

# Health Mart®

## Brand Identity Standards and Guidelines

VERSION 1.0  
2015



## Welcome to the Health Mart Brand

**Health Mart's identity captures the spirit of independence, helping reinforce our pharmacists as trusted and knowledgeable health advisors.**

The expression of Health Mart's identity was developed based on in-depth industry insights and represents our brand story by reinforcing the themes and messaging we want associated with the Health Mart brand. Our job is to put these insights to work for the business, and our customers so we can all make the most of the consistent application of the Health Mart brand.

We believe well-crafted and effective communications take a great deal of thought and planning. It's not just deciding what we say, but also how we say it — through design, imagery, layout, color, typography and tone of voice. The consistent expression of our brand is a business necessity and helps drive awareness, adoption and growth. Simply put, it's one of the primary ways we can help our business succeed.

These guidelines explain our vision for the Health Mart brand expression and establishes the basic elements that will give our business a consistent look and feel, ensuring alignment with our brand strategy.

Thank you for being an essential part of bringing this brand to life. We trust you will approach the expression of the Health Mart brand with the same quality and care that you deliver in all areas of business.

### **The Retail Marketing Team**

*Questions? Email [brand@healthmart.com](mailto:brand@healthmart.com)*



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**01**

# Introduction



# Health Mart Brand Foundation

Brand Strategy and Positioning

## Fueling the Independent Spirit

### WHAT THIS MEANS FOR OUR PHARMACISTS

For ambitious, patient-focused pharmacists, Health Mart® is the strong but flexible partner, empowering growth and better care through our powerful network, industry leading solutions, and flexible engagement model.

### WHAT THIS MEANS FOR THEIR PATIENTS

For patients who want a pharmacist able to put a name with a face, Health Mart® is the compassionate alternative to the chains with knowledgeable pharmacists who provide the highest quality care, helping patients feel more hopeful, as evidenced by our industry leading satisfaction and quality ratings.

### OUR CORE VALUES

#### ENABLING

We support our pharmacists. Being independent doesn't mean they have to go it along.

##### Examples

- Saving them time and money
- Helping them stay ahead of industry change
- Providing pharmacy solutions to help redefine convenience for their patients

#### FLEXIBLE

We celebrate our pharmacists individuality, respect their identities as entrepreneurs and empower them to grow their store, their way.

##### Examples

- Making ourselves easy to work with
- Branding that amplifies their identity — not ours.
- A combinations of high-touch and DIY support services so they can engage on their terms

#### STRONG

We share our resources, expertise and influence with our pharmacists.

##### Examples

- Leveling the playing field against the chains
- Delivering solution to help them grow their business
- Delivering superior distribution services

#### CARING

We look after our pharmacists so they can focus on looking after their patients.

##### Examples

- Enable better patient outcomes
- Helping them help their patients feel more hopeful
- Connecting them to like-minded peers

### Brand Positioning – Our Big Idea

Our positioning statement can also be described as our big idea. It goes beyond standard business reasoning to describe who we are and the reason our business exists.

Focused positioning guides our organization, creating value for our customers and helping to communicate the essential qualities of our business, including:

- Who we are
- What we do
- What we stand for

### How to Use Our Positioning Framework

While our positioning framework is essential in helping to communicate our value as a brand, it is not messaging and care should be given to ensure we do not over use it in as messaging copy. Remember...

- It is NOT a campaign
- It is NOT a tagline
- It should be used judiciously in messaging

Instead, we recommend using the spirit of the idea to provide direction as you develop products, solutions and communications for the Health Mart brand.



# Health Mart Brand Foundation

Brand Identity Elements

The Health Mart visual system is made up of brand elements that include brandmark, imagery, color, typography and graphic elements.

## HEALTH MART BRANDMARK

Our brandmark is the most important way that we identify ourselves.

## PHOTOGRAPHY

Imagery enables us to tell a complete story about the people we serve and how they benefit from our offerings.

## COLOR PALETTES

Using our colors in consistent and focused ways helps to create a uniform brand image.

## TYPOGRAPHY

Our typography system is based on two distinctive font families working in tandem to create simple, stylish and functional compositions.

## GRAPHIC ELEMENTS

We use our graphic elements to make sure our visual system is as distinctive as possible.

1. Object Lying on a Color
2. Object in Front of a Color
3. Textures
4. Signature and Name Badges
5. Editorial Badges
6. Iconography

## BRANDMARK



## PHOTOGRAPHY



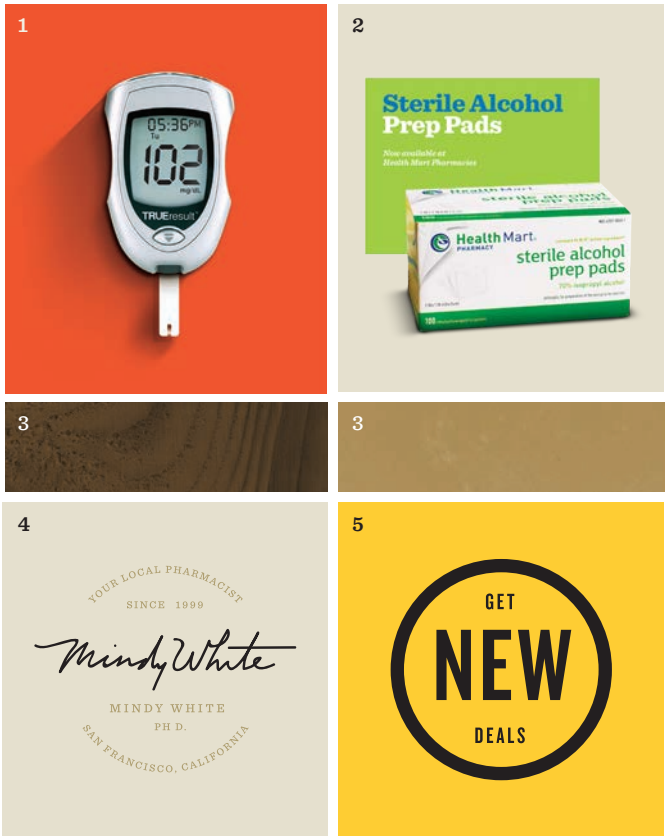
## COLOR PALETTES



## TYPOGRAPHY

**Sentinel + KNOCKOUT**

## GRAPHIC ELEMENTS



## Health Mart Brand Foundation

*Tone of Voice and Messaging*

### VOICE LABEL

# “Familiar and Focused”

### VOICE ATTRIBUTES

## Welcoming

Engaging all audiences with ease; friendly, approachable and inclusive

## Straightforward

Saying exactly how it is and why it matters to you

## Assured

Addressing all your needs with professional acumen and seasoned expertise

## Enduring

Always there for you, understanding your past and enabling your future

## Trusted/True

Removing doubt and inspiring confidence; genuine, authentic

**02**

# **Brandmark**



# Brandmark – National

General Specifications for Applying the Brandmark

PREFERRED BRANDMARK — FULL COLOR	ALTERNATE BRANDMARK — ONE-COLOR BLACK	ALTERNATE BRANDMARK — ONE-COLOR REVERSED WHITE
		

HORIZONTAL

		
-----------------------------------------------------------------------------------	------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------

VERTICAL

To be used only when the allocated space is not conducive to a horizontal lock-up.

		
-------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------

STANDALONE Rx SYMBOL

To be used only when the preferred horizontal and alternate lock-ups are not appropriate. More specifically, use when the full brandmark will not fit in a particular area. Also, consider using the Rx symbol to avoid too many instances of the full brandmark in any given setting.

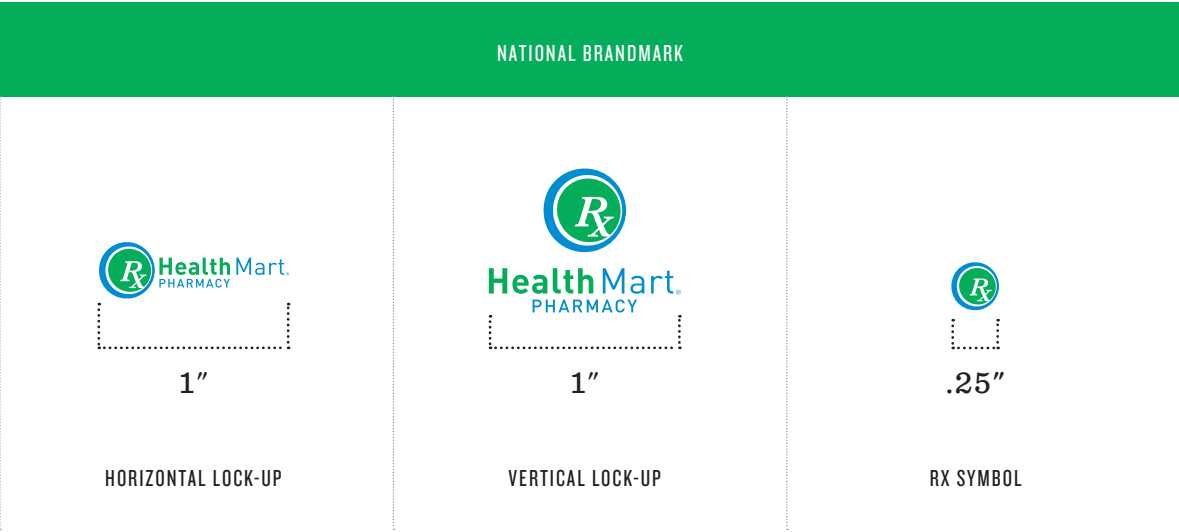
# Brandmark – National

Minimum Size and Clear Space

## MINIMUM SIZE

Minimum size refers to the smallest acceptable size that has been established to ensure legibility of the brandmark.

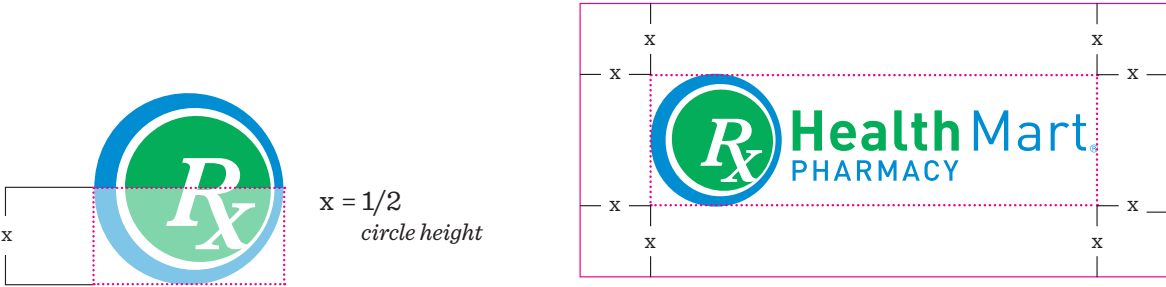
The minimum size for the Health Mart brandmark is 1" wide, as measured from the left edge of the circle element to the ® at the end of "Health Mart."



## CLEAR SPACE

Clear space is the area surrounding the brandmark that must be kept free of text and graphics, and away from the edge of the page. The impact and legibility of the brandmark will be diminished if it is placed too close to graphics or type. To the right is the rule for establishing the minimum required clear space to ensure the prominence and clarity of the Health Mart brandmark.

## CLEAR SPACE RATIO



# Brandmark – National

## Placement

The preferred locations for our brandmark are along the left side of communications, which works well with the left-to-right orientation of our primary brandmark. However, any of the four corners are acceptable in certain circumstances. It's even OK to put the logo front and center within a composition if the specific need arises.

Our logo shouldn't be overused and definitely shouldn't appear more than once per page. Ideally, use it at the beginning of your document (e.g., front cover) and at the end, as a sign-off.

### NOTE:

For guidance on sizing the brandmark within a layout, refer to *Tabloid Grid Structure*, page 61.

#### TOP OF PAGE EXAMPLE USAGE:

- Website
- Letterhead
- Flyers
- Sell sheets

#### CENTER OF PAGE EXAMPLE USAGE:

- Back of brochure
- Note cards
- Digital applications
- Retail takeaway bags

### PREFERRED

#### BOTTOM OF PAGE EXAMPLE USAGE:

- Document covers
- Fact sheets/white papers
- Print advertisements



*Illustrative Page Layout. Format May Vary*

## Brandmark – National

### *Do's and Don'ts*

Below are some examples of how not to treat our brandmark. The priority should be to establish the proper contrast, so the mark reads clearly at various sizes. Avoiding these mistakes will help build consistency and recognizability for this important brand identifier.

Always use approved artwork when working with the brandmark.

**CORRECT** White background maximizes contrast and clarity.



**CORRECT** Reversed brandmark is clearly legible on top of a simple image background.



*Do not re-create any part of the brandmark.*



*Do not alter the typeface within the brandmark.*



*Do not alter the proportions of the brandmark.*



*Do not re-color the brandmark.*



*Do not place brandmark on top of busy images or backgrounds.*



*Do not apply effects to the logo such as, gradients, bevels, drop shadows, etc.*



*Do not alter the hierarchy or composition of the brandmark.*



*The Health Mart brandmark should not rest upon non-brand-compliant colors, patterns or backgrounds, which minimize legibility.*



## Tagline

*Lock-Up and Spacing*

### CARING FOR YOU AND ABOUT YOU

Our tagline, "Caring for you and about you." should be used as a sign-off for marquee consumer-facing communications such as print, radio and broadcast advertising, as well as prominent collateral pieces such as brochures and annual reports.

Fixed artwork of the brandmark and tagline lock-ups are available and should be used when necessary. Clear space and minimum size rules apply.

### SPATIAL RATIOS



# Tagline

In Use

## TAGLINE WITHIN LOCK-UP — PRINT ADVERTISEMENT EXAMPLE



### Example Headline Placed Here

#### SECONDARY HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut idunt ut labidunt ut lab.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud ut labore et dolore magna aliqua.



Caring for you and about you.

Exercitation ullamco laboris nisi ut idunt ut labidunt ut lab. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut idunt ut labidunt ut lab. . Ut enim ad minim veniam, quis nostrud ut labore et dolore. Ut enim ad minim veniam, quis nostrud ut labore et dolore.

## FINAL PAGE AND INSIDE BACK COVER OF BROCHURE



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Caring for you and about you.

## STANDALONE TAGLINE

The tagline can be decoupled from the brandmark lock-up and used on its own as a sign-off at the end of branded communications. This should only be done when the Health Mart brandmark is in relative proximity to the tagline to maintain the connection back to the brand. Examples include:

- Final page or backside of a printed piece, such as a brochure, annual report or stationery materials
- End frames of a commercial, video or animation — broadcast or online
- Secondary collateral pieces, such as t-shirts, mugs and giveaways



## Co-Branding: Pharmacy

*Brandmark with Store Title*

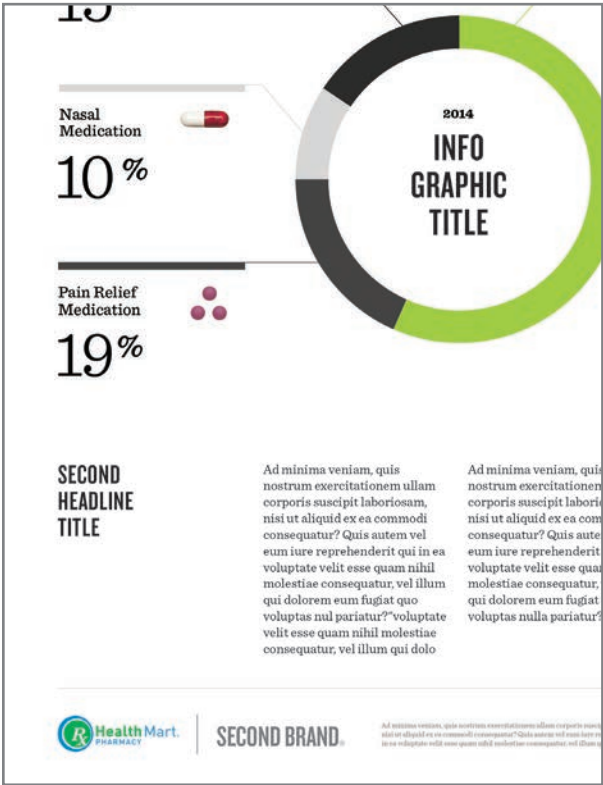
The pharmacy co-branding guidelines are currently in development. For our existing pharmacy co-branding guidelines please reference the latest store signage guidelines.

