



Press Kit & Brand Guidelines

Bringing your pharmacy to you.

Updated September 2026

Media inquiries: press@pills2me.com

Latest version of this kit: <https://www.pills2me.com/press>

The logo

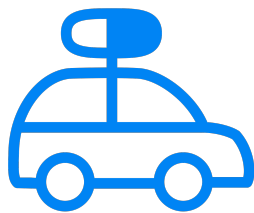
PRIMARY LOGO



WITH TAGLINE



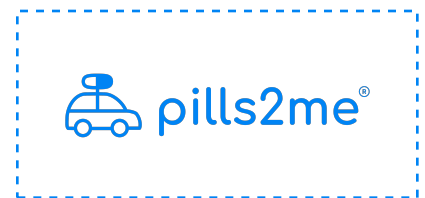
ICON



WORDMARK

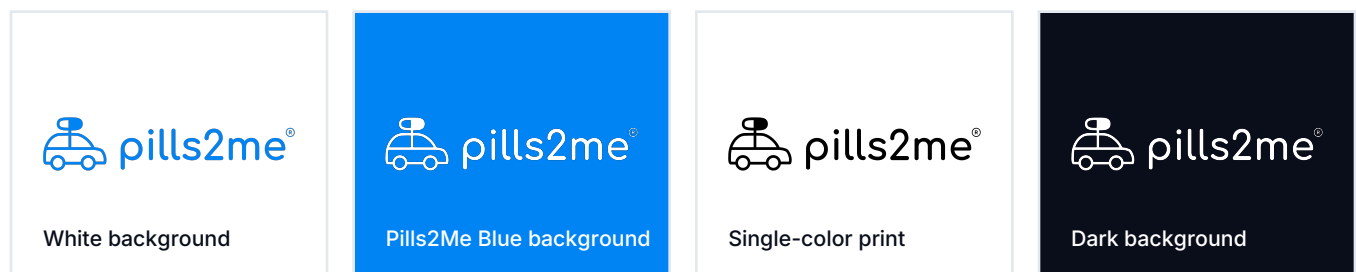


CLEAR SPACE



Clear space = wheel height (x) on every side.

COLOR VERSIONS



MINIMUM SIZE

On screen: no smaller than 24 px tall (primary logo) or 16 px (icon). In print: no smaller than 10 mm wide. Below these sizes, use the icon alone.

FILE NAMING

pills2me-logo-primary (icon + wordmark) · pills2me-logo-tagline (adds “Bringing your pharmacy to you.”) · pills2me-logo-wordmark · pills2me-icon — each in -blue, -white and -black, as SVG and 3000 px PNG.

Color & typography

PALETTE



Pills2Me Blue

#0084F4 RGB 0 132 244 CMYK 84 45 0 0

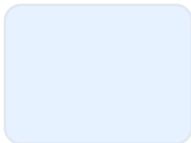
Primary. Logo, buttons, links, key accents.



Ink

#0A0E1A RGB 10 14 26 CMYK 0 0 0 95

Headlines and body text.



Soft Blue

#E6F2FF RGB 230 242 255 CMYK 8 3 0 0

Backgrounds, tints, cards.



Mint

#10B981 RGB 16 185 129 CMYK 78 0 55 0

Success states and secondary accent. Use sparingly.



White

#FFFFFF RGB 255 255 255 CMYK 0 0 0 0

Preferred background for the logo.

TYPOGRAPHY

Inter Tight

HEADLINES

Bold / Extra Bold, tight letter-spacing

Inter

BODY & UI

Regular 400, Medium 500, Semibold 600

Arial / Helvetica

FALLBACK

When Inter is unavailable (email, Word, print shops)

Your prescriptions, delivered in minutes.

Headline style: Inter Tight Extra Bold, ink with a single blue emphasis. Body: Inter Regular, 16–18 px on web, 1.6 line height. Inter is free from Google Fonts; Arial or Helvetica are acceptable substitutes.

Using the logo

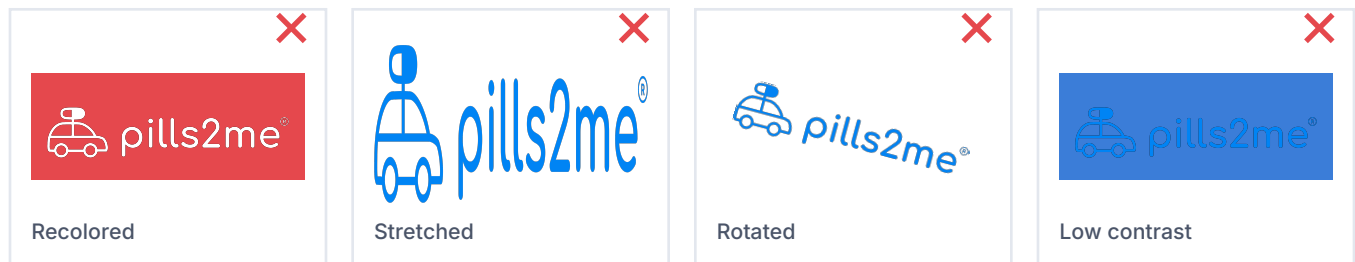
DO

- Use the blue logo on white or very light backgrounds.
- Use the white logo on Pills2Me Blue or on dark photography.
- Use the black logo only for single-color print (newsprint, fax, engraving).
- Keep clear space around the logo equal to the height of the car icon's wheel.
- Keep the icon and wordmark in their fixed relationship, or use the icon alone.

DON'T

- Don't recolor the logo, add gradients, outlines or drop shadows.
- Don't stretch, rotate, skew or crop it.
- Don't place it on busy photos or low-contrast colors.
- Don't rebuild the wordmark in another typeface.
- Don't use the logo smaller than 24 px tall on screen or 10 mm wide in print.

