

alpro

LOGO GUIDELINES

# Brand Guidelines

These guidelines define Alpro's brand identity, detailing **how we present ourselves to our audience**. The document covers the use of our logos, fonts, colors, icons, and patterns, as well as key positioning for effective communication.

## Why are brand standards required?

Our whole corporate identity is comprised on these principles, from our own logos to the words we use. Following the rules aids in maintaining our visual identity, increasing brand awareness, safeguarding our logo assets, and creating effective cross-channel messaging.

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# Logo Introduction

## Alpro Group



# Logo Detailing



## The word "ALPRO" (**ALL-PROFESSIONAL**):

Alpro provides a wide range of professional healthcare services.

## Letter "r" + square:

The square next to the "r" stands for accuracy, carefulness, and taking flight, which signifies continuous growth and progress.

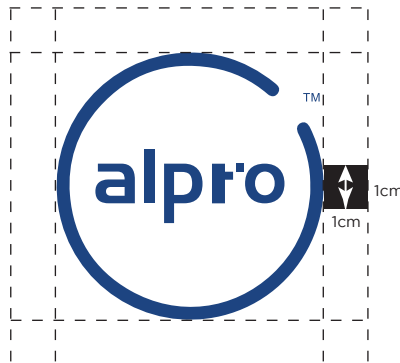
## Incomplete Circle:

It represents continuous improvement and growth in healthcare.

## Deep blue colour:

Symbolises trust and professionalism.

# Clear Space



For print: **1cm minimum**

For web: **60 pixel minimum**

# Colour & Font

**alpro**

## Handel Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()?

## Alpro Deep Blue

C:100 M:80 Y:0 K:20

Pantone :7687C

R: 2 G:63 B:136

HEX: #023F88

# Logo Variation

---



for light background



for dark background

# Incorrect Logo Usage

1. Don't change the colors of the logo.
2. Don't place elements in the logo clear space.
3. Don't condense, expand, or distort the logo disproportionately.
4. Don't add a drop shadow, bevel and emboss, inner glow, or any other text effects to the logo.
5. Don't adjust the placement of the logo icon.
6. Don't place the logo on top of an image with poor contrast and readability.
7. Don't resize any individual elements of the logo.
8. Don't rotate the logo.
9. Don't crop the logo.
10. Don't remove the icon mark.

*\*Applicable to all the logos under Alpro Group*



# Tagline

“  
**Reassurance**  
 that brings  
**Smiles**  
 我们专业 · 您安心  
 ”

“Reassurance that brings Smiles · 我们专业 · 您安心”

“Reassurance that brings Smiles”  
 我们专业 · 您安心

for light background

“  
**Reassurance**  
 that brings  
**Smiles**  
 我们专业 · 您安心  
 ”

“Reassurance that brings Smiles · 我们专业 · 您安心”

“Reassurance that brings Smiles”  
 我们专业 · 您安心

for dark background

# Colour

**alpro  
 deep  
 blue**


C:100 M:80 Y:0 K:20  
 Pantone :7687C  
 R: 2 G:63 B:136  
 HEX: #023F88

**alpro  
 bright  
 orange**

C:0 M:80 Y:95 K:0  
 Pantone :7579C  
 R: 233 G:78 B:27  
 HEX: #F15A29

# Font

## english font:

- Font name: **Gotham Medium**
- “Reassurance” in **ORANGE** colour
- “Smile” with the “S” capital letter
- Letter “e” with the  smiling eyes

## chinese font:

- Font name: **极字经典粗圆简繁-闪**
- “安心” in **ORANGE** colour



# Placement



# Logo Introduction

## Alpro Pharmacy



# Logo Detailing



## The word "ALPRO" (**ALL-PROFESSIONAL**):

Alpro provides a wide range of professional healthcare services.

## Letter "r" + square:

The square beside "r" symbolizes precision, care, and upward growth.

## Rounded edge square shape:

The square with rounded edges symbolizes reliable, friendly, and professional care.

## Deep blue colour:

Symbolises trust and professionalism.

