

Redoxon®

Packaging Guidelines

March 2024



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Introduction

Our visual brand language forms the building blocks of our brand expression and helps drive an emotional connection between the brand and our consumers.

This document provides the principles and tools needed to implement a consistent visual language for Redoxon across our packaging range.

Redoxon Megabrand Hive

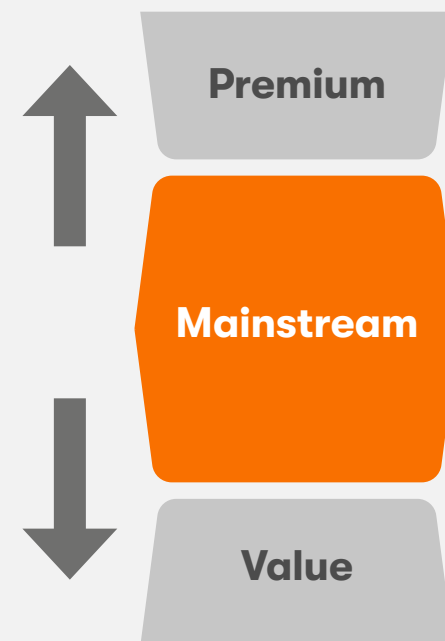


The Redoxon Evolution

We are evolving from an immunity power brand to a resilience powerhouse

PRICE TIERS

Stretching to premium specialized solutions and value segment offering



DEMAND SPACES

Nurturing resilience across Immunity, Energy, and Age Well



FORMATS





Leveraging key formats to drive penetration



Global Architecture

Purpose: To nurture human resilience, giving everyone the ability to confidently embrace whatever life throws at them.

Benefit: Redoxon gives you the ability to succeed in the good times and the tough times.

PILLAR NAME	IMMUNITY	ENERGY	AGE WELL	RELAX & RESTORE
Pillar promise	Building resilience Builds rock solid immunity	Fuelling resilience Fuels physical and mental energy	Preserves resilience Preserves physical and cognitive function throughout the aging journey	Restoring your resilience Relaxes your body and unwinds your mind during times of stress
Insight	I want to strengthen and optimize my immune system, to feel confident to take time on whatever life throws at me	I want energy to last through my day without feeling tired or weak	I want to proactively influence how well I age over time	I want to manage my stress, mood and sleep to relax and recharge
Functional benefits	Builds everyday resilience and boosts in times of sickness	Provides long-lasting energy and boosts when needed	Preserves vitality, cognitive abilities and mobility	Stress resilience, better sleep and enhancement of mental well-being/mood
Emotional benefits	I feel confident and prepared against the unpredictable	I feel confident and positive to be on top of my day	I feel confident and prepared as I age	I feel well rested and recharged
Design direction and assets				

Year-Round Support Packs



Brand Assets for Packaging

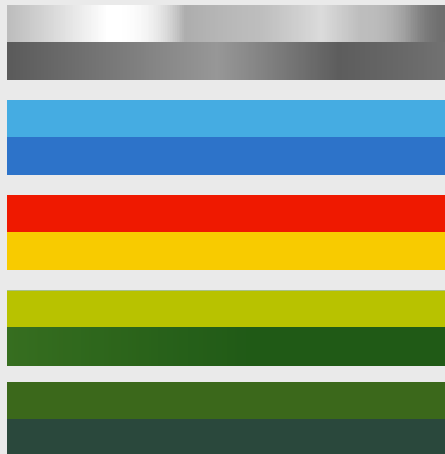
Keystone Grip Logo



Color



Gradient



Gradient



Illustration



Hexagon pattern



Information bar



Scientific icon



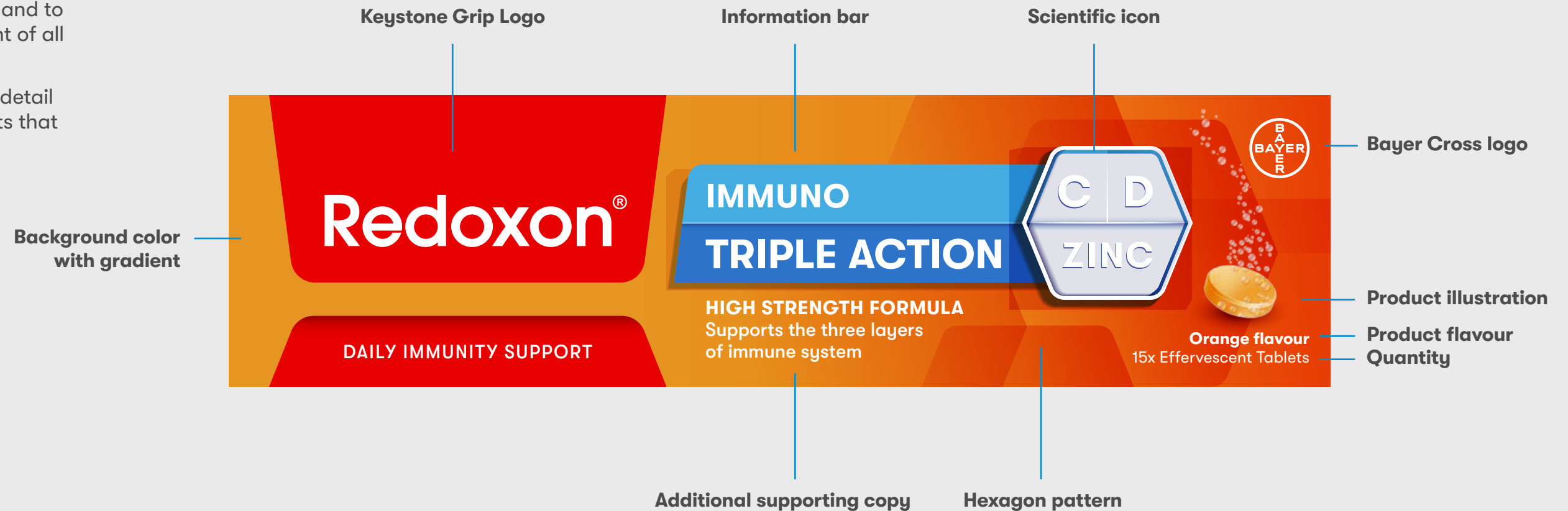
Typography



Pack architecture

Our goal is to create a harmonious brand vision across our packaging ranges and to introduce consistency and alignment of all on-pack communication.

The following pages contain all the detail on how to apply the individual assets that form our pack designs.



2: Keystone Grip Logo

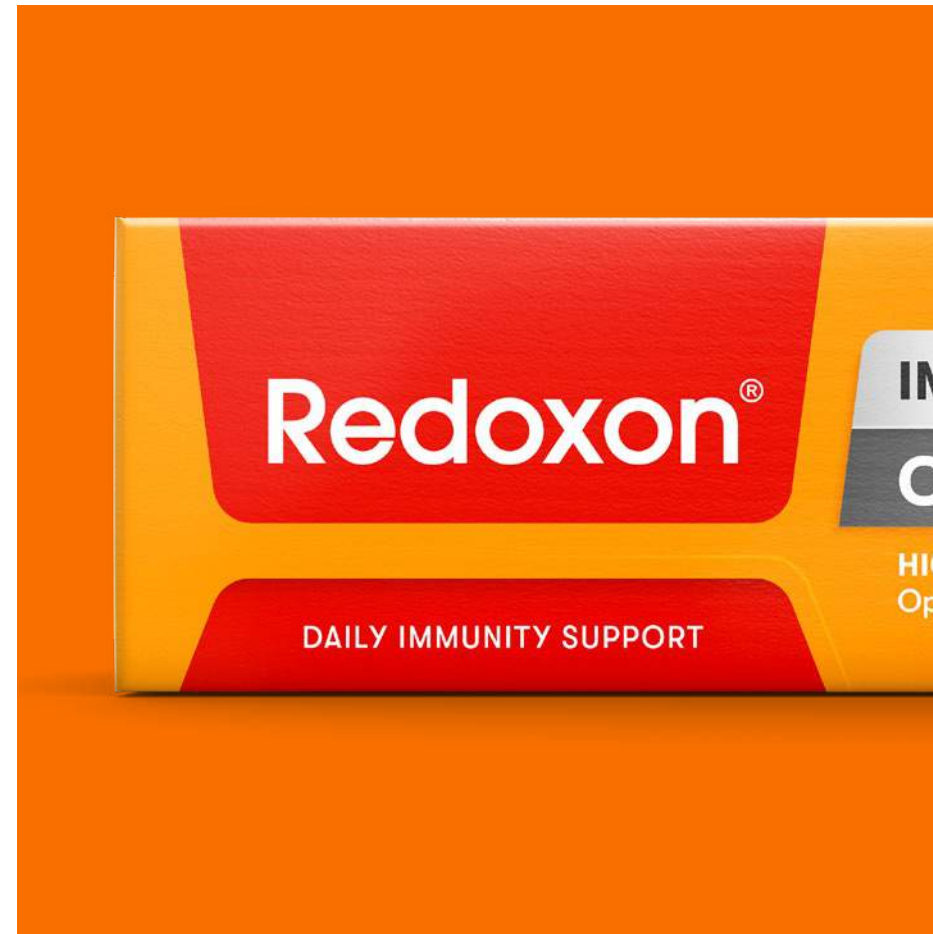
Our Keystone Grip Logo reflects the strong hold on immunity. Much like a hand gripping an object, this mark has strength, solidity and reassurance.

2.1 Grip Logo overview

Grip Logo

Introduction

The Grip Logo is Redoxon's most distinctive asset. It reflects the strong hold on immunity. Much like a hand gripping an object, this mark has strength, solidity and reassurance.



Grip Logo Overview

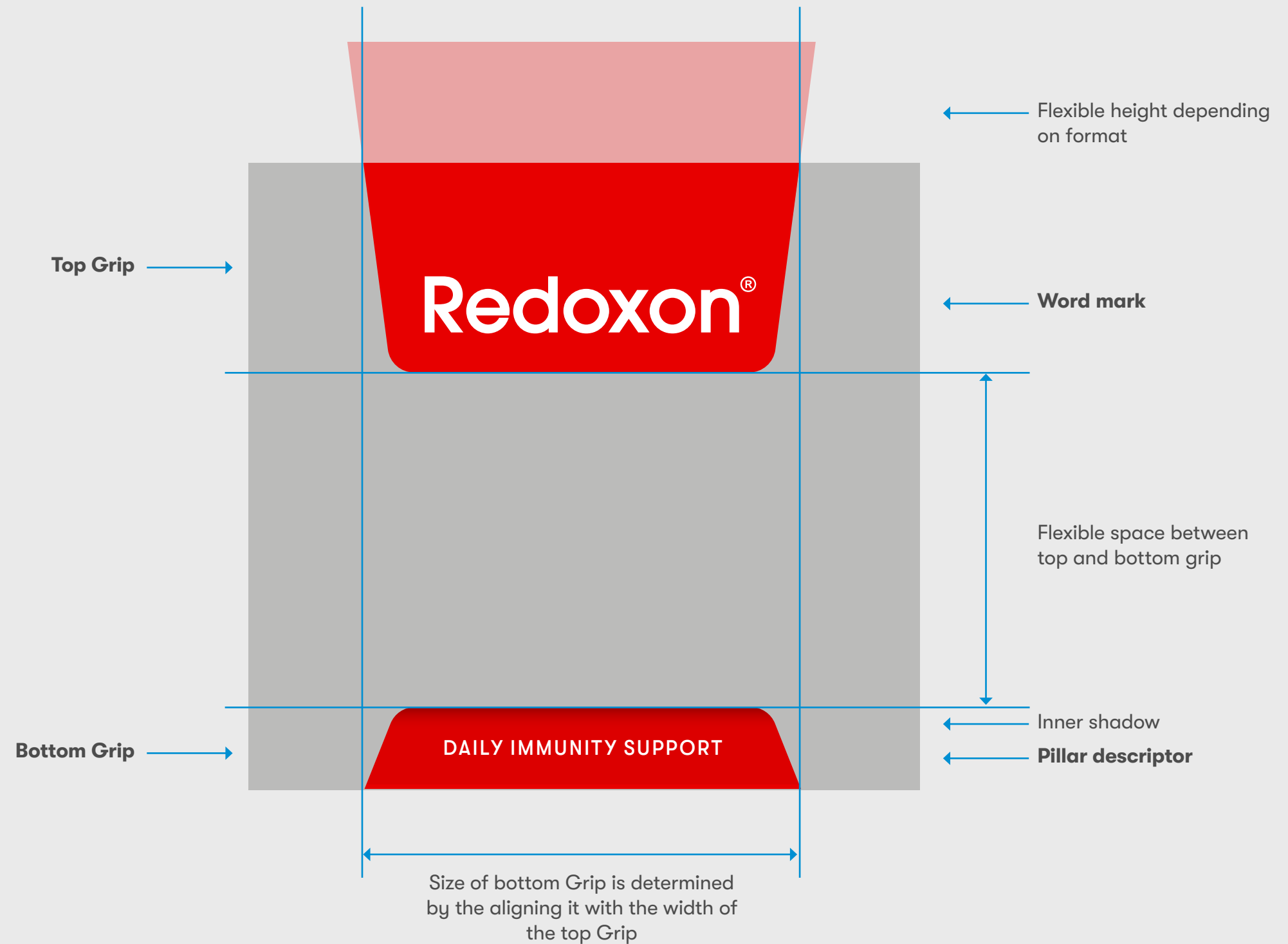
The top Grip sits directly above the bottom Grip, acting as a solid grip.

Flexible height of the top Grip depending on the pack format.

Flexible space between top and bottom grip depending on the pack format.

The size of the bottom Grip is determined by the aligning it with the width of the top Grip.

The bottom Grip has a inner shadow to give the impression of it being pressed into the background.



Grip Logo

Clear space

Redoxon word mark is always centered horizontally in the top Grip.

The clear space around the Redoxon word mark is the width of the letter 'R'.

The pillar descriptor is always centered horizontally and vertically in the bottom Grip and should never be wider than the Redoxon word mark.

