



Your local pharmacy®

# BRAND BOOK

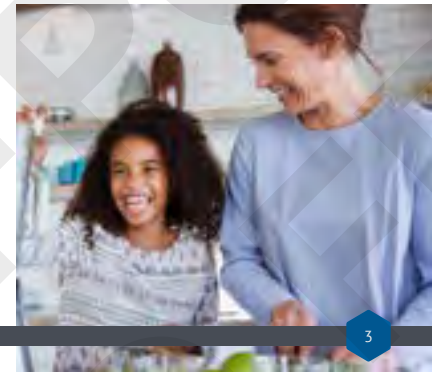
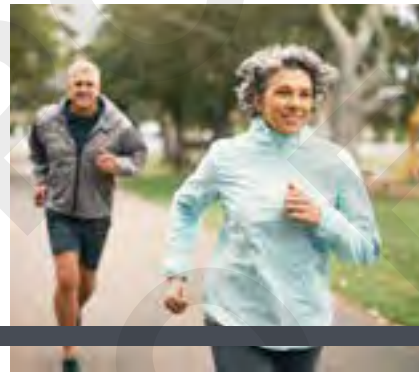
# Table of Contents

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<b>Brand identity</b> .....	<b>3</b>	Lifestyle photography.....	24
Our history.....	5	Co-branding with Guardian.....	25
Our vision.....	6	Co-branding with Guardian and Remedy'sRx.....	26
Our mission.....	7	<b>Pharmacy design</b> .....	<b>27</b>
Brand equity.....	8	Interior design.....	28
Tagline and signature.....	9	Front shop categories.....	30
Our members.....	10	Exterior signage.....	32
Our patients.....	11	Exterior signage applications.....	33
<b>Visual identity</b> .....	<b>12</b>	Window decals.....	34
Logo.....	13	<b>Member guidelines</b> .....	<b>35</b>
Unpermitted logo modifications.....	14	Member logo.....	36
Primary logo applications.....	15	Member co-branded logo.....	37
Secondary logo applications.....	16	Local marketing.....	38
Colour palette.....	17	Member social media profile.....	39
Colour applications.....	18	Member website and third party platforms.....	40
Tagline applications.....	19	Member stationery.....	41
Brand icon.....	20	S.H.A.P.E. Criteria.....	42
Typeface.....	21	S.H.A.P.E. Certification.....	43
Iconography.....	22		
Pharmacy photography.....	23		



# BRAND IDENTITY



A photograph of three smiling pharmacists standing in a pharmacy. On the left is a man with a beard and dark hair, wearing a white lab coat over a grey shirt. In the center is a woman with long dark hair, wearing a white lab coat over a green shirt. On the right is a man with short grey hair, wearing a white lab coat over a light blue shirt and dark trousers. They are all smiling warmly at the camera. The background shows shelves stocked with various medications and supplies in a bright, clean pharmacy environment.

Local pharmacists creating  
**healthier communities**  
from coast to coast.

# OUR HISTORY

The I.D.A. pharmacy banner was founded in 1932 and has become a trusted name in pharmacy, garnering tremendous loyalty from its patients. I.D.A. pharmacies are independently owned and operated by local pharmacists who dedicate their practice to the best possible patient care – beyond just prescriptions. With 590+ locations coast to coast, both in urban and rural areas, I.D.A. pharmacies reflect the values of the communities they serve. Each pharmacy is unique, but they all are united in the pledge to uphold what being an I.D.A. pharmacy stands for – empowering patients to live a healthy life by providing unrivaled, compassionate, holistic health care.





# OUR VISION

To be the most trusted and innovative independent pharmacy in the community that enables better health for life.



# OUR MISSION

To empower our patients to live a healthy and active life by providing unrivaled, compassionate, holistic health care.

# BRAND EQUITY

## BRAND PROMISE

Feeling better starts here®

## BRAND BENEFITS

- Accessible, local health experts
- Service offerings based on community needs
- Personalized care beyond prescriptions

## BRAND VALUES

Community • Expertise • Compassion • Accessibility

## BRAND ATTRIBUTES

**Pharmacists:** Approachable, knowledgeable, and truly care about the health and well-being of their patients

**Pharmacy:** Welcoming, reassuring environment with services based on community needs

**Executional skills:** Personalized care, with health and wellness at the core of everyday practice



# TAGLINE

Your local pharmacy<sup>®</sup>

# SLOGAN

Feeling better starts here<sup>®</sup>



## Our members

---

Our members are licensed pharmacists who are drawn to a patient-centered pharmacy practice. They possess the best of both worlds: the independence of business ownership and the resources of a large network.

As locals in their communities, our members get to know their patients long-term. They are friendly, familiar faces in their neighbourhoods and they earn the trust of their patients by providing friendly, personalized health care.



