

Redoxon®

02

Brand World



Radiating Protection

When we feel our best, we live our best lives. The real key to unlocking that feeling? Our health. Redoxon radiates protection everyday, enriching and supporting you from the inside out.

Embodied by our hexagon and layered guard pattern, these symbolise the protection we form each and every day. Providing uncompromising protection, wrapping around you through every part of your day. A consistent, reliable presence to keep you on track and living life to your unique fullest.

Our orange gradient reflects the uplift that comes from our protection and the empowerment it brings to making the most of each day. All of this underpinned by our adaptive approach to science, built on 90 years of expertise, that's dedicated to protecting what matters the most.

Your daily guardian for better everyday health.

Design Idea

Radiating Protection

Design Principles

Proactive Guard

Embodied by our hexagon that emanates strong protection from its core, a symbol of how we pro-actively guard health, everyday.

Grounded Optimism

Our orange gradient uplifts and empowers people to stay optimistic, everyday.

Adaptive Science

Expert, trusted science that is designed to magnify and get to the places that matter most.

Proactive Guard

Represented by our hexagon shape, the source of the strong protection we provide.

Emanating out from its strong core our layered guard pattern. Small but mighty layers that work together to pro-actively guard and protect health, everyday.

Symbolising the uncompromising, multi levelled protection we form around people, across every part of the day and aspect of life.



Grounded Optimism

When health is good, we feel good, and can do more of what matters. We approach this with an optimism that's grounded in the reality of daily life. Never over the top or exaggerated, but always positive.

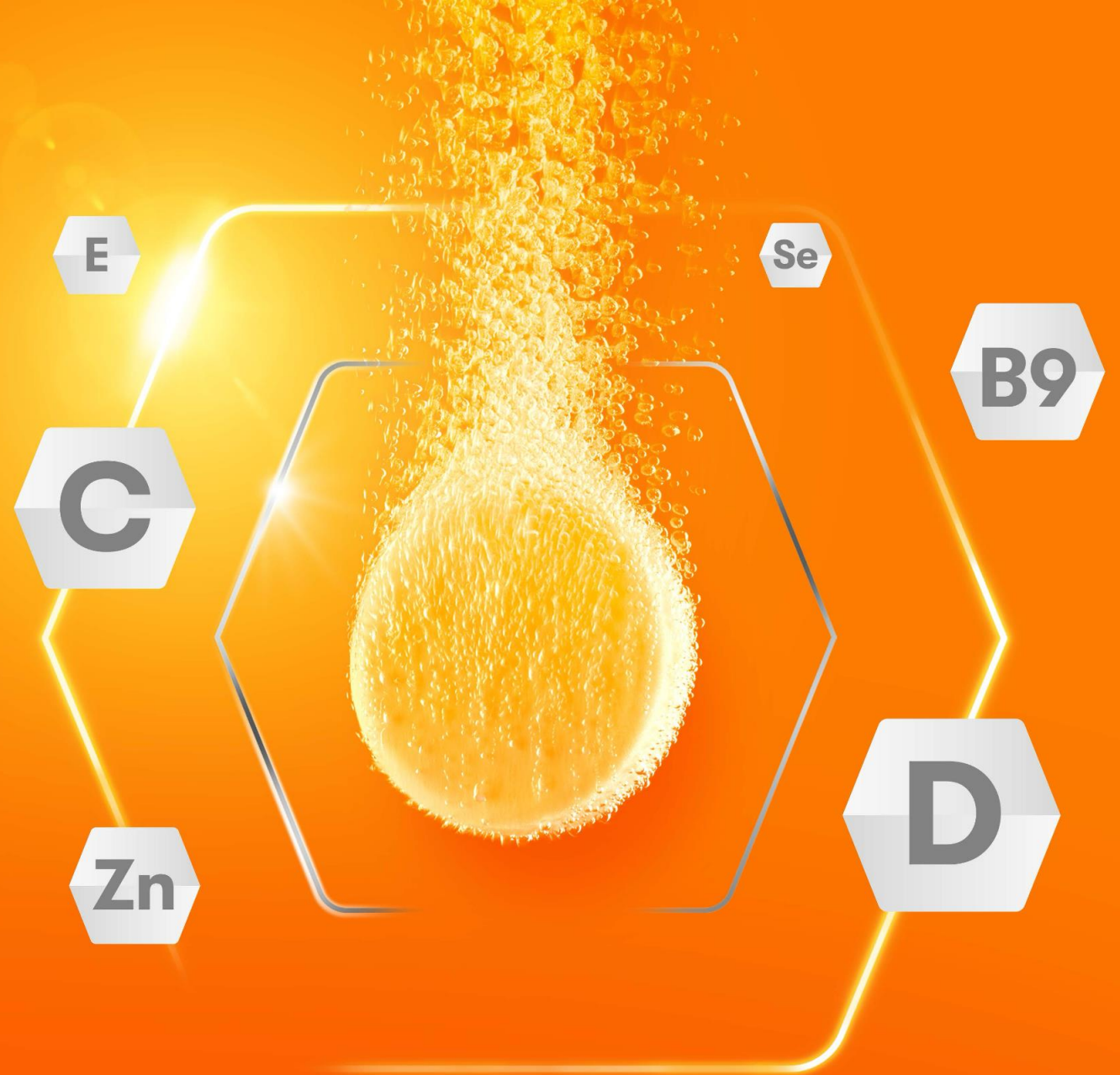
Our orange gradient embodies the uplift that comes from our protection, and the way in which it empowers people to stay optimistic, everyday. Alongside our warm, human tone of voice, which champions our protective role and understanding of real life.



