

Bepanthen[®]

**Our Brand
Visual World**



Our creative foundations that inform our Brand Visual World

Bepanthen's brand visual world is a comprehensive ecosystem from how we design packs to online and offline comms assets, to how we uniquely express our visual science language. It **sets the guardrails for how the brand shows up across all touchpoints** to all stakeholders. The creative foundations of design idea and design principles being **inspired by the brand hive** and inform as north stars any produced material and creative application to rightfully express our brand equity.

Design Idea

Our Design Idea
Skin Science Simplicity

Skin is your armour against the stresses and dangers of everyday life. Vulnerable skin brings discomfort and worry. It can stop you doing things and enjoying life with the people you love.

We understand you just want to feel comfortable again. To restore and preserve skin health so that problems don't come back. Bepanthen is the dependable skin health brand that simply works. From dry skin to wounds and scars, generations have trusted us to restore them to complete skin health and keep problems at bay.

Ours is a simple story: we pioneered the topical use of Proxalan B5, known as 'the skin repair vitamin'. Countless clinical studies prove how our science uniquely repairs and nourishes skin from the inside out. That's it.

No fragrances, no colours, no unnecessary additives. Just a product that really works, with the word of mouth to prove it. We offer transformative skin healing, but don't need to blind you with the meaningless chemistry jargon or over-complicated graphics.

Instead, we show you our science and benefits in a reassuringly refined, human and down to earth way. Explaining everything you need to know, and nothing you don't.

We bring Skin Science Simplicity.

Bepanthen

Brand Hive



Design Principles

Our Design Principles
To be used together cohesively as creative guiding principles, along with the creative design idea, for any new material and asset created for the brand.

Dependable

We have been skin health pioneers for 80 years. We are formulated by experts that truly understand skin, and have the clinical studies to prove it.

Our science is reliable and solid, so we are transparent about what we offer.

Coherent, straightforward icons show how our proxalan B5 formulations uniquely restore and preserve skin health from deep inside its layers.

We express our science confidently through structured layouts and intuitive graphics to show we are trustworthy.

Humanizing

We solve skin problems that really affect people's lives and emotions. We restore people to feeling healthy and back in harmony again.

So, we always balance strong science messaging with accessible language and optimistic tone of voice, never talking down to people.

Everything we do is delivered in a warm, reliable way that showcases our empathy. We show only real people, their real skin, living real-life moments in our imagery, nothing staged or idealized.

Uncomplicated

We tell the story of what we deliver with clarity and elegance: skin science that simply works.

Just as we remove unnecessary additives from our products, so we do with our design and messaging. We don't mystify with confusing technical language or graphics.

The essentials, and nothing more.

Where others shout, we take a modern "less is more" approach and show up in a clean, contemporary way that cuts through the noise.

Our Design Idea

Skin Science Simplicity

Skin is your armour against the stresses and dangers of everyday life. Vulnerable skin brings discomfort and worry. It can stop you doing things and enjoying life with the people you love.