# Our patients

---

## **Sandwich generation 40+**

They care for their children and aging parents, while managing their own health. They juggle many responsibilities, so they seek efficiency. At the same time, they don't like to feel rushed when it comes to their health concerns. They want to be empowered to help manage their family's health.

## **Responsible proactive 55+**

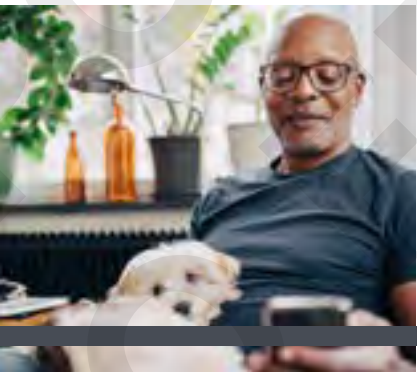
They are conscious of aging and try to proactively manage their health. They respect their pharmacist's advice but are informed and discerning. They want to plan an active role in their own well-being and establish a relationship with their pharmacist to help them do so.

## **Doctor's disciple 65+**

They are loyal patients who look to their pharmacist for guidance in managing their declining health. They are reactive to health problems and adhere to their medications. They are loyal and have complete and unquestioning confidence in their pharmacist.



# VISUAL IDENTITY



# Logo

The primary logo consists of a blue rectangle with the negative I.D.A. wordmark centred within it. It is the preferred logo in all cases. The secondary logo consists of the positive I.D.A. wordmark on a transparent background.

Both logos require a minimum clearance to avoid crowding. The minimum clearance is defined as X which is the width of the uppercase "I" in I.D.A. The logo is a registered trademark of McKesson Canada Corporation and cannot be altered or misused.

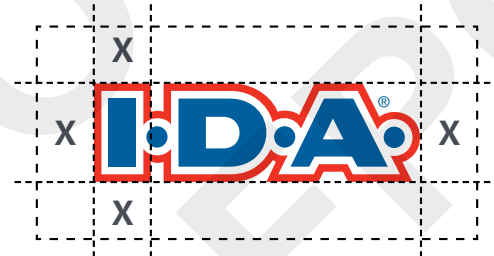
When spelling the brand name, always include the dots: I.D.A.



Primary logo



Secondary logo



Clearance of X = width of "I" in I.D.A.

# Unpermitted logo modifications

To ensure maximum impact, protect brand integrity, and foster brand recognition, only the official versions of the logo may be used. Examples of unpermitted modifications are shown below.



Do not stretch, deform or change the proportions of the logo



Do not modify logo colours



Do not use <sup>TM</sup> instead of ®



Do not rotate the logo



Do not add additional graphics or words



Do not use the old logo with tagline



Do not use old versions of the logo



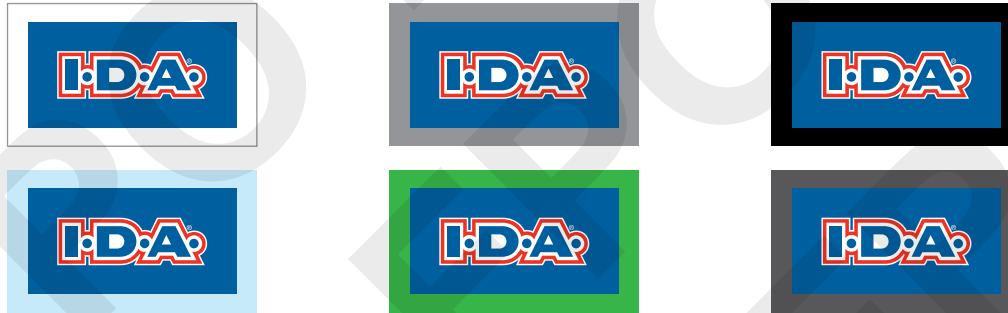
Do not add a shadow or halo to the logo



Do not reproduce the logo using contour lines

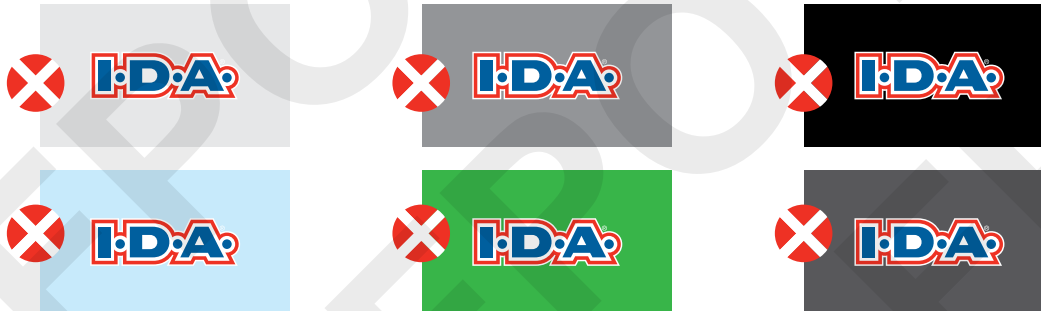
# Primary logo applications

The primary logo is versatile and can be used on any colour background, from light to dark. It is the preferred logo in all circumstances.



