BRAND IDENTITY GUIDE

The PHARMEX MIDDLE EAST Brand Identity Guide establishes a consistent, distinctive, and cohesive visual identity for the exhibition. It defines the principles governing the use of the logo, brand colors, typography, and graphic elements, ensuring that all brand communications across print, digital media, and exhibition environments reflect PHARMEX MIDDLE EAST's professional character and specialized focus on the pharmaceutical industry.

THANK YOU FOR REVIEWING THIS IMPORTANT DOCUMENT.

Thank you for taking the time to review the PHARMEX MIDDLE EAST Brand Identity Guide. Adhering to the standards outlined in this document plays an essential role in maintaining a professional, consistent, and recognizable brand image while strengthening PHARMEX MIDDLE EAST's connection with pharmaceutical manufacturers, suppliers, industry experts, business leaders, and other professionals across the pharmaceutical supply chain.

WHY IS THIS NECESSARY?

A consistent visual identity is fundamental to PHARMEX MIDDLE EAST's credibility and professional positioning. The correct and coordinated use of brand elements across all audience touchpoints strengthens brand recognition, builds trust, and creates a cohesive exhibition experience. This guide provides a clear framework for maintaining visual consistency across all PHARMEX MIDDLE EAST communications, marketing materials, and promotional activities.

NEED APPROVED FONTS, LOGOS, GRAPHIC ELEMENTS, OR ADDITIONAL INFORMATION?

To ensure the accurate application of PHARMEX MIDDLE EAST's visual identity, please use the approved logo files, official typefaces, color palette, and graphic elements specified in this guide. For access to master files, assets optimized for different media, or further information regarding brand standards, please contact Aaland Institute, the organizer of PHARMEX MIDDLE EAST.

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PHARMEX ' s Story

The journey of PHARMEX is driven by a vision to strengthen Iran's pharmaceutical industry and create new opportunities for growth, collaboration, and international engagement. As a major annual event dedicated to the pharmaceutical industry, PHARMEX brings together manufacturers, suppliers, experts, and industry professionals across the pharmaceutical value chain. By connecting domestic capabilities with emerging technologies and international markets, PHARMEX strives to support industrial development, encourage knowledge exchange, and contribute to the advancement of pharmaceutical production and self-sufficiency.

Mission

The mission of PHARMEX extends beyond organizing exhibitions; it is about creating meaningful opportunities for collaboration, knowledge exchange, and industrial development. By bringing together pharmaceutical manufacturers, raw material suppliers, packaging specialists, technology providers, and industry experts, PHARMEX aims to strengthen connections across the pharmaceutical value chain. Through professional engagement, the exchange of expertise, and the introduction of new technologies and capabilities, the event supports the growth, competitiveness, and advancement of the pharmaceutical industry.

Vision

PHARMEX aspires to become a leading regional platform for the pharmaceutical industry, fostering stronger connections between Iranian capabilities and international opportunities. Through high-quality exhibition experiences, professional networking, and the presentation of industrial innovations, PHARMEX seeks to encourage sustainable growth, strengthen regional cooperation, and contribute to a more integrated and competitive pharmaceutical ecosystem.

Brand Values

Quality : PHARMEX is committed to maintaining high professional standards, delivering a valuable industry experience, and fostering meaningful engagement among participants across the pharmaceutical value chain.
Innovation : We believe innovation is essential to the advancement of the pharmaceutical industry. We embrace new ideas, emerging technologies, and forward-thinking approaches that support pharmaceutical manufacturing and industrial progress.
Collaboration : We believe meaningful collaboration drives collective progress. By connecting manufacturers, suppliers, technology providers, and industry professionals, PHARMEX creates opportunities for knowledge exchange, business development, and long-term partnerships.


Your Brand is
OUR PROMISE
TERAM
SCAN ME
save our contact
سالن E1 غرفه 105
Pharmex4th
Parsian
SOLUTIONS

Brand Voice

SOCIAL

PHARMEX values meaningful connections and active engagement across the pharmaceutical industry. Through professional communication, industry events, and business collaborations, the brand encourages interaction and fosters a connected community of manufacturers, suppliers, experts, and industry professionals.

