

Brand Guidelines

JEHU PHARMA™

Precision. Purity. Partnership.

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Jehu PharmaTM embodies a seamless evolution from trusted medical device distribution to pharmaceutical excellence.

Built on years of precision, service, and integrity, we extend Jehu's legacy into the pharmaceutical sector, ensuring that every product we deliver meets the highest standards of quality, certification, and care.

Our name stands for reliability. Our promise is partnership.

Precision. Purity. Partnership.

Jehu Pharma™ represents the evolution of healthcare distribution, bridging advanced medical device expertise with the precision and reliability of pharmaceutical distribution. The brand should feel smart, clean, and quietly confident, conveying competence and innovation without excess flair.



Precision.

We operate with the same accuracy and professionalism that have defined Jehu's reputation in the private healthcare sector. Every product, process, and delivery reflects our commitment to consistency and detail.

Purity.

We distribute only certified, high-standard pharmaceutical products that meet stringent regulatory and ethical benchmarks. Purity represents our unwavering focus on safety, integrity, and trust.

Partnership.

At the heart of Jehu Pharma is collaboration — with hospitals, pharmacists, and suppliers. We believe in long-term relationships built on mutual respect, reliability, and shared commitment to patient wellbeing.

Minimum Size:

Print: 25 mm width

Digital: 150 px width

Incorrect Usage:

Do not stretch or skew.

Do not change the colour of individual letters.

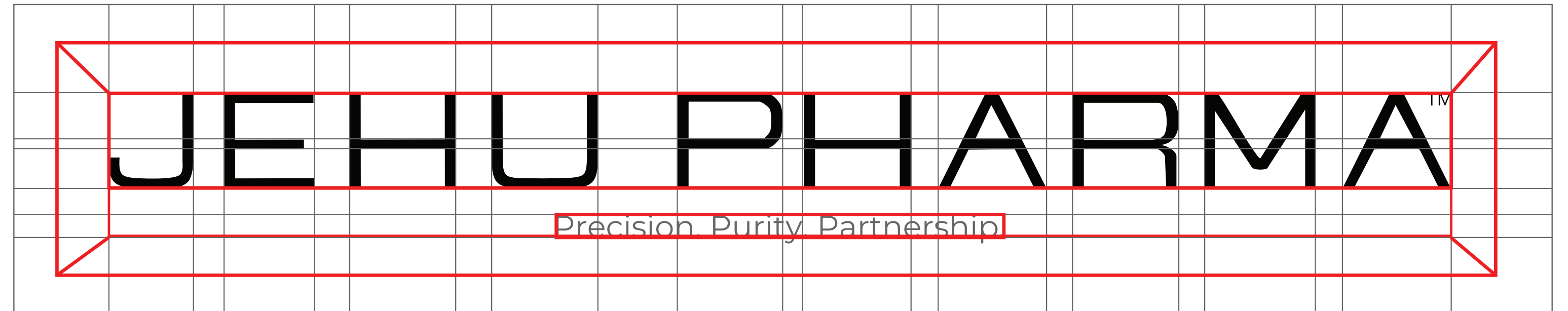
Avoid busy or coloured backgrounds unless sufficient contrast is maintained.

Primary Logo:

The Juhu Pharma logo (as shown) should always appear in its original format and proportions. It is designed for horizontal layouts and should not be altered.

Clear Space:

Maintain at least the height of the “H” in JEHU as clear space around the logo on all sides.



MONTSERRAT SEMIBOLD

Montserrat Regular

Montserrat Regular

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01 Imagery

Style:

Bright, evenly lit imagery with medical or laboratory context

Emphasis on clarity, hygiene, and modern facilities

Use shallow depth-of-field or clean gradients for focus

Avoid crowded compositions or emotional overtones

Themes:

Precision instruments

Professional care

Pharmaceutical packaging

Distribution & logistics excellence





DELIVERING CERTIFIED PHARMACEUTICAL EXCELLENCE.

Trusted by South Africa's leading healthcare providers, Jehu Pharma™ distributes quality-assured pharmaceutical products with efficiency, integrity, and care.

