

P+
Parapharmacy+

Health & Beauty

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Main Logo colour, for white & light background placements

#022530

↓↓↓ Lighter hues - to be used for various designs and assets, **never for logo.**

#23424E

#42616D

#83A3B1

Main Logo colour, for white & light background placements

#3B8466

↓↓↓ *Lighter hues - to be used for various designs and assets, **never for logo.***

#559F7F

#6FBA99

#8AD6B4

Negative Space Logo Colour

#66BC9C

↓↓↓ *Lighter hues - to be used for various designs and assets, **never for logo.***

#8AE0BE

#AEFFE2

Negative Space Logo Colour (do not use white)

#FCFCFC

Headings and text

#022530

Highlights, product ratings, and reduced prices

#F26D6D

BG for all text fields

#E8E8E1

Main heading highlight

#B7DDCC

5. website COLOURS

DM Serif Text

Used for Logotype, main headings on website, category title overlays, and product titles (on product page only). Never use this font for text blocks.

Roboto Flex Thin Italic

Used for the slogan, this font comes with a wide range of variations.

The Light, non-italic variation needs to be used for regular size text within the website, and for text blocks.

Not to be used for any headings.

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Mark, Type, Slogan - v align



Logomark, logotype, and slogan need to keep the same position and aspect ratio in respect to each other.

7. VARIATIONS



Logomark & Type - hz align



Logomark & logotype need to keep the same position and aspect ratio in respect to each other.

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Mark, Type, Slogan - hz align

P+ Parapharmacy+
Health & Beauty

Logomark, logotype & slogan all need to keep the same position and aspect ratio in respect to each other.

9. VARIATIONS

Transparency Rule



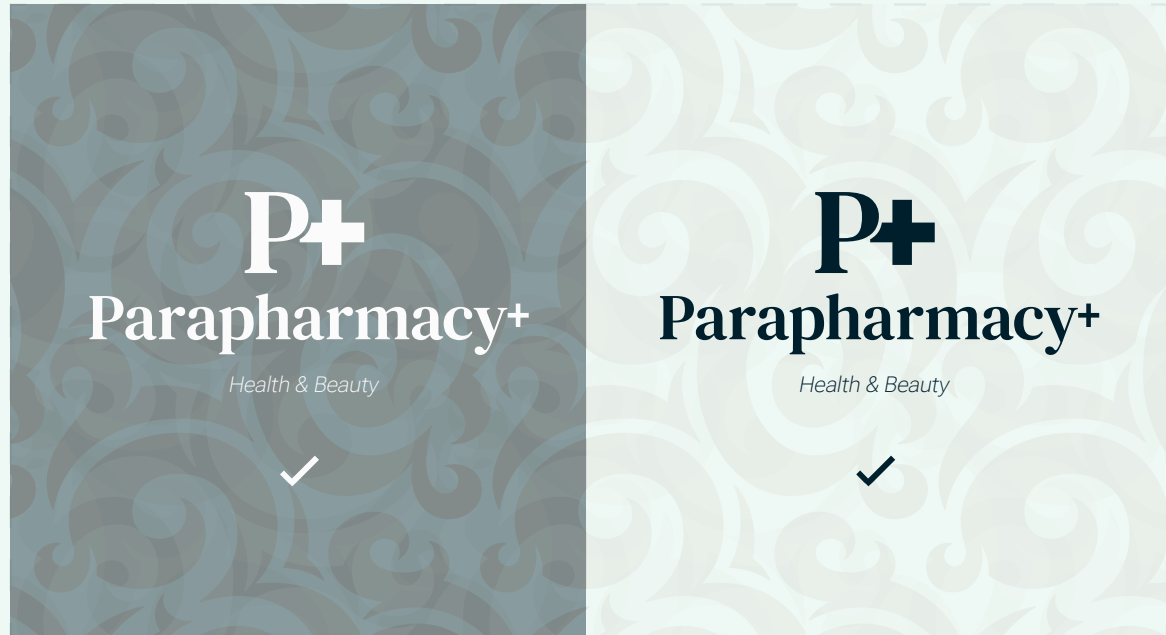
When placing any of the logo variations in any design or web layout, regardless of the bg type being used (flat colour, gradient, pattern), the logo layer transparency should always be set at 100%.
Never use a semi-transparent logo on any designs or layouts.

