

Seven directions. One BLD identity.

Compare the overall direction first. The medical plus is placed at the upper-right of each logo.

CONCEPT A



Heritage colors

CONCEPT B



Heritage + orange

CONCEPT C



Modern orange

CONCEPT D



Orange medical

CONCEPT E

RECOMMENDED



Teal + orange

CONCEPT F

SIGNAGE DIRECTION



Teal + red signage

CONCEPT G

NEW OPTION



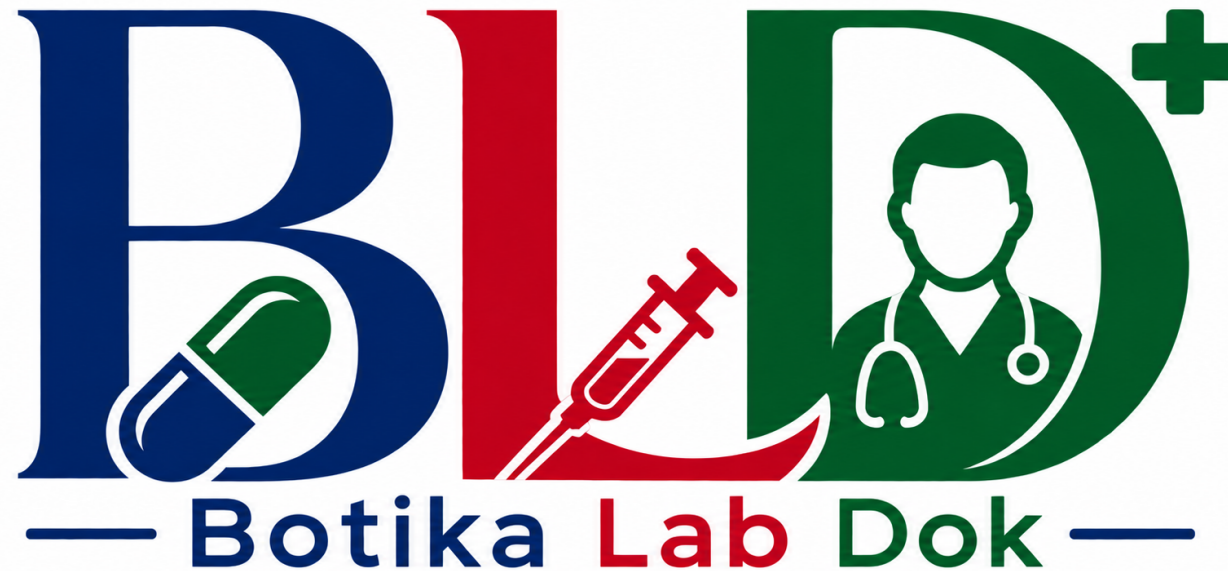
Navy Care

HOW TO CHOOSE

1. Shortlist up to three directions.
2. Compare readability, medical recognition, and personality.
3. Choose one and record the refinements on the final page.

Heritage colors

The familiar blue, red, and green identity, with the capsule, syringe, and doctor imagery.



PALETTE

● #102655

● #BE1525

● #166435

WHY CHOOSE IT

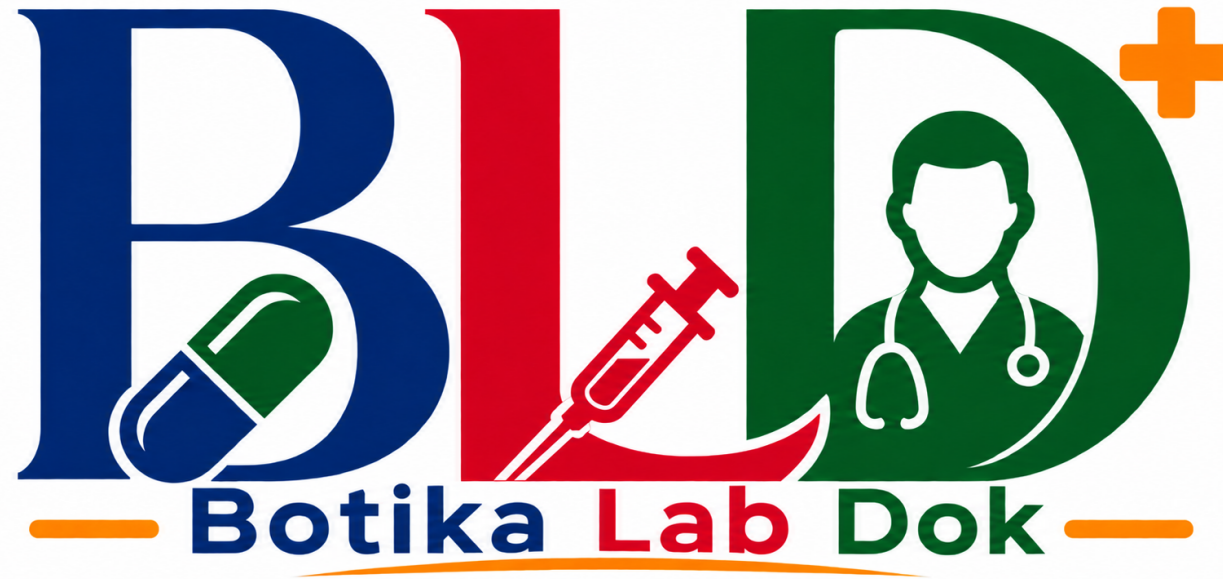
Best if continuity with the existing BLD identity is the priority.

