

Claritin

# Brand Visual World



# Brand Visual World

## THE BRAND'S CONSISTENT DESIGN SYSTEM

A brand's visual world is a complex ecosystem... from how we design packs or online and offline comms assets, to how we uniquely express our science language, it **sets the guardrails for how the brand must show up externally.**

### WHY DOES IT MATTER?

Distinctively branded ads are **2.7x more likely to be high-performing.**

**Only 19% of content is consistently branded,** creating massive inefficiency.

Consistent design application across all touchpoints **improves marketing efficiency by up to 40%.**

Design has the **power to differentiate our brands in crowded marketplaces** with distinctive and cohesive visual expressions that appeal to and help consumers.

## How do we create a strong and cohesive visual world?

### TERRITORY & CGPs

A brand's entire visual world is based on a key **Creative Design Territory** that best captures its overall equity as captured in the Brand Hive.

That then allows us to define the **Creative Guiding Principles** that serve as north stars for the creation of any new material and creative application for the brand, so that we can rightfully express our equity and retain consistency and integrity

### GUARDRAILS

With foundations in place, we then establish clear guidance on style of **graphics, icons, photography, colors and typography** for both masterbrand and sub-brands, as per brand architecture.

We also establish how to properly **bring to life our science** in visuals and language in a simplified and consumer-friendly way.

All principles must be respected on pack, with Master Artworks Files setting the frames of **pack design** and guiding local adaptations.

BRAND  
EQUITYBRAND  
VISUAL  
WORLDBRAND  
SCIENCEBRAND  
SUSTAINABILITYBRAND  
ARCHITECTURE

# Our Brand Visual World at a Glance

**Powerful relief**  
from 200 allergens

**Claritin** 24 HOUR Relief  
Indoor & Outdoor Allergies  
30 TABLETS

BAYER

**Itchy eyes**  
Can be triggered by pollen or pet dander. Dust and smoke, lotions, makeup or contact lens solutions can also cause symptoms similar to those of eye allergies.



**#1** doctors recommended\*  
\*Among oral OTC allergy brands.

**Relief from sneezing & itchy eyes**

**Relief over 200 allergens**

**FAST relief**

Pollen count  
**7.2**

**1 pill = 24 hours**

**FAST powerful relief**

**Pet dander allergy facts**  
About 8 out of 10 of households in the US have a pet. But many people have animal allergies...

**Pollen free day?**

# Our creative foundations that define the Claritin Brand World

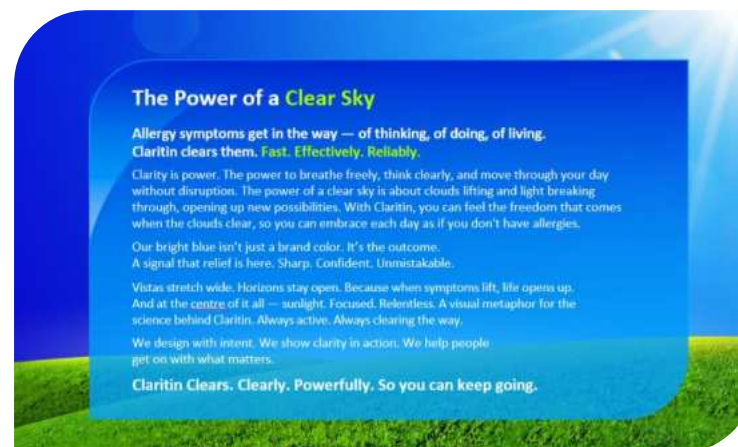
Claritin's brand visual world is built to reflect who we are: confident, boldly optimistic, and tenacious. It's a cohesive and intentional system—across packs, campaigns, and experiences—that expresses our clarity of purpose and our unwavering commitment to helping people live beyond the limits of allergies.

This is more than design. It's how we show up. These foundations – Brand Hive, Design Idea, and Design Principles—act as the clear guardrails for how Claritin presents itself at every touchpoint. They ensure our brand behaves with conviction, leads with clarity, and consistently empowers people to move forward, unrestricted.

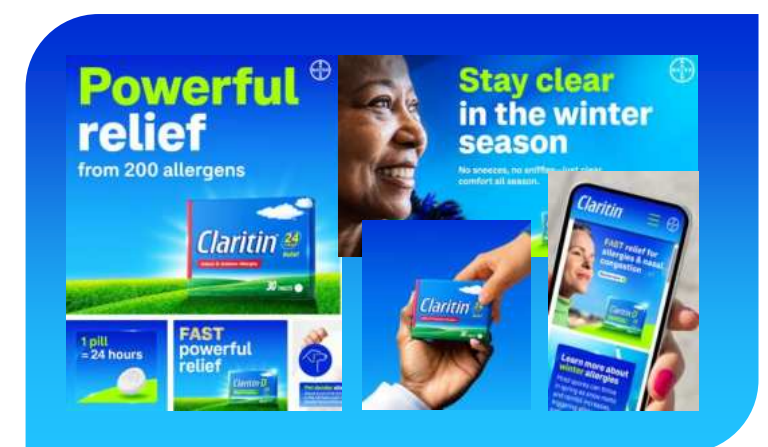
## BRAND HIVE



## DESIGN IDEA



## DESIGN PRINCIPLES



## Our Creative Design Idea

# The Power of a **Clear Sky**

Allergy symptoms get in the way – of thinking, of doing, of living. Claritin clears them.  
**Fast. Effectively. Reliably.**

Claritin is power. The power to breathe freely, think clearly, and move through your day without disruption. The power of a clear sky is about clouds lifting and light breaking through, opening up new possibilities. With Claritin, you can feel the freedom that comes when the clouds clear, so you can embrace each day as if you don't have allergies.

Our bright blue isn't just a brand color. It's the outcome. A signal that relief is here. Sharp. Confident. Unmistakable.

Vistas stretch wide. Horizons stay open. Because when symptoms lift, life opens up. And at the center of it all –sunlight. Focused. Relentless. A visual metaphor for the science behind Claritin. Always active. Always clearing the way.

We design with intent. We show clarity in action. We help people get on with what matters.

**Claritin clears. Clearly. Powerfully. So you can keep going.**

# Brand Hive & Strategic Foundation

Claritin.

## Our creative design idea

To be used together cohesively as grounding principles, along with the creative design idea, for any new material and assets created for the brand.

### Confident

Clarity is our strength. Our design speaks with precision — no fluff, no filler. We lead with control and communicate with conviction.

**Typography:** Helvetica Now in bold, confident weights. No frills. Just clean, powerful type that holds its ground.

**Layout:** Structured, spacious, direct. We use white space with intent — to focus the message and give every element room to breathe.

**Natural Vista:** Wide, open horizons that reflect certainty and mental clarity. What you see is what you get.

### Tenacious

Claritin doesn't stop — and neither does our design. We bring motion, energy, and determination to every visual choice.

**Sunlight:** Focused beams and dynamic flares show science in action. Not soft — active. Always working.

**Icons:** Straightforward and functional. They get to the point, fast — just like our relief.

**Brandmark:** Sharp contrasts, directional lines, and a sense of forward motion. Everything pushes ahead.

### Boldly Optimistic

We don't just show clarity — we show what comes next. Our design system is bright, spacious, and full of momentum.

**Color:** Claritin Blue leads with clarity and energy. Vibrant green lifts the palette with freshness and life.

**Uplift Vista:** Uplifting and expansive — always opening up, never holding back.

**Photography:** Real people, in real moments. Clear light, natural movement. Relief in action.

# Brand Hive & Strategic Foundation

## Our creative design principles

Claritin

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#### Sunlight

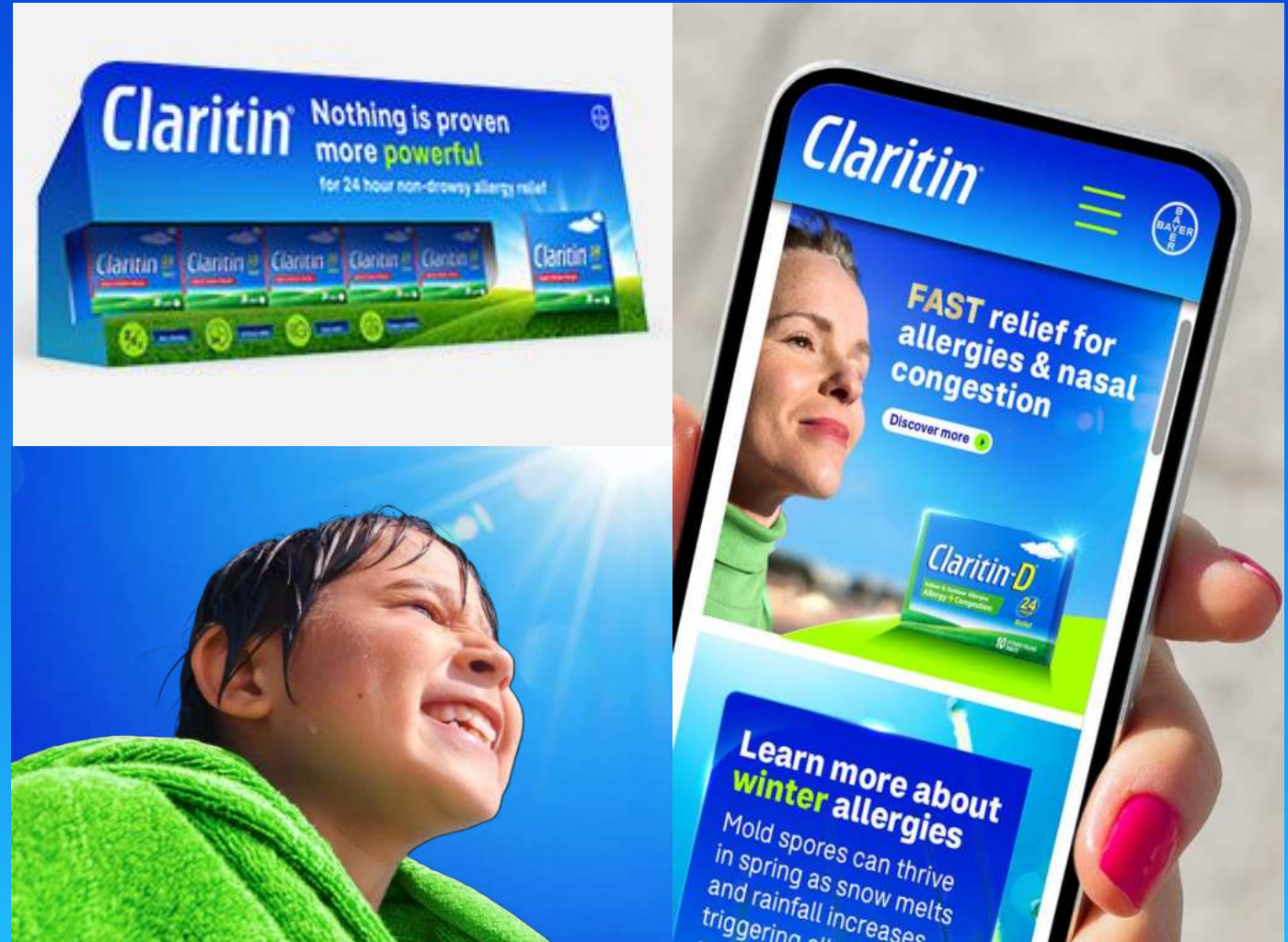
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# Brand World and Visual System

## Key Brand Assets

Claritin.

US town hall

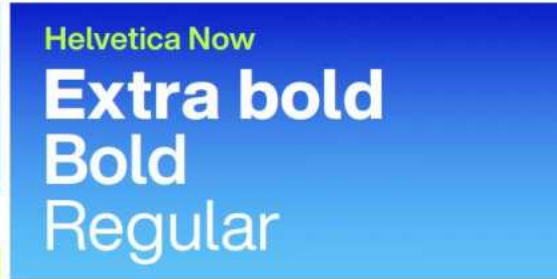
Brandmark



Color



Typeface



Clarity claim



Pack visual



Natural Vista



Uplift Vista



Sunlight language



Photography



Macro photography



Insight Window



Iconography



# Brand Assets—Brandmarks

Each brandmark reflects a specific Claritin product line. The Claritin brandmark stands for clarity and relief. It's designed for instant recognition—wherever it appears. This section explains how to use the Claritin Masterbrand and its sub-brandmarks consistently and with confidence, across every format. Always apply the full mark intact—this protects recognition and builds trust.

