



**dr.organic**<sup>®</sup>

**Dr. Organic Brand Guidelines**

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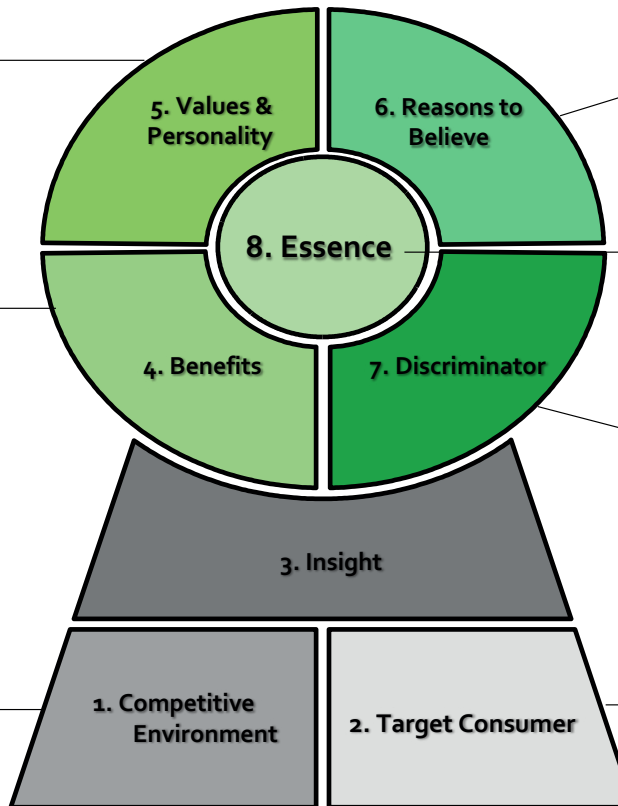
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DR. ORGANIC  
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- Strong brand name 'Dr' + 'Organic'; invokes **Trust & Expertise** in organic
- **Purity:** Made with clean organic ingredients and Free From harsh synthetics
- **Inclusive:** Products that are accessible to all (me + family)
- **Quality:** The best choice of organic ingredients and benefit led products that work
- **(self-) Conscious :** Cruelty free and socially responsible (Charitable affiliation) and a conscious choice that consumers make for inner self confidence.
- **Honest & Transparent:** Formulation & Packaging transparency
- **Caring:** for people and planet

- Organic is the healthiest and most caring choice for me and my family. DrOrganic offers a qualitative organic beauty personal care range at an affordable price that works well which makes me feel good, look great, healthy and self-confident.
- Usage of organic / bioactive extracts / ingredients that are truly functional by nature
- Organic certified (to COSMOS standards)
- Vegan where possible (excl. natural sustainable by-products like honey, beeswax, propolis, royal jelly, etc)
- Free from: parabens, SLS (sodium lauryl sulphate), silicones, mineral oils

- Believes organic and natural is the healthiest choice for them and their family and ingredients like parabens or SLS are harmful, but wants high quality products at an affordable price that they can trust will meet their needs to feel good (physical + environment related) and look natural.

- Core competitive BPC market scope is natural / organic BPC market
  - Not BPC mass market
- Core Natural/Organic Geographies:
  - UK + Europe + Middle East
- Examples of alternative Natural/Organic Brands:
  - Weleda, Faith in Nature, Green People, Aveeno, Beauty Kitchen, EcoDenta, Burt's Bees, Neal's Yard
  - SoBio, Natura Siberica, Urtekram, Garnier organic, Love Beauty and Planet
- Affordable, but still high quality
  - Not high premium

- Efficacious superior quality formulations, that deliver on the promised benefit
- Active benefit led extract/ingredient formulations, with organic (COSMOS) certification where possible. Clear benefit messaging on packaging, based on key organic ingredients.
- Always Free From Parabens, SLS, Silicones & Mineral oils
- All products suitable for Vegetarians and majority for Vegans
- Independently Certified (Vegan, Cruelty Free, COSMOS organic where possible)
- Usage of sustainable (PCR, Recyclable and/or Recycled) packaging
- Affiliated with social and/or environmental causes (charities associated/related with our business; e.g. Marine Conservation Society UK, Beauty Banks, etc)

