Hikma brand & identity guidelines

Everything you need to know about the Hikma
brand: our brand promise, brand architecture,
and the way we look and talk in the marketplace.

External Version June 2018

hikma.

Hello

These guidelines define what our brand stands for and the way we go to market. They document the elements that make up our visual identity and voice, and explain how these are used to create a professional and consistent look and feel across all our branded communications, interactions and touchpoints.

03

Contents

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Click or tap a section or specific page to start.

Understanding our brand

World-class brands all share two things: universal recognition and a clear promise to their customers. It's not accidental. It's because of rigorous attention to the consistent presentation of the brand across all touchpoints, and a shared commitment to delivering the brand promise. People develop relationships with brands, not companies.

So, it's important that everyone working with the Hikma brand understands our design philosophy and the brand promise that underlies it. Because here at Hikma, we're focused on building our brand to a world-class standard.

These guidelines have been developed to help us work together to build consistent, branded communications that collectively build Hikma's reputation. Using these guidelines will enable us to create materials that speak to specific audiences while maintaining one, unified voice.

Our brand model

Vision

A healthier world that enriches all of our communities.

Purpose

We make quality medicines, and make them accessible to the people who need them.

Brand Promise

Better health. Within reach. Every day.

Brand Essentials

Quality without boundaries
We ensure that high quality defines everything we do, and is consistently delivered in all the communities we serve.

Global expertise, local solutions
We use our global expertise and local presence to translate advanced science into relevant solutions.

Practical creativity
We apply creative thinking and agility to develop practical solutions that make better health more accessible and affordable.

Committed to people
We are fully committed to providing our patients and the people who serve them with the support and solutions they need.

Our Brand identity

The visual presentation of Hikma helps reinforce and build our brand. It projects the essentials of quality, access, innovation and commitment. A specific design philosophy underpins all our branded material and the way we present our brand both internally and externally.

Design philosophy

We have three design principles which are key to bringing the Hikma brand to life. They underpin the content, design and presentation of our branded collateral and environments. Be sure to keep these points in mind when creating Hikma-branded materials.

08

Principle of three

Our principle of three is a design tool and framework that simplifies and enhances the experiences our customers and stakeholders have when they interact with the Hikma brand. It is called the principle of three.

Principle of three

1

Organise information

Organising and presenting information in a clear and accessible hierarchy of three parts will make it easier to digest. Break the content down into three levels: topline message, supporting facts and data, detailed information.
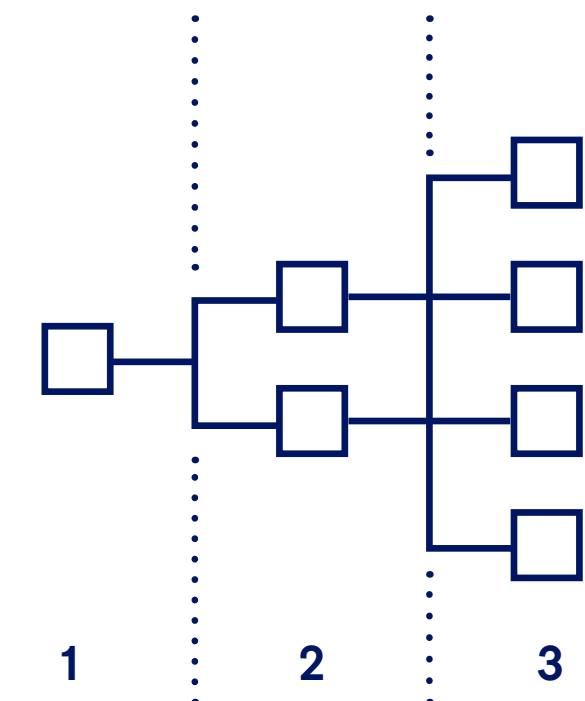
2

Construct a message

Whether for punch, pace or the power of persuasion, building a message or constructing a story in three parts can provide pace and interest.
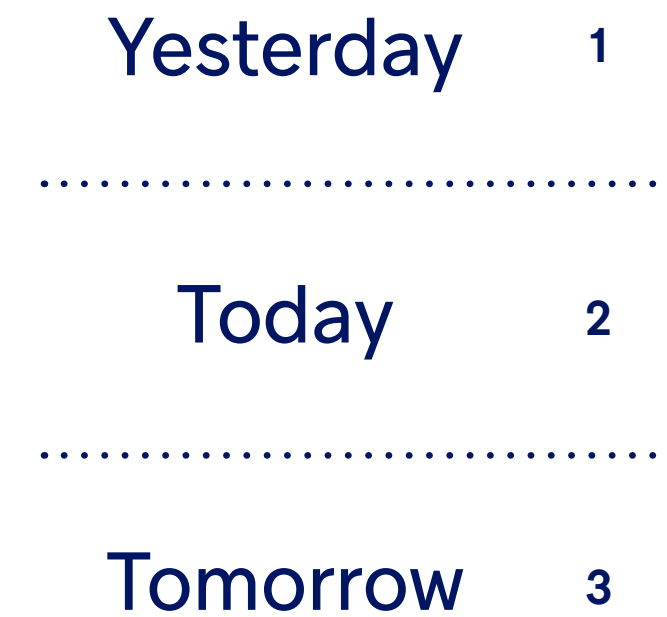
3

Simplify an experience

Paring back the elements of an experience in the real or digital world makes us more accessible. Try to construct an interaction so that users are no more than three steps, three questions, three clicks or taps away from what they need.

1

2

3

Yesterday   1

Today   2

Tomorrow   3

1   2   3

We are putting better health, within reach, every day.

For the people who need them, having access to affordable, quality medicines is everything.

So we have made a commitment to providing our patients and their communities with the support and solutions they need, using advanced science and the creativity and agility of our people.

This is what we do today and every day to create a healthier World.

hikma.com

Our logo

The Hikma logo acts as visual shorthand for all we stand for. It is simple, assured and modern. The use of lower case letters makes our brand friendly and accessible.

Whilst our logo is represented in lower case, we always refer to Hikma in written text with a capital 'H'. So, 'Hikma', NOT 'hikma'.

Our name appears in precisely-drawn and spaced lettering, punctuated at the end with a period that conveys certainty and confidence, as well as a nod to our digital age.

The logo takes its cue from our heritage colour, re-interpreted in a contemporary hue.

It replaces all previous logos.

This logo exemplifies Hikma's 'practical creativity'. It appears vertically, and is positioned bottom right in an area rarely used in traditional layouts. This does three things:

— It makes us distinctive, helping Hikma stand out in the marketplace.

— It has an upward, aspirational feel.

— Practically, its positioning leaves plenty of space for our messages and information.

For consistency and brand-building purposes, use this vertical logo version whenever possible and, in particular, on topline market-facing branded materials.

The clear space that should always appear above and to the left of the logo is defined by X: the diameter of the period. This is the minimum clear space, give the logo more room whenever possible.

The Hikma logo is a valuable business asset that must be treated with care and respect. Always use the approved electronic artwork and never adapt, manipulate or recreate the logo.

More detail on the scaling and positioning the logo is given on page 22.

x

x

15mm/
20 pixels

hikma.

To ensure our logo is always legible in print, digital and other branded applications, there is a prescribed minimum size based on the width of the logo. Minimum widths for print and screen are shown above.

hikma.

The vertical version of the logo is the primary and prefered version. However, in some instances it may not always be possible to use it.

This horizontal version of the Hikma logo should only be used if:

— The vertical version may not be fully visible, e.g. on scrolling web pages.

— Part of the vertical version might be obscured, e.g. in built environments or on signage.

— Correct application of the vertical version cannot be guaranteed, e.g. on third-party materials.

✉

For further direction or guidance please contact brand@hikma.com.

X

X X

15mm/
20 pixels

hikma.

To ensure our logo is always legible in print, digital and other branded applications, there is a prescribed minimum size based on the width of the logo. Minimum widths for print and screen are shown above.

The clear space that should always appear beneath and to the right of the logo is defined by X: the diameter of the period. This is the minimum clear space, give the logo more room whenever possible.

The Hikma logo is a valuable business asset that must be treated with care and respect. Always use the approved electronic artwork and never adapt, manipulate or recreate the logo.

Because of the way we interact with and focus on screens, and the potential for cropping and distortion, we use our alternative logo version in moving image applications.

Where possible it should appear in Hikma Coral on a white background. It should sit in the centre of the screen and occupy a third of the horizontal space.

In line with our design principles, we keep the treatment of our logo on screen simple and accessible. Animation of the logo is permitted but will need to be approved by the Brand team.
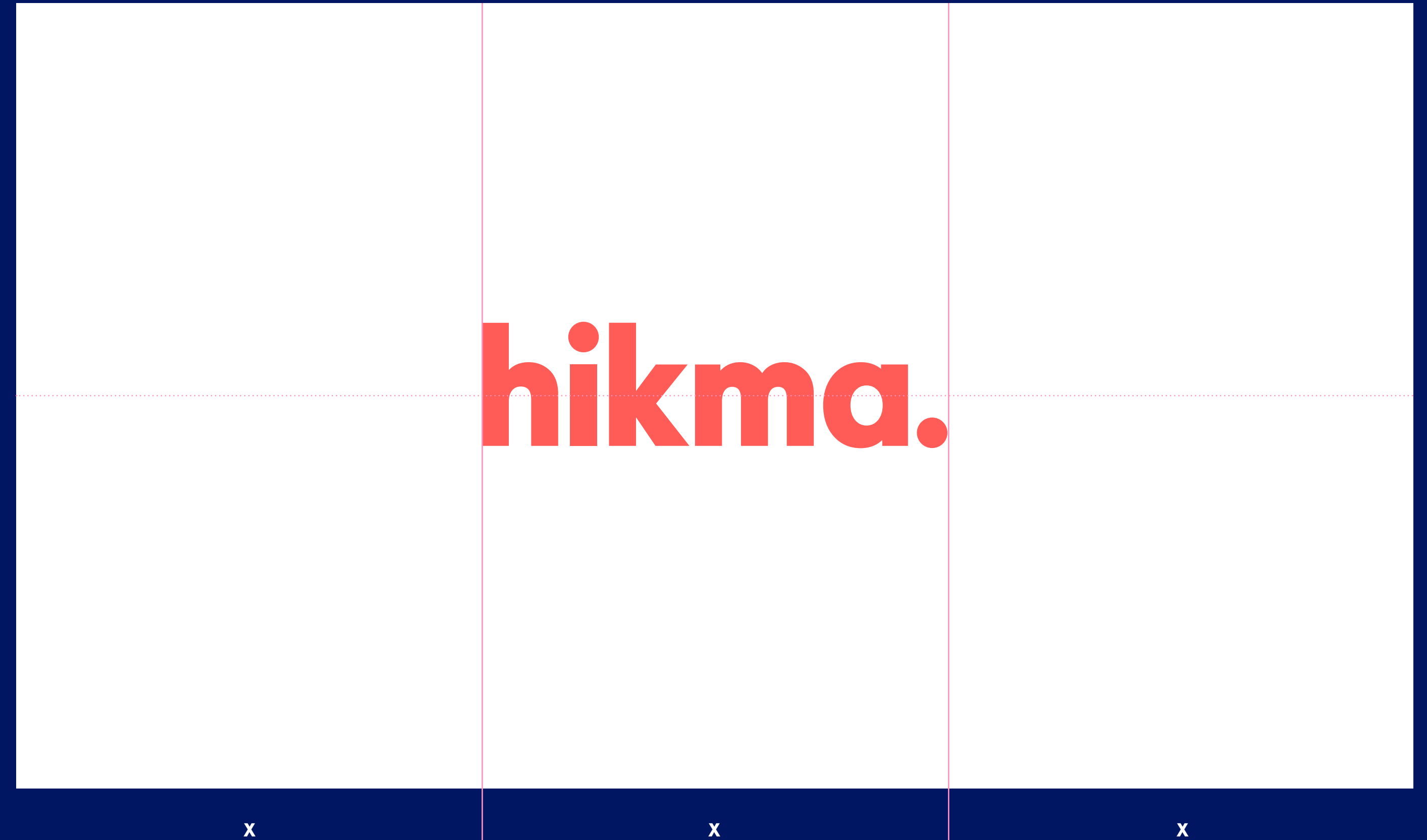
hikma.

x   x   x

Hikma ventures logo

Because Hikma Ventures deals with a very different part of our business, with its own unique challenges, opportunities and requirements, it will continue to have a different logo from the rest of our organisation.

Its new logo is visually linked with the master Hikma marque and it will use our updated identity assets within its communications.

The Hikma Ventures logo is a valuable business asset that must be treated with care and respect. Always use the approved electronic artwork and never adapt, manipulate or recreate the logo.

The minimum clear space that should always appear around the marque is defined by X the diameter of the period.

x

x

x

x

x

hv.

hikma ventures

Logo colour use

Our logo is one of the most recognisable elements of our identity. To keep it that way we must use it as consistently as possible. One of the ways that we do this is colour it in a very limited number of ways dependent on the situation it appears in. We colour the logo in the following three ways only. The logo must never be reproduced in Hikma Dark Blue.

Primary preferred
Because it uses our brand colour the preferred option should always be a Hikma Coral logo on a white background.
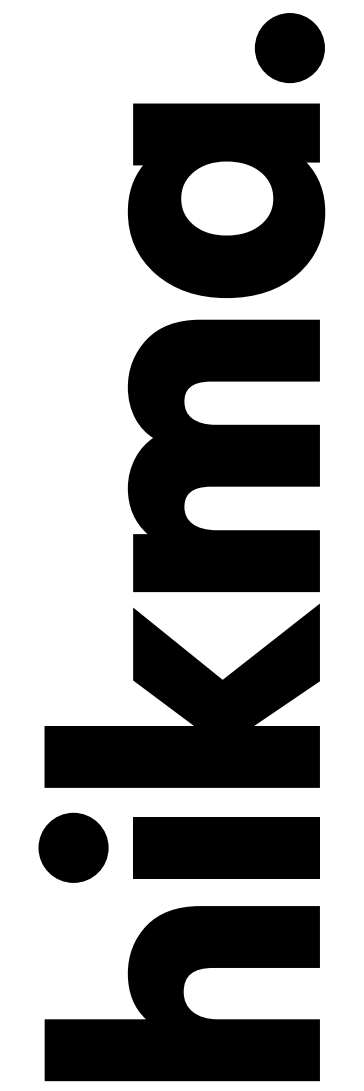
Secondary use
When using the logo over an image or a Hikma Coral background we use the white artwork for maximum stand-out.

