Brand Guidelines

April 2026

Introduction

This guide outlines how to use the DISPROPHAR brand consistently across all platforms. It covers the logo, color palette, and visual elements to maintain a clear and unified brand identity in every communication, both inside and outside the company.

Logo

Our Logo

The DISPROPHAR identity is built as a modular logo system designed for flexibility across different applications while maintaining a strong and consistent brand presence.

The system is composed of:

- A refined “dp/ infinity loop” symbol for recognition.
- A clean wordmark for clarity and authority.
- Optional elements to communicate function or heritage.



Icon



Wordmark

DISPROPHAR
Distribution *et* Promotion
de Produits Pharmaceutiques

Descriptor

Logo variation/

Primary Logo



Full Version

Composition:
Icon + Wordmark + Descriptor

Usage:

- Website headers
- Official documents
- Presentations
- Initial brand communications

Purpose:
Provides full context about the company's activities and positioning.



Logo variation/

Secondary Logo

stacked version



wide version



Standard Version

Composition:
Icon + Wordmark

Usage:

- Social media
- Marketing materials
- Packaging
- General brand applications

Purpose:
Balanced and versatile version for everyday use.





Logo variation/

Signature Logo

stacked version



wide version



Heritage Version

Composition:
Icon + Wordmark + Legacy text

Usage:

- Corporate communication
- Brand storytelling
- Institutional materials

Purpose:
Highlights credibility, experience, and legacy.





Logo Misuses

Our logo is thoughtfully crafted to reflect our identity and core values. It serves as a visual expression of who we are and what we stand for.

To maintain consistency and protect our brand, it's important that the logo guidelines are followed carefully at all times. Below are some common mistakes to avoid, ensuring the logo is always presented correctly and professionally.



Do not use gradients



Do not rotate the logo



Use only the official logo colors



Do not outline the logo



Do not distort the logo proportions



Do not apply effects such as shadows or glows to the logo



Do not alter any elements of the logo



Avoid placing the logo on busy or low-contrast backgrounds



Do not substitute other typefaces for the official wordmark

Color

Color

The Disprophar color palette is simple, bold and intentional.

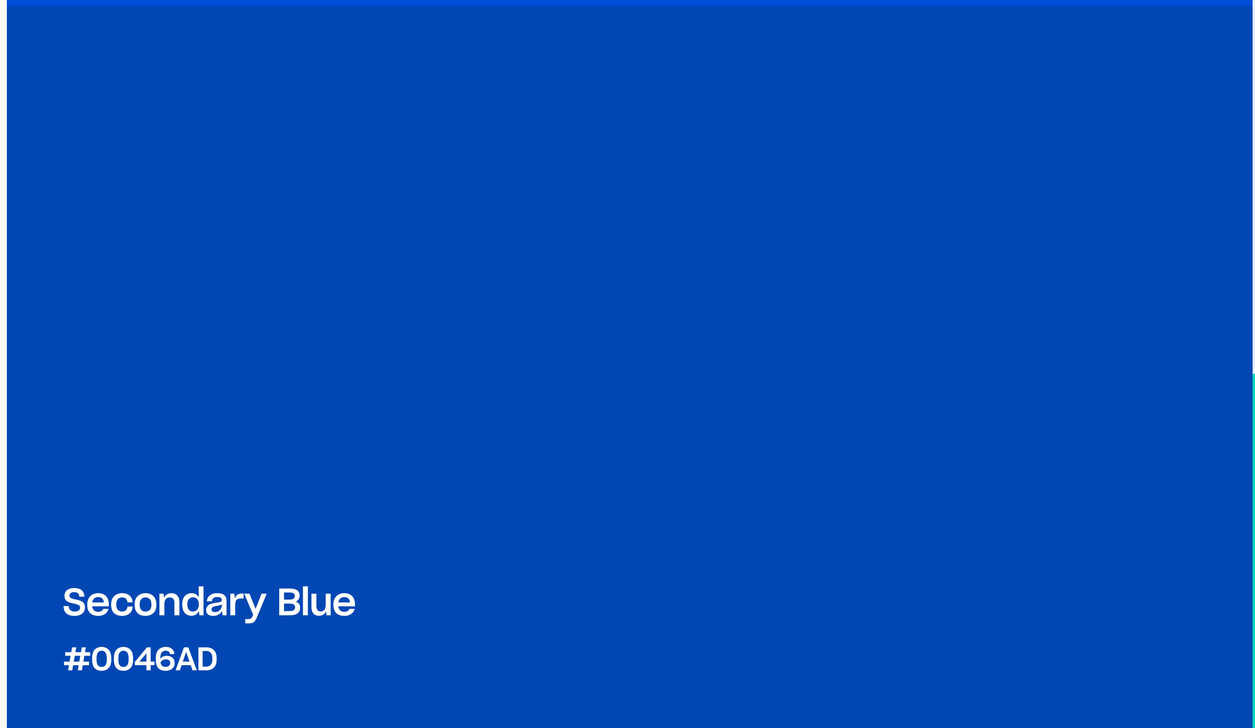
Primary Blue is our lead color; confident, trustworthy, and unmistakably us. It carries the most visual weight and our brand legacy.

