

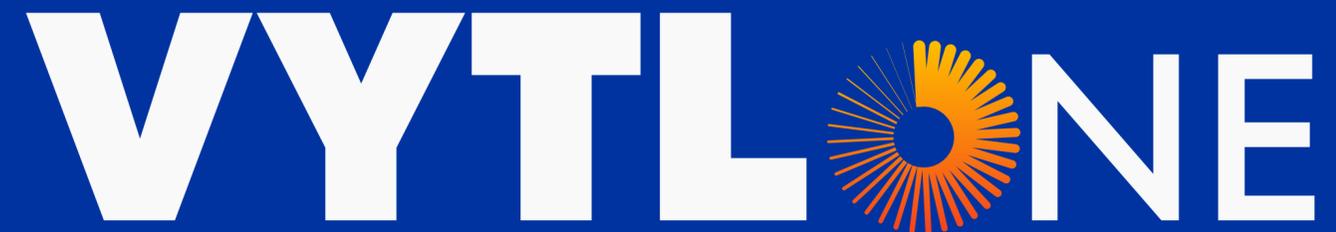


Brand Guidelines

Logo

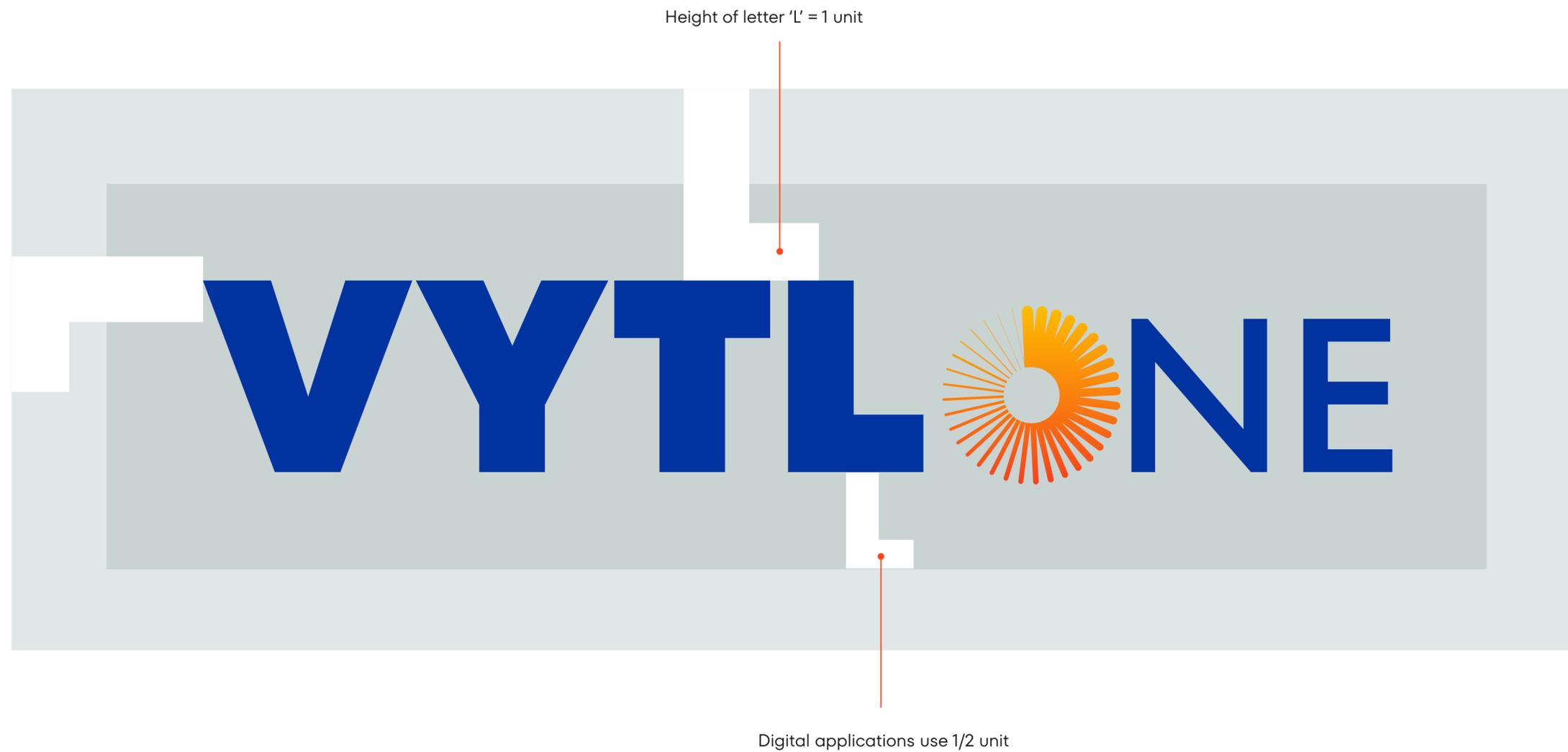
Primary Logo

The primary logo is horizontal with the mark playing the role of the 'o' in the logotype. This is to be used almost all the time, but the latter vertical orientation can be used in certain circumstances.