## INCORRECT APPLICATIONS

Do not remove the blue rectangle from the logo.\*



\*In certain circumstances, the brand team may authorize special exceptions. Please contact [marketing@mckesson.ca](mailto:marketing@mckesson.ca) for assistance.

# Secondary logo applications

In situations when the primary logo cannot be used or is not ideal, the secondary logo can be used, but only on white or light backgrounds.



## INCORRECT APPLICATIONS

Do not use the secondary logo on dark backgrounds.\*



In certain co-branding situations where all other logos are in knockout, the white or black knockout logo can be used.



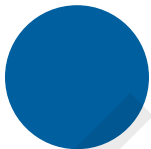
\*In certain circumstances, the brand team may authorize special exceptions. Please contact [marketing@mckesson.ca](mailto:marketing@mckesson.ca) for assistance.



# Colour palette

Colour is an important part of brand identity as it increases brand recognition. The colour standards outlined below must be followed to ensure the look and feel of our brand is always consistent.

## PRIMARY COLOUR



**I.D.A. Blue**  
CMYK 100/53/2/16  
RGB 0/95/158  
#005F9E  
PMS 2384

## SECONDARY COLOURS



**Dark Grey**  
CMYK 40/30/20/66  
RGB 71/76/85  
#474C55  
PMS Cool Gray 11



**Medium Grey**  
CMYK 63/53/47/19  
RGB 99/101/106  
#63656A  
PMS Cool Gray 10



**Light Grey**  
CMYK 0/0/1/3  
RGB 247/246/245  
#F7F6F5  
PMS 179-1



**White**  
CMYK 0/0/0/0  
RGB 255/255/255  
#FFFFFF

## TERTIARY COLOUR



**Guardian/I.D.A. Red**  
CMYK 0/95/100/0  
RGB 238/49/36  
#E32313  
PMS 3556

## PRINT APPLICATIONS

For print applications, use the CMYK values.  
Large format printers may require PMS values.

## DIGITAL AND WEB APPLICATIONS

For digital applications, use the RGB values. For web, use the HEX codes.

# Colour applications

On solid backgrounds, use the colours at 100% opacity.

On photos, you may use the colours at 90% opacity. Some exceptions may apply.



## INCORRECT APPLICATIONS



Do not use a lighter tint



Do not use a darker tint



Do not use a different shade of blue



Do not use red as a primary colour



# Tagline applications

Like the logo, the tagline is a registered trademark of McKesson Canada Corporation and cannot be altered or misused. Generally, the tagline lives on its own within a given environment and not in proximity to the logo. The font is PT Sans Bold in either green, grey, or white.

Feeling better starts here®

Feeling better starts here®



## INCORRECT APPLICATIONS

 Feeling better starts here®

Do not use a different font for the tagline

 Feeling Better Starts Here®

Do not use title case

 *Feeling better starts here*®

Do not use italic font

# Brand icon

The hexagon icon is a graphic element that can be used in various applications. The hexagon must be pointing up and have rounded corners. It can be used either as an outline or filled, in any of the brand colours. When placed on a photo, the hexagon may be used at 90% opacity.



## INCORRECT APPLICATIONS



Do not use a different colour fill than outline



Do not warp the hexagon shape



Do not use a hexagon with a flat top



Do not use pointed corners

# Typeface

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The primary and secondary typefaces are outlined below. Use type size and weight to establish a clear hierarchy of information. Use Arial for desktop applications such as Microsoft Word and PowerPoint.

## Primary Typeface

---

PT Sans is the primary typeface. It is used in all print and digital environments, where possible.

### HEADERS AND TITLES

## PT Sans Bold

### BODY COPY

## PT Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

PT Sans Regular

*PT Sans Italic*

**PT Sans Bold**

***PT Sans Bold Italic***

## Secondary Typeface

---

Roboto is the secondary typeface. It is used in digital environments where PT Sans is not available, and in large bodies of copy (for legibility).

