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**CAMENT**

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Capstone 2018.

## **Introduction**

CAMENT is an American pharmaceutical conglomerate headquartered in Chicago with its research and manufacturing facilities headquartered abroad, in Canada.

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## The Brand History

This section offers a brief overview at the initial founding and creation of CAMENT. We place huge emphasis on our history and the companies which have merged to allow for the creation of CAMENT, as you will notice in the following section.

CAMENT's founding company was originally founded in 1849 by cousins Charles Pfizer and Charles F. Erhart in New York City as a manufacturer of fine chemicals. Its discovery of Terramycin (oxytetracycline) in 1950 put it on a path towards becoming a research-based pharmaceutical company. It has made numerous acquisitions, including Warner-Lambert in 2000, Pharmacia in 2003, and Wyeth in 2009 (the largest of the three at \$68 billion).

### 19th century

The original founding company of CAMENT was named after German-American Charles Pfizer who co-founded the company with his cousin Charles F. Erhart. Originally from Ludwigsburg, Germany, they launched a chemicals business, Charles Pfizer and Company, from a building at the intersection of Harrison Avenue and Bartlett Street in Williamsburg, Brooklyn, in 1849. There, they produced an antiparasitic called santonin. This was an immediate success, although it was the production of citric acid that really kick-started Pfizer's growth in the 1880s. Pfizer continued to buy property to expand its lab and factory on the block bounded by Bartlett Street; Harrison Avenue; Gerry Street; and Flushing Avenue. Pfizer's original administrative headquarters was at 81 Maiden Lane in Manhattan.

### 20th century

By 1906, sales totaled \$3.4 million. World War I caused a shortage of calcium citrate that Pfizer imported from Italy for the manufacture of citric acid, and the company began a search for an alternative supply. Pfizer chemists learned of a fungus that ferments sugar to citric acid and were able to commercialize production of citric acid from this source in 1919. As a result, Pfizer developed expertise in fermentation technology. These skills were applied to the mass production of the antibiotic penicillin during World War II in response to the need of the U.S. government to treat injured Allied soldiers; most of the penicillin that went ashore with the troops on D-Day was made by Pfizer.

In the 1940s, penicillin became very inexpensive. As a result, Pfizer searched for new antibiotics with greater profit potential. Pfizer's discovery and commercialization of Terramycin (oxytetracycline) in 1950 changed the company from a manufacturer of fine chemicals to a research-based pharmaceutical company. To augment its research in fermentation technology, Pfizer developed a drug discovery program focusing on in vitro synthesis. Pfizer also established an animal health division in 1959 with an 700-acre (2.8 km<sup>2</sup>) farm and research facility in Terre Haute, Indiana.

By the 1950s, Pfizer had established offices in Belgium, Brazil, Canada, Cuba, Mexico, Panama, Puerto Rico, and the United Kingdom. In 1960, the company moved its medical research laboratory operations out of New York City to a new facility in Groton, Connecticut. In 1980 Pfizer launched

Feldene (piroxicam), a prescription anti-inflammatory medication that became Pfizer's first product to reach one billion United States dollars in total sales.

During the 1980s and 1990s, Pfizer Corporation growth was sustained by the discovery and marketing of Zoloft, Lipitor, Norvasc, Zithromax, Aricept, Diflucan, and Viagra.

#### 2000–2010

In this decade, Pfizer grew by mergers, including those with Warner-Lambert (2000), Pharmacia (2003), and Wyeth (2009).

In 2003, the company acquired Esperion Therapeutics for \$1.3 billion (later selling the unit in 2008), protecting Lipitor from ETC-216. In 2004, Pfizer announced it would acquire Meridica for \$125 million. In 2005, the company made a number of acquisitions: Vicuron Pharmaceuticals for \$1.9 billion, Idun for just less than \$300 million and finally Angiosyn for \$527 million.

On June 26, 2006, Pfizer announced it would sell its Consumer Healthcare unit (manufacturer of Listerine, Nicorette, Visine, Sudafed and Neosporin) to Johnson & Johnson for \$16.6 billion.

Development of torcetrapib, a drug that increases production of HDL, or "good cholesterol", which reduces LDL thought to be correlated to heart disease, was cancelled in December 2006. During a Phase III clinical trial involving 15,000 patients, more deaths occurred in the group that took the medicine than expected, and a sixty percent increase in mortality was seen among patients taking the combination

of torcetrapib and Lipitor versus Lipitor alone. Lipitor alone was not implicated in the results, but Pfizer lost nearly \$1 billion developing the failed drug and the market value of the company plummeted afterwards.

The company also announced it would acquire Powermed and Rivax.

In September 2009, Pfizer pleaded guilty to the illegal marketing of the arthritis drug Bextra for uses unapproved by the U.S. Food and Drug Administration (FDA), and agreed to a \$2.3 billion settlement, the largest health care fraud settlement at that time.

A July 2010 article in BusinessWeek reported that Pfizer was seeing more success in its battle against makers of counterfeit prescription drugs by pursuing civil lawsuits rather than criminal prosecution. Pfizer has hired customs and narcotics experts from all over the globe to track down fakes and assemble evidence that can be used to pursue civil suits for trademark infringement. Since 2007, Pfizer has spent \$3.3 million on investigations and legal fees and recovered about \$5.1 million, with another \$5 million tied up in ongoing cases.

Pfizer acquired Warner-Lambert in 2000 for \$111.8 billion, at the time, created the second largest pharmaceutical company in the world. Warner-Lambert was founded as a Philadelphia drug store in 1856 by William R. Warner. Inventing a tablet-coating process gained Warner a place in the Smithsonian Institution. Parke-Davis was founded in Detroit in 1866 by Hervey Parke and George Davis. Warner-Lambert took over Parke-Davis in

1976, and acquired Wilkinson Sword in 1993 and Agouron Pharmaceuticals in 1999.

