Indoco Branding guidelines

Disclaimer:

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PRIMARY PALETTE:

Brand Blue
CMYK 100/60/0/0 **RGB** 0/103/172 **HEX** #0067 AC **PANTONE 4151 C**

90% 80% 70% 60% 50% 40% 30% 20% 10%

SECONDARY PALETTE:

Blue
CMYK 92/83/0/0 **RGB** 10/50/195 **HEX** 0a32c3 **PANTONE 2736 C**

90% 80% 70% 60% 50% 40% 30% 20% 10%

Navy Blue
CMYK 100/94/27/24 **RGB** 0/30/105 HEX 001e69 **PANTONE 280 C**

90% 80% 70% 60% 50% 40% 30% 20% 10%

PRIMARY PALETTE:
- The primary palette includes Brand Blue (hero)
- Each colour includes nine tints and that should be used on digital and print assets.

SECONDARY PALETTE:
- The secondary palette includes Blue & Navy Blue
- This palette should be reserved and used only when additional colours are needed

NEUTRAL PALETTE:
- Dark to light neutral palette mostly for use in text and icon purpose
- Colour selection is minimal and works in harmony across the entire design

Note: RGB colors used only in digital communications and applications

NEUTRAL PALETTE

BLACK
RGB 0/0/0 HEX 000000

90% 80% 70% 60% 50% 40% 30% 20% 10%

FONT

Use Open Sans on all digital and print communications. Open Sans is a Google Font which can be downloaded directly from the site. All headlines across digital and print should be set in extra bold weights of the brand typefaces

For optimum legibility, the type point size should always be set consistently to the leading and works best when the leading is 4 pts. larger than the copy

Use correct font weights for headline and body copy, creating visual and ordered balance

OPEN SANS

Extra BOLD	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **1234567890**
BOLD	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **1234567890**
Semi Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

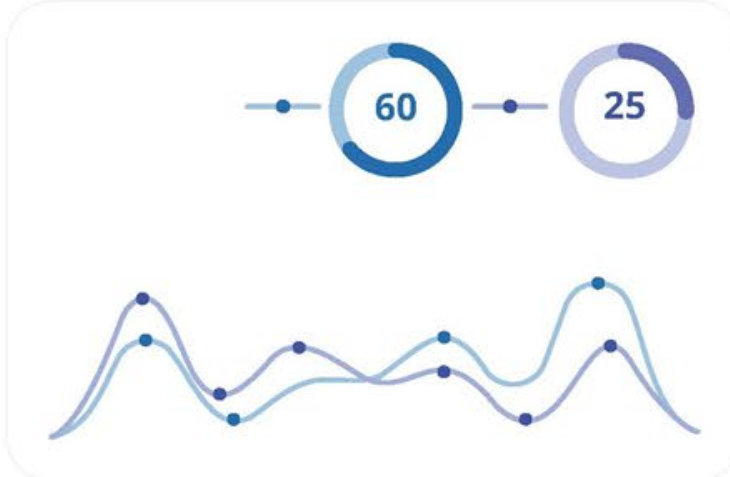
Courgette Regular

Regular	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz* *1234567890*

Use Courgette Regular for all headlines,
and in special titles (Indoco)

ICONOGRAPHY

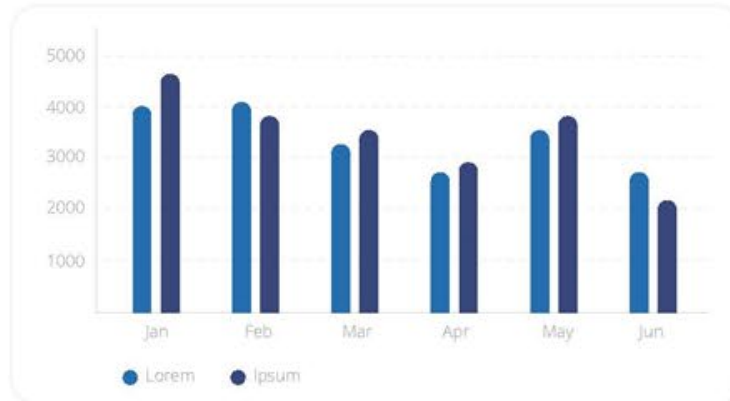
- Infographics utilize bold, contrasting colours to highlight areas of importance/focus
- When building information graphics, use the primary palette as much as possible
- Secondary colors can also be used if there is always at least one primary color present
- All icons should be minimal and composed of a single-width rule line
- Icons should be set mostly in neutral palette



34 X 34 PIXEL GRID

The 34 x 34 grid structure is the foundation for our iconography system.