## Brandmarks

- Each brandmark reflects a specific Claritin product line.
- Use only the approved lockups. Never separate or rearrange the elements.
- Always apply the full mark intact—this protects recognition and builds trust.

*Claritin*

  
*Children's  
Claritin*

*Claritin-D*

## Brandmark Bug

The Bug contains the full Claritin logo inside a flexible 'Window'.

This lets it hold up across any background, cleanly and confidently.

*Claritin*<sup>®</sup>

*Claritin*<sup>®</sup>

## Taglines

Two versions. One purpose.  
Use horizontal or stacked, depending on space.  
Always use the full lockup.

*Claritin Clears*<sup>™</sup>

*Claritin  
Clears*<sup>™</sup>

# Brand Assets—Typography: Highlighting Keywords

Use bold highlights to draw focus where it matters most. Highlighting 1–2 words in a headline helps reinforce a key product benefit or attribute—quickly and clearly.

This visual device introduces Claritin's green into the design and helps lead the reader to action.

**Powerful**  
24-hour  
allergy relief

## ✔ Application rules Do

- Highlight **only one or two** words per headline.
- Choose words that express a **key product benefit** or **performance attribute** (e.g. Powerful, 24-hour, Fast, Non-drowsy).
- Use only in **headline-sized typography**.
- Apply Claritin's brand green for consistency and standout.

## ✘ Don't

- Don't highlight **more than two words**.
- Don't apply highlights to **body copy**, **subheads**, or **small type sizes**—the effect loses impact.
- Don't highlight **connector words** (e.g. and, with, for) or **non-meaningful words**.
- Don't use highlights purely for decoration—it should serve clarity and **emphasis**.

## ✘ Do not examples

Don't highlight more than two key words.



## ✘ Don't highlight non key words.



# Brand Assets—Typography: Introduction

## Primary typeface

It's a geometric sans-serif with range—available in multiple weights and italics for full flexibility. Use it to bring order, emphasis, and clarity to every message.

Our typeface makes clarity visible. It's structured, modern, and built for standout communication—across every format, from packaging to motion.

# Helvetica Now

Extra Bold

abcdefghijklmnopqrstuvwxy

Bold

abcdefghijklmnopqrstuvwxy

Medium

abcdefghijklmnopqrstuvwxy

Regular

abcdefghijklmnopqrstuvwxy

Light

abcdefghijklmnopqrstuvwxy

Extra Bold Italics

abcdefghijklmnopqrstuvwxy

Bold Italics

abcdefghijklmnopqrstuvwxy

Medium Italics

abcdefghijklmnopqrstuvwxy

Regular Italics

abcdefghijklmnopqrstuvwxy

Light Italics

abcdefghijklmnopqrstuvwxy

Our Arabic typeface brings structure and clarity to every market. Built for visibility, tone, and consistency—from packaging to digital.

## AvenirNext Arabic

Extra Bold

ابتثج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

Bold

ابتثج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

Medium

ابتثج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

Regular

ابتثج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

Light

ابتثج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي

Our Cyrillic typeface is built for clarity and performance—tailored to the same standards as our Latin.

## Neue Helvetica Paneuropean

Heavy

абвгдеёжзийклмнопрстуфхцчшщъыьэюя

Bold

абвгдеёжзийклмнопрстуфхцчшщъыьэюя

Medium

абвгдеёжзийклмнопрстуфхцчшщъыьэюя

Normal

абвгдеёжзийклмнопрстуфхцчшщъыьэюя

Light

абвгдеёжзийклмнопрстуфхцчшщъыьэюя

# Brand Assets—Color Palette

Claritin's colors are bold, modern, and grounded in nature. They take their cue from the sky, sun, and grass. Note: Use the artwork supplied.

Sky gradient 60 – 70%

Dark sky blue  
R0 G41 B211  
HEX #0029d3

- Multiplied layer
- Please use artwork

Light sky blue  
R34 G198 B255  
HEX #22c6ff

White 20-30%

R255 G255 B255  
HEX #ffffff

Brand green 10-15%

R168 G255 B0  
HEX #a8ff00

## Palette ratio

The balance matters.

Whether it's used in photos, type, icons, or layout—the ratio must be right.

At a glance, it should feel instantly Claritin. Nothing else.



## Do not examples

✗ Don't leave out or under represent the green.



✗ Don't alter the sky gradient in the landscape.



✗ Don't disrupt the color balance.



# Brand Assets—Landscape & Vistas

The Claritin Vista is our signature visual landscape. It captures clarity and freedom—and flexes across formats in two styles.

## Natural Vista

The hero brand asset for spring and summer, especially outdoors. It's used for standalone product visuals and bold messaging, without people or lifestyle.

### Use with:

- ✔ Pack visuals only
- ✔ Typography and claims
- ✘ No people



## Uplift Vista

Used year-round, across all indoor and lifestyle contexts. It supports a more personal, dynamic, and energetic storytelling style.

### Use with:

- ✔ Pack visuals
- ✔ Master and secondary (indoor/outdoor)
- ✔ Insight Window
- ✘ No sunburst behind the pack



# The Natural Vista

The iconic Natural Vista captures the beauty and simplicity of the outdoors, evoking a sense of calm, freedom, and well-being.

With soft rolling fields of vibrant green and our radiant blue sky, it symbolizes the natural, open-air life that Claritin helps make possible. This serene backdrop reinforces the brand's connection to nature, clarity, and the promise of allergy relief that lets you fully enjoy the world around you.



Master 1



Master 2



Extreme Horizontal

## Examples

The Natural Vista is used as a platform to hero our pack visuals.



# The Uplift Vista

The iconic Uplift Vista draws inspiration from the Natural Vista, reimagined to symbolize bold transformation and freedom. Its clean, striking design evolves the Natural Vista into a powerful, instantly recognizable emblem of relief and resilience. It visually represents the journey from the struggle of suffering to the liberation of living unburdened—a cue for rising above allergies and embracing life fully, freely, and without limits.



## Examples

The Uplift Vista is a versatile asset which can be used to seamlessly integrate photography with our signature green, working across indoor, outdoor and lifestyle visuals. It serves as both a pack platform and a copy holder



# Brand Assets— Natural Vista Primary Layouts

Natural Vista comes in two primary layout variants: one for pack-led stories, one for messaging-led ones. Both drive strong visual clarity—without losing the Vista's brand equity.

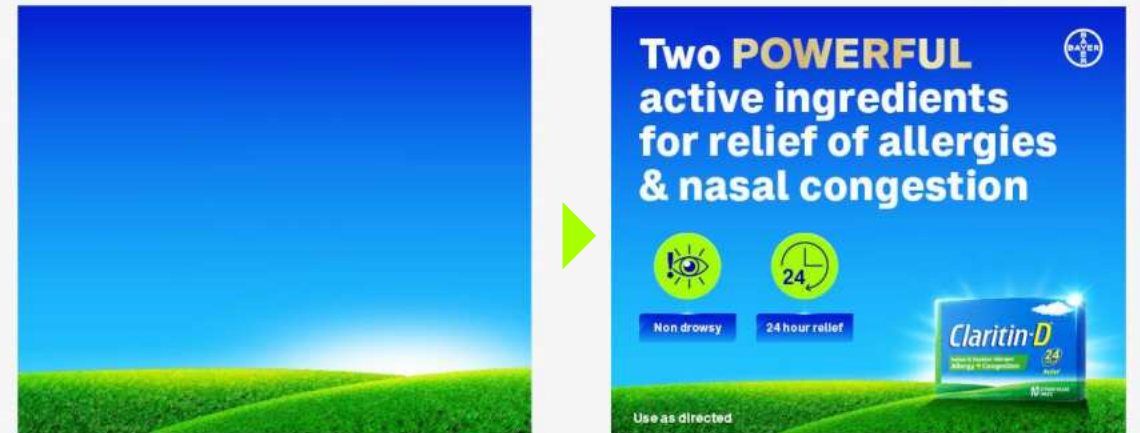
## Master 1: Pack-led communication

- ✔ Use this version when the pack is the hero.
- ✔ The Vista hills appear larger and more detailed, making the product the focal point.
- ✔ Can be cropped for flexible compositions.
- ✔ Maintains full texture and impact.



## Master 2: Message-led communication

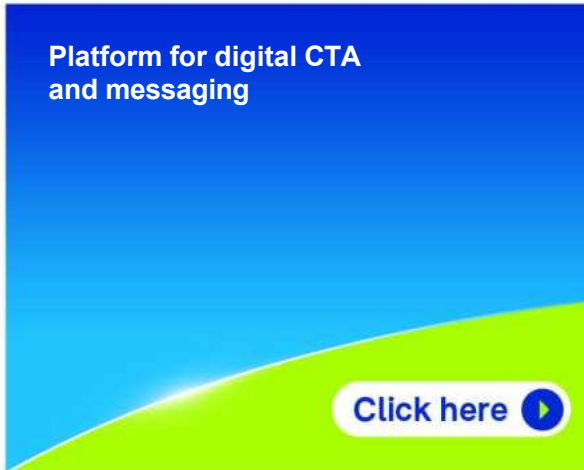
- ✔ Use when messaging comes first.
- ✔ This Vista is scaled back, with smaller hills and pack size to allow more space for copy.
- ✔ Grass texture is adjusted to stay sharp at small sizes.
- ✔ Keeps everything legible and balanced.



# Brand Assets— Uplift Vista

The Uplift Vista is the brand's dynamic alternative.

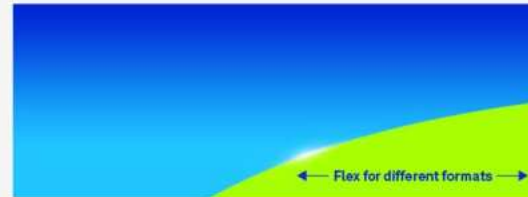
With bold curves and vibrant energy, it flexes effortlessly for modern applications—from lifestyle photography to digital formats.



## Do examples

- ✔ Use official artwork and templates to keep it consistent.
- ✔ Adjust for different layouts—lightly stretch or scale if proportions stay balanced.
- ✔ Maintain the correct blue-to-green ratio for brand recognition.

**Example:** Slightly elongate the Uplift Vista to for a larger for multiple packs.



## Do not examples

- ✘ Don't stretch or distort the curve—it breaks the color balance.



- ✘ Don't crop out the left-hand edge of the hill



- ✘ Don't restyle, re-color, or over-simplify the Vista

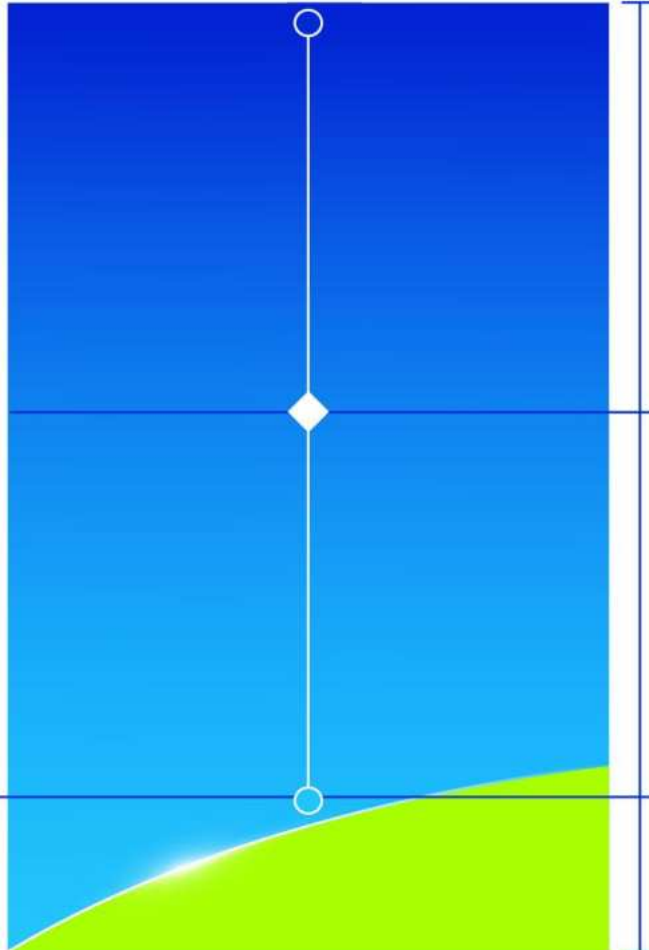


# Brand Assets—Sky Gradient & Vista Ratio

The ratio between the green Vista and the blues within the gradient sky must remain consistent across all formats.

## Percentage ratio

Follow these percentage guidelines between the green Natural, Uplift Vista and blues within the gradient sky.