SIMPLE

PHARMEX communicates with clarity and purpose. Its voice is professional, direct, and accessible, presenting complex pharmaceutical industry information in a clear and concise way while maintaining a credible and internationally oriented identity.

LIMITLESS

PHARMEX looks beyond boundaries to connect domestic capabilities with regional and international opportunities. Its voice is ambitious, progressive, and globally minded, reflecting its commitment to strengthening the pharmaceutical industry, expanding professional partnerships, and supporting a future driven by innovation and self-sufficiency.

IMAGINATIVE

PHARMEX embraces creativity and fresh perspectives, presenting new ways to explore the pharmaceutical industry, its technologies, and its future possibilities. Its brand voice is expressive, engaging, and imaginative, inspiring audiences to discover new ideas, explore emerging opportunities, and envision new possibilities for the industry.

Brand Positioning

INTRODUCTION

At its core, PHARMEX is about connecting people, expertise, and ideas across the pharmaceutical industry. We believe that meaningful collaboration can open new horizons, strengthen professional relationships, and inspire innovation. Our goal is to create a platform where domestic capabilities meet global perspectives, enabling the pharmaceutical industry to grow, evolve, and shape a stronger, more self-sufficient future.
We believe that bringing pharmaceutical manufacturers, raw material suppliers, technology providers, and industry leaders together creates opportunities for growth and progress. By sharing knowledge, experiences, and new ideas, we aim to support the advancement of pharmaceutical production, strengthen industrial capabilities, and expand opportunities for cooperation in Iran and beyond.

CONNECTING INDUSTRIES, INSPIRING PROGRESS

WE BELIEVE IN THE POWER OF COLLABORATION.

We bring together different sectors of the pharmaceutical value chain to create opportunities for knowledge exchange, innovation, and collaboration.
We believe that connecting expertise, technologies, and businesses is essential to advancing the pharmaceutical industry and building a more connected, innovative, and self-sufficient future.

CREATING CONNECTIONS.

At its core, PHARMEX is an international pharmaceutical industry exhibition that brings together manufacturers, suppliers, technology providers, and industry professionals. By showcasing capabilities, products, and technological advancements across the pharmaceutical value chain, PHARMEX creates opportunities for business development, professional exchange, and meaningful collaboration. Its mission is to support the growth of the pharmaceutical industry, strengthen domestic capabilities, and help shape a more connected and self-sufficient future.


Actobiochem
TAJHIZ AZMA
AVA TAJHIZ AZMA
TASKIN
TASKIN

Pharmex
Middle East

Pharmex Middle East International Exhibition

OUR LOGO

PRIMARY LOGOTYPE

The primary PHARMEX logo combines the bold PHARMEX wordmark, its distinctive circular symbol, and the “Middle East” descriptor. The contrast between the deep purple lettering and the light pink symbol creates a recognizable visual identity. This version serves as the main identifier of the exhibition and should be used consistently across official brand communications and promotional materials.

The PHARMEX logo balances bold typography with a refined graphic symbol. The strong, prominent wordmark conveys confidence and professionalism, while the circular form introduces visual continuity and cohesion. Together, these elements establish a contemporary identity suited to an international pharmaceutical industry exhibition.



LOGO CONCEPT & RATIONALE

Symbol & Concept

The PHARMEX symbol is formed by curved, concentric lines arranged around a central rounded shape. Its circular structure suggests connection, continuity, and interaction, while the layered strokes create a sense of movement and visual depth. The combination of deep purple and light pink reinforces the symbol’s distinctiveness within the PHARMEX visual identity.

Logotype

The PHARMEX logotype combines bold, contemporary typography with a distinctive circular symbol and the “Middle East” descriptor. The strong lettering establishes a confident, professional presence, while the symbol adds a refined and recognizable visual element. Together, they create a cohesive identity for an international pharmaceutical industry exhibition.

