



VISTRA BIOTECH PHARMA

Brand Identity Guidelines

EDITION

2026

DIVISIONS

Pharmaceutical & Ayurveda

HEAD OFFICE

Patna, Bihar

Excellence in every dose

00

CONTENTS

The identity, in fifteen pages

This book sets out the Vistra identity — the mark, its colours, its type and its graphic language — and shows it at work. It is written for anyone who designs or builds for Vistra: agencies, printers, developers and the Vistra team.

For	Designers, printers, developers
Master files	assets/logo · assets/fonts
Approvals	Harsh Agrawal, Managing Director

01

Brand

Who Vistra is and what it stands for

03

02

Logo

Concept, construction, versions and rules

04 – 08

03

Colour

Primary, supporting and functional colour

09 – 10

04

Typography

The voice face and the fact face

11

05

Graphic elements

The DNA pattern and the icon set

12

06

Applications

Stationery, screens and icons

13 – 14

01

BRAND

One name, two sciences

Vistra Biotech Pharma Private Limited markets and distributes pharmaceutical and Ayurvedic medicines across India. Every product is made by a certified partner facility, named on its pack, and marketed by Vistra from Patna.

Clinical precision from modern pharmacology, therapeutic depth from classical Ayurveda — **excellence in every dose.**

2019

Founded in Patna, Bihar

25

Pharmaceutical formulations

12

Ayurvedic formulations

11

Therapy areas served

VISION

Dependable healthcare, accessible across India — modern pharmaceutical science and traditional Ayurveda under one trusted name.

MISSION

Consistently high-quality medicines from certified partner facilities, backed by multi-stage quality control and real support for partners.

VALUES

Quality without compromise. Scientific and Ayurvedic integrity, with no unsupported claims. Transparent, long-term partnership.

02

LOGO · PRIMARY

The Vistra mark

A DNA pattern rises out of the wordmark: dots for careful research, rungs for the double helix, a diagonal climbing towards progress. It is supplied as master files and is always placed, never redrawn.

Primary file	Vistra Logo.svg
Colours	#008080 · #003F3D
Descriptor	Biotech Pharma
Tagline	Excellence in every dose



TAGLINE RULES

Sentence case, Comfortaa Bold, set beside or below the mark — never inside it. Gold on teal grounds, Teal Dark on white.

Never “Excellence In Every Dose”.

02

LOGO · CONCEPT

DNA, written into the name

The mark is a simple equation. The DNA pattern and the Vistra wordmark are joined so that the helix seems to grow out of the letters — science is not added to the brand, it is part of its name.



01

The dots

Data points — the careful observation behind every formulation.

02

The rungs

The double helix: the science inside every dose.

03

The diagonal

It climbs from left to right, as the brand does.

04

The letters

Rounded and open: precise, but human.

02

LOGO · CONSTRUCTION

Built on one unit: x

x is the height of the capital V. Every proportion, the clear zone and the minimum sizes are measured in x, so a placed logo can always be checked against the master.

Full mark	4.04 x × 2.45 x
Helix above cap line	1.13 x
Descriptor height	0.17 x
Clear zone	1 x · ½ x when tight



MINIMUM SIZE	
	35 mm Full logo · print
	140 px Full logo · screen
	8 mm · 24 px Icon · print / screen

02

LOGO · VERSIONS

Six files, every surface

The primary logo leads on white and light grounds.

The reversed logo is for teal and dark grounds.

Single-colour files are for one-colour print, embossing and stamps. The icon stands alone only where the Vistra name appears nearby.

Light grounds	Primary
Teal & dark grounds	Reversed
One-colour print	Single colour
Favicon, app, avatar	Icon



Primary
Vistra Logo.svg



Reversed
Vistra Logo White.svg



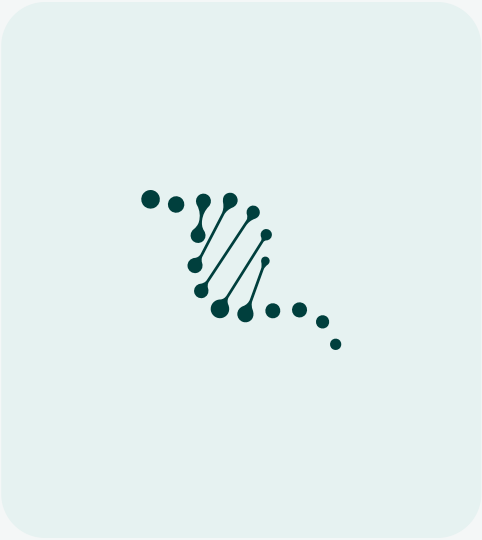
Single colour
Vistra Logo Dark.svg



Icon
Vistra Icon.svg



Icon reversed
Vistra Icon White.svg



Icon single colour
Vistra Icon Dark.svg

02

LOGO · MISUSE

Never alter the mark

Each of these makes the brand look careless — and in healthcare, careless reads as unsafe. If the logo does not fit a layout, change the layout, never the logo.