### BODY COPY

## Roboto regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Roboto Light

Roboto Regular

**Roboto Bold**

*Roboto Light italic*

*Roboto italic*

***Roboto Bold italic***

# Iconography

Here are some examples of icons available in the icon library. For the full icon library, please e-mail [marketing@mckesson.ca](mailto:marketing@mckesson.ca)



Asthma



Blood test



Additional Prescribing



Blood Pressure Monitoring



Prescription Transfer



Travel



Foot Care



Home Health Care



Blood Pressure Monitoring



Mobility Aids



Natural/Environmental



Nutrition



Medication Reviews



Prescription Refill



Methadone

# Pharmacy photography

The style of our pharmacy photography is bright and airy with cool, neutral tones. Our photos show pharmacists with authentic expressions, interacting with patients. For the full image library, please e-mail [marketing@mckesson.ca](mailto:marketing@mckesson.ca)



All pharmacy photos are © McKesson Canada Corporation and may only be used by the banner or its members.

# Lifestyle photography

The style of our lifestyle photography is modern and authentic with cool, neutral tones. Our lifestyle photos celebrate the diversity of our patients, showing them in their daily environments. For the full image library, please e-mail [marketing@mckesson.ca](mailto:marketing@mckesson.ca)



All lifestyle photos are purchased stock images and may only be used by the banner or its members.



# Co-branding with Guardian

The Guardian and I.D.A. names and logos always appear in alphabetical order. The primary logo and horizontal positioning is preferred; vertical positioning should only be used when necessary. The height of both logos must always be the same, and in the primary versions the rectangles should always be of equal height and width with the logos centered within them. For ready-to-use co-branding logo files, please e-mail [marketing@mckesson.ca](mailto:marketing@mckesson.ca)



Primary logo horizontal



Secondary logo horizontal



Primary logo vertical

## INCORRECT APPLICATIONS



Do not stretch or deform the logos



Do not put the logos too close together



Do not put I.D.A. before Guardian



Do not remove the primary colour rectangles

# Co-branding with Guardian and Remedy'sRx

The Guardian, I.D.A. and Remedy'sRx names and logos always appear in alphabetical order. The primary logo and horizontal positioning are preferred; vertical positioning should only be used when necessary. For ready-to-use co-branding logo files, please e-mail [marketing@mckesson.ca](mailto:marketing@mckesson.ca)



Primary logo horizontal



Secondary logo horizontal



Primary logo vertical

## INCORRECT APPLICATIONS



Do not stretch or deform the logos



Do not put the logos too close together



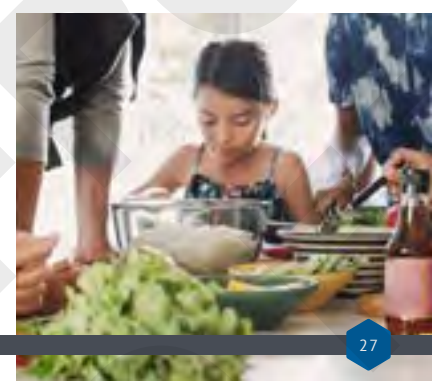
Do not change order



Do not remove the primary colour rectangles



# PHARMACY DESIGN



# Interior design

The interior look and feel of the pharmacy is simple and modern, creating a welcoming environment for patients. The brand colour and icon are prominent in the bulkhead and accent walls. The cool, neutral toned flooring options from Altro Flooring complement the Chantilly Lace walls.



## PAINT COLOURS

Primary walls



BENJAMIN MOORE  
CHANTILLY LACE OC-65

Bulkhead and accent walls



BENJAMIN MOORE  
BRILLIANT BLUE 2065-30

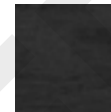
## FLOORING OPTIONS



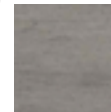
HAMPTON GREIGE  
6' X 48' PLANK



PALE PERSIMMON  
6' X 48' PLANK



ASHER  
12' X 24' TILE



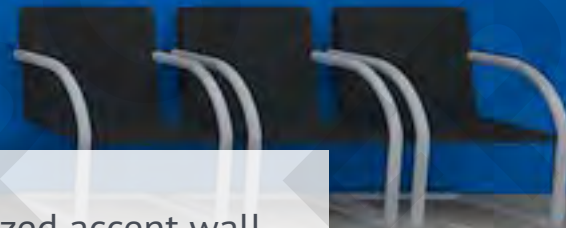
STERLING  
12' X 24' TILE

For more information, please contact the Store Development & Design department.

active living



your friendly  
neighbourhood  
pharmacy  
City, Province



Showcase community pride with a customized accent wall.

# Front shop categories

Each front shop category has an associated colour and family of icons. These colours match the flyer category colours to create a consistent experience.

## CATEGORY COLOURS

<b>HEALTH &amp; WELLNESS</b> C 55 M 10 Y 95 K 0	<b>PERSONAL CARE</b> C 60 M 0 Y 28 K 0	<b>ACTIVE LIVING</b> C 0 M 51 Y 100 K 0	<b>HOUSEHOLD</b> C 100 M 97 Y 7 K 1	<b>BEAUTY</b> C 0 M 46 Y 12 K 0	<b>BABY</b> C 0 M 20 Y 100 K 3	<b>CONVENIENCE</b> C 52 M 65 Y 0 K 0	<b>GIFTS</b> C 0 M 100 Y 51 K 22
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## CATEGORY ICONS

Here are some of the icons available in aisle blade icon library.