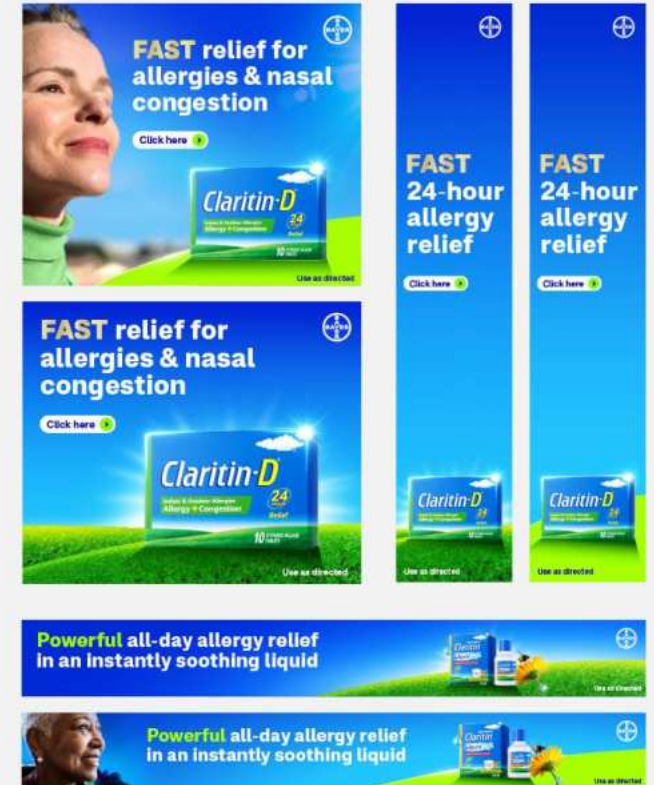


Midpoint gradient  
Slider  
50%

**Note:**  
The light blue in the  
gradient must **start at**  
**the top** of Natural or  
Uplift Vista.

Natural and  
Uplift Vista  
15-20%

## Examples



# Brand World & Visual System—Seasonal Guide

Claritin flexes with the seasons. This guide shows when and how to use the right visual tools year-round. Each element is designed to stay relevant, feel confident, and deliver clarity with energy.

✔ Use   
 ⊖ Minimal use   
 ✘ Don't use

	Spring	Summer	Fall	Winter
<b>Vista landscape</b>	Natural Vista <span style="color: green;">✔</span> Uplift Vista <span style="color: green;">✔</span>	Natural Vista <span style="color: green;">✔</span> Uplift Vista <span style="color: green;">✔</span>	Natural Vista <span style="color: orange;">⊖</span> Uplift Vista <span style="color: green;">✔</span>	Natural Vista <span style="color: orange;">⊖</span> Uplift Vista <span style="color: green;">✔</span>
<b>Light language</b>	Outdoor sunlight <span style="color: green;">✔</span> Indoor light reflection <span style="color: red;">✘</span>	Outdoor sunlight <span style="color: green;">✔</span> Indoor light reflection <span style="color: red;">✘</span>	Outdoor sunlight <span style="color: orange;">⊖</span> Indoor light reflection <span style="color: green;">✔</span>	Outdoor sunlight <span style="color: orange;">⊖</span> Indoor light reflection <span style="color: green;">✔</span>
<b>Photography</b>	Outdoor environment <span style="color: green;">✔</span> Indoor environment <span style="color: red;">✘</span>	Outdoor environment <span style="color: green;">✔</span> Indoor environment <span style="color: red;">✘</span>	Outdoor environment <span style="color: orange;">⊖</span> Indoor environment <span style="color: green;">✔</span>	Outdoor environment <span style="color: orange;">⊖</span> Indoor environment <span style="color: green;">✔</span>
<b>Allergen iconography</b>	Allergy causes <span style="color: green;">✔</span> Pollen, Tree pollen, Grass pollen	Allergy causes <span style="color: green;">✔</span> Grass pollen, Mold, Pollen	Allergy causes <span style="color: green;">✔</span> Weed pollen, Mold, Pollen	Allergy causes <span style="color: green;">✔</span> Pet dander, Dust, Dust mites, Mold, Cockroach droppings
<b>Year-round allergens iconography</b>	<span style="color: green;">✔</span> Dust, Pollution, Dust mites, Cockroach droppings			

# Secondary Assets - Overview

## Icons

The icons clearly communicate key **Product attributes, symptoms and allergens**.

The style is bold and contemporary. The clean, friendly look helps make important information easy to recognize at a glance.



Non drowsy



24 hour relief



Itchy nose or throat



Sneezing



Pollen



Mold

## Insight Window

We use the Insight Window as a flexible platform to hold information. The format is flexible and can be adapted based on the amount of content.

The Insight Window is connected to the iconography and displays the title.

Its modern style features a sleek, reflective glass effect, adding a contemporary touch.

### 24 hour relief of:

- Sneezing
- Runny Nose
- Itchy, Watery Eyes
- Itchy Throat or Nose



### Itchy eyes

Can be triggered by pollen or pet dander. Dust and smoke, infrared, makeup or contact lens solutions can also cause symptoms similar to those of eye allergies.

- ✗ The Insight Window must not be used with more than one icon.



### Allergy facts

Did you know that most allergens lorem ipsum dolor sit amet, consectetur adipiscing elit.

## Macro Vista

The **Macro Vista** is a vibrant, energetic backdrop that captures the feeling of openness, freshness, and possibility.

With its bright blue sky and lush, close up grass, it symbolizes the freedom and clarity that Claritin® provides.



Examples – The Macro Vista is used in the background



## Product Character

Each Claritin product involves added characteristics that bring the product and format to life.

Claritin-D – Added type impact with capital letters, gold foil effect and intense light 'ping' on the pack visual



Kids – Expressive typeface and children's illustrations



# Iconography—Full Suite

Clarity, consistency, and speed of recognition are key to our icon system. The full icon suite enables us to convey important product benefits, symptoms, and allergen triggers at a glance—improving on-pack navigation, digital experiences, and communication across markets.

## Product attributes



Non drowsy



12 hour relief



24 hour relief



12 / 24hr dosing



Fast relief



Easy to swallow



Indoor / outdoor



Powerful



No water needed



Free of dyes



Free of sugar



Free of alcohol



Drug free



Decongestant



Did you know



Safe to drive



Free of dyes, sugar & alcohol

## Symptoms



Watery eyes



Itchy eyes



Sneezing



Runny nose



Itchy nose



Itchy throat



Drowsy

## Allergens



Pet dander



Pet dander



Dust



Dust mites



Mold



Weed pollen



Pollen



Grass pollen



Cockroach droppings



Tree pollen




Pollution

# New VBL has Complete Suite of Icons & Endorsement Seals

## Product attributes, Symptoms, Allergens & Endorsement Seals





### Product attributes







**Itchy eyes**  
Can be triggered by pollen or pet dander. Dust and smoke, lotions, makeup or contact lens solutions can also cause symptoms similar to those of eye allergies.

 <p>Non drowsy</p>	 <p>24 hour relief</p>
 <p>12 hour relief</p>	 <p>Drug free</p>

### Symptoms

 <p>Itchy watery Eyes</p>	 <p>Runny nose</p>
 <p>Itchy throat</p>	 <p>Sneezing</p>

### Allergens

 <p>Pollen</p>	 <p>Mold</p>
 <p>Dust mites</p>	 <p>Pet dander</p>



**kid approved taste**



**#1 doctors recommended\***

\*Among oral OTC allergy brands.

➤ **Endorsement Seals build Confidence and Credibility**

# Secondary Brand Assets—Sunlight Language

Sunlight is central to the Claritin brand.  
It signals clarity, energy, and freedom from allergy symptoms.

We use light not just for look—but for meaning.  
It brings warmth, optimism, and focus to our  
communications.

Where possible, include a light element to strengthen  
this connection.



# Secondary Brand Assets—Sunlight Language: In Photography

Sunlight brings clarity to our world.

It's a key part of how we show freedom from allergy symptoms—indoors and out.

## Outdoor Sunlight

Always include a touch of light in outdoor shots. It might be direct rays that energize the scene—or a soft lens flare that adds warmth.

This light links us to nature, health, and life beyond allergies.



## Indoor Sunlight

Use light to open up indoor scenes.

It can be a sunbeam on a wall, a soft glow on a surface, or filtered daylight through a window.

These details add warmth, realism, and emotional connection.



# Photography—Principles

Sunlight brings clarity to our world.

It's a key part of how we show freedom from allergy symptoms—indoors and out.



## Claritin photography shows strength in motion.

Our images are bold, clear, and full of momentum. We capture people rising to the moment—with purpose, confidence, and clarity.

Every photo should feel like forward motion—turning allergy challenges into energy and optimism.

### Confident and authentic

- ✔ Show strong posture, open expressions, and clear direction.
- ✘ Avoid timid, unsure, or passive body language.

### Boldly Optimistic

- ✔ Use natural light, bright settings, and uplifting moments.
- ✘ Avoid flat, dull, or emotionally empty scenes.

### Tenacious with momentum

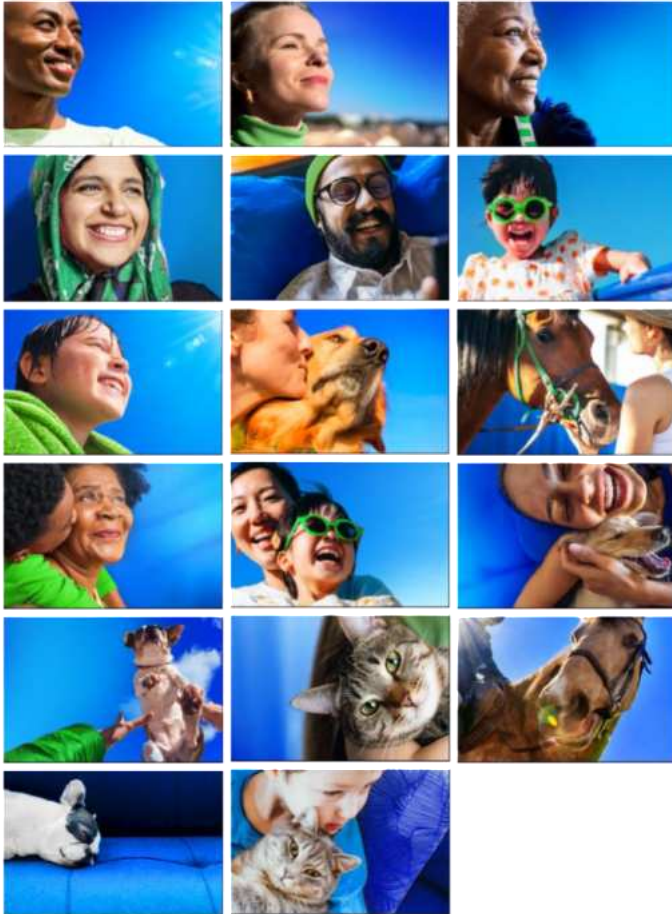
- ✔ Show motion, energy, and mid-action.
- ✘ Avoid static poses or stiff, posed framing.

# Photography Overview

## Master Brand Photography

**Focus:** People living allergy-free lives

**Style:** Strong blue gradient backgrounds with green accents; close-up shots of the subject.

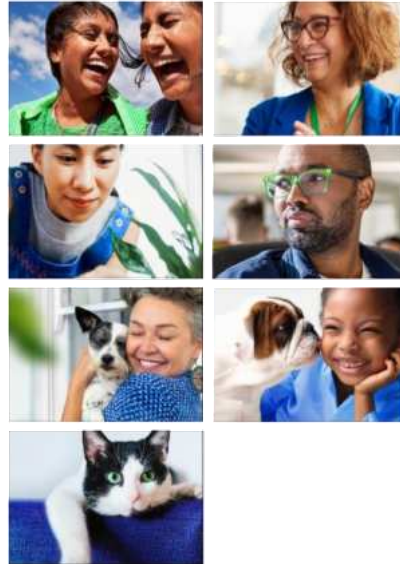


## Secondary Photography

**Secondary brand photography**

**Focus:** Allergy-free moments in flexible settings

**Style:** Calm white or natural tones (sky, trees); close-up shots of the subject.



## Outdoor Sunlight



## Indoor Sunlight



## Symptom Photography

**Symptom photography**

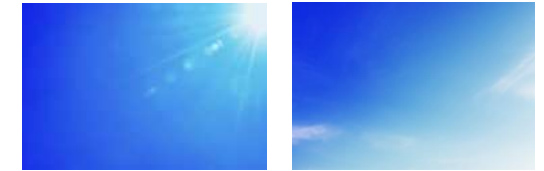
**Focus:** People with allergy symptoms

**Style:** Close-ups of symptoms with neutral or hues/tones of brand-coloured backgrounds.



## Sun and Sky

**Focus:** The bold clear open sky with strong sunrays and natural cloud formations



## Macro Allergens

**Macro Allergen photography**

**Focus:** Close up Macro photography of outdoor and indoor causes of allergens

**Style:** Detailed, macro photography consisting of the Claritin brand palette.



# Photography—Master & Secondary Photography: Seasonal Guide

Our photography flexes with the seasons—keeping Claritin’s allergy relief message fresh and relevant all year round. This guide ensures consistent seasonal storytelling by aligning imagery with allergy triggers and visual cues from nature and lifestyle moments.

