

The logo for Elevit, featuring the word "elevit" in a white, lowercase, sans-serif font. Above the letter "e" is a stylized heart icon composed of two overlapping loops, one in blue and one in pink. The background of the entire page is a photograph of a young child with blonde hair kissing a pregnant woman's belly. The image is framed by two overlapping circular shapes, one pink and one blue, and a blue and pink curved bar at the bottom.

elevit[®]

Brand World Guidelines

Version 1 September 2025



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1.0 Creative Foundations

- 1.1 The Brand Hive
- 1.2 Tone of Voice
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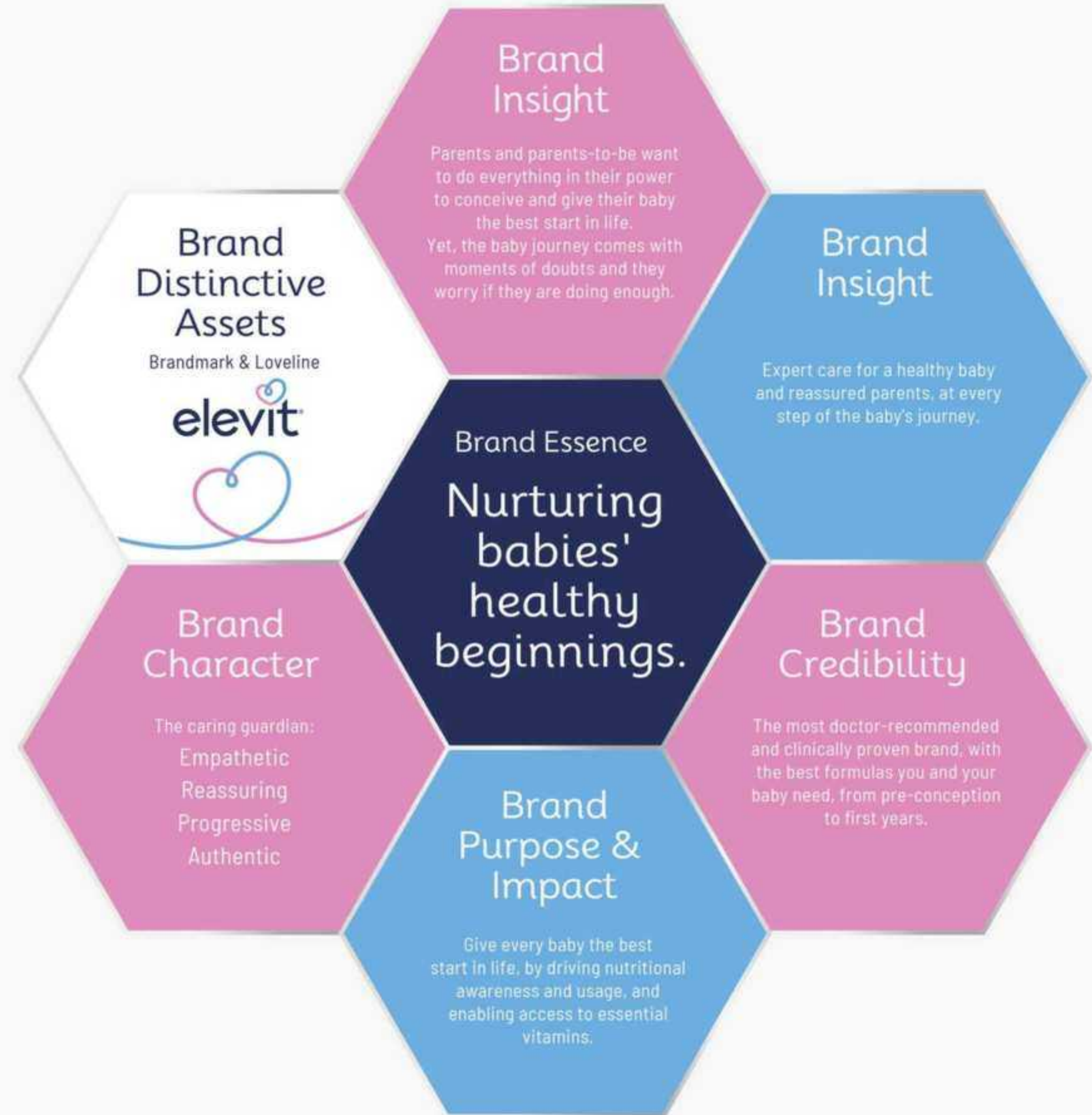
Foundations Introduction

Elevit's brand world is a comprehensive ecosystem from how we design online and offline comms assets, to how we uniquely express our science language. It sets the guardrails for how the brand shows up across all touchpoints.

The creative foundations inform as north stars to guide any produced material and creative applications to ensure consistently express our brand equity.

1.1 Brand Hive

As our key brand equity tool, the Brand Hive is our grounding and springboard for our brand expression.



1.2 Tone of Voice

Born from our Brand Character, the verbal characteristics are based on our Brand Hive.

Empathetic

We are warm, friendly, and encouraging in our tone, making parents feel seen, understood, and supported.

We are not overly casual. We respect the seriousness of the parenting journey and the decisions parents face.

Authentic



We are honest and relatable, addressing challenges directly while always focusing on solutions and the positives.

We are not harsh, judgmental, or dismissive. Our words build trust and foster connection, never barriers.

Reassuring

We are confident and informative, presenting science in a way that is clear, empowering, and easy to understand.

We are not patronizing or overly simplistic. Our tone inspires confidence, not doubt.

Progressive

We are inspiring and optimistic, reflecting our leadership in parent and infant nutrition with language that highlights our innovation, grounded in our proven science.

We are not misleading or exaggerated. Our credibility is rooted in truth, evidence, and trustworthiness.

1.2 Tone of Voice explained

Empathetic	Authentic	Progressive	Reassuring
We are warm, friendly, and encouraging in our tone, making parents feel seen, understood, and supported.	We are honest and relatable, addressing challenges directly while always focusing on solutions and the positives.	We are inspiring and optimistic, reflecting our leadership in parent and infant nutrition with language that highlights innovation grounded in proven science.	We are confident and informative, presenting science in a way that is clear, empowering, and easy to understand.
Structure and language			
Conversational use of everyday language, addressing the audience directly. Using terms like 'you' and open-ended questions to invite them in and make them feel seen.	We use concise, down-to-earth language to tackle challenges, realities, and barriers head-on, but we always provide practical solutions to help parents feel empowered and supported.	We use forward-thinking language to inspire confidence. We use dynamic phrasing and active verbs like "leading the way", to convey progress.	We speak about our science in an up front and informative way, always anchoring it in how it benefits parents and their babies. This makes even complex information digestible and relevant.
Examples			
<p>From planning to parenthood</p> <p>We're with you all the way.</p>	<p>Parent with confidence</p> <p>From late-night feedings to endless questions, we're here with answers to help you feel supported through it all.</p>	<p>Tried, tested, trusted</p> <p>Elevit leads the way as the worlds most studied prenatal multivitamin brand.</p>	<p>Born from science</p> <p>To support your baby's healthy development.</p>

1.3 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



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.

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.



Science backed sperm support



Prepare with confidence

Creative notes:

Authentic | Honest | Inclusive

A loveline of empowerment

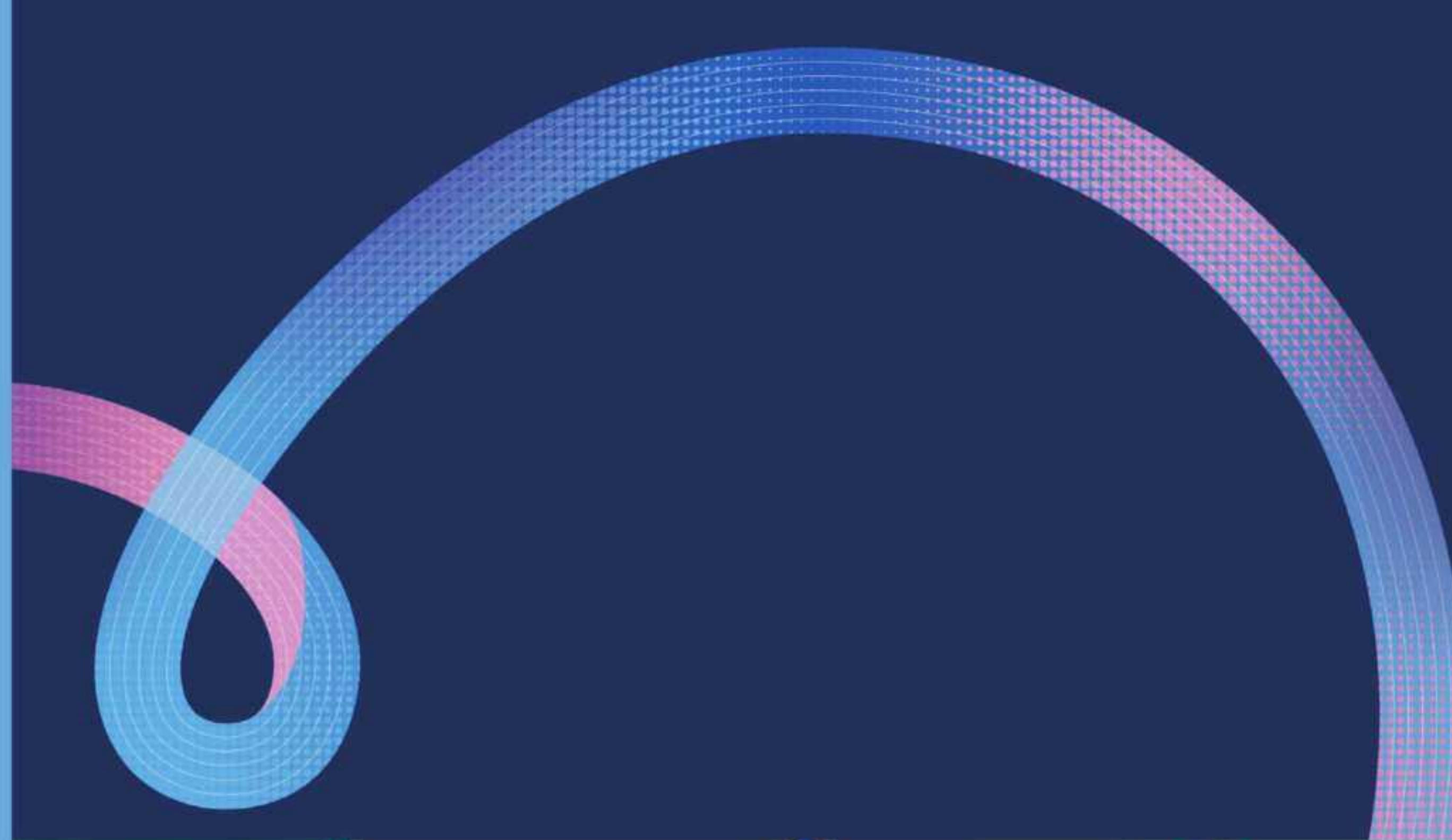
Providing empathetic, encouraging and positive empowerment for parents-to-be at every stage along the journey, filling parents with the confidence that they are doing the best for their baby and themselves.

Creative notes:
Uplifting | Warm | Confident



Leading with science

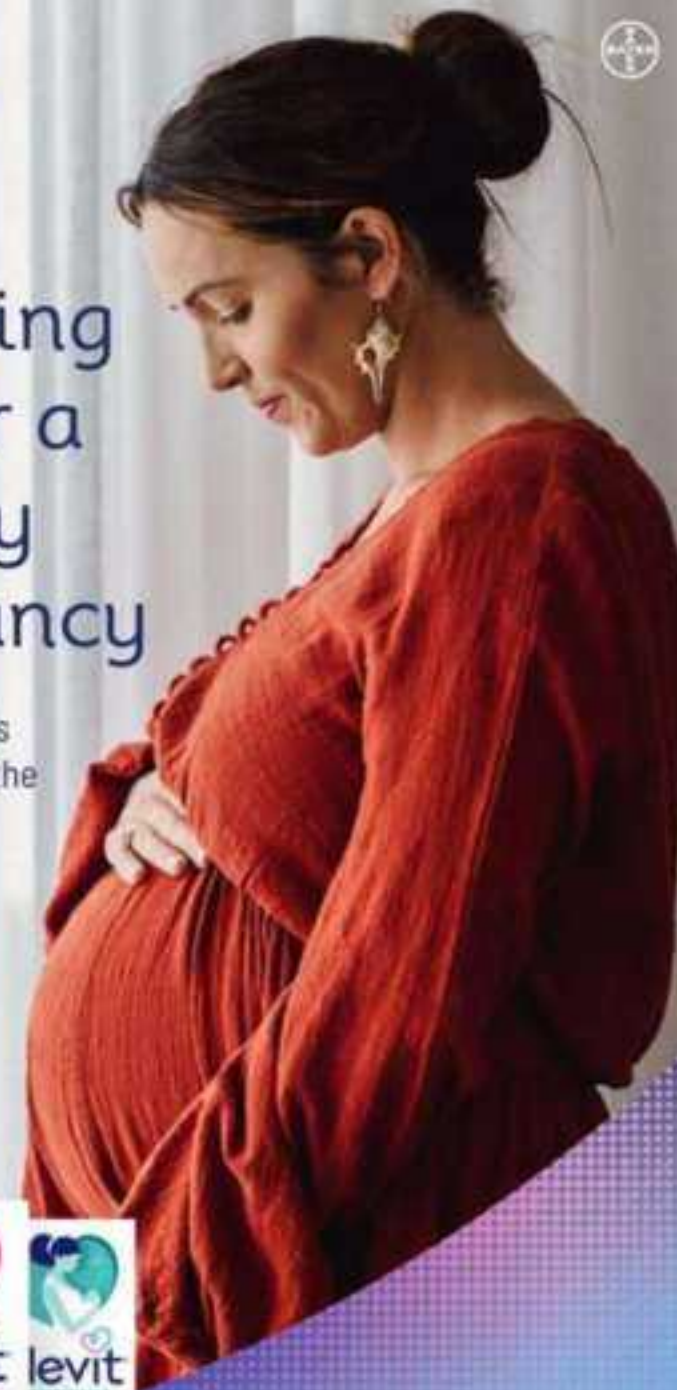
The heart of our offer – Our category leading, science backed solutions, designed to nurture baby’s healthy development from the earliest moment & support parents with clarity along the way.



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



elevit No.1 doctor-recommended For a healthy baby, from pre-conception to breastfeeding



Creative notes:
Expert | Reassuring | Progressive

2.0 Our Brand Assets

- 2.1 Packaging portfolio
- 2.2 Key Brand Assets
- 2.3 Core Brand Mark
- 2.4 Loveline
- 2.5 Alternative loveline
- 2.6 Colour
- 2.7 Iconography
- 2.8 Typography
- 2.9 Science loveline / Pattern
- 2.10 Illustration
- 2.11 Photography (talent & product)

2.1 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.



2.2 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.

