

Brand
Guidelines

 Bab Pharma



Designer's Guide

A **Brand Book** inspires and helps keep people in your organization aligned with the Purpose or core idea of your organization, and helps them think, communicate and act from that Purpose as a starting point.

A **Brand Style Guide** helps the people inside and outside of your organization who use your visual brand assets, to use them consistently and correctly.

Brand guidelines are considered to be the log book for a brand's identity. They are not just a document that collects information about your brand. Brand guidelines are key to brand alignment. Storing brand guidelines on a PDF document and sharing updated versions over and over again will lead to misalignment because so many versions exist. It becomes a hassle for your colleagues to find out which file is the correct one and who's hard drive it's on.

Happy Designing!

Lubcreative

Determine your brand's identity and produce your Brand Style Guide;

Make your brand guidelines accessible to your partners and colleagues;

Allow your colleagues access to all imagery (photos, illustrations, videos) that are property to the brand;
Always communicate on brand;
Provide templates for your posts on Social Media, (sales) presentations;

Become recognizable and build an authentic brand.



 Bab Pharma



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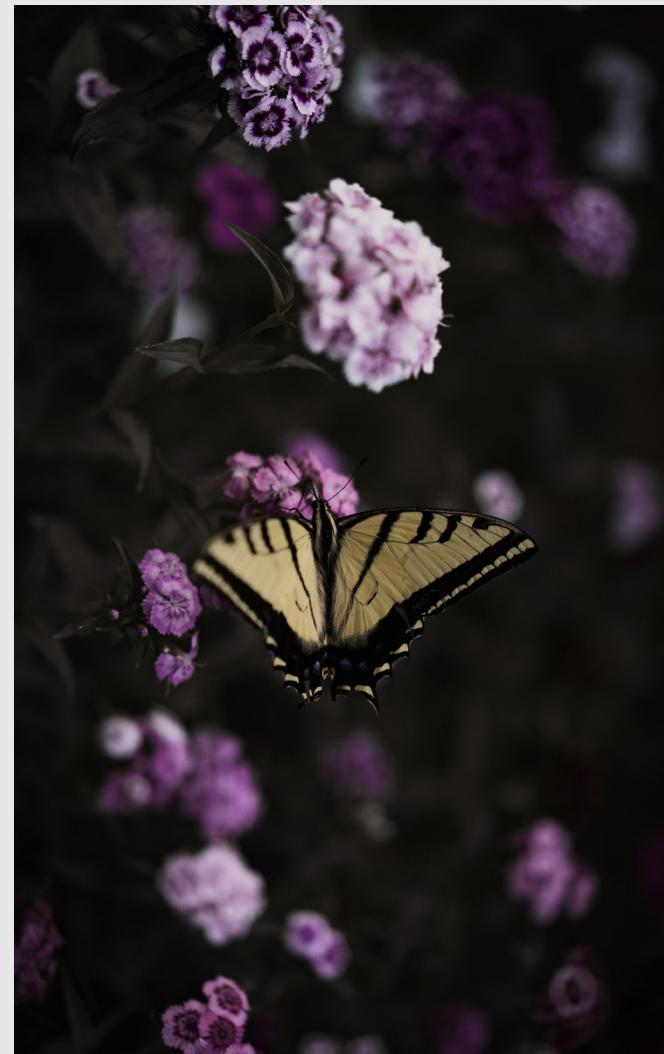
1.0

The Brand

Brand Goal

The concept behind the branding of Bab Pharma is a unique mark that is made up of two B's and a pill shape in between, and a rounded serif typeface that looks professional and reliable yet friendly as well.

The symmetrical formed mark resembles that of a butterfly representing the brand's lasting endurance, its change for the better, and the hope it brings to its customers; a deep and powerful depiction of life.



Keywords

Word List

Bab Pharma is characterised by the following keywords. These keywords drive the direction and vision of the brand design.

Visionary

Authentic

Elegant

Structured

Functional

Hopeful

Minimal

Empowering

Inspiring

Transformative

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2.0

Logo

Primary Logo

This is Bab Pharma's Primary Logo.

The logo must be resized proportionately, never stretched. The Logo can be used in black on light backgrounds, or white on dark backgrounds, or in contrasting brand colours.



Bait al Batterjee Pharmaceutical

Logo Clear Space

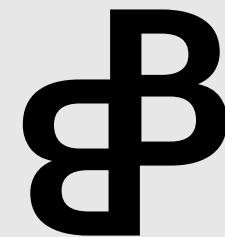
Clear space is the area surrounding Bab Pharma's logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications. The minimum clear space is 50% of the height of the entire logo.

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.



