

Vallida

Brand Guidelines

01 Introduction

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Introduction

About

Vallida makes custom medications in custom doses in a laboratory in the UAE. It sells to clinics that need to prescribe more accurate drugs and supplements than the generic offering by big pharma.

Branding Direction

The branding direction focuses on structure, clarity, and operational confidence. We developed a visual identity that feels systemic, embedded, and dependable, using clean typography, disciplined layouts, and a refined, minimal aesthetic. The overall approach avoids hype or trend-driven visuals, instead emphasizing calm authority, consistency, and long-term scalability.

02 Logo

Logo

7 – 9

Logo in-situ

10 – 13

Positioning

15

Things to avoid

16

Logo



The primary logo is the main representation of the brand and should be used in most situations. It reflects the brand's full identity and should appear in prominent placements such as websites, presentations, and marketing materials.

Logo



The secondary logo maintains the same design as the primary logo but is presented in an alternate color variation. It is used when the primary color does not suit the background or specific visual context.



Title



The logo in-situ demonstrates how the brand mark appears in real-world applications, showcasing its scale, presence, and impact within authentic environments.



**Precision Medicine
Personally Delivered**







Logo

Positioning

The logo can appear in the corners



or central to the page



Things to avoid

✘ Don't change opacity



✘ Please don't use colors that are not part of the brand palette.



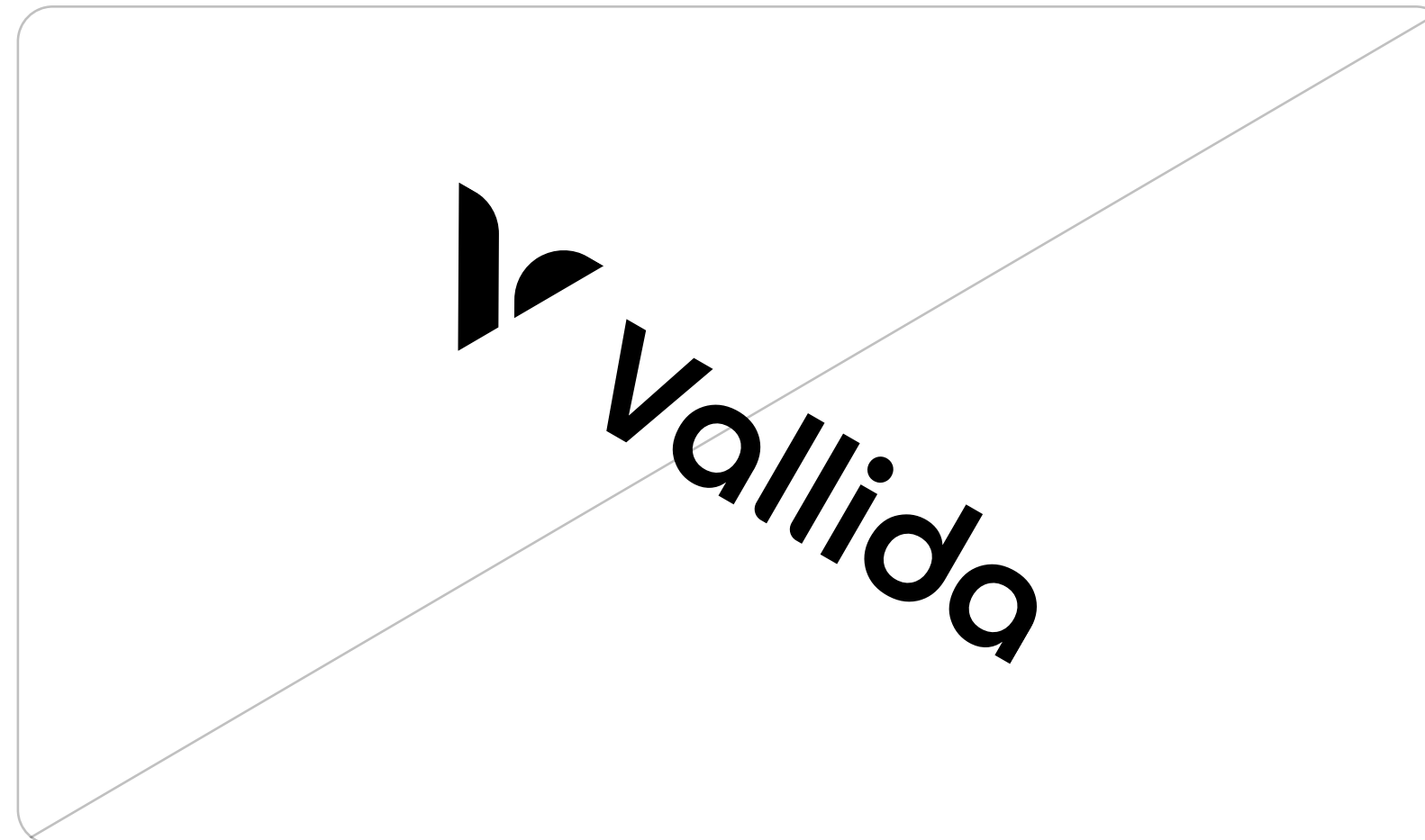
✘ Don't stretch or alter its proportions