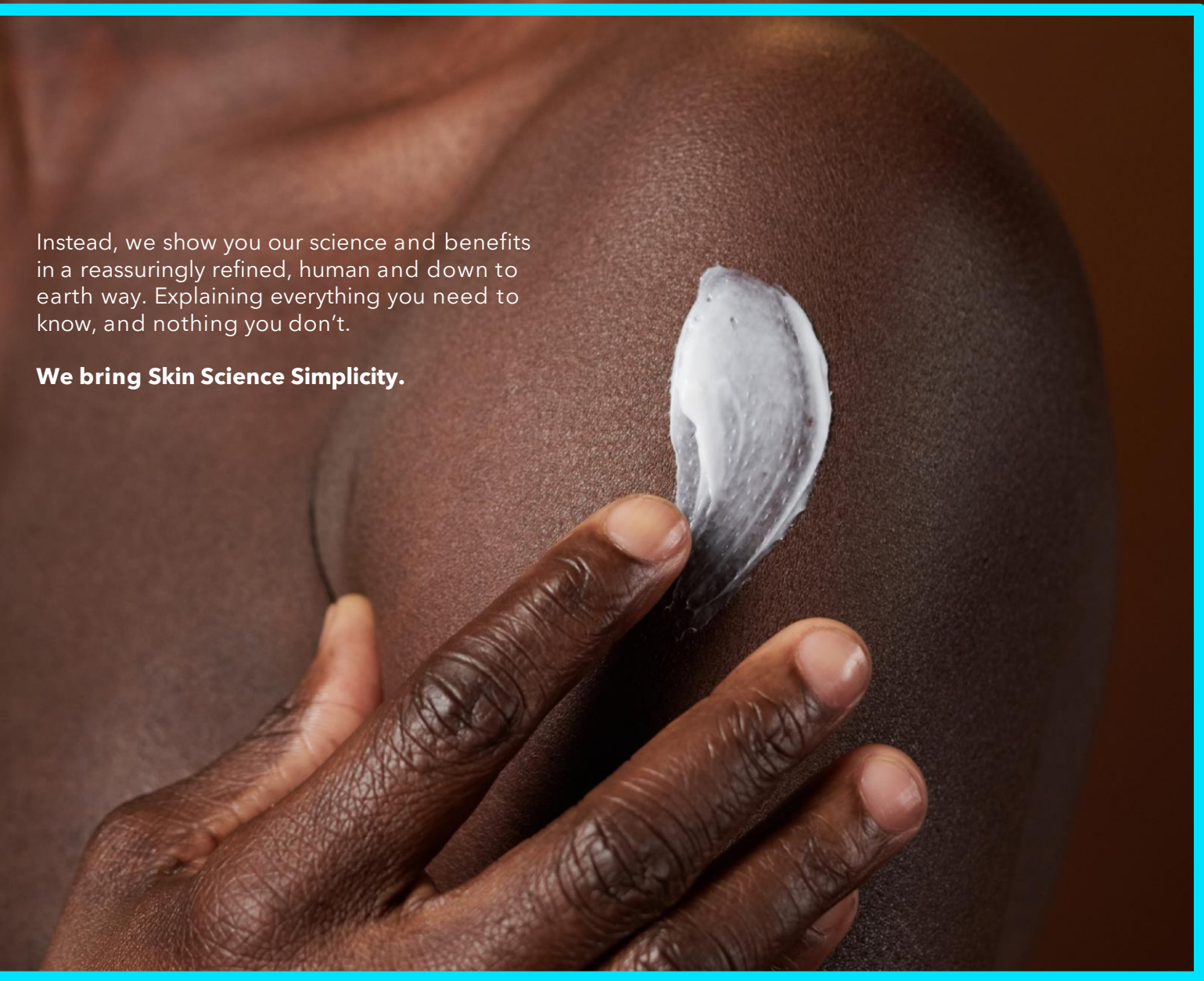
We understand you just want to feel comfortable again. To restore and preserve skin health so that problems don't come back. Bepanthen is the dependable skin health brand that simply works. From dry skin to wounds and scars, generations have trusted us to restore them to complete skin health and keep problems at bay.

Ours is a simple story: we pioneered the topical use of Provitamin B5, known as 'the skin repair vitamin'. Countless clinical studies prove how our science uniquely repairs and nourishes skin from the inside out. That's it.

No fragrances, no colours, no unnecessary additives. Just a product that really works, with the word of mouth to prove it. We offer transformative skin healing, but don't need to blind you with the meaningless chemistry, jargon or over-complicated graphics.

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Dependable

We have been skin health pioneers for 80 years. **We're formulated by experts that truly understand skin, and have the clinical studies to prove it.**

Our science is reliable and solid, so we are transparent about what we offer.

Coherent, straight-forward icons show how our B5 formulations uniquely restore and preserve skin from the inside layers out.

We express our science confidently through structured layouts and intuitive graphics to show we are trustworthy.



Bepanthen[®] baby

No.1 Trusted nappy rash brand

Tested with pediatricians, protects from nappy rash and soothes from 1st application



FIRST AID



accelerates healing
immediate pain relief
direct cooling

Protects & heals without stinging

Clinically proven to accelerate healing and provide immediate pain relief from minor wounds



Humanising

We solve skin health problems that really affect people's everyday lives and emotions. We restore people to feeling healthy, human and back in harmony again.