Brand Stamp

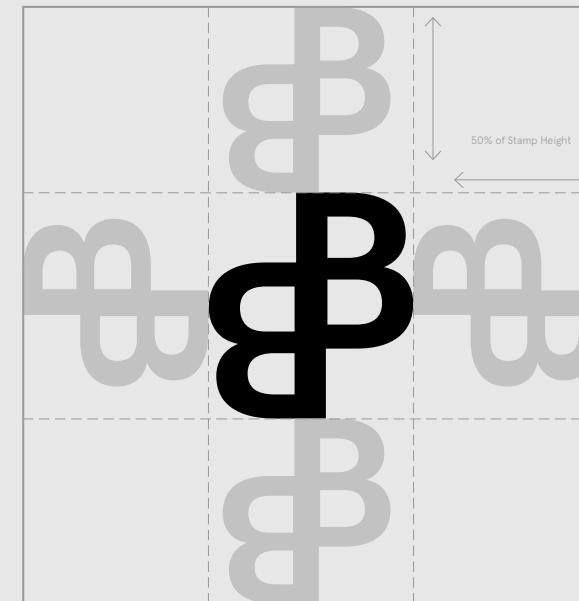
This is Bab Pharma's Brand Stamp. The Brand Stamp must be resized proportionately, never stretched. Brand Stamp can be used in black on light backgrounds, or white on dark backgrounds, or in contrasting brand colours.



Brand stamp Clear Space

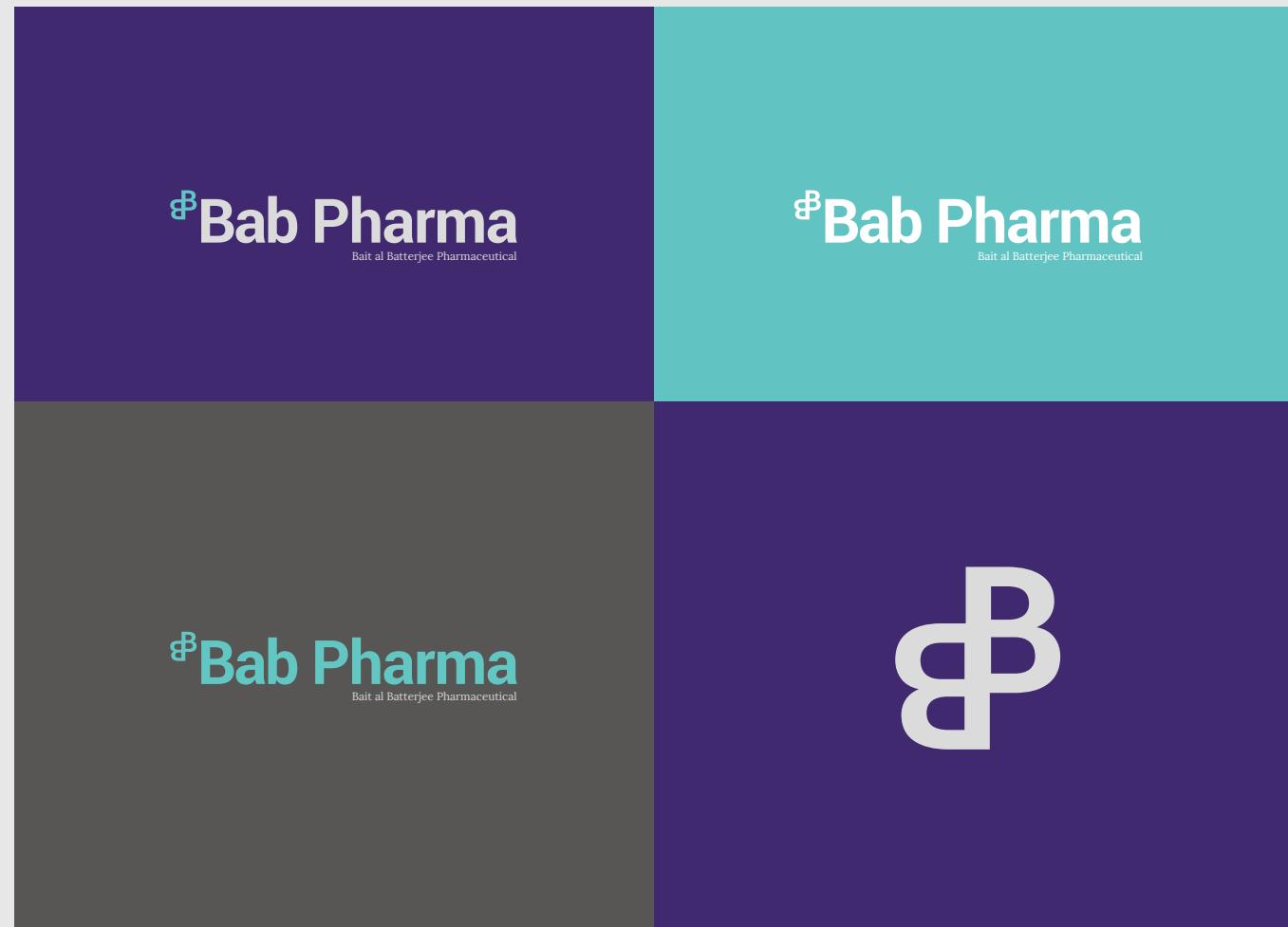
Clear space is the area surrounding Bab Pharma's stamp that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications. The minimum clear space is 50% of the height of the entire graphic element.

