



# BEROCCA

## 2021 Toolkit

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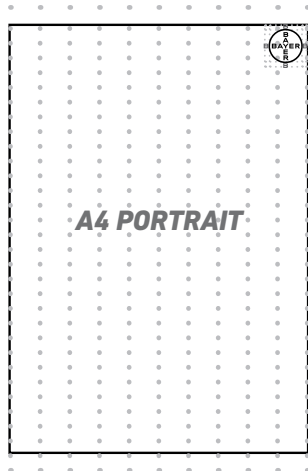
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21.	BOOST PACKSHOTS		

Bayer  
Cross

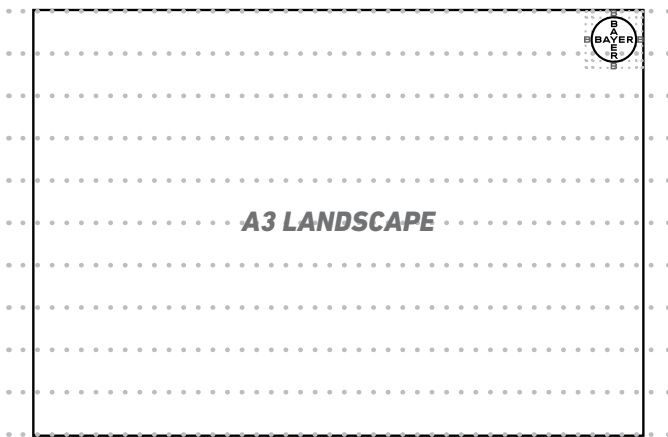


- The Bayer Cross should be present on all visuals
- Logo should only appear in black, white or full colour
- Colour should not be altered
- Where possible the logo should appear top right

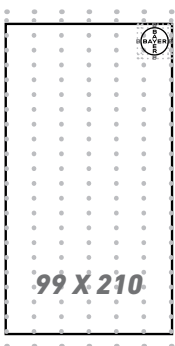
**RATIO =**  
1/10 of shorter side (21mm)



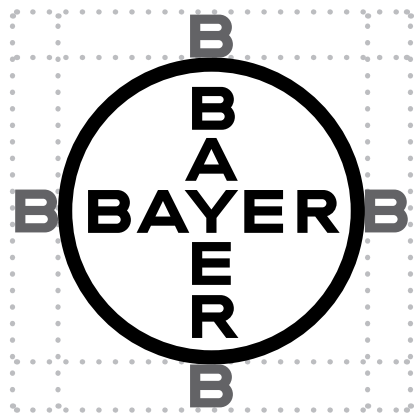
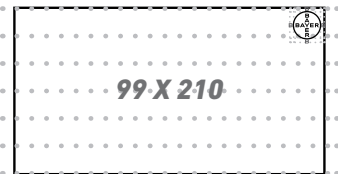
**RATIO =**  
1/10 of shorter side (29.7mm)



**RATIO =**  
1/7 of shorter side (14.1mm)



**RATIO =**  
1/7 of shorter side (14.1mm)



**EXCLUSION ZONE**  
The exclusion zone is designed to give our logo the necessary space to remain visual and prominent.

# Berocca Logo



**On coloured background**  
(anything but white)



**On white background**



# Berocca Logo

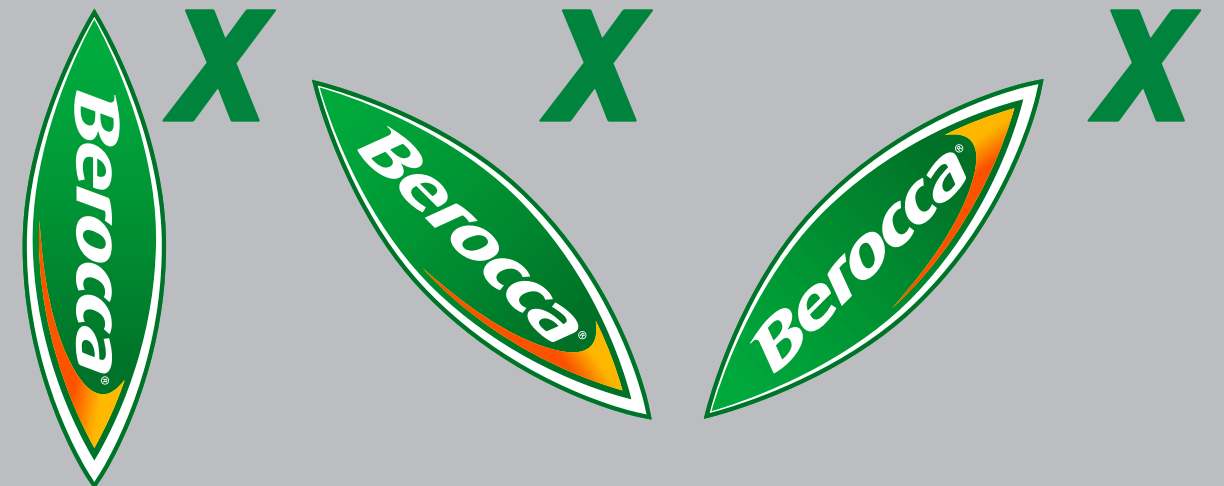


- Where possible logo should be placed horizontal
- Logo should only appear as full colour
- Colour should not be altered
- Where possible the logo should appear top left



- When necessary logo may be placed on its vertical axis. When doing so the logo should run up with the orange chevron at the top

## DO NOT:



## EXCLUSION ZONE

The exclusion zone is designed to give our logo the necessary space to remain visual and prominent.

Boost  
Logo

BOOST LOGO LOCK UP  
NEEDS PROVIDING AND  
HAS BEEN ARTWORKED



# Burst Layout

## Defining the source

The Burst can stem from a visual source

1. Brandmark
2. Packaging
3. Product (glass/tablet)
4. Typography
5. Brandmark (standout)

Or can be anchored to the outside frame of the visual

The Burst reinforces the energetic property of the product and creates consistency across all applications



1. Brandmark



2. Packaging



3. Product

The  
Berocca  
Burst

4. Typography

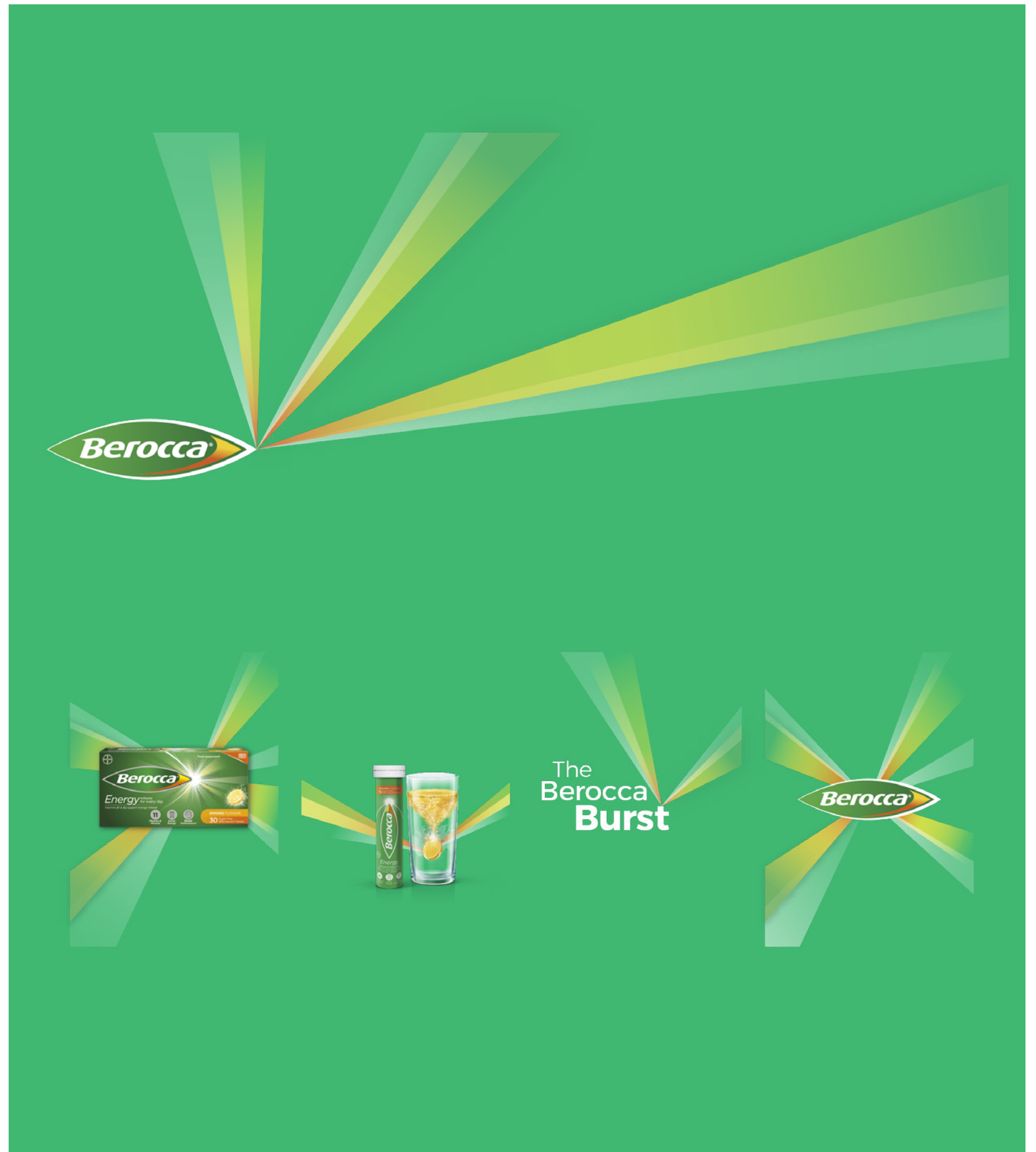


5. Large Scale  
Brandmark

# Burst Layout

## Defining depth & opacity

We create depth by adding a shadow layer beneath segments that interact with imagery or typography