So, we balance strong science messaging with accessible language and optimistic tone of voice - never talking down to people.

Everything we do is delivered in a warm, relatable way that showcases our empathy. We use real people and real-life moments in our imagery, nothing staged and idealized.



Bepanthen®

Healthy skin from inside out

Gentle yet effective skin health solutions that protect and restore skin from deep within



Uncomplicated

We tell the story of what we deliver with clarity and elegance: skin science that simply works.

Just as we remove unnecessary additives from our products, we do this with design and messaging. We don't mystify with confusing technical language or graphics. The essentials, and nothing more.

Where others shout, we take a more modern 'less is more' approach and show up in a clean, contemporary way that cuts through the noise.

Dry skin cannot be managed



Gentle yet effective skincare

That protects and restores from deep within.

Fast healing is ~~impossible~~

Clinically proven to accelerate healing and provide immediate pain relief from minor wounds



Key Brand Assets

Core Brandmark

Bepanthen[®]

Wonderline



Typography

PT Serif Bold
(Header)

Gilroy Bold
Gilroy Medium
(Body Copy)

Tone of Voice

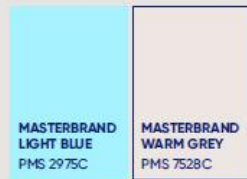
**Healthy
skin from
inside out**

Colour Palette

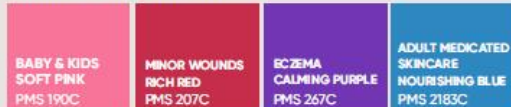
Masterbrand Primary



Masterbrand Secondary



Franchise Accent Colours



Iconography styling



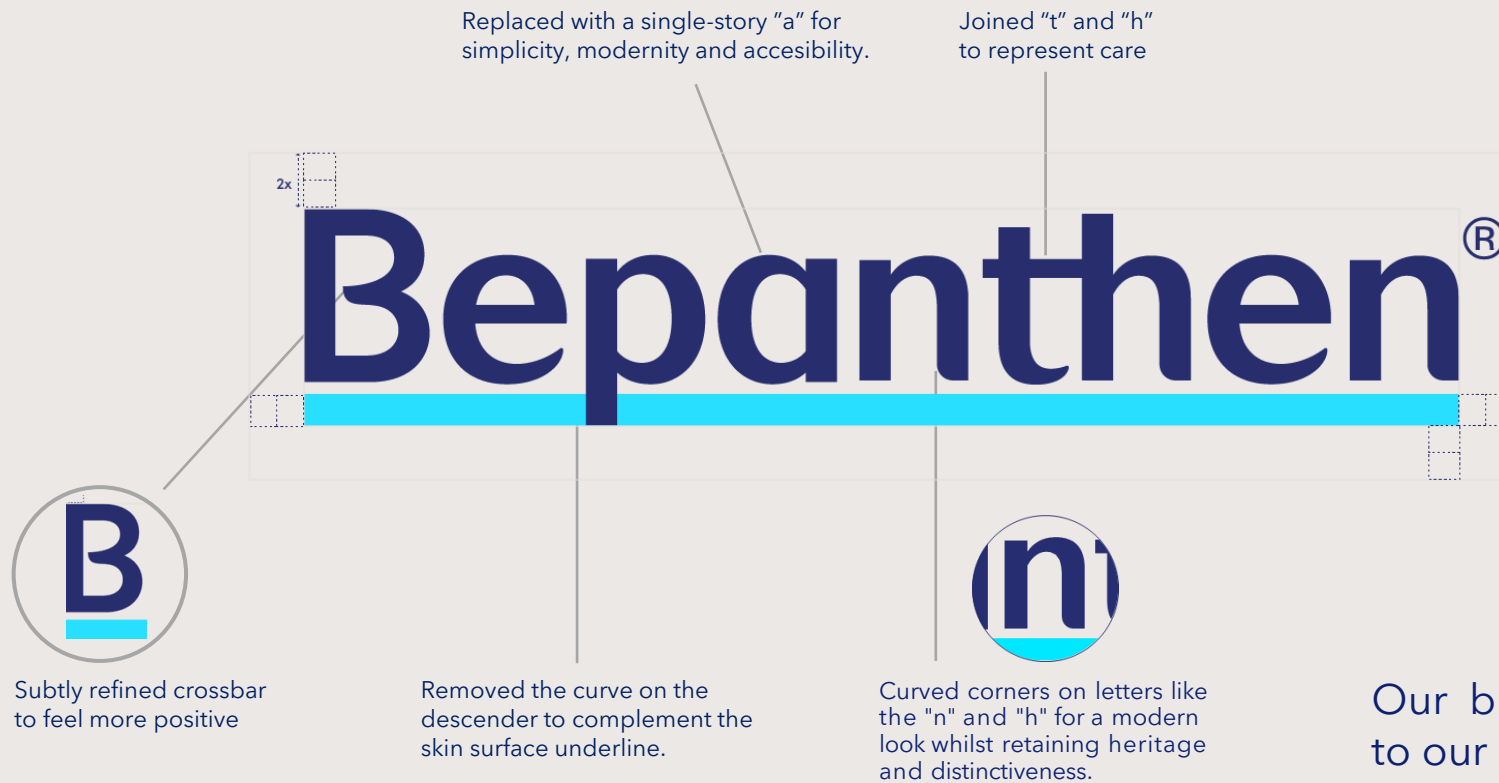
Product Photography



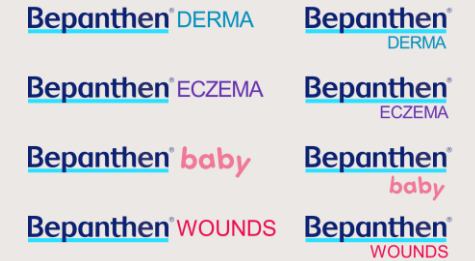
Photography



Our Core Brandmark



Franchise logos for use on our franchise-specific communication assets



Our brandmark is connected to our confident and authoritative underline, highlighting the truth of our hero ingredient, dexpanthenol, working deep within the skin barrier.