It is sometimes necessary to increase and decrease the element depending on the print area. Always keep in proportion. Always ensure the text is legible.



Logo Colours

This is Bab Pharma's brand colors, the brand can be used in its branding colors beside black, white, and grey, or in contrasting brand colours.







Logo Misuse

Any changes to Bab Pharma's logo diminish its integrity and the equity of our brand. The examples shown here are some specific "do nots" for the logo.



Do not alter the logo's colours in anyway



Do not place the logo in a holding shape



Do not lock-up text to the logo



Do not alter the logo's shape in anyway



Do not add elements or shadows to the logo



Do not outline the logo



Do not rotate the logo



Do not change the relationship of the logo's components

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3.0

Colour Palette

Brand Colours

Bab Pharma is underpinned with a colour palette designed to be fresh, modern and distinctive. Different combinations of these colours can dramatically change the tone and appearance of our brand so it is important to consider how they work together. Keeping colour consistent is a vital element to our branding. Colour is the way we differentiate and identify our brand in a crowded marketplace. To help achieve greater brand recognition it is important that our colour palette is applied accurately and consistently.

Print

Pantone colours are used to print the designs, rather than CMYK. Pantone colours will provide the maximum amount of consistency. In instances where this is not possible we have created optimised CMYK values.

Screens

Not all RGB colours render the same online. Therefore we recommend the use of hexadecimal colours when applying colours to screen.



Charcoal



Hero Purple



Medium Turquoise



Whisper

Pantone
P 179-16 C

CMYK
68 / 66 / 63 / 65

RGB
46 / 42 / 43

HEX
#2E2A2B

Pantone
P 97-8 U

CMYK
91 / 100 / 24 / 13

RGB
64 / 41 / 110

HEX
#40296e

Pantone
P 121- 13 U

CMYK
58 / 0 / 28 / 0

RGB
98 / 198 / 194

HEX
#62c6c2

Pantone
P 1-1 C

CMYK
2 / 1 / 1 / 0

RGB
247 / 247 / 247

HEX
#F7F7F7

Hero Colour

Hero Purple is our hero colour. Keeping colour consistent is a vital element to our branding. Colour is the way we differentiate and identify our brand in a crowded marketplace. To help achieve greater brand recognition it is important that our colour palette is applied accurately and consistently. The correct colour values are specified below. Make sure to use them.



Colour Hierarchy

A colour hierarchy has been implemented, ranging from Hero Purple, Medium Turquoise and Whisper. Hero Purple is used for conveying importance. Whilst Whisper is mainly used for background washes.

- Hero Purple
CMYK 91 / 100 / 24 /
RGB 64 / 41 / 110
HEX #40296e

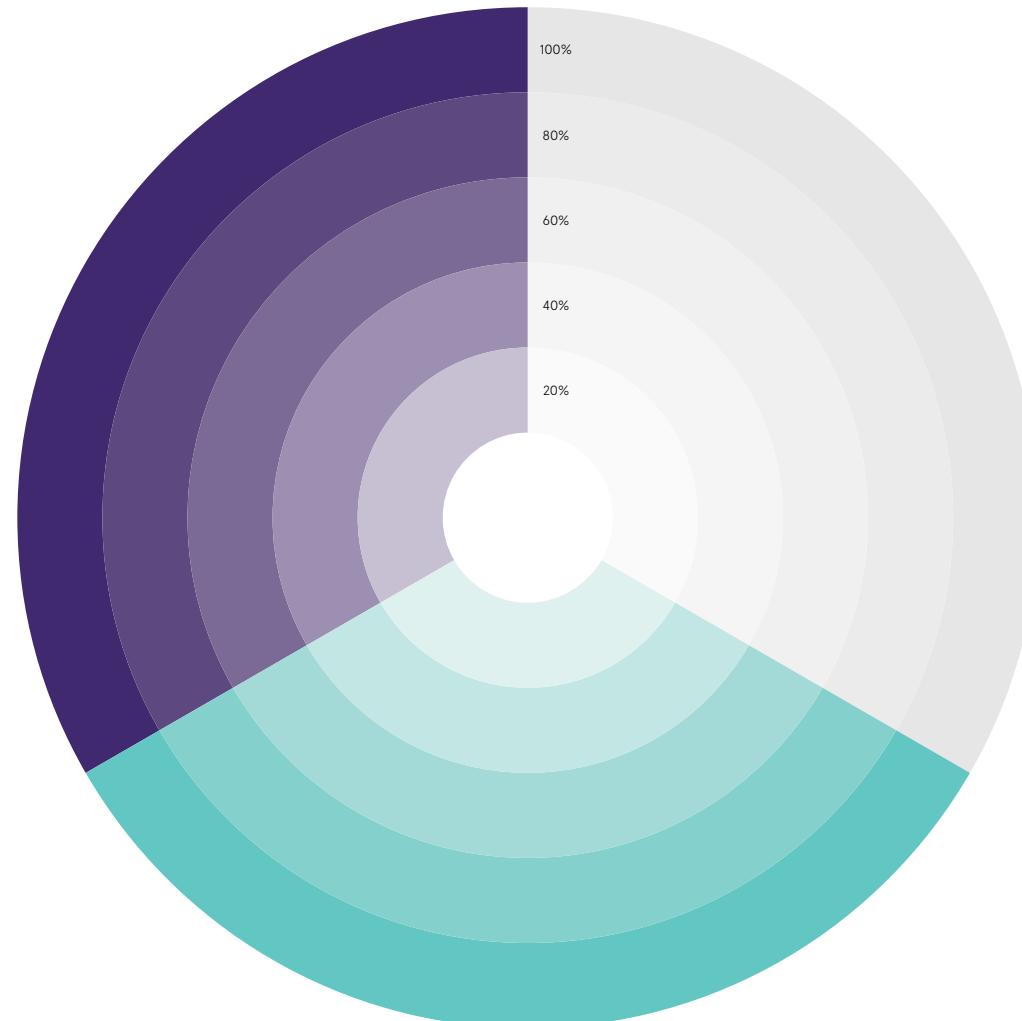
- Medium Turquoise
CMYK 58 / 0 / 28 / 0
RGB 98 / 198 / 194
HEX#62c6c2

