

**+pilulka**

logo

brand architektura

barevnost

typografie

fotografie

ikonografika

ilustrace

+visual

tón komunikace

motion

media



**+pilulka**



lepší lékárna

Neprodáváme lepší život.

Lepší lékárna

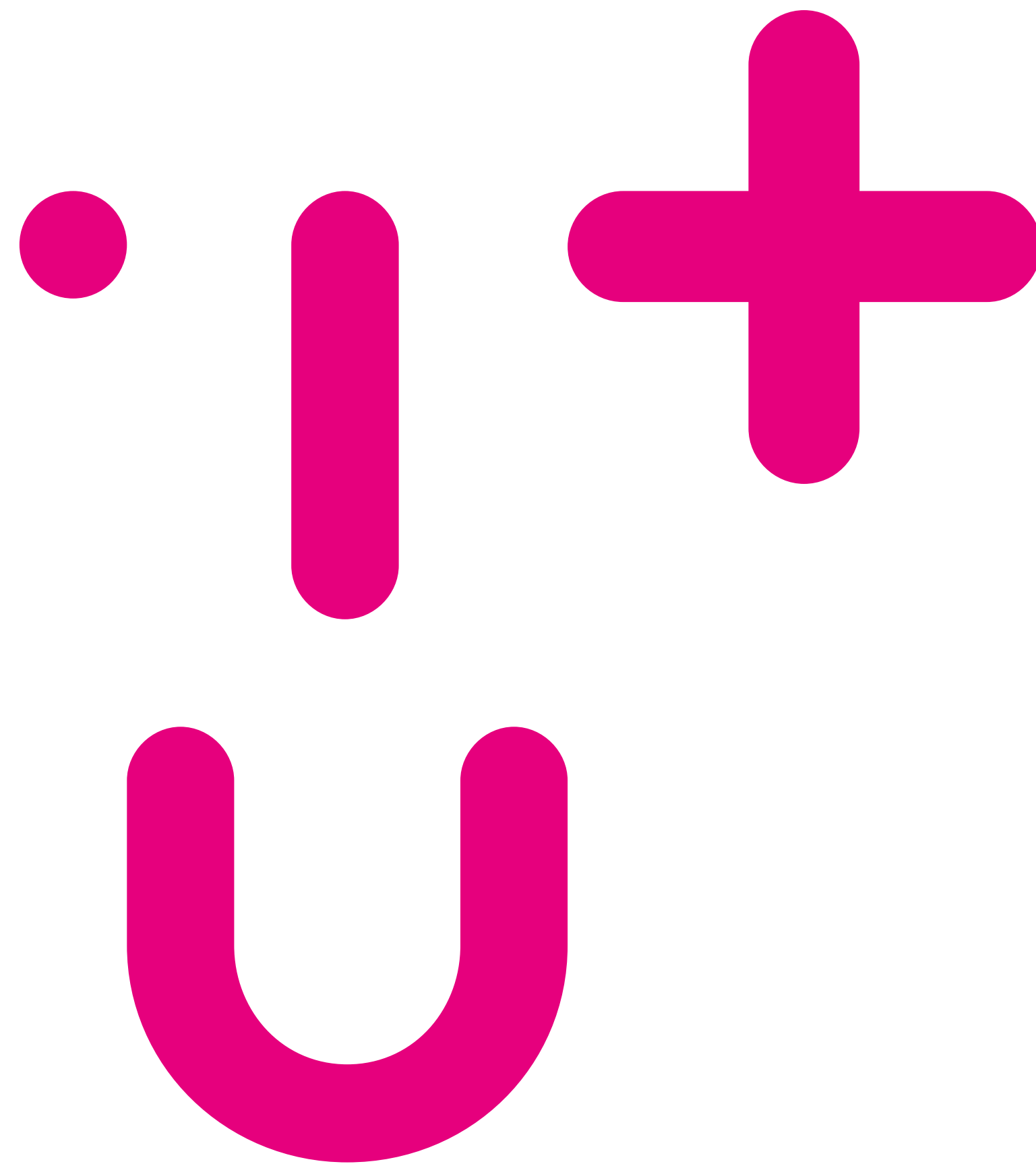
Není na něj žádná pilulka.

Lepší život můžeme jen zažít.

Lepší život je rozhodnutí a volba.

Lepší život je Pilulka.

Lepší  
život je  
úsměv





Lepší lékárna

- Lepší život je sexy

Lepší život je díky němu  
Lepší život je díky ní

Lepší život delší


Lepší život je (a bude)



+ Lepší život  
je prevence

Lepší život je na slunci

+pilulka

The image is a composite graphic design. In the top left, there is a red, fan-shaped pattern of small, glowing dots. In the top center, there is a light green circle. In the bottom right, there is a close-up of a child's face with blonde hair, smiling and looking upwards. In the bottom center, there is a green succulent plant. The text is centered in the middle of the image, enclosed in a thin, light green circular border.

Měníme a digitalizujeme  
trh s cílem zjednodušit  
přístup ke zdravému  
životnímu stylu.



Jsme nejen lékárna  
(ani lékárna, ani drogerie),  
ale snadná cesta do světa  
zdravého životního stylu.