The stroke weight of each icon is equal to 1 dp.



logo (primary-use)

It is important that the surrounding space around the indoco logo remains free from other textures, text, and imagery in order to ensure legibility. The clear space for the horizontal logo is defined as the height of the circle and is denoted by the blue lines as shown to the right.

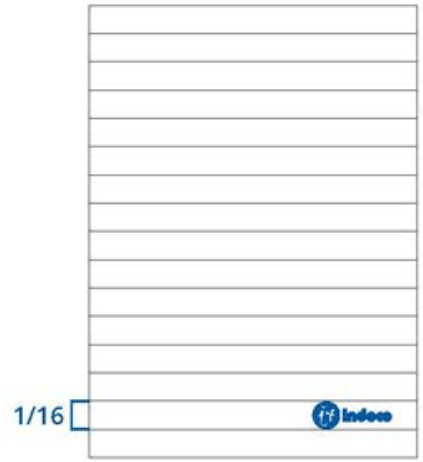
Primarily, the horizontal logo should be placed flush left in the upper or lower corners of the page and aligned with the margins. In some instances, the logo can be placed flush right or center aligned to the lower area of the page depending on the design needs and layout.

When sizing the logo for use on a standard letter-sized or A4 page, the height of the symbol should be equal to approximately 1/15 of the page height.

The minimum size for maximum legibility and reproduction of the horizontal logo is 1 inch wide.

Clear space

Sizing



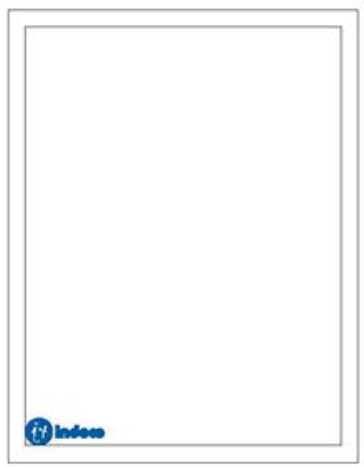
Minimum Size

0.75" inch

96 px

19.05 mm

Preffered Placement



Secondary Placement

Indoco endorser brand: digital application

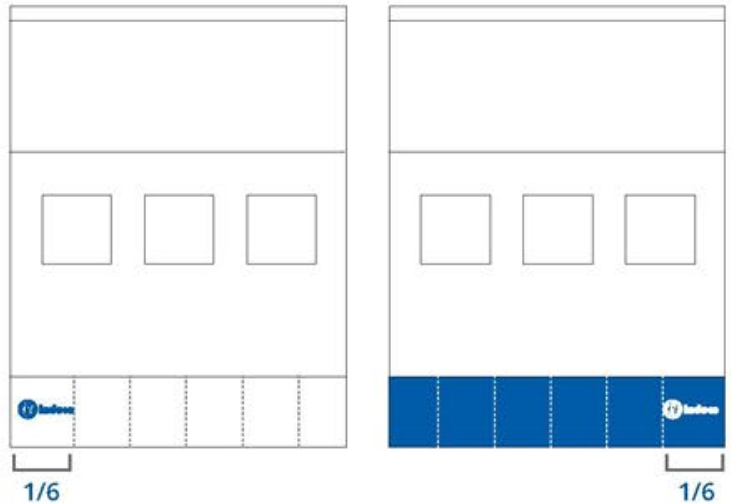
Due to the responsive nature and varying designs of product websites, the Viatris logo can be used in lieu of the Viatris endorser mark. This will allow the logo to shift positions as needed between desktop and mobile views.

The recommended placement of the Viatris logo is flush left or right in the footer area of all product websites. It is recommended that the full-color logo be used where possible on light colored backgrounds. When the full-color logo cannot be used the reversed (solid white) logo can be used as a secondary option.

