

Brandbook Care Plus®

July 2024



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Chapter 1

Strategy



1 Strategy

Golden Circle



1 Strategy

Brand Values

**We create products that enable greater self-reliance
and contribute to carefree outdoor experiences.
We strive for a malaria-free world.**

Resilient

We bounce back from setbacks.
We grow stronger from challenges
and thrive despite opposition.

Adventurous

We step off the beaten
path, striving for growth
and inspiration.

Resourceful

We use our knowledge, experience,
and creativity to find new
and better solutions.

Conscious

We have a clear understanding of our
place in the world and are aware of
our social responsibility in preserving
nature and humanity.

Optimistic

We have a constructive attitude
and strongly believe in our ability
to change for the better.

Honest

We are reliable, cherish
genuine connections, and build
relationships based on mutual
respect and honesty.

Our products always undergo scientific tests and are proven effective. In addition,
all our products comply with applicable regulations.

1 Strategy

Manifesto

In our world, nature is a source of strength and inspiration. It's where we recharge, face challenges, and find peace.

Care Plus calls for embracing nature: appreciating, protecting, and respecting it. We encourage going out together and seeking adventure with one another.

We specialize in protective healthcare products for outdoor use, so you can feel free and enjoy nature without worry.

In nature, you feel free.

1 Strategy

Brand Compass

1. Domain

Protective healthcare products for outdoor

- Anti insect
- Sun protection
- First aid
- Hygiene

2. Target group

Travelers and recreationists in different phases of their traveling lives (exploratory and family trips).

Consumers with a preference for nature and outdoor life who want certainty and quality.

3. Target group's motivation

Care Plus outdoor healthcare products and advice are relevant when I prepare to venture out into nature with others (to escape the hustle of daily life).

4. Target group's need

Help me to be well-prepared for the unexpected things that can happen in while being in nature.

5. Promise

We create products that enable greater self-reliance and contribute to carefree outdoor experiences. We strive for a malaria-free world.

6. Proof

Care Plus has 30 years of experience in outdoor healthcare products. And has been the market leader in the anti-insect segment for years, with more than 200+ products in its portfolio.

7. Personality (values)

The mindful explorer

- Resilient
- Adventurous
- Resourceful
- Conscious
- Optimistic
- Honest

8. Position

The specialist in outdoor healthcare products who considers your needs while traveling.

The expert who contributes to a carefree stay outdoors. On this side and the other side of the world.

9. Stimuli

Care Plus - In nature, you feel free

Care Plus - Outdoor healthcare products

Chapter 2

Logo



2 Logo

Primary



PANTONE digital

CMYK digital

Logo Green

HEX #006b2e

RGB 0, 107, 46

CMYK 100, 0, 100, 40

PANTONE 3500 C

PANTONE digital

CMYK digital

Logo Red

HEX #FF0000

RGB 255, 0, 0

CMYK 0, 100, 100, 0

PANTONE 485 C

2 Logo

Secondary

CARE
PLUS[®]

outdoor healthcare products

CARE
PLUS[®]

2 Logo



2 Logo



Minimum margins to the edges of the logo

2 Logo

Primary

The primary logo is in red and green.



Secondary

When the background does not allow the use of the primary logo with two colors, this white version can be used.



2 Logo

When do we use the descriptor?

The descriptor 'outdoor health products' is always shown below the logo.

However, there are a few exceptions:

- When the logo is used smaller than 25 mm width (print) / 70 pixels at 72 dpi (screen).
The text will be no longer readable.
- When the logo is used on packaging, which is already an 'outdoor healthcare product'.
It is not necessary be appointed additionally.

When the logo is used without a descriptor, the minimum width is 10 mm in print / 30 pixels on 72 dpi screen.

Without tagline



Minimum width

Print - 25 mm width

Screen - 70 pixels width at 72 dpi

With tagline



Minimum width

Print - 10 mm width

Screen - 