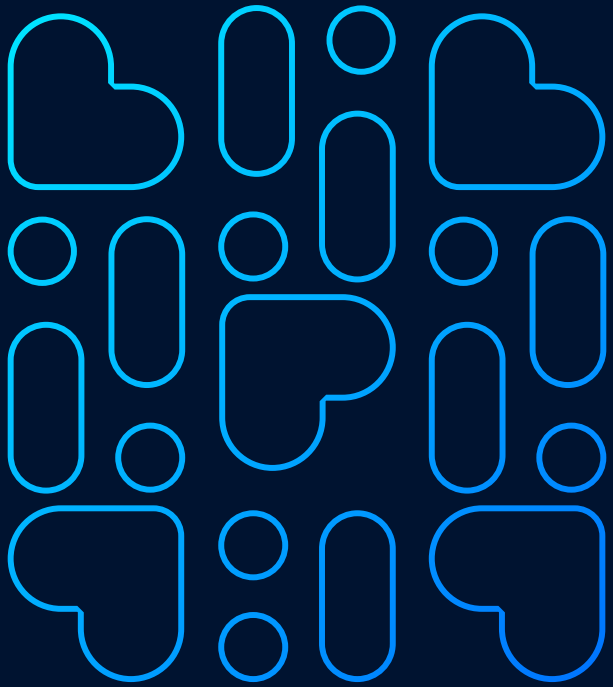
biovibe
Drugs Pvt.Ltd.

Visual Identity Guidelines.



Prepared by AdAgency.

Index.

01 Introduction
02 Mission | Vision
03 Brand Value
04 Target Audience
05 Brand Personality
06 Brand Voice
07 Primary Logo
08 Logo Symbol
09 Color Variation
10 Safe Area
11 Minimum Size
12 Safe Zone
13 Minimum Size
14 Do's and Dont's
15 Typography
16 Brand Color
17 Brand Icon
18 Brand Pattern
19 Applications
20 Imagery
21 Drive

Introduction.

Biovibe Drugs Pvt. Ltd. is a pharmaceutical and healthcare company committed to delivering quality, affordability, and trust in equal measure.
We combine scientific thinking, responsible healthcare practices, and continuous innovation to develop products that meet meaningful healthcare needs. With a strong focus on quality and reliability, we strive to build solutions that patients can trust and healthcare professionals can confidently recommend.
At Biovibe, our vision is to contribute to a healthier future by making dependable healthcare accessible, responsible, and within reach.



Brand Mission.

To develop, market, and deliver reliable healthcare products while upholding the highest standards of quality, safety, ethics, and customer satisfaction. We are committed to continuous improvement through innovation, scientific knowledge, and a genuine commitment to the communities we serve.

Brand Vision.

To become a trusted brand across the region and beyond, known for delivering quality and building lasting trust with every stakeholder we serve, from patients and healthcare professionals to partners and communities.

Brand Promise.

“Quality you can trust. Care you can feel.”

Biovibe stands for dependable healthcare solutions, built on quality, driven by responsibility, and committed to improving lives.

Brand Value.

Quality

We never compromise on the quality and reliability of our products, holding every stage of development and manufacturing to rigorous, consistent standards.

Trust

We build long-term relationships through transparency and consistency, ensuring that every promise we make to our stakeholders is one we keep.

Innovation

We continuously seek better and smarter healthcare solutions, staying curious and forward-thinking to meet evolving needs with science-backed answers.

Integrity

We operate responsibly, ethically, and honestly, making decisions that we can stand behind, even when no one is watching.

Care

We put people and their well-being at the heart of what we do, because behind every product is a patient, a family, or a community depending on it.

Responsibility

We take accountability for our products, partners, and impact, recognising that our actions today shape the trust we earn tomorrow.

Target Audience.

Primary

- Doctors and healthcare professionals
- Hospitals and clinics
- Pharmacies and medical stores
- Healthcare distributors and stockists

Secondary

- Patients and consumers
- Healthcare institutions
- Medical representatives and channel partners
- Business partners and investors

The communication should be professional and credible for healthcare professionals, while remaining simple, reassuring, and approachable for consumers.

Brand Personality.

Trustworthy
Dependable and credible

Scientific
Knowledgeable and evidence-oriented

Caring
Human and empathetic

Progressive
Modern and innovation-focused

Professional
Disciplined and responsible

Approachable
Clear rather than overly technical

Brand Voice.