Usage of Our Brandmark

We underline our identity with our Bepanthen Fresh Blue to bring strong ownability to our mark. The 'P' sinks into the line to reflect our product benefit as an effective skin repair product working deep within the skin.

To protect the visual integrity of our brandmark we've created clear space zone around it. No other design elements should enter this space unless in the instance the line continues on from the right handside (see full Brand Visual World guidelines).

Our identity should ideally only sit on white or Warm Grey (PMS 7528C).

For legibility we do not recommend going below the minimum size demonstrated.

In extreme circumstances it may be required to reverse the brandmark for legibility. **The underline should always remain in our Fresh Blue regardless of the brandmark type reversing out to white.**

Core Brandmark



Secondary Brandmark - White

The underline should always remain in our Fresh Blue



Minimum size



✗ DO NOT:

No busy imagery behind brandmark



No full white brandmark



No alternative colours behind brandmark (other than relevant franchise colour)





The Wonderline

The Wonderline is a key brand asset that allows us to create dynamic and ownable visuals. The blue line extends and originates from our logo.

The Wonderline should always be shown in underline fresh blue as demonstrated on this page.

There is more guidance on the usage of the Wonderline in the Brand Visual World Guidelines document.

Bepanthen®



Usage of Our Wonderline

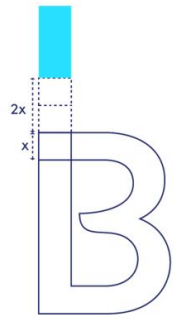
A wider graphic language stems from the underline asset in our logo, lovingly named as Wonderline, with the line extending from the logo itself to create recognizable and distinctive asset.

The Wonderline typically originates from the 'B' of the brandmark, underlining it and then creating the frame, by ending back at the brandmark.