In 2002, Pfizer merged with Pharmacia. The merger was again driven in part by the desire to acquire full rights to a product, this time Celebrex (celecoxib), the COX-2 selective inhibitor previously jointly marketed by Searle (acquired by Pharmacia) and Pfizer. In the ensuing years, Pfizer carried out a massive restructuring that resulted in numerous site closures and the loss of jobs including Terre Haute, Indiana; Holland, Michigan; Groton, Connecticut; Brooklyn, New York; Sandwich, UK; and Puerto Rico.

During this time increased scrutiny came on the side of Pfizer over media reports that unregulated testing had begun. The FDA attempted to investigate, but discovered nothing after a cursory investigation.

Pharmacia had been formed by a series of mergers and acquisitions from its predecessors, including Searle, Upjohn and SUGEN. These would later help form the foundation of CAMENT.

Searle was founded in Omaha, Nebraska, in April 1888. The founder was Gideon Daniel Searle. In 1908, the company was incorporated in Chicago, Illinois. In 1941, the company established headquarters in Skokie, Illinois. It was acquired by the Monsanto Company, headquartered in St. Louis, Missouri, in 1985.

The Upjohn Company was a pharmaceutical manufacturing firm founded in 1886 in Kalamazoo, Michigan, by Dr. William E. Upjohn, an 1875 graduate of

an 1875 graduate of the University of Michigan medical school. The company was originally formed to make friable pills, which were specifically designed to be easily digested. Greenstone was founded in 1993 by Upjohn as a generics division.

In 1995, Upjohn merged with Pharmacia, to form Pharmacia & Upjohn. Pharmacia was created in April 2000 through the merger of Pharmacia & Upjohn with the Monsanto Company and its G.D. Searle unit. The merged company was based in Peapack, New Jersey. The agricultural division was spun off from Pharmacia, as Monsanto, in preparation for the close of the acquisition by Pfizer.

SUGEN, a company focused on protein kinase inhibitors, was founded in 1991 in Redwood City, California, and acquired by Pharmacia in 1999. The company pioneered the use of ATP-mimetic small molecules to block signal transduction. After the Pfizer merger, the SUGEN site was shut down in 2003, with the loss of over 300 jobs, and several programs were transferred to Pfizer. These included sunitinib (Sutent), which was approved for human use by the FDA in January 2006, passed \$1 billion in annual revenues for Pfizer in 2010. A related compound, SU11654 (Toceranib), was also approved for canine tumors, and the ALK inhibitor Crizotinib also grew out of a SUGEN program.

In 2003, the new Pfizer made Greenstone (originally established as a division of Upjohn) its generic division, and its focus turned to selling authorized generics of Pfizer's products, 5 labs were opened during this period however only 3 were used in the production of these generics,

and two specialty labs opened under the name Medicament.

In 2008, Pfizer announced 275 job cuts at the Kalamazoo manufacturing and laboratory facility. Kalamazoo was previously the world headquarters for the Upbeat Company, a company largely acquired for their data on genetics and behavioral research. A large portion of the senior staff from the closing of this facility were transferred to the laboratory facilities that were opened in 2003. These labs remained under the name Medicament, continuing the research of its former company Upbeat. This remained the status quo, where the Medicament facilities remained generally out of public sight, until Pfizer and Allergan, Plc announced their intention to merge for an approximate sum of \$160 billion, making it the largest pharmaceutical deal ever, and the third largest corporate merger in history. As part of the deal, the Pfizer CEO, Ian Read, was to remain as CEO and chairman of the new company, to be called "Pfizer plc", with Allergan's CEO, Brent Saunders, becoming president and chief operating officer. Understanding that this deal may be blocked given the majority share of the market Pfizer would hold and in an attempt to generate liquid capital, Medicament was sold to private investors. Continuing research and shifting focus to product development, Medicament began the manufacture of behavioral pharmaceuticals. This was the company's first venture into consumer focused product development.

In 2018, Medicament began the development — in conjunction with the FDA — on a series of OTC (over-the-counter) medications to stimulate the development of Dopamine, Serotonin,

Oxytocin, and Endorphin. These four chemicals help to create a sense of happiness when present in the human body. This project resulted in an extreme strain in the resources of the lab and the facilities, resulting in a need for Medicament to shift focus from the public facing consumer brands they had begun to develop.

2019 marked an important point for Medicament, where the partnership with the FDA was publicly announced. This forced Medicament to become more transparent with its operating procedure. In order to avoid any possible backlash given the FDA's now close relationship with a privately held company, Medicament made a commitment to transparency. This encouraged a series of re-branding efforts. Continuing to develop the Medicament resulted in the adoption of a new name, CAMENT in 2020. During this same time it was announced that the series of behavioral altering drugs was ready for production and would be available for purchase on November 2nd 2020.

Bringing us to present day.



## **The CAMENT Design Philosophy**

Simplicity beyond all. CAMENT is a product intended to make users feel great, overly complicated designs can alienate users. This is done through the use of visual effects which make CAMENT seem as though its a product that can effortlessly integrate itself into a users life. Almost camouflaging itself

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through design to emphasize the ease in which our brand integrates itself into all facets of society.

Below is internal phrasing to remind all members of CAMENT who we serve.

**camént° is**

**for everyone.**

### **The CAMENT Logotype**

The logotype is the central element of visual communication in CAMENT's visual identity. Through consistent and repetitive use as a signature device and design element in all of CAMENT's visual communications, the logo becomes a visual shorthand which identifies the brand and symbolically

embodies its use, importance and quality.

In the logotype, "CAMENT" stands to represent the word Medicament -- or medicine in French, the text also features a lowercase "o" which satellites the text drawing similarities to the 'Eye

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# camént°

of Horus,' which commonly used to indicate healing, restoration, protection, and sacrifice. The letterforms created by the letters 't' and 'o' also come together to create an almost humanistic figure exemplifying the need to continually create connections with all users. The logotype font is 'Pano' created by

Filip Matejicek. Pano finds its origin as a logotype for a racing bike brand, created for its . The letterform has wide proportion because of the specific spacial disposition of a bike's frame and the want to create shapes which appeared to be in forward motion. The font overall is intended to indicated

forward thinking and being at the helm of movement.