Safe areas

The safe area guarantees that elements do not infringe upon the logo itself. Note that for digital, the safe area is 1/2 unit as opposed to 1 unit for other applications (print, out of home, TV, etc).



Mark

The logo mark is the main defining element of the brand. We call it the Virtuous Circle.

It has meaning that applies to the VytOne brand, and should be used properly in all circumstances.

The logo mark is a series of lines arranged circularly with the weight of the line increasing in size as it revolves around the center axis. Representing one prescription at a time fueling growth and positive outcomes.

Represents momentum, growth, positivity, vibrance



The gradient creates movement and vibrancy to signal a positive circle of impact – growing revenue within and reinvesting in higher patient outcomes, creating a healthier healthcare ecosystem.

Inappropriate Usage

As much as we like to break rules, sometimes we need them to help maintain brand consistency:

This is the proper use of the logo.



Do not tighten tracking of our logotype.



Do not change the angle or stretch when presenting logo and logotype.



Do not use an adaptation that wasn't provided with the branding package.



Do not put a stroke weight, shadow, glow or some other goofy effect on logo.



Do not use a different font for the logo.



Color system

The color palette consists of 8 colors: with blue as the primary and orange as the secondary. The tertiary colors support the brand in order to provide color flexibility and consistency.

Primary

Indigo

HEX 0033A0

RGB 0 51 160

CMKY 100 91 2 1

Secondary

Coquelicot

HEX FF471A

RGB 255 71 26

CMYK 0 86 96 0

Tertiary

Amber

HEX FFBF00

RGB 255 191 0

CMYK 0 27 100 0

Leaf

HEX 20D600

RGB 32 214 0

CMYK 70 0 100 0

Sky

HEX 0AFFED

RGB 10 255 237

CMKY 53 0 21 0

Pearl

HEX FAFafa

RGB 250 250 250

CMKY 1 1 1 0

Midnight

HEX 1E1E1E

RGB 30 30 30

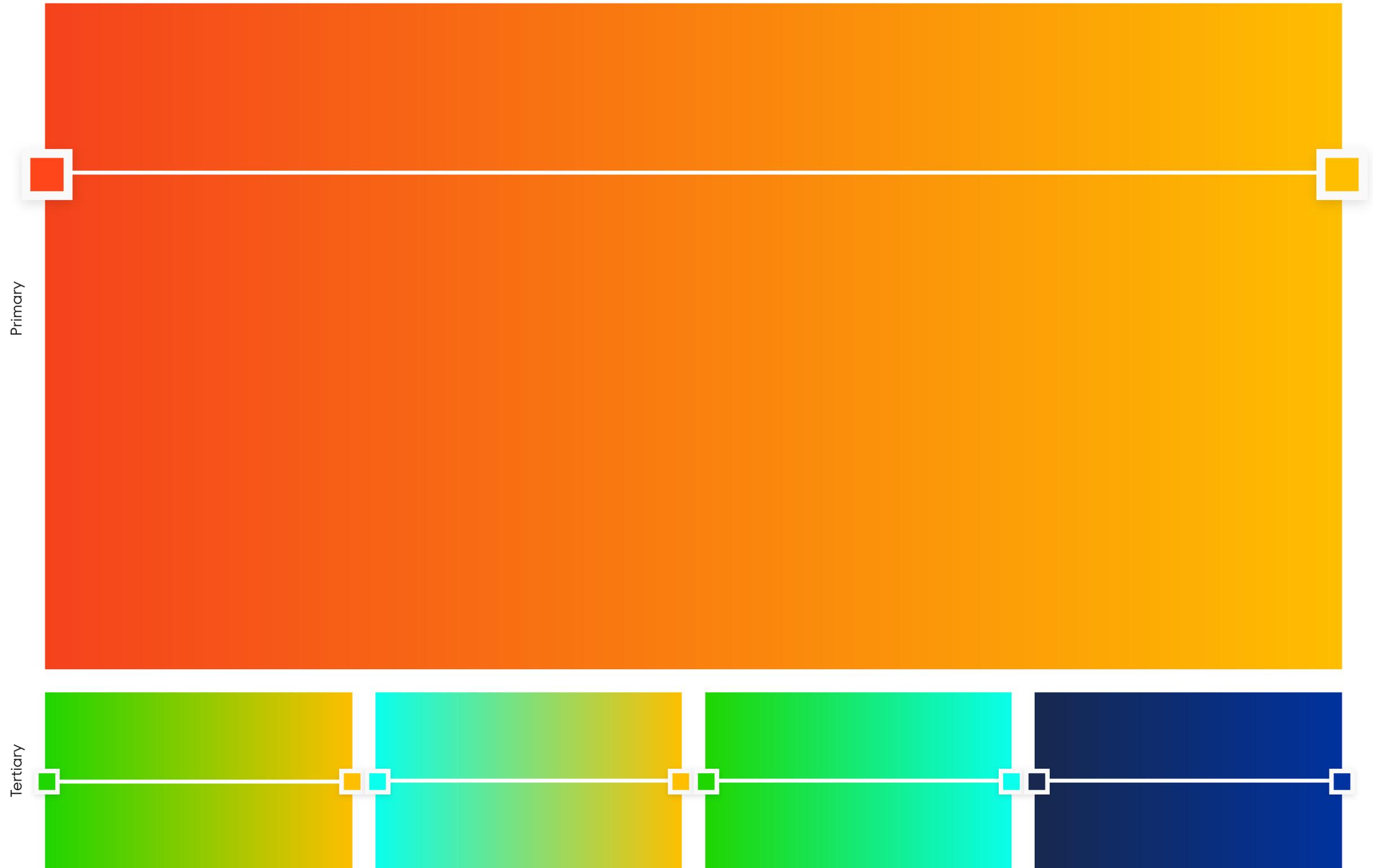
CMYK 72 66 65 75

Neutrals

Gradients

Gradation evokes energy and health by creating a sense of movement, flow, and vitality that mirrors the dynamic nature of well-being.

There are 5 gradient styles in the color system; the primary being the gradient within the logo.



ADA Guide

The purpose of this section is to describe how to properly use the brand colors and maintain ADA compliance of WCAG 2.1 AA.

Small text

The background is the primary surface color (Pearl, #FAFAFA).

The text is the primary text color (Midnight, #1E1E1E).

The background is the brand surface color (Coquelicot, #FF471A).

The text is the primary text color (Midnight, #1E1E1E).

The background is the primary surface color (Midnight, #1E1E1E).

The text is the primary text color (Pearl, #FAFAFA).

The background is Sky, #1E1E1E).

The text is the primary text color (Midnight, #1E1E1E).

The background is Amber #FFBF00).

The text is the primary text color (Midnight, #1E1E1E).

The background is the primary surface color (Indigo, #1E1E1E).

The text is the primary text color (Pearl, #FAFAFA).

