VERVAC ANIMAL CARE
KINGDOM OF BAHRAIN • GLOBAL STANDARDS

Presented by:
VERVAC Executive Brand Architecture Team

BRAND GUIDELINES

Welcome to the official brand guidelines of **VERVAC ANIMAL CARE W.L.L.** — where veterinary biotechnology meets uncompromised clinical devotion. This document defines how we visually and verbally express the Vervac identity. Use it to stay on-brand and bring absolute scientific consistency to every formulation, monograph, package, and global touchpoint.

www.vervac.com

VERVAC ANIMAL CARE

Our Mission

At VERVAC ANIMAL CARE, we don't just formulate animal supplements — we engineer cellular vitality and digestive resilience. Every strain, micronutrient, and therapeutic compound is designed to deliver restorative health, dose after dose.

01.

Quality First

We use 50°C heat-stable probiotics, micronized nutrients, and certified non-GMO ingredients to serve honest, clinically proven health solutions.

02.

Culture of Devotion

We're not just manufacturing products — we're honoring the sacred bond between humans and animals, elevating pet vitality and herd performance.

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VERVAC ANIMAL CARE

Brand Story

VERVAC ANIMAL CARE was born from a decisive passion: bringing European-grade biotechnology and heat-resilient probiotic science to the challenging climate of the Arabian Gulf. Built on clinical boldness and animal devotion, we have grown into the Gulf's benchmark veterinary biotechnology house.

2024

Regional Launch

Established headquarters in Al Hidd, Bahrain, launching cold-chain independent 50°C thermal microbiome formulas for GCC climates.

2025

GCC Expansion

Expanded clinical distribution into Saudi Arabia (Saqalah) and Kuwait (Al Jazeera), introducing 37 specialized formulations.

2026+

Global Innovation

Pioneering the "Science of Care. Art of Cure" ecosystem with AI dosage calculators, DNA strain fingerprinting, and global export.

www.vervac.com



EQUINE NOBILITY & BIO-RESILIENCE

Core Values

Our core values are the biological ingredients of our brand — they shape our culture, guide clinical ethics, and define every formulation we release.



Pure Clinical Science

Certified GMP pharmaceutical standards, zero AI packaging distortion, and true 50°C thermal stability.

Authenticity

Our science stays true to real clinical medicine. We validate every single batch with strain fingerprinting and Certificates of Analysis (COA).

Boldness

Whether pioneering 50°C thermal probiotic resilience or 4X bioavailability, we engineer solutions where conventional formulations stop.

Consistency

No matter the species or occasion, every therapeutic dose is formulated to be reliably exact — just the precise cure veterinarians depend upon.

Community

Our mission goes beyond products. We protect companion animal health and livestock productivity with heart, scientific ethics, and devotion.

VERVAC ANIMAL CARE

Brand Personality

VERVAC's personality is scientifically authoritative, deeply empathetic, and unwavering in clinical precision. We speak in a voice that is confident, reassuring, and full of biological clarity.

> **"We're the scientific ally you trust for uncompromised clinical health. Our tone is authoritative, warm, and clear — because life science should be as compassionate as it is rigorous."**

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VERVAC ANIMAL CARE

Logo Usage

Our logo is the face of VERVAC ANIMAL CARE. To keep it powerful and consistent, always use approved master versions and respect clear space and square geometry rules.

Our logo is a bold expression of our brand personality — authoritative, clinically exact, and life-affirming. Always use the logo in its original square form.

> Use the logo on clear, uncluttered backgrounds and avoid alterations that compromise its visibility, geometry, or message.

PRIMARY MASTER SQUARE SEAL • 1:1 RATIO



CLEAR SPACE = 1X 'V' HEIGHT



Approved on Dark



Approved on Light

VERVAC ANIMAL CARE

Typography

Typography helps express the authoritative, modern biotech energy of VERVAC. We use an exacting bilingual type hierarchy to ensure absolute clarity across all touchpoints.

From prominent brand headlines to clear, friendly dosage tables — we use typography to make every clinical message feel authentic and institutional.

info@vervac.com

DISPLAY FONT

Sora / Readex Pro

Aa

1 2 3 4 5 6 7 8 9 0

A bold and distinctive typeface that brings modern character and clinical stature to our headlines and key brand statements.

BODY FONT

Manrope / IBM Plex

Aa

1 2 3 4 5 6 7 8 9 0

A modern classic, chosen for its clean geometric lines and optimal clinical readability across all body text, dosages, and monographs.

