of stores add up! Help build recognition for the Health Mart franchise by ensuring your signage complies with our national brand standards. These are just a few of the common mistakes that are easy to avoid when producing your store's signage. If you have questions or concerns regarding the compliance of your sign, please contact the Health Mart Pharmacy Design Group at 855.HLTH.MRT.

✗ DON'T! Add additional content to sign.



✗ DON'T! Adjust typefaces.



✗ DON'T! Set store name in all caps.



✗ DON'T! Alter colors.



Signage in Action

How Does Your Sign Measure Up?

EXAMPLE CHANNEL LETTERING



EXAMPLE PANEL SIGN



EXAMPLE MINIMUM SIGNAGE



We've Made It Easy ... With Flexible Signage Requirements.

The Health Mart brand continues to be recognized for the personalized care and high levels of customer service that Health Mart pharmacies deliver. For that reason, we want to ensure that your location, as a complement to your local identity, benefits by being easily identified by local patients, healthcare professionals, payers and the general public as a member of our award-winning franchise. We've developed a complimentary signage kit to enhance your local identity and enable you to display the Health Mart brand prominently.

INSTALLATION AND PLACEMENT

This easy-to-install signage kit includes one lighted Health Mart window box (figure A) and four easy stick-on window clings (figure B) for placement in your storefront. You should cut the window clings to fit the size of your pharmacy's exterior-facing display windows. If your window space cannot accommodate all four window clings, you may use the number that will fit neatly across the top or bottom of each of your windows so that they are readily visible from the exterior of your pharmacy.

Questions? Email HealthMartOperations@mckesson.com.



Figure A: Lighted Health Mart window box — For the 30" length that should fit most storefront windows, the height would be 14.3".



Figure B: Easy stick-on window clings — Window clings can be trimmed to store's individual window widths.

Questions or Comments? Let's Talk!

FONT LICENSING

It is required that all signs use Sentinel Bold. Signage partners can secure a copy of Sentinel Bold by emailing HealthMartOperations@mckesson.com.

QUESTIONS

For questions or concerns regarding Health Mart's signage requirements, please contact:

Health Mart Operations

Health Mart Signage and Interior Décor
HealthMartOperations@mckesson.com

855.HLTH.MRT