

BAYER



***BRAND WORLD***



DESIGN IDEA

# UNLOCKING ENERGY



*Berocca is the catalyst for unlocking your sharpest, most dynamic self.  
We channel bold, magnetic energy into every experience to help you seize every moment.  
Our brand world empowers you to rise to every occasion, igniting your best so you can  
unlock your full potential and thrive, every day.*



DESIGN IDEA

# UNLOCKING ENERGY

DESIGN PRINCIPLES

## ***Dynamic Motion***

*Our Brand World is fueled by a dynamic, vibrant flow of energy, that ignites your best.*

## ***Sparking Positivity***

*We create a brand world fully charged with joyful energy, inviting you into an upbeat and inspiring experience at every touchpoint.*

## ***Science you can Feel***

*At Berocca, we specialize in energy you can feel good about. Every sip is more than uplifting: it's a simple, enjoyable step towards unlocking your full potential. Backed by robust science you can trust.*



DESIGN PRINCIPLES

# **DYNAMIC** MOTION

*Our Brand World is fueled by a dynamic, vibrant flow of energy, that ignites your best.*

*Always moving, always evolving, this momentum pulses through every element. Bringing bold movement and an energetic drive that enables you to seize each moment and make the most of every opportunity.*

*This energy is both immediate and enduring: it bursts forth with impact, representing the ever-present force that empowers you to live fully.*



DESIGN PRINCIPLES

# SPARKING **POSITIVITY**

*We create a brand world fully charged with joyful energy, inviting you into an upbeat and inspiring experience at every touchpoint.*

*Through vibrant visuals and immersive storytelling, we capture authentic moments of positivity and possibility, with every touchpoint reflecting the burst of vitality that Berocca delivers. This invigorating spark inspires you to live boldly and embrace your best self.*





DESIGN PRINCIPLES

# SCIENCE you can **FEEL**

*At Berocca, we specialize in energy you can feel good about. Every sip is more than uplifting: it's a simple, enjoyable step towards unlocking your full potential. Backed by robust science you can trust.*

*Our signature fizz delivers a refreshing burst of vitality that wakes up your senses, through a healthier take on energy that ignites your best. A multisensory journey, grounded in proven efficacy.*

*When it comes to our science, there is no overstatement or clutter. Just proven science, that's HCP recommended. Empowering consumers with the confidence that they can always trust our products to best meet their needs.*



# PROCC

***DISTINCTIVE BRAND ASSETS***





*DISTINCTIVE BRAND ASSETS*

# ***BEROCCA BULLET***

*Ignited by a powerful spark, the Berocca bullet represents the dynamic and ever-present force that unlocks life's possibilities. Boldly enlarged and cleanly cropped throughout our brand world, the bullet, a direct echo of our on-pack icon, delivers clarity, energy and unmistakable impact across every touchpoint.*



*Berocca Bullet*



Primary graphic bullet



Secondary bullet created with the fizz effect



**DISTINCTIVE BRAND ASSETS**

# **BEROCCA GREEN** **WITH A SPARK OF ORANGE**

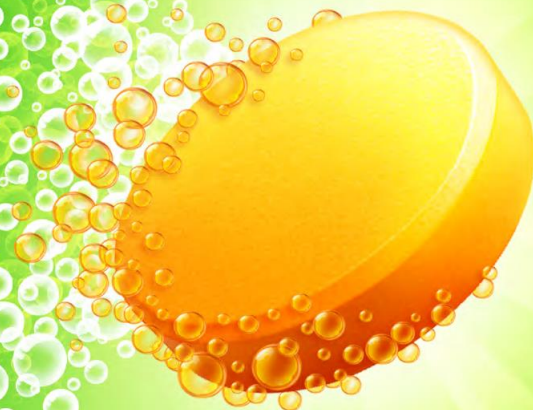
*Our vibrant green is the spirit of the Berocca brand: bold, alive and instantly recognizable. This energetic hue reinforces our story of vitality, cutting through shelf clutter with confidence and clarity. It's more than just a color, it's the unmistakable signal of Berocca's power to refresh and energize every day. A spark of orange always elevates the green, in addition the intense presence of white enhances the energy and contrast throughout the brand world.*



**DISTINCTIVE BRAND ASSETS**

# **PRODUCT EXPERIENCE**

*The Berocca experience is a multisensory celebration, where fizz, flavour and ritual come together in a moment of transformation. From the lively effervescence to the crisp and invigorating taste, every detail embodies our bullet-bursting energy. It's not just about the benefits you feel later; it's about the energizing experience you enjoy from the very first sip.*