VERVAC ANIMAL CARE

Color Palette

Our color palette captures the vibrant spirit, biological rigor, and healing warmth that define the VERVAC experience — clinical, energetic, and engineered to stand out.

These colors aren't just visual — they tell our story. Petrol Navy brings clinical authority, Vital Magenta sparks cellular healing, Warm Gold grounds our GMP quality, and Vibrant Orange commands action.

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Petrol Navy
#003652

RGB: (0, 54, 82)
CMYK: (100, 65, 35, 30)
HSL: (200°, 100%, 16%)

Vital Magenta
#9E2A59

RGB: (158, 42, 89)
CMYK: (25, 95, 45, 15)
HSL: (336°, 58%, 39%)

Warm Gold
#FBBF24

RGB: (251, 191, 36)
CMYK: (2, 28, 90, 0)
HSL: (43°, 96%, 56%)

Vibrant Orange
#FF7A18

RGB: (255, 122, 24)
CMYK: (0, 65, 95, 0)
HSL: (25°, 100%, 55%)

VERVAC ANIMAL CARE

Imagery Style

Our imagery tells a visual story of clinical devotion, biological precision, and authentic animal health. Every frame should inspire clinical confidence, spark curiosity, and radiate authenticity.

- **Authentic animal devotion, zero artificiality.**
- **Clinical 3D renders with transparent backgrounds.**
- **Strict Single-Species Law: never mix dogs & cats.**
- **Natural lighting, honest veterinary interactions.**









VERVAC ANIMAL CARE

Iconography

Icons enhance the user and veterinary experience by guiding interaction and reinforcing our clinical, biotechnology aesthetic. Each one feels cohesive, intuitive, and scientifically exact.

+24

Our icon set is rounded, clinical, and minimal. Designed with a consistent 2.5px stroke width based on our corporate palette. Primary themes: probiotic science, species lines, delivery methods, and organ systems.



VERVAC ANIMAL CARE

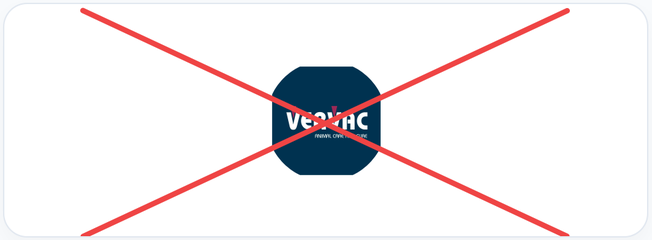
Logo Don’ts

Please avoid any misuse of the VERVAC logo. Never crop into a circle, recolor, distort, or place it on low-contrast backgrounds. Keep the seal clear, bold, and always brand-aligned.

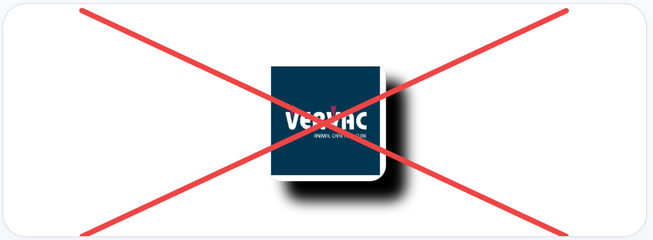
Respect the logo — no edits, no shortcuts. Keep it bold, square, and exactly as intended.

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Don't crop as circle



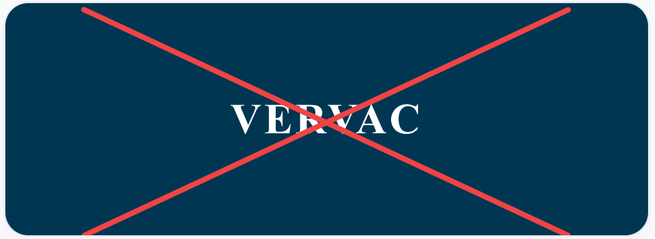
Don't use harsh shadow



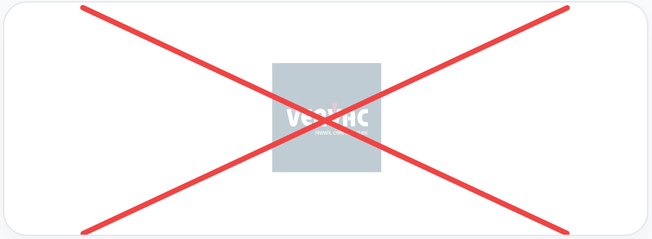
Don't rotate



Don't change typeface



Don't use low opacity



Don't distort or stretch



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LET'S BUILD TOGETHER

SCIENCE OF CARE. ART OF CURE.

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