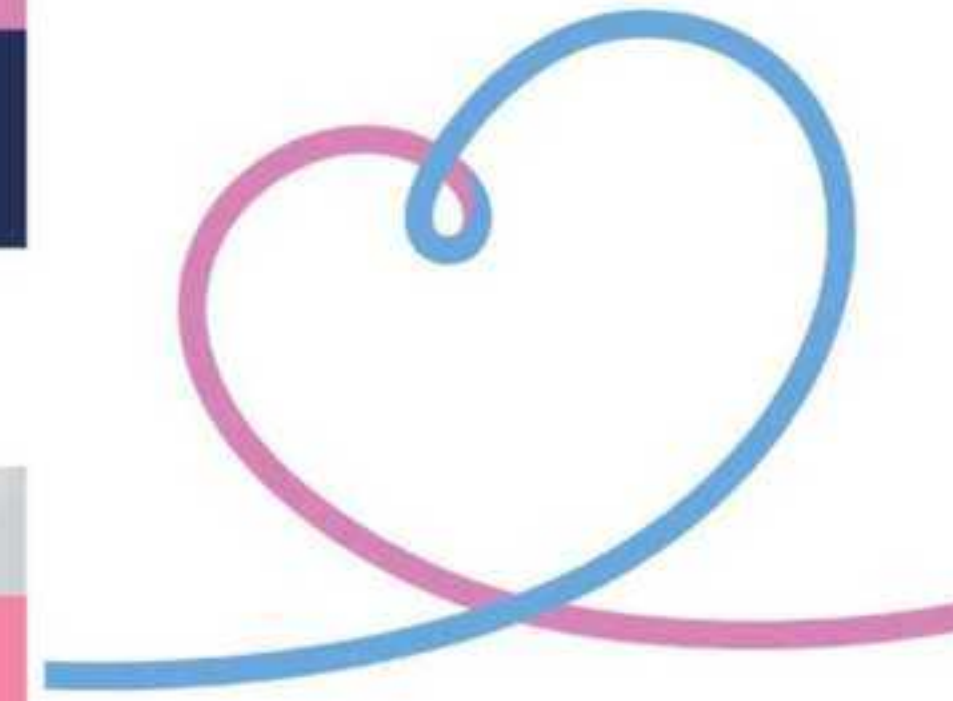
Core brand mark



Colour palette



Loveline



Tone of voice



We're with you all the way

No1. doctor recommended vitamins

Typography

Mooli Regular

Our headline font

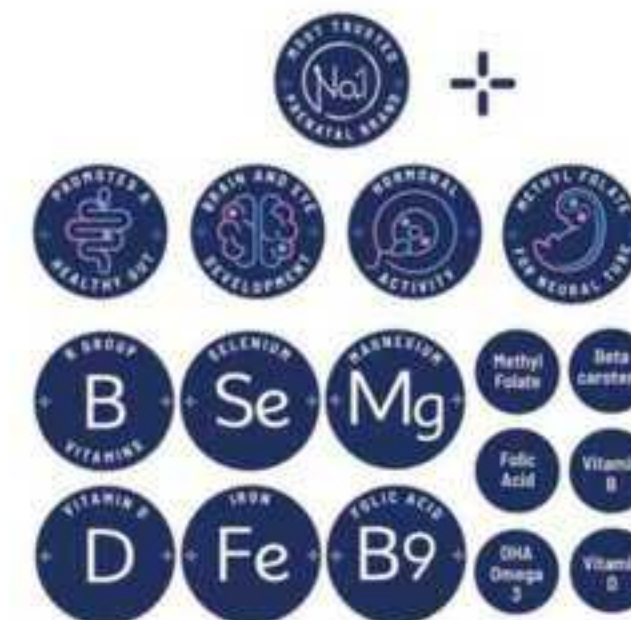
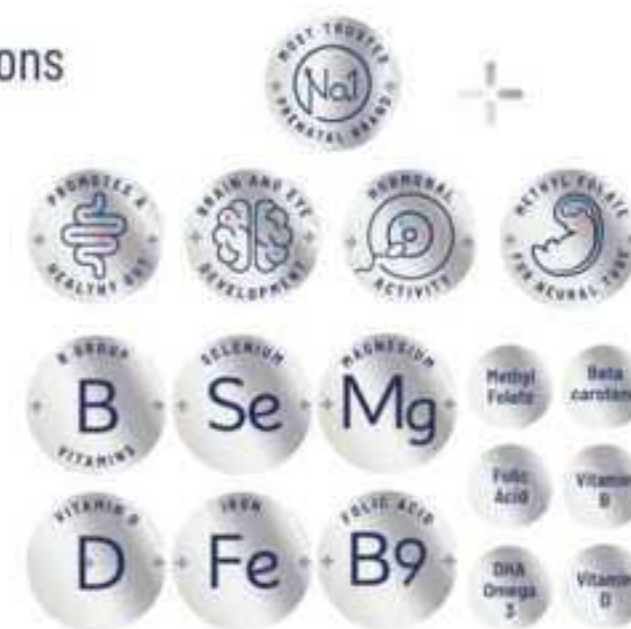
Barlow Semi Condensed Semi Bold

Our sub headline font

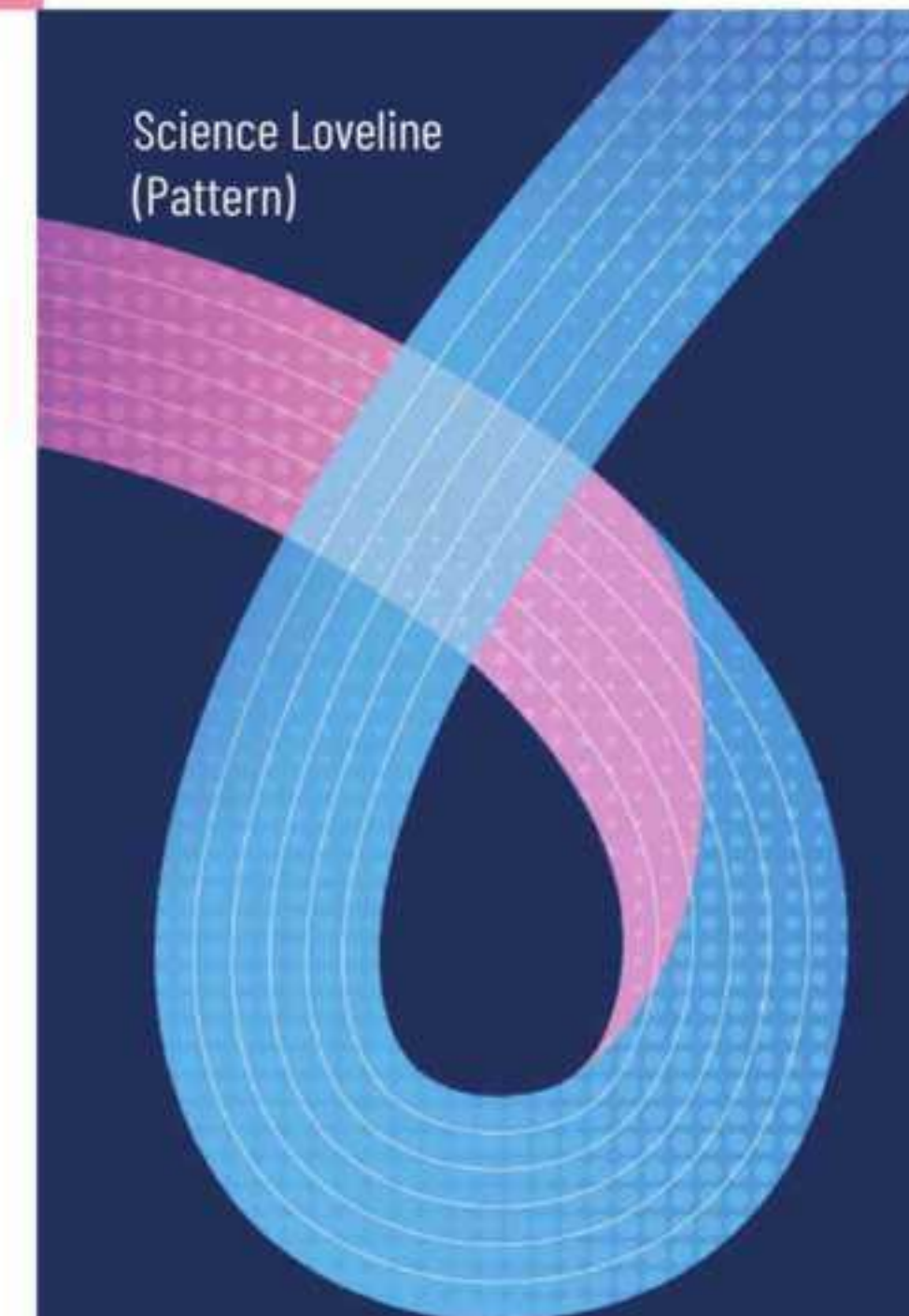
Barlow Semi Condensed Regular

Our body copy font

Icons



Science Loveline (Pattern)



Photography



Illustration



2.3 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.



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

2.3 Core brandmark

A primary and secondary brandmark can be used for application across different touchpoints.

Please follow the usage guidance to maintain consistency across the brand ecosystem and protect our core brand asset.



Use where colour contrast is compromised within the heart icon and the background



Use where colour contrast is compromised within the heart icon and the background

Don'ts



Never squash or warp the logo.



Never rotate the logo.



Never recolour the logo.



Never place the logo on a busy background.



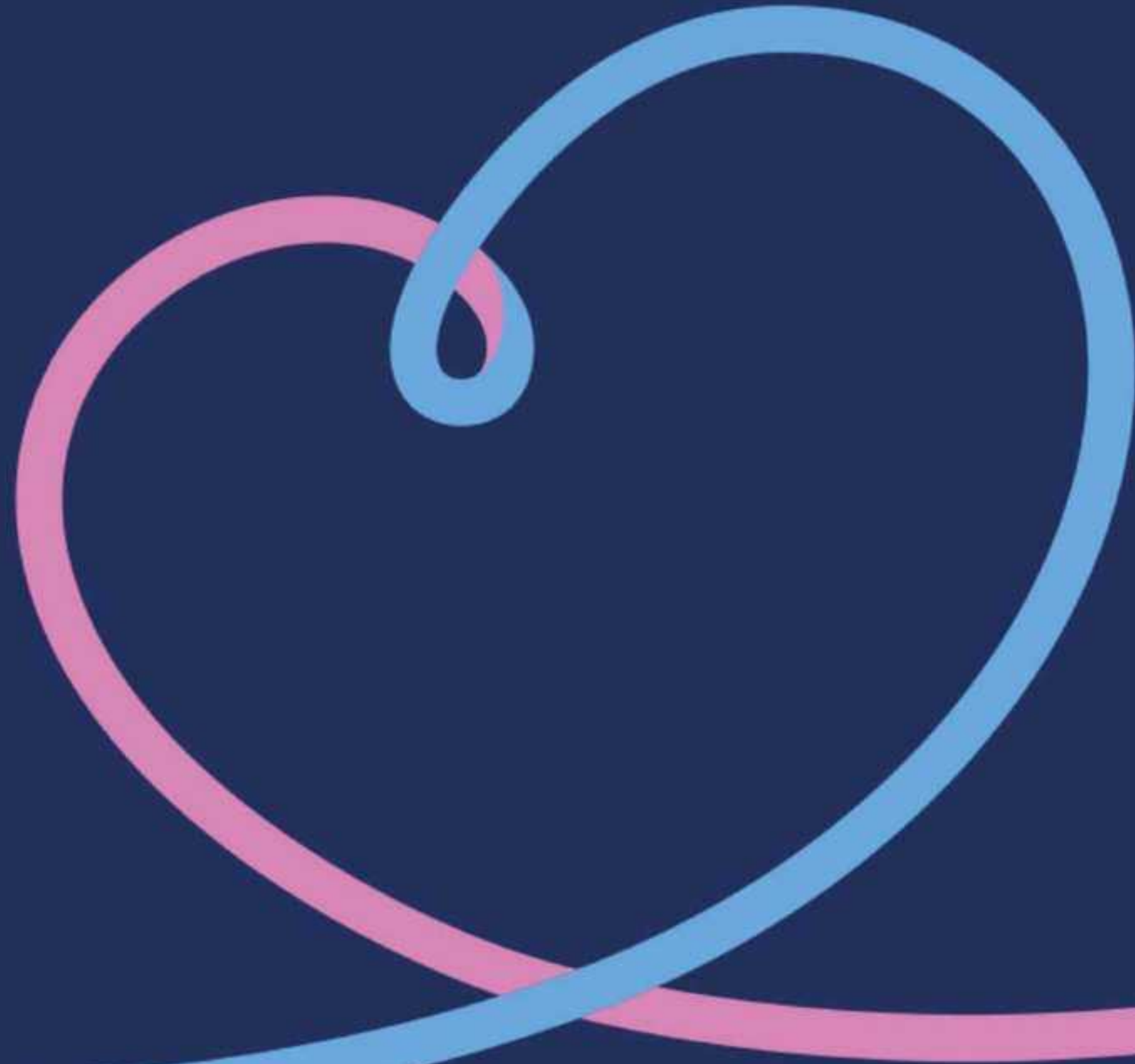
Never place the logo on a pink or blue background that makes the heart illegible

2.4 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 it's own or with photography but should always wrap talent when used in this way (more detail on usage to follow)

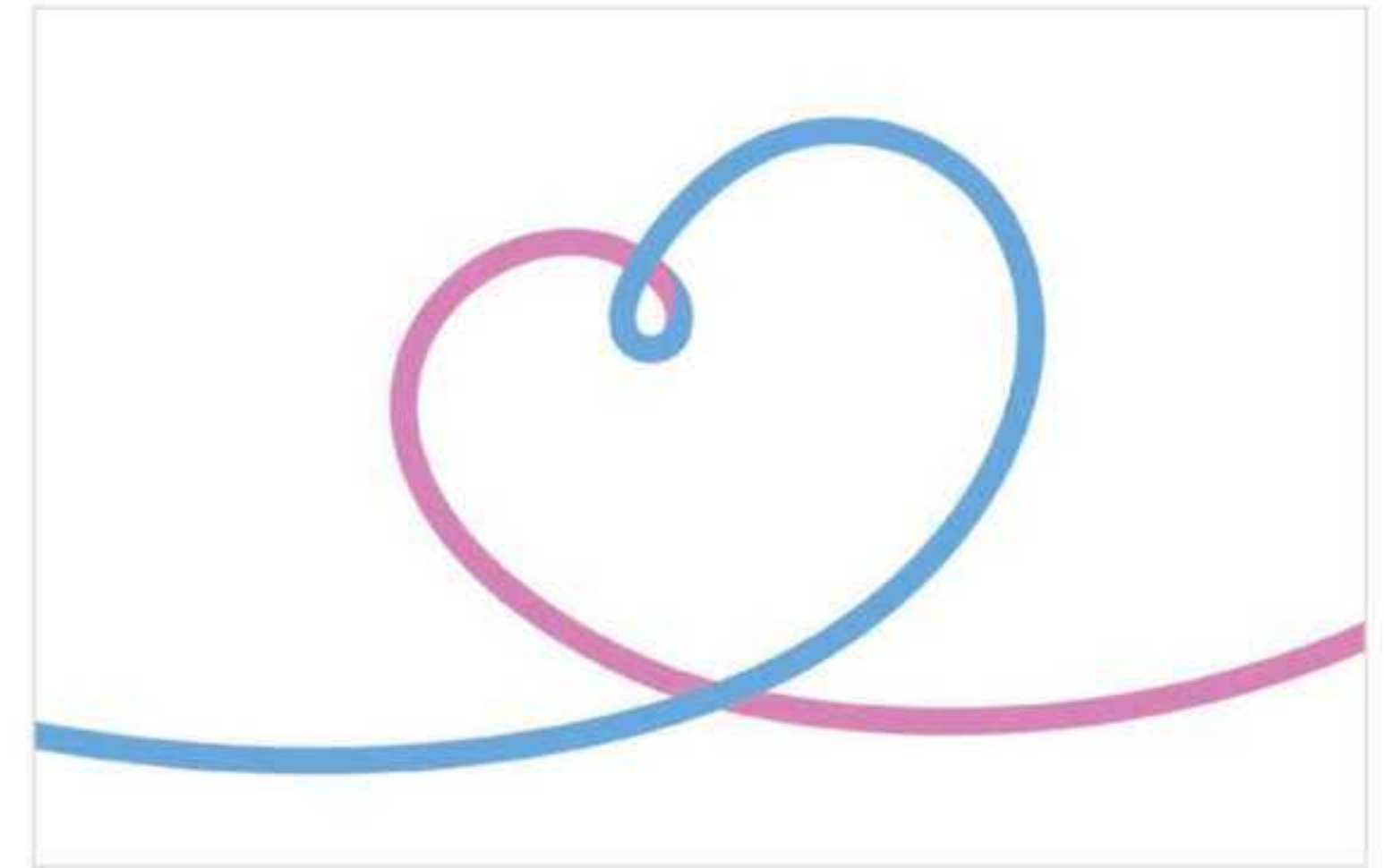
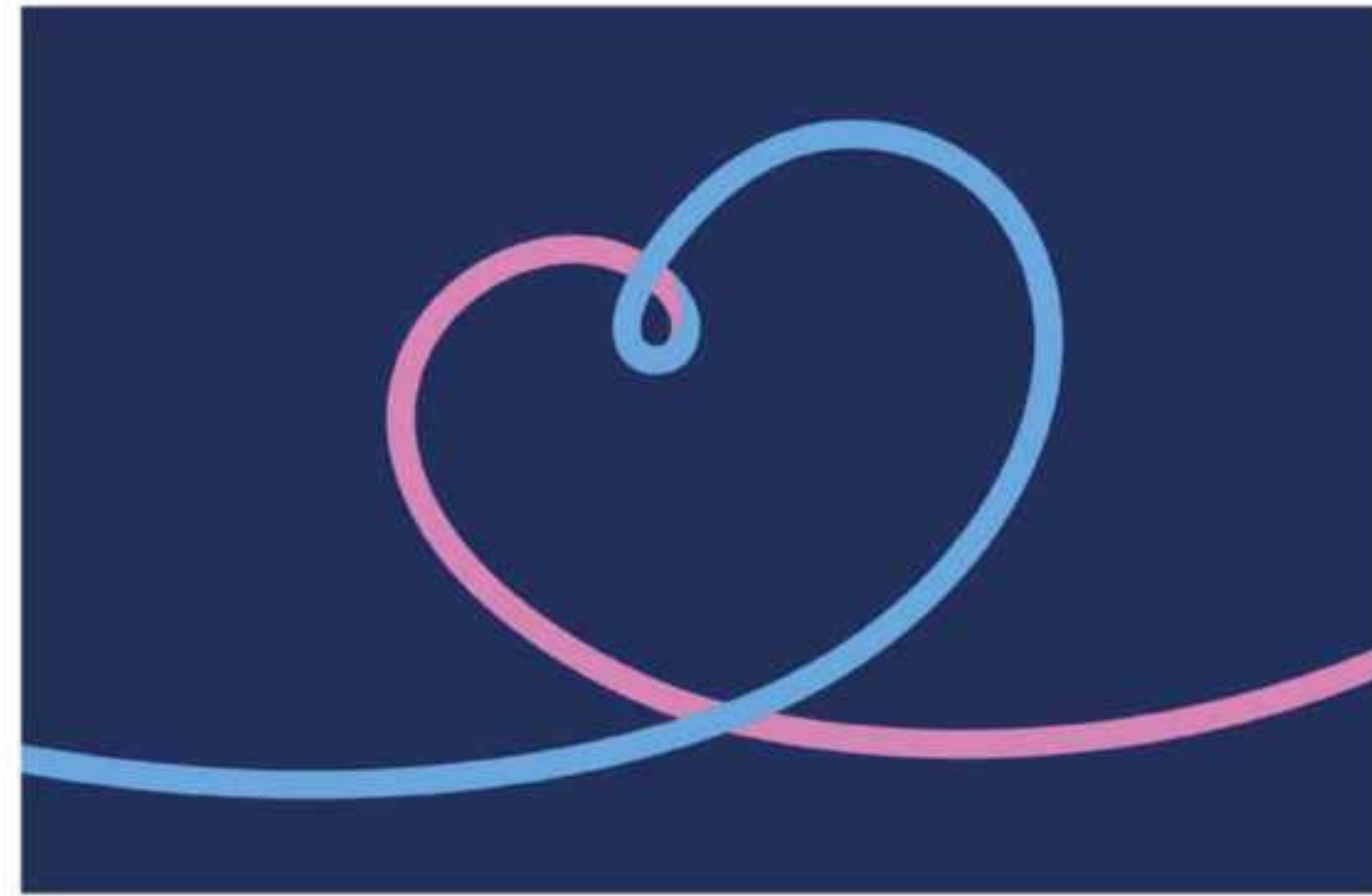


