



# Brand World

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Brand Frames

For Complete Brand Guide and Downloads visit:

<https://www.brand.aspirin.com>



# Creative foundations that inform our Brand World

Our brand identity and the values we express, play a vital role in the way we connect with consumers. Aspirin has a simple yet powerful brand identity. We have developed a set of principles to ensure our brand remains consistent and recognized across all touchpoints within the Brand World.

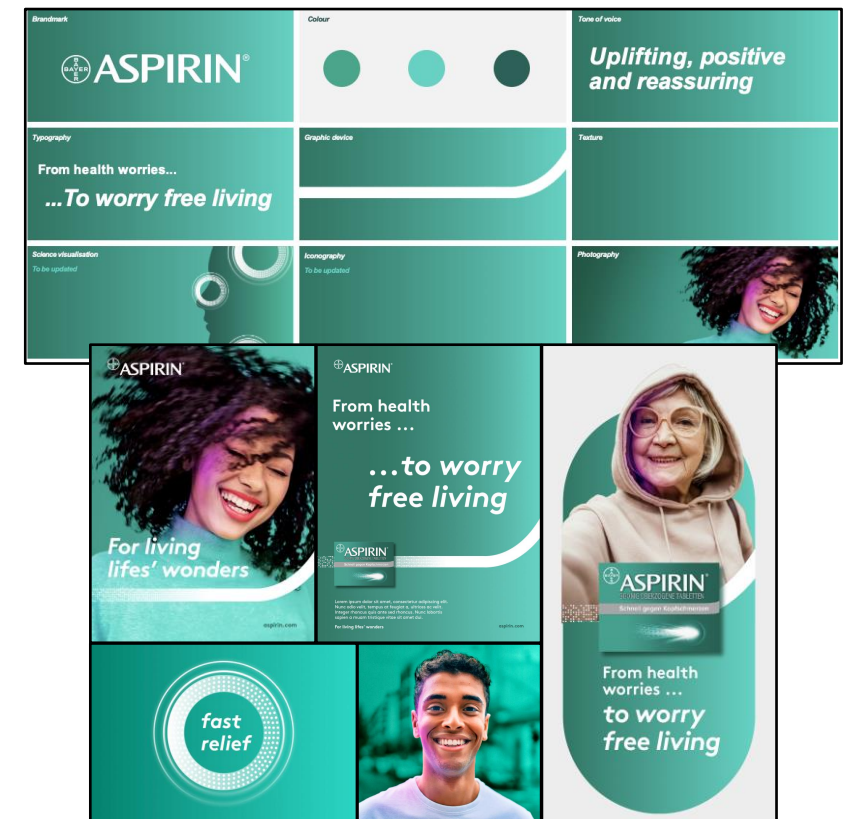
## Brand Hive



## Design Idea



## Design Principles



*Our design idea*

# *The Aspirin Effect*

*The physical and emotional moment  
when you start to feel remarkable*



# Design Principles

“The Aspirin Effect” as our design idea – is the basis for any creative work.

All three principles should be applied to any and every creative application in order to bring our brand idea forward with consistency and integrity.

