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Brandbook

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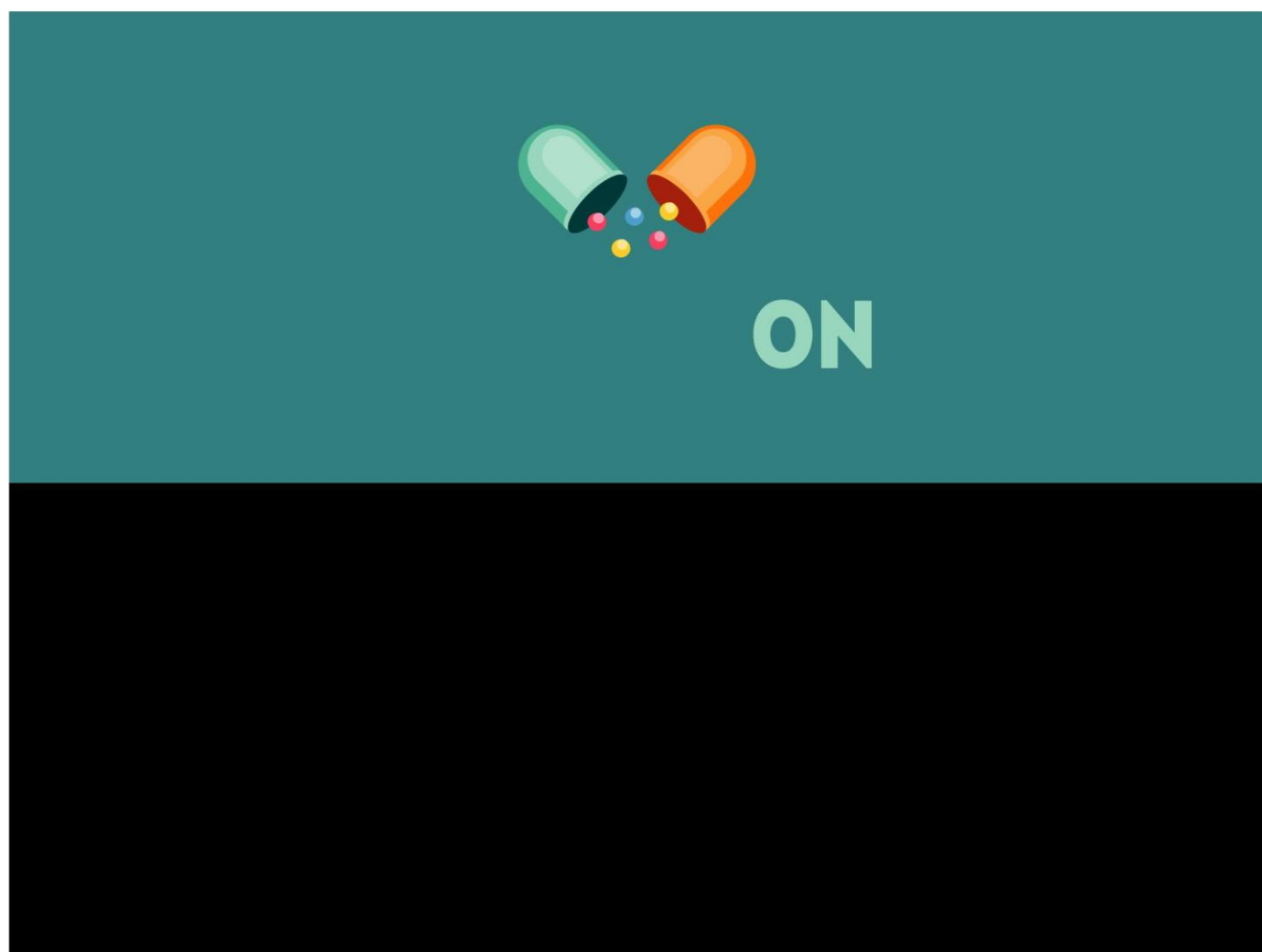## Logo and style basics

1.1. Logo design

The logo consists of the sign and the name "Razzleton".