Adaptive Science

Delivering efficacy through our expert, trusted science, formulated to provide health protection only where and when it matters most. 90 years in the making.

Putting what is important into focus, through adaptive science that is designed to magnify and get to the places that matter most. So our consumers can keep showing up and staying on top of what matters, everyday.



Redoxon

Distinctive Brand Assets



Keystone Grip

Our keystone grip logo embodies our strong, radiating take on protection. Much like a hand gripping an object, this mark represents protection, guardianship and reassurance, both on and off pack. Confidently underpinned by our core brand line, Everyday Protection, which emotively captures the core essence of our brand.



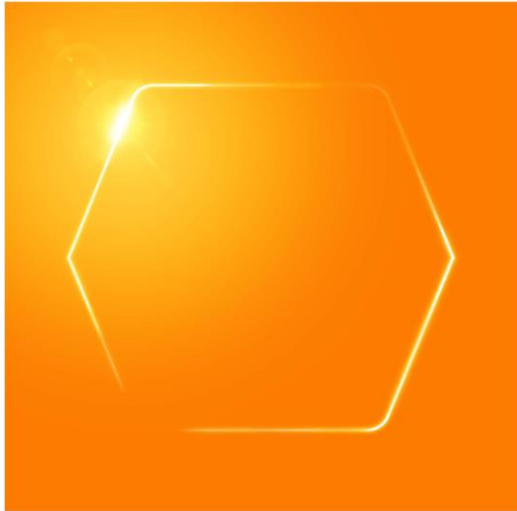
Redoxon[®]
EVERYDAY PROTECTION

Hexagon

The Redoxon hexagon is our powerful visual symbol of the daily, uncompromising protection we provide. Used across every part of our brand world, from framing people in imagery to anchoring key pack elements, our hexagon radiates strong reassurance and guardianship, uniting our brand across every touchpoint.



Protection Glow

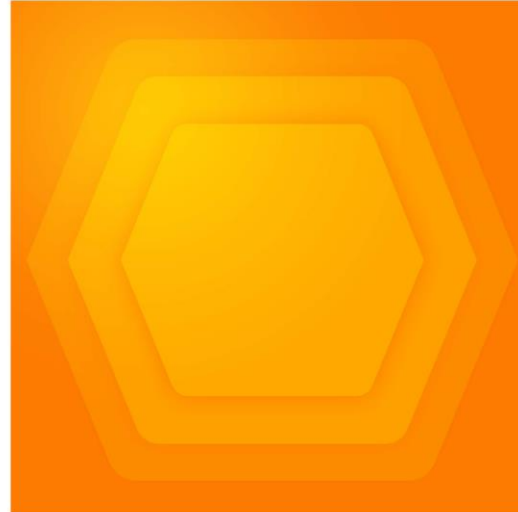


The optimistic protection glow surrounds in a subtle way, always protecting without creating boundaries.



- To be used with:
- Photography
 - Detailing on iconography
 - Highlighting messaging
 - Cropped to enhance elements

Radiating Protection



The radiating protection pattern supports key elements. Although a subtle background texture it enforces a strong sense of protection.



- To support specific messages
- Used on single message comms ie. Just the packs or singular message

Glass Half Full

Our glass half full symbol visually captures the multi-sensorial, tasty burst of flavour that Redoxon provides, uplifting taste buds and spirits. A celebration of the optimistic, 'glass half full' approach to life our protection unlocks, when you know your health is in expert hands.