For more information, please contact the Store Development & Design department.





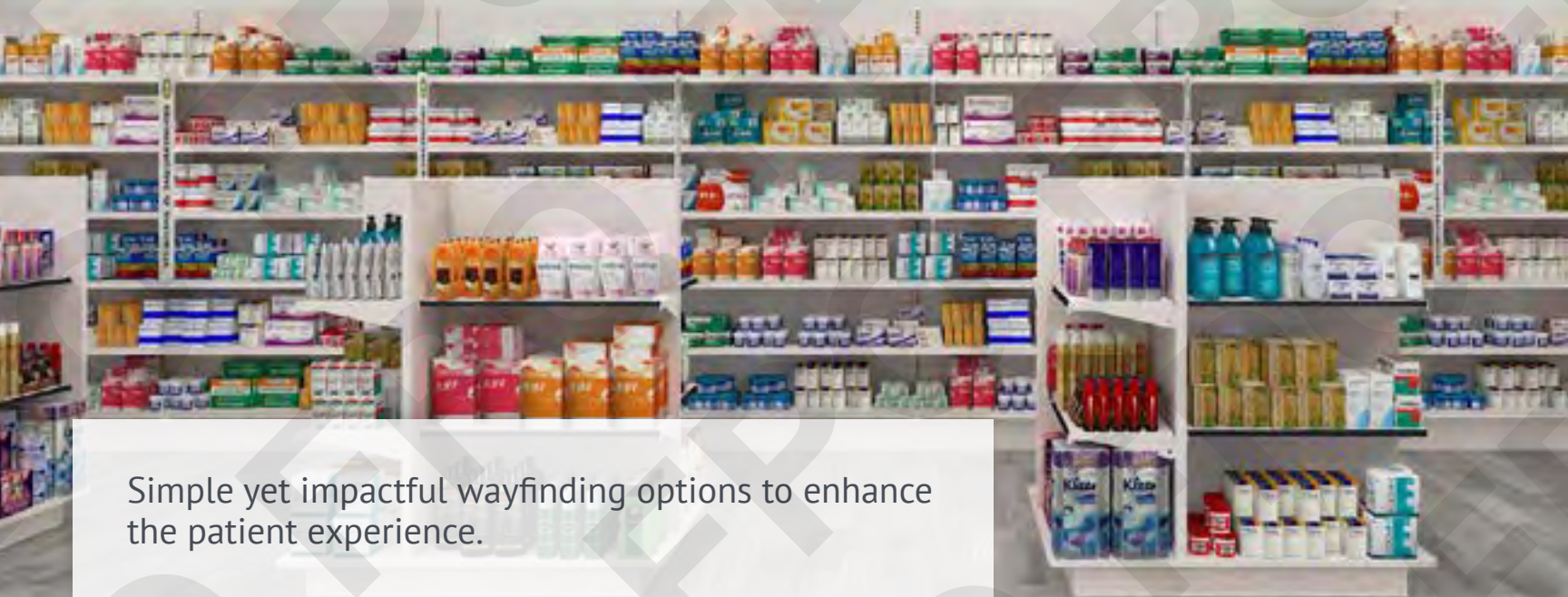
personal care



beauty



gifts



Simple yet impactful wayfinding options to enhance the patient experience.

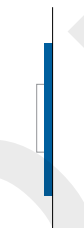
# Exterior signage

This is the standard guideline for exterior signage. There are many options and variations available to accommodate all types of building exteriors and signage formats, such as light boxes and channel lettering. In all exterior signage, the primary logo is preferred, as it offers the optimal amount of colour recognition and creates consistency across the network.\* If the background cannot be painted, a green backer should be used behind the I.D.A. logo.

## SIGN BOX



## CHANNEL LETTERING



Channel lettering side view

### PAINT COLOUR

Sign box and trim



BENJAMIN MOORE  
BRILLIANT BLUE 2065-30

### 3M VINYL COLOURS



BRIGHT BLUE  
3630-167



POPPY RED  
3630-143



WHITE  
3630-20

For more information and for other formats, please contact the Store Development & Design department. \*In certain circumstances, the brand team may authorize special exceptions.



# Exterior signage applications

Here are some examples of exterior signage applications. The primary application is preferred. Depending on the pharmacy name and the size and structure of the building, the Store Development & Design department will customize the signage, including the pharmacy name lettering size, to accommodate.

