



Corporate identity 2023





Over 30 years of experience

As Travel Health Group professionals, we have many years of experience in the field of safe and healthy travel and we share our knowledge with everyone who needs it. In addition, we have been developing effective and responsible products and tools for your health, with both great care and dedication for over 30 years. For use at home as well as when travelling. Care Plus® is the product line of Travel Health Group, the specialist in the field of healthy and safe travel since 1992. A Care Plus® product gives you the best for your health and you'll be well prepared for your journey!

Expert in healthy and safe travel

Care Plus® products protect travellers, athletes and lovers of the outdoors against stinging insects, poor hygienic conditions, the sun and polluted drinking water. The Care Plus® DEET products, our impregnated nets and socks and the tick test have been awarded by an international jury of experts. Our first aid kits are carefully put together in collaboration with expedition physicians and offer a solution in providing first aid for the most common accidents, at home and while travelling. Our products are available online as well as at the pharmacy, drugstore and outdoor sports store.

Innovative and socially involved

We lead the way of our area of expertise and are pioneering and innovative. We always proceed with our core goal in mind: to optimally respond to the needs of the traveller. In addition, Travel Health Group is working hard on a malaria-free world. We want to achieve this by 2030. With our programme 'Buy One, Give One' we are working on a malaria-free world. With the purchase of a Care Plus® product you really do contribute to a malaria-free world!



Why

This document has been prepared with care to ensure consistency in the use of the basic elements within Care Plus' corporate identity.

A consistent brand image ensures recognizability, professionalism and reliability.



Contents

1. Logo
2. Colours
3. Fonts
4. Images
5. Icons
6. Packaging
7. Application
8. Buy One, Give One



1. Logo

Elements, margins, variants and uses.

1. Logo

Basic

The logo consists of the word 'care' in a green, cursive script font, followed by a registered trademark symbol (®). Below this, the word 'PLUS' is written in a bold, red, sans-serif font.

Care Plus® has a clearly legible logo in two different but appropriate colours.

The 'registered trademark' sign is positioned between the two words and must always be part of the logo.

1. Logo

Determination of the centre



When determining the centre, half of the 'registered trademark' sign is added to the width of the logo.

This creates an "optical centre" which, although different from the mathematical centre, appears visually as the centre.

1. Logo

Padding



To ensure that the logo always has padding, a minimum distance is used that is equal to the U in the brand name.

1. Logo

Variations



Basic



Positive



Slideshow

In the rare case that the logo cannot be used in colour, it will be displayed in its entirety in black or white. The same for packaging where colour printing is not possible, such as the packaging of a travel towel, the logo will be positive or slideshow. The choice between these two depends on the background.

1. Logo

Label



Care[®]
PLUS

We use a label to ensure legibility on busy, coloured photos. The width of this in relation to the logo is determined on the page above. The height is explained on this page and is double the logo with the white padding underneath. The label should always be used at the top left.

1. Logo

Label, spacing/layout



1. Logo

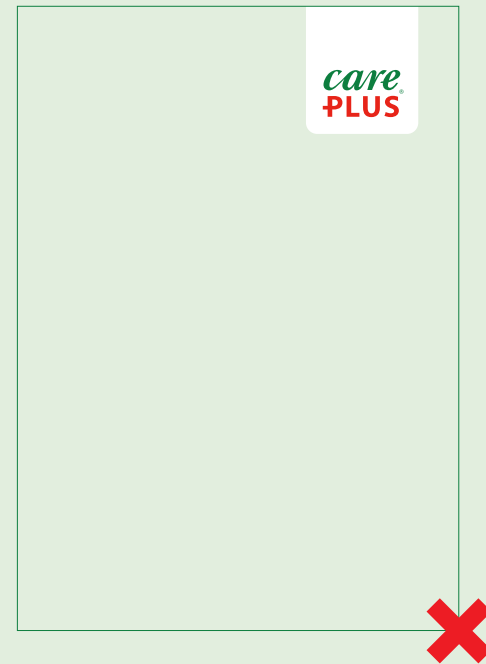
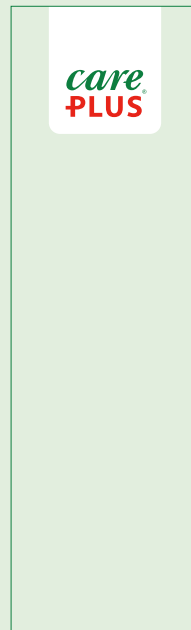
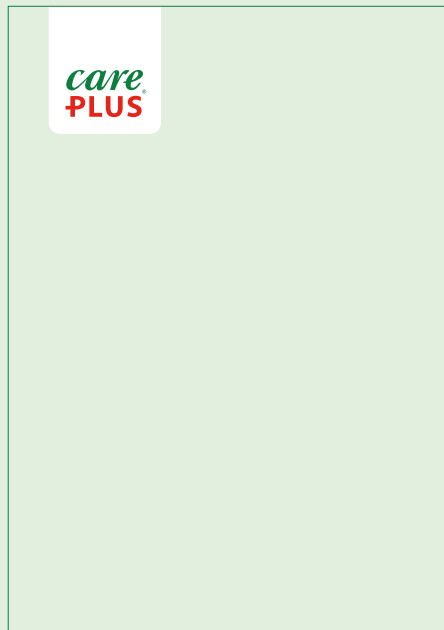
Label, round corners



The radius of the round corners is 10% of the total height of the label. So when the label is 20cm in height, the radius will be 2cm. In practice, this should always work, because the label as a whole must be scaled proportionally.

