

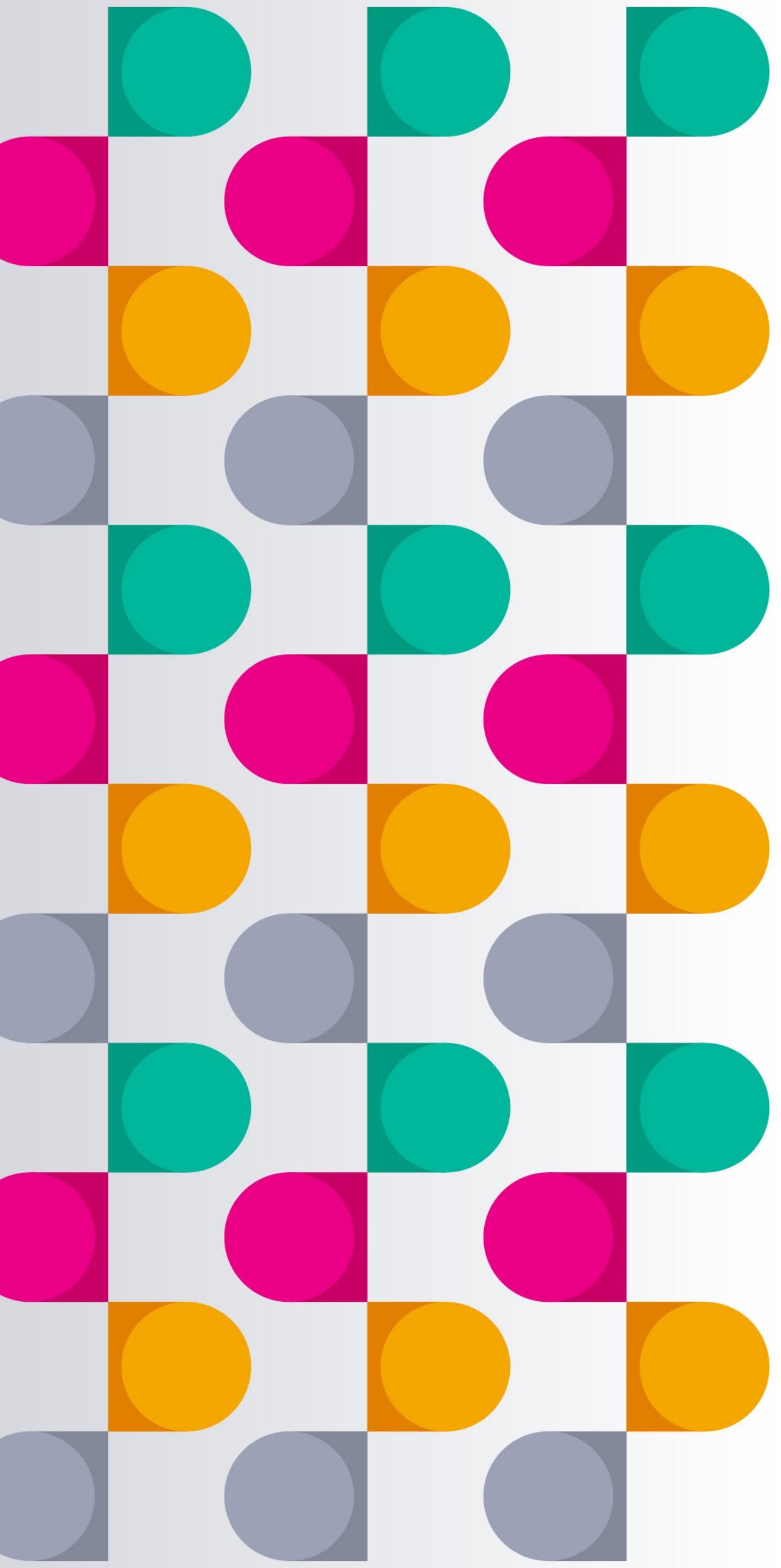


Brand Overview

Fenzor Life Sciences stands at the intersection of science, care, and progress. The brand is built with a vision to reflect innovation in medicine while staying grounded in trust and human wellbeing. Every visual element—from typography to color—has been chosen to reinforce the identity of a brand that's both scientifically advanced and emotionally intelligent.