Clear zone	1 x on every side
Contrast	Primary light, reversed dark
Files	Master SVG or PDF only
PNG files	Office documents only



✗ Stretch or squash



✗ Rotate



✗ Recolour



✗ Add effects



✗ Rearrange the parts



✗ Retype the name



✗ Low contrast



✗ Busy background

03

COLOUR · PRIMARY

Two teals from the logo

Primary Teal and Teal Dark are the colours of the mark. Teal Light and Teal Pale are drawn from them for fills, states and charts.

SIGNATURE GRADIENT · 135°



BALANCE ON ANY SURFACE



White & Cloud · Teals · Light & Pale · Accents

Primary Teal

Logo colour. Buttons, links, key marks.

HEX

#008080

RGB

0, 128, 128

CMYK

100, 0, 0, 50

Primary Teal Dark

Logo colour. Headings, text, dark grounds.

HEX

#003F3D

RGB

0, 63, 61

CMYK

100, 0, 3, 75

Teal Light

Hover states, chart fills, icon accents.

HEX

#4DA8A5

RGB

77, 168, 165

CMYK

54, 0, 2, 34

Teal Pale

Card fills, tags, calm grounds.

HEX

#E6F2F1

RGB

230, 242, 241

CMYK

5, 0, 0, 5

03

COLOUR · SUPPORTING

Warm accents, quiet neutrals

Gold and Coral sit opposite teal on the colour wheel, so a little goes a long way. Neutrals lean towards teal, never plain grey. Two division colours tell the ranges apart.

FUNCTIONAL COLOURS · NEVER DECORATIVE

	Rx Red Rx flag, Schedule H warning	#D64545
	Caution Amber Storage & safety advisories	#E0A526
	Info Blue Composition & dosage labels	#3B7EA1

ACCENTS

Accent Gold
Labels, highlighted figures, the tagline. Max 5%.

#C9A227 · RGB 201, 162, 39
CMYK 0, 19, 81, 21

Accent Coral
“New” tags, one urgent call to action. Max 5%.

#E85C4A · RGB 232, 92, 74
CMYK 0, 60, 68, 9

NEUTRALS

Neutral Ink
Body text

#0D1A1A
RGB 13, 26, 26

Neutral Slate
Secondary text

#4A5C5B
RGB 74, 92, 91

Neutral Mist
Borders

#B9C7C6
RGB 185, 199, 198

Neutral Cloud
Grounds

#F4F7F7
RGB 244, 247, 247

White
Pages

#FFFFFF
RGB 255, 255, 255

DIVISION COLOUR

DIVISION 01
Pharmaceutical
Primary Teal #008080



DIVISION 02
Ayurveda
Ayurveda Green #2E8B57



04

TYPOGRAPHY

A voice face and a fact face

Comfortaa shares the rounded geometry of the logo and carries the brand’s voice: headlines, product names, big numbers. Nunito Sans carries the facts: body text, compositions, tables and regulatory copy. Both are free under the SIL Open Font Licence.

Display	Comfortaa 300–700
Text	Nunito Sans 300–800
Figures	Tabular in tables
Units	200 mg / 5 ml · 10 × 10

DISPLAY

300 — 700

Aa

Comfortaa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

TEXT

300 — 800

Aa

Nunito Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

HIERARCHY

Display
Comfortaa Bold · 56 / 60

Headline
Comfortaa Bold · 36 / 42

Title
Comfortaa Bold · 22 / 28

Body
Nunito Sans Regular · 15 / 24

Label
Nunito Sans ExtraBold · 11 / 14

Excellence in every dose

Allergy & Respiratory Care

Vistamycin-200

Azithromycin Oral Suspension IP 200 mg / 5 ml

THERAPY AREA · ANTI-INFECTIVES

05

GRAPHIC ELEMENTS

The DNA pattern, used large

The brand’s graphic device is the icon from the logo itself — the master file, used big and cropped, or repeated quietly as a pattern. It is never redrawn. Icons share its signature: a 2 px round line and one filled dot.

On teal	Icon White, 100% or 10%
On light	Icon Dark, 8–16%
Per surface	One device only
Icon grid	48 px · 2 px line



THERAPY ICONS

- Anti-Infectives
- Anti-Parasitic
- Respiratory
- Pain
- Pediatric
- Nutraceuticals
- Neuro
- Gastro
- Corticosteroid
- Bone & Joint
- Ayurveda

DOSAGE FORMS

- Tablet
- Capsule
- Softgel
- Syrup
- Suspension
- Drops
- Granules

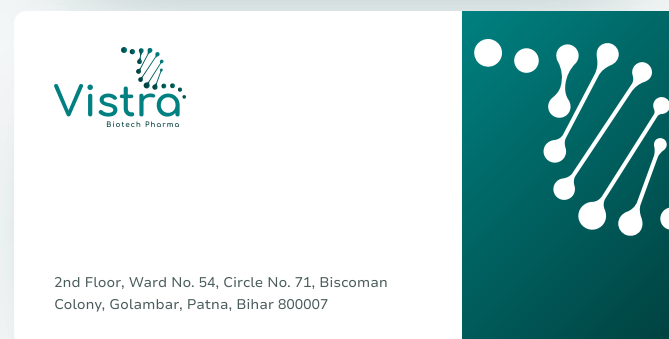
06

APPLICATIONS · STATIONERY

Card, letterhead, envelope

Details come from the approved business card. The teal face carries the brand; the white face carries the facts. Text is Teal Dark, never pure black.

