



DESIGN IDEA

Confident beginnings from the heart

We know that becoming a parent is magical (and murky), filled with moments of joy, uncertainty, and discovery.

That's why we combine our world leading science with real-world understanding, to give your baby the very best start in life, while empowering you with the clarity and confidence you need at each and every stage of the journey.

Design Idea and Principles

Informed by the Brand Hive, our design idea helps guide and inspire the development of the creative expression, both verbally and visually.

Our design principles help guide the brand's look, tone and feel across the portfolio.

Confident beginnings from the heart

Families at the heart

Putting families at the heart of our storytelling and placing an honest, relatable and authentic spotlight on their world. Baby's healthy beginnings are the focus of our story, but we also shine a light on parent's lived experiences along the journey.

Creative notes:
Authentic | Honest | Inclusive

A loveline of empowerment

Providing empathetic, encouraging and positive empowerment for parents-to-be at every stage along the journey, filling parents with the confidence that they are doing the best for their baby and themselves.

Creative notes:
Uplifting | Warm | Confident

Leading with science

The heart of our offer – Our category leading, science backed solutions, designed to nurture baby's healthy development from the earliest moment & support parents with clarity along the way.

Creative notes:
Expert | Reassuring | Progressive

Families at the heart

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Science backed sperm support

Two boxes of elevit supplements are shown side-by-side. The left box is labeled "menevit PRE-CONCEPTION" and "MULTIFERILITY". The right box is labeled "elevit PRONATAL".



Prepare with confidence

Creative notes:
Authentic | Honest | Inclusive

A loveline of empowerment

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Creative notes:
Uplifting | Warm | Confident