✘ Don't apply gradients



✘ Don't rotate



✘ Don't outline the logo



03 Color

Primary palette

18

Secondary palette

19

Pairings

20

Colors

Primary Palette

The colors shown here are the primary colors of the brand and serve as the foundation for all visual communications. These hues should be used consistently across all print and digital materials to maintain a cohesive and recognizable brand identity.

off-white

R243 G250 B255

#f3faff

Blue-Gray

R111 G150 B209

#6f96d1

Blue

R9 G31 B91

#091f5b

Secondary Palette

The colors shown here are the secondary colors of the brand. They are intended to complement the primary palette and can be used to add variety and flexibility across different design elements while still maintaining brand consistency.

Graphite

R110 G113 B128

#6E7180

Space

R157 G162 B227

#9DA2B3

Steel

R188 G191 B204

#BCBFCC

Smoke

R211 G214 B224

#D3D6E0

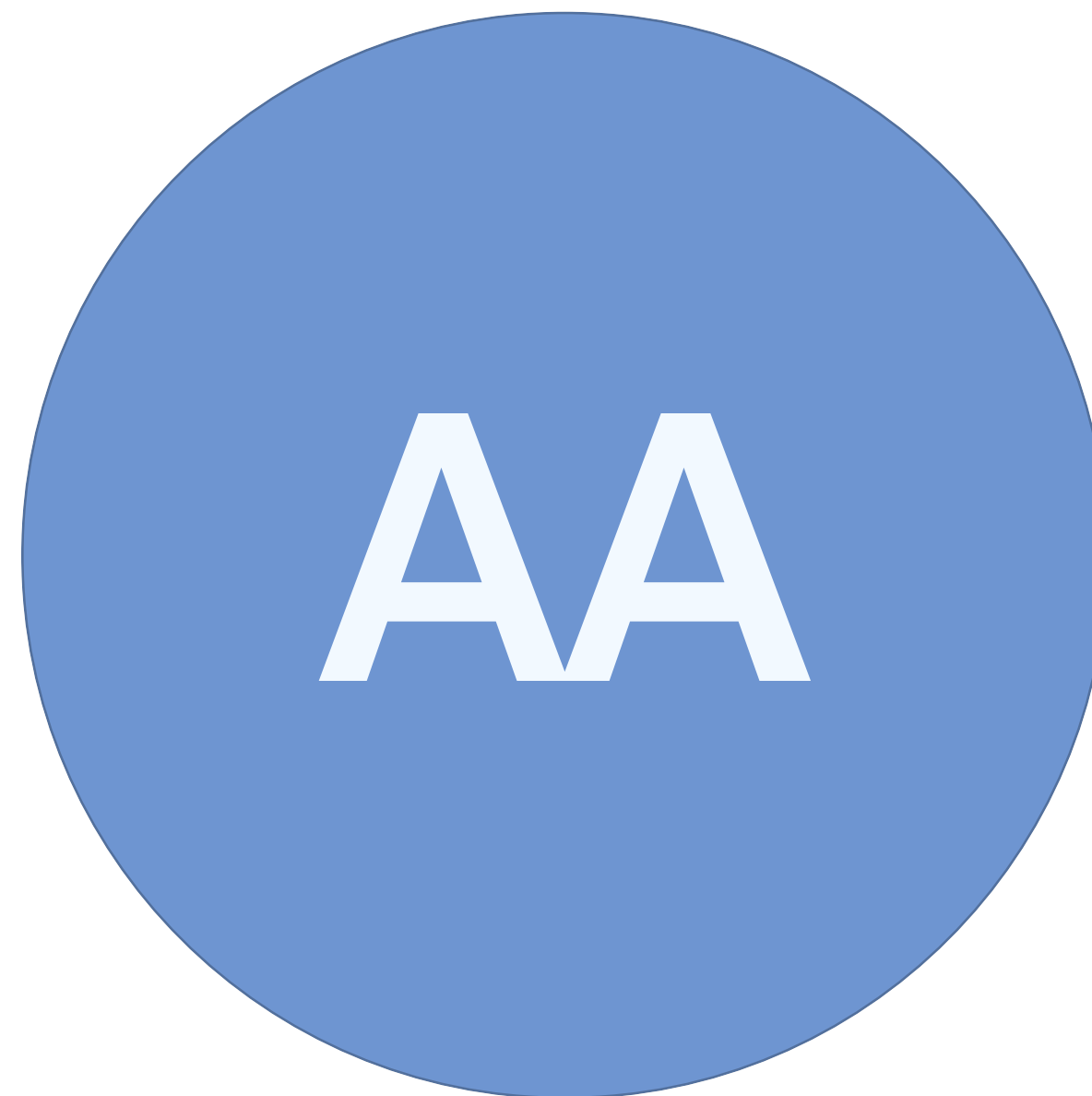
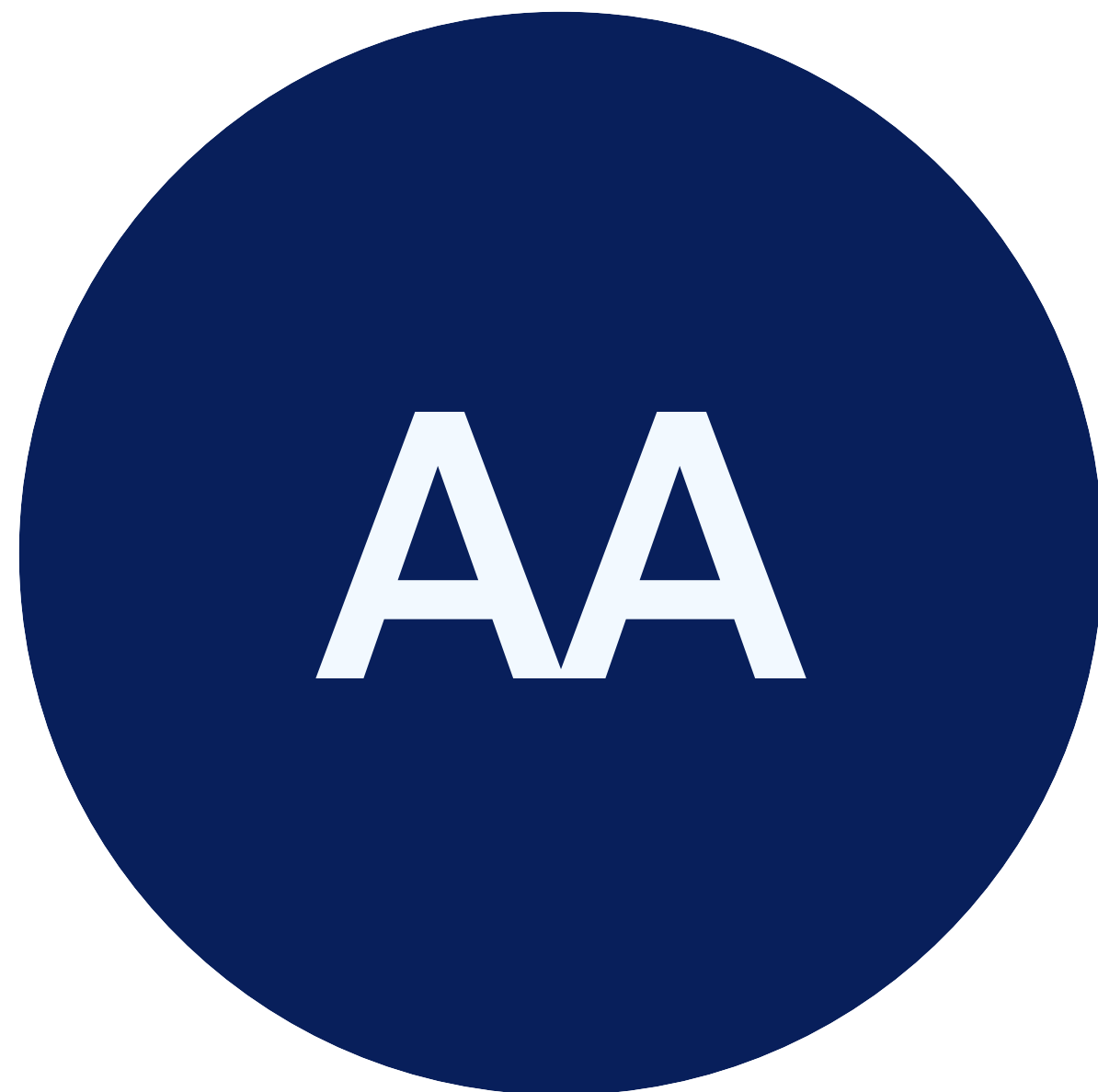
Cloud