Tagline

PHARMACEUTICAL INDUSTRIES TOWARD SELF-SUFFICIENCY

The PHARMEX tagline reflects the exhibition’s commitment to strengthening domestic pharmaceutical capabilities, supporting industrial development, and advancing the industry toward greater self-sufficiency.

Design Rationale

The PHARMEX visual identity balances bold typography with the fluid, layered structure of its circular symbol. Deep purple communicates professionalism, confidence, and distinction, while light pink introduces contrast and visual refinement. Together, these elements create a contemporary and recognizable identity that reflects the pharmaceutical industry’s strength, interconnectedness, and ambition for self-sufficiency.

Pharmex

Middle East


EXPERIENCE
MANAGEMENT
TASK
SUCCESS
PROGRESS
MOTIVATION
ACTION
COLLABORATION
PARTNERS
TEAMWORK

BLACK & WHITE VERSIONS

When using the PHARMEX logo on dark backgrounds, use the all-white version to ensure optimal visibility and contrast. When color reproduction is unavailable, use the all-black version to preserve the logo's clarity, legibility, and visual integrity.

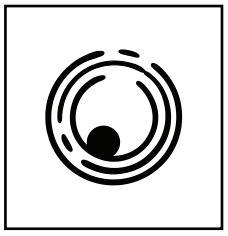
BLACK VERSIONS





WHITE VERSIONS

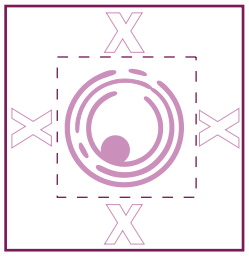




CLEAR SPACE

To ensure the visibility and legibility of the PHARMEX logo, sufficient clear space must always be maintained around it. This protected area preserves the logo's visual prominence and prevents interference from surrounding elements such as text, images, lines, and other graphic components.
The clear space is measured using the height of the letter [X] in the PHARMEX wordmark. No text or graphic elements should enter this designated area.





MINIMUM SIZE

The minimum size requirements for the PHARMEX logo are illustrated below.
These specifications ensure that the logo maintains its clarity, legibility, and visual integrity across different applications and reproduction formats.

For print: 0.75" minimum
For web: 60 pixel minimum



For print: 1" minimum
For web: 100 pixel minimum



For print: 0.25" minimum
For web: 30 pixel minimum



CORRECT LOGO USAGE

The PHARMEX logo may be applied to backgrounds using colors from the primary and secondary brand palettes, as well as white, black, and gray. The examples below illustrate the approved logo applications across different background colors.
The logo may also be placed over photographic imagery, provided sufficient contrast is maintained to ensure its visibility and legibility. In most cases, the white version of the logo is recommended for use on images. However, the colored version may be used on sufficiently light backgrounds, provided its clarity and readability are preserved.



INCORRECT LOGO USAGE

The PHARMEX logo must never be altered, distorted, or modified in any way. To preserve the brand's visual identity, integrity, and consistency across all applications, the logo must always be used in accordance with the official brand guidelines. The following examples illustrate incorrect logo usage:

1. Do not change the colors of the logo.
2. Do not place any elements within the logo's clear space.
3. Do not stretch, compress, or distort the proportions of the logo.
4. Do not apply drop shadows, bevels, embossing, inner glows, or other visual effects to the logo.
5. Do not change the position of the logo symbol.
6. Do not resize individual elements of the logo independently.
7. Do not rotate or tilt the logo.
8. Do not crop any part of the logo.



Pharmex
Middle East

Pharmex Middle East International Exhibition

ICON S Y S TEM

ICONOGRAPHY

The PHARMEX icon system is designed to support visual communication across the brand's website, digital platforms, printed materials, and promotional applications. These icons serve as complementary graphic elements within the brand identity and must never replace or compete with the primary logo.