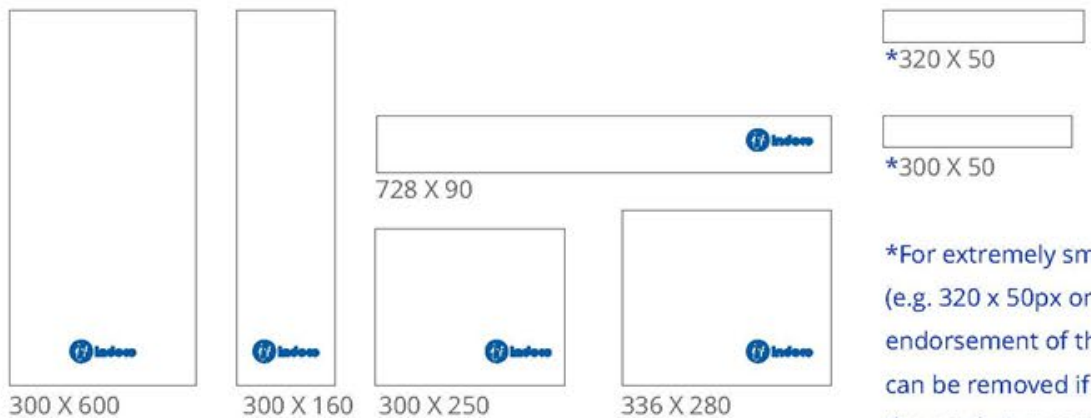
Due to some size limitations with digital banner ads, it is also recommended that the Viatris logo be used when the endorser mark must scale smaller than the minimumsize in order to fit within the layout. In this case, the Viatris logo should be placed on a light-colored background near the bottom right of creative (see 728 x 90 example).

A white Viatris logo may be used as an alternative design option to better align with the product artwork, if needed. All guidance associated with proper application of the logo should be followed.

Logo placement: web site



Logo placement: digital banners



*320 X 50

*300 X 50

*For extremely small banners (e.g. 320 x 50px or 300 x 50px) the endorsement of the master brand can be removed if it infringes on the product messaging.

LOGO AND COLOR FORMATS

- The Indoco logo is comprised of the symbol and the logotype
- The primary full-color horizontal logo should be used whenever possible
- In special instances, logotype and bottom line may be used on their own.
- It is very important that all three colors in our full-color logo remain legible when used on top of colored backgrounds and/or photography.

Determining which logo to use for best legibility, based on lightness of background

Lbl cover

In T2DM Patients having
HbA1c > 7.5% uncontrolled
on monotherapy

ALOJA-M/FORTE

Alogliptin 12.5 mg + Metformin 500mg/1000mg Tab.

Assured Tight Glycemic **Control**

Dosage

- **Drug naive Patients with HbA1c > 7.5%**
  Start with ALOJA-M Twice a day
- **Patients on Metforming 500mg BID**
  ALOJA-M Twice a day
- **Patients on Metforming 1000mg BID**
  ALOJA-M Forte Twice a day
- **Patients taking ALOGLIPTIN 25mg OD**
  ALOJA-M Twice a day

Reference: Hosp Pharm. 2013 Jul-Aug; 48(7):580-592. From NESINA package insert

For the use of Registered Medical Practitioner or a Hospital or a Laboratory only

Indoco FOCUS

Indoco House, 166 CST Road, Kalina, Santacruz (East) Mumbai-400 098, India.

In T2DM Patients having
HbA1c > 7.5% uncontrolled
on monotherapy

ALOJA-M/FORTE

Alogliptin 12.5 mg + Metformin 500mg/1000mg Tab.

Assured Tight Glycemic **Control**

- **DCGI approved**
  standard packaging
- Suitable for
  therapy adherence
- Monthly air-tight
  international standard pack
- **Damage & Breakage free**
  during Wear & Tear
- **Film coated tablet**
  to protect from moisture

For the use of Registered Medical Practitioner or a Hospital or a Laboratory only

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Indoco FOCUS

Indoco House, 166 CST Road, Kalina, Santacruz (East) Mumbai-400 098, India.

