

Mini Brand Guidelines

ACG

Introduction

ACG prides itself on customer satisfaction. The group's unwavering attention to quality has propelled it to become a global solutions provider to the pharmaceutical industry.

In five decades the company's presence has expanded to over one hundred countries and its scope has grown from empty hard capsule manufacturing to include equipment production, packaging, inspection, testing, research and development.

With thirteen companies and five subsidiary offices spread around the world, a new identity was needed to reflect the group's unified purpose throughout its diverse operations and entities. This new visual and verbal language communicates The Power of One.

Think of this guideline book as a beacon. It ensures that ACG has a cohesive presence across a multitude of touchpoints. It sets the parameters for the brand, working as a ready reference for Dos and Dont's.

Contents

Brand Story	05
Brand Assets	15
Colours Scheme	31

Brand Story

ACG Manifesto

Consistently improving our processes.

Forever delivering on our promises.

Always achieving our targets.

With everyone. For everyone.

Across the world. Round the clock.

We are ACG.

Why we exist

ACG is absolutely committed to delivering exceptional manufacturing solutions to the global pharma industry.

Beliefs

Passionately work with our customers to propel their business.

Unwavering in our service promise to ensure timely deliveries and smooth functioning from start to end.

Dedicating time in sweating the details to guarantee success and exceed expectations every single time.

Behaviours

Be Collaborative

Be Consistent

Be Unrelenting

How to be Collaborative

Make the customers' interest be at the core of everything you do. Make them a part of the journey as collaborators and to foster inspiration. Ask them, learn from them and offer intuitive solutions. Don't just service them, engage. Help the customer build a meaningful relationship with the brand by building a symbiotic relationship of needs and offerings.

How to be Consistent

Stand out from the clutter through consistency. Assure your customers with positivity and exude confidence in every interaction. Aim for new milestones to elevate quality and service, compromising on nothing.

How to be Unrelenting

Do whatever it takes to get the job done. Be meticulous in all your systems and processes and be earnest and sincere in your approach. Be relentless in finding answers no matter how big the obstacle. You will only learn more with newer challenges.

Brand idea

**ABSOLUTELY
COMMITTED**