**+pilulka**

logo na podkladové ploše

**+pilulka**

**+pilulka**

**+pilulka**

**+pilulka**

logo na podkladové ploše

+pilulka

+pilulka

+pilulka

+pilulka

+pilulka



+pilulka

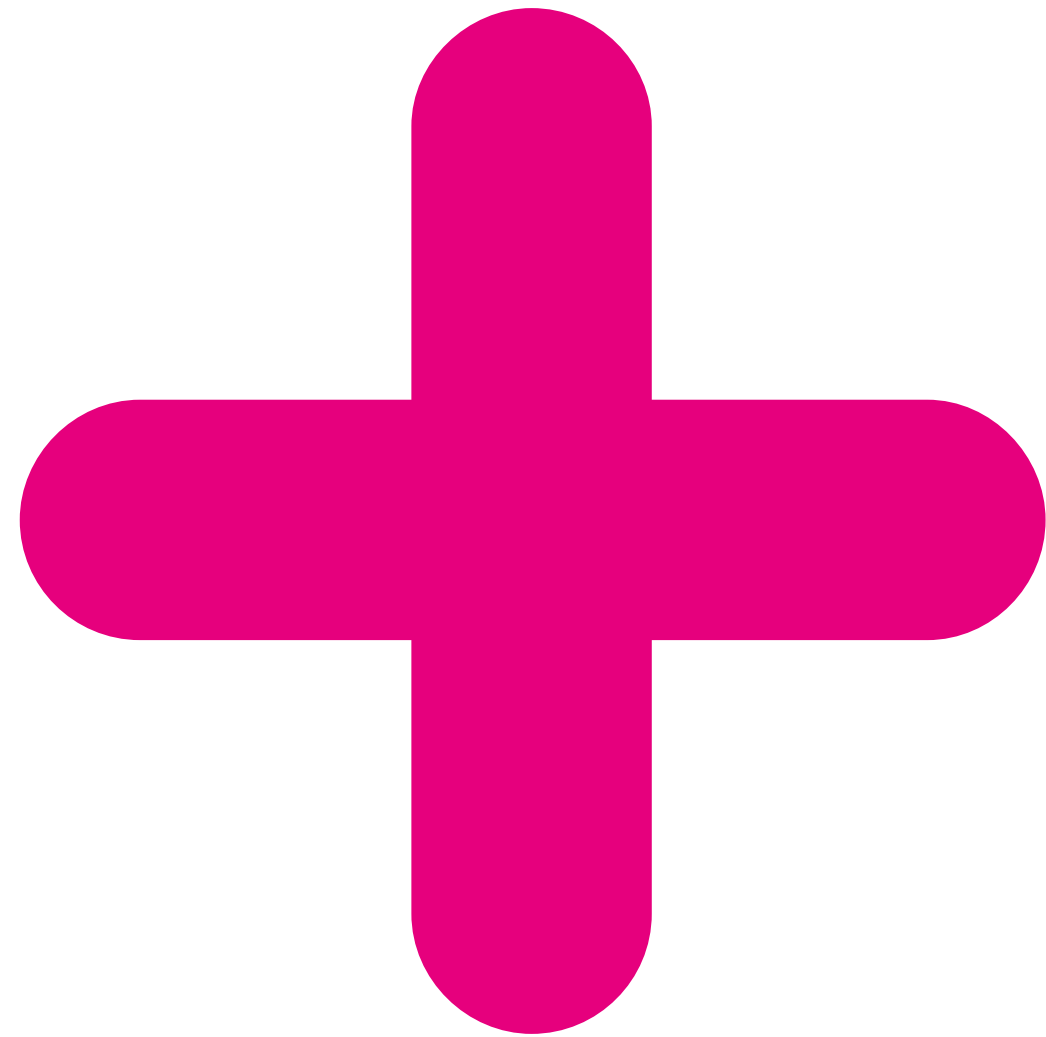


+pilulka

+pilulka

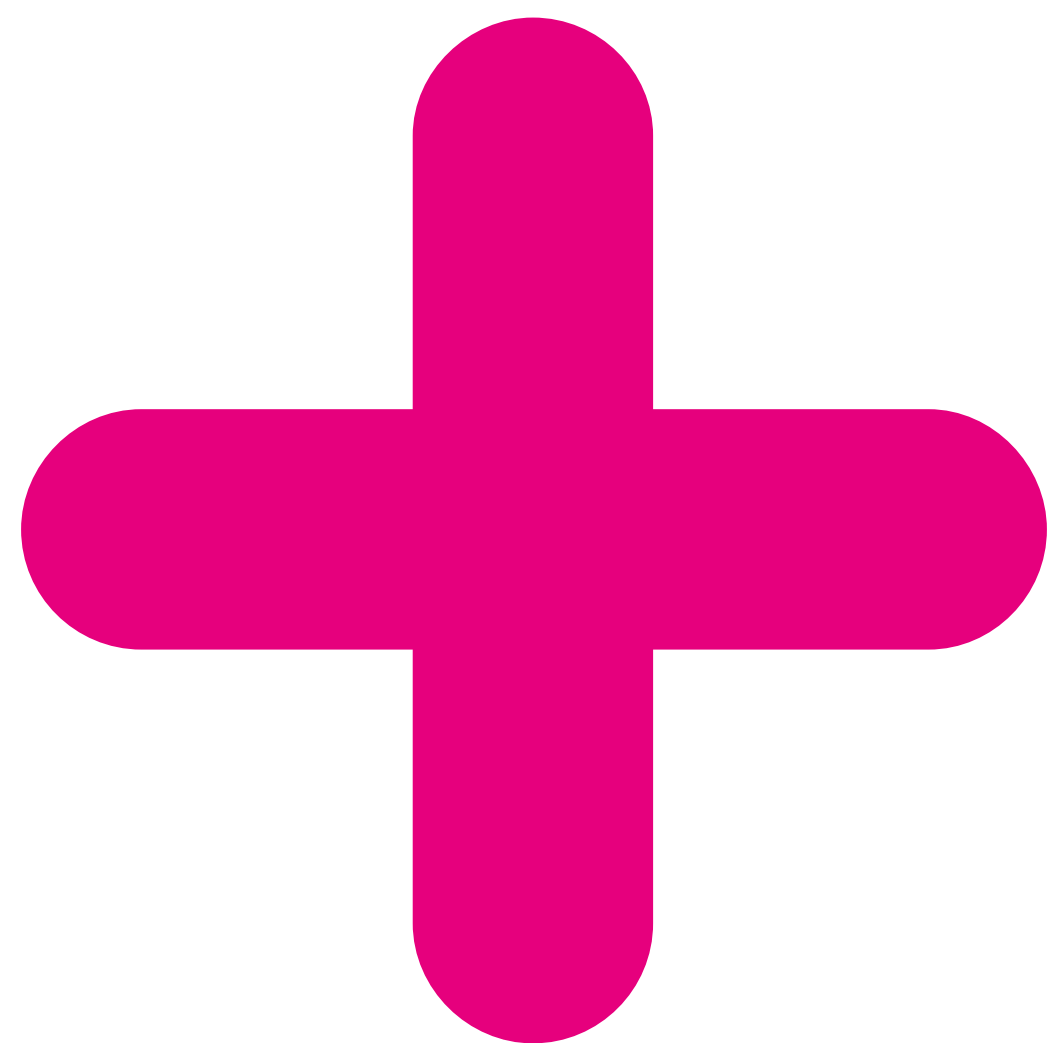


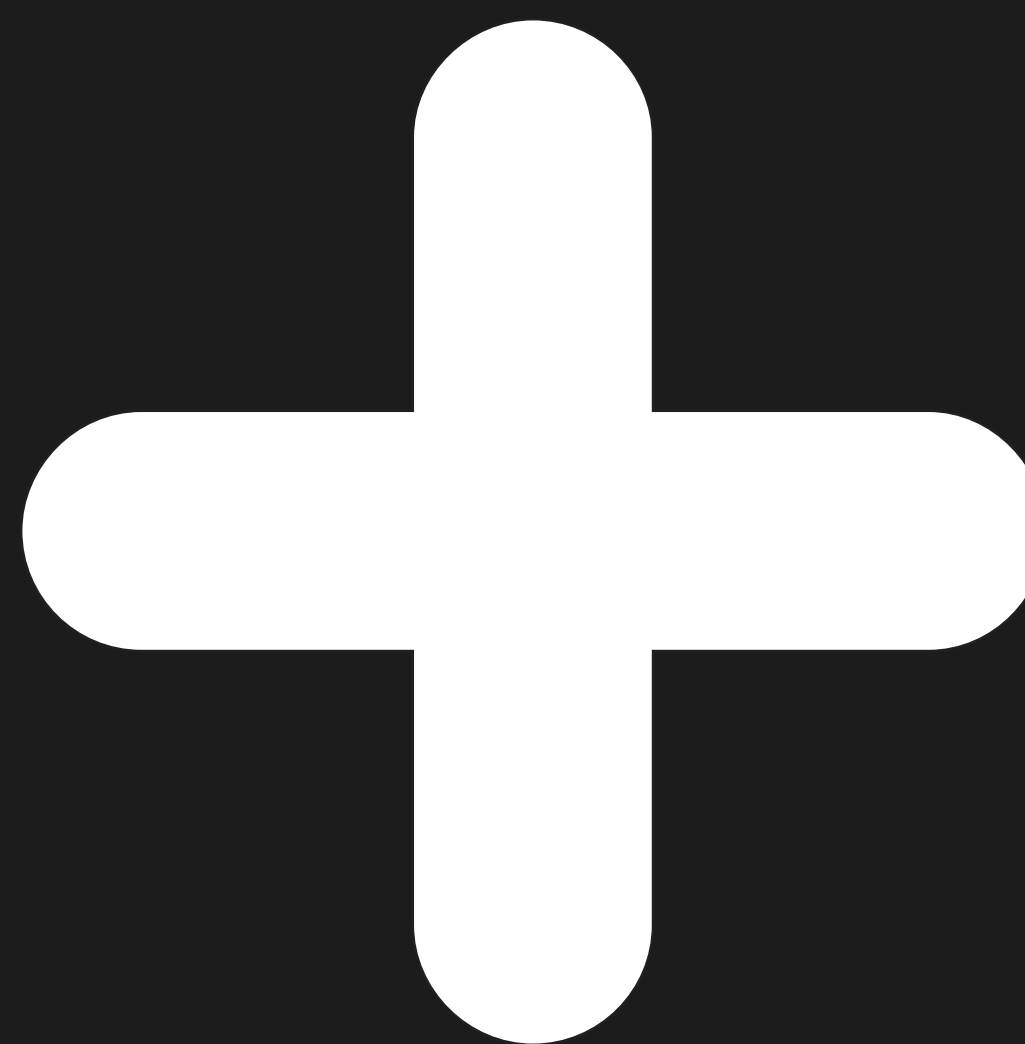
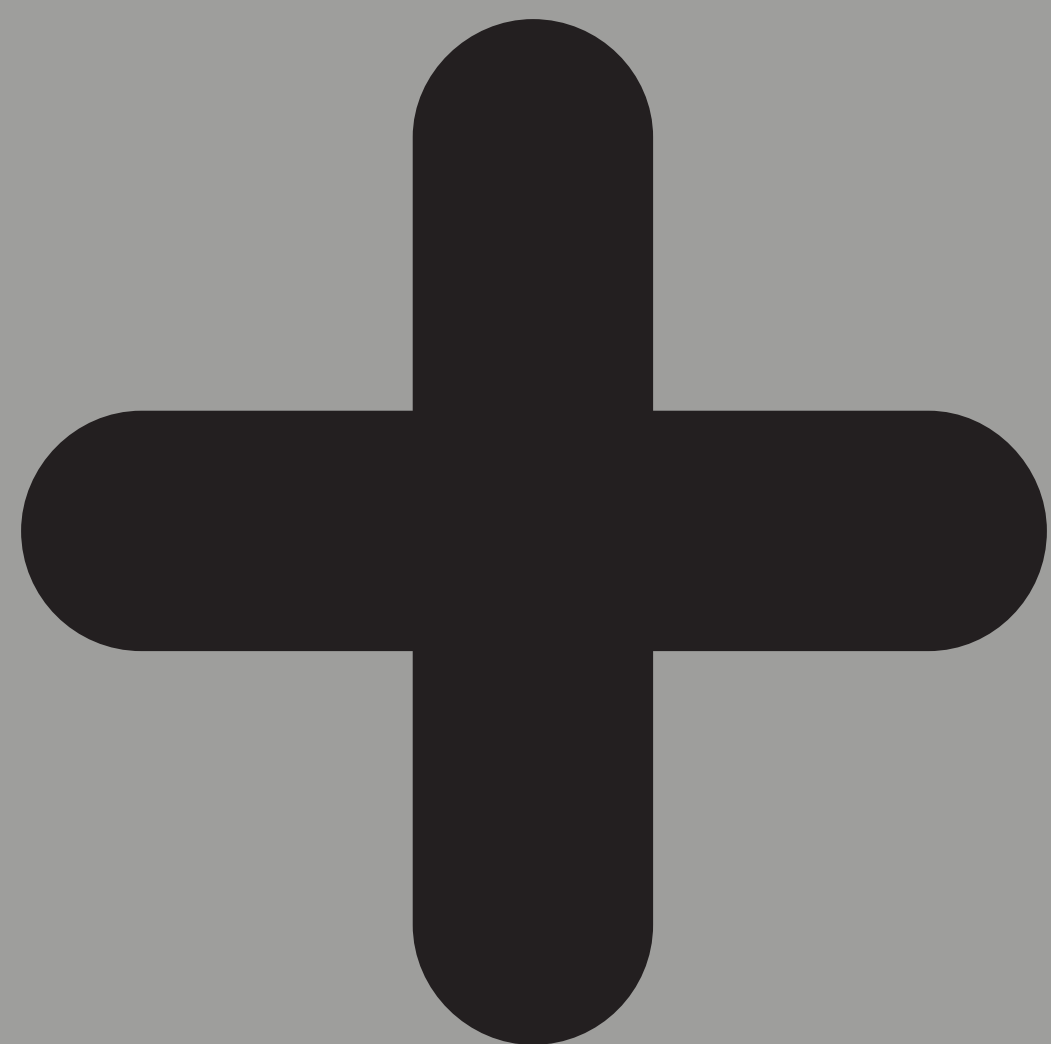
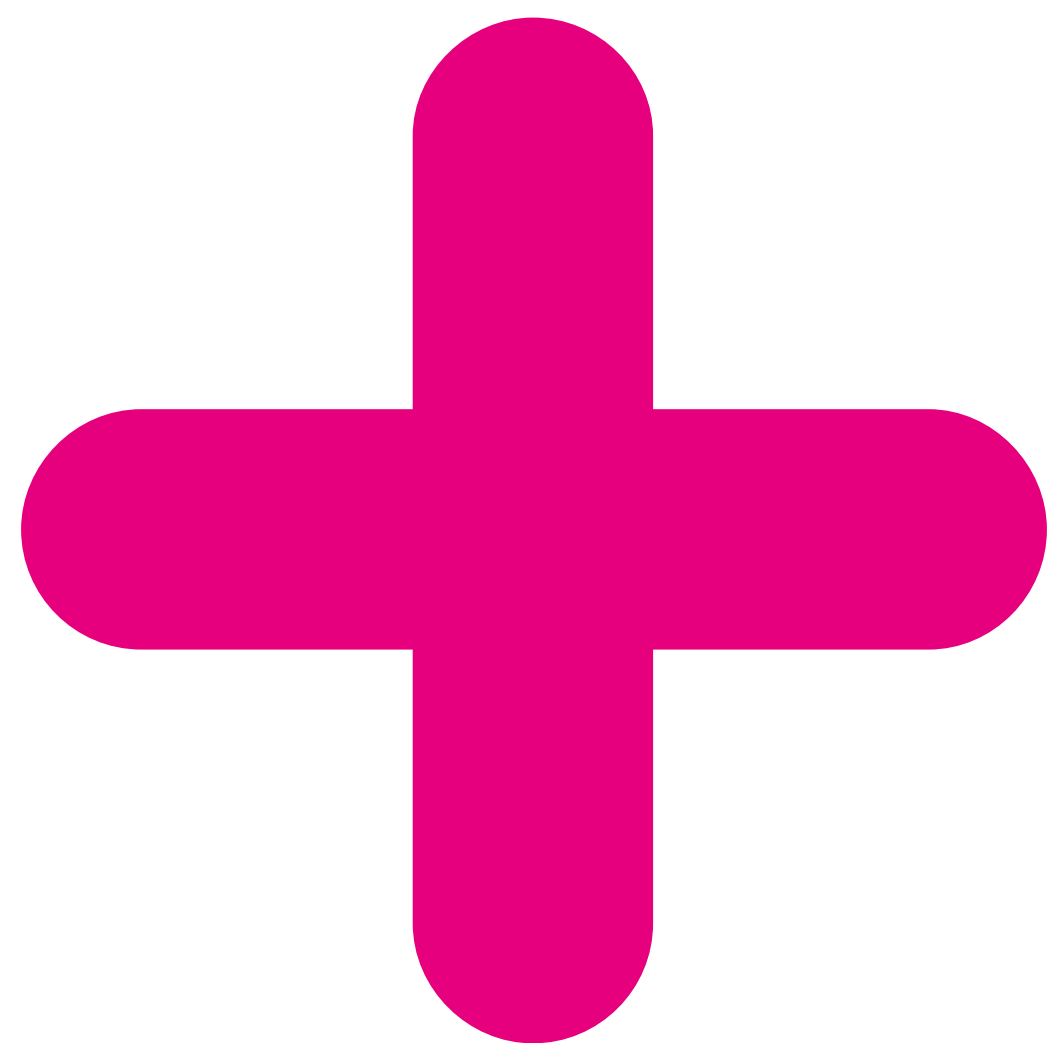
















+ pilulka  
+ lepší lékárna

The image shows a large logo consisting of a plus sign and the word 'pilulka' in a bold, rounded sans-serif font. Below it, a smaller version of the same logo is shown with a light pink background. The tagline 'lepší lékárna' is positioned to the right of the smaller logo. Red alignment lines and dots are used to define the vertical and horizontal positions of the elements.

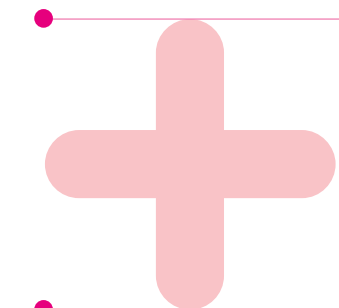


+ pilulka  
+ lepší lékárna

This image is a smaller version of the logo and tagline shown above, with the same alignment guides.