1. Logo

Label, placement



Placement is always at the top. Normally it is top left or in the middle with a narrow size.

1. Logo

Do's and don'ts



Do not scale the logo out of proportion.



Do not change the colours.



Don't rotate the logo.



Do not give the logo a drop shadow.



Do not use the outline of the logo.



Do not place the logo directly on a busy background.



Do not place the logo on a white, separate surface that deviates from the prescribed label.



2. Colours

Basic palette and product colours.

2. Colours

Logo colours



CMYK: C: 100 M: 0 Y: 100 K: 40
RGB: R: 0 G: 107 B: 45
PMS: 356 C
HEX: #006B2D



CMYK: C: 0 M: 100 Y: 100 K: 0
RGB: R: 255 G: 0 B: 0
PMS: 485 C
HEX: #FF0000

CMYK stands for Cyan (blue) Magenta (pink/red) Yellow and Key (black). These are the four colours that are used for printing. RGB stands for Red Green Blue, and are screen colours.

PMS stands for Pantone Matching System and these are fixed printing colours that are not built up from CMYK. HEX numbers are online color codes that represent RGB values.

2. Colours

Primary palette



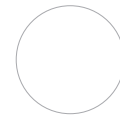
CMYK: C: 100 M: 0 Y: 100 K: 40
RGB: R: 0 G: 107 B: 45
PMS: 356 C
HEX: #006B2D



CMYK: C: 0 M: 100 Y: 100 K: 0
RGB: R: 255 G: 0 B: 0
PMS: 485 C
HEX: #FF0000



CMYK: C: 30 M: 30 Y: 30 K: 100
RGB: R: 0 G: 0 B: 0
PMS: Process Black
HEX: #000000



CMYK: C: 0 M: 0 Y: 0 K: 0
RGB: R: 255 G: 255 B: 255
PMS: -
HEX: #FFFFFF

The primary palette is limited, but sufficient for the vast majority of the expressions, where other colours will mainly come from photography.

2. Colours

Product colours

Productcategories

Anti-Insect



CMYK: C: 100 M: 0 Y: 100 K: 40
RGB: R: 0 G: 107 B: 45
PMS: 356 C
HEX: #006B2D

First Aid



CMYK: C: 0 M: 100 Y: 100 K: 0
RGB: R: 255 G: 0 B: 0
PMS: 485 C
HEX: #FF0000

Hygiene



CMYK: C: 100 M: 64 Y: 0 K: 16
RGB: R: 0 G: 84 B: 153
PMS: 2945 C
HEX: #005499

Sun Protection



CMYK: C: 0 M: 29 Y: 94 K: 0
RGB: R: 255 G: 182 B: 15
PMS: 1235 C
HEX: #FFB60F

Subcategories

DEET



CMYK: C: 100 M: 0 Y: 100 K: 40
RGB: R: 0 G: 107 B: 45
PMS: 356 C
HEX: #006B2D

Natural



CMYK: C: 90 M: 0 Y: 50 K: 0
RGB: R: 0 G: 178 B: 169
PMS: 326 C
HEX: #00B2A9

Icaridin



CMYK: C: 65 M: 0 Y: 100 K: 0
RGB: R: 132 G: 189 B: 0
PMS: 376 C
HEX: #84BD00

Anti-Teek



CMYK: C: 0 M: 40 Y: 100 K: 0
RGB: R: 239 G: 156 B: 0
PMS: 137 C
HEX: #EF9C00

After Sun



CMYK: C: 27 M: 14 Y: 0 K: 33
RGB: R: 125 G: 148 B: 172
PMS: 10256 C (Metalic)
HEX: #7D94AC

Everyday



CMYK: C: 62 M: 40 Y: 50 K: 12
RGB: R: 94 G: 123 B: 116
PMS: 8501 C (Metalic)
HEX: #5D7A73

Sport Gel



CMYK: C: 99 M: 24 Y: 0 K: 56
RGB: R: 1 G: 86 B: 113
PMS: 8763 C (Metalic)
HEX: #015671

The secondary palette borrows two colours from the primary palette, and the subcategories again borrow two colours from the product categories.

2. Colours

Extra colours



CMYK: C: 0 M: 0 Y: 0 K: 90
RGB: R: 65 G: 65 B: 65
PMS: 446 C
HEX: #414141



PMS: Cool Gray 9 C
Please note: only for packaging!



PMS: Cool Gray 8 C
Please note: only for packaging!