R237 G239 B247

#EDEFF7

Pairings

This page outlines how the brand's colors should be combined to create balanced, cohesive compositions. These pairings ensure visual harmony, maintain brand recognition, and guide hierarchy across layouts, backgrounds, and typography.



04 Typography

Primary typeface

Inter
Medium
Regular

The Primary Typography defines the main typeface used across all brand communications. It establishes the brand's tone, clarity, and visual consistency, serving as the foundation for headlines, subheadings, and core messaging. The selected typeface reflects the brand's personality while ensuring readability, professionalism, and scalability across both digital and print applications.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

The Type Hierarchy defines how typography is structured across different levels of communication, ensuring clarity and visual order. By establishing clear distinctions between headings, subheadings, body text, and supporting elements, the hierarchy guides the reader's attention and improves readability. Consistent application of size, weight, and spacing creates a cohesive system that reinforces the brand's professionalism and structure across all materials.

Type hierarchy

Display Title

150 px | -3%

H1 Headline

100 px | -3%

H2 Headline

75 px | -3%

H3 Headline

60 px | -3%

H4 Headline

36 px | -3%

Paragraphs & Running Text

24 px | -2%

Captions

20 px | 0%

05 Design

Graphic Elements

25

Design Layouts

26

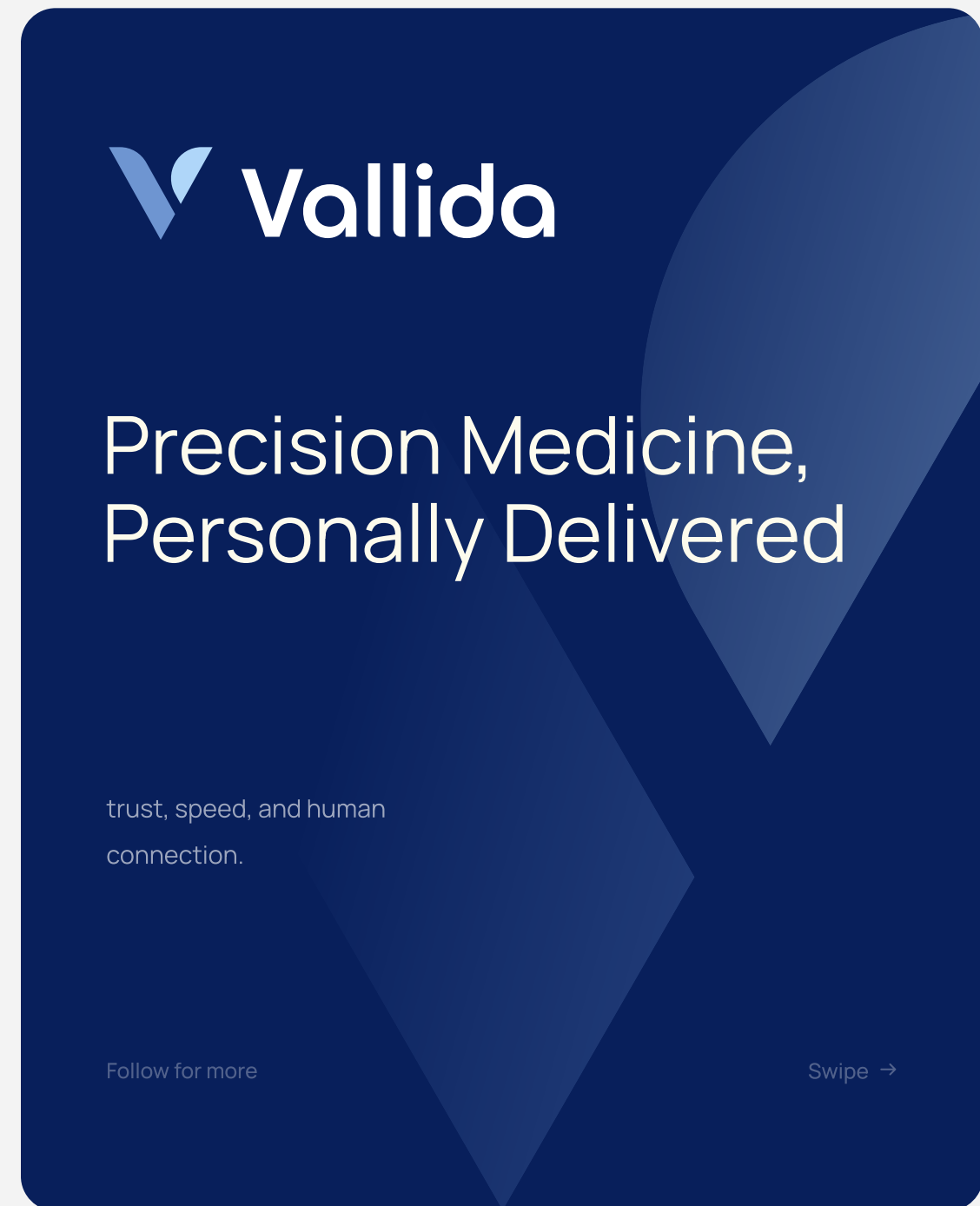
Graphic Elements

This page defines the supporting visual components that enhance and extend the brand identity beyond the logo and typography. These elements add depth, structure, and recognition to layouts while maintaining consistency across applications.