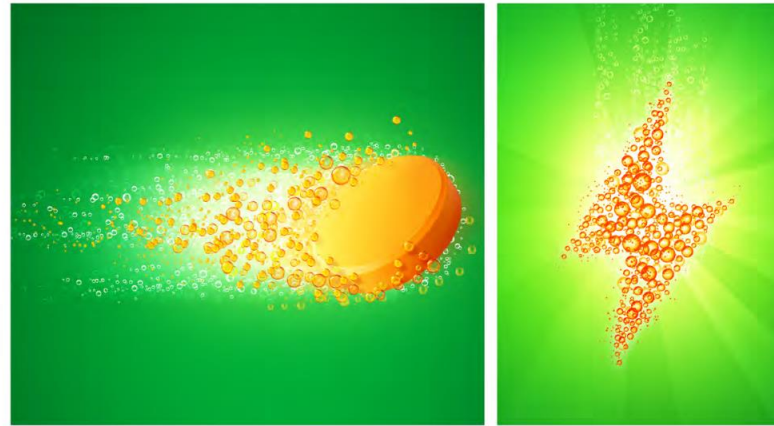


## Key Assets

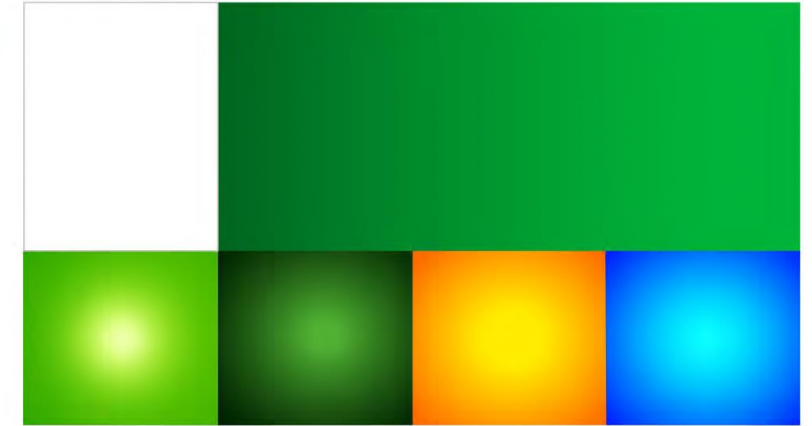
### BRANDMARK AND BURST



### PRODUCT EXPERIENCE



### COLOUR PALETTE



### PRODUCTS



### ICONOGRAPHY



### PHOTOGRAPHY



### TYPOGRAPHY





## Photography

### People

Our people are **unstoppable** enthusiasts who enjoy getting the most out of every single day of their multi-faceted lives. They approach everything with positivity, a sense of humour and a 'can do' attitude. They love to be absorbed in what they do. They are students, **parents**, travellers, sport enthusiasts and professionals within the workplace. Subjects are shown to be 'caught in a moment' and expressive through facial and body expressions. They are real and authentic – people of all ages, body types, ability, ethnicity and culture.

### Photography style

The photography style and lighting reflects the energy of people – bold, bright and colourful. All subjects must be sharp in focus.