The dark grey serves as a replacement for black. In some cases, dark grey on a white background looks a little better, and is more readable than saturated black. For example on the packaging. Due to the printing process, PMS uses values for the text on the project labels. These are lighter to reduce the transparency of the paper.



3. Fonts

Basic family, system and web fonts and applications.

3. Fonts

Basic fonts, primary

Univers Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The quick brown fox jumps over the lazy dog.

Univers Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The quick brown fox jumps over the lazy dog.

There are only two basic fonts. This keeps the options limited and the appearance consistent.

3. Fonts

Basic fonts, secondary

Online, in languages such as Polish and others or when Univers is not possible, Roboto is chosen.

Roboto Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The quick brown fox jumps over the lazy dog.

Roboto Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The quick brown fox jumps over the lazy dog.

In the absence of Univers or Roboto, we use Arial. Arial is available on every system.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The quick brown fox jumps over the lazy dog.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The quick brown fox jumps over the lazy dog.

The Univers family may not be available. In that case, we refer to one of the two alternatives above.

3. Fonts

Application examples

Don't let them bite!

Choose the best protection against mosquitoes and ticks

- The number 1 in the Netherlands against mosquitoes and ticks.
- Up to 8 hours of protection against mosquitos, 4 hours against ticks.
- And protection against mosquitoes that can transmit malaria, yellow fever, West Nile virus and dengue.

For more information, visit careplus.eu

Discover the unique taste variations of Care Plus[®] O.R.S.

Available in raspberry and pomegranate/orange flavour.

Care Plus[®] O.R.S. does not contain aspartame and is both gluten-free and vegan.

The limited font choice gives us the opportunity to emphasise where we want it, without having to resort to exotic variants. This relative simplicity gives the brand a professional look and the text a high readability. The minimum size the univers font can be used is 5 pts. (Some packaging has exeptions to this rule)



4. Images

Atmospheric images, visual language and packshots.

4. Images

Mosquitoes and ticks



Mosquitoes



Ticks



Combination image

The images of the mosquito and the tick have been specifically selected to show the animal as recognizable as possible, without appearing “icky”.

4. Images

Theme images, some examples



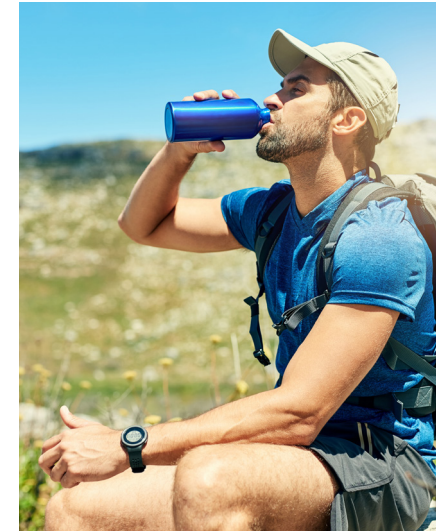
Natural, ticks and mosquitoes



Ticks



Families with pets



ORS - product image

Selecting new images with a number of guidelines in mind will create consistency in the theme images.

These images are just a selection from our library. For access to the portal, please contact Care Plus®.

4. Images

Theme images, distinctive elements

The images should be clear in colour.

Colours may be saturated, and a bit brighter than they would be in real life, but don't overdo it.

Locations matter.

To promote 50% DEET you should not go for heathland, but rather jungle. And you don't want to see a desert for a campaign about ticks in the Netherlands. Logically match the location to the product.

It is also important to look at the relevance of the location. In this example it is summer, daytime and the people are outside, in a forest in the bushes. This all fits with ticks and so it fits well with a text about an anti-tick remedy.



The photo should radiate positivity, through colour, feeling or emotion.

Real people in real situations.

With stock photography, so without actually doing the photography yourself, this will always be difficult.

Ideally, a (distinctive) property of the product or products is used as inspiration for the image.

A USP of Care Plus® Anti-Tick is that it is suitable for young children, so children are central in the photo. The photo enhances the product.

The elements and features as described above should be taken into account when looking for any new image.