# Clear Space



For print: **1cm minimum**

For web: **60 pixel minimum**

# Font & Colour

**alpro**

**Handel Gothic Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()?

Letter "r" modified illustrator  
with additional square



**Alpro off white**

C: 0 M: 0 Y: 0 K: 0

Pantone : 000C

R: 255 G:255 B:255

HEX: #FFFFFF

**pharmacy**

**Waukegan LDO Extended**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*[]?



**Alpro deep blue**

C:100 M:80 Y:0 K:20

Pantone :7687C

R: 2 G:63 B:136

HEX: #023F88

**大考**

**H-ShinYaLan Bold**

**药剂**

**华文行楷**

# Logo Variation



for light background



for dark background

## Logo for Social Media



# Tagline

**MEDICATION SAFETY • OUR PRIORITY • 药安全 在大专**

**MEDICATION SAFETY • OUR PRIORITY**  
药安全 在大专

**MEDICATION  
SAFETY**  
OUR PRIORITY  
药安全 在大专

**MEDICATION SAFETY  
OUR PRIORITY**  
药安全 在大专

for light background

**MEDICATION SAFETY • OUR PRIORITY • 药安全 在大专**

**MEDICATION SAFETY • OUR PRIORITY**  
药安全 在大专

**MEDICATION  
SAFETY**  
OUR PRIORITY  
药安全 在大专

**MEDICATION SAFETY  
OUR PRIORITY**  
药安全 在大专

for dark background

## Font & Colour

### english font:

- Font name: **Gotham Medium**

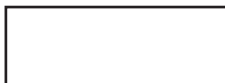
### chinese font:

- Font name: **方正黑体简体**



#### Alpro deep blue

C:100 M:80 Y:0 K:20 R: 2 G:63 B:136  
Pantone :7687C HEX: #023F88



#### Alpro off white

C: 0 M: 0 Y: 0 K: 0 R: 255 G:255 B:255  
Pantone : 000C HEX: #FFFFFF

## 12



# Logo Introduction

## Apotek Alpro





# Logo Detailing



## Clear Space

### The word "ALPRO" (**ALL-PROFESSIONAL**):

Alpro provides a wide range of professional healthcare services.

### Letter "r" + square:

The square next to the "r" stands for accuracy, carefulness, and taking flight, which signifies continuous growth and progress.

### Rounded edge square shape:

The square with rounded edges symbolizes reliable, friendly, and professional care.

### Deep blue colour:

Symbolises trust and professionalism.



For print: **1cm minimum**

For web: **60 pixel minimum**

# Font & Colour

**alpro**

## Handel Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()?

Letter “r” modified illustrator  
with additional square

**apotek  
pharmacy**

## Waukegan LDO Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*[]?



### Alpro off white

C: 0 M: 0 Y: 0 K: 0

Pantone : 000C

R: 255 G:255 B:255

HEX: #FFFFFF



### Alpro deep blue

C:100 M:80 Y:0 K:20

Pantone :7687C

R: 2 G:63 B:136

HEX: #023F88

# Logo Variation



for light background



for dark background

## Logo for Social Media



# Tagline

“  
Obat Tepat,  
Hati **Tenang**  
”

“Obat Tepat, Hati **Tenang**”

for light background

“  
Obat Tepat,  
Hati **Tenang**  
”

“Obat Tepat, Hati **Tenang**”

for dark background

## Font & Colour

### english font:

- Font name: **Gotham Medium**

#### Alpro deep blue

C:100 M:80 Y:0 K:20 R: 2 G:63 B:136  
Pantone :7687C HEX: #023F88

#### Alpro bright orange

C:0 M:80 Y:95 K:0 R: 233 G:78 B:27  
Pantone :7579C HEX: #F15A29

# Placement



# Logo Introduction

## Alpro Baby



# Logo Detailing



## The word "ALPRO" (**ALL-PROFESSIONAL**):

Alpro provides a wide range of professional healthcare services.

## Letter "r" + square:

The square next to the "r" stands for accuracy, carefulness, and taking flight, which signifies continuous growth and progress.

## Soft blue colour:

Creates a sense of calm and reliability.



The soft blue baby's head outline symbolizes our focus on mom and baby products, offering peace of mind and reliability to parents.