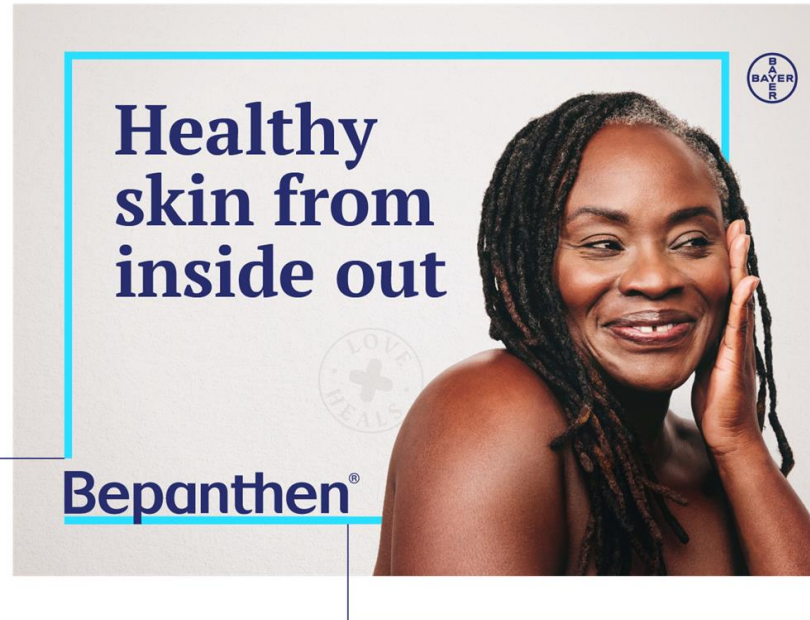
The Wonderline is primarily to be used as a framing of talent and imagery and careful attention should be paid to how the line interacts with these assets.

The Wonderline, combined with other key assets such as the background colour, talent, copy and franchise colours, create a dynamic and distinctive piece of communication.

See the Brand Visual World Guidelines for further guidance.



The space between the top of the letter 'B' and the end point of the underline is defined by the thickness of the letter B (x). We then use twice that distance (2x) as the space between the logo and the line.



✗ DO NOT



No break



No franchise colours



No different thickness

The line that extends from the logo should be the exact same weight as the one present in the logo.



Further examples



Secondary assets

Annotations

When pulling out interesting facts or key information we use our annotation style. This involves a vertical central alignment of the product FOP icon, followed by the copy, and lastly a keyline pointer.



Focus Areas

We sometimes draw attention to a part of an image - that usually demonstrates close-up of product use - by circling the area with a keyline that is clearly finer than the brand underline asset. We only use this technique on Dry Skin, Eczema and Wound ranges. For Baby we have a softer approach to science - using our graphic.



X
DO NOT

When it comes to baby we should adopt a soft approach to science with a little soft line over the bum or affected area. This should not be ever overdone like this example shown here.



Strike through's

Our strike through can be used in copy headlines. The line weight of the strike through is defined by the width of the character stem in the headline. Note: This element may not be applicable in some languages.



The strikethrough should never be on an angle or anywhere other than the centre of the word it is striking through to change the word from a negative to a positive meaning.

X
DO NOT



Underline

We choose to underline copy to add emphasis to words. This should not be overdone though, some details below of best practice.

Healthy
skin from
inside out

Underlining too many words in a statement is distracting and is less focused. It also can look messy so please only underline one word in a short statement like this.

X
DO NOT

Clinically proven to protect the skin that needs it most

Photography Guidance



Soft lighting and muted tones
Photography compositions shouldn't be overly colourful and lighting should have a diffused feeling.