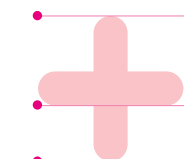
maximální dovolená aplikace taglinu

+ pilulka



lepší lékárna

+ pilulka



lepší lékárna

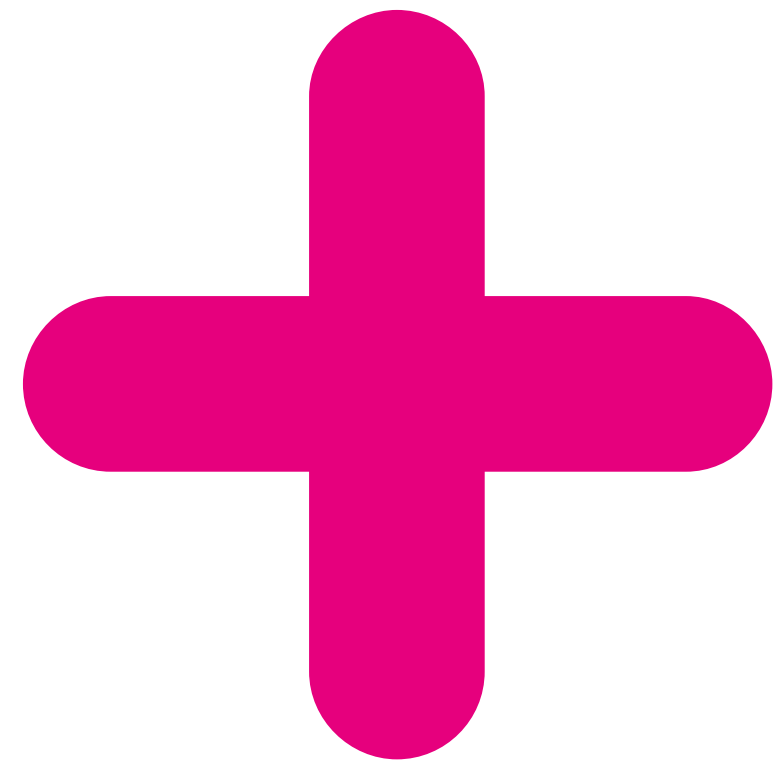
maximální dovolená aplikace taglinu

+pilulka+ lepší lékárna

maximální dovolená aplikace tagline

# +pilulka

lepší lékárna



lepší lékárna

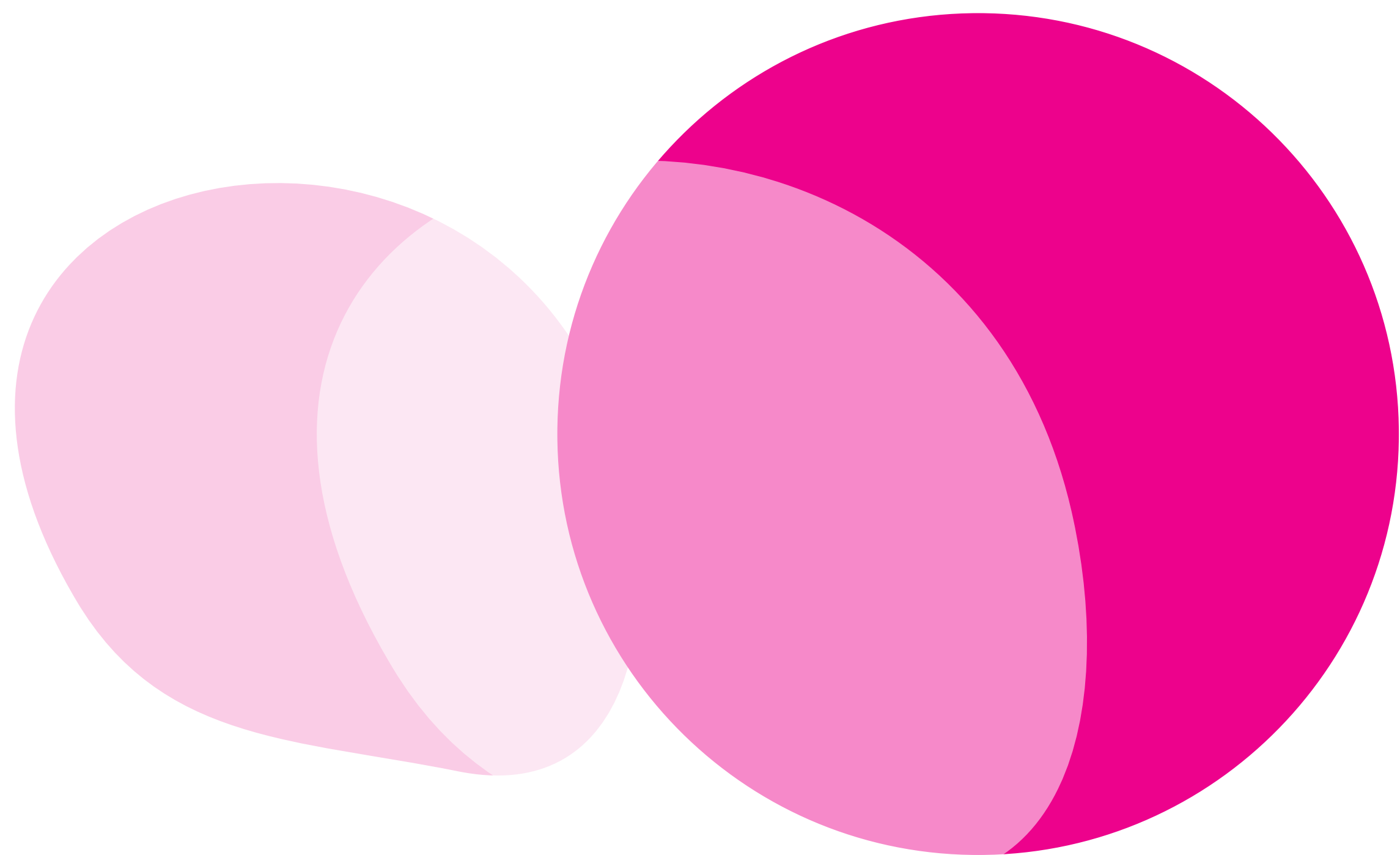
lepší lékárna

lepší lékárna



LEDNACEK





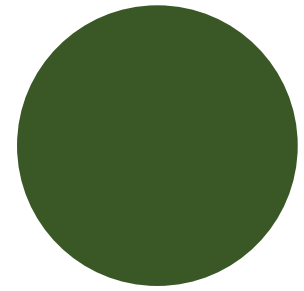
Pantone Process Magenta C

CMYK 0 100 0 0

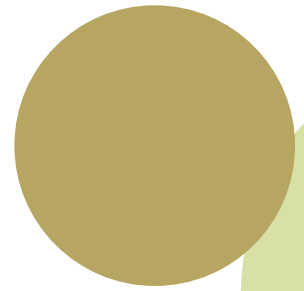
RGB 230 0 126

HTML#e6007e





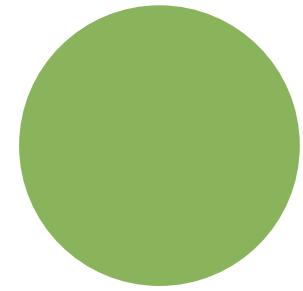
PANTONE 364C  
CMYK 78 / 4 / 99 / 47  
RGB 58 / 88 / 37  
HTML #3A5825



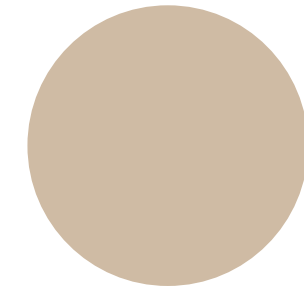
PANTONE 4515C  
CMYK 13 / 19 / 61 / 30  
RGB 182 / 166 / 98  
HTML #B6A662



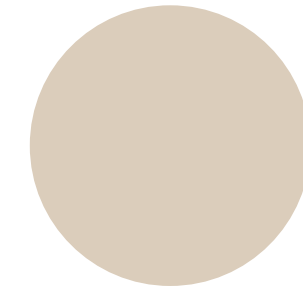
PANTONE 7495C  
CMYK 42 / 5 / 89 / 29  
RGB 156 / 174 / 90  
HTML #9CAE5A



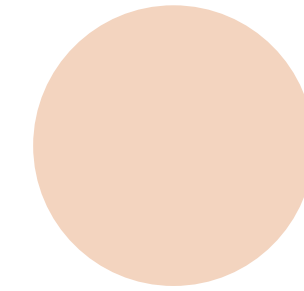
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RGB 138 / 180 / 91  
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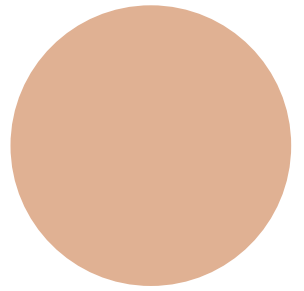
PANTONE C  
CMYK  
RGB 207 / 187 / 164  
HTML #CFBBA4



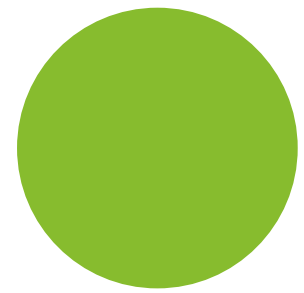
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CMYK  
RGB 219 / 205 / 187  
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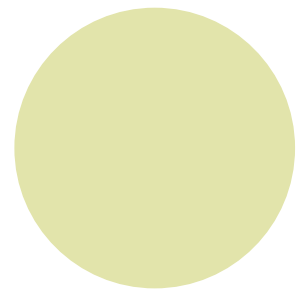
PANTONE C  
CMYK  
RGB 243 / 212 / 191  
HTML #F3D4BF



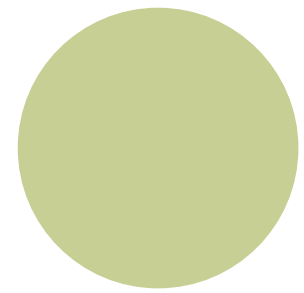
PANTONE C  
CMYK  
RGB 224 / 177 / 147  
HTML #E0B193



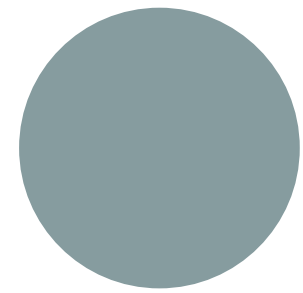
PANTONE 369C  
CMYK 73 / 0 / 100 / 0  
RGB 135 / 188 / 46  
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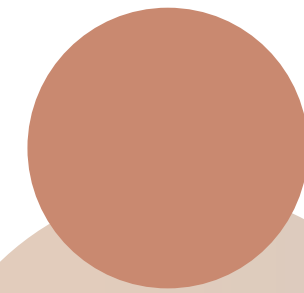
PANTONE 580C  
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RGB 226 / 228 / 171  
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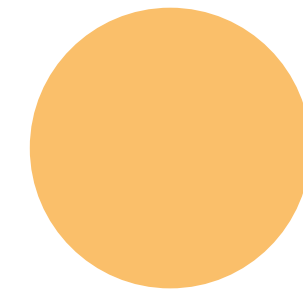
PANTONE 7493C  
CMYK 27 / 10 / 50 / 0  
RGB 200 / 207 / 148  
HTML #C8CF94



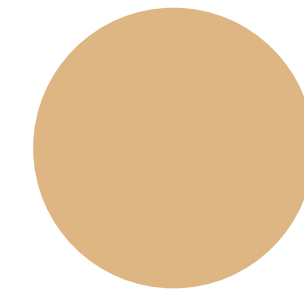
PANTONE 5493C  
CMYK 50 / 27 / 32 / 8  
RGB 134 / 156 / 159  
HTML #869C9F



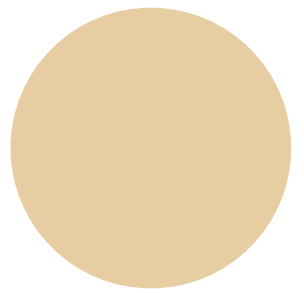
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CMYK  
RGB 201 / 137 / 112  
HTML #C98970



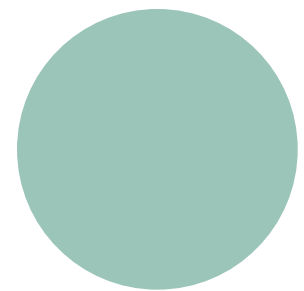
PANTONE C  
CMYK  
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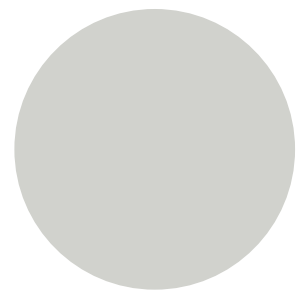
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CMYK  
RGB 221 / 182 / 131  
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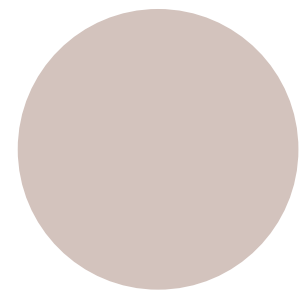
PANTONE C  
CMYK  
RGB 231 / 206 / 162  
HTML #E7CEA2



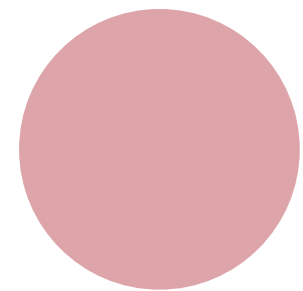
PANTONE 563C  
CMYK 54 / 0 / 29 / 2  
RGB 155 / 197 / 185  
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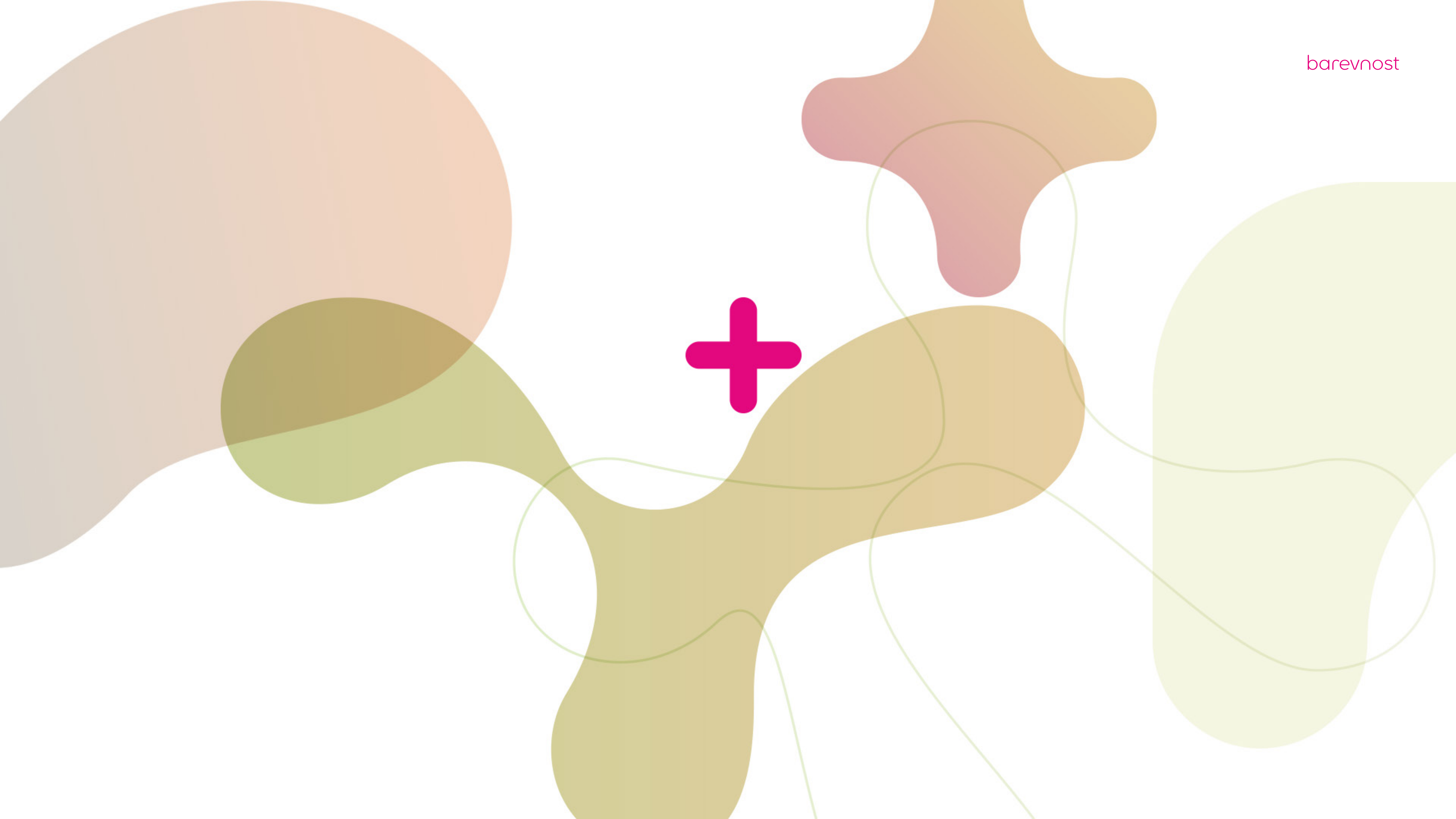
PANTONE 420C  
CMYK 6 / 4 / 7 / 11  
RGB 209 / 210 / 205  
HTML #D1D2CD