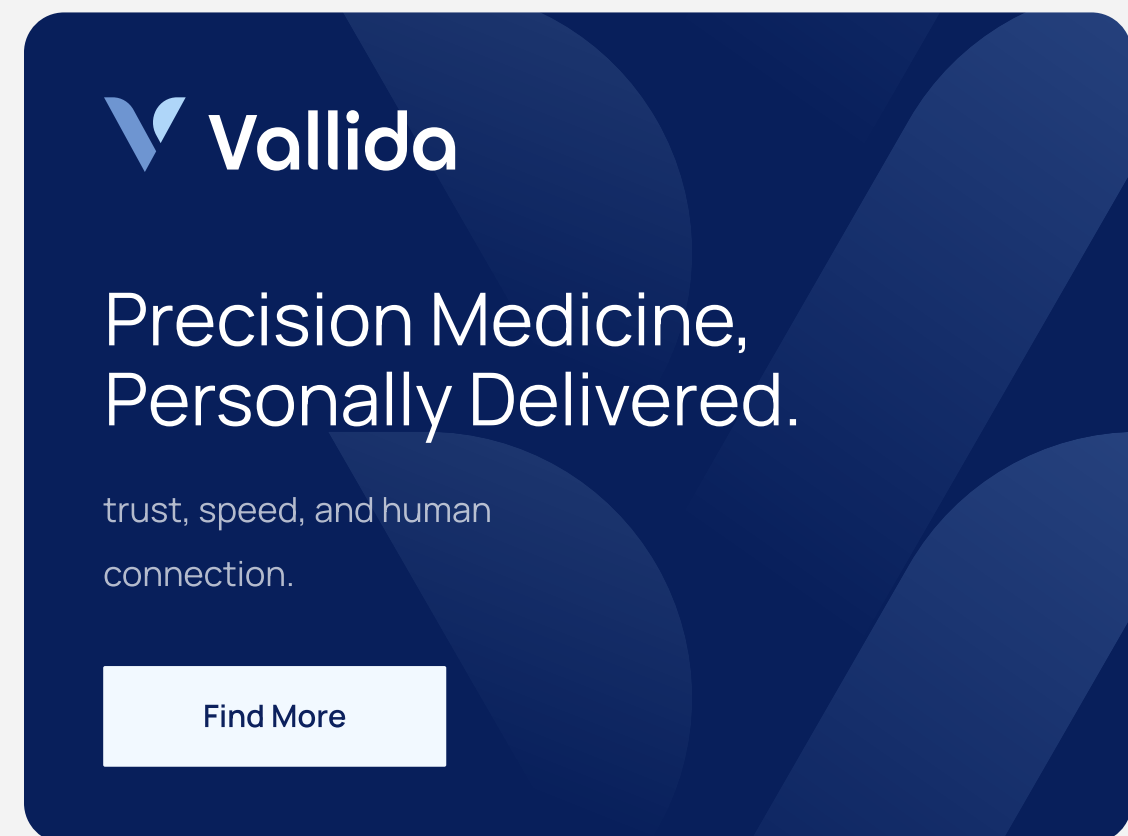


Design Layouts

This page defines the structural framework used across brand materials to ensure consistency, balance, and visual clarity. It outlines how elements such as typography, imagery, white space, and graphic components should be arranged to create cohesive and professional compositions.



