MONICOS

PHARMACY

STYLE GUIDE

This style guide for Monicos Pharmacy has been created with the purpose of helping you represent the brand in a correct, consistent and recognizable way.
It standardizes guidelines for the proper use of colors, fonts, applications and spacing of the logo.
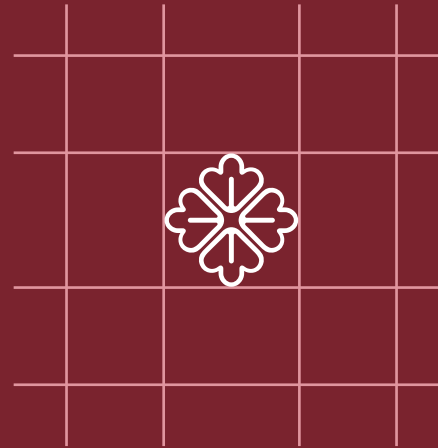
By making proper use of this guide, you will be able to lay the foundations for any type of graphic application, as well as how the brand will be positioned making presence in the market.

LOGO APPLICATION

Imagotipo

MONICOS
PHARMACY

Imagotipo

COLOR PALETTE

1

PANTONE 188C	#6a2831	C48 M96 Y80 K25	R106 G40 B49

2

PANTONE 508C	#d7b680	C15 M33 Y57 K00	R215 G182 B128

TYPOGRAPHY

A

GILROY EXTRA BOLD

A B C D E F G
H I J K L M N
Ñ O P Q R S T
U V W X Y Z

1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY

Aa

Agenda

Regular

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
abcdefghijklmnñopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Medium

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
abcdefghijklmnñopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0

Bold

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z
abcdefghijklmnñopqrstuvwxyz
1 2 3 4 5 6 7 8 9 0