Updated pharmacy co-branding guidelines are scheduled to release, March 2015.

# Co-Branding: Partner

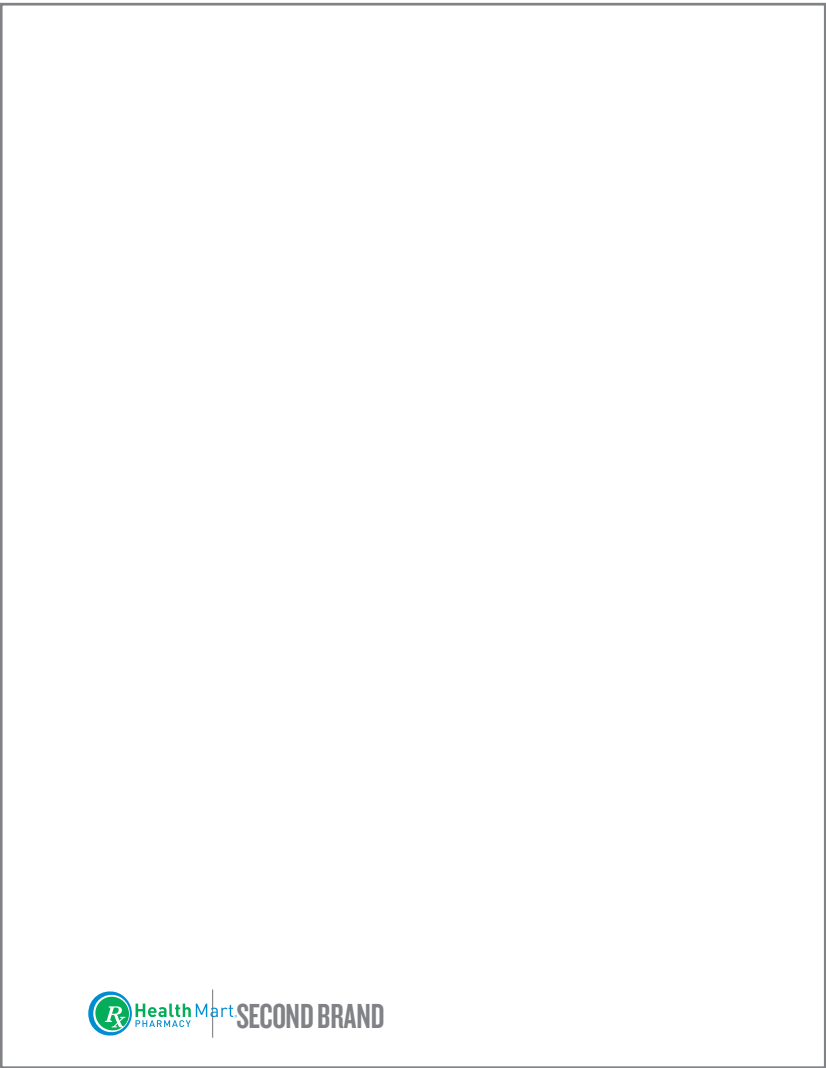
Placement

## EXAMPLE



## PLACEMENT

When Health Mart is being represented in partnership with another brand, such as a PBM or a preferred vendor, the Health Mart brandmark should be locked up with the partner’s brandmark.



When the brandmarks are locked-up together, they should be placed along the left side of any given composition. See next page for specific lock-up construction details.

## Co-Branding: Partner

### Lock-Up Guidelines

In the co-branding lock-up, it is important to make sure the Health Mart brandmark is not visually overtaken by that of the partner.

We have created a specific lock-up for this need, where a thin vertical rule is placed between the two brandmarks. Note that because partners' logos vary greatly in form, it is important to optically balance the two brandmarks once placed in the lock-up.

#### HORIZONTAL CO-BRANDING LOCK-UP



SECOND BRAND®

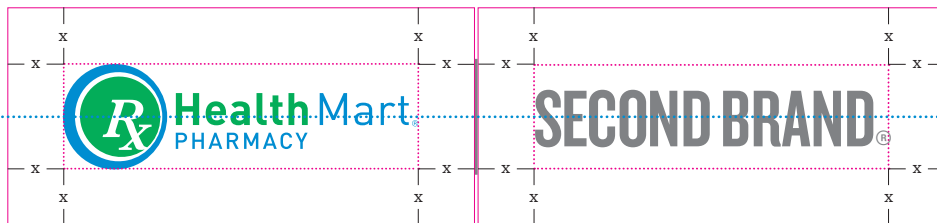
#### VERTICAL CO-BRANDING LOCK-UP



SECOND BRAND®

#### CLEAR SPACE AND CONSTRUCTION

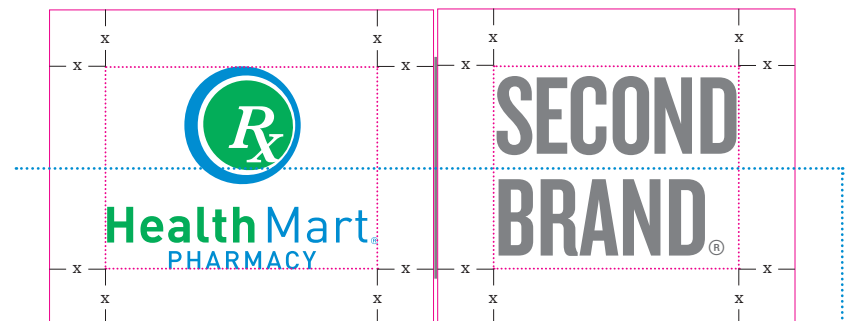
CO-BRANDING RULE LINE  
1 pt. weight shown



BRANDMARKS  
CENTERED TO RULE LINE

#### CLEAR SPACE AND CONSTRUCTION

CO-BRANDING RULE LINE  
1 pt. weight shown

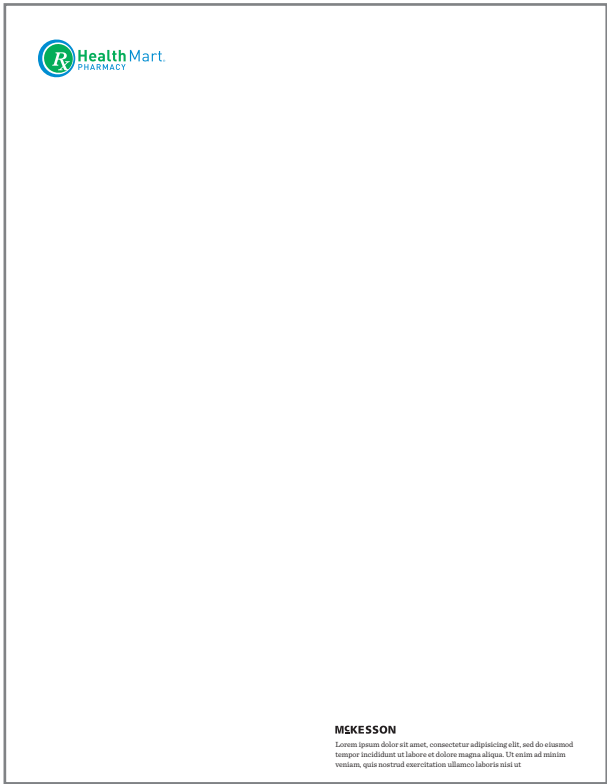


BRANDMARKS  
CENTERED TO RULE LINE

# Co-Branding: McKesson

Guidelines and Examples

## PLACEMENT



When paired with the McKesson parent brandmark, the Health Mart brandmark should NOT be locked-up with it.

The McKesson brandmark (in black or full-color) should be coupled more closely with legal copy, addresses or other types of secondary content, as shown above and to the right.

## MCKESSON LOGO GUIDELINES

Full-color logo	One-color logo (black only)	Minimum size (print)
Minimum clear space		Minimum size (on-screen)

## CLEAR SPACE & CONSTRUCTION

### MCKESSON

Health Mart is proud to be a member of the McKesson family, sharing in the collective industry knowledge and experience residing with all of the McKesson corporate affiliates. Since 1833 McKesson has been committed to the success of independent pharmacies through the delivery of innovative programs and reliable distribution services. Learn more at [www.mckesson.com](http://www.mckesson.com).



Lorem ipsum dolor sit amet, consectetur  
tempor incididunt ut labore et dolor  
veniam, quis nostrud exercitation ul



6pt. legal type

With the McKesson brandmark guidelines in mind, place the black or full-color brandmark above the beginning of the secondary text.



# 03

# Color

# Color Palettes

## PALETTES

We use color in an organized manner to express our brand idea and to support or emphasize key messages across our communications.

Health Mart Green has been chosen to represent health and vitality, while Health Mart Blue reflects our focus on academia, science and medicine. At Health Mart, we bring these key elements together through the Primary palette.

Our color palette is organized into four sections: Primary, Secondary, Tertiary and Support colors. These palettes offer a range of colors and usability that allow the creation of materials that are compelling and visually balanced.

## COLOR USAGE RULE OF THUMB

Any given composition may feature no more than one color from each of the first three palettes (Primary, Secondary, Tertiary). As an example, a single composition may feature, at most, Health Mart Green, Yellow and Cream.

### NOTE:

Although it contains the two Primary colors, the Health Mart brandmark should not factor in into the rule of thumb above.

## PRIMARY PALETTE

### Health Mart Green



PANTONE 2257 C  
C:87 M:0 Y:91 K:0  
R:0 G:182 B:73  
HEX 00B648

### Health Mart Blue



PANTONE 2184 C  
C:94 M:29 Y:0 K:0  
R:0 G:122 B:198  
HEX 037AC7

## SECONDARY PALETTE

### Lime Green



PANTONE 367 C  
C:41 M:0 Y:68 K:0  
R:161 G:205 B:67  
HEX A1CD44

### Yellow



PANTONE 123 C  
C:0 M:19 Y:89 K:0  
R:255 G:193 B:0  
HEX FFC100

### Gold



PANTONE 7503 C  
C:10 M:15 Y:50 K:29  
R:170 G:140 B:85  
HEX AB8B54

### Orange



PANTONE 2026 C  
C:0 M:68 Y:76 K:0  
R:255 G:85 B:38  
HEX FF5425

## TERTIARY PALETTE

### Forest Green



PANTONE 7727 C  
C:100 M:0 Y:94 K:46  
R:0 G:74 B:41  
HEX 004A28

### Dark Blue



PANTONE 7691 C  
C:100 M:43 Y:0 K:30  
R:0 G:54 B:118  
HEX 003675

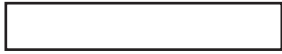
### Cream



PANTONE 7527 C  
C:3 M:4 Y:14 K:8  
R:243 G:239 B:227  
HEX F3EEE2

## SUPPORT PALETTE

### White



C:0 M:0 Y:0 K:0  
R:255 G:255 B:255  
HEX FFFFFFFF

### Black



C:75 M:68 Y:67 K:90  
R:0 G:0 B:0  
HEX 040707



# Color Palette Specifics

## WHERE TO USE THE PRIMARY PALETTE

Health Mart Green and Health Mart Blue should be used as the hero colors of the brand in pieces such as:

- Health Mart brandmark and tagline
- Covers of documents (print and digital)
- Applications introducing Health Mart to an audience (especially a new audience)

## SUPPORT PALETTE

### White and Black



Black and white serve as foundational colors in our system. Indeed, most white space will be exactly that, and the vast majority of our text should be in black. These colors keep our overall look and feel crisp and contemporary, so they should be incorporated liberally.

#### NOTE:

In working with the Health Mart palette within design software applications, ensure that the latest Pantone Plus Series swatch libraries are loaded into the software. For help, visit: [http://pantone.custhelp.com/app/answers/detail/a\\_id/1797](http://pantone.custhelp.com/app/answers/detail/a_id/1797) or contact the Health Mart brand administrator.

## PRIMARY PALETTE

### Health Mart Green



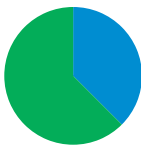
We have two primary colors: Health Mart Green and Health Mart Blue. These are the colors featured in our brandmark. Historically, they hold strong equity for our company and provide Health Mart with distinction and recognizability in the marketplace.

### Health Mart Blue



Out of the two colors in the Primary Palette, Health Mart Green should be regarded as dominant, with Health Mart Blue serving as a support within this key palette.

#### USAGE RATIO



## SECONDARY PALETTE

### Lime Green

### Yellow

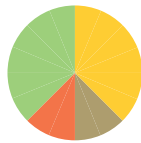
### Gold

### Orange



This vibrant collection of colors complements the Primary Palette and works to highlight information and convey our personality. Overly liberal usage of this palette, especially in a single layout, has the potential to appear less sophisticated, so keep in mind that only one Secondary color should be used per layout.

#### USAGE RATIO



## TERTIARY PALETTE

### Forest Green

### Dark Blue

### Cream



This palette features the darkest and lightest color tones in our range. This palette should be used judiciously and can either stand alone or be paired with a color from each of the first two palettes. Only one Tertiary color should be used per layout.

#### USAGE RATIO



## Color Palette

### Primary Palette in Use

Here are a few examples of how the Primary Palette colors serve to introduce the brand in primary positions on branded applications. Broad fields of green at the outset

help establish the brand's presence and differentiation in the marketplace. This function can, in more limited instances, be achieved with Health Mart Blue as well.

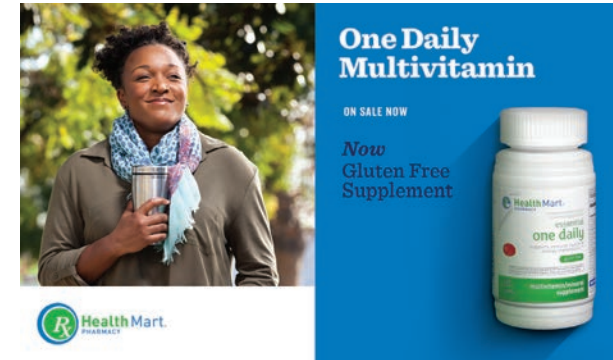
#### BROCHURE COVER

##### COLOR THEME



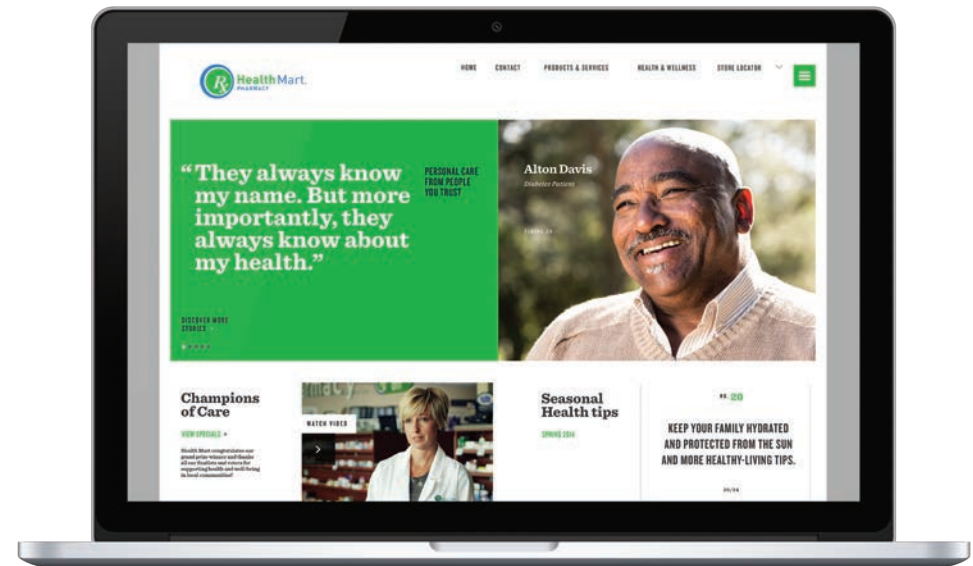
#### POSTCARD

##### COLOR THEME



#### DIGITAL LAYOUT

##### COLOR THEME



# Color Palette

Secondary Palette in Use

## COLOR APPLICATION

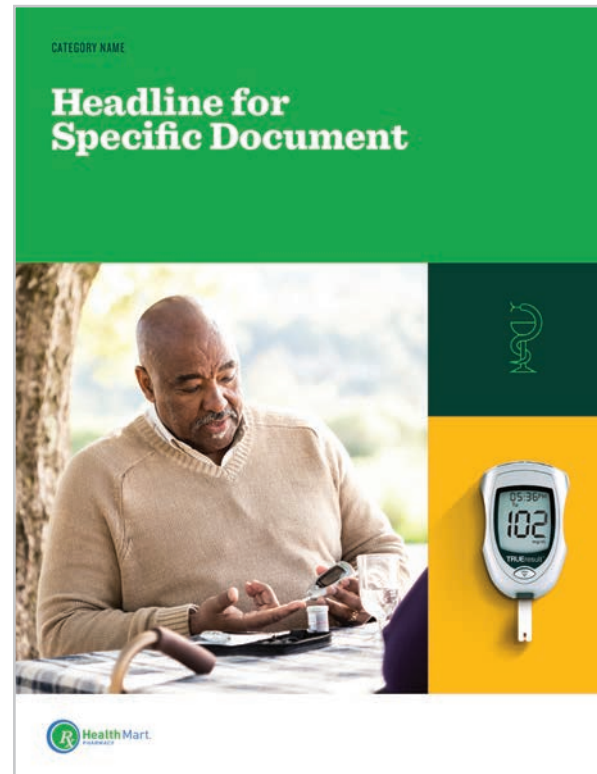
This page shows samples of how we apply focused Secondary and Tertiary color choices to create impact, as well as visual hierarchy.