4. Images

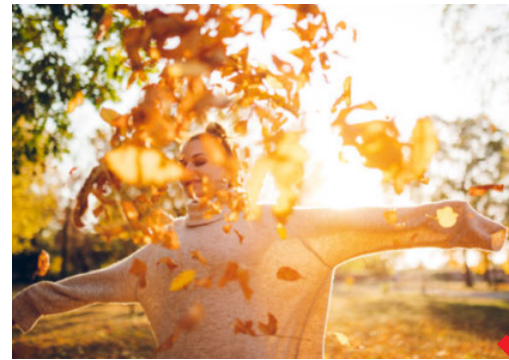
Theme images, do's and don'ts



Boring, grey, or unexpressive photography



Unrealistic, staged



Unclear



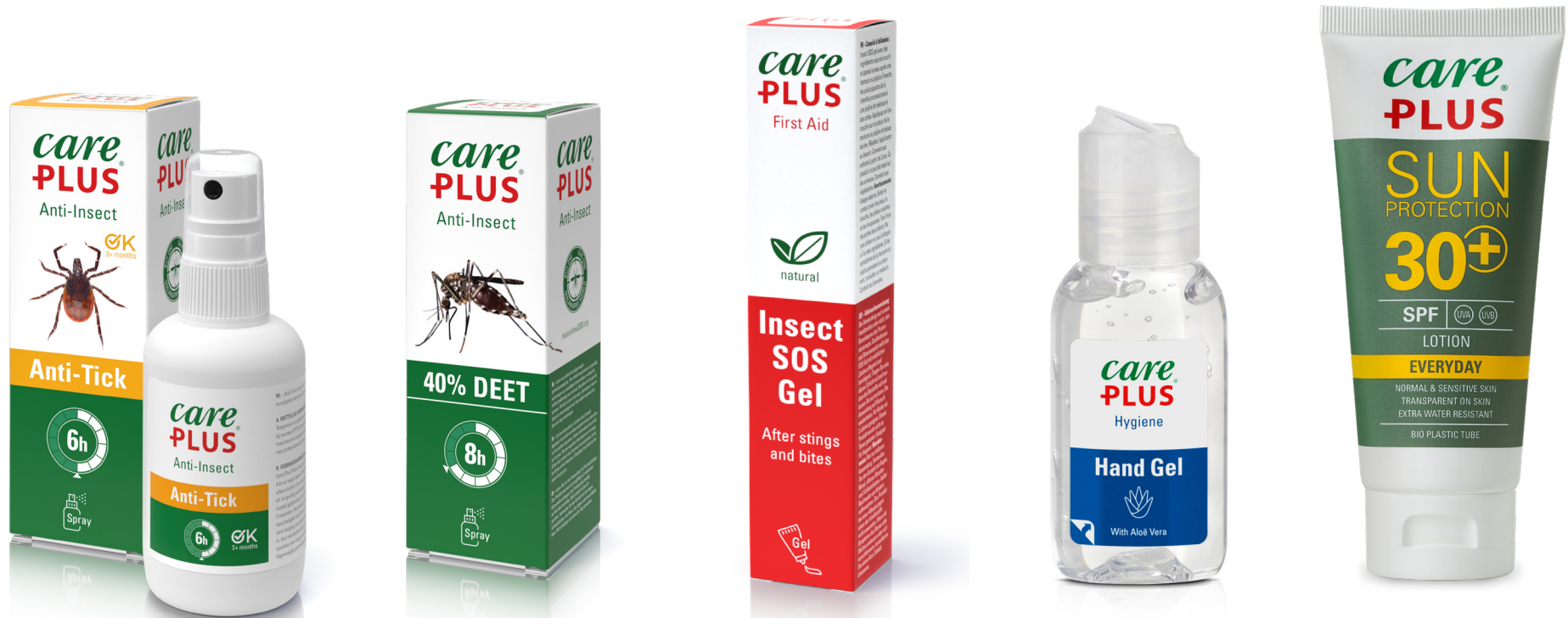
Photographic or artificial effects



The elements and features as described above should be taken into account when looking for any new image.

4. Images

Packshots, examples



A lot of the packshots are made in 3D, instead of photography.



5. Icons

Examples of existing developed icons.

5. Icons

A selection

Products

To clarify the packaging of a product, a series of icons has been developed. They are relatively simple in style with a single line width and feature the name in English.



Animals

A series of icons has also been developed to depict various animals (mainly insects). This series is also characterised by simple shapes, mainly because of the complexity of the subjects.



USP's

Separate icons have been developed for important product information and USP's, which receive additional attention value due to their different design. These icons can be used separately in promotion, for extra emphasis.



Stamps and emblems

For promotional purposes or emphasis, emblems and seals can provide additional attention value. Make sure that they have maximum contrast with the background.



The guidelines with regard to icons are relatively limited. They are made to work on a small size, but that has its limits. Ensure sufficient contrast with the background. The smaller the size, the higher the contrast must be to ensure legibility. Use of colour must be in line with the category.

These images are just a selection from our library. For access to the portal, please contact Travel Health Group.



6. Packaging

Guideline on how the packaging should look like and what should be considered.

6. Packaging | Unitbox properties

Photography

Photography is a possibility, but it is determined per packaging whether this adds something to the recognizability, clarity or attention value of the product.

Colour

90% black is always used for texts on a white background. Legibility is guaranteed, but the combination with the white background is somewhat softer than if saturated black were used.

Fonts

Univers Condensed is used for all texts, in accordance with corporate identity. Bold Condensed for any subtitles or for additional attention value, and plain text is put in the normal Condensed.



Font Size

This cannot be determined for all packaging, due to the many formats and quantities of text that are used. Legibility should be as good as possible, but in practice it will often be necessary to move to 4pt. font size.

Line spacing

What applies to font size also applies to line spacing: it is difficult to determine. The advice is not to go below the automatic value. If it is possible to create a little more space, it is recommended.