The key value X equal to the height of the letters in the name is used in the logo design. X is the distance between the text and the main part of the sign. The height of the main part of the logo is 1.6 X. The minimum margins around the logo are X.

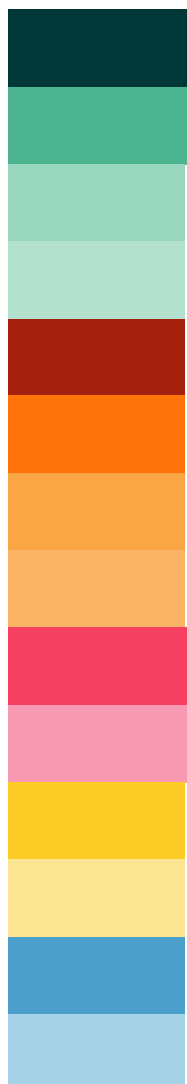## 1.2. Logo options for different backgrounds

1.3. Corporate colors

Background colors

CMYK: 80 25 40 0	#24959B
CMYK: 45 0 20 0	#87D1D1
CMYK: 15 0 5 0	#D6EEF0

Logo colors

CMYK: 90 40 55 20	#006A69
CMYK: 70 0 40 0	#33BCAD
CMYK: 40 0 20 0	#96D5D2
CMYK: 30 0 15 0	#AFDEDC
CMYK: 25 75 100 10	#B05728
CMYK: 0 55 100 0	#F68B1F
CMYK: 0 35 70 0	#FBB161
CMYK: 0 30 55 0	#FCBB7E
CMYK: 0 75 45 0	#F16770
CMYK: 0 40 15 0	#F7ACB5
CMYK: 0 20 85 0	#FFCC40
CMYK: 0 10 40 0	#FFE3A5
CMYK: 70 15 0 0	#29AAE2
CMYK: 35 5 0 0	#9FD2F1

1.4. Corporate typography

Basic font for headings is Catamaran. Extra font for headings and basic text font is Open Sans.

Catamaran Bold
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
Catamaran Extrabold
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
Catamaran Black
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Open Sans Light
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Regular
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Semibold
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Bold
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Open Sans Extrabold
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1.5. Branded elements and background

For documents, visual identity and other branded products backgrounds with corporate colors and gradients are used. Additionally, for these purposes special graphic elements symbolizing the molecular bonds and the cardiogram lines have been created.

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Business style

RAZZLETON

Jayden Woods
www.razzleton.com
+441748220037
admin@razzleton.com

About Compan

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RAZZLETON

RAZZLETON HEALTHCARE LIMITED
110, Upper Tulse Hill London LON,
United Kingdom, SW2 2RR

RAZZLETON

2.1. General recommendations

For front pages, covers and front sides of business cards colored background with a gradient of corporate colors and graphic elements with the appropriate logo version is used. For inner pages, simple documents and back side of business cards white background with graphic elements is used.