PANTONE C  
CMYK  
RGB 211 / 195 / 189  
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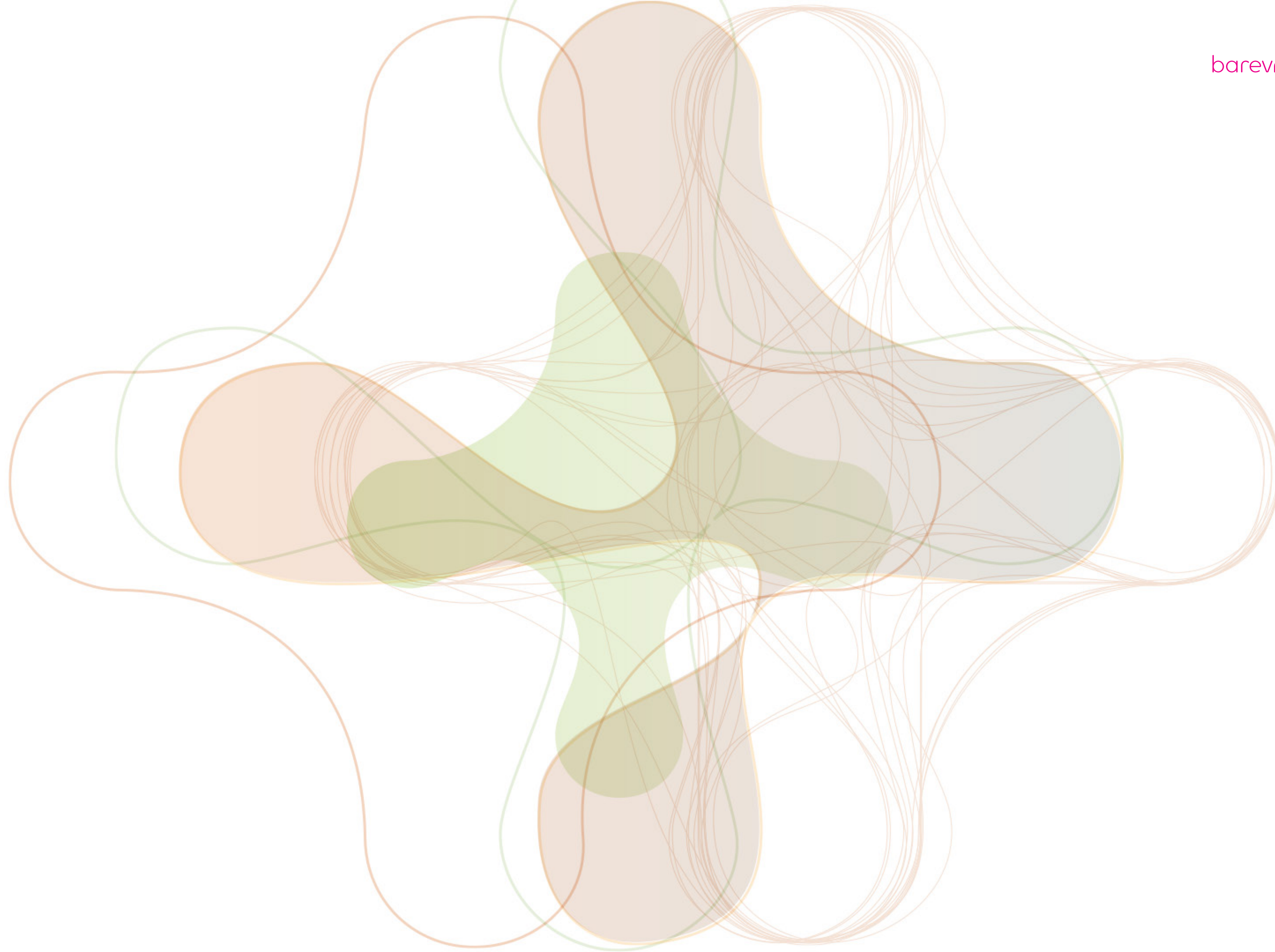
PANTONE C  
CMYK  
RGB 221 / 165 / 169  
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barevnost / přechody



barevnost / outline

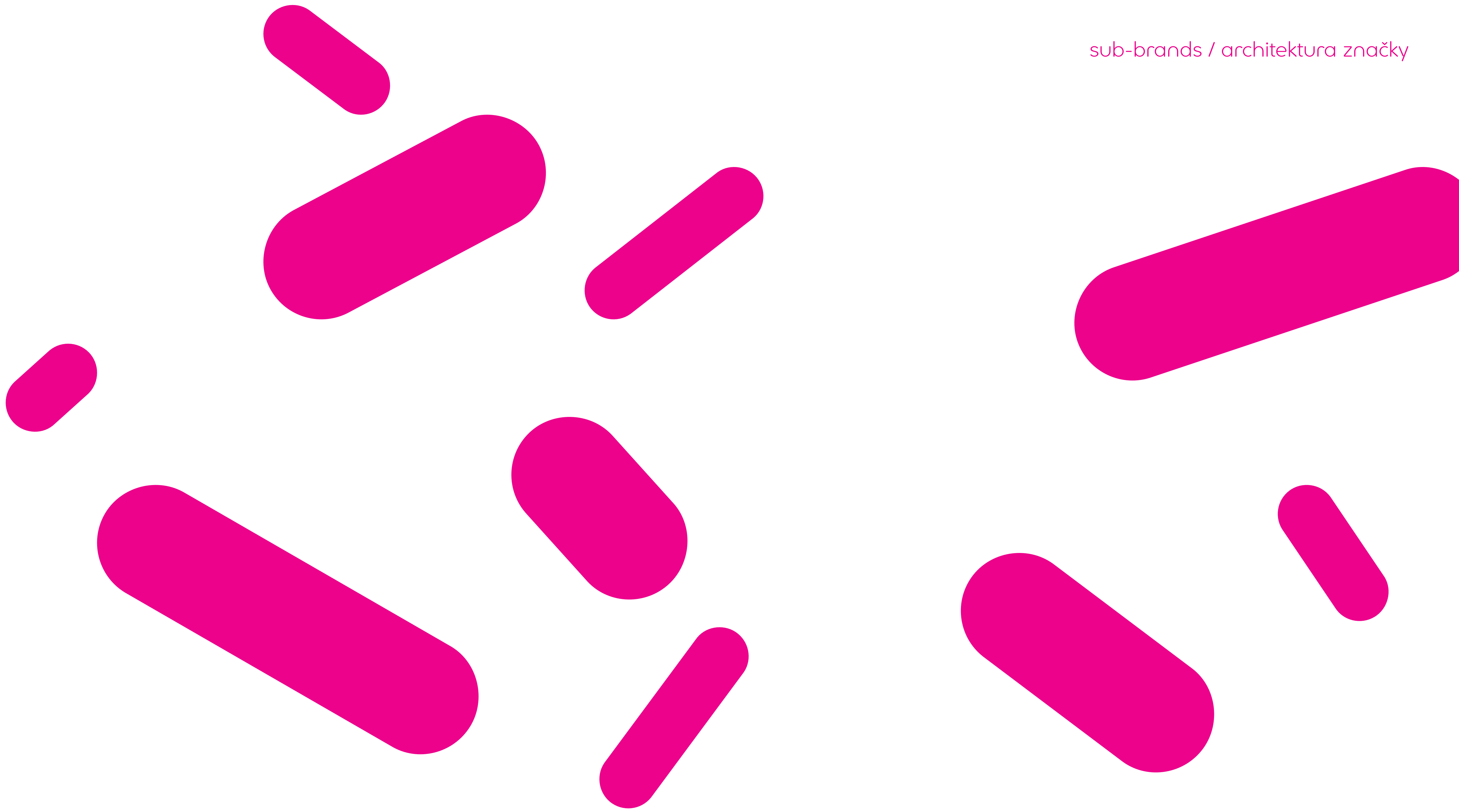


hlavní cílová skupina  
ženy 25–45 let

cílová skupina  
ženy matky 25–45 let

muži ( výživa, sport)  
25–45 let





+ pilulka  
lékárna

+ pilulka

x

lékárna

x



+pilulka  
lékárna

+pilulka  
fit

+pilulka  
klub

+pilulka  
box

+pilulka  
auto

+pilulka  
erecept

+pilulka  
lab

typografie

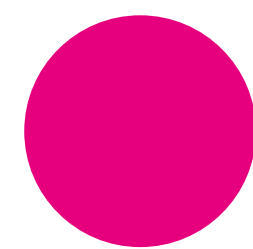
Lepší život je úsměv

lepsi

uznani



Lepší lékárna



Ultima Pro Light

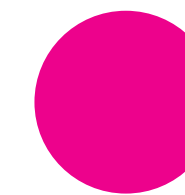
A Á B C Č D Ď E É Ě F G H I Í J K L M N Ň O Ó P Q R Ŕ S Š T Ť U Ů Ú V W X Y Ý Z Ž  
a á b c č d ě e é ě f g h i í j k l m n ň o ó p q r ř s š t ť u ů ú v w x y ý z ž  
1 2 3 4 5 6 7 8 9 0 . , : ; ! ? ( ) % - - / , ' „ “ @ § & \$ £ / +

Ultima Pro Regular

A Á B C Č D Ď E É Ě F G H I Í J K L M N Ň O Ó P Q R Ŕ S Š T Ť U Ů Ú V W X Y Ý Z Ž  
a á b c č d ě e é ě f g h i í j k l m n ň o ó p q r ř s š t ť u ů ú v w x y ý z ž  
1 2 3 4 5 6 7 8 9 0 . , : ; ! ? ( ) % - - / , ' „ “ @ § & \$ £ / +

Ultima Pro Bold

A Á B C Č D Ď E É Ě F G H I Í J K L M N Ň O Ó P Q R Ŕ S Š T Ť U Ů Ú V W X Y Ý Z Ž  
a á b c č d ě e é ě f g h i í j k l m n ň o ó p q r ř s š t ť u ů ú v w x y ý z ž  
1 2 3 4 5 6 7 8 9 0 . , : ; ! ? ( ) % - - / , ' „ “ @ § & \$ £ / +



Work Sans Regular

A Á B C Č D Ď E É Ě F G H I Í J K L M N Ň O Ó P Q R Ř S Š T Ť U Ů Ú V W X Y Z Ž

a á b c č d d' e é ě f g h i í j k l m n ň o ó p q r ř s š t ť u ů ú v w x y ý z ž

1 2 3 4 5 6 7 8 9 0 . , : ; ! ? ( ) % - - / , ' , " @ \$ & \$ £

Work Sans Italic

*A Á B C Č D Ď E É Ě F G H I Í J K L M N Ň O Ó P Q R Ř S Š T Ť U Ů Ú V W X Y Z Ž*

*a á b c č d d' e é ě f g h i í j k l m n ň o ó p q r ř s š t ť u ů ú v w x y ý z ž*

*1 2 3 4 5 6 7 8 9 0 . , : ; ! ? ( ) % - - / , ' , " @ \$ & \$ £*

Work Sans Bold

**A Á B C Č D Ď E É Ě F G H I Í J K L M N Ň O Ó P Q R Ř S Š T Ť U Ů Ú V W X Y Z Ž**

**a á b c č d d' e é ě f g h i í j k l m n ň o ó p q r ř s š t ť u ů ú v w x y ý z ž**

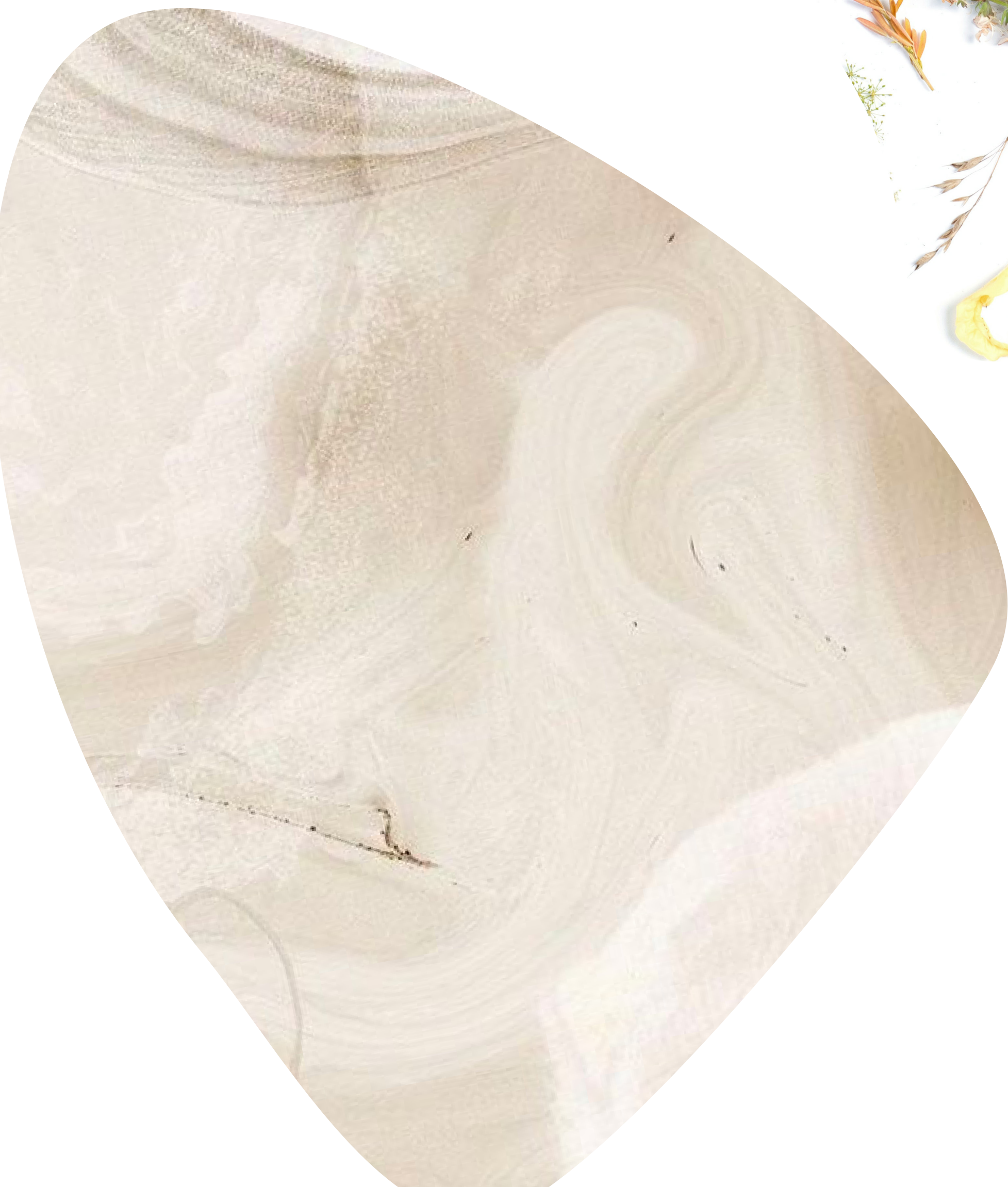
**1 2 3 4 5 6 7 8 9 0 . , : ; ! ? ( ) % - - / , ' , " @ \$ & \$ £**

