



BRAND GUIDELINES

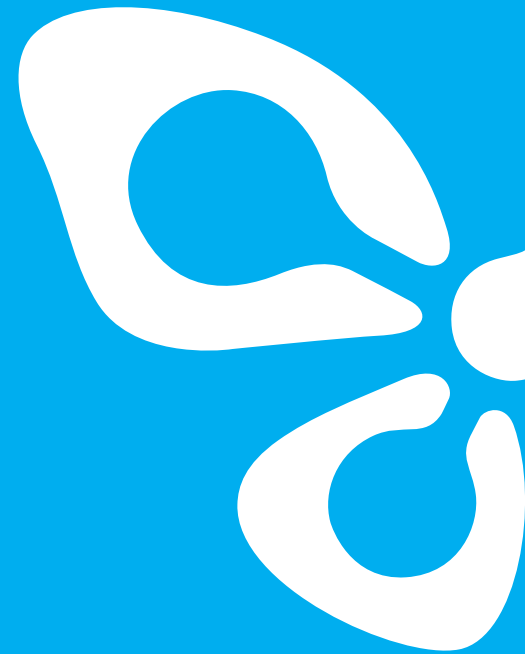
WEB VERSION

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INTRODUCTION

- Importance of a Strong Visual Identity
- The Brand Evolved
- New Brand Identity



Importance of a Strong Visual Identity

The Ipca logo is the primary symbol of our organization. It helps our customers worldwide identify us for who we are and what we stand for.

As an organization, we touch the lives of countless people and help them get healthy. This attitude to work must apply to our communications as well.

This document will help us work together to create consistent branded communications for Ipca; one that will build healthy recognition for the brand.

The Brand Evolved

Ipca has been continuously evolving since 60 years.

Today, as a fully-integrated pharmaceutical company, we manufacture over 350 formulations and 80 APIs for various therapeutic segments, and partner healthcare globally in over 110 countries.

As our stature continues to grow with each passing day, our brand identity has evolved too.



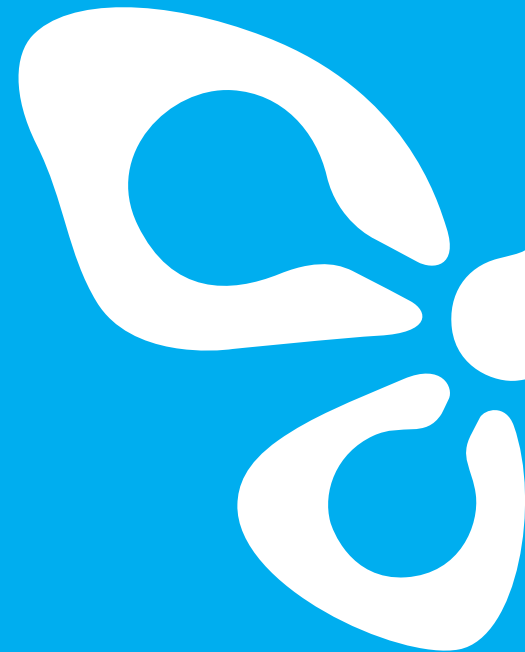
New Brand Identity

Modern, dynamic yet warm and friendly, energetic yet sensitive, our new identity is reflective of an organization that works as equal partners with global pharmaceutical leaders.



BRAND IPCA

- Genesis
- Symbol
- Typeface
- Expression



Genesis

A healthy life is what drives us and is the reason for Ipca's existence. We believe that where there is life, there must be health; and where there is health, there must be Ipca.

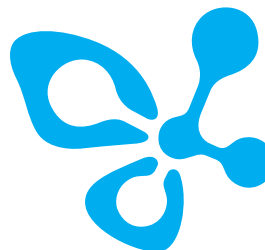
This thought was the seed that grew into the new identity.

Symbol

The *butterfly* represents life at its energetic best. A molecular structure within the butterfly symbolizes Ipca's pharmaceutical role of keeping life healthy and active.

The butterfly is in flight, matching the soaring aspirations of the company. And its nature to flit from flower to flower is synonymous of Ipca touching all aspects of life.

The Ipca blue colour is associated with - healing, trust, understanding, wisdom and confidence - traits that are second nature to a pharmaceutical company.



Expression

As our work mirrors life, the tagline *A dose of life* expresses what Ipca lives by in a clear, direct and engaging manner.

It is a promise we at Ipca make to ourselves and the world at large, of touching all aspects of life and helping it bounce back to health.

A dose of life



Typeface

Myriad is a modern, sans-serif typeface. It lends a smart styling to the logo, apart from making it easily readable and recognizable.

The colour black gives a sense of solidity and a commanding presence to Ipca; apt for a 60-year old successful company.