Although we have a broad selection of colors to use in telling the stories that express our brand, remember that our two Primary colors are still our "lead colors." Think of the Secondary and Tertiary colors as "assistants." Their main job is to support the Primary colors and add variety to layouts.

Within single facings, such as a print advertisement or brochure spread, Secondary and Tertiary colors should be approached as part of themes to keep their usage focused and balanced. In general, each theme should feature only one Secondary color and one Tertiary color (if necessary). When the storyline changes within the context of a piece or within a particular user experience, switch to a different color theme.

With that in mind, the examples to the right show how simple Secondary and Tertiary color themes can carry through various elements of a layout to highlight information and keep a viewer moving through a piece.

Unless the scale of the piece is very large, such as a mural or physical environment, adding additional colors into the example themes shown here would begin to add too much visual complexity to the layouts. In general, the appearance of multiple Secondary and Tertiary colors should happen in a paced way over the course of a branded piece or experience, such as a brochure or website, rather than appearing all together at once.



SAMPLE BROCHURE COVER

COLOR THEME



SAMPLE BROCHURE SPREAD

COLOR THEME



SAMPLE BROCHURE SPREAD

COLOR THEME



# Color Palette

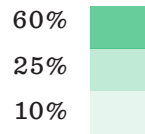
## Tint Specifications

We include tints in our color palette to help us better set information apart or highlight it. Unless a particular situation calls for them, the use of tints should be limited to information graphics only (such as charts and graphs). Here they can contribute multiple levels of information while still remaining centered on a simpler color theme.

Only three tints of the colors displayed (at right) are used: **60%, 25% and 10%.**

Do not create additional tints.

### TINT EXAMPLE



We do not create tints for the colors cream and white.

### Health Mart Green



	R: 102 G: 211 B: 145
	R: 191 G: 237 B: 209
	R: 229 G: 248 B: 236

### Health Mart Blue



	R: 104 G: 175 B: 221
	R: 192 G: 222 B: 241
	R: 229 G: 241 B: 249

### Lime Green



	R: 199 G: 225 B: 143
	R: 231 G: 242 B: 208
	R: 245 G: 250 B: 236

### Yellow



	R: 255 G: 218 B: 102
	R: 255 G: 239 B: 191
	R: 255 G: 249 B: 229

### Gold



	R: 205 G: 185 B: 152
	R: 234 G: 226 B: 212
	R: 246 G: 243 B: 238

### Orange



	R: 255 G: 152 B: 124
	R: 255 G: 212 B: 200
	R: 255 G: 238 B: 233

### Forest Green



	R: 102 G: 146 B: 126
	R: 191 G: 210 B: 201
	R: 229 G: 237 B: 233

### Dark Blue



	R: 102 G: 134 B: 172
	R: 191 G: 205 B: 220
	R: 229 G: 235 B: 241

### Black



	R: 123 G: 121 B: 121
	R: 200 G: 199 B: 199
	R: 233 G: 232 B: 232

# Color Palette

Tints in Use

This page shows some excellent ways to apply tints when communicating information graphically.

The power of charts and graphs comes from their capacity to present a great deal of information in a very simple manner. By using just a single color and its tints, we ensure that information is easily understood.

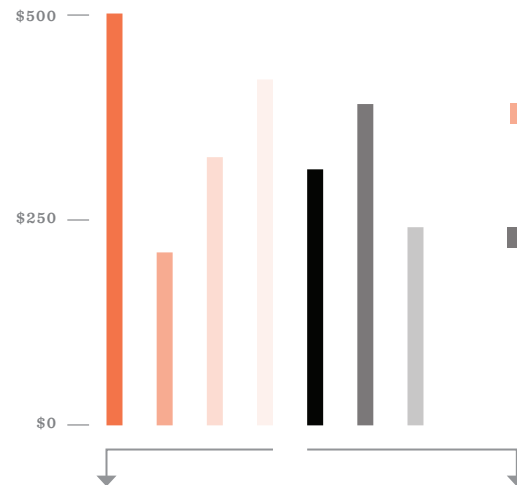
In the event a single color is not enough, black and its tints may be used as well.

Do not create additional tints: use only the values shown in the tint color palette.

## Tint Usage

- Infographic compositions
- Rule lines/strokes
- De-emphasizing typography  
(Just tints of black)

BAR CHART



The theme color provides a maximum of four data groups.

When more than four data groups are needed, use black and its tints. Color-coded graphs may have eight data groups at a maximum.

COLOR THEME

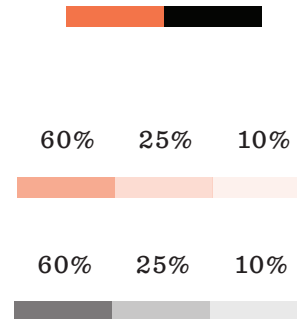
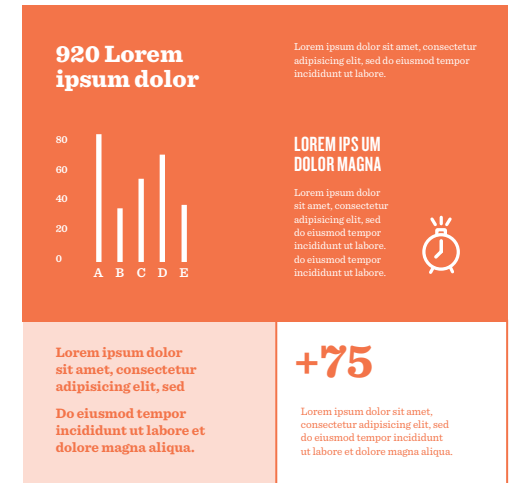
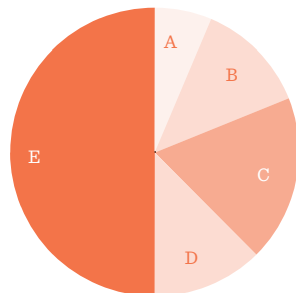


ILLUSTRATION GRAPHICS

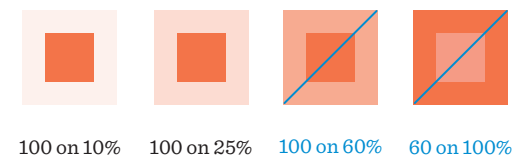


Color-on-tint (and vice versa) may be used; always ensure that information will be legible when printed in grayscale.



PIE CHART

Ensure that there is enough contrast between data groups to provide good legibility when printing in grayscale.



Subtle contrasts may be used, but only for information that is clear without the need for high legibility.

# Color Palette

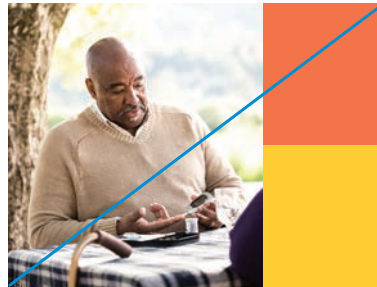
## Don'ts

Like all elements of our visual identity, our color palettes must be used consistently in order to ensure a clear connection to our brand positioning (or story) and voice. Help maintain this consistency by familiarizing yourself with the restrictions associated with the use of color in our communications.

The examples shown here are some specific “do nots” for our color palettes. When applying color, please use the essence of these examples as a guide.

- A. Do not build singular compositions using more than one Secondary or Tertiary color at a time.
- B. Do not place two colors with insufficient contrast next to each other.
- C. Do not use gradients.
- D. Do not create layouts where the majority of the composition is covered in color. Use more white space when possible.
- E. Do not use multiple Primary, Secondary and Tertiary colors in information graphics. See page 23.

A.



B.



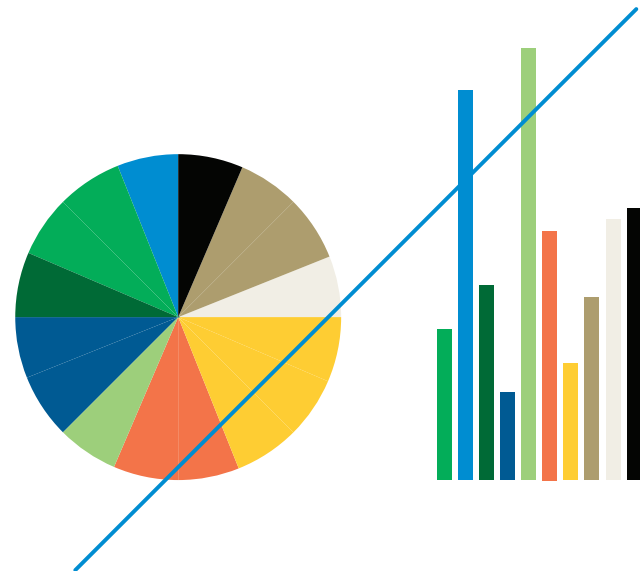
C.



D.



E.





04

# Typography



HEALTH MART TYPEFACES

Sentinel and Knockout are the primary Health Mart typefaces. These typefaces are essential elements of our visual brand identity and should be used for all applications unless otherwise specified in these guidelines (exceptions are used in on-screen applications such as PowerPoint®, website, etc.)

Sentinel is a contemporary slab serif typeface chosen for its elegance and approachable quality. It is used for headlines, headers, body copy and functional uses.

Knockout is chosen for being a flexible and legible contemporary sans serif typeface. It is used for sub-headlines, headers and functional uses.

Consistent use of the primary typefaces is very important and strengthens brand recognizability. Use the different weights illustrated here to create distinctions in text where necessary.

**Important note:** Sentinel and Knockout are licensed fonts.

**General Style Guidelines**  
 For titles, headlines and body copy, always use initial capitals to start a phrase or sentence. Do not modify default word spacing, letter spacing or tracking in design and publishing software.

Sentinel  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz1234567890!?!&

Sentinel Book  
*Sentinel Book Italic*  
 Sentinel Medium  
*Sentinel Medium Italic*  
 Sentinel Semibold  
*Sentinel Semibold Italic*  
 Sentinel Bold  
*Sentinel Bold Italic*  
 Sentinel Black  
*Sentinel Black Italic*

KNOCKOUT  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !? \$

28 JUNIOR-FEATHERWEIGHT    48 FEATHERWEIGHT    + Knockout 28 and 48 are only to be used in all caps. Any use of a lowercase letterform should be set in Sentinel.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz1234567890!?!&  
 + Usage of Knockout 31, in upper and lowercase, should be limited to functional text such as caption data and text within information graphics.



# Typography

Default System Typefaces

## HEALTH MART DEFAULT SYSTEM TYPEFACES

These selected typefaces are our alternative to our primary typefaces. For applications such as PowerPoint®, Word®, or HTML-based communications, Georgia will be our replacement for Sentinel and Arial Narrow for Knockout.

**IMPORTANT NOTE:** Normally, these typefaces are pre-installed and available on most computers. Please contact Information Technology Services for further guidance on their use and for assistance if the typeface is missing from your computer.

## GENERAL STYLE GUIDELINES

For titles, headlines and body copy, always use initial capitals to start a phrase or sentence. Do not modify default word spacing, letter spacing, or tracking in design and publishing software.

## TYPE COMPATIBILITY AND USAGE TABLE

Typefaces	Professional Creative Software	General Office or Utility Software	Browser Software & Web Applications
Sentinel	×		×
Knockout	×		×
Georgia		×	×
Arial Narrow		×	×

# Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890!?!&

Georgia Regular                      Georgia Bold  
Georgia Regular Italic              Georgia Bold Italic

# ARIAL NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !? \$

ARIAL NARROW REGULAR                      ARIAL NARROW BOLD

# ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !? \$

ARIAL REGULAR                      ARIAL REGULAR BOLD

# Typography in Use

## Our Typographic Style

The main objective of our typographic style is to support clear communication of our key messages. Here are a few of the high-level concepts that guide our typographic style:

- Generous areas of open space around text blocks
- Organized and well- structured information
- Well-defined hierarchies that are simple and straightforward

The layouts of our templates are based on detailed grids and typesetting that support the following concepts:

- Headlines, subheads and body text are left-aligned (set flush-left) and ragged right.
- Center-aligned text is only used for information graphics, such as charts and graphs.



① **Sentinel Black** for headlines and primary subheadlines.

② **KNOCKOUT 28 JUNIOR FEATHERWEIGHT** for tertiary copy, call outs and short secondary subheadlines.  
(e.g., Service Line descriptors)

③ **Sentinel Book** for body copy  
Best body text ratio:  
10 pt. - text  
13 pt. - leading  
0 pt. - letter spacing

A Generous space around text improves legibility and speeds navigation.

B Information is "stacked" in hierarchy from top to bottom.

Alignment is applied across layout to establish a clean, structured feel.

Rags (line length) and column height are varied in a manner that makes the text easy to read and incorporates visual interest into the layout.

C Typography on colored backgrounds should be set in either white or a color that maximizes legibility.

# Typography in Use

Typographic Don'ts

## TYPE FORMATTING DON'TS



- A. Do not create headlines mixing the heaviest and lightest weights of Sentinel.
- B. Do not use Knockout 28 and 48 in upper and lowercase.
- C. Do not create overly spaced copy lines.
- D. Do not track out type too far and never track out lowercase letters.
- E. The headline and subheadline should not be of equal size.
- F. Do not change the angle of typography.
- G. Do not track type in, creating crowded typography.
- H. Do not set headlines in Sentinel italics.

# Typography

In Color

Work with color. Just by infusing typography with color, we clarify both information hierarchy and organization. In addition, it elevates your typographic communication by imparting personality and style. As always, no more than one Secondary or Tertiary color should be used in any given composition.

For appropriate Health Mart brand colors, follow the formulas in the Color section, page 24.

## Headline Copy

### SHORT SECONDARY SUBHEADLINES

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Sentinel Black** for Headlines and subheadlines

**KNOCKOUT 28 JUNIOR FEATHERWEIGHT** for tertiary copy, call outs and short secondary subheadlines. (e.g., Service Line descriptors)

**Sentinel Book** for Body Copy

#### ALL TYPE ON COLOR FIELD

#### 2-COLOR HEADLINE ON COLOR FIELD

#### PULL QUOTES

## Headline Copy

SUB HEADLINE COPY TEXT

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

## Headline Copy

SUB HEADLINE COPY TEXT

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

“Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.”