## PRIMARY APPLICATION - LIGHT BUILDING SURFACE



## SECONDARY APPLICATION - LIGHT BUILDING SURFACE



## INCORRECT APPLICATIONS\*



## PRIMARY APPLICATION - MEDIUM OR DARK BUILDING SURFACE



## SECONDARY APPLICATION - MEDIUM OR DARK BUILDING SURFACE



For more information and for other formats, please contact the Store Development & Design department. \*In certain circumstances, the brand team may authorize special exceptions.

# Window decals

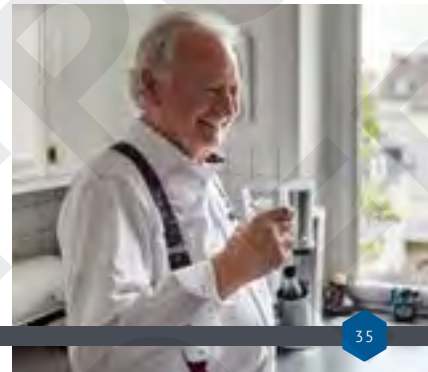
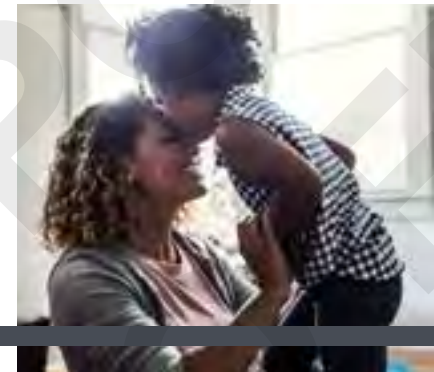
There are many options to choose from for window decals, including lifestyle imagery, pharmacy imagery, and graphics, in both vertical and horizontal formats. The standard recommended application is a balanced mixture of the various options, as pictured below.

For the full library of window decal images, please contact Store Development & Design.





# MEMBER GUIDELINES



# Member logo

This is the guideline for co-branding the I.D.A. logo with a member's independent pharmacy name. This logo is meant for use in print and digital applications.

The height of the pharmacy name is X, which is the same height as the distance between the baseline of the I.D.A. logo to the bottom of the top serif. The font is PT Sans Bold white and all letters are capitalized. If using the secondary logo, the pharmacy name must be blue.



Horizontal



Vertical



Horizontal Stacked



Vertical Stacked

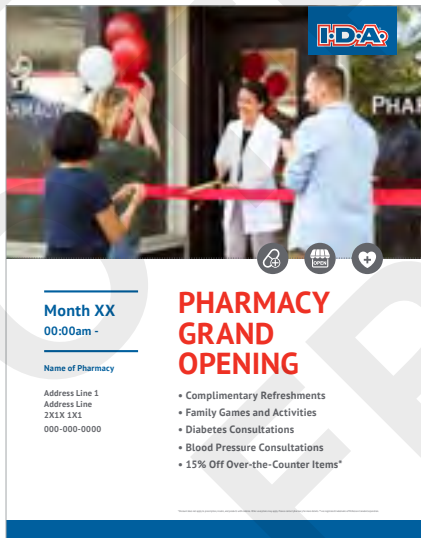
Some pharmacy names, especially longer ones, may require exceptions. For assistance with creating your pharmacy-specific logo, please e-mail [marketing@mckesson.ca](mailto:marketing@mckesson.ca)

# Local marketing

When creating marketing materials, it is important to follow the guidelines described in this brand book. Materials that are consistent with brand guidelines protect the integrity of the banner brand as well as members' credibility and position as the local health expert.

The Marketing Toolbox is the one-stop-shop for branded, customizable marketing materials. Assets can be either printed and shipped to the pharmacy, or downloaded for local printing. To access the Marketing Toolbox, visit the McKesson portal and click on Marketing, then Marketing Toolbox.

For other marketing tools or further customization, there is also a custom marketing request form via the Marketing Toolbox, which facilitates access to our local marketing team.



**Month XX**  
00:00am -

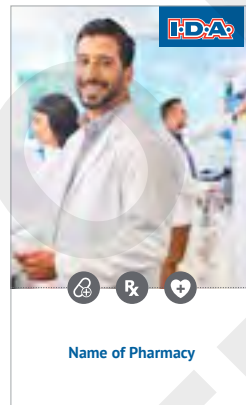
**PHARMACY GRAND OPENING**

Name of Pharmacy

Address Line 1  
Address Line  
2X1X 1X1  
000-000-0000

- Complimentary Refreshments
- Family Games and Activities
- Diabetes Consultations
- Blood Pressure Consultations
- 15% Off Over-the-Counter Items\*

**ID:A**



**ID:A**

**Medication Management Made Easy**

Name of Pharmacy

**ID:A**



**ID:A**

The right medication  
The right dose  
At the right time

**MEDICATION MANAGEMENT MADE EASY**

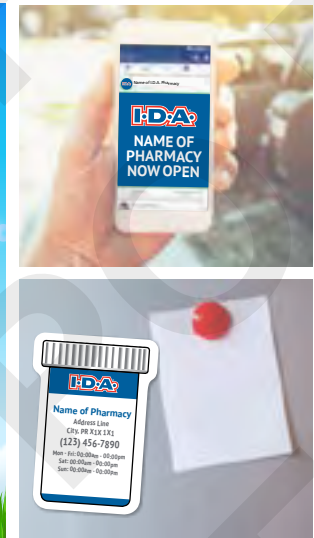
Speak to our pharmacy team about blister packaging.

