

# Best Practices for Using the Health Mart Brand in Your Local Advertising

# Welcome

This guide is designed to help you create effective local marketing and advertising materials that are consistent with Health Mart branding guidelines.

The Health Mart brand identity and logo were created for our network based on extensive consumer research. In study after study, consumers recognized the Health Mart brand as the most distinctive and attractive, compared to other retail-pharmacy brands. The Health Mart brand communicates that each Health Mart pharmacy provides a high level of professional health and wellness care.

Our identity is a very valuable competitive asset. To maximize and protect its value, it is important that our communications consistently project the Health Mart brand to reinforce who Health Mart pharmacies are and what they do.

Two primary principles are at the foundation of the promise our brand makes to consumers:

**The Health Mart brand voice** is warm, caring, professional, contemporary and approachable.

**Health Mart pharmacists** are knowledgeable, compassionate, community-focused industry experts.

We hope you will strive to portray these qualities in your daily interactions with your customers and staff. We also recommend sharing these concepts with people you hire to develop marketing and advertising materials.

One unique aspect of Health Mart's brand is that it provides independent pharmacies with a common identity, while allowing each to retain its pharmacy name and unique services, as shown by the logos on page 4. But, to protect our brand's equity and maximize its impact, it is important that all Health Mart pharmacies use the pre-approved logos, colors and typefaces to consistently project our brand identity, as described in this guide.

# Let's Get Started!

## Elements of Our Identity



### Logos | Pg. 4

The Health Mart logo is the cornerstone of our visual brand and the national symbol of your expertise and professionalism. That's why it's so important to understand the proper ways to use our national and store-specific logos.

To customize and download print-ready logos, visit the Health Mart Marketing Hub on McKesson *Connect*.<sup>SM</sup>



### Color Palette | Pg. 5

While our primary color palette is Health Mart green and blue, we offer a range of secondary colors to help you attract consumer attention and add visual interest to your pharmacy's communications.

For more examples of how to use Health Mart's palette, visit the Health Mart Marketing Hub on McKesson *Connect*.



### Typography and Fonts | Pg. 5

Creating consistency with typography is key to establishing a nationally recognized brand. Using only the Health Mart-approved typefaces presents a professional image that reinforces our brand identity.

To license the Health Mart family of fonts for use in your communications, visit [www.fontshop.com](http://www.fontshop.com).



### Recommended Images | Pg. 6

Deciding what photos or images to use to portray professionalism isn't always easy. That's why your Health Mart team has developed some guidelines to help you easily identify the right kind of photography to use in your communications.

For low-cost stock photography, visit [www.istockphoto.com](http://www.istockphoto.com) or [www.shutterstock.com](http://www.shutterstock.com).

# Logos

## Our Identity Is Your Identity

### Customizable Store Identity

Your customized store logo tells your community you are a member of the nation's fastest-growing independent-pharmacy franchise. That's why maintaining your store's identity is so important. You should never alter or "re-create" the proportions, colors, type fonts or graphic elements of the identity.



Contact a Local Marketing Coordinator by phone 855.MKTG.HUB (855.658.4482) to request your personalized store logo.

### National Brand Identity

The primary use of the Health Mart national brand identity is on national communications. It's also a great asset to place on your promotional items or communications to reinforce the Health Mart brand. Our national identity is a registered trademark and can never be altered. Always download the national identity from the Marketing Hub; never alter it or re-create your own version by adding or removing elements or altering the type fonts, colors or proportions.



Visit the Brand Guidelines page on the Marketing Hub's Support and How To's page to access your National Brand Identity.

# Colors and Fonts

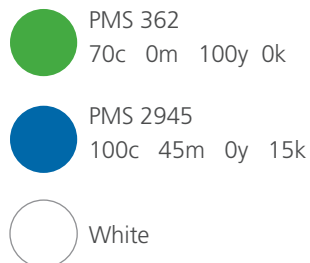
## Adding Personality to Our Identity

### Color Palettes

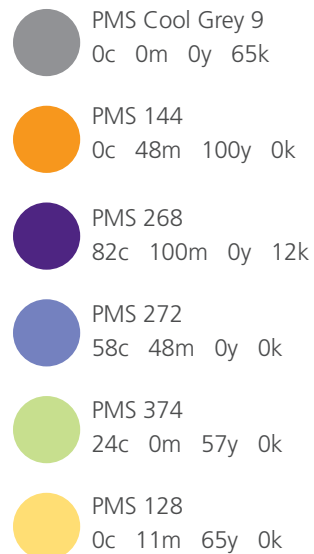
The Health Mart color palette consists of eight distinct colors, two primary colors and six secondary colors. Health Mart green (PMS 362) and Health Mart blue (PMS 2945) should be used on all marketing communications. You can also use white as a primary color to make your communications feel clean, bright and approachable.

Secondary colors should be used sparingly as accents to add visual interest. These colors should never comprise more than 10% of the color on your layout.

#### Primary Palette



#### Secondary Palette



### Typography and Fonts

Health Mart utilizes three font families: FF Din Pro, Frutiger and Arial. Here's how to use each font:

- Use FF Din Pro for all headlines and store names.
- Use Frutiger for large blocks of text.
- Use Arial only when FF Din Pro and Frutiger are not available.

**Here is sample text for each font.**

#### FF Din Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*(),./<>?

#### Frutiger

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*(),./<>?

#### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*(),./<>?

# Images

## Putting People and Products in Your Picture

### Stock Photography

Stock photography can help you add visual interest to your marketing communications. When selecting photos, look for images that are bright and contemporary. Here are some examples of stock photos that effectively present Health Mart as warm, approachable, professional and caring.

#### Patient Consults



#### Lifestyle Photography



### Custom Photography

Using custom photos can help strengthen your relationship with your community and patients. Here are some examples, followed by tips to help you avoid common mistakes that lead to ineffective photos.

#### ❌ Image Don'ts



1. Don't take photos with mobile devices.
2. Don't take photos under fluorescent light.
3. Avoid cluttered or "busy" backgrounds. Make photos as simple as possible.
4. Avoid wearing white clothing in front of a white background.

#### ✅ Image Do's



1. Ensure adequate lighting. Natural light is best. Avoid lights from behind the subject.
2. Use a camera, not a mobile device.
3. Remove clutter from counters and backgrounds.
4. Wear bright colors, preferably Health Mart colors.

# Resources

## We're Here to Help

If you have questions or need advice on developing your marketing materials, try these sources.

### **Visit the Support page on the Health Mart Marketing Hub**

From McKesson *Connect*, click the Health Mart Tools link in the upper-right corner. Then click the Marketing Hub link and browse the tabs to find your topic. You can also contact one of our Local Marketing Coordinators by phone 855.MKTG.HUB (855.658.4482), email and live chat Monday - Friday, 8:30 a.m. - 7:00 p.m. EST.

### **Health Mart Online Operations Manual**

You'll find useful background information on planning your campaigns and creating a marketing plan, plus detailed instructions for creating your materials. Click the Health Mart Online Operations Manual link located in the upper right-hand section of your home page under Health Mart Tools.

### **Or Call 855.HLTH.MRT**