# Clear Space



For print: **1cm minimum**

For web: **60 pixel minimum**

# Font & Colour

**alpro**

**Handel Gothic Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()?

Letter “r” modified illustrator  
with additional square

**baby**

**KernelAlternateSSi**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()?



**Alpro soft blue**

C: 70 M: 3 Y: 14 K: 0

Pantone : 311 C

R: 28 G: 185 B: 212

HEX: #1CB9D4



**Alpro off white**

C: 0 M: 0 Y: 0 K: 0

Pantone : 000C

R: 255 G: 255 B: 255

HEX: #FFFFFF



# Logo Variation

---



for light background



for dark background

# Logo for Social Media

---



# Tagline

Bringing *Smilies* To Your Parenthood

for light background

Bringing *Smilies* To Your Parenthood

for dark background

## Font & Colour

### english font:

- Font name: **Gotham Medium**

*Smilies*

Font name: **Jenna Sue**  
Modified illustration with  
smiley emoji

### Alpro dark black

C:0 M:0 Y:0 K:0  
Pantone :Black C

R: 0 G:0 B:0  
HEX: #000000

### Alpro bright orange

C:0 M:80 Y:95 K:0  
Pantone :7579C

R: 233 G:78 B:27  
HEX: #F15A29

# Placement



# Logo Introduction

Alpro Audiologi



# Logo Detailing



## The word "ALPRO" (**ALL-PROFESSIONAL**):

Alpro provides a wide range of professional healthcare services.

## Letter "r" + square:

The square next to the "r" stands for accuracy, carefulness, and taking flight, which signifies continuous growth and progress.

## Deep blue colour:

Symbolises trust and professionalism.

## Strong grey:

Conveys reliability and expertise, fostering trust.



The combination of an ear and sound waves visually emphasizes this focus on auditory health.

# Clear Space



For print: **1cm minimum**

For web: **60 pixel minimum**

# Font & Colour

**alpro**  
**audiologi**

## Handel Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()?

Letter "r" modified illustrator  
with additional square



### Alpro deep blue

C:100 M:80 Y:0 K:20

Pantone :7687C

R: 2 G:63 B:136

HEX: #023F88



### Alpro strong grey

C: 0 M: 0 Y: 0 K: 90

Pantone : Black 7C

R: 65 G: 65 B: 66

HEX: #414142

# Logo Variation



for light background



for dark background



for light background



for dark background

# Placement





# Logo Introduction

## Alpro Physio



# Logo Detailing



## The word "ALPRO" (**ALL-PROFESSIONAL**):

Alpro provides a wide range of professional healthcare services.

## Letter "r" + square:

The square next to the "r" stands for accuracy, carefulness, and taking flight, which signifies continuous growth and progress.

## Azure blue:

Embodies the calm, trust, and healing energy, creating a soothing environment for recovery.

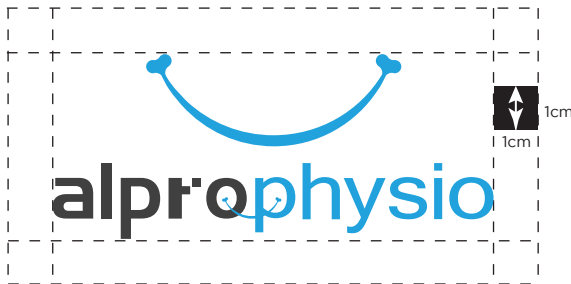
## Strong grey:

Conveys reliability and expertise, fostering trust.



The stylized curved graphic above the text symbolizes the practice's expertise in musculoskeletal health, representing both satisfaction in solutions and focus on improving bone, joint, and muscle function.

# Clear Space



For print: **1cm minimum**

For web: **60 pixel minimum**

# Font & Colour

## alpro

### Handel Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()?

Letter "r" modified illustrator  
with additional square

## physio

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()?



### Alpro azure blue

C: 72 M: 19 Y: 0 K: 0

Pantone : 298 C

R: 35 G: 164 B: 221

HEX: #23A4DD



### Alpro strong grey

C: 0 M: 0 Y: 0 K: 90

Pantone : Black 7C

R: 65 G: 65 B: 66

HEX: #414142

# Logo Variation



for light background



for light background



for dark background



for dark background

# Tagline

---

**Empowering Movement • Enhancing Lives**

for light background

**Empowering Movement • Enhancing Lives**

for dark background

# Font & Colour

---

## english font:

- Font name: **Gotham Medium**



## Alpro dark black

C:0 M:0 Y:0 K:0

Pantone :Black C

R: 0 G:0 B:0

HEX: #000000

# Placement



# Logo Introduction

## Alpro Clinic

alproclinic 大寺 医疗中心

# Logo Detailing



## The word "ALPRO" (**ALL-PROFESSIONAL**):

Alpro provides a wide range of professional healthcare services.