Icons simplify complex information, improve content navigation, and create a more engaging and accessible visual experience. They also help establish consistency across different communication channels. All icons must follow a unified visual language, characterized by clean, minimal line work and colors selected from the official PHARMEX brand palette.

Icons should be designed within a consistent grid system, with a recommended stroke weight of 1 pt, where appropriate to the application scale. Although individual icons may vary in width and height, their overall visual weight, proportions, and level of detail must remain balanced. Before resizing icons, all strokes should be converted to outlines to ensure their appearance remains consistent.

NOTE: Individual components of the icons must not be modified independently. All icons must retain their original proportions, structure, and established visual style.



USE CASES



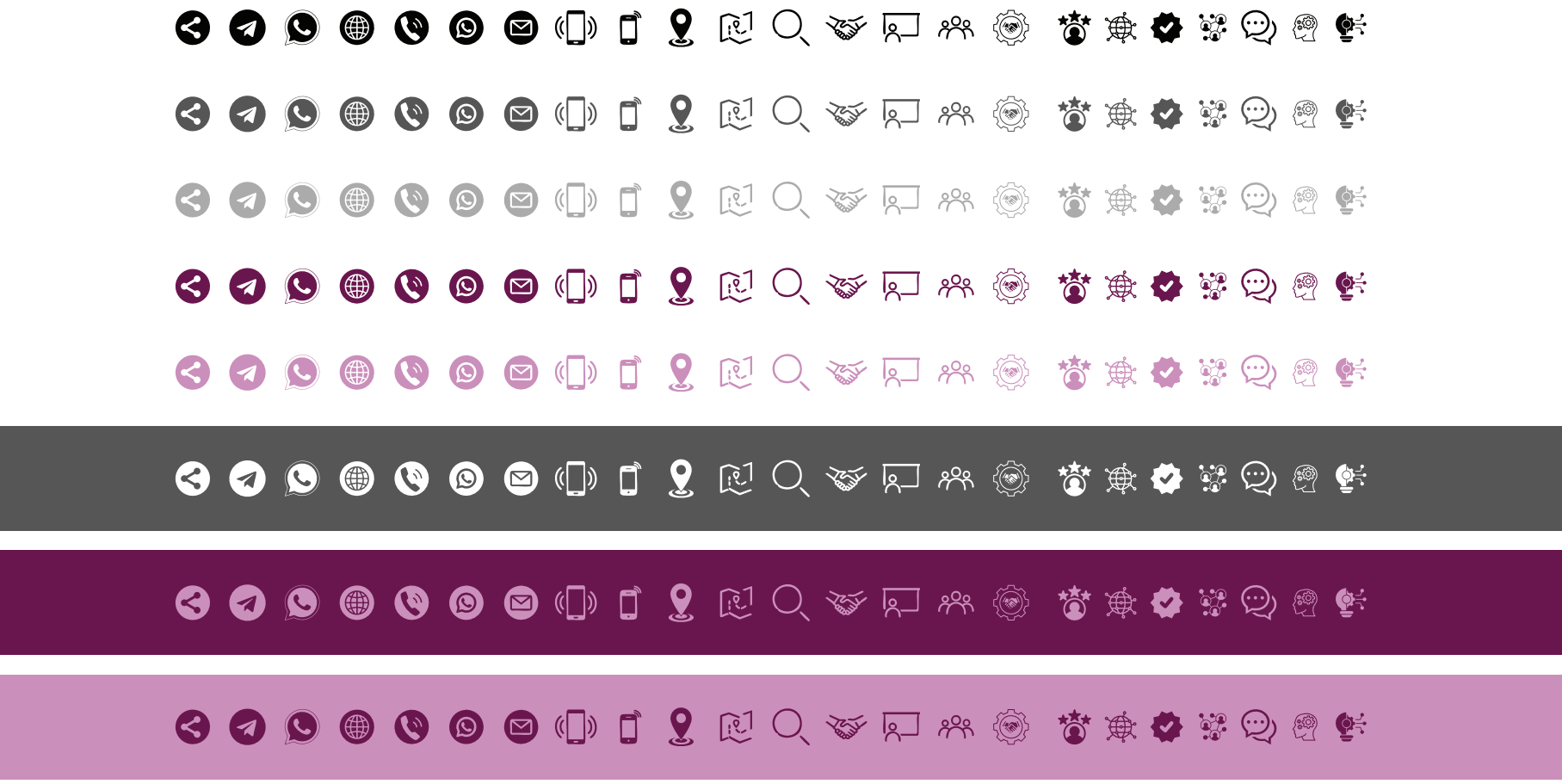
FEATURES



ICON COLOR USAGE

The PHARMEX icon system may be used in the brand's primary and secondary colors, as well as in white, black, and gray, depending on the background and design requirements. Color selection should remain consistent with the official brand palette, ensuring sufficient contrast, clarity, and legibility across digital and printed applications.

The monochromatic black version is recommended for standard communication icons, while white or brand-color versions may be used when needed to maintain visual harmony with the overall layout.




hoodis
نگاه حرفه‌ای به بسته‌بندی، تخصص ماست
www.hoodis.co
Pharmex4th
ONLY ONE EARTH

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Middle East

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BRAND TYPEFACE

FIRST BRAND TYPEFACE - English Version

Consistent use of typography plays an essential role in establishing a strong and cohesive visual identity for PHARMEX. The Bahnschrift typeface has been selected as the primary English font to complement the brand's professional, modern, and science-driven character.