## Spring

- ✓ **Outdoors:** Blue sky, soft sunlight, green grass, budding trees, blooming flowers  
**Clothing:** Light jackets, cardigans, layered outfits.  
**Accessories:** Sunglasses, light scarves  
**Props:** Picnic blankets, fresh flowers, watering cans, spring produce



Master  
Photography



Secondary  
Photography

## Summer

- ✓ **Outdoors:** Bright, direct sunlight; clear blue skies with strong sun rays; dry grass or lush greenery – beach, poolside scenes, parks with full foliage  
**Clothing:** T-shirts, tank tops, shorts, sundresses, swimsuits, lightweight fabrics  
**Accessories:** Sunglasses, wide-brimmed hats  
**Props:** Beach towels, pool toys, picnic coolers



## Fall

- ✓ **Outdoors:** Clear blue skies, warm sunlight; fallen leaves, woodland paths, pumpkin patches, harvest scenes, or misty mornings  
**Clothing:** Polo necks, chunky knits, flannel shirts, light coats  
**Accessories:** Scarves, wool hats, gloves.  
**Props:** Fallen leaves, blankets



## Winter

- ✓ **Indoors:** Light reflections on walls / surfaces, blue skies with low-angle sunlight, frosty, snow-covered landscapes, bare trees  
**Clothing:** Heavy coats, puffer jackets, woolen polo necks, thermal layers, gloves, knit hats, scarves  
**Accessories:** Wool blankets, earmuffs  
**Props:** Holiday décor, pine cones, candles, cozy throws, indoor heaters



# Photography—Symptom Photography

Symptom photography brings clarity to the allergy experience. These visuals play a key role in helping audiences instantly identify with the discomfort Claritin helps relieve — building empathy while setting up the promise of fast, effective relief.



### Focus

Show people visibly experiencing allergy symptoms:

- Itchy or watery eyes.
- Sneezing or a runny nose.
- Scratching or holding a sore throat.
- Subtle facial discomfort or tired expressions.

### Style

- Use tight, well-composed close-ups to emphasize the symptom.
- Keep backgrounds neutral (white, soft grey) or use brand tones (blue gradient, light green).
- Ensure lighting is soft but crisp, avoiding heavy shadows.
- Avoid clinical or overly dramatic visuals — aim for real, relatable expressions.
- Maintain sensitivity and dignity in all imagery.

# Photography—Macro Photography

Macro photography brings focus to the invisible triggers and natural textures that shape the Claritin story. These hyper-detailed shots add depth, science, and visual contrast to our brand world.



## Focus

Use macro photography to reveal the hidden world of allergens and natural elements:

- Highlight invisible triggers like pollen, dust, and spores.
- Feature close-ups of grass, flowers, or skin textures to show the source of irritation.
- Use visuals to support an allergy story rooted in nature and science.

## Style

Use sharp, detailed close-ups with clean, minimal compositions:

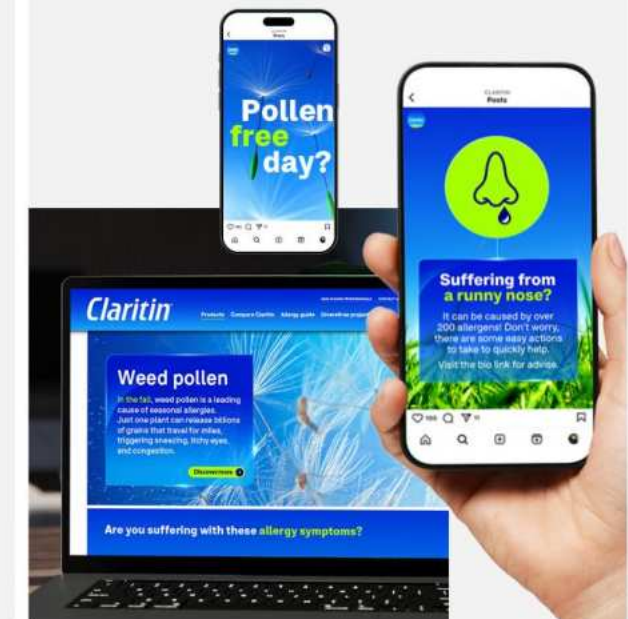
- Favor cool, calming brand tones like blue gradients and light greens.
- Avoid cluttered, clinical, or exaggerated imagery. Aim for visual calm and clarity.
- Ensure each image complements messaging without overwhelming it—macro should play a supporting visual role.
- Maintain a sense of scientific elegance and natural beauty in all imagery.

## Application rules

Macro photography is used as a **supportive visual layer**, not the focal point.

It appears **in the background**, typically behind the Insight Window, adding depth and context.

Images should **reinforce the messaging**, not distract from it—think atmosphere, not hero shot.



# Iconography—Endorsements & Claims

Endorsements and claims strengthen trust in Claritin.

They help communicate credibility, reassurance, and real-world proof of product benefit. Used consistently, they create standout and build consumer confidence.



## Principles

### ✔ Use with purpose

- Only use endorsements when relevant to the audience or product.
- Limit usage to high-impact, benefit-led claims.
- Avoid overuse to maintain impact.

### ✔ Ensure contrast and clarity

- Always meet AA accessibility standards.
- Use white or green type on darker backgrounds.
- On light backgrounds, use darker badge versions to maintain contrast.

### ✔ Maintain brand consistency

- Never redraw or recreate endorsement icons.
- Always use approved lockups and assets.
- Scale appropriately — they should support, not dominate.
- Leave clear space around the badge.

### ✔ Keep legal lines visible

Claims must include all supplied asterisks and disclaimers.

# Insight Window—Introduction

The Insight Window is our framing device. It holds key brand elements—bringing structure, focus, and a distinctly Claritin look. Use it to present messaging, imagery, and information with clarity and consistency.

Messaging

Relief over  
**200**  
allergens

Uplift Vista with products



Iconography titles and information



Runny nose



Suffering from  
a runny nose?

It can be caused by over 200 allergens! Don't worry, there are some easy actions to take to quickly help. Visit the bio link for advise.

Examples



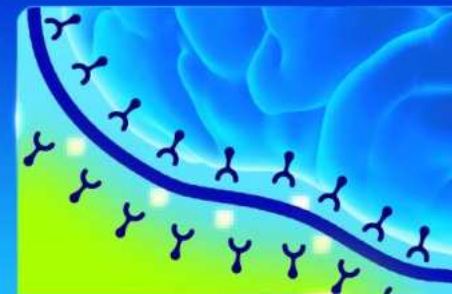
Macro Vista background



Photography



Science and infographics



# Pack Visuals—Positioning

Presenting Claritin packs clearly and consistently is key to reinforcing brand recognition. Whether using a single pack or multiple SKUs, thoughtful alignment ensures the scene feels intentional, polished, and visually harmonious.

## Natural Vista

### Hill alignment

- Use the signature two-hill formation as your visual guide.
- Align the bottom edge of the product pack with the corresponding hill behind it.
- This connection visually anchors the pack, creating natural harmony with the landscape.



### Multiple packs

- Stack packs vertically in a row.
- Use the far-left pack to guide overall positioning.
- Always align this pack's lower left corner with the front hill for consistency.

## Uplift Vista

Whether one pack or multiple, all products must sit comfortably within the uplifted hillscape.



## Multi packs

- **Baseline Alignment:** Align all packs along a single, consistent horizontal base.
- **Even Spacing:** Maintain equal distance between packs. Avoid overlap, irregular gaps, or misaligned arrangements.
- **Universal application:** These rules apply across all Vista formats — Natural and Uplift — to maintain clarity and brand cohesion.



## Do not

- ✗ Do not misalign packs with the landscape hills.



- ✗ Do not stretch, distort, crowd or break consistency in spacing product visuals.



- ✗ Do not miss place the packs on the Uplift Vista.



# Messaging & Pack Hierarchy—Introduction

Effective communication depends on clarity and structure. Our layouts balance brand messaging with product visibility, ensuring each piece works harder to drive impact while staying true to the Claritin visual identity.

## Product-led

Hero the product. Use when the Claritin pack is the primary focus. The message supports the visual, sitting secondary to the product.

### Usage includes:

- Hero product launches
- Shoppable formats
- Amazon tiles and PDPs



## Message-led

Hero the benefit.

Use when the claim, message, or action is the focus—supported by a product pack that adds credibility and clarity.

### Usage includes:

- Awareness or campaign messaging
- Claims-based formats
- Paid media or digital ads











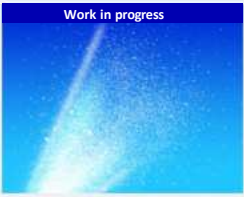











## Do not examples

- ✗ Do not crowd the layout – leave space for the message and product to breathe.
- ✗ Do not reverse the hierarchy – avoid making the product dominant in message-led executions.
- ✗ Do not distort the background – keep the landscape undistorted and properly aligned.



# Portfolio Flexing—Overview

Claritin's portfolio spans a range of need states—from everyday allergy relief to high-performance and non-medicated options. Each product segment has a distinct yet cohesive visual identity that flexes across three key layers: pack interaction, insight window, and typography.

<p>Key visual pack interaction</p>	<p>Core Tablets</p>  <p>Redi-Tabs</p> <p>Work in progress</p>  <p>Liqui-Gel</p>  <p>Liquid Cooling Honey Flavour</p> 	<p>Children's</p> 	<p>Claritin-D</p> 	<p>TBC</p> 	<p>ClariCare</p> 		
<p>Typography</p>	<p><b>Powerful allergy relief in a soothing liquid</b></p>				<p><b>#1 Pediatrician recommended</b></p>	<p><b>FAST RELIEF</b> for allergies &amp; nasal congestion</p>	<p><b>Drug free. Allergy free.</b></p>
<p>Key visual</p>		<p>Work in progress</p> 					
<p>Key visual Insight Window interaction</p>		<p>Work in progress</p> 					

# Claritin®

## Design Pillar Strategy

Supports mega brand vision which includes stretching into adjacent segments across the full consumer journey. From treatment into allergy management.

### Pillar Strategy – Color Introduction

Products: Core mild to moderate allergy relief	Products: moderate to severe allergy relief	Products: Core mild to moderate allergy relief
		
<b>Pillar led comms:</b> Brand green and white	<b>Pillar led comms:</b> Gold and white	<b>Pillar led comms:</b> Light blue and white
		
<b>Product led comms:</b> Brand green and white	<b>Product led comms:</b> Gold and white	<b>Pillar comm:</b> Light blue and white
		
Core Kids Honey	Claritin-D ClariNex TBC	Nasal spray TBC Allergen Blocker TBC

### Pillar Strategy – Color Examples

Core brand		
Brand-led communication uses gradient blue, green, and white to unify multiple products across different pillars.		
		
Pillar: Core mild to moderate allergy relief	Pillar: Severe allergy relief	Pillar: Non-medicated relief
<b>Pillar led communication</b> Maintains a consistent colour approach for multiple products within the same pillar – Brand Green.	<b>Pillar led communication</b> Maintains a consistent colour approach for multiple products within the same pillar – Silver gradient.	<b>Pillar led communication</b> Maintains a consistent colour approach for multiple products within the same pillar – Light blue.
		
<b>Product led communication</b> applies specific colour and character elements to differentiate individual products.	<b>Claritin-D led comms</b> applies specific colour and character elements to differentiate individual products.	<b>ClariNex led comms</b> applies specific colour and character elements to differentiate individual products.
		

# Portfolio Flexing—Core Range Guidance

## Brand Elements



### Key elements: Landscape and pack arrangement

- Natural and Uplift Vista (used across all touchpoints).
- Side view and front view pack visuals (note: Front view is only for Extreme formats).