QUOTE MAKER,  
PURPOSE

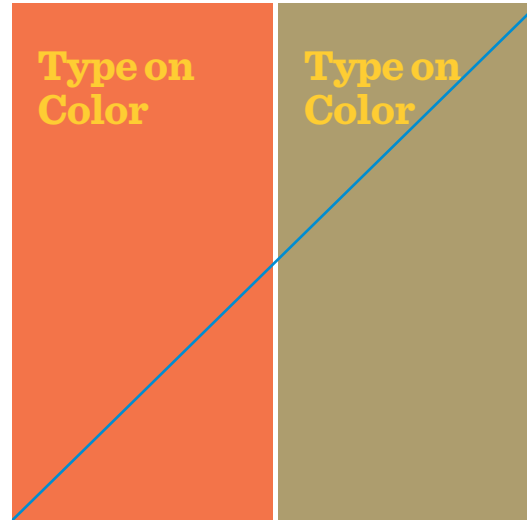
# Typography

## Color Don'ts

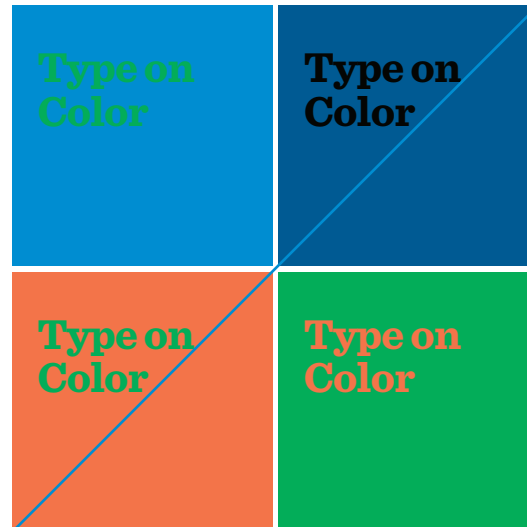
### COLOR DON'TS

- A. Do not use two Secondary colors together.
- B. Do not set type in a color with insufficient contrast to the background.
- C. Do not place text on imagery that provides poor contrast and legibility.
- D. Do not use more than two typographic colors per layout, and as always, do not create individual layouts with more than one Secondary or Tertiary color.

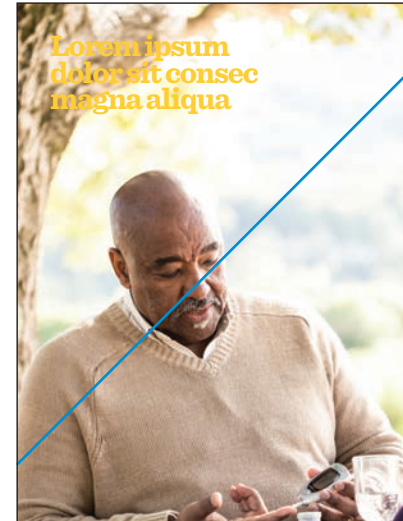
A.



B.



C.



D.



05

# Photography





# Photography

## Introduction

### EXPRESSING THE HEALTH MART STORY

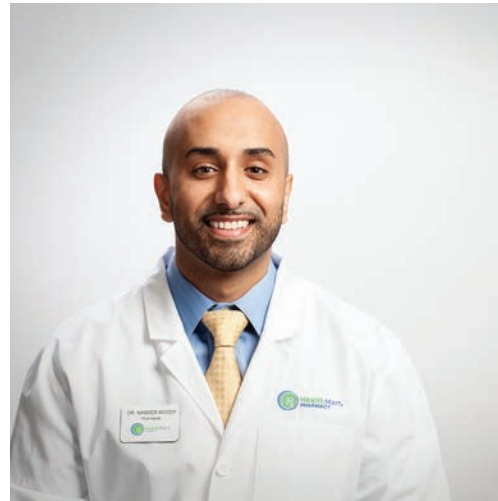
The following guidelines will help guide the selection and creation of images that reinforce our Health Mart brand identity.

Imagery expresses the story of our brand, reflecting our pharmacists, patients and overall expertise. Whether shooting original photography or selecting stock imagery for purchase, we base our decisions on a common set of attributes.

### PHOTO ATTRIBUTES

Our images should be clear and confident compositions that don't feel over-produced. Real, candid moments define our lifestyle photography. We are careful not to overly glamorize pharmacists or patients in our images. Imagery should be of high quality and support our brand with a sense of warmth and authenticity.

### PHOTOGRAPHIC CATEGORIES



PHARMACISTS



PATIENTS



PHARMACISTS WITH PATIENTS



PRODUCTS

# Photography

## Pharmacists

### PHOTOS OF HEALTH MART PHARMACISTS

- Pharmacists should represent a diverse group of ages, genders and ethnicities.
- Pharmacists should look friendly and caring.
- Pharmacists should be wearing a lab coat with the Health Mart brandmark.
- Lighting should be soft and natural.
- The background should be a pharmacy setting.
- Can be more posed and portrait-like at times, but the preference is to see the pharmacist doing his or her job, captured in a more candid moment.





# Photography

## Patients

### PHOTOS OF HEALTH MART CUSTOMERS (PATIENTS)

- Customers should represent a diverse group of ages, genders and ethnicities; when possible, family or multi-generational shots should be used.
- Customers should look healthy and vibrant, showing authentic emotion.
- Subjects should not look overly posed, and portraits looking into the camera should be avoided.





# Photography

## Pharmacists with Patients

### PHOTOS OF HEALTH MART PHARMACISTS WITH THEIR CUSTOMERS (PATIENTS)

- All shots should show communication and interaction between the pharmacist and patient.
- Pharmacists should appear to be counseling, sharing information or listening intently, preferably in front of the pharmacy counter or in front of an OTC section.
- Patients should appear to have respect for their pharmacist.
- Candid-feeling imagery is once again the preferred shot type — less posed, more “in the moment” images will come across as more authentic and honest.



# Photography

## Health Mart Products

### PHOTOS OF HEALTH MART PRODUCTS

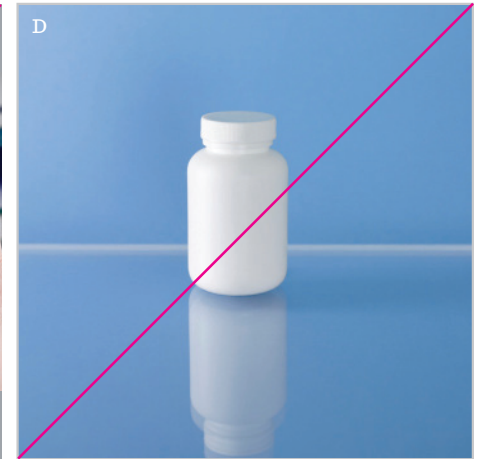
- Whether the product is on its own or being held by a person, it should be a focal point of the image.
- Products should be well-lit and in sharp focus when in the foreground.
- Different medications should not be randomly mixed together when outside of their containers.
- Images should be true to life and represent pharmacy best practices. Images should not glamorize or mis-represent the pharmacy business.





# Photography

## Photo Creation and Selection Don'ts



**A.** Do not show pharmacists looking unprofessional.

**B.** Do not show pharmacists expressing stress or displeasure.

**C.** Do not use overly posed (i.e., cheesy) images.

**D.** Do not use nondescript or blank packaging.

**E.** Selective focus within imagery should not be skewed toward the majority of the image being out of focus.

**F.** Do not overly glamorize pharmacists.

**G.** Do not show medications mixed outside of their containers.

**H.** Do not use images with poor color reproduction.

# Photography

## Cropping Do's and Don'ts

### ORIGINAL UN-CROPPED IMAGE

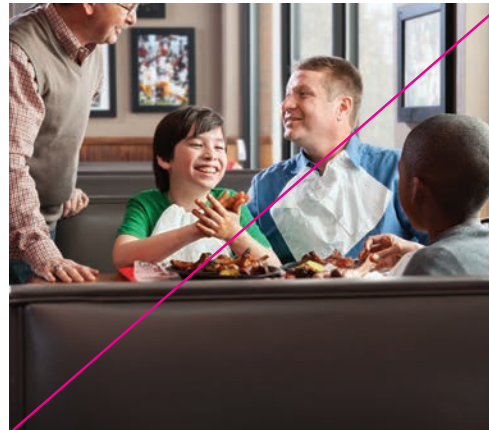


### CROPPING

The photos we provide in our library are designed to allow you plenty of flexibility. They can be scaled to the size you need for your application or they can be cropped if needed. A well-chosen photographic crop can dramatically increase the impact of a photo.

Cropping allows you to focus on a specific aspect of the photo when applying it to your collateral or gives you the ability to change the aspect ratio if necessary. With some photos, you may even be able to change the layout from vertical to horizontal or vice versa.

### DON'T



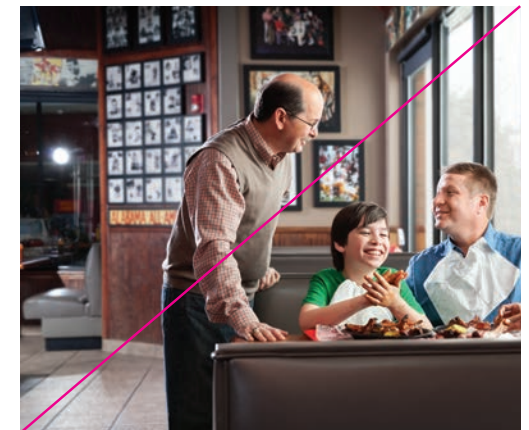
Do not crop more than half of a subject's head or face and never show cropped hands. Also do not crop to edges of subjects or objects.

### DON'T



Do not crop images into any unusual shapes.

### DON'T



Do not crop image with equal focus on subject and background (unless typography or graphic elements fill that space).

### OK





# Photography

## Photography Graphic Treatment Don'ts

Like all elements of our visual system, our photography must be used consistently in order to ensure a clear connection to our brand idea and brand voice. Help maintain this consistency by familiarizing yourself with the restrictions associated with the use of photography in our communications.

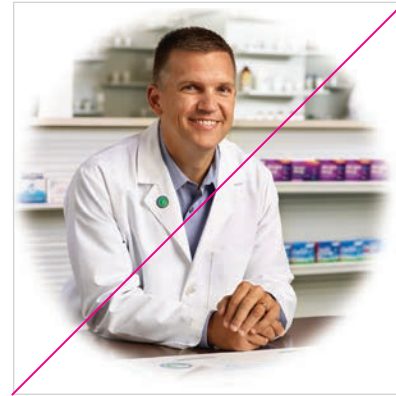
The examples shown here are some specific “do nots” for our photography.

### OTHER DON'TS

- Do not use colored filters or gels.
- Do not use overly dramatic product photography.
- Do not use overly saturated imagery.
- Do not use under- or over-exposed images.



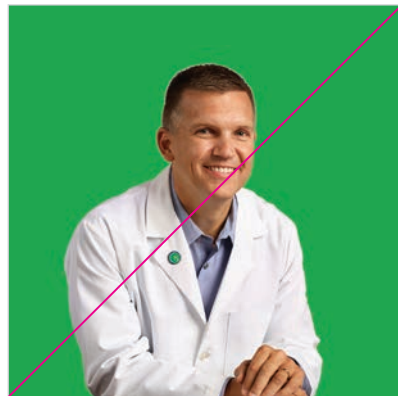
Do not use or create duotones.



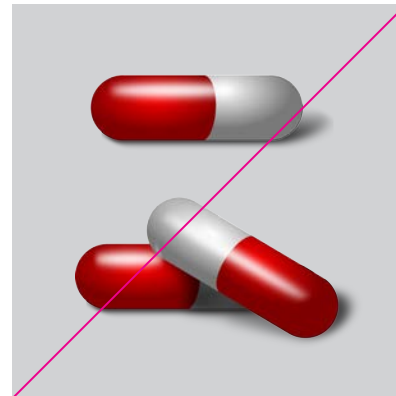
Do not use or create vignettes.



Do not use or create montage compositions of multiple photographs, without space in between.



Do not use or create silhouettes of people.



Do not use clip art illustrations.\*

\* Some specific instances, such as highly regulated materials, may require the use of illustration. Never use clip art illustrations.

A vertical dashed line runs down the left side of the page, consisting of small, evenly spaced grey squares.

05

# Graphic Elements

# Graphic Elements

## Rationale

We use Graphic Elements to lend extra interest to our communications. They add depth, dimension and texture to our visual system.

The physical environment of the pharmacy was the inspiration for a number of these graphic elements, as you can see to the right and below.

We use badges, objects lying on or in front of a color, and a wood grain texture. These pieces can be assembled and crafted to enhance the story we wish to tell.

Remember not to overuse these graphic elements. They are not mandatory on any given piece, and we want to make sure they don't become tired or redundant through repetition.



1

BADGE SYSTEM



2

OBJECT LYING ON A COLOR



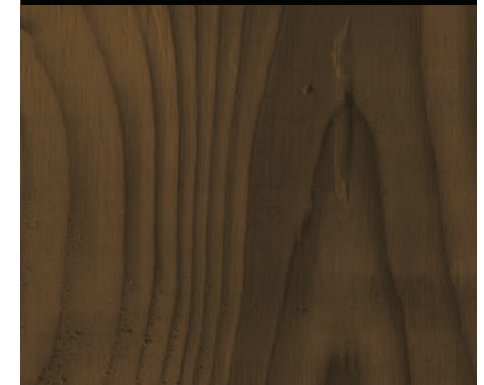
3

OBJECT IN FRONT OF A COLOR



4

TEXTURES





# Graphic Elements

In Use

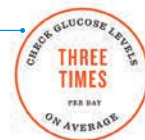
The Graphic Elements work together to tell a story at varying levels. Multiple images and graphic elements can be assembled together into story frames that are as visually appealing as they are informative.

STORY FRAME

PATIENT PHOTOGRAPH

EDITORIAL BADGE

OBJECT LYING ON A COLOR



Checking your glucose levels often provides peace of mind and allows for greater patient independence. Make sure you consult your doctor before attempting home testing.

03 Pharmacy Health

## Checking Glucose Levels at Home

HOME TESTING ADVANTAGE

01

### RECEIVE DELIVERED MEDICATION

Ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat, quasi architecto nostrum exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat, quasi.

02

### CONDUCT TRU RESULT GLUCOSE LEVEL TEST

Lapitate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat, quasi architecto nostrum exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat, quasi.

03

### ANALYZE RESULTS AND TAKE PRESCRIBED DOSAGE

Lapitate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrum exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat, quasi architecto nostrum exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat, quasi.

Pharmacy Health 04

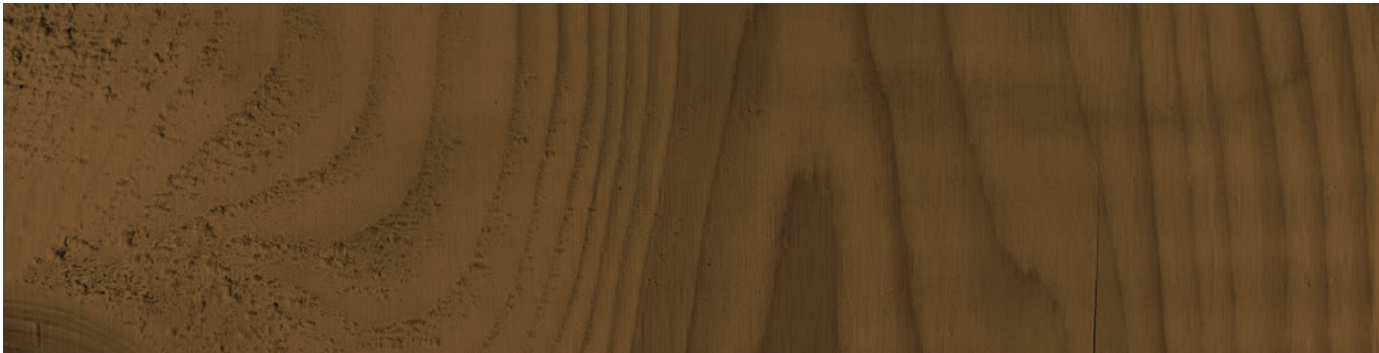
WOOD TEXTURE

OBJECT LYING ON A COLOR

# Textures

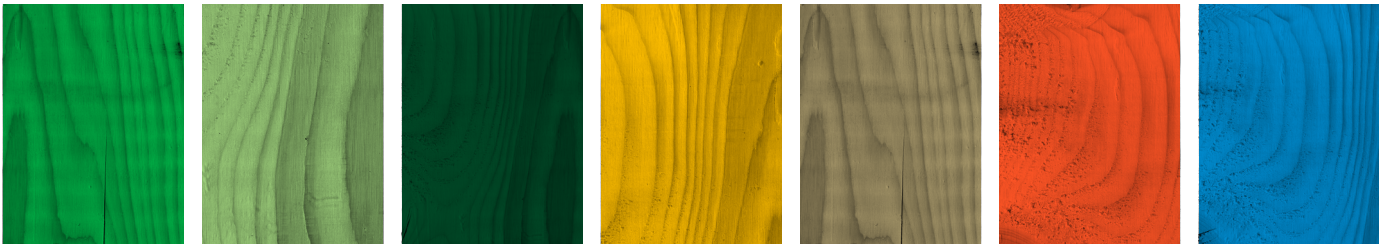
## TEXTURE COMPOSITIONS

The Health Mart Textures are provided as singular, finished pieces of artwork to be cropped to the proportions needed by the designer. Make sure the texture does not become scaled beyond the necessary resolution in any given application, and do not overly distort the image. Some minor stretching is acceptable as long as the realism of the texture remains.



