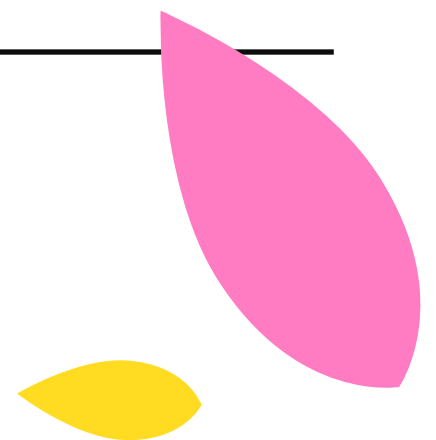




Brand World



Iberogast

Where we are now

Design Idea
+ Principles



Establishing our Design principles



The following principles will help us to express our Design Idea, 'Flourishing Ecosystem' and act as judgement criteria for our creative work. We should see evidence of all three principles in the work we do, to ensure all final design and creative output is coherent, reflects our Brand Idea and instinctively looks and feels like it belongs to Iberogast.

Alive with natural vibrancy

Warm and uplifting, we come from a world bursting with life.



Synergy at work

The symbiosis of science and nature working in harmony.



Crafted with precision

Science and efficacy delivered with purpose and consideration.



Where we are now | Key Assets



Asset Grid Overview

Brandmark

EMEA

Iberogast®

Burst

EMEA



US/AUS



Typography

EMEA

Blacker Pro Display

Century Gothic Pro
Korolev bold Korolev medium

US/AUS

Avenir Next Condensed
PP AGRANDIR WIDE BOLD

Colours

EMEA



US/AUS



Key Visuals

EMEA



US/AUS



Photography style



Graphic Language - Nature

EMEA



US/AUS

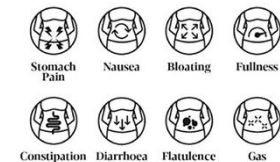


Graphic language - Science



Iconography

EMEA



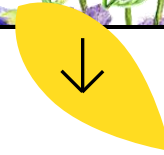
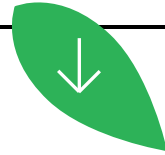
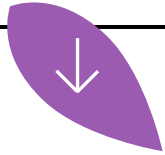
US/AUS



Iberogast

Where we are now

Pack Design



Iberogast

2026 Design Plans



01

Build a powerful and ownable Brand World that brings to life the hive and gives us a **competitive edge**

02

Develop assets based on markets needs **following the BW principles** (i.e. Science storytelling...)

03

Assess the need to evolve the **pack design to better fit the BW and markets needs.** TBC