Ipca
A dose of life

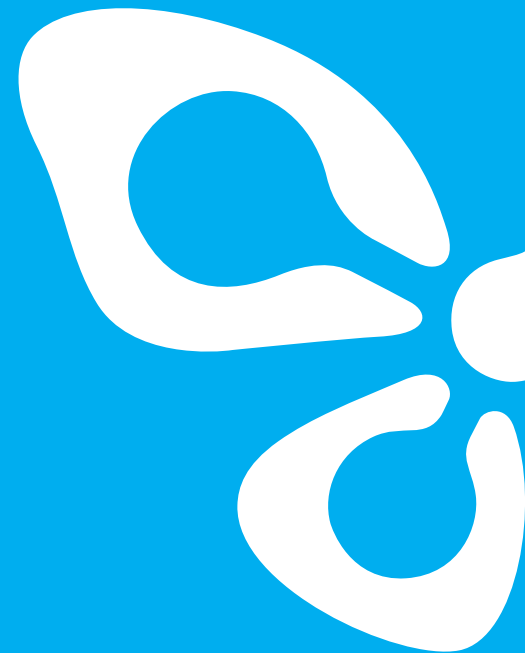
The logo features the word 'Ipca' in a bold, black, sans-serif font. The letter 'i' has a lowercase dot. Below 'Ipca', the tagline 'A dose of life' is written in a smaller, blue, sans-serif font.

 Ipca
A dose of life

The logo features a blue icon on the left, which is a stylized flower or molecule with four rounded petals or lobes. To the right of the icon, the word 'Ipca' is written in a bold, black, sans-serif font. Below 'Ipca', the tagline 'A dose of life' is written in a smaller, blue, sans-serif font.

LOGO BLUEPRINT

- Configuration
- Clear Space
- Colours
- Single-Colour Usage
- Scaling and Minimum Size
- Backgrounds
- Don'ts
- Formats
- Communication Typeface
- Colour Palette



Configuration

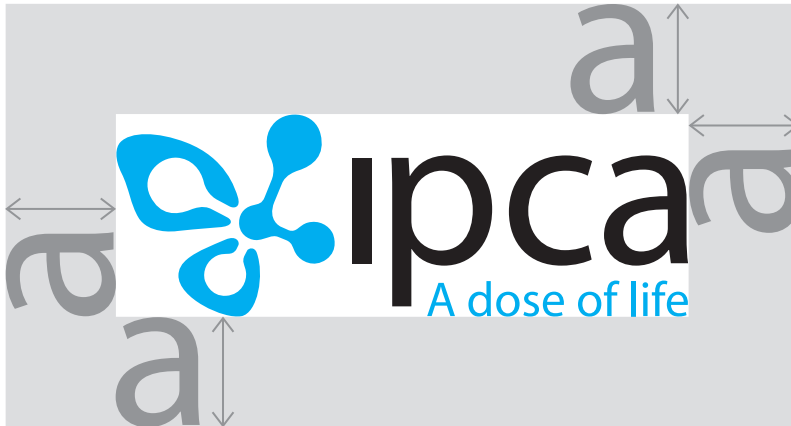
The logo is followed by the tagline which is aligned to the same baseline as the symbol.

The distance of the tagline from the wordmark is similar to the distance of the symbol from the wordmark.

Please note the logo configuration will remain the same even if the logo is used without the tagline.



Clear Space



Clear space is the minimum 'breathing room' maintained around the logo to ensure it is easily identifiable as well as visible and legible wherever it appears. It also defines the minimum distance between the logo and the edge of a printed piece.

Always surround the Ipca logo with the amount of clear space shown. This clear space is equal to the height of the alphabet 'a' from the wordmark. Do not position any text, graphic elements, or other visual marks inside the recommended clear space.

Please note that this distance may sometimes be adjusted for select online or exterior signage applications where space is limited.

Colours



Use this version for print applications.

Symbol and tagline (Ipca Blue):

Pantone Process Cyan C

CMYK C100 M0 Y0 K0

Wordmark (Black):

Pantone Process Black C

CMYK C0 M0 Y0 K100

Use this version for online applications.

Symbol and tagline (Ipca Blue):

RGB R15 G175 B240

Web #0fa0

Wordmark (Black):

RGB R0 G0 B0

Web #000000

Please note that the molecules within the butterfly wing are transparent. The background on which the logo is placed should be seen through them.

Single-Colour Usage



1-Colour

Use this version when the application requires a single colour.

Pantone Process Cyan C

CMYK C100 M0 Y0 K0

RGB R15 G175 B240

Web #0fa0



White

Use this version when the application is required in white as the background is dark.

CMYK C0 M0 Y0 K0

RGB R255 G255 B255

Web #ffffff



Black

Use this version when the application requires a black logo.

Pantone Process Black C

CMYK C0 M0 Y0 K100

RGB R0 G0 B0

Web #000000

On blister packs, please note the single-coloured logo will match the respective brand's colour.

Scaling and Minimum Size

Scaling the Ipca logo

EPS logo files may be scaled to any size necessary for the application, as long as the minimum size requirements are met with.

Minimum size (with tagline)

Minimum size refers to the smallest allowable logo size. The logo with tagline can be scaled down to a minimum size of 0.75 cm high. Always maintain the logo's aspect ratio when scaling.

Minimum size (without tagline)

Minimum size refers to the smallest allowable logo size. The logo can be scaled down to a minimum size of 0.5 cm high. Always maintain the logo's aspect ratio when scaling.