This packaging is just one of the many packages that Care Plus® carries. Due to the importance of the product in the range, it is used as an example.

6. Packaging | Label properties

Colours

Labels are often printed in Pantone colours, for technical and financial reasons.

Transparent

The labels on the bottles often have several layers, which can be visible through the paper if the text is too dark. That is why we choose a lighter grey for these labels to limit this but to lose as little legibility as possible.

For the text on the outside we choose PMS Cool Gray 9, for the deeper layer that is PMS Cool Gray 8.

care PLUS
Anti-Insect

40% DEET

8h

NL – Lees voor gebruik de bijgevoegde gebruiksaanwijzing. Middel ter afwerping van muggen en teken bij mensen. Niet gebruiken bij kinderen jonger dan 13 jaar. Uitsluitend bestemd voor niet-professioneel gebruik.

FR – Lire les instructions ci-jointes avant l'emploi. – A utiliser comme un répulsif contre les moustiques et les tiques chez l'homme. Ne pas utiliser chez les enfants de moins de 13 ans. À usage exclusivement non professionnel.

DE – Lesen Sie vor der Anwendung die Packungsbeilage. Verwenden als Schutzmittel gegen Mücken und Zecken bei Menschen. Nicht bei Kindern unter 13 Jahren anwenden. Ausschließlich für die nichtberufsmäßige Anwendung.

Actieve stof / Substance active / Wirkstoff:
N,N-diethyl-m-toluamide (DEET) 38.8% w/w (CAS 134-62-3), Ethanol 60.0% w/w (CAS 64-17-5).

Gevaar / Danger / Gefahr

60 ml e

Tropenzorg B.V.
De Huchtstraat 14
NL-1327 EE Almere
+31 (0)36 5334711
careplus.eu
malariafree2030.org

NL-0008935-0000,
BE2015-0007,
DE-0011102-19,
3/16/L-000,
FR-2017-0009,
AT/2016/00312,
CH-2015-0026

32905/2019/1_1.0

6. Packaging

Fixed elements



Tropenzorg B.V.
De Huchtstraat 14
NL-1327 EE Almere
+31 (0)36 5334711
careplus.eu
malariafree2030.org



malariafree2030.org



Gevaar
Danger
Gefahr



Logo + product category

Logically, the logo is a fixed element of every packaging. The logo is placed on a white background, often with the product category below it.

Language order

The order of basic languages is as follows: NL-EN-FR-DE- DK-NO-SE-FI-PL-AT-CH-HU-EE-LV-LT- ES-PT-IT-EL-CZ-SK

If more or other languages are required, the order is determined per package.

Nomenclature product description

The order of the production description is as follows:

article number_BRAND Category - Sub category Type Percentage,
content (languages)_Packaging element_version number

For example: 32465_CP Anti-Insect - DEET Spray 40%, 15ml (NL-FR-DE)_Label_202201

Address Details

The address details are communicated as above, with both URLs, without www.

Buy One, Give One

Whenever possible, the malaria-free logo is included in the design. If the space also allows, the url will be below it.

Version number

Every Care Plus® article has a five-digit number. This number and the date and version of the design must always be stated on the artwork. On a unitbox, these numbers are placed horizontally. On a label, these numbers are placed vertically.