*Stay Bold*

# *Positively Upbeat*



*Shine  
Bright*



# Design principles in practice

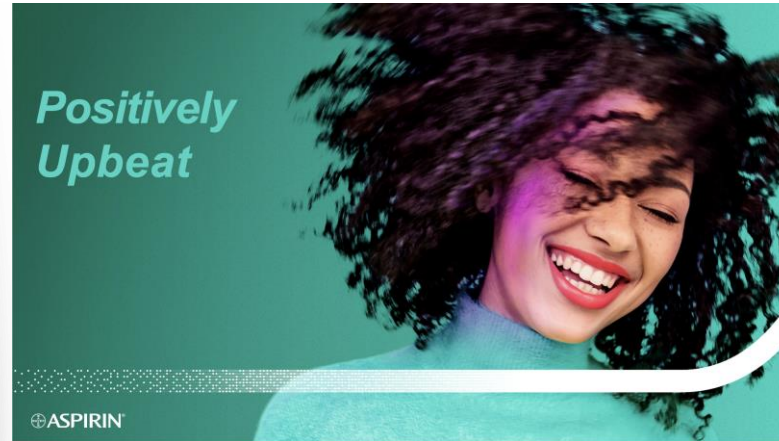


## Stay Bold

*Simplicity drives confidence, nothing has to be complicated*

**Our design should:**

- Be dynamic
- Be bold & confident
- Embrace simplicity



## Positively Upbeat

*That positive and uplifting feeling when you can be you again.*

**Our design should:**

- Be engaging
- Capture positive moments
- Convey a feeling of transformation



## Shine Bright

*The wondrous transformation in body and mind, freeing you from within.*

**Our design should:**


- Create a sense of momentum
- Express vibrancy
- Bring to life through illumination

# Our equity grid

Brandmark

The Bayer logo (a circle with 'BAYER' written vertically) is positioned to the left of the word 'ASPIRIN' in a bold, white, sans-serif font.

Colour

Three solid circles are arranged horizontally. From left to right, they are a dark teal, a medium teal, and a dark green.

Tone of voice

*Uplifting, positive  
and reassuring*

Typography

From health worries...  
*...To worry free living*

Graphic device

A horizontal graphic element that starts as a dotted white line on the left and transitions into a solid white line on the right, curving upwards at the end.

Texture

Science visualisation  
To be updated

A white silhouette of a human head in profile, facing left. Overlaid on the head are several circular graphic elements, some solid and some dotted, representing scientific or medical themes.

Iconography  
To be updated

Photography

A photograph of a woman with dark, curly hair, smiling broadly. She is wearing a light-colored turtleneck sweater. The background is a solid teal color.

Primary brandmark

# Our brandmark

The Bayer Aspirin Brandmark is a recognized and valuable asset which should be featured consistently across touchpoints.

The Brandmark is comprised of the Bayer Cross and the Aspirin wordmark. We sometimes offset the cross from the wordmark, primarily on packaging.

The preferred alignment is shown here.

The primary color of the ASPIRIN Brandmark is white on an Aspirin green background or over photography. This treatment should be used where possible.

The secondary use of our Brandmark is black on a white background.



Black brandmark



 **ASPIRIN<sup>®</sup>**

 **ASPIRIN<sup>®</sup>**



 **ASPIRIN<sup>®</sup>**

 **ASPIRIN<sup>®</sup>**

# Colour overview

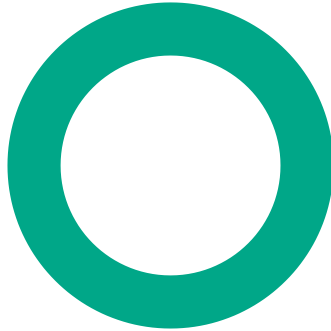
The Aspirin identity is made up of a series of colours. These colours help make the brand distinctive and recognized.

The most dominant colours for our brand are Teal and Dark Green.

Digital Teal is a highlight colour and should never be used for more than 10% of any individual application.

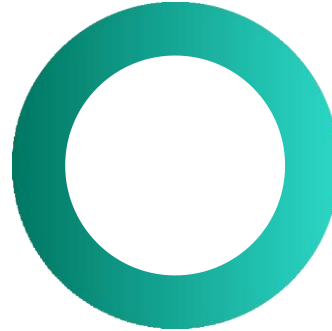
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## Primary



