***P&G**beauty*

**regenerist daily 3 point treatment cream
style guide**

Brand: Olay
Initiative: total effects
Issue date: January 2008

OLAY

new regenerist daily
3 point treatment cream

ARTWORK OR POS QUESTIONS:

Elizabeth Mathams
Tel: 00 44 1932 896623
Email: matthams.e@pg.com

CONTACT DETAILS FOR HIGH RES:
Brooklands Design Studio
Email: studio@brooklandsdesign.co.uk

For the three hardest to treat areas,
here's our most powerful product ever.

OLAY daily 3 point treatment cream regenerist

regenerist

Love the skin you're in™

Brand: **Olay**

Initiative: Regenerist Daily 3 Point Treatment Cream

Provide guidelines on the use of key branding elements for the development of all below-the-line and in-store materials. Following these guidelines should ensure a holistic execution throughout all elements.

Issue date: March 2008

First in-store date: May 2008

Expiry date: February 2009

NB: This is an abbreviated style guide designed for the regenerist daily 3 point treatment cream. It is assumed the user is already familiar with the basic elements and style of the Olay brand. For a more detailed explanation of the Olay brand please refer to: www.pgemarketingbook.com (or please request a copy of the more extensive document: Olay 2008 brand booklet).

Guide contents

Key visual portrait

Brand logo

Initiative wordmark

Key model shot

Initiative headline

For the three hardest to treat areas, here's our most powerful product ever.

Tagline

Boutique wordmark

– This is the key visual. All elements that go together to create this are available on request

– If you request the key visual, a 'KIT' will be sent of this layout which will include the separate elements detailed above

– In production of the key visual, all elements (shown above) including pack shot, ray of light, and model shot should all be included in any execution

– Flares should always touch the 3 points of eyes, jawline and neck

Brand logo

OLAY

– Do not redraw, break apart, distort or alter in any way

– This logo is available as a vector file

NB: A vector file is a format for line artwork such as graphics and text. It can be enlarged to any physical size without loss of quality. When saved it has a small file size.
A bitmap file: is an image (usually photographic) made up of bits/pixels and can only be enlarged up to a certain maximum size depending on the resolution. Hi res bitmap files should be 300dpi for optimum results.

Logo and crosshairs

Left aligned layouts

OLAY

– The logo with cross hairs is used on key visual layouts only

– Do not redraw, break apart, distort or alter in any way

– This logo is available as a vector file
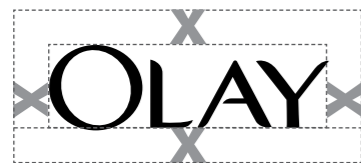
OLAY

Right aligned layouts

Minimum size

OLAY

40mm

– Use this version (without strapline) when the brand logo needs to be smaller than 40mm

– Do not redraw, distort or alter in any way

– This is available as a vector file

Exclusion zone

OLAY

– The exclusion zone must be kept clear of any type or graphic element

– The crosshair element is aligned along the bottom edge of the exclusion zone and should not be moved closer to the logo

Brand logo positioning

OLAY   **OLAY**
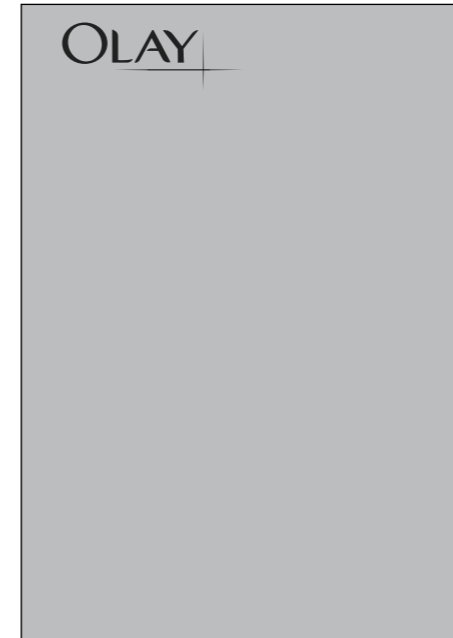
– On an A4 portrait the logo width including cross hairs is 40% of the page width

– On an A4 landscape the logo width including cross hairs is 30% of the page width

Boutique and initiative wordmark

new regenerist daily
3 point treatment cream

new regenerist daily
3 point treatment cream

– Do not redraw, distort or alter in any way

– On an A4 portrait the minimum size is 12.5pt Helvetica Nue Roman 55 Leading = 15pt

– On an A4 landscape the minimum size is 14pt Leading = 16pt Tracking = 14pt

NB: A boutique/range logo or a product/ variant wordmark defines a range of products within a brand e.g: total effects within Olay or Colour Expressions within Pantene

Boutique and initiative wordmark positioning

OLAY

– Always try to position the boutique wordmark for the portrait key visual as shown. See page 8 for variations

– The baseline of the boutique wordmark aligns with the baseline of the brand logo strapline

Boutique wordmark logo

– Do not redraw, distort or alter in any way

– This file is available as a vector file

– The Regenerist Logo should always appear translucent, starting with 100% reg red (see page 5) and fading down to white, but may change based on the chosen background

– At A4 portrait the logo's width should be 12.45cm

– At A4 landscape the logo's width should be 20.5cm

Flares

– The flares should always hit the 3 point areas to be communicated (eyes, jaw-line and neck)

– They may need to be altered based on page layout (see page 8)

Initiative headline (for UK use only)

For the three hardest to treat areas, here's our most powerful product ever.