[Explore our Range](#)

Stationery:

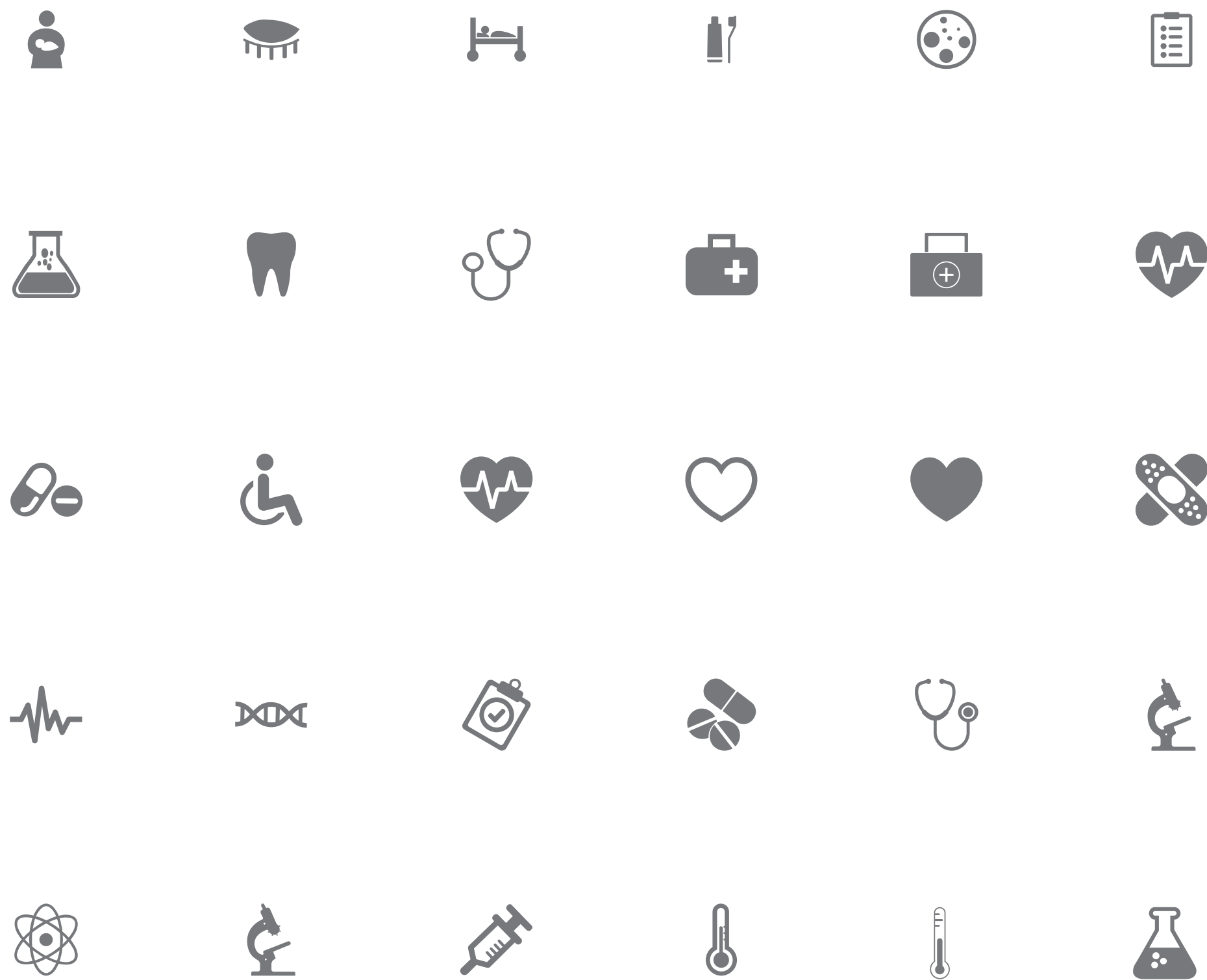
White background with Slate Grey logo
Thin Midnight Blue accent line at footer or header

Packaging:

Clean white surface
Minimal text; structured layout with one accent colour
Regulatory info in Slate Grey; product name in Midnight Blue

Digital:

Responsive web layout with plenty of whitespace
CTA buttons in Midnight Blue with white text
Hover effects using light grey tones



www.jehupharma.co.za

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