Exceptional use
In rare instances, for legal or production reasons or when being used by one of our partners, we allow our logo to be reproduced in black.

Logo DON'Ts

▽ Never use the logo at an angle other than vertical or horizontal.

▽ Never change the colour of the logo.

▽ Never place it on a coloured background other than Hikma Coral or an image.

▽ Never lock other words or graphic elements to the logo, except for approved versions.

▽ Never use the lines and logo in other ways than specified.

▽ Never use the logo without the period.

Co-branding

Co-branding and in-licensing agreements are communicated through the use of both Hikma and partner logos. How those logos appear in combination, and in relation to one another, is a visual representation of Hikma's relationship with that partner.

There are three types of relationships we could have with partners and each has different visual implications.

These are situations where Hikma has the greater stake in the relationship, or where we are leveraging the equity of the Hikma brand to go to market.
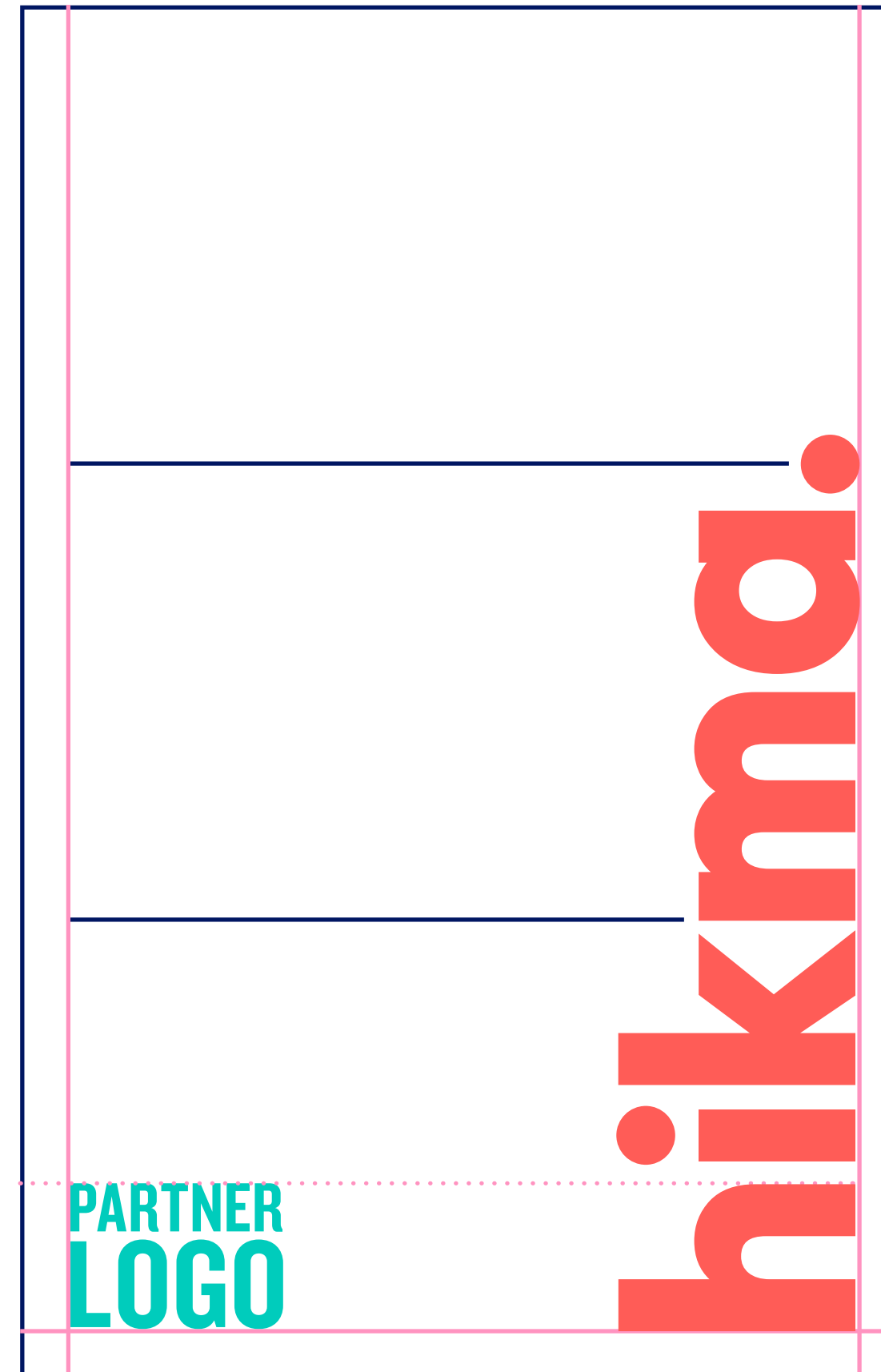
In these situations the look and feel should be in line with Hikma's visual identity. Our partner's logo should be incorporated into our own visual system.
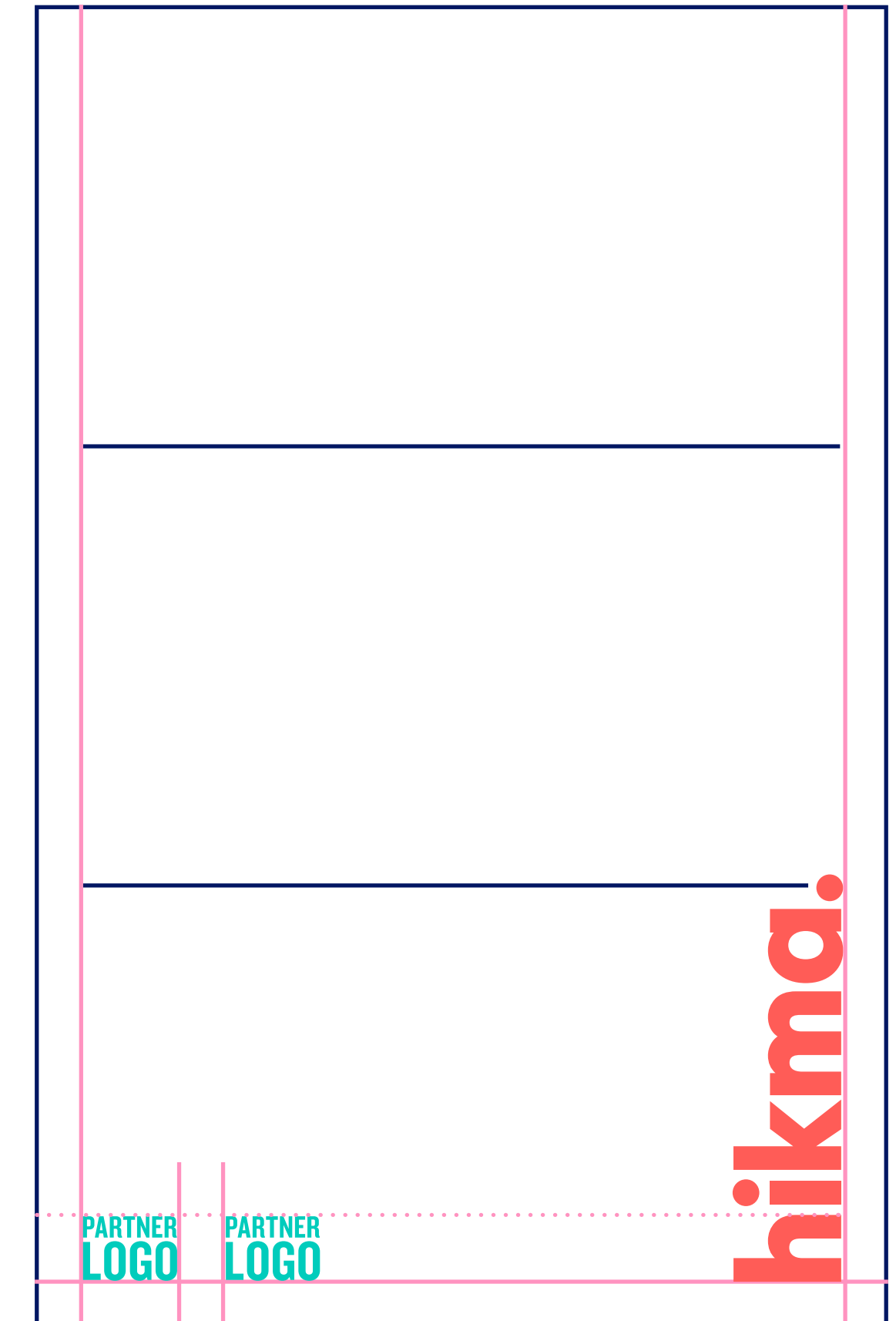
✉

Please seek advice from brand@hikma.com If the following options are not suitable.

↵

More detail on the scaling of the Hikma logo and defining the grid is given on page 22.

Partner logos with these types of relationship should always appear bottom left and scaled to a maximum height in line with the top of the 'h' of the Hikma logo.

When using the more smaller application of the Hikma logo, or when more than one partner is involved the same rules of scale apply.

Co-branding – Equal ownership

In situations where Hikma partners with another company, or invests with one or more organisations, we represent each party equally.

Often in these situations the lead for the look and feel is taken from whichever organisation is producing the materials. When this is Hikma we use our own visual identity and our own rules apply. If materials are being produced by another party, we have less control but do have some requirements for how our logo is applied.
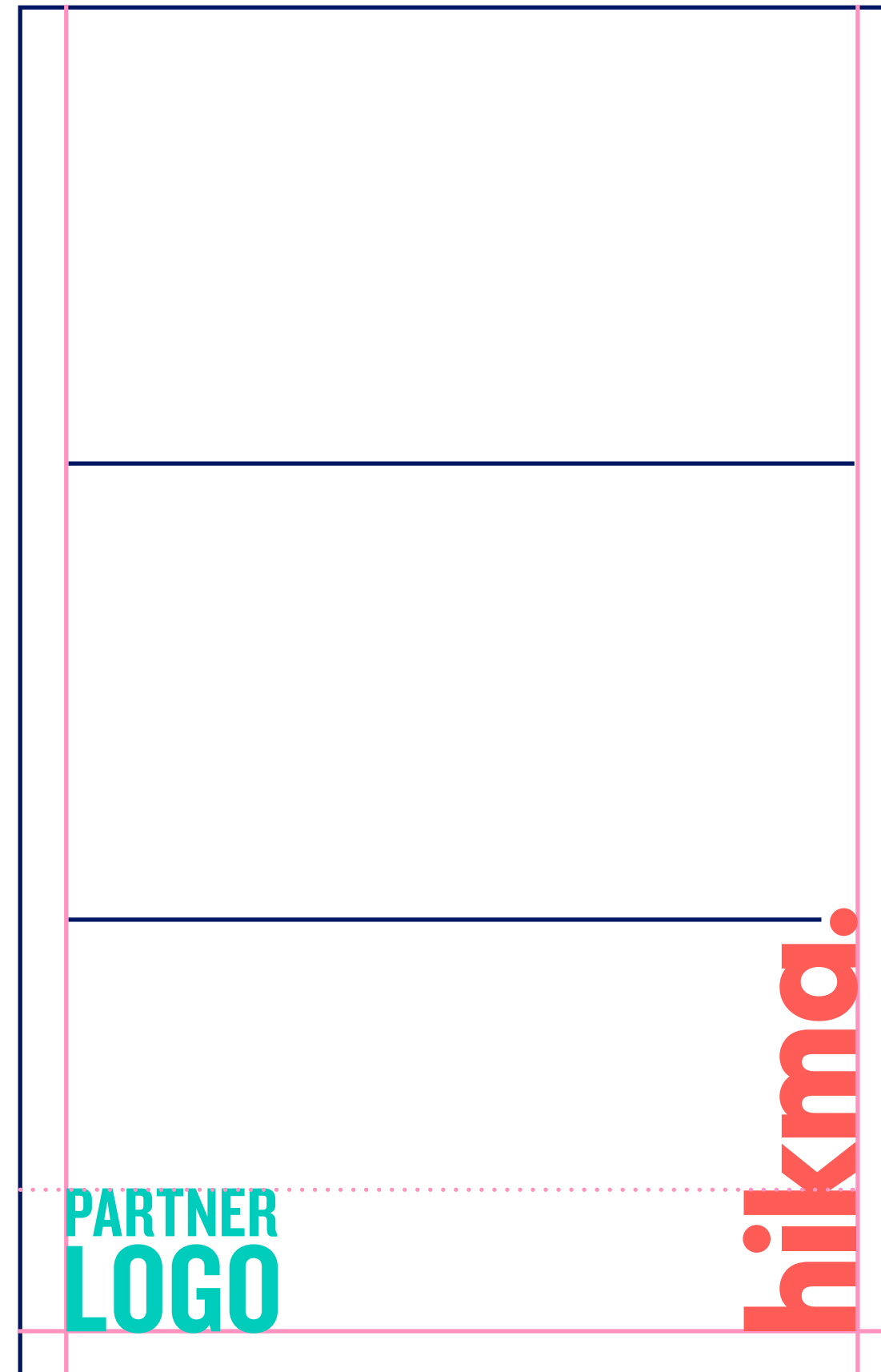
✉

Please seek advice from brand@hikma.com If the following options are not suitable.