WHAT TO REFINE

Simplify fine details so the identity stays readable on small app icons and distant signage.

Heritage + orange

The heritage logo gains orange side accents and an underline while retaining its familiar character.



PALETTE

● #102655	● #BE1525	● #166435	● #F28C28
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WHY CHOOSE IT

A recognizable existing look with a warmer accent and a gentle visual update.

WHAT TO REFINE

Keep orange restrained. Review the extra color and the small medical details at actual sign size.

Modern orange

Bold orange lettering and a separate capsule-inspired B emblem create a compact identity.



PALETTE

● #F47721

● #222B33

WHY CHOOSE IT

The standalone emblem gives ERP and POS apps a simple companion mark.

WHAT TO REFINE

The medical meaning is more abstract than the options with explicit capsule and clinician symbols.

Orange medical

Orange BLD lettering carries a recognizable capsule and a doctor with a stethoscope.



PALETTE

● #F47721

● #222B33

○ #FFFFFF

WHY CHOOSE IT

Keeps orange as the signature color while clearly communicating medicine and clinic services.

WHAT TO REFINE

Use dark lettering for small text. Make the capsule and clinician line weights consistent.

Teal + orange

Recommended

Deep teal lettering, a small orange capsule accent, and a recognizable clinic symbol.



PALETTE

● #0B6B63

● #F47721

● #222B33

WHY CHOOSE IT

A clear dark-on-white identity balanced with a warm accent. Our recommended starting point.

WHAT TO REFINE

Choose one exact teal and simplify the doctor detail before creating the final vector artwork.

Teal + red signage

Signage direction

White BLD on teal with a red capsule accent and an explicit pharmacy, laboratory, and clinic line.



PALETTE

● #006D70

● #E43D40

● #FFFFFF

WHY CHOOSE IT

A strong name-first layout with clear contrast and a direct explanation of the services.

WHAT TO REFINE

Adapt spacing to the sign dimensions and check the service line from the intended viewing distance.

Navy Care

New option

A navy-and-mint direction with the capsule and clinician in an emblem beside clean BLD lettering.



PALETTE

● #15364A

● #36B59B

○ #FFFFFF

WHY CHOOSE IT

Keeps the name uninterrupted and provides a compact mark for future ERP and POS icons.

WHAT TO REFINE

Retain recognizable capsule and clinician shapes when the emblem is reduced to small app sizes.

Record your preferred direction.

This selects a design direction; lettering, icon detail, colors, and production sizes can still be refined.

REVIEWED BY

DATE

PREFERRED CONCEPT

KEEP / CHANGE / COMBINE

- ☐ A Heritage colors
- ☐ B Heritage + orange
- ☐ C Modern orange
- ☐ D Orange medical
- ☐ E Teal + orange Recommended
- ☐ F Teal + red signage Signage direction
- ☐ G Navy Care New option

REFINEMENT CHECKLIST

- ☐ Logo lettering
- ☐ Medicine and clinic icons
- ☐ Exact colors
- ☐ Sign dimensions / viewing distance

After selection: prepare a clean vector master, confirm the final sign dimensions, and create matching ERP and POS assets.

Reference analysis: mercurydrug.com | watsons.com.ph. Independent BLD concepts; no endorsement implied.