Indoco

Article cover layout and inside page

Constantly Evolving... Consistently Excelling

Research & Manufacturing Excellence

INDOCO REMEDIES LIMITED
Indoco House, 166, C.S.T. Road, Kalina, Santacruz (E), Mumbai 400098, India.
Tel. No.: +91 22 6287 1000 / 6879 1250 ■ CIN: L85190MH1947PLC005913
www.indoco.com

Linkedin Post

Indoco Remedies Ltd.
49,213 followers
3d •

+ Follow

Indoco salutes the 'I am and I will' fighting spirit of the healthcare heroes against cancer during the pandemic
#IAmAndIWill ...see more

78

Like Comment Share Send

Be the first to comment on this

Facebook Post

Indoco Remedies Limited (India)
Today at 19:33 •

Epitome of perfection and elegance...
Happy Birthday to our Managing Director, Ms. Aditi Kare Panandikar....

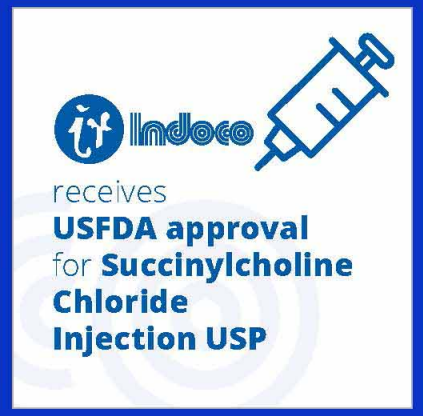
Like Comment Share

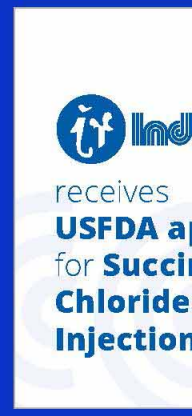
You and 99 others

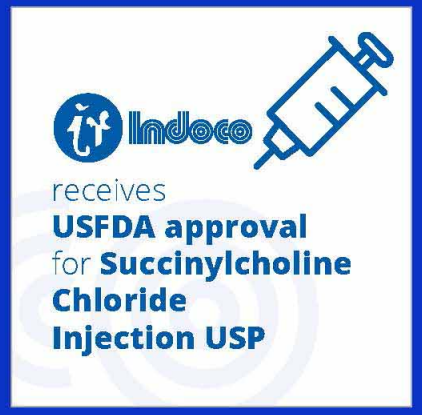
Write something...