## Pillar Elements



### Typography: Helvetica Now

- Headline weight: Extra bold
- Key word colour: Brand green
- Subheadings: Bold
- Body Copy: Regular

## Product Elements

Core Tablets



### Key Visual: Light reflection

This is the baseline. Used across the core brand language.

Redi-Tabs

Work in progress



Work in progress



### Key Visual: Dissolve burst

A particle trail highlights the dissolving benefit—reinforcing ease of use, without overpowering the layout.

Liqui-Gel



### Key Visual: Water splash

The splash interaction brings energy and fluid motion—highlighting fast absorption and a more advanced format.

Liquid Cooling Honey Flavour



### Key Visual: Flower + droplet + bee

A softer, nature-inspired cue suggests gentle relief, often suited to younger users. Adds approachability while staying in the Claritin world.

# Portfolio Flexing—Kid's Range Guidance

## Brand Elements



### Key elements: Landscape and pack arrangement

- Natural and Uplift Vista (used across all touchpoints).
- Side view and front view pack visuals (note: Front view is only for Extreme formats).

## Pillar Elements

**#1 Pediatrician recommended**  
24-hour, non-drowsy allergy relief

### Typography: OC Format Collage D3

Playful, rounded, and expressive —creates instant visual distinction and childlike energy.

- Key word colour: Brand green
- Subheadings: OC Format Collage D3
- Body Copy: F37 Bolton Regular



### Doodle illustrations

Mimic children's drawings—convey imagination and emotional warmth.



### Children photography

Happy, smiling children. Conveys health, vitality, and emotional resonance with caregivers. Children above the age of 3.

# Portfolio Flexing—Kid's Range: Doodle Illustration

The Kids doodle assets are a playful set of illustrations designed to bring energy and personality to the visual language.

## Max doodle arrangement

### When to use:

- The product pack is large.
- There's space around the pack.

### How to use:

- **Layout balance:** Ensure an even visual distribution around the pack.
- **Clarity:** Doodles should not overlap the pack.
- **Quantity:** No more than 7 doodles.
- **Scale:** Keep the doodle sizes consistent.



## Simple doodle arrangement

### When to use:

- The product pack is small.
- Space is limited.
- There's a photo in the background. Doodles should remain non-intrusive.

### How to use:

- **Layout balance:** Place comfortably at and angle next to the pack.
- **Quantity:** No more than 3 doodles.
- **Scale:** Keep the doodle sizes consistent.



## Lift-off doodle arrangement

### When to use:

- For stacked, extreme vertical pack arrangements.

### How to use:

- Apply only to the side-view pack render.
- Place wing doodles comfortably on either side of the pack.
- Wings are the only doodles that may interact with or touch the pack render.



## Doodles beyond the pack

### When to use:

- When there is comfortable space near the copy.
- Only on the Insight Window layout.

### How to use:

- Use the Simple Doodle Arrangement — no more than 3 doodles.
- Doodles may extend beyond the Insight Window if placed thoughtfully.
- Ensure doodles enhance the layout without distracting from the copy.



## Do not examples

- ✗ Don't place doodles awkwardly or overlapping the pack.



- ✗ Don't obscure photography with doodles.



- ✗ Don't vary the scale of the doodles.



# Portfolio Flexing—Performance Range Guidance

## Brand Elements



### Key elements: Landscape and pack arrangement

- Natural and Uplift Vista (used across all touchpoints).
- Side view and front view pack visuals (note: Front view is only for Extreme formats).

## Pillar Elements

**FAST** relief  
for allergies  
& nasal congestion  
24-hour, non-drowsy allergy relief

### Typography: Helvetica Now

- Headline weight: Extra bold
- Key word colour: Gold gradient foil effect
- Subheadings: Bold
- Body Copy: Regular

**ALL CAPS** signals strength and authority, reflecting the product's bold, fast-acting, pharmacy-grade positioning.

**Gold** conveys premium performance and high efficacy, standing out from the Core range's green. Together, they make the Performance range feel more clinical and potent — clearly positioned for stronger, targeted relief.

## Product Elements

Claritin-D



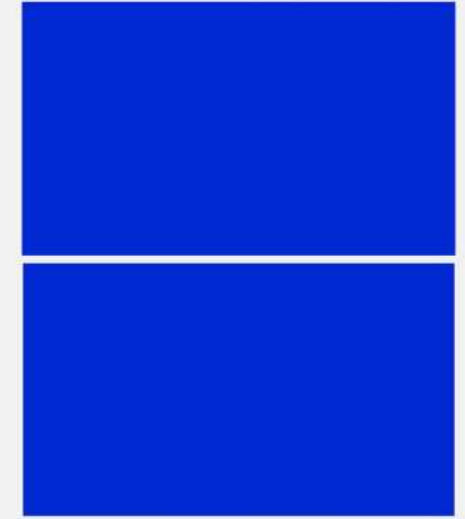
### Intense light ping

Communicates speed, power, and clinical precision.

Mimics a diagnostic or medical light — suggesting pharmacy-strength and targeted dual-action relief.

Adds drama and visual punch without disrupting the clean layout.

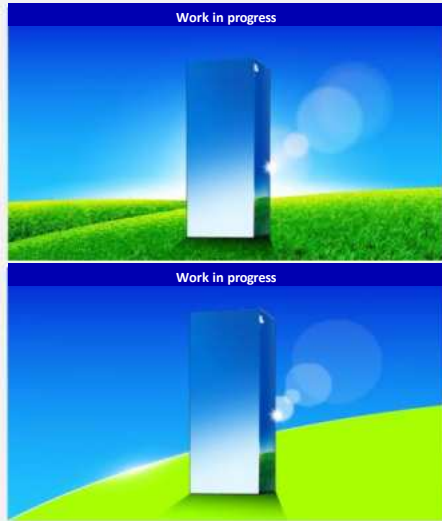
Product TBC



### Key Visual: TBC

# Portfolio Flexing—Non-medicated Range Guidance

## Brand Elements



### Key elements: Landscape and pack arrangement

- Natural and Uplift Vista (used across all touchpoints).
- Side view and front view pack visuals (note: Front view is only for Extreme formats).

## Pillar Elements



### Typography: Helvetica Now

- Headline weight: Regular
- Key word colour: ClariCare Blue
- Subheadings: Regular
- Body Copy: Regular

**Lighter font weight** delivers a sense of gentleness and minimal intervention — matching the product's drug-free formulation and appeal to wellness-oriented users.

**Light blue** highlights purity, calm, and a natural tone.

The overall effect is more soothing, modern, and clean, while still remaining within the VBL.

## Product Elements

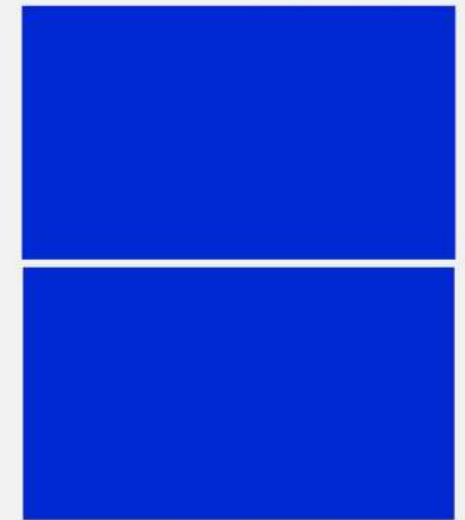
Claritin-D



### Lens Flare

**A diffused flare**, usually white or light blue, softly radiating from behind or beside the product. Adds drama and visual punch without disrupting the clean layout.

Product TBC



### Key Visual: TBC

# Campaign Asset – The Claritin 'Boom'

The Claritin 'Boom' is a bold visual expression of the power of Claritin in action. In animated form, it captures energy and momentum through a dynamic, circular motion, amplified using radiant light and a commanding 'boom' soundtrack. In static form, its impact is conveyed through light pushing allergens away and clearing grey skies—a powerful symbol of transformation.

The 'Boom' embodies the moment allergies are defeated, making way for clarity, freedom, and brighter possibilities.

There are 6 principles for this:

1. Dynamic camera movement
2. Light as Power
3. Transformation from Within
4. From Suffering to Relief
5. Claritin Blue Sky
6. Blue & Green accents



# Application Principles—Point-of-sale

Point-of-sale is where everything comes together. It's where consumers are ready to decide—and Claritin needs to show up with confidence, clarity, and consistency.



- ✓ This guidance outlines how to apply the brand world to Point-of-sale materials, ensuring every display drives attention, delivers benefit-led messaging, and reinforces product trust. From hero packs to lifestyle, from icons to typography — every element has a role.

Use these principles to maintain visual impact, build brand recognition, and convert at the moment that matters most.



CMYK printing:

Brand green  
PMS 375

Dark sky blue  
PMS 2738

# Application Principles—E-commerce: Amazon Tiles

Designed key visual components to showcase essential information about Claritin products and brand. These Amazon tiles help shoppers easily discover tailored allergy relief solutions, boosting engagement and driving sales through targeted, data-driven content on Amazon's platform.

1. Engaging product visual paired with a top level bold headline that clearly communicates Claritin's key benefit—relief.

2. Showcases key benefits with clear text and icons—like 24-hour relief, non-drowsy, and fast-acting.

3. Key figure highlighting the power of the Claritin product.

4. Lists the symptoms Claritin relieves—sneezing, runny nose, itchy eyes, and congestion.

5. Clearly showcase the product format along with its lasting time benefits.

6. Competitor comparison chart highlighting all Claritin product benefits.

7. Detailed product chart listing the active ingredient, uses, warnings, directions, and other key information.

8. Brand sign-off featuring the Claritin claim, a hand holding the pack, and a call-to-action with the website link.

Product tile



Product tile



Product tile



Brand tile



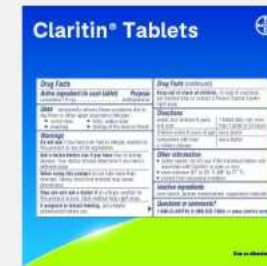
Product tile



Brand tile



Product tile



Brand tile



# Our Boom Asset—Campaign Idea: ‘From Allergies to Clarity’

The campaign shows what it feels like to break free from allergy symptoms. Each image captures a moment of transformation — from discomfort to relief — powered by light, nature, and color. Whether inside or outside, the world becomes clearer, brighter, and more joyful. It’s not just about seeing the change. It’s about feeling it.



## ✔ Light of power

Light is the driving force behind transformation. Whether it’s a glowing sunburst in the sky or daylight pouring through a window, light should feel purposeful — symbolizing clarity, energy, and effectiveness.

## ✔ From suffering to relief

Every image should reflect a shift from discomfort to wellness. This can be shown through lighting (dark to bright), tone (muted to vibrant), or environment (cluttered to clear). Allergens or visual noise may be present on one side and fade out toward the center or subject.

## ✔ Transformation from within

The subject should embody the change — through open eyes, genuine emotion, and uplifted posture. Relief is not just environmental, but emotional. This gives the image authenticity and resonance.

## ✔ Claritin blue sky

A vibrant blue should be present wherever possible — as sky, through windows, or in subtle overlays. It anchors the imagery in the Claritin world and reinforces the feeling of freedom, freshness, and mental clarity.

## ✔ Blue and green accents

Props, wardrobe, and lighting should reflect the Claritin color palette. These accents support the sense of nature, well-being, and renewal without overpowering the composition.

## Consistency is key

Whether outside in the park or relaxing indoors, every image should:

- ✔ Show a clear shift from dark to light.
- ✔ Use sunlight as a visual and symbolic catalyst.
- ✔ Keep the brand palette consistent through intentional color choices.
- ✔ Reinforce the emotional clarity and freedom from allergens.



