

Quality Care Pharmacy Program

How to use the QCPP logo in your pharmacy and promote your accreditation.

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Quality Care Pharmacy Program

Logo Guidelines



The corporate identity of Quality Care Pharmacy Program (QCPP) is the face of our business and lays the foundation for how we are perceived as a business (both internally and externally).

The QCPP logo is a tool made available only to accredited pharmacies. It should only be used as a supporting element to your pharmacy identity, showing that you provide high quality service to the public.

This style guide has been developed to ensure the consistency and integrity of the QCPP brand to maintain our message of **'Supporting Excellence in Pharmacy.'**

The style guide should be consulted whenever QCPP logo is used. It gives many examples of how the QCPP logo should appear and which colours should be used. If you require further information contact the QCPP Marketing Communications Coordinator.

Rachel Wright

QCPP Marketing Manager

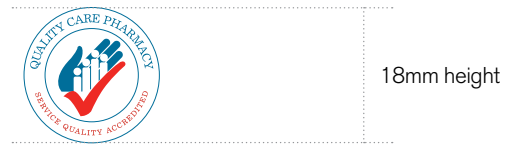
P 02 6270 1888

E rachel.wright@guild.org.au

Logo Specifications

Minimum size

There is a minimum size for print and digital reproduction. To ensure the text in the logo is legible, the minimum size related to height is illustrated below.



Logo heights:

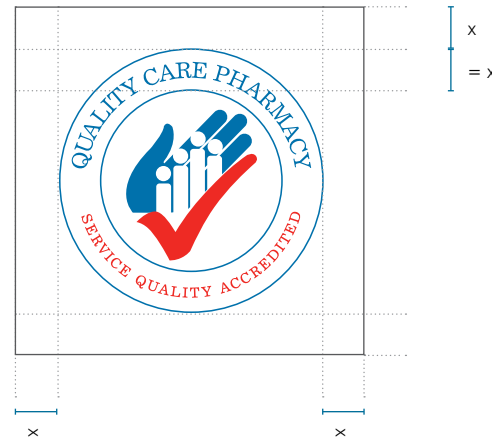
Printed minimum height: 18mm

On screen minimum height: 120px

Note: On rare occasions where the QCCP logo must be smaller than 18mm such as medicine prescriptions a mini version of the logo is used. See page 9 for more details.

Clear space

The logo is most effective when surrounded by as much uninterrupted space as possible. A clear space around the logo is indicated by "x" which is the same size as the inner distance between the two circles. Where possible, use more clear space than shown.



Logo Placement

The Quality Care Pharmacy logo can appear on a white, black or colour background. It is crucial that the selected colour is a good visual fit with other elements within a particular piece of collateral.

When placed on a colour background the outer blue keyline should be removed. The logo cannot be placed on photographic or textured backgrounds as legibility is compromised. The logo at all times must be clearly visible.



When on white the symbol must have a keyline.

Keyline on the symbol must be removed when reversed out of a solid colour.

Do not remove outer white circle from logo.

Logo is not to be rotated.

Logo is not to be placed on photographic images or textured backgrounds.

Logo

QCPP Decal

Please place the QCPP decal in a clear space on your pharmacy window. As a positional guide the 'graphic people' element of the logo should be vertical.



'Graphic people'
must be vertical



QCPP Decal is not to be placed with clutter of other decals, stickers or posters. Refer to page 2 for clear space.

Logo

Colours for print and screen

Print

The colour PMS and colour breakdowns are as follows. Due to the nature of printing in four colour process, CMYK matches are as close as possible to the PMS colours and may vary slightly depending on the printer and paper stock.



Blue PMS
PMS3015



Red PMS
PMS485



Blue Uncoated

C 100
M 32
Y 0
K 20



Red Uncoated

C 0
M 97
Y 100
K 0



Blue Coated

C 80
M 30
Y 3
K 30



Red Coated

C 5
M 92
Y 91
K 8

Screen

The RGB on screen colour breakdown is as follows.



Blue

R 0
G 109
B 154



Red

R 211
G 54
B 44



Logo

Greyscale and Monotone

Greyscale

The greyscale version of the logo is to be used only for black and white mediums.



Dark Grey
90% Black



Lighter Grey
70% Black



Mono

The mono logo should be used only for one colour reproduction such as prescription pads and fax sheets. Black is preferred.



