

Canesten®

「BRAND」 WORLD



Design Territory

Our design territory is part of the **foundations that inform our entire Brand World.**

It outlines the big idea that gives inspiration to our brand's look & feel across all its different touchpoints, both on and off pack.

Open Conversations is a reflection of what Canesten stands for as a brand and, as a design territory, unlocks exciting possibilities for how we can leverage our photography, colors, visuals, schematics, and language to better serve women through life.

Open Conversation

No more late-night scrolling,
self-diagnosing and second guessing.
No more whispering in the pharmacy.

Canesten is making women's health an open conversation.
Turning taboo topics into everyday stuff.

Because we know that confidence comes from talking,
listening, learning and knowing who to trust.

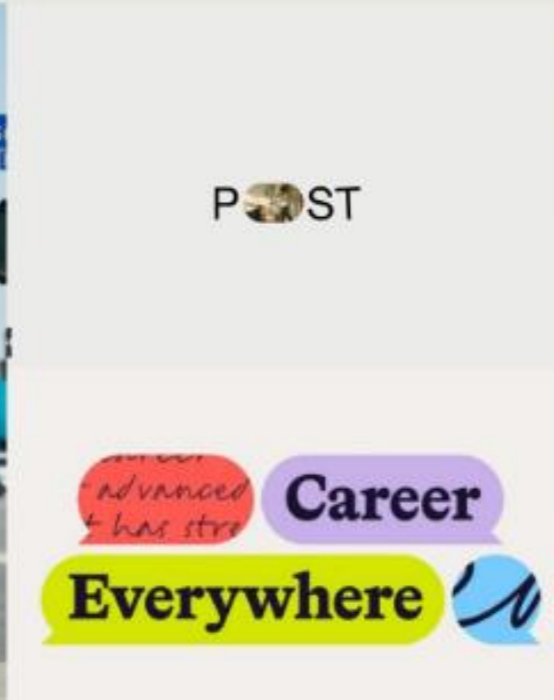
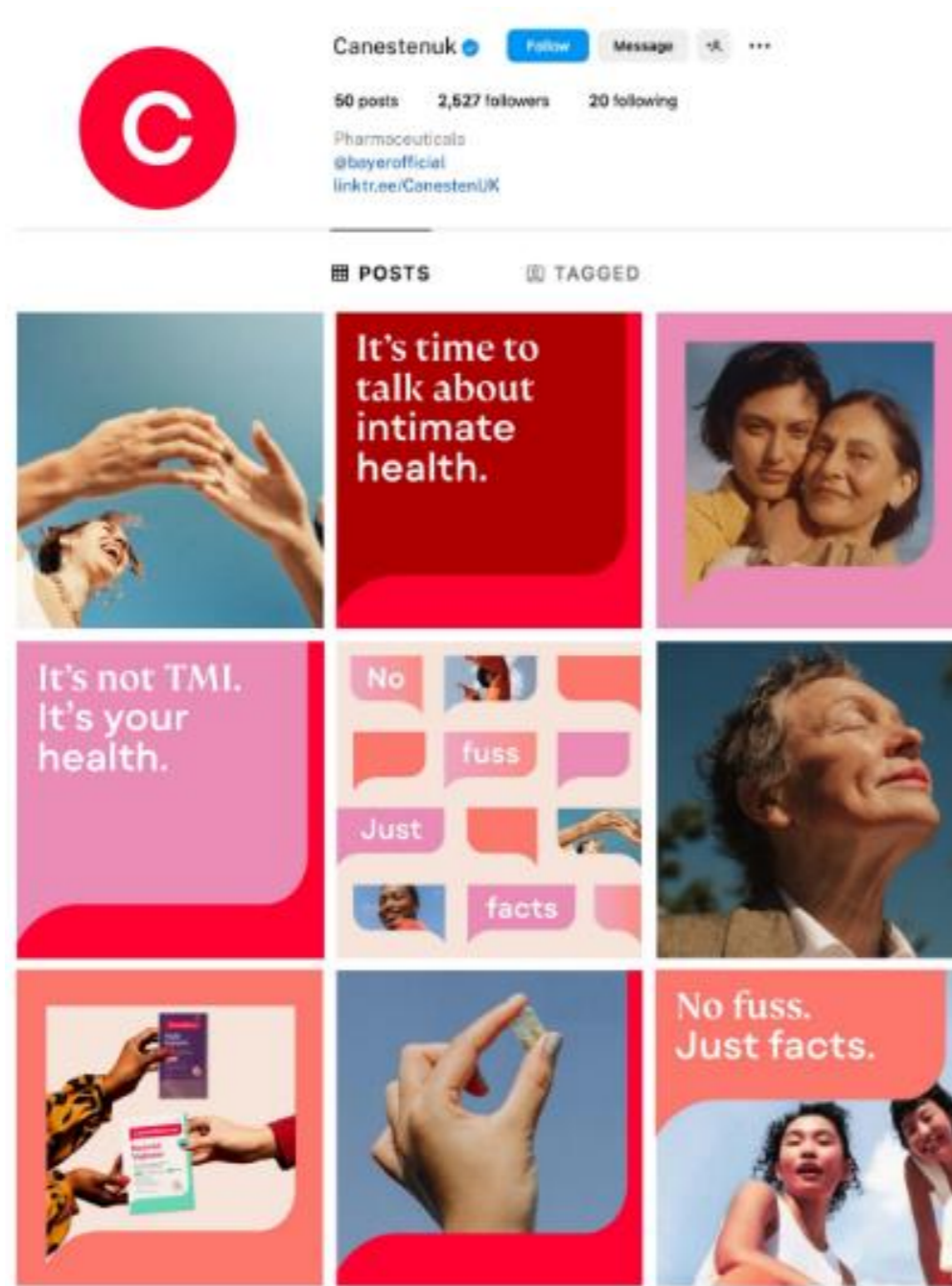
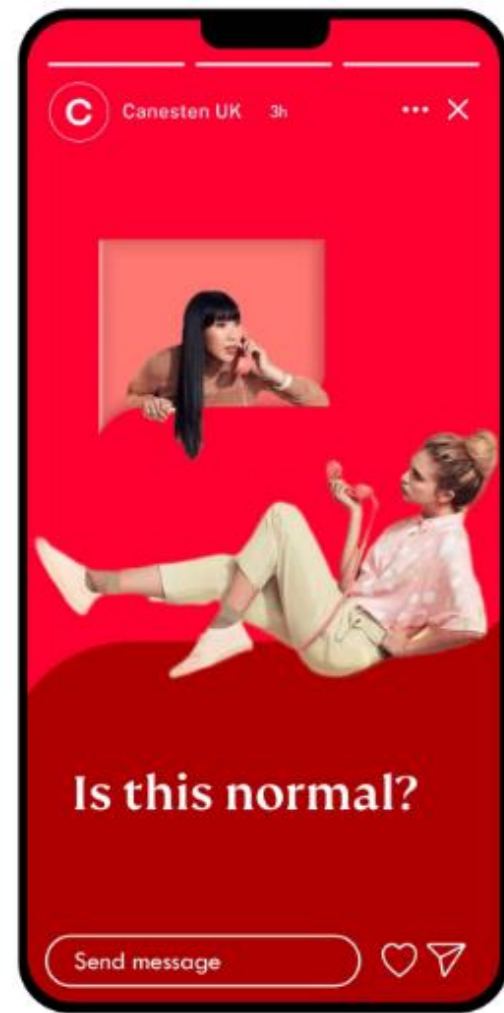
We meet every question with empathy.
Every concern without judgement.