2.4 Loveline

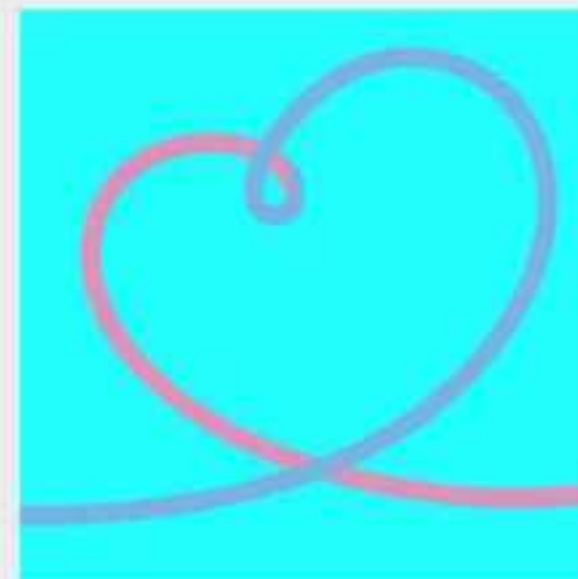
Colour rules

Our loveline should only be shown in our masterbrand colours on our dark blue and white as shown here. In some instances, the loveline can be placed on tints of the pillar colours (see secondary colour palette)

The loveline also interacts with photography - see guidance later in this document.

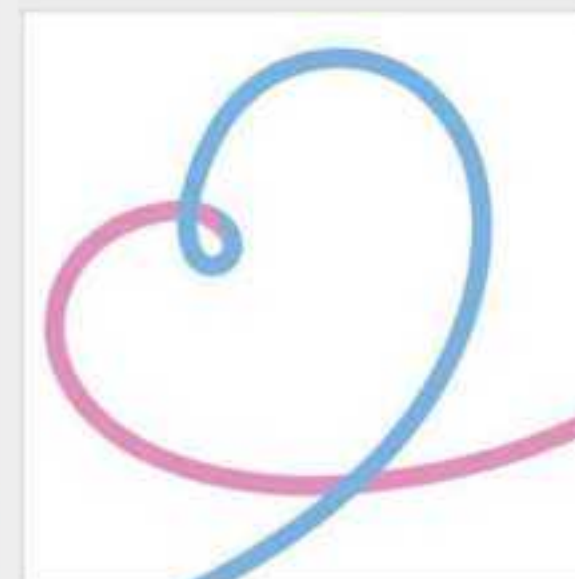


Don'ts

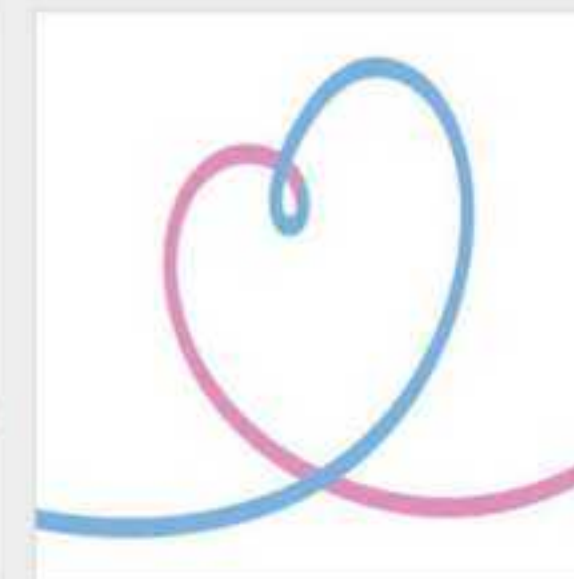


Never use the loveline on a full coloured background other than blue shown above.

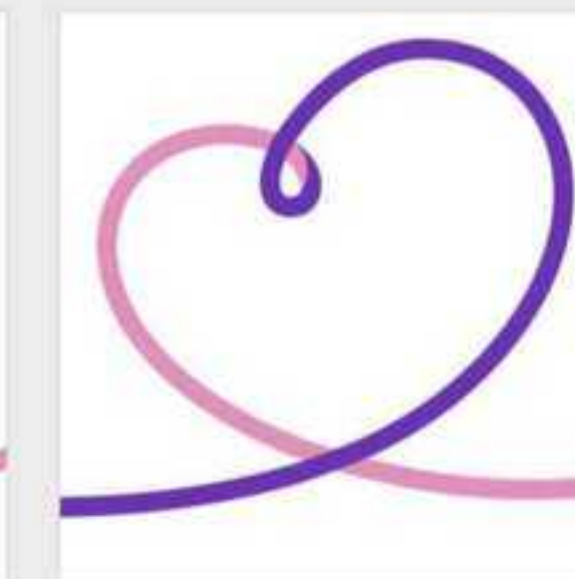
percentage tints of pillar colours can be used (see secondary colour palette page for more detail)



Never rotate or flip the logo



Never squash or warp the loveline.



Never change the colour of the loveline - all or half of it. Don't use Pillar colours.



Never thicken up the loveline only enlarge proportionally

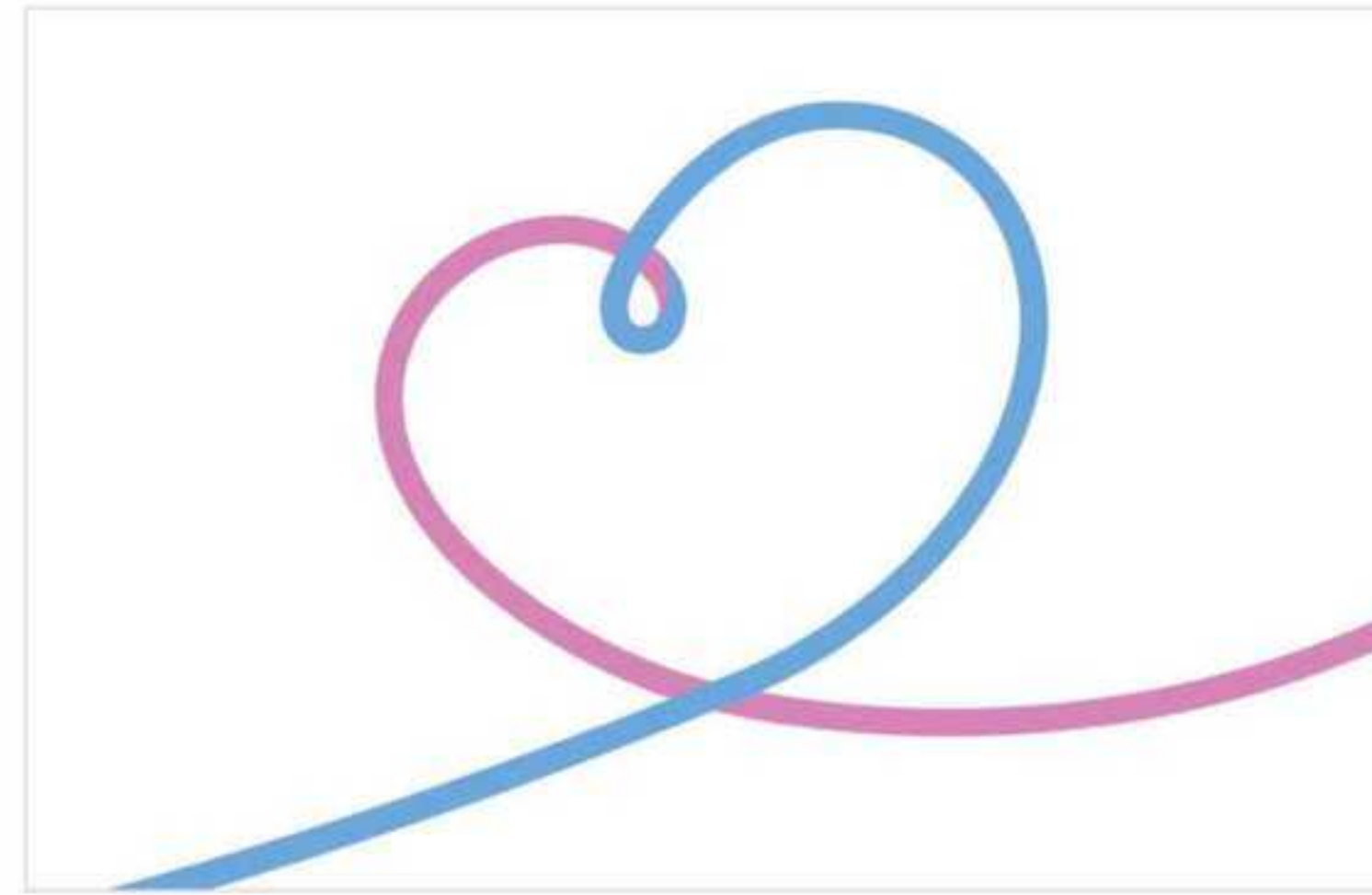
2.5 Alternate Loveline

Extreme landscape formats

When designing an extreme landscape format such as a 96 sheet billboard, we recommend using the alternative loveline that flows off the bottom edge of the application.

Using the alternative loveline ensures enough space is left for messaging and imagery to sit comfortably. The alternate loveline is mainly used on full-bleed examples where the primary loveline would otherwise flow across the whole width of the communication.

Alternative loveline



In application - 96 sheet billboard





2.6 Colour

Primary

Our colour palette is uplifting and bright but overall soft in tone to convey our kind and nurturing side.

Our pillar colours still link to the pack but in a slightly brighter and overall contemporary feel

Elevit Blue

PMS 284C
6AA8DC
C61 M21 Y0 K0
R106 G168 B220

Elevit Pink

PMS 673C
D984B6
C8 M60 Y0 K0
R217 G132 B182

Elevit Dark Blue

PMS 280C
222F5D
C97 M81 Y0 K14
R34 G47 B93

White

Elevit Silver (simulated)

Only used for icons and plus symbol (see supplied asset)

Pre-Conception & Pregnancy Glowing Pink
PMS 204C
C0 M0 Y0 K0
R242 G136 B184

Menevit Energised Blue
PMS 2144C
C86 M43 Y0 K0
R0 G129 B199

Pregnancy Caring Blue
PMS 2191C
C71 M11 Y0 K0
R33 G173 B228

Breastfeeding Nurturing Teal
PMS 7472C
C57 M0 Y30 K0
R83 G211 B199

Add-ons Vitality Purple
PMS 3520C
C35 M56 Y0 K0
R178 G130 B186

Baby & Kids Bright Yellow
PMS 135C
C0 M26 Y0 K0
R255 G200 B62



2.6 Colour

Secondary (50% Tint)

In some instances - such as HCP / more science lead communication we can use 25-50% tints of our colour palette shown on the previous page.

50%

25%

Masterbrand

Fertility
Glowing Pink

Menevit
Energised Blue

Pregnancy
Caring Blue

Breastfeeding
Nurturing Teal

Add-ons
Vitality Purple

Baby & Kids
Bright Yellow

2.7 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
IBM plex SC 从孕育到孕儿	IBM plex JP 計画から子育てまで	IBM plex KR 계획부터 육아까지	IBM plex thai จากการวางแผนสู่ การเป็นพ่อแม่	IBM plex sans Từ kế hoạch đến làm cha mẹ
M XiangHe Hei® SC Pro (CCJK) 从孕育到孕儿	M XiangHe Hei® SC Pro (CCJK) 計画から子育てまで	Seol Sans 계획부터 육아까지	Aaux Pro Thai Wide จากการวางแผนสู่ การเป็นพ่อแม่	Aaux Pro Thai Wide Từ kế hoạch đến làm cha mẹ

2.7 Typography

Do's & Don'ts

We use our Mooli typeface for any core communications for its warm and approachable feeling and Barlow as our support typeface for its more scientific and precise nature.

We've outlined here how the two typefaces should be used together and a few examples of how they should not be used.

We're with you
all the way

No.1 doctor recommended vitamins

Don'ts

We're with you
all the way

Os eos dis ape sed molore velit, non ex est ut hariorrum et vollias eos con rehenda debis prem quiat quam sam quid ut eum nobis dolorro remam, consequossit ut fuga.

Never use Mooli for small subheads or body copy

We're with you
all the way

No.1. doctor recommended vitamins

Never use Barlow Semi-condensed for headlines

We're with you
all the way

Os eos dis ape sed molore velit, non ex est ut hariorrum et vollias eos con rehenda debis prem quiat quam sam quid ut eum nobis dolorro remam, consequossit ut fuga.

Never substitute our brand typefaces for alternatives

WE'RE
WITH YOU
ALL THE
WAY

Don't use Mooli in all caps for headlines

39%

Don't use Mooli for large numerals (use Barlow semi-condensed)

2.8 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.

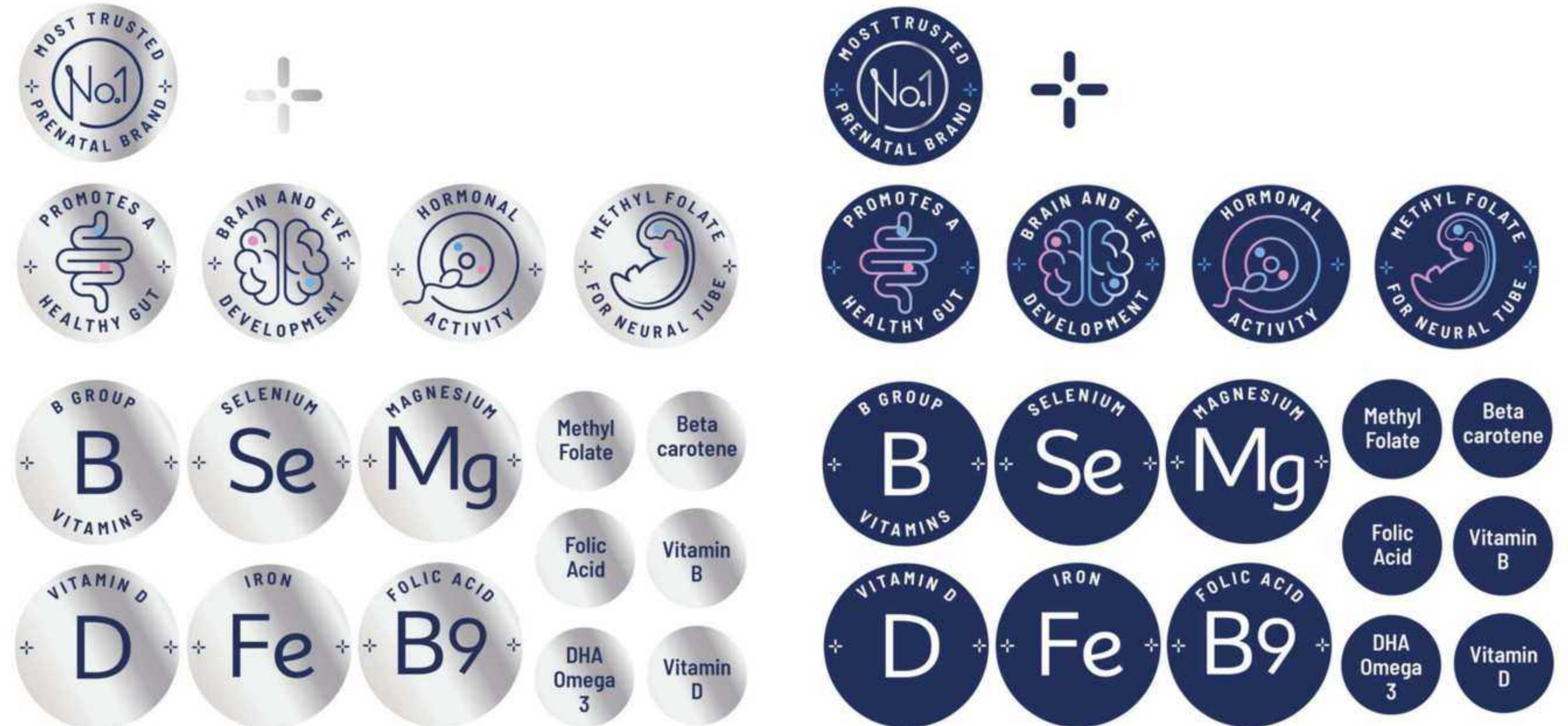
We have two types of iconography depending on the application requirement:

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).