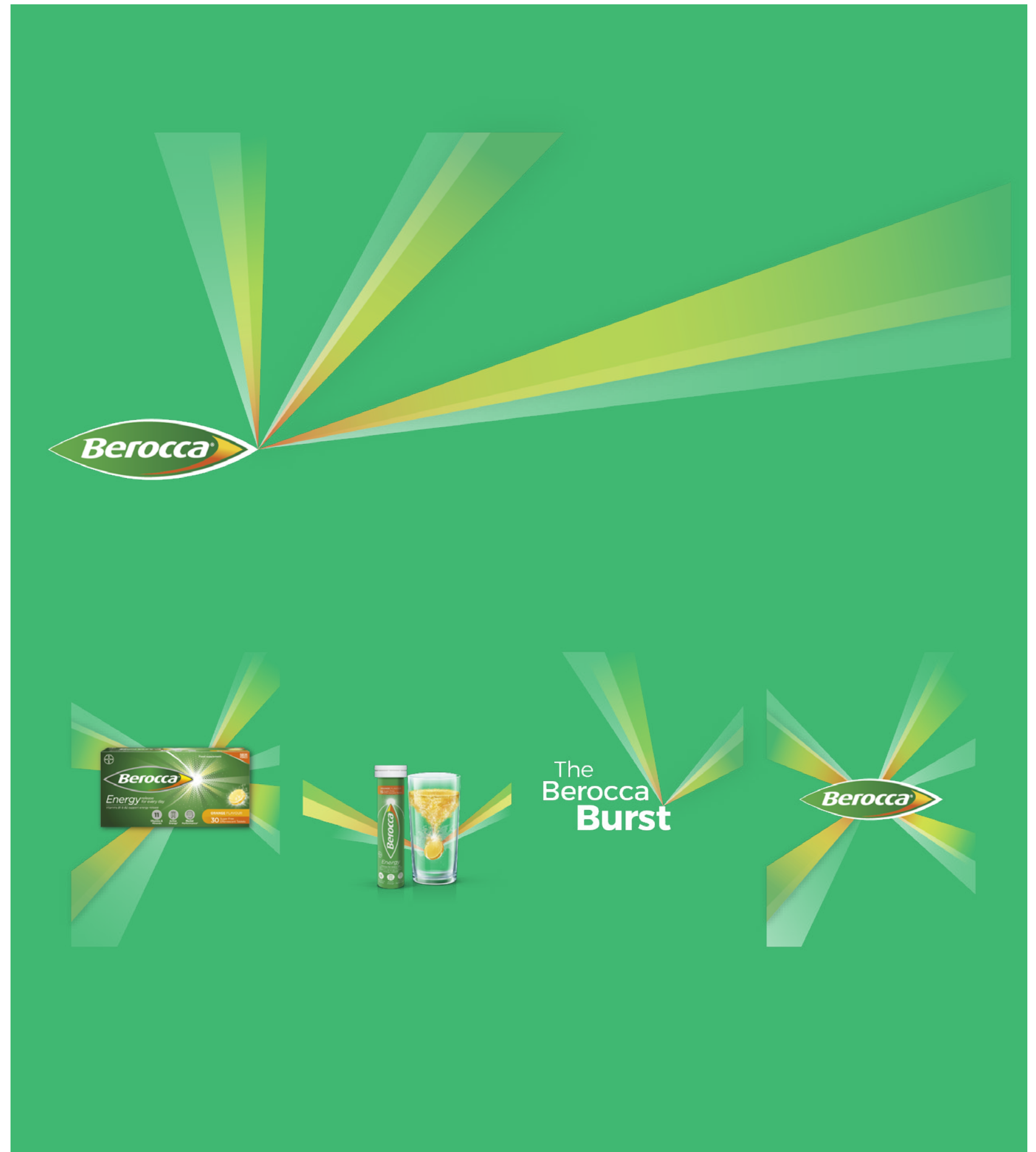
# Burst Layout

## Limited use frame

For limited use applications we have an easy to apply frame that sits at either the top or bottom of the artboard, with space for messaging and an area for the pack and glass visual

## Adapt to fit your content

Depending on the amount of content, the framing area can be moved up or down to allow for a larger area for copy



Typography

Our Typeface  
Montserrat

Our primary typeface is  
Montserrat. We use four weights;  
Light, Regular, Medium and Bold.

The use of italics is restricted for when  
needed and never used as a highlight or  
aesthetic effect.

We create pace through contrasting scale  
and weights.

We allow words to break away from type  
passages, bringing more energy and intrigue.

Light  
Book  
Medium  
Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789!\*?

# Typography

## Typographic Expression

Our typography further aids  
storytelling through scale and  
positioning, continuing the  
sense of energy and motion.

Burst of energy

Montserrat  
Kerning Optical  
Tacking: -20

# Typography

## Typographic Expression

Our typography further aids storytelling through scale and positioning, continuing the sense of energy and motion.

Feel — Montserrat Light

the — Montserrat Medium

Montserrat Bold —

flow



# Typography

## Typographic Expression

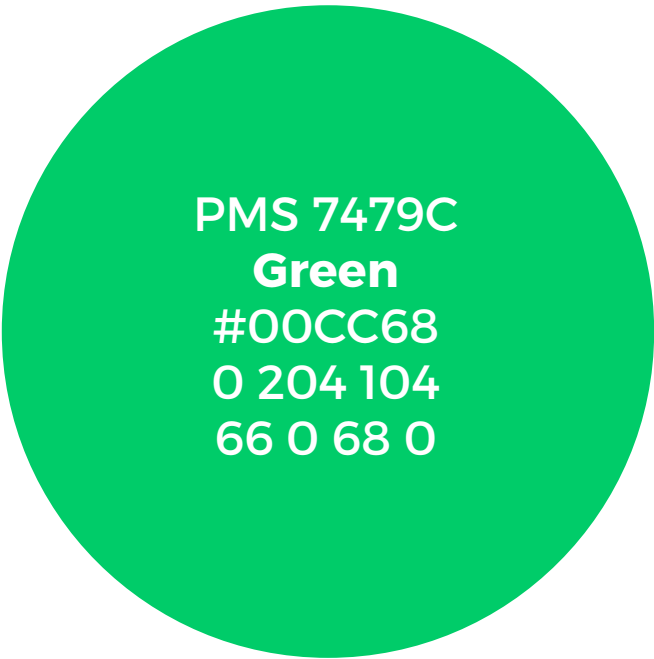
Our typography further aids  
storytelling through scale and  
positioning, continuing the  
sense of energy and motion.

Vitamin

B12  
B9  
B7  
B5 B6  
B2 B3

Colour  
Palette

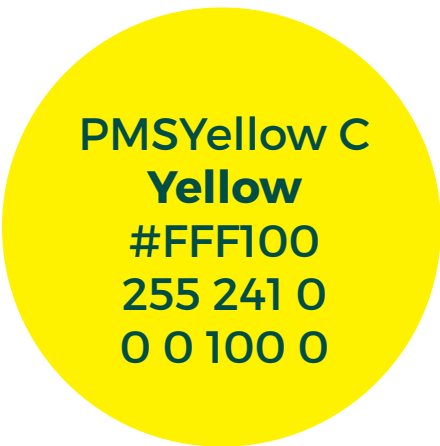
Primary Colours



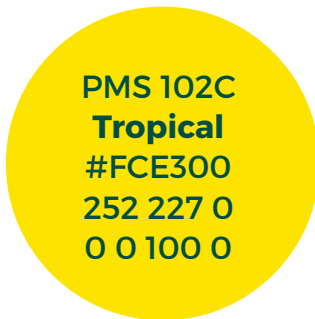
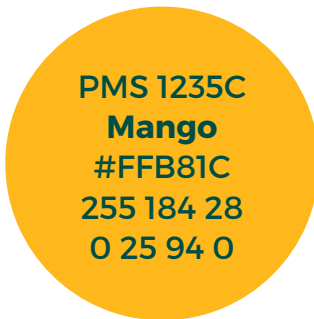
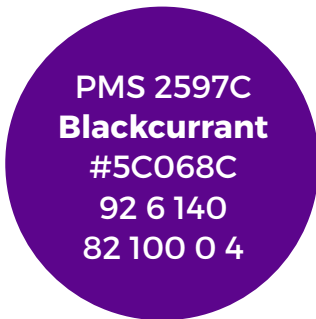
Pack Colour



Secondary Colours



Flavour Colours



# Colour Pairings

## Primary Pairings

**White text  
lives on green  
- our primary  
pairing.**

All top level  
communications

**Deep green text  
on core green**

Support and  
variation, such as  
in Instagram stories  
and at smaller  
copy sizes

