



Brand Standards & Guidelines

ELEVATING OUR BRAND.

APRIL 2021 | SOFT LAUNCH



Contents

These guidelines are designed to ensure our brand is consistently executed across multiple mediums and platforms. As these brand attributes get repeatedly replicated, we begin to build a recognizable and ownable identity within the market.

Our brand	3
Brand characteristics	4
Brand purpose	5
Our logo	6
Logo files	7
Incorrect usage	8
Alignment	9
Clearspace	10

Typography	11
Typographic substitute	13
Color palette	14
Tagline	15

Our brand

Looking and sounding “on brand” is the key to ensuring we communicate the right message to the right people. At all times, we should demonstrate that we are confident, collaborative and caring.



Brand characteristics

All the words and visual elements we choose help tell our story. They should help define and reinforce our unique core brand attributes. A consistently promoted brand helps break through the clutter and be more memorable.

CONFIDENT

Our outcomes, relationships, expertise, and access speak for themselves. With an unmatched network of health system partners; deep relationships with manufacturers, payers and others; and an unrivaled team, we can let our results and impact do the talking.

DEDICATED

Dedicated to putting in the time and doing the hard work to improve outcomes and solve the tough challenges that others cannot or will not.

CARING

Improving lives is at the heart of everything we do. And we do everything with kindness and integrity. From our partners to our team, people inspire us to deliver on our promise to help take care of the complex patients who need us most.

EXPERIENCED

Our proven history and superior outcomes establish us as THE leader in specialty pharmacy. We helped invent the space and will define its future. Our experience bolsters our success.

Brand purpose

At Shields, people come first. Every interaction, every process, every step is built around the patient. Compassion is embedded in our core and it drives our success. Through this focused approach, we enhance the quality of patient care and improve overall outcomes.



Our logo

Our primary logo is made up of two colors and a custom gradient. In special cases where color reproduction is limited, or where a variation is needed, we have a white-only logo available. The white logo can be placed on black or one of our brand colors.

PRIMARY LOGO



Color breakdown



Charcoal



Deep Blue



Custom Gradient

SECONDARY LOGO



Secondary white for use on brand approved colors.
(See core color page.)

Our logo files

Logos are provided in multiple colors and several file formats. These logos have been created at specific sizes common to their media, and the native logo files should not be altered, recolored, or modified in any way.

The chart on the right details which files are intended for which uses.

		EPS/AI Vector	PNG - Bitmap	JPG - Pixel
Print	Color CMYK	●		
	Black CMYK	●		
	Reversed CMYK	●		
On-screen	Full Color RGB		●	●
	Black RGB		●	●
	Reversed RGB		●	●

Incorrect usage

 DO NOT ROTATE



 DO NOT ALTER FONT



 DO NOT PLACE ON POOR CONTRASTING BACKGROUNDS OR IMAGERY



 DO NOT PLACE IN SHAPES



 DO NOT CHANGE POSITION OF LOGO ELEMENTS



 DO NOT CHANGE SCALE OF LOGO ELEMENTS



 DO NOT USE IN EDITORIAL CONTEXT



 DO NOT ALTER COLORS



Alignment

There are three horizontal guides of alignment, and two vertical guides of alignment. A few are illustrated here and should be used whenever possible.



Ugiae con plique non porro et la aut quis mi, cus acceprat enienimet mi, quae consequo corem faces natiasp eligendio quia nihiciditas mo optatet .



Lorem ipsum dolor



Logo clear space

Our logo requires a clear space - please be sure nothing intrudes or obstructs this space.

Try to use simple and uncluttered backgrounds within this space whenever the logo is used on top of an image or graphic.



Clear space for print

For use in printed media use the Shield as reference for clear space.



Clear space for web

For use in digital media use the letter "H" as reference for amount of clear space.

Typography

Typography is an essential part of the Shields brand. It helps to unify messaging and create familiarity. A consistent typographic style is essential in creating a distinctive identity. Gotham is our primary typeface and should be used whenever possible.

See guidelines for recommendations for instances when our primary font cannot be used.



Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (.,:;?!@#\$%^&* -)

Typography

We use three variations of the Gotham font to create hierarchy and improve legibility. The following pages outlined the preferred usage of these varying font weights.