Clear space around the Redoxon word mark is the width of the letter 'R'

Pillar descriptor is centered horizontally and vertically

Pillar descriptor should not be wider than the Redoxon word mark



Grip Logo

Clear space

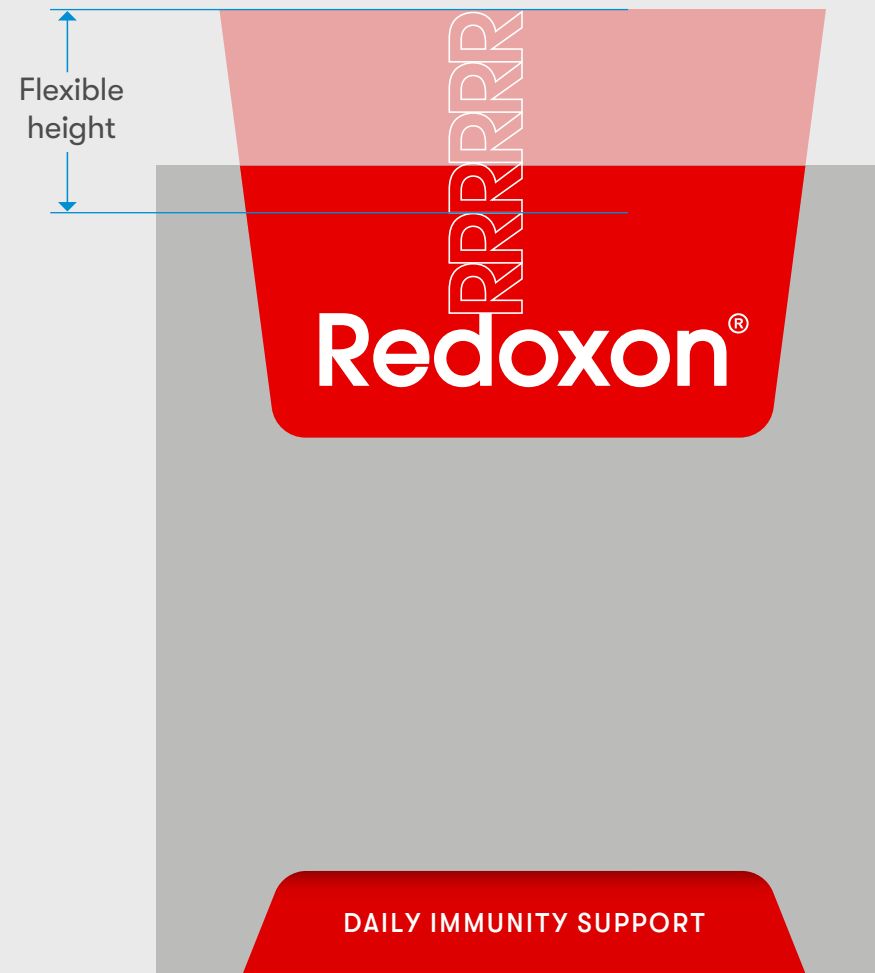
The height of the top Grip is flexible depending on the size and format of the pack.

To ensure the height of the top Grip doesn't become too tall or too short the following rules should be followed.

Maximum height of top grip is 6 x width of letter 'R' from word mark.

Minimum height of top grip is 2 x width of letter 'R' from word mark.

Please remember that the size of the bottom Grip is determined by the aligning it with the width of the top Grip.



Maximum height of top Grip



Maximum height of top grip is 6 x width of letter 'R' from word mark.

Minimum height of top Grip



Minimum height of top grip is 2 x width of letter 'R' from word mark.

Grip Logo

Logo flexibility

Our flexible logo allows it to be used effectively on all pack formats.

The space between the top and bottom parts of the Grip Logo can be adapted depending on the pack format.

To retain legibility and integrity of the logo there is a minimum space between the two parts which is 10% of the height of the shortest side of the pack.

Flexible space between top Grip and bottom Grip



Space between is wider on portrait formats



Space between is narrower on landscape formats

Minimum space between top Grip and bottom Grip



The minimum space between the top Grip and bottom Grip is 10% of the height of pack (shortest edge)

2.2 Horizontal and Vertical Grip Logo

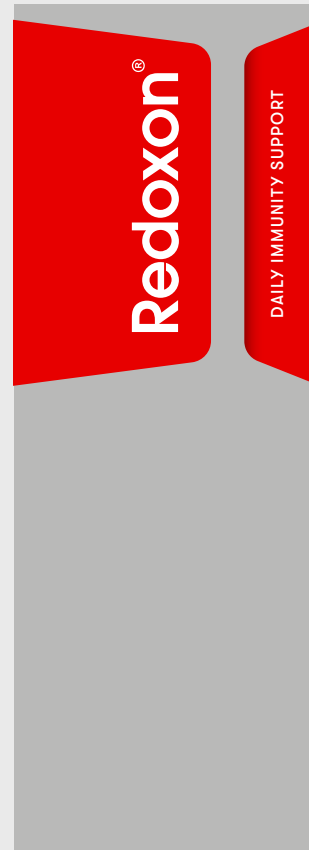
Grip Logo

Format overview

To ensure strong presence across all pack formats, consistent size and placement of the Grip Logo is important.

There are two logo versions that can be used which are vertical and horizontal.

Vertical



Horizontal



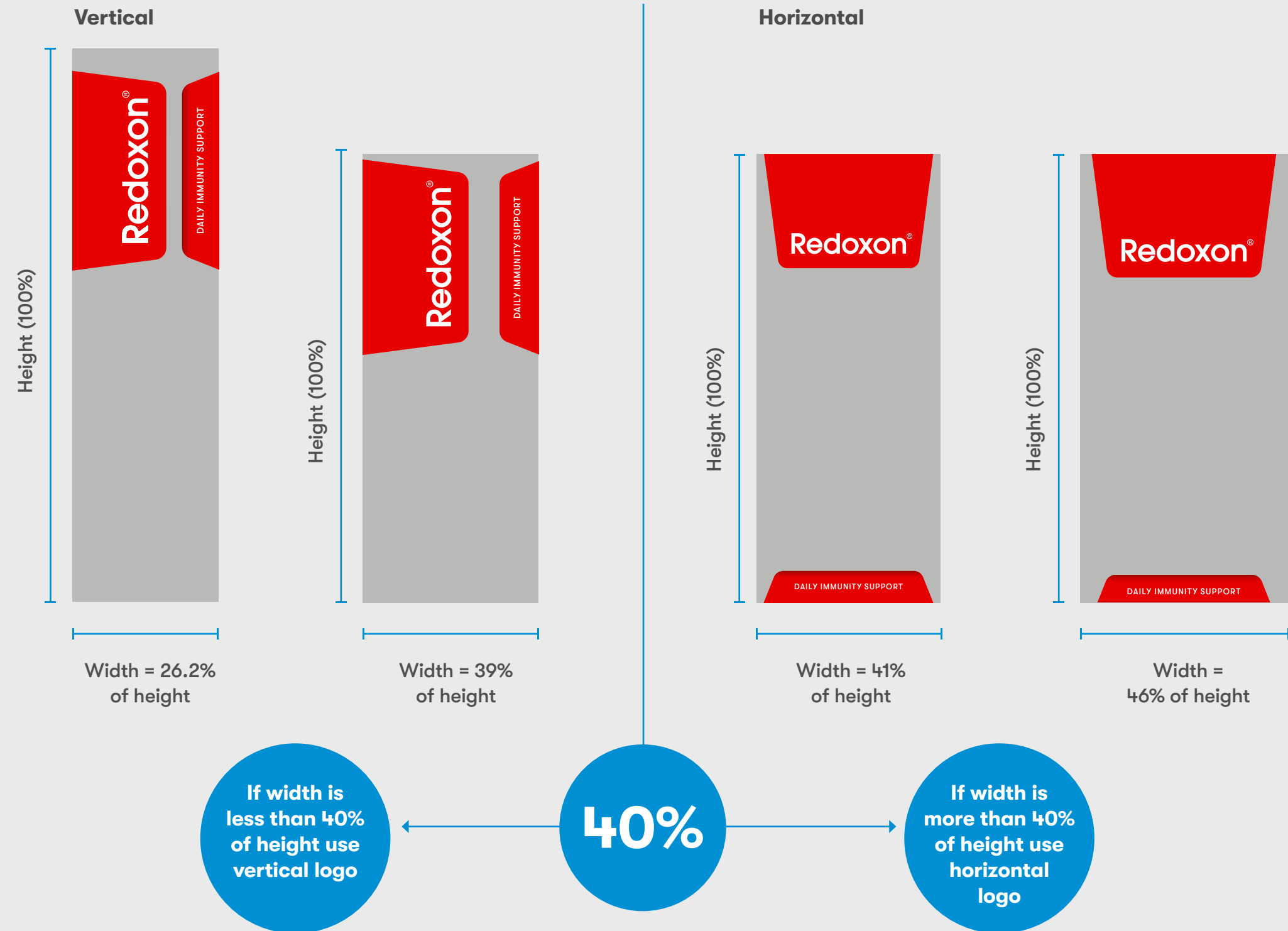
Grip Logo

When to use the vertical or horizontal logos

Deciding which logo version to use is important and is determined by the width of the pack (shortest side).

If the width is less than 40% of the height, use the vertical logo.

If the width is more than 40% of the height, use the horizontal logo.

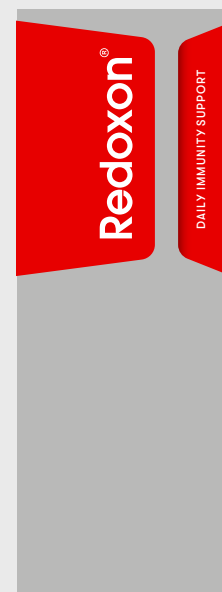


2.3 Grip Logo positioning and clearspace

1. Grip Logo Positioning

Please follow this positioning guidance when applying the Grip Logo to different pack formats.

Top



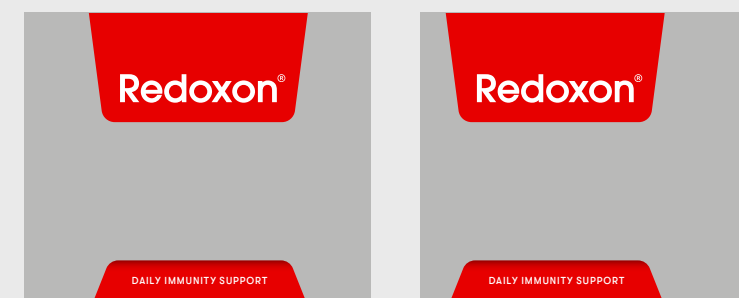
The Vertical Grip Logo is always placed at the top.

Centered



The Horizontal Grip Logo is centered on portrait packs.

Flexible



On some formats that are more square it can be centered or left aligned depending on the size of the information bar.

Aligned left



The Horizontal Grip Logo is aligned left on landscape packs.

40%

Vertical Grip Logo is used where width of pack is less than 40% of the height of pack.

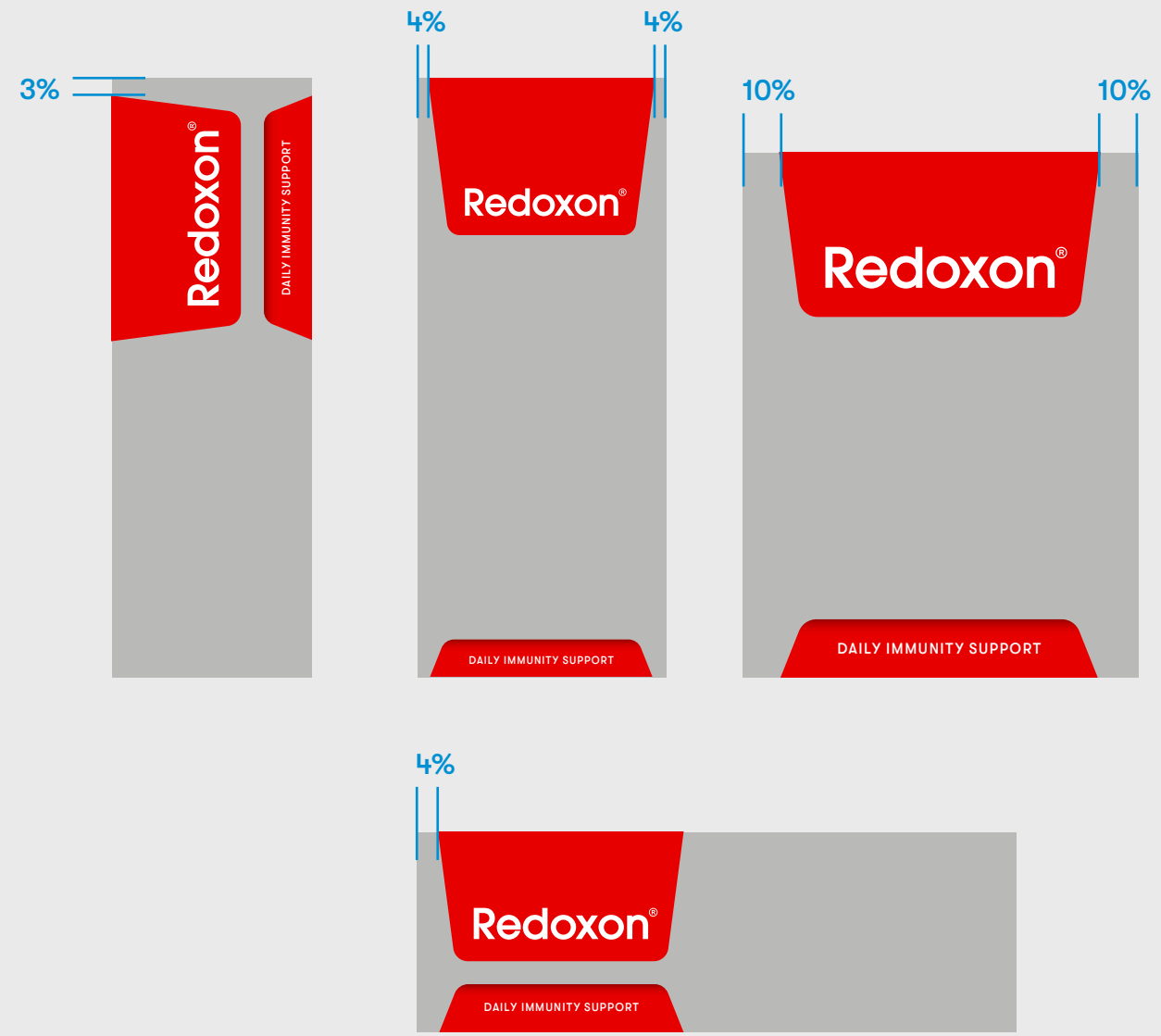
Horizontal Grip Logo is used where width of pack is more than 40% of the height of pack.