Colour Fill



When placing any of the logo variations in any design or web layout, regardless of the design style being used, the logo always needs to be included in the design with its original colour fill. **Never use any other colour fill for the logo** except when the monochrome variations need to be used.

Monochrome



When it comes to applying the logo to monochrome designs, all mark and type elements need to have the same colour: #022530 for white/light background and #FCFCFC for all black/dark backgrounds. This applies to all logo variations.

Never apply fx on logo



When placing any of the logo variations in any design or web layout, **never use any effects on the logo** such as *stroke, drop shadow, outer glow, inner glow*, or any other effect that would otherwise aim to enhance logo visibility through better contrast.

Luminosity



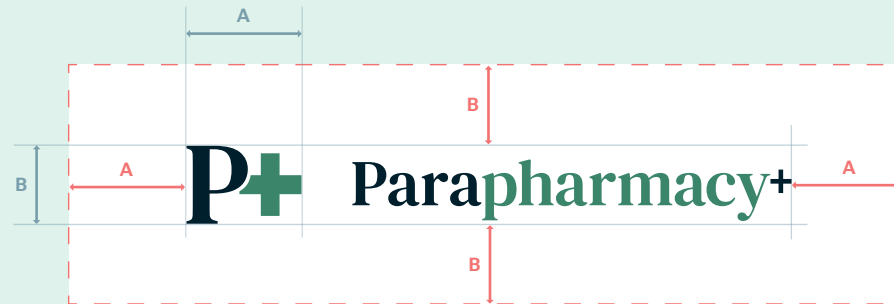
When the overall bg luminosity is above 50%, apply main logo (the one on the left).
When overall bg luminosity is below 50%, use the negative space variation (the one on the right).

Mark, Type, Slogan - v align



When placing this logo in any design or web layout, the space around the logo (represented here by the white container) must always be empty (i.e., it can only be the bg colour or pattern of the respective design or layout). Other visual elements around the logo should be placed at distances equal to or greater than **A** horizontally and **B** vertically.

Logomark & type - hz align



When placing this logo in any design or web layout, the space around the logo (represented here by the white container) must always be empty (i.e., it can only be the bg colour or pattern of the respective design or layout). Other visual elements around the logo should be placed at distances equal to or greater than **A** horizontally and **B** vertically.

Mark, Type, Slogan - hz align



When placing this logo in any design or web layout, the space around the logo (represented here by the white container) must always be empty (i.e., it can only be the bg colour or pattern of the respective design or layout). Other visual elements around the logo should be placed at distances equal to or greater than **A** horizontally and **B** vertically.

Icon styling for website & designs



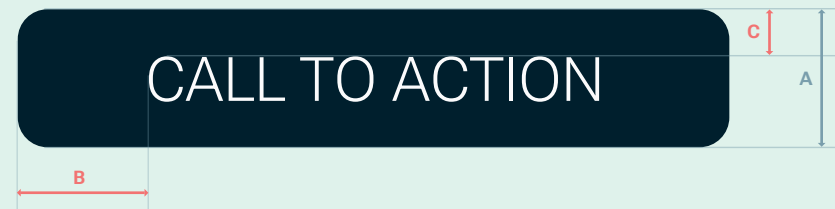
Website icons use simple lines with sharp angles (no rounded corners); no fill is used. This styling matches up with the *Roboto Flex* font used for the slogan, for standard text within the website, and for text blocks.

If any new icons are to be added, they should follow the same simple and elegant design pattern.