For example: 12345/202205

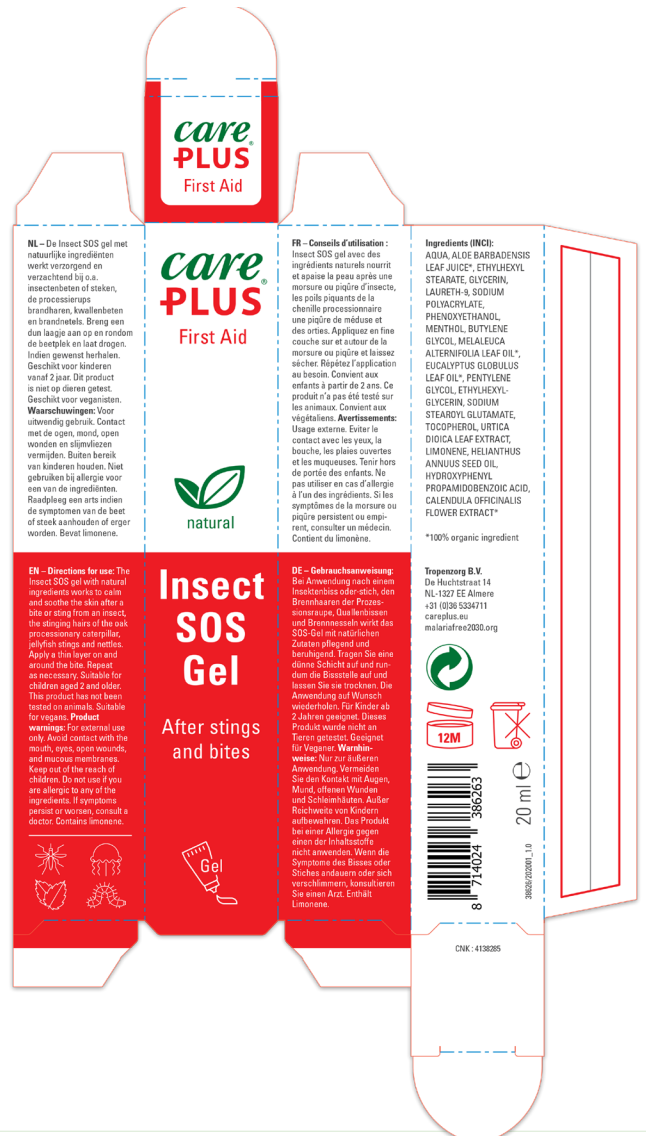
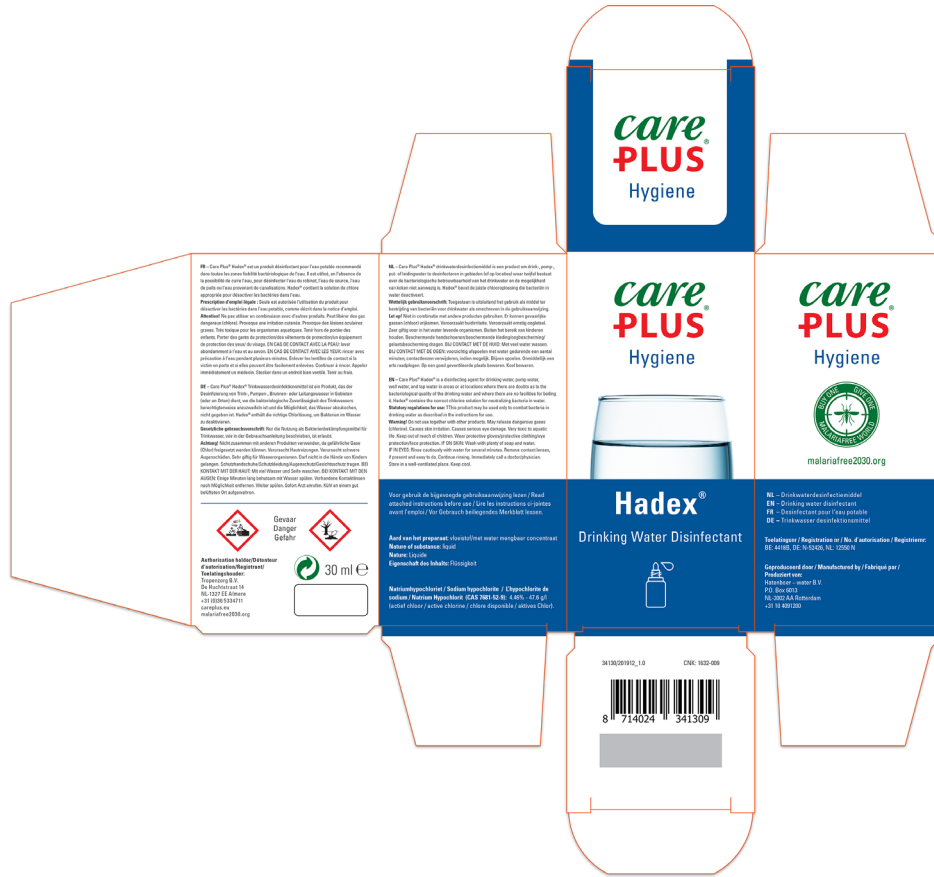
art nr / YYYYMM

Version numbers will be added to all packagings materials, as in: flyer, wobblers, display, headercard etc.

By using fixed elements in the same way as much as possible, the clear, consistency built up with the new packaging is maintained.