**ID:A**



**ID:A**

NAME OF PHARMACY



**ID:A**

NAME OF PHARMACY NOW OPEN

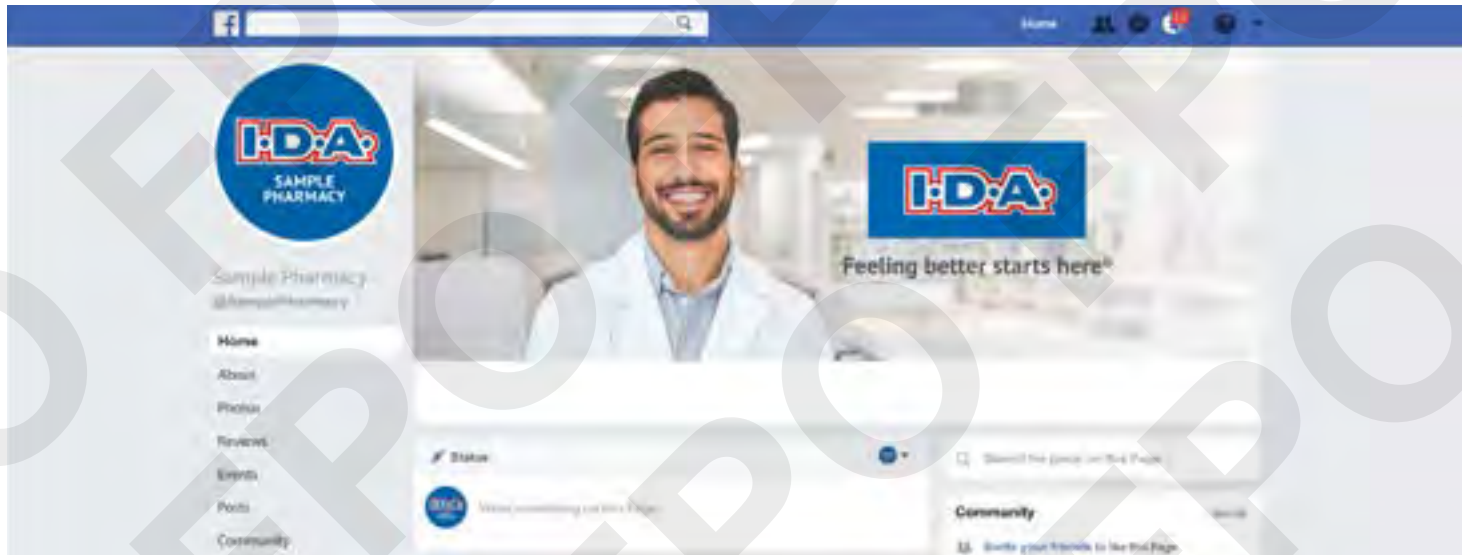
**ID:A**

Name of Pharmacy  
Address Line  
City, PR, ZIP, 123  
(123) 456-7890  
Mon - Fri: 9:00am - 10:00pm  
Sat: 09:00am - 10:00pm  
Sun: 10:00am - 10:00pm

# Member social media profile

This is the guideline for pharmacy-specific social media accounts. The profile photo should be the vertical stacked member logo, and can be generated and downloaded on the Marketing Toolbox. There are also several options for cover images available for download on the Marketing Toolbox.

If you require assistance with setting up your social media profile, please contact [marketing@mckesson.ca](mailto:marketing@mckesson.ca).



# Member website and third party platforms

This is the guideline for creating an independent pharmacy website, separate from the banner's main website. The banner name must not be used in the URL without the presence of the independent pharmacy name, and the independent pharmacy name must precede the banner name. The logo used on the website home page should be the approved member logo (see pg. 37-38). Any banner branding on the website must comply with all guidelines as outlined in this brand book. No alterations may be made to the logo, colours, etc.