Active / Sports Enthusiast

Parents



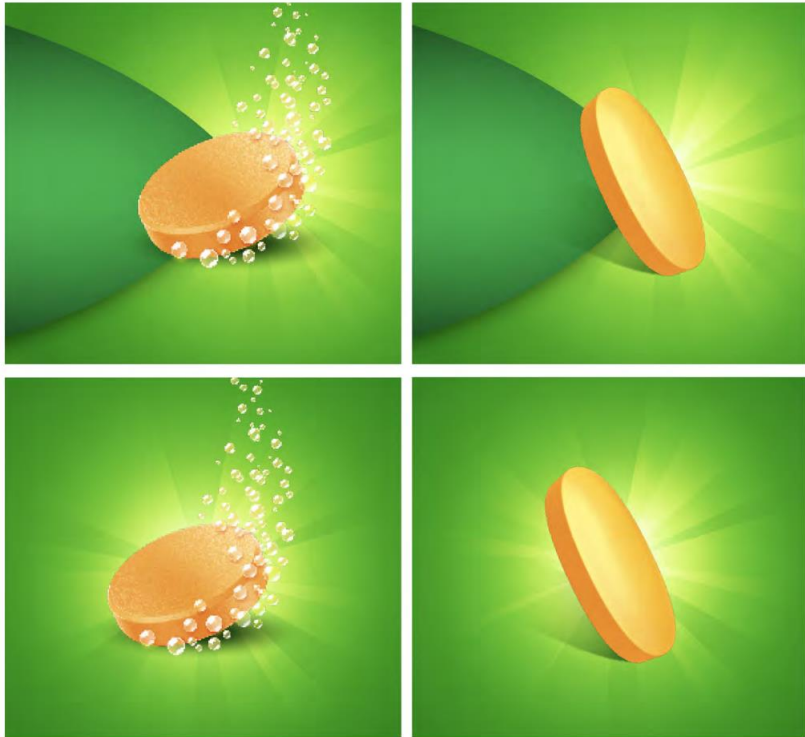
Students

Professionals

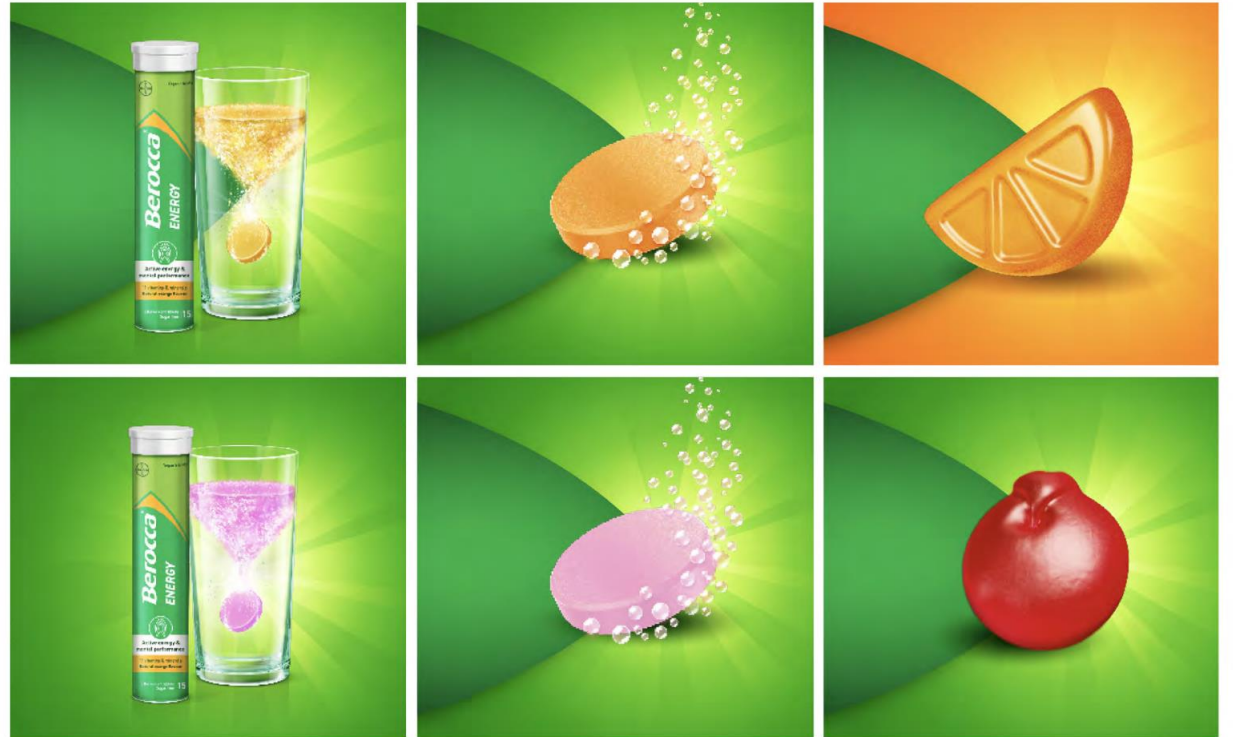
Travellers



## Product Visuals Principles



Interaction with and without Berocca Bullet



Flavour Variants



Iconography



Active energy and  
mental performance



Daily Immunity



Suitable  
for vegans



Sugar free



Mental endurance  
and memory



(Relax: TBC)



Caffeine free



Everyday use



Pillar Iconography

Features and Benefit Iconography

Ingredient Iconography



*Typography*

# ***BOLD*** *with Berocca* ***CHARACTER***

*Typeface:*  
***Power Grotesk***

Products character  
designs that aligns with  
the Berocca language



Bold, italic weights  
showing movement  
and power





**Bayer**  
**Berocca**  
**ENERGY RECOVERY**  
**HYDRATE**  
Helps restore Electrolytes  
balance to optimize Hydration  
and refuel your Energy levels  
Mango-Passionfruit natural Flavour  
Electrolytes + B1, B6, B9, B12  
Vitamins + Minerals  
Effervescent tablets  
Food supplement | 20

