RX INSIDER™

BRANDING GUIDELINES

LOGOS

Follow these specific guidelines when using our logos.

All logos are available to download here. For additional versions of a logo, please contact the art department.

RXinsider

Logo must always be at 100% full-color (green and blue), grayscale, or white.*

20*Ways* PUBLICATION

Logos must always be at 100% full-color (red or blue), grayscale, or white.

PHARMACY PLATINUM PAGES PUBLICATION

Logos must always be at 100% black or white and can be used with or without the tagline.

ADDITIONAL PRODUCTS & SERVICES

Products and services that do not have formal logos should be displayed as text only using Roboto typeface in black, white, or RXinsider brand colors (refer to pages 3-5).

Products and services include: Case Studies | Thought Leader Video Series | Virtual Trade Expos | Pharmacy Market BUZZ | B2B Ecosystem

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The "RX" in RXinsider should always be capitalized when used as text. The "*Ways*" in 20*Ways* should always be italic when used as text.

* It is acceptable to use a white trademark symbol when placing the logo on a dark background.

BRAND COLORS

We have refined our primary color palette and added new secondary colors to better reflect the cohesive branding and complement the revised website (RXinsider.com).

PRIMARY COLORS

Pantone C: 2149
Pantone U: 2390
Hex: #5284AB
C72 M41 Y18 K0
R82 G132 B171

Pantone C: 2955
Pantone U: 2955
Hex: #0A3E64
C100 M77 Y35 K26
R10 G62 B100

Pantone C: 2382
Pantone U: 2194
Hex: #1079BF
C85 M47 Y0 K0
R16 G121 B191

SECONDARY COLORS

Pantone C: 644
Pantone U: 644
Hex: #95B2D1
C35 M15 Y1 K9
R149 G178 B209

Pantone C: 7681
Pantone U: 7681
Hex: #98ABC6
C41 M26 Y11 K0
R152 G171 B198

Pantone C: 2373
Pantone U: 2373
Hex: #7E8AA1
C55 M41 Y25 K1
R126 G138 B161

Pantone C: 2160
Pantone U: 7692
Hex: #426487
C81 M59 Y29 K8
R67 G100 B135

Pantone C: 425
Pantone U: 433
Hex: #58595B
C64 M56 Y53 K28
R88 G89 B91

LOGO COLORS

These colors are purpose specific and help inform consistent color usage in product branded materials and videos.

RXinsider

These colors are only associated with RXinsider corporate branding and promotional materials.*

Pantone C: 397
Pantone U: 397
Hex: #C0BD31
C29 **M**16 **Y**100 **K**0
R192 **G**189 **B**49

Pantone C: 2955
Pantone U: 2955
Hex: #0A3E64
C100 **M**77 **Y**35 **K**26
R10 **G**62 **B**100

20*Ways*

These colors are only associated with 20*Ways* branding and promotional materials.

Pantone C: 1795
Pantone U: 2035
Hex: #ED1C24
C0 **M**100 **Y**100 **K**0
R237 **G**28 **B**36

Pantone C: 285
Pantone U: 2175
Hex: #1B75BC
C85 **M**50 **Y**0 **K**0
R27 **G**117 **B**188

Pantone C: Cool Gray 8
Pantone U: Cool Gray 9
Hex: #8888B8D
C49 **M**39 **Y**39 **K**4
R136 **G**139 **B**141

* The green color (Pantone 397C) should not be used in any of our branding materials.

TYPOGRAPHY

Our corporate typeface should be used consistently in all branded materials and videos.

The Roboto typeface is available to downloaded here.

BRAND TYPEFACE

ROBOTO
(all weights & styles)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

ROBOTO
CONDENSED
(all weights & styles)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

EMAIL TYPEFACE

ARIAL
(all weights & styles)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

MESSAGING

To create a powerful brand, drive consistency, and experience business growth, it is critical that all employees deliver a clear and consistent message that defines who we are, what we do, and who we serve. These messaging guidelines will help us share a unified story within the market.

WHO WE ARE

RXinsider is a B2B multimedia publishing and technology company focused on the “business of pharmacy”. We are the leading resource for pharmacy management to learn about the products and services that support pharmacies and patient care.

BRAND TAGLINES

“The Business of Pharmacy” | “Behind Every Good Pharmacist, is a Great Resource”

WHAT WE OFFER

Our marketing solutions include print publications, digital destinations, content creation services, and online education. Legacy products: Pharmacy Platinum Pages, 20*Ways*, Virtual Pharmacy Trade Show, and Virtual Job Expo.

WHO WE SERVE

Pharmacy professionals spanning every practice setting (independent owners, hospital directors, chain executives, specialty and long-term care pharmacies).

ICONS

Ecosystem wheel and icons are used to reflect our multimedia venues. Use these icons and colors as visual elements to identify and distinguish in B2B web-based content, videos, and print materials.

All icons are available to download here.

COMPANY PHOTOGRAPHY

As part of our brand identity, RXinsider has produced and assembled a collection of product photography to portray our customers, solutions, and business settings in a unique way.

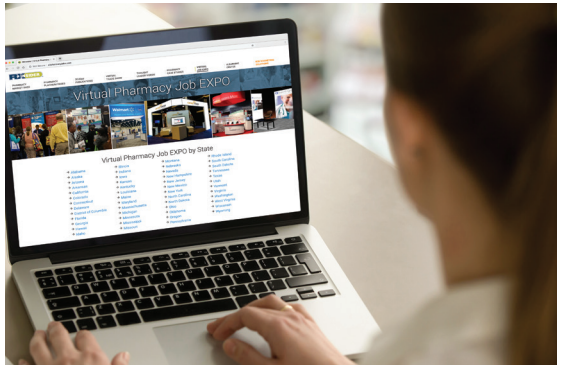
All photography is available to download here.

WEBSITE HEROS

COMPANY BUILDING

COMPANY PHOTOGRAPHY

PRODUCT IMAGES



CONTACT US

For Clarifications & Questions

Art Department: artwork@rxinsider.com

Marketing Department: marketing@rxinsider.com

Digital Downloads: rxinsider.com/branding-guidelines.php