

Cencora + OneOncology quick brand guide

Logo

Colors

Both logos are available in full-color and white for flexibility of use. Please make sure to use the right version for sufficient contrast.



Scale

The O in OneOncology's logo should be the same height as Cencora's logo to maintain a visual balance between the logos in sizing.

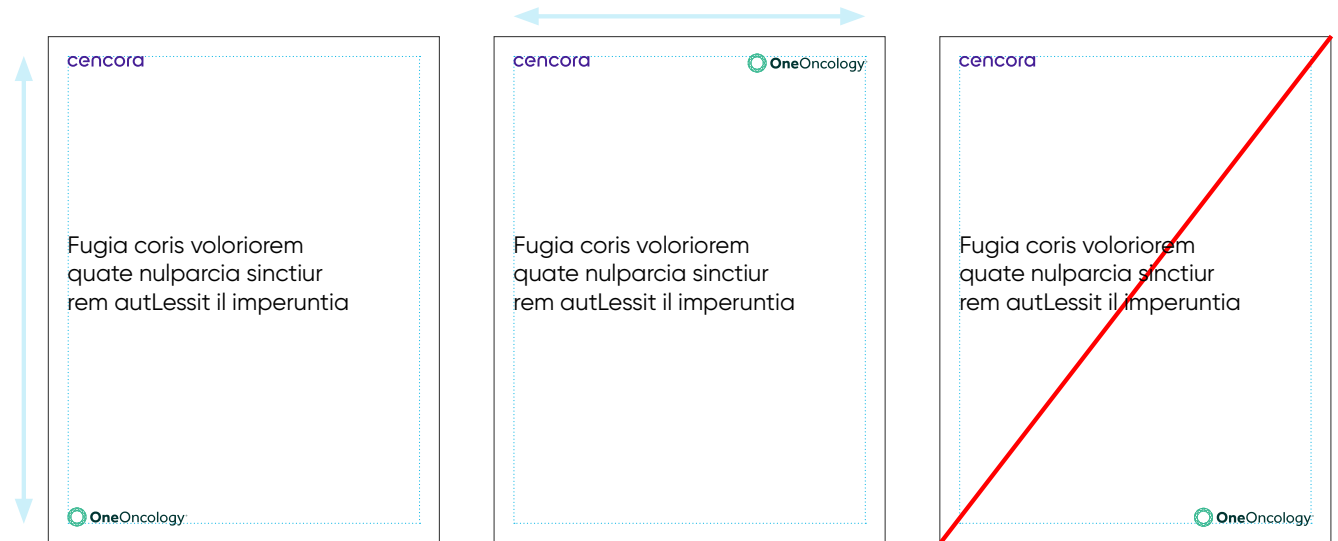


Logo

Working with two logos

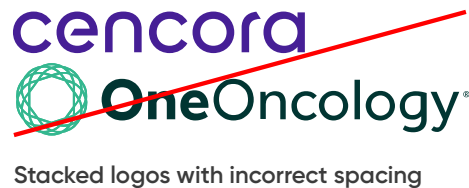
Since we will be working with two logos in this visual system, we will use a modified version of the core brand guidelines for using multiple logos.

- Logos should be placed independently of each other.
- Logos should be either left-aligned, top-aligned, or bottom-aligned.
- The logos should be placed directly opposite each other and should never appear diagonally aligned.



Special cases

In some instances, there may not be enough space in the format to follow the above guidelines. In these cases, the logos may appear side by side or stacked. In these instances, maintain a buffer zone the size of OneOncology's mark between the logos.



Typography

Canela

Canela is OneOncology's official typeface for large headlines. Used across all internal and outbound communications.

The Thin weight should be the weight that is used across all branded materials. For digital usage, Light is also accepted for legibility.

For Microsoft applications (PowerPoint, Word, and Excel), or if faced with other technical constraints, please use Arial.

Cencora-Gilroy

Cencora-Gilroy is Cencora's official typeface for smaller headlines, subheaders, and body text. Used across all internal and outbound communications.

The Cencora-Gilroy font family includes three weights and their corresponding italic versions, suitable for use in both digital and print media.

For Microsoft applications (PowerPoint, Word, and Excel), or if faced with other technical constraints, please use Arial.

Thin
Light

Regular
Medium
Bold

Canela Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789%&/()*'?

Canela Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789%&/()*'?

Cencora-Gilroy Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789%&/()*'?

Cencora-Gilroy Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789%&/()*'?








Cencora-Gilroy Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789%&/()*'?

Colors

Color palette

The cobranding color palette will be OneOncology's main palette with Cencora's True Blue as an accent/secondary color.



| Color | RGB | HEX | CMYK | Pantone® |
|---|-------------|---------|-------------|----------|
|  OO Green | 52/183/143 | #34B78F | 71/0/55/0 | 2413 C |
|  True Blue | 70/30/150 | #461E96 | 94/100/0/0 | 2371 C |
|  OO Deep Green | 1/53/50 | #013532 | 90/55/67/59 | 3308 C |
|  OO Dark Green | 0/87/63 | #00573F | 90/40/80/37 | 342 C |
|  OO Medium Green | 27/128/109 | #1B806D | 84/29/64/11 | 2244 C |
|  OO Light Green | 160/209/202 | #A0D1CA | 37/3/23/0 | 7464 C |
|  OO Light Grey | 221/229/237 | #DDE5ED | 12/6/3/0 | 656 C |