## Letter "r" + square:

The square next to the "r" stands for accuracy, carefulness, and taking flight, which signifies continuous growth and progress.

## Calm turquoise:

Reflects a sense of tranquility and balance, perfectly aligning with our clinic's commitment to providing peaceful and restorative healthcare services.

## Strong grey:

Conveys reliability and expertise, fostering trust.



The logo design for Alpro Clinic prominently features the lowercase letter "a" to represent the clinic's name. The modern and bold style of the "a," combined with the medical symbol (stethoscope) and the word "clinic," effectively communicates the healthcare services provided by the clinic.

## Clear Space



For print: **1cm minimum**

For web: **60 pixel minimum**



# Font & Colour

**alpro clinic**

**Handel Gothic Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()?

Letter "r" modified illustrator  
with additional square

**药剂**

**H-ShinYaLan Bold**

**大专** 华文行楷



**Alpro calm turquoise**

C: 73 M: 0 Y: 42 K: 0

Pantone : 3262 C

R: 26 G: 186 B: 170

HEX: #1ABAAA



**Alpro strong grey**

C: 0 M: 0 Y: 0 K: 90

Pantone : Black 7C

R: 65 G: 65 B: 66

HEX: #414142

# Logo Variation

---



for light background



for dark background

# Logo for Social Media

---



## Tagline

---

Bringing Care To The Community

for light background

Bringing Care To The Community

for dark background

## Font & Colour

---

### english font:

- Font name: **Gotham Medium**



### Alpro dark black

C:0 M:0 Y:0 K:0

Pantone :Black C

R: 0 G:0 B:0

HEX: #000000

# Placement



# Logo Detailing

**alpro**homecare

## The word "ALPRO" (**ALL-PROFESSIONAL**):

Alpro provides a wide range of professional healthcare services.

## Letter "r" + square:

The square next to the "r" stands for accuracy, carefulness, and taking flight, which signifies continuous growth and progress.

## Calm turquoise:

Reflects a sense of tranquility and balance, perfectly aligning with our clinic's commitment to providing peaceful and restorative healthcare services.

## Strong grey:

Conveys reliability and expertise, fostering trust.



The logo design for Alpro Homecare prominently features the lowercase letter "a" to represent the clinic's name. The modern and bold style of the "a," combined with the medical symbol (stethoscope).

# Clear Space



For print: **1cm minimum**

For web: **60 pixel minimum**

# Font & Colour

**alpro clinic**

**Handel Gothic Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()?

Letter "r" modified illustrator  
with additional square



**Alpro calm turquoise**

C: 73 M: 0 Y: 42 K: 0

Pantone : 3262 C

R: 26 G: 186 B: 170

HEX: #1ABAAA



**Alpro strong grey**

C: 0 M: 0 Y: 0 K: 90

Pantone : Black 7C

R: 65 G: 65 B: 66

HEX: #414142

# Logo Variation

---



for light background



for dark background

## Logo for Social Media

---



## Tagline

---

**Bringing Care to Home**

for light background

**Bringing Care to Home**

for dark background

## Font & Colour

---

### english font:

- Font name: **Gotham Medium**



### Alpro dark black

C:0 M:0 Y:0 K:0  
Pantone :Black C

R: 0 G:0 B:0  
HEX: #000000



# Logo Introduction

OptiSaver by Alpro



# Logo Detailing



## The Word "Optisaver":

Optisaver is committed to delivering exceptional optical care, emphasizing the importance of eye health and customer service. The name embodies the idea of safeguarding vision through expert and precise care.

## Deep Pine Green:

Represents health, precision, and safety. The green color is chosen to signify Optisaver's commitment to maintaining and enhancing the well-being of customers' vision.

## Vivid Canary Yellow:

Signifies brightness, clarity, and the positive impact of clear vision. This yellow color reflects the optimism and energy that Optisaver brings to eye care.