1. Grip Logo Positioning – clearspace

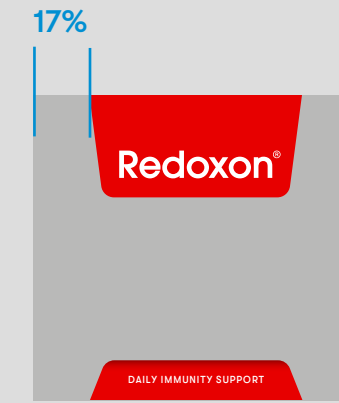
The Grip Logo should always have a clear distance from the edge. This will range from between 3% - 10% of the side the logo is attached to.

The clearspace at the edge of the Grip Logo ranges between 3% – 10% of the side the logo is attached to.

Clearspace



Exception



Depending on the format, there is flexibility on the space either side of the logo. If this exceeds the 10% ensure the size of the Grip Logo is between 26% – 35% of the surface area (see page 25).

1. Grip Logo Formats don'ts

Here are some things to avoid when positioning and applying clearspace to the Grip Logo.



Don't use the vertical Grip Logo where the width of pack is less than 36% of the height



Don't allow the Grip Logo to crop off the pack.



Don't left OR right align the Grip Logo on a portrait format.



Don't leave too much space either side of the Grip Logo.



Don't center the Grip Logo on a landscape format.



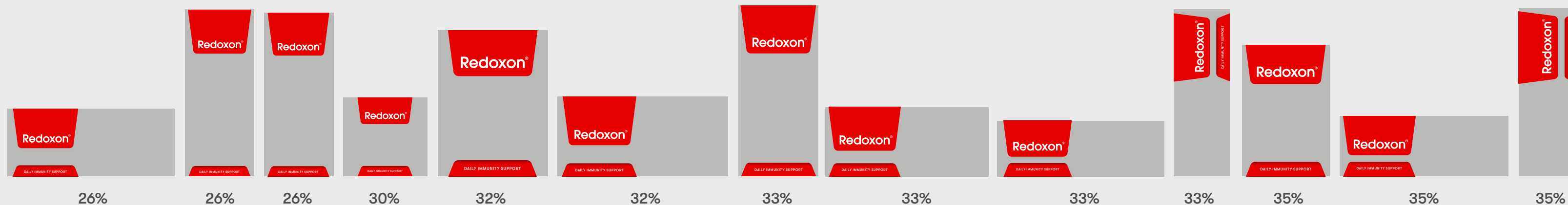
Don't right align the Grip Logo on a landscape format.

2.4 Grip Logo size on pack

Grip Logo Size

The size of the Grip Logo ranges between 26% – 35% of the overall pack area.

The size of the Grip Logo ranges between 26% – 35% of the overall pack area.



26%

35%

Grip Logo

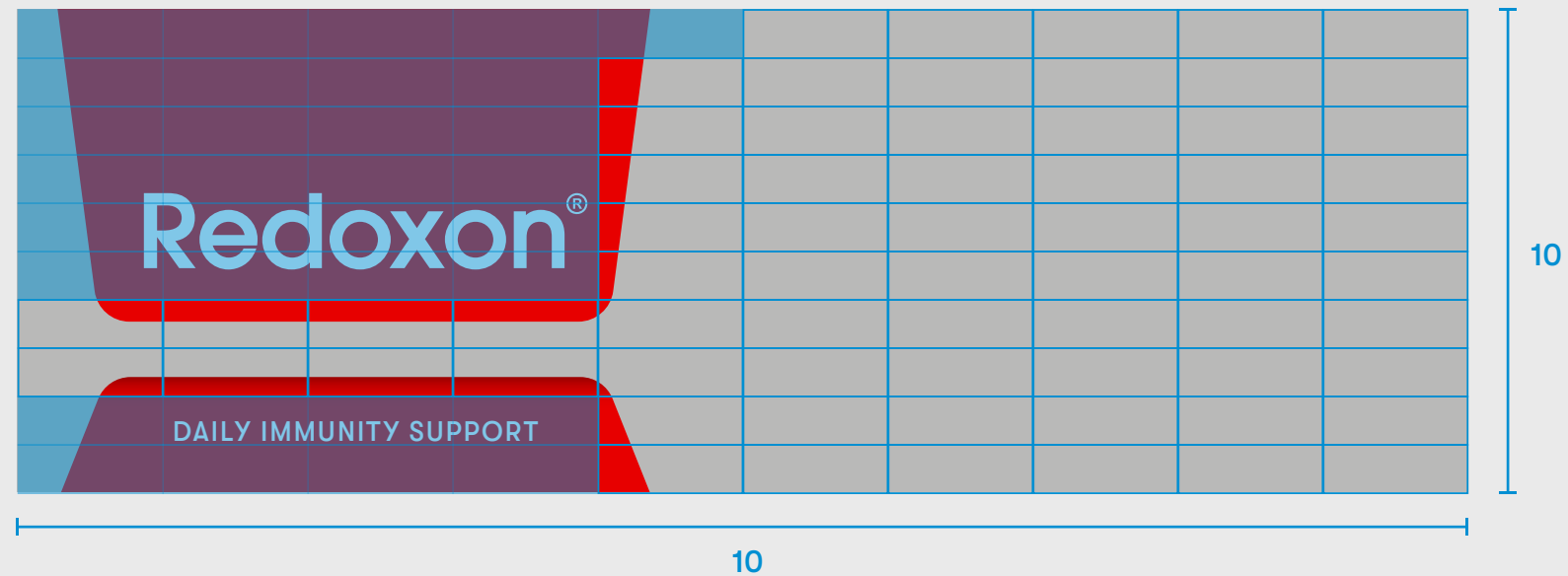
How to size the logo

To calculate the approximate size, create a 10 x 10 grid over the front of pack and then size the Grip Logo accordingly to be between 26% – 35% of the overall pack area.

Always maximise the logo size so it takes priority over other pack elements.

It's important to note the information bar and pack format will influence the size of the Grip Logo.

Create a 10 x 10 grid and then size the logo between 26% – 35% of the overall pack area.



This example shows the Grip Logo at approximately 33% of the total area.

Grip Logo Size don'ts

Here are some things to avoid when sizing the Grip Logo.



Don't make the Grip Logo less than 26% of the total area as it will be too small.



Don't make the Grip Logo greater than 35% of the total area as it will be too large.



Don't make the Grip Logo too big on portrait packs as it will not fit.



Don't reduce the height of the top Grip too much as there will not be enough red above the Redoxon word mark.



Don't extend the height of the top Grip too much as there will be too much red above the Redoxon word mark.



Do not change the size relationship of the top and bottom Grip.

Grip Logo

Design principles

The Grip Logo can wrap around the sides of the pack as shown to provide a continuous red panel that can contain important information.

The Grip logo that appears on the top of the pack does not wrap around.



Grip Logo

Regional variations

Redoxon is one of the world's leading vitamin brands. The Redoxon brandmark has been developed for use in a number of global territories. Each brand expression shares an ownable and familiar Visual Language, that consumers can easily recognize as 'Redoxon' in different markets around the world.

Global (English) Grip Logo



Arabic Grip Logo



Chinese Grip Logo



Cyrillic Grip Logo



3: Information bar and Icon

To aid with navigation the color coded information bar identifies different products within a pillar.

The vitamin and mineral icons communicate science in a friendly and accessible bite-sized way.

Information bar and icon

Overview

The information bar and icon are always locked up as one unit.

The size relationship between the icon and the information bar is fixed and should never be altered.

There are two versions of how our information bar and icon can be presented depending on the formats and additional information on the packs.

- Stacked version with icon on top.
- Horizontal version with icon on right.

Stacked version



Horizontal version



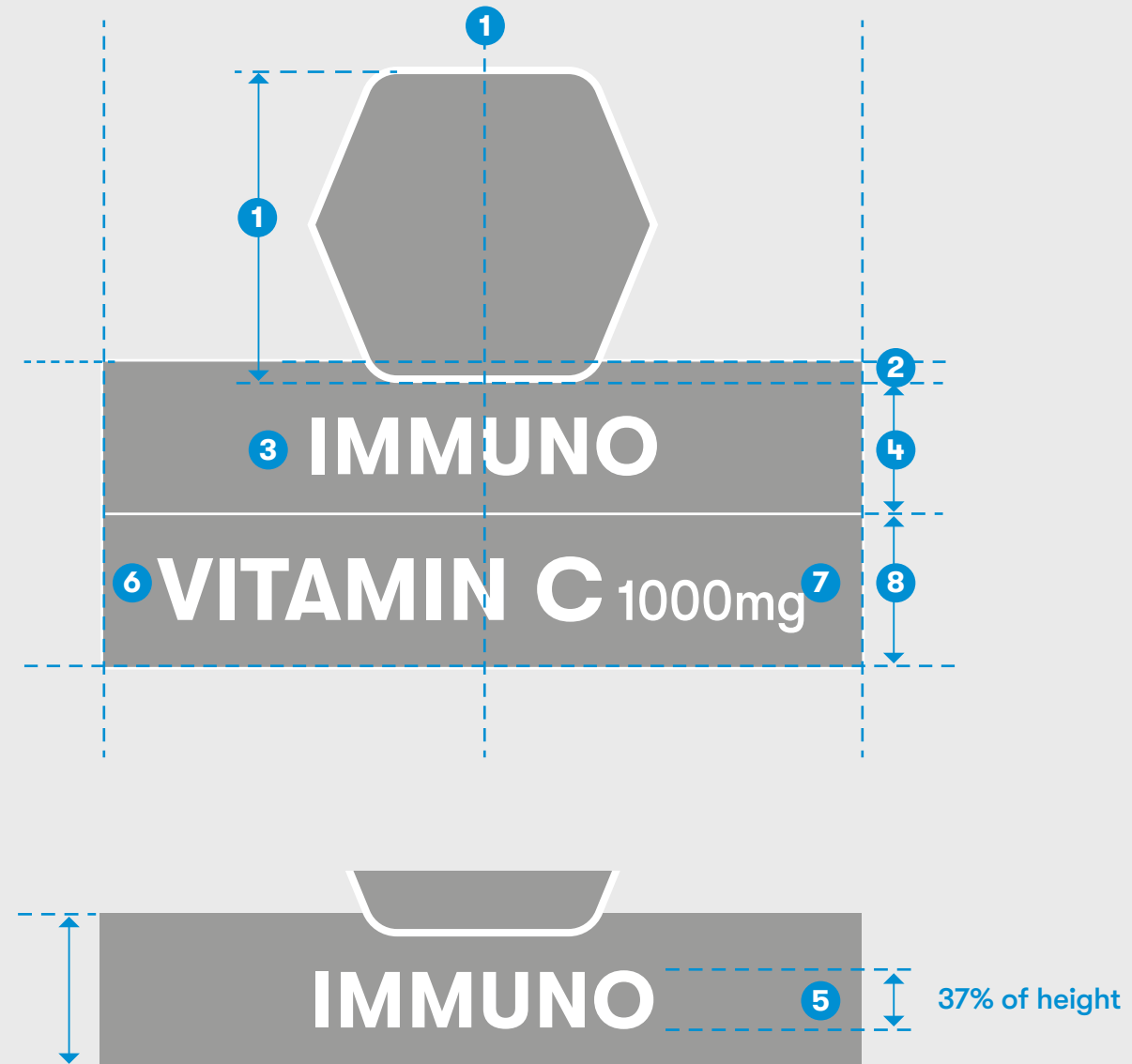
Information bar and icon

Stacked version

- 1 Icon centered above information bar. Height of icon is equal to 100% height of information bar (stacked version).
- 2 Icon overlaps information bar. Ensure it is not too close to the copy

Typography

- 3 Pillar name is in GT Walsheim Bold, capitals.
- 4 Centered horizontally and centered vertically between the bottom of the icon and the bottom of the top bar.
- 5 Height of pillar name is 37% of the height of the top bar.
- 6 Benefit/ingredient is set in GT Walsheim Bold, capitals and should be between 110% – 120% larger than the pillar name.
- 7 Weight is set in GT Walsheim Regular, sentence case, (smaller than the ingredient copy).
- 8 Centered horizontally and centered vertically in the bottom bar.



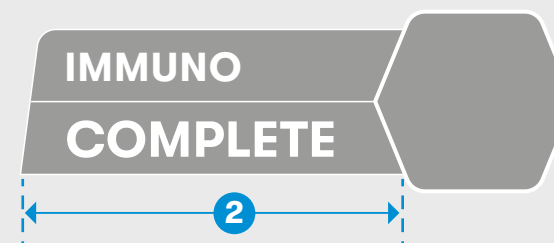
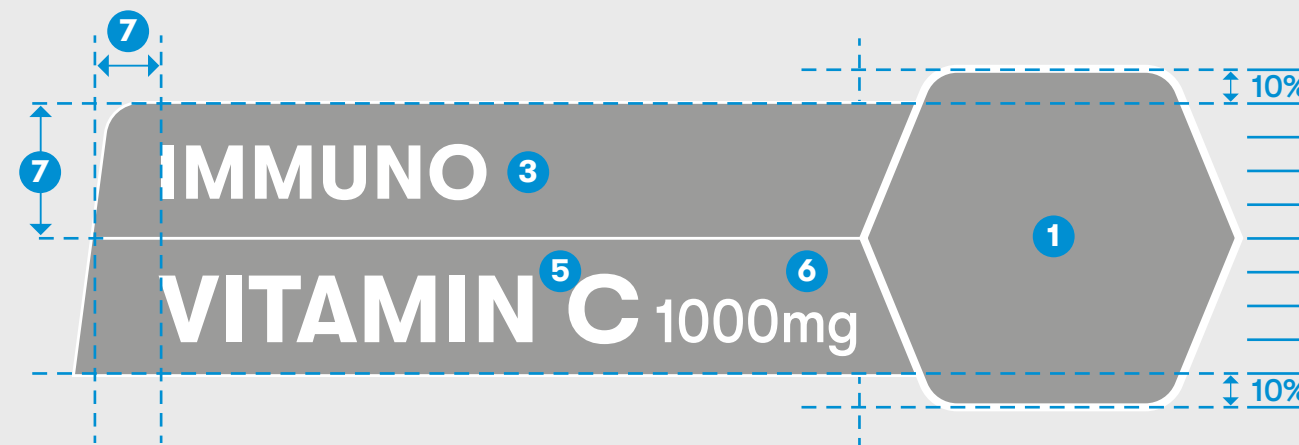
Information bar and icon

Horizontal version

- 1 Icon on right of information bar. Height of icon is 20% larger than height of information bar.
- 2 The information bar can extend or reduce in length depending on the length of the copy within it but don't make it too long or too short.