Large text

Background:
Pearl
Text:
Midnight

Background:
Coquelicot
Text:
Midnight

Background:
Midnight
Text: Pearl

Background:
Sky
Text:
Midnight

Background:
Amber
Text:
Midnight

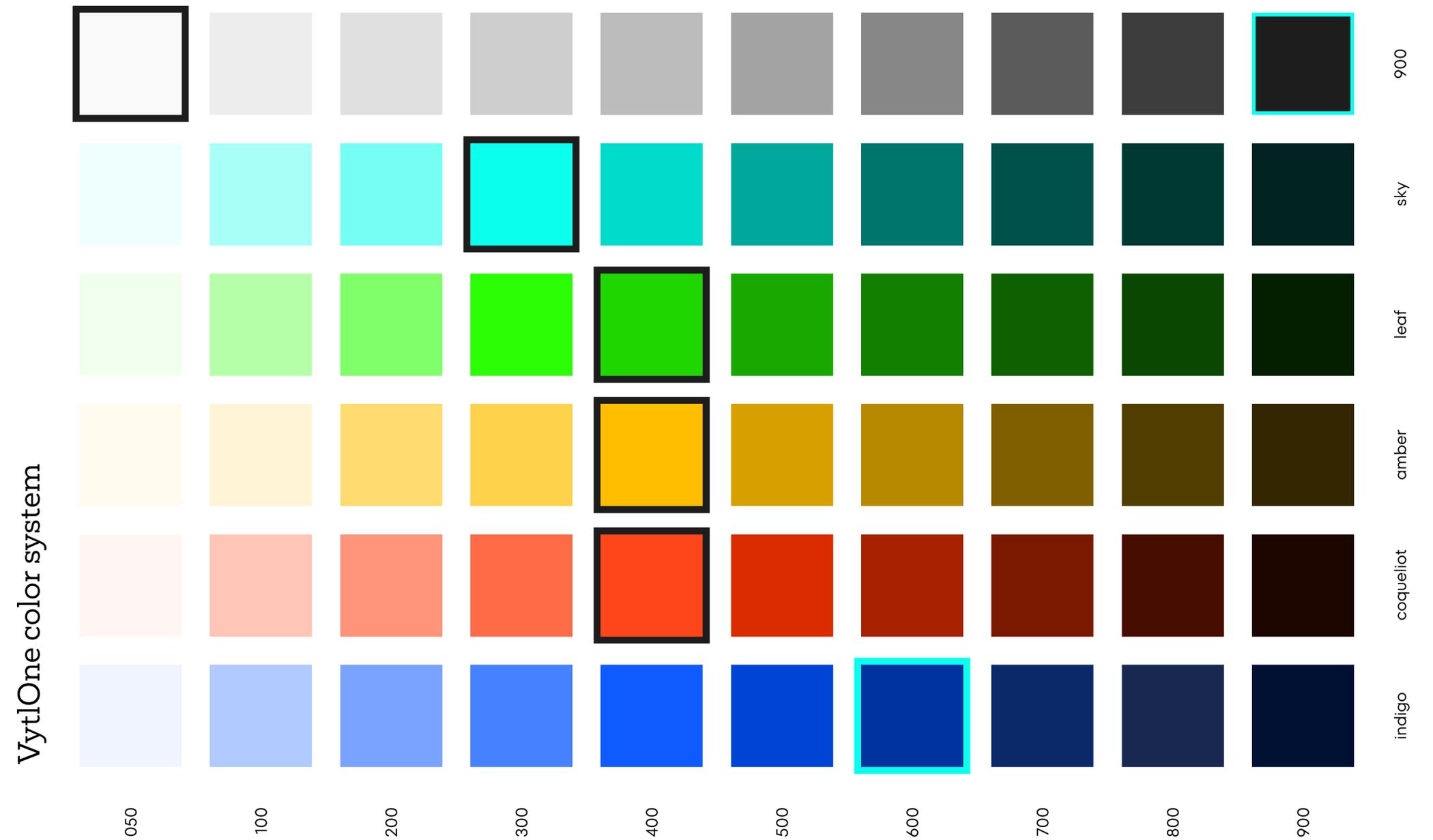
Background:
Indigo
Text: Pearl

Color system

For every brand we develop for, we create an expanded set of tints for all colors so there is a harmonious color system for use with digital, most notably ADA requirements flexibility.

The darker color is based on the more vibrant color, so it is in harmony with the brand.

The brand colors are outlined in black and blue.



VytlOne color system

Typography

Typography

The primary font, is Mokoko variable. It is meant for headlines mainly, but can also be used as secondary body copy and subheads.

Why Mokoko?

Mokoko is a rounded slab-serif typeface that brings warmth, friendliness, and approachability to our brand. Its soft curves and clean structure strike the right balance between professional clarity and personal care—making it an ideal choice for a pharmacy that serves diverse communities with compassion and reliability.

Brand Alignment:

- Approachability: The rounded forms reflect our welcoming, patient-first philosophy.
- Legibility: Mokoko’s clean design ensures high readability across print, digital, and packaging formats.
- Modern Care: It gives our brand a contemporary yet caring tone, positioning us as both progressive and trustworthy in the healthcare space.

Mokoko Variable

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Foundry:

Dalton Maag
London UK

Weights:

Variable
Thin
Light
Regular
Medium
Bold
XBold
Black

Typography

The secondary font, which is used in the logotype itself, is TT Fors Variable. It is meant for body copy, but can also be used as secondary headlines and subheads.

Why TT Fors?

TT Fors is a clean, geometric sans-serif typeface that communicates precision, trust, and modernity—qualities essential to a pharmacy brand. Its structured, contemporary forms project professionalism without feeling cold, making it ideal for conveying important health information with clarity and authority.

Brand Alignment:

- **Legibility:** Designed with readability in mind, TT Fors works well in both large and small sizes, ensuring dosage, safety, and product details are easy to understand.
- **Trust:** The geometric design reflects consistency and reliability—key values in pharmaceutical care.
- **Modern:** TT Fors brings a sleek, future-forward tone that aligns with innovation in health and wellness.

TT Fors Variable

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Foundry:

TypeType
United States

Weights:

Variable
Thin
ExtraLight
Light
Regular
Medium
DemiBold
Bold
ExtraBold
Black