**Trusted quality organic formulations, caring for you and the planet**

- A broad range of superior quality organic beauty personal care products that are better for me, my family and the planet at an affordable price
- Efficacious formulations with trusted performance, for everyday use.
- Organic, (active benefit) extract led personal care products you can trust.
- Sustainable (PCR) packaging

- Female: Primary but not exclusively
- Aged 18 - 45 : Primary core focus Aged 25 - 35 (cfr researches)
- Higher disposable income: Primary £35K +
- Informed/Educated
- Ethnically diverse
- Place importance on better, healthier organic choices for themselves and their family
- Beauty / benefit focused, who views natural/organic as important, but wont sacrifice performance
- Wants good quality at the good price: Not too premium but not lowest price

The following logos are part of the Dr. Organic family:

- Dr. Organic
- Dr. Organic Group:  
Dr. Organic, Aloe Dent, Aloe Pura,  
Australian Tea Tree & Pure Gold



## The Basics

Our logo is our most recognisable asset. That's why we love it, are protective of it and ask you to follow the rules when you use it.

### Primary Logo:

The Dr. Organic primary logo always has the CYK leaf image. This should be used on everything apart from back of pack.

### Secondary Logo:

The Dr. Organic secondary logo is a vector format excluding the leaf. This can only be used on the back of product packaging. This logo can only be used in black or white, plus placed on a pantone splash.

### Tertiary

The dr. organic text and cross separated from leaf, are only to be used with prior agreement.

### Don'ts:

- Don't alter, rotate, or modify the logo
- Don't colour adjust
- Don't adjust the cross, or typography

### Primary Logo



### Secondary Logo

White



Black



### Tertiary



## Logo Assets

A leaf image with the CYK values:  
C: 73, Y: 84, K: 21.

The leaf has a cross, this is removed within the Saudi market.

The text is made up from lowercase Helvetica Neue 77 Bold & Helvetica Neue 45 light.

The trademark is placed above the letter 'C', in the same colour as the font.

## Spacing

The empty space around the logo should be at least 150% of the width of the logo.

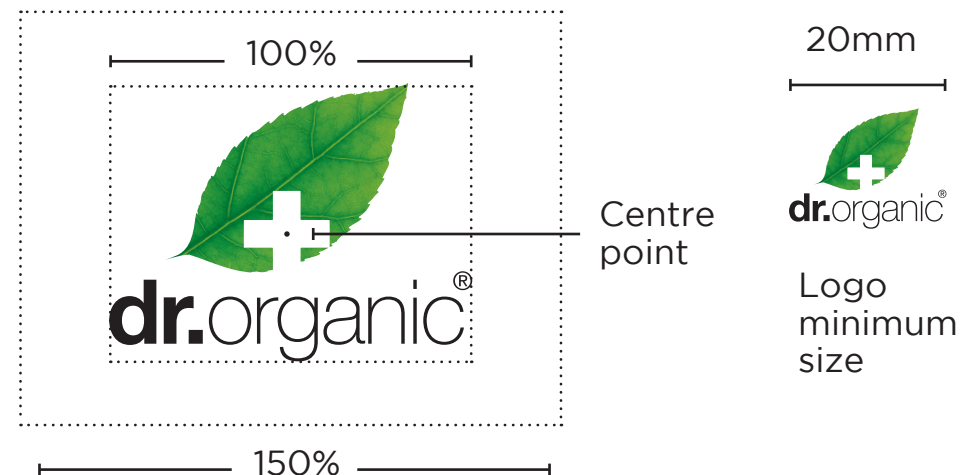
The logo is centralised by the centre point in the cross.

Don't go smaller than 20mm.

