



# Sun Pharma Corporate Identity.

Toolkit and branding guidelines.

Reaching People. Touching Lives.



# Logo Guidelines - Corporate Logo variations

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## Primary Grey Master Logo on white

Should preferably be used on a plain white background\*



## Secondary Black Master Logo on white variation



## Primary Master Logo on black or colour

Can be used on different colours.



## Black and white Logo



# Logo Guidelines - Logo Fonts and colours

## LOGO COLOURS:

Colour plays an important role in representing the Sun Pharma brand.

Colour breakdowns have been provided for both print and digital platforms.

All logo variations in all colour modes have been created and are available in the "Toolkit Elements folder" for your convenience, accompanied with this document.



**Primary Orange**

CMYK (Print)  
C - 0  
M - 50  
Y - 100  
K - 0

RGB (Digital)  
R - 247  
G - 148  
B - 30

PANTONE (Print)  
144 C

HEX CODE (Web)  
#F7941E



**Primary Light Orange**

CMYK (Print)  
C - 0  
M - 20  
Y - 30  
K - 0

RGB (Digital)  
R - 253  
G - 209  
B - 176

PANTONE (Print)  
712 C

HEX CODE (Web)  
#FCC89B



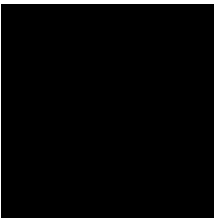
**Primary Grey**

CMYK (Print)  
C - 0  
M - 0  
Y - 0  
K - 60

RGB (Digital)  
R - 128  
G - 130  
B - 133

PANTONE (Print)  
60% Process Black C

HEX CODE (Web)  
#878786



**Black**

CMYK (Print)  
C - 0  
M - 0  
Y - 0  
K - 100

RGB (Digital)  
R - 0  
G - 0  
B - 0

PANTONE (Print)  
Process Black C

HEX CODE (Web)  
#000000

# Logo Guidelines - Clear space

The required clear space for the Sun Pharma logo is illustrated below. A minimum clear space equal to or greater than "X" (half the width of the Sun Pharma logo) is required on all sides surrounding the logo, so it does not compete with other images, graphics and text. Do not place any elements inside this clear space.

The logo should not be boxed in any particular shape, this is merely a demonstration of the 'minimum' clear space required around the logo at all times.

Half width of logo = X

X Demonstrated around the logo

Minimum clear space required around the Sun Pharma logo

Nothing must obstruct the minimum white space required around the logo



# Logo Guidelines - Minimum sizes

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## PRINT

Minimum width - 10mm  
Including clear space around logo  
the minimum width in total is 20mm  
(refer to Logo Clear Space)



## WEB/DIGITAL

Minimum width - 50px  
Including clear space around logo  
the minimum width in total is 100px  
(refer to Logo Clear Space)



# Logo Guidelines - Incorrect logo use

The Master logo (Grey or black version) should preferably be placed on a white background but may be placed on colour backgrounds, on lighter backgrounds the black version of the logo should be used as demonstrated below.



Do not under any circumstances change the orientation of the logo



Do not enclose the logo in any shape, unless in the case of Facebook or for the use of digital profile images, minimum clear space requirements must be met.



Do not alter the shape, form, size or colours of the logo in any way



Do not add anything to the logo



White variation logo should be used on primary orange background



Do not use the logo on a busy background



Do not place anything inside the clear space around the logo