- Whisper
CMYK 2 / 1 / 1 / 0
RGB 247 / 247 / 247
HEX #F7F7F7



Colour Tints

If there is an occasion when you need to create contrast without adding extra colours, you can use incremental tints. Our tints are to be applied in increments of 20%. From 80%, 60%, 40% and 20%. Avoid using any other tints.



4 Colours



5 Colours



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4.0 Typography

ENGLISH

Primary Typeface

Lora is our primary brand typeface. Our typography is as unique and elegant as we are. Typography is a key element in Bab Pharma. It works to maintain consistency, create clarity and provide equity to our brand. It is important to adhere to the typographic hierarchy specified in this document to help achieve brand consistency.

HEADLINE TYPE

Lora Regular

ÀÁÂÃÄÅÅABCDEF

IJKLMNOPQRS

TUVWXYZ

àáâãäååabcdefhij

klmnopqrstuvwxyz

1234567890

!@#\$%^&*()+

ÆÇÈØ£×ßåæç

Aa

ARABIC

Primary Typeface

Bukra is our Arabic primary brand typeface.

Our typography is as unique and elegant as we are. Typography is a key element in Bab Pharma. It works to maintain consistency, create clarity and provide equity to our brand. It is important to adhere to the typographic hierarchy specified in this document to help achieve brand consistency.

HEADLINE TYPE

Bukra Bold

ابتداءً بـ
جزء من
كتفه
وأعلاه

بـ

Secondary Typeface

Quicksand is our secondary corporate typeface, it should be used in all instances where typography is required. It is a simple, clean and legible typeface that complements our logo. We use three weights of Quicksand. Light, Regular and Bold. Can be used on digital applications such as websites and email. It is important to adhere to the leading and tracking arrangements specified in this document to help achieve brand consistency throughout.

COPY TYPE

Quicksand Regular/ Light/ Bold

ÀÁÂÃABCDEFHIJKLMNOP
àáâãåäöçdefghijklm
nopqrstuvwxyz
1234567890
!@#\$%^&*()+=
ÆÇÈØ£×ßåæç

A a

ARABIC

Secondary Typeface

Somar is our secondary corporate typeface, it should be used in all instances where typography is required. It is a simple, clean and legible typeface that complements our logo. We use three weights of Quicksand. Light, Regular and Bold. Can be used on digital applications such as websites and email. It is important to adhere to the leading and tracking arrangements specified in this document to help achieve brand consistency throughout.

HEADLINE TYPE

Somar Regular/ Thin/ Bold

اب ت ج ح خ د ن
ر ز س ش ص ض
ك ق ف غ ع ط ب
ل م ي ن و د م
ا ل م ئ ا ل م ئ ا

Use of Type

One of the most important techniques for effectively communicating content is the use of typographic hierarchy. Typographic hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content. It helps guide the reader's eye to where a section begins and ends, whilst enabling the user to isolate certain information based on the consistent use of style throughout a body of text. It is important to maintain these type pairings. This allows for clarity, consistency and a strong hierarchy for all communications.

Headings & Pull Quotes

Lora Medium is to be used for all headings and Lora Bold Italic for pull quotes.

Subheadings

Quicksand Bold is to be used for subheadings.

Body Copy & Captions

Quicksand Light is to be used for body copy and captions and when a more delicate font is required.

Buttons & CTA's

Quicksand Bold is to be used for all buttons and call to actions.

Subheading Font

Heading Font

Quicksand Regular is to be used for body copy. Cookie dessert chocolate gummi bears oat pie donut chocolate bar macaroon muffin. Marzipan jujubes danish oat cake wafer oat cake pie chocolate bar gummies.