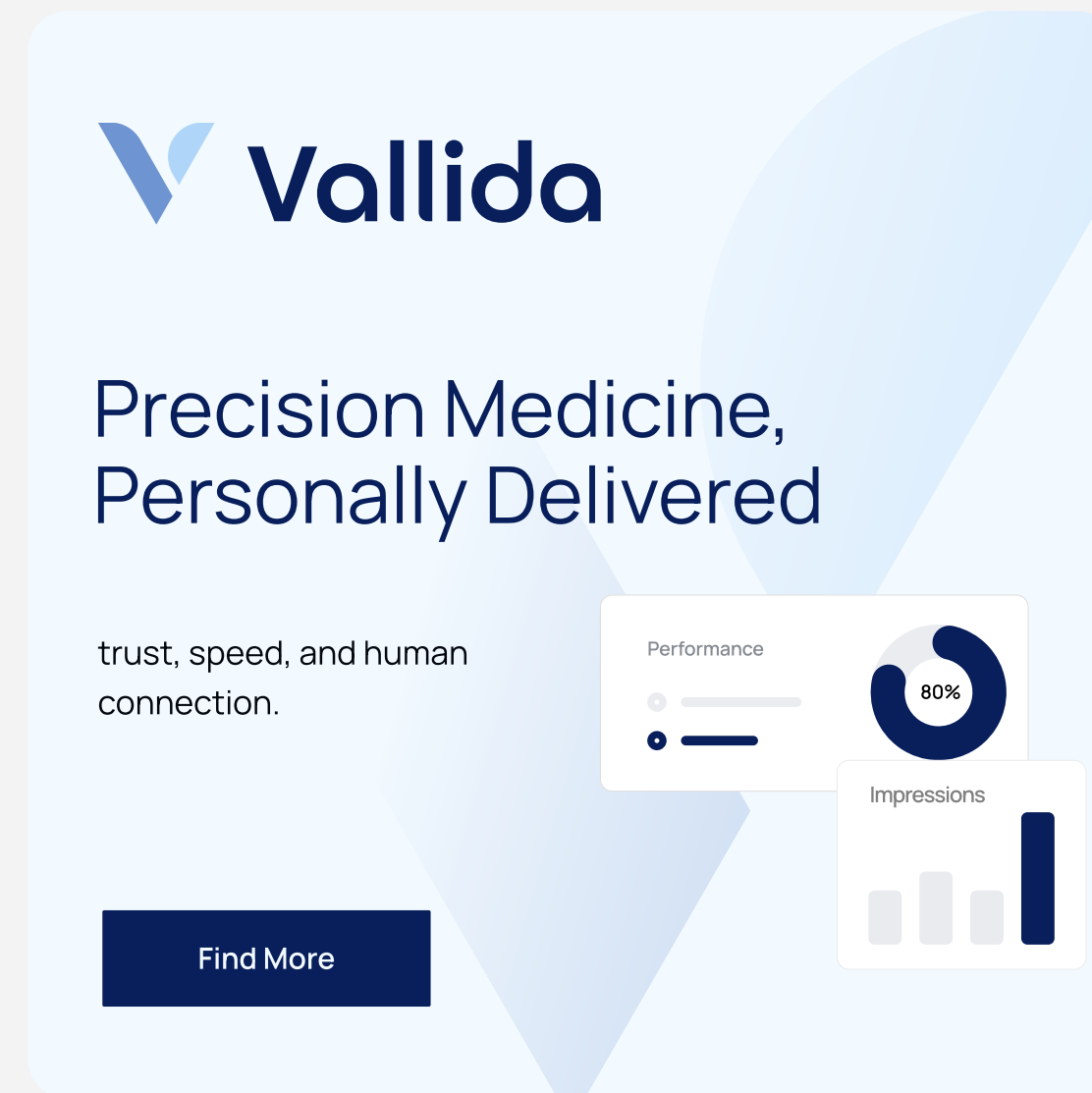
4:5



4:3



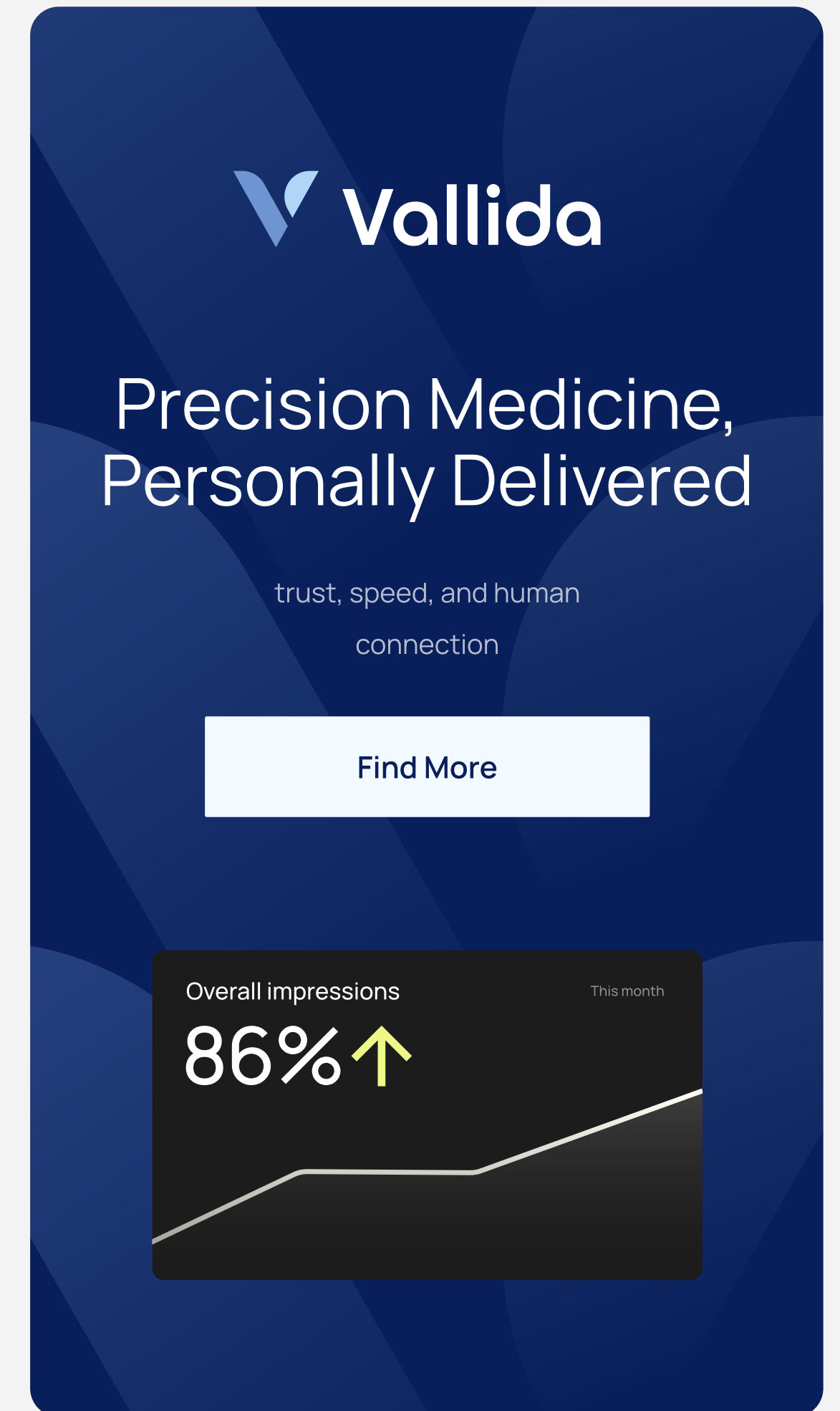
Banner



1:1



16:9



9:16

06 Imagery

Imagery

Photography Style



The Photography Style defines the visual tone and mood of all imagery used within the brand. It guides lighting, composition, color treatment, and subject matter to ensure consistency and emotional alignment with the brand's identity.

07 Brand Foundation

Brand Competitive Analysis

Vallida, operating within the innovative healthcare sector, is positioned at the forefront of transforming medication delivery in the UAE. Unlike traditional pharmaceutical models that prioritize mass production, Vallida emphasizes customization, tailoring medications and supplements to meet the specific needs of patients. This unique approach addresses a crucial gap in the market, making Vallida a vital player in the realm of personalized medicine.

