



# FY25 Puerto Rico

## Library Summary

Updated 9/16/2024

### Overview

Approved concept

Copy

Colors, fonts and graphics

Photography usage rights

Creative Cloud Library  
and contact info

## Overview

### Creative strategy

This library is designed to support our position as the first-choice pharmacy retailer in Puerto Rico. The photography and messaging are curated to drive retail sales and increase pharmacy services by showing we are much more than a pharmacy because we truly understand, value, and care for our Puerto Rican customers while emphasizing our commitment to value, convenience, and quality. The aim is to reinforce our identity as a wellness hub in Puerto Rican neighborhoods. Our history of caring and commitment goes beyond conventional pharmacy services; it’s about solidarity and understanding the unique needs of Puerto Rican consumers.

Within this library, you’ll find a range of messaging and visual assets that highlight our focus on care, expertise and value resonating with our price-sensitive audience to enhance trust and strengthen customer connections across both retail and pharmacy services. Explore and employ these resources to effectively communicate our mission and engage our community.

This Library and communication contain information that is proprietary, confidential, privileged and/or exempt from disclosure. Please hold it in confidence to protect privilege and confidentiality. If you are not the intended recipient, then please notify the sender and delete this message. Any viewing, copying, publishing, disclosure, distribution of this information, or the taking of any action in reliance on the contents of this message by unintended recipients is prohibited and may constitute a violation of the Electronic Communications Privacy Act.

### Marketing vehicles

#### Ongoing

Organic social



Digital Weekly Ad



Site/digital/email



In-store signage



#### Timing: ongoing

Programmatic + digital



OLV



Social



Owned

Paid



# FY25 Puerto Rico

## Library Summary

Updated 9/16/2024

- Overview
- Approved concept
- Copy
- Colors, fonts and graphics
- Photography usage rights
- Creative Cloud Library and contact info

## Approved concept — proofs of concept

NOTE: Products shown are FPO



Primary



Celebration



Assortment



Delivery/Pickup

This Library and communication contain information that is proprietary, confidential, privileged and/or exempt from disclosure. Please hold it in confidence to protect privilege and confidentiality. If you are not the intended recipient, then please notify the sender and delete this message. Any viewing, copying, publishing, disclosure, distribution of this information, or the taking of any action in reliance on the contents of this message by unintended recipients is prohibited and may constitute a violation of the Electronic Communications Privacy Act.





# FY25 Puerto Rico

## Library Summary

Updated 9/16/2024

Overview

Approved concept

Copy

Colors, fonts and graphics

Photography usage rights

Creative Cloud Library  
and contact info

## Approved concept — proofs of concept

**NOTE: Products shown are FPO**



Severe Weather



Pharmacy



Beauty/Personal care



This Library and communication contain information that is proprietary, confidential, privileged and/or exempt from disclosure. Please hold it in confidence to protect privilege and confidentiality. If you are not the intended recipient, then please notify the sender and delete this message. Any viewing, copying, publishing, disclosure, distribution of this information, or the taking of any action in reliance on the contents of this message by unintended recipients is prohibited and may constitute a violation of the Electronic Communications Privacy Act.



- Overview
- Approved concept**
- Copy
- Colors, fonts and graphics
- Photography usage rights
- Creative Cloud Library and contact info

Primary messaging

**Mucho más que una farmacia.**  
Much more than a pharmacy.

Customer preference

**Porque nos inspiras a cuidarte.**  
You inspire us to take care of you.

**Tu centro de bienestar.**  
Your wellness hub.

**Porque tu eres esencial.**  
Because you are essential.

Local expertise

**Somos farmacia, somos vecinos.**  
We’re pharmacy, we’re neighbors.

**Expertos locales que te cuidan.**  
Local experts providing you with care.

**Momentos especiales, cuidado de calidad.**  
Special moments, quality care.

Value and convenience

**Calidad. Variedad. Conveniencia.**  
Quality. Variety. Convenience.

**Somos tu centro de belleza.**  
We are your beauty hub.

**Somos tu centro de cuidado personal.**  
We are your personal care hub.

This Library and communication contain information that is proprietary, confidential, privileged and/or exempt from disclosure. Please hold it in confidence to protect privilege and confidentiality. If you are not the intended recipient, then please notify the sender and delete this message. Any viewing, copying, publishing, disclosure, distribution of this information, or the taking of any action in reliance on the contents of this message by unintended recipients is prohibited and may constitute a violation of the Electronic Communications Privacy Act.