elevit



We're with you all the way



elevit



We're with you all the way

The world's No. 1 prenatal multivitamin brand



elevit

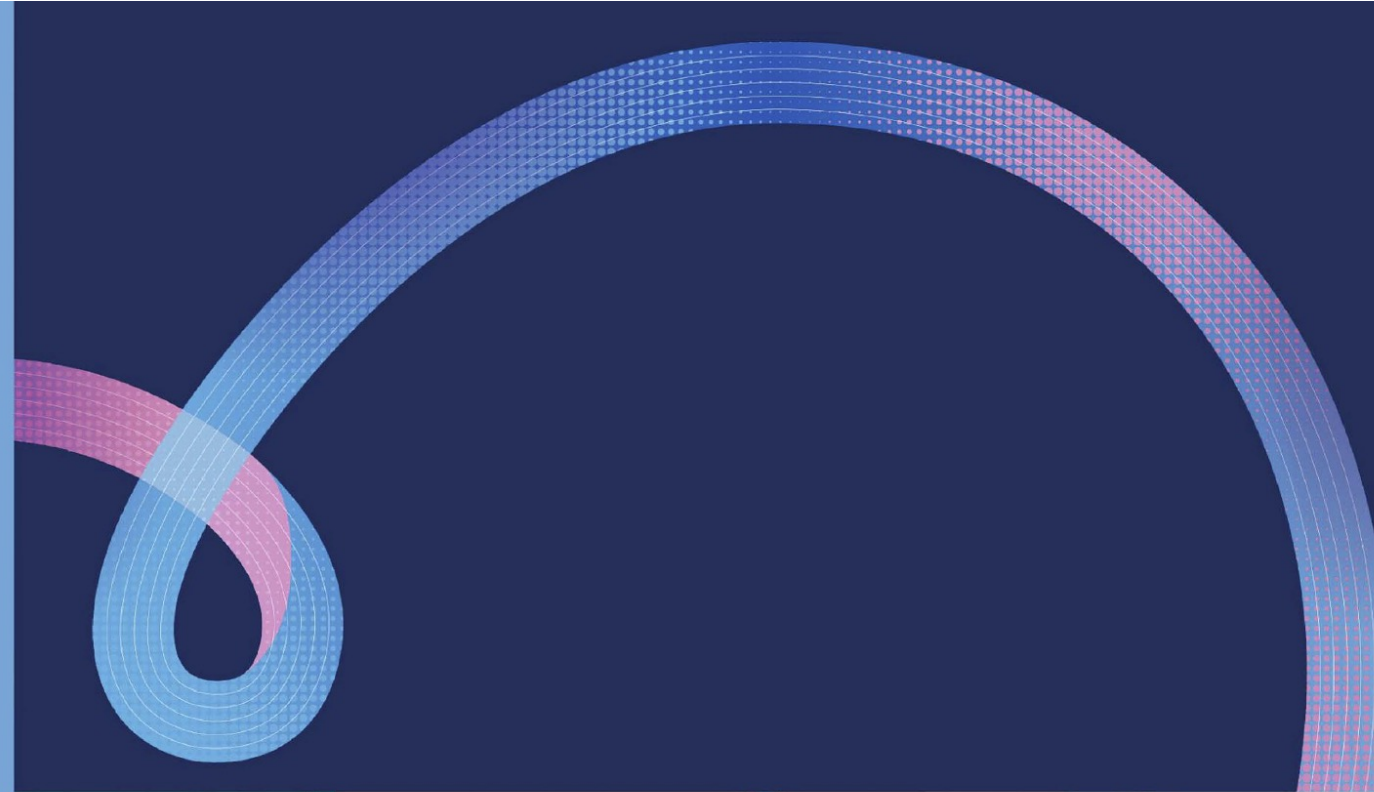


Supporting you & your baby's health



Leading with science

The heart of our offer – Our category leading, science backed solutions, designed to nurture baby's healthy development from the earliest moment & support parents with clarity along the way.



elevit

Preparing you for a healthy pregnancy

Essential nutrients to give your baby the best start in life



elevit

DHA Omega 3

Vitamin D



07 days to OVULATION

YOUR FERTILITY JOURNEY

Creative notes:
Expert | Reassuring | Progressive



Distinctive Brand Assets

Loveline

What it represents

Our Loveline is our HEART + SCIENCE. It represents empathy and positive journey through life, the loop in our heart is the sweet spot where love and science are connected - our brand DNA.

Our Loveline is a positive representation of life and always ends/progresses on an upward curve. It can be used on its own or with photography but should always wrap talent when used in this way (more detail on usage to follow)



elevit[®]

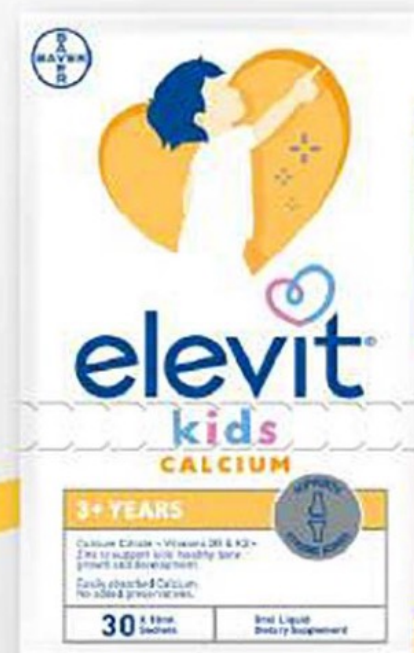
Essential vitamins
for breastfeeding



elevit®



Nourish their
imagination





Essential vitamins

to support breastfeeding

Postnatal care breastfeeding vitamins

With you at every step

Postnatal care breastfeeding vitamins

elevit®

with you at every step



Born from
science



Key Brand Assets

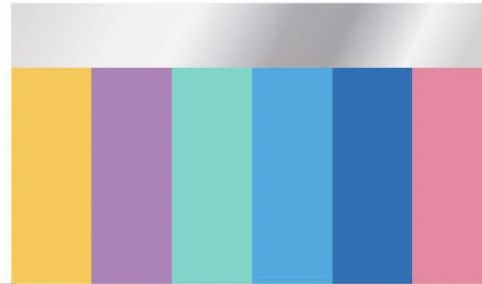
The correct application of our key brand assets shown opposite ensures a consistent look and feel. This ensures our brand is distinctive, memorable and recognisable across all touchpoints.

All information for creating Elevit communications is detailed over the following guideline pages.

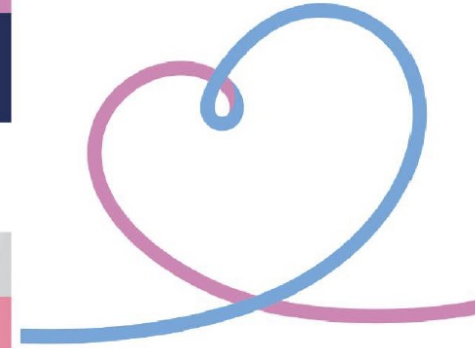
Core brand mark



Colour palette



Loveline



Tone of voice



We're with you all the way

No1. doctor recommended vitamins

Typography

Mooli Regular

Our headline font

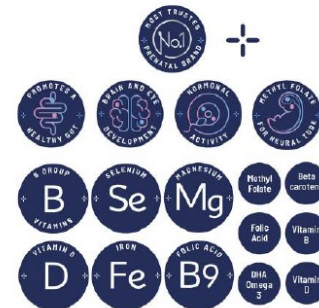
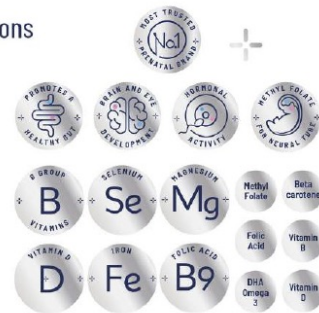
Barlow Semi Condensed Semi Bold

Our sub headline font

Barlow Semi Condensed Regular

Our body copy font

Icons



Science Loveline (Pattern)



Photography



Illustration



Core brandmark

The Elevit brandmark is made up of two elements.