2.2. Business Card

Fonts:
- last and first name – 18 pt Open Sans Semibold, CMYK: 90/40/55/20
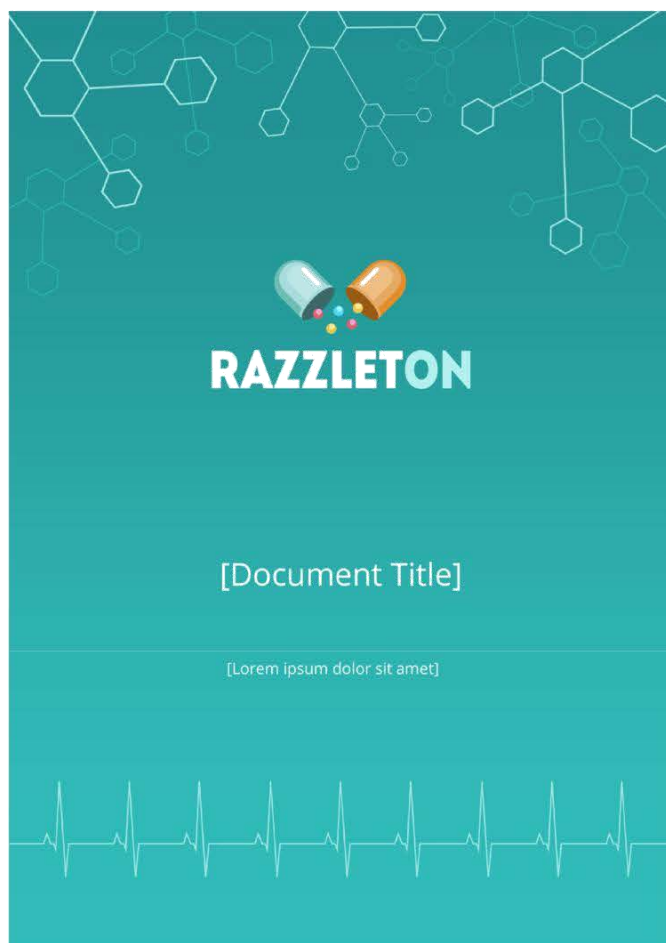- contact details – 8 pt Open Sans Regular, CMYK: 0/0/0/100
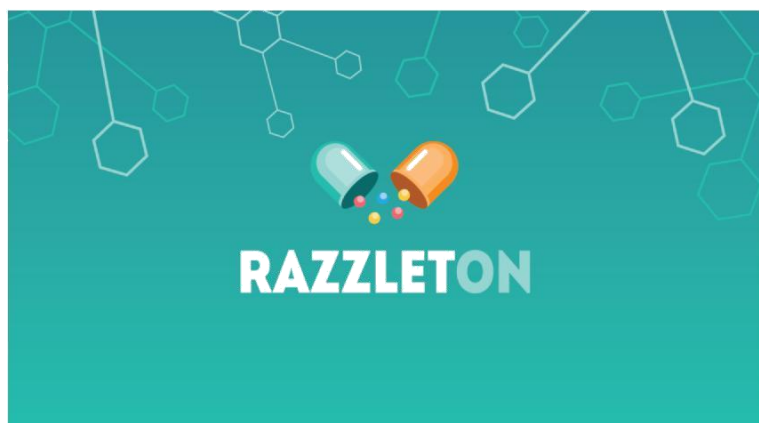
2.3. Letterhead paper

Font:
- headings – 28 pt Open Sans Semibold
- sub-headings– 18 pt Open Sans Semibold
- body text – 14 pt Open Sans Regular

Document margins:
- head margin – 5 cm
- bottom margin – 3,5 cm
- left and right margins –2 cm

About Company

Razzleton HealthCare Limited invites you to participate in a highly profitable business based on wholesale distribution of medicines.

Our company has been in the wholesale drug market since 1995, we have created a flawless system ensuring stable profits for all shareholders of Razzleton HealthCare Limited.

Our mission is to ensure maximum profit for each of our users, while keeping any possible risk at minimum. The opportunity of investing in medicine is now available to everyone. So join us and earn profit while making the world a better place!