The competitive landscape for Vallida centers around a few key players, each vying for dominance in the niche yet burgeoning sector of custom medication. Among these are Curecell, Magenta-RX, RX-Plus, Revitalife Compounding Pharmacy, and Fusion RX Dubai. Despite their presence, Vallida distinguishes itself from these competitors primarily through its commitment to superior service. Current competitors suffer from subpar service levels, offering Vallida an unparalleled opportunity to emerge as the preferred choice for clinics seeking reliable and patient-focused solutions.

To effectively position itself, Vallida should capitalize on its strengths: personalized medicine, exceptional service quality, and a consumer-centric approach. The brand can benefit from presenting itself as a fusion of modern innovation and traditional reliability, inspired by admired brands in various sectors. By adopting the desirable brand feel of being both bold and trustworthy, Vallida can appeal to both healthcare providers and patients. A sleek, calming color palette of pastel, monochrome, or medical blue could project the professional yet approachable image that resonates well with both doctors and patients.

Opportunities for differentiation lie in embracing a tone and visual identity that speaks to both the luxury and necessity of Vallida's offerings. The brand should evoke a sense of prestige and trust, much like established Fortune 500 companies, while also conveying the innovative spirit characteristic of a Silicon Valley star. This delicate balance of professionalism and modernity ensures Vallida's appeal to its dual audience of private healthcare clinics and their patients. The potential for Vallida to stand out is significant, not just through branding but by storytelling and demonstrating the impact of tailor-made pharmaceutical care on enhancing patient outcomes.

In conclusion, Vallida's success will largely hinge on its ability to articulate and embody its unique value proposition. By crafting an identity that is both calming and authoritative, Vallida can carve out a distinctive niche within the competitive landscape, ultimately setting a new standard for custom pharmaceutical care in the UAE.

Thank
You!