Heading Font

Quicksand Regular is to be used for body copy. Cookie dessert chocolate gummi bears oat pie donut chocolate bar macaroon muffin. Marzipan jujubes danish oat cake wafer oat cake pie chocolate bar gummies.

Button Font

Subheading Font

Heading Font

Quicksand Regular is to be used for body copy. Cookie dessert chocolate gummi bears oat pie donut chocolate bar macaroon muffin. Marzipan jujubes danish oat cake wafer macaroon muffin oat cake pie.

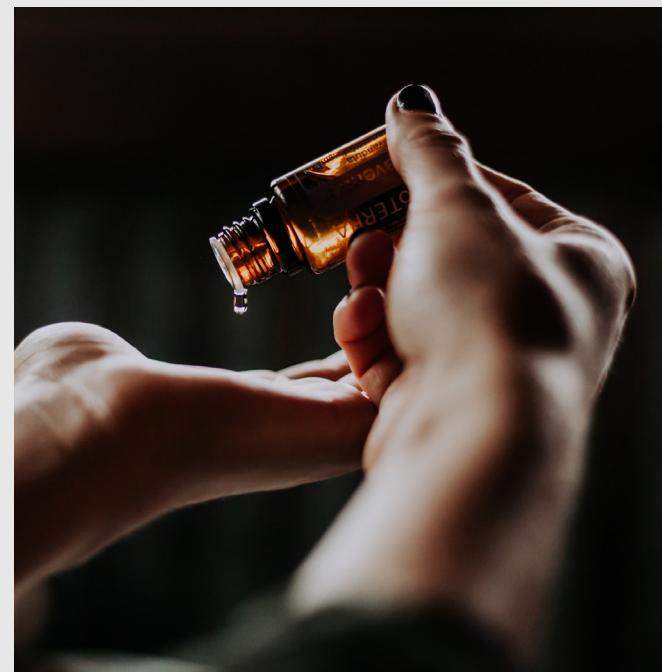
“Lora Bold Italic is to be used for pull quotes.”

5.0

Imagery

Image Direction

All imagery should always consist of deep and earthy golden based tones, with a warm and natural feel to them. Photographs must embody the brand through connection with the brand keywords.



[Download Images](#)

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6.0 Application

Stationery

This is an example of how our branding would be best applied to maintain consistency of look and feel on stationery.

Business Card



Letterhead



To,
John Doe
Director

w. www.mywebname.com
e. email@mailid.com
p. +1-222-333-444

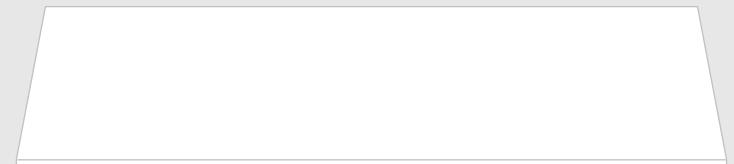
Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country, in which

roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar. The Big Oxmox advised her not to do so, because there were thousands of bad Commas, wild Question Marks and devious Semikoli, but the Little Blind Text didn't listen. She packed her seven versalia, put her initial into the belt and made herself on the way.

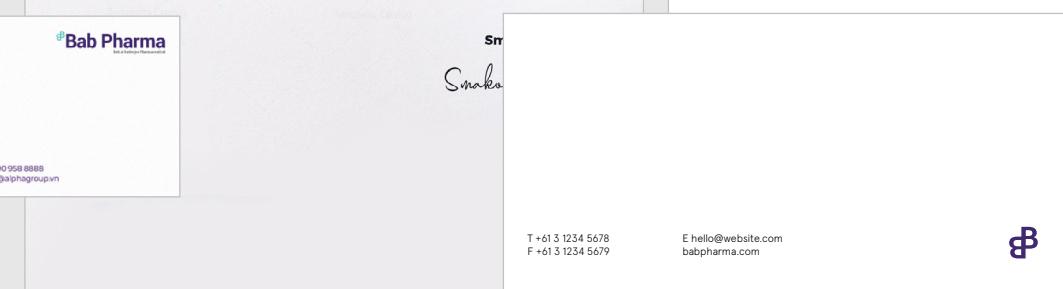
When she reached the first hills of the Iitalic Mountains, she had a last view back on the skyline of her hometown Book-marsigrove, the headline of Alphabet Village and the subline of her own road, the Line Lane. Pityful a rethoric question ran over her cheek, then she continued her way. On her way she met a copy.

The copy warned the Little Blind Text, that where it came from it would have been rewritten a thousand times and everything that was left from its origin would be the word "and" and the Little Blind Text should turn around and return to its own, safe country.

