

How we developed our **new** logo and identity



ORANGE

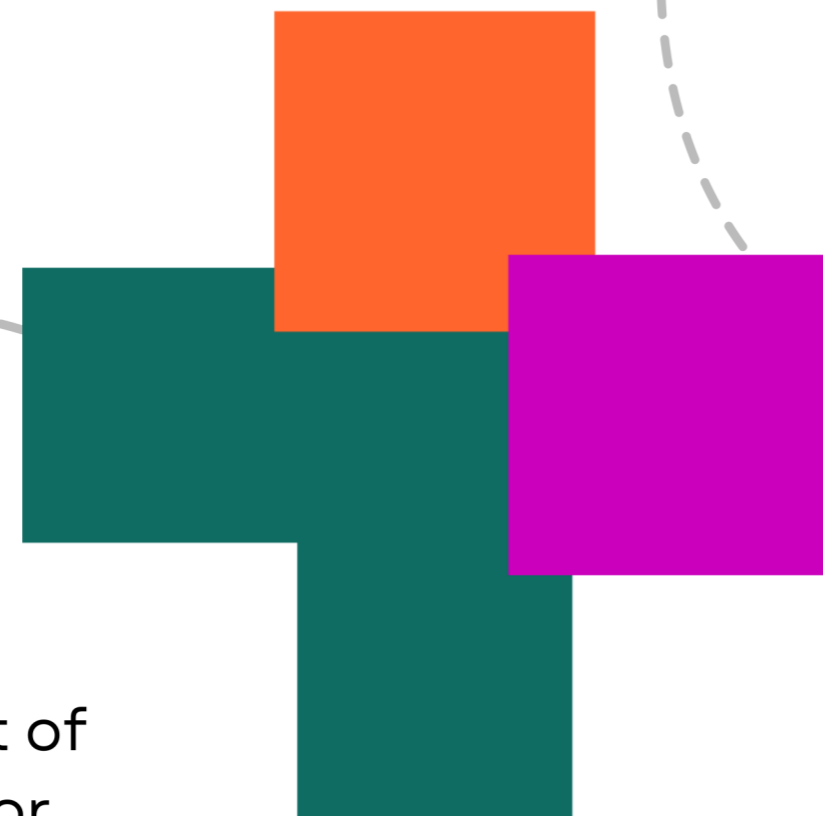
This is the colour we previously used for LPCs, and its inclusion reflects the new closer relationship we are building with LPCs, and unity across the sector

PURPLE

This links back to our historic branding as PSNC

NAME

Our new name better reflects the breadth of work that we do, fighting for and supporting community pharmacy



Community Pharmacy England

GREEN CROSS

This places us right at the heart of the community pharmacy sector

VIBRANCY

Our strong colours help us to be more impactful, standing out as an authoritative brand and voice



COLLABORATION

Our new cross logo is the sum of several parts, representing our commitment to working together across the whole sector and beyond