With its clean, structured, and contemporary appearance, **Bahnschrift** ensures readability across digital and printed materials. Its range of styles provides flexibility for headings, subheadings, body text, and other communication materials while maintaining typographic consistency throughout the brand.

Bahnschrift

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@# %^&*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@# %^&*) 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!@# %^&*) 0123456789

SECONDARY RAND TYPEFACE - Persian Version

Consistent typography is fundamental to maintaining a unified and recognizable brand identity. Yekan Bakh has been selected as the primary Persian typeface for PHARMEX, complementing the brand's modern, professional, and sophisticated visual language.

Its clear letterforms and balanced design support readability across Persian-language communications, including headings, subheadings, body text, and digital or printed materials. Consistent use of **Yekan Bakh** helps establish a cohesive typographic system across all PHARMEX brand applications.

ا آ ب پ ت ث ج چ ح خ د ذ ر ز ژ س ش
ص ض ط ظ ع غ ف ق ک گ ل م ن و ه ی
۰۱۲۳۴۵۶۷۸۹ (* & # @ () «» %!؟؛،)

ا آ ب پ ت ث ج چ ح خ د ذ ر ز ژ س ش
ص ض ط ظ ع غ ف ق ک گ ل م ن و ه ی
۰۱۲۳۴۵۶۷۸۹ (* & # @ () «» %!؟؛،)

ا آ ب پ ت ث ج چ ح خ د ذ ر ز ژ س ش
ص ض ط ظ ع غ ف ق ک گ ل م ن و ه ی
۰۱۲۳۴۵۶۷۸۹ (* & # @ () «» %!؟؛،)

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ص ض ط ظ ع غ ف ق ک گ ل م ن و ه ی
۰۱۲۳۴۵۶۷۸۹ (* & # @ () «» %!؟؛،)

Yekan Bakh

آ ب


Strategic Level Sponsor
FDF | PHARMAPACK | COSMEX | BIO | NEX
w w w . p h a r m e x . m e
TPICO
hoodis
EXIR HIRAD
KIMYA GROUP
SIVAND SANAT

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COLOR USAGE

Brand Color Pallete - OVERVIEW

The PHARMEX color palette is built around three core colors: Deep Purple, Light Pink, and White. These colors form the foundation of the brand's visual identity, creating a distinctive and cohesive visual language. Their consistent application across brand materials helps reinforce PHARMEX's identity and ensure visual harmony across all communication platforms.