Minimum size (blister packs)

On blister packs, the single-colour logo can be scaled down to a minimum size of 0.2 cm high. Always maintain the logo's aspect ratio when scaling.



Logo minimum size
(with tagline)



Logo minimum size
(without tagline)

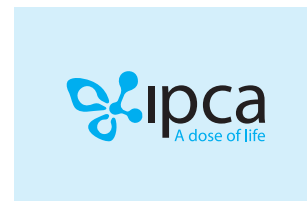
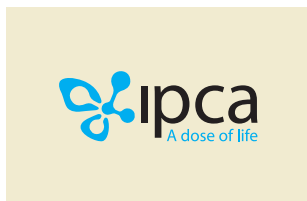


Single-colour logo minimum size
(blister packs)

Backgrounds

Place the logo on backgrounds that provide good contrast and legibility. This ensures that the logo is clearly recognizable.

Please note that the molecules within the butterfly wing are transparent. The background on which the logo is placed should be seen through them.



Don'ts

Ensure that the logo is clearly recognizable by using it properly. Do not alter it under any circumstance. Consider the logo version and the background it is placed on to provide the best legibility. The examples below show various uses to avoid.



DO NOT change the logo's colour.



DO NOT change the logo's proportion.



DO NOT use the logo in a holding box or other shape.



DO NOT rotate the logo.



DO NOT add drop shadows or other effects to the logo.



DO NOT crop the logo.



DO NOT place the logo on a background that reduces its legibility.



DO NOT use the wordmark without the symbol.



DO NOT use the logo on a dark background.



DO NOT place product descriptions with the logo.



DO NOT apply colour within the molecules of the butterfly wing.



DO NOT outline the logo.

Formats

Vector

Vector art is scalable, and is best used for line and fill graphics. A vector logo, irrespective of its file size, can be used for micro printing or scaled up to billboard size, without quality loss.

Vector logo files are provided in the following formats:

- AI (Adobe Illustrator)
- CDR (Corel Draw)
- EPS (Adobe Illustrator)

These vector file formats can also be used to create files in raster formats such as JPG, PNG, TIFF, etc., at any required size.

Raster

Raster art is resolution dependent, and best used for halftone images. It may be scaled down in size but cannot scale up to a larger size without loss of quality. For offset and high quality digital printing, ensure that the resolution of your raster file is at least 266 dpi in the final size you intend to use it at.

Raster logo files are provided in the following formats:

- JPG
- GIF
- PNG
- TIFF



Communication Typeface

Ipca's communication typeface is Myriad Pro. A modern, sans-serif font, Myriad Pro is flexible and easy to read. It is uniquely suited for a wide range of visual communications.

Multiple levels of typographic hierarchy are defined for impact and clarity of our communications.

Myriad Pro Regular

Myriad Pro Italic

Myriad Pro Light

Myriad Pro Light Italic

Myriad Pro Semibold

Myriad Pro Semibold Italic

Myriad Pro Bold

Myriad Pro Bold Italic

Myriad Pro Black

Myriad Pro Black Italic

Myriad Pro Condensed

Myriad Pro Condensed Italic

Myriad Pro Light Condensed

Myriad Pro Light Condensed Italic

Myriad Pro Semibold Condensed

Myriad Pro Semibold Condensed Italic

Myriad Pro Bold Condensed

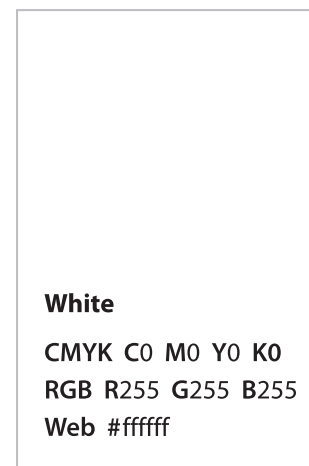
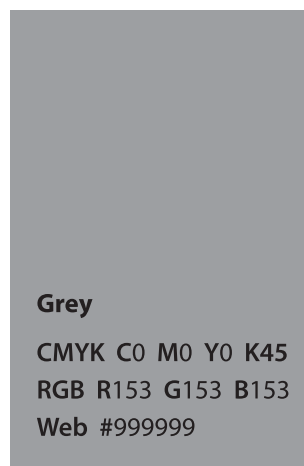
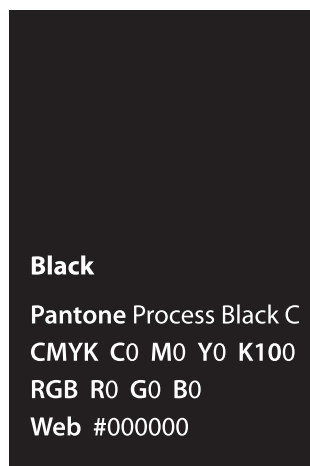
Myriad Pro Bold Condensed Italic

Myriad Pro Black Condensed

Myriad Pro Black Condensed Italic

Colour Palette

The Ipca colour palette is made up of the Ipca Blue and Black and its supportive neutral colours, Grey and White.



If you have any questions regarding the use of the Ipca identity that are not addressed within this document, contact the Communications Division at corp.commn@ipca.com