⏎

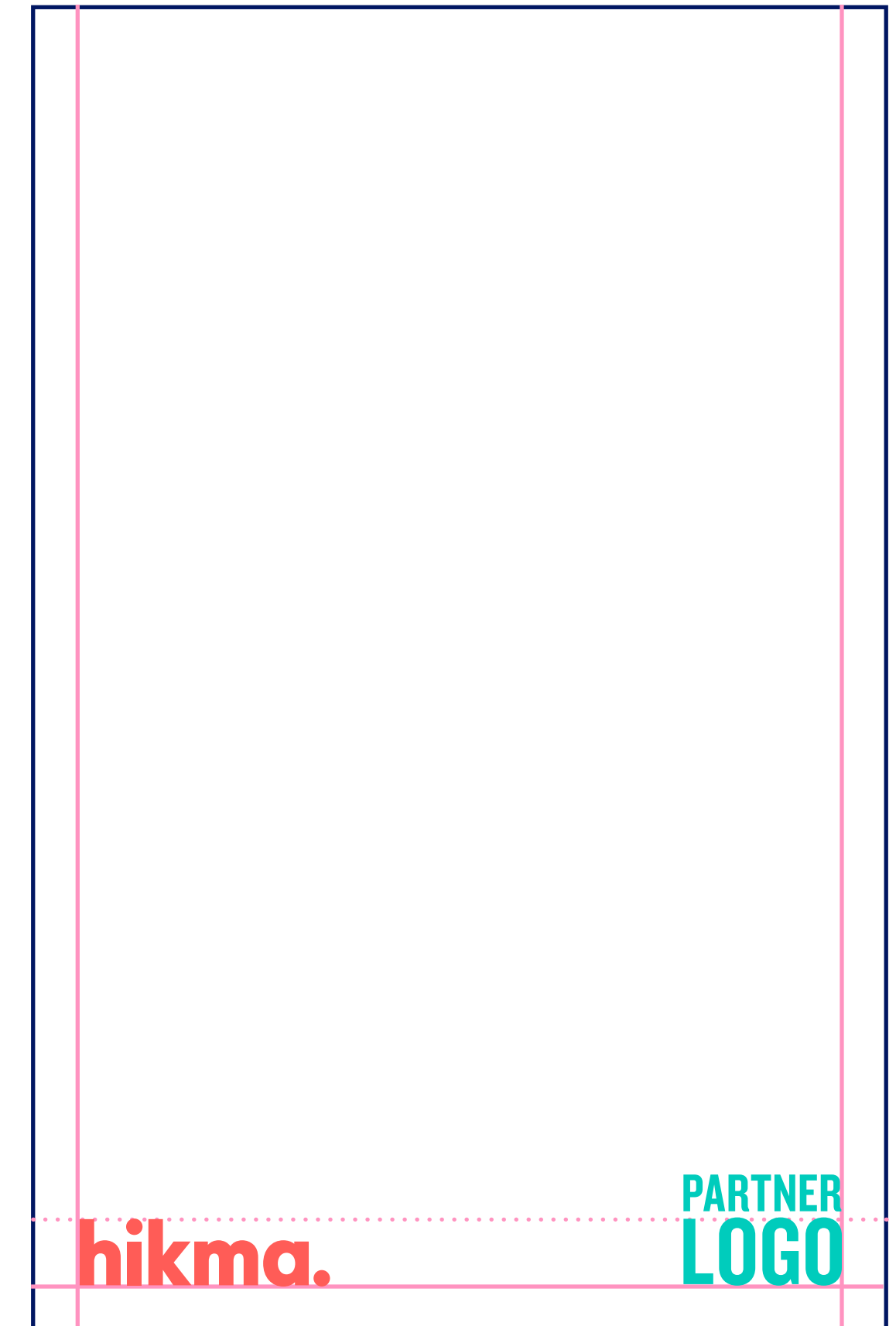**More detail on the scaling and positioning the logo is given on page 22.**

⏎

Our use of our logo in different colour ways is set out on page 16.

Using our own visual identity
Our partner's logo should appear bottom left and scaled to visually match the presence of Hikma logo – use the top of ascender of the Hikma 'k' as a guide.

Partner visual identity
In these instances we request that our horizontal logo is scaled to match the visual presence of our partner's, and is reproduced in Hikma Coral, white, or black.

Co-branding – Partner owned

In situations where the our partners have the greater stake in the relationship we will have less of a say in how Hikma is represented. Such scenarios may occur when Hikma has a lesser investment in a partnership; is a sponsor of an event; or when Hikma is being used as an endorsement.

In these situations we have three simple requirements of our partner:

1   The Hikma logo be reproduced as large as visual system being used will allow and not smaller than our minimum size.

2   Our logo be reproduced on the horizontal.

3   That the logo be reproduce in either Hikma Coral, white or black. Our preference being in that order.

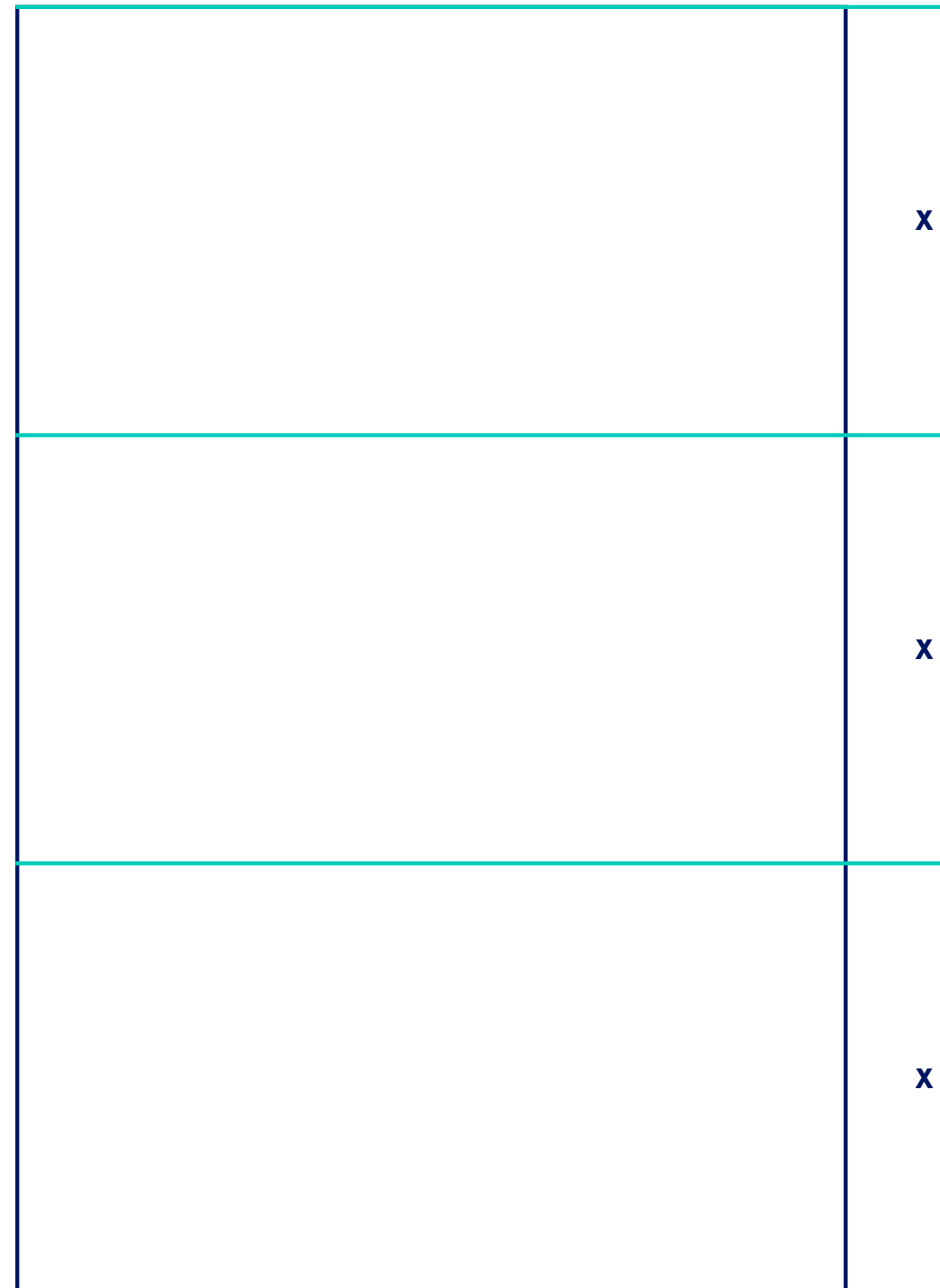**Our use of our logo in different colour ways is set out on page 16.**

hikma.

PARTNER LOGO

Defining the grid

Guidelines for the positioning and sizing of the Hikma logo, and steps for grid creation are explained overleaf. The grid is a key element that helps ensure all our branded communications have a consistent look and feel.

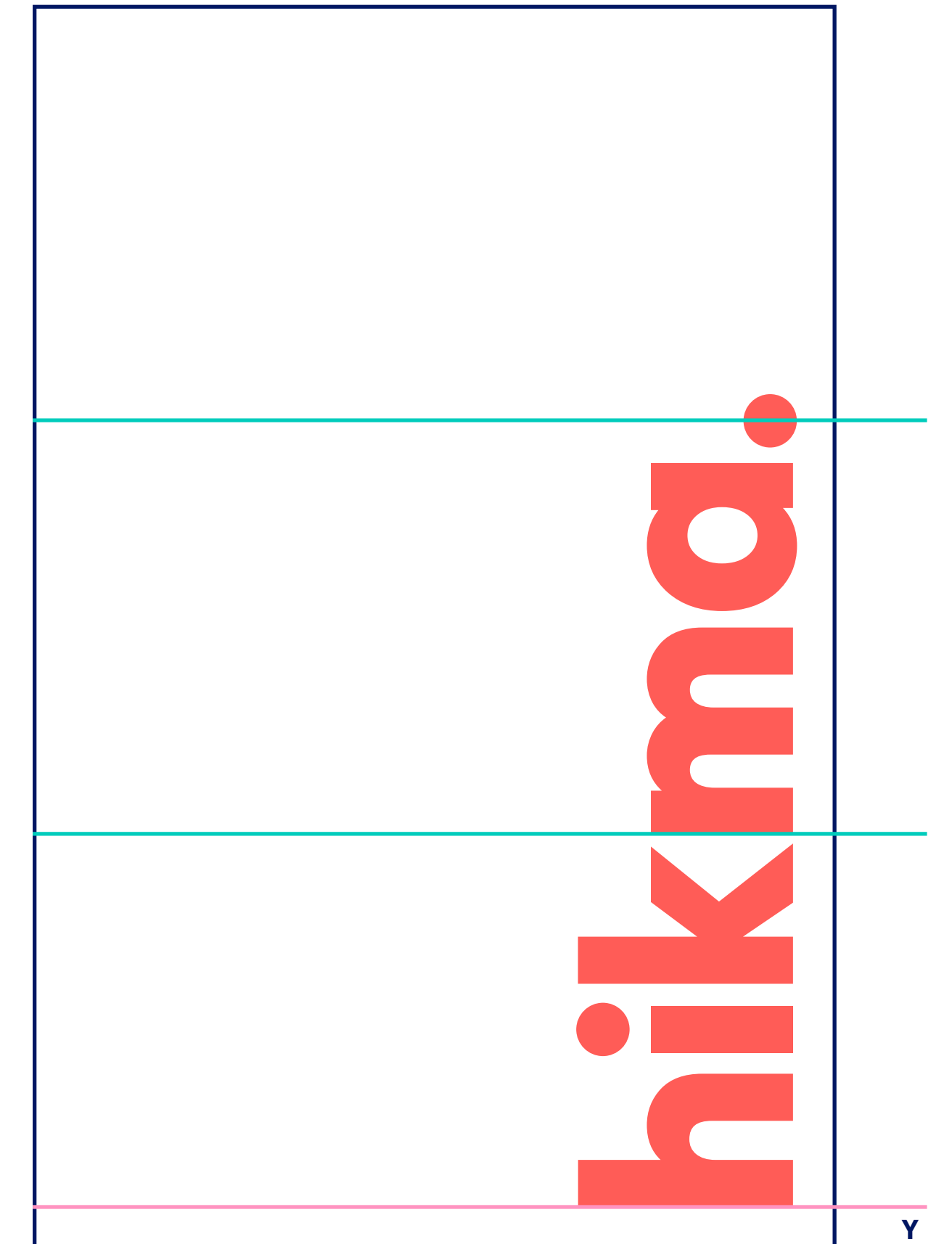The basis of the grid is the Hikma logo.