# HCP Brand World Under Development

Exhibition stand

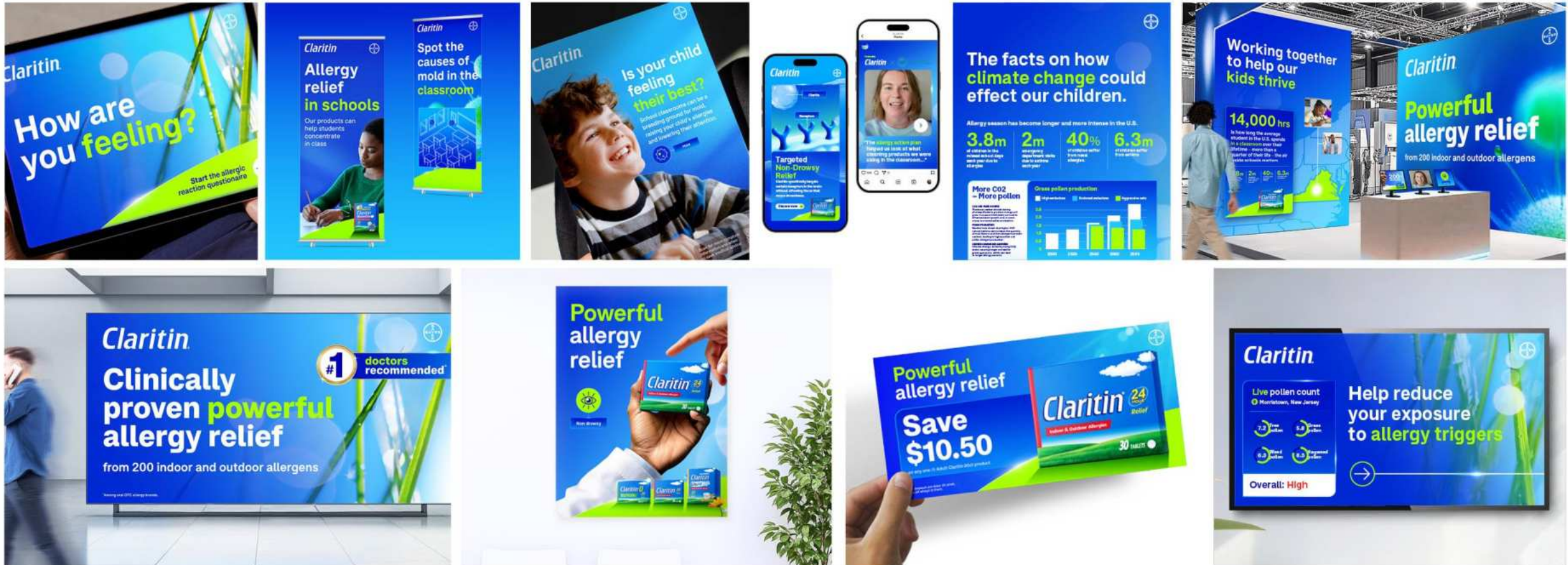


Build stronger HCP connection through education, in-office resources, conference attendance and data-driven materials to drive Claritin recommendations.

# Core Brand Assets + HCP Assets—Overview

For HCP work, we start with the core Claritin brand.

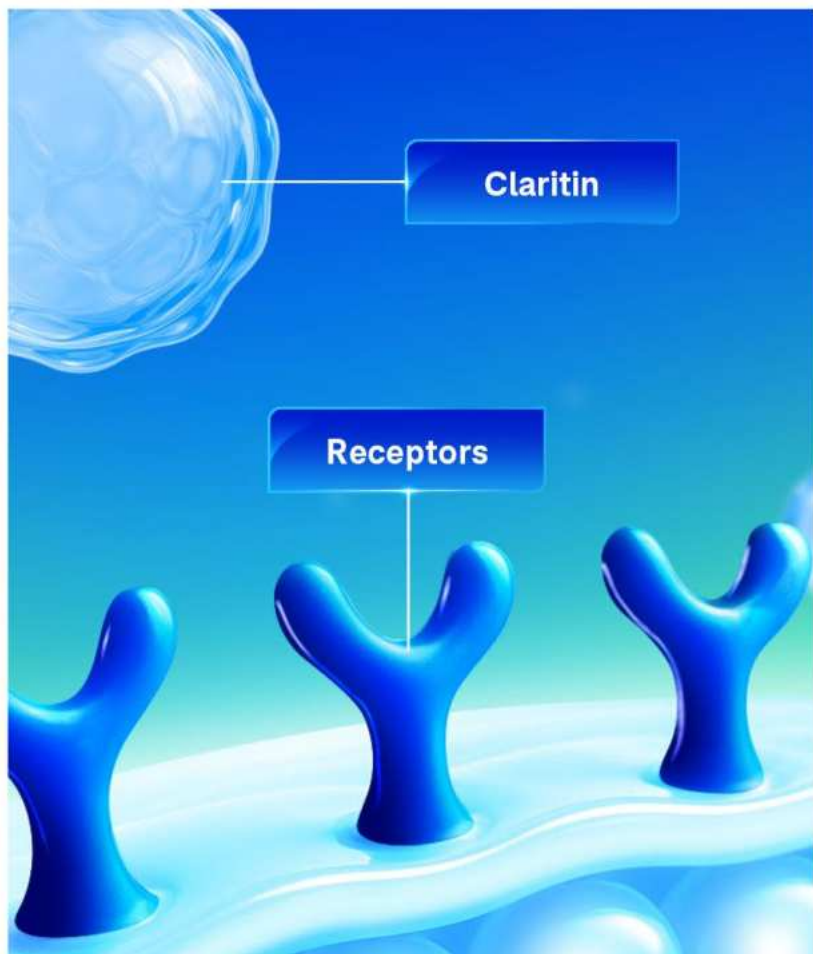
Then we add what's needed to go deeper: assets that support expert conversations and clinical detail — without losing clarity. This toolkit brings together everything needed to stay on-brand, even in highly technical spaces. Smart. Clear. Ready to use.



# Core Brand Assets + HCP Assets—Science Visualization Style

Claritin's science deserves clarity.

This style shows how the brand works — simply and confidently — with smooth textures, sharp light, and refined focus. It supports Claritin's role as a trusted expert, while staying visually distinct and easy to understand.



## Examples

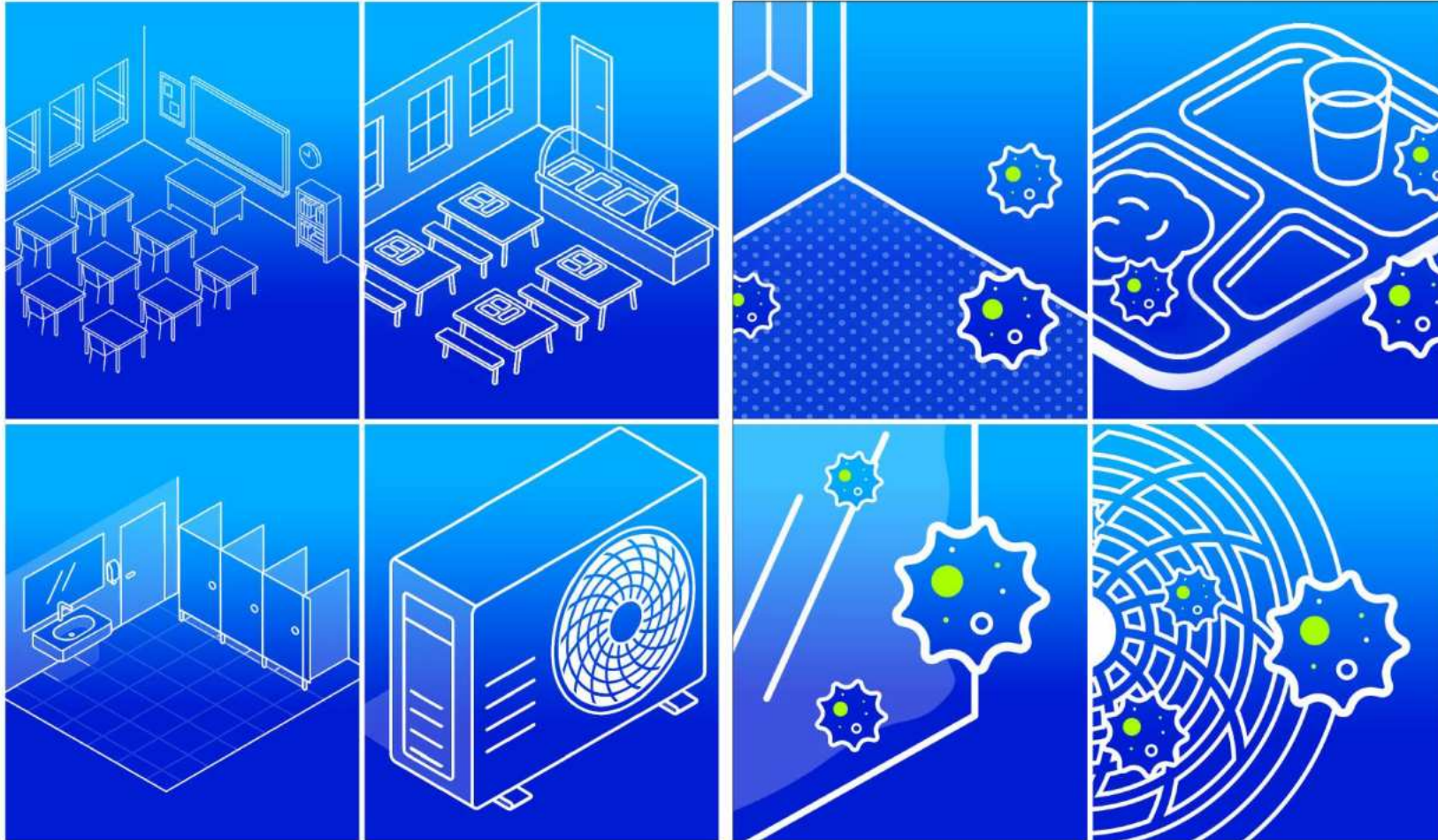
Please note: This is for simulation purposes only



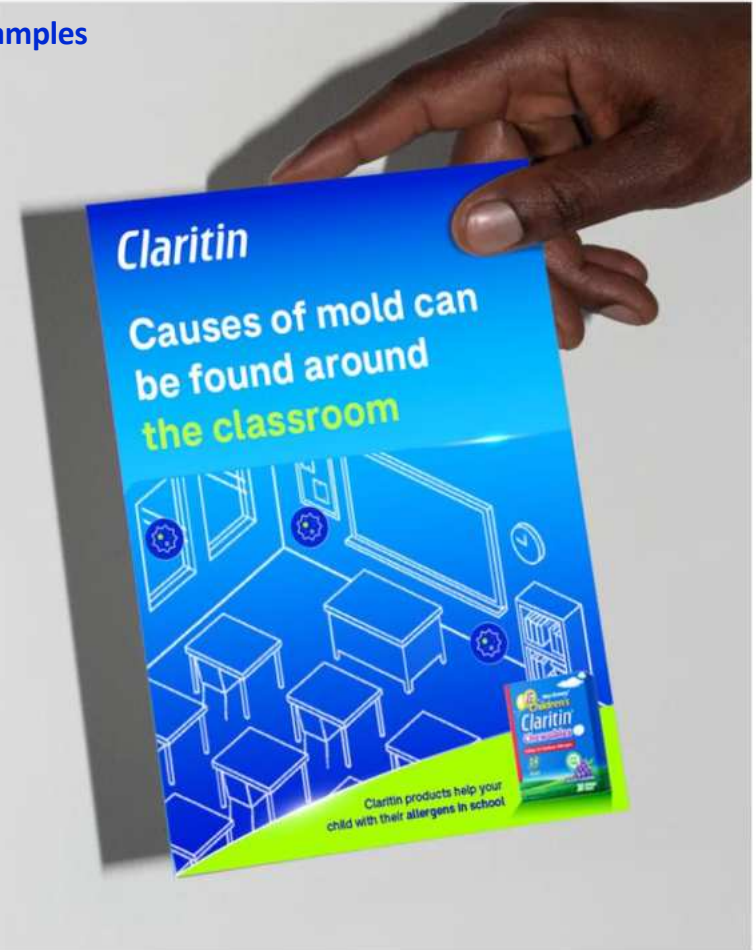
# Core Brand Assets + HCP Assets—Illustration Style

This blueprint-style illustration brings clarity to complex environments.

Designed for clear communication, it helps highlight common allergen sources — whether at school, at home, or in shared spaces.

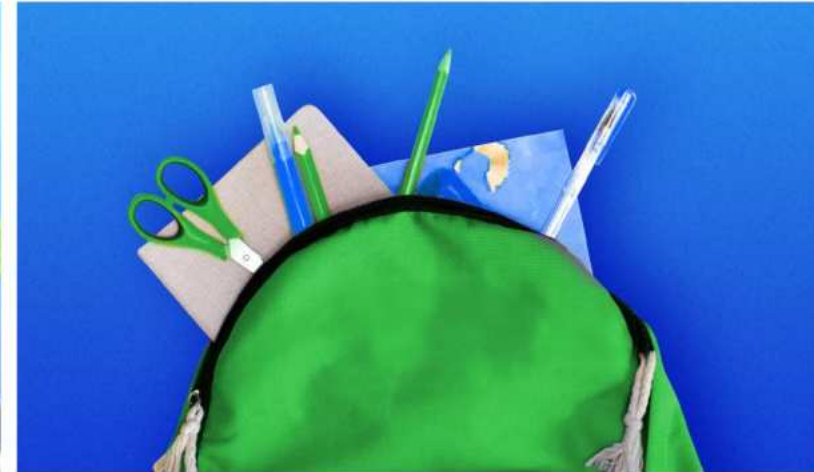


Examples



# Core Brand Assets + HCP Assets—Photography

More specified examples of photography are used to contextualise stories for HCP.  
A lead space for Claritin is pupil's dealing with allergens in schools.