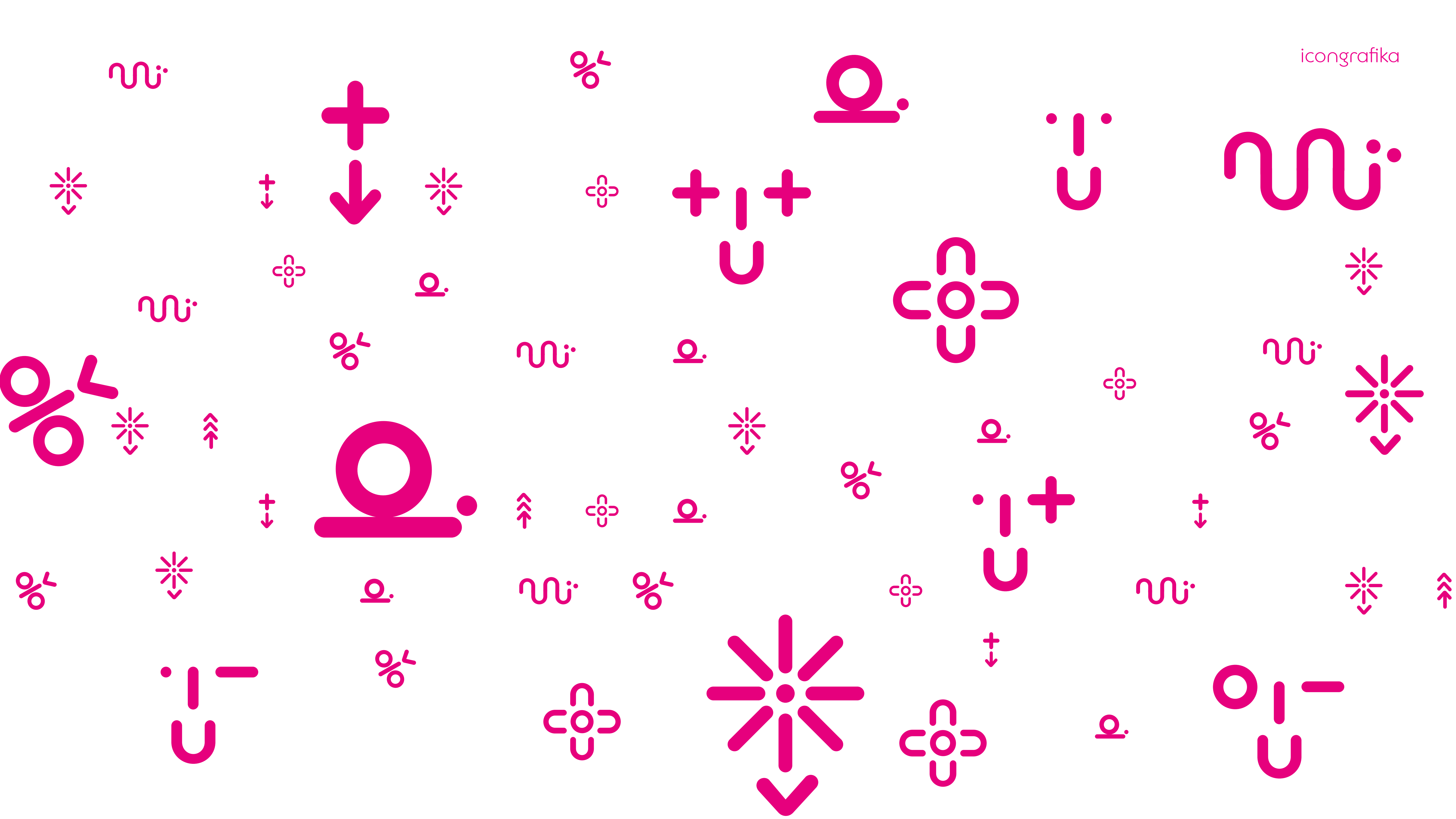




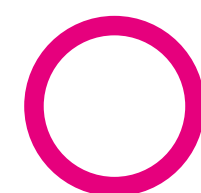
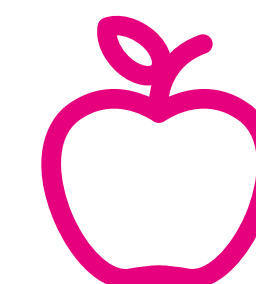
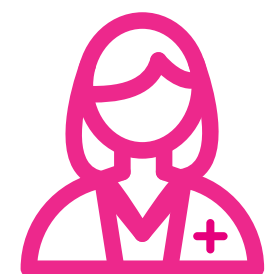
fotografie

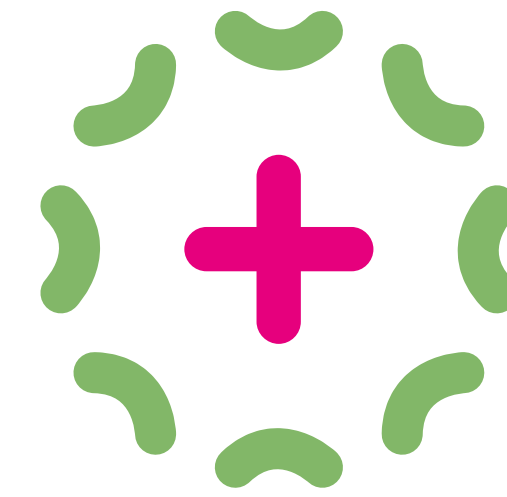
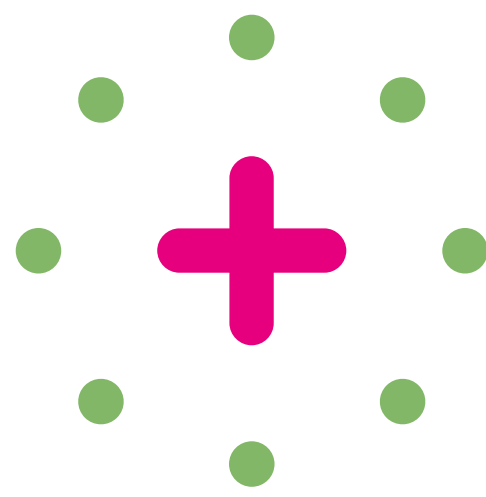
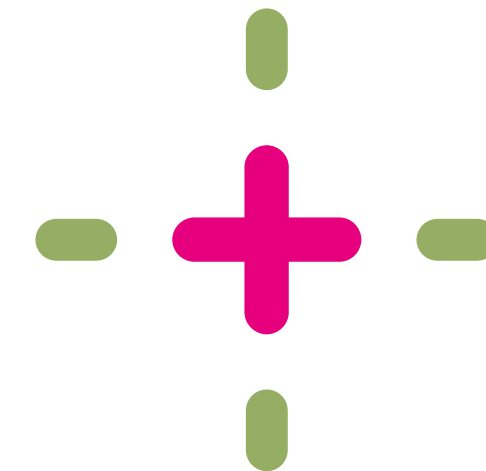
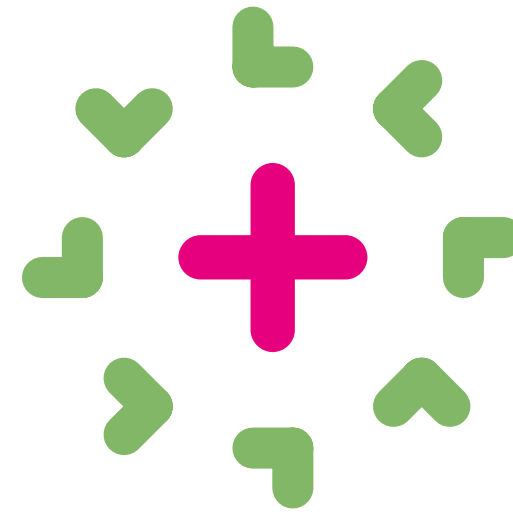
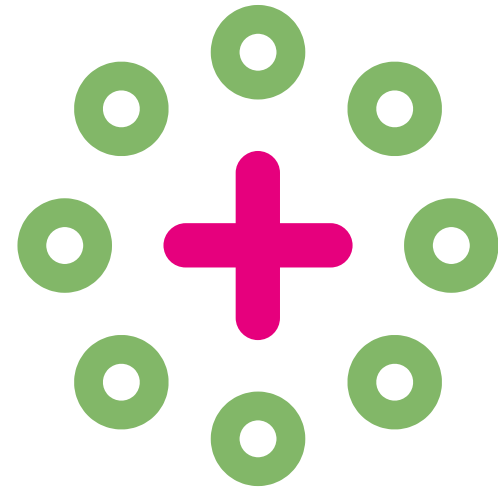