Step one: Divide the page, face or area of the application you are designing into three, exactly equal horizontal sections.
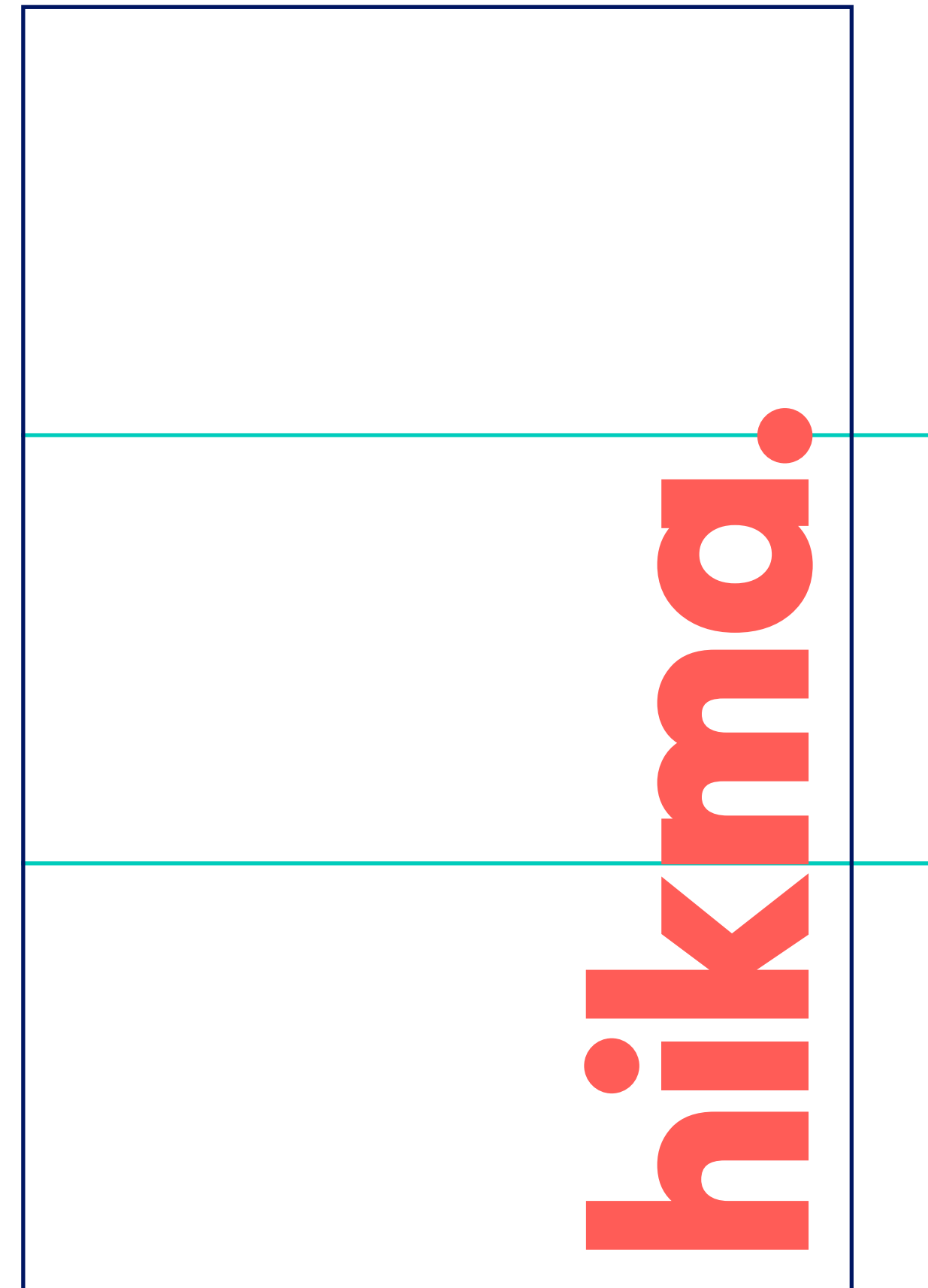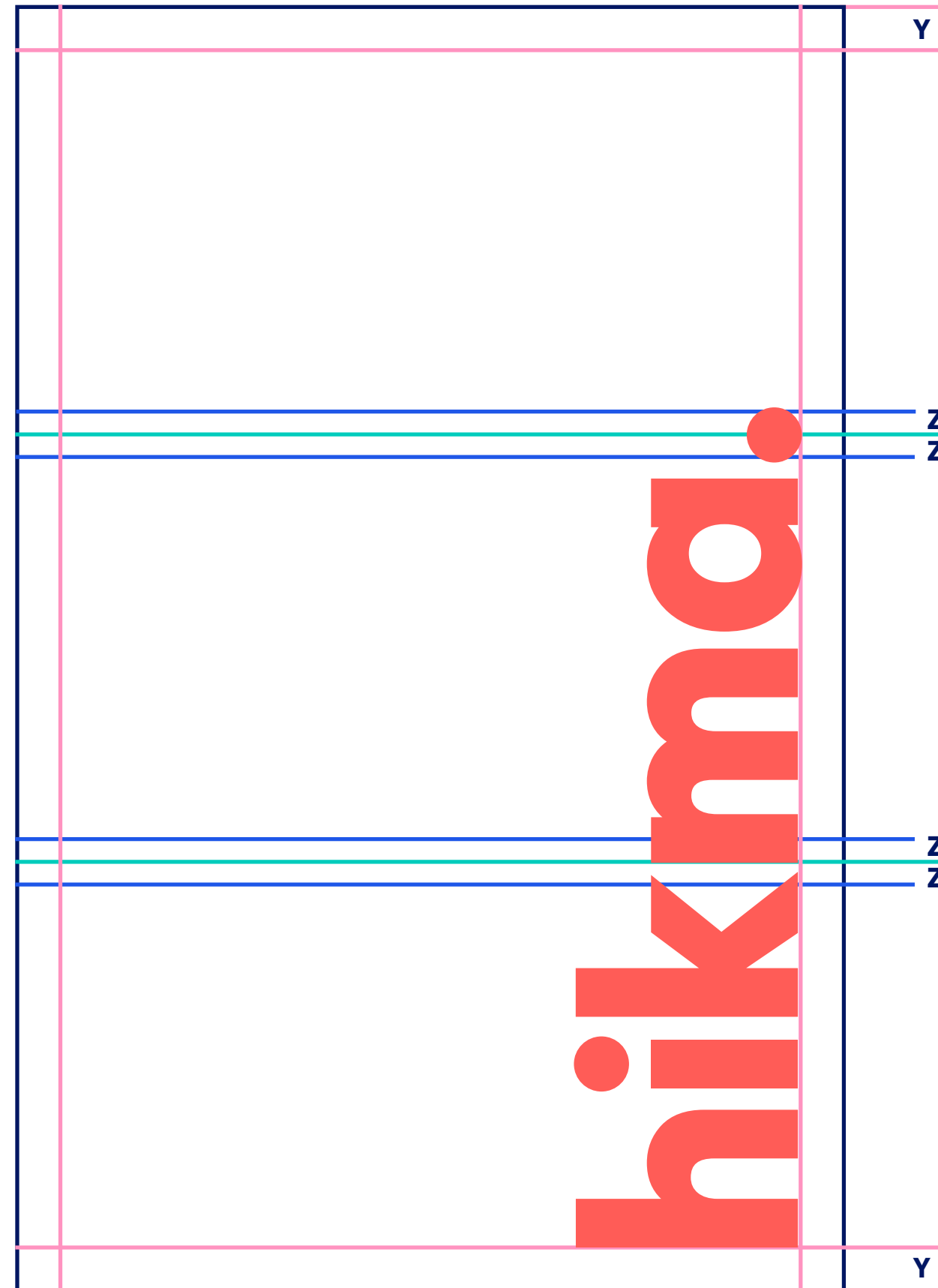
Step two: Using the approved artwork for the Hikma logo, scale it so that the centre of the period and the left edge of the 'm' align with the two dividing guides.

Step three: The margin of your application are defined by the space between the bottom of the logo and the bottom of the page. Set your margins to this value (Y).

Defining the grid

	Landscape	Portrait	'Z' value
A5	5mm	7mm	3.5mm
A4	7mm	10mm	5mm
A3	10mm	14mm	7mm
A2	14mm	20mm	10mm
A1	20mm	28mm	14mm
A0	28mm	40mm	20mm

Step four: Created gutters above and below the original horizontal guides. Z is equal to 0.5Y for portrait applications and 0.7Y in landscape applications.
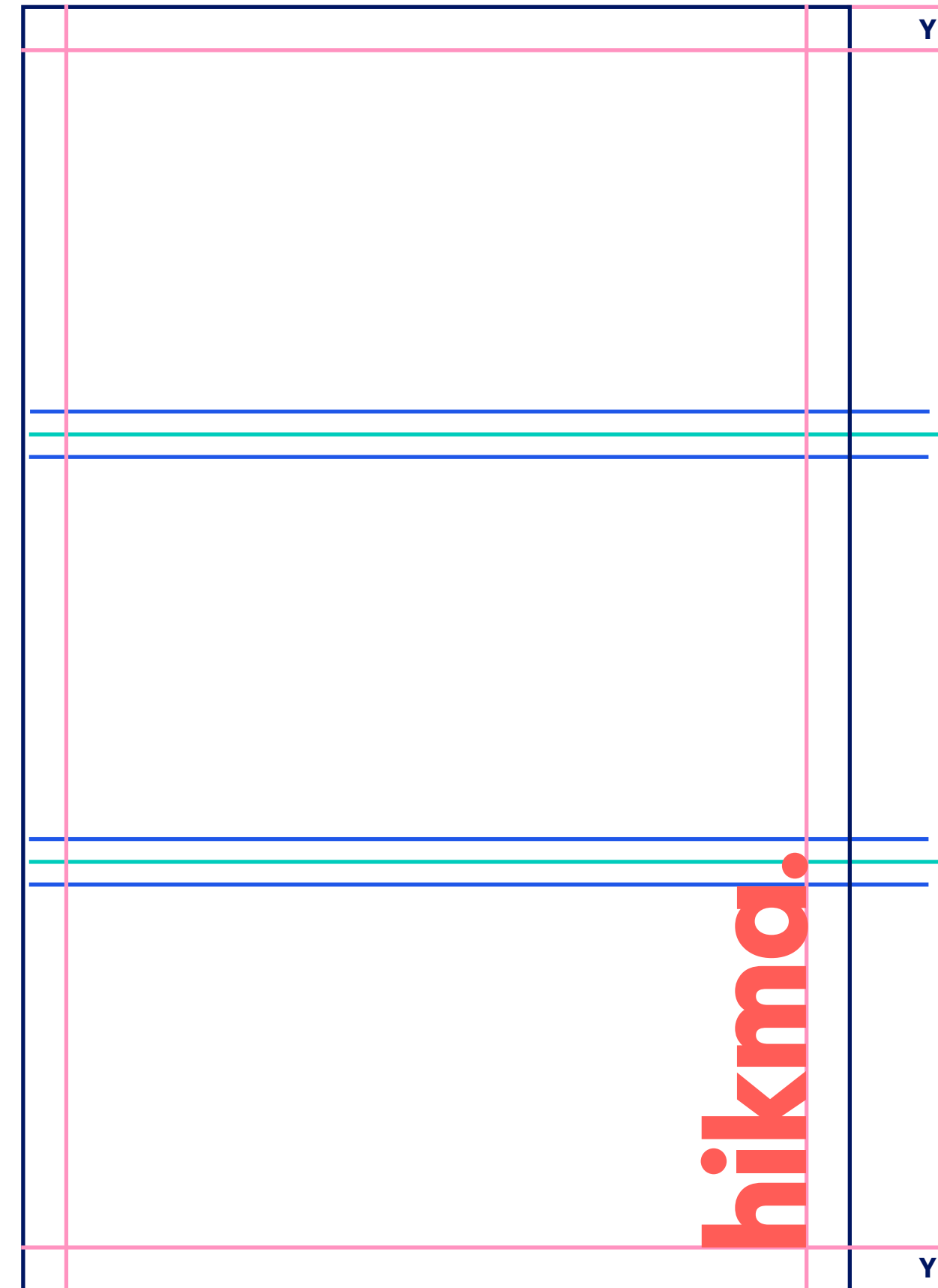
Step five (optional): Where the logo appears as an endorsement or for more sophisticated applications where the logo is more discreet, it can be reduced in size, as shown above.

Common values: For quick reference, margin values and 'Z' values for some common page sizes are give above.

For applications such as magazines or product brochures, where multiple elements need to be positioned and laid out on the page, a more complex grid can be constructed.