## Secondary Pairings

**White text on  
Deep Green**

Secondary  
levels - science  
visualisations and  
infographics

**Green text on  
white**

Web panels and  
smaller information

**Deep green text  
on white**

Supporting and at  
secondary level

# Packshots

## Orange



Orange 15s



IF USING JUST A  
PACKSHOT ON  
POS MATERIALS  
THAN WE  
CANNOT USE  
PACK WITH THE  
3 ROUNDELS



Orange 15s Tube



Orange 30s



Orange 45s

NB. See page 17 for guidance on when  
to use optimised vs full



# Optimised Packshots

## Orange

### Full Tube

The full tube with all messaging - which should be used on longer content



### No text Tube

The tube with orange band but no orange should be used for all general brand comms where all portfolio is present i.e not orange specific or when the optimised is already featured next to the glass



### Optimised Tube & Box

The optimised tube which shows a cleaner pack - this is to be used on the majority of comms and next to the glass



### Optimised Tube

The optimised tube which shows a cleaner pack - this is to be used on the majority of comms and next to the glass



# Mixed Flavoured Packshots

## Blackcurrant Full and Optimised



**Blackcurrant 15s**



**Blackcurrant 15s Optimised**



**Blackcurrant 45s**



**Blackcurrant 45s Optimised**



**Blackcurrant 15s Tube**

OPTIMISED TUBE OR PACKSHOT  
TO BE USED ONLINE AND INSTORE

FULL PACKSHOT TO BE USED  
FOR LONGER CONTENT I.E  
ADVERTORIALS

NB. See page 17 for guidance on when  
to use optimised vs full



# Mixed Flavoured Packshots

## Mango Full and Optimised



Mango 15s



Mango 15s Optimised



Mango 30s



Mango 30s Optimised



Mango 15s Tube

OPTIMISED TUBE OR PACKSHOT  
TO BE USED ONLINE AND INSTORE

FULL PACKSHOT TO BE USED  
FOR LONGER CONTENT I.E  
ADVERTORIALS



Mango 45s



Mango 45s Optimised

NB. See page 17 for guidance on when  
to use optimised vs full



# Mixed Flavoured Optimised Packshots

## Mixed Berries Full and Optimised



Mixed Berries 15s



Mixed Berries 15s Optimised



Mixed Berries 30s



Mixed Berries 30s Optimised



Mango 15s Tube

OPTIMISED TUBE OR PACKSHOT  
TO BE USED ONLINE AND INSTORE

FULL PACKSHOT TO BE USED  
FOR LONGER CONTENT I.E  
ADVERTORIALS



Mixed Berries 45s



Mixed Berries 45s Optimised

NB. See page 17 for guidance on when  
to use optimised vs full



# Boost Packshots



Acerola Cherry 10s



Acerola Cherry 10s Tube



Acerola Cherry 20s

NB. See page 17 for guidance on when to use optimised vs full

# Boost Optimised Packshots

BOOST OPTIMISED  
TUBES NEED  
CREATING/SUPPLYING

USE OPTIMISED PACKSHOTS  
AS DEFAULT SUCH AS DIGITAL  
BANNERS AND INSTORE  
AND IF THERE IS A LONGER  
CONTENT THEN THE FULL  
PACKSHOTS SHOULD BE USED.



Acerola Cherry 10s Optimised



Acerola Cherry 20s Optimised

NB. See page 17 for guidance on when  
to use optimised vs full

# Glass and Tubes



**BOOST OPTIMISED  
TUBES NEED  
CREATING/SUPPLYING**



Immuno  
Orange  
Optimised  
Packshots

Immuno  
Full and Optimised



Orange 15s



Orange 30s



OPTIMISED TUBE OR PACKSHOT  
TO BE USED ONLINE AND INSTORE

FULL PACKSHOT TO BE USED  
FOR LONGER CONTENT I.E  
ADVERTORIALS



Orange



Orange 15s



Immune Support\*

Berocca Immuno contains vitamins D, C, A, B6, B9 & B12 as well as zinc, copper, iron & selenium, all support your immune system.

30  
tablets

Immune Support\*

Berocca Immuno contains vitamins D, C, A, B6, B9 & B12 as well as zinc, copper, iron & selenium, all support your immune system.

15  
tablets

Core CTAs

	January	Febuary - April	May - September	October - December
Primary CTA				
Secondary CTA	Feel Energised. 11 Vitamins and Minerals*	Feel Energised. 11 Vitamins and Minerals*	Feel Energised. 11 Vitamins and Minerals*	Feel Energised. 11 Vitamins and Minerals*
Tertiary CTA				
Disclaimer	*Contains vitamin B1, B2, B12, B6, niacin, biotin and magnesium to support energy release; folic acid to support the reduction of tiredness and fatigue, pantothenic acid to support normal mental performance, vitamin C to support normal function of the immune system and zinc to support normal cognitive function.	*Contains vitamin B1, B2, B12, B6, niacin, biotin and magnesium to support energy release; folic acid to support the reduction of tiredness and fatigue, pantothenic acid to support normal mental performance, vitamin C to support normal function of the immune system and zinc to support normal cognitive function.	*Contains vitamin B1, B2, B12, B6, niacin, biotin and magnesium to support energy release; folic acid to support the reduction of tiredness and fatigue, pantothenic acid to support normal mental performance, vitamin C to support normal function of the immune system and zinc to support normal cognitive function.	*Contains vitamin B1, B2, B12, B6, niacin, biotin and magnesium to support energy release; folic acid to support the reduction of tiredness and fatigue, pantothenic acid to support normal mental performance, vitamin C to support normal function of the immune system and zinc to support normal cognitive function.

Iconography

Flat background

Alternatively when used at a smaller scale, these can be used on a flat background.



Vegan Friendly



Caffeine Free



Sugar Free



Everyday Use

On dark background



Vegan Friendly



Caffeine Free



Sugar Free



Everyday Use



Vegan Friendly



Caffeine Free



Sugar Free



Everyday Use

On white background

# Categorisation

## Flavour bars

These are to follow the colour breakdowns on page 12

Montserrat font used in **White** or **Deep Green** for contrast and maxium standout





# Boost Key Visual

**SWITCH ON**

A little kick when you need it most.\*

**Berocca**


**BOOST** + GUARANA AND CAFFEINE

ACEROLA CHERRY FLAVOUR

\*Contains caffeine which helps to improve alertness. Do not exceed 400mg of caffeine per day. Not to be used during pregnancy or for those breastfeeding.



Boost CTA

Primary CTA	
Secondary CTA	<p>A little kick when you need it most*</p>
Disclaimer	<p>*Contains caffeine which helps to improve alertness. It is advised not to consume more than 400mg caffeine per day. Not recommended for pregnant or breast feeding women.</p>

# Immuno Key Visual



**NEW**  
FROM *Berocca*

**Immune Support  
+  
Energy release\***

**Immuno**

**Berocca**

**HIGH STRENGTH VITAMIN C + D  
AND 8 OTHER IMMUNITY VITAMINS & MINERALS\*\***

\*\*Berocca Immuno contains vitamins D, C, A, E, B6, B9 & B12 as well as zinc, copper, iron & selenium, all support your immune system.  
\*Vitamins B6 & B12 also support energy release and help tiredness and fatigue.

The advertisement features a dynamic background with diagonal stripes in shades of yellow and orange. A green and white Berocca Immuno tube is shown at an angle, with its white cap removed. A large, glowing orange tablet is emerging from the tube, surrounded by a burst of light and small white bubbles. The Berocca logo is visible on the tube, and the word 'Immuno' is written in large, bold letters across the middle. Text at the top left indicates it's a 'NEW' product 'FROM Berocca'. Text on the left describes 'Immune Support + Energy release\*'. Text at the bottom right highlights 'HIGH STRENGTH VITAMIN C + D AND 8 OTHER IMMUNITY VITAMINS & MINERALS\*\*'. A small Bayer logo is in the top right corner. Fine print at the bottom provides details about the vitamins and minerals contained in the product.

Immuno CTA

Primary CTA	<b>Immune Support</b> + Energy release*
Secondary CTA	<b>High Strength Vitamin C + D</b> and 8 other immunity vitamins and minerals**
Disclaimer	*Vitamins C, B6 & B12 all support energy release and your immune system.  **Contains vitamins D, C, A, B6, B9 & B12 as well as zinc, copper, iron & selenium, all support your immune system.

Immuno  
Claims

	For Whatever Life Brings Us
CTA	<p><b>10 Immunity Vitamins &amp; Minerals*</b></p>
Disclaimer	<p>*Berocca Immuno contains vitamins D, C, A, E, B6, B9 &amp; B12 as well as zinc, copper, iron &amp; selenium, all support your immune system.</p>

Immuno  
Claims

Berocca's Most Advanced Formula For Immune Support				
CTA	New from Berocca, Immuno contains 10 immunity vitamins and minerals*	High Strength Vitamin C + D and 8 other immunity vitamins and minerals*	Start your day with Berocca Immuno for immune support*	Start everyday with Berocca Immuno for immune support*
Disclaimer	*Contains vitamins D, C, A, B6, B9 & B12 as well as zinc, copper, iron & selenium, all support your immune system.	*Contains vitamins D, C, A, B6, B9 & B12 as well as zinc, copper, iron & selenium, all support your immune system.	*Contains vitamins D, C, A, B6, B9 & B12 as well as zinc, copper, iron & selenium, all support your immune system.	**Contains vitamins D, C, A, B6, B9 & B12 as well as zinc, copper, iron & selenium, all support your immune system.
CTA	Support your immune system and energy release*	Feel Energised and get immune support*	Immune support + Energy release*	
Disclaimer	*Vitamins C, B6 & B12 all support energy release and your immune system	*Vitamins C, B6 & B12 all support energy release and your immune system	*Vitamins C, B6 & B12 all support energy release and your immune system	



# Core Key Visual

**STAY ON**

Feel Energised. 11 Vitamins and Minerals\*

**Berocca**

**Berocca** **ION**

\*Contains Vitamin B1, B2, B12, B6, niacin, biotin and magnesium to support energy release; folic acid to support the reduction of tiredness and fatigue, pantothenic acid to support normal mental performance, vitamin C to support normal function of the immune system and zinc to support normal cognitive function.