The branding embraces a refined, modern serif typeface that adds a layer of professionalism and quiet elegance. The stacked alignment of the wordmark supports a calm and structured impression, much like the discipline and precision required in life sciences.

A carefully curated color palette softens the scientific edge without losing credibility. It blends cool, reassuring tones with subtle warmth—allowing the brand to feel both clinical and compassionate. Fenzor isn't just about treatment; it's about trust, clarity, and care in every form.





Logo Suit



Primary Logo ®



Secondary Logo ®



Compact Logo ®



Brand Mark ®

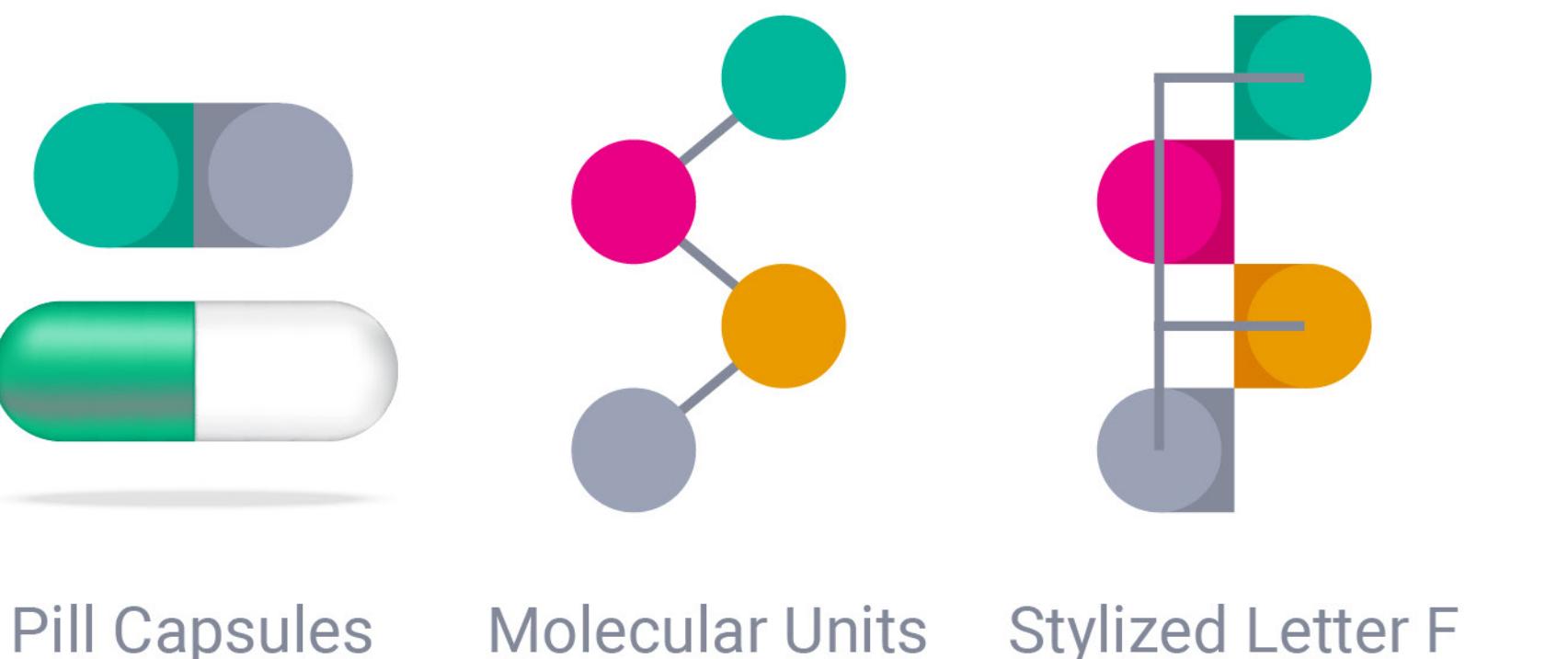


Vertical Logo ®

Fenzor®

Word Mark ®

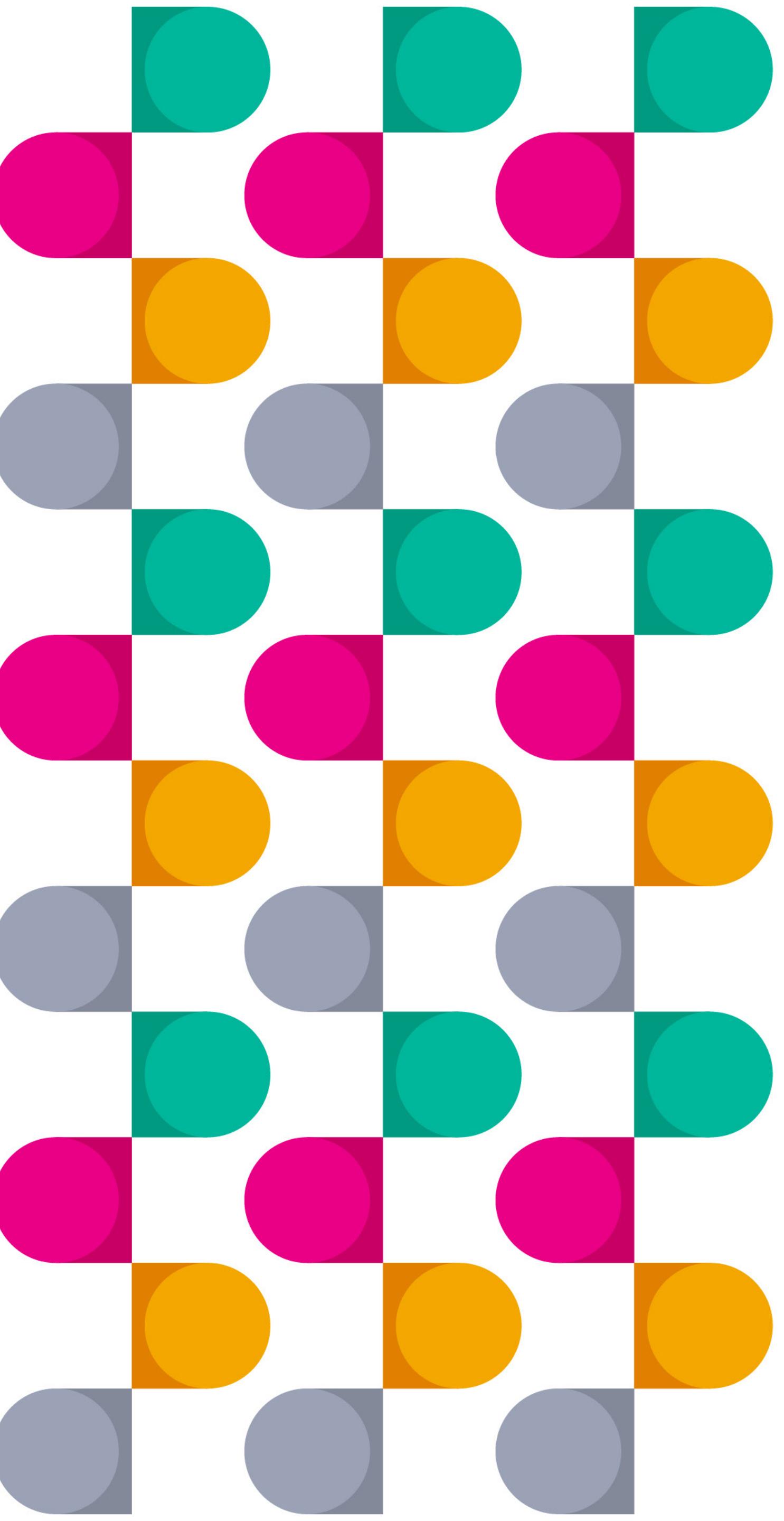
Branding Concept



At the heart of the Fenzor Life Sciences identity lies its distinct monogram—a **stylized letter “F”**, crafted from a series of geometric forms. These shapes resemble **pill capsules or molecular units**, subtly referencing the world of pharmaceuticals and biomedical innovation. Their arrangement isn't random; it forms a clear, structured path that suggests precision, dosage, and systematic care—all fundamental values in life sciences.

