Brand Implementation
August 2023

SharePath™

Introduction

This set of brand guidelines should be applied to all internal and external communications. The following pages are designed to guide you through the SharePath™ brand identity elements while providing some general rules to help ensure consistency. While the SharePath™ identity is standardized, there may be situations where a bespoke solution is required.

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Brand Core

SharePath™ is the pharmaceutical marketing solution that connects high-intent healthcare professionals with the world's best medicines.

Mission

SharePath is the pharmaceutical marketing solution that connects high-intent healthcare professionals with the world's best medicines.

About

We are a next generation clinician engagement solution for pharmaceuticals, biotechnology, medical device and consumer healthcare.

Powered by proprietary technology, SharePath connects high-intent healthcare professionals with the best names in life sciences.

Partnering with the Best in Healthcare

SharePath is committed to delivering health information and recommendations that improve outcomes for patients, providers and life sciences. This is what drives our mission and serves as the foundation for our culture.

Better Clinician Connectivity

Discover New HCP Engagements

Reach NPs & PAs

Transform your brand's growth with our game-changing marketing solutions exclusively focused on advanced practice providers

Unlock Primary Care

Convert newly discovered moments-of-share within your clinician call panel into incremental engagements for your brand

Enrich Digital Activation

Amplify promotional campaigns through our activation platform that generates maximum opens, clicks, and views for your brand

Targeted Pharma Marketing Solutions

Focused Solutions. Better Outcomes.

Better Data

Your targeting and segmentation combined with our grassroots data enables real results that reach beyond.

More Access

When was the last time your Rep was invited into the target office ahead of their intended visit?

Deeper Engagement

Present the most insightful message at the right moment within the HCPs preferred channel.

Faster Measurement

Understand the impact of your promotional investment through SharePath's measurement capabilities.

Logo

An eye-catching glyph with two interlocking shapes evokes partnership, visually conjuring two clasping hands. Negative space forms an 'S' and conveys a winding path forward.

The linear primary logo is preferred for use in top communications.
When width is limited, the stacked primary logo may be used.

Primary Logo, Linear

Primary Logo, Stacked

Positive reproduction. Full color.

Positive reproduction. Single color, PMS Process Cyan.

Positive reproduction. Single color, black.

Negative reproduction. Color knockout over black.

Negative reproduction. White over PMS Process Cyan.

Negative reproduction. White over black.

Positive reproduction. Full color.

Positive reproduction. Single color, PMS Process Cyan.

Positive reproduction. Single color, black.

Negative reproduction. Color knockout over black.

Negative reproduction. White over PMS Process Cyan.

Negative reproduction. White over black.

Clear Space

A minimum clear space equal to the height of the SharePath™ glyph must surround the logo. Background photography and illustration may be used, but no other design elements should be positioned within this space. More clear space is always preferred, but this is the recommended minimum.

Positive Reproduction

Positive reproductions of the SharePath™ logo can be utilized to strengthen brand recognition. Core brand colors are preferred (Over white or light gray).

Negative Reproduction

Negative reproductions of the SharePath™ logo should be displayed in the core brand colors (white over cyan or black).

When the SharePath™ logo is used over black, the color knockout logo may be utilized (below left). The color knockout variant presents the glyph in cyan, and the wordmark in white.

Positive reproduction. Primary choice.

Negative reproduction over black. Primary choice.

*Not recommended. Poor contrast.

Positive reproduction over light gray. Secondary choice.

Negative reproduction over cyan. Secondary choice.

*Not recommended. These colors are inconsistent with brand.

Not recommended. Not enough contrast.

Not recommended. These colors are inconsistent with brand.

Not recommended. Not enough contrast.

Not recommended. Do not use accent colors in the logo.

Not recommended. Do not use accent colors in the logo.

Not recommended. These colors are inconsistent with brand.

Typography

SharePath™ utilizes hierarchy of size and contrasting font weights in body copy and headings to communicate core messaging.

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

0123456789

Display & Body Font

Posters and signs from the first half of the twentieth century in the traditional Montserrat neighborhood of Buenos Aires inspired this versatile typeface.

Montserrat Bold

Montserrat Regular

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Simplicity

Vary weights when differentiating body copy, captions, and headlines, preferring font size contrast as well as weight changes.

Legibility

Use ample white space around copy and design elements where possible.

Coherence

Keep body copy and heading sizes consistent throughout documents to enhance legibility.

Contrast

Stark contrast between primary display titles and paragraphs is an imperative element of this identity.

Line Spacing

Leading should be set between 20–35% larger than the type size, utilizing lower percentages for headlines and higher percentages for body copy.

Capitalization

Inital caps should be used in headlines. All caps or small caps should be avoided and used with restraint.
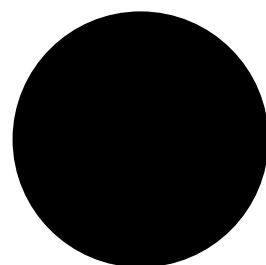
Formatting

Left aligned is the preferred type alignment. Headlines may be center aligned. Justified text and hyphenation should be avoided.
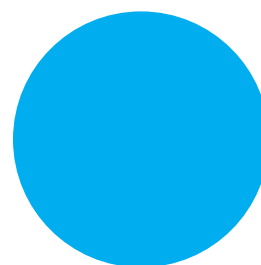
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Colors

A limited palette puts emphasis on the content and allows visual design and photographic elements within the identity to take center stage.