Core  
Key Visual  
with glass

**STAY ON**

Feel Energised. 11 Vitamins and Minerals\*

**Berocca**

\*Contains vitamin B1, B2, B12, B6, niacin, biotin and magnesium to support energy release; folic acid to support the reduction of tiredness and fatigue, pantothenic acid to support normal mental performance, vitamin C to support normal function of the immune system and zinc to support normal cognitive function.



# Alternative Core Key Visual

**STAY ON**

**Feel Energised\***

**Berocca**

**Berocca**

**ION**

\*Vitamins B1 and B2 support energy release

BE USED ONLY IF SPACE IT TIGHT



Alternative  
Core  
Key Visual  
with glass

STAYON

Feel Energised\*

Berocca

BAYER

\*Vitamins B1 and B2 support energy release

BE USED ONLY IF SPACE IT TIGHT



# EXAMPLES

# Examples

## Branded Aisle Fin





Examples

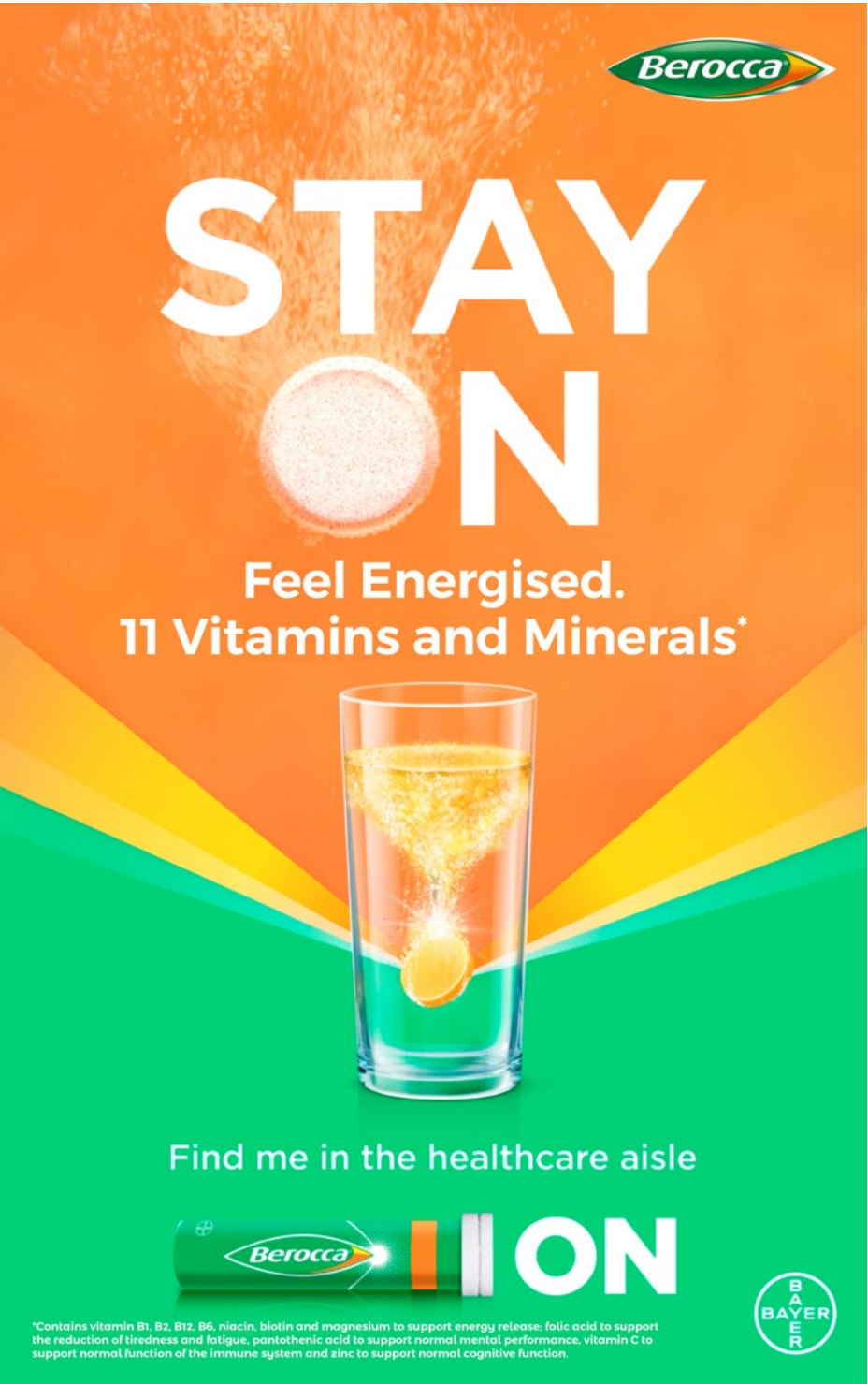
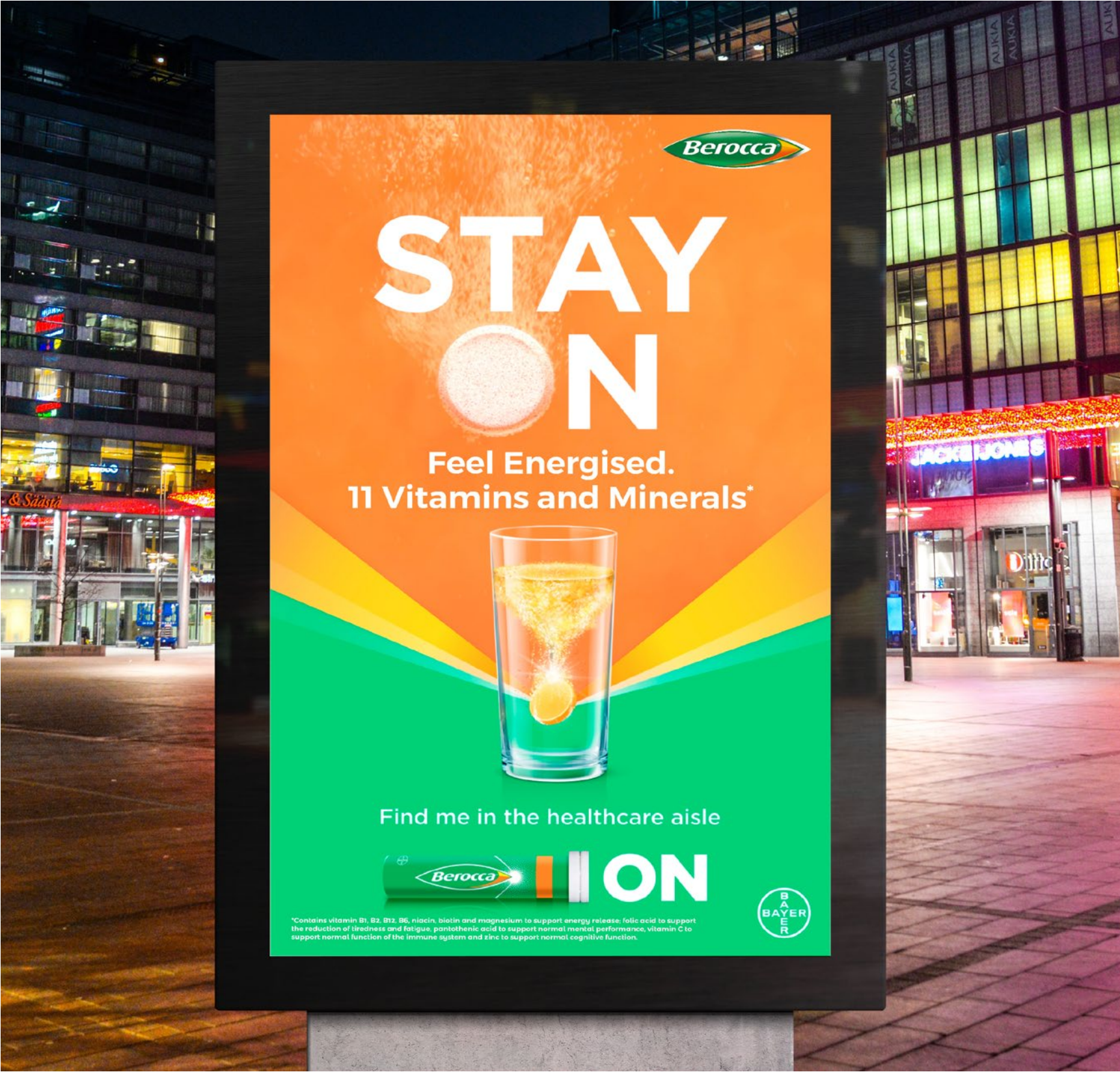
Digital 6 Sheet





