

**P&G**beauty

Initiative style guide

**Brand:** Max Factor  
**Initiative:** Miracle Touch Creamy Blush  
**Issue date:** October 2007  
**GBU**



CONTACT DETAILS FOR ARTWORK  
AND HIGH RES FILES:

Becci Edwards  
Tel: + 44 (0) 1932 896623  
Email: [edwards.be@pg.com](mailto:edwards.be@pg.com)

**Brand:** Max Factor

**Initiative:** Miracle Touch Creamy Blush

The following information is to 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.

In-store materials will continue to be designed/produced centrally for implementation at a local level. This guide will enable markets to ensure that additional materials produced locally i.e.: local in-store partnership promotions, local PR and all direct to consumer materials comply with the key guidelines.

**Issue date:** October 2007

**First in-store date:** September 2008

**Expiry date:** September 2009 (1 year on from first in-store date)

**NB:** This is an abbreviated style guide designed for the Miracle Touch Creamy Blush initiative. It is assumed the user is already familiar with the basic elements and style of the Max Factor brand. For a more detailed explanation of the Max Factor brand please refer to: [www.pgmarketingbook.com](http://www.pgmarketingbook.com)

#### Guide contents

- 1 – Key visual
- 2 – Brand logo and position
- 3 – Brand logo german markets
- 4 – FMOT selling line
- 5 – Typography and colour palette
- 6 – Key model image and key pack shot
- 7 – Key visual layouts
- 8 – Bringing the initiative to life

# Key visual

## Compulsory elements

- New
- Brand Logo
- Equity Line
- FMOT Selling Line
- Product Name
- Key Visual in accordance to crop guide
- Pack Shots
- Black border (unless extreme case)
- Fonts

## Optional elements

- Pack shots ONLY if the display will not appear directly next to the product
- Ingredients
- Web address

– 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.

# Brand logo

Max Factor logo for advertising and temporary POS.



For use on white background



For use on black background

- Do not redraw, distort or alter in any way.
- Avoid using logos at extreme angles, eg: turned on it's side.
- Alternative colours or patterns should not be added to logos.

Max Factor logo when stand alone version is required. For example, a cube or t-shirt.



For use on white background



For use on black background (black box illustrates black background)

**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.

# Positioning



- The logo is supplied with the correct angle.
- The logo is supplied with the equity line included.
- Guides are provided on the logo for easy positioning. Line guides up with the keyline edge, as shown here.
- Do not resize the logo line independantly of logo.



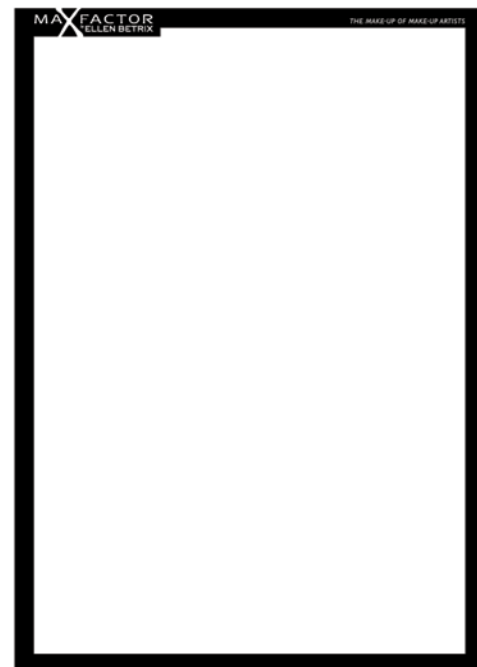
- There are various ways of determining the border width...
- At A4 the keyline weight should be 22pt.
  - Where formats are of an unusual sizing, use discretion as to the border width. ALWAYS RETAIN AN OVERALL HOLISTIC LOOK ACROSS ALL MATERIALS
  - The cap height of 'THE MAKE-UP OF MAKE-UP ARTISTS' x 3 should approximate the border width.
  - The top of the equity line should sit at the centre of the border.
  - Do not resize the logo line independantly of logo.

Brand logo – German markets only



- Do not redraw, distort or alter in any way.
- Normally positioned in the top left hand corner but may also be shown centred on artworks such as the 12" cube.

Positioning



- The logo positioned at the top left of the layout.
- The line 'THE MAKE-UP OF MAKE-UP ARTISTS', in POS, should feature on the top right of the layout.
- Positioning of the logo should remain consistent.
- All these rules are built into the logo artwork for ease of use.
- Use discretion as to how big the logo should be, but as a general rule, between a third and a quarter of the format width (excluding extreme landscape formats).

Product name



*NEW*

- Do not redraw, distort or alter in any way.
- Initiative headline is typed in uppercase using Caslon 540 Roman
- Product name is typed in uppercase using Gil Sans Book
- 'NEW' must be connected with the product name. It appears uppercase in Caslon 540 Italic.