## Examples



# Core Brand Assets + HCP Assets—Iconography

Building from the core VBL, additional icons have been created to aid in navigation and demonstrating allergy readings.

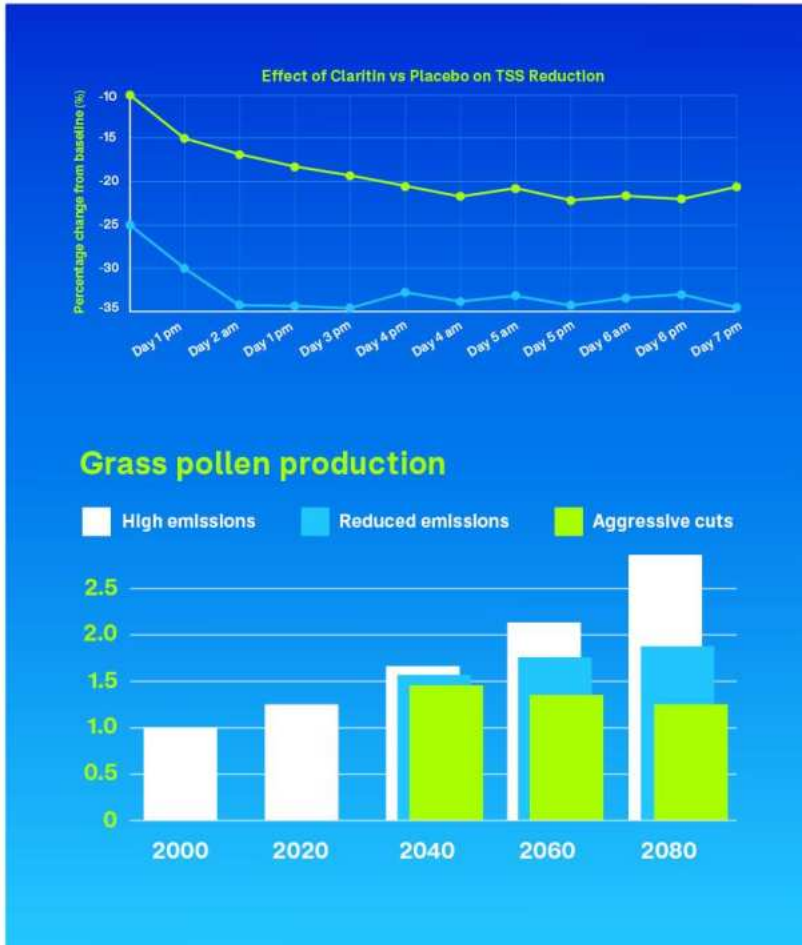


## Examples



# Core Brand Assets + HCP Assets—Representation of Data

HCPs will often require showcasing research and data via the form of graphs, iconography and charts.



## Examples

### The facts on how climate change could effect our children.

Allergy season has become longer and more intense in the U.S.

- 3.8m** of children in the missed school days each year due to allergies
- 2m** emergency department visits due to asthma each year
- 40%** of children suffer from nasal allergies.
- 6.3m** of children suffer from asthma.

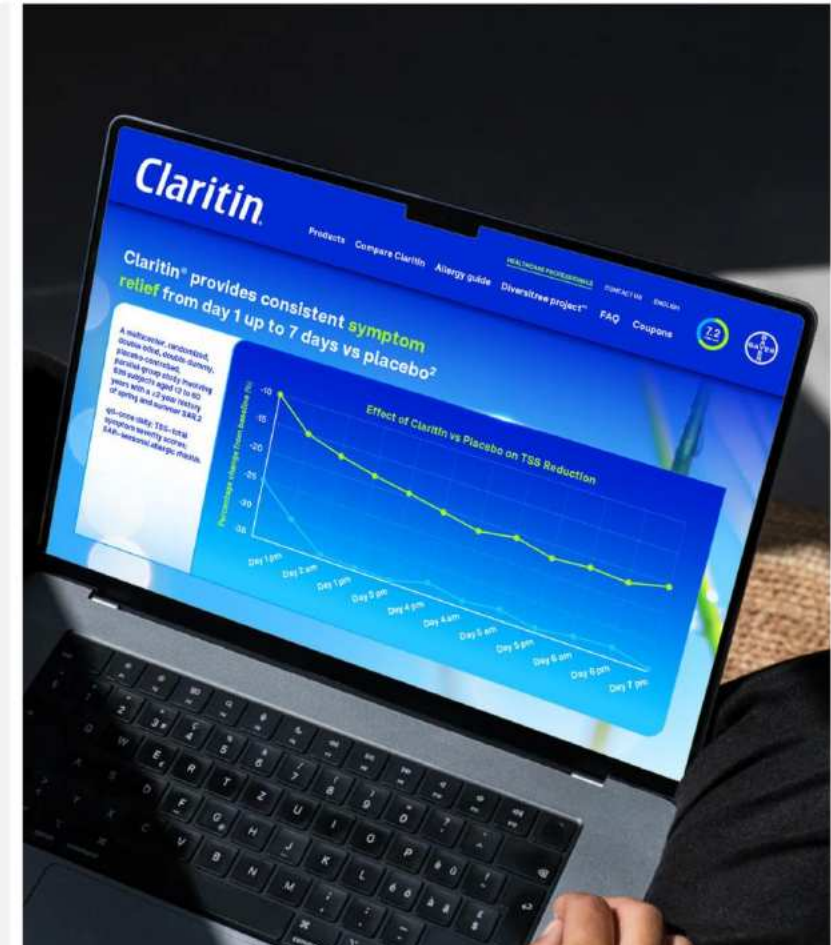
#### More CO2 = More pollen

CO2 and other greenhouse gases can affect plants during photosynthesis to produce energy and grow. Increased CO2 levels can lead to enhanced plant growth and, in some cases, increased pollen production.

Higher pollen levels mean more CO2 can be taken up by plants in a quantity of time. More CO2 can lead to higher pollen and other allergen production.

Climate Change and Allergies: Climate change is increasing CO2 in the atmosphere, leading to longer and more intense pollen seasons. Allergens can lead to longer allergy seasons.

Learn more about all smart, safe ways to relieve your child's allergy symptoms with Claritin. Visit [claritin.com](#) for more information.



# Core Brand Assets + HCP Assets—Expert Hand

Building off of our use of hand holding products, for HCP we can use our expert hand and sleeve to highlight the expert role in recommending Claritin products.



# Photography—Overview

Claritin photography works in tiers—each with a clear role.  
Use the right image style to match the platform and brand moment.

## Master brand photography

- Use to introduce the Claritin brand.
- Best for bold, high-visibility placements where first impressions matter.

## Platforms

- Website landing pages
- Web banners
- Amazon tiles
- Marketing campaigns
- OOH billboards

## Secondary brand photography

- Use after the brand is established.
- Ideal for reinforcing the world of Claritin.

## Platforms

- Social media posts
- Sub-pages on websites
- Lower-tier Amazon content

## Symptom photography

- Use to show the problem Claritin solves.
- Focuses on visible allergy symptoms.

## Platforms

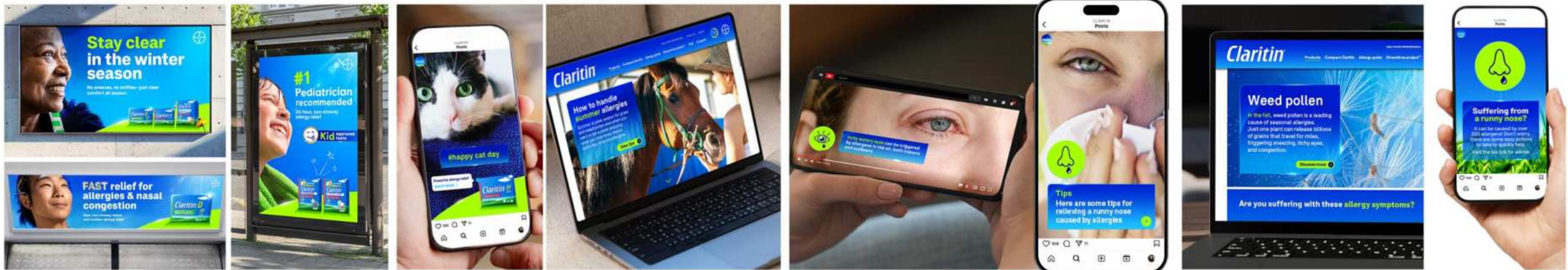
- Social media
- Educational web content
- YouTube or TikTok symptom explainers

## Macro photography

- Use to support allergy, in and outdoor and seasonal symptoms.
- Focuses on allergy causes.

## Platforms

- Social media
- Educational web content



# Photography—Master Photography

Master brand photography captures our character: Confident, boldly optimistic and tenacious. It shows people and pets at their most vibrant – clear, active and allergy free. Every image expresses the brand's visual DNA and character: boldly optimistic blue skies, natural light, fresh confidence and tenacity through a sense of momentum.



### What to look for:

- ✔ Bright, clear lighting—often with sunlight or subtle lens flares.
- ✔ Strong expressions, active posture, and candid emotion.
- ✔ Crisp, open compositions that feel free and expansive.
- ✔ Inclusion of pets, movement, or seasonal variation (outdoor + indoor).

# Photography—Secondary Photography

Secondary brand photography captures everyday allergy-free moments in relatable, natural settings. It's less bold than master photography but still bright, optimistic, and distinctly Claritin.



## Focus

- Highlight real moments of calm, connection, and comfort.
- Include people and pets in authentic settings.
- Show context—living spaces, light activity, and natural environments.

## Style

- Use neutral tones (white walls, light woods, soft greenery).
- Keep framing tight and focused on the subject.
- Ensure shots are bright and naturally lit, indoors or outdoors.
- Feature brand colors subtly—through clothing, props, or environment.
- Prioritise natural expressions and relaxed, unscripted energy.

# Brand World & Visual System—Awareness to Action

## Awareness

Broad reach, high impact



The moment consumers first meet Claritin.

- Grab attention with bold, unmistakable visuals.
- Use clear, benefit-led messaging that's easy to understand.
- Keep the tone optimistic, energetic, and allergy-free.
- Maximize visibility through high-impact media channels.

## Consideration

Selective reach, build belief



The stage where people explore their options — and Claritin earns their trust.

- Use real-world examples and product benefits to build credibility.
- Share tips, advice and insights to position Claritin as the allergy expert.
- Highlight reviews, proof points and key claims.
- Deepen engagement with purposeful, focused messaging.

## Conversion

Targeted reach, point-of-sale



The moment of choice — where decision turns to action.

- Reinforce trust with science-backed benefits and endorsements.
- Spotlight key reasons to buy: 'fast relief', 'doctor recommended', 'kid-approved'.
- Keep the message simple, confident, and clear.
- Lead with strong CTAs and drive visibility in-store and online.