Large Envelope



DL Envelope





 **Bab Pharma**

Bait al Batterjee Pharmaceutical

 **Bab Pharma**

Rudwan Batterjee
General Director

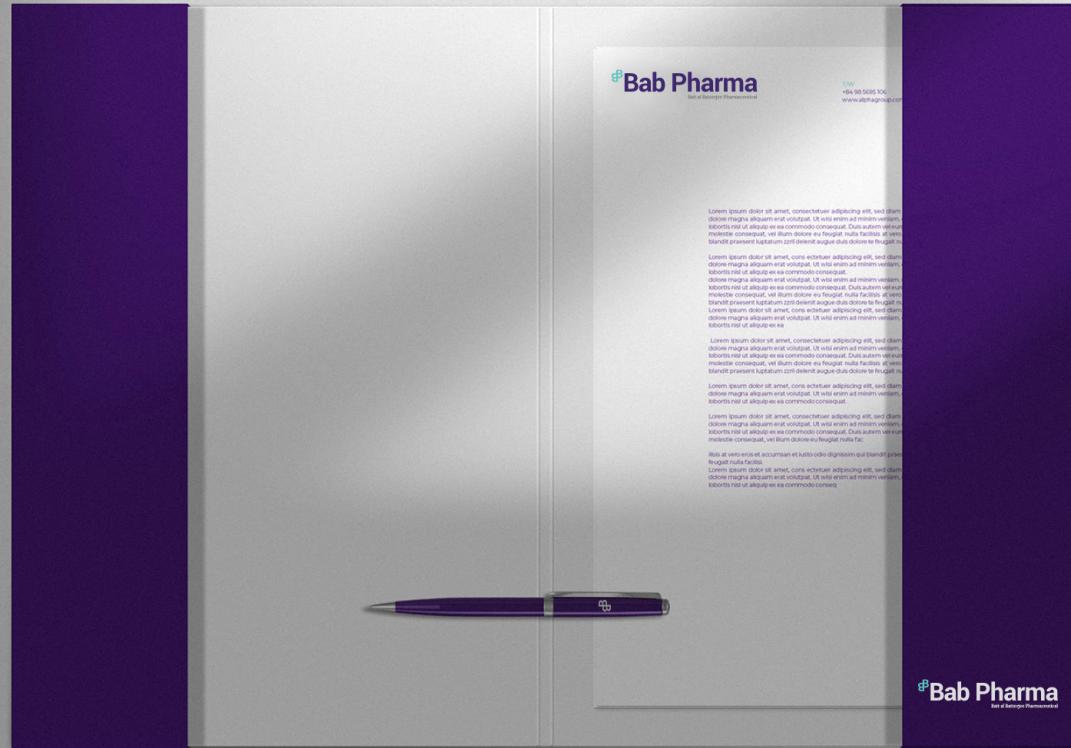
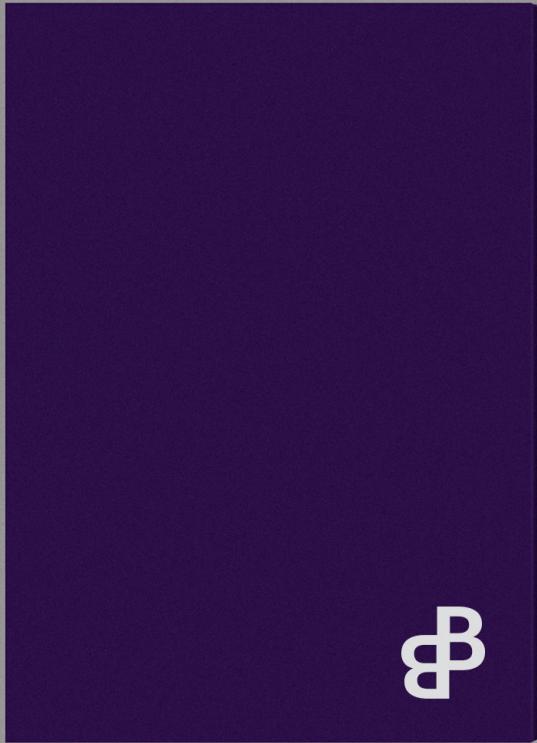
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Bab Pharma

Bait al Batterjee Pharmaceutical



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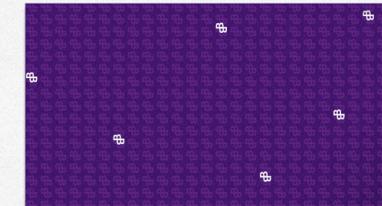
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Rudwan Batterjee
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kien@alphagroup.vn



The office

This is an example of how our branding would be best applied to maintain consistency of look and feel on the environment in the office



 Bab Pharma

The Employees

This is an example of how our branding would be best applied to maintain consistency of look and feel on Employee coats and badges.