Logo Misuse

The logo is the primary and most important component of QCPP's identity. By using the original digital artwork files and referring to the previous instructions, you should avoid problems with logo misuse. However things that should NEVER happen are:

Note: The QCPP logo is not to be used on any shirts or form of clothing as QCPP badges are supplied and to be used accordingly.



Do not crop the logo.



Do not stretch the logo.



Do not re-colour the logo.



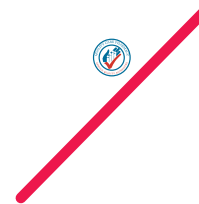
Do not use the design elements of the logo.



Do not alter the typeface of logo.



Do not reverse the logo.



Do not scale logo smaller than specified on page 2.



Do not outline the logo.

Guide to Common Applications

Co-Branding

In all your communication collateral, note that your pharmacy is accredited by the 'Quality Care Pharmacy Program.' Your logo should always appear first and be more prominent. As a guide the Quality Care Pharmacy Program logo should never exceed 80% of your logo's visual area. This will be determined by either your logo's height or width.

Note: The Quality Care Pharmacy Program logo should be always placed in a clear space.



100%



80%

Byline

Space permitting it is recommended that the following text be incorporated alongside the QCPP logo, keeping in mind the clear space guidelines;

This pharmacy is quality assured by the QCPP to world class standards.

The byline should be set in a minimum size of 6pt and be in sentence case. The typography is required to be a serif font, such as Helvetica or Arial.



This pharmacy is quality assured by the QCPP to world class standards.

Guide to Common Applications

Mini Logo

When it is necessary that the QCPP logo must be smaller than the specified height of 18mm the use of the small QCPP logo is permitted. This logo can be applied to collateral such as medicine labels.

Logo heights:

Printed minimum height: 5mm

Printed maximum height: 10mm

Colour:

The same colour rules apply to this logo as described on page 5. A mono version of this logo is also available for use.



Examples of Common Applications

Prescription Folder and Medicine Labels



PHARMACY
22 Bapaume Road, Whichello NSW 2052
P: +61 2 9682 2844
F: +61 2 9682 2842
info@pharmacy.com.au

PHARMACY
22 Bapaume Road, Whichello NSW 2052
P: +61 2 9682 2844
F: +61 2 9682 2842
info@pharmacy.com.au


PHARMACY
22 Bapaume Road, Whichello NSW 2052
P: +61 2 9682 2844
F: +61 2 9682 2842
info@pharmacy.com.au




OPEN 7 DAYS

Mondy - Friday	8.30am - 9.00pm
Saturdays	9.00am - 9.00pm
Sundays	9.00am - 9.00pm
Public Holidays	9.00am - 9.00pm

Closed on Christmas Day
& New Years Day



PHARMACY
22 Bapaume Road, Whichello NSW 2052
P: +61 2 9682 2844
F: +61 2 9682 2842
info@pharmacy.com.au



WARNING: KEEP OUT OF REACH OF CHILDREN

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer congue diam vitae tortor dictum pretium non ac mi. Etiam vestibulum cursus auctor.

Examples of Common Applications

Business Cards and Letterhead



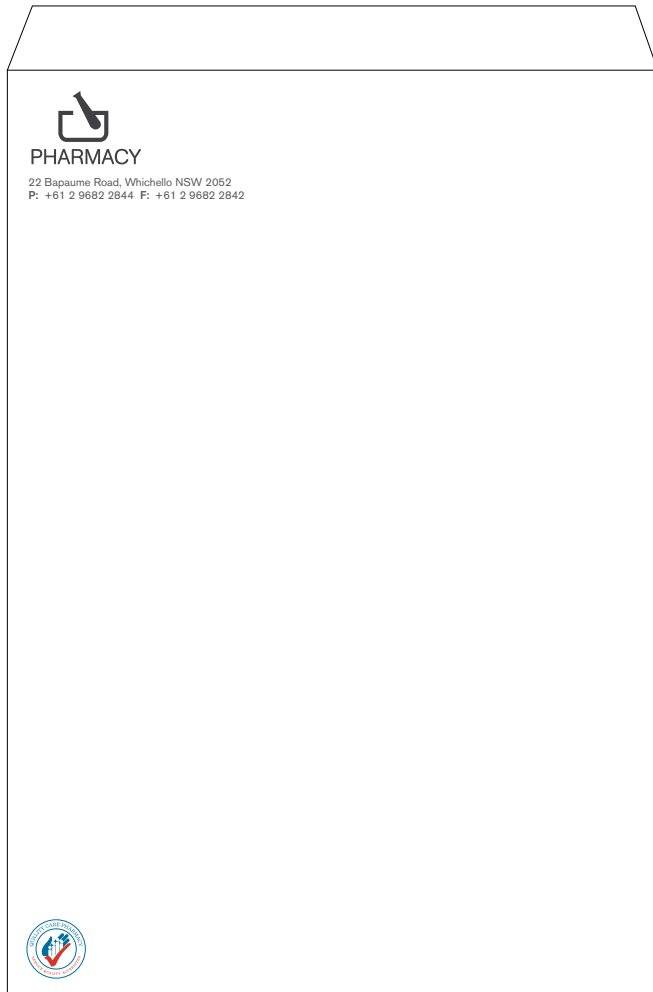
Front and Back of Business Cards shown at 80%