Black

Pantone: Black
Hex: 000000
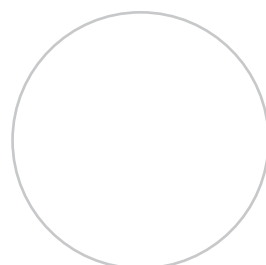CMYK: C0 M0 Y0 K100

Cyan

Pantone: Process Cyan
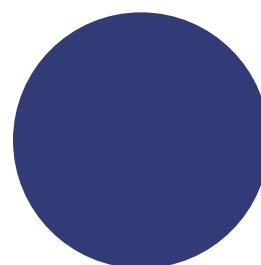Hex: 00AEEF
CMYK: C100 M0 Y0 K0

Light Gray

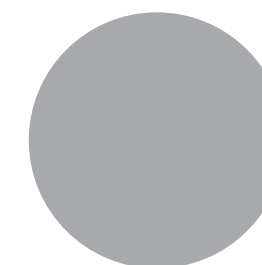Pantone: 179-1 C
Hex: F6F6F6
CMYK: C2 M2 Y2 K0

White

Pantone: White
Hex: EDE672
CMYK: C0 M0 Y0 K0

Navy

Pantone: P 101-7 C
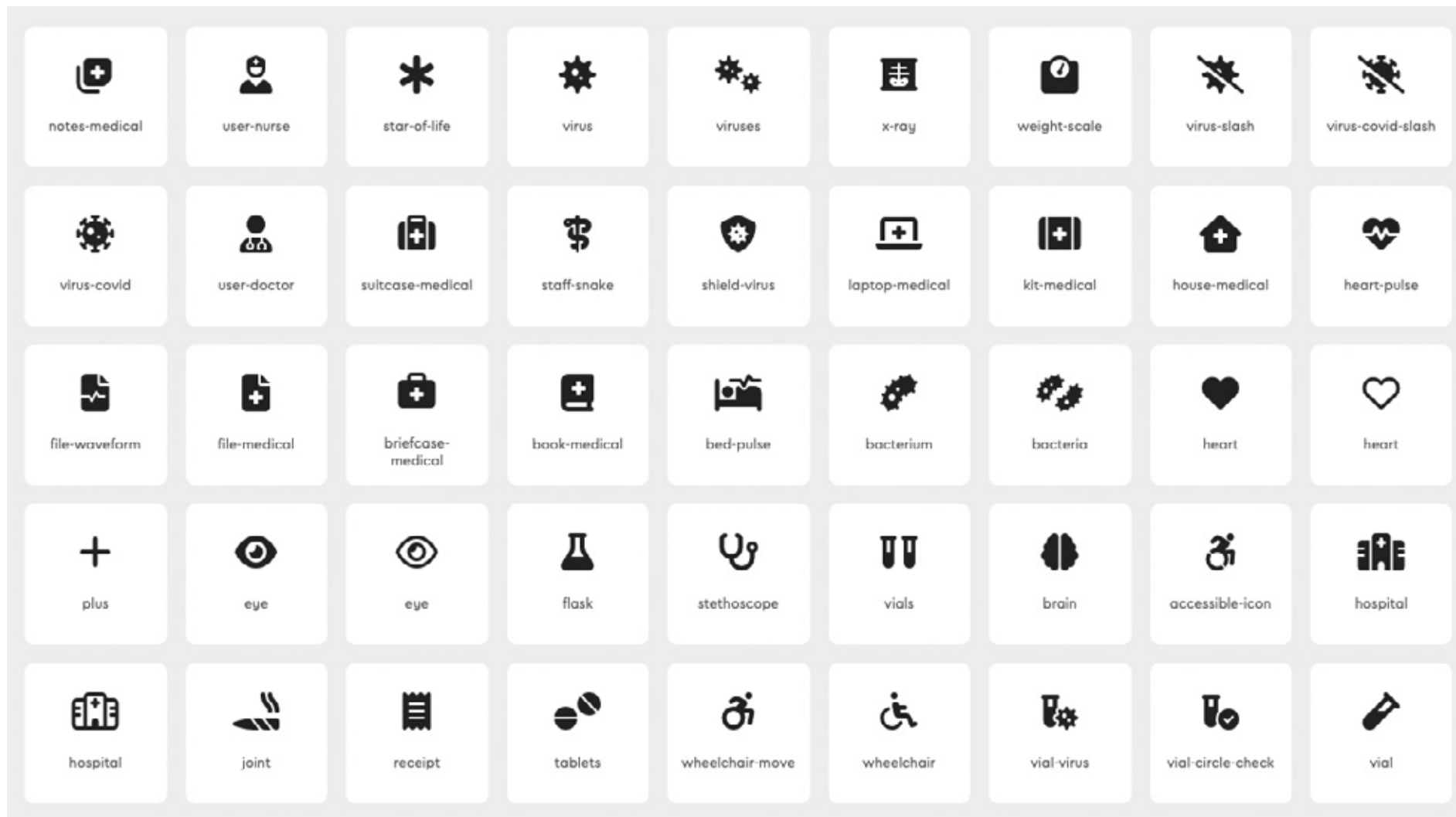Hex: 313A78
CMYK: C95 M90 Y23 K9

Gray

Pantone: 40% Black
Hex: A7A9AC
CMYK: C0 M0 Y0 K40

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Cyan
#00AEEF

White
#FFFFFF

Light Gray
#F6F6F6

Navy
#313A78

Black
#000000

Gray
#A7A9AC

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Iconography

Hundreds of Font Awesome icons, with some custom icon additions, visually describe abstract concepts and services.

Iconography

Hundreds of Font Awesome icons, with some custom icon additions, are utilized to visually describe abstract concepts and services.

Photography

Photography focusing on the engagements and outcomes SharePath™ creates showcase partnerships, meetings, and authentic clinical environments. Contrasting images, conveying market pitfalls highlight the benefits of utilizing SharePath's unique suite of services.

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