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@#\$%^&*~)

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@#\$%^&*~)

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (.,:;!@#\$%^&*~)

Typography Substitute

In cases where Gotham is not available, Arial should be used as a substitute. These cases may include digital applications such as HTML Emails, Word documents, or digital presentations (such as PowerPoint) which cannot embed fonts. When styling text with Arial, all the same guidelines and standards listed within this document apply.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (.,:;?!@#\$%^&* -)

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (.,:;?!@#\$%^&* -)

Color palette

The colors outlined here make up our full palette. Our palette offers the opportunity to enhance our brand with vibrant and unique color options for all assets. While our primary colors are used the most, accenting with colors from our secondary palette can help differentiate content and further distinguish ourselves from our competition.

Since individual printers and computer screens show colors differently, the color swatches on this page should not be used for color-matching purposes. Always use the values provided here. Also note that the colors specified may not be modified or substituted.

PRIMARY PALETTE

CMYK 94 33 22 9
RGB 21 97 130
HEX 156182

CMYK 62 6 0 0
RGB 95 181 205
HEX 5FB5CD

CMYK 41 58 23 9
RGB 137 83 121
HEX 895379

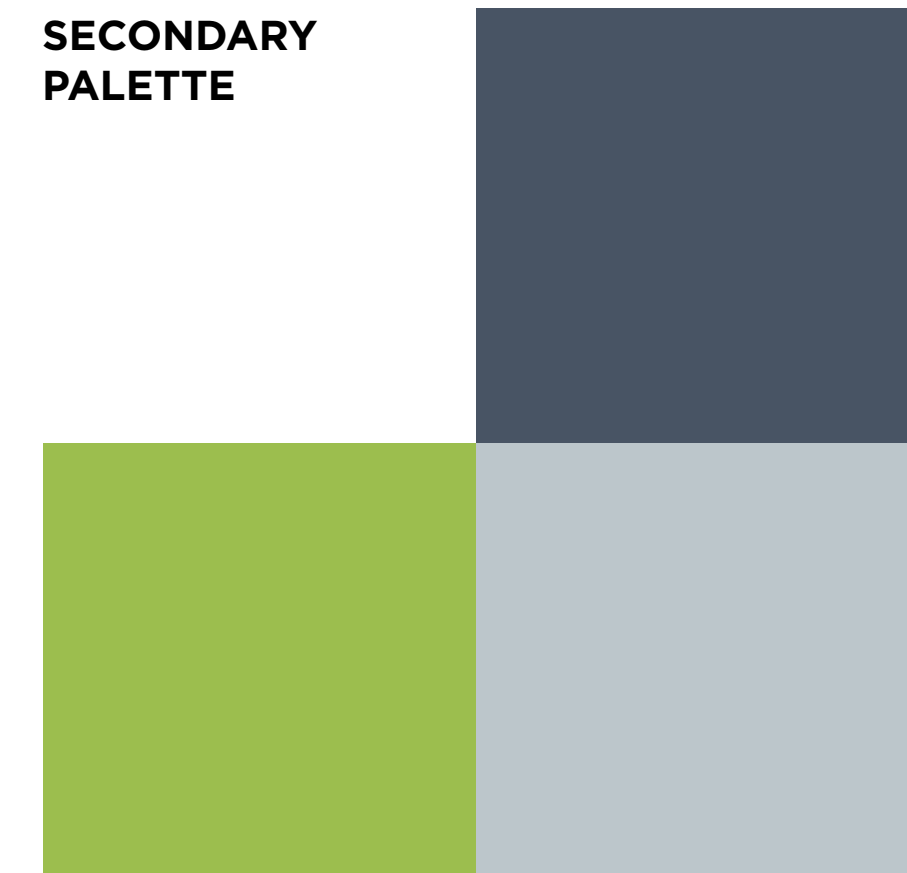


CMYK 4 20 63 0
RGB 244 201 86
HEX F4C956

CMYK 50 27 11 0
RGB 128 151 180
HEX 8097B4

SECONDARY PALETTE

CMYK 66 44 33 20
RGB 72 84 100
HEX 485464



CMYK 39 10 71 0
RGB 156 190 78
HEX 9CBE4E

CMYK 26 14 10 0
RGB 188 198 203
HEX BCC6CB

Tagline

Our styled treatment visually demonstrates our ability to improve lives and elevate performance for our health system partners.

ELEVATING SPECIALTY PHARMACY