2.9 Science Loveline

Our loveline under
a microscope

Concept

When we want to communicate efficacy and scientific power, we zoom into our science loveline.

The texture, pattern and glowing colour within create a feeling of technical active movement, and dials up our scientific credentials.

Pattern

The pattern within our science loveline is inspired by cell division and growth during the early weeks of pregnancy.

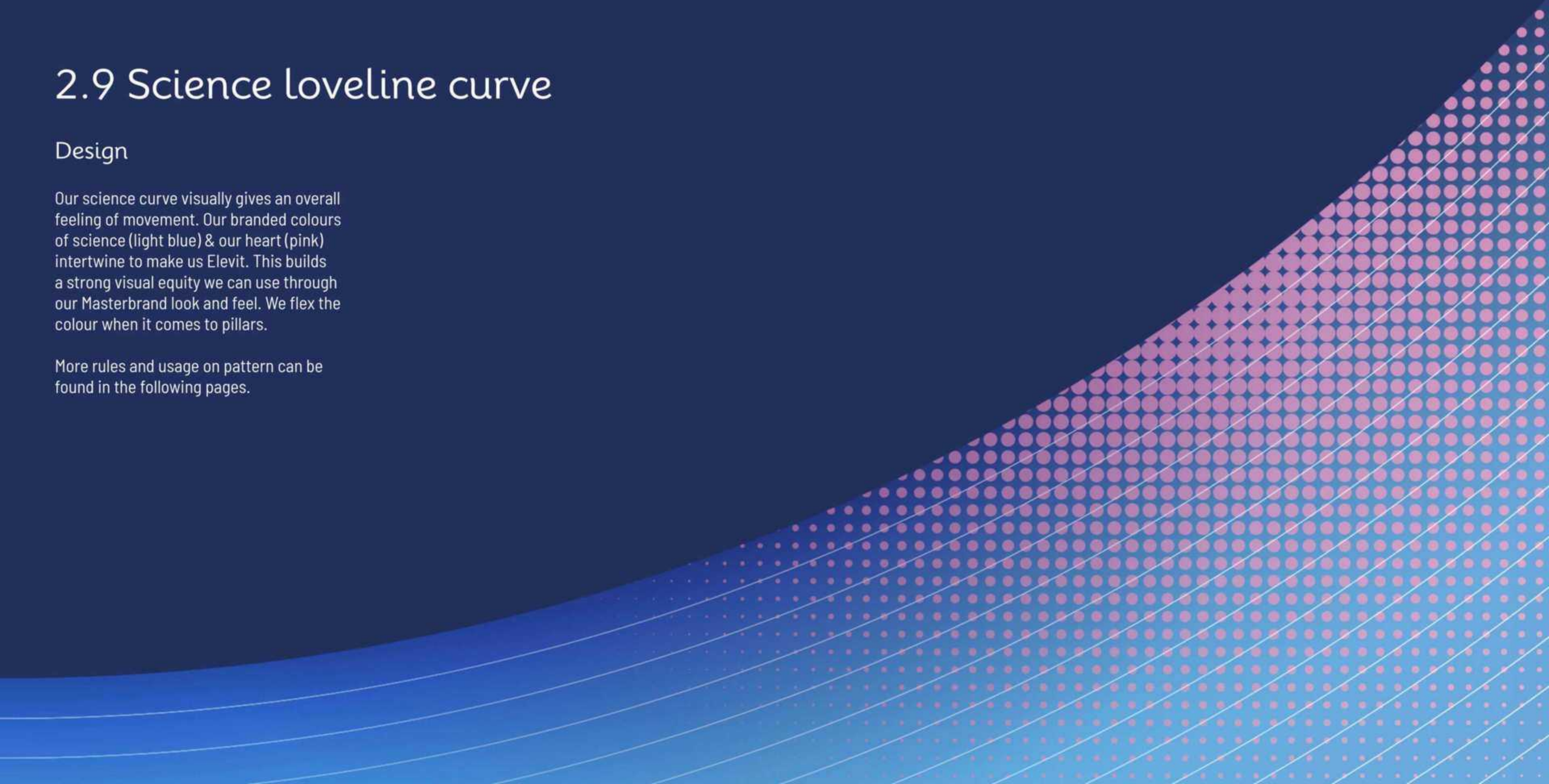
Dots increasing in size create a feeling of growth, while soft gradients suggest active movement. Fine keylines express precision and emulate the progress of our loveline

2.9 Science Loveline curve

Design

Our science curve visually gives an overall feeling of movement. Our branded colours of science (light blue) & our heart (pink) intertwine to make us Elevit. This builds a strong visual equity we can use through our Masterbrand look and feel. We flex the colour when it comes to pillars.

More rules and usage on pattern can be found in the following pages.



2.9 Science Loveline & curve

Concept

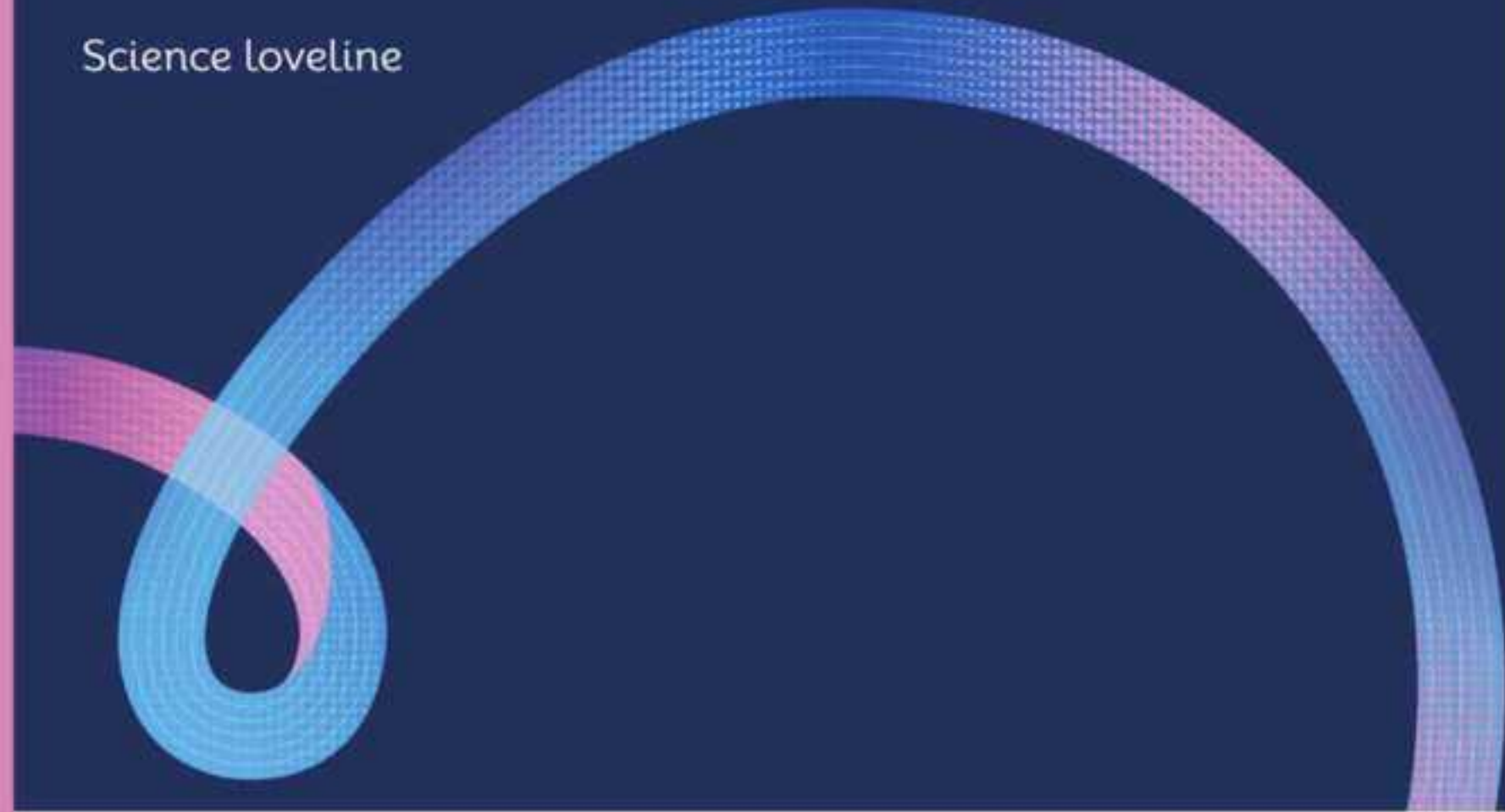
Our science loveline curve allows us to create a functional canvas that supports our communication. This can help us in carrying messaging, pack visuals and other graphics.

Through using the science loveline we create contrast and balance between emotive and practical/scientific design elements.

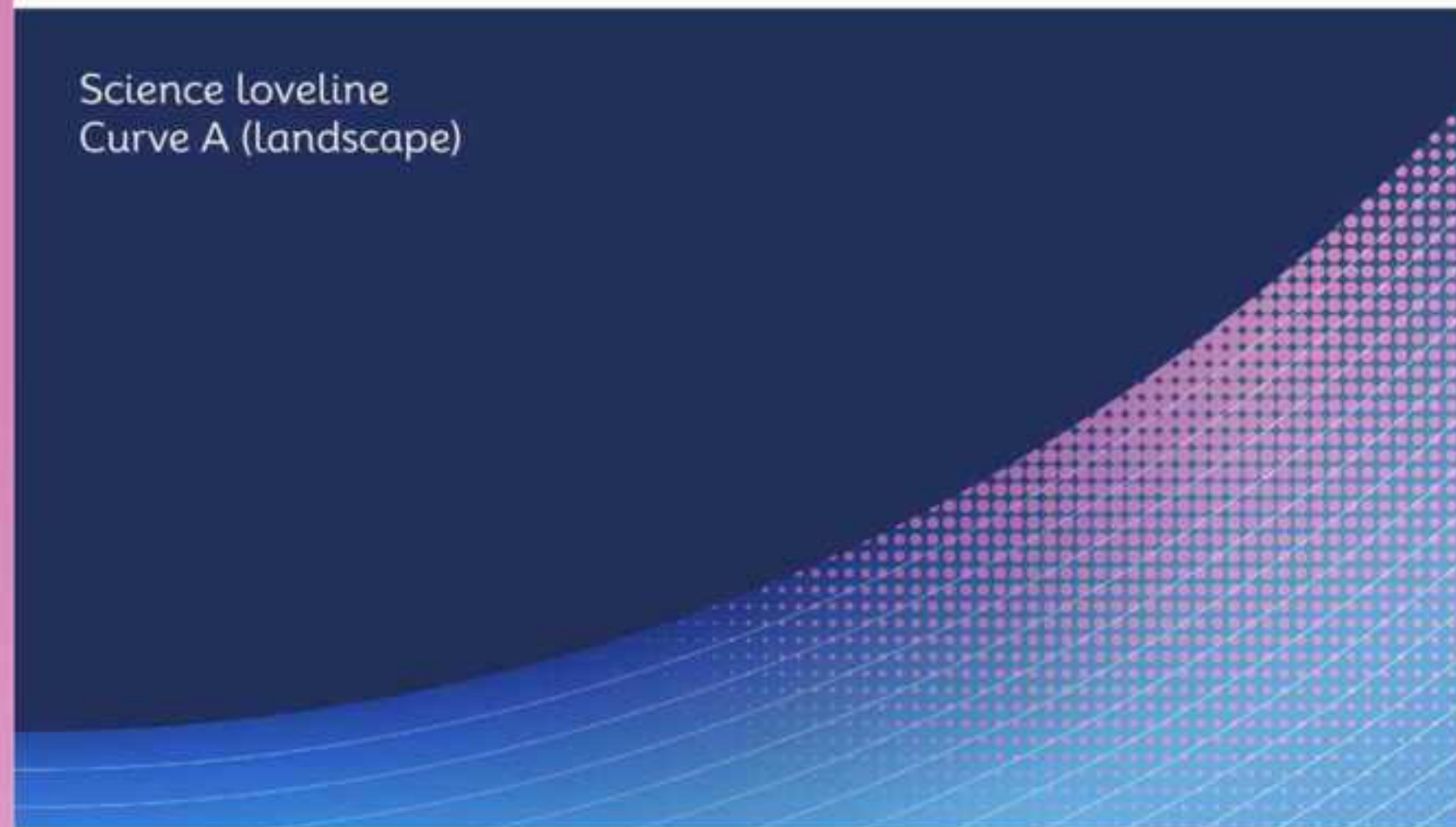
It is also a useful tool for navigating our product portfolio and indicating pillars through use of colour.

The science loveline has been created as several asset templates in order to create flexibility throughout the system and allow application to a wide range of formats.

Science loveline



Science loveline
Curve A (landscape)



Science loveline
Curve B (square/
portrait)



In application



Divider slide graphics



Split design applications



Full bleed

2.9 Science Loveline curve

Science loveline curve types

It is important to select the right kind of science loveline curve when designing an application.

We have two different templates of the science loveline curve that allow us plenty of space for typography and imagery on communications.

Curve A should be used for landscape applications such as billboards.

Curve B should be used for square/portrait applications such as adshel posters.

Science loveline
Curve A (landscape)



Science loveline
Curve B (square/portrait)



2.9 Science loveline curve

Across pillars

Our pattern can be recoloured for each of our pillars. This allows us to weave our brand colours into communications to create warmth and easy recognition/wayfinding.

Fertility

Menevit

Pregnancy

Breastfeeding

Baby & Kids

Ad-ons



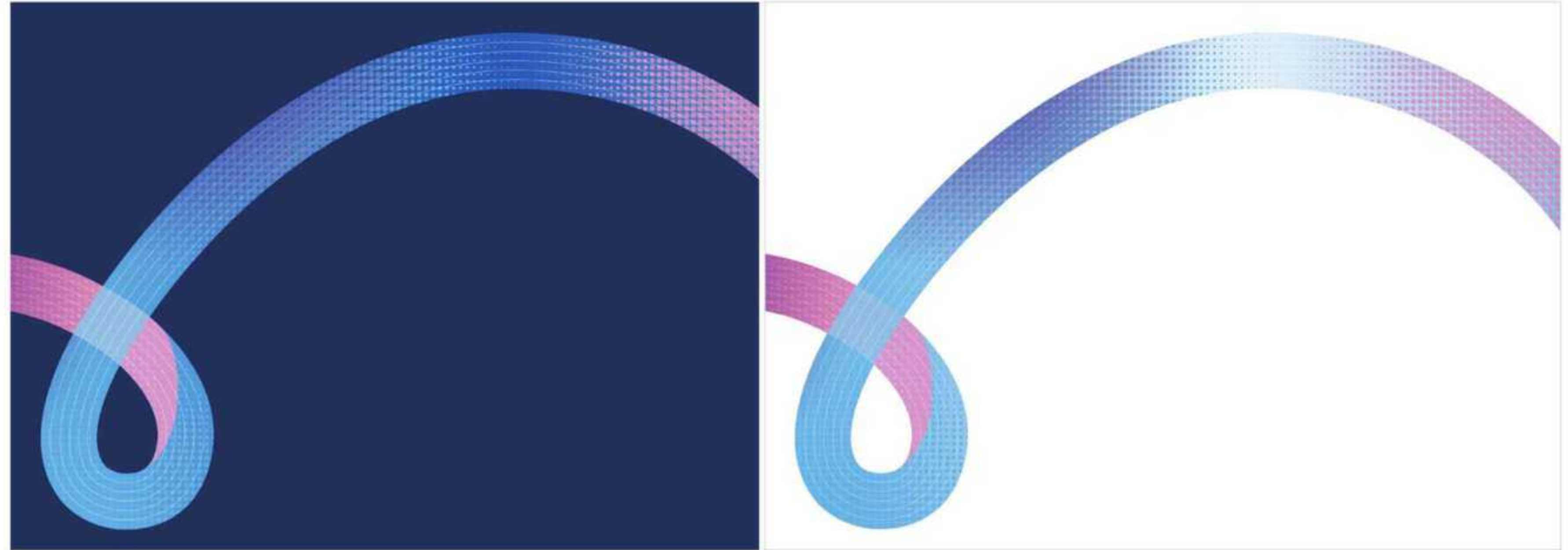
2.9 Science Loveline

Design

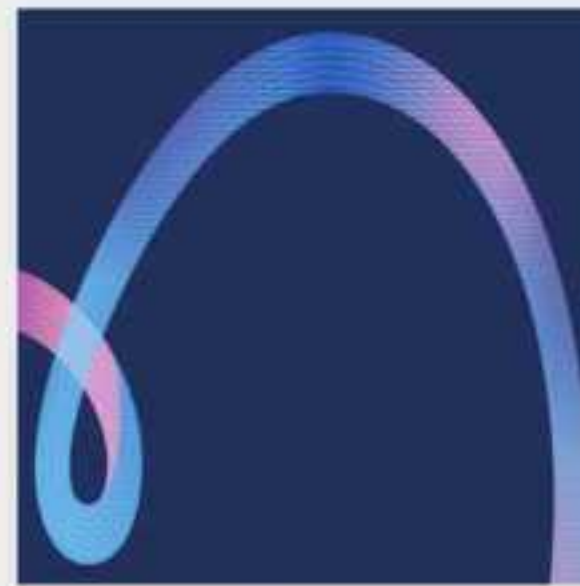
Our scientific loveline is a key asset and when used correctly can create real impact in communications.