Biovibe carries itself as a modern, trustworthy healthcare partner, one that combines scientific credibility with a human touch. It speaks with the confidence of expertise, but never loses sight of the people behind every product and every prescription. Approachable rather than clinical, and progressive rather than complacent, the brand balances rigour with warmth in equal measure.

Brand Positioning.

Biovibe Drugs Pvt Ltd is a quality-oriented healthcare company that integrates science, innovation, and care to deliver dependable pharmaceutical solutions that improve health outcomes. Every product we develop is guided by rigorous scientific standards and a deep understanding of the people who rely on it, from patients to healthcare professionals. We believe that meaningful healthcare goes beyond formulations and manufacturing; it's about building trust through consistency, accessibility, and genuine accountability.

biovibe

Primary Logo.

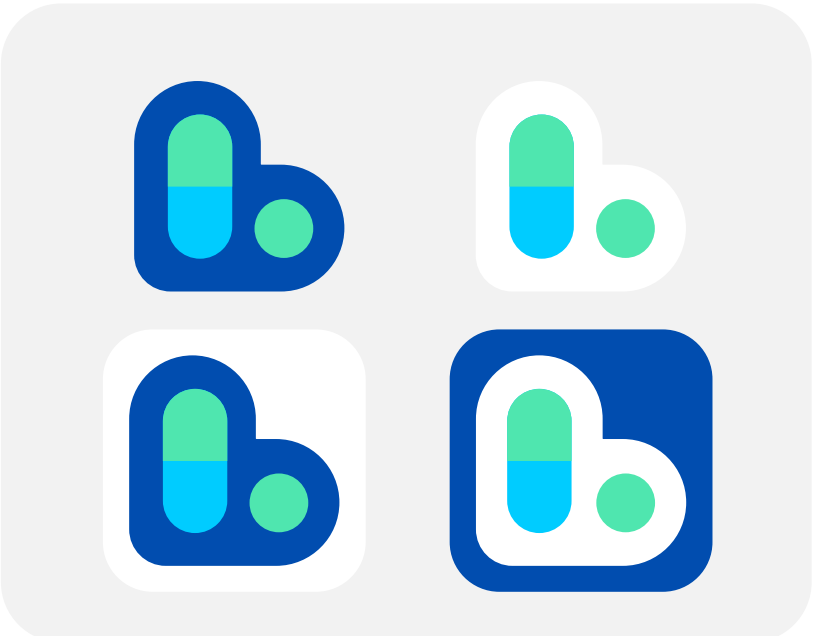
The primary logo is Biovibe's core identity, used across packaging, digital platforms, stationery, and marketing collateral. It pairs the icon (overlapping blue forms shaping a heart and the letter "b," with a mint and cyan pill inside) alongside the wordmark "biovibe" in bold blue sans-serif, its "i" dots replaced with mint green circles. Below sits "Drugs Pvt. Ltd." in a smaller black typeface, completing the lockup as a clean, balanced mark.




biovibe®
Drugs Pvt.Ltd.

Logo Symbol.

The logo symbol is built from overlapping blue forms that shape both a heart and the lowercase letter "b," visually encoding "bio" from the brand name within the icon itself. Inside the heart sits a pill graphic split into mint green and cyan, symbolizing the brand's pharmaceutical identity, while a small mint green circle adds depth and balance to the mark. Compact and self-contained, the symbol works as a standalone mark for favicons, app icons, and spaces too small for the full logo lockup.



Logo Color Variations.



Logo Monochrome.



Safe Area.

A minimum clear space must be maintained around the primary logo at all times to preserve its legibility and visual impact. Using the letter o's height as the base unit "x," the clear space extends "x" above and below the logo, and "2x" on either side. No text, graphics, or layout edges should intrude into this zone, ensuring the logo stays clean and recognizable across every application.