Primary

Deep Purple
CMYK 49 | 100 | 38 | 23
RGB 122 | 28 | 86
HEX #7A1C56

60%

Light Pink
CMYK 18 | 50 | 2 | 0
RGB 204 | 143 | 186
HEX #CC8FBA

25%

White
CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255
HEX #FFFFFF

15%

RULE OF THUMB

A robust color palette provides lots of design options, but thoughtful consideration and restraint must be exercised to make sure we don't lose our visual identity.

At left is a general guide for making effective choices as you use color in compositions. This isn't meant to imply a strict mathematical distribution of the colors on the page; rather, these ratios should help your layout pass a squint test.





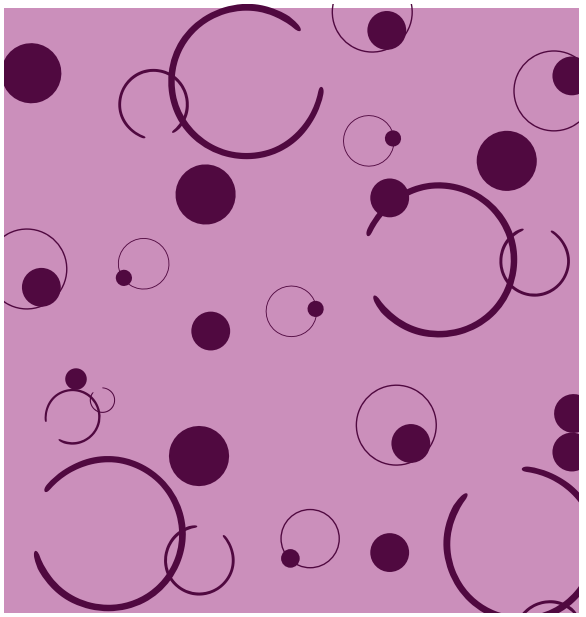
Pharmex
Middle East

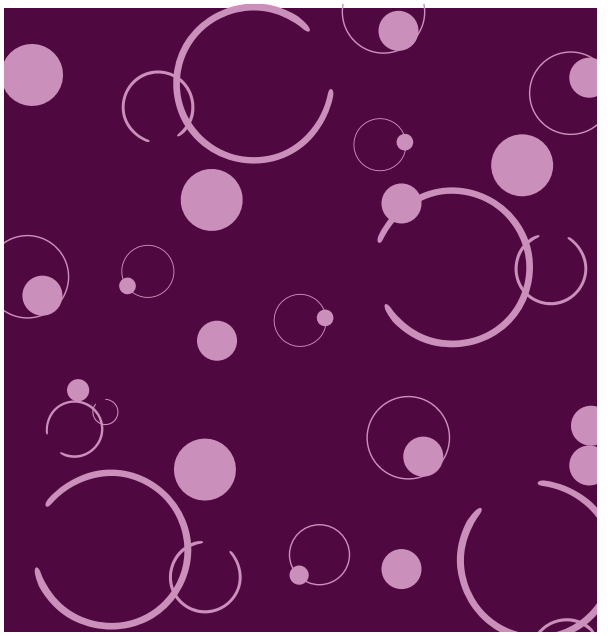
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BRAND VISUALS

Graphic Patterns

The PHARMEX pattern can be applied across a wide range of brand applications, including digital platforms, printed materials, and promotional collateral. It may also be combined with typography, imagery, and other graphic elements, provided that the overall composition remains balanced and aligned with the brand's visual identity.






PHARMEX 2025
7TH EXHIBITION


Iran's API and Pharmaceutical Packaging Syndicate
نشست تخصصی توسعه صادرات
و همکاری‌های بین‌المللی در صنعت داروسازی



Pharmex
Middle East

PHARMACEUTICAL INDUSTRIES TOWARD SELF-SUFFICIENCY

APIs | PHARMATECH | FDF | PHARMAPACK | COSMEX | BIO | NEX

Iran Mall International Exhibition Center, Tehran | 2027

A L A N D F A M I L Y

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