Examples

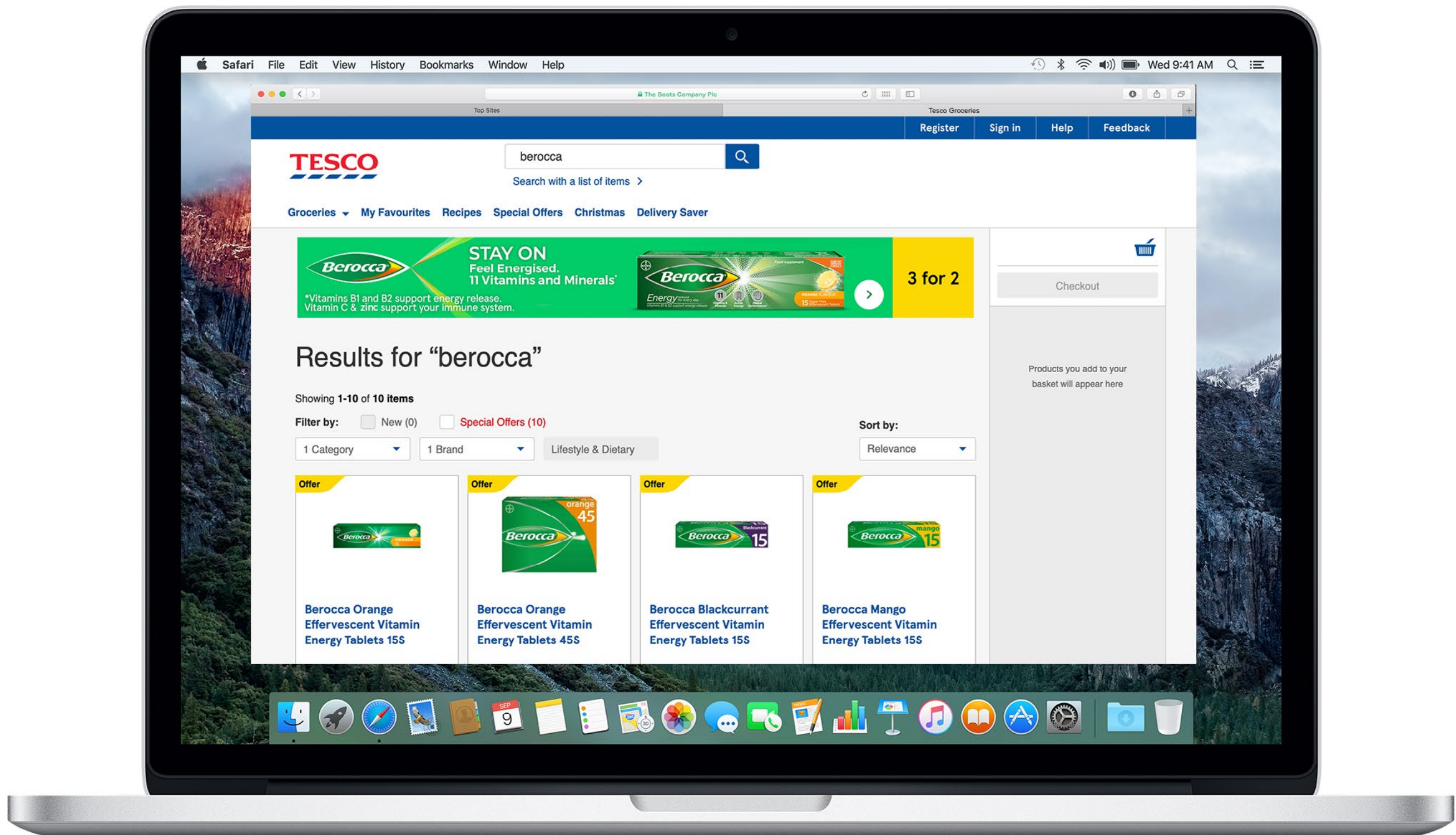
Digital 6 Sheet





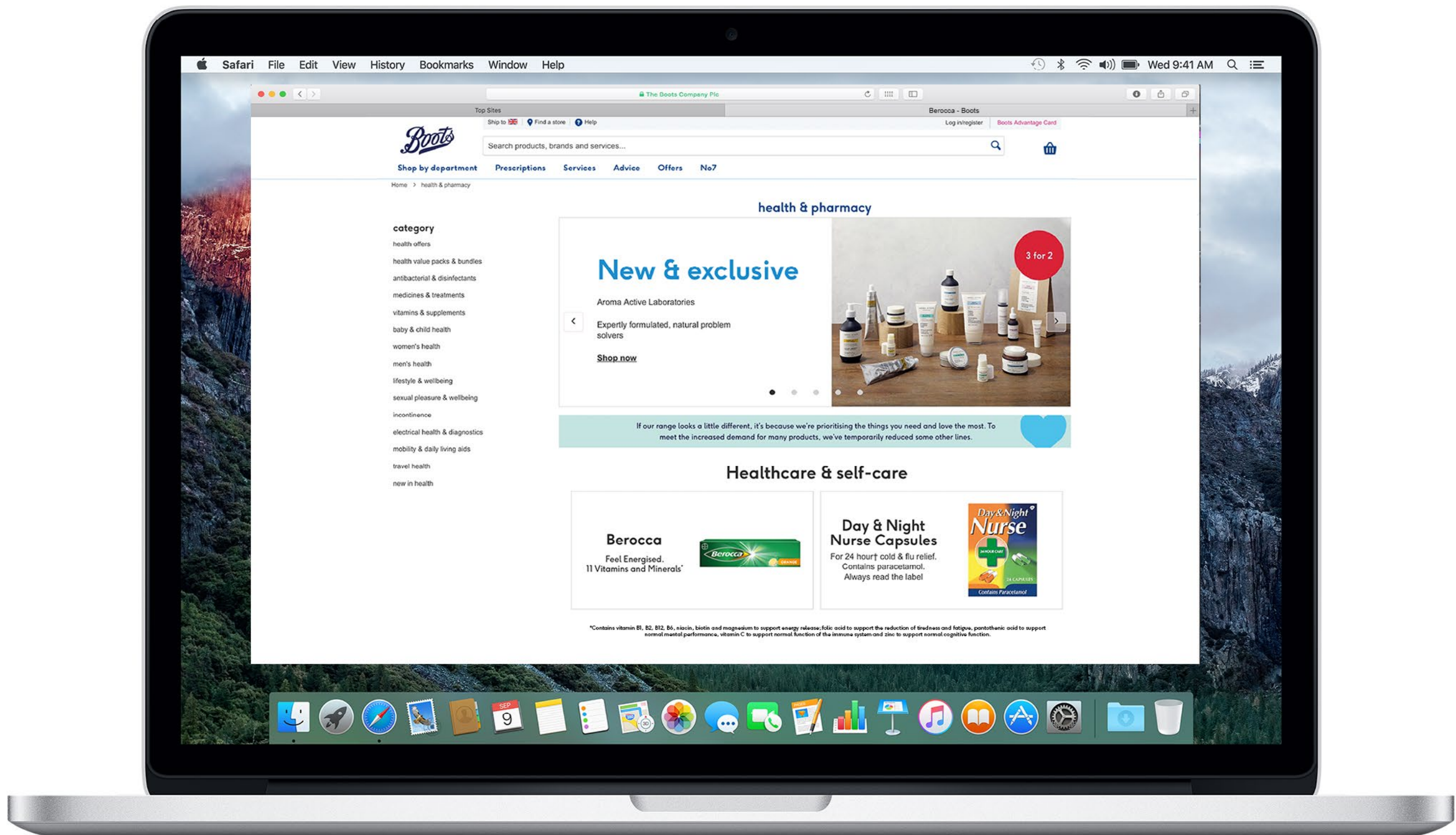
# Examples

## Digital Banner - Tesco



# Examples

## Digital Banner - Boots





# Examples

## Blip Tray



# Examples

## Boots