This grid follows the build and margin principles from the previous page, where Y represents the margin and Z represents the variable widths of the gutters.
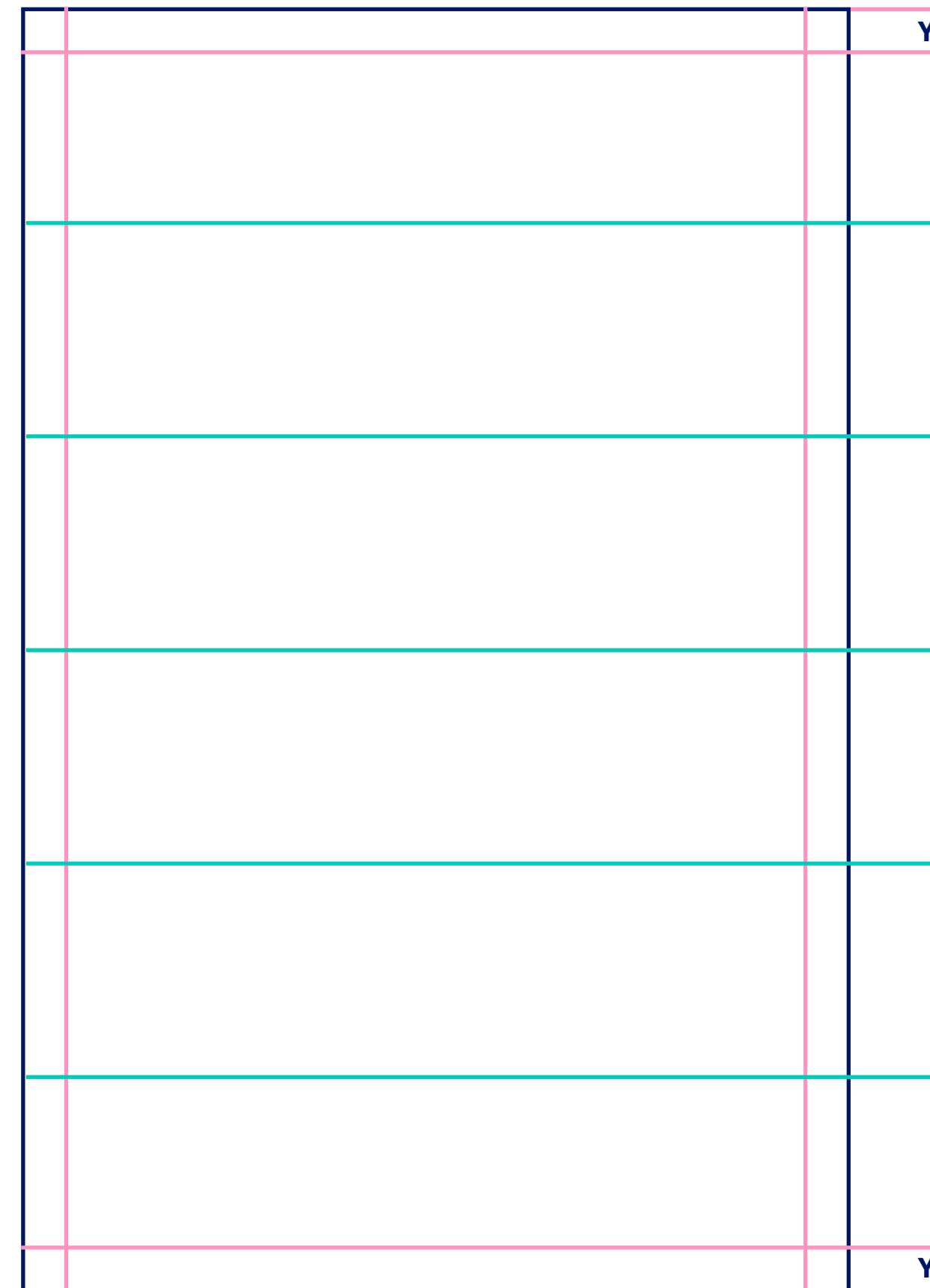
Step one: Following on from step three on page 23 further subdivide each of the three horizontal sections so that the page is split into six.
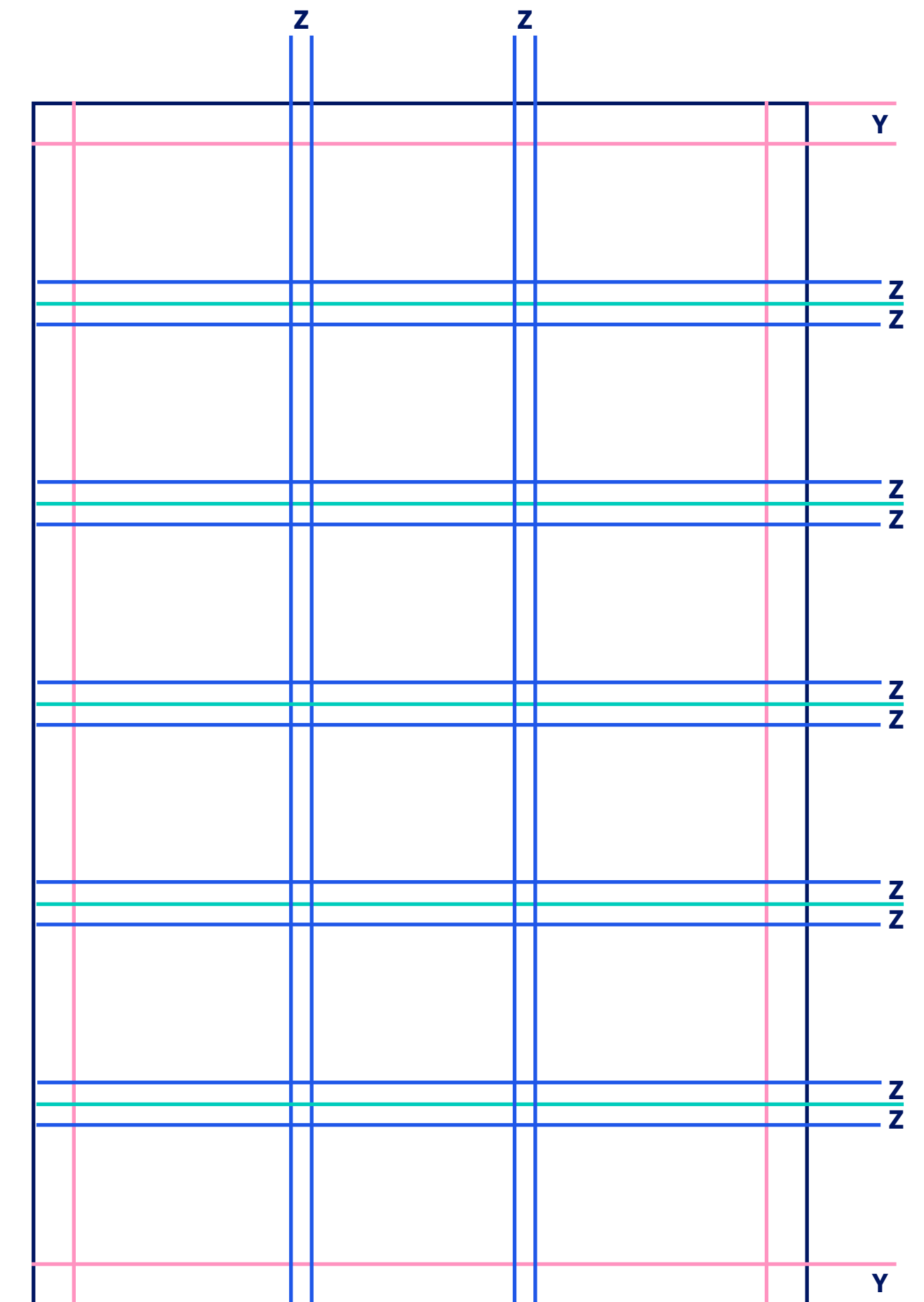
Step two: Apply horizontal gutters as demonstrated in the previous step four and add vertical columns as needed with gutters of the same value.

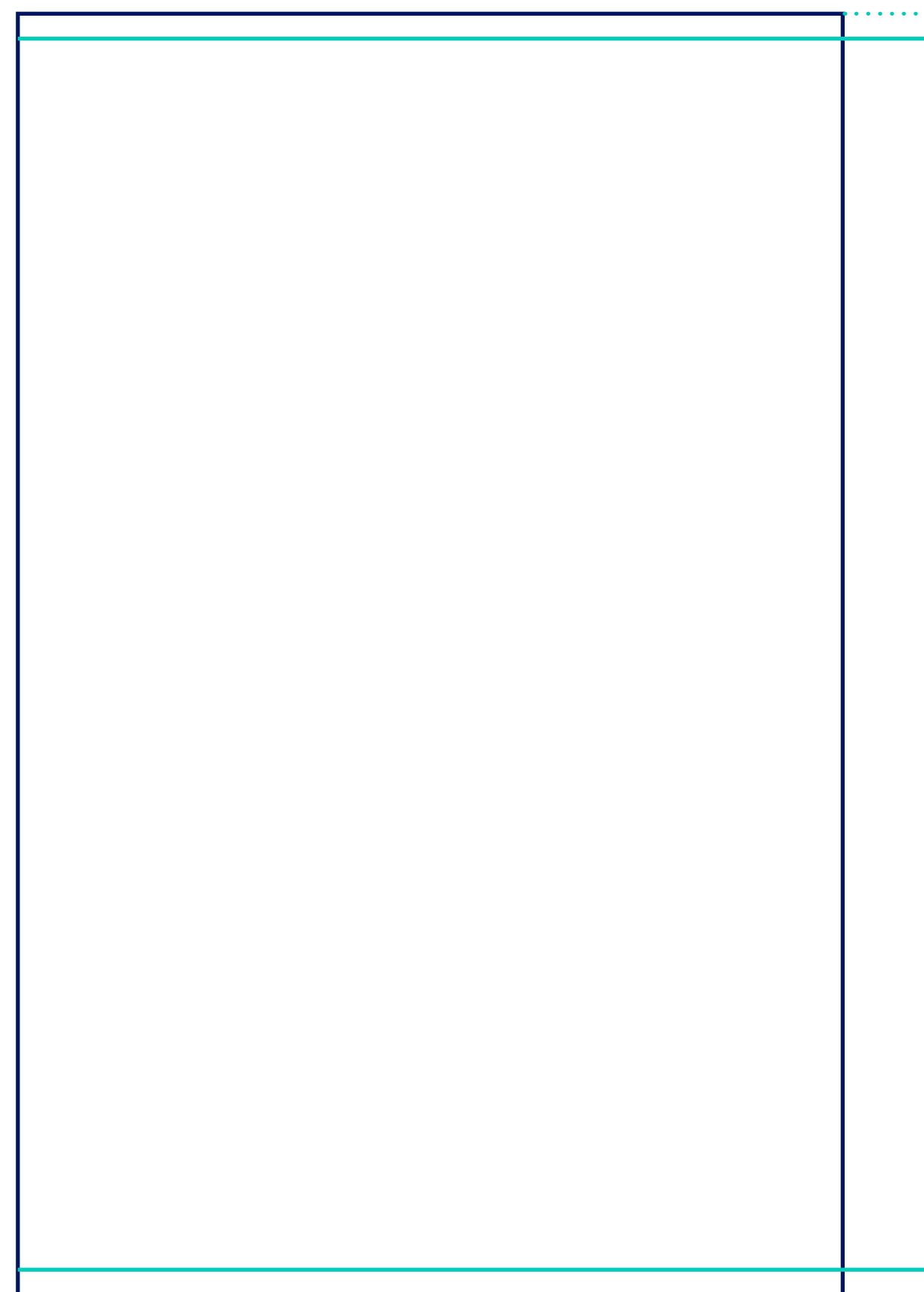When working with very small or very long applications, such as labels or event hoardings, it may be necessary to add extra width to the boarder of a design to ensure that it prints and crops well or so that it looks visually balanced.

In these instances there are two simple extra steps needed in preparation before you define the grid for your design.

x

x

x

x

Step one: Draw two guides a short distance from the top and bottom of the page (1–2mm should be enough in most cases). These guides are an artificial top and bottom of your page.
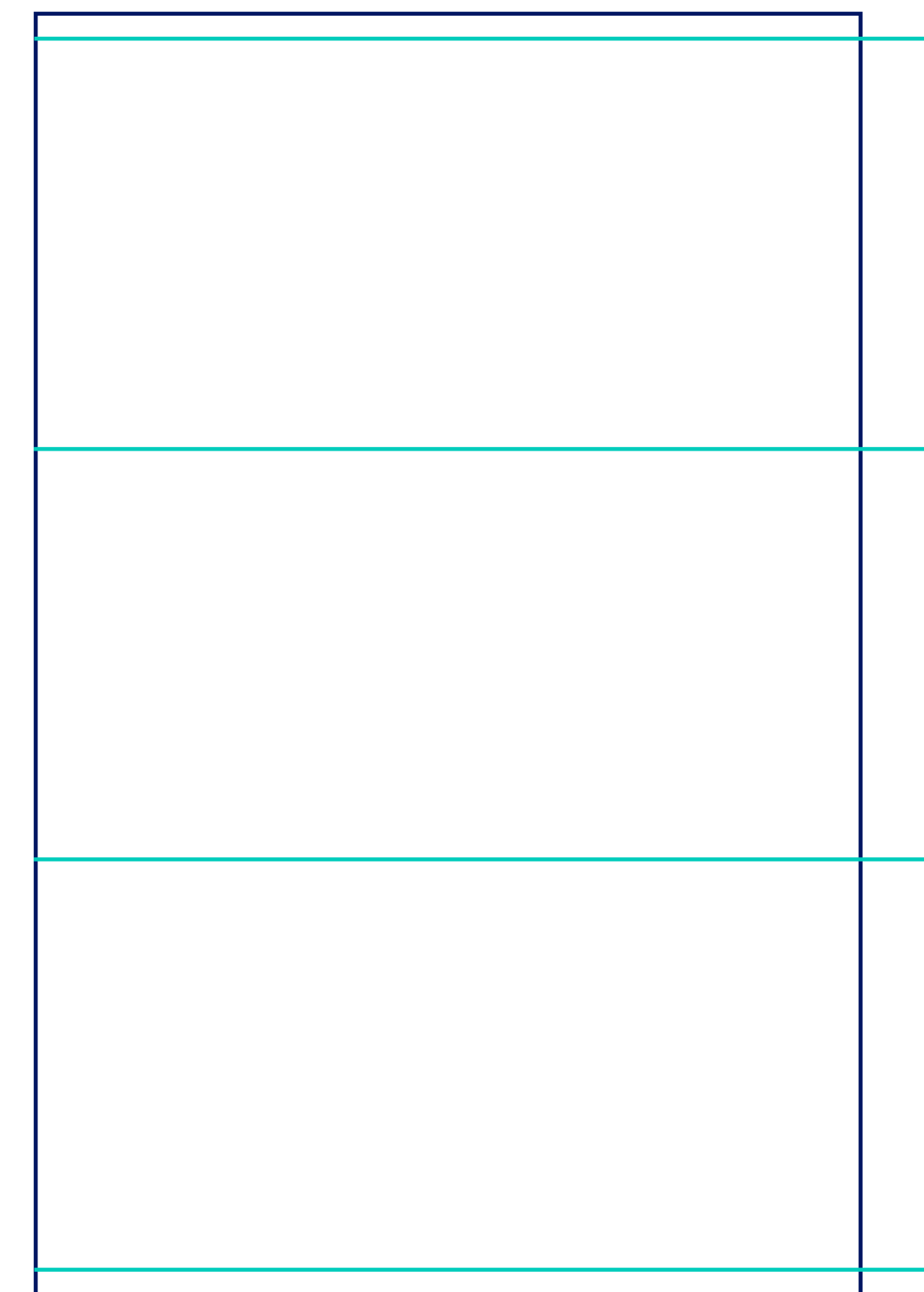
Step two: Divide the space between these guides into three exactly equal horizontal sections.

Horizontal lines play an important role in our branded communications. There is a fixed value for line weights and line endings, which can be scaled up or down, depending on the size of application.

The lines are set up as part of our master logo artwork, but should you need to recreate them follow the principles below.

The distance between the period and the start of the line is 25% of Y.

0.25X   0.25X

X

x

0.05X

The weight of the line is 5% of the diameter of the period.