Vehicle and shipping

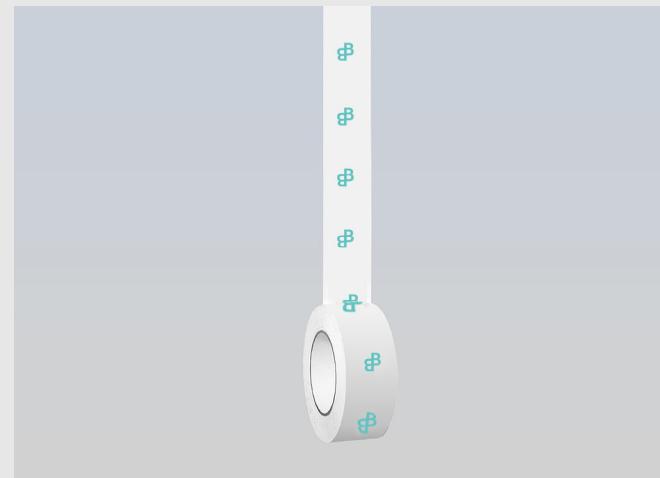
This is an example of how our branding would be best applied to maintain consistency of look and feel on Bab Pharma's Vehicle and shipping boxes.





Merchandise

This is an example of how our branding would be best applied to maintain consistency of look and feel on merchandise.



BAB Pharma Partnered Products

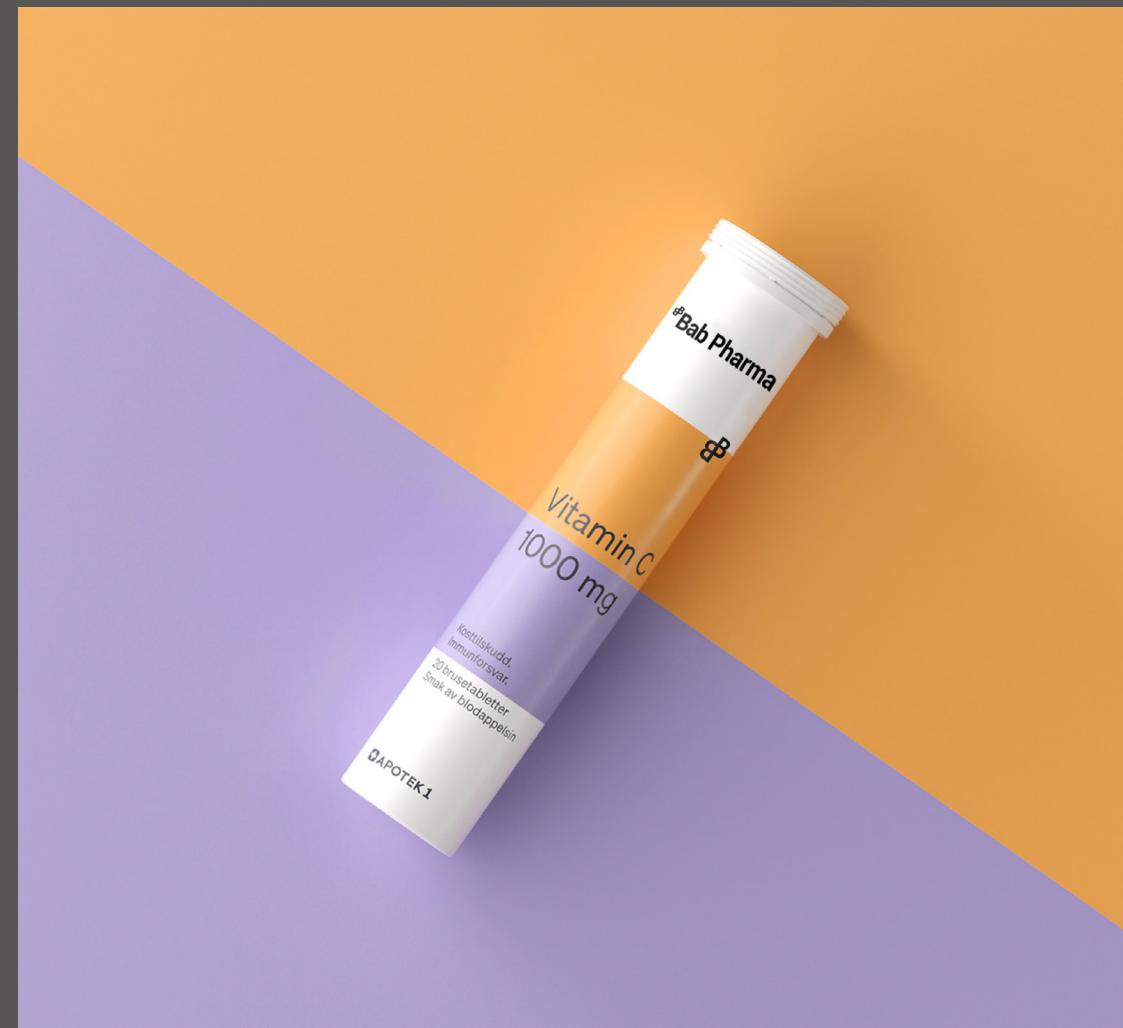
This is an example of how our branding would be best applied to maintain consistency of look and feel on merchandise.



BAB Pharma Products

This is an example of how our branding would be best applied to maintain consistency of look and feel on merchandise.