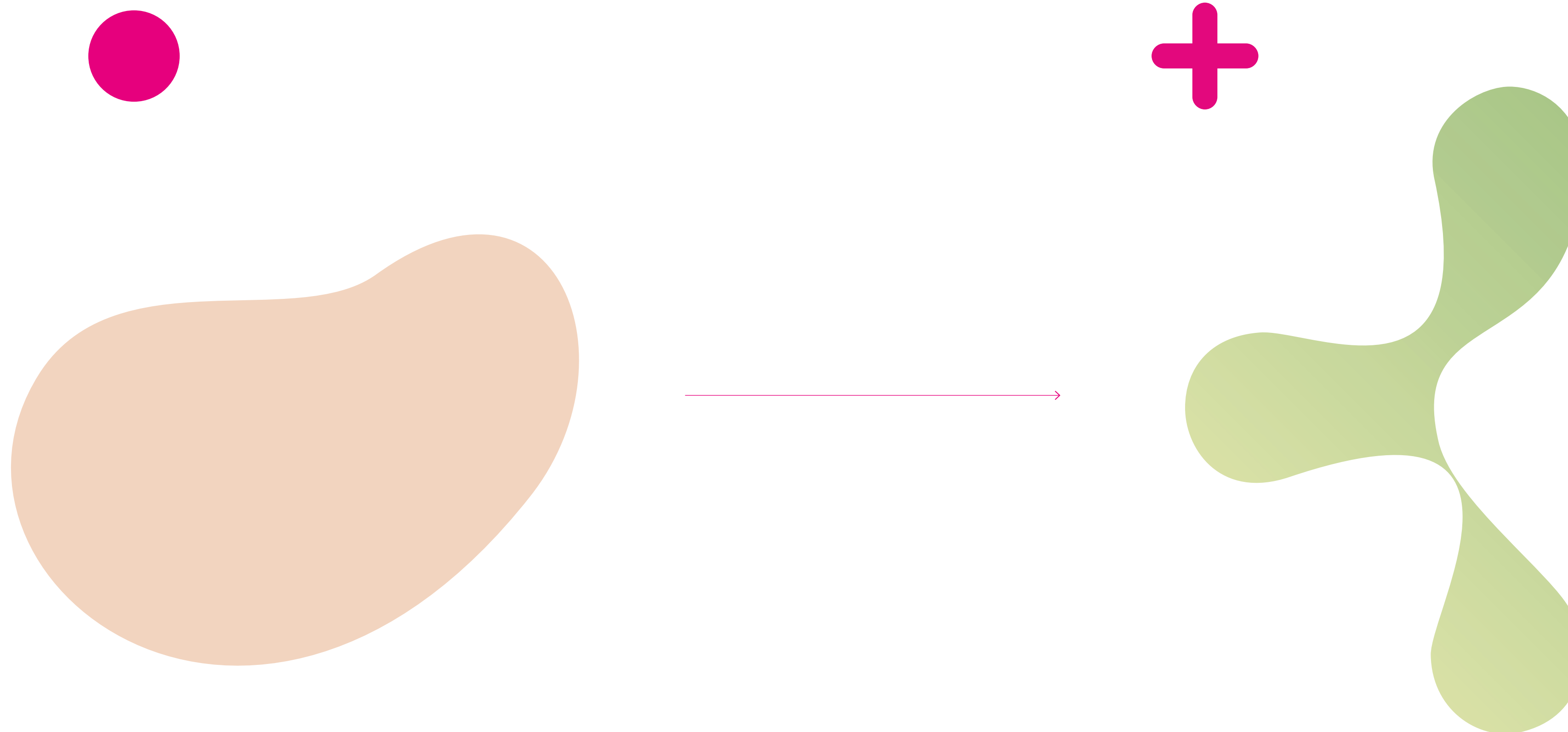




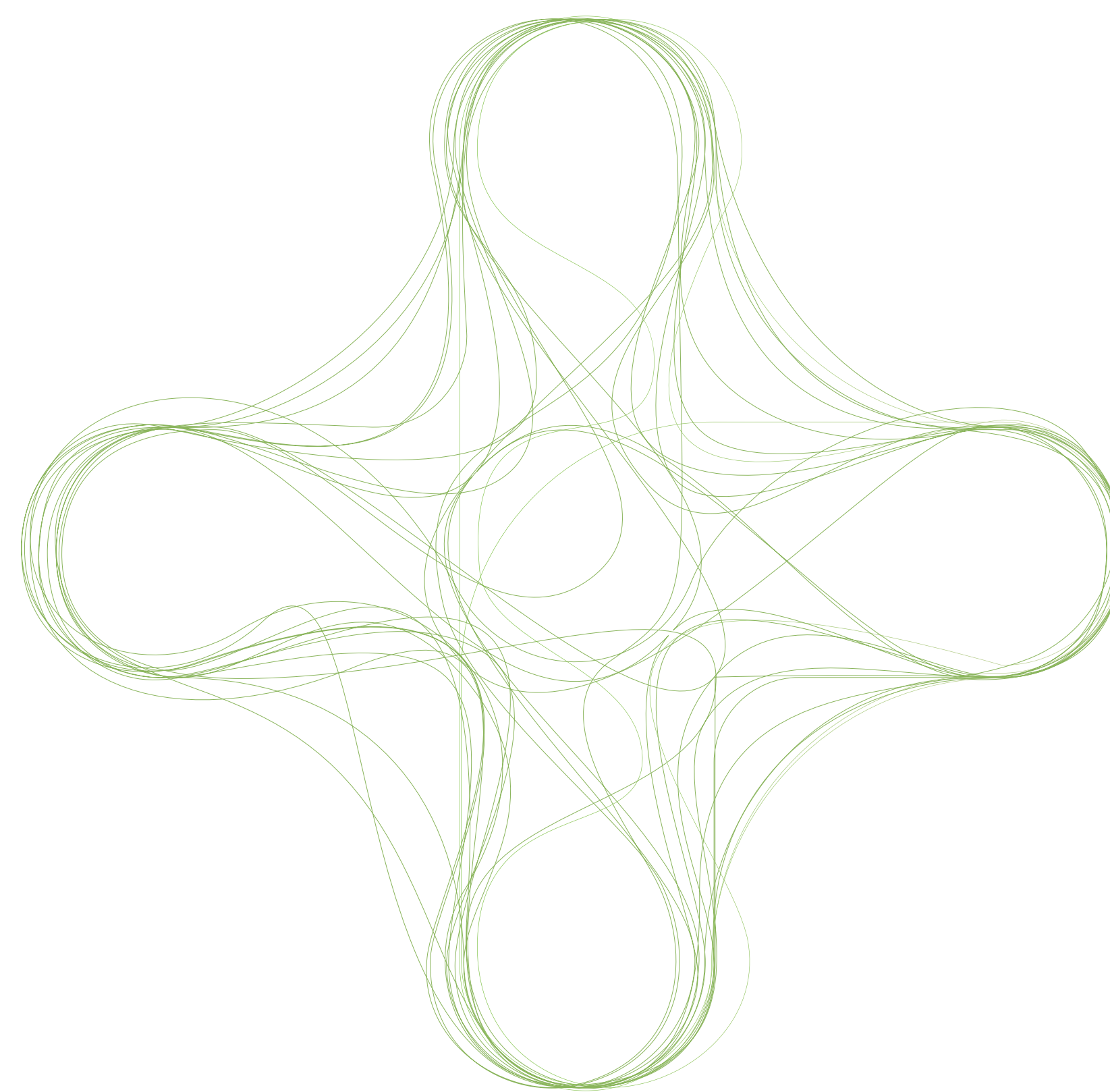
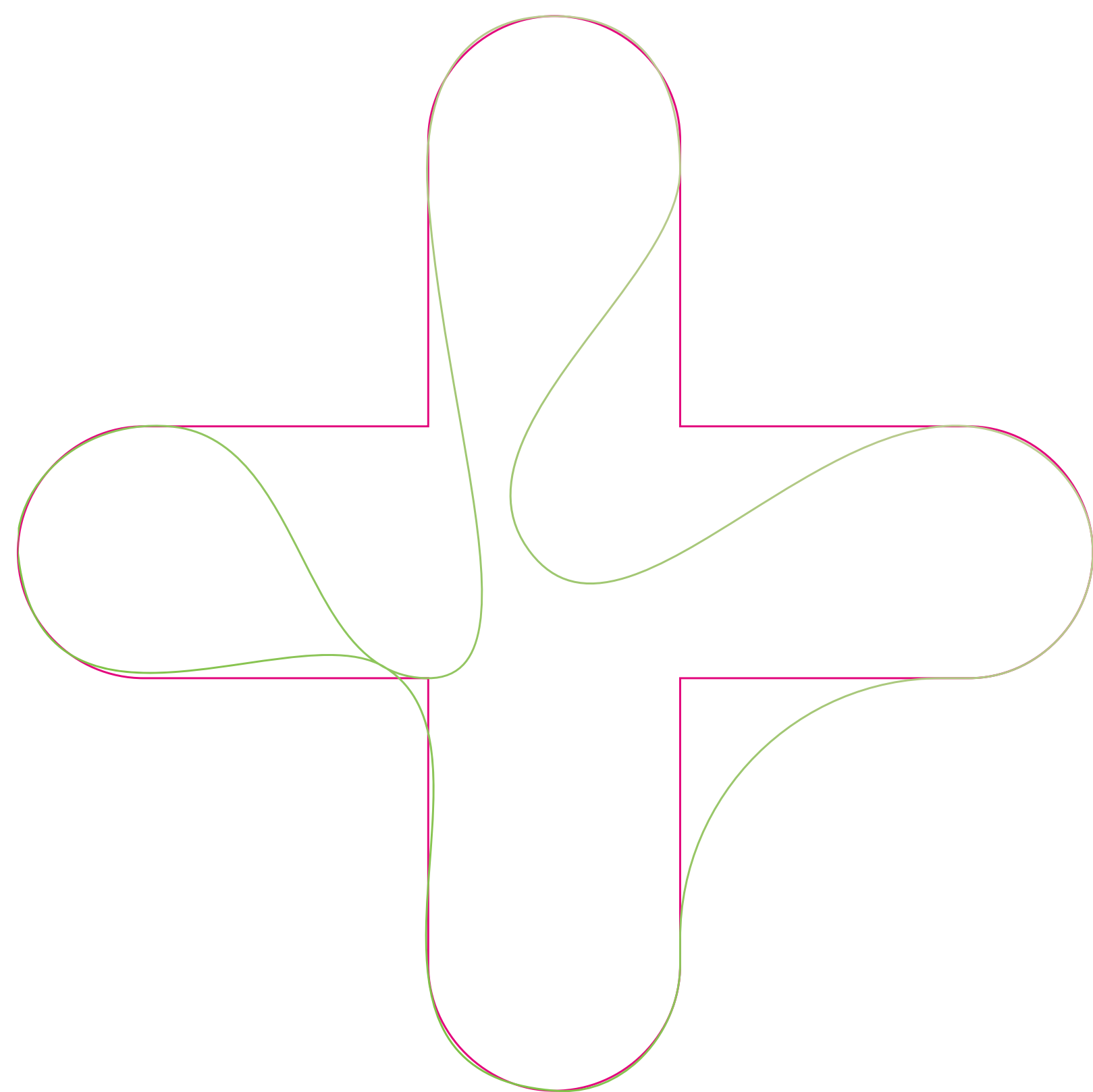


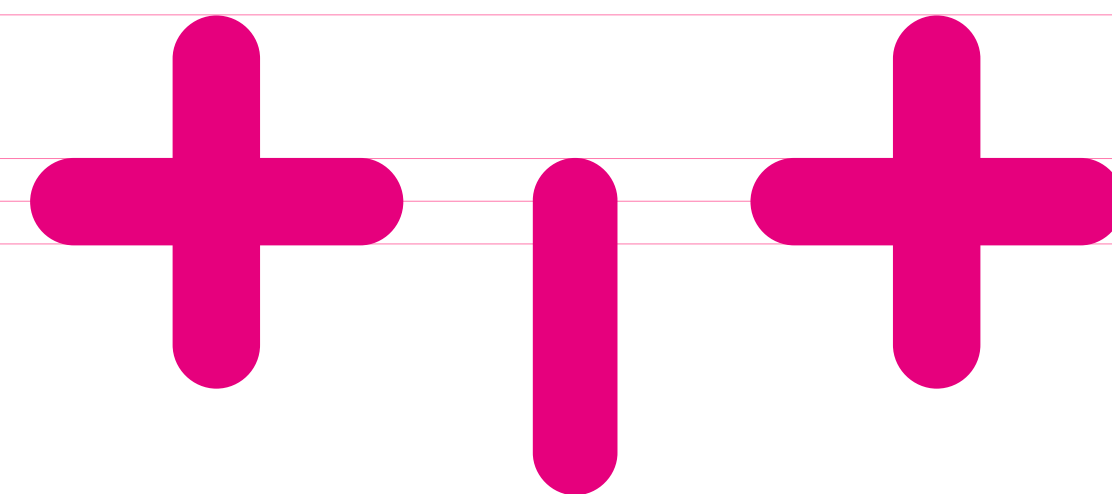
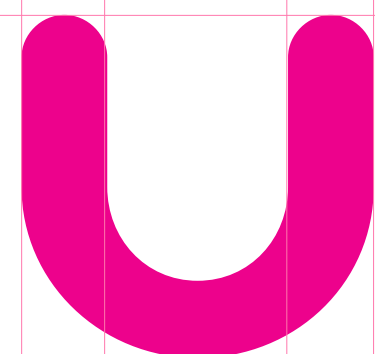
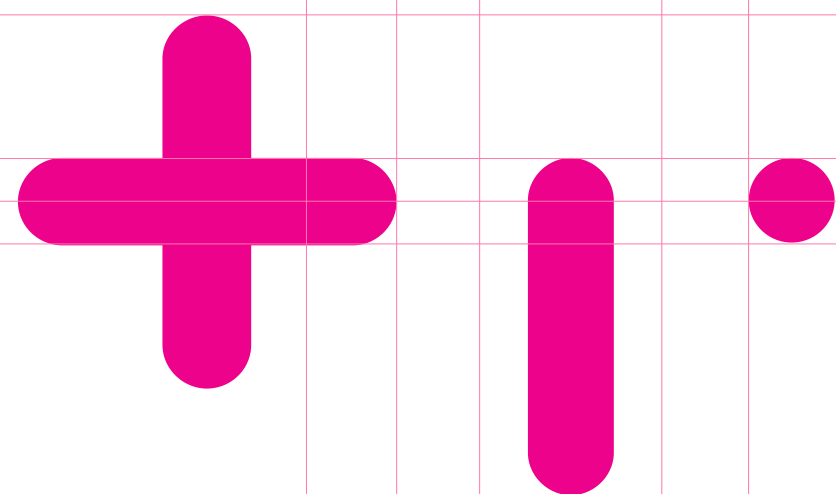
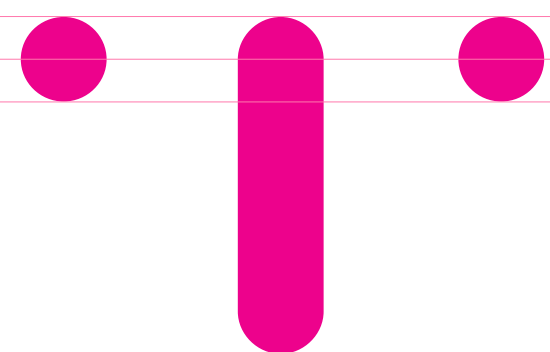