## CORRECT APPLICATIONS

**johnsonidapharmacy.com**

**johnsonpharmacy.com**

**johnson-ida.com**

## INCORRECT APPLICATIONS

 **idapharmacies.com**

 **ida-johnsonpharmacy.com**

 **idapharmacytoronto.com**

## LEGAL REQUIREMENTS

1. The following fine print must be made visible on the website:

*I.D.A.® is used under license from McKesson Canada. This website is not owned by McKesson Canada, does not have the endorsement of McKesson Canada, and is not affiliated with the I.D.A.® banner other than by TM license.*

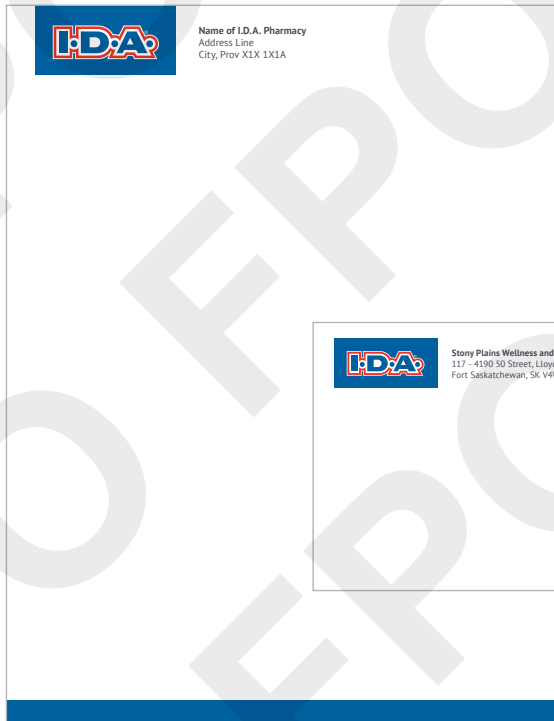
2. The address and contact information of the pharmacy location(s) affiliated with the website must be made visible on the website.

## THIRD-PARTY PLATFORMS

With regard to brand presence on third-party websites or platforms, the independent pharmacy must use the approved member logo with the pharmacy name (see pg. 36-37) and may not use the banner logo on its own.

# Member stationery

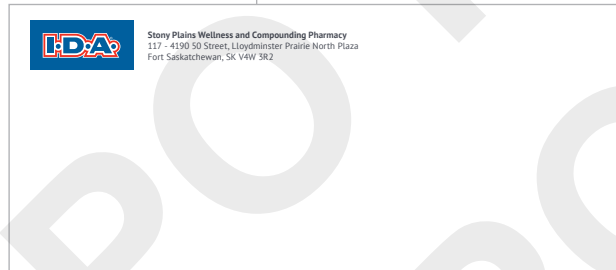
This is the guideline for member stationery. Business cards, letterheads, and envelopes can be ordered or downloaded on the Marketing Toolbox.



Letterhead



Business card



Envelope

**John Smith | Pharmacist/Owner**  
PharmD

**Sample Pharmacy | Address Line | City, Prov X1X 1X1**  
**e:** johnsmith@samplepharmacy.ca | **w:** [www.website.com](http://www.website.com)  
**p:** 000-456-7890 | **f:** 000-456-7890



E-mail signature



# S.H.A.P.E. Criteria

This is the guideline for minimum viable branding per S.H.A.P.E. group, in order to maintain brand consistency at a local level.

• = mandatory and non-negotiable

		Group 1	Group 2	Group 3	Group 4
<b>General</b>	Adherence to brand guidelines*	N/A	•	•	•
	Exclusive use of the SD&D team for pharmacy design		Recommended	•	•
<b>Exterior</b>	Banner standard exterior signage*		•	•	•
	Banner standard window graphics*		•	•	•
	Exclusive use of SD&D approved signage vendors**		•	•	•
<b>Interior</b>	Banner standard dispensary bulkhead design*		Recommended	•	•
	Banner standard flooring and wall paint*		Recommended	• Must use Hampton Greige flooring	• Must use Hampton Greige flooring
	Banner standard interior fixtures & signage***		Recommended****	•	•
	Banner standard uniforms & name badges*****		Recommended	•	•
	Banner standard business cards and stationery*		Recommended	•	•
	Banner standard shopping and Rx bags*****		Recommended	•	•

\* as per the banner Brand Book, no customizations permitted

\*\* \$1000 premium fee applies if using other vendor

\*\*\* as per the Store Development & Design Catalogue

\*\*\*\* premium fees apply if using other vendors

\*\*\*\*\* as per the Member Portal

For more information, please contact your Retail Business Advisor.

# S.H.A.P.E. Certification

Members in Group 3 and 4 are distinguished from Group 2 using a "certified" badge that is featured within the pharmacy and on the exterior.

The badge communicates to customers that the pharmacy offers additional support and services.

**Version 1:** to be used on an I.D.A. blue background



**Version 2:** to be used on a white or clear background



For more information, please contact your Retail Business Advisor.

For more information please e-mail [marketing@mckesson.ca](mailto:marketing@mckesson.ca)