Typography

- 3 Pillar name is in GT Walsheim Bold, capitals.
Centered vertically in the top bar.
- 4 Height of pillar name is 37% of the height of the top bar.
- 5 Benefit/ingredient is set in GT Walsheim Bold, capitals and should be between 110% – 120% larger than the pillar name.
- 6 Weight is set in GT Walsheim Regular, sentence case, (smaller than the ingredient copy).
Centered vertically in the bottom bar.
- 7 All copy is aligned to left margin. The distance from left hand edge of information bar to the text is 50% of the height of the top bar.



Information bar and icon Positioning

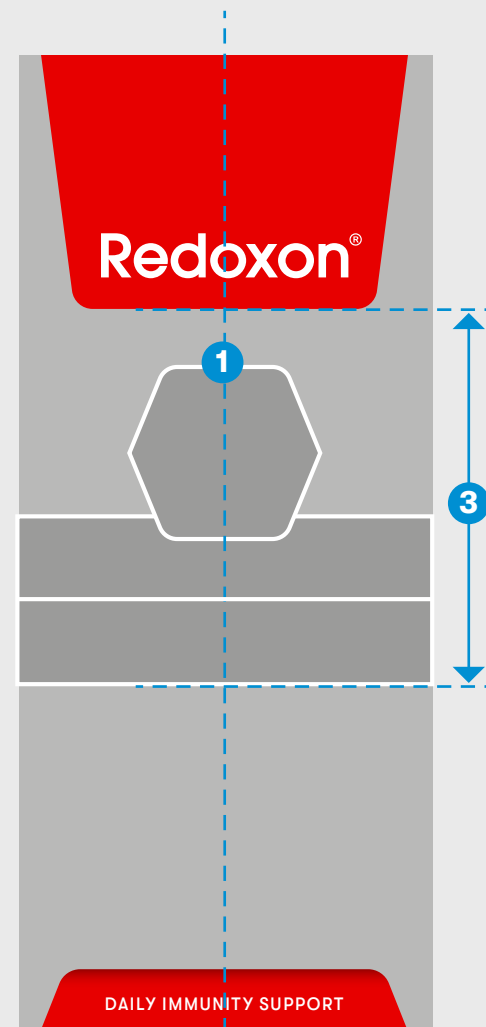
There are three positions where the information bar and icon can be placed on pack.

The stacked version is centered and bleeds off the sides.

The horizontal version can be centered under the Grip Logo or to the right of the Grip Logo.

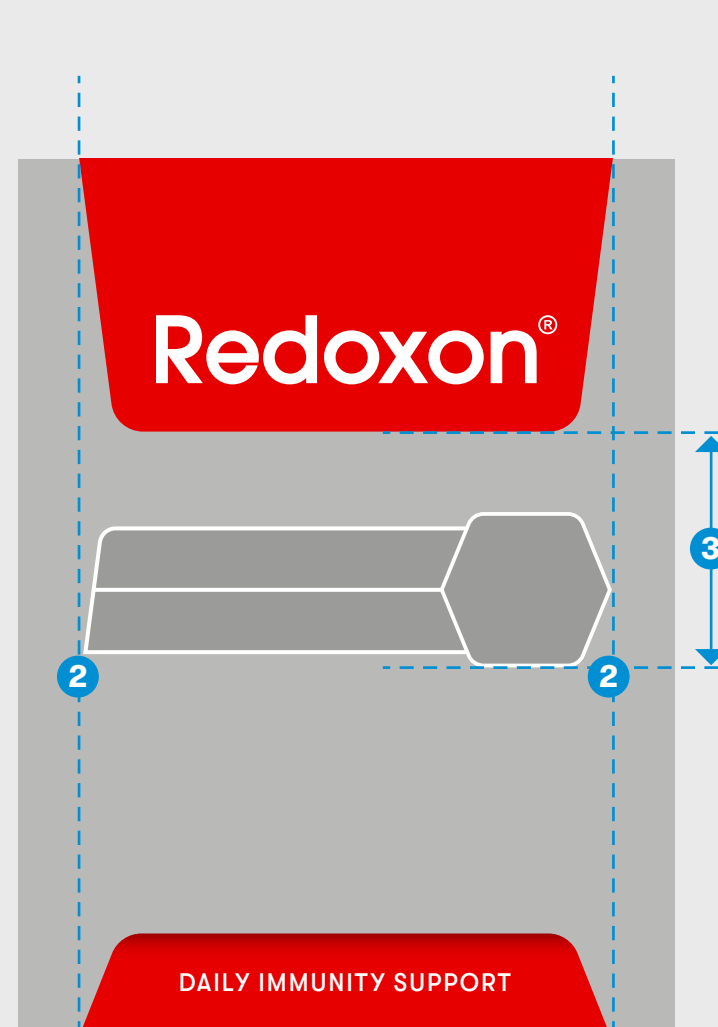
- 1 The bar extends the full width of the pack with the icon centered and above.
- 2 The bar with the icon on the right is centered between the Grip Logo. It should never be wider than the logo.
- 3 The information bar should always be placed under the top Grip in the upper part of the pack.
- 4 The bar with the icon on the right is positioned to the right of the Grip Logo. The base of the information bar aligns with the base of the top Grip.
- 5 Left edge of bar aligns with right edge of top grip to allow enough clearance.

**Stacked version
(centered and bleeds off sides)**



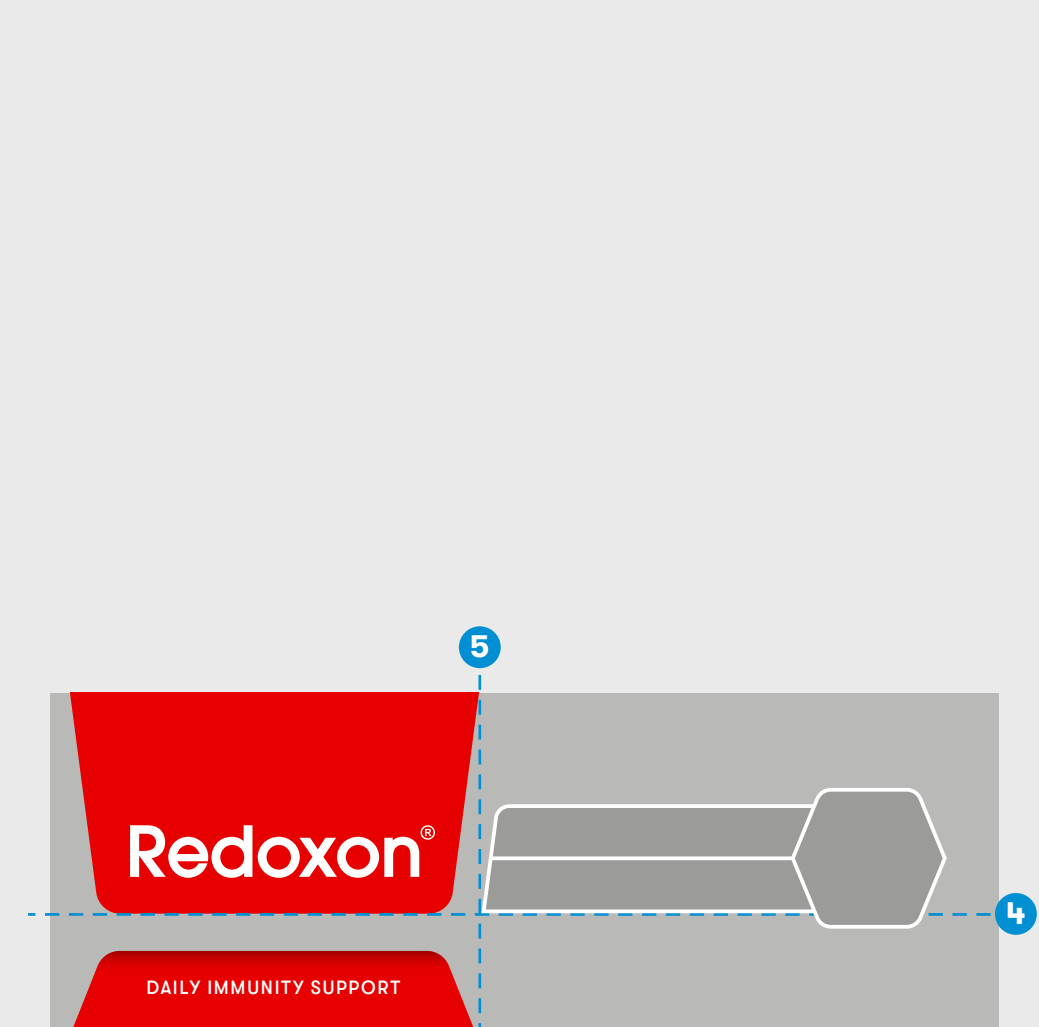
Used on narrow portrait formats where the width of the pack is less than 60% of the height.

**Horizontal version
(centered under Grip Logo)**



Used on square and portrait formats where the width of the pack is more than 60% of the height.

**Horizontal version
(on right of Grip Logo)**



Used on landscape formats where there is restricted space between the two parts of the logo.

60%

Information bar and icon

Positioning – exception

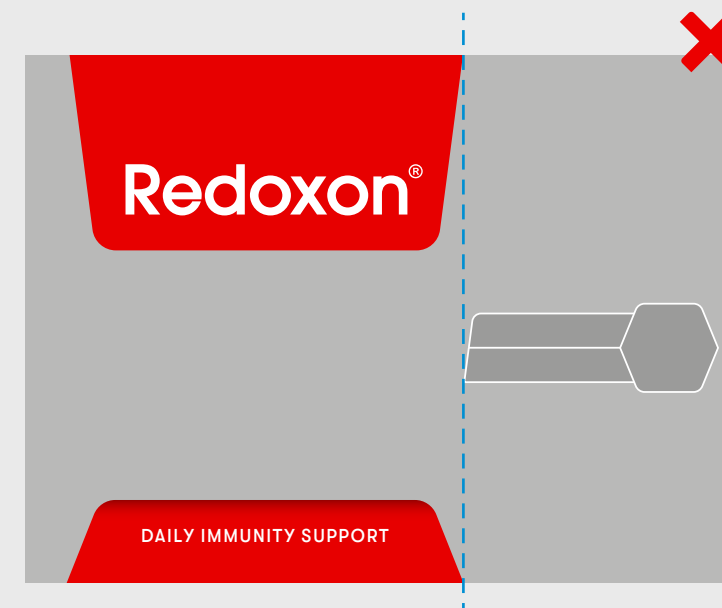
In extreme cases the horizontal version of the information bar and icon is placed in between the Grip Logo and offset to the right.

The information bar can be shortened due to the restricted space.

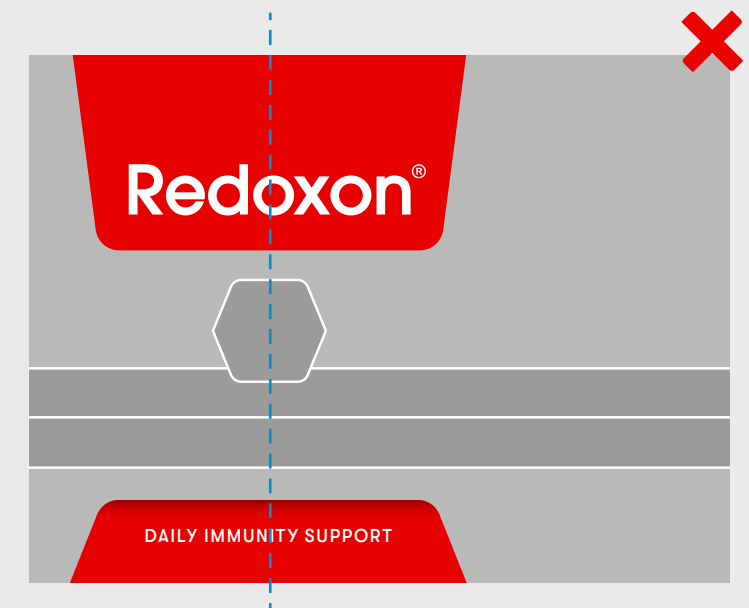
This should only be used as an exception on narrower landscape formats where the Grip Logo is on the left and there is not enough space to the right of the logo.



This example shows the bar and icon in between the Grip Logo and offset to the right.



Don't place the horizontal information bar and icon to the right of the Grip Logo as there is not enough space.

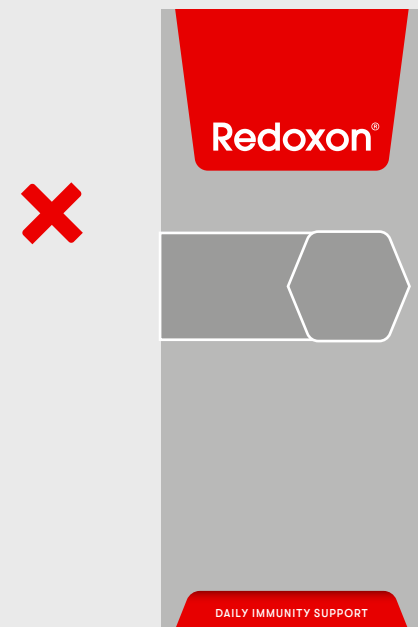


Don't use the stacked information bar and icon as the information bar will be too long if the icon is centered under the Grip Logo.

Information bar and icon

Don'ts

Here are some things to avoid when positioning and applying the information bar.



Don't reduce the size of the icon on narrow formats.



Don't reduce the bar and icon so they are too small.



Don't place the information bar in the lower part of the pack.



Don't adjust the size relationship between the bar and icon.



Don't use the stacked version and extend the bar to the full width on wide formats.



Don't flip the bar and icon.



Don't place the lock up above or below the baseline of the grip.

4: Background color, gradient and pattern

Our background colors and product patterns represent the credible science inside.

The pattern shapes interlock to illustrate how they work together to create a stronger whole.

They evoke a sense of radiance.

Pack design principles

Landscape

There are 5 simple steps to build the background for any pack:

- 1 The background is always the consistent flat pillar color.
 - 2 Then apply the gradient color from right to left on landscape packs OR bottom to top on portrait packs. The darker pillar color should always work behind the copy and icon for maximum stand out.
 - 3 The hexagon patterns should then be applied in the same way as the gradient.
- The overlaying creates a more intense color build up on the opposite end to the brand mark.
- 4 Add steps 1, 2 and 3 together to create the complete background.
 - 5 Then apply the Grip Logo, information bar with icon and any other pack elements and copy.

Note: The 5 step principles shown here apply to both landscape and portrait formats.



- 1 Primary background with flat pillar color.



- 2 Darker tone gradient from right to left, going from a darker pillar tone color to 0% opacity.



- 3 Hexagon shapes building from right to left on landscape packs.



- 4 All layered together to create the complete background.