A minimalist logo featuring bright yellow rectangle eyeglass frames with rounded corners. The continuous lines symbolize durability and clarity, while the vibrant color evokes energy, creativity, and approachability, perfect for a stylish eyewear brand.



\*For the bright light background, please change the eyeglass frame color to Deep Pine Green.

# Clear Space



For print: **1cm minimum**

For web: **60 pixel minimum**

# Font & Colour

## OptiSaver

### Croogla 4F Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()?

by

### Gotham Book Regular

## alpro

### Handel Gothic Regular

Letter “r” modified illustrator  
with additional square



#### Deep Pine Green

C: 85 M: 45 Y: 100 K: 50

Pantone : PMS 2411C

R: 25 G: 70 B: 33

HEX: #194621



#### Vivid Canary Yellow

C: 0 M: 0 Y: 100 K: 0

Pantone : PMS 107C

R: 255 G: 242 B: 0

HEX: #414142

# Logo Variation

---



for light background



for dark background

## Logo for Social Media

---



# Tagline

---

CLEAR VISION • CREDIBLE VALUE

for light background

CLEAR VISION • CREDIBLE VALUE

for dark background

## Font & Colour

---

### english font:

- Font name: **Muli Regular**



### Alpro deep pine green

C:85 M:45 Y:100 K:50

Pantone : PMS 2411C

R: 25 G:70 B:33

HEX: #194621

# Placement



# Logo Introduction

## Alpro Sugi



**alpro スギ**  
薬局 • pharmacy • apotek

# Logo Detailing



## The word "ALPRO" (**ALL-PROFESSIONAL**):

Alpro provides a wide range of professional healthcare services.

## Letter "r" + square:

The square next to the "r" stands for accuracy, carefulness, and taking flight, which signifies continuous growth and progress.

## Rounded edge square shape:

The square with rounded edges symbolizes reliable, friendly, and professional care.

## Deep blue colour:

Symbolises trust and professionalism.



The logo features the Japanese character "薬" (meaning "medicine") as the central element, symbolizing a Japanese-style pharmacy in Malaysia. The design is clean and minimalistic, with a bold red color. The red represents vitality, energy, and the traditional association of the color with good health and protection in Japanese culture.

# Clear Space



For print: **1cm minimum**

For web: **60 pixel minimum**



# Font & Colour

**alpro スキ**

**Handel Gothic Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()?

薬局

Taipei Sans TC Beta Bold

• pharmacy • apotek

**Inter V Semi Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()?



**Deep Pine Green**

C: 0 M: 100 Y: 100 K: 0

Pantone : 2028C

R: 237 G: 28 B: 36

HEX: #ED1C24



**Vivid Canary Yellow**

C: 100 M: 80 Y: 0 K: 20

Pantone : 2154C

R: 2 G: 63 B: 136

HEX: #023F88

# Logo Variation



for light background



for dark background

## Logo for Social Media



# Tagline



for light background



for dark background



Special effect

## Font & Colour

### english font:

- Font name: **Crossten-ExtraBold**

### chinese font:

- Font name: Taipei Sans TC Beta Bold



### Alpro deep blue

C:100 M:80 Y:0 K:20

Pantone : 7687C

R: 2 G:63 B:136

HEX: #023F88

# Placement

57





VS



### **Alpro Group Logo:**

Represents the entire organization or encompassing multiple brands or subsidiaries including Alpro Clinic, Alpro Physio, Alpro Sugi, Alpro Baby, Alpro Audiologi, Alpro Homecare and OptiSaver by Alpro

### **Alpro Pharmacy Logo:**

Focuses on pharmacy-related services including Professional Pharmacy Services (Minute Consult, Pilcube), Preventive Care (SUGO), Mamabe & Silvercare.

# When to Use the Alpro Group Logo?

## **Corporate Communications:**

- Press releases or announcements involving the entire organization or multiple business units.
- Corporate presentations, events, or conferences representing the entire company.

## **Partnerships and Sponsorships:**

- When the group is entering into partnerships, sponsorships, or initiatives that involve the entire business.
- Co-branded opportunities where the Group, not just Alpro Pharmacy, is a key stakeholder.

## **Employer Branding & Internal Use:**

- Recruitment efforts, job postings, or HR communications that encompass the entire group.
- Internal communications (memos) meant for employees of the entire organization.