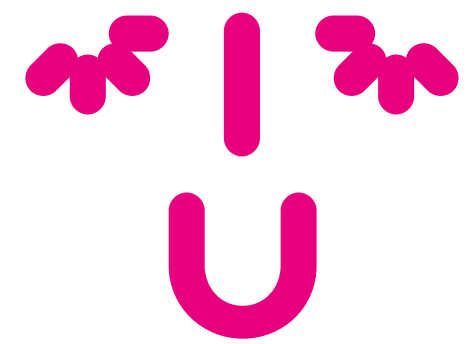
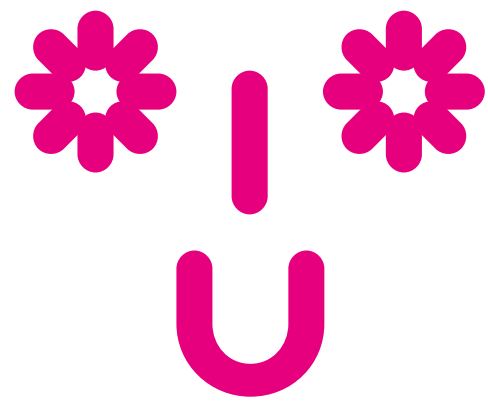
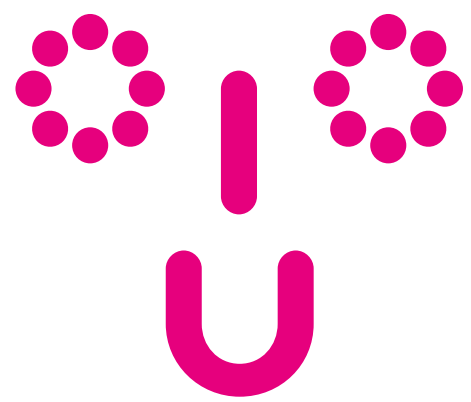
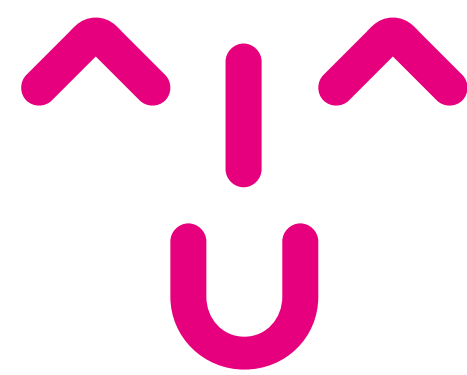
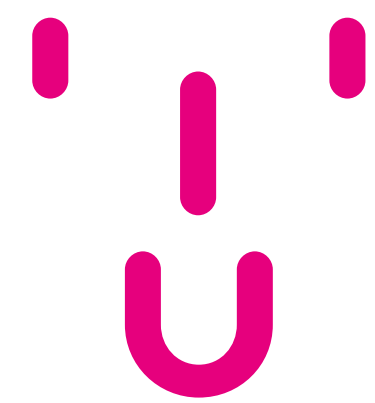
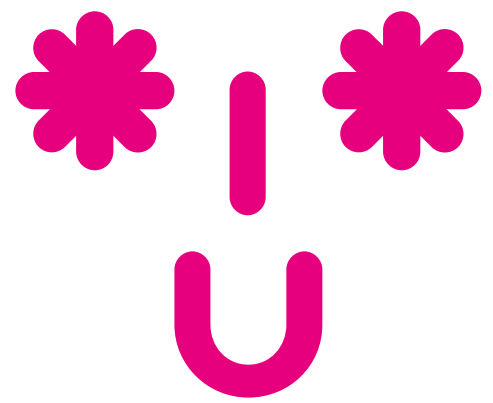
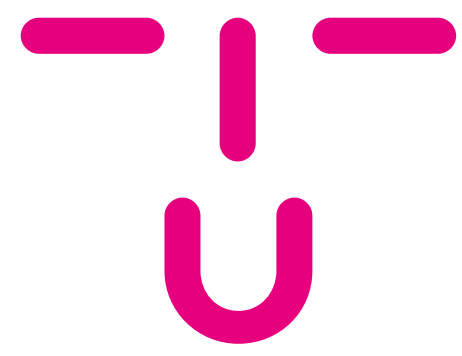
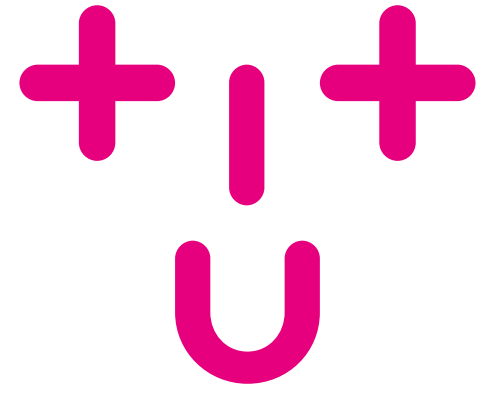
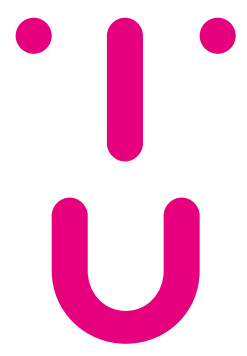
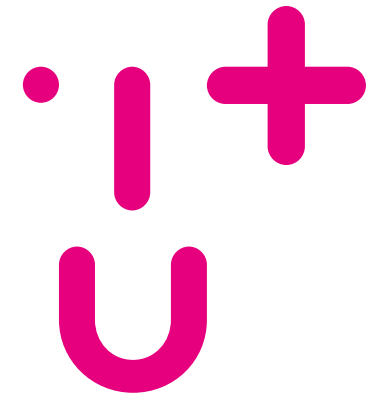
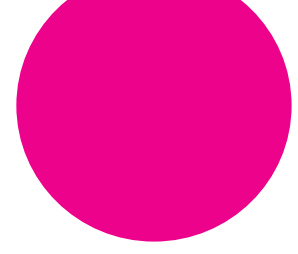
lepší lékarna / fluidní tvary doplněné o tvary vycházející ze symbolu plus „+“

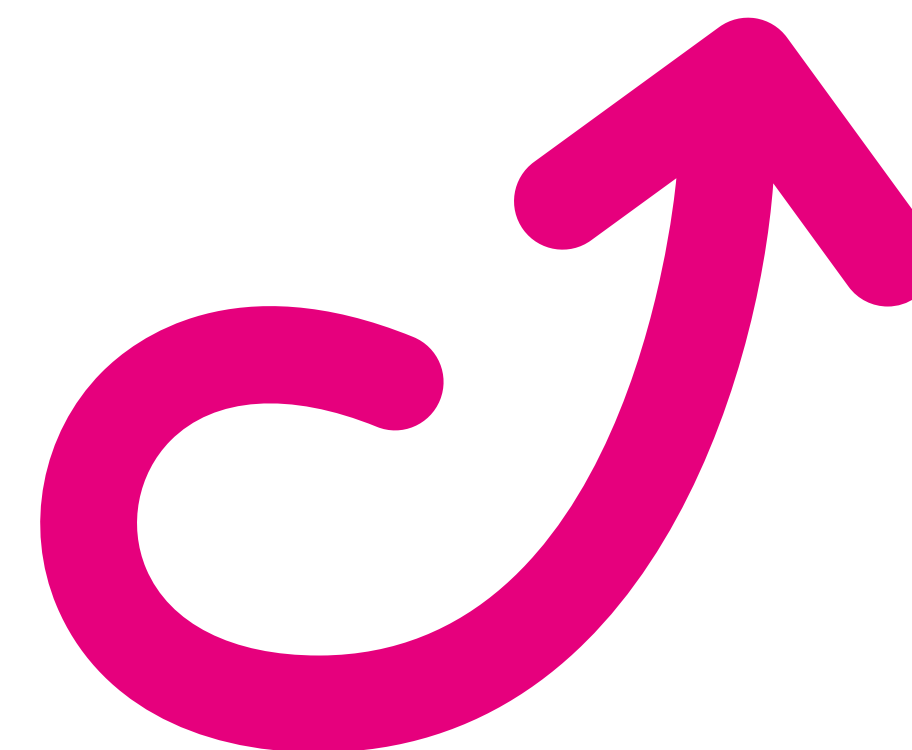
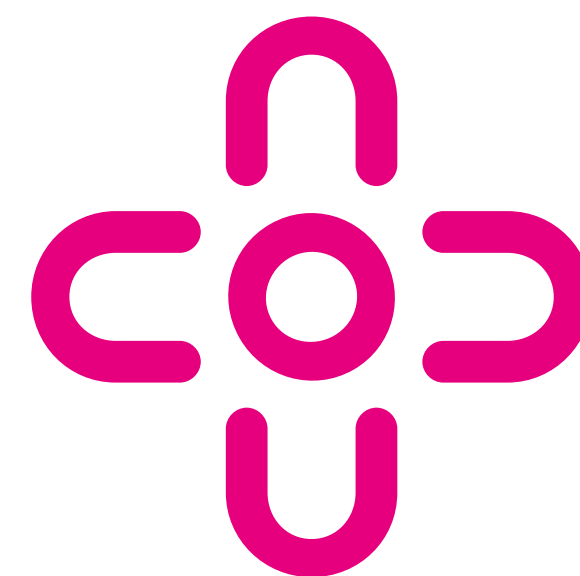
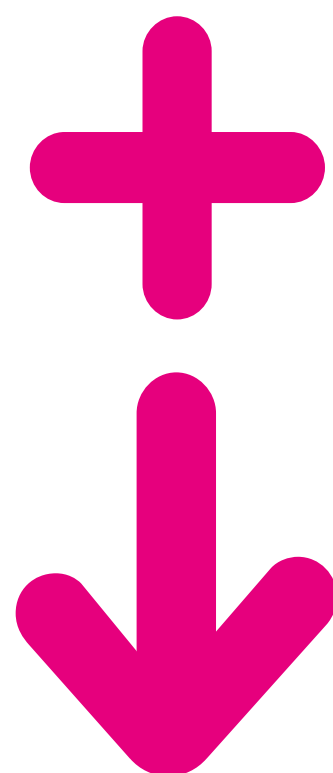
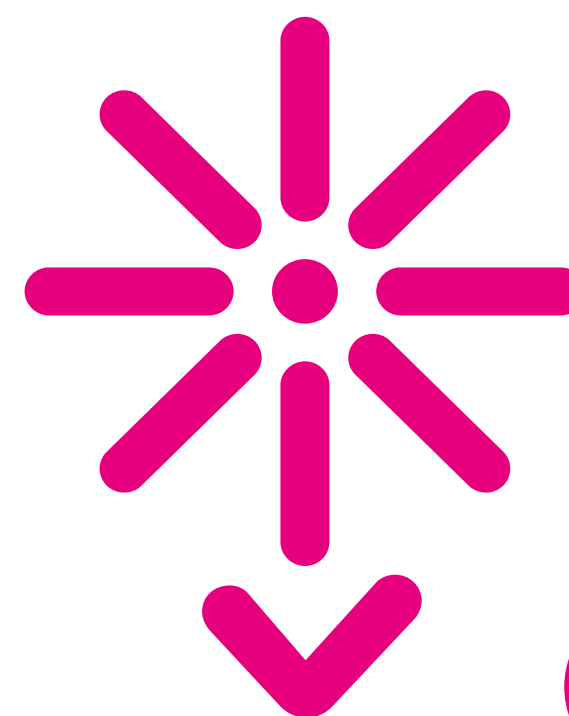


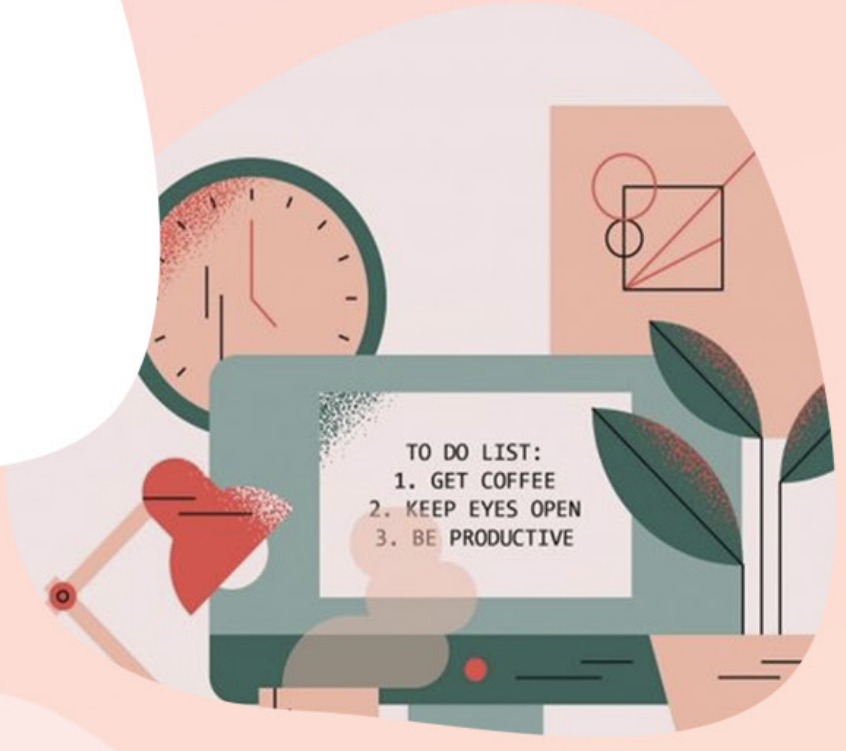
princip stavby nového tvaru vycházející ze symbolu plus „+“





