

SECTION 2

Brand Elements



Our Logo

Our logo is a bit bold and a bit clever, and it is always presented just like this. While we do use colour variations based on different scenarios, we don't have a secondary logo mark. For print, web, and all screen-viewed documents, this is the logo.



The DrugBank logo is shown in white against a dark blue background. The stylized circular icon and the word "DRUGBANK" are both white.

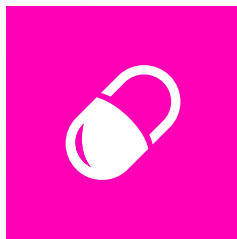
The DrugBank logo is shown in white against a magenta background. The stylized circular icon and the word "DRUGBANK" are both white.

The DrugBank logo is shown in magenta on a white background. The stylized circular icon and the word "DRUGBANK" are both magenta.

Our Brand Mark

This is our Brand mark. It is *not* an alternate version of our logo. It is only ever used in lieu of our logo if our logo is present alongside, or our full name is already mentioned and our logo is not the best fit or isn't readable at certain size restrictions.

i.e., we use this brand mark on our social media account profile images, zoom meeting intro page, etc.



Logo Use

In order to maintain the integrity and meaning of our brand identity, it's important that the following rules are adhered to strictly throughout all expressions of the brand (print, web, screen, video, collateral, promotional items, etc.):

1. Do not skew or warp the logo — maintain proportions when resizing
2. Do not place the logo in a rotated position
3. Do not alter the icon and word mark
4. Do not use a pixelated version of the logo
5. Do not replace elements of the logo or reorder them
6. Do not add an outline or use a keylined version of the logo or it's individual components
7. Do not alter the colours
8. Do not add style effects to the logo such as drop shadows, glows, bevel & emboss, etc.



Colours — Primary Palette

<div><div>Diamine Navy</div><div>RGB 22, 31, 68 CMYK 99, 91, 42, 46 #161F44</div></div>	<div><div>DrugBank Pink</div><div>RGB 255, 0, 180 CMYK 5, 90, 0, 0 #FF00B4</div></div>	<div><div>Nitrile Purple</div><div>RGB 147, 147, 249 CMYK 45, 42, 0, 0 #9393F9</div></div>	<div><div>Potassium Purple</div><div>RGB 223, 224, 244 CMYK 11, 9, 0, 0 #DFE0F4</div></div>

Diamine is prominent for our commercial brand applications, and is the primary color for text.

DrugBank Pink is our signature colour, prominent for our ‘online’ brand applications and pops of color.

A secondary accent color, Nitrile purple should be used sparingly, and in illustrations.

Used as a neutral base color for designs and in illustrations, and is not used for text.

Colours — Neutral Palette

Our neutral palette option for commercial purposes includes our navy in lieu of black. It is dark enough to properly substitute and remains on-brand in situations that require a more neutral tone that isn't explicitly restricted to grayscale.

White

RGB 255, 255, 255

CMYK 0, 0, 0, 0

#ffffff

Diamine Navy

RGB 22, 31, 68

CMYK 99, 91, 42, 46

#161F44