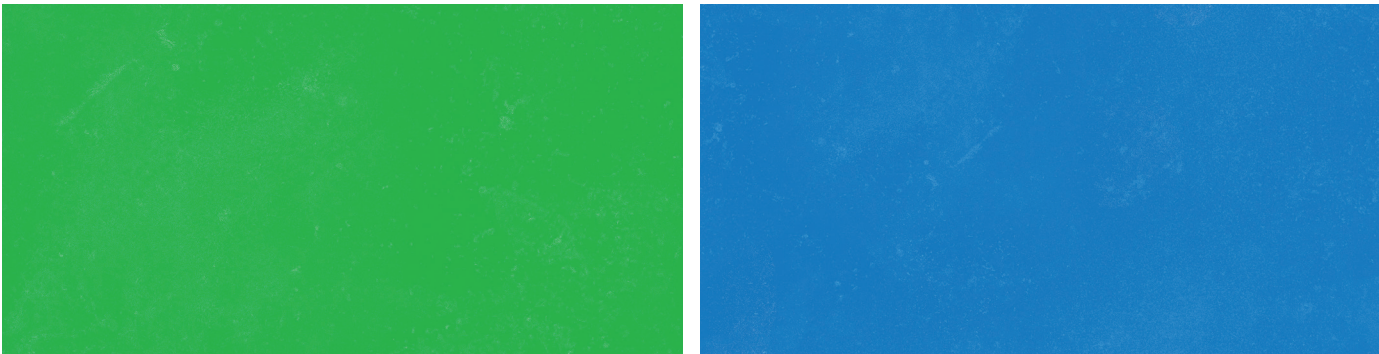
## TEXTURE USAGE

Any given composition may feature no more than one texture, and consecutive layouts, such as within a brochure, should incorporate textures sparingly. In general, the texture should occupy a relatively small percentage of any individual layout.



## WOOD GRAIN TEXTURE RATIONALE

The Health Mart Wood Grain Texture complements the humanistic nature and warmth of the brand while reflecting the visual aesthetic of Health Mart stores of the future.



## WEATHERED PATINA

The Weathered Patina conveys a sense of heritage and permanence to complement the clean aesthetic throughout the Health Mart identity. This patina is provided for all of the colors in the Health Mart palettes.



## Object Lying on a Color

### WHY PLACE OBJECTS ON COLOR FIELDS?

Objects lying on color fields create a sense of organization within story frames, while visually emphasizing the object itself. This technique can be paired with photography and typography to tell a visual story.

### HOW DO I PLACE OBJECTS ON COLOR FIELDS?

In order to lay an image properly on a color field, the object must lie flat when viewed from an aerial perspective.

Examples to the right show construction principles behind this technique.

An object that would only be viewed or presented as standing upright should be created as an Object in Front of a Color.

### OBJECTS ON COLORS



### CONSTRUCTION SPECIFICATIONS



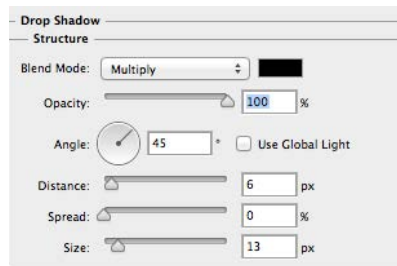


# Object Lying on a Color

## Construction

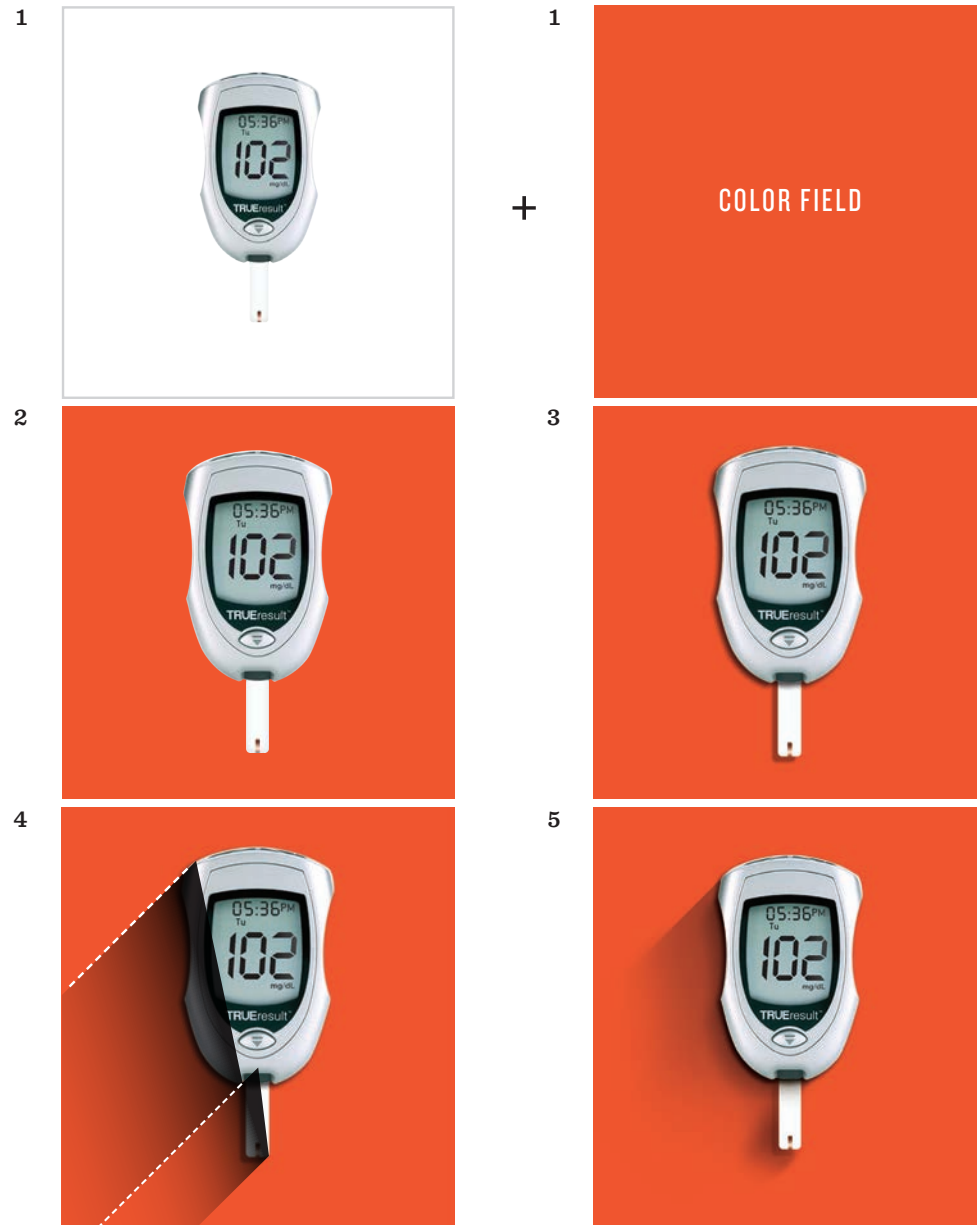
### HOW DO I CREATE AN OBJECT LYING ON A COLOR?

- 1 Start with an image of an object lying flat, and clip it out of the original image, leaving just the object. Then select a color (or wood texture) for the background.
- 2 Place clipped out object in the visual center of the color field.
- 3 The first of two shadows used to accomplish this effect is a drop shadow. Below are roughly the settings that should be adhered to when creating an object's first shadow. Artistic judgment should be used throughout the shadow-making process. For instance, adding some of the background hue into the shadow color will make the shadow more realistic looking.



DROP SHADOW  
EXAMPLE

- 4 The second shadow is the long, cast shadow. This effect mimics light hitting the object at a 45° angle, creating a 45° shadow. To achieve this, create an angled shape that aligns with the top and bottom edges of the object as shown. Then, fill with a black-to-white gradient, reduce opacity and add a Multiply effect to the shape. Once this long shadow(s) is created, it should be placed underneath the object.
- 5 Once the long shadows have been established, go in and very gently fade out the ends of the shadows with a highly-feathered, low opacity eraser brush. This will add to the realism of the shadow effect, as you can see in the final composition in #5.



## Object Lying on a Color

*In-Use Examples*



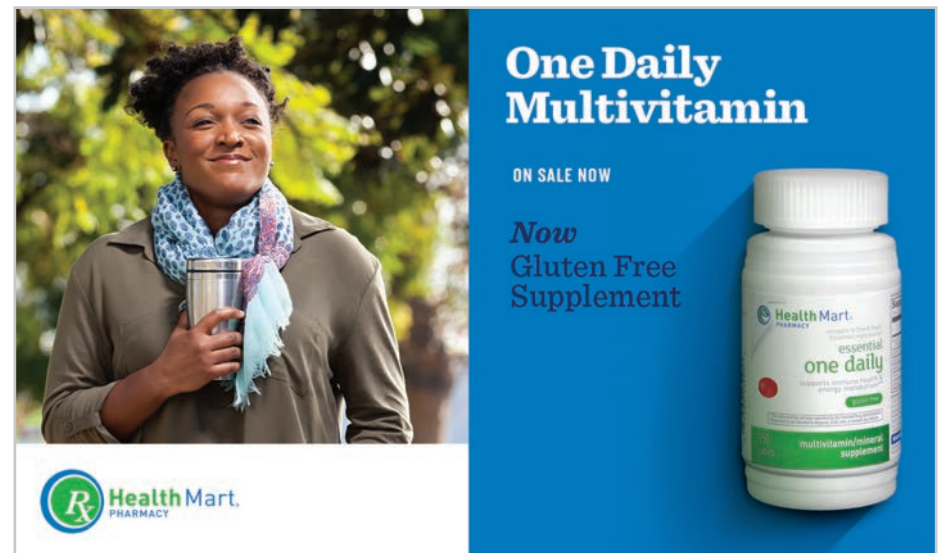
Checking your glucose levels often provides peace of mind and allows for greater patient independence. Make sure you consult your doctor before attempting home testing.

03 Pharmacy Health



### Allergy Season

**Allergy Complete** SPRING 2014  
20% off thru June



### One Daily Multivitamin

ON SALE NOW

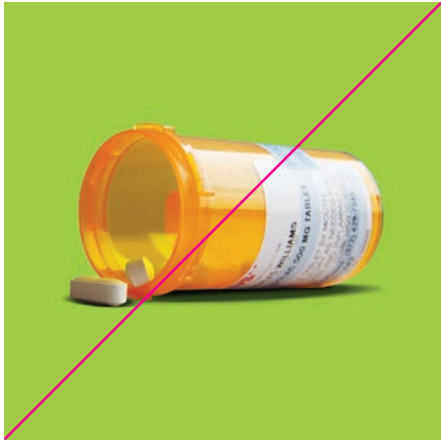
**Now**  
Gluten Free  
Supplement



## Object Lying on a Color

*Don'ts*

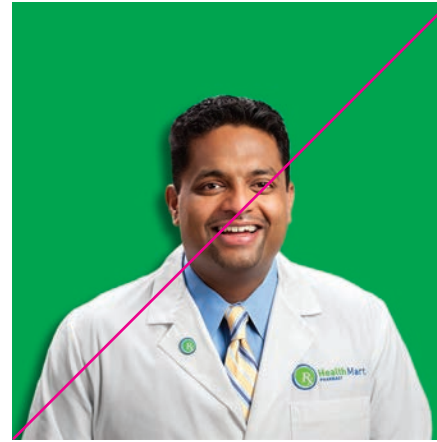
### WHAT TO AVOID WHEN LAYING OBJECTS ON COLOR



Do not lay objects on color fields that were shot at an angle. Objects must lie flat on the surface of the color field.



Do not use two (or more) colors within one object's color field.



Never use people within a color field. Use only objects and/or medications.



The object lying flat may not break the plane of the color field.

## Object in Front of a Color

### Guidelines and Construction

#### WHY PLACE AN OBJECT IN FRONT OF A COLOR?

This configuration mimics a product standing on a pharmacist's counter and adds dimensionality to our story frames. As it is moved forward in space, the object naturally becomes a focal point within a composition.

The product should be silhouetted when placed in front of a color (or wood texture) field. The product may be placed to the left, right or center, but it should only partially overlap the background field.



As opposed to Objects Lying on a Color, two color tones can be used as the background for the object.

There should be some shadow or reflection beneath the product in order to ground the object.



## Object in Front of a Color

*In-Use Examples*

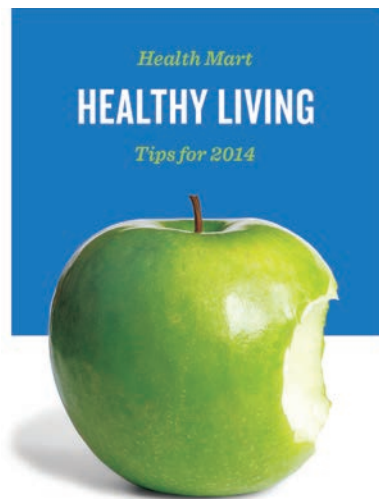
### SINGLE PRODUCT



### SINGLE OBJECT



### SINGLE OBJECT



### MULTIPLE PRODUCTS





## Badges

Pharmacist + Editorial

### WHY A PERSONAL BADGE SYSTEM?

The Health Mart Personal Badge System was established in order to personalize and consolidate information about a Health Mart pharmacist in a unique and stylized fashion that is easily customizable and applicable across multiple platforms.

#### BRAND BADGE — SIGNATURE



### WHEN DO I USE A PERSONAL BADGE?

- Local promotional materials
- Pharmacist's coat (embroidered patch)
- To accompany an image of a Health Mart employee
- To accompany a quote of a Health Mart employee

#### BRAND BADGE — TYPESET



### WHY AN EDITORIAL BADGE SYSTEM?

The Health Mart Editorial Badge System was also established as a design element for consolidating information regarding a subject or title in a unique and stylized fashion. Instead of simply writing out the information, the badge system acts as a type lock-up that can be applied to many different mediums.

#### EDITORIAL BADGE



### WHEN DO I USE AN EDITORIAL BADGE?

- Headline
- Call-to-action graphics
- Information graphics

# Signature Badges

## Guidelines and Construction

### HOW DO I CONSTRUCT A SIGNATURE BADGE?

Signature Badges should be created in the “Signature Badge Template” Adobe Illustrator file. Within that file you can simply type in the information needed and apply the personalized signature.