Secondary Blue provides balance and contrast. It is mostly used for pairing and to create clarity and legibility.

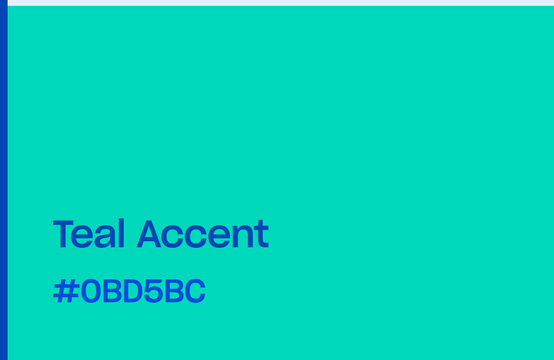
Light Blue is used to create softer areas when white is not needed. Use it to create clean backgrounds or soft sections.

Teal Accent supports the brand and does not compete with the main colors. Use it sparingly to create highlights, call-to-action and key information.









Typography

Typography

Our brand uses 3 main typefaces: Nexa, Manrope, and DM Serif Text.

Nexa Bold is used for headlines to create strong visual impact. Manrope is used for subheadlines, captions, and call-to-actions due to its clarity and readability. DM Serif Text is used for annotations and highlights, adding style and emphasis.

Link:

Nexa
https://fonts.adobe.com/fonts/nexa

Manrope
https://fonts.google.com/specimen/Manrope

DM Serif Text
https://fonts.google.com/specimen/DM+Serif+Text

Primary Typeface: Nexa Bold — for Headline

AaBbCdDd

Secondary Typeface: Manrope — for Subheadline and Body

AaBbCdDd

Tertiary Typeface: DM Serif Text — for annotation and highlight

AaBbCdDd

Example



Use Cases & Applications

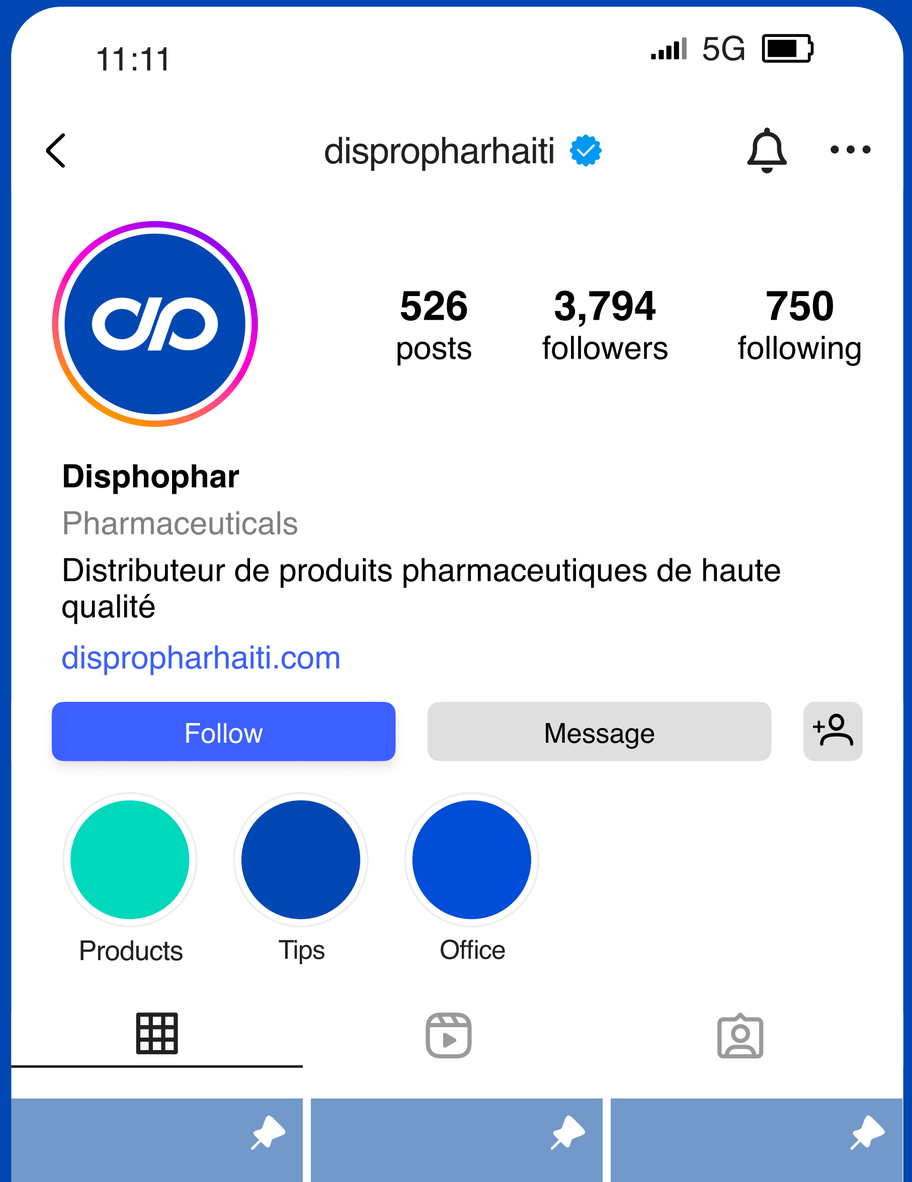
Mockup

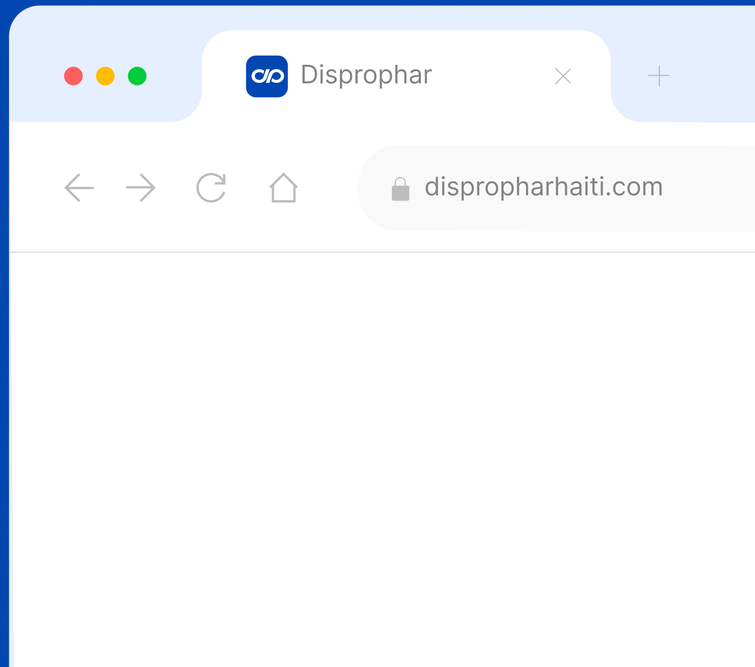
Social Media

Icon mark.
Best for recognition at small scales.