Bespoke FSDU





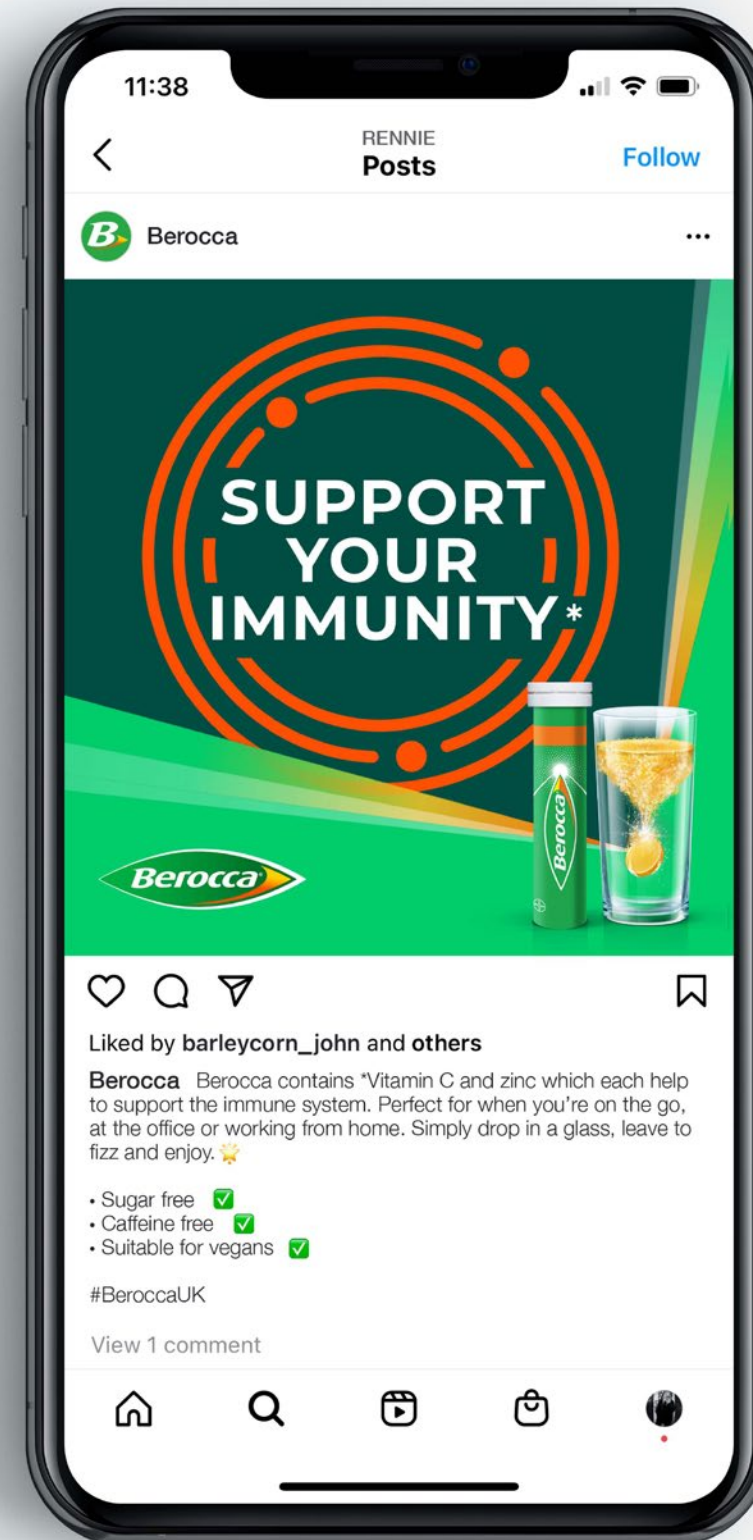
# Examples

Barker



# Examples

## Social Media Posts



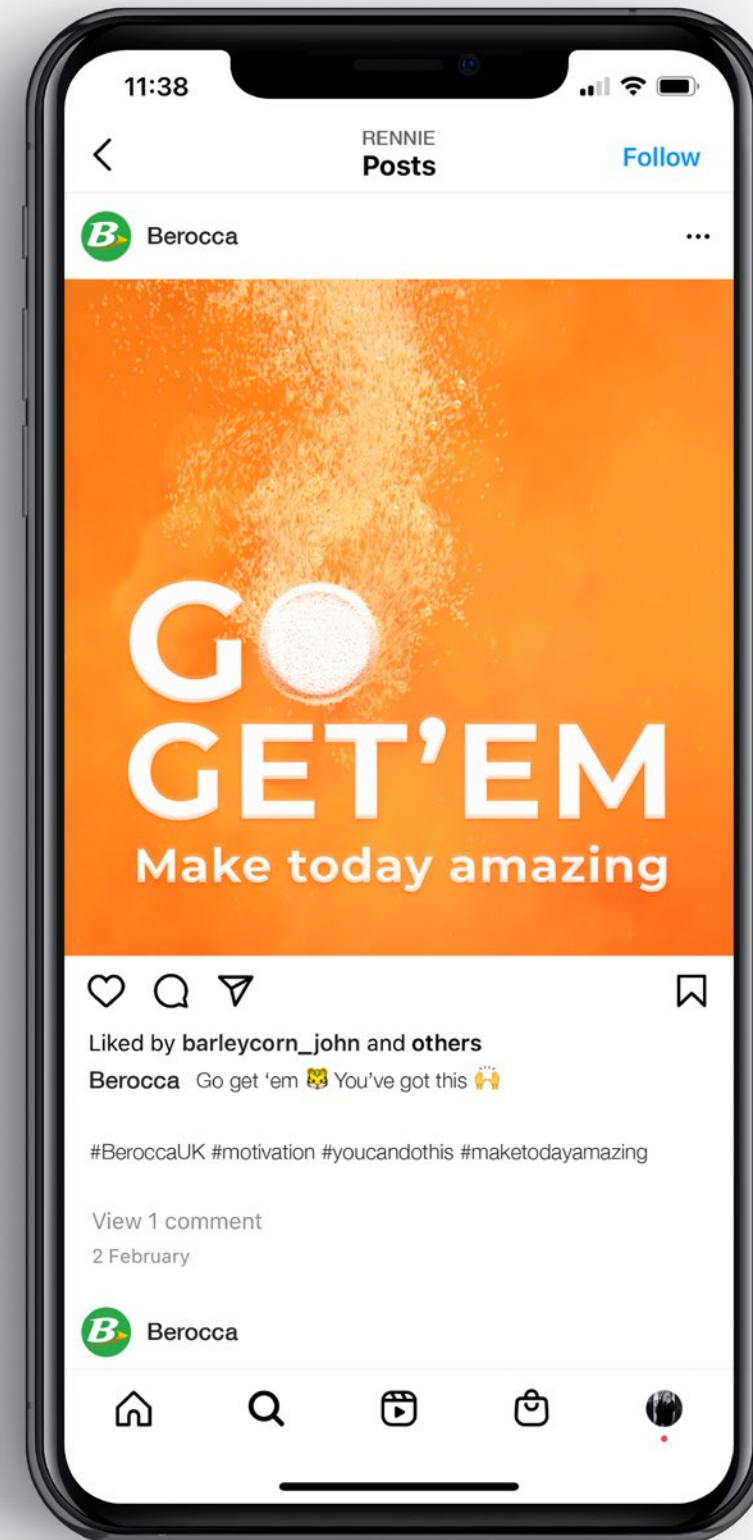
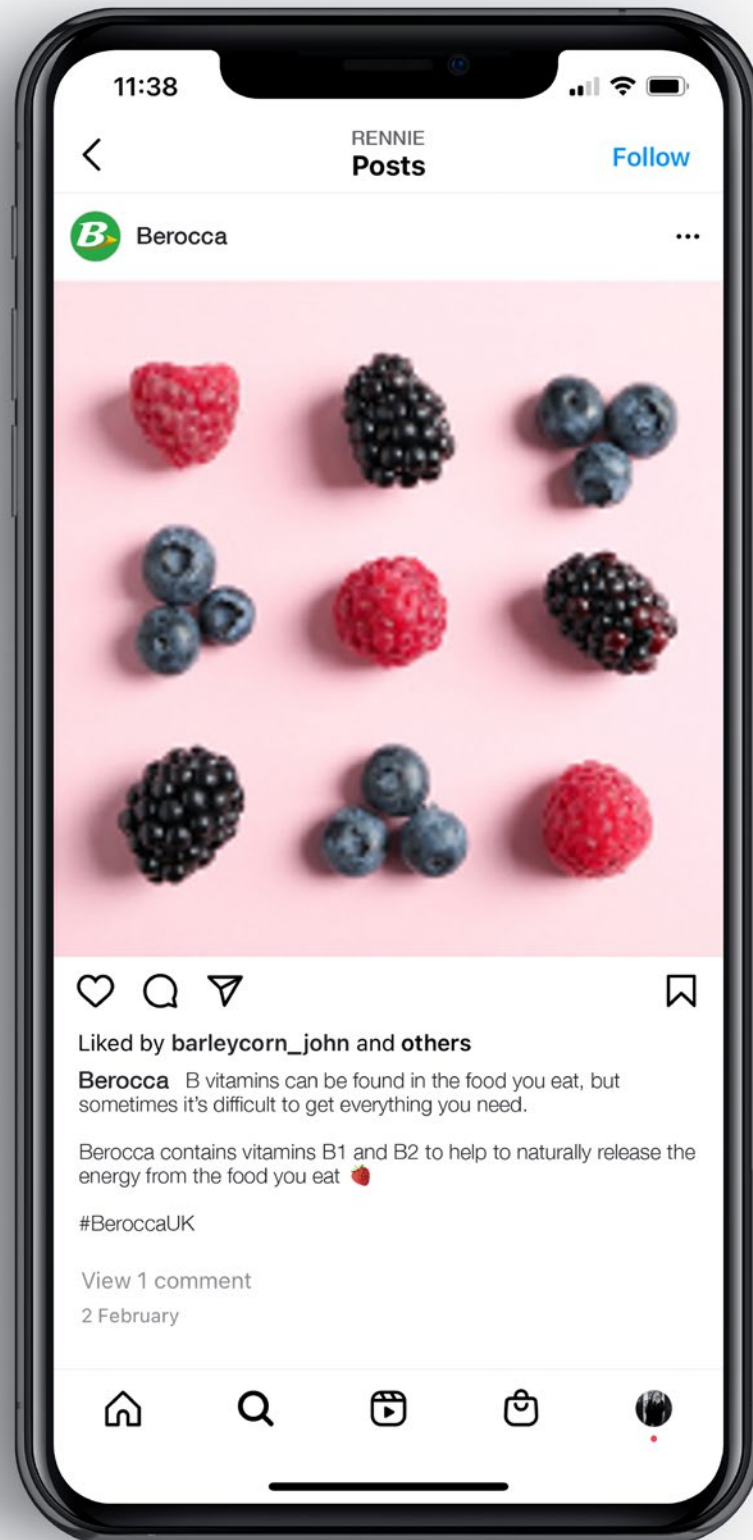
AMEND/TWEAK  
BASED ON RETAILER  
REQUIREMENTS

