

KERANIQUE

THE HAIR YOU DESERVE

Corporate Branding Guideline/Style Guide



Existing

New Line

KERANIQUE

THE HAIR YOU DESERVE

BRANDMARK: THE BRANDMARK & EXCLUSION ZONES

KERANIQUE BRANDMARK

KERANIQUE®

Exclusion Zone



BRANDMARK: THE BRANDMARK & EXCLUSION ZONES

BRANDMARK

Our brandmark consists of the Curve on Q & Registered Mark- Visually, the Keranique brandmark complements the concept behind our unique brand name.

Do not alter the elements within the brandmark or the approved configurations in any way. Always use approved electronic artwork.

EXCLUSION ZONE

Keranique brandmark is most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space, based on the height of the last letter "E" in the logotype, must surround the brandmark in all situations (see example left).

KERANIQUE

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LOGO USAGE /Master Guideline



KERANIQUE®
THE HAIR YOU DESERVE

Location on Server : Creative Services/Creative_Design/Logos/Keranique/Final_New logo 2012

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KERANIQUE

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LOGO USAGE /KNOCKOUT

Use 1 pt stroke for readability

Use 0.5 pt stroke for readability

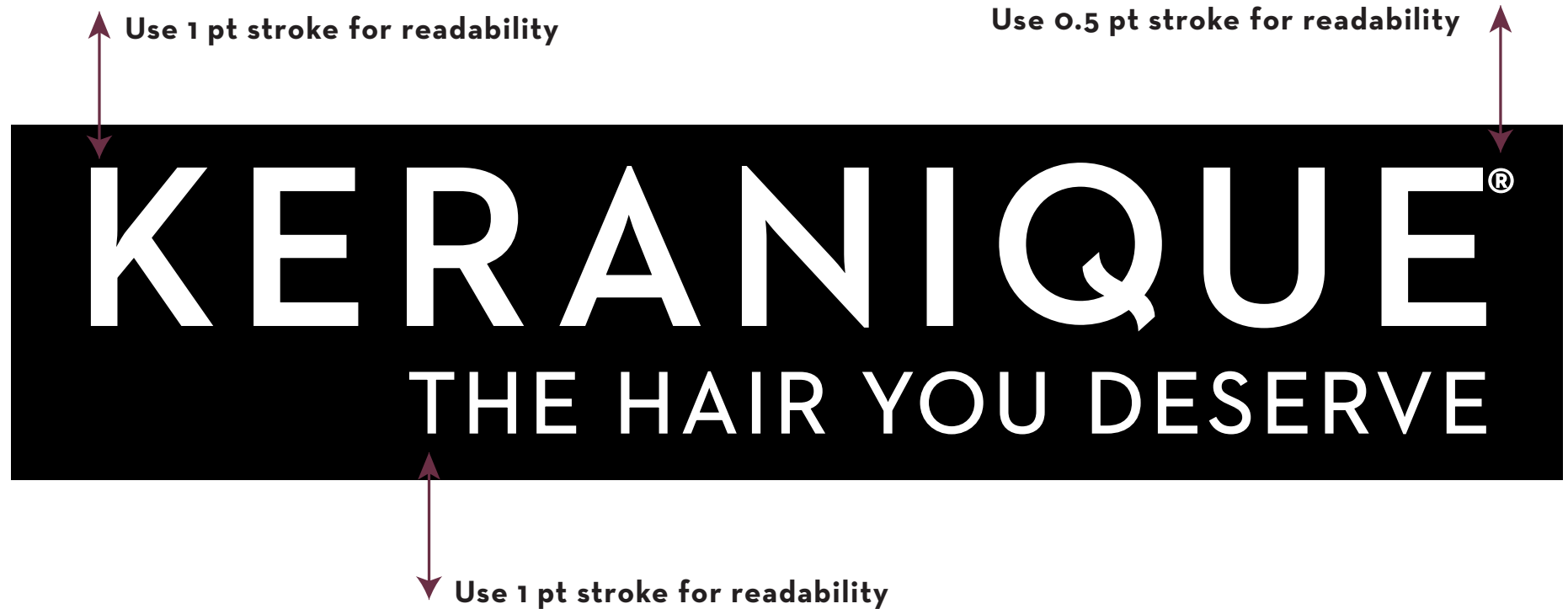


Use 1 pt stroke for readability

KERANIQUE

THE HAIR YOU DESERVE

LOGO USAGE / Black & White



KERANIQUE
THE HAIR YOU DESERVE

LOGO USAGE / Without Tagline/Black & White

KERANIQUE®

KERANIQUE®

KERANIQUE®

KERANIQUE

THE HAIR YOU DESERVE

LOGO USAGE / Without Tagline/Color

KERANIQUE®

KERANIQUE®

KERANIQUE®

KERANIQUE

THE HAIR YOU DESERVE

LOGO USAGE / With Custom Tag

KERANIQUE[®]