110, Upper Tulse Hill London LON, United Kingdom, SW2 2RR

2.4. Folder

The folder is made in accordance with the general guidelines (p. 11). It is desirable that inside the folder there are slots for a business card
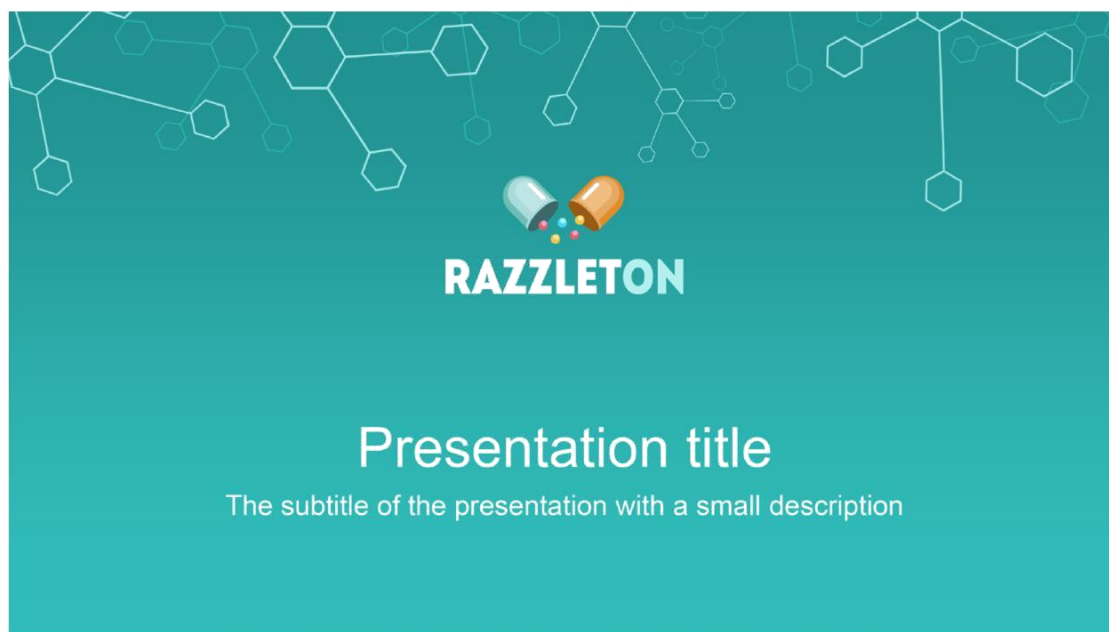
2.5. Envelope

Fonts:
- name of the company – 12 pt Open Sans Bold, CMYK: 90/40/55/20
- address – 12 pt Open Sans Regular CMYK: 0/0/0/100

2.6. PowerPoint presentation

The template presentation is made in accordance with the general guidelines (p. 11). Since corporate fonts may be displayed incorrectly in PowerPoint, it is recommended to use Arial, as an exception.
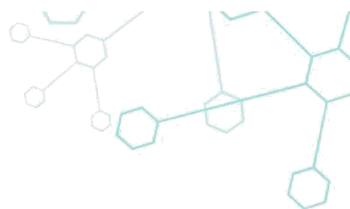
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Promotional materials

3.1. Outdoor advertising

Outdoor advertising is an integral component of the brand. The advertising images must be clean, positive and not overloaded with details, the message of the slogan must be brief.

3.2. Advertising in the press

Advertising in the press is one of common types of advertising. These can be articles and separate ad units. When creating them follow general guidelines for business style (p. 11). Use clean, positive and not overloaded with details images.

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Souvenirs and merchandise

4.1. Desk flag

Two options for desk flags are possible: with white and corporate dark turquoise background (CMYK: 80/25/40/0). The logos are printed in the center in accordance with the recommendations on the use of the logo (p. 5). Margins around the logo must be not less than its height.

4.2. Mug

You may use two types of mugs: of white and dark turquoise material. The logos are printed in the center in accordance with the recommendations on the use of the logo (p. 5). Depending on the shape of the mug the logo must be placed so that it is fully visible in one of the projections.

4.3. Pen

Only the text part of the logo is applied on pens. Pens may be white and dark turquoise.

4.4. T-shirt

T-shirts may be white and dark turquoise. Logos are printed on the chest level in accordance with the recommendations on the use of the logo (p. 5). The side margins of the logo must be not less than its height.