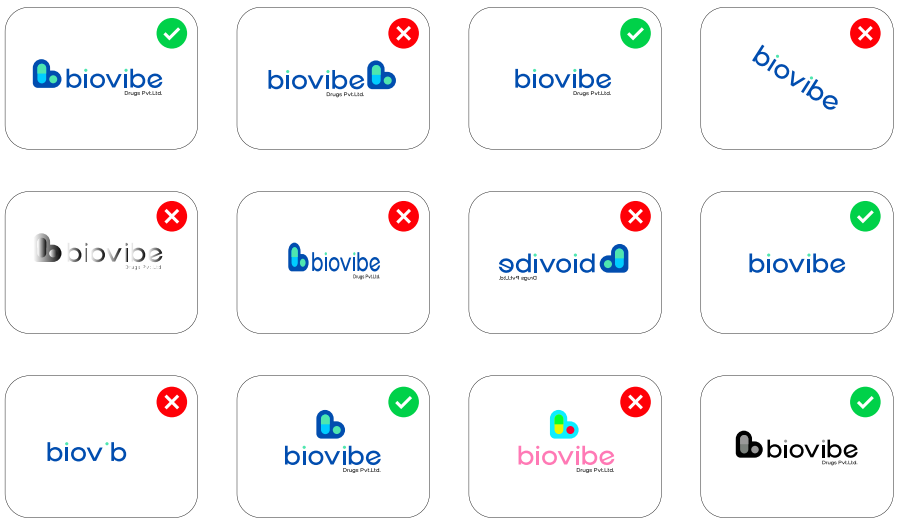


Minimum Size.

The primary logo should never be reproduced smaller than 40px in width, as scaling below this size compromises the legibility of the icon's details and the wordmark. When space is limited, use the standalone icon instead of the full lockup. This minimum size applies across both digital and print applications to ensure the logo remains sharp and recognizable at every scale.



Do’s & Don’ts.


biovibe
biovibe
biovibe
biovibe
biovibe
biovibe
biovibe
biovibe
biovibe
biovibe
biovibe
biovibe

Typography.

Barlow is the primary typeface for the Biovibe brand, used across the wordmark and all supporting communications. The family includes four weights, Light, Regular, Semi Bold, and Bold, offering flexibility for headings, body text, and emphasis. Its clean, rounded letterforms complement the friendly and approachable feel of the logo. Consistent use of Barlow across all materials ensures a cohesive and recognizable brand voice.

Aa Barlow Semi Bold

Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789!@#$%^&*( )

Aa Barlow Bold

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

Aa Barlow Light

Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789!@#$%^&*( )

Aa Barlow Regular

Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789!@#$%^&*( )

Brand Color.

Navy Blue.

Hex #014daf
RGB 1, 77, 175
HSB 213, 98%, 63%
CMYK 96%, 78%, 00%, 00%



Vital Mint Green

Hex #4FE6AF
RGB 79, 230, 175
HSB 158, 65% 90%
CMYK 56%, 00, 46%, 00



Energy Cyan.

Hex #00CCFF
RGB 0, 204, 255
HSB 192, 100% 100%
CMYK 63%, 00, 00 ,00



Brand icons.

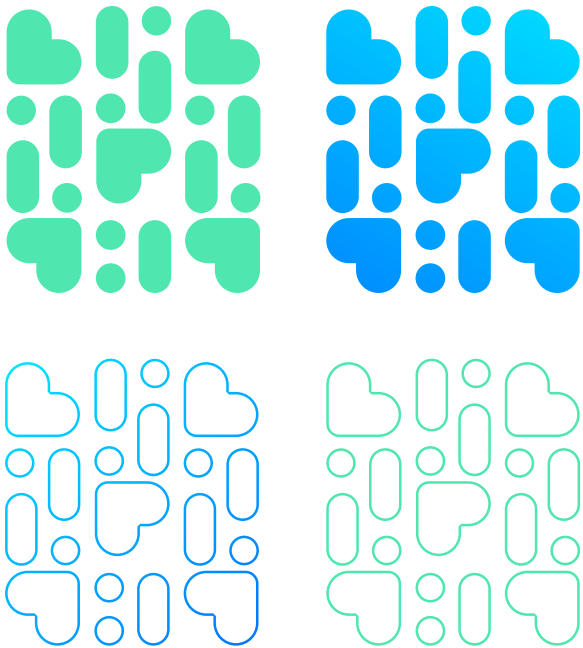
Gradient icon



Solid color icon



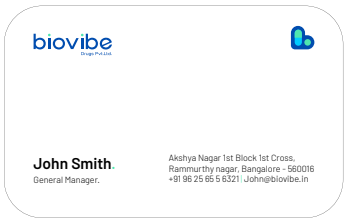
Brand Pattern.



Applications.