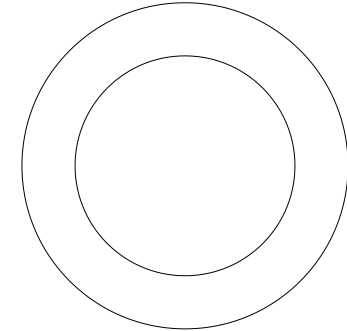
**Teal**

Pantone® Green C  
C100 M0 Y60 K0  
R0 G168 B135  
HEX 00a887



**Dark green**

Pantone 3295 C  
C100 M0 Y61 K28  
R0 G120 B100  
HEX 007864

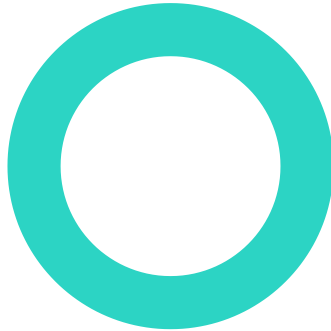


**White**

C0 M0 Y0 K0  
R255 G255 B255  
HEX ffffff

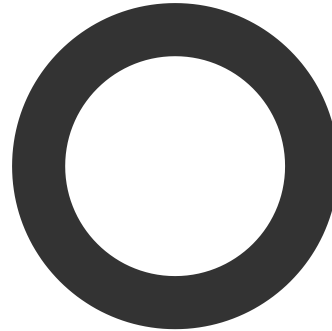
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## Secondary



**Digital Teal**

Pantone® 3255C  
C58 M0 Y30 K0  
R44 G213 B196  
HEX 2CD5C4



**Black**

Pantone 561 C  
C86 M24 Y63 K23  
R17 G99 B87  
HEX 116357

# Colour pillar identifiers

The Pillar identifier colours are highlight colours and should be used to identify a specific pillar communication:

**Pain** - Teal green

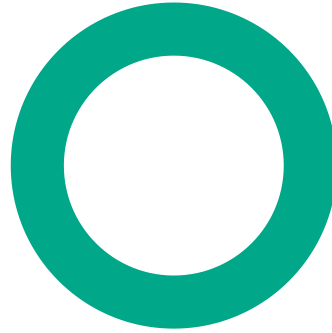
**Cold & Flu** - Warm Yellow

**Heart Health** - Cardio Red

Each colour should never be used for more than 10% of any individual application.

Purple is an Aspirin Effect light colour and should only be used with photography.

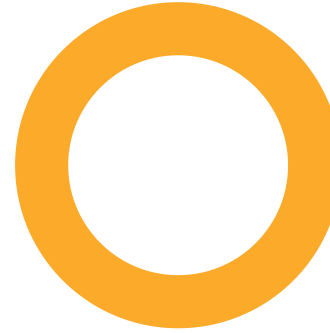
*Pain Pillar*



**Teal**

Pantone® Green C  
C100 M0 Y60 K0  
R0 G168 B135  
HEX 00a887

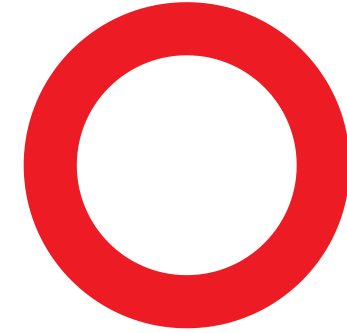
*Cold & Flu Pillar*



**Warm Yellow**

Pantone 2010  
C0 M27 Y100 K0  
R255 G173 B0  
HEX FFAD00

*Cardio Pillar*

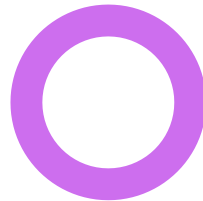


**Cardio Red**

Pantone 032 C  
C0 M78 Y73 K0  
R277 G6 B19  
HEX e30613

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*To be used within photography only*



**Purple**

Pantone 252c  
C42 M60 Y0 K0  
R205 G111  
B239  
HEX cd6fef

# Teal background

The Teal background gradient has been created to illustrate the Aspirin Effect.

The transformation from dark to light symbolises physical and emotional transformation experienced after taking Aspirin.

The Teal background is one of our primary brand assets and it should be used across all touch points and communications.

It has been created as a gradient colour using two of our brand colours, Dark Green and Digital Teal. For consistency, a horizontal, linear gradient should be used. The graduated blend between the two colours should be evenly spaced.



## *Dark green*

Pantone 3295 C  
C100 M0 Y61 K28  
R0 G120 B100  
HEX 007864



## *Digital Teal*

Pantone® 3255C  
C58 M0 Y30 K0  
R44 G213 B196  
HEX 2CD5C4



# Typography

## Typeface

Brown is our brand typeface. It's bold, accessible and has modern aesthetic.