HAIR REGROWTH SYSTEM FOR WOMEN

KERANIQUE

THE HAIR YOU DESERVE

THE KERANIQUE TYPEFACES

THE KERANIQUE TYPEFACES

As **KERANIQUE** is a national corporation, its visual identity should be globally applicable. This means that in prime areas of presentation **KERANIQUE** should use a typeface that is both internationally legible and available to designers and those concerned with the production of material on which the identity is to appear.

Primary Type Face

The approved **KERANIQUE** typefaces are **Neutra, Neutraface 2 Text family** . These typefaces have proved to be easy to read and are available almost everywhere. All versions can be used as necessary and appropriate for the specific items being produced.

Secondary Type Face:

Helvetica Neue LT Std

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THE KERANIQUE TYPEFACES/PRIMARY

Neutraface 2 Text Book

abcdefghijklmnopqrstuvwxyz

Neutraface 2 Text Demi

abcdefghijklmnopqrstuvwxyz

Neutraface 2 Text Bold

abcdefghijklmnopqrstuvwxyz

KERANIQUE

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THE KERANIQUE TYPEFACES/SECONDARY

Helvetica Neue LT Std - 45 Light
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std - 37 Thin Condensed
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std - 55 ROMAN
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std - 57 Condensed
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std - 85 Heavy
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std - 87 Heavy Condensed
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std - 95 Black
abcdefghijklmnopqrstuvwxyz

Helvetica Neue LT Std - 77 Bold Condensed
abcdefghijklmnopqrstuvwxyz

KERANIQUE

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COLOR PALETTE

PMS 7643 C (Pantone color)



PMS 877 C (Pantone color)



K-100



RICH BLACK
K-100, CMY 33



COLOR PALETTE

- PRIMARY & SECONDARY
- ADDITIONAL COLORS

THE KERANIQUE COLORS

The colors selected for our company's identity form an integral part of it. To ensure clear and immediate recognition, we use two main colors to represent the Hydroxatone Brand: blue and silver. These colors are generally associated with quality, value and reliability. In addition, the KERANIQUE RED is easily reproducible by a wide variety of processes onto an even wider variety of materials. Always with a consistent result.

All signal colors from the entire spectrum can be used as additional colors to distinguish a particular Business Group, product, service, Brand, etcetera in brochures, leaflets, e-media or other material. However, colors used for this purpose should preferably be chosen to harmonize with the corporate identity colors that represent our KERANIQUE

Brand: Silver and Black.

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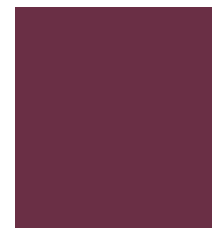
COLOR PALETTE

PMS 7643 C (Pantone color)

PMS 7643 C (Pantone color)



CMYK = CYAN, MAGENTA, YELLOW & BLACK.



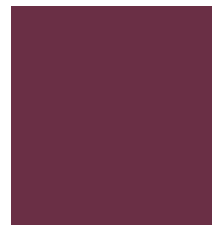
C= 46
M= 86
Y= 51
K= 38

For TV & Video always use RGB



R= 106
G= 47
B= 69

For web: Web Safe Color



#660033

KERANIQUE

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Elements for Keranique

KERANIQUE[®] HAIR REGROWTH SYSTEM FOR WOMEN



KERANIQUE

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Elements for Keranique

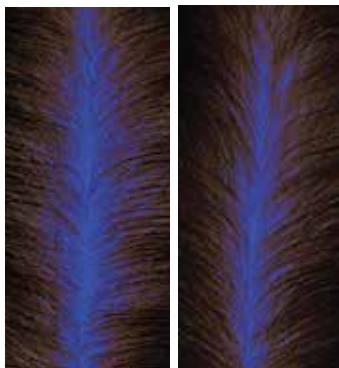
Keratin Amino Complex

Helps thicken and protect hair shaft



Simulation

Actual Clinical Photography



Before

After

A 26.15% average increase in scalp hair coverage after just 4 months.



If women have more hair loss than shown above, minoxidil topical solution 2% may not work.