6. Packaging

Other examples



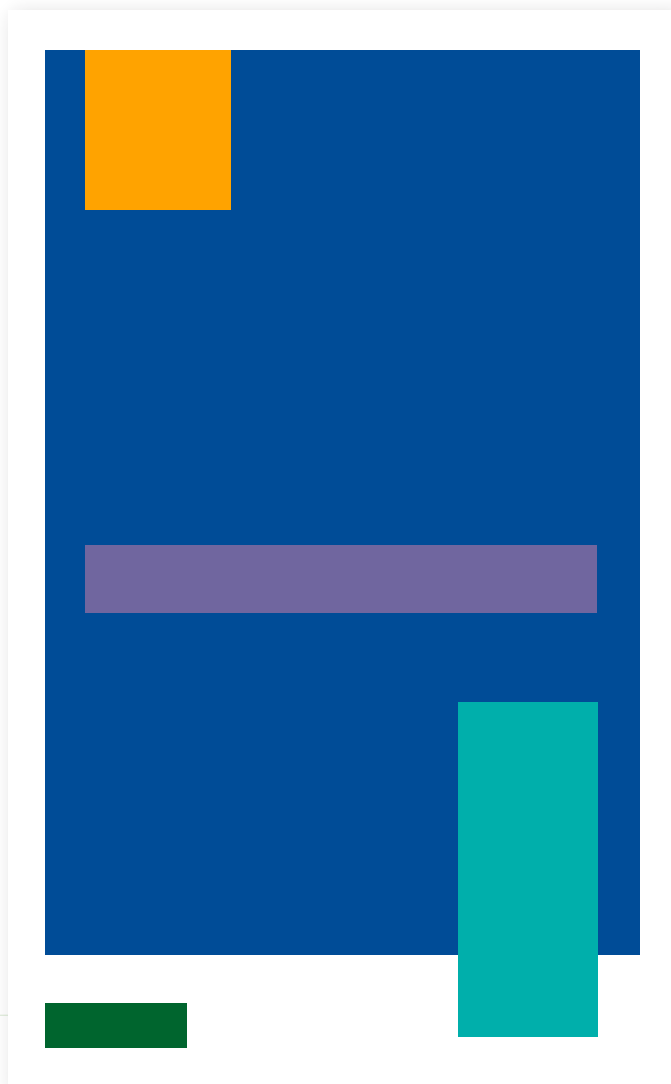


7. Applications

How to use the guidelines in communication.

7. Applications

Print Preview

An advertisement for care PLUS Anti-Insect Natural spray. The background is a photograph of a family (a woman holding a baby, and a man with a young child) standing by a stream, enjoying a day outdoors. In the top-left corner, the care PLUS logo is displayed. The main headline reads "Laat ze niet bijten!". In the bottom-right corner, a box of the care PLUS Anti-Insect Natural spray is shown, featuring a mosquito illustration and a "6h" protection timer. At the bottom, the text "Voor meer informatie, kijk op careplus.eu" is displayed.

care PLUS

Laat ze niet bijten!

care PLUS
Anti-Insect
Natural
6h
Spray

Voor meer informatie, kijk op careplus.eu

7. Applications

Print Preview

By giving the image a white border, the ad will look tidier. Its width is difficult to determine and is largely a matter of instinct. In general, about 5% of the width of the message can be used for one side (so 10% for left and right together).

To create order within a layout, it is wise to use the width of the white border as a rule of thumb for the layout, as shown here by the green blocks.

Ensure legibility. If a text needs a shadow, you can add this. No coloured shade, only black/grey.

Colour accents, when available, can connect the layout and make it work better for the product.

The advertisement features a central photograph of a man and a woman hiking on a rocky trail. The man is wearing a blue shirt and shorts, and the woman is wearing a light blue shirt and shorts. They are both holding trekking poles. In the top left corner, the 'care PLUS' logo is displayed in a white rounded rectangle. At the bottom right, two boxes of 'care PLUS Anti-Insect' spray are shown. The left box is labeled '40% DEET' and '8h', while the right box is labeled 'Natural' and '6h'. Both boxes feature a mosquito illustration and a '3 months' protection icon. The Dutch text 'Waar je ook gaat of staat...' is written in a white, cursive font over the image. Below it, the text 'Buitengewoon goed beschermd tegen muggen en teken' is written in a bold, sans-serif font. The website 'careplus.eu' is at the bottom left. Green vertical bars on the left and right sides of the image indicate the width of the white border. A white border surrounds the entire advertisement.

Images should always occupy a larger part of the advertisement than the text.

The packaging is placed over the image to create depth and to further highlight the product.

7. Applications

Online example



care PLUS

Gebruik Care Plus® Anti-Teek op natuurlijke basis.

- Geschikt voor kinderen vanaf 3 maanden.
- Tot 6 uur bescherming tegen teken.

NIEUW!

care PLUS
Anti-Insect
Anti-Tick
6h
9X

Klik hier

Because banners often consist of several frames, the communication can build up and thereby draw the viewer's attention to different elements. Combine this with varying campaigns with different messages, and you will have lots of options. In order to create consistency in campaigns, we follow the previous rules with regard to image use and typography as much as possible. Always keep the animation time short and snappy. This also applies to the copy. Also make sure that the brand is always in the picture, for example by the logo in the label or with a clearly recognizable packshot.



8. Buy One, Give One

Care Plus® is committed to a malaria-free world.

8. Buy One, Give One

Buy One, Give One for a malaria-free world!

The Travel Health Group's mission is a malaria-free world by 2030. This is an ambitious goal that we want to achieve together with our partners. Malaria is a serious infectious disease that kills more than 219 million people every year and causes 435,000 deaths. Most deaths are children under 5 years old. With our programme 'Buy One, Give One' we are working on a malaria-free world.

An own logo and an own URL.

This mission is important to Care Plus®, which is why we see it as an important part of our communication. The logo, along with the URL, is included on every new packaging in order to generate maximum attention value.

Please note:

Do not use other logos/texts/quality marks on Care Plus® packaging, this conflicts in terms of importance with the Buy One, Give One objective.



malariafree2030.org



The logo of Buy One, Give One is an important, but nonetheless secondary part of the Care Plus corporate identity. For that reason, no complete manual for the logo has been included. Logically, the primary version is preferred, in Care Plus® green.