Business card	88 × 50 mm · 350 gsm
Letterhead	A4 · 100 gsm uncoated
Envelope	DL · 110 × 220 mm
Finish	Spot UV on the DNA pattern



BUSINESS CARD · ENVELOPE



LETTERHEAD · A4

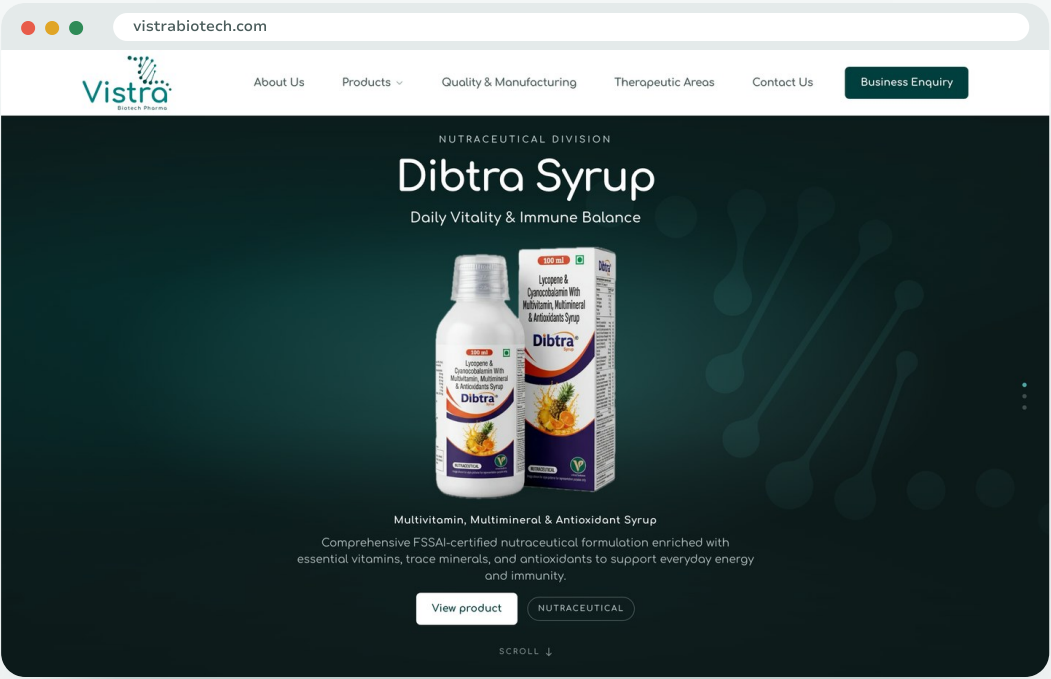
06

APPLICATIONS · SCREEN

On screen and in the app

Online, the brand leads with deep teal and the DNA pattern, and lets the product facts follow. Wherever the space is small or square — a browser tab, an app, a profile picture — the icon stands in for the full logo.

Website hero	Deep teal, DNA pattern, one product
App icon	Icon White on the gradient
Favicon	Vistra Icon · 16 / 32 / 48 px
Avatar	Icon on teal or white circle



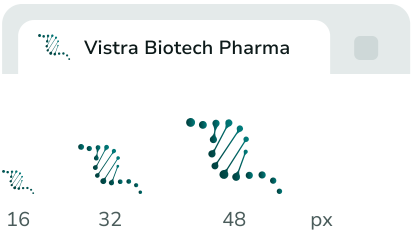
APP ICON



Icon White on the gradient

Icon at 60% of the tile, nudged 2% right. 1024 px master, rounded by the platform.

FAVICON



Vistra Icon.svg, full colour. Never the full logo at this size.

PROFILE AVATAR



WhatsApp Business, LinkedIn, Google profile. The page name carries "Vistra".

SOCIAL POST



1080 × 1080. Logo top-left, one message, the DNA pattern cropped.



Thank you

Science at the core. Innovation in motion. Progress for tomorrow.

BRAND APPROVALS

Harsh Agrawal
Managing Director

CONTACT

+91 9162 355 919
harshgrwl95@gmail.com

OFFICE

Biscoman Colony, Golambar
Patna, Bihar 800007