# FY25 Puerto Rico

## Library Summary

Updated 9/16/2024

- Overview
- Approved concept
- Copy
- Colors, fonts and graphics**
- Photography usage rights
- Creative Cloud Library and contact info

## Fonts

- Tiempos Headline
- Tiempos Headline Medium**
- Tiempos Headline Regular
- Tiempos Headline Regular Italic*
- Inter Body Copy
- Inter Regular
- Inter Subheads
- Inter Semibold**

Click link below to download fonts.

Download

Important note:

Use Tiempos Headline Medium weight for “Hop-up shop” or “Hop in, hop out” taglines.

Font use is limited to materials, applications and experiences created for Walgreen Co. and should only be used where sufficient Walgreens branding is present.

This Library and communication contain information that is proprietary, confidential, privileged and/or exempt from disclosure. Please hold it in confidence to protect privilege and confidentiality. If you are not the intended recipient, then please notify the sender and delete this message. Any viewing, copying, publishing, disclosure, distribution of this information, or the taking of any action in reliance on the contents of this message by unintended recipients is prohibited and may constitute a violation of the Electronic Communications Privacy Act.



# FY25 Puerto Rico

## Library Summary

Updated 9/16/2024

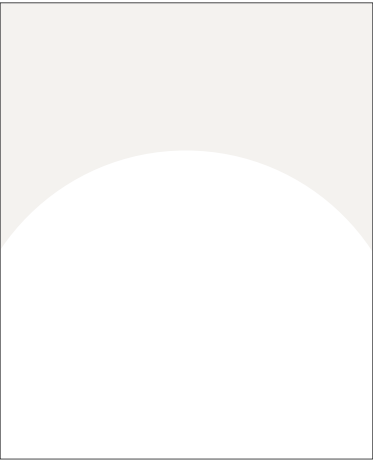
- Overview
- Approved concept
- Copy
- Colors, fonts and graphics
- Photography usage rights
- Creative Cloud Library and contact info

### Graphics

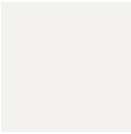
Use the abstract petals of la Flor de Maga to add a color pop to elevate beauty/personal care layouts during periods where there are no other seasonal library graphics to use. The white circle may also be used to break up the background as a more masculine option.



This Library and communication contain information that is proprietary, confidential, privileged and/or exempt from disclosure. Please hold it in confidence to protect privilege and confidentiality. If you are not the intended recipient, then please notify the sender and delete this message. Any viewing, copying, publishing, disclosure, distribution of this information, or the taking of any action in reliance on the contents of this message by unintended recipients is prohibited and may constitute a violation of the Electronic Communications Privacy Act.



**Flor de Maga**  
RGB 242/102/96  
CMYK 0/75/58/0  
HEX F26660



**NEUTRAL**  
RGB 244/242/239  
CMYK 5/5/6/0  
HEX F4F2EF



**Light Flor de Maga**  
RGB 245/144/151  
CMYK 0/54/27/0  
HEX F59097





# FY25 Puerto Rico

## Library Summary

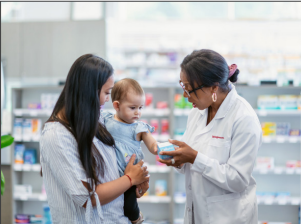
Updated 9/16/2024

- Overview
- Approved concept
- Copy
- Colors, fonts and graphics
- Photography usage rights
- Creative Cloud Library and contact info

## Photography usage rights — royalty-free

Stock photography should feel authentic, bright & celebratory with a focus on nature. Use graphics across all channels where possible; photography provided for use in channels where we know it performs best.