**With cross:**

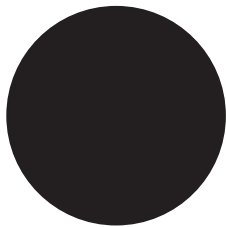


**Without cross:**



## Pantones

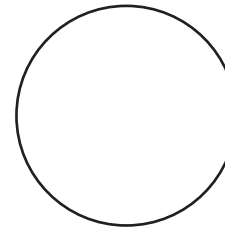
There are four main colours used for the Dr. Organic brand:



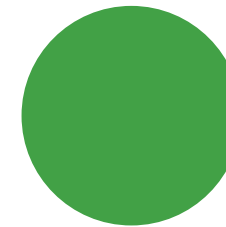
**BLACK**  
C:0 M:0 Y: K:100



**RECYCLED WHITE**  
HEX: f6f6f6  
RGB: R: 246 G: 246 B: 246  
C:0 M:0 Y:0 K:5  
**PACKAGING:**  
Colour matched in-house,  
depending on material  
i.e card, plastic - PE,PP



**WHITE**



**DR. ORGANIC GREEN**  
PANTONE 7732

## Pantones

The Pantones are used with white text, apart from Calendula and Vitamin E which we use black.

 <p><b>356</b></p>	 <p><b>1585</b></p>	 <p><b>4625</b></p>	 <p><b>390</b></p>	 <p><b>187</b></p>	 <p><b>426</b></p>	 <p><b>1215</b></p>
<b>ALOE VERA</b> CMYK: 95, 24, 100, 12 RGB: 0, 121, 52 HEX: 007934	<b>MANUKA HONEY</b> CMYK: 0, 68, 91, 0 RGB: 255, 108, 14 HEX: ff6c0e	<b>COCONUT OIL</b> CMYK: 42, 73, 76, 66 RGB: 80, 44, 30 HEX: 502c1e	<b>TEA TREE</b> CMYK: 37, 10, 100, 1 RGB: 180, 189, 0 HEX: b4bd00	<b>POMEGRANATE</b> CMYK: 22, 100, 78, 16 RGB: 170, 24, 44 HEX: aa182c	<b>CHARCOAL</b> CMYK: 81, 67, 55, 83 RGB: 36, 39, 44 HEX: 24272a	<b>CALENDULA</b> CMYK: 1, 16, 64, 0 RGB: 252, 214, 114 HEX: fcd672
 <p><b>200</b></p>	 <p><b>285</b></p>	 <p><b>167</b></p>	 <p><b>8640</b></p>	 <p><b>8684</b></p>	 <p><b>557</b></p>	 <p><b>123</b></p>
<b>ROSE OTTO</b> CMYK: 16, 100, 77, 7 RGB: 193, 2, 48 HEX: c10230	<b>COFFEE</b> CMYK: 91, 49, 0, 0 RGB: 0, 113, 206 HEX: 0071ce	<b>MOROCCAN ARGAN OIL</b> CMYK: 19, 75, 98, 8 RGB: 193, 83, 27 HEX: c1531b	<b>PRO COLLAGEN</b> CMYK: 32, 42, 83, 24 RGB: 155, 124, 56 HEX: 9b7c38	<b>HEMP OIL</b> CMYK: 68, 26, 92, 10 RGB: 94, 137, 60 HEX: 5e893c	<b>BABY CALENDULA</b> CMYK: 53, 16, 44, 2 RGB: 133, 175, 154 HEX: 85af9a	<b>VITAMIN E</b> CMYK: 0, 25, 87, 0 RGB: 255, 198, 41 HEX: ffc629
 <p><b>702</b></p>	 <p><b>876</b></p>	 <p><b>2593</b></p>	 <p><b>130</b></p>	 <p><b>7710</b></p>	 <p><b>2407</b></p>	
<b>VITAMIN C</b> CMYK: 11, 75, 39, 2 RGB: 214, 93, 114 HEX: d65d72	<b>SNAIL GEL</b> CMYK: 30, 53, 65, 28 RGB: 149, 106, 76 HEX: 956a4c	<b>LAVENDER</b> CMYK: 62, 88, 0, 0 RGB: 134, 51, 153 HEX: 863399	<b>SKIN EXPERT</b> CMYK: 1, 39, 100, 0 RGB: 245, 168, 0 HEX: f5a800	<b>SKIN CLEAR</b> CMYK: 80, 9, 30, 0 RGB: 0, 165, 181 HEX: 00a5b5	<b>AGELESS</b> CMYK: 62, 28, 58, 11 RGB: 107, 141, 115 HEX: 6b8d73	



# DR. ORGANIC COLOUR PALETTE - PASTELS

Pastel colours are used on marketing material, the website and social media, in co-ordination with the extract pantone colour.