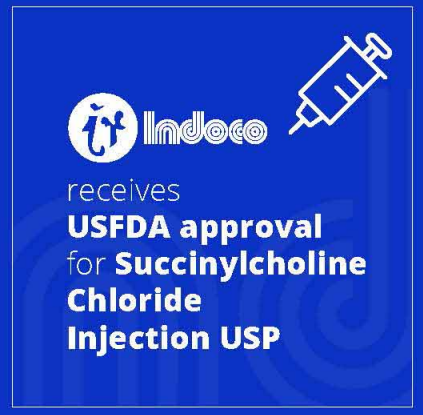
Indoco

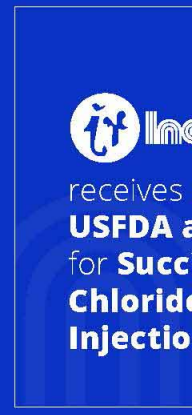
Graphic Post Style Examples

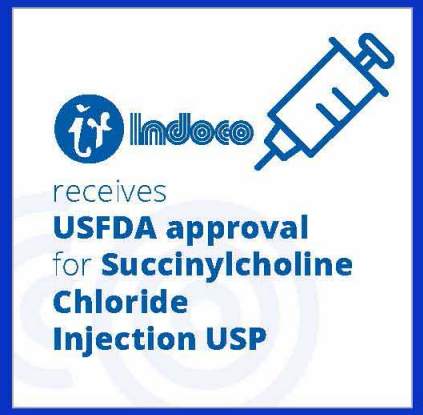


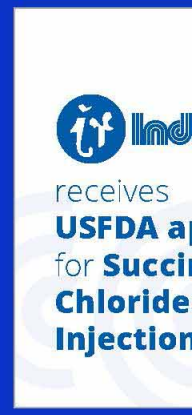




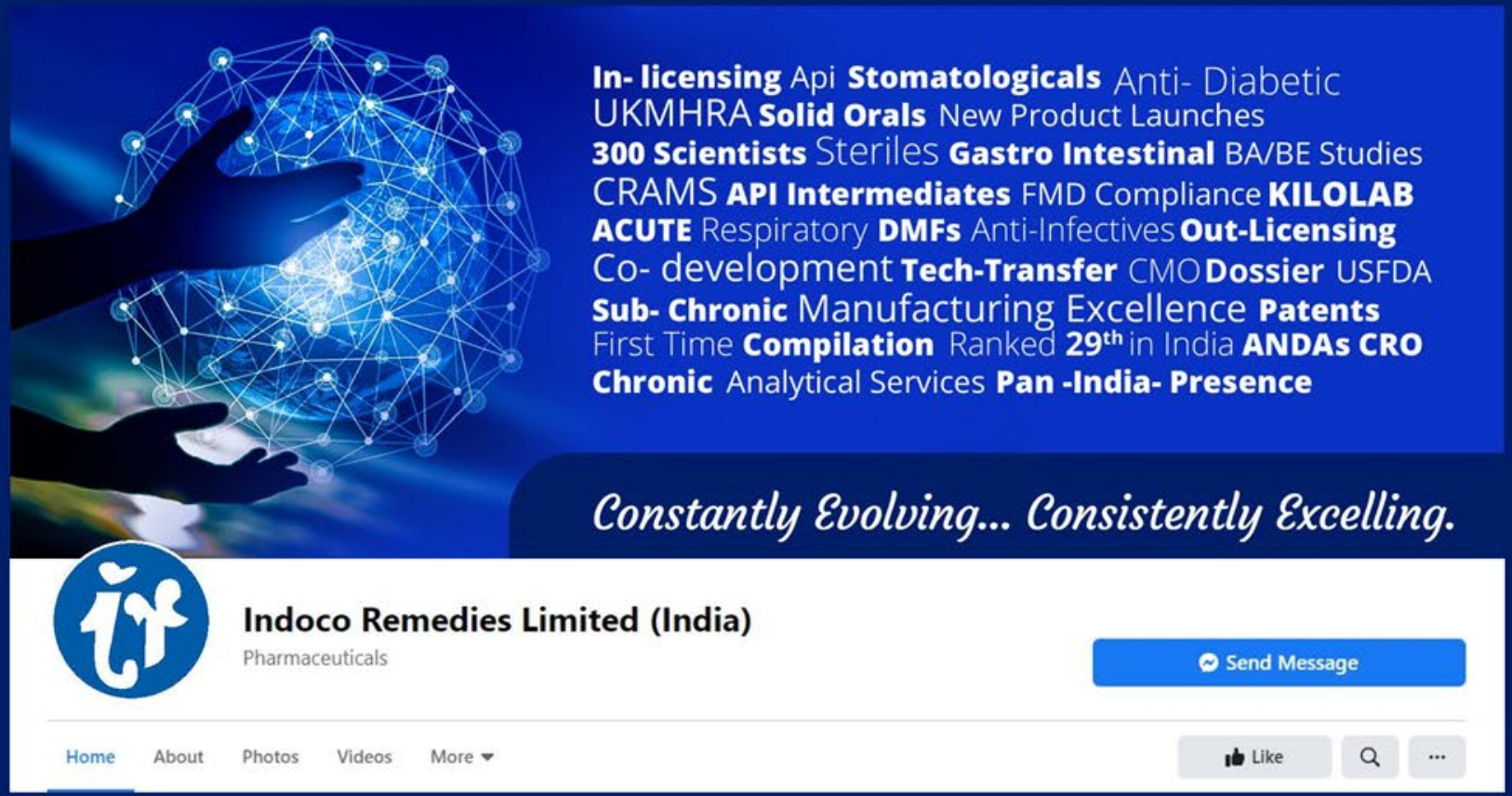






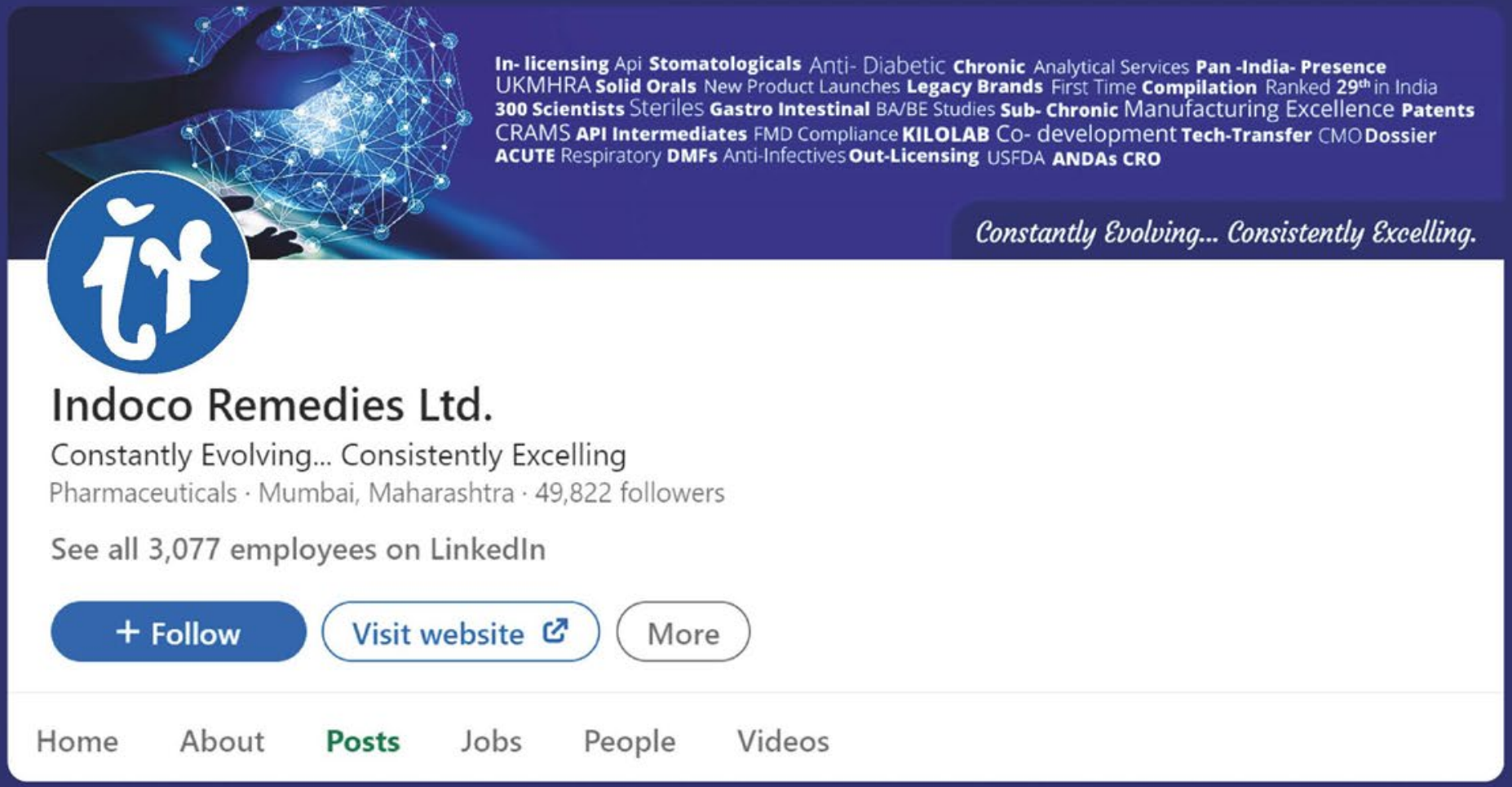


Facebook Cover Page Ad



Insta post

Linkedin Cover Page Ad



We are

INDIA
@ HEART
we care for a billion
plus lives
INDEPENDENCE
@ HEART
to live free of
health worries
We are
INNOVATION
@ HEART
with Research
based remedies
INTEGRITY
@ HEART
by Standing for
Quality and Trust

WE DISCOVER THEM
in various forms & formulations
WE VALUE THEM
to be price-less
We are
WE MAKE THEM
truly dependable
WE DELIVER THEM
to save & heal life

We are

Respectfully Indian at Heart, Global in Vision

Thank you.

Indoco House, 166, C.S.T. Road, Kalina, Santacruz(E), Mumbai 400098, India
Tel. No.: +91 22 62871000 / 68791250

www.indoco.com