Sharing what we know simply, honestly and openly.
Canesten is building a community that doesn't just solve problems
– it equips us for life.

Design refresh coming soon!

Canesten is **currently working on lightly refreshing its design** to solve key challenges such as VVI range navigation complexity as top priority. **Open Conversations** will then equally be brought to life off-pack, helping Canesten subtly **modernize and better connect with audiences across relevant age groups**.





Design Principles

Our Creative Design Principles are meant to be used together with our Design Territory cohesively working as grounding principles that guide the development of any new asset for the brand, be it in online campaigns, offline activations, POS materials, HCP detailing, etc.

For Canesten, we follow 3 creative design principles.

1

2

3

Expert

Empathetic

Empowering

Expert

We are the expert who understands. With our first scientific breakthrough in 1967, we have an unparalleled knowledge of the optimum treatments, care and preventative solutions for women's intimate health. We are committed to delivering efficacious solutions that work smartly and effectively in tune with women's bodies.

Thus, we speak, show up and act with clarity and focus, but we are never cold, clinical, or academic.

Approachable scientific knowledge

Precision

Gravitas

Clear iconography

Clean and focused experiences

Endorsements

Empathetic

Approachable and welcoming, we understand women's feelings and know just how to put them at ease. Genuinely connecting with women as individuals, and fitting in with their lifestyles and needs, we give them all the helpful, soothing support they need.

Thus, we speak, show up and act in a human-centric way, caring but not fussy, balancing strength and softness.

Color pops for intrigue and warmth

Ergonomic to body form

Organic curves

Conversational and supportive tonality

Inclusive and diverse

Approachable iconography

Empowering

We are straightforward, which might sometimes be unexpected, but we know that being open and honest helps break taboos. It is only by talking about problems that we can help solve them, providing the right information so that women can make the best choices for themselves.

Thus, we speak, show up and act in a direct way, but never brash, shocking, or culturally unaware.

Bold and direct

Strong shapes for powerful presence

Bold vibrant colors

Positive movement

Authentic and real portrayals of women and lifestyle

Wit in language and visuals tonality



PHOTOGRAPHY GUIDELINES

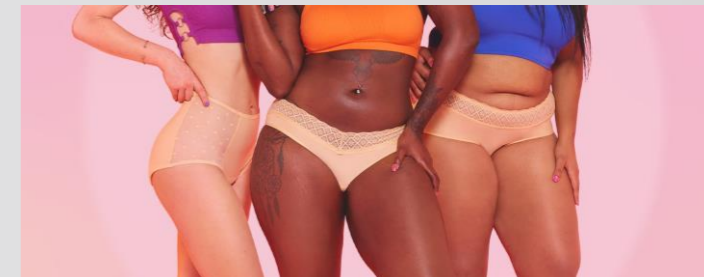
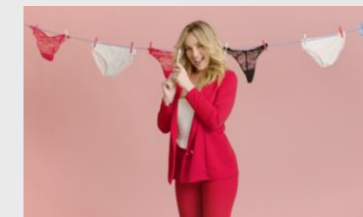
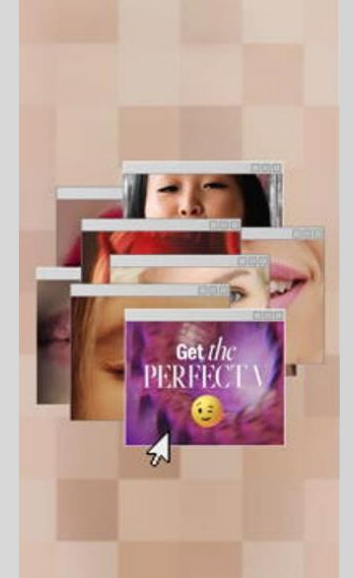
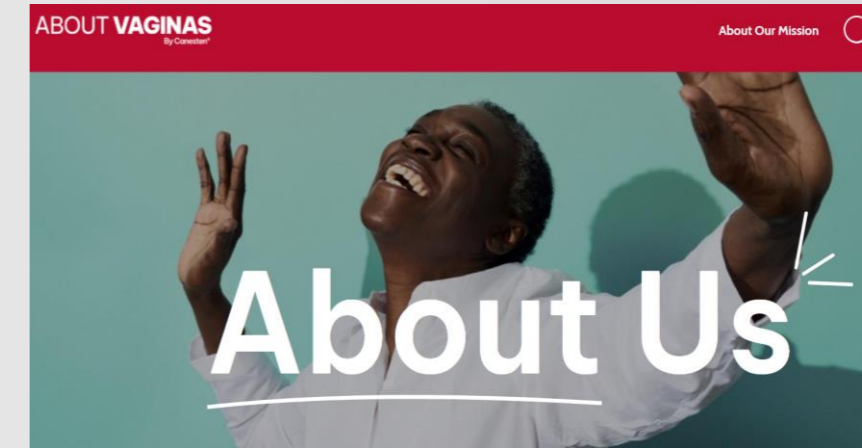
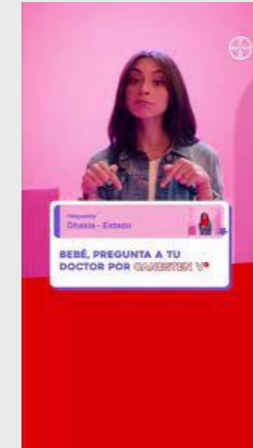
When it comes to off-pack assets, our **photography and graphics** closely follow our brand personality and tone of voice, bringing a **positive, empathetic, witty, and warm expression.**

We depict **real women in an empathetic, authentic, and non-stereotyped way.**

Bodily hair is normal. Even pubic hair. So are different body shapes, sizes, and abilities.