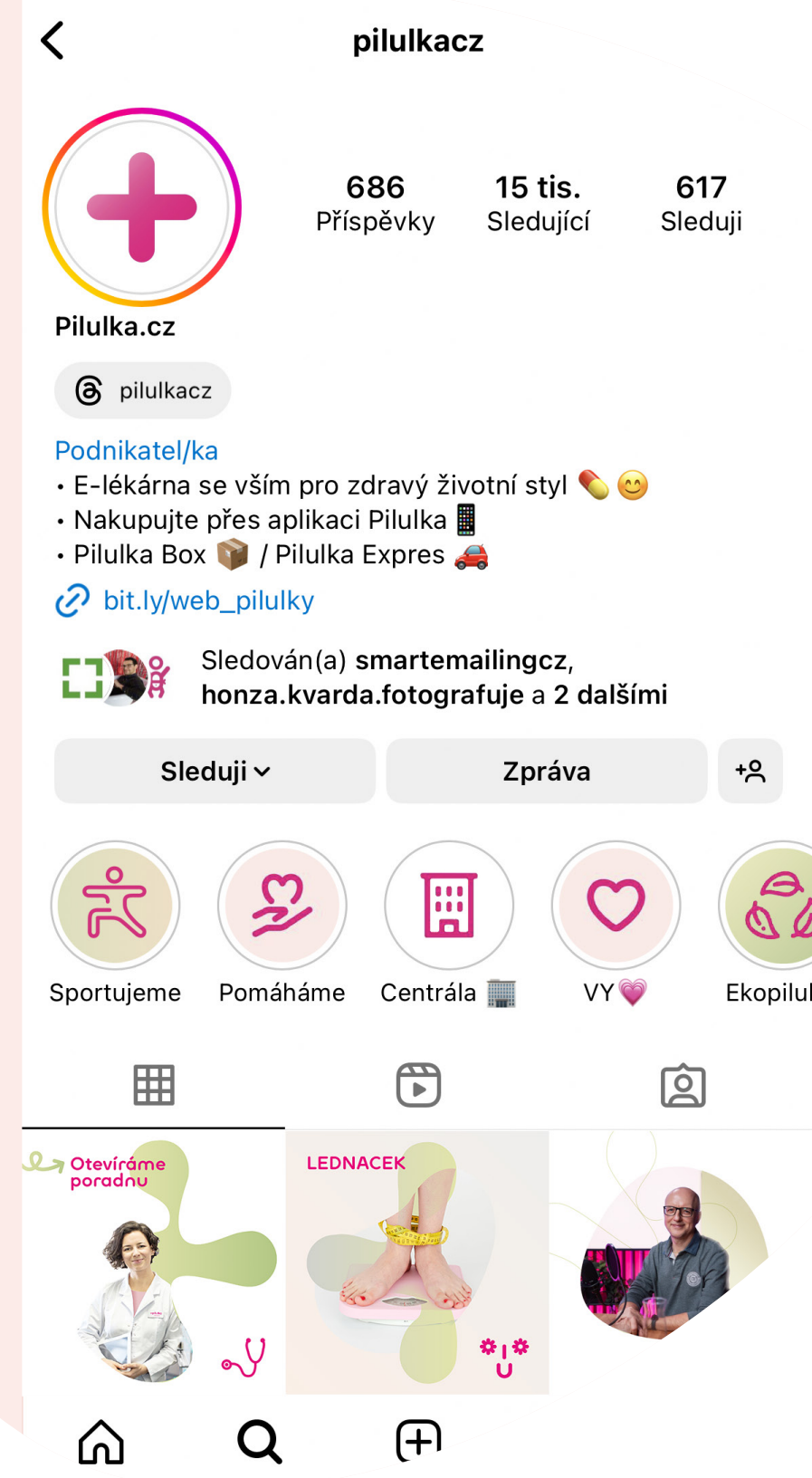








+visual / práce s vizuálním stylem



+visual / práce s vizuálním stylem

lednový výprodej  
lepší výprodej



-20%

**+pilulka**  
lepší lékárna

**+pilulka**



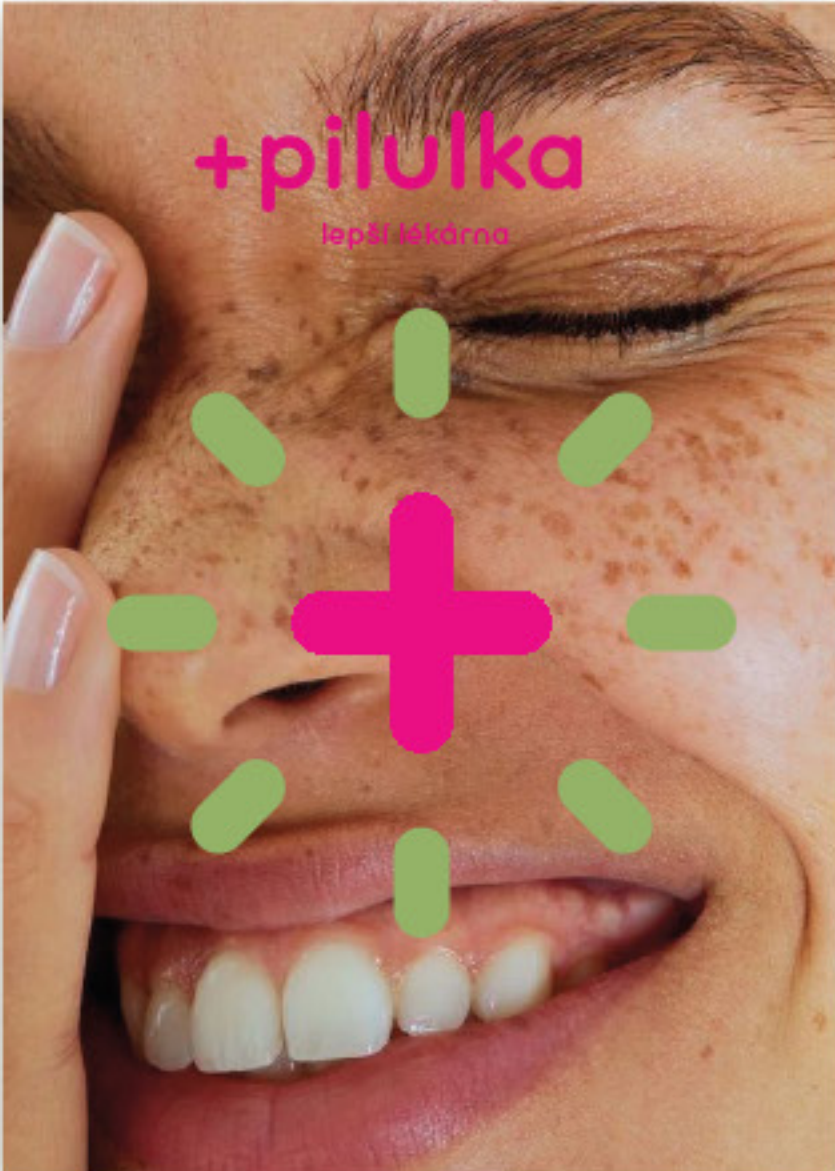
lepší život je s rodinou

lepší nabídka



**+pilulka**  
lepší lékárna

**+pilulka**  
lepší lékárna



lepší život je úsměv

**+pilulka**  
fit



lepší život je úsměv

**+pilulka**  
lepší lékárna



lepší prevence

# Pro zoubky

Elmex mezizubní kartáčky



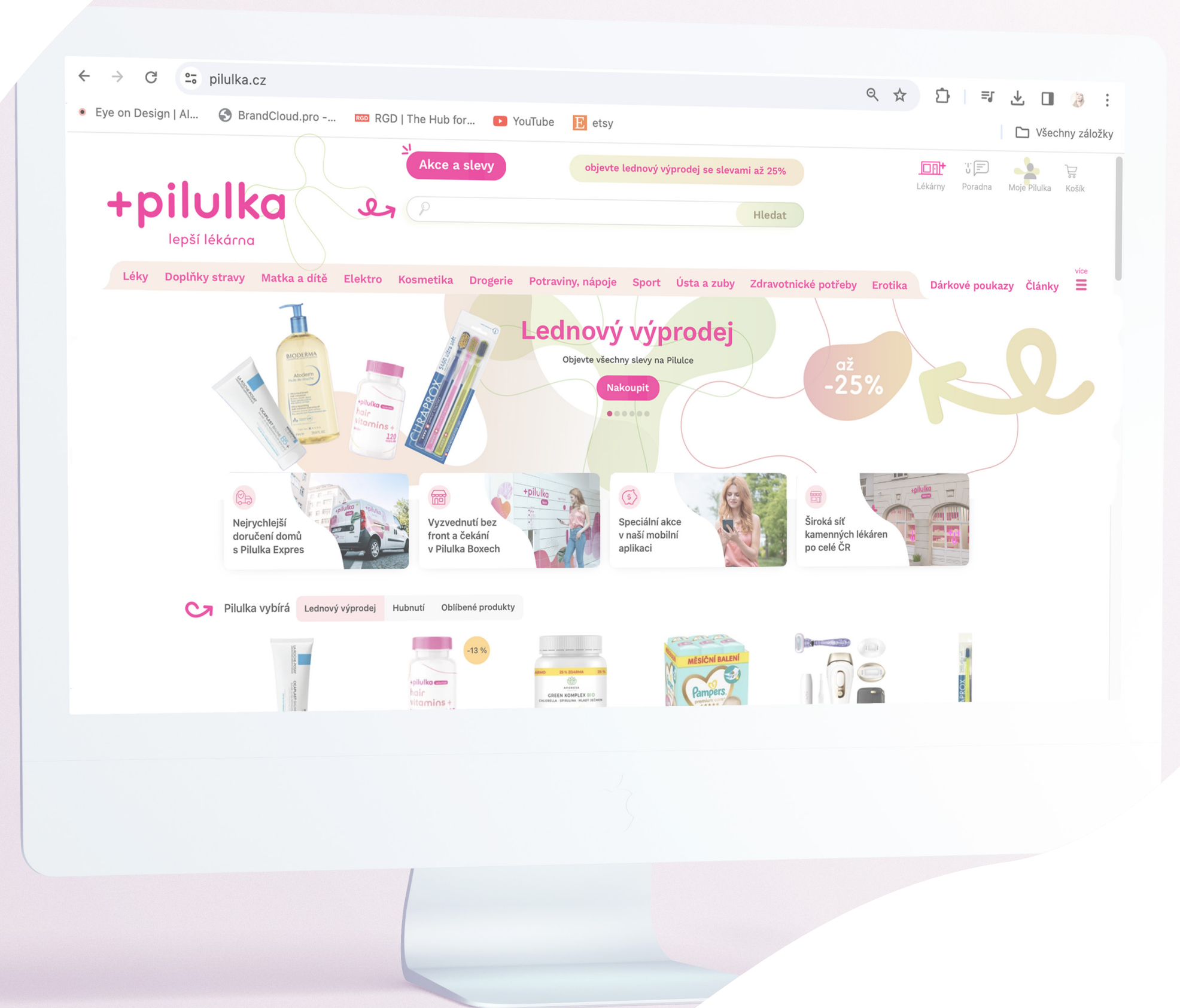
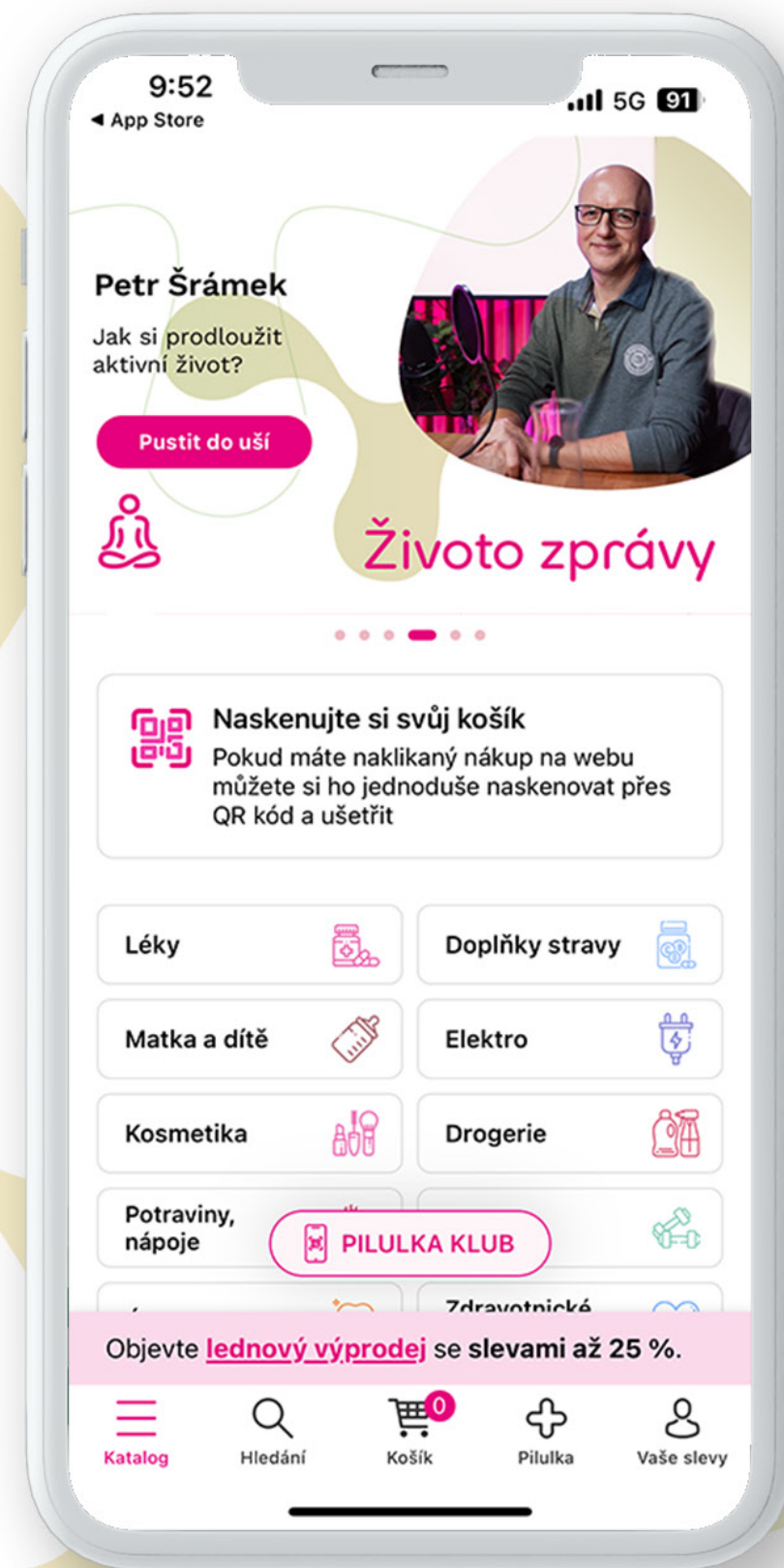
lékárna



+visual / práce s vizuálním stylem







# +pilulka

lepší lékárna

Pilulka Lékárny a.s.  
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