To connect the logotype more closely with the products offered, the CAMENT logotype is shown in conjunction with the branded phrase "Happiness is a drug," as shown below.

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**camént°**  
Happiness is a drug.

### **The CAMENT Black**

The correct color for use in the CAMENT logotype is shown below.

This value of black brings a static element to our branding efforts, cementing it in reality. The rich and saturated nature of black pigment against white shows the drastic change in state the

product creates.

The CAMENT logotype should be represented in black, unless the use of black is deemed inappropriate. Secondary colors may be used to enhance legibility or in select cases for as a design element.

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Multiple colors should not be paired alongside one another. When utilizing color in the CAMENT logotype, it should be drawn from the surface or medium it is being applied to. If additional colors are needed for any reason within the logotype they should be derived from these variants. These colors should not

be used in conjunction with other bright colors as they will dilute, and draw attention from the CAMENT varieties of these colors. Further guidance for the use of the logotype in various color situations is contained on the previous page. Also, refer to the guidelines on color in the introduction to the of

volume two of this manual.

The swatches below and on the previous page should be used to achieve a visual match to the CAMENT color across all visual mediums.

# 000000	# 000000	# 000000
# 000000	# 000000	# 000000
# 000000	# 000000	# 000000

### **The CAMENT Caduceus**

The CAMENT Caduceus is a symbol which may be used in place of the logo-type to fulfill branding requirements on packaging.

As a symbol alone the Caduceus represents a symbol of medicine in the United States.

In order to elevate this symbol and more closely align it with the brand goals for the 2020 launch, the Caduceus was re-envisioned by incorporating the grid-ed structures explained through the teachings of sacred geometry.

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The figure below is the evolution of the Caduceus with the incorporation of both the CAMENT brand identity and the ratios created and set forth through the teachings of sacred geometry. The correct ratios are shown below in Fig. 2.

Reference images and the illustrative process to reach this glyph are shown on the following page.

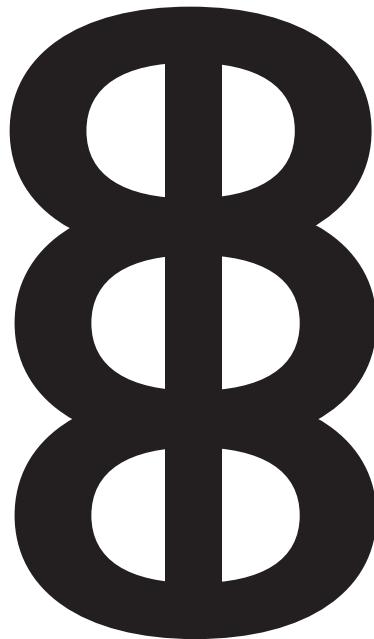


Fig. 1

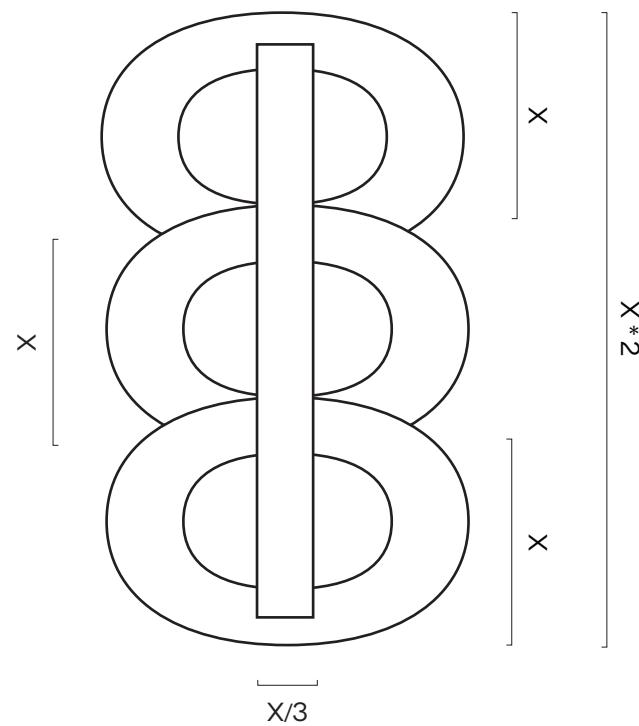


Fig. 2

## **The CAMENT Labs Logotype**

CAMENT is a brand which is made up of two core components: CAMENT and CAMENT Labs. This differentiation is necessary for business purposes, requiring a slightly modified logotype. This modified logotype appears below. The standard guidelines for the CAMENT logotype can generally be

applied to the usage of the CAMENT labs variation.

It should be noted that this logotype was designed and intended for small scale print application only. Assets for the application of this logotype can be supplied on request for any formating

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Which would require the logotype to be displayed larger than 12".

Below is the correct color, and orientation for use in the CAMENT Labs logotype is shown below.

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**camént<sup>o</sup>  
laos**

**The CAMENT Logotype**  
**Assets for Art**  
**Reproduction**

This page contains camera ready for reproduction artwork for the CAMENT logotype. This image be enlarged or reduced in size photographically.

For additional reproduction art, contract the CAMENT organization. You will be provided with additional advice and resourced for application of branded elements. The platform to do so is [www.cament.net](http://www.cament.net).

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100 %

camént°

75 %

camént°

50 %

camént°

30 %

camént°

20 %

camént°

This page contains camera-ready reproduction artwork. This artwork should be used at the same sizes shown. Reductions and enlargements will alter the character of the typography.