▽
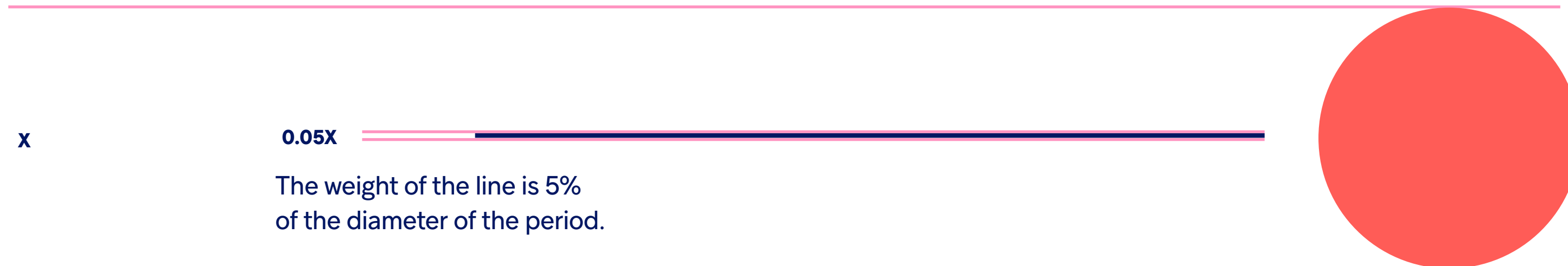
In small applications the line weight should not be smaller than 0.5pt. Manual adjustments should be made as required.
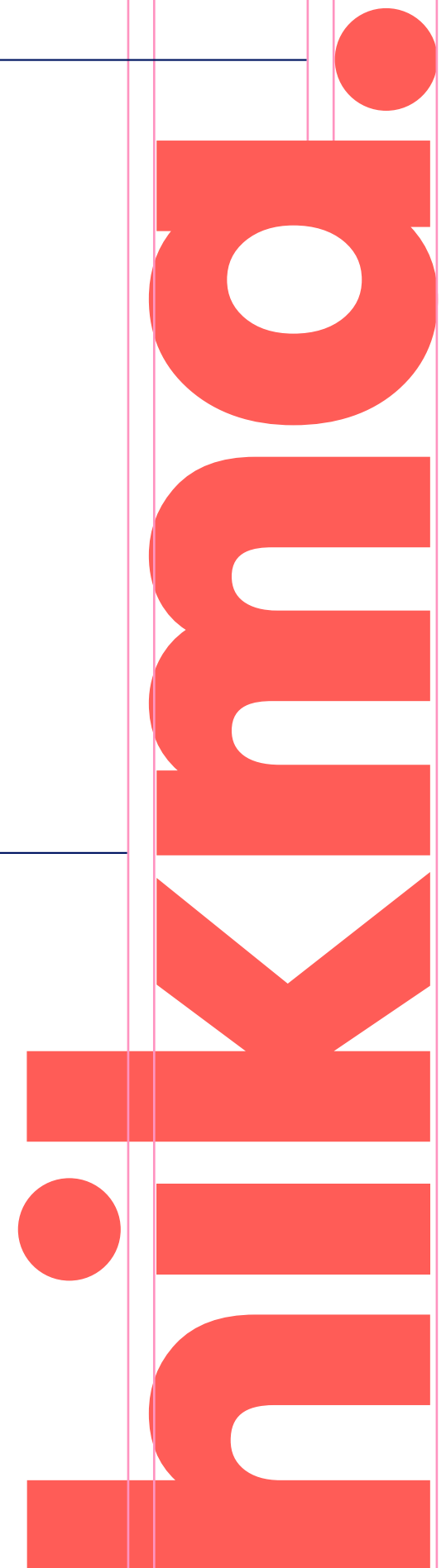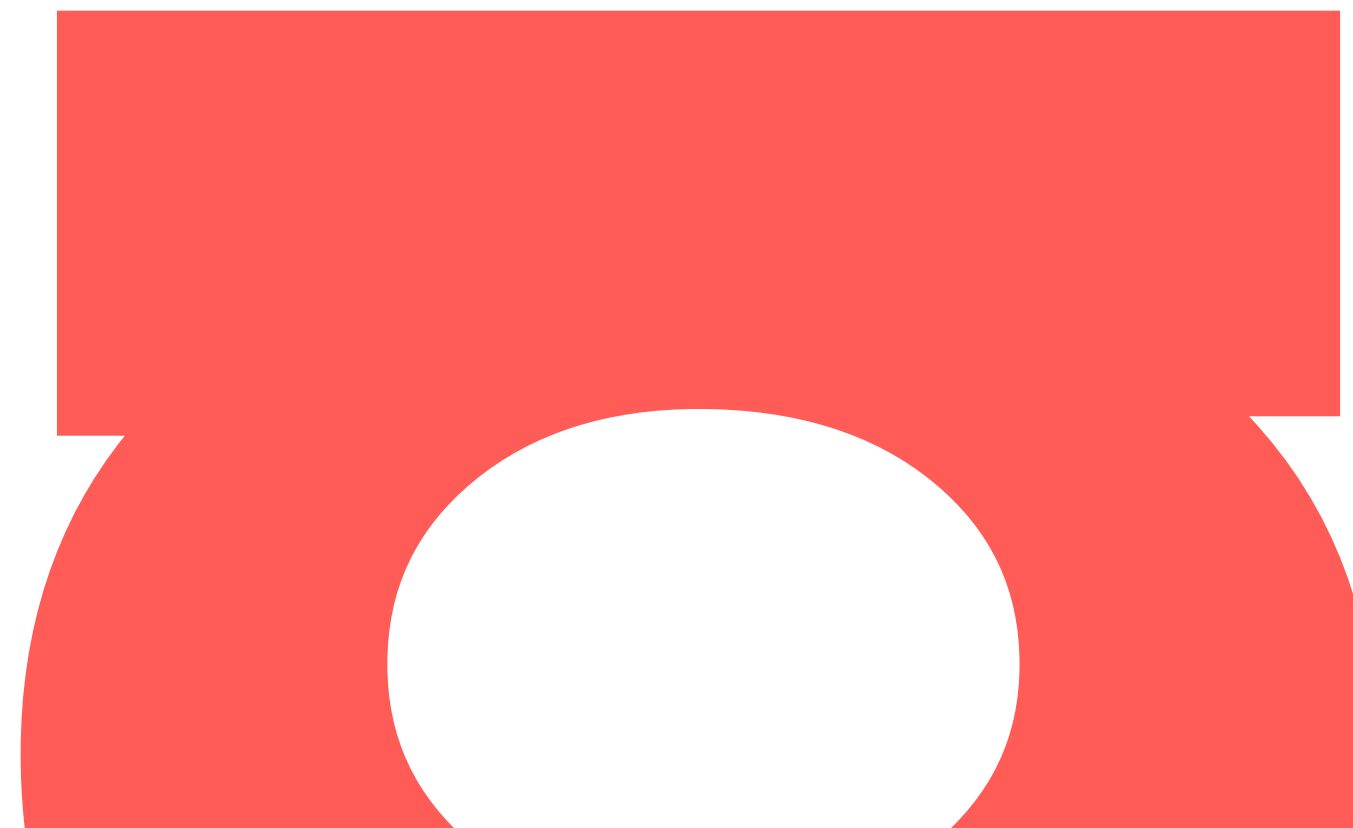
Typography

Our latin typeface is called Guillon. It was selected because it is both highly readable and highly legible, making all that we have to say as accessible to customers and patients as possible. It is available for both print and digital applications.

Hello

Latin type

We use four weights of the Guillon typeface. Combined they create pace and visual interest, but most importantly they can help us structure information. These guidelines are a good example of how the font can be flexed in both of these ways.

Gullion should only be used for external facing non-editable content.

Bold

Guillon Bold
Used for running titles, highlight text and occasional headline applications.

Demi

Guillon Demi
Used for titles, headlines and running heads.

Regular

Guillon Regular
Used for most body copy applications.

Light

Guillon Light
Used for body copy when a greater level of sophistication is required.

For applications in Arabic we use a font that we have selected to match the stylistic nuances of Guillon and shares the same modern and accessible principles. Our Arabic font is Helvetica Neue Arabic.

Helvetica Neue Arabic should only be used for external facing non-editable content.

Helvetica Neue Arabic Bold
Used for running titles, highlight text and occasional headline applications.

Helvetica Neue Arabic Roman
Used for most body copy applications.

Helvetica Neue Arabic Light
Used for body copy when a greater level of sophistication is required.

أسود
عادي
خفيف

Secondary typefaces

Our secondary typefaces, or 'in-house' typefaces are Arial and Arial Arabic. They are both system typefaces built into most computer operating systems. We use these in PowerPoint and other digital applications where Guillon or Helvetica Neue Arabic are not available, or when we are sharing files with partners and clients who do not use our fonts.

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

Arial Arabic

غ ف ق ب ت ث ج ح خ ذ ر ز س
ك ل ه ن و ي ش ص ض ط ظ ع
١٢٣٤٥٦٧٨٩٠

غ ف ق ب ت ث ج ح خ ذ ر ز س
ك ل ه ن و ي ش ص ض ط ظ ع
١٢٣٤٥٦٧٨٩٠

Arial Arabic is a standard system font that can have different display names. On some machines the name appears as Arial MT.

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Information hierarchy

Our horizontal lines are a recognisable part of our visual identity. They are a nod to classification that underlies the science of our industry and the organised, methodical process our customers expect of us.

Our colours

We have always been a red brand.

What's new, though, is a fresh and warm hue of red, we call it Hikma Coral.

Primary Colour palette

Our three primary colours help give our brand its distinctiveness. Hikma Coral is balanced with Hikma Dark Blue, which provides a professional counterpoint. White space is a key element, creating calm layouts with a subtle clinical feel.

⚠ Note: These colours are always used in their 100% solid form and never as tints.
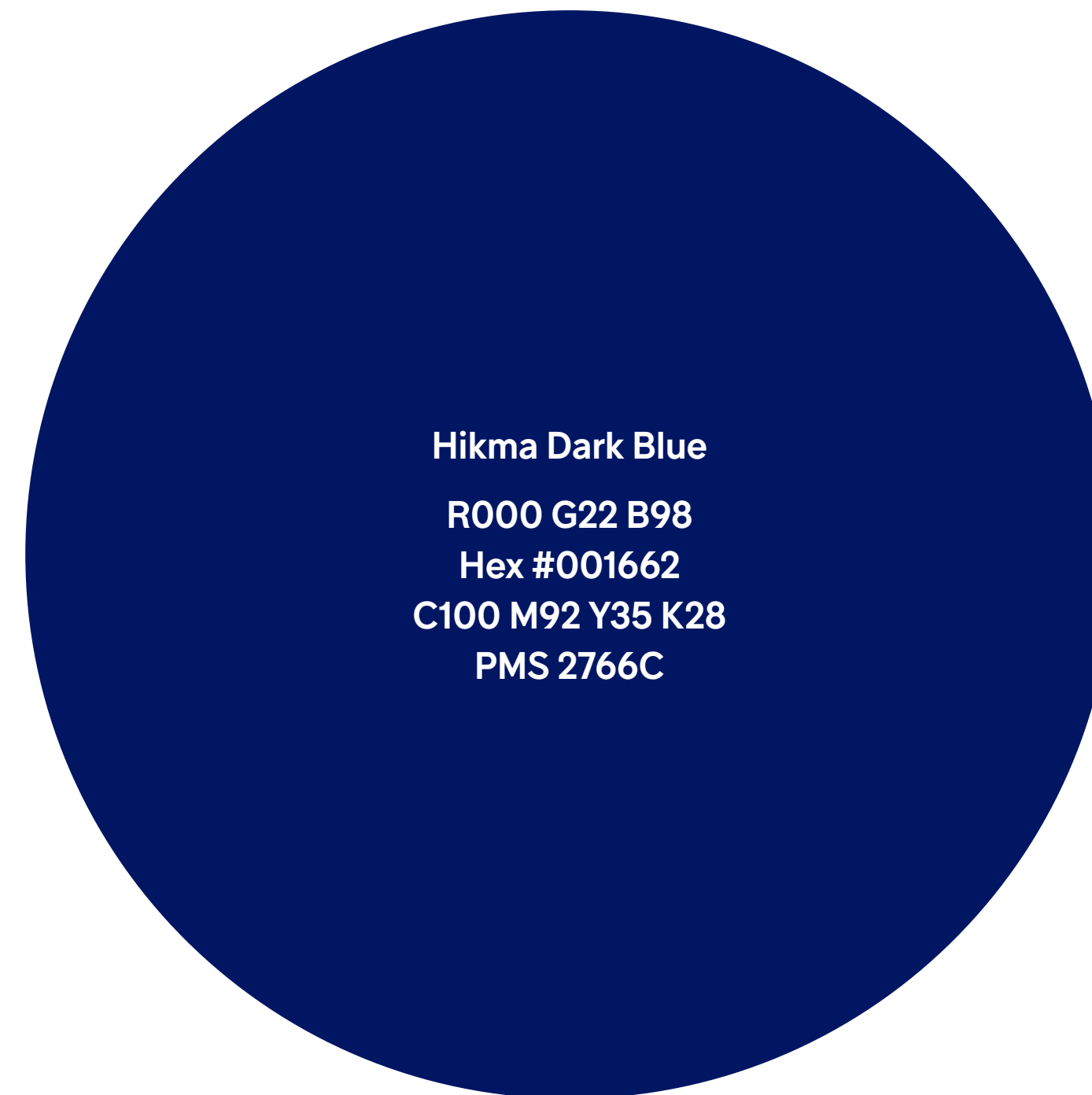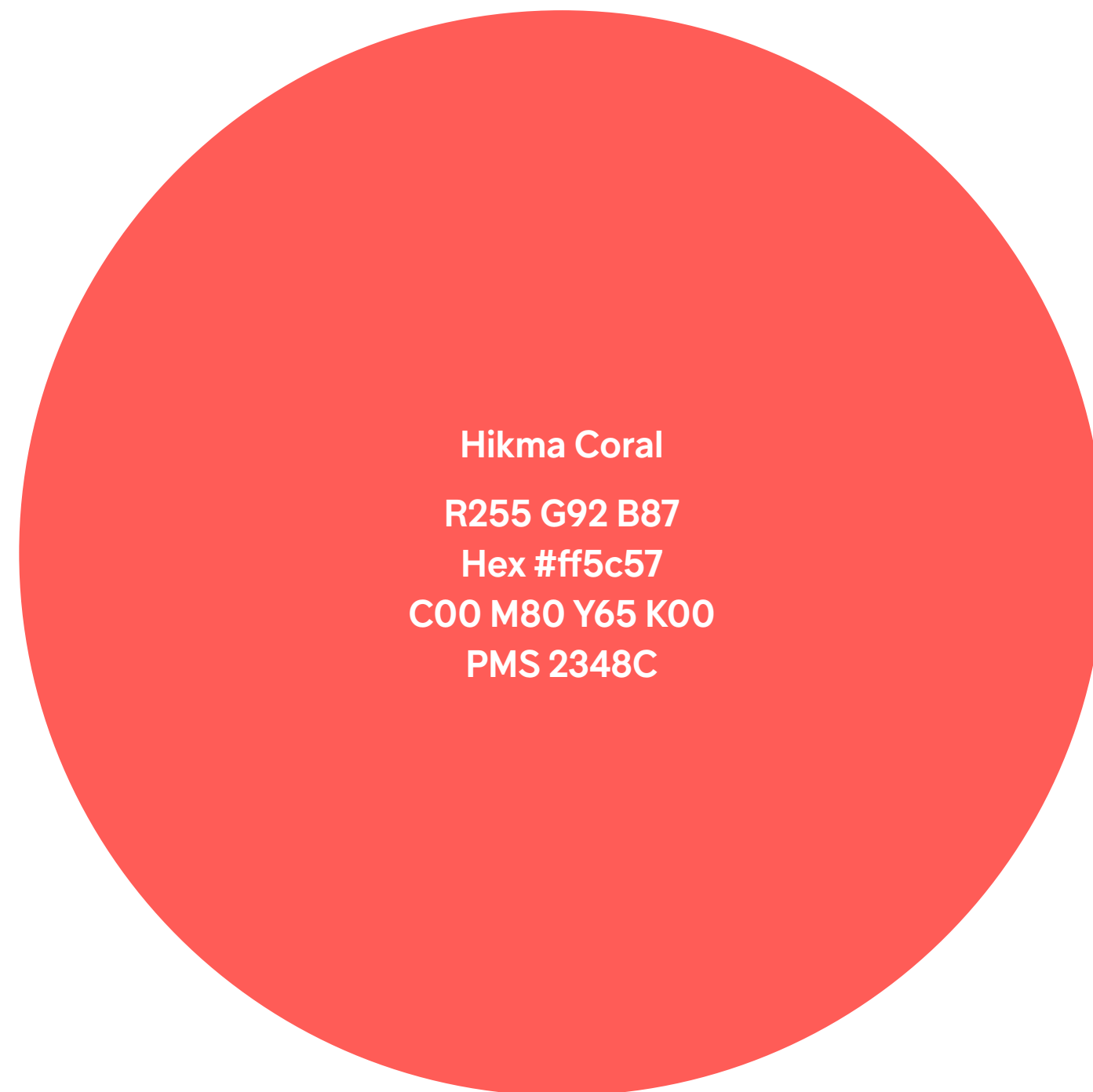
Hikma Coral

R255 G92 B87
Hex #ff5c57
C00 M80 Y65 K00
PMS 2348C

Hikma Dark Blue

R000 G22 B98
Hex #001662
C100 M92 Y35 K28
PMS 2766C

White
R255 G255 B255
Hex #ffffff

Use of colour

The percentage proportions shown here are a general guide to the use of primary colours on applications. Remember to include plenty of white space on layouts to allow the content to breathe.

