



# 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 [artwork@rxinsider.com](mailto:artwork@rxinsider.com).

## RXinsider

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



## 20Ways PUBLICATION

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



## PHARMACY500 PLATINUM PAGES PUBLICATION

Logos must always be at 100% black, blue, or white.



## PHARMACY500 / MARKET INTELLIGENCE PRODUCT SUITE

Additional Market Intelligence Products: Weekly Dose | Intel Reports logos are available in the download folder.



## 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 | Pharmacy500 Marketplace | Pharmacy Market BUZZ | B2B Ecosystem

The "RX" in RXinsider should always be capitalized 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

## PHARMACY500 COLORS



Pantone C: 7597  
Pantone U: 7597  
Hex: #D14124  
C13 M89 Y100 K2  
R209 G65 B36



Pantone C: Cool Gray 8  
Pantone U: Cool Gray 9  
Hex: #888B8D  
C49 M39 Y39 K4  
R136 G139 B141



Pantone C: 319  
Pantone U: 319  
Hex: #2CCCD3  
C66 M0 Y21 K0  
R44 G204 B211

# 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:** #COBD31  
C29 M16 Y100 K0  
R192 G189 B49



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

## 20Ways

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



**Pantone C:** 1795  
**Pantone U:** 2035  
**Hex:** #ED1C24  
C0 M100 Y100 K0  
R237 G28 B36



**Pantone C:** 285  
**Pantone U:** 2175  
**Hex:** #1B75BC  
C85 M50 Y0 K0  
R27 G117 B188



**Pantone C:** Cool Gray 8  
**Pantone U:** Cool Gray 9  
**Hex:** #8888B8D  
C49 M39 Y39 K4  
R136 G139 B141

\* 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 download [here](#).

## BRAND TYPEFACE

ROBOTO  
(all weights & styles)

**AB**

**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)

**AB**

**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)

**AB**

**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

Founded in 1999, RXinsider is a pharmacist-founded marketing/communications (MARCOM) and market intelligence (INTEL) company focused on pharmacy operations and the companies supporting dispensing pharmacies.

## BRAND TAGLINES

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

## WHAT WE OFFER

Through our publications, digital platforms, market research, and training resources, RXinsider educates pharmacy management and industry professionals on the products, services, and trends that impact pharmacy operations across the supply chain.

Legacy products: Pharmacy500 Platinum Pages, 20Ways, and Pharmacy500 Marketplace.

## 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



## COMPANY BUILDING





# COMPANY PHOTOGRAPHY

## PRODUCT IMAGES





## CONTACT US

For Clarifications & Questions

Art Department: [artwork@rxinsider.com](mailto:artwork@rxinsider.com)

Marketing Department: [marketing@rxinsider.com](mailto:marketing@rxinsider.com)

Digital Downloads: [rxinsider.com/branding-guidelines](http://rxinsider.com/branding-guidelines)