The rounded edges of each form bring a sense of softness and approachability, counterbalancing the scientific edge with a human warmth. Just as molecules combine to form the building blocks of life, these colorful segments unite to create a visual symbol that represents research, treatment, innovation, and healing.

Each segment is assigned a distinct color, yet they harmonize within the larger whole—symbolizing how different branches of medical science come together under one unified mission. The monogram is paired with a refined serif wordmark, adding clarity and quiet confidence to the brand.



BRAND TYPOGRAPHY

Font Roboto

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Regular

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

Medium

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

Thin

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

Regular

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

Medium

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

Thin

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

Regular

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

Medium

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

Thin

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

Color System



Color Codes

CMYK : C76% M1% Y10% K0%
Pantone : 3265 C
HKS : 58 K
RGB : R0 G182 B155
Web : #00b69b



Color Codes

CMYK : C82% M16% Y61% K2%
Pantone : 3278 C
HKS : 57 K
RGB : R0 G154 B128
Web : #009a80



Color Codes

CMYK : C2% M100% Y6% K0%
Pantone : 806 C
HKS : 28 K
RGB : R233 G0 B133
Web : #e90085



Color Codes

CMYK : C18% M100% Y37% K1%
Pantone : 214 C
HKS : 29 K
RGB : R200 G0 B101
Web : #c80065



Color Codes

CMYK : C3% M38% Y100% K0%
Pantone : 123 C
HKS : 4 K
RGB : R243 G167 B0
Web : #f3a700



Color Codes

CMYK : C10% M58% Y100% K1%
Pantone : 158 C
HKS : 6 K
RGB : R225 G128 B0
Web : #e18000



Color Codes

CMYK : C52% M42% Y29% K2%
Pantone : 431 C
HKS : 92 K
RGB : R131 G137 B154
Web : #83899a



Color Codes

CMYK : C41% M31% Y18% K0%
Pantone : 645 C
HKS : 92 N
RGB : R155 G162 B182
Web : #9ba2b6



Color Codes

CMYK : C4% M3% Y4% K8%
Pantone : 1 C
HKS : 95 N
RGB : R242 G242 B242
Web : #83899a



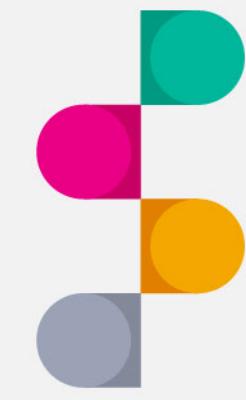
Color Codes

CMYK : C0% M0% Y0% K78%
Pantone : Black C
HKS : 88 K
RGB : R56 G56 B56
Web : #383838

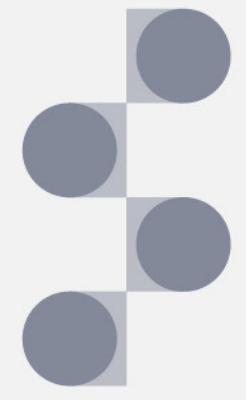
The Fenzor color palette is designed to reflect the brand's commitment to innovation, trust, and wellbeing. Each shade plays a distinct role—vibrant teals and greens convey health and progress, while warm oranges and magentas add energy and human touch. Muted greys and soft neutrals provide clarity, structure, and balance, ensuring a clean and clinical visual tone. Together, the system creates a modern, approachable identity that feels both scientific and compassionate.