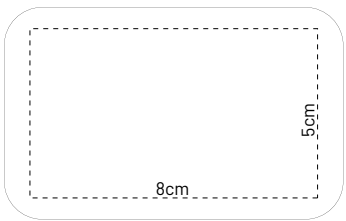
Size : 8cm : Width
5cm : Height

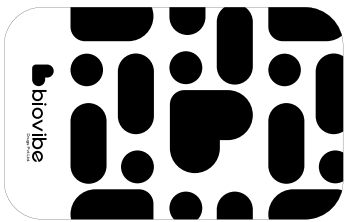
GSM : 300 GSM

UV Application

Font : Barlow Semi Bold
Barlow Light

Font Size: Name : 10pt
other : 6pt





UV Application

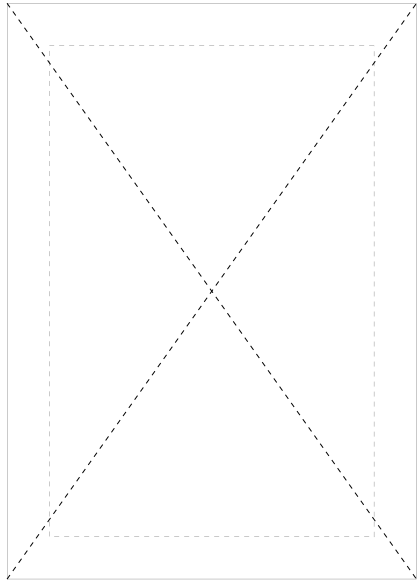
Size : 21 cm : Width
29.5 cm : Height

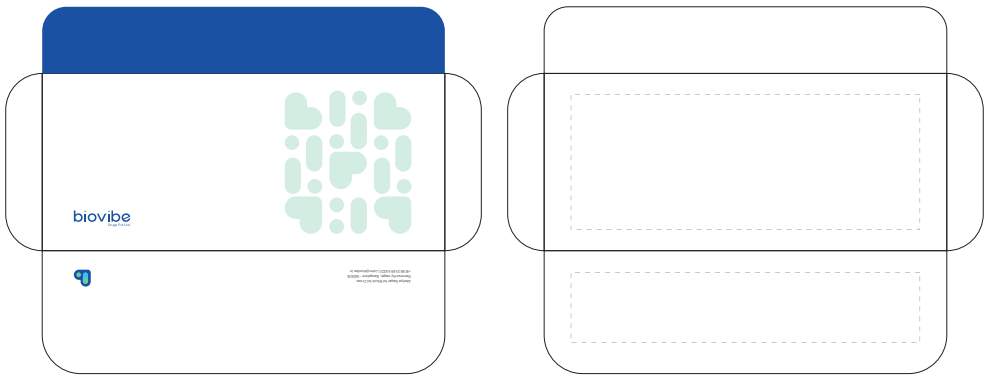
GSM : 120 GSM

Font : Barlow Semi Bold
Barlow Light

Font Size: 8.5pt







Size : 13.2 cm : Width
30 cm : Height

GSM : 120 GSM

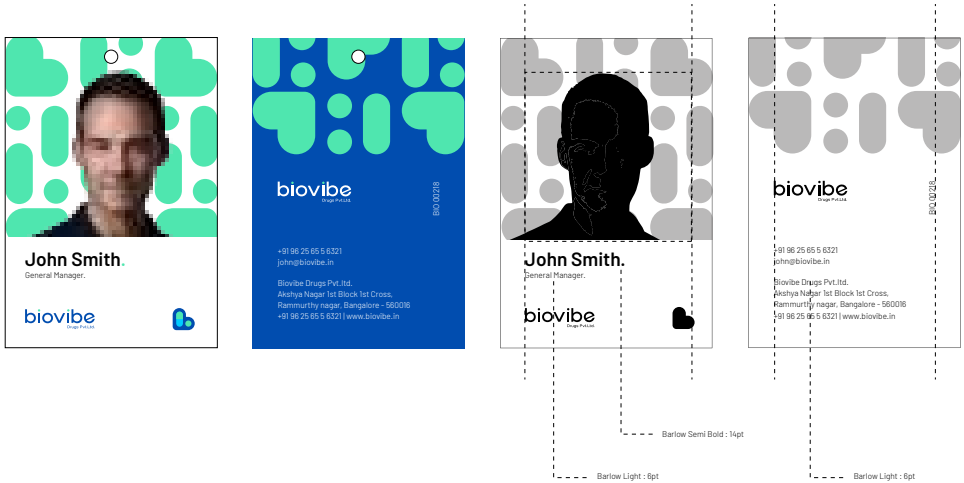
Font : Barlow Semi Bold
Barlow Light

Font Size: 8.5pt

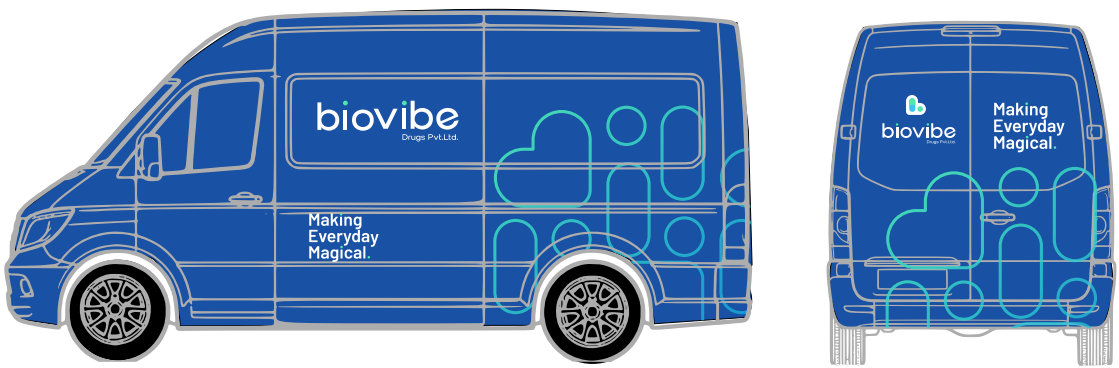
Size : 5.5 cm : Width
8cm : Height

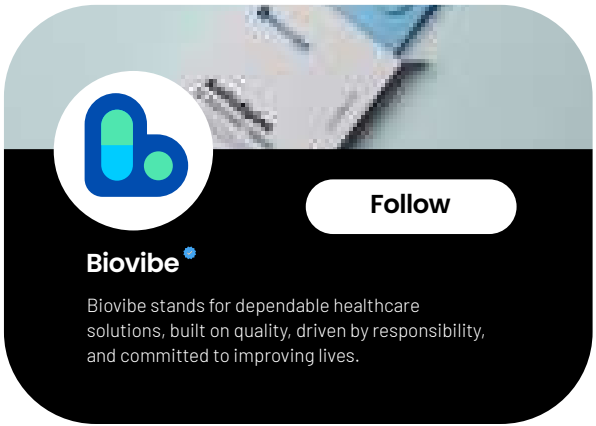
GSM : 350 GSM

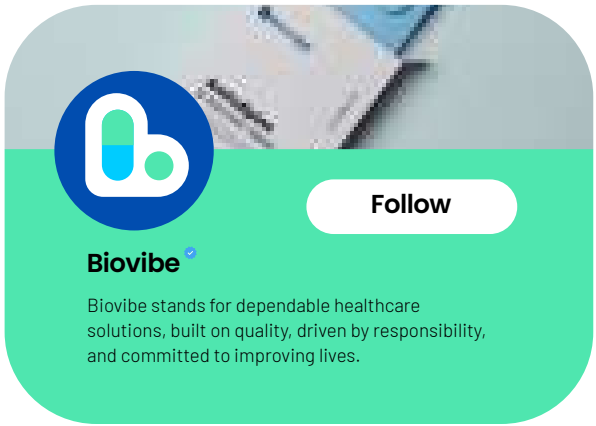
Font : Barlow Semi Bold
Barlow Light




biovibe
biovibe
biovibe
biovibe
biovibe
6cm
5cm


biovibe
Drugs Pvt.Ltd.
Making
Everyday
Magical.
biovibe
Making
Everyday
Magical.


Follow
Biovibe
Biovibe stands for dependable healthcare solutions, built on quality, driven by responsibility, and committed to improving lives.


Follow
Biovibe
Biovibe stands for dependable healthcare solutions, built on quality, driven by responsibility, and committed to improving lives.


Biovibe
biovibe
Quality
you
can trust.


Biovibe
biovibe


Biovibe
biovibe


bionic
bionic
John Smith


biovibe
biovibe


biovibe
John Smith
biovibe




biovibe
Making
Everyday
Magical
biovibe
Making
Everyday
Magical


biovibe


biovibe
biovibe


biovibe
Making
Everyday
Magical.


biovibe
Making
Everyday
Magical.





https://drive.google.com/drive/folders/11ZS60fzWDnZED_HLKlyh8SwvH3eGnJbc

Thank you.

biovibe
Drugs Pvt.Ltd.

Prepared by.

AdAgency.
Address: Kangarappady-Medical College Rd,
Karippassery North Kalamassery, Kalamassery,
Kangarappady, Kochi, Kerala 682021
Phone: 097784 01018 | Mail: hello@adagency.design