- 5 Add the Grip Logo, information bar with icon and any other pack elements and copy.

Pack design principles

Landscape

1 Flat background color

The background is always the consistent flat pillar color.

 **Immuno Orange**
C0 M47 Y100 K0
Pantone 151c + Yellow

 **Energy Green**
C66 M0 Y100 K0
Pantone 2421c

 **Value Yellow**
C0 M26 Y100 K0
Pantone 7549c

2 Gradient

An gradient is then added on top of the flat color from right to left.

Use existing released artworks as a guide to how the darker gradients works across all the formats.

Note: For colors please always refer to existing artwork to achievev the correct color for print.



Redoxon Orange
C0 M74 Y100 K0
Pantone 151c + Yellow
100% opacity



Redoxon Orange
C0 M74 Y100 K0
Pantone 151c + Yellow

Redoxon Deep Orange
C0 M74 Y100 K0
Pantone 2347c + Pantone 151c + Yellow

Pack design principles

Landscape

3 Hexagon pattern

The 6 – 7 hexagons that make up the pattern overlap each other to create a layering effect.

The overlaying creates a more intense color build up on the opposite end to the brand mark.

They are not fixed in size but can be moved around and scaled depending on pack size and where other graphic elements are positioned.

The Redoxon orange gradient is applied to each hexagon at an angle of -160° .

The gradient color in each hexagon transitions from a solid 100% at the top right to an opacity of between 0 – 20% at the bottom left.

The hexagons have a multiply effect applied with the transparency set between 60% – 100%.

Note: Shown here is a visual representation of how the hexagons are constructed. Please refer to actual colors specifications on the artwork.



Pack design principles

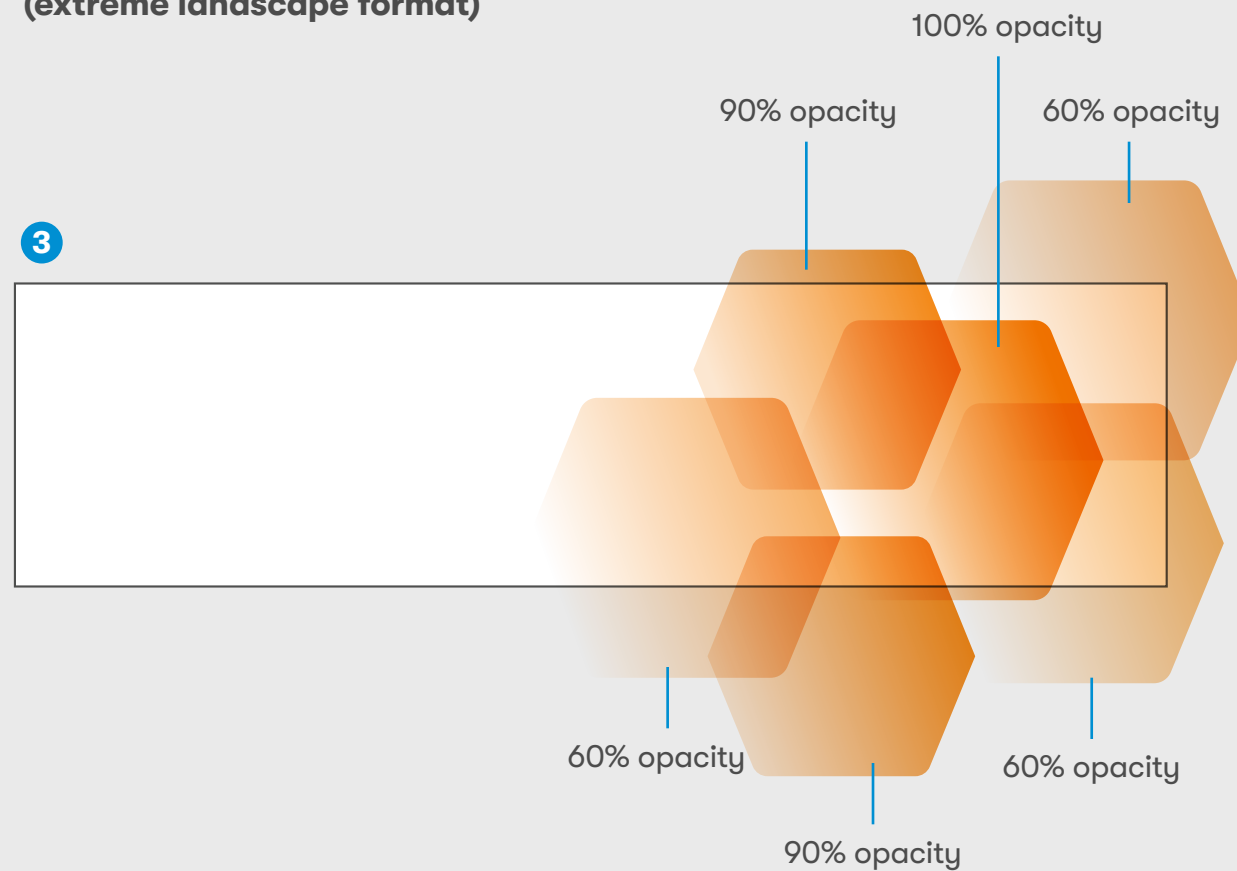
Landscape

3 Hexagon pattern

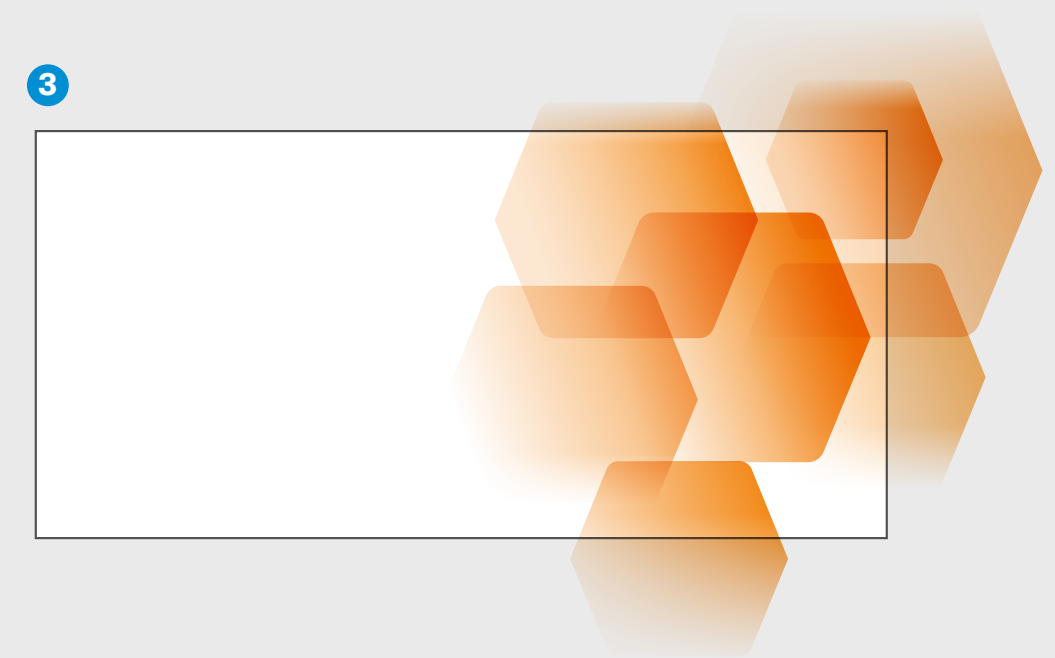
The pattern is built up of approx 6-7 hexagon shapes depending on the pack format.

Each shape has varying opacities depending on the other elements on pack.

Pattern with 6 hexagons (extreme landscape format)



Pattern with 7 hexagons (landscape format)



Pack design principles

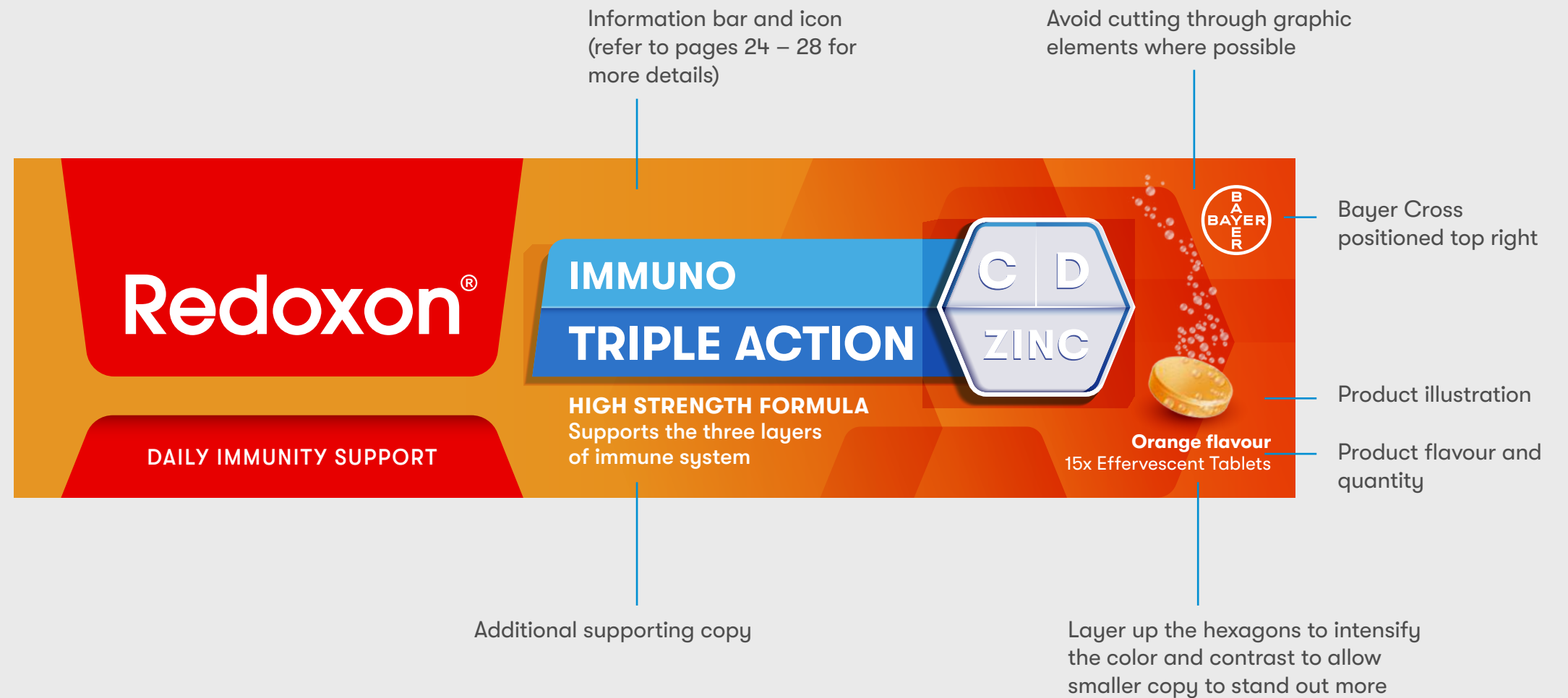
Landscape – Better tier

5 Add other graphic elements and copy

The background shapes in the pattern intensify the color and help to strengthen stand out for white graphic elements and type.

The positioning of the shapes should not create awkward overlaps or interference with the graphic elements.

Note: Always make sure there is sufficient build up of color behind white copy to ensure the copy stands out and meets accessibility criteria.



Pack design principles

Landscape – Best tier

5 Additional linework – only on Complete packs

To elevate the pattern for the ‘Complete’ pack in our best tier, additional linework has been added.

These extra lines can run in parallel to existing hexagonal shape edges.

They should never be over applied and shouldn’t interfere with graphic elements or typography.

A line can run along the edge of the bottom part of the Grip Logo.

Note: Always make sure there is sufficient build up of color behind white copy to ensure the copy stands out and meets accessibility criteria.




Pack design principles


Portrait

1 Flat background color

The background is always the consistent flat pillar color.

 **Immuno Orange**
C0 M47 Y100 K0
Pantone 151c + Yellow

 **Energy Green**
C66 M0 Y100 K0
Pantone 2421c

 **Value Yellow**
C0 M26 Y100 K0
Pantone 7549c

2 Gradient

An orange gradient is then added on top of the flat color from bottom to top.

Use existing released artworks as a guide to how the darker gradients works across all the formats.

Note: For colors please always refer to existing artwork to achieve the correct color for print.



Redoxon Orange
C0 M47 Y100 K0
Pantone 151c + Yellow
100% opacity



Redoxon Orange
C0 M74 Y100 K0
Pantone 151c + Yellow

Redoxon Deep Orange
C0 M74 Y100 K0
Pantone 2347c + Pantone 151c + Yellow

Pack design principles

Portrait

3 Hexagon pattern

The Redoxon orange gradient is applied to each hexagon at an angle of 55°.