9561

## ALOE VERA

CMYK: 22, 0, 24, 0  
RGB: 211, 231, 209  
HEX: d3e7d1

9200

## MANUKA HONEY

CMYK: 0, 18, 24, 0  
RGB: 252, 220, 197  
HEX: fcdcc5

9186

## COCONUT OIL

CMYK: 13, 20, 26, 1  
RGB: 225, 205, 189  
HEX: e1cbbd

9600

## TEA TREE

CMYK: 11, 0, 30, 0  
RGB: 235, 240, 198  
HEX: ebf0c6

9241

## POMEGRANATE

CMYK: 4, 19, 16, 0  
RGB: 244, 217, 209  
HEX: f4d9d1

9101

## CHARCOAL

CMYK: 16, 11, 16, 0  
RGB: 221, 221, 215  
HEX: dddd7

9060

## CALENDULA

CMYK: 4, 2, 22, 0  
RGB: 249, 245, 214  
HEX: f9f5d6

9300

## ROSE OTTO

CMYK: 4, 19, 16, 0  
RGB: 244, 217, 209  
HEX: f4d9d1

9442

## COFFEE

CMYK: 31, 4, 9, 0  
RGB: 187, 220, 231  
HEX: bbdc7

9221

## MOROCCAN ARGAN OIL

CMYK: 5, 21, 24, 0  
RGB: 242, 211, 194  
HEX: f2d3c2

9142

## PRO COLLAGEN

CMYK: 10, 11, 33, 0  
RGB: 235, 223, 185  
HEX: ebd9b9

9584

## HEMP OIL

CMYK: 18, 6, 25, 0  
RGB: 219, 226, 203  
HEX: dbe2cb

9523

## BABY CALENDULA

CMYK: 27, 6, 19, 0  
RGB: 198, 219, 213  
HEX: c6dbd5

9140

## VITAMIN E

CMYK: 4, 4, 33, 0  
RGB: 249, 239, 190  
HEX: f9efbe

9260

## VITAMIN C

CMYK: 0, 17, 10, 0  
RGB: 255, 224, 222  
HEX: fce0de

9185

## SNAIL GEL

CMYK: 5, 13, 20, 0  
RGB: 244, 226, 208  
HEX: f4e2d0

9360

## LAVENDER

CMYK: 14, 18, 0, 0  
RGB: 223, 213, 235  
HEX: dfd5eb

9184

## SKIN EXPERT

CMYK: 4, 9, 18, 0  
RGB: 247, 233, 215  
HEX: f7e9d7

9044

## SKIN CLEAR

CMYK: 31, 1, 14, 0  
RGB: 188, 233, 225  
HEX: bcdfe1

2042

## AGELESS

CMYK: 14, 7, 11, 0  
RGB: 226, 230, 227  
HEX: e2e6e3

## Fonts and Kerning

Dr. Organic uses two main fonts.  
Gotham and Helvetica Neue.

### PACKAGING

Gotham and Helvetica Neue should be used  
on printed packaging.

### KERNING

The fonts should not go beyond -25 or above  
10.

Gotham Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
Gotham Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Gotham Medium** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Gotham Bold** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Neue 35 Thin  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Neue 57 Condensed  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Helvetica Neue 77 Bold Condensed**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Gotham  
Font  
Family**

**Helvetica  
Font  
Family**

### OTHER

Gotcha is a script font and shouldn't be used on any  
packaging. This font should only be used as an additional  
font for marketing material, web, POS and social media.

*Gotcha Regular*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Gotcha Font**

### KERNING

This fonts should stay at 0.

Our strap line is:

**'it's in our nature'**

It can be used in two different ways:

## Use on back of packaging

Lowercase Gotham Medium

Font size: 11

Tracking: 11

Tracking: -50

Colour: white out of pantone, the only exception Calendula & Vitamin E (black)



it's in our  
nature

## Use on marketing material, POS, website, social Media - strap line script font:

Lowercase Gotcha Regular

Tracking: 0

Colour: Pantone 362, white or black

*it's in our nature*  
*it's in our nature*  
*it's in our nature*

All assets should be colour matched to a pantone from the colour palette, for example Aloe Vera should be in Pantone 356.