– On an A4 portrait visual the font specification is: 15.903pt Helvetica Nue Roman 55, leading = 22pt Tracking = 0

– On an A4 landscape visual the font specification is: 18pt Helvetica Nue Roman 55, Leading = 24pt Tracking = 10

Typography

Helvetica Neue Ultralight 25
Helvetica Neue Thin 35
Helvetica Neue Light 45
Helvetica Neue Roman 55
Helvetica Neue Medium 65
Helvetica Neue Bold 75
Helvetica Neue Heavy 85
Helvetica Neue Black 95

– Font Helvetica Neue can be used in various weights to add emphasis or enhance legibility. Medium is the optimum weight for point of sale. Avoid using weights heavier than bold

In store colour palette

Primary brand colour

Olay Black	Monaco Red	Silver
No Pantone C40 M0 Y0 K100	PMS 201C C0 M100 Y60 K36	PMS 877C

Accent colours

Text colour

Gold	Cell Pattern
PMS 8383	

White

PMS None
C0 M 0
Y0 K0

– Please use only these colours

– These colours are a guide for use on in-store material

NB: The hierarchy will probably be different to colours specified in the brand style guide

Gold and cell pattern available but not recommended for Monaco. More widely used for the Regenerist Boutique in general

Definition of colours:

Primary brand colour: This would be the prominent colour for the main piece of POS (probably an FSDU), when looking at the piece as a whole object (NB: not just the main colour of the key visual)

Secondary brand colour(s): This would be the next most prominent colour on the main piece of POS and may for some brands, occasionally be replaced with a textured background

Accent colour: These are most likely to be the brand colours, that when looking at the main piece of POS cover a very small surface area
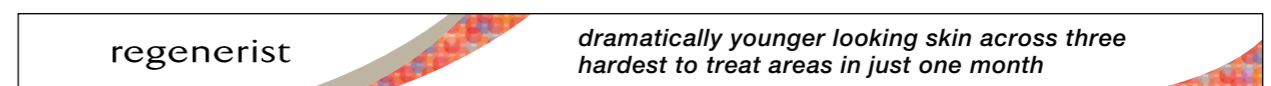
Style specifications for shelf strips

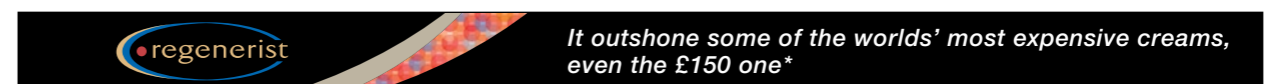Please refer to Olay instore software guide for a more detailed guide on shelfstrips.

OLAY 2 environment
HFS environments – *masstige* and mass markets, that aim to communicate stopping power

Olay environment 2 WE example

– Where all occurances of disclaimer appears please make note:

*Based on US Good Housekeeping Research Institute test of several £50.00+ face creams

dramatically younger looking skin across three hardest to treat areas in just one month

Olay 1

*It outshone some of the worlds' most expensive creams, even the £150 one**

Olay 2

Key model shot

Full image available

Usage rights: usage start date July 2008, expires 3 years from start date

Portrait

Landscape

– You should always check the usage rights

– Do not place anything on the model's face/hair

– For guidance on cropping for extreme formats (where space is limited) please see key visual layouts on page 8

– In production of the key visual, all elements (shown above) including pack shot, ray of light, and model shot should all be included in any execution.

Pack shots

Hero pack shot with lid on

Hero pack shot with lid off

Pack shot in box

Group shot

PR shots

Shot 1

Shot 2

Shot 3

Creative shots

Hero shot
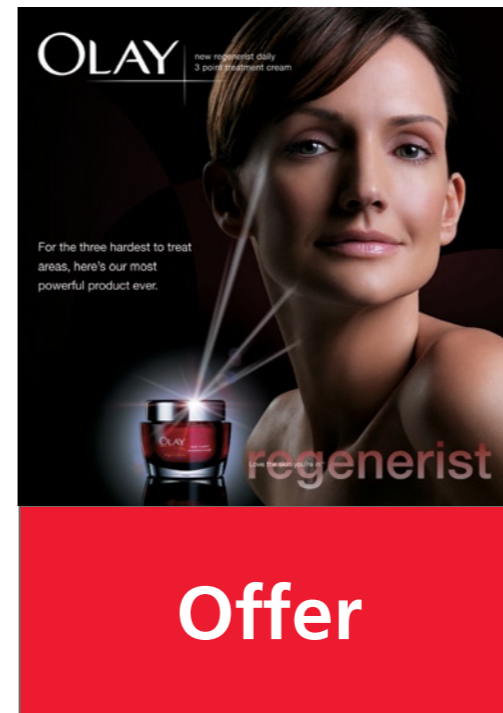
Hero shot lid off

Hero pack shot lid off

Key visual layouts

Portrait

Landscape

* Use these examples of extreme layouts as a guide for the minimum crop of the key visual

* The flares should always hit the 3 point areas to be communicated (eyes, jaw-line and neck)

Extreme landscape*

Extreme portrait*

Key visual layouts – with offer

Portrait

– Use these examples of key visual layouts for in-store promotional material.

Landscape key visual (same as portrait) left aligned

Landscape key visual (same as portrait) right aligned