



ANNEX A: BRANDING SPECIFICATIONS

1. Detailed Emblem Specification

The emblem of FAPA CP is crafted to embody the essence of pharmaceutical excellence and ethical standards, featuring elements steeped in traditional symbolism:

a. Design Elements:

- **Serpent:** A vibrant gradient serpent in shades of lime green to emerald, representing healing wisdom and the dissemination of pharmaceutical knowledge across Asia and beyond.
- **Bowl of Hygeia:** The bowl, rich in purple, is intertwined with the serpent, prominently displaying the year '1997', which marks the founding of FAPA CP. This classical symbol signifies the ethical foundation of pharmacy practice.
- **Encircling Border:** A flowing green border encircles the design, featuring the name 'Federation of Asian Pharmaceutical Associations' along the upper arc and 'College of Pharmacy' along the lower portion.
- **Text Element:** Bold black letters 'FAPA-CP' are anchored below the central elements, emphasizing the affiliation and identity of the college.

b. Symbolism:

- The emblem's design collectively symbolizes FAPA CP's commitment to advancing pharmaceutical education, fostering regional cooperation, and upholding professional excellence across partner nations.

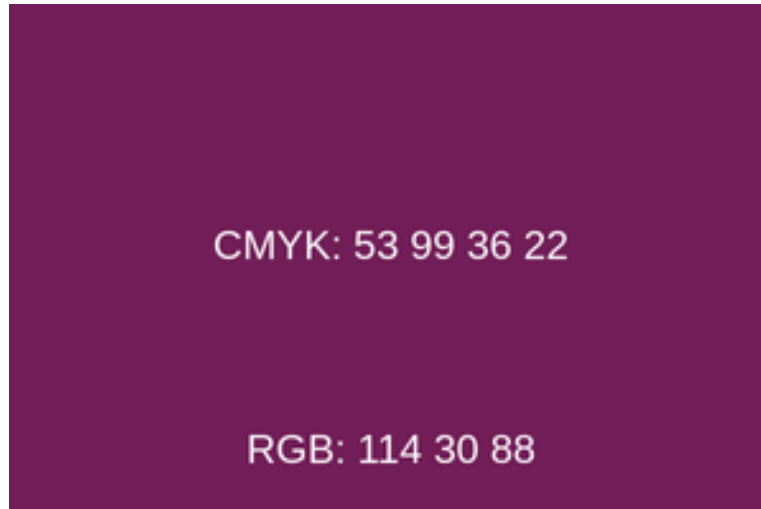




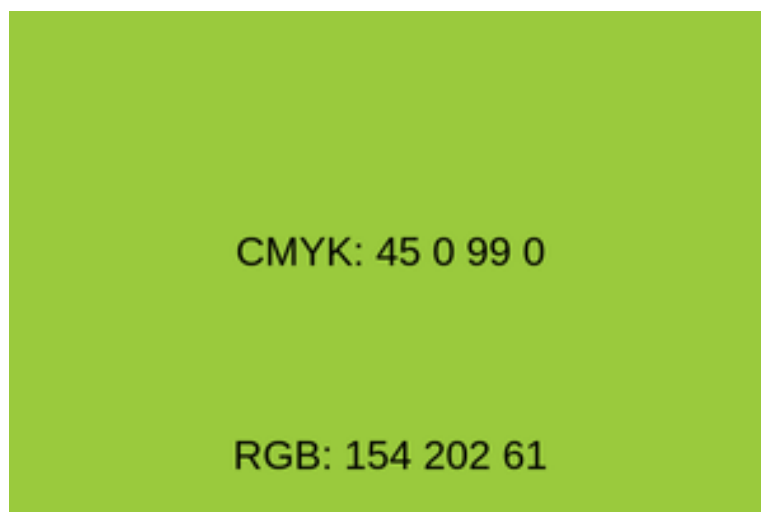
2. Color Code

Accurate color reproduction is critical for maintaining the visual integrity of the emblem. Below are the specific color codes to be used for various emblem elements:

- **Purple (Bowl of Hygeia):**
 - CMYK: 53 99 36 22
 - RGB: 114 30 88



- **Light Green (Serpent and Border):**
 - CMYK: 45 0 99 0
 - RGB: 154 202 61





- **Dark Green (Serpent and Border):**

- CMYK: 81 47 93 57
- RGB: 29 62 31