For additional reproduction art, contract the CAMENT organization. You will be provided with additional advice and resources for application of branded elements. The platform to do so is [www.cament.net](http://www.cament.net).

---

100 %

**camént<sup>o</sup>**

Happiness is a drug.

**camént<sup>o</sup>**

Happiness is a drug.

50 %

**camént<sup>o</sup>**

Happiness is a drug.

30 %

**camént<sup>o</sup>**

Happiness is a drug.

20 %

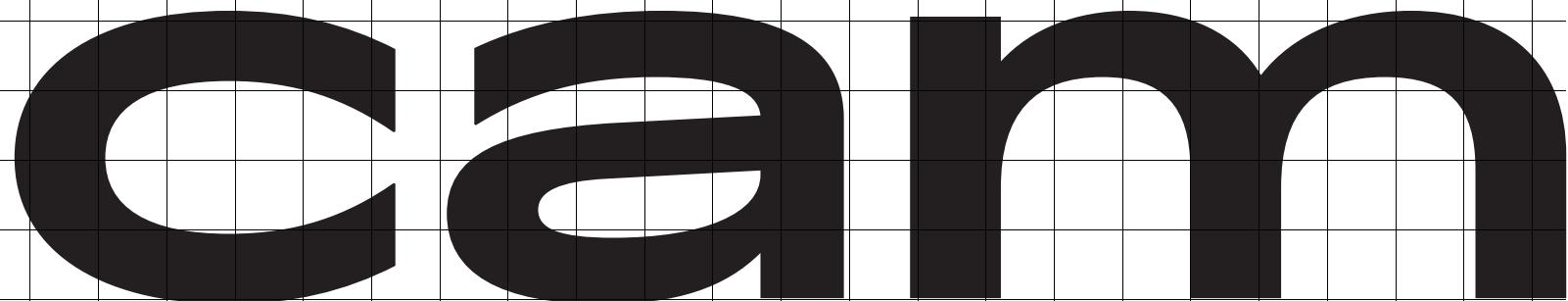
**camént<sup>o</sup>**

Happiness is a drug.

### **The CAMENT Logotype Grid Drawing for Large Applications**

The CAMENT logotype should be represented photographically whenever possible. However for large scale applications, such as signage and where the use of the original vector logotype, the logo may be reproduced using this grid drawing as an accurate guide. To achieve the best reproduc-

tion, care should be taken to maintain the correct proportion, stroke-width, and curves of the logotype. Note that 1.3 units of the grid are equal to the vertical stroke width.



eart

## **The CAMENT Logotype Incorrect Uses**

The logotype is designed as solid letter forms to be shown, free standing horizontally against a solid neutral background.

The logotype must not be altered or distorted in any way. The efficacy of the logotype is drawn from consisten-

cy through the correct and repetitive usage of its form as dictated by this manual.

The figures shown serve to illustrate examples of the incorrect usage of this logotype.

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1. The logotype should never be shown with shadows projected from the letter forms or with letter forms partially outlined.
  2. The letter forms in the logotype must never be broken by a superimposed pattern.
  3. The integrity of the logotype should never be compromised by displacing any element of the logotype.
  4. No part of the logo should be obscured to the point of illegibility, the logo should also maintain the same solid coloring throughout.
  5. The logotype should never be shown on a flip on its horizontal axis. It is designed to rest on its horizontal baseline in an upright position.
  6. The logotype should never be photographically distorted in any way.
- 



Fig. 1



Fig. 2



Fig. 3



Fig. 4



Fig. 5



Fig. 6

## **The CAMENT Logotype Collaborations Standard**

The CAMENT brand is one that must maintain its integrity in all situations.

When the CAMENT logotype must be combined with third party branded visual elements it must maintain its visibility. Brand standards deviate from the norm in this accord, CAMENT as a

brand favors to maintain its presence in third party advertisements and collaborations. This is to suggest to users that the product is tied to the same high standards suggested through the logotypes use in CAMENT's core brand.

Illustrated on the this spread are two

When collaborators' logo is available for use.



Fig. 1

examples of suggested logotype display formats. We suggest using colors which maintain the highest contrast, typically black or white. In the event that neither black nor white maintain the visual impact that is sought, red may be used as well. We also suggest using simplified versions

or one color prints of the collaborators logo. Whenever possible seek all solid black variations of their logo.

We also ask that an 'X' as it appears below, be applied to the grouping to denote collaborations. Using the baseline of that figure, from that the

spacing between our logotype and the 'X' and the 3rd party branding can be determined.

If this cannot be achieved for any reason, refer to the next page for amendable collaboration logotype treatments.



Fig. 2

**The CAMENT Logotype**  
**Collaborations**  
**Alternate Solutions**

As a brand which has strict visual standards when it comes to the integration of its logotype, we are understanding when it comes to the integration of multiple branded elements.

It is often the case that a brand's visual elements are determined to be just too

unflattering, or in some circumstances unavailable for use inconjunctuion with our logotype. In this situation we recommend the creation of a custom logotype set in Pano Bold, optically adjusted to appear to be the same font size as that of the CAMENT logotype. The spacing standards in the previous

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When no logo or graphic is available for use.

“name” x camént°

Fig. 3



section regarding placement of the collaboration signifier ('X'), should be considered as well.

If for any reason this design solution is not agreeable, see Fig. 4 below as an alternative solution. We recommend utilizing the handwriting of the

collaborator as the logotype to signify their participation in the creative process behind the collaboration. We recommend the tactile nature of handwritten type because it juxtaposes the static nature of our typical logotype. This juxtaposition can help separate the narrative of our brand from that of

the collaboration.

Given the ephemeral nature of a collaboration, we always encourage inventive solutions which push the boundaries of design with our brand narrative.

When no logo or graphic is available for use.