45%

45%

10%

Use of colour

We use colour in two different ways across our core identity elements. Both are demonstrated on this page.

Because it heroes our colour logo we should always, where possible, use our primary colour way. Our secondary colour way should only ever be used over photography or a Hikma Coral background.
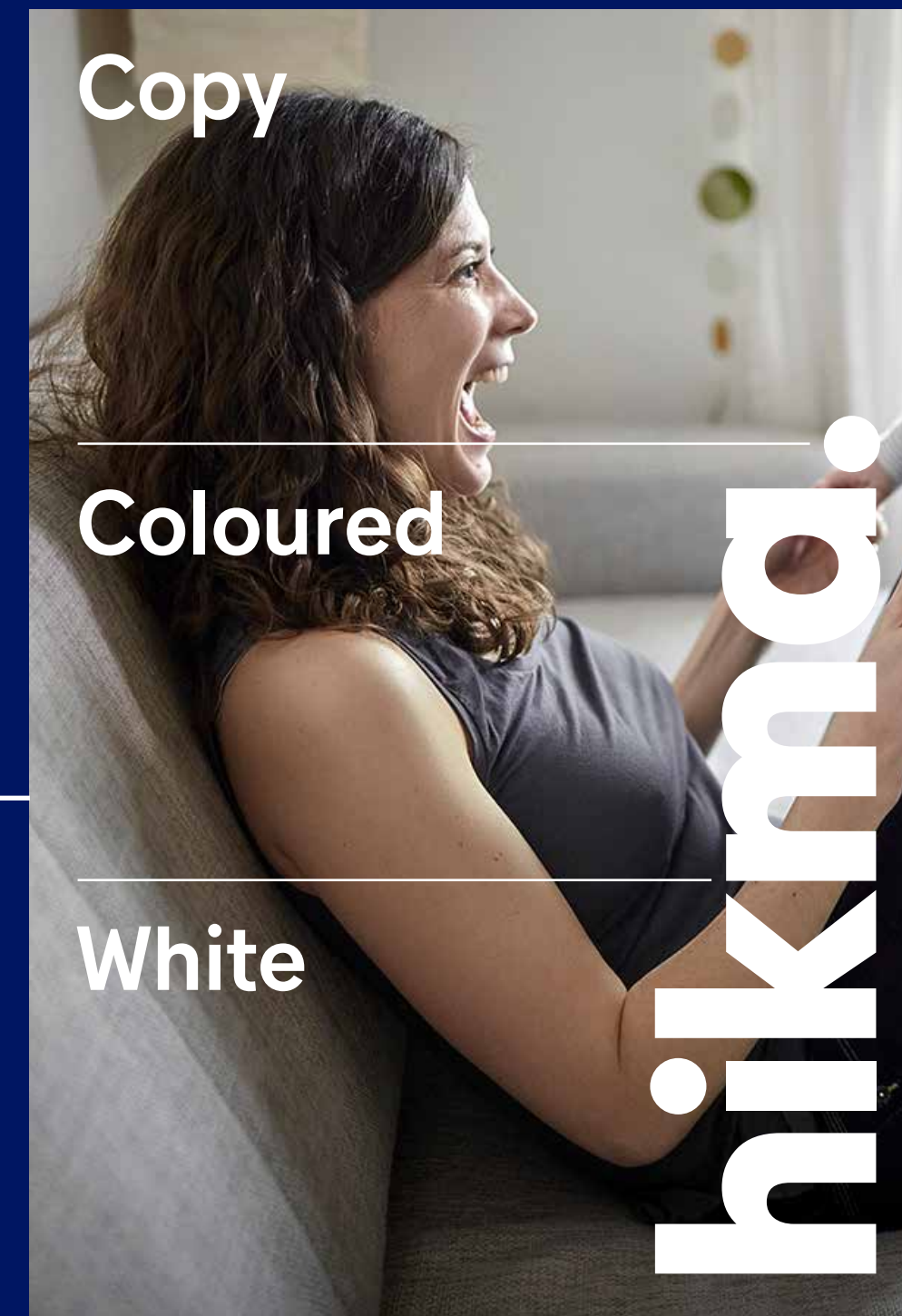
Primary colour way
White background overlaid with the Hikma logo in Hikma Coral. Type, structural lines and icons appear in blue.

Secondary colour way
Photographic or Hikma Coral background overlaid with the Hikma logo, type, structural lines and icons in white.

Copy

Copy

Coloured

White

Copy

Coloured

Dark blue

hikma.

hikma.

Accent colours

These colours have been selected for their subtle pharmaceutical connotations and to complement our primary colour palette.

Hikma Purple, Bright Blue, Green and Pink should be used in small amounts to add visual interest to our communications, e.g. for call-outs or in charts and graphs.

Hikma Mid Grey and Light Grey are specially selected neutral tones to be used sparingly as backgrounds and shading.

We are a red brand and to maintain that these colours should not be used for colour coding of product categories or therapeutic areas.

▽

Note: These colours are always used in their 100% solid form and never as tints.

▽

Note: We never recreate the logo in any of these colours.
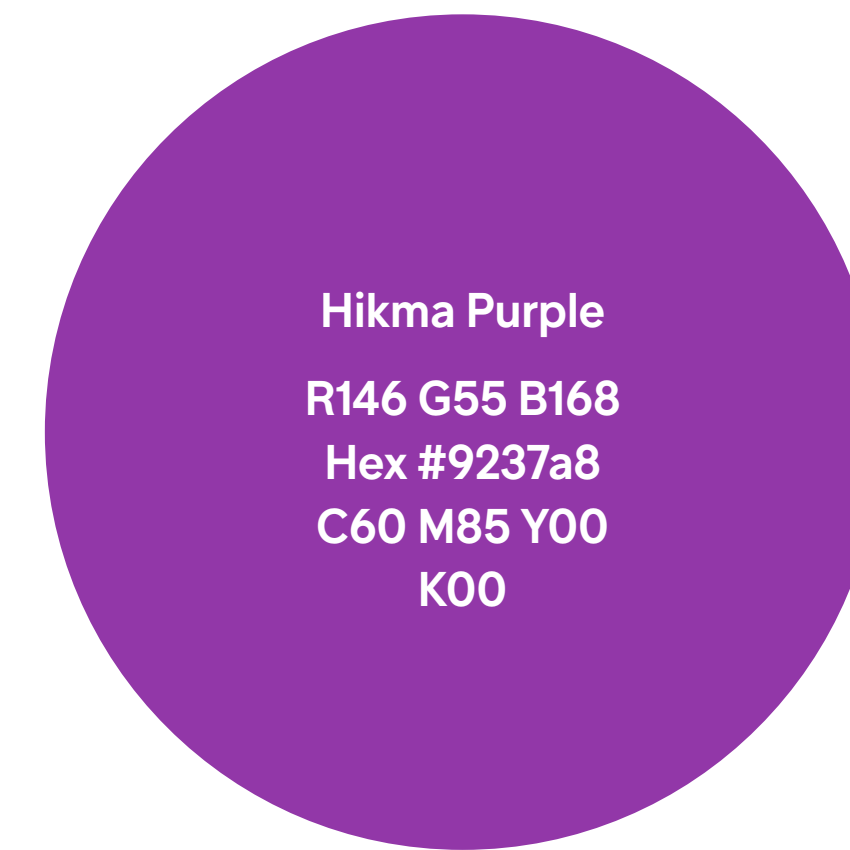
Hikma Purple

R146 G55 B168
Hex #9237a8
C60 M85 Y00
K00

Hikma Bright Blue

R31 G87 B232
Hex #1f57e8
C86 M66 Y00
K00

Hikma Green

R000 G204 B188
Hex #00ccbc
C68 M00 Y36
K00

Hikma Pink

R255 G147 B192
Hex #ff93c0
C00 M56 Y00
K00

Hikma Light Grey

R237 G240 B246
Hex #edf0f6
C6 M3 Y00 K3

Hikma Mid Grey

R202 G211 B228
Hex #c9d2e3
C18 M9 Y0 K9

Photography & Videography

To reinforce the user-centric, accessible nature of our brand and business, we use a strong photography and video style that is grounded in reality. It is centred around those who work with, and benefit from, Hikma products. It captures these people living their daily lives.
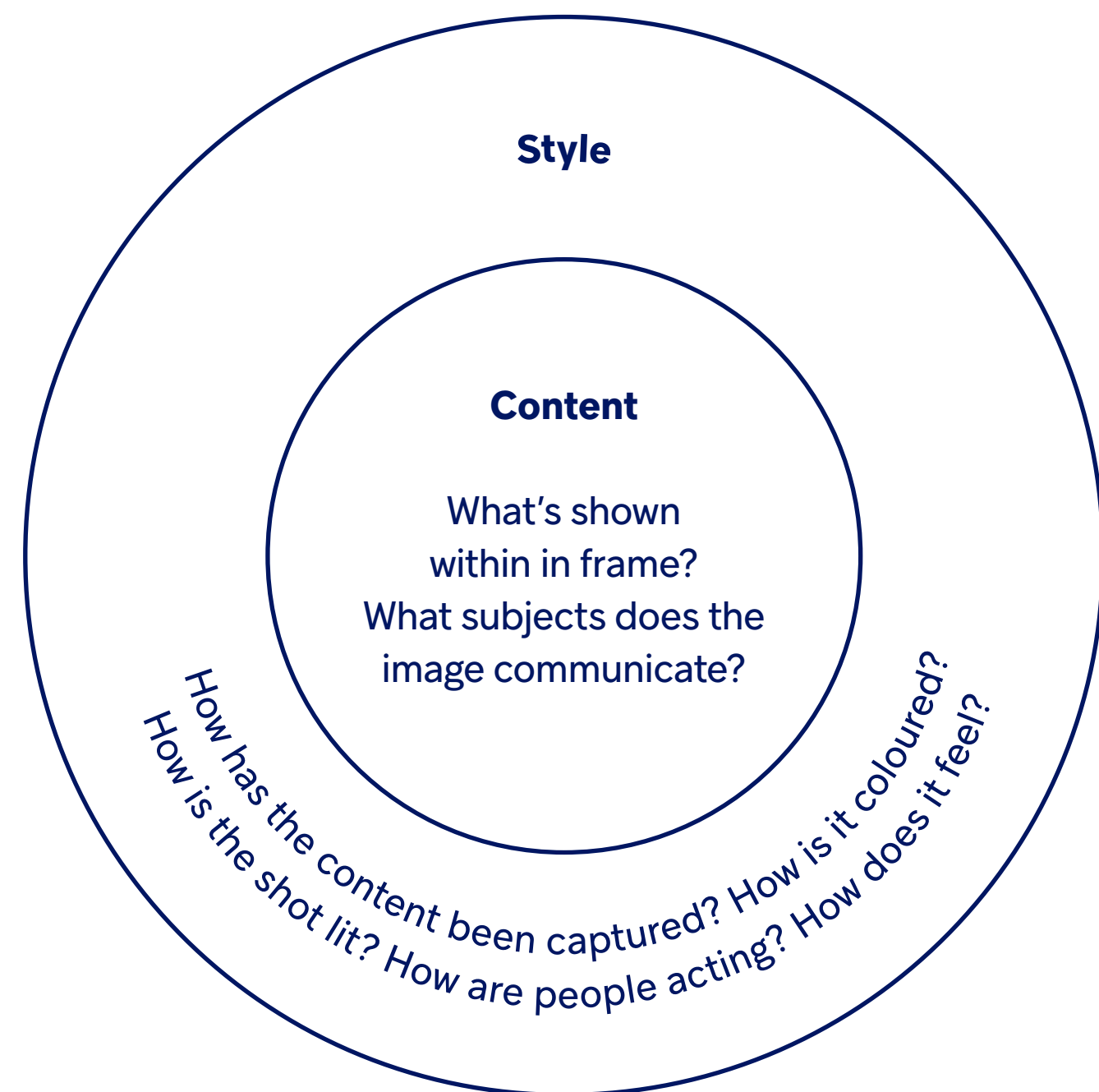
Content

Our brand photography has a reportage, natural feel. Whether you are sourcing stock imagery and footage, capturing your own pictures or briefing a photographer, make sure you follow the guidelines for both content and style. All imagery should show how we are "Bringing better health within reach. Everyday".

