



BRAND ELEMENTS

LOGO - USAGE AND VARIATIONS

CHARITYRX LOGO

CharityRx logo is composed of the C-glow symbol and a word-mark set in a clean, modern sans serif typeface Montserrat Medium/Black.

Letter spacing and symbol placement should be matched exactly. Use only the official EPS logo files or other graphic files derived from them.

The CharityRx logo is never locked up with another logo, text or graphic. Do not alter or create new lockups or unique logos.

COMPANY NAME IN TEXT

When writing the company name in text do not put a space between any of the letters. Treat the name as one word; but capitalize the "R" while keeping the "x" lower case as follows: CharityRx.

REGISTERED SYMBOL USE

The CharityRx logo is a valuable brand asset and as such, must be displayed with the ® symbol wherever it appears. The ® symbol has been sized appropriately for most applications; however, if you reduce the size of the logo, you may need to enlarge the ® for it to be legible. Likewise, if you enlarge the logo significantly, you may need to reduce the size of the ® so that it doesn't become a distraction.

The CharityRx company name, when used in text, does not use a ® designation.

LOGO COLOR

The preferred color logo is shown here. This logo is typically shown in the purple and navy of the principle color palette found on page 3.

USING THE C-GLOW SYMBOL AS A DESIGN ELEMENT

When using the C-glow symbol as a design element you may use less clear space. See detailed instructions in the complete style guide catalog.

Horizontal Lockup



Vertical Lockup



C-Glow Symbol



Wordmark





BRAND ELEMENTS

LOGO - CLEAR SPACE & MINIMUM SIZE

CLEAR SPACE

The logo should not be crowded against other major visual elements or the edge of the page. The logo's clear space is defined by the measurement "x," where x is equal to the height of the "x" in CharityRx word-mark. The minimum amount of clear space required is "2x" around all sides of the logo.

MINIMUM SIZE

When sizing the logo, the word "Charity" in the word-mark cannot be smaller than 0.125" high. At this small size, removal of the registered symbol is necessary.



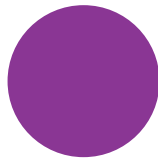


COLOR PALETTES

Color is an important tool for promoting brand consistency and must be used correctly. Our color palette contains two levels, as demonstrated here. Take care to ensure appropriate use in all applications.

All the colors in the CharityRx color palette have precise color references, shown here. In most applications, the CMYK colors are used for reproduction. Only use the spot color references when CMYK is not available.

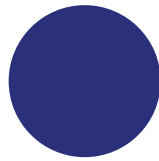
THE PRINCIPLE COLOR PALETTE



Color

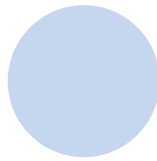
Purple

RGB 138, 54, 148
CMYK 54, 93, 0, 0
Pantone 2593 C
HEX #8a3694



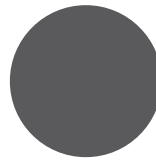
Navy

43, 48, 122
100, 97, 16, 9
2766 C
#2b307a



Lt Blue

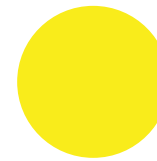
199, 214, 239
20, 10, 0, 0
2707 C
#c7d6ef



Gray

90, 91, 93
0, 0, 0, 79
425 C
#5a5b5d

THE ACCENT COLOR



Color

Yellow

RGB 253, 236, 22
CMYK 3, 1, 95, 0
Pantone 3945 C
HEX #fdeb16

THE PRINCIPLE COLOR PALETTE

Contains the main colors used throughout our communications for headlines, typography and graphic elements.

THE ACCENT COLOR PALETTE

The accent colors should be use sparingly to highlight a call to action or add variety to the design in small doses.