Wherever possible, use the crops supplied as artworked assets.

Opposite are a few guidelines on what not to do with the scientific loveline.



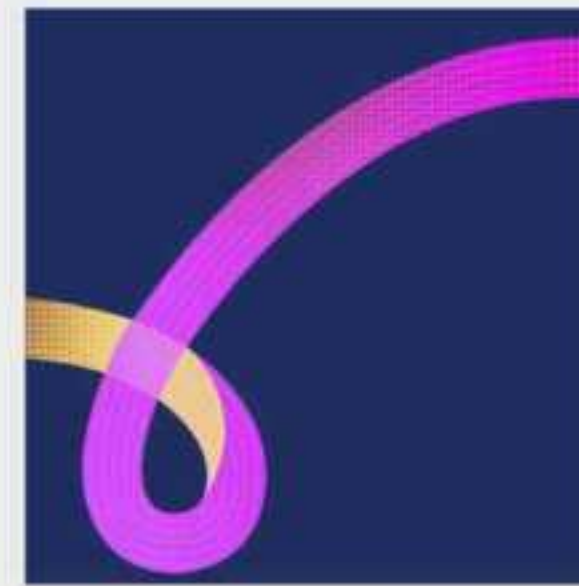
Don'ts



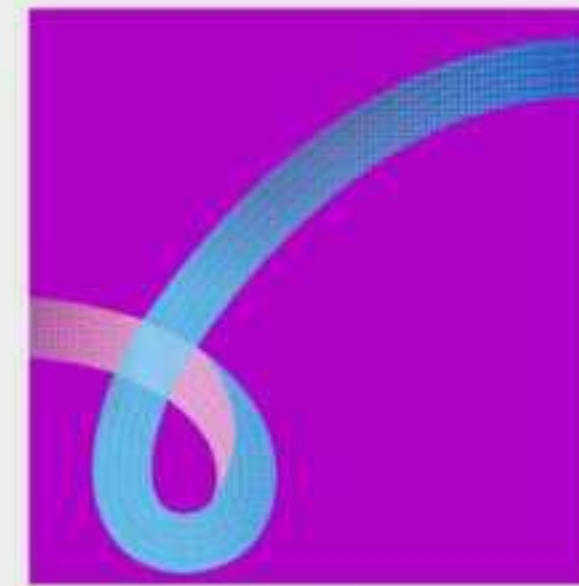
Never squash or warp the science loveline.



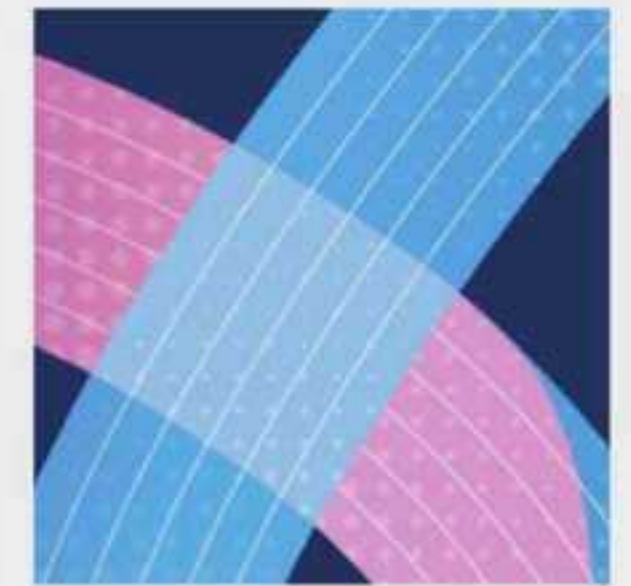
Never rotate the science loveline.



Never recolour the science loveline.



Never recolour the background behind the science loveline



Never crop too closely into the science loveline

2.10 Illustration

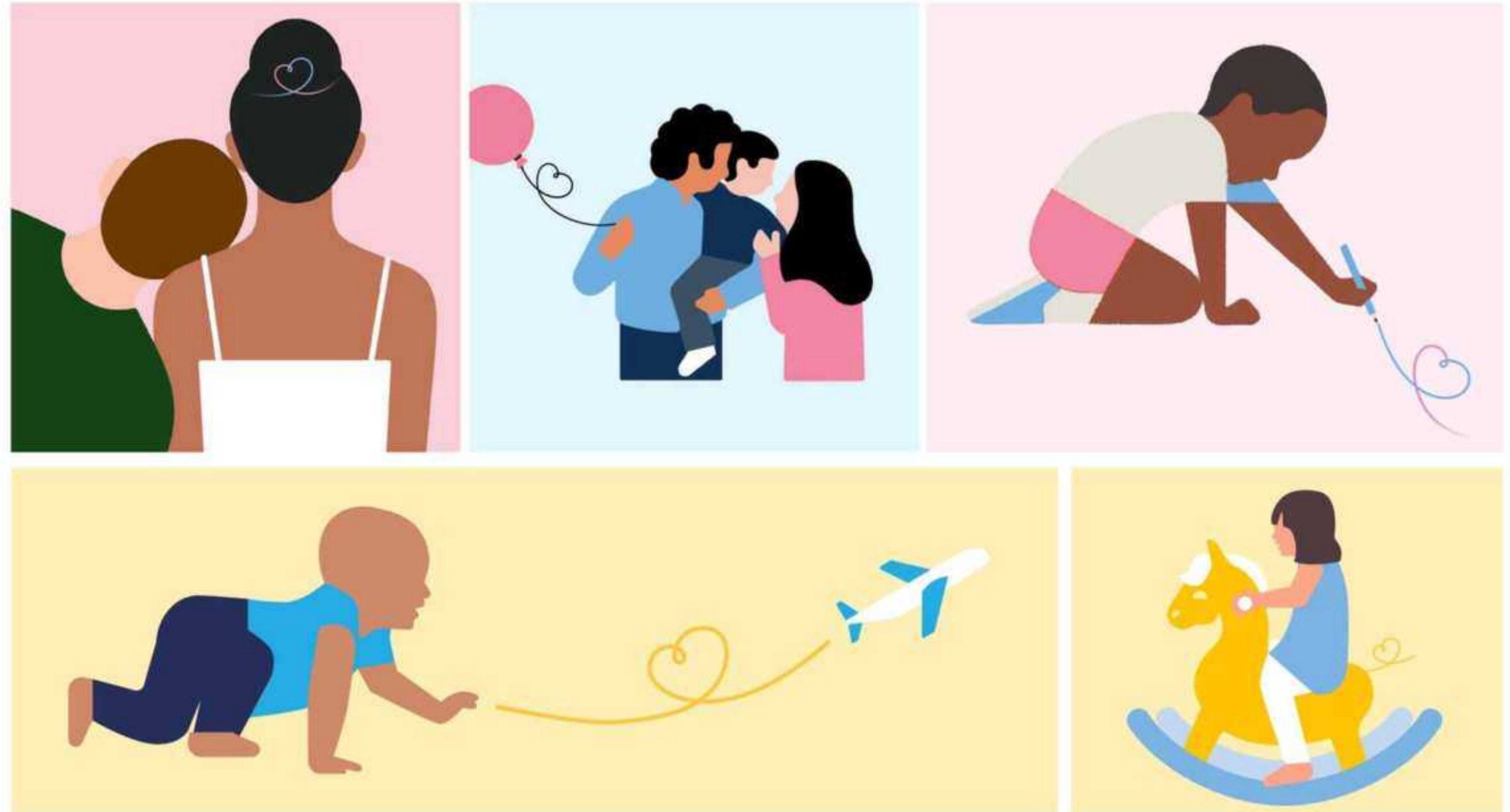
Overall feeling

A secondary Illustration style supports our primary full-bleed photography. Our illustration style has a soft geometric feel inspired by the simple curves of our logo and loveline.

It is particularly effective in communicating lifestyle and scientific explanations as well as more intimate, personal depictions such as breastfeeding. It provides a softer mood whilst still retaining a technical precision.

Illustrations should only be used on smaller and specific communication formats such as social media or HCP leaflets

Where possible, we incorporate our loveline subtly within illustrations to help make them more ownable.



Don'ts



Don't use or commission illustration that is too busy/ colourful with no focal point



Never use illustration that shows facial features (eyes nose or mouths)



Never use illustration that has angular edges or that looks like cut paper.



Never use geometric illustration that is overly simplified or abstract



Don't use illustration that feels naturalistic & has busy detail in the background

2.10 Illustration

Soft science illustration to support science/more sensitive imagery

When using illustration alongside scientific/efficacy messaging, we use subtle tints of our pillar colours in the backgrounds.

This allows use of the pillar colours without becoming too vibrant or heavy, creating a softer feel that takes away the stark clinical-ness of white.

NB ensure an inclusive approach to ethnicities etc



Don'ts



Don't use illustrations with strong background colours (only tints of our palette)



Don't use illustrations that are too naturalistic - keep illustration softly geometric



Don't use illustration that has rough edges, should be graphic/smooth



Don't add textures or facial features to illustrations



Don't use illustrations that have too many subjects (keep it simple)

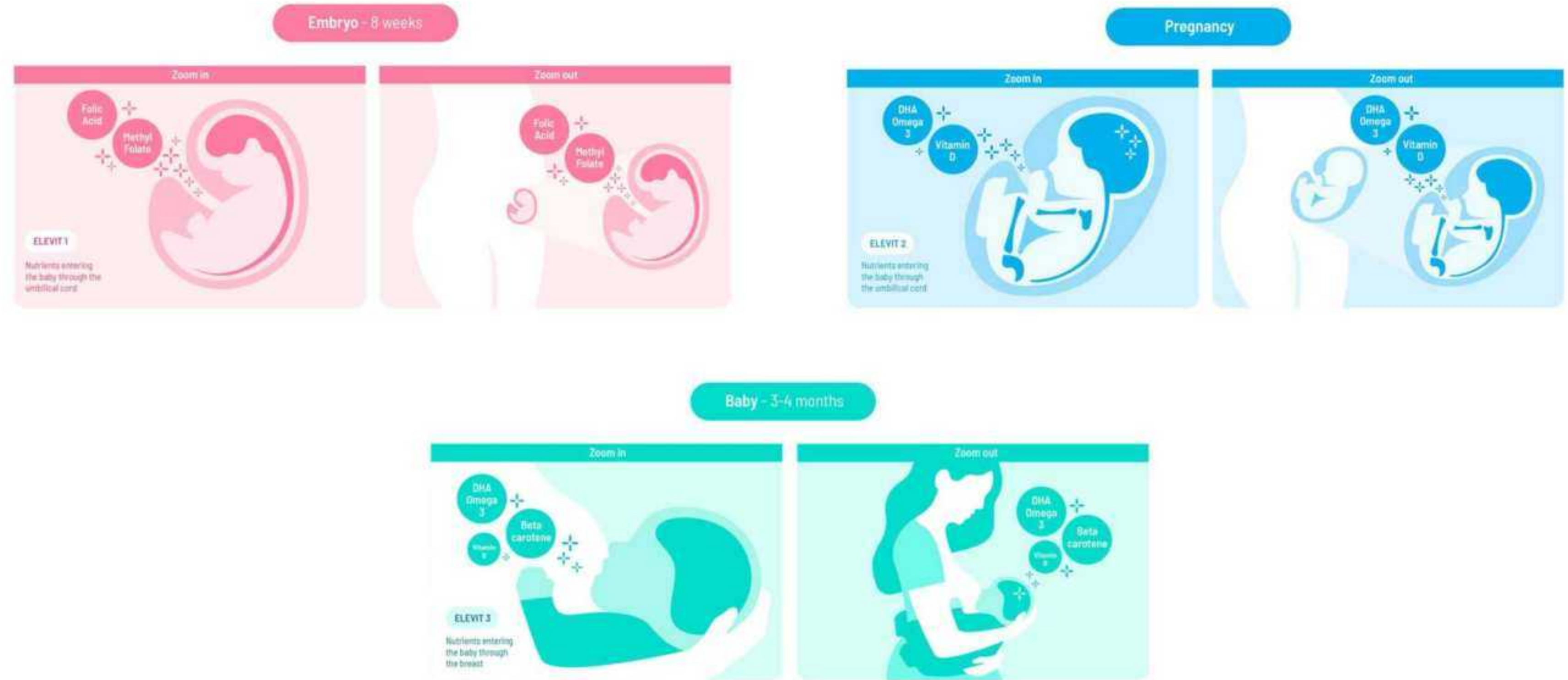
2.10 Illustration

Science diagrams (HCP)

For science led communication, our soft and approachable illustration style is simple and clean to allow technically information to be more clearly represented.

We combine the softer tones of the pillar colours to be less clinical our in approach.

For more detail refer to the HCP section.



Don'ts



Never recolour diagrams, use assets provided in correct pillar colours



Don't attempt to draw new HCP science diagrams



Don't add drop shadows or any effects to diagrams



Don't create or use any science diagrams that are in a different style



Don't place diagrams over imagery or coloured backgrounds

2.11 Talent Photography Principles



Authentic

photography that feels in the moment
not staged, real connected moments



Uplifting

moments that make you smile, through
a leg lifting or just the feeling the image
evokes



Connected

to portray a kind and nurturing feeling and
give a feeling of overall warmth and care



Real closeups

embracing real, natural bodies to reinforce
positive body images

2.11 Talent Photography Principles

Judgement criteria

It is important to follow the guidance shown opposite when sourcing and selecting imagery.

This will ensure a consistent and considered approach to our brand photography.

Do:

Choose candid imagery that looks like a caught candid moment

Select natural poses that feel relaxed, spontaneous and unforced

Choose imagery that shows genuine emotions that emphasise the connection between people

Ensure backgrounds are uncluttered and calm that allow the talent to be the main focus

Choose imagery with natural lighting, ideally daylight

Ensure a global and inclusive approach when selecting talent

Pale backgrounds that hero the loveline and have hints of background detail

Don't:

DON'T choose imagery that feels seems forced, staged or unnatural

DON'T select obviously posed talent that feels awkward

DON'T choose imagery with people looking at the camera with exaggerated expressions (cheesy grins etc)

DON'T select backgrounds that are fussy, distracting, brightly coloured or overly dark and moody

DON'T choose imagery with stark/ moody lighting or strong shadows

DON'T be stereotypical or non-inclusive when selecting talent

DON'T show clinical, stark backgrounds that feel cut-out and overly flat and white

Pre-Conception & Pregnancy



Pregnancy



Authentic / Uplifting / Connected / Real



Breastfeeding



Baby & Kids

2.11 Talent photography selection

Overview

Our talent photography is an important part of our brand. Selecting images that adhere to the following principles will ensure consistency and quality across all imagery.

- Nothing clinical or stark
- Include hints of background even when sourcing imagery with lighter backgrounds



Authentic / Uplifting / Connected / Real



Breastfeeding



Baby & Kids

Don'ts



Don't choose imagery that is clearly staged with forced expressions



Don't choose imagery that is has an overly editorial/ fashion style



Don't choose expressions that look worried or anxious



Don't choose imagery with strong or stark lighting



Don't choose overly busy imagery where talent isn't the main focal point

2.11 Talent photography styling

Adding brand colours

In order to help make our imagery more ownable, we should include some element of colour from our brand palette.

This can be achieved by:

- Sourcing imagery that already uses our brand colours
- Recolouring small areas of talent imagery with our brand colours



Don'ts



Don't recolour the background (unless using a subtle tint)



Don't recolour in an overly vibrant unnatural way



Don't recolour a large portion of the image



Don't recolour so that talent looks overtly 'branded'



Don't recolour any part of an image that would look unnatural

2.11 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

2.11 Product Photography Principles

Application

We use imagery with product integrated in two different ways:

1. As full bleed photography, OR with tinted colour backgrounds where it appears with the loveline (eg OOH). This allows our loveline core colours to stand out.
2. With full colour backgrounds on social media only

Option 1:
Advertising and branded comms eg OOH



Full bleed photography OR tinted background in pillar colours

Option 2:
Social media



Full colour backgrounds in pillar colours

2.11 Talent photography with loveline

Overview

Opposite shows the best way of integrating our graphic loveline with photography.