PRE-APPROVED  
CONTENT FROM THE  
MARKETING TEAM



# Examples

## Social Media Posts

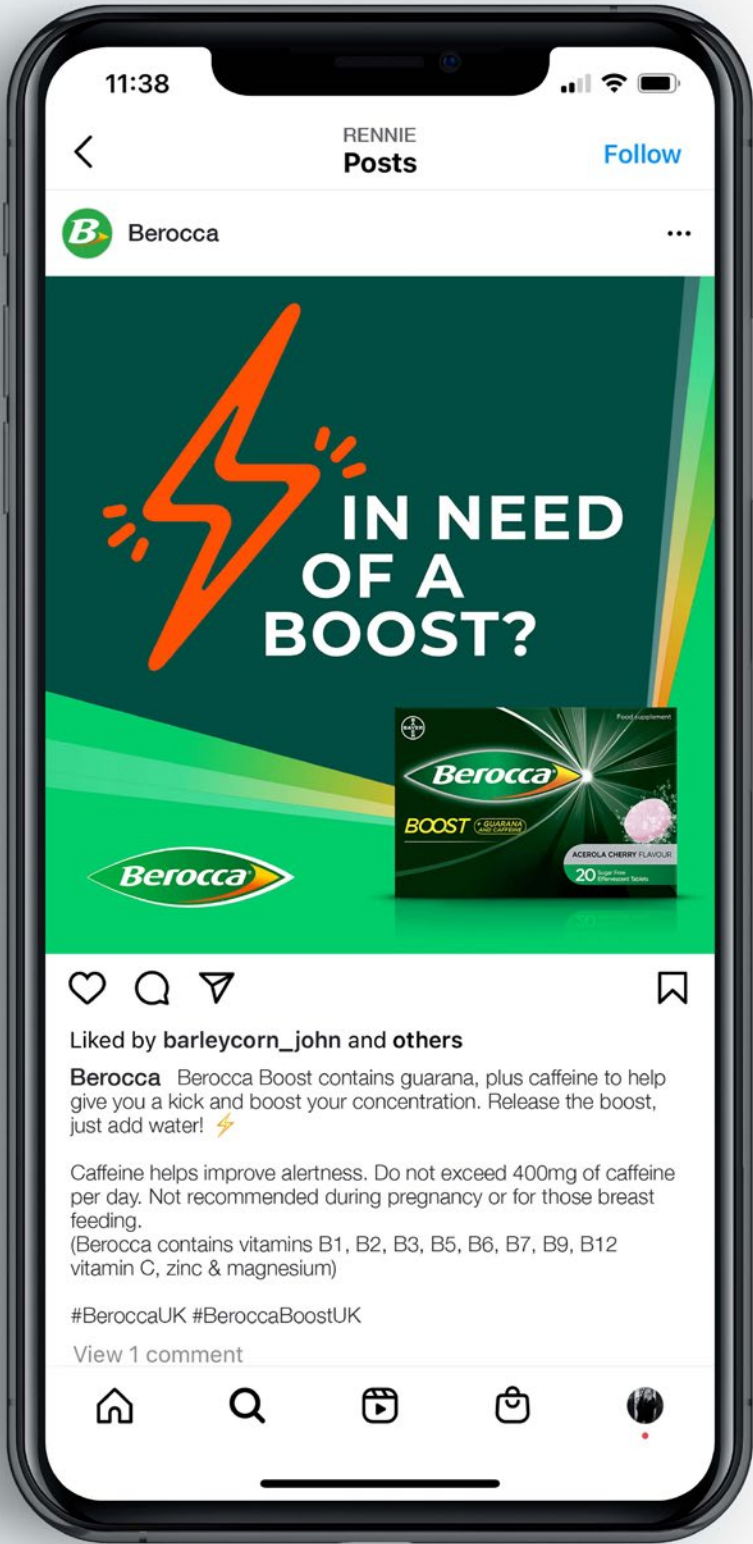
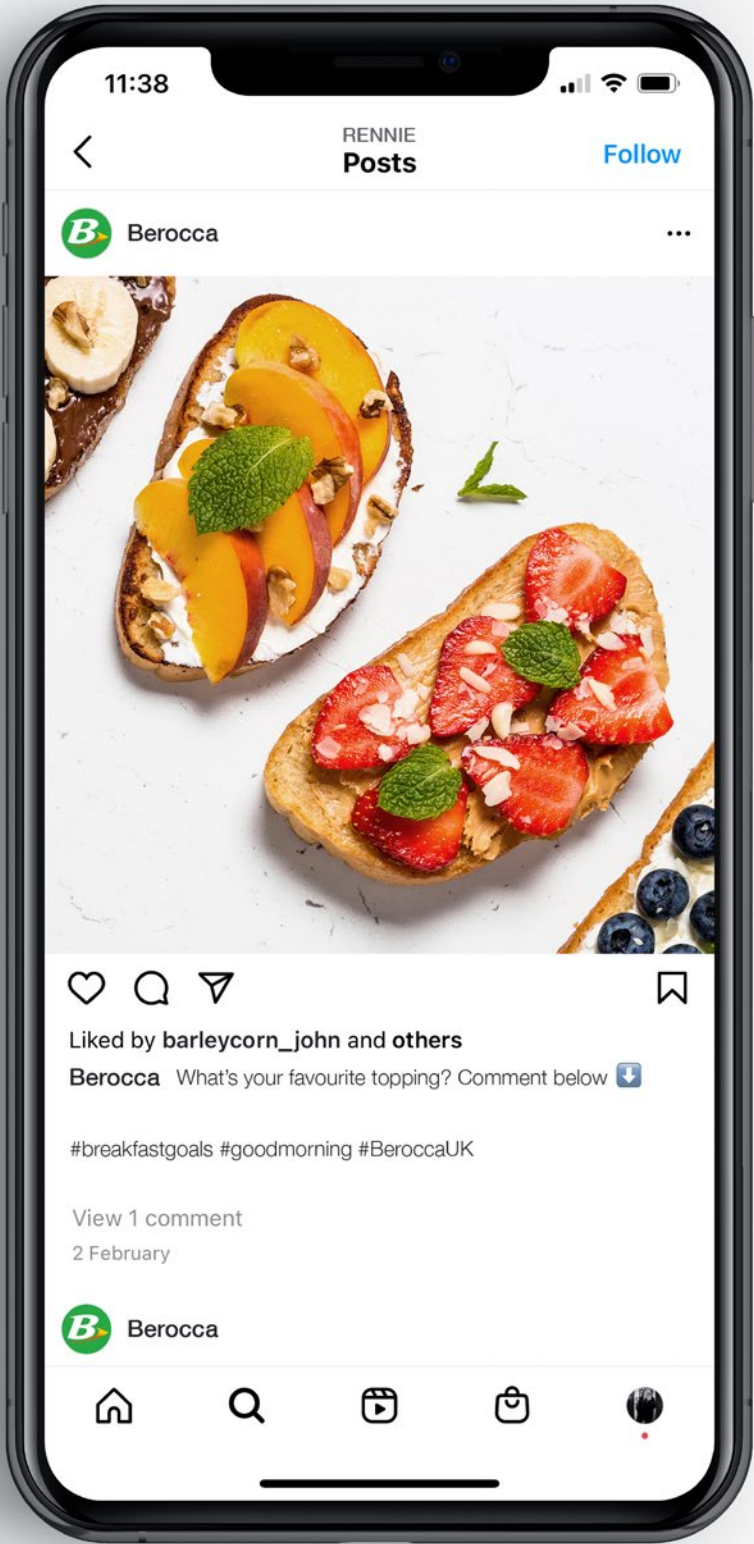