Style

All photography and videography follows three simple principles to achieve a consistent style. Every shot should:

— Be shot in natural, available light, avoiding direct sunshine or bright synthetic light.

— Appear natural and unposed.

— Contain colours that are calm and composed, without feeling curated. Aim for desaturated or muted tones.

Subject matter

The photography we use covers three subjects:

— Patients lives,
— Medical professionals
— Our work life

Examples of each of these are shown on the following pages.

Style

Content

What's shown within in frame?
What subjects does the image communicate?

How has the content been captured? How is it coloured? How is the shot lit? How are people acting? How does it feel?

Framing images

A successful communications piece relies upon the careful selection of high-quality imagery. When selecting images for an application, consider the various typographic and graphic components that will coexist with the image.

Foreground

Midground

Background

Close-up view of subject matter can create dramatic images able to carry the story. They can be used in conjunction with headline copy and also as supporting images.

Midrange view of clearly focused subject matter can create images with narrative and context to clearly illustrate a story. They can be used in conjunction with both headline copy and body copy.

A wide view of a non-detailed environment can serve as contextual backdrop. They can be used as background images in conjunction with headline copy and also as supporting detail images.

Cropping images

An image will be more effective and have greater impact when it is appropriately scaled and cropped.

Original

Start with an appropriate image.

Select crop

Select an area that is an appropriate size for your document.

Final image

The final image should:

— Focus on a single subject

— Be free from clutter or distracting elements

— Provide enough clear space for graphic elements

Cropping images

We use our brand imagery in two ways: full bleed images that form the backgrounds to our logo and cropped images that are used to support deeper content within our website and publications. The cropping and positioning of this second type of imagery should be determined by the underlying grid.

⏎

Find out more about how to construct an underlying grid on page 23.

Keeping active

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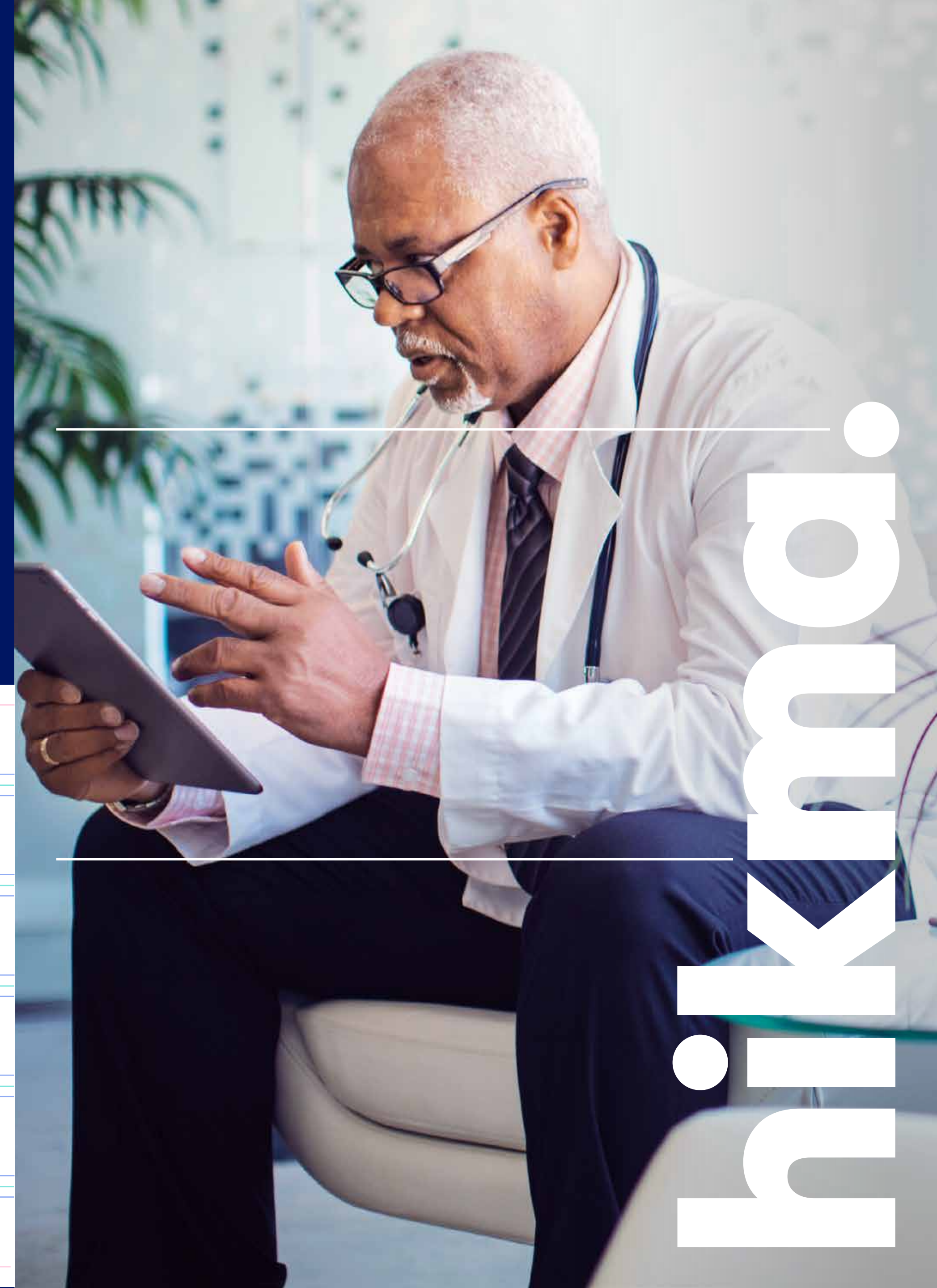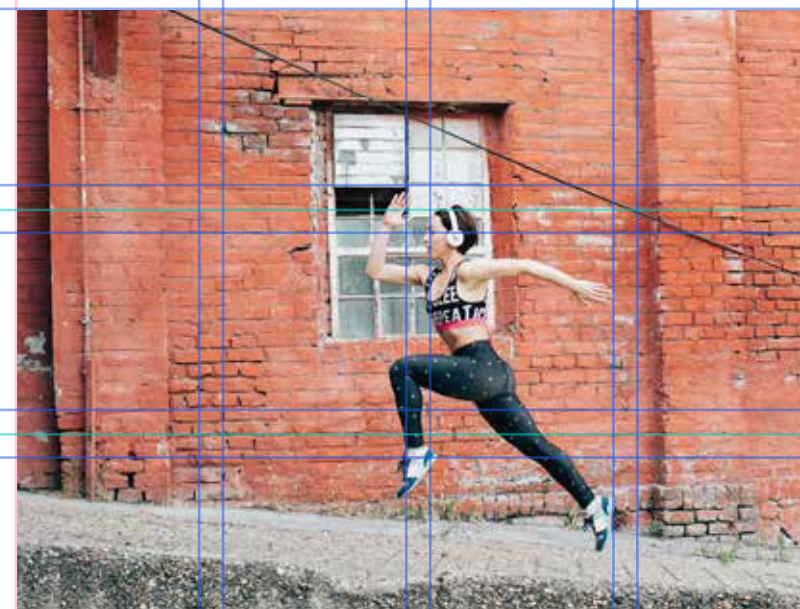
hikma

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Image use rules

The photography we use covers three subjects; patients lives, medical professionals and our own operations. Examples of each of these are shown on the following pages.

To maintain consistency and differentiation from our competitors we have some rules about how we use each subject.

Patients lives
These are images that show the benefit of Hikma's work to bring better health within reach everyday. They should focus on the positive aspects of treatment and on people living healthy lives.

Medical professionals
These are images of pharmacists, physicians, and other healthcare professionals interacting with patients and going about their work in a calm collected manner.

Our work life
These images focus on our own employees, on our research labs and production lines. They should represent the very best of who we are, diligent, modern and professional.

	Patients lives / Medical professionals	Our work life
Cover, or hero image applications	☑	☒
Ad or campaign use	☑	☒
Used as background to the logo	☑	☒
Used as supporting images within an application	☑	☑

The Hikma brand identity is bright, warm and authentic – and people-focused. Try to factor these aesthetics into your film.

Type of films:

— Interview based films
— Patient, customer and B-roll filming
— Animation

The Hikma brand focuses on everyday human life and experiences, and photography plays a large role in communications from the brand. Certain types of animation may be permitted with prior approval of the corporate brand team.

Pictures, scenes composition and lighting

Capture real moments where real people are living their lives authentically

Avoid obviously set-up scenes and play-acting for the camera

Focus on filming everyday, positive lifestyle imagery

Ensure people in your shots look tidy and clean, without being over-groomed

Try not to capture people eating unhealthily

Try to capture a mix of close up and mid-shots

Use as much natural light as possible

Film HD resolution as a minimum

Our icons suite

Our icons play an important role in our visual identity. They illustrate topics, ideas and objects in a shorthand that crosses cultures and language. We use them to convey information quickly. They are never used for pure decoration.

Our icons suite

Each icon has been created in a specific illustration style, using precise lines. They can be reproduced in Hikma Dark Blue, Hikma Coral or reversed out of a dark background.

Note: Our icons style is unique to Hikma. Always use the master artwork or follow the guidelines to create new icons on the next page. Never use clip-art icons.

Note: A set of icons have also been created as part of the PowerPoint template.

Creating new icons

To create a consistent look, we construct all our icons to the same dimension and from the same basic elements.

Square art-board
We always draw our icons on a square art-board to ensure proportions are similar.
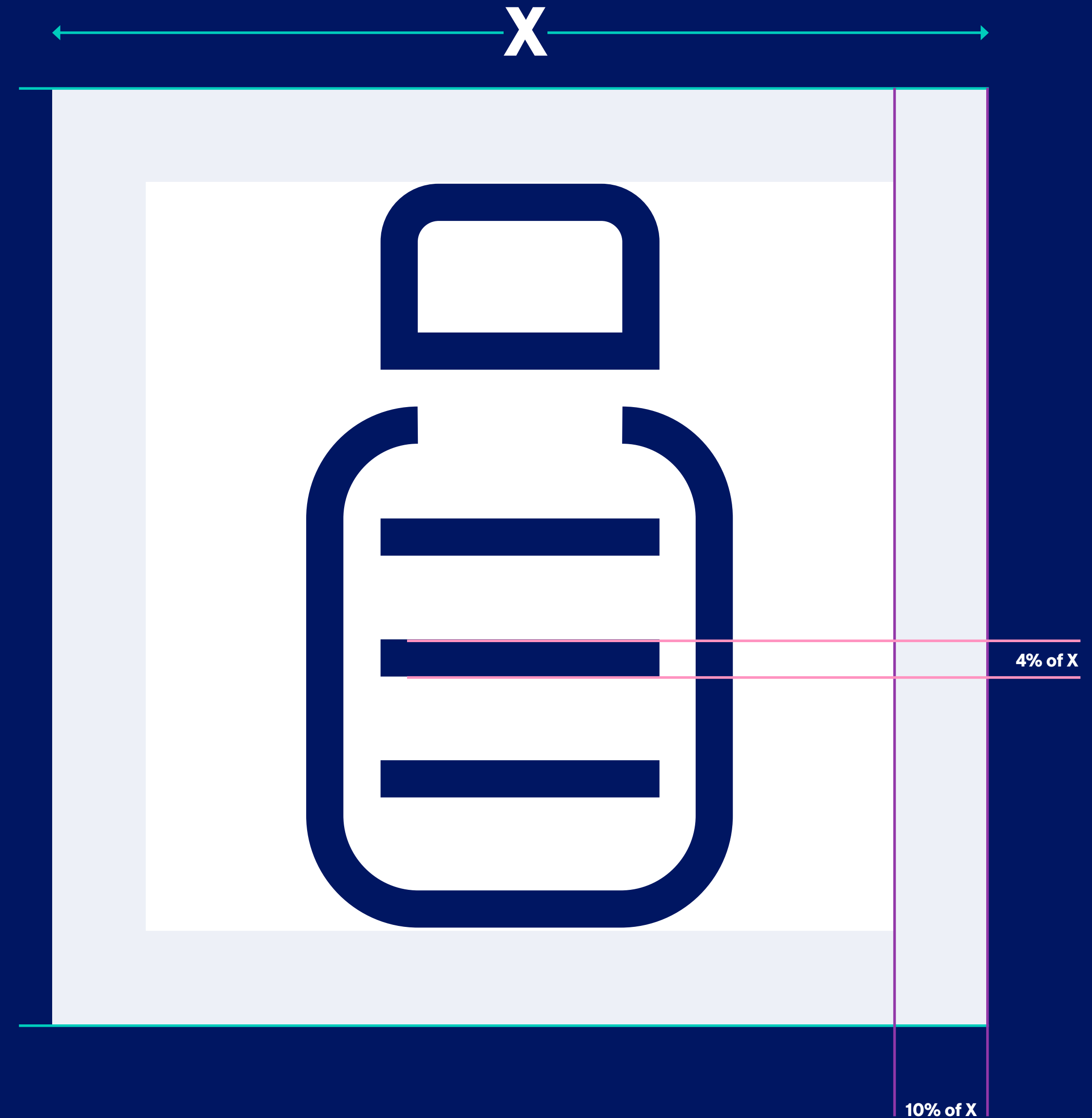
Margins
We always use margins that are 10% of the art-board width.

Line weight
We use a consistent line weight that is 4% of the art-board width.

Style
Our icons are drawn with lines only. We always keep closed-off shapes open with a line break.

X

4% of X

10% of X

Our tone of voice

The language we use in our branded communications and interactions with stakeholders is a vital element of our identity: it makes a statement about our organisation and the kind of people we are.

When we write or talk about Hikma, our language and tone should always sound like the same person. This gives us a consistent voice across all our brand touchpoints.

If Hikma were a person, we would be approachable and pragmatic. Someone who is practical and makes things happen. Someone who is confident but also humble. Someone intelligent who explains things clearly.

That's how we should sound.

On the following pages you'll find three simple principles and some useful pointers to help you create Hikma communications that sound 100% on-brand.

Contact details

If you have any questions, or need help implementing any aspect of the Hikma brand identity please contact the brand team at **brand@hikma.com**.