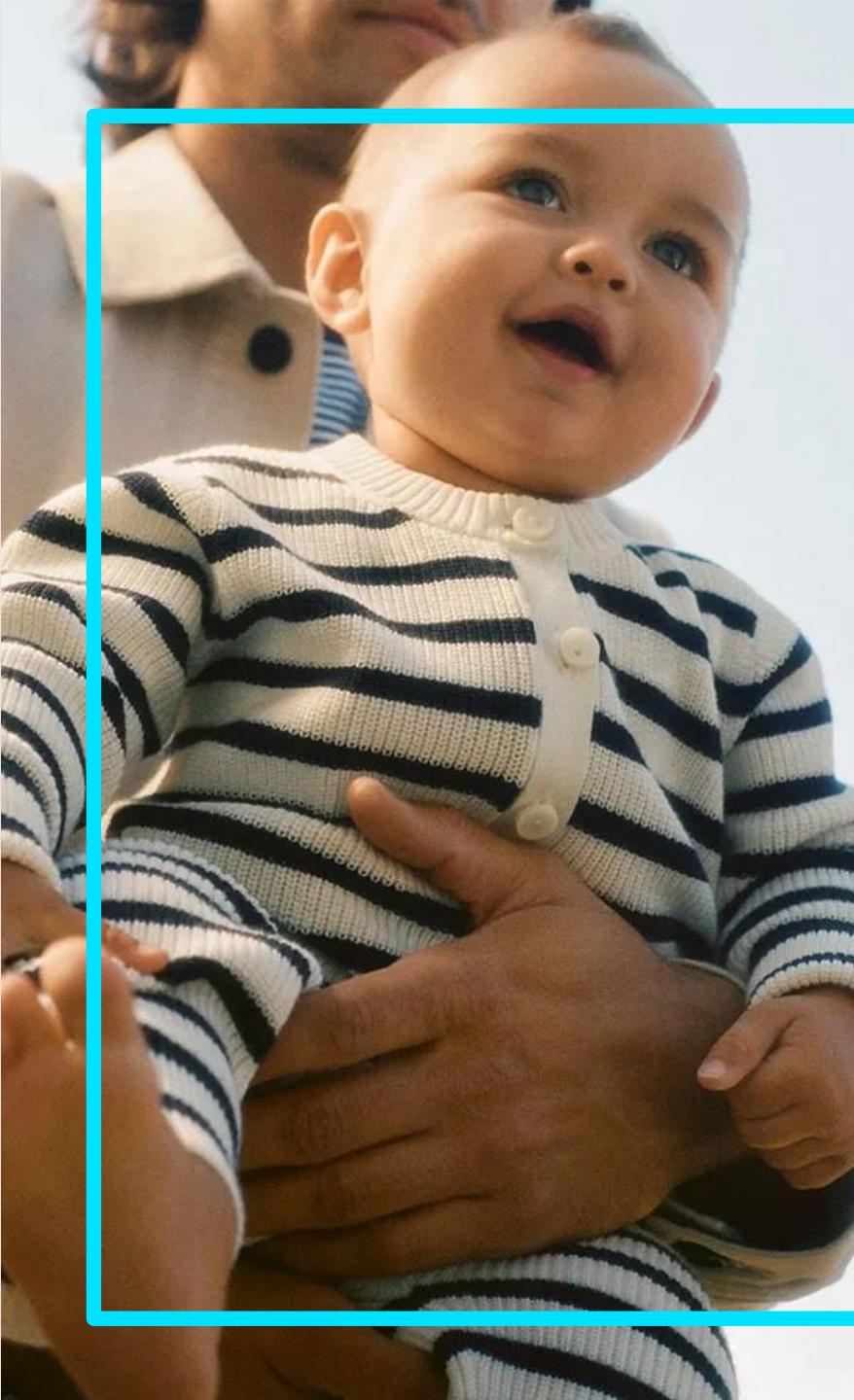
Uplifting & Positive photography
Positivity is essential but must feel authentic, natural & not forced.



Real Skin & Authenticity
Showing real skin, not overly photoshopped and true to life situation to drive realism.



Human connection
Warm human connection in all photography in real moments.



Our Tone of Voice

Born of our Brand Character, the verbal characteristics are based on our Brand Hive.

While we are skin health experts, we always bring science and humanity together in a **warm** way. We care for skin with the upmost love and respect, calming and providing emotional **reassurance** when people need it most. We're **trustworthy**, always explaining complex concepts in a relatable way. And we are **inspiring** and positive to emphasize the possibility of positive change.