We do not portray older women in an ageistic way, but breaking the mold and reinforcing their vitality and natural beauty.

Our **visuals are vibrant and uplifting**, rather than overly dramatic, muted and sad. While pastels are very much part of it, there is still an energy to it.





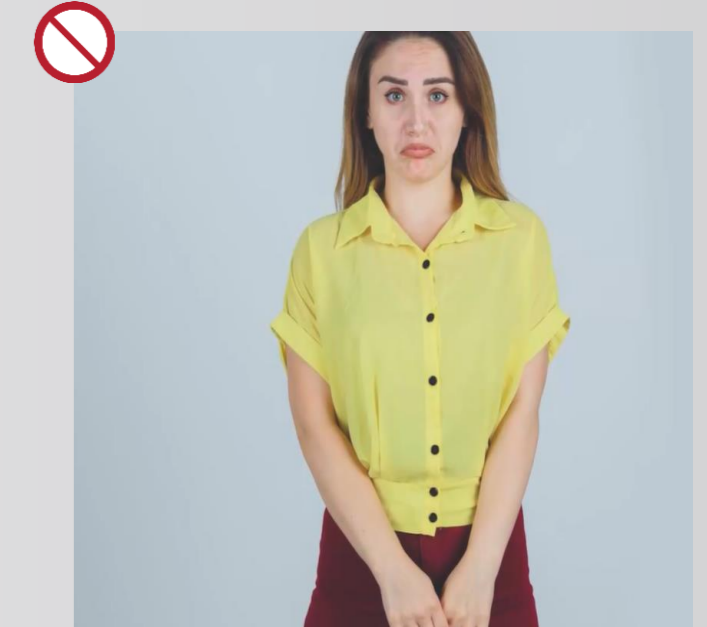
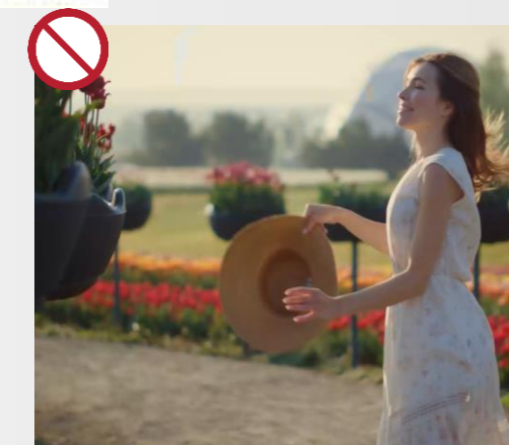
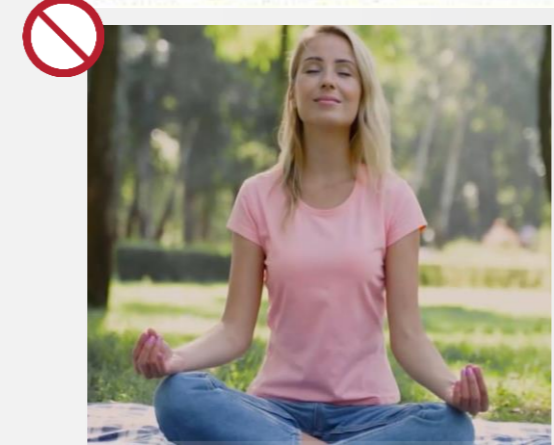
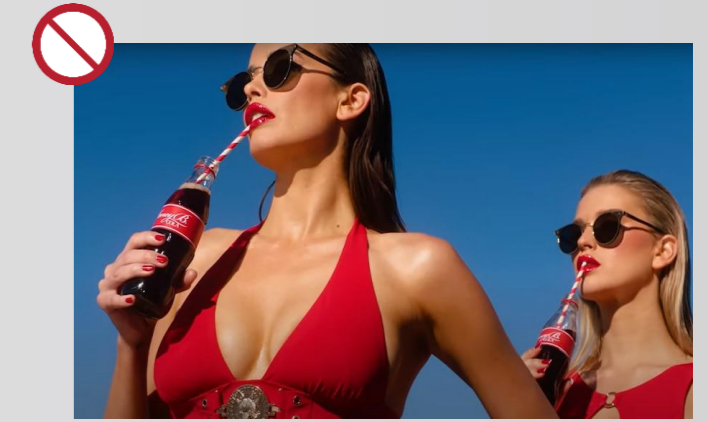
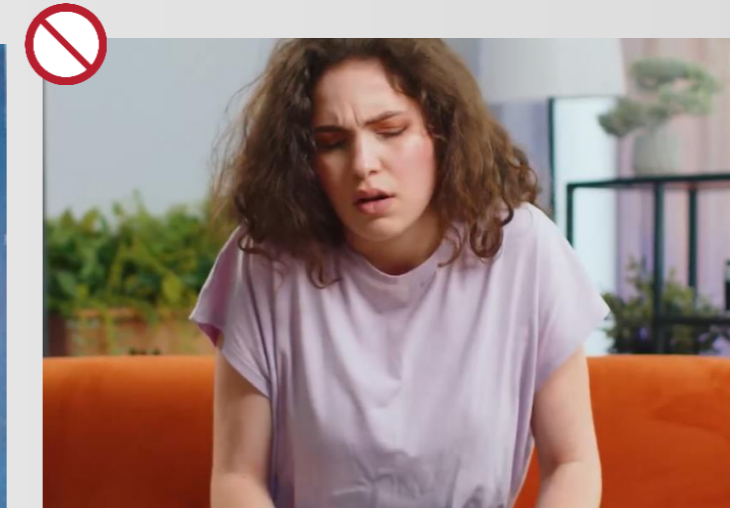
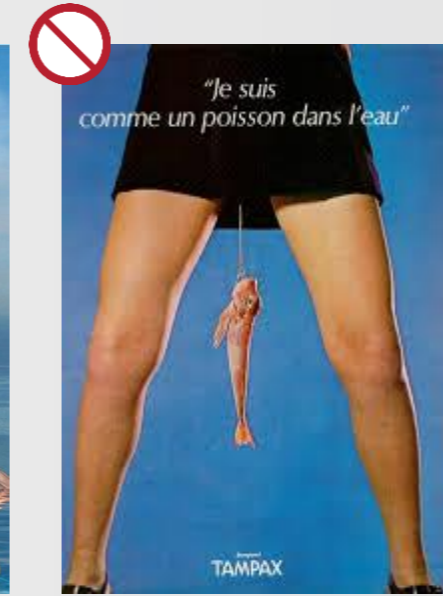
PHOTOGRAPHY GUIDELINES