The primary weight to be used across all application is Brown Bold Italic. It symbol the transition from symptoms to the positive impact Aspirin brings.

Secondary weights should be used for Subheadings, body copy and various text headlines across applications.

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### Primary

Brown Bold Italic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

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### Secondary

Brown Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

Brown Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Brown Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# Typography Usage

## Size

Type should never appear below 7pt.  
There is no maximum limit to type size.

## Colour

Headings should always appear in either White or Dark Green.

Body copy should always appear in either white or black.

Digital teal can be used to highlight subheadings when needed.

## Weight

The two primary weights to be used for key brand messages and headlines are Brown Bold and Brown Bold Italic.

Brown Bold should be used when communicating the physical symptoms or their effect. See 'Before' in the example to the right.

Brown Bold Italic is our primary typeface and it should be used when communicating the Aspirin Effect and its positive impact. See "After" in the example to the right.

Before (symptoms): Brown bold

From health worries...

...*To worry free living*

After (the Aspirin effect) : Brown bold italic

# Graphic Device

## The UpSweep

The UpSweep is our primary distinctive asset. It symbolises the Aspiring Effect and the transition from physical symptoms to the positive impact Aspirin delivers. It should be used on all brand communications.



# Graphic Device

## Fixed assets

Three UpSweep assets have been created to maintain visual consistency across all brand applications. When placing the UpSweep in any application, all three sections of the device should be visible:

- Physical symptoms
- The Aspirin Effect
- Positive impact

### Long UpSweep

To be used in landscape formats

### Medium UpSweep

To be used on landscape and portrait formats

### Short UpSweep

To be used on narrow portrait formats.

Physical symptoms

The Aspirin effect

Positive impact

Long

Medium

Short

# Brand Name, Brand Identity + Package Design



## ASPIRIN: WORLDWIDE

Our global portfolio *outside USA* includes three pillars: 1. Pain, 2. Cold & Flu , 3. Heart Health/Cardio. Teal green is the unifying color across Aspirin. An upsweep shaped band is featured across the range.



## BAYER: USA

We are known as Bayer in the USA. There are 2 pillars. 1. Heart Health/Cardio, 2. Pain. Unifying colors are brown and yellow, with teal green for Low Dose. US packs also employ an upsweep shape.

# Portfolio pillars

## Pain Pillar



### ALL PACKS

- ✓ Employ the Bayer cross, ASPIRIN or ASPI prefix.
- ✓ Teal green
- ✓ Upsweep shape.
- ✓ Colors, icons, form, illustrations + claims differentiate pillars and products.

## Cold & Flu Pillar



## Cardio Pillar



# Packs: Fixed & Flexible



## OUR PACKAGING MUST

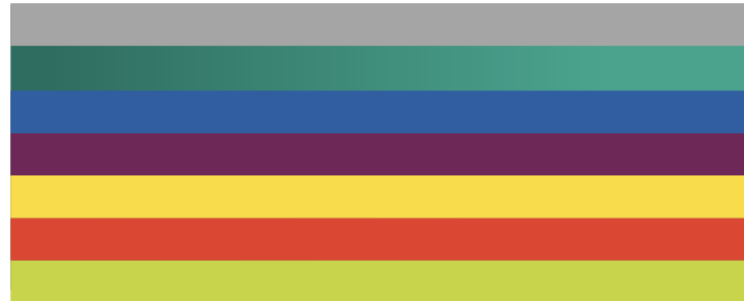
- ✓ Include ASPIRIN word mark or prefix + Bayer Cross
- ✓ Employ an upsweep and teal green.
- ✓ Employ colors consistent with pillars

# Pack Assets

These elements create an optimized brand vision across packaging for a consistent, cohesive ASPIRIN shelf set.