Guiding points:

- Choose imagery that has one clear focal point (e.g a person)
- Choose light, unfussy background
- Wrap the line around talent so that the blue appears in front, and the pink goes behind
- Add pillar colour to photography if needed

Adshel and billboard



Talent is centred within the heart



Blue loveline sits in front of talent

Part of the talent image breaks out of the top of the loveline heart and covers the 'loop'

Pink loveline wraps behind talent

2.11 Stock | Pre-Conception & Pregnancy



Available for download

Inspiration

Authentic / Uplifting / Connected / Real

2.11 Stock | Fertility Menevit



Inspiration

Authentic / Uplifting / Connected / Real

2.11 Stock | Pregnancy



Shutterstock: 788554996



Getty: 2206504707



Getty: 1338033811



Getty: 532636060



Getty: 1132017671



Getty: 2148116661



Getty: 653241632



Getty: 2192243187



Getty: 1322159905



Getty: 482144251



Getty: 1711903542



Getty: 1382071579



iStock: 1467970572



iStock: 1456604593



Getty: 1291933590

Available for download

Inspiration

Authentic / Uplifting / Connected / Real

2.11 Stock | Breastfeeding



Getty: 2175472396



Getty: 2159040088



Shutterstock: 2161727829



Shutterstock: 2118088172

Available for download



Getty: 1334610814



Getty: 1444802417



Getty: 2168038781



Getty: 1354181706



iStock: 1957394137



Getty: 2160835082



Getty: 2163498968



iStock: 1398823462



Getty: 527916848



Shutterstock: 1591109473



Getty: 2175472457

Inspiration

Authentic / Uplifting / Connected / Real

2.11 Stock | Baby & Kids



Getty: 1362311403



Shutterstock: 605993684



Getty: 2209057097



Shutterstock: 2397485357



Getty: 1063859190



Getty: 1153666466



Getty: 1207395328



Getty: 1839645483



Getty: 2166184483



Getty: 2169250316



Getty: 1251298937



Getty: 173331610



Shutterstock: 775334854



Shutterstock: 770902783



Getty: 1868458041



Getty: 1124770101



Getty: 1304113039



Getty: 1312935650

Available for download

Inspiration

Authentic / Uplifting / Connected / Real

2.11 Stock | Add-ons



Getty: 1224044857



Shutterstock: 2168095599



Getty: 866672892



Getty: 2169210126

Available for download



Getty: 2160504875



Getty: 1498289689



Getty: 1301321124



Getty: 2204376356



iStock: 1957394137

Inspiration

3.0 Using our Assets

- 3.1 Loveline
- 3.2 Background Integration
- 3.3 Adding Science
- 3.4 Pack Integration
- 3.5 Headline Communications

3.1 Loveline

A. Graphic Loveline



B. Typographic Loveline



C. Physical Loveline



We have three different loveline applications for different needs across the consumer journey, each with their own set of guidelines.

Where possible, the 'loop' of the loveline is covered by talent within the composition. However we do allow some flexibility to show the loop should a particular image require it. This rule applies to all types of graphic loveline.

3.1 Loveline

A. Graphic Loveline

Our graphic loveline is our key master asset that is the primary application of the loveline. It is used in our brand colours and always wrapped around the talent.

The rule is the blue (our science) is always in front of the talent and leading the way and the pink (our heart) is supporting and nurturing and goes behind. We apply this rule to all photography and the graphic loveline never takes any other colour palette unless used within our lifestyle illustration or diagrams as shown previously.

Where possible, the 'loop' within the heart of the loveline is covered by the talent.



Don'ts



Never bring the pink loveline in front of the subject



Never show too little of the loveline so that the heart shape is obscured



Don't scale the loveline too large around the subject



Don't place your subject off centre within the loveline



Never place the loveline on imagery with a clashing colour or busy background

3.1 Loveline

B. Typographic Loveline

In addition to our graphic loveline we also have the option of creating typographic lovelines.

This creates flexibility in our system, and allows our loveline to become a living, dynamic expression of our brand.

Typographic loveline example



Don'ts



Never use imagery with busy backgrounds



Never use too many words - type becomes too small



Never use too few words - loveline becomes too thick



Never recolor elements of the typographic loveline



Never run typography around the loop of the loveline

3.1 Loveline

B. Typographic loveline

Typographic lovelines should be created with care, as using too many characters or words, or too few, can damage the flow of the loveline and make it illegible.

Some things to consider would be:

- Can the text be broken into several parts and still make sense? Sometimes several independent phrases can work better than one long headline. (For example, opposite shows three independent phrases)
- Does my photography allow the keyline elements of the loveline and typography to remain visible?

Example application

How we create typographic lovelines



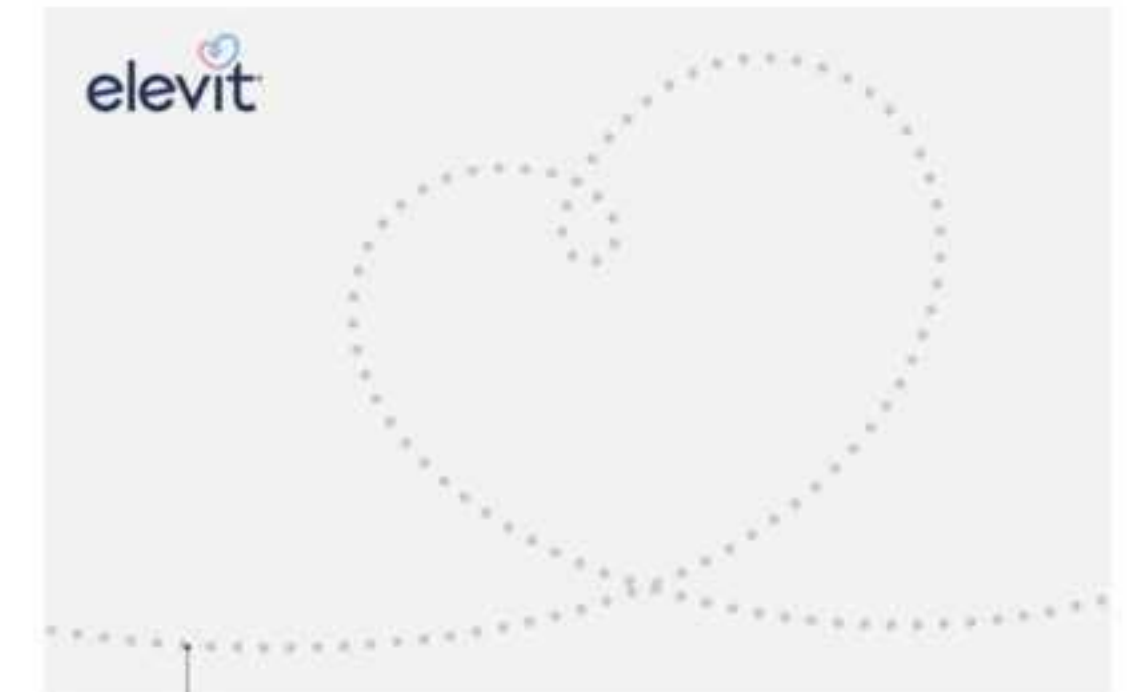
Imagery must have mostly neutral background for type standout & legibility

Keep descriptions concise and not overly wordy

Keyline in pink and blue should be the same thickness as the 'x height' of the typography

Subject of photography sits in front of the pink loveline but does not completely cover it

Type path



Typography should always follow the path of the loveline

3.1 Loveline

C. Physical Loveline

When not using our graphic loveline we do have the flexibility to add more meaning and expression to the lovelines we create.

The shape made must feel born from our loveline but it has the flexibility to be more integrated into the scene in order to aid story telling. The following pages show a few ways we have brought this to life.

When creating a physical loveline, it is allowed to form a natural part of the scene (for example, the physical loveline is painted onto the wall behind the girl with the brush.) In these cases, the loveline does not have to wrap around in front of the subject.

Physical loveline inspiration



Don'ts



Never redraw or use a different shape for the physical loveline



Never make the physical loveline too thick or thin



Never create physical lovelines that are unclear with busy backgrounds.



Never create physical lovelines that feel forced or unnatural



Never create physical lovelines without a central subject to hero

3.2 Background Integration

Photography full bleed

Ensure that photography has plenty of clear space and a single focal point to wrap the loveline around.

Make sure the loveline heart occupies a central position, and is equally spaced from the borders of the application.

We only ever crop the ends of the loveline, never the heart itself.

Photography should be predominantly white or pale, with hints of colour brought in. This allows space for typography. Tints may be used in the background.

Landscape

FSDU top board



96 sheet billboard



Portrait

Adshel



Shelf fin



3.2 Background Integration

Photography/pattern split

We only use the photography/pattern split on landscape formats, as they allow us to align our loveline with our pattern curve. This is not possible with a portrait format.

For portrait formats, we can use the pattern curve with full bleed photography WITHOUT the loveline. (see opposite)

Landscape

Landscape ad



FSDU top board



96 sheet billboard



Portrait: always shown without the loveline

Adshel



3.2 Background Integration

Portrait & Landscape Options

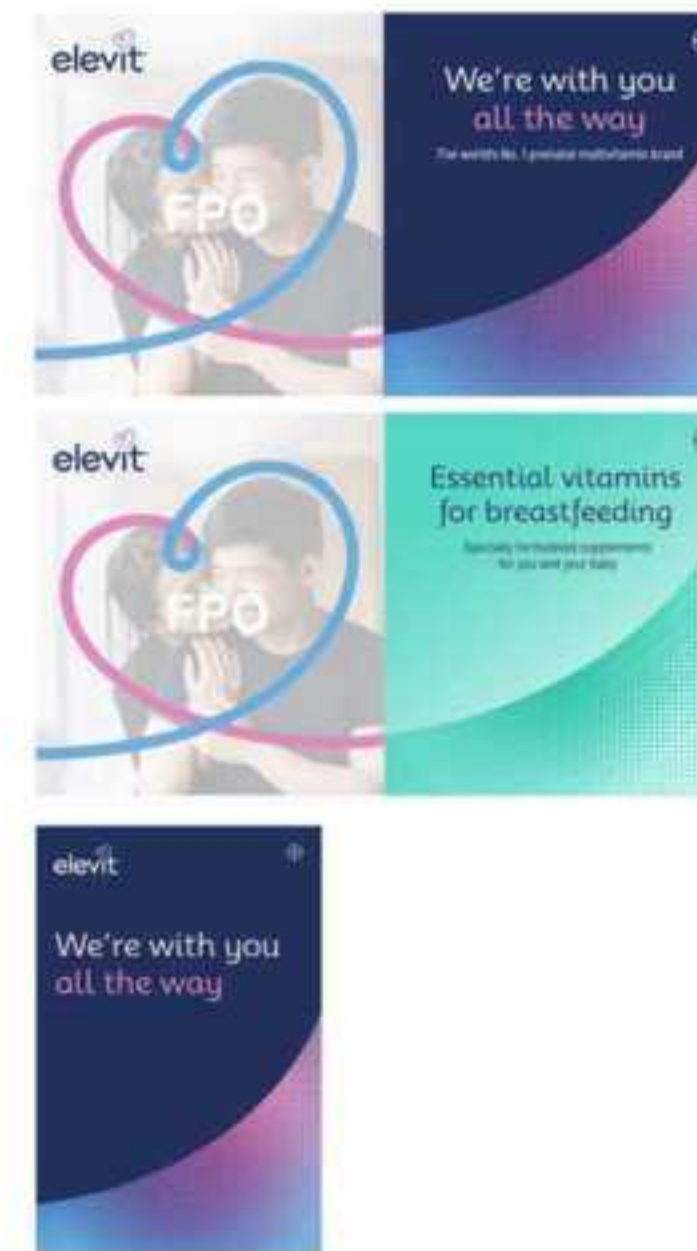
Here are a few different ways of using our pattern, it is important that enough of the curve is reflected so we have given specific guidance & templates for extreme formats

NB gray boxes are schematic only and indicate potential image area.

Curve types: Landscape (A)



Curve types: Portrait (B)



Curve types: Portrait (B) Deep



Photography shown is for placeholder purposes only

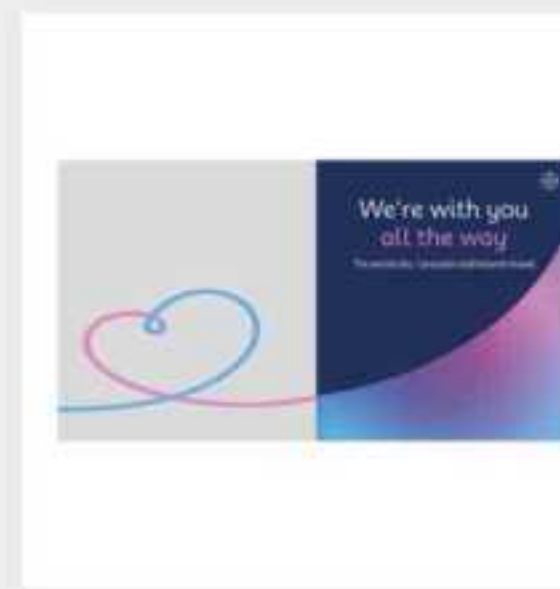
Don'ts



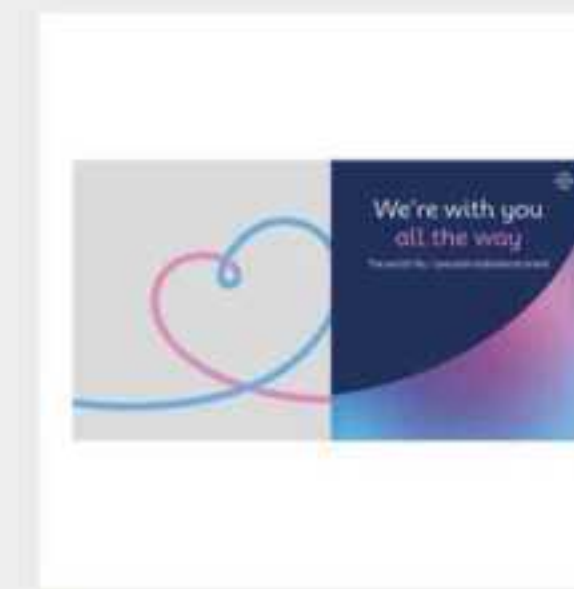
Never change the meeting point of the loveline



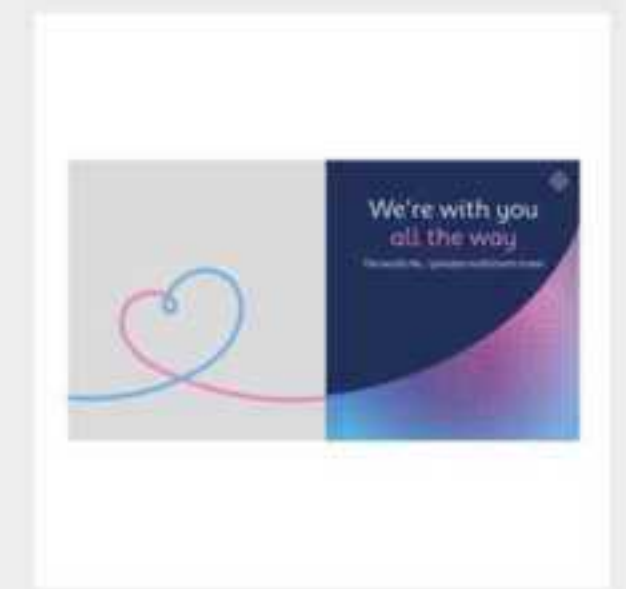
Never misalign the loveline with the curve so that it forms a 'kink'



Never stretch or warp the curve or loveline to create a smooth curve



Never crop the loveline to achieve alignment



Never redraw the loveline to achieve alignment, use supplied artworked assets

3.2 Background Integration

Extreme Portrait formats & loveline usage

In extreme formats it may be necessary to replace our background with the loveline to dial up a more empathetic look and feel.

Avoid using both the pattern and loveline together to retain a cleaner and single minded communication.