EXAMPLES OF INCORRECT USE



CO-BRANDING

When Pills2Me appears next to a partner or media logo, separate the two with a thin vertical rule and give each logo the same visual weight. Keep Pills2Me's clear space rule on all sides.

USAGE TERMS

The Pills2Me name, logo and photography in this kit are provided for editorial use — news articles, broadcast segments, podcasts, event listings and partner announcements about Pills2Me. Please credit photos "Courtesy of Pills2Me". Do not modify the logo, use it to imply endorsement, or use any asset in advertising without written permission. Questions: press@pills2me.com.

Company fact sheet

COMPANY	Pills2Me, Inc.
WHAT WE DO	Same-day prescription delivery from any pharmacy, ordered by voice or text
FOUNDED	2020, during the COVID-19 pandemic, to deliver medications to seniors and immunocompromised patients
FOUNDER & CEO	Leslie Asanga, PharmD, MBA, MPH
PILLS2ME AI ASSISTANT	Launched July 2026. Order or reorder by text or voice ("Hey Siri / Hey Google, order my meds on Pills2Me") in 50+ languages
WHO WE SERVE	Patients and family caregivers; pharmacies; health plans; telehealth companies; health systems
MARKETS	Las Vegas, NV · Houston, TX · Phoenix, AZ (launched September 2026) — with new cities launching regularly
COMPLIANCE	HIPAA-compliant end to end; every driver is vetted and HIPAA-trained
APPS	iOS (App Store), Android (Google Play) and web at app.pills2me.com
WEBSITE	pills2me.com
PRESS CONTACT	press@pills2me.com

BOILERPLATE (FOR THE END OF A PRESS RELEASE OR ARTICLE)

Pills2Me is a pharmacist-founded, HIPAA-compliant prescription delivery service that brings the pharmacy to the patient. Patients order by voice or text — hands-free through Siri or Google Assistant, or with a simple text message — in English, Spanish and more than 50 other languages, and a vetted local driver delivers from a licensed local pharmacy the same day. Founded during the pandemic to serve seniors and immunocompromised patients, Pills2Me today serves patients and family caregivers directly and powers last-mile delivery for pharmacies, health plans, telehealth companies and health systems. Pills2Me is not a pharmacy; prescriptions are dispensed by licensed partner pharmacies. Learn more at pills2me.com.

SHORT VERSION

Pills2Me is a pharmacist-founded, HIPAA-compliant prescription delivery service. Patients order by voice or text and a vetted local driver delivers from a licensed local pharmacy the same day. Learn more at pills2me.com.

Story angles & ready-to-use lines

HOW TO DESCRIBE US

- Pills2Me, a pharmacist-founded prescription delivery service
- Pills2Me, the same-day prescription delivery service that lets patients order by voice or text
- Pills2Me, an AI-powered prescription delivery service available in 50+ languages

STORY ANGLES

Hands-free ordering for seniors and people with disabilities

A refill becomes a spoken sentence. No app menus, no phone trees, no drive to the pharmacy.

Language access in healthcare

The Pills2Me AI Assistant works in English, Spanish and 50+ other languages, so nobody has to translate a pharmacy for a parent.

Pharmacy deserts and store closures

When a neighborhood pharmacy closes, Pills2Me keeps the remaining pharmacies within reach of the patients who can't travel.

Local jobs

Every city launch recruits local, HIPAA-trained drivers and caregivers.

LOCAL HOOKS FOR A CITY LAUNCH

Every launch story pairs the two lead angles above with local U.S. Census figures: the share of residents aged 65+ and the share of households that speak a language other than English at home. Ask press@pills2me.com for the figures and local spokespeople for your market.

SPOKESPERSON

Leslie Asanga, PharmD, MBA, MPH — Founder & CEO. Available for in-studio, in-person, phone or video interviews, including a live voice-ordering demo. Request through press@pills2me.com.

COMPLIANCE LINE (REQUIRED ON ALL MATERIALS)

Pills2Me is not a pharmacy. Prescriptions are dispensed by licensed partner pharmacies. Pills2Me is HIPAA-compliant.

WRITING THE NAME

- Write it as "Pills2Me" — capital P, capital M, no space, no hyphen.
- Never "Pills 2 Me", "pills2me" in running text, "Pills2me" or "Pills-2-Me".
- The logo itself is set in lowercase ("pills2me"); that is the only place the lowercase form is used.
- First reference: "Pills2Me, a pharmacist-founded prescription delivery service". Later references: "Pills2Me".
- Pills2Me is a registered trademark of Pills2Me, Inc.

Photography

Team and office photography from the 2024 Pills2Me photoshoot. Web-ready (2400 px) and full-resolution files are included in the kit. Credit: "Courtesy of Pills2Me".



pills2me-team-01.jpg



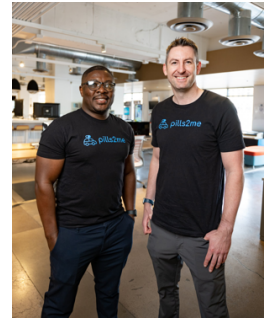
pills2me-team-02.jpg



pills2me-team-03.jpg



pills2me-team-04.jpg



pills2me-team-05.jpg



pills2me-team-06.jpg



pills2me-team-07.jpg



pills2me-team-08.jpg



pills2me-team-09.jpg



pills2me-team-10.jpg



pills2me-team-11.jpg



pills2me-team-12.jpg



pills2me-team-13.jpg



pills2me-team-14.jpg

PRODUCT & IN-THE-WILD IMAGERY

App screenshots (9 screens, 1242 × 2688 px PNG) and Las Vegas billboard photography are included in the product and in-the-wild folders. A 30-second demo clip of voice ordering and the animated commercial are available on request.