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EVERYDAY PROTECTION





Keystone Grip



Protection Glow



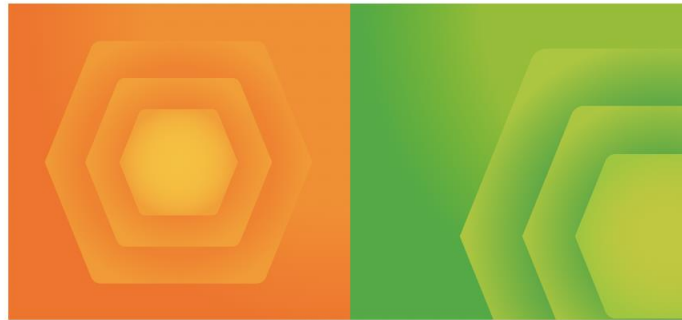
Glass Half Full



Product Experience



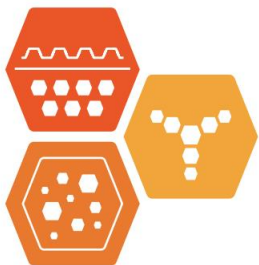
Colour



Radiating Protection



Typography



Science



Iconography



Photography



Hexi

Brand Photography

Style

- Brand gradients to be used in the background.
- A balanced mix of people: different races, ages, ethnicities, body types and abilities.
- Tones from brand, pillar and product colors to be highlighted within clothing and accessories – warm reds, pinks, purples, blues, greys etc.
- Redoxon orange is used for Immunity and brand led but not for other demand spaces such as Energy.
- Glow emanating from behind.
- A strong drop shadow.

Where it is used

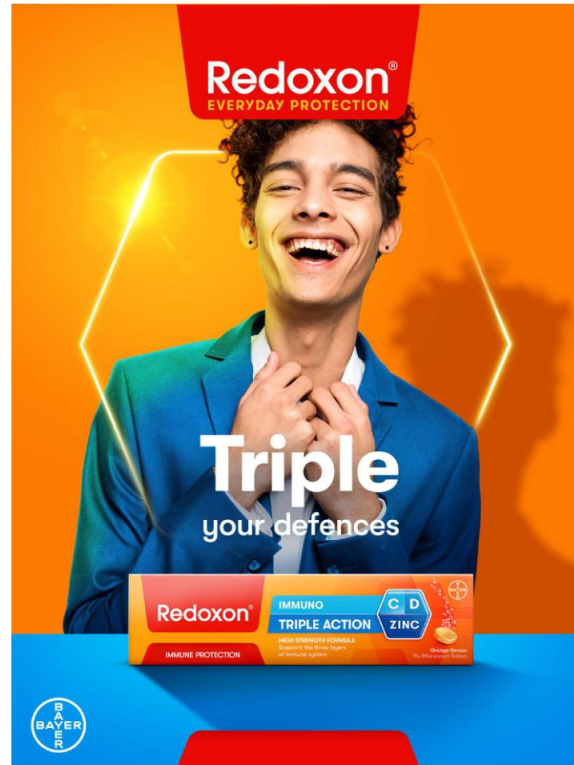
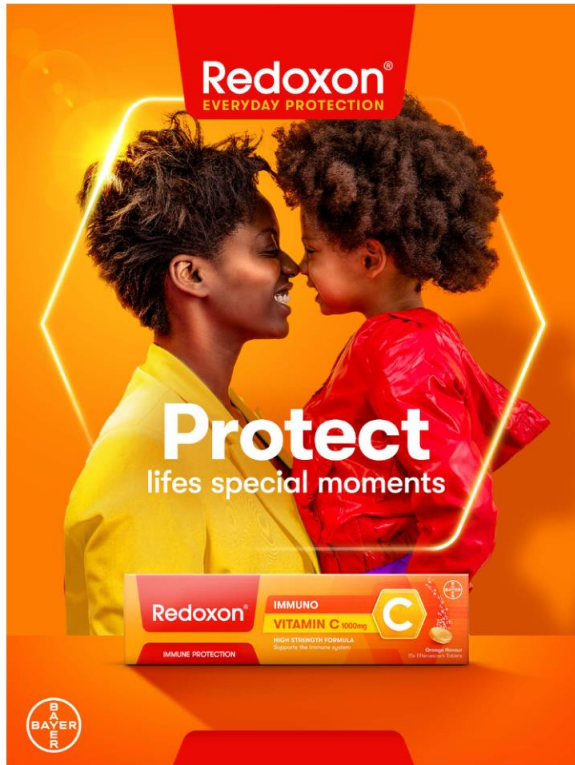
- Brand level communications.
Only within the Dynamic Grid.
- Pillar led communications.



Do not scale and crop so the person is too large within the frame.



Do not scale the person too small within the frame.



- Unifying Redoxon orange background colour.
- Horizon line and clothing items in variant colour

Brand Assets - Packaging



Hexi is a symbol of strength, protection and a friendly companion for children on their health journey. With an optimistic personality Hexi can become a health champion for young consumers.

Hexi's positive demeanour and upbeat attitude can instil a sense of confidence in kids, reminding them that they have the power to stay healthy and strong.

Hexi is derived from Redoxon's key brand asset of the Hexagon. We use the Hexagon across all brand touchpoints, it reinforces the science and strength of the brand, derived from nature the Hexagon represents strength when they come together. This also builds a clear link with the Adult portfolio.

Hexi is a flexible asset and can be used across demand spaces of our new Mega brand portfolio.