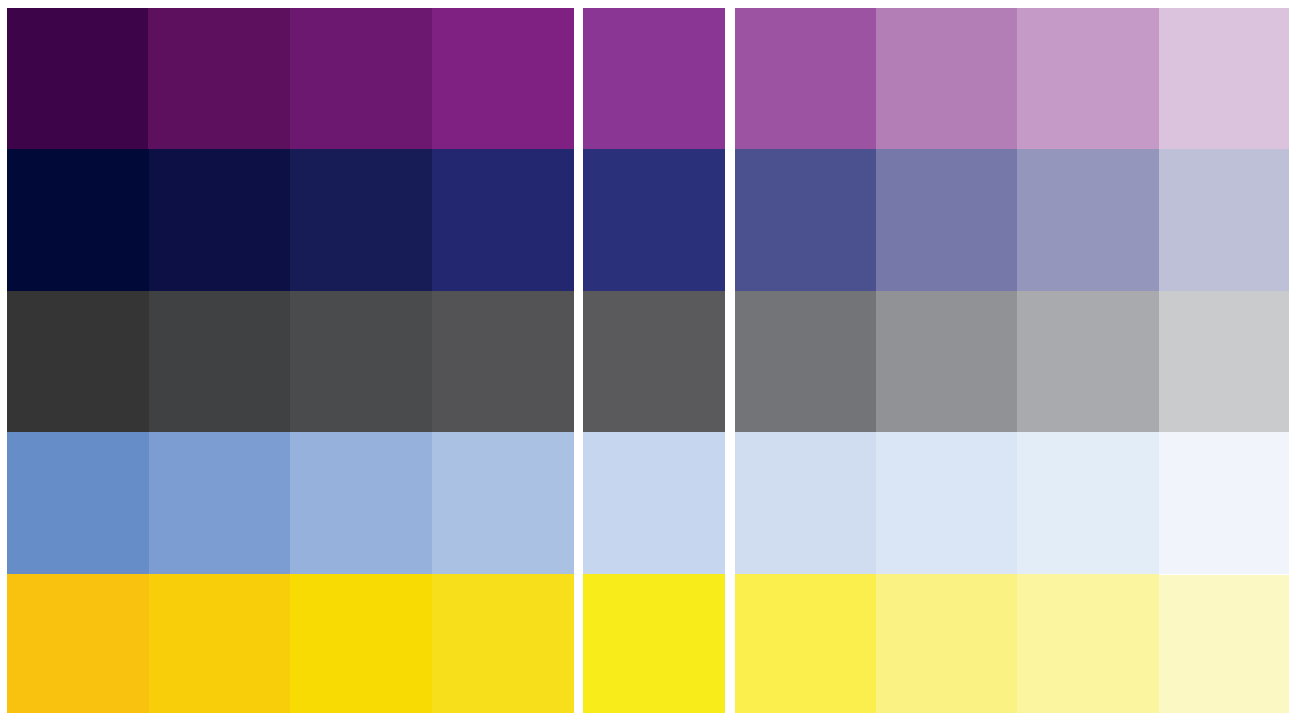
WHAT TO DO WHEN DESIGNING:

- Selectively use brighter colors to add energy or draw attention to a call to action.
- Color is a fundamental part of our visual language. Remember that bright and bold tones, with high doses of white space, work together to create more impact.



COLOR TINTS & VARIANTS

When needed, variants and tints of our color palettes can be used. These should be be used sparingly.



PRINCIPLE COLOR PALETTE



TYPOGRAPHY

PRIMARY FONTS AND ACCENT FONTS

CHARITYRX PRIMARY TITLE FONT - MONTSEERRAT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz,:?#&0123456789

CHARITYRX PRIMARY BODY COPY FONT - MONTSEERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz,:?#&0123456789

CHARITYRX ACCENT FONT - MERRIWEATHER

ADEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz,:?#&0123456789



MARKETING EXAMPLES

WHY SHOULD YOU USE THE PURPLE RX CARD?

- WE SAVE PETS WITH THE HUMANE SOCIETY
- WE SAVE MONEY MORE THAN GOODRX
- WE HELP THOSE IN NEED

EXAMPLES OF SOME OF OUR PRICES:

Product Name	Dosage	Form	Qty	CharityRx Price
DOK	100MG	CAP	60	\$4.88
ALBUTEROL	HEA	AER	9	\$21.98
AMOXICILLIN	500MG	CAP	21	\$8.97
IBUPROFEN	800MG	TAB	20	\$8.60
ASPIRIN LOW	81MG EC	TAB	60	\$2.94

Scan this code to see the impact you helped us make in 2020! -Thank you!

BECAUSE OF YOU 2020 WAS A LITTLE BRIGHTER

Thank You for the IMPACT YOU HAVE MADE to those in need by using the CharityRx card.

USE THIS CARD

Check CharityRx.com to find the lowest prices on all FDA-approved drugs!

MEMBER ID: 021916
RXBIN: 021916
RXPCN: 021916
RXGRP: Hope100

CharityRx.com • @CharityRx

CHARITYRx A BEACON OF HOPE

Prescription Drug Savings Card

Save up to 80% on prescription drugs at virtually all U.S. pharmacies!

MEMBER ID: 021916
RXBIN: 021916
RXPCN: 021916
RXGRP: Hope246

THIS IS NOT INSURANCE.
FOR EACH PRESCRIPTION DISCOUNTED WE WILL DONATE TO A CHARITY IN NEED.

Check CharityRx.com to find the lowest prices on all FDA-approved drugs!

Creating Hope for those in Need.

(PLACE TAPE HERE)

HEY! WANT TO MAKE AN EVEN BIGGER IMPACT IN 2021?
Every script made with this card, will make a donation to Charity. It's never been easier for you to help make a difference in our world.

Save your patients money.
Save your patient's loyalty.
Save this card.

STICK THIS CARD TO YOUR MONITOR

EXAMPLES OF SOME OF OUR PRICES:

WOW!

WE WOULD LIKE TO TAKE A MOMENT TO SAY

THANK YOU 10,000 TIMES