### WHAT INFORMATION IS ON A SIGNATURE BADGE?

- Your Local Health Mart (Brand Signifier)
- Occupation within Health Mart
- Signature
- Name of employee
- Store location (City, State abbreviation)
- Year of entry into their field

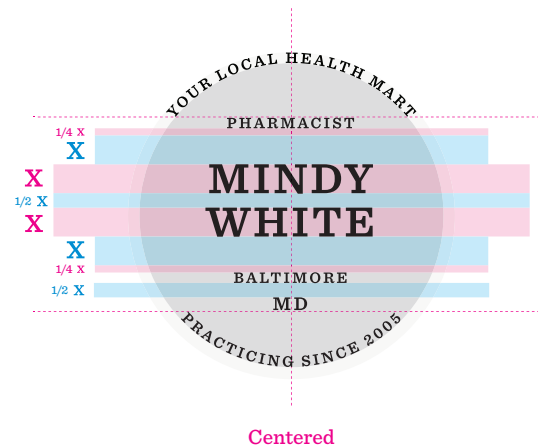
### SPATIAL RATIOS



### FINAL BADGE



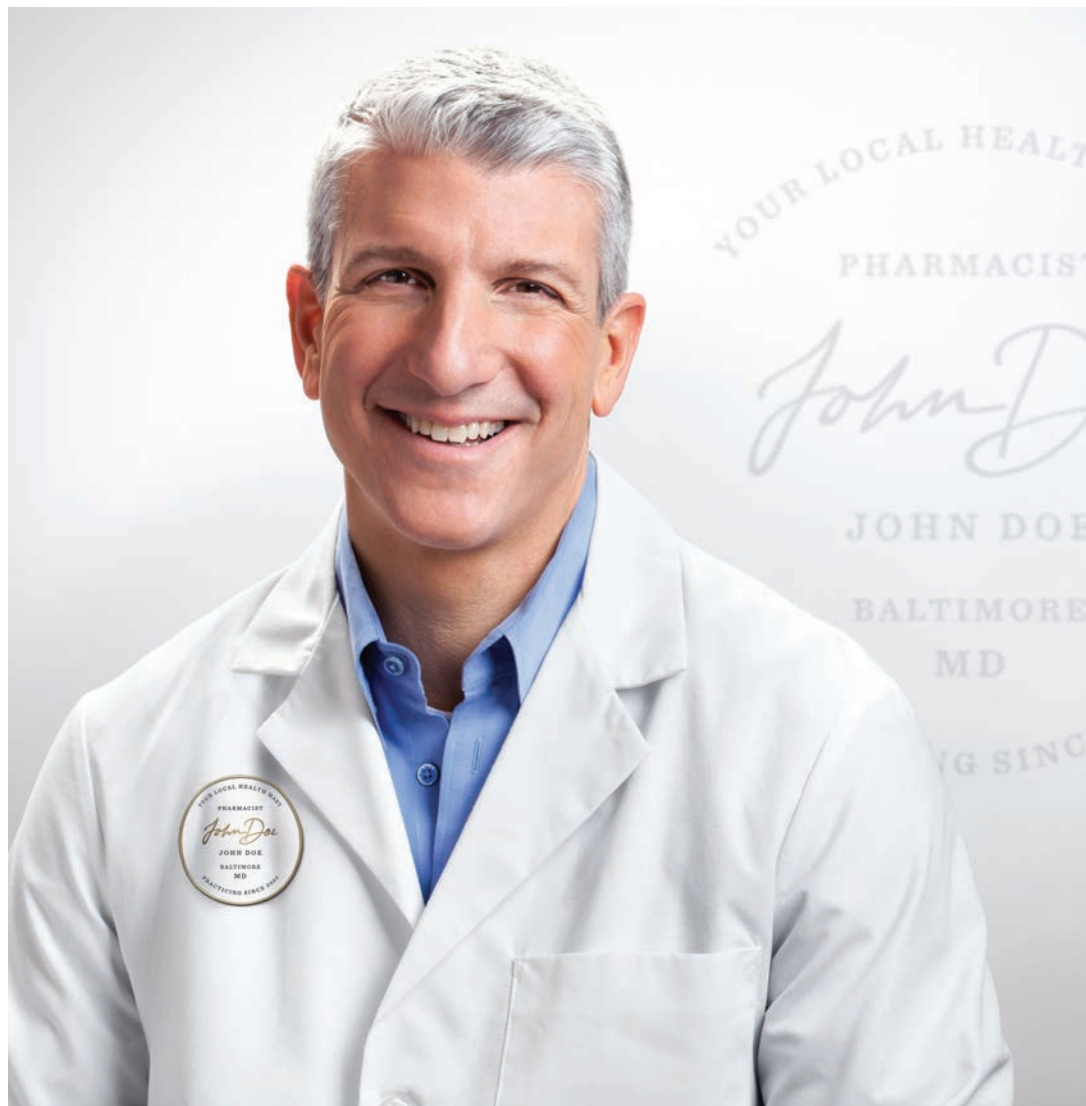
### MINIMUM SIZE



## Badges

*Signature and Name in Use*

### EMBROIDERED PHARMACIST'S COAT AND BACKGROUND GRAPHIC



### QUOTE

**“I want a partner  
that I can trust and  
a national brand my  
patients can trust.”**



DR. DAVID JOHNSON  
BROOKLYN, NY

# Editorial Badges

## Editorial Badge Breakdown

### ABOUT EDITORIAL BADGES

Editorial Badges are powerful, but potentially complex, graphic elements. Ultimately, their role is to convey a headline or call-out of text in a stylized and eye-catching fashion. We call them Badges, but really they are typographic lock-ups that may or may not be contained within a holding shape. That decision is up to the discretion of the designer.

If one is not comfortable creating this kind of lock-up, Editorial Badges should be avoided. They are simply used to add variety to a composition that might otherwise be lacking in visual interest — or to call attention to a specific section of a composition.

An essential consideration in creating an Editorial Badge is the hierarchy of information within the lock-up. It is important to first establish the relative importance of the information presented within the lock-up. First, clarify the importance of the information to be included. Then consider the appropriate scale and placement of these elements.

Remember that not every word can pop at the same time. Make sure the scale of your type elements allows for enough white space within the lock-up. Err on the side of sophistication with your compositions, and use the examples here as your guide.

### HIERARCHY BREAKDOWN



### BADGE EXAMPLES

*Note that Badges are subject to following the same color rules as typography and compositions.*

### WHEN DO I USE AN EDITORIAL BADGE?

- Headline
- Call-to-action graphics
- Information graphics

- A. More often than not, a badge will be a single typeface; however, using both is fine as long as they do not compete. Using our two typefaces in a complementary fashion within a badge offers positive visual contrast.
- B. Whether or not the lock-up is contained in a holding shape is up to the designer and the graphic opportunity. Here is an example of using our two typefaces, along with a headline featuring upper- and lower-case letters. Note that this example is only partially based on a circle, which is acceptable. Having no relation to a circle in an Editorial Badge is, however, not acceptable.
- C. Size and color are surefire ways to establish hierarchy within a badge. While the scale can be pushed within a lock-up, type that gets overly large can start to look less sophisticated and the lock-up can fall apart.

<p>A.</p>	<p>B.</p>	<p>C.</p>
-----------	-----------	-----------

# Editorial Badges

Don'ts

## ABOUT EDITORIAL BADGES

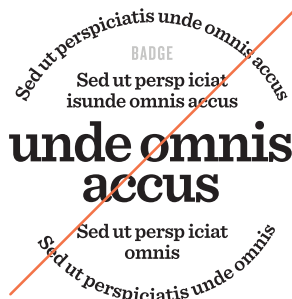
Editorial Badges can have a great impact when used correctly. If created or used incorrectly they can distract from the point of the headline or composition, creating problems where none existed before.

## WHEN DON'T I USE AN EDITORIAL BADGE?

- Serious subject matter
- Vital information
- Long headlines
- When it is not clear what the hierarchy of the headline should be.
- If there is already a Name Badge living on the same page.
- Over a visually busy image



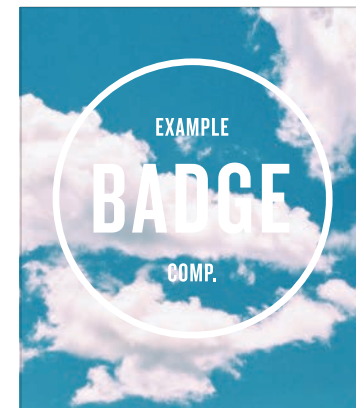
Do not use lowercase type on the outside of a circular badge.



Do not create badges overloaded with text.



Do not overuse badges.



Do not place over a busy image.



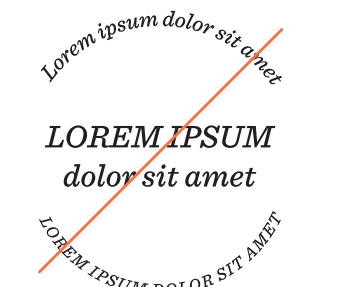
Do not create holding shapes with multiple strokes. Only a single stroke is acceptable.



Do not create holding shapes with manipulated strokes — dotted, dashed or otherwise.



Do not create holding shapes that are not circular.



Do not create badges using italicized type on the outside of a circular badge.

Editorial Badges  
In -Use Examples

BROCHURE SPREAD



Checking your glucose levels often provides peace of mind and allows for greater patient independence. Make sure you consult your doctor before attempting home testing.

03 Pharmacy Health

PROMOTION

YOUR MEDICATION

**ON TIME**

EVERY TIME

HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

 Health Mart. PHARMACY



CALL-OUTS



ANY QUESTION

**OUR PHARMACIST IS  
HERE TO HELP**

ANY ISSUE

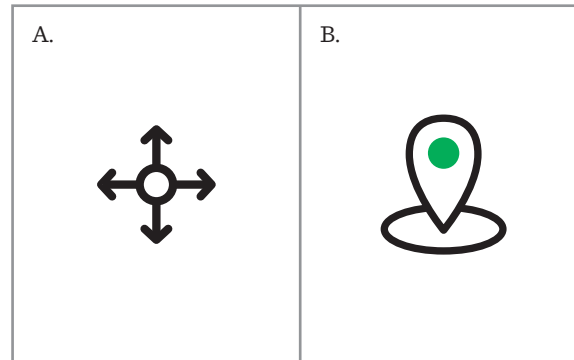


# Iconography

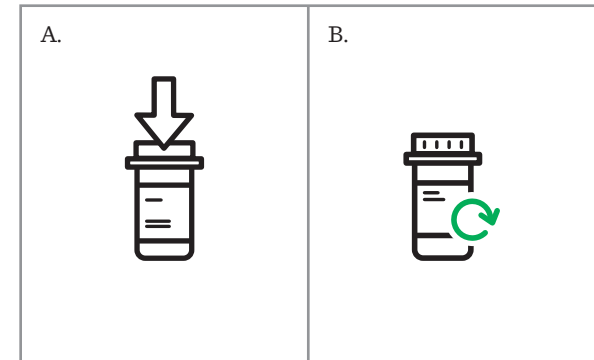
## HEALTH MART ICON SYSTEM

The Health Mart icon system is based on simple line illustrations that complement the simplicity and clarity of our overall visual system. These icons can be colored with accents or left as black and white line work depending on the usage. In general, the more color in any given layout, the more likely the icons should be rendered as black line work only. In addition, icons with green accents should be placed on white backgrounds only.