Masterbrand approach with pattern



Masterbrand with loveline



Pillar approach with loveline & photography



Don'ts



Never double up makes a crowded layout



Never overlap loveline with pattern. It feels crowded and busy & loses strength of the idea



Never blend loveline and pattern in this way impact is lost



Never use loveline as a watermark



Never use loveline as holding shape for mandatory copy

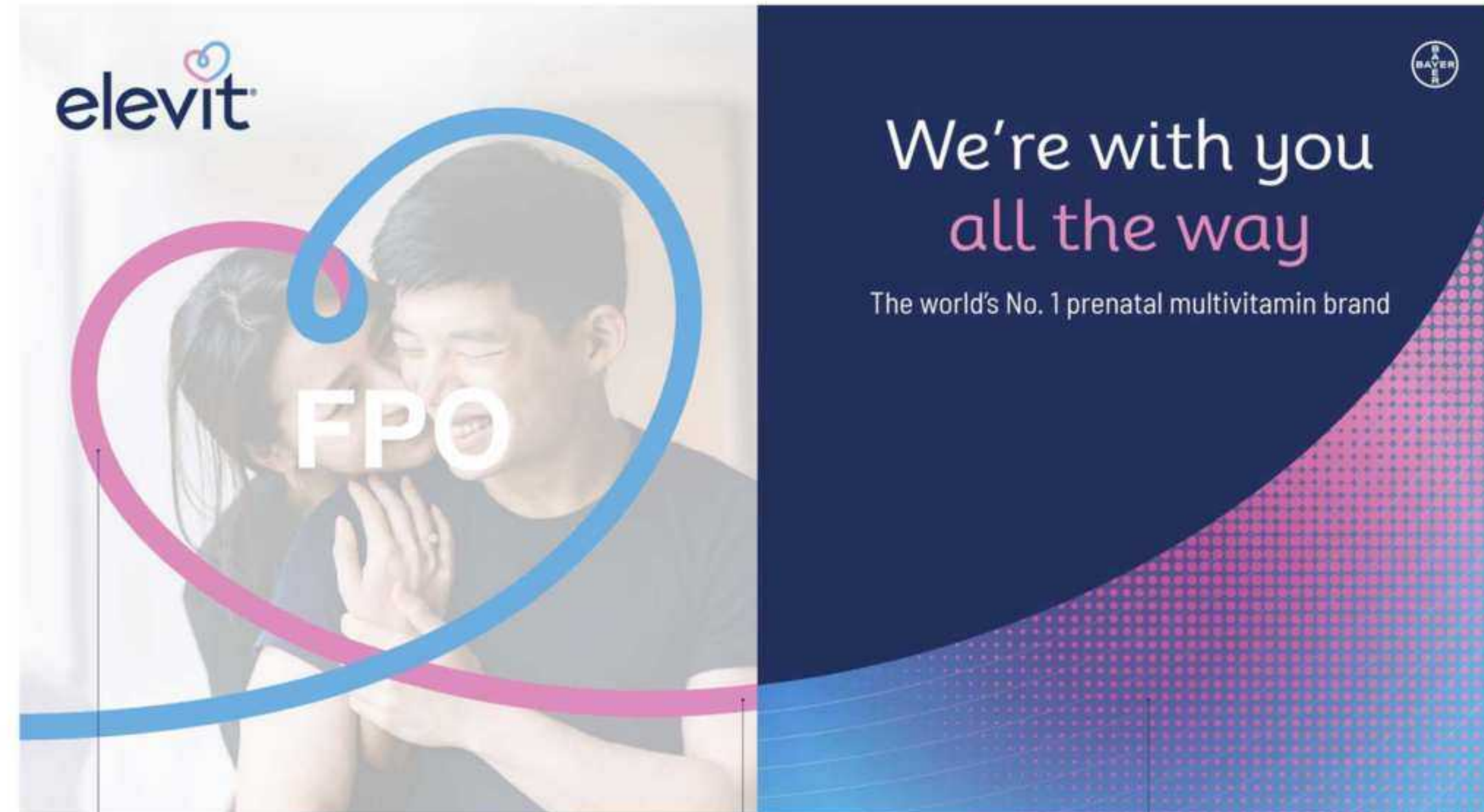
3.2 Background Integration

Alignment

Our Loveline and pattern curve work together in harmony on applications. The loveline should always align with the curve and follow its trajectory to give a smooth seamless transition where the two meet.

Example application

How we align the loveline with the pattern curve



Loveline heart should always be centred within the image space (indicated in grey)

Loveline should always align with the patterned curve to create a smooth seamless transition

Choosing the correct pattern curve for the application ensures enough clear space for assets such as photography and messaging

Photography shown is for placeholder purposes only

3.2 Background Integration

Science loveline & curve

We also have the flexibility to use the science loveline as a full-bleed graphic that supports messaging and pack visuals. This can be in masterbrand dark blue or in one of our pillar colours as shown opposite on a shelf-fin.

Packs always sit on the science loveline curve, this heroes our product and draws attention to the packs.

Portrait

Adshel



Shelf fin



FSDU



Billboard



PPT slide



3.3 Adding science

To reinforce Elevit's credibility, trust and science can be added through headlines and iconography.

When integrating with the loveline, the iconography can be added to the curve or locked with the communication block.

There are also product specific icons used also in HCP, that can be applied with the pack cameos.

On the graphic loveline

Adshel



Shelf barker



On the science loveline

PPT slide



Social



Billboard



Shelf fin



3.4 Pack Integration

We show our packs in two ways:

1. Lifestyle - where the pack is integrated into lifestyle photography
2. As straight pack shots that sit on top of graphics, backgrounds, and photography.

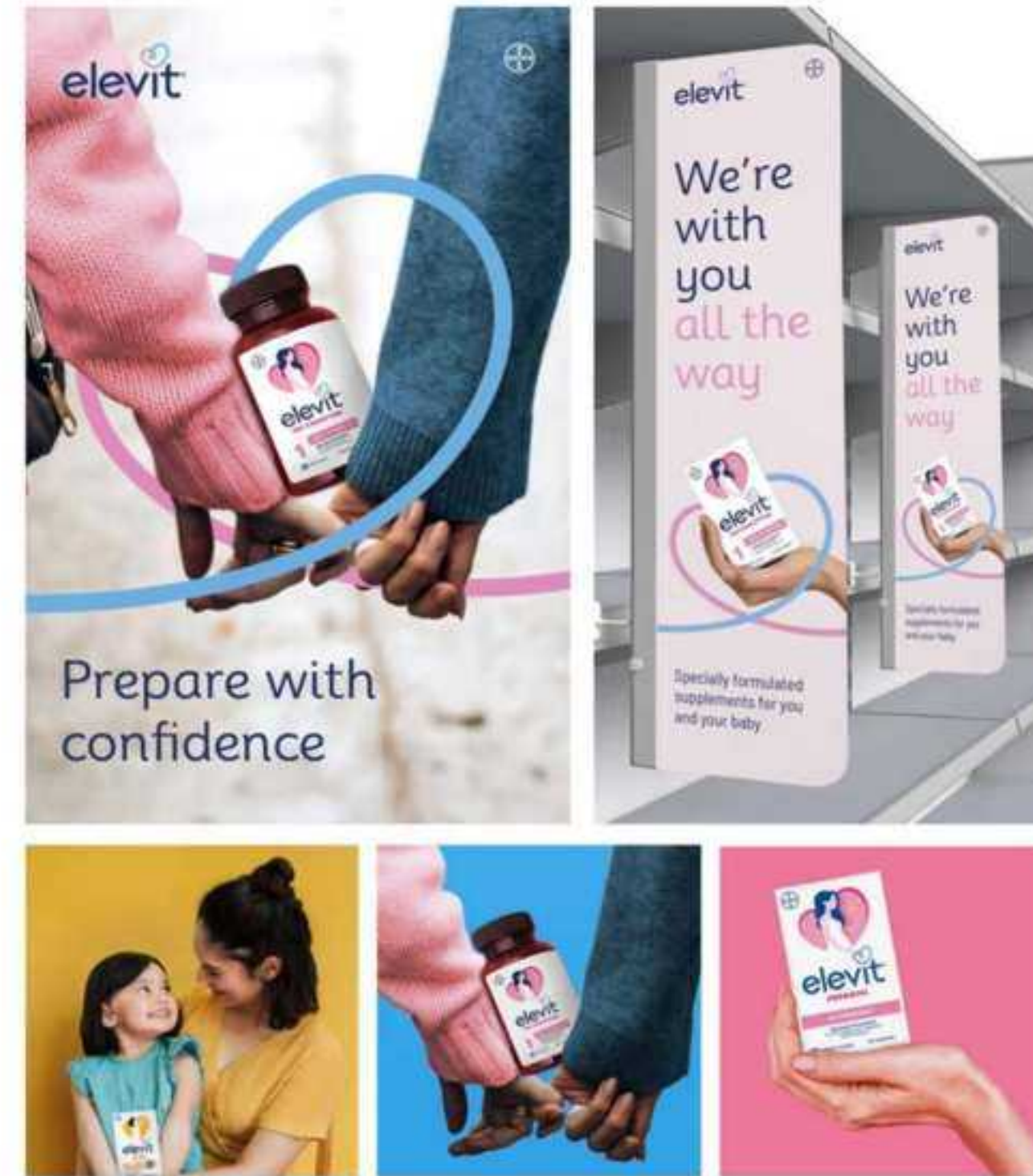
Lifestyle pack shots:

- Held or supported by talent, or in use
- Natural but unexpected poses

Straight pack shots:

- Always shown front on
- May be placed sitting on the science loveline curve, or on the graphic or physical loveline
- Always placed to the edge of a communication (never place on top of the loveline heart)
- Have a slight drop shadow to increase standout

Option 1: Lifestyle



Option 2: Applied over graphics



Don'ts



Never overscale product in hands, make sure its proportionate



Never use 3/4 pack views with the science loveline



Don't line packs up when 3 or more are shown (always stagger, see examples)



The base of packs must ALL sit inside the science loveline curve, never on the dark blue



Never place packs along the science loveline curve

3.5 Communication Headlines

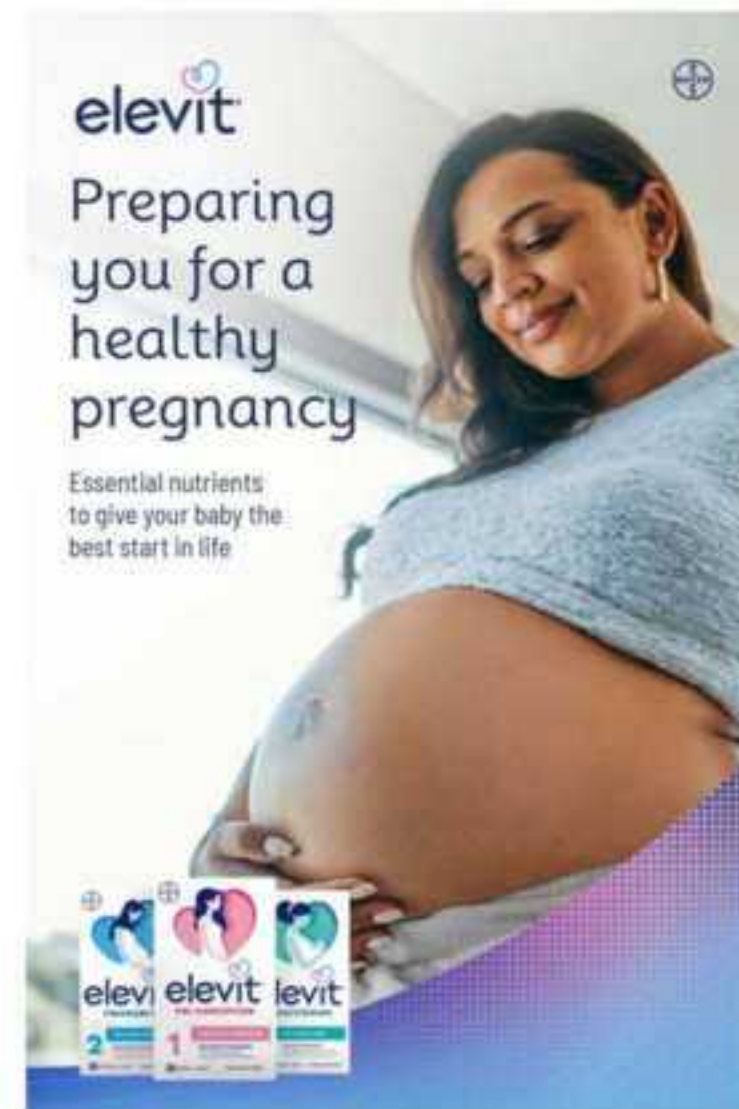
Communication headlines can appear in any of the core masterbrand colours or be reversed out white on Dark Blue.

We never recolour typography in the pillar colours or any other colour outside the Elevit palette.

When placing headlines on the dark blue background, we use white and either Elevit Pink or Elevit blue for type colour.

It is possible to colour typography entirely in white, or to highlight a phrase within the headline in Elevit blue OR Elevit pink. However, we never show headlines using both Elevit blue and Elevit pink together.

Masterbrand



1. Dark blue headline



2. Highlighted phrase (Elevit pink)

Pillar (pregnancy example)



1. Dark blue headline



2. Highlighted phrase (Elevit pink)

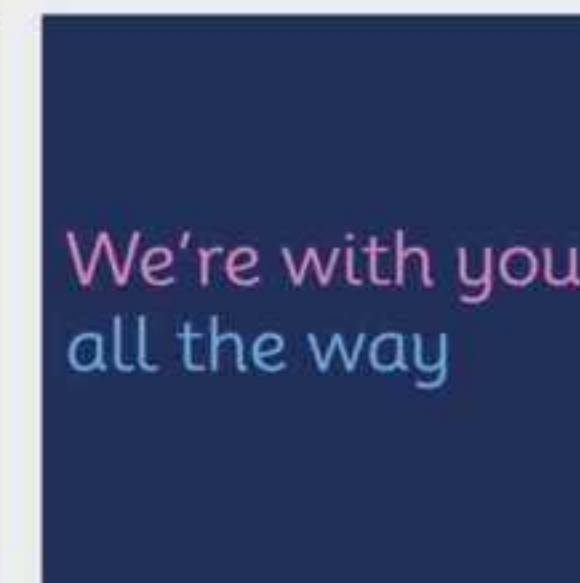
Don'ts



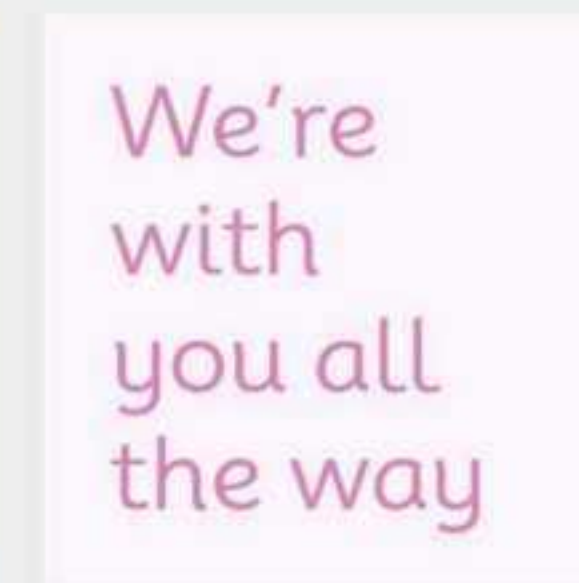
Never alternate the colour of each word or letter



Never recolour typography outside the core colour palette



Never use both Elevit pink and Elevit blue on a headline



Never show type only in Elevit pink or Elevit blue; some dark blue must be used.



Never use coloured typography over busy imagery

4.0 Activating across pillars

- 4.1 Consumer Journey
- 4.2 Masterbrand
- 4.3 Pre-Conception
- 4.4 Menevit
- 4.5 Pregnancy
- 4.6 Breastfeeding
- 4.7 Baby & Kids

elevit

From planning to parenthood

elevit

We're with you all the way

elevit

Essential nutrients to support you and your baby during breastfeeding



Science backed sperm support



We're with you all the way

The world's No. 1 prenatal multivitamin brand



elevit

Nourish their imaginations

elevit

Essential vitamins to support breastfeeding

Supporting you & your baby's health



elevit

2 Pregnancy care

Specially formulated

Learn how dose of iron, concentration of calcium, and zinc naturally rich volume help as is

50%	75%	30%	50%	91%	45%	88%
-----	-----	-----	-----	-----	-----	-----



The building blocks to prepare for pregnancy



Essential vitamins for breastfeeding

Specially formulated supplements for you and your baby

Consumer journey



Awareness

Emotive lifestyle with confident short messaging
Applications: Large format, out of home, e-comm banner

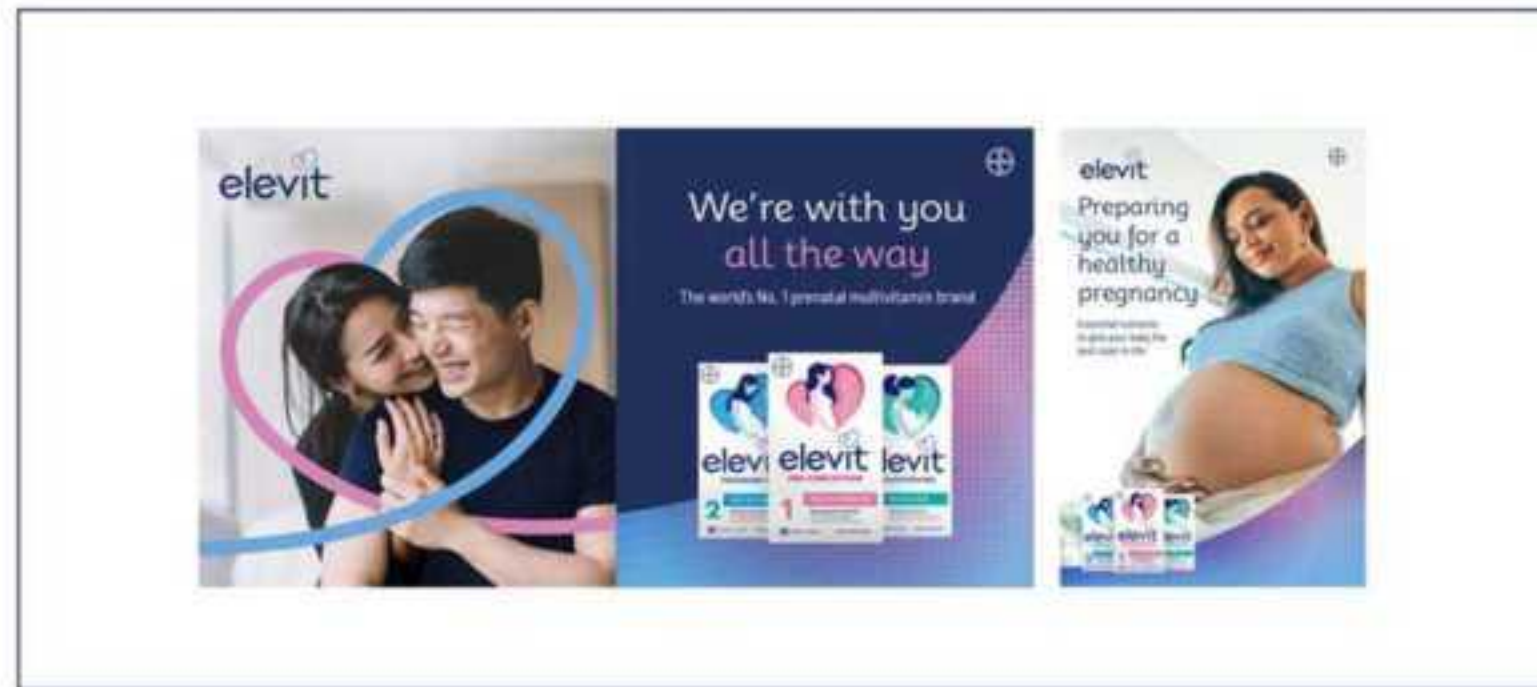
Consideration

Mix of lifestyle and product range focus, benefit led
Applications: Brand website, social media, in-store