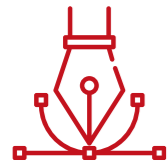
We do not portray unauthentic and stereotyped portrayals of women that push fake positivity (ie. model-thin, yoga-taking, always smiling, happy and free, even during periods or infections).

Neither do we overlydramatize their symptoms, putting their pain and discomfort on the spotlight in an inappropriate way.

We **never laugh or make fun** of their their shame and discomfort.

While we depict real women and their bodies, all our photography is in good taste – **not blunt to a point of coming across as crass and unnecessary just for the hype.**





MASTERBRAND LOGO GUIDELINES

There are various colorways that the Canesten masterbrand logo can be printed. It will always be reproduced in Pantone® spot colors and never out of the CMYK four color process.

When silver foil blocking is not utilized then a silver simulation is used by printing a gradient of Pantone® Cool Gray 11c.

The Canesten masterbrand two-color tonal logo and both the two and single-color logos are for use when budget or printing restrictions dictate that the three-color tonal logo cannot be used.

The Canesten® wordmark within the masterbrand logo flag can change according to the segment of the item. The wordmark name alludes to the nature of the product ie. the Canesten® wordmark changes to Canestest® for self-tests.

All brand category masterbrand logos follow the same principles and rules as the Canesten® masterbrand logos.