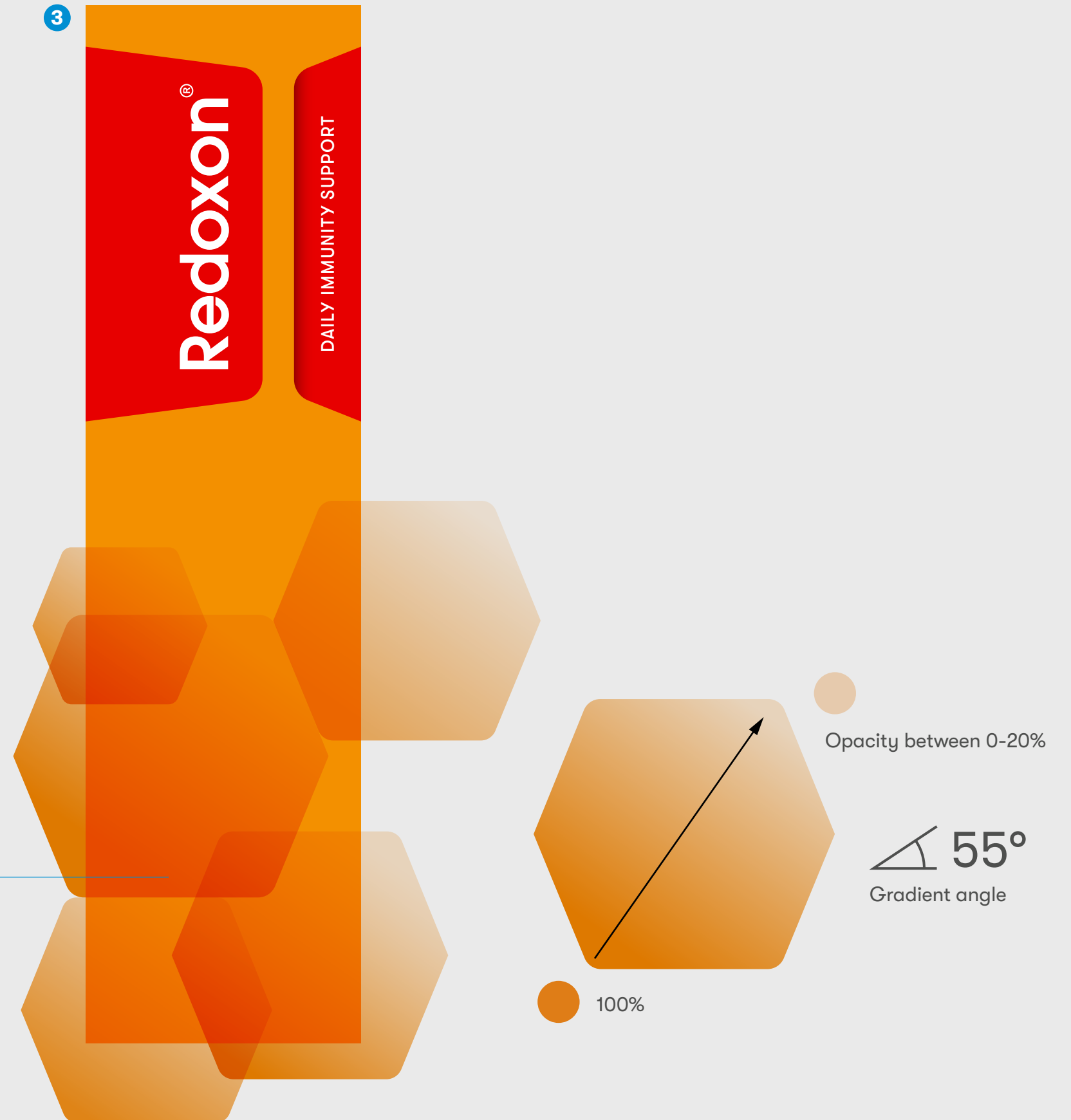
The gradient color in each hexagon transitions from a solid 100% at the bottom left to an opacity of between 0 – 20% at the top right.

The hexagons have a multiply effect applied with the transparency set between 60% – 100%.

The 5 hexagons that make up the pattern are different sizes and overlap each other to create a layering effect.

The overlaying creates a more intense color build up on the opposite end to the brand mark.

Note: Shown here is a visual representation of how the hexagons are constructed. Please refer to actual colors specifications on the artwork.



Pack design principles Portrait

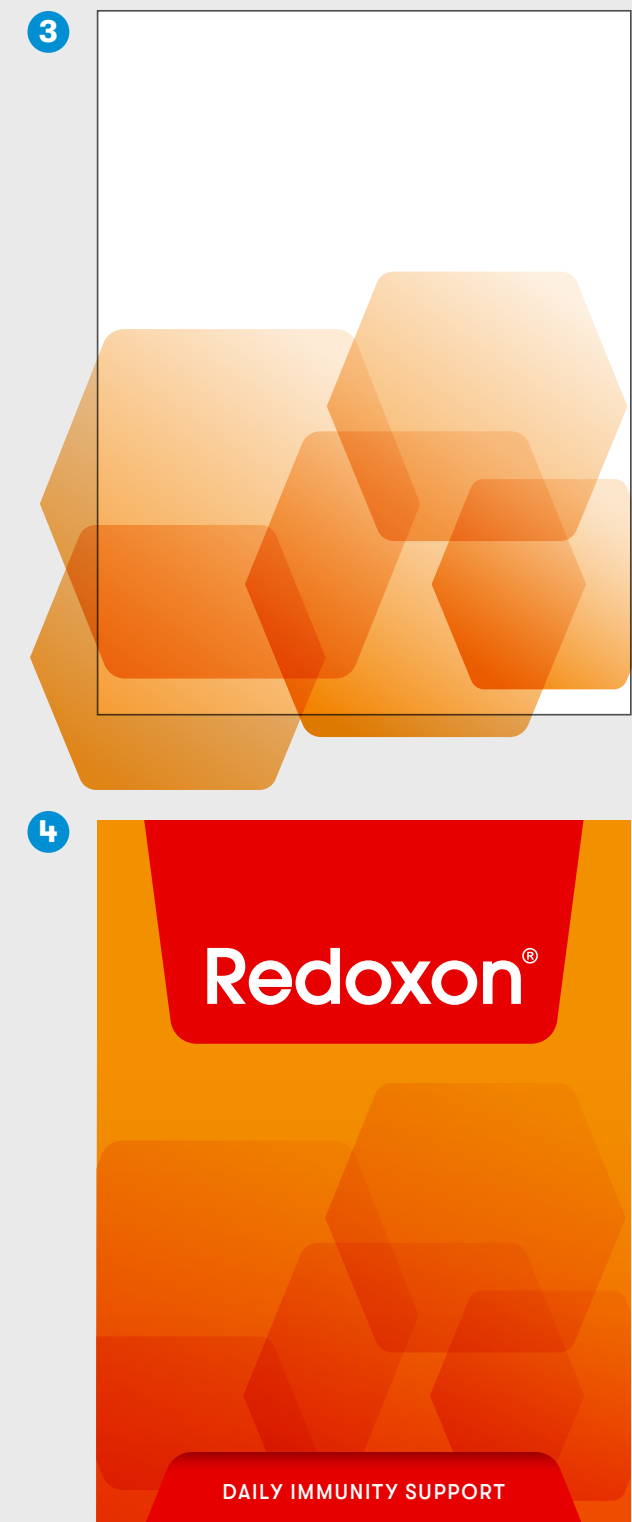
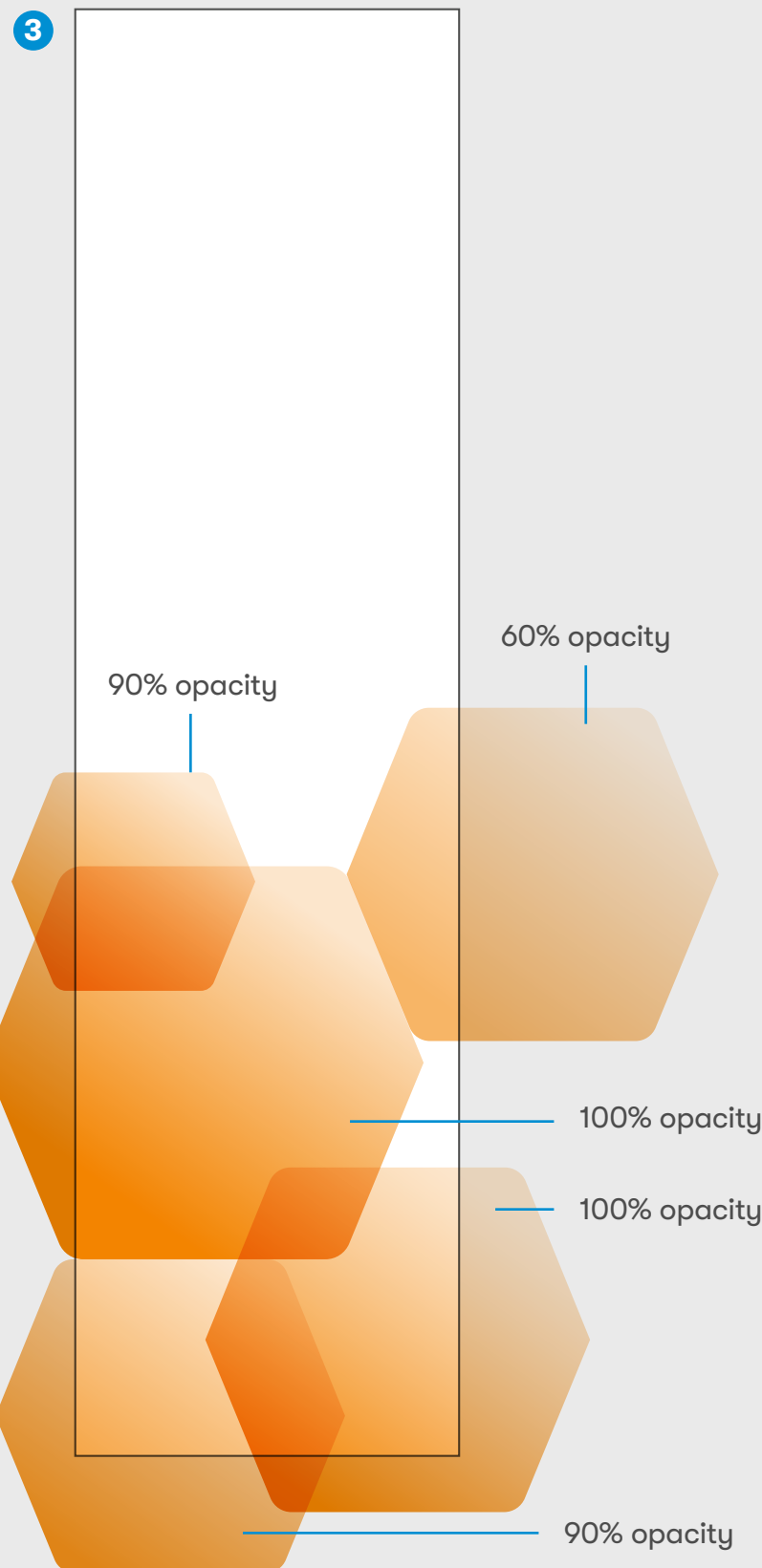
3 Hexagon pattern

The pattern is built up of 5 hexagon which is less than landscape formats due to the narrower width of the pack.

Each shape has varying opacities ranging between 60 – 100% depending on the other elements on pack.

4 Complete background

Steps 1, 2 and 3 come together to create the complete background.



Pack design principles

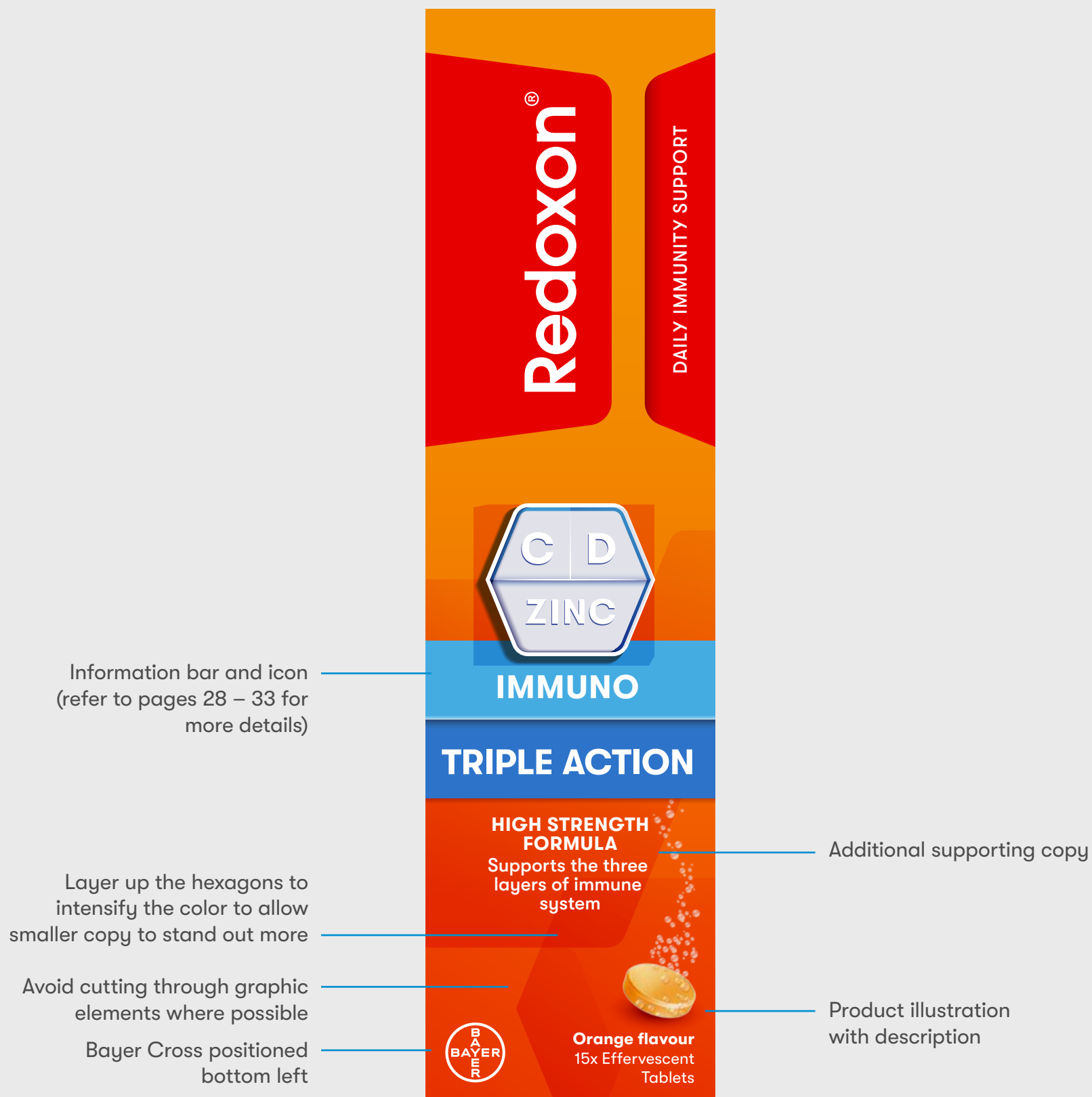
Portrait – Better tier

5 Add other graphic elements and copy

The background shapes in the pattern intensify the color and help to strengthen stand out for white graphic elements and type.

The positioning of the shapes should not create awkward overlaps or interference with the graphic elements.

Note: Always make sure there is sufficient build up of color behind white copy to ensure the copy stands out and meets accessibility criteria.



Pack design principles

Portrait – Best tier

5 Additional linework – only on Complete packs

To elevate the pattern for the ‘Complete’ pack in our best tier, additional linework has been added.

These extra lines can run in parallel to existing hexagonal shape edges.

They should never be over applied and shouldn’t interfere with graphic elements or typography.

Avoid cutting through graphic elements where possible.

Note: Always make sure there is sufficient build up of color behind white copy to ensure the copy stands out and meets accessibility criteria.