Purchase

Performance, science language, efficacy & reassurance
Applications: Brand website, e-comm product, at shelf POS

Masterbrand



Breastfeeding (as a pillar specific example)





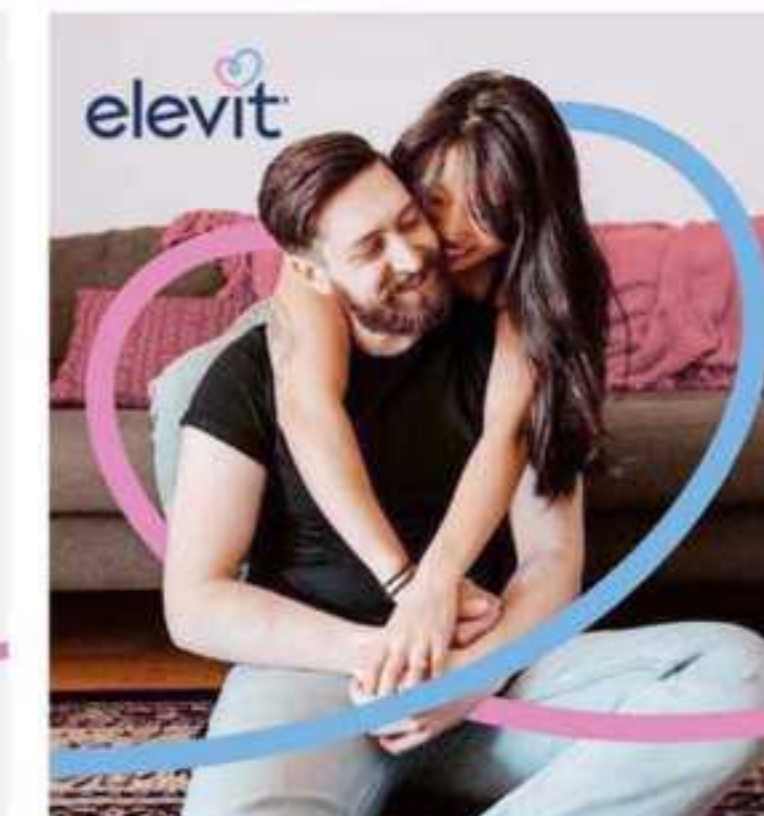
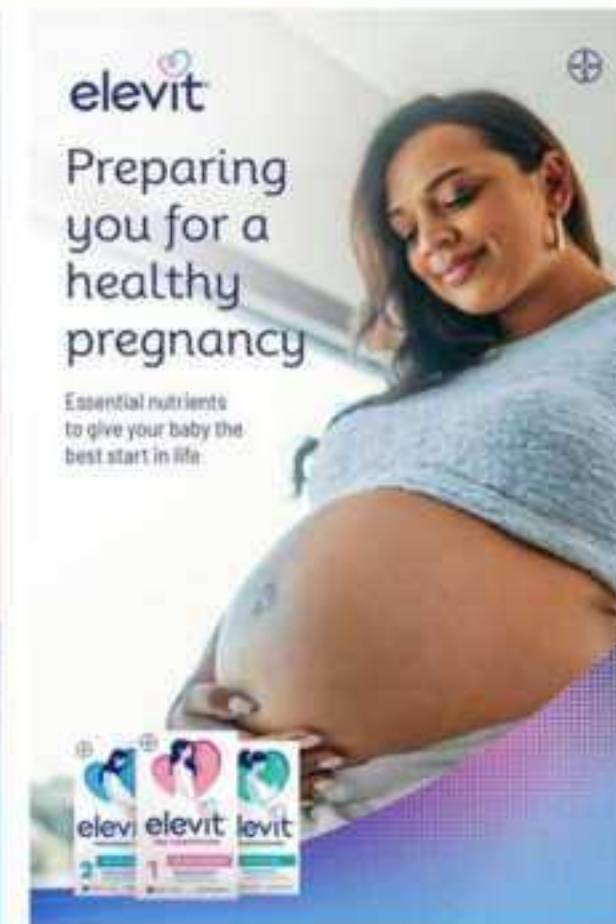
4.2 Masterbrand

Overview

Masterbrand communications use our dark blue Science loveline background. This creates clear brand signalling and standout.

Our photography is overall lighter in tone to create balance, with subtle incorporation of brand or pillar colours (ie pale pink jumper)

Whenever multiple packs are shown that span several pillars, we revert to the Masterbrand background to unify the products.



4.3 Pre-Conception & Pregnancy

Overview

Each pillar has its own brand colour, this is applied to the science loveline for use in communications. The pattern backgrounds allow our packs to have real standout and reinforce pillar recognition.

Pillar colours are also accented within photography.

Fertility uses the pink brand colour as the pillar signifier. In some regions this pillar colour can also be utilised for the Pregnancy pillar.

elevit

We're with you all the way

Specially formulated supplements for you and your baby

elevit
PRONATAL

ALL PREGNANCY

Specially Formulated for clinically proven reduction of birth defects

30 TABLETS A DAY | 576 MGS NISINE

elevit

We're with you all the way

Specially formulated supplements for you and your baby

elevit

We're with you all the way

Specially formulated supplements for you and your baby



The building blocks to prepare for pregnancy

elevit
PRE-CONCEPTION

PRE & 1ST TRIMESTER

1 Specially Formulated for clinically proven reduction of birth defects

30 DROPS A DAY | 1000 SUPPLEMENT



4.4 Menevit

Overview

Each pillar has its own brand colour, this is applied to the science loveline for use in communications. The pattern backgrounds allow our packs to have real standout and reinforce pillar recognition.

Pillar colours are also accented within photography.

Menevit uses 'Menevit Energised Blue' as the pillar colour.



4.4 Menevit/ Pre-Conception together

Overview

When preconception and menevit products are shown together, we revert to our masterbrand colour palette. This incorporates both Elevit blue and pink and acts as a unifying background when showing multiple packs.



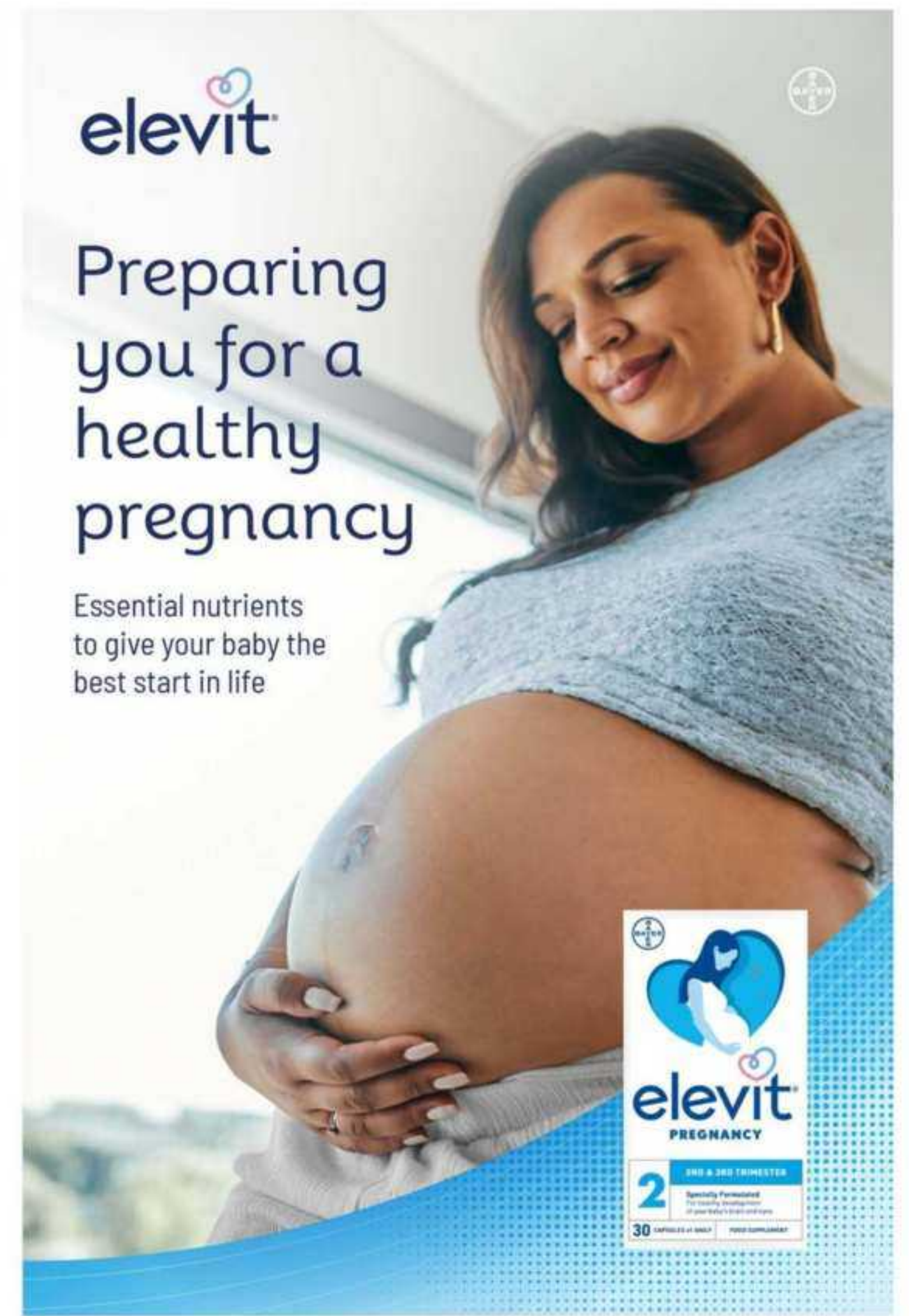
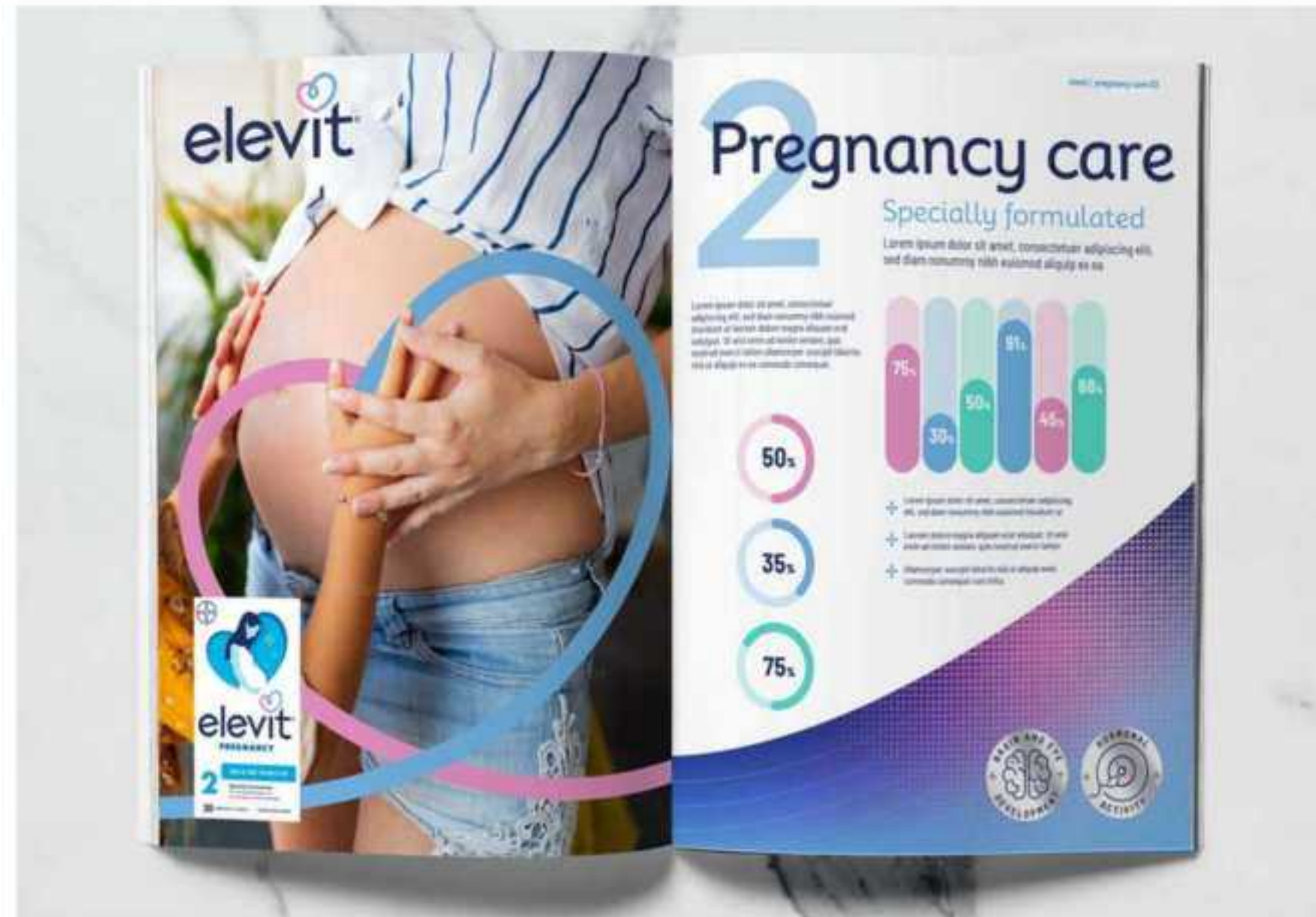
4.5 Pregnancy

Overview

Each pillar has its own brand colour, this is applied to the science loveline for use in communications. The pattern backgrounds allow our packs to have real standout and reinforce pillar recognition.

Pillar colours are also accented within photography.

Pregnancy uses 'Pregnancy Caring Blue' as the pillar colour. In some markets, this is also used in second and third trimester.



4.6 Breastfeeding

Overview

Each pillar has its own brand colour, this is applied to the science loveline for use in communications. The pattern backgrounds allow our packs to have real standout and reinforce pillar recognition.

Pillar colours are also accented within photography (teal babygro in breastfeeding etc)

Breastfeeding uses 'Breastfeeding Nurturing Teal' as the pillar colour.



4.7 Baby and kids

Overview

Baby & kids uses 'Baby & Kids Bright Yellow' as the pillar colour.

When showing multiple packs within the range we retain the yellow pattern and do not revert to the Masterbrand blue.

Here are examples of physical lovelines to add playfulness to this pillar.



4.8 Add-ons

Overview

The products within the Add-ons pillar help to supplement the core range. The communication therefore tends to be more 'product benefit' lead.

This can be brought to life through the headline communication and the science iconography.

Add-ons uses 'Add-ons Vitality Purple' as the pillar colour.






5.0 Activating for HCP

- 5.1 Soft Science
- 5.2 Data and Statistics
- 5.3 Consumer HCP

5.1 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</p> <p>Vitamin D Supports calcium absorption to help keep bones strong.</p> <p>FOLIC ACID B9</p> <p>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</p> <p>Vitamin D Supports calcium absorption to help keep bones strong.</p> <p>FOLIC ACID B9</p> <p>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</p> <p>Vitamin D Supports calcium absorption to help keep bones strong.</p> <p>FOLIC ACID B9</p> <p>B vitamins and iron Help maintain your energy levels when you need it most.</p>

With you every step

Specially formulated



50% 35% 75%

5.2 Data and Statistics

HCP core - charts and graphs

Our charts and graphs emulate our illustration style by being simple, geometric, graphic and rounded.



5.3 Consumer HCP

Consumer facing science diagrams

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.

On these science diagrams, we use typographic icons that sit on circles in the pillar colours.

HCP A5 leaflet



Front cover



Inside spread



Back cover



6.0 Motion



Motion examples

6.1 Animation

Elevit Brand World in Motion: Engaging Social Storytelling

From the assets created for the Elevit Brand World, adding motion brings the brand story to life for use across various social touchpoints. We have included some examples that utilise lifestyle and more targeted science communications that both interact with the different versions of the loveline.

These assets are available as part of the Brand World Assets.



Science Loveline Landscape



Science Loveline



Elevit Baby foot Loveline Landscape

7.0 Assets and contacts

For any questions regarding the Elevit brand, artwork assets or licensing, please contact the following brand guardians:

Jacqueline Denham
Global Design Lead
jacqueline.denham@bayer.com

Nadia Stewart
Global Elevit Megabrand Team
nadia.stewart@bayer.com