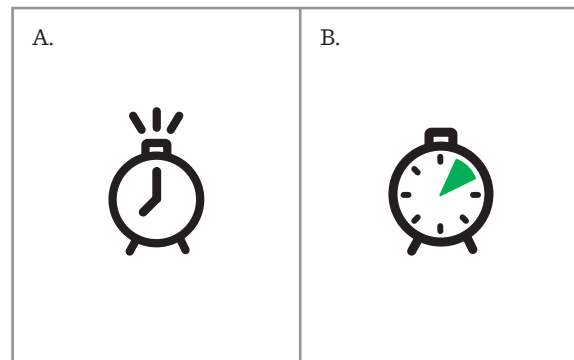
### DIRECTIONS



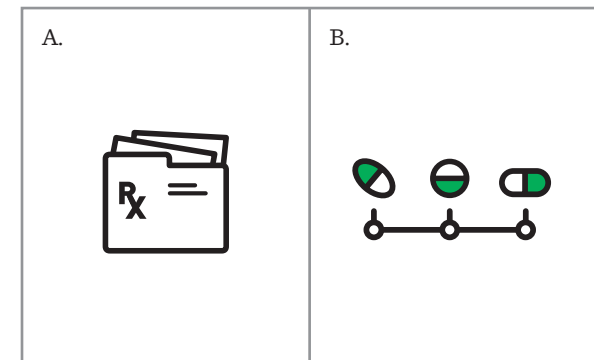
### PRESCRIPTION REFILL



### REMINDERS

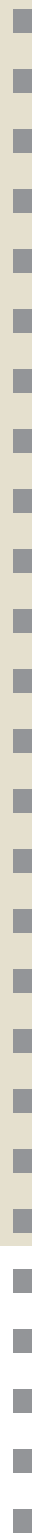


### RX HISTORY



06

# Grid Structure

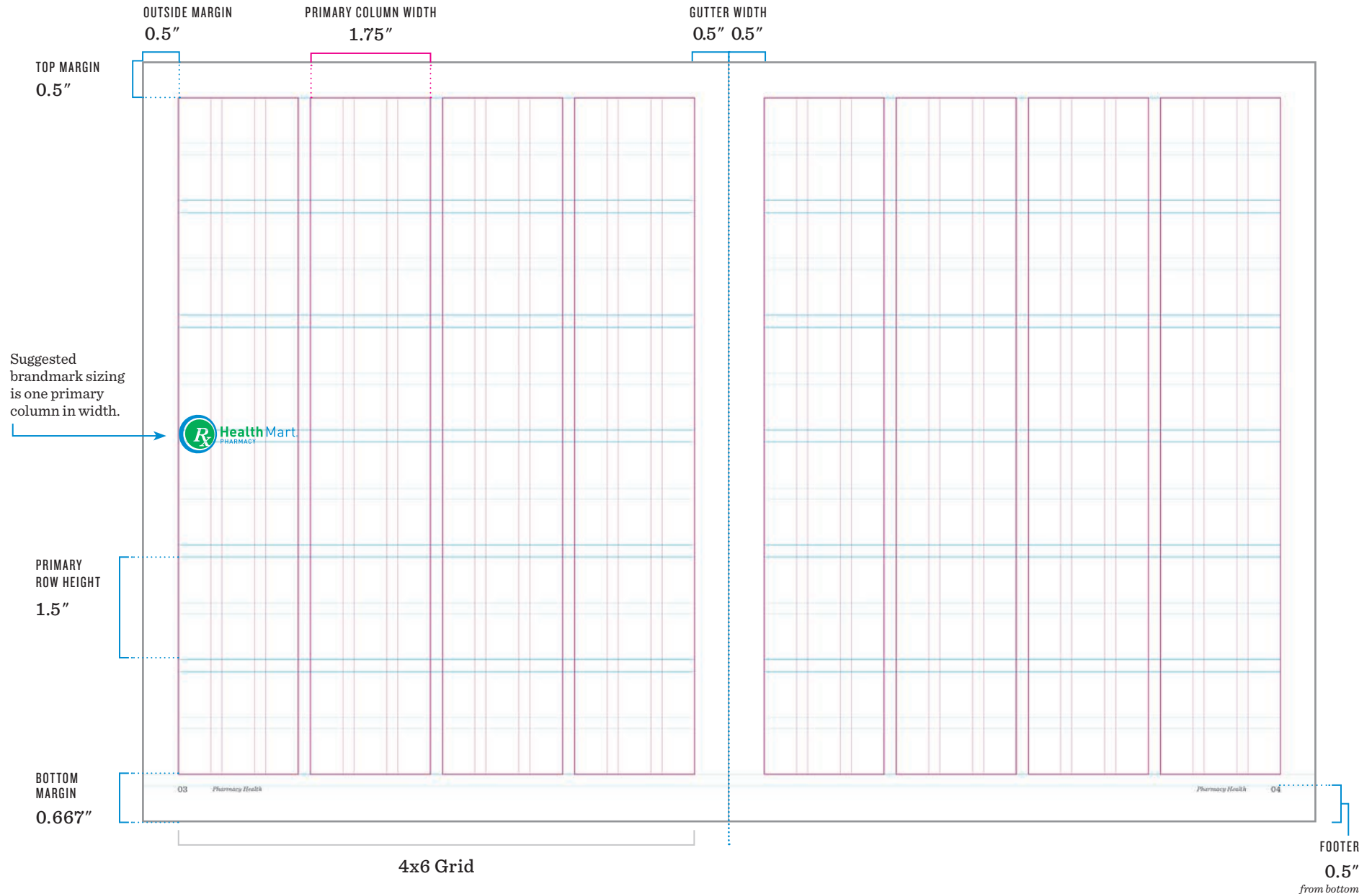


# Tabloid Grid Structure

Brochure Interior Spread

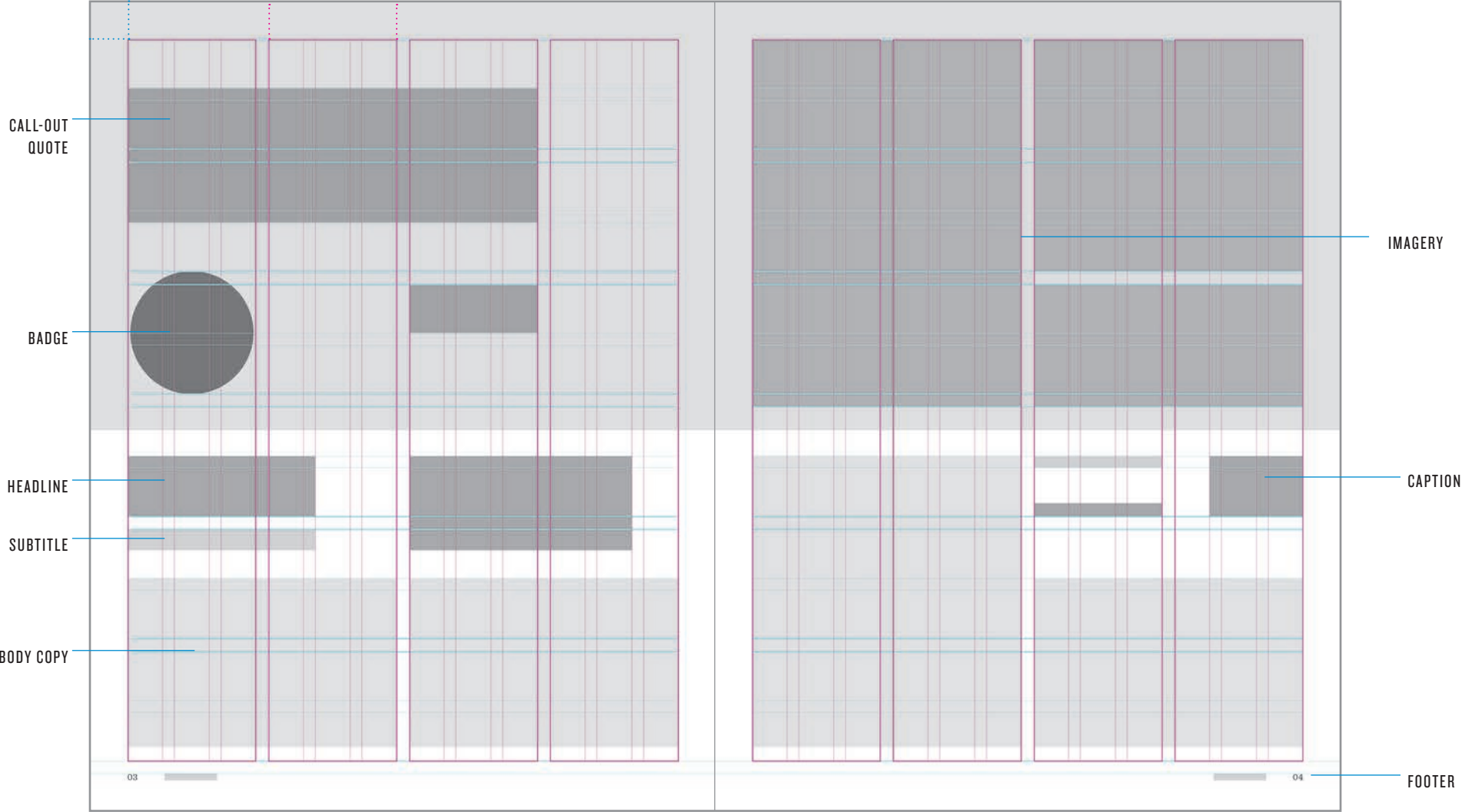
PRIMARY GRIDLINES  
SECONDARY GRIDLINES

The Primary Grid provides a go-to structure and guideline on which to construct your core body copy and headlines. For finer placements and smaller elements, feel free to utilize the Secondary Grid to align content.



# Tabloid Grid with Content Blocks

Brochure Interior Spread



*Brochure Interior Spread*

**"I want a partner  
that I can trust and  
a national brand my  
patients can trust."**

YOUR LOCAL HEALTH MART

PHARMACY

*John Doe*

JOHN DOE

BALTIMORE  
MD

TRACING SINCE 1900

## Our Most Comprehensive Solution

[illegible]

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voluptas sit aspernatur voluptatem. Ut enim ad minima.

Veniā, quis nostrum exercitacionē ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem velum fure prehenditur qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat qui voluptas nulla pariatur? Reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat qui voluptas nulla pariatur? Veniam, quis nostrum exercitacionē ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem velum fure prehenditur qui in ea voluptate velit esse quam nihil molestiae consequatur, vel

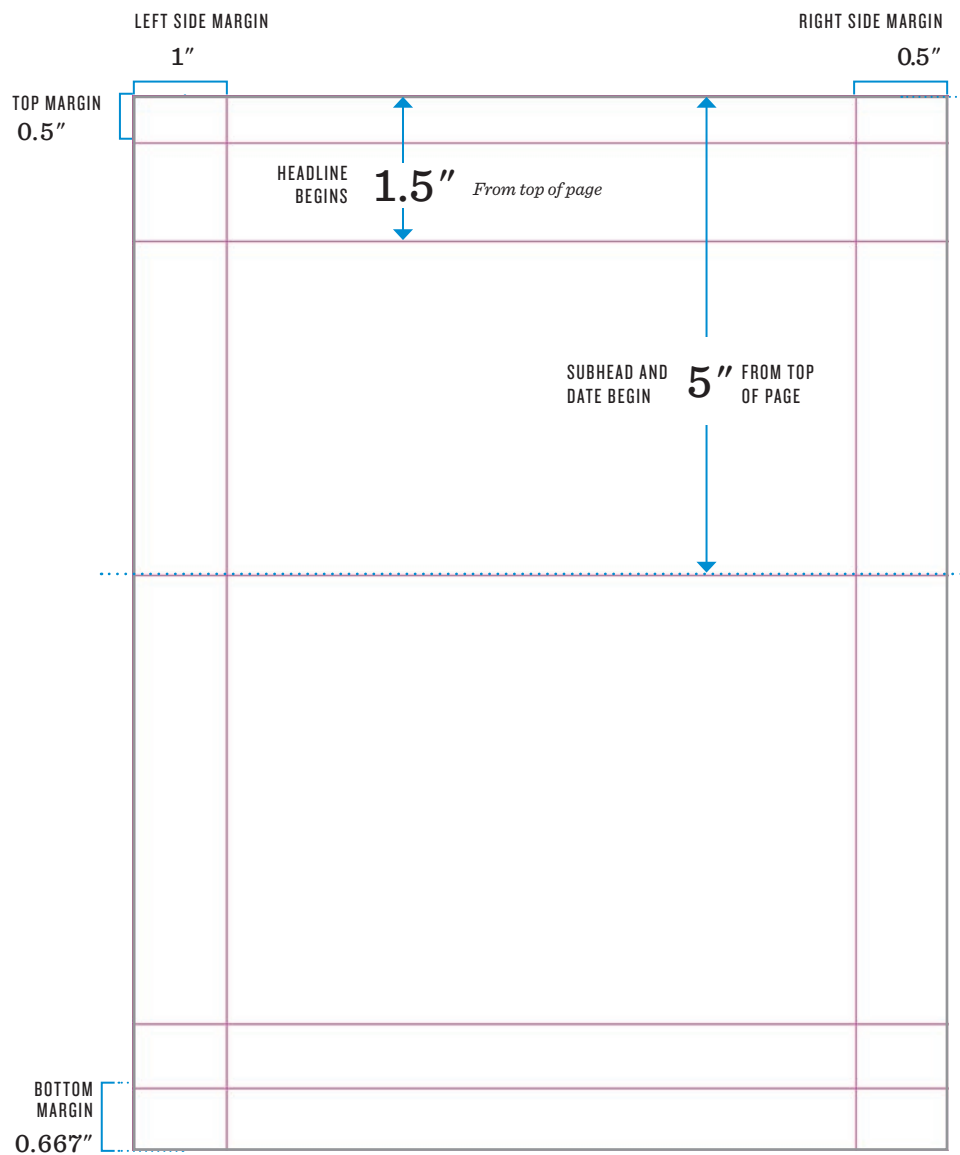
Pharmacy Health 04

FOOTER



## Brochure Cover (8.5 x 11)

Grid and Example with Grid

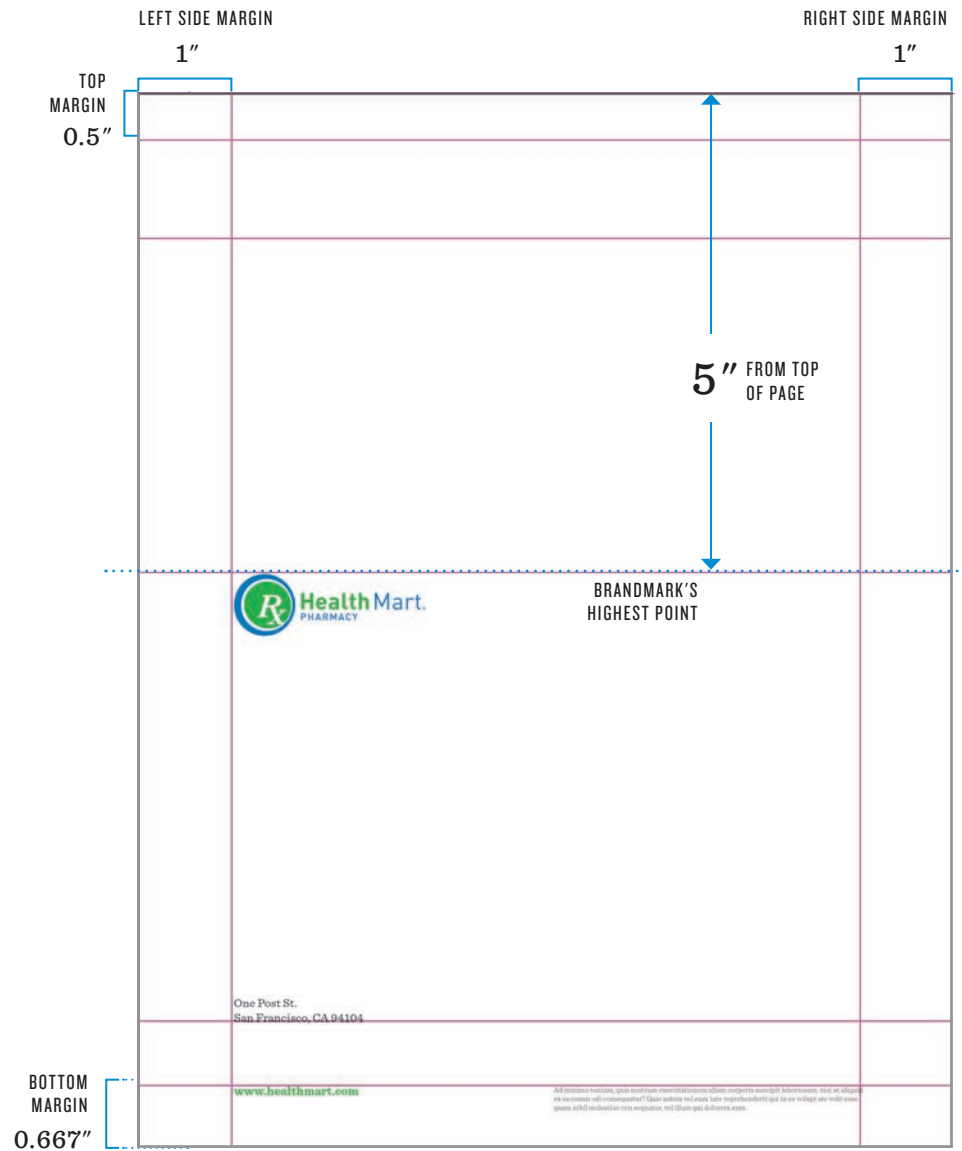


EXAMPLE SHOWING GRID



## Brochure Back Cover (8.5 x 11)

Grid and Example with Grid



## FINAL EXAMPLE



07

# **Tone of Voice**



## Tone of Voice

### VOICE LABEL:

*A quick way to refer to our voice*

## “Familiar and Focused”

### VOICE DESCRIPTION:

*A short sketch of our voice*

Health Mart shows that we share your priorities. We make every day a little easier, acknowledging your needs and aspirations and helping you concentrate on what matters most. We cut through complexity and eliminate concerns. Engaging you directly and on your own terms, we’re familiar yet focused, personable yet professional. We give you the options and information to make smart choices. While leaving the decisions to you, we show up and help out at every step along your way.

## Voice Attributes

### VOICE ATTRIBUTES

---

## Welcoming

Engaging all audiences with ease; friendly, approachable and inclusive

---

### WE DO:

---

- Acknowledge the audience on its own terms
  - Strike an open, inviting tone
  - Use words like “we,” “us,” “together”
- 

### WE DON'T:

---

- Sound overly formal, corporate, or suggest a one-size-fits-all approach
  - Take a stand-offish, members-only approach
  - Use passive, third-person phrasing
- 

## Straightforward

Saying exactly how it is and why it matters to you

---

- Say it like it is
  - Explain thoroughly; let people know all that is essential
  - Use a genuine, sincere and authentic tone
- 

- Embellish, be overly wordy
  - Include extraneous information or information that can't be acted upon
  - Appear slick, overly polished, too clever or “cute”
-



## Voice Attributes

### VOICE ATTRIBUTES

---

#### Assured

Addressing all your needs with professional acumen and seasoned expertise

---

### WE DO:

---

- Make confident, declarative statements
  - Balance strength with humility, acknowledging the role of others
  - Root messages in fact
- 

### WE DON'T:

---

- Sound commanding or overbearing
  - Take too much credit — share it with the audience
  - Make baseless claims that sound good but can't be backed up
- 

#### Trusted/True

Removing doubt and inspiring confidence; genuine, authentic

---

- Earn confidence by showing why audiences can depend on us
  - Reference our expertise and seek to remove doubt or worry
  - Use encouraging language like, “you can,” “let's make it happen”
- 

- Leave open questions that can keep the audience guessing
  - Forget to address key audience concerns — instead, speak directly to the issues they care about
  - Suggest that we have a higher priority than helping the audience succeed
- 

#### Enduring

Always there for you, understanding your past and enabling your future

---

- Acknowledge the past while focusing on the future
  - Show how prior accomplishments lead to even better ways of doing things next
  - Use language that suggests we've always been here for you and always will be
- 

- Appear too backward looking
  - Push innovation for its own sake — rather we connect it to audience needs and aspirations
  - Suggest a transactional relationship, purely commercial in nature
-

## Sample Headlines

It's through copy executions across our communications that our Tone of Voice (TOV) comes to life for our key audiences. The following examples provide direction for how we might construct headlines and phrasing that accurately reflect our TOV. Use them as models and inspiration for crafting verbiage that fits your specific executions.

### EXAMPLE I

## Brochure Title

### BEFORE:

Health Mart® — Our most comprehensive solution for better pharmacy health.

### AFTER:

Health Mart® — Take confidence in a complete approach to better pharmacy health.

### EXPLANATION:

The infusion of “confidence” in the following line is a nod to their own professional acumen. Replacing “comprehensive” with “complete” sounds even more definitive, sure and straightforward.

### KEY ATTRIBUTES REFLECTED:

Straightforward, Assured, Trusted

## Sample Headlines

### EXAMPLE 2

## Section Header

#### BEFORE:

Better together.

#### AFTER:

Backing up your best.

#### EXPLANATION:

Where “better together” suggests a co-equal relationship of undefined roles, “backing up your best” puts the pharmacy owner firmly in the lead with Health Mart as a supportive team member and resource. The use of the word “best” is complimentary of the pharmacist’s capabilities and is aspirational at the same time, a reminder for everyone in the mix to aim for the utmost.

#### KEY ATTRIBUTES REFLECTED:

Welcoming, Assured, Trusted

### EXAMPLE 3

## Brochure Title

#### BEFORE:

Run a better business with Health Mart® —  
The most comprehensive solution for  
better pharmacy health.

#### AFTER:

Health Mart® is built for where your business is growing —  
Take confidence in a complete solution for better  
pharmacy health.

#### EXPLANATION:

The new copy picks up and extends the aspirational note in the original, shifting the focus toward the future. The phrase “where your business is growing” provides a slight play on words that suggests both “growing” and “going,” suggesting not just change but progress. The second line imparts an emotive overlay of confidence, suggesting more of the benefit to the pharmacist — who’s in control of his/her business.

#### KEY ATTRIBUTES REFLECTED:

Assured, Trusted, Enduring

# 08

# Branded Examples

NOTE: Branded Examples are for demonstrative purposes only, and all text and images are intended to be representative placeholders.