# Our Packaging – Portfolio from Leading Market USA



Multi-Symptom Relief

Multi-Symptom Plus Relief



Multi-Symptom Relief

Multi-Symptom Plus Relief

# Our Packaging – Portfolio from Leading Market

## China, Middle East, Canada, Australia

### Canada



Multi-Symptom Relief

Multi-Symptom Plus Relief

Target Relief

### Australia



Multi-Symptom Relief

Multi-Symptom Plus Relief

Target Relief

# Our Packaging – Portfolio from Leading Market

China, Middle East, Canada, Australia

## China



Multi-Symptom Relief



Multi-Symptom Plus Relief

## Middle East



Multi-Symptom Relief



Multi-Symptom Plus Relief



Target Relief

# Our Current Primary Packaging Line up

## High-Level Overview



Tablets  
Bottle



Core Tablets  
Blister



Claritin-D  
Blister



Liqui-Gel  
Blister



Redi-Tabs  
Blister



Childrens Chewables  
Blister

### Tablets



Children's



Adults



Kids  
Saline 20ml



Adults  
Saline 100ml



Adults  
Decongestant 15ml

### Liquids

### Nasal Sprays

# Our Current Primary Packaging Line up

## Bottles



Tablets



1oz  
30ml



2oz  
60ml



2.7oz  
80ml



4oz  
120ml



6oz  
180ml



8oz  
240ml



8oz Honeypot  
240ml

Liquids

# New Bottle Packaging Vision

From



2028+

To



Tablets

Liquids

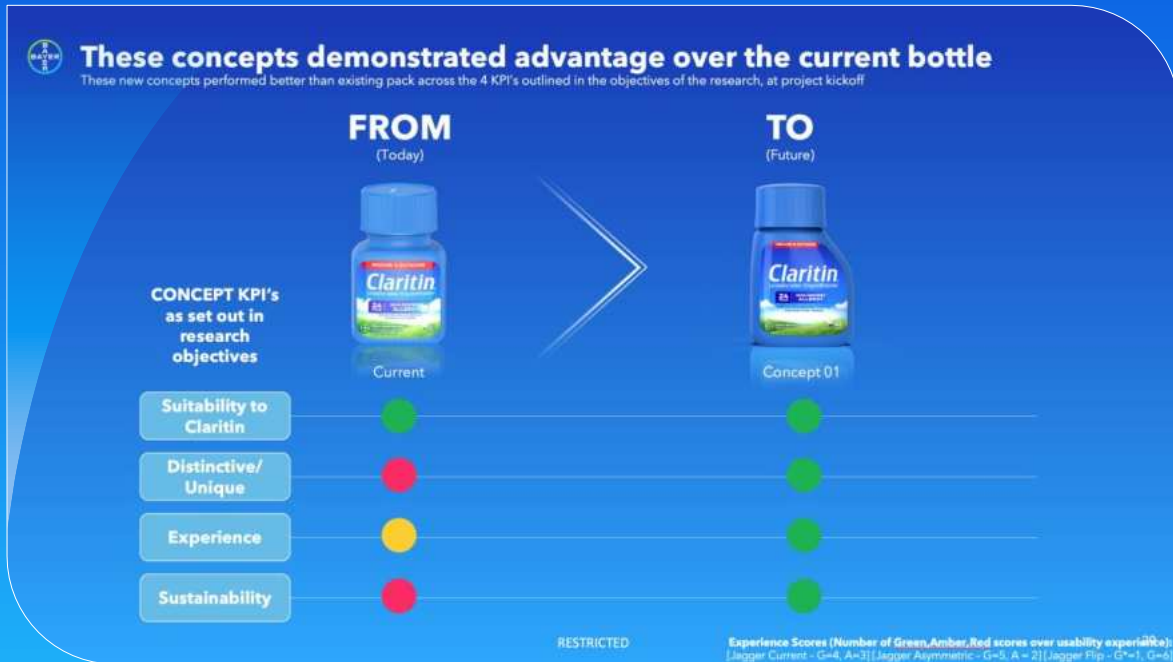
- **UNIQUE, DISTINCTIVE & CONSISTENT** Claritin structural design
- Enhanced & inclusive **PRODUCT EXPERIENCE**
- **HARMONISED PORTFOLIO**
- **COST SAVING**
- **100% RECYCLE READY** & compliant to BCH sustainability goals

\* New design awaiting confirmation following further research planned for mid year

# New Bottle Packaging Vision

## Consumer research overview for new designs

### Tablet Bottles



### Liquid Bottles



\* New design awaiting confirmation following further research planned for mid year

# New 3D VBL

Our new innovative 3D VBL principles are designed to ensure that our products are immediately & distinctively recognizable, both by sight & touch, making them unmistakably ours in the future. These principles provide clear guidance for the visual & experiential representation of our brand, which embodies the values of **CONFIDENT, BOLDLY OPTIMISTIC, & TENACIOUS.**

## Confident & purposefully asymmetric form

Our bold, modern, distinctive & purposefully asymmetric design uniquely merges functionality with an exceptional user experience, offering enhanced & more controlled dispensing. This design fosters trust & conveys authority & power, setting a new standard in allergy product excellence.

## Minimalist design for reliable & trustworthy impact

A clear, minimalist aesthetic complements the bold form, embodying reliability, stability & trust. This straightforward design effectively communicates the brand's message, free from distractions, allowing core values to shine.

## Controlled organic form enhances accuracy & approachability

A controlled organic form conveys accuracy & control with approachability and optimism, inviting interaction.



## Thoughtful details foster trust & encourage loyalty

Every detail considered, building up to create a remarkable experience, reinforcing trust & expertise whilst encouraging repurchase & re-use.

## Distinctive expression through our signature color & material finish

Harnessing the power of our distinctive brand blue, we convey authority & presence in a balanced manner. The strategic use of matte & gloss finishes adds depth & enhances grip, highlighting key features while grounding others, creating a harmonious & impactful design with a premium, sophisticated look & feel.

## Thoughtfully chosen materials for sustainable packaging

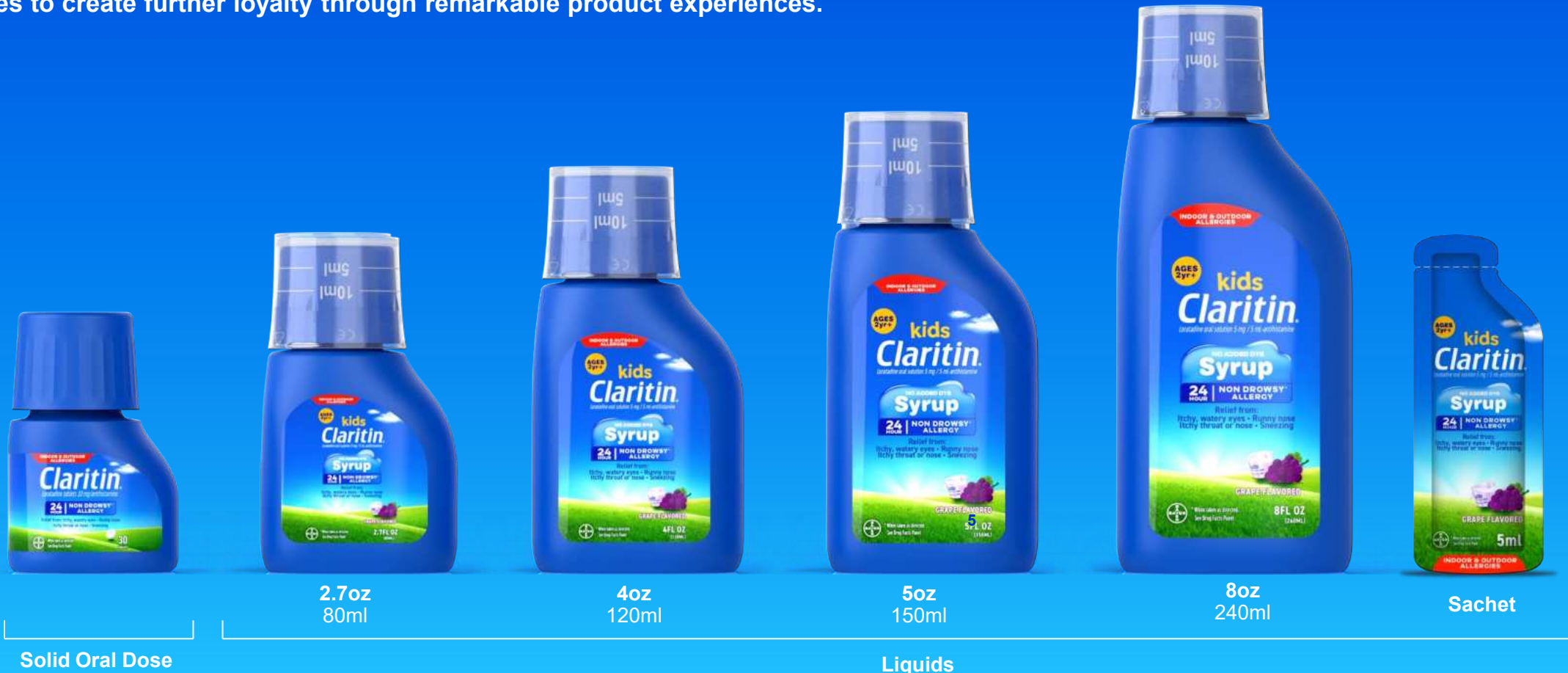
Our new packaging, crafted from thoughtfully chosen materials, is designed to be recycle-ready, ensuring we contribute positively to the planet's well-being, as well as our consumers.

\* New design awaiting confirmation following further research planned for mid year

# New 3D VBL

Our new 3D visual brand language confidently communicates our brand values & personality. It has been seamlessly integrated into our new primary packaging range to create a distinctive family of products with a consistent brand design, helping to build valuable assets & emotional connection with our consumers.

As we move forward, this unified aesthetic fosters instant brand identification & hopes to create further loyalty through remarkable product experiences.



\*\* Nasal sprays to be considered in the future

# New 3D VBL – Experience Design

Our new 3D VBL focuses on functional performance to create a unique consumer experience. Every touchpoint is thoughtfully designed to build brand trust, demonstrate expertise, and encourage repeat use and loyalty.

## Liquid Bottle

### Reassuring haptic on/off cup 'click'

Provides dosing cup attachment reassurance & additional fixing security

### Minimal yet functional grip

Subtle but elegantly considered grip detailing

### Intuitive, more premium quality push & twist CRC

Enhanced tactile & auditory feel. No loose fit cueing premium, quality & trust

### Clear & intuitive CRC Instruction

More intuitive, inclusive & language / region agnostic CRC instruction

### Better grip & pour control perception

Through 'hump' providing finger rest, cueing grip & control

### Inviting, secure & ergonomic grip

with a form that naturally & comfortably fits your hand

### End-of-Life Recycle-ready

For when the product has been used. This will need to be really brought through comms & graphics. Carefully considered slim and wide form also helps with recycling recapture vs. cylinder bottle



"CLICK"



### More accurate, smooth, controlled pour

Through functionally asymmetric design

### Optimized tamper evidence

More obvious through color contrast, cueing trust & product / brand confidence



### Better / easier pour perception

Through straight side shape

### Slim & wide proportions

Slimmer depth helps with storage, portability & grip, whilst wider front allows for larger billboard.



# New 3D VBL – Experience Design

Our new 3D VBL focuses on functional performance to create a unique consumer experience. Every touchpoint is thoughtfully designed to build brand trust, demonstrate expertise, and encourage repeat use and loyalty.

## Solid Oral Dose Bottle

### Distinctive & recognizable

by sight and touch, across whole family range



### Inviting, secure & ergonomic grip

with a form that naturally & comfortably fits your hand



### Slim & wide proportions

Slimmer depth helps with storage, portability & grip, whilst wider front allows for larger billboard.

### Clear & intuitive CRC Instruction

More intuitive, inclusive & language / region agnostic CRC instruction



### Intuitive, more premium quality push & twist CRC

Enhanced tactile & auditory feel. No loose fit cueing premium, quality & trust

### Optimized tamper evidence

More obvious through color contrast, cueing trust & product / brand confidence



### Replacing dreaded foil seal

No more tools required. One less material & component



### Removing wasteful cotton wool

No more tools required. One less material & component

### Better grip & pour control perception

Through 'hump' providing finger rest / tap area, cueing grip & control



### Better / easier pour perception

Through straight side shape

### Inviting, secure & ergonomic grip

with a form that naturally & comfortably fits your hand

### End-of-Life Recycle-ready

For when the product has been used. This will need to be really brought through comms & graphics. Carefully considered slim and wide form also helps with recycling recapture vs. cylinder bottle



# Our CMF – New Primary Packaging

Our new 3D VBL and primary packaging solutions have defined Color, Material & Finish (CMF) principles & guidelines to ensure the best, most consistent expression of our brand, helping to build valuable assets & emotional connection with our consumers.

## Core



### Foundation Blue

Base color

**Blue  
Pantone 2935C**

Surface finish

**Matte finish  
VDI 27  
(to be confirmed)**

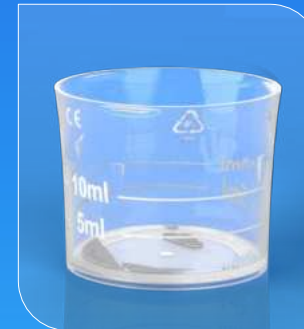


CR instruction

**Blue  
Pantone 2935C**

Surface finish

**High gloss**



Clear dosing cup

**Clear  
Polypropylene**

Surface finish

**High gloss**



Dosing cup detail

**Clear  
Polypropylene**

Surface finish

**Matte finish  
VDI 27  
(to be confirmed)**