# When Not to Include the Alpro Group Logo?

## **Promotions**

- Localized events or campaigns (less than 2 participating brands)

# 1 Logo Usage in Co-Brand Events and Campaign

**For an event primarily organized by Alpro Pharmacy, with Alpro Clinic and Alpro Physio participating, how should the logos of all 3 entities be arranged?**

**Answer:** Since Alpro Pharmacy is the primary host, the Alpro Pharmacy logo should be given the most prominence and placed first in the layout. The Alpro Clinic and Alpro Physio logos should be placed next to the Alpro Pharmacy logo, but slightly smaller or less prominent.

Scenario



Sample

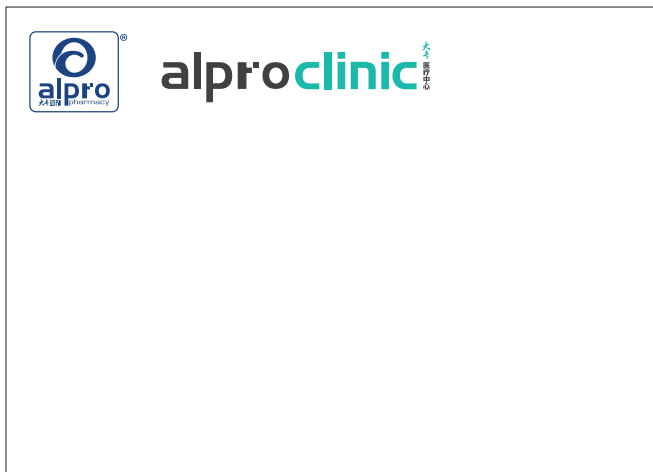


## 2 Logo Usage in Co-Brand Events and Campaign

**For an event organized together by Alpro Pharmacy and Alpro Clinic, how should the logos be arranged?**

**Answer:** Both Alpro Pharmacy and Alpro Clinic are equally important, so the logos should be placed with equal prominence with equal size and visual weight.

Scenario



Sample





### 3 Logo Usage in Co-Brand Events and Campaign

In co-branded events where Alpro Pharmacy, Alpro Clinic and Alpro Physio are equally important, can I include Alpro Group logo?

**Answer:** Yes, if the participating brands is more than 2. Alpro Group logo should be placed with prominence, participating brands can be included in a secondary position.

Scenario



Sample



# When to Use the Formal Logo & Social Media Logo?

## General Rule of Thumb

- Use the Formal Logo when you need credibility, professionalism, or an official corporate identity. It can be applied in both printing and social media.
- Social Media Logo is designed for casual, lifestyle, and engaging content. However, it can only be used on Alpro's social media platforms.

Scenario/Material	Formal Logo	Social Media Logo
<b>Corporate &amp; Official Materials</b>		
Name Cards	/	
Letterheads & Official Documents	/	
Contracts & Legal Agreements	/	
Email Signatures	/	
Reports & Presentations	/	
Company Website ( <i>Main Pages</i> )	/	

Scenario/Material	Formal Logo	Social Media Logo
<b>Marketing &amp; Printed Collateral</b>		
Brochures, Flyers & Leaflets	/	
Posters & Banners ( <i>Formal Events</i> )	/	
Billboards	/	
Packaging & Labels ( <i>Recycle Bag, Dispensing Bag, etc</i> )	/	
Press Releases & Media Kits	/	
Merchandise	/	
<b>Event Branding</b>		
Conferences, Industry Events, Workshops	/	
Sponsorship Placements	/	

## Scenario/Material

## Formal Logo

## Social Media Logo

## Partnerships &amp; Collaborations

Business Collaborations (*Proposal, Poster, or any materials that appear on partners' platform etc.*)

/

Social Media Posts by Suppliers (*Health Information*)  
(refer : Sample A1)

/

(Preferably)

/

Social Media Posts by Suppliers (*Products-related*)  
(refer : Sample A2)

/

Sample A1:



Sample A2:



Scenario/Material	Formal Logo	Social Media Logo
<b>Social Media Use (Alpro Initiated)</b>		
Giveaways & Contests		/
Educational Content (Health info, LRB)		/
Lifestyle Post		/
KOC Post		/
<b>Alpro Campaign</b>		
Launching Poster	/	
Social Media Post	/	/