Digital Application

This is an example of how our branding would be best applied to maintain consistency of look and feel on digital applications.

The image shows a white smartphone displaying a website for a dental clinic named 'Bab Pharma'. The website has a clean, modern design with a purple header and footer. The main content area features a large photograph of a male dentist in a white coat and gloves, focused on a patient's teeth. Overlaid on this image is a purple callout box containing text and a button. At the bottom of the screen, there are three columns of information: 'Get Appointment', 'Operating Hours', and 'Emergency'.

Bab Pharma

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Home About Doctors Services News Contacts

Modern-day Caring Technologies for Dental

We always places patients at the center of our attention, and concentrate on improving their experience with the aid of technologies.

About Us

Get Appointment

We put your smile at our priority
Believe. Expectation. Reality.

[Book an Appointment](#)

Operating Hours

| | |
|-----------------|--------------|
| Monday – Friday | 7.00 – 20.00 |
| Saturday | 8.30 – 19.30 |
| Sunday | closed |

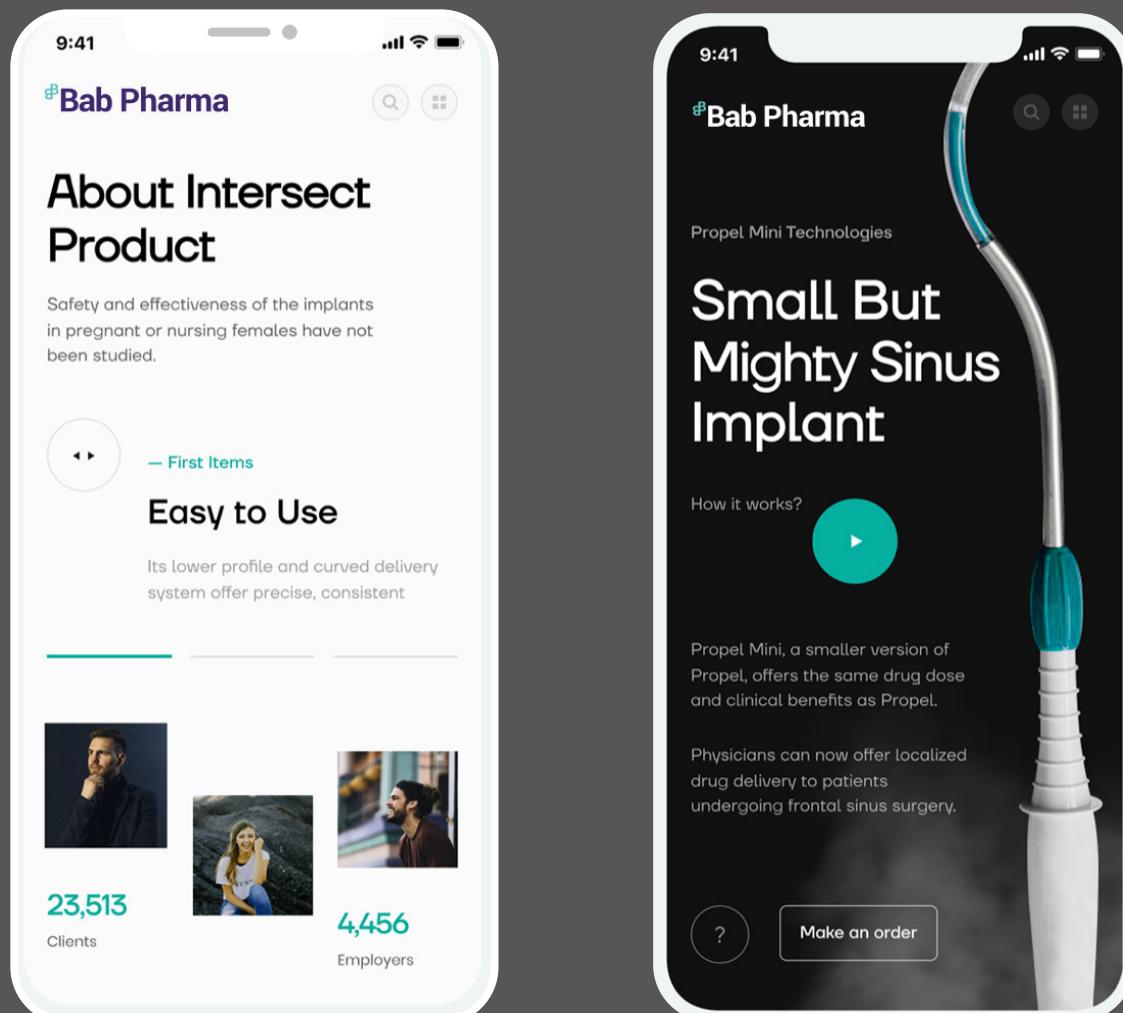
Emergency

+44 (0) 235-69-71

In the event of an emergency (urgent cases), please call us as soon as possible.

Digital Application

This is an example of how our branding would be best applied to maintain consistency of look and feel on digital applications.



thank
you