TWO-COLOUR TONAL CANESTEN® MASTERBRABD LOGO



TWO-COLOUR SIMPLIFIED CANESTEN® MASTERBRABD LOGO

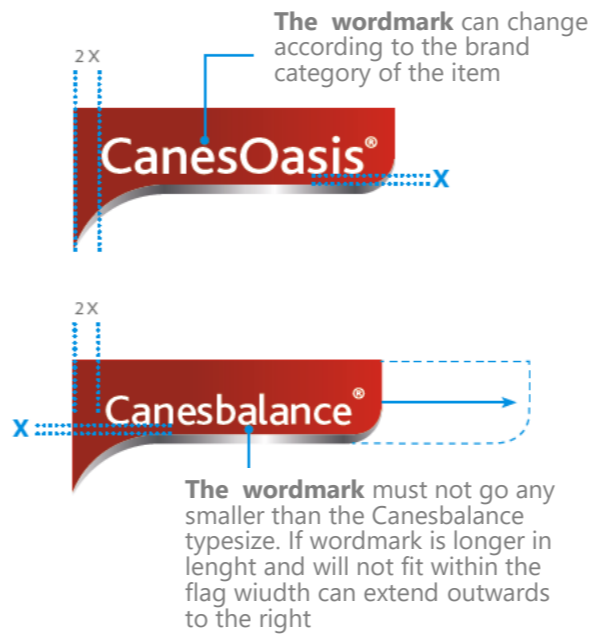


SINGLE-COLOUR SIMPLIFIED CANESTEN® MASTERBRABD LOGO



If new wordmarks need to be created, certain consideration need to be adhered to. It is important that if it is a long word that it does not appear too big in size thereby leaving enough clear space from the edge of the pack to the beginning of the wordmark.

Measurements are all based on the 'X' value being the distance from the baseline of the Canesten wordmark to the top of the silver flourish bar. In the Canesten flag. The distance from the left-hand edge of the pack to the wordmark must never be less than 2'X'.



The Canesten masterbrand logos must **NEVER** be altered or recreated in any way other than Canesten® wordmark to ensure it's integrity and legibility:





COLOR & FONT GUIDELINES

PRIMARY COLOUR PALETTE

Vaginal infections (VVI and BV) packaging has both a primary and a secondary color palette. The primary colors make up the Canesten® masterbrand logo and these are Pantone® 485c, Pantone® Cool Grey 1 k and Silver foil blocking.



RED
PANTONE®
485c



DARK GRAY
PANTONE®
Cool Gray 11c



**SILVER
FOIL BLOCKING**

PRIMARY GRADUATIONS

Pantone® Cool Grey 11c is used as a tonal graduation from left to right across the Canesten® masterbrand logo flag.



DARK GRAY
PANTONE®
Cool Gray 11c
Graduation angle 0°

SECONDARY COLOUR PALETTE

Vaginal infections (VVI and BV) packaging has a secondary color palette of Black, Pantone® Cool Grey 11c (Silver simulation), Process Yellow, Pantone® 200c, Pantone 204c, Pantone® 203c (tube background), Pantone® 1905c, Pantone® 326c, Pantone® 3282c

BLACK Pantone® 200c	DARK PINK Pantone® 204c	DARK PINK (Tube Background) Pantone® 203c
SILVER SIMULATION Pantone® Cool Grey 11c	PINK Pantone® 1905c	
PROCESS YELLOW	TEAL Pantone® 326c	
DARK RED Pantone® 200c	GREEN Pantone® 3282c	
SILVER SIMULATION Pantone® Cool Grey 11c	LILAC Pantone® 2705c	
BLUE Pantone® 299c	AQUA Pantone® 318c	
PURPLE Pantone® 2725c	DARK AQUA Pantone® 7465c	

Care & Hygiene packaging has a secondary color palette of Pantone® Cool Grey 11c (Silver simulation), Pantone® 299c, Pantone® 2725c, Pantone® 2705c, Pantone® 318c, Pantone® 7465c.

FONTS

All Canesten packaging uses one front which is Verlag. It can be used in the available weight forms which are shown opposite.

Numerals do not exist in Arabic but often in Arabic you just use English Numerals.

VERLAG

VERLAG LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £\$@?!/*(,;:)
JAPANESE ALTERNATIVE: HIRAGINO SANS W2
ARABIC ALTERNATIVE: AKTIV GROTESK LIGHT

VERLAG BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £\$@?!/*(,;:)
JAPANESE ALTERNATIVE: HIRAGINO SANS W6
ARABIC ALTERNATIVE: AKTIV GROTESK MEDIUM

VERLAG LIGHT ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £\$@?!/*(,;:)

VERLAG BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £\$@?!/*(,;:)

VERLAG BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £\$@?!/*(,;:)
JAPANESE ALTERNATIVE: HIRAGINO SANS W4
ARABIC ALTERNATIVE: AKTIV GROTESK REGULAR

VERLAG BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £\$@?!/*(,;:)
JAPANESE ALTERNATIVE: HIRAGINO SANS W8
ARABIC ALTERNATIVE: AKTIV GROTESK BOLD

VERLAG BOOK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £\$@?!/*(,;:)

VERLAG BLACK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £\$@?!/*(,;:)