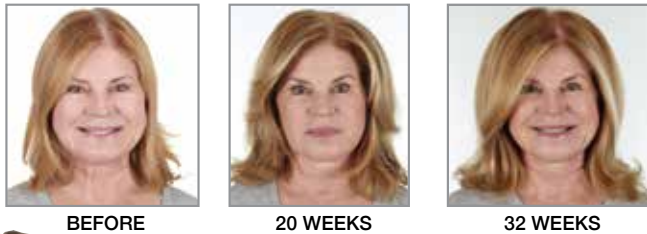


Do not use if you have patchy hair loss as shown above.

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Before and After USER



"I am truly delighted to see the continued improvement of my hair. The hair is thicker, fuller & richer in general than before I began their use 16 weeks ago. I can't imagine anything working better than Keranique!"
 – Anita S.*, 62, Actress



"I was surprised by how fast-acting Keranique products were. I noticed a difference in my hair almost immediately. My hair was shinier, silkier and easier to manage. There was an appearance of more volume and the thin areas were not as noticeable."
 – Evelyn E*, 52, Social Worker



"I can actually see the thin spots getting thicker. My roots look very healthy, silky & shiny."
 – Tamala D*, 31, Nurse



* Promotional consideration provided.

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Keranique All packaging standard guideline:

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Keranique All packaging standard guideline:

- a. Start with Bar across .125" thicker.
- b. Keranique logo with registration mark in White
- c. All packaging will contains the following style guide. Hair mush/curve on top. Black & white image with transparent effects must be applied to all packaging.
- d. Product Name in the Black bar followed by the .125" border top & bottom.
- e. Product benefit copy followed by the few bullets
- f. Sub benefit copy
- g. Semi-curve
- h. FL.OZ/mL

Right-side OF THE PACKAGING:

Product description, B&A/ SCIENTIFIC photos start from Right side of the packaging

BACKSIDE OF THE PACKAGING:

- l. Direction,
- m. Ingredients list/guide
- n. Warning,
- o. distributed by,
- p. web address
- q. item # & bar code

Darker Black created from K=100, CMY=33. Only exception one PMS or spot color printing

See enclosed current Unit Carton/ Retail Packaging

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Keranique All packaging standard guideline:



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Keranique All packaging standard guideline:

MINOXIDIL Packaging:

This Minoxidil packaging is must need to follow proper instruction. Also always get latest info, like NDC #, ITEM #, Mylar, Non- Mylar, Retail, DR (Non-retail), Month of supply, FL.OZ. /Mylar packaging

Retail Packaging:

3 PMS color job on Mylar. PMS 7643 C, K-100 & WHITE

DR/Non-Retail Packaging:

3 PMS color job on Mylar. PMS 7643 C, K-100 & PMS 877 (Silver)

Currently as of 5/2015 we have two vendor printing for Minoxidil packaging.

1. Ei Inc.

NDC # for Ei Inc. # 52512-564-60

2. Pure source.

NDC # for Pure source# 65121-562-02

- a. Minoxidil packaging has Dual, Single, 4 month supply with Sprayer
- b. Minoxidil packaging has Dual, Single, 4 month supply with Dropper

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Retail Packaging

Keranique All packaging standard guideline:
- Retail Minoxidil Packaging

Ei Inc Retail NDC# 52512-564-60

3 Color Job

PMS 7643 C	K-100	WHITE	MYLAR

Glue Area



Start with Bar across .125" thicker.

Image with transparent effects

Hair mush/Curve on top

Product benefit copy followed by the few bullets

Semi-Curve element

End with Bar across .125" thicker.

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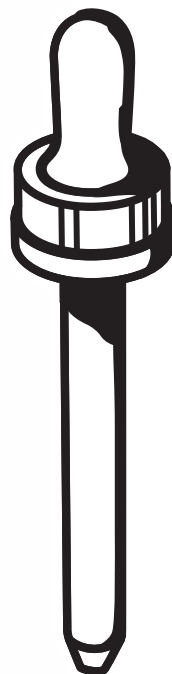
Keranique All packaging standard guideline:

Minoxidil packaging has Dual, Single, 4 month supply with Sprayer

Minoxidil packaging has Dual, Single, 4 month supply with Dropper



Minoxidil Deco with Dropper



Minoxidil Deco with sprayer



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Keranique All packaging standard guideline:



Start with Bar across .125" thicker.

Image with transparent effects

Hair mush/Curve on top

Product Name in the Black bar followed by the .125" border top & bottom.

Product benefit copy followed by the few bullets

Semi-Curve element

End with Bar across .125" thicker.