Additional linework

Additional linework

Additional linework

Pack design principles

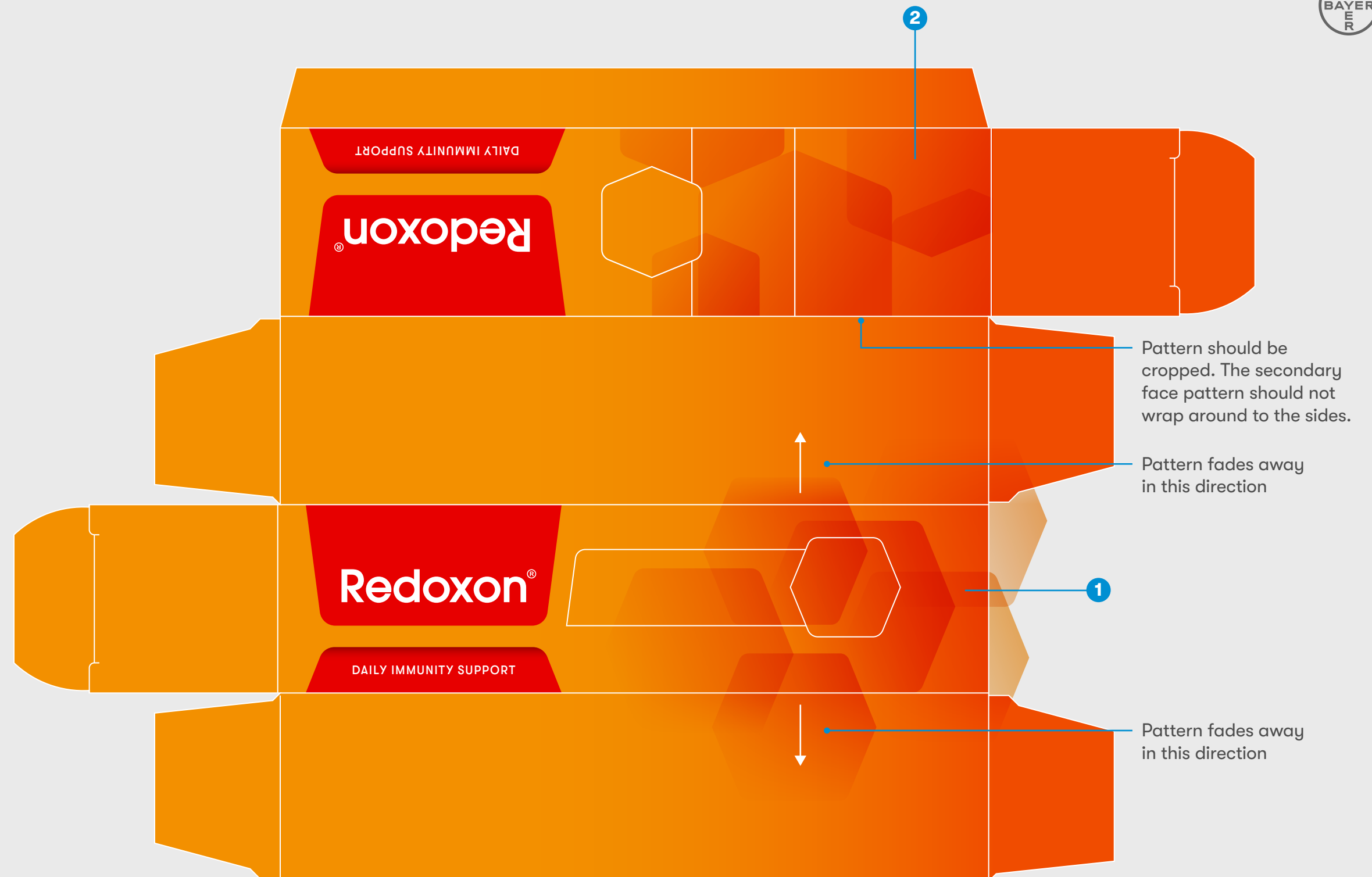
Pattern positioning

1 Primary face:

The pattern should wrap around from the front face to the side faces but a transparency mask should be applied so that it fades off at the edges.

2 Secondary face:

The pattern should not wrap around from the front face to the side faces. It should be cropped at the edges.



Pack design principles

Value tier

To help differentiate the hierarchy between products the products in the Value range don't feature a pattern to reflect the more basic product.

The information bar and icon also has a more simplified design.

The Bayer cross logo should be printed black to conform to the Bayer brand guidelines.



5: Color

Our brand color orange symbolizes the backbone of Redoxon, Vitamin C, and the healthy glow of resilience.

The different hues of orange through to red create a spectrum of immunity and optimism. They work with our supporting pillar and secondary colors to create vibrancy, optimism and modernity.

Colors

Pillar Gradients

Immunity pillar – Orange

This symbolises the backbone of Redoxon, Vitamin C, and the healthy glow of resilience.

Energy pillar – Green

A vibrant and energizing color.

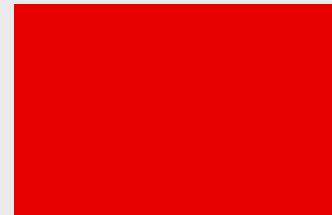
Gradients

The gradient is made by creating a rectangle the same size as the front of pack and applying the gradient from the darker color on the right to the lighter color on the left. The gradient stops just before the Grip Logo so that the logo always sits on the flat pillar background color.

Logo

Redoxon Red

C 0 M 100 Y 100 K 0
R 224 G 7 B 0
Pantone 2347c



Immunity pillar

Redoxon Orange

C 0 M 47 Y 100 K 0
R 255 G 151 B 0
Pantone 151c + Yellow



Redoxon Deep Orange

C 0 M 74 Y 100 K 0
R 255 G 95 B 0
Pantone 2347c + Pantone 151c + Yellow

Energy pillar

Redoxon Green 1

C 66 M 0 Y 100 K 0
R 49 G 183 B 0
Pantone 2421c



Redoxon Green 2

C 86 M 21 Y 100 K 0
R 49 G 183 B 0
Pantone 3536c + Pantone 2421c

Value pillar

Value Yellow

C 0 M 26 Y 100 K 0
Pantone 7549c



No gradient on value pillar

Colors

Tiering colors

Tiering color

These secondary colors and gradients are used to differentiate and support different products within a pillar.

They are used throughout key assets such as the information bar and iconography.

- **Top bar (light)**
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
White

- **Bottom bar (light)**
C 0 M 0 Y 0 K 56
R 143 G 143 B 143
Black (56% tint)

- **Top bar**
C 85 M 5 Y 0 K 0
R 0 G 166 B 255
Pantone 072c + Cyan

- **Bottom bar**
C 100 M 50 Y 0 K 0
R 0 G 85 B 210
Pantone 072c + Cyan

- **Top bar**
C 0 M 100 Y 100 K 0
Pantone 2347

- **Bottom bar**
C 0 M 26 Y 100 K 0
Pantone 7549c

- **Top bar (light)**
C 100 M 5 Y 100 K 0
R 0 G 145 B 0
Pantone 3536c + Pantone 2421c

- **Bottom bar**
C 36 M 0 Y 100 K 0
R 176 G 228 B 0
Pantone 2421c + Yellow

- **Top bar (light)**
C 100 M 5 Y 100 K 0
R 0 G 145 B 0
Pantone 3536c + Pantone 2421c

- **Bottom bar**
C 100 M 0 Y 70 K 70
R 0 G 183 B 48
Pantone 2421c + Yellow

Immunity pillar information bar colors (See pg 53 for on pack color usage)

Complete Light Silver

Complete Dark Silver

Triple Action Light Blue

Triple Action Dark Blue

Vitamin C Red

Vitamin C Yellow

Energy pillar information bar colors (See pg 54 for on pack color usage)

Long Lasting Dark Green

Long Lasting Light Green

Guarana Boost Light Green

Guarana Boost Dark Green

- **Top bar (dark)**
C 0 M 0 Y 0 K 22
R 213 G 213 B 213
Black (22% tint)

- **Bottom bar (dark)**
C 0 M 0 Y 0 K 63
R 128 G 128 B 128
Black (63% tint)

- **Top bar (dark)**
C 100 M 30 Y 100 K 0
R 0 G 123 B 0
Pantone 3536c + Pantone 2421c

- **Top bar (dark)**
C 100 M 30 Y 100 K 0
R 0 G 123 B 0
Pantone 3536c + Pantone 2421c

Colors

On pack colors

Immunity pillar – Orange
This symbolises the backbone of Redoxon, Vitamin C, and the healthy glow of resilience.

Background gradient
C 0 M 47 Y 100 K 0
R 255 G 151 B 0
Pantone 151c + Yellow

Background gradient
C 0 M 74 Y 100 K 0
R 255 G 95 B 0
Pantone 2347c + Pantone 151c + Yellow

Logo
C 0 M 100 Y 100 K 0
R 224 G 7 B 0
Pantone 2347c

Logo shadow
40% Black overprints
Pantone 2347c

Top bar
C 85 M 5 Y 0 K 0
R 0 G 166 B 255
Pantone 072c + Cyan

Bottom bar
C 100 M 50 Y 0 K 0
R 0 G 85 B 210
Pantone 072c + Cyan

Pattern
Pantone 2347c overprints
base gradient

Gray copy
C 0 M 0 Y 0 K 80
R 87 G 87 B 87
Black (80% tint)

Top bar (light)
C 0 M 0 Y 0 K 0
R 255 G 255 B 255
White

Top bar (dark)
C 0 M 0 Y 0 K 22
R 213 G 213 B 213
Black (22% tint)

Bottom bar (dark)
C 0 M 0 Y 0 K 63
R 128 G 128 B 128
Black (63% tint)

Bottom bar (light)
C 0 M 0 Y 0 K 56
R 143 G 143 B 143
Black (56% tint)

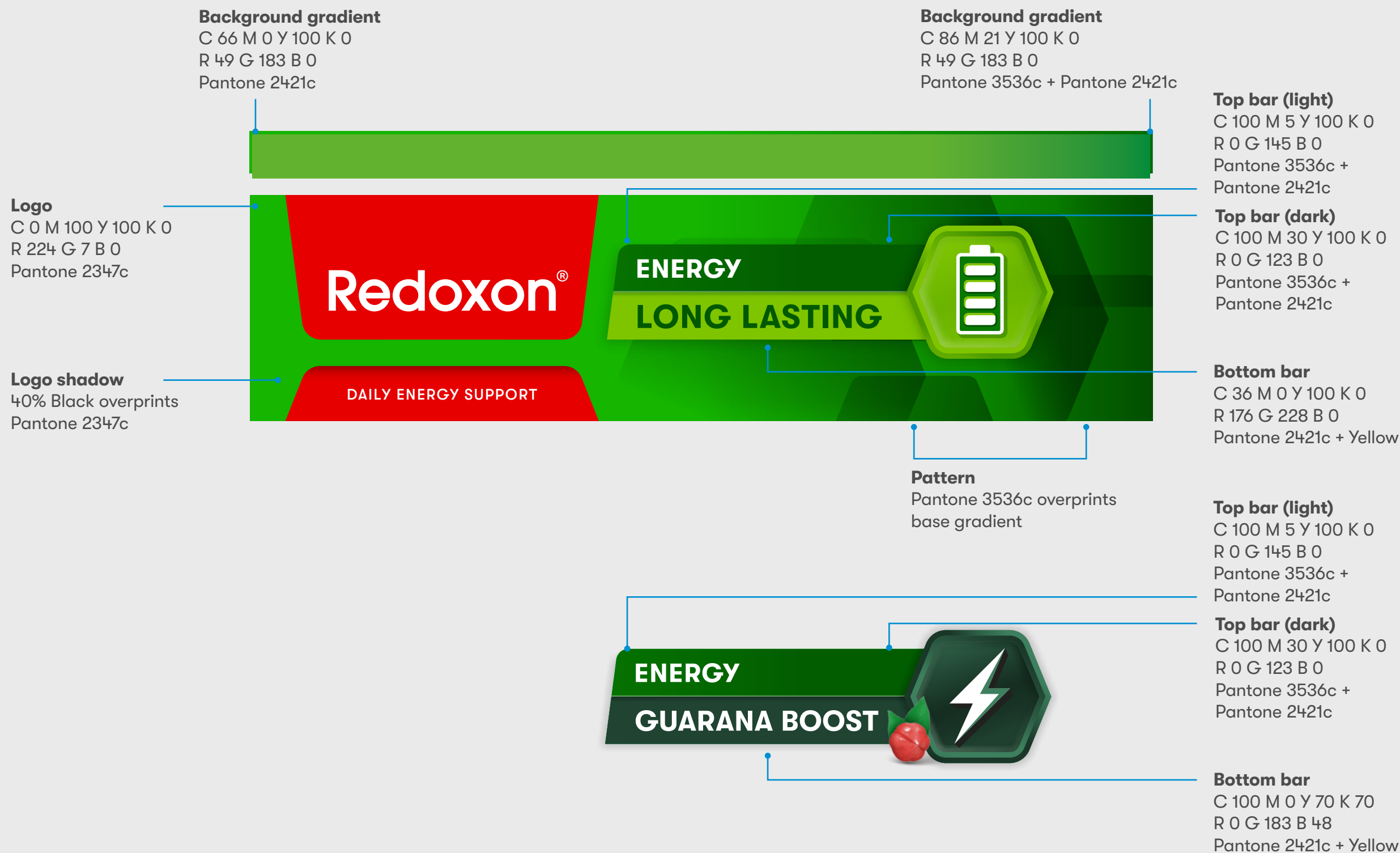
Top bar
C 0 M 75 Y 100 K 0
R 255 G 80 B 0
Pantone Orange 021c

Bottom bar
C 0 M 0 Y 100 K 0
R 255 G 236 B 0
Yellow

Colors

On pack colors

Energy pillar – Green
A vibrant and energizing color.



6: Typography

Our typography is bold yet friendly.

The three weights of our typeface, GT Walsheim, used for our product names, benefits and supporting copy, cue clarity and confidence.

Typography

Introduction

The typeface use on all packaging is GT Walsheim Bold.

GT Walsheim Bold is an easy to read Sans Serif. Its characters are bold and strong, yet friendly.

Three weights are used on our packs is bold, medium and regular.

