



# THEPHARMACY®

Evolution In Media

## LOGO STYLE GUIDE

### FULL LOGO

Only placed against white or red  
Always including Evolution in Media



### TYPELOGO SOLO

Only placed against white or red  
Against black is an exception only to be used on non-paper materials  
Always including Evolution in Media



### CHIMP SOLO

Always aligned to the bottom edge of the page  
Only placed against black, white or red  
Always white outlined





### ADDRESS BAR

Only placed against white or red  
First letter of new word in corresponding colour  
All lines are justified by default or by font spacings

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 **PANTONE 485 U**  
CMYK: 0-95-100-0  
RGB: 238-50-36  
#: EE3224

 **CMYK: 74-67-66-84**  
RGB: 10-10-10  
#: 0A0A0A

**UNIVERS 55 Roman**  
**UNIVERS 65 Bold**