



BRAND KIT

LOGOS

Follow these specific guidelines when using our logos.

All logos are available to download [here](#).

SQUARE (PRIMARY)*

Our logo is our most recognizable asset and must always be 100% full-color.



HORIZONTAL (ALTERNATE)

Use this version when the primary logo is too small. Logos must always be at 100% full-color.



RXinsider | Pharmacy500

Logo must always be at 100% full-color, RXinsider logo must be placed to the left of the Pharmacy500 logo and both should be aligned on the bottom.



* Gray, black, or white versions are available upon request.

BRAND COLORS

PRIMARY*	SECONDARY**	TERTIARY***
<p>Pantone C: 7597 Pantone U: 7597 Hex: #D14124 C13 M89 Y100 K2 R209 G65 B36</p>	<p>Pantone C: Cool Gray 8 Pantone U: Cool Gray 9 Hex: #888B8D C49 M39 Y39 K4 R136 G139 B141</p>	<p>Pantone C: 319 Pantone U: 319 Hex: #2CCCCD3 C66 M0 Y21 K0 R44 G204 B211</p>

* Primary colors are the core colors of the brand and take up 60% of the space.

** Secondary colors highlight and complement the primary color and take up 30% of the space.

*** Tertiary colors are only used as accent colors, pops of colors that take up 10% of the space.

MESSAGING

WHO WE ARE

RXinsider is a marketing/communications, market intelligence, and technology company dedicated to the pharmacy supply chain. We educate pharmacy management across every practice setting about products and services that impact pharmacy operations and patient care. Additionally, we offer market insights and educational resources to pharmacy supply chain companies and their staff.

Pharmacy500

The Pharmacy500 is awarded to 500 pharmacy supply chain businesses and associations that significantly impacted dispensing pharmacies in the U.S. over the past year.

BRAND TAGLINE

IMPACTING PHARMACEUTICAL CARE

IMAGERY

All graphics are available to download [here](#).