Licences must be purchased by individual agencies or stakeholders, they cannot be shared. GT Walsheim can be licensed from Grilli Type: www.grillitype.com/typeface/gt-walsheim

GT Walsheim Bold

GT Walsheim Medium

GT Walsheim Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890**

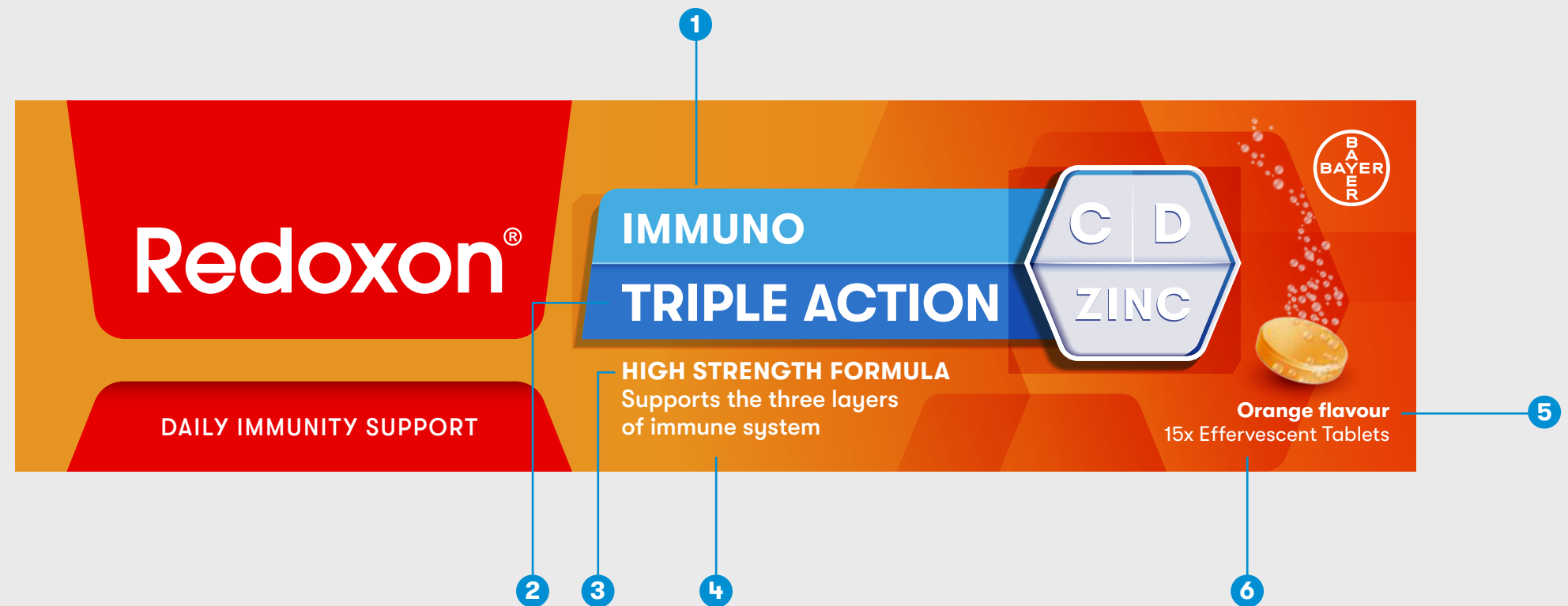
**ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz1234567890**

Typography

Type on front of pack (FOP)

- 1 GT Walsheim Bold, capitals is used for the pillar name in the top information bar. This is smaller than the benefit/ingredient copy.
- 2 GT Walsheim Bold, capitals is used for the benefit/ingredient in the bottom information bar.
- 3 GT Walsheim Bold, capitals is used for the first line of the descriptor.
- 4 GT Walsheim Medium, sentence case is used for the rest of the descriptor.
- 5 GT Walsheim Bold, sentence case is used for the flavour.
- 6 GT Walsheim Regular, sentence case is used for quantity.

Note: Always make sure there is sufficient build up of color behind white copy to ensure the copy stands out and meets accessibility criteria.



Typography

Type on sides of pack (SOP)

1 Important information such as usage directions, dosage and benefits can be printed in white out of a red panel.

Headings: GT Walsheim Bold, capitals.

Body copy: GT Walsheim Medium, sentence case.

2 Small copy and other mandatory information on the sides of packs should always be printed in black on the background color.

Headings: GT Walsheim Bold, capitals.

Body copy: GT Walsheim Medium, sentence case.

Restricted space with lots of copy: GT Walsheim Regular Condensed, sentence case.

3 Ingredients or copy in a table can be printed in red on a white header panel and in white out of a red panel.

Headings: GT Walsheim Bold, capitals.

Body copy: GT Walsheim Medium, sentence case.

Note: Never print side of pack copy in white on the background color.

1

USAGE DIRECTIONS
Dissolve 1 tablet in a glass of water for a healthy, refreshing drink.

DOSAGE
Adults and children over 12 years old: 1 tablet per day.
Children 6-12 years old: Half a tablet per day or as per directed by a physician.

INGREDIENTS	PER TABLET	NRV
Vitamin C	0000 mg	000%

2

For and Distributed by: Bayer de Mexico, SA de CV. Consumer Care Division Carr. Mexico-Touca km 52.5 C.P. 52000, Lerma, Mexico Reg.
No. 65617 SSA IV. Report suspected adverse reactions to the mail. farmacovigilancia@cofepris.gob.mx
Manufactured and Packaged in France by: Delpharm Gaillard 33 rue de l'Industrie. 74240 Gaillard, France
Reference Nutritional Value, according to 1169/2011 Regulation
Ingredients: L-Asorbic acid, acidity regulator: sodium carbonate, acidifying: anhydrous citric acid, bulking agent: isomalt, acidity regulator: betacarotene 1%, effervescent agent: sodium carbonate anhydrous, flavour: orange flavour, citrat de zinc, flavour enhancer: clorura de sodiu, sweetener: acesulfam potassium and sucralose, cholecalciferol.
Energetic value / 100g: 612 KJ / 143Kcal

3

SPC
Sustainable Paper Certification
SPC C0000000

COMPONENT Recycle Option

Bayer

REDOXON IMMUNO VITAMIN C
Vitamin C supports a healthy immunity through it's anti-viral and effective antioxidant properties. Take daily to help fight off sickness and infections.

BENEFITS

- Vitamin C supports your immunity
- Effective antioxidant
- Boosts energy
- Helps reduce fatigue

WHEN TO USE

- Unbalanced diet
- Virus and bacteria exposure
- Pollution exposure
- Stress and fatigue
- Travel and commutes
- Intense sport

	PER TABLET
Mononitrato de Tiamina (Vitamina B1)	15 mg
Riboflavina (Vitamina B2)	15 mg
Clorhidrato de Piridoxina (Vitamina B6)	10 mg
Cianocobalamina (Vitamina B12)	0.01 mg
Ácido ascórbico (Vitamina C)	500 mg
Biotina	0.15 mg
Ácido Fólico	0.40 mg
Nicotinamida	50 mg
Pantotenato de Calcio	25 mg
Calcio	100 mg
Magnesio	100 mg
Zinc	10 mg
Excipiente cbp	cbp

Con vitaminas y minerales que ayudan a:
• Mejorar el desempeño físico y mental
• Disminuir los síntomas asociados al estrés como cansancio, irritabilidad, falta de concentración e insomnio

INDICACIÓN TERAPÉUTICA:
REDOXON® ACTIV está indicado para la prevención y el tratamiento de las deficiencias de las vitaminas y minerales de la fórmula. REDOXON® ACTIV está indicado como auxiliar para proporcionar las vitaminas y minerales que se requieren durante el día, en especial, en situaciones asociadas al estrés que generan cansancio, irritabilidad, insomnio, falta de concentración, así como en periodos de mayor consumo energético, mejorando el desempeño físico y mental.

ÁCIDO ASCÓRBICO (VITAMINA C)
Ingredientes: Agente de carga: sorbitol, manitol; L-ascorbato de sodio; Ácido L-ascórbico; Agentes de recubrimiento: sales magnésicas de ácidos grasos, talco; Aroma de naranja; Edulcorante: aspartamo; Colorantes: óxidos de hierro.

Información nutricional

INGREDIENTES	POR COMPRIMIDO	% VRN
Vitamina C	1=500 mg 2=1000 mg	625% 1250%

VRN: Valores de Referencia de Nutrientes.

No superar la dosis diaria recomendada. No utilizar como sustituto de una dieta equilibrada. Se recomienda seguir una dieta variada y equilibrada y un estilo de vida saludable. No está indicado en personas con diagnóstico de hemocromatosis, problemas en la función renal y en personas con propensión a la formación de cálculos renales sin consultar previamente al médico. Consulte a un profesional de la salud si está tomando algún medicamento o tiene algún problema de salud. Contiene Aspartamo (una fuente de fenilalanina). Un consumo excesivo puede producir efectos laxantes. Adultos y niños mayores de 12 años: 1 a 2 comprimidos masticables al día. No consumir en caso de embarazo o período de lactancia sin consultar al médico. Mantener fuera del alcance de los niños más pequeños. No conservar a temperatura superior a 25°C. Mantener el envase debidamente cerrado.

Distribuido por: Bayer Hispania, S.L.
Av. Baix Llobregat, 3 - 5
08970 Sant Joan Despí (Barcelona) - España

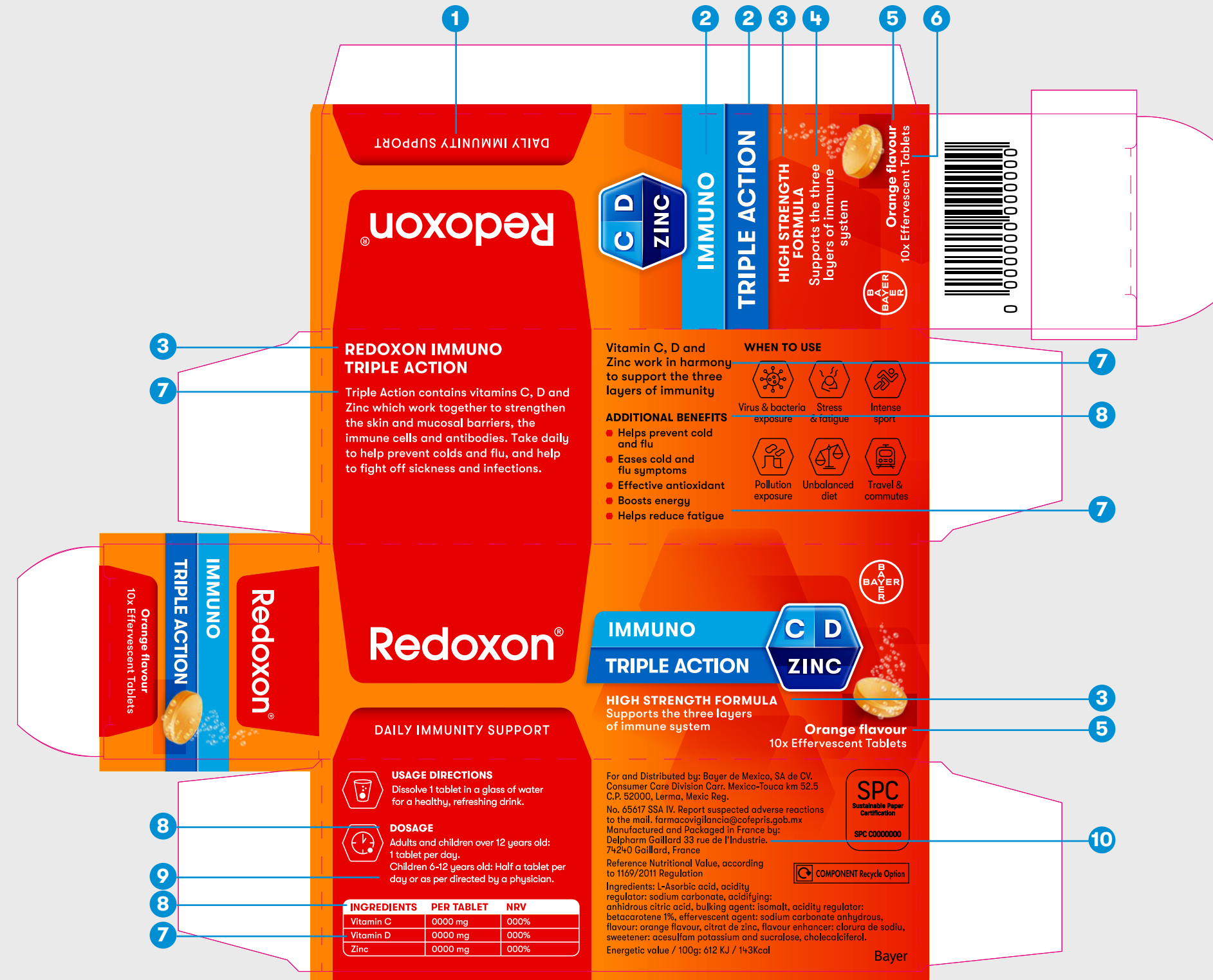
Bayer

Typography

360° pack

This page lists each typeface style used on Redoxon packaging.

- 1 GT Walsheim Medium, capitals
- 2 GT Walsheim Bold, capitals is used for the pillar name and the benefit/ingredient in the information bar.
- 3 GT Walsheim Bold, capitals is used for the first line of the descriptor.
- 4 GT Walsheim Medium, sentence case is used for the rest of the descriptor.
- 5 GT Walsheim Bold, sentence case is used for the flavour.
- 6 GT Walsheim Medium, sentence case is used for quantity.
- 7 GT Walsheim Medium, sentence case is used for the side of pack copy.
- 8 GT Walsheim Bold, capitals is used for side of pack headings.
- 9 GT Walsheim Regular, sentence case is used for usage and dosage copy.
- 10 GT Walsheim Regular Condensed, sentence case is used for small mandatory copy.



INGREDIENTS	PER TABLET	NRV
Vitamin C	0000 mg	000%
Vitamin D	0000 mg	000%
Zinc	0000 mg	000%

For and Distributed by: Bayer de Mexico, SA de CV. Consumer Care Division Carr. Mexico-Touca km 52.5 C.P. 52000, Lerma, Mexico Reg. No. 65617 SSA IV. Report suspected adverse reactions to the mail. farmacovigilancia@cofepris.gob.mx Manufactured and Packaged in France by: Delpharm Gaillard 33 rue de l'Industrie, 74240 Gaillard, France Reference Nutritional Value, according to 1169/2011 Regulation

Ingredients: L-Ascorbic acid, acidity regulator: sodium carbonate, acidifying: anhydrous citric acid, bulking agent: isomalt, acidity regulator: betacarotene 1%, effervescent agent: sodium carbonate anhydrous, flavour: orange flavour, citrat de zinc, flavour enhancer: clorura de sodiu, sweetener: acesulfam potassium and sucralose, cholecalciferol.

Energetic value / 100g: 612 KJ / 143Kcal

Bayer

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