**Bangladesh Pharmacy Model Initiative (BPMI)**

Branding Guidelines

**Introduction**

MSH is working with Bangladesh’s Directorate General of Drug Administration (DGDA) and the Pharmacy Council of Bangladesh (PCB) to ensure access to quality medicines and pharmaceutical services by developing an accreditation model for private sector medicine shops and pharmacies. The Bangladesh Pharmacy Model Initiative (BPMI) is funded by Joint Donor Technical Assistance Fund—a consortium of donors led by the UK Department for International Development. The first phase of this program includes designing the preliminary model, planning for targeted district implementation and evaluation, and building the capacity of national institutions, including DGDA and PCB, to move the BPMI implementation forward.

The BPMI builds on what is currently in place and working well in Bangladesh’s pharmaceutical sector. Changes have only been proposed when needed to meet the country’s objective of ensuring access to quality medicines and pharmaceutical services. During the first phase of BPMI, DGDA, PCB, and other stakeholders have approved the classification of two levels of accredited private sector drug outlets: Pharmacies (Level I) attended by grade A pharmacists and Medicine Shops (Level II) attended by grade B or C pharmacists. In addition to having appropriately trained personnel, in order to become accredited pharmacies and medicine shops, must also meet BPMI program premise standards. The Pharmacy (Level I) premise standards are higher and more stringent than Medicine Shop (Level II) standards.

Once pharmacies and medicine shops become accredited, shop owners will want to advertise their accreditation status to the public in order to highlight their inclusion in the BPMI program, which coupled with a marketing campaign, should attract additional consumers and improve business. The following guidelines outline BPMI branding, including the BPMI logos, use of logos, and BPMI signage, to help BPMI owners and sellers understand the BMPI branding choices and how to apply the BPMI identity to their accredited pharmacies and shops.

**Logos**

There are two logos for the BPMI program—one for Pharmacies (Level I) and another for Medicine Shops (Level II). The logos are in red and green to reflect the national flag of Bangladesh. Red is also a color commonly associated with health because of influences such as the Bangladesh Red Crescent Society. Both logos use the same colors to encourage consumers to associate Level I and Level II outlets with each other and recognize that both types of outlets are part of a single BPMI program. The logo has a white background and colorful border to maintain the logo’s appearance even if printed on a non-white background. The final logos for Level I and Level II are saved as high resolution color image files that can be printed in various sizes on BPMI branding materials.

The language included in the logo is in English, which is in line with common pharmacy signage. The logos include images associated with pharmacies and medicines to help consumers associate the brand name with purchasing medicines. Logos will include at least one of the following images: tablet, capsule, and/or a building, which represents a pharmacy or medicine shop.

**Naming of drug outlet:**

1. Once the drug outlet has entered in the BPMI program, the word ‘Model’ may be used in the naming of drug outlet e.g., Ma Model Pharmacy.
2. Once the drug outlet is accredited under BPMI project only then they can use the accreditation logo.
3. The word ‘Model’ can be used in both Pharmacy and medicine shop

**Use of Accredited logo:**

1. Once the drug outlet entered is accredited, they will be allowed to use logo.
2. Failure to comply with accreditation standards may lead to withdrawal of that logo.
3. Logo can be reproduced by accredited drug outlets but it should be kept as it is. No translation is required in logo.
4. No need for separate BPMI program signboard from business signboard.
5. A guidance of contents of the business signboard could be added to standards. For example :
	1. Business naming
	2. If accredited, accredited logo
	3. Drug License number
	4. Address of the shop
6. If accredited, they may use the accreditation logo in their apron and other promotional items.