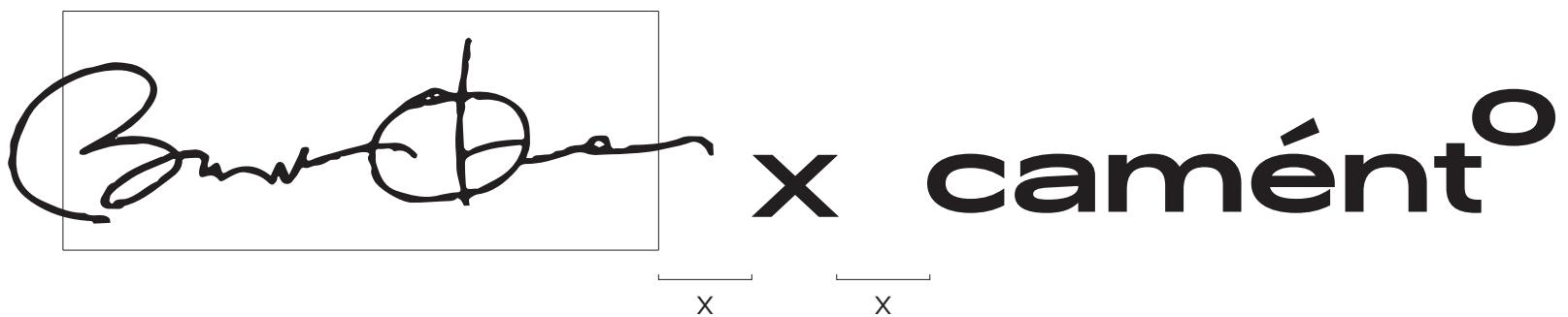


Fig. 4

## **Typography - Sans Serif**

### **Nuckles**

Nuckles is the most important family of type in the CAMENT Unified Visual Communications System. Nuckles Book is used in combination with the logotype to form the fundamental elements of identification.

In addition , this typeface can be used

in numerous media and in a variety of situations to create a clean and contemporary visual program. The cursive san-serif letter forms make it extremely legible, even at very small sizes.

Headings which accompany Nuckles Light text settings may be set in

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$(&?!%.,;:-)

Nuckles Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$(&?!%.,;:-)

Nuckles Bold

Nuckles Book Displayed in 10 pt font.

Nuckles Bold, one point size larger than body copy. Typically our visual system would recommend Pano Bold of headings in larger formats. In certain situations Nuckles Medium may be an appropriate alternative. Headings are set in upper and lower case.

These fonts are recommended and used across all company documentation unless otherwise noted.

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## **Nuckles Bold**

Nuckles Book set in a paragraph to show structure and relationship between font choice for heading. Fake text incoming below.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.

At vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. At vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Nuckles Book Displayed in 10 pt font with Nuckles Bold Displayed in 11 pt font.

## **Nuckles Bold**

Nuckles Book set in a paragraph to show structure and relationship between font choice for heading. Fake text incoming below.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.

At vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis

## **Nuckles Bold**

Nuckles Book set in a paragraph to show structure and relationship between font choice for heading. Fake text incoming below.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.

At vero eros et accumsan et iusto odio

Nuckles Book Displayed in 8 pt font with Nuckles Bold Displayed in 9 pt font.

Nuckles Book Displayed in 6 pt font with Nuckles Bold Displayed in 7 pt font.

## **Typography - Sans Serif**

### **Pano**

Pano is recommended for a number of reasons. The typeface is quite unique and striking, yet it is versatile enough for catalog listings as well as advertising applications.

The precision letter forms have a technological character, while emulating movement and progress making it a feel natural within the CAMENT visual identity system.

We typically only recommend its usage for headers and titles as the smaller x height and more elongated figures can lose legibility at font sizes smaller than

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**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**  
**1 2 3 4 5 6 7 8 9 0 \$ (& ? ! % , : ; -)**

Pano Light Italic

**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**  
**1 2 3 4 5 6 7 8 9 0 \$ (& ? ! % , : ; -)**

Pano Bold

Nuckles Book Displayed in 10 pt font.

8 pt font. The two varitions used in header copy are Pano Light Italic and Pano Bold.

Typically these headers are paried with Nuckles Book as the primary font in the body copy. Nuckles should be set one point size smaller than both

the Bolded and Italized variations of Pano Headers. On the following pages you can observe these variations to understand the how elements should be weighted within this design narrative.

Generally reccomended and used across all company documentation

unless otherwise noted. Large amounts of type should consider Adober Garamond Pro, explained in the following section.

## Pano Bold

Nuckles Book set in a paragraph to show structure and relationship between font choice for heading. Fake text incoming below.

*Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.*

*At vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. At vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.*

## Pano Bold

Nuckles Book set in a paragraph to show structure and relationship between font choice for heading. Fake text incoming below.

*Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.*

*At vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis*

## Pano Bold

Nuckles Book set in a paragraph to show structure and relationship between font choice for heading. Fake text incoming below.

*Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.*

*At vero eros et accumsan et iusto odio*

Nuckles Book Displayed in 10 pt font with Pano Bold Displayed in 11 pt font.

Nuckles Book Displayed in 8 pt font with Pano Bold Displayed in 9 pt font.

Nuckles Book Displayed in 6 pt font with Pano Bold Displayed in 7 pt font.

## *Pano Light Italic*

Nuckles Book set in a paragraph to show structure and relationship between font choice for heading. Fake text incoming below.

*Etiam vel illum dolore eu feugiat nulla facilisis.*

At vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. At vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Nuckles Book Displayed in 10 pt font with Pano Light Italic  
Displayed in 11 pt font.

## *Pano Light Italic*

Nuckles Book set in a paragraph to show structure and relationship between font choice for heading. Fake text incoming below.

*Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.*

At vero eros et accumsan et iusto  
odio dignissim qui blandit praesent  
luptatum zzril delenit auque duis

Nuckles Bold Displayed in 8 pt font with  
Pano Light Italic Displayed in 9 pt font.