Warm

means we are approachable and friendly
but never overly casual

Reassuring

means we are calm yet confident
but never overly simplified

Trustworthy

means we are knowledgeable, and solution-orientated
but never use intimidating or overly clinical jargon

Inspiring

means we are positive and motivating
but never overly cheerful or comical

Bepanthen®

Gentle yet effective skincare

That protects and restore skin from deep within

Bepanthen® baby Nappy Care Ointment
Bepanthen® baby Body Lotion
Bepanthen® baby Wash & Foam
Bepanthen® baby & kids cream
Bepanthen® baby Body Lotion
Bepanthen® baby Nappy Care Ointment

Bepanthen® baby

Protecting baby's skin

Bepanthen® baby

Bepanthol

Healthy skin from inside out

Gentle yet effective skin health solutions that protect and restore skin from deep within

GLOBAL No.1

Bepanthen®

Your Skin | Our Products | About Bepanthen

baby

Protection for the skin that needs it most

Browse

Symptoms | Treatment | Prevention

Bepanthen

Bepanthen® ECZEMA Moisturizing Cream

For all-round protection.

Send message

bepanthenuki

50 posts 2,527 followers 20 following

Bepanthen UK & Ireland
Medical company
We're experts in caring for babies' little bottoms, and protecting from the causes of nappy rash

POSTS TAGGED

LOVE HEALS

Healthy skin from inside out

Gentle yet effective skin health solutions that protect and restore skin from deep within

Experience 145% moisture boost in a day

What's our skin ritual?

Bepanthen baby

Because Love Heals

Experience 145% moisture boost in a day

Bepanthen®

Why should Bepanthen be your everyday nappy ointment?

- Gentle for baby's delicate skin
- Proven to BS to protect and heal your baby's skin
- Free from parabens, preservatives, fragrances or allergens

Bepanthen baby

Bepanthen baby

Send message

Bepanthen®

Soothes & Calms Eczema-prone skin

Dry skin cannot be managed

Clinically proven to provide both immediate relief and long-lasting skin hydration

Nappy rash is unavoidable

Clinically proven gentle protection with provitamin B5 for use at every nappy change

Bepanthen baby Nappy Care Ointment

Discover the complete range of Bepanthen Eczema

Clinically proven complete solutions to repair and protect sensitive prone skin

Bepanthen®

WOUNDS

Fast healing is impossible

Bepanthen® FIRST AID Antiseptic Healing Cream

Disinfects and heals without stinging | Clinically Proven | 100g

Our Packaging

The entire brand visual world was created on the design idea of "Skin Science Simplicity" including the packaging graphical design



BEPANTHEN WOUNDS



BEPANTHEN BABY



BEPANTHEN ECZEMA



BEPANTHEN MULTIPURPOSE



BEPANTHEN DRY SKIN



For Packaging Guidelines, visit the Bepanthen HUB

What should Bepanthen's packaging look like?

Product Packaging Principles guiding structural packaging development

The below guidance is intended to **support structural packaging development for innovations** in order to protect our equity and make our products, uniquely ours



Packaging colours & textures

	Base colour	Touchpoint colour	Surface finish
Minor Wounds	White	White	Gloss
Baby & Kids	White	Blue Pantone 297	Matte 15 vdi
Eczema	White	White	Matte 15 vdi
Adult Medicated Skincare	White	Blue Pantone 297	Matte 15 vdi



What should Bepanthen's packaging look like?

Product Packaging Principles guiding structural packaging development

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The perfect tube for cosmetics

Pliable yet firm tube

Flexible enough to be able to get all the product out, yet with enough spring-back to control dispensing and suck back of excess.

Matte texture

Cues caring and more eco, provides better grip and cues fast absorption and silky finish, inviting touch (Glossy texture may be better suited to more clinical ranges where reflective semiotic is expected.)

Flip-top closures

Across all franchises, convenient one-handed use is a priority. Flip-tops are a trusted solution that provide control and convenient neat storage that supports access to the product. Loose caps are a frustration, can be lost and a swallow hazard



Rounded corners

Cues softness and shows we care. Essential for Baby, desired across all franchises

Harmonization of sizes

Identifying universal attributes across franchises that allow us to drive efficiencies without compromising the experience.

Recyclable plastic tube

Plastic is preferred across franchises for usability, reliability and less mess. Recyclable is a must-have for the business, and recycled content will be required in EU.