AMEND/TWEAK  
BASED ON RETAILER  
REQUIREMENTS

PRE-APPROVED  
CONTENT FROM THE  
MARKETING TEAM

# Examples

## Social Media Posts



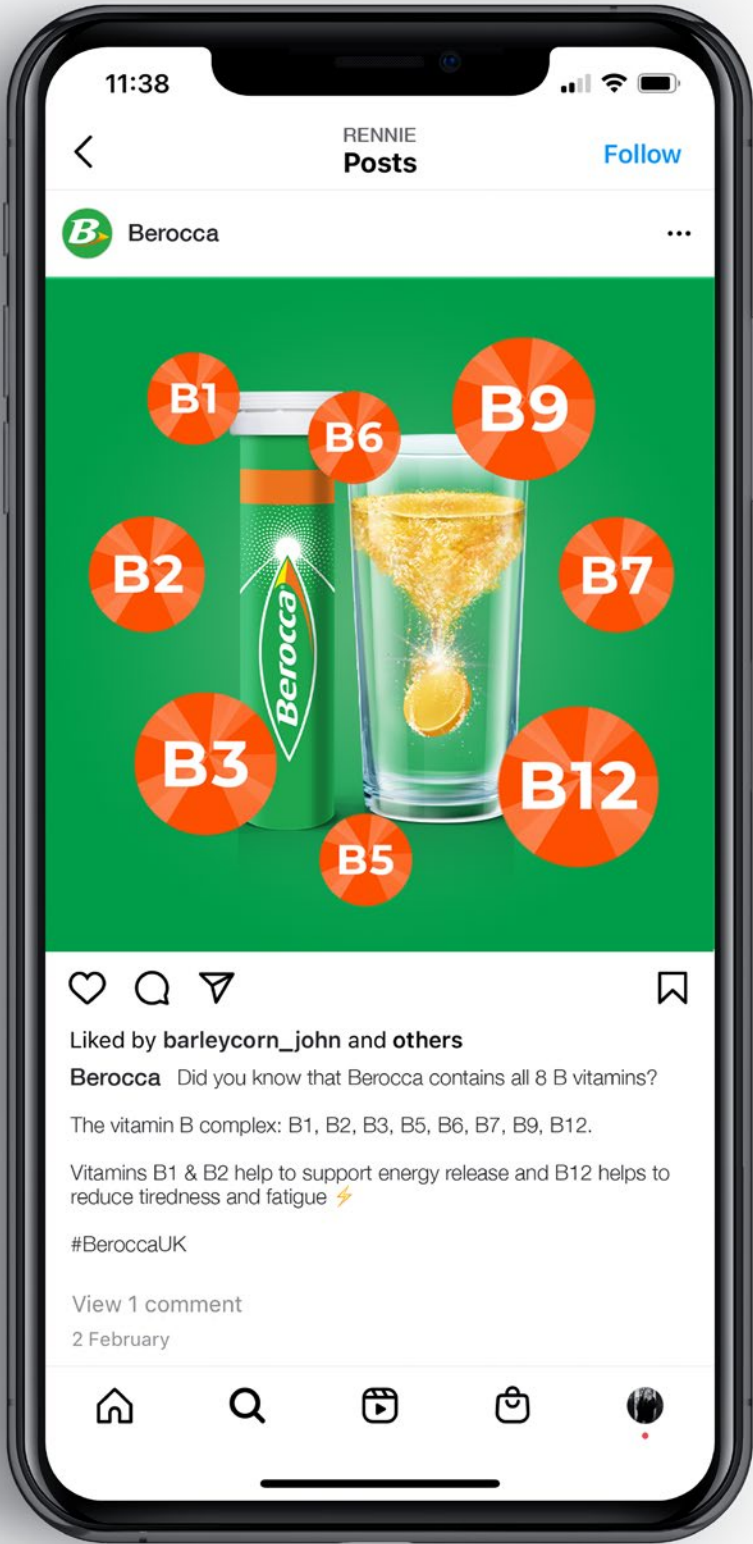
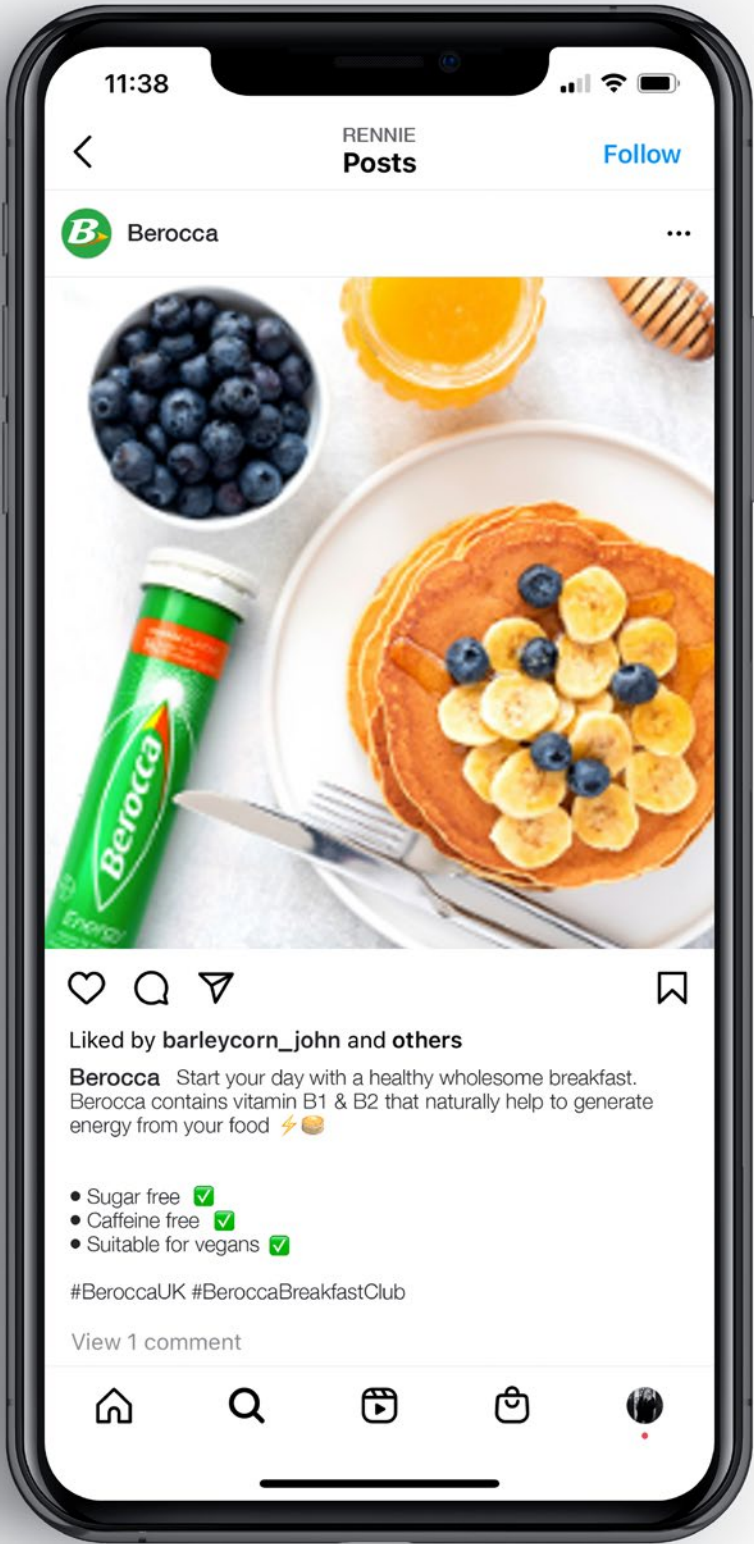
AMEND/TWEAK  
BASED ON RETAILER  
REQUIREMENTS

PRE-APPROVED  
CONTENT FROM THE  
MARKETING TEAM



# Examples

## Social Media Posts

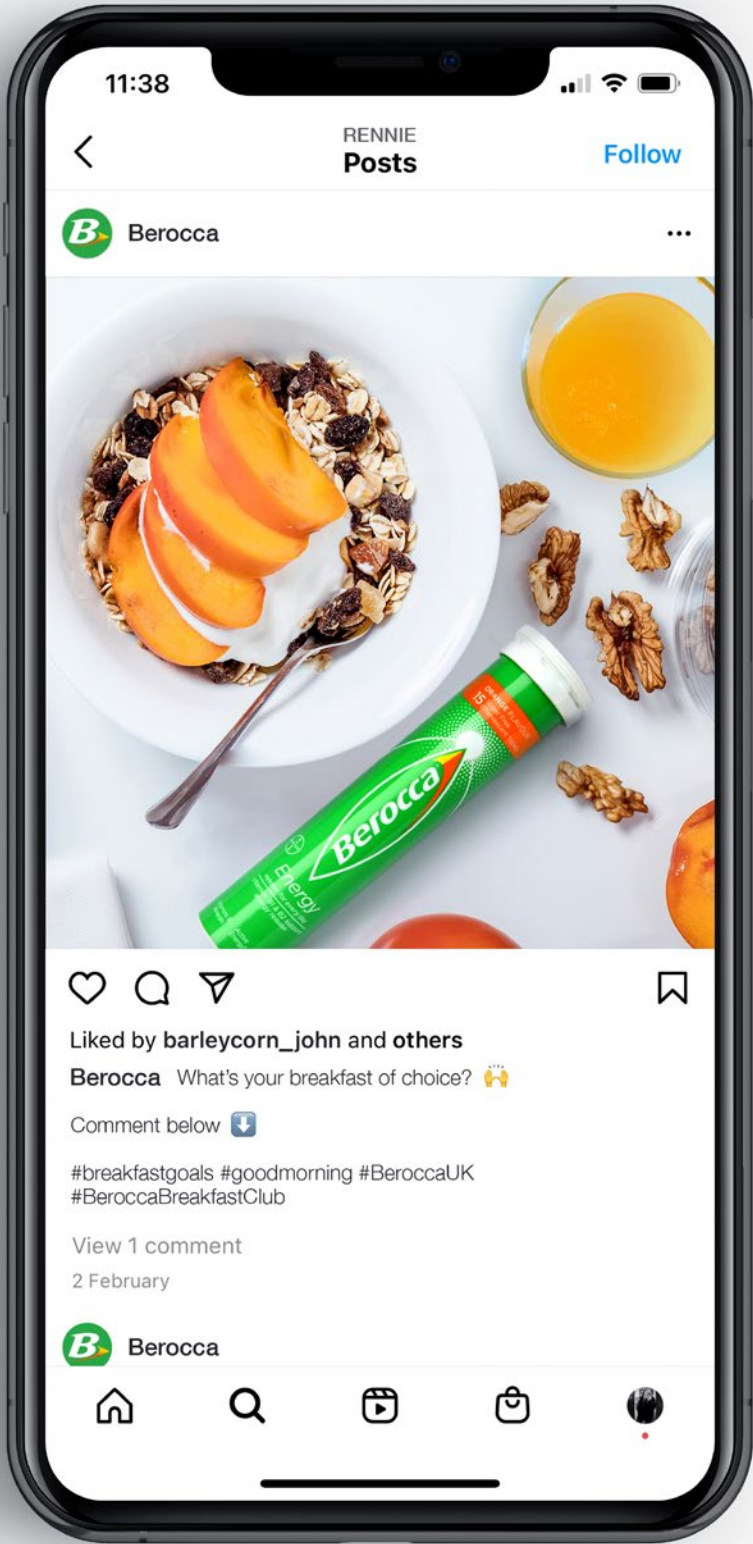


AMEND/TWEAK  
BASED ON RETAILER  
REQUIREMENTS

PRE-APPROVED  
CONTENT FROM THE  
MARKETING TEAM

# Examples

## Social Media Posts



AMEND/TWEAK  
BASED ON RETAILER  
REQUIREMENTS

PRE-APPROVED  
CONTENT FROM THE  
MARKETING TEAM