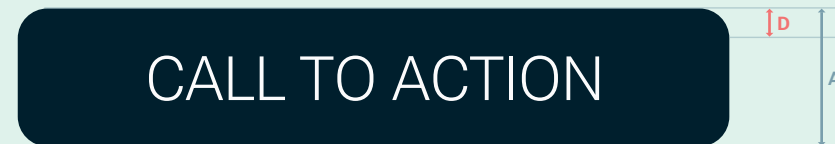
Use #022530 for white/light bg;
Use #FCFCFC when bg luminosity is less than 50%.

Button Font & Proportions

Use Roboto Flex ExtraLight and Light fonts for buttons. Never use anything else.



The text within buttons need to have vertical and horizontal padding that maintain the following proportions: $B=A$ and $C=A*0.3$



The span of the rounded corners should maintain a proportion of $D=A*0.2$

Stroke on buttons

CALL TO ACTION



CALL TO ACTION



When used, stroke colour and width must be the same as the button text.

CALL TO ACTION



CALL TO ACTION



If the button colour is solid, avoid applying stroke on the button.

CALL TO ACTION



CALL TO ACTION



Apply stroke only when button is transparent or is the same colour as bg.

Overview

At *Parapharmacy Plus*, our tone of voice reflects our commitment to **Health & Beauty**—not just as a tagline, but as a philosophy.

We speak with expertise, warmth, and innovation, empowering our customers to make informed decisions about their well-being and self-care.

Whether it's skincare, wellness, or family health, our communication is designed to educate, reassure, and inspire confidence.

Brand Personality

Our brand voice embodies the essence of **Health & Beauty** by being:

- **Expert & Knowledgeable:** We provide accurate, research-backed information about wellness and beauty.
- **Trustworthy & Professional:** We are a credible source, ensuring clarity and transparency in all our communication.
- **Empathetic & Supportive:** We care about our customers' health and self-care journey, offering guidance with warmth and understanding.
- **Inspiring & Aspirational:** We celebrate the connection between inner wellness and outer beauty, encouraging a holistic approach to self-care.

Tone Characteristics

→ Science-Driven Yet Accessible

✓ Do: "Our dermatologist-approved formulas are designed to enhance both your skin's health and beauty."

✗ Don't: "Buy now for flawless skin!"

→ Encouraging & Uplifting

✓ Do: "True beauty starts with self-care. Our expertly curated products support you on your journey to wellness."

✗ Don't: "If you want to look good, you need these products."

→ Holistic & Balanced

✓ Do: "Looking good starts with feeling good. That's why we combine health and beauty for a complete approach to wellness."

✗ Don't: "Beauty is everything—our products will make you look perfect!"

→ Educational & Engaging

✓ Do: "Did you know that hydration is the key to both glowing skin and overall health? Explore our top hydration-boosting skincare and wellness solutions."

✗ Don't: "Beauty is everything—our products will make you look perfect!"

Writing Style Guidelines

- **Blend Health & Beauty Themes Naturally** – Avoid treating them as separate concepts; instead, show how they complement each other.
- **Use Positive, Empowering Language** – Celebrate wellness and self-care rather than focusing on problems or insecurities.
- **Speak Directly to the Customer ("You")** – Make communication feel personal and engaging.
- **Keep It Clear & Concise** – Avoid overwhelming customers with too much detail; focus on essential, valuable insights.
- **Use Active Voice for Confidence & Impact** – "Nourish your skin and body with our expert-approved solutions" is stronger than "Our solutions are made for nourishing your skin and body."

Adaptation by Communication Channel

- **Website & Product Descriptions:** A mix of professional expertise and uplifting wellness messaging.
- **Social Media:** Relatable, inspiring, and engaging, with a focus on beauty and self-care routines.
- **Customer Support:** Empathetic and solutions-oriented, addressing both health and beauty concerns.
- **Marketing & Advertising:** Aspirational yet educational, emphasizing the connection between **looking good and feeling good**.