The logotype captures our nurturing nature. The slant of our 'e's creates a positive upwards movement, while our 't' is shaped to visually support the second element, our heart monogram. This represents our heart (pink) + science (blue) and the positive journey through life.



elevit®



Always leave the correct amount of clear space around the Elevit brandmark, using the 'e' as the spacing indicator.

Packaging portfolio

Our product portfolio spans the whole fertility journey from preconception to child nutrition, our pillars each have their different colours to guide you through.



Pre-Conception & Pregnancy



Pregnancy



Authentic / Uplifting / Connected / Real



Breastfeeding



Baby & Kids

Product Photography Principles

Overview

In lifestyle applications, products are always shown interacting with people and hands.

Having our products in hand conveys our warm approachable side.

We can be playful with how we interact with multiple people in the scene or simply a product in use in a natural setting - this gives us some flexibility across touchpoints and settings.



Don'ts



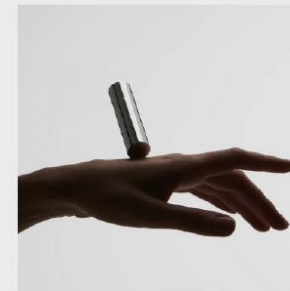
Don't be too playful with the product



Don't use strong or moody lighting/shadows



Don't use any artistic or stylised effects



Don't balance the product in an unnatural or forced way



Don't show product on busy backgrounds

Soft Science

Soft science illustration

When designing HCP communications such as leaflets, we draw on our soft science illustration style to help us tell our story and communicate technical details in an approachable style.

<p>Essential vitamins for breastfeeding</p> 	<p>Born from science to support your baby's healthy development</p> 	<p>VITAMIN D D Vitamin D Supports calcium absorption to help keep bones strong.</p> <p>FOLIC ACID B9 B vitamins and iron Help maintain your energy levels when you need it most.</p>
<p>Support your baby's brain development</p> 	<p>Specially formulated for pregnancy care to support your baby's healthy development</p> 	<p>VITAMIN D D Vitamin D Supports calcium absorption to help keep bones strong.</p> <p>FOLIC ACID B9 B vitamins and iron Help maintain your energy levels when you need it most.</p>
<p>Essential vitamins for healthy development</p> 	<p>The science of growing up supporting your child's healthy development</p> 	<p>VITAMIN D D Vitamin D Supports calcium absorption to help keep bones strong.</p> <p>FOLIC ACID B9 B vitamins and iron Help maintain your energy levels when you need it most.</p>

With you every step

Specially formulated



Launched in 2015, elevit pre-conception was the first pregnancy supplement to be formulated with a focus on supporting the health of the mother and the baby. It is the only pregnancy supplement to be formulated with a focus on supporting the health of the mother and the baby.



50% 35% 75%

Iconography

Icon styling & colour

Our iconography suite help to communicate the science behind the Elevit range, guiding consumers on the specific benefits for a particular product used within their family planning journey.