**Bayer**  
**Berocca**  
**ENERGY RECOVERY**  
**IMMUNE SUPPORT**  
Re-vitalizes Energy levels,  
and Immune support  
Natural orange flavour  
11 Essential Vitamins & Minerals  
including Vitamin C & Zinc  
Effervescent tablets | Sugar free | 30

**Berocca**  
**EXPERT**  
**vitD**  
VITAMIN D3,  
Vitamin K & Calcium  
3-1  
30 Tablets/Tablette

**Berocca**  
**DAILY ENERGY**  
Clinically proven to support & sustain  
physical and mental energy  
12 essential  
Effervescent tablets

**Bayer**  
**Berocca**  
**ENERGY RECOVERY**  
**HYDRATE**  
Helps restore Electrolytes  
balance to optimize Hydration  
and refuel your Energy levels  
Mango-Passionfruit natural Flavour  
Electrolytes + B1, B6, B9, B12  
Vitamins + Minerals  
Effervescent tablets  
Food supplement | 20

**Bayer**  
**Berocca**  
**DAILY ENERGY**  
Clinically proven to support & sustain  
physical and mental energy  
Natural orange flavour  
12 essential vitamins & minerals  
Effervescent tablets | Sugar free | 30

**Berocca**  
**ENERGY BOOST**  
Fast boost of Mental alertness,  
Memory & focus  
Natural orange flavour  
12 essential vitamins & minerals  
with Spanish Sage Extract  
Effervescent tablets | Sugar free | 30

**Bayer**  
**Berocca**  
**EXPERT**  
**Mg**  
MAGNESIUM  
5 salts in 1  
5-1  
60 Capsules / Kapsetles

**Bayer**  
**Berocca**  
**ENERGY BOOST**  
Fast boost of Mental alertness,  
Memory & focus  
Natural orange flavour  
12 essential vitamins & minerals  
with Spanish Sage Extract  
Effervescent tablets | Sugar free | 30

**Bayer**  
**Berocca**  
**ENERGY RECOVERY**  
**IMMUNE SUPPORT**  
Re-vitalizes Energy levels,  
and Immune support  
Natural orange flavour  
11 Essential Vitamins  
including Vitamin C  
Effervescent tablets

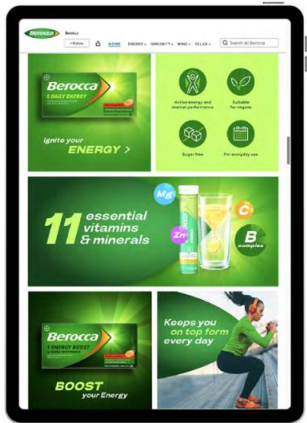
**Bayer**  
**Berocca**  
**ENERGY**  
Natural orange flavour  
12 essential vitamins & minerals  
Effervescent tablets | Sugar free | 30



**BAYER**  
**Berocca**  
**DAILY ENERGY**  
Clinically proven to support & sustain physical and mental energy  
Natural orange flavour  
12 essential vitamins & minerals  
Effervescent tablets | Sugar free | 30



UNLOCKING **ENERGY**

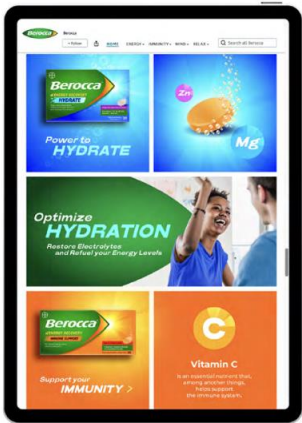



ignite your **ENERGY**

11 essential vitamins & minerals

BOOST your Energy

Keeps you on top form every day



Power to **HYDRATE**

Optimize **HYDRATION**

Restore Electrolytes and Refuel your Energy Levels

Support your **IMMUNITY**

Vitamin C




**Berocca**

YOUR **DAILY ENERGY**



**Berocca**

**BOOST**  
YOUR **ENERGY**




**Berocca**  
ENERGY RECOVERY  
= **HYDRATE**

Power to **HYDRATE**

Restore Electrolytes and Refuel Energy levels



**Berocca**  
ENERGY BOOST

Boost your **ENERGY**

Fast Boost of Physical & Mental Energy

