



## BRAND GUIDELINES



# AN INTRODUCTION TO CUSTOM PHARMA SERVICES

## For Clinical and Commercial, Custom Can!

We are experts at drug product development taking your compound through the clinical phase all the way to commercialisation.

Custom Pharma Services is a full service contract development and manufacturing organisation (CDMO). Based in Brighton, UK, offering the full spectrum of services for drug product development and commercial manufacturing.



## AN INTRODUCTION TO OUR BRAND

It is essential to have clear and consistent messaging and visual identity for any organisation to increase brand recognition and credibility. Adhering to a set of guidelines ensures that all communications and materials created by the company convey a consistent message and align with the company's brand values and goals.

Following these guidelines will help to create a cohesive and professional image for the company, regardless of who is creating or delivering the communications. This will make it easier for the target audience to identify and engage with the company, increasing its overall impact and effectiveness.

It is important to note that these guidelines should be followed not only when creating external communications but also when creating internal materials, as they help to reinforce the company's values and goals among its employees.

Overall, consistent use of messaging and visual identity is key to building a strong and recognisable brand, and following these guidelines will help to achieve this goal.



## LOGO

Primary logo on white background.

Custom Pharma Logo



Custom Pharma Logo with strapline



## LOGO

Please use the correct logo colours when placing on various backgrounds.

Custom Pharma Logo



Custom Pharma Logo with strapline



## LOGO

Please use the correct logo colours when placing on various backgrounds.



✓ Use the light logotype colouring on dark backgrounds.



✓ Use the core logotype colouring on light backgrounds



✓ Black is another accepted background colour



✗ Do not use any other background colours apart from the two above.



✗ Do not change the colour, stretch or rotate the logotype.

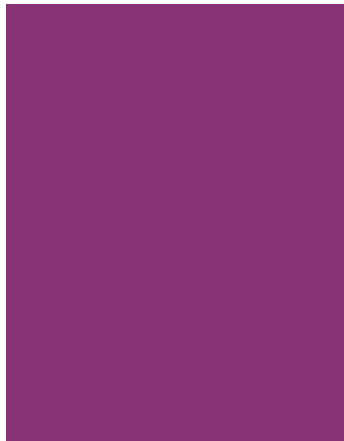


✗ Do not change the colour, stretch or rotate the logotype.

# COLOURS

These colours are representative of the Custom Pharma Services brand.

## Primary Logo Colours



PANTONE: 512c  
CMYK: 55.91.18.16  
RGB: 135.51.118  
HEX: #873376



PANTONE: 144c  
CMYK: 0.50.100.0  
RGB: 243.146.0  
HEX: #f39200

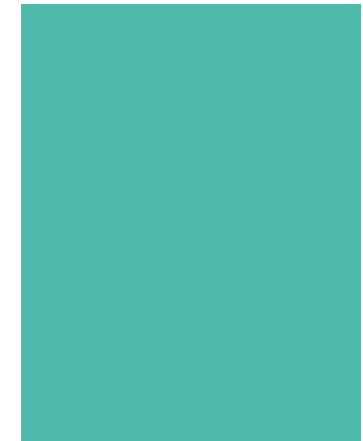


PANTONE: 382c  
CMYK: 39.0.100.0  
RGB: 178.203.7  
HEX: #b2cb07

## Secondary Colours



PANTONE: 425c  
CMYK: 0.0.0.80  
RGB: 87.87.86  
HEX: #575756



PANTONE: 3258c  
CMYK: 66.0.40.0  
RGB: 79.186.171  
HEX: #4fbaab

## TYPOGRAPHY

Our primary typeface is the **Proxima Nova** family. This should be used on all brochures, exhibition stands and adverts.

Proxima Nova Thin

Proxima Nova Light

Proxima Nova Regular

Proxima Nova Medium

Proxima Nova Semibold

Proxima Nova Bold

Proxima Nova Extra Bold

**Figtree** should be used on all powerpoint presentations and word documents.  
<https://fonts.google.com/specimen/Figtree>.  
Recommended size for body font is 10pt.

Figtree Light

Figtree Regular

Figtree Medium

Figtree Semi Bold

Figtree Bold

Figtree Extra Bold

Figtree Black

**Calibri** should be used on all emails.  
Recommended size for body font is 11pt.

Calibri Light

Calibri Regular

*Calibri Italic*

**Calibri Bold**

***Calibri Bold Italic***



## BRAND IMAGERY

When taking or selecting photos, it is important to ensure they are consistent with the tone of the Custom Pharma Services brand. Use images with bright, natural lighting, featuring subjects who appear professional.





## HELP AND ADVICE

If you have questions, or needs that are not addressed in this document, please contact:

**Joanna Disley, Marketing Director**  
[joanna.disley@custompharma.co.uk](mailto:joanna.disley@custompharma.co.uk)