

BreatheEasyBear™

BreatheEasyBear Style Guide

Design Principles

NOVEMBER 2010

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Introduction

How to Use This Style Guide

The purpose of this document is to provide directional guidance in both the principles and practice of developing and managing the BreatheEasyBear brand identity.

Consistent application of the brand's equity assets across all media will be critical in providing a complete consumer experience.

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Brandmark

The BreatheEasyBear identity and its consistent usage on packaging will help to unify and strengthen the entire brand. The brandmark is friendly, gentle and safe. The typeface and close letterspacing portray the qualities of security and trust. On all packaging, the Brandmark is given a drop shadow to increase its legibility against the background. The brandmark should never have anything overlapping it or contained within it.

Breathe Easy Bear™

Colour Palette

These colours communicate a trusting and playful nature. When printing the BreatheEasyBear brand identity, any of the six colours below can be used.



P&G
126



P&G
452



P&G
473



P&G
929



P&G
056



P&G
865

Descriptor Colour Variations

When printing the descriptor, in this case 'Snoozy', any of the six colours previously stated can be used.

The multi-colour enhances the playful nature that directs the product toward its intended recipient.

BreatheEasyBear™
SNOOZY

BreatheEasyBear™
SNOOZY

BreatheEasyBear™
SNOOZY

Scale and Sizing

To ensure optimal legibility when reproducing the BreatheEasyBear identity, the maximum height of the logo cannot fall below 18pts.

18pts

BreatheEasyBear™

Typeface

Futura is based on strict geometric shapes, which give an overall effect of simplicity and clarity. It has long ascenders and descenders requiring generous line spacing. Its image is clear, elegant and timelessly modern for a practical appearance. Futura is the choice for communicating Vicks primary information.

Futura Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

0123456789

Futura Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789

Relation to Parent Brand

The BreatheEasyBear Brandmark must be separated by the with of the letter 'T'. This provides a sufficient amount of spacing to ensure the mark is not visually affected.

Breathe Easy Bear™

The Vicks VapoRub logo, which consists of a black, teardrop-shaped shield with a white border. The word "VICKS" is written in white, bold, sans-serif capital letters across the center of the shield.

VICKS

SNOOZY

Unacceptable Identity Use

The BreatheEasyBear identity represents our brand, so care should always be taken to ensure proper usage. It should never be altered in any way. On this page are examples of unacceptable usage of the BreatheEasyBear identity. Use the guidelines in this document to successfully express our brand.

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