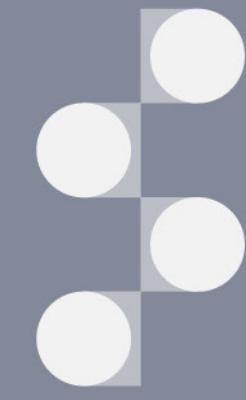
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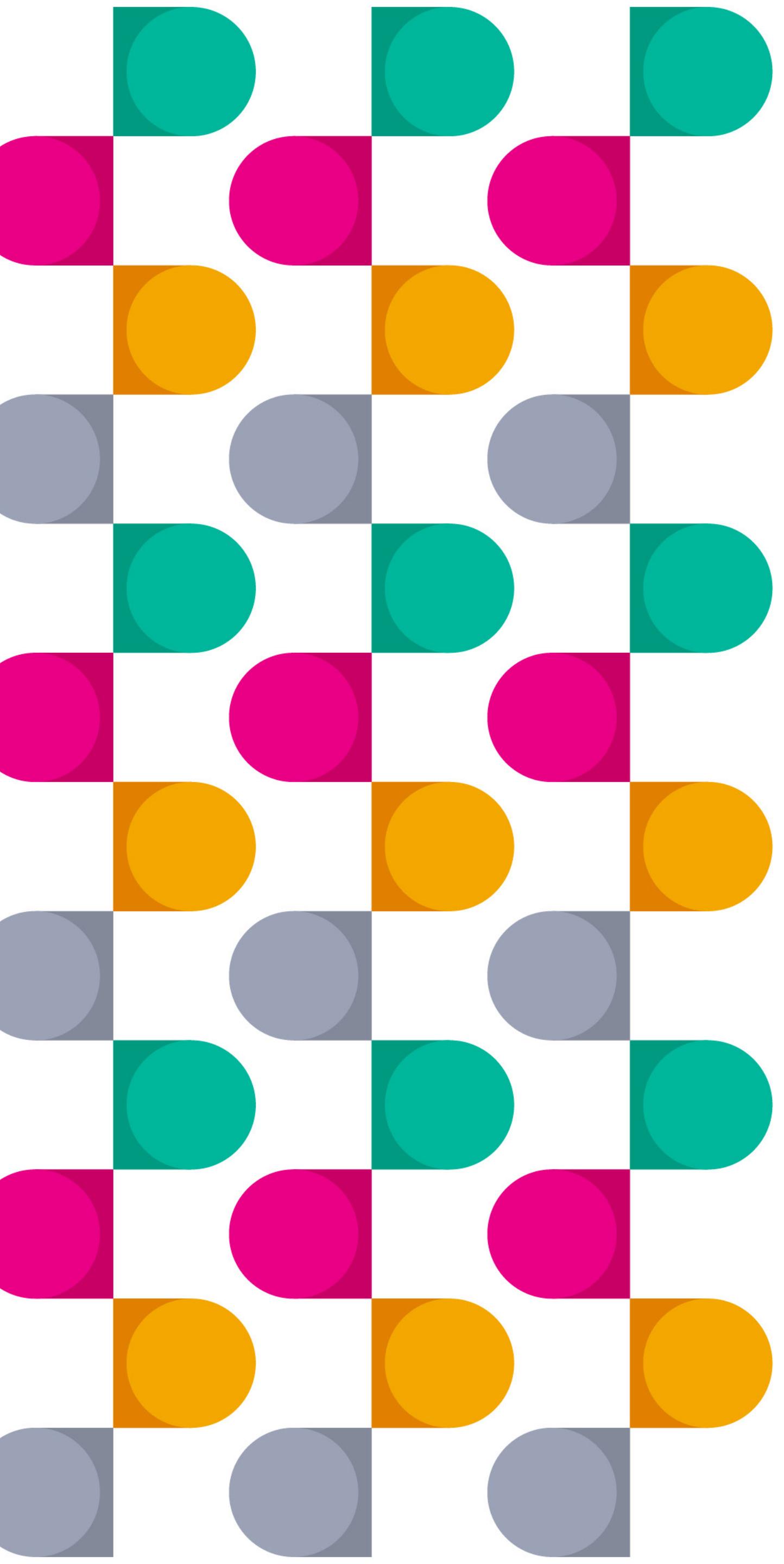


The background features a large, semi-transparent white circle centered on the page. Overlaid on this are three smaller, semi-transparent circles: a yellow circle on the left, a pink circle in the center, and a teal circle on the right. All three circles overlap each other.

Gradient Abstract Pattern



Brand Vector Pattern





Rx

Deflazacort Tablets 6 mg

DEXOCORT - 6

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