FMOT Selling Line

Example A

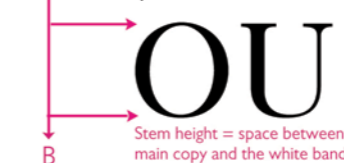


Example B

All copy flush with boarder



Example C



- Always use the initiative headline and supporting text.
- On an A4 portrait visual the font spec is:
  - 55pt and 33pt Caslon 540 Roman, for FMOT selling line
  - 28pt Caslon 540 Italic
  - 28pt Gill Sans Book, for product name
- Headline leading can be distinguished by the stem width of the key cap (see example A).
- Leading between smaller italic characters can be tighter if felt correct to do so.
- This width also dictates the space around the copy area.
- Keep all copy right justified and flush against the layout keyline (see example A).
- This same stem width x2 dictates the area around the product name.
- The key cap height dictates the space between the headline and the white band for product name. (example C).

Ingredients

**Creamy Rouge Ingredients:** Ricinus Communis (Castor) Seed Oil, Ethylhexyl Stearate, Octyldodecanol, Ozokerite, Nylon-6, Titanium Dioxide, Mica, Copernicia Cerifera (Carnauba) Wax, Candelilla Cera, Lanolin Oil, Paraffinum Liquidum, Cera Alba, Isopropyl Myristate, Aluminium Hydroxide, Barium Sulfate, Propylparaben, BHT, Parfum, Talc, Alpha-Isomethyl Ionone, Limonene (+/- CI 77861, CI 77491, CI 77492, CI 77499, CI 77015, CI 45410, CI 15850, CI 19140)

**Miracle Touch Ingredients:** Cyclopentasiloxane, Aqua, Tridecyl Neopentanoate, Titanium Dioxide, Mica, Butylene Glycol, Niacinamide, Talc, Acetyl Glucosamine, Silica, Euphorbia Cerifera (Candelilla) Wax, Ozokerite, PEG-9 Polydimethylsiloxylethyl Dimethicone Sorbitan Isostearate, Tocopheryl Acetate, Panthenol, Camellia Sinensis, Glycerin, Allantoin, Dimethicone/Methicone Copolymer, Zinc Oxide, Hydroxyapatite, Aluminium Hydroxide, Methicone, Disodium EDTA, Dimethicone Copolyol, Benzyl Alcohol, Sodium Acetate, Propylparaben, Methylparaben, (+/- CI 77492, CI 77499, CI 77491, CI 77499)

Ingredient list is a Legal mandatory on **all** displays that contain product since this is not printed on the product packaging.

Ideal size for this text is 5 or 6pt.

Price details

€xx.xx

- The product prices only need to appear on artworks for Germany and Holland.

Web address

www.maxfactor.com

- This is an optional element.
- The web address should preferably be positioned at base of layout.
- NB. the web address may differ depending on the local market.
- Always use lower case.

Typography

Caslon 540 Roman

*Caslon 540 Roman Italic*




Gill Sans Light

*Gill Sans Light Italic*

Gill Sans Book

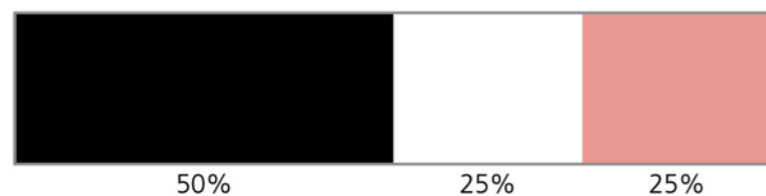
- Caslon 540 Roman is the primary font used. The font is always used in uppercase.
- Caslon 540 Roman Italic is used for the 'NEW'. The font is always used in uppercase. Also for accent text and to emphasize text.

Colour palette

Primary brand colour	Secondary brand colour	Tertiary brand colour
		
White	Rich Black	PMS 7411
White C0 M0 Y0 K0	Rich Black C40 M0 Y0 K100	PMS 7411 C0 M44 Y79 K1

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

Proportions



- These proportions are a visual representation of the full colour coverage of a main piece of POS (e.g.: an FSDU). It is not a visual representation of the colour coverage of just the key visual.

Key model shot

Full image available



Usage rights: usage start date July 2008, expires 1 year from start date

Key points when cropping the model visual are:

- Maintain impact of visual by keeping crop as heavy as possible, whilst, where possible including the following aspects...
- Maintaining the main focus on the face
- Where possible with landscape crops include the repeat model in the background, but don't compromise on the first point above.
- Always check the usage rights.

Portrait



Landscape



Key (hero) pack shot



Key points when cropping product shots:

- The products should give the impression of being placed down by the make-up artist.
- These are often featured bleeding off the page. The Miracle Touch Creamy Blush shot must always be shown complete, ie, not cropped.
- Always ensure the pack shot sits on top of the black border on portrait layouts.
- The packs should not over-power other elements on the layout, particularly the model visual.
- The packs may be moved to suit each format but give due consideration to compositions.
- Always retain a holistic look across all materials.

Key visual layouts

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



Portrait-A2 showcard



Landscape-A2 Hotspot backcard

*P&G*beauty

The Heights, Brooklands, Weybridge, Surrey KT13 OXP