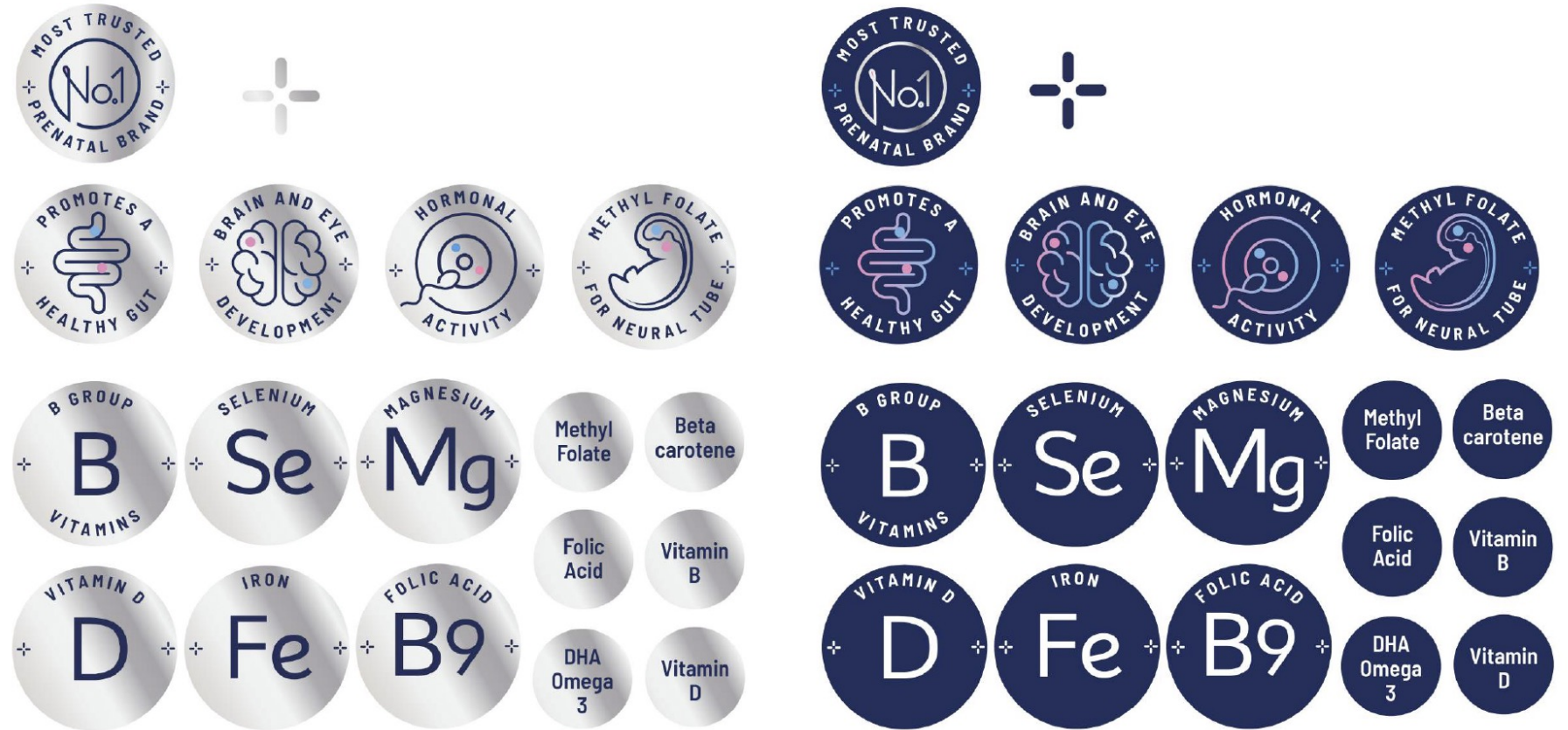
We have two types of iconography depending on the application requirement:

Pictorial - to show the specific physical benefits

Typographical - Supplement specific benefits

They are available in two colourways depending on their application.

Note: an additional set of icons are available for use on HCP communication (see HCP section).



Typography

Masterbrand & Pillar

To connect with our warm and approachable character, Mooli is our core typeface. Born from some of the curves and loops within our iconic heart identity the upward strokes give the uplifting feeling of the brand and relate to the graphic system we are establishing.

Mooli, supported by Barlow, our secondary typeface chosen for its more scientific and precise nature. The more condensed style of this typeface makes it much easier to use as body copy and longer communications.

For all asian typefaces IBM Plex is a corresponding option that has a strong visual link to Mooli's characteristics.

All fonts are free and available from Google to be used across applications.

Mooli Reg

Our headline font
type tracking should be set to 0

BARLOW SEMI CONDENSED SEMI BOLD

Our sub headline font
type tracking should be set to 10

BARLOW SEMI CONDENSED REGULAR

Our body copy font
type tracking should be set to 10

Chinese	Japanese	Korea	Thai	Vietnamese
<small>IBM plex SC</small> 从孕育到孕儿	<small>IBM plex JP</small> 計画から子育てまで	<small>IBM plex KR</small> 계획부터 육아까지	<small>IBM plex thai</small> จากการวางแผนสู่ การเป็นพ่อแม่	<small>IBM plex sans</small> Từ kế hoạch đến làm cha mẹ
<small>M XiangHe Hei® SC Pro (CCJK)</small> 从孕育到孕儿	<small>M XiangHe Hei® SC Pro (CCJK)</small> 計画から子育てまで	<small>Seol Sans</small> 계획부터 육아까지	<small>Aaux Pro Thai Wide</small> จากการวางแผนสู่ การเป็นพ่อแม่	<small>Aaux Pro Thai Wide</small> Từ kế hoạch đến làm cha mẹ



elevit 

We're with you all the way





elevit



From planning to parenthood



elevit



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The world's No. 1 prenatal multivitamin brand.



elevit



Nourish their imaginations





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Specially formulated supplements for you and your baby