All assets should have a natural edge applied.

Grey scale splash graphic



Natural edge box



Natural edge box



Natural line



# DR. ORGANIC BRAND CERTIFICATIONS & LOGOS

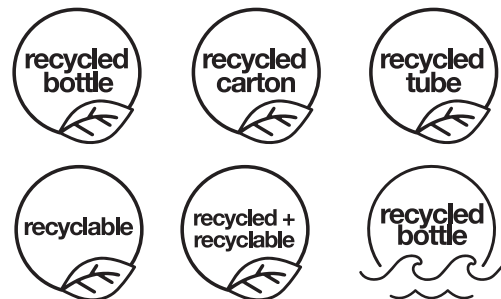
## Certifications:



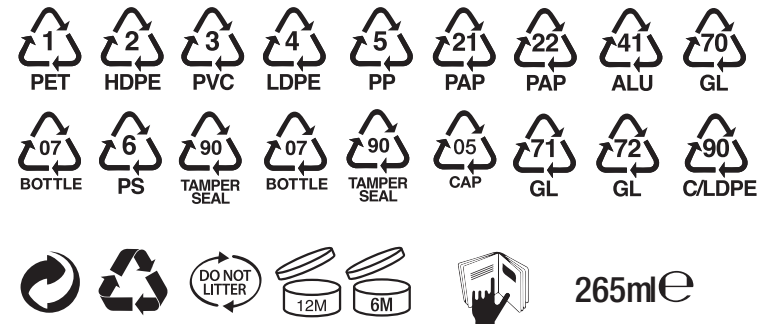
## Logo's:



## Recycling:



## Technical:



## Other:



# DR. ORGANIC BRAND CERTIFICATIONS & LOGOS

## Logos FOP:

There are two/three logo's that are on the front of pack, they sit within natural edge splash:

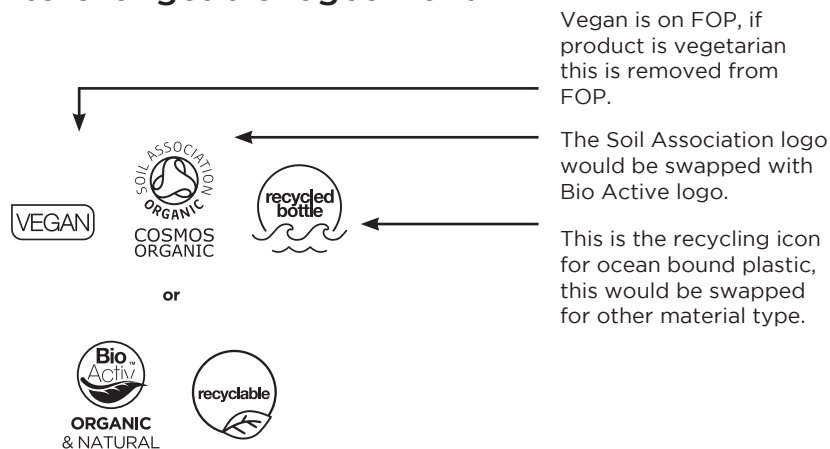


## Logos BOP:

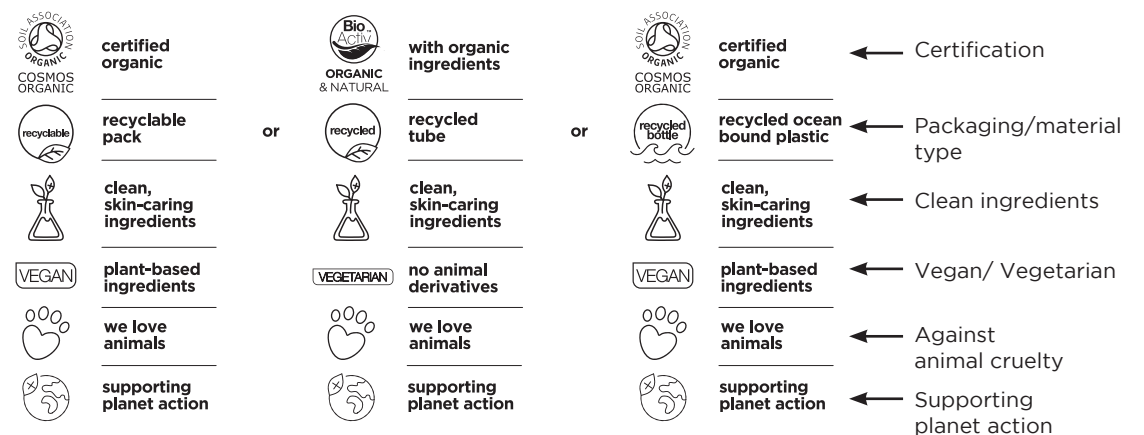
On the back there is a row of vertical icons, which have dividing lines inbetween each icon:



## Interchangeable logos front:



## Interchangeable logos back:



# DR.ORGANIC BRAND CERTIFICATIONS & LOGOS

## Logos for marketing material, POS, website, social media:

There are seven icons that appear in the below format, which are in the correct order from left to right. The icons can be condensed by removing the 'vegan' & 'made with Aloe', if needed.



COSMOS ORGANIC

**certified organic**



**recycled & recyclable packaging**



**clean, skin-caring ingredients**



**plant-based ingredients**



**we love animals**



**supporting planet action**



**rich in Aloe Vera instead of water**

Interchangeable



ORGANIC & NATURAL

**made with organic ingredients**



**recycled & recyclable packaging**



**clean, skin-caring ingredients**



**we love animals**



**supporting planet action**

## Key Active Icons:

Here are the key active icons that appear on BOP. There is one for every extract.

- Placed on a natural edge box, which is the relevant to the extract pantone i.e Aloe Vera 356 green.
- White or black key line/ text
- Key line illustrations
- Round edge box, 0.5 Stroke.
- Extract name is lowercase Helvetica Neue 35
- Key Active' is uppercase Helvetica Neue 75 bold





# DR. ORGANIC BRAND STATIONERY

Dr Organic uses a suite of branded stationery utilising the standard brand colour, font and kerning. For further information or for stationery templates, please send your request to [hollie@drorganic.co.uk](mailto:hollie@drorganic.co.uk).



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Valley Way  
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with compliments



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[www.drorganic.co.uk](http://www.drorganic.co.uk)  
[www.optimah.com](http://www.optimah.com)



Alberto Road, Valley Way  
Swansea Enterprise Park  
Swansea SA6 8QP

Tel: +44 (0) 1792 646475  
email: [enquiries@drorganic.co.uk](mailto:enquiries@drorganic.co.uk)  
[www.drorganic.co.uk](http://www.drorganic.co.uk)



## Approved grammar UK/USA



Dr. Organic is...  
Healthy ageing  
Colour  
Antioxidant  
Antiseptic  
Antibacterial  
Alcohol-free  
Non-greasy  
Cruelty-free  
Fragrance-free  
SLS-free  
Make-up



Dr. Organic are...  
Healthy aging  
Color  
Anti-oxidant  
Anti-septic  
Anti-bacterial  
Alcohol free  
Non greasy  
Cruelty free  
Fragrance free  
SLS free  
Makeup

## Key USPs

Dr. Organic is...

- Certified Organic
- In recycled and recyclable packaging
- Suitable for all skin types including sensitive
- Vegan / vegetarian
- Supporting planet action
- Made with organic Aloe Vera

## Tone Of Voice

Our tone of voice defines how we communicate our brand essence through all touchpoints, conveying our brand personality to the world.

We are... CONSCIOUSLY AMBITIOUS OPTIMISTS. IT'S IN OUR NATURE

**Our personality traits:** We're warm, caring, positive, honest and optimistic. We believe that by working together, we can change the world.

**Our tone:** We're passionate about caring for our planet and all those within it – it's in our DNA.

**Our brand mantra:** We care for people and planet. It's in our nature.

**Our language:** Bright, optimistic, fun without being irreverent, authoritative without being too scientific, experts in organic.

## Extract Range Imagery:

Only approved extract imagery can be used in Dr. Organic marketing material. The images are a vibrant ingredient with a splash graphic. If you have an image you would like to use, please send your request to [hollie@drorganic.co.uk](mailto:hollie@drorganic.co.uk) for approval to use.