9. Bio

The rules for the Bio products.

9. Bio | Label, layout



The lines for the organic label correspond with the original Care Plus® label.

9. Bio | Product colours

Products

Bio



CMYK: C: 100 M: 0 Y: 100 K: 40
RGB: R: 0 G: 107 B: 45
PMS: 356 C
HEX: #006B2D

Bio Ticks-2-Go & Bio Insect SOS gel



CMYK: C: 0 M: 100 Y: 100 K: 0
RGB: R: 255 G: 0 B: 0
PMS: 485 C
HEX: #FF0000

Bio Anti-Insect



CMYK: C: 86 M: 0 Y: 32 K: 0
RGB: R: 0 G: 176 B: 185
PMS: 7466 C
HEX: #00B0B9

Bio Anti-Tick



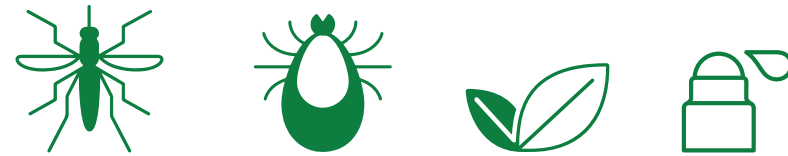
CMYK: C: 25 M: 0 Y: 98 K: 0
RGB: R: 206 G: 220 B: 0
PMS: 381 C
HEX: #FCEDC0

The organic colour palette uses two colours from the standard Care Plus® palette, namely the red and green colour from the logo.
The colours of Care Plus® Bio Anti-Insect and Care Plus® Bio Anti-Tick have been specially selected for the organic line.

9. Bio | Icons

Products

The icons opposite are used on the Bio packaging to indicate the different categories.



USP's

Specific icons have been developed for important product information and USP's, which are given extra attention because of their different design. In promotional materials, these icons can be used separately to emphasise a certain USP.

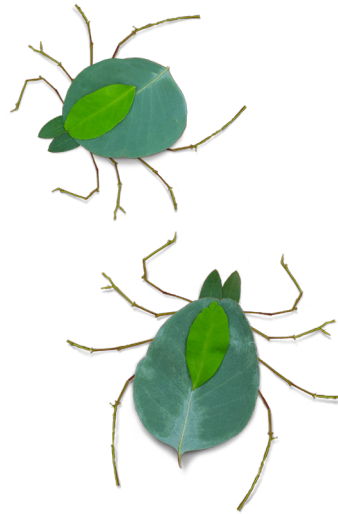


The guidelines with regard to icons are relatively limited. The icons have been specially made so that they are also clearly legible on a small expressions, but that has its limits. Ensure sufficient contrast with the background. The smaller the size, the higher the contrast must be to ensure legibility.

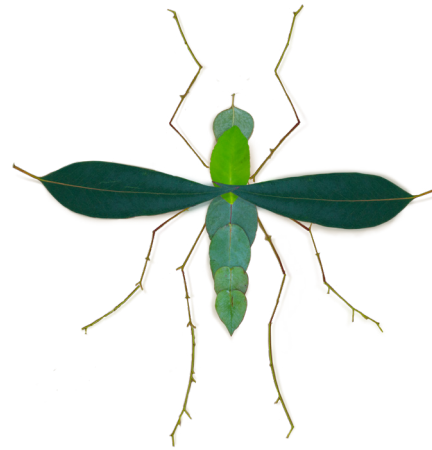
9. Bio | Visual elements



Craft structure



Ticks



Mosquito



Ingredients

The above elements are used to set up visuals that can be used to promote the various organic products.

9. Bio | Visuals



Mosquito



Ticks

The above elements are used to set up visuals that can be used to promote the various organic products.

9. Bio | Applications

The separate elements of the visuals can be used in expressions as an overlap to include the visual more in the expression.

care PLUS
BIO

Laat ze niet bijten!

Bescherm jezelf en je gezin op een natuurlijke manier tegen insecten.

- Biedt tot 6 uur bescherming tegen muggen en teken.
- Op basis van Cosmos gecertificeerd Citriodiol®.
- Geschikt voor kinderen vanaf 3 maanden en volwassenen.
- 100% gerecyclede verpakking.

Citriodiol
Nature's Peptides

Gebruik de Care Plus® Anti-Insect producten veilig. Lees vóór het gebruik eerst het etiket en de productinformatie.

Ga voor meer informatie naar careplus.eu/bio

care PLUS
BIO

Laat ze niet bijten!

Kies voor natuurlijke bescherming

tegen steken & beten
NR.1
sinds 1992

The above poster and flyer are examples of the current POS material and can be used as inspiration for future expressions.

9. Bio | Packaging examples





Finally

These rules are not carved in stone, because there may be an exception to every rule. In general, these are all rules that should be considered.

A consistent identity is not created in a day, but by paying close attention through every step. Try to continuously check if new materials match previously developed assets.

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