Use cases:

- Social media profile
- Watermark
- Favicon / App icon





Mockup

Corporate Shirt



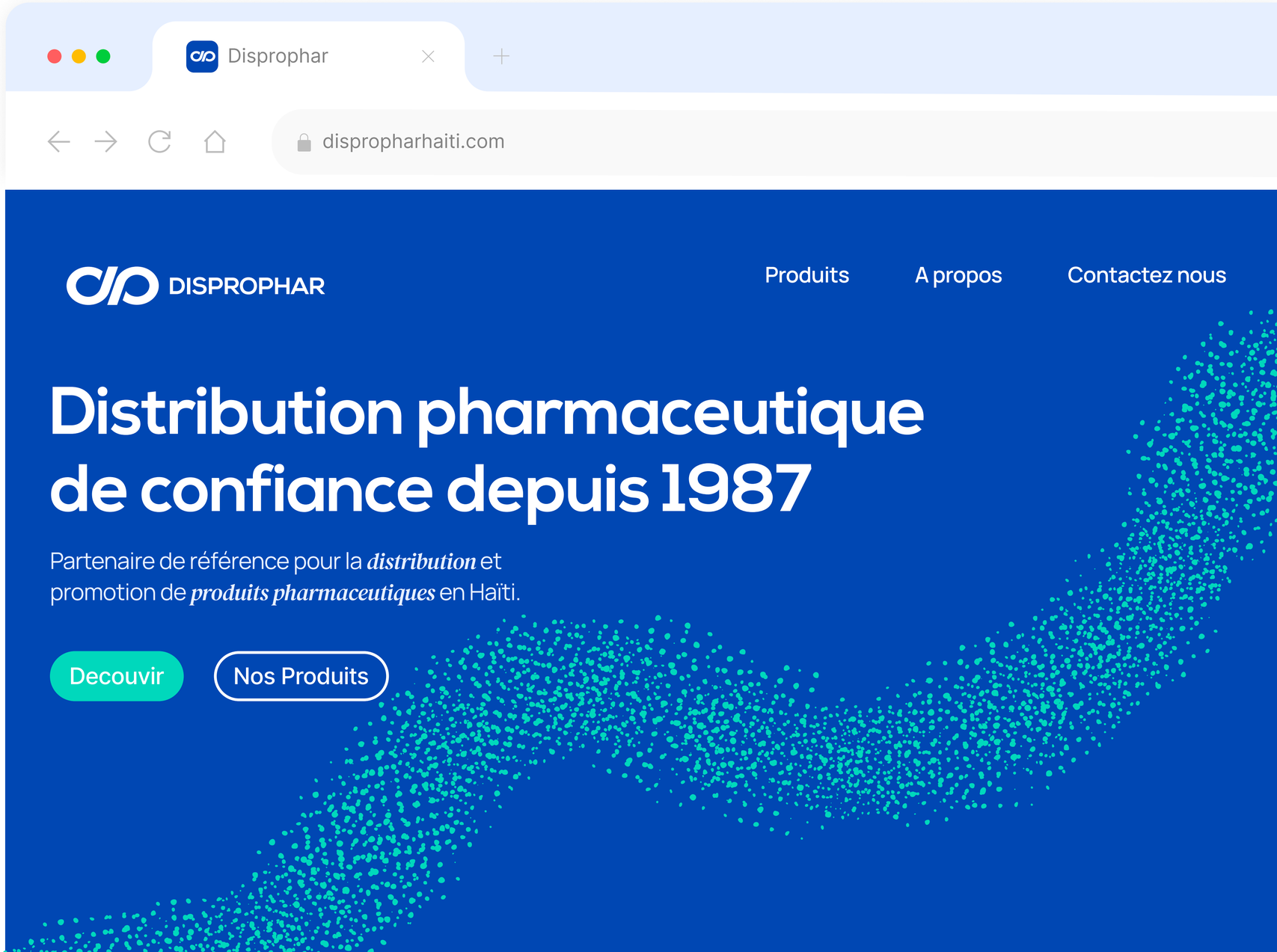
Icon mark x Wordmark.
Best for trust and legacy

Use cases:

- Business cards
- Promotional items
- Institutional materials

Mockup

Website



Standard version.
Best for everyday branding.

Use cases:

- Website header / Hero section
- Social media post
- Marketing materials
- Internal documents
- etc..

Mockup

Building Signage



Signature version.
Best for showing trust, authority and legacy

Use cases:

- Main signature
- Office signage
- Corporate brochure
- Investor/ partner materials



PREPARED BY

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