## Print Collateral

Brochure Cover





# Your Community is Unique

**YOUR PHARMACY DELIVERS  
ONE-OF-A-KIND CARE**

03 Pharmacy Health

We want to hear about your plans and goals.  
We want to know what your pharmacy needs today  
and might want tomorrow. Only when we understand  
your business can we recommend solutions that can  
help you achieve your specific goals.

Sed do eiusmod tempor  
incididunt ut labore et  
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dolor in dolor nulla  
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occaecat nisi ut aliquip  
ex ea. Duis aute irure  
dolor in dolore.

**FIND MORE  
DISCOVERIES ONLINE**



**No. 1**  
**OUR GOAL IS TO HELP  
YOU ACHIEVE BETTER  
PHARMACY HEALTH**



Pharmacy Health

04

“I want a partner  
that I can trust and  
a national brand my  
patients can trust.”



DR. JOHN DOE  
BALTIMORE, MD



## Our Most Comprehensive Solution

FOR BETTER PHARMACY HEALTH

Sed ut perspiciatis unde omnis iste natus error sit volupta tem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecte beatae vitae dicta sunt explicabo. Nemo enim ipsam volup tatem quia voluptas sit asperquaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi conse? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi conse? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel.

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MORE INFORMATION AT:

HealthMart.com

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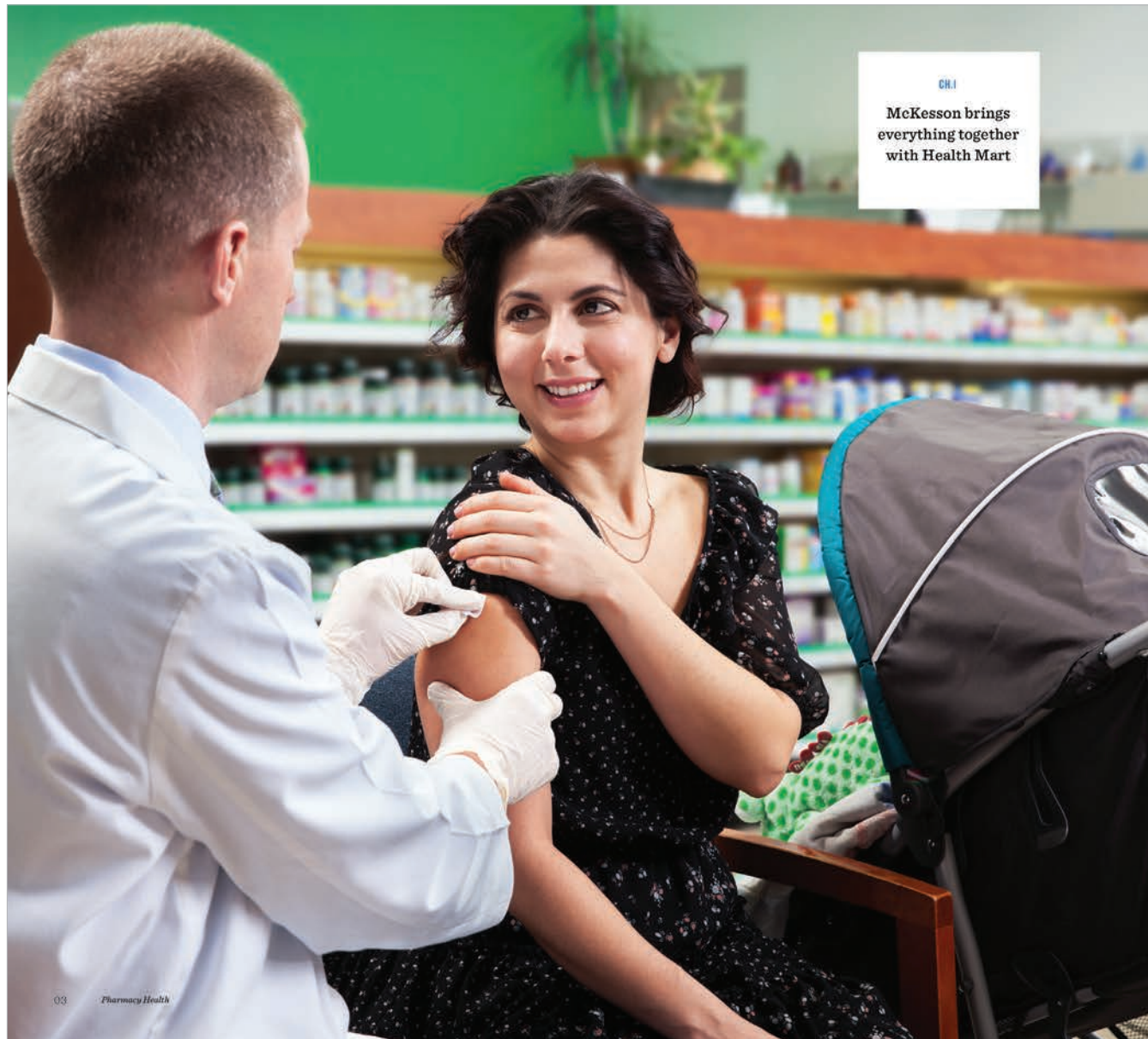
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## Print Collateral

Brochure Interior Spread



03 Pharmacy Health

## Gearing Up for Flu Season

WHAT YOU CAN EXPECT IN 2014

**McKesson brings everything together with Health Mart to help you compete and thrive with a very comprehensive portfolio and common brand for scale benefits.**

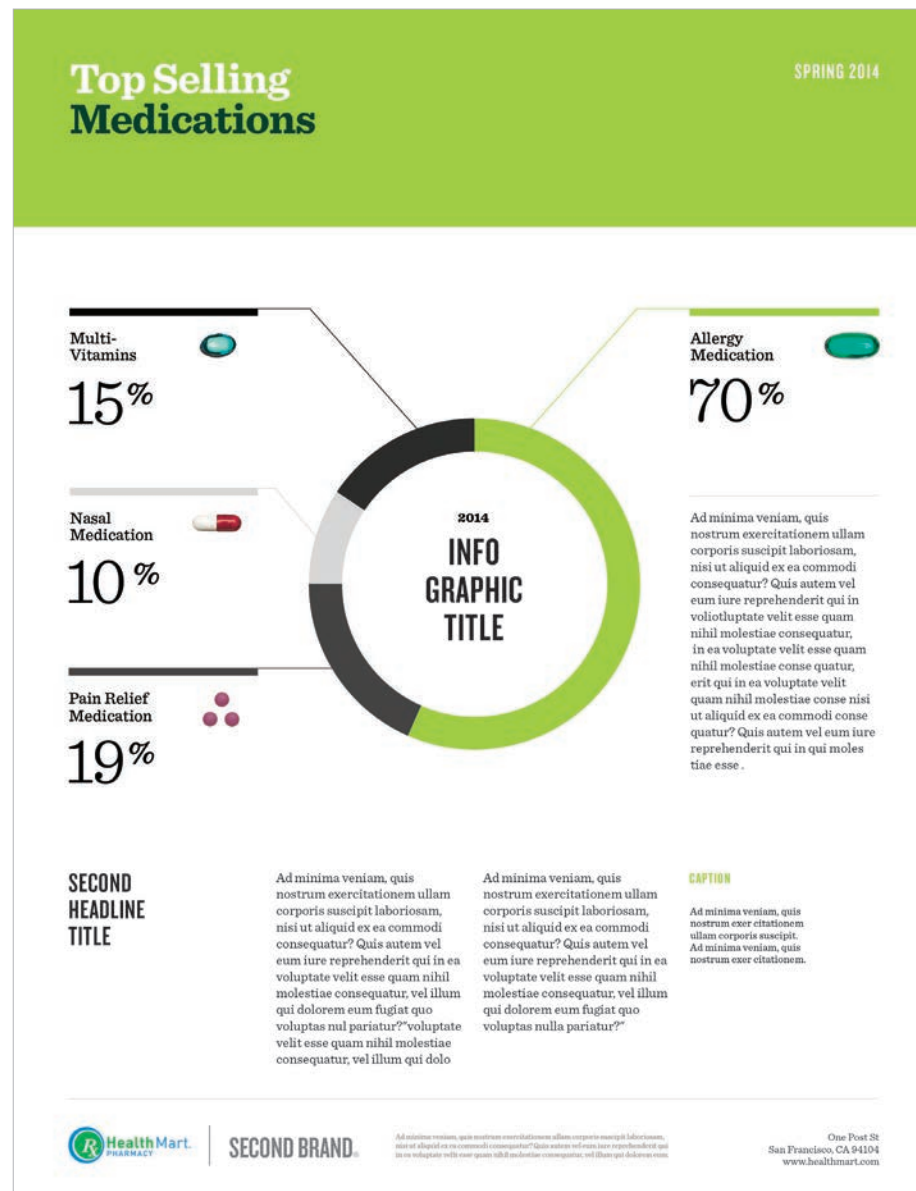
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum.

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?"

Pharmacy Health 04

# Print Collateral

Sell Sheet



# PowerPoint Title Slide

SUB-HEADLINE  
COPY

CLIENT NAME



June 16, 2014

## Slide Headline


SUB-HEADLINE COPY

June 16, 2014

### Sub-Headline Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.


### INFO GRAPHIC TITLE




### Bullet-Points

- Dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat.
- Cupidatat non proident, sunt in.

### GRAPH TITLE





June 16, 2014

Health Mart Pharmacy

© 2015 Health Mart Systems, Inc.

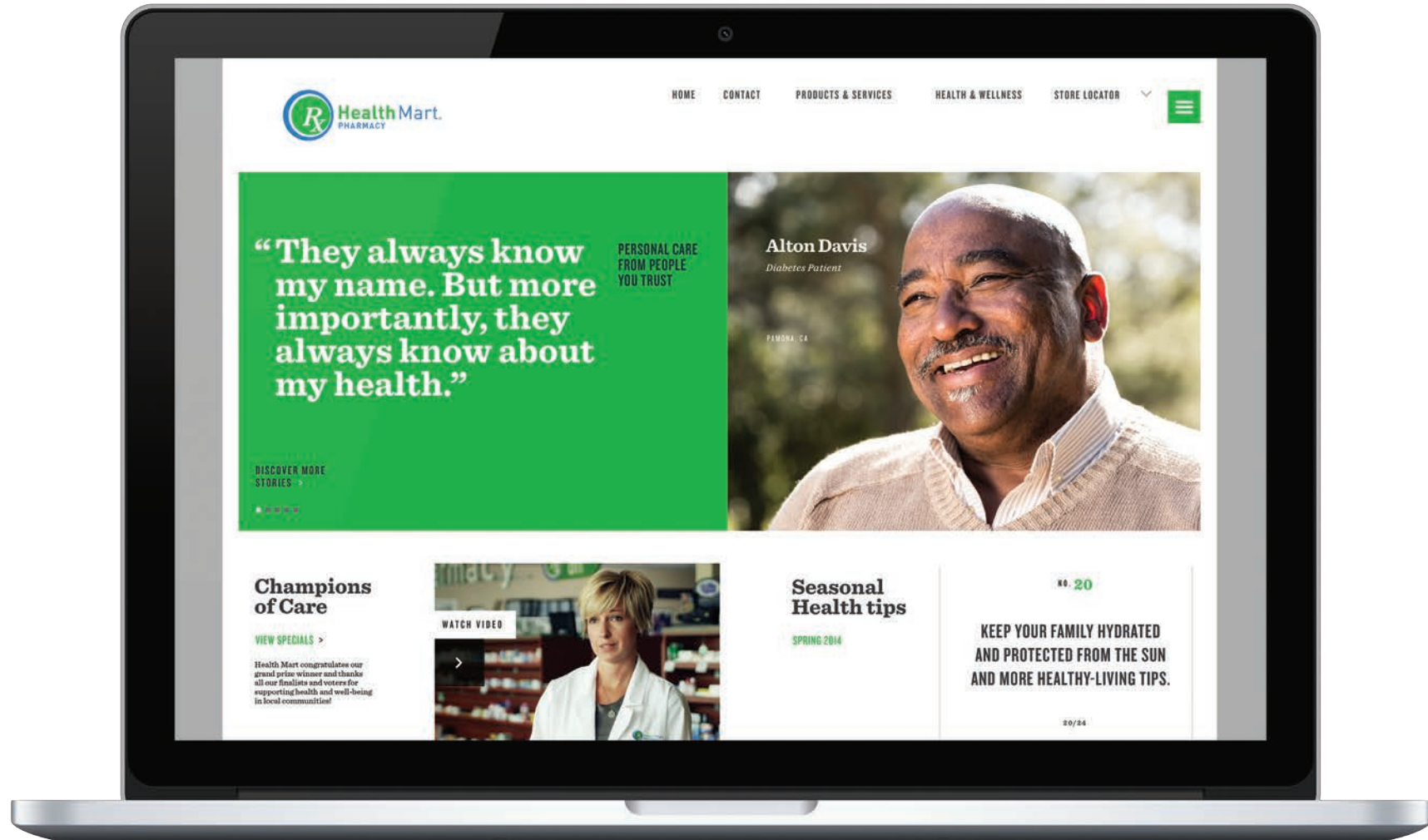
78

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## Digital Solutions

Website



# Digital Solutions

## App Screens



## In-Store Materials

### Pharmacist Manifesto

OUR  
PHARMACY

**EAST POINTE HEALTH MART**

EAST POINTE.  
CALIFORNIA

Welcome to our pharmacy. It's our duty  
as pharmacists to serve our neighbors  
and care for their well-being the way we  
would our own. Each day we open our  
doors, it becomes our mission to care  
for you and about you.

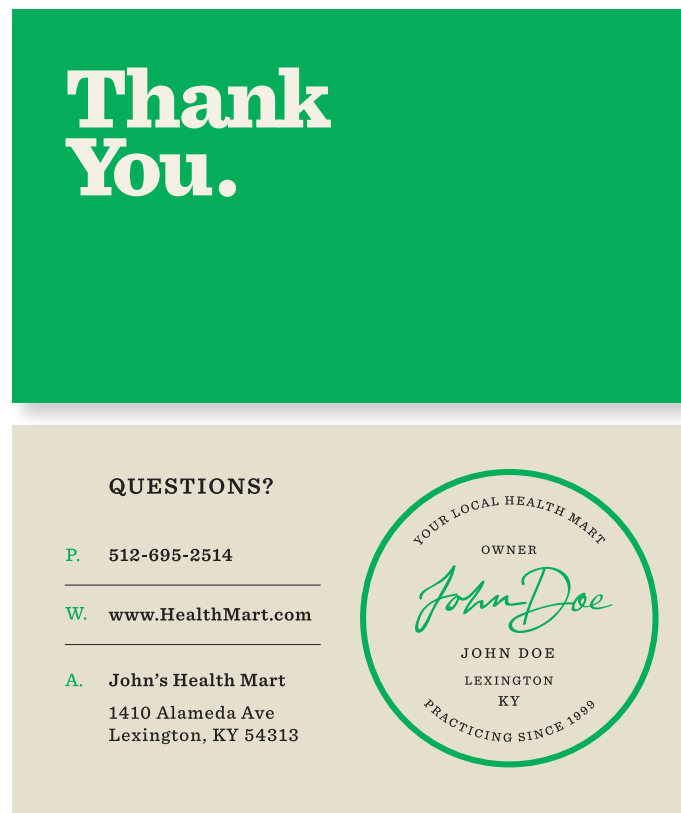
PHARMACIST  
*Nasser Mozeq*  
DR. NASSER MOZEQ  
PROUD **03** OWNER  
OF HCP



## In-Store Materials

Branded Promotions

### CUSTOMER APPRECIATION CARD



### CUSTOMER PRESCRIPTION TAKEAWAY BAG





09

# Resources

## Resources

### *Contact Information*

#### Health Mart Kit of Parts

The Health Mart brand kit of parts is available via a secure shared folder.

To access our brand folder please email, **brand@healthmart.com**

#### General Brand Inquiries:

brand@healthmart.com

– or –

#### Erin Kiri

Sr. Manager, Brand Strategy

phone: 415.983.7141

email: erin.kiri@mckesson.com







One Post Street  
San Francisco, CA 94104

[www.healthmart.com](http://www.healthmart.com)

## McKESSON

Health Mart is proud to be a member of the McKesson family, sharing in the collective industry knowledge and experience residing within all of the McKesson corporate affiliates. Since 1833, McKesson has been committed to the success of independent pharmacies through the delivery of innovative programs and reliable distribution services. Learn more at [www.mckesson.com](http://www.mckesson.com).