



Brand Guidelines
Version 1.0

STERI***MAX***

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Our Brand

Essential medicines. Delivered at scale.

SteriMax is Canada's largest privately owned provider of sterile injectables and specialty medicines, combining scientific rigour, innovation and reliable supply to support stronger healthcare systems.

To safeguard the availability of essential medicines for Canadians by developing, sustaining, and supplying the products healthcare providers rely on most.



Our Purpose We promise to....	Deliver essential injectable and niche pharmaceuticals at scale with the agility, responsiveness, and integrity of a family-owned business.
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Our Positioning We claim that we are uniquely....	For over 30 years, SteriMax has been a trusted and reliable partner that provides high quality essential pharmaceuticals through hospital, retail pharmacy, home care, and specialty clinics to address unmet medical needs for patients and physicians.
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Points of Difference We are different because....	SteriMax stands apart through its focus on essential and at-risk medicines, leadership in sterile injectables, and a reliable, long-term approach to continuity of care.
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Character and Tone We are....	Confident. Reliable. Sincere. Modern.
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Our Beliefs We believe....	We believe continuity of care matters. Essential medicines should be available when patients and clinicians need them, supported by long-term stewardship, scientific rigour, and reliable supply.
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Our Identity

We have one primary logo that should always appear horizontally.

Never stretch, skew, or alter letter spacing in the logo.

Always scale the logo proportionally and adhere to colour and clear space rules.

The image shows the primary logo for STERIMAX in a large, bold font. The word "STERI" is in a black, serif typeface, while "MAX" is in a red, bold, sans-serif typeface. The letters are closely spaced and the overall logo is presented horizontally.

Use the SteriMax “s” to determine the minimum clear space needed around the logo.



Never use the logo at a size smaller than 65px wide.

STERI**MAX**



65px wide

White

#FFFFFF

White

0/0/0/0

Black

#000000

Black

0/0/0/100

Red

#ED1C2E

P 2035 C

0/100/100/0

Purple

#B3B0C4

P 5295 C

28/24/4/0

Light Purple

#D9D7E1

50%

Lighter Purple

#ECEBF0

25%

Our primary brand typeface is Instrument Sans and should be used in all cases whenever possible.

All typography should be either:

1. Black on white or shades of purple
2. White on Red

Never:

1. In Red
2. In Purple

The regular weight can be used for body copy.

The medium weight can be used for headlines, sub headlines, and buttons.

Instrument Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Instrument
Regular

Instrument
Medium

Our design system is made to mirror our values – intelligent, clinical, modern and confident.

Our primary graphic element is a rounded square rectangle shape that softens the clinical nature of the brand.

This shape can be used in our brand colours, as a container for messaging, or as a mask for imagery.

This approach creates a modular system the identity is built on.

The corner radius of all shapes should be 12px, unless otherwise needed at different scales.

— Essential medicines

A focused portfolio of sterile injectables, specialty therapies, and essential medicines designed for hospital, clinic, and specialty care settings where reliability and consistency matter most.

Looking for something specific?

If you're looking for an essential pharmaceutical that isn't currently available, Sterimax partners with healthcare stakeholders to identify gaps, develop solutions, and bring critical medicines to market.

[Contact Us](#)

40M

Doses of Medication Supplied

Responding to emerging clinical needs

We act quickly to support healthcare system partners, responding to market gaps, shortages, and evolving clinical requirements as they arise. Backed by accessible, knowledgeable teams, we provide real support when it matters most.

[Learn More](#)

12px
radius



Custom photography is a combination of four types of assets:

Behind the scenes of the SteriMax environment.

These photos show employees working in various locations, busy at work. They never look to the camera.

Modern, clean leadership.

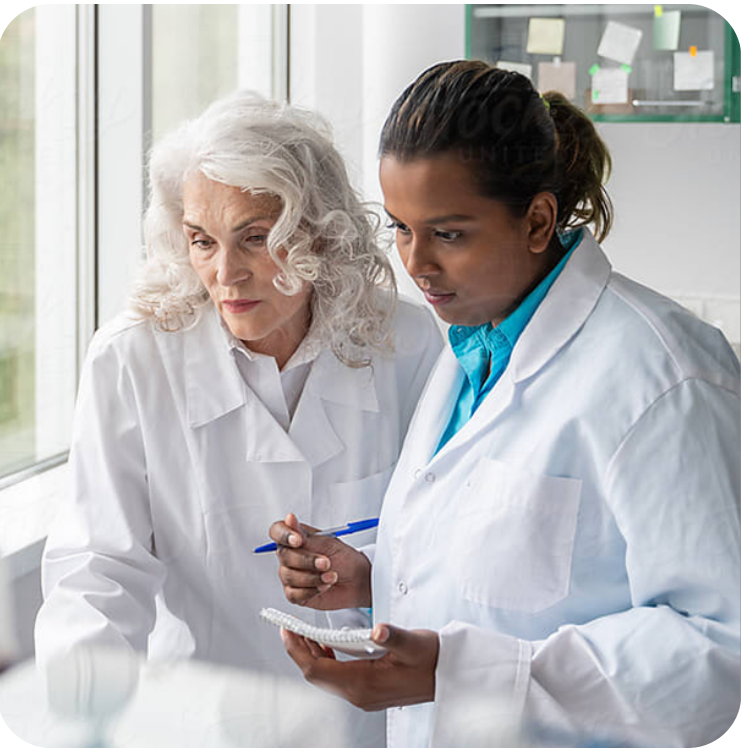
Profile photos of the leadership team should reflect a modern but experienced team. Photos should have a consistent seamless background and soft, flattering lighting.

Clinical Textures

In addition to photography, greyscale textures of water droplets or microscopic visuals can be used with restraint.

Product ‘Photography’ * In progress

AI generated product photographs will be created with consistent soft grey backgrounds and soft lighting.



Our healthcare photography is very carefully chosen and curated to bring to support the SteriMax message of supporting patients and healthcare providers.

Images should feel warm and authentic and in-the-moment. The subject should always be interacting either with medicine, a patient, or be in a natural moment.



Thank you