**ALOE VERA**



**CALENDULA**



**HEMP OIL**



**VITAMIN C**



**MOROCCAN ARGAN OIL**



**ROSE OTTO**



**SNAIL GEL**



**TEA TREE**



**MANUKA HONEY**



**ACTIVATED CHARCOAL**



**COCONUT OIL**



**LAVENDER**



**POMEGRANATE**



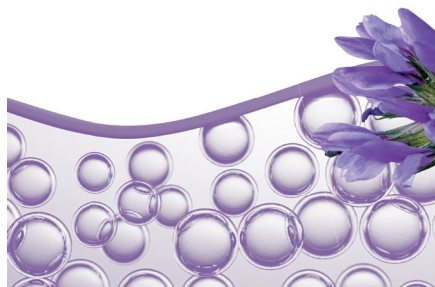
**VITAMIN E**



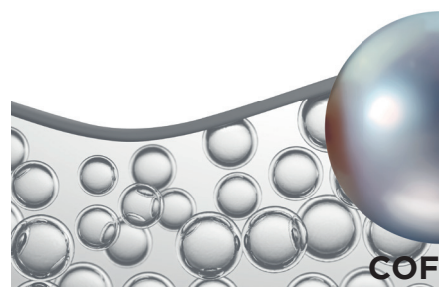
**BABY CALENDULA**

## Benefit Led Imagery:

Benefit led imagery is a focus on the benefit rather than the extract. We use science style patterns and imagery additional to the extract.



**PRO COLLAGEN  
BAKUCHIOL**



**PRO COLLAGEN  
BLACK PEARL**

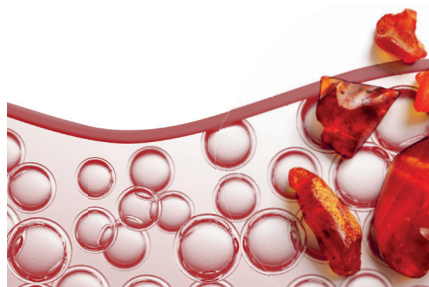
COFFEE



**SKIN CLEAR**



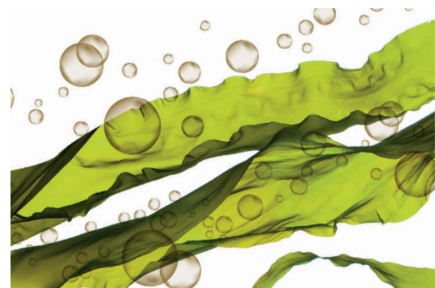
**RESCUE & RESTORE**



**PRO COLLAGEN  
DRAGON'S BLOOD**



**PRO COLLAGEN  
PROBIOTIC**



**AGELESS**



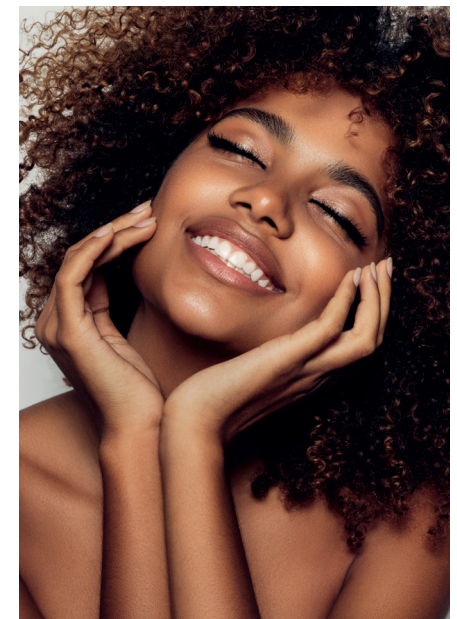
**SKIN EXPERT**



**COFFEE**

## Model Imagery:

Natural-looking women (and men) – inclusive, in nature, with ingredients or using products. If you have any images you would like to use, please send your request to [hollie@drorganic.co.uk](mailto:hollie@drorganic.co.uk) for approval before use.



## Instagram & Facebook – Content

- Standardised format for content
- Did you know format could be taken one step further, incorporating real extracts
- Review formats – white, brand colour or pastel pantone colour background (dependent on feed flow)