Tamper seal

Provides reassurance that the pack is sealed. Facilitates carton removal and important for e-commerce / direct to consumer shipment which is prone to rough handling.

What should Bepanthen's packaging look like?

Product Packaging Principles guiding structural packaging development

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The ideal bottle packaging

Our hero packaging for the bottle solutions of Bepanthen 400ml pump bottles and 200ml disc-top cap bottles

We're conscious that these packs may not suit every region. For help creating bottle pack options for your region - in case the signature bottle shapes of Bepanthen are not feasible for implementation -, **please contact:**

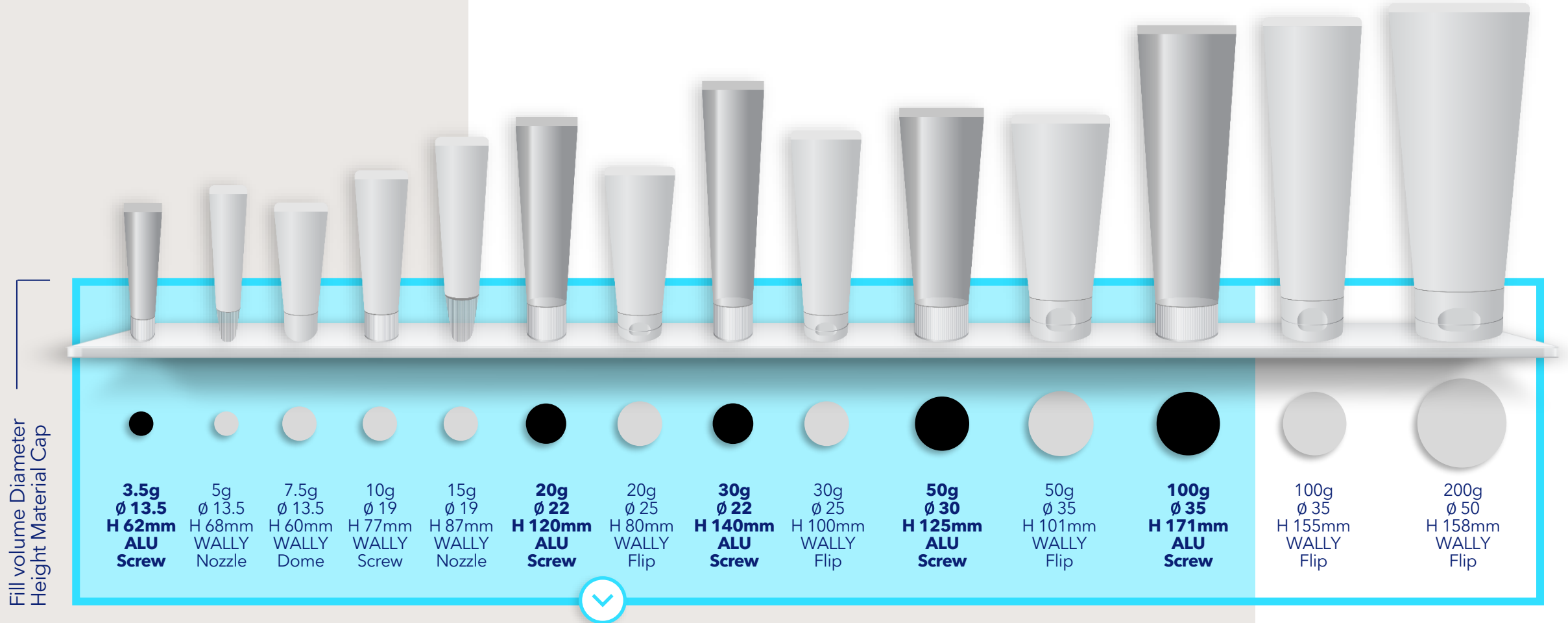
Anne Laure Wacquez - Pack Innovation

Geoff Mawtus - Structural Pack Design



Tube packaging options

Keeping our packaging options tight drives consistency and keeps costs down as we can leverage scale. **The following global tube standards are targeted for use on Bepanthen:**



Tubes below 100ml / g may use secondary cartons



Bepanthen®