Bayer Cross is **sometimes offset** (as shown)



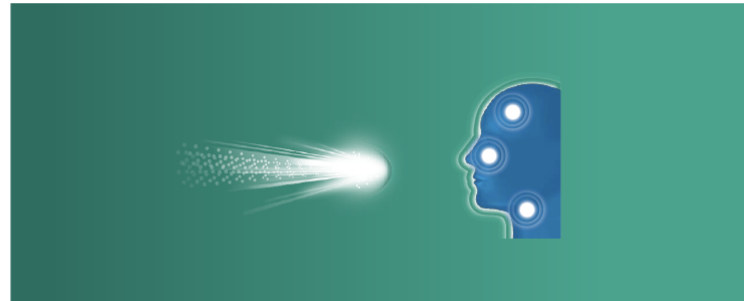
Color



Gradient Texture



UpSweep



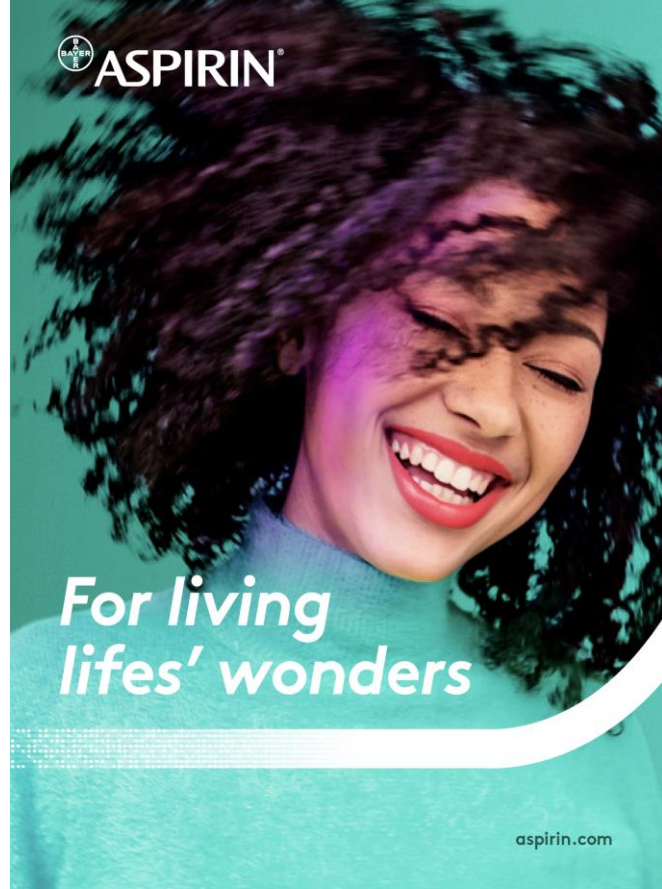
Icon



Product Illustration

# Brand World

Our Brand World is a multi-sensorial expression of Aspirin. It sets the emotional tone for every interaction with the brand. It is critical to hold the brand experience together across media and over time, driving familiarity and maximizing our brand's ROI.



# Brand World | Examples

## Pain Pillar



ASPIRIN<sup>®</sup>

From health worries ...  
**to worry free living**

ASPIRIN<sup>®</sup>

For worry free living

For living life's wonders aspirin.com

## Cold & Flu Pillar



ASPIRIN<sup>®</sup>

From common cold ...  
**to fast recovery**

ASPI GOLA

For living life's wonders aspirin.com

From health worries ...  
**to worry free living**

ASPIRINA<sup>®</sup> C

NEW

## Cardio Pillar



ASPIRIN<sup>®</sup>

From health worries ...  
**to worry free living**

ASPIRIN<sup>®</sup> PROTECT 100

For living life's wonders aspirin.com

ASPIRIN<sup>®</sup>

From health worries ...  
**to worry free living**

ASPIRIN<sup>®</sup> PROTECT 100

For living life's wonders aspirin.com

# Brand World | AI image references & examples



The Bayer Aspirin Brandmark is our most valuable asset and should be featured with care and consistency. Our Brandmark is comprised of the Bayer Cross and the Aspirin Wordmark.

The primary use of our Brandmarks White on an Aspirin teal and dark green background or black on a white background.





# Thank you!

**For more information**  
on Aspirin Brand  
please access this link:

[Megabrands Hub](#)