**PRIMARY**  
In order of preferred use



STK\_1174322004\_RGB.jpg



STK\_765162341\_RGB.jpg



STK\_691959246\_RGB.jpg



STK\_259811230\_RGB.jpg



STK\_495807541\_RGB.jpg



STK\_504570244\_RGB.jpg



STK\_504570128\_RGB.jpg



STK\_1151634852\_RGB.jpg



STK\_495807545\_RGB.jpg



STK\_265145265\_RGB.jpg

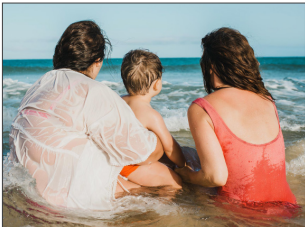
**SECONDARY**  
In order of preferred use



STK\_504570150\_RGB.jpg



STK\_377417739\_RGB.jpg



STK\_463028289\_RGB.jpg



STK\_1750721854\_RGB.jpg



STK\_388821022\_RGB.jpg



STK\_620722280\_RGB.jpg

This Library and communication contain information that is proprietary, confidential, privileged and/or exempt from disclosure. Please hold it in confidence to protect privilege and confidentiality. If you are not the intended recipient, then please notify the sender and delete this message. Any viewing, copying, publishing, disclosure, distribution of this information, or the taking of any action in reliance on the contents of this message by unintended recipients is prohibited and may constitute a violation of the Electronic Communications Privacy Act.



# FY25 Puerto Rico

## Library Summary

Updated 9/16/2024

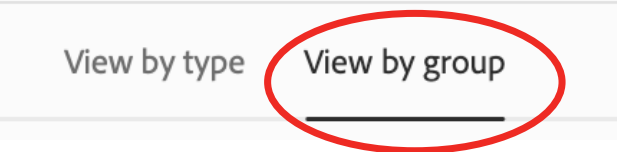
- Overview
- Approved concept
- Copy
- Colors and fonts
- Photography usage rights
- Creative Cloud Library and contact info**

### Creative Cloud Library

All approved assets for this Library Summary are in a Creative Cloud Library (CC Library) that will update as needed. To view this asset library,

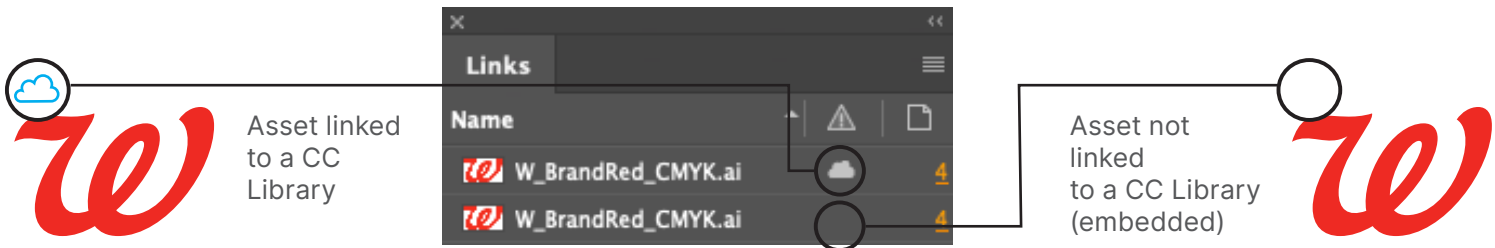
**CLICK HERE**

Select “View by group.” **Do not make a copy of the library.**



#### To use assets:

1. Click the above link and select “Follow library.” This library is now available in your Adobe application’s CC Libraries dialog box and synced to the cloud. **DO NOT make a copy of the library.**
2. Drag and drop the assets into your layout. Linked assets will be updated automatically in your layout if the original assets are modified. If you unlink or embed the asset in your layout, it is no longer synced to the cloud and will not update automatically if the original is modified.



For more information about Adobe Creative Cloud or CC libraries, visit:  
<https://helpx.adobe.com/creative-cloud/help/libraries.html>

### Questions?

All library content, including but not limited to graphics and photography, are to be used on Walgreens material.

#### Get more information

Brand marketing contacts:

**Sara Odishoo**  
[sara.odishoo@walgreens.com](mailto:sara.odishoo@walgreens.com)

Creative contact:

**Zach Stemerick**  
[zachary.stemerick@walgreens.com](mailto:zachary.stemerick@walgreens.com)

#### Approvals

Walgreens marketing and creative team (the LOOP) must validate and approve all campaign materials before they are released for production and distribution. Please inquire about review timelines with your Walgreens campaign contact and/or LOOP creative category lead.

This Library and communication contain information that is proprietary, confidential, privileged and/or exempt from disclosure. Please hold it in confidence to protect privilege and confidentiality. If you are not the intended recipient, then please notify the sender and delete this message. Any viewing, copying, publishing, disclosure, distribution of this information, or the taking of any action in reliance on the contents of this message by unintended recipients is prohibited and may constitute a violation of the Electronic Communications Privacy Act.