Letterhead shown at 45%

Examples of Common Applications

Envelopes



C4 Envelope



C5 Envelope



DL Envelope

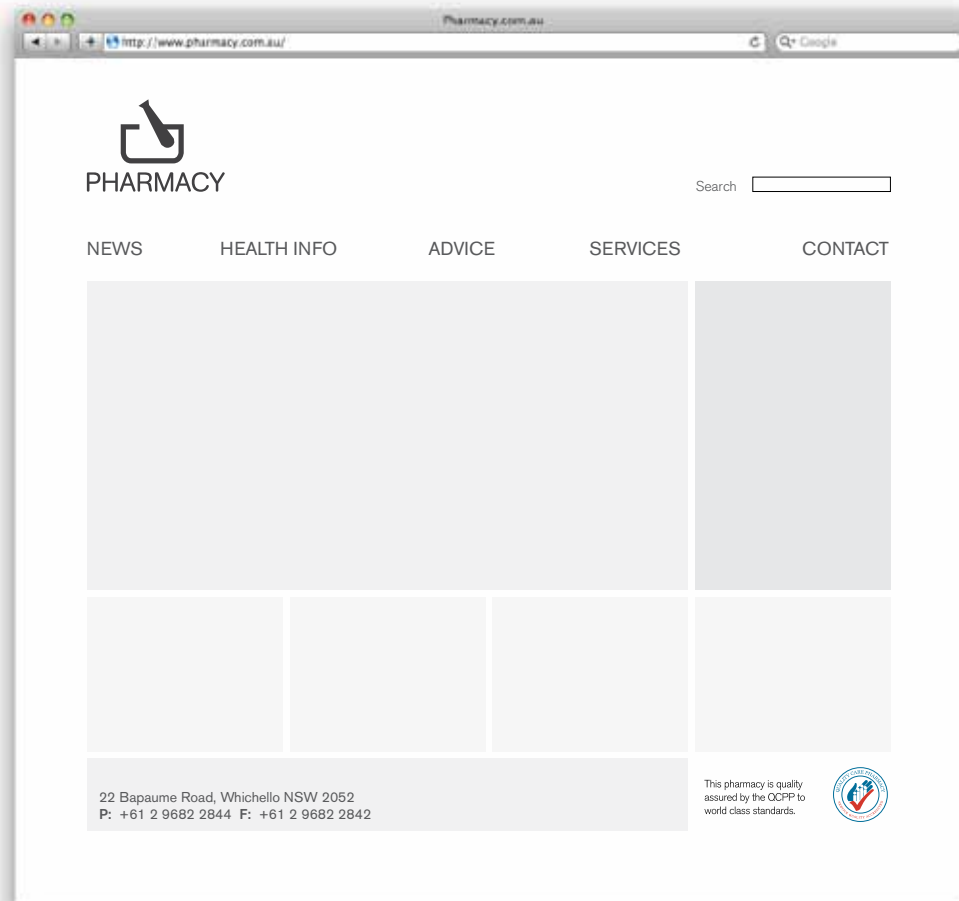
Examples of Common Applications

Website

You may consider using the QCPP logo as a hyperlink to the program website at www.qcpp.com

Space permitting it is recommended that the following text be incorporated alongside the QCPP logo, keeping in mind the clear space guidelines;

This pharmacy is quality assured by the QCPP to world class standards.



Quality Care Pharmacy Program

Contact details

Postal address:

PO Box 7036,
Canberra Business Centre,
ACT 2610 Australia

Telephone:

1300 363 340

Email:

help@qcpp.com