## *Pano Light Italic*

Nuckles Book set in a paragraph to show structure and relationship between font choice for heading. Fake text incoming below.

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumy nibh euismod tincidunt ut labore et dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.

At vero eros et  
accumsan et iusto odio

Nuckles Book Displayed in  
6 pt font with Pano Light  
Italic Displayed in 7 pt font.



**Typography - Serif**  
**Adobe Garamond Pro**

Recognizing the occasional need for flexibility within type design, CAMENT utilizes Adobe Garamond Pro as its primary serif font. Adobe Garamond Pro is generally regarded as the best of the modern or transitional typefaces. It offers readability, character, and a certain utilitarian quality which makes

it quite useful in publication design. It is designed with a large x-height which makes it legible at small sizes.

Adobe Garamond Pro is recommended for newsletters, printed extracts and other news-oriented publications. This typeface is appropriate for large volume

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$(&?!%.,;:-)

Adobe Garamond Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$(&?!%.,;:-)

Adobe Garamond Pro Bold

Nuckles Book Displayed in 10 pt font.

settings as the reader does not tire of the appearance.

The entire family of Adobe Garamond Pro, including Italic and Bold, gives the designer a practical typeface to solve certain complicated problems which may have resulted in using two

sans-serif typefaces as the main identifiers for all branded elements.

Headings may be set in Nuckles Bold, Times Roman Bold, or Pano Bold. If possible when pairing a Serif Title with Serif Body copy, ensure that both are optically weighted, this typically

requires both to be the same font size.

Several variations are depicted below to give designers an understanding of the flexibility they may have setting large amounts of type.

## Adobe Garamond Pro Bold

Adobe Garamond Pro Regular set in a paragraph to show structure and relationship between font choice for heading. Fake text incoming below.

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.*

*At vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. At vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.*

*Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonum- my nibh euismod tincidunt ut*

## Nuckles Bold

Nuckles Book set in a paragraph to show structure and relationship between font choice for heading. Fake text incoming below.

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.*

*At vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.*

*Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut*

## Nuckles Bold

Nuckles Book set in a paragraph to show structure and relationship between font choice for heading. Fake text incoming below.

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.*

*At vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.*

*Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut*

Adobe Garamond Pro Regular Displayed in 10 pt font with Adobe Garamond Pro Bold Displayed in 11 pt font.

Adobe Garamond Pro Regular  
Displayed in 8 pt font with Nuckles Bold  
Displayed in 9 pt font.

Nuckles Book Displayed in 6 pt font with Adobe Garamond Pro Bold  
Displayed in 6 pt font.

## The CAMENT Logotype & Photography

Expanding on the previous comments, in situations where it is deemed appropriate color may be applied to the logotype.

Particularly with ad campaigns, the logotype is intended to be a lens into the product or as a window into

the intended effects. Reference the photography guidelines for information on selection style.

Below are a demonstration of how to apply the logotype to imagery, below the image selected was simple and may have seemed unbalanced if the



Photographic Logotype Application - Window/Lens



Photographic Logotype Application - Color

typical black logotype variation was used. The colors below represent swatches that were deemed suitable. Notice on the previous page how the color choice for the logotype allows for the logo to be visible but does not detract from the image.

This is purely for illustrative purposes, to convey the thought process behind the CAMENT brand.

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# F29674	# F79879	# 000000
# F39675	# F79981	# 000000
# F79775	# FF9999	# E08C72

## **Use of Symbolism and Illustrative Style**

Part of the tradition of CAMENT as a cosmetics and pharmasuetical company is the continual reinforcement of the imparatnce of science in all aspects of life.

To incoporate this narrative into the CAMENT brand we choose to use illus-

trative styles which draw reference to both scientific drawings and the design of medical documentation and theories on the origin story of humanity.

Below are reference images drawn to emulate the style we seek to achieve in illstraive work which may adorn

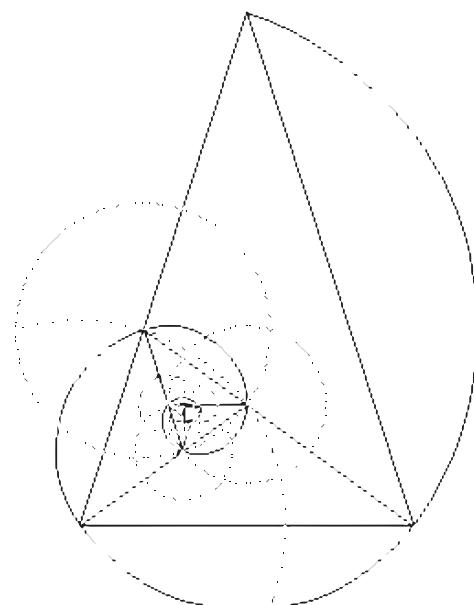


Fig.1

packaging and other branded elements. In the series below there is a particular focus on sacred geometry which is deeply rooted in the thought process behind branded content. See the visual brand influences section of this manual.

Typically with each new launch new branding requirements will be created in terms of the illustrative style as well as the visual brand influences. It is always important to maintain simplicity within designs, occasionally an illustration will be rendered as an icon instead (see The CAMENt Caduceus:

Illustration Process introduction for more information on this topic).

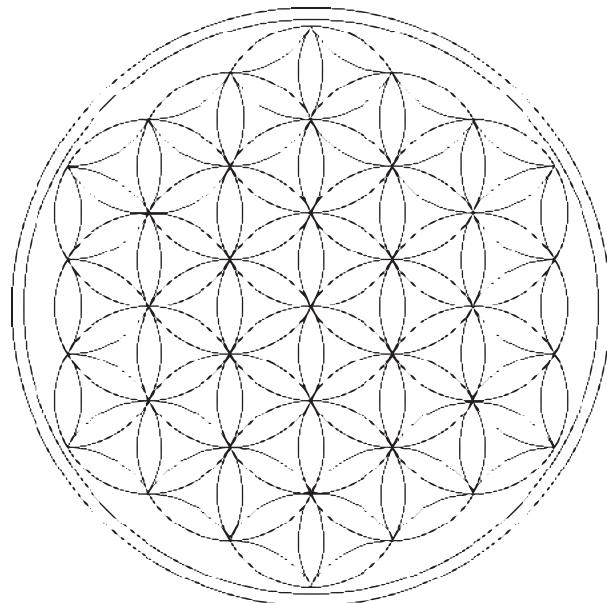


Fig. 2

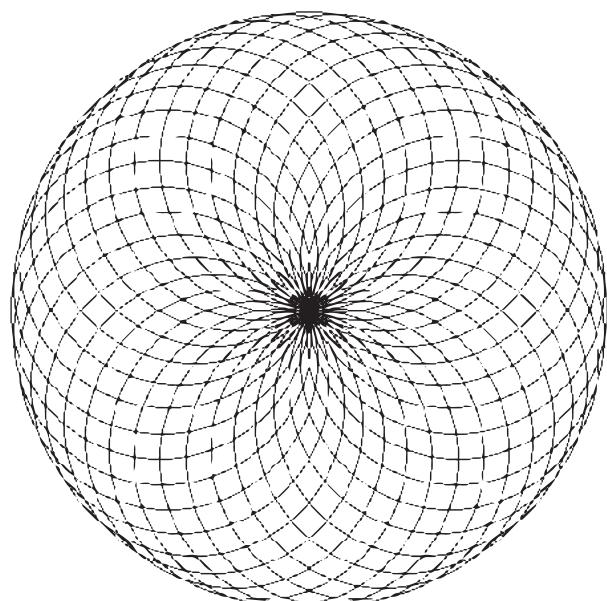


Fig. 3

### **The CAMENt Caduceus: Illustration Process**

1. Fig. 1 illustrates the typical Caduceus as it stands in contemporary usage. It is a figure for healing and has been appropriated by the top brands in the industry. Its applied significance is the basis behind the design.

2. Fig. 2 is the Vesica Piscis, which was regarded by renaissance artists as a symbolic intersection or a mutual or shared vision. The ratio of the axis in this figure is 3 which alludes to the deepest nature of the triune which cannot be adequately expressed by rational language.



Fig. 1

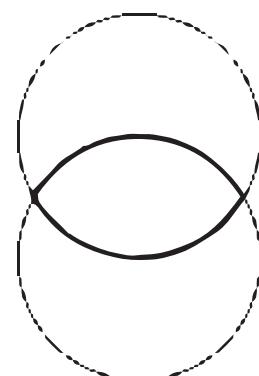


Fig. 2

3. Fig. 3 is the initial foundations of the rendering of the Vesica Piscis using shapes which make sense within the CAMENT vocabulary.

4. The final glyph comes together through the depiction of the Caduceus using forms which can be traced back to the understandings of the Vesica Piscis and CAMENT's brand narrative.

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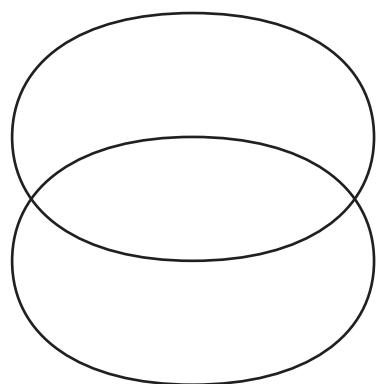


Fig. 3

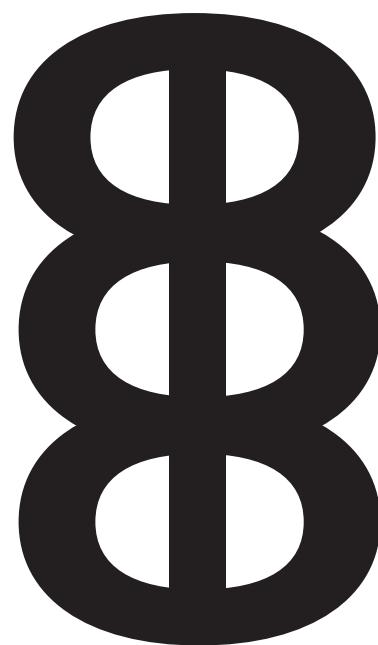


Fig. 4

### **Headquarters Letterhead and Envelope**

CAMENT Headquarters letterheads and envelopes are standard government sizes: 8.5" x 11" (21.6 em. x27.9 em.) letterheads and 4.125" x 9.5" (10.5 em. x 24.1 em.) #10 envelopes. Typically printed on vellum treated to prevent smudging. A 5/16" (.79 em.) cap height CAMENT logotype is always used in

combination with 10/11 pt. Nuckles Book upper and lower case (large typography) and 7/8 pt. Nuckles Book upper and lower case (small typography).

The U.S. Postal Service indicia on the envelope measures  $\frac{3}{4}$ " (1.9 em.).

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**camént<sup>o</sup>**

Happiness is a drug.  
Chicago, IL  
60601.

Reply to Attn. of:

CAMENT Psycho-  
Pharmaceuticals LLC.

Mail Code \_\_\_\_\_  
Chicago, IL 60601.  
Official Business  
Priority for Private Use 2000

**camént<sup>o</sup>**



Postage and Fees Paid  
Chicago, IL  
CAMENT - 825

**CAMENT Labs Letterhead and Envelope**

CAMENT Labs letterheads and envelopes are standard government sizes: 8.5" x 11" (21.6 em. x 27.9 em.) letterheads and 4.125" x 9.5" (10.5 em. x 24.1 em.) #10 envelopes.

A 5/16" (.79 em.) cap height CAMENT Labs Custom logotype is always used

in combination with 10/11 pt. Nuckles Book upper and lower case (large typography) and 7/8 pt. Nuckles Book upper and lower case (small typography).

The U.S. Postal Service indicia on the envelope measures %" (1.9 em.).

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CAMENT Labs  
Psycho-  
Pharmaceuticals LLC.

Grand Forks, BC  
V0H 1H0.

Reply to Attn. of:



CAMENT Labs  
Psycho-  
Pharmaceuticals LLC.

Mail Code \_\_\_\_\_  
CANADA V0H 1H0.  
Official Business  
Penalty for Private use \$500



Postage and Fees Paid  
CAMENT LLC  
CAMENT 568

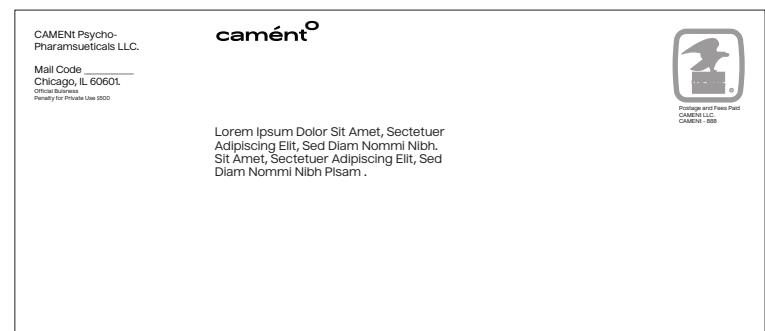
## **Typing Style**

The illustration below shows the standard typing style for CAMENT letterheads and envelopes.

The left margin in the typography at the top of the letterhead establishes the left typing margin . All typed information begins on this margin.

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Line spaces are to be used instead of paragraph indents.

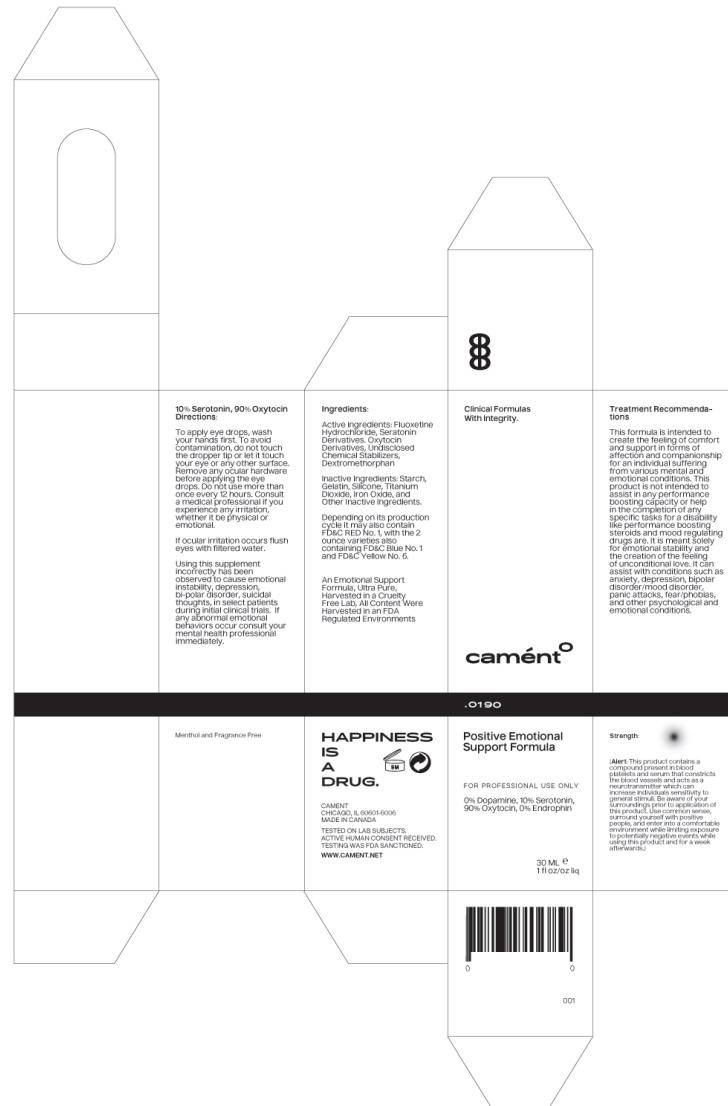


### **CAMENT Package Design - Unicarton**

The current CAMENT unicarton packaging as it stands is depicted below. For additional assets and templated information please contact the R&D team at CAMENT's HQ for the assets regarding the unicarton package requirements.

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Shown below is an inuse example for the physco-psychotic unicarton design launching in 2020.

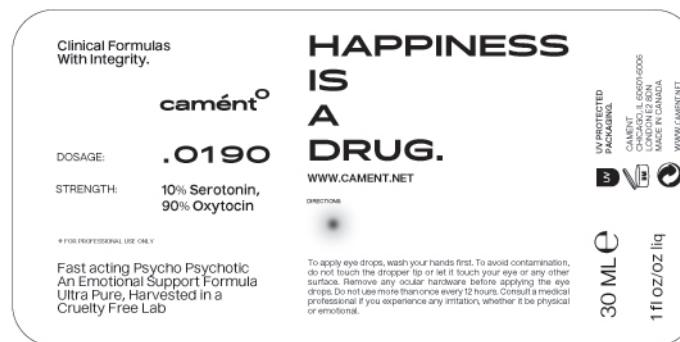


## **CAMENT Package Design - Label**

The current CAMENT adhesive label as it stands is depicted below. For additional assets and templated information please contact the R&D team at CAMENT's HQ for the assets regarding adhesive label requirements.

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Shown below is an in-use example for  
the physco-psychotic label `design  
launching in 2020.





The pages of the CAMENT Visual Guideline Manual, listed in sequential order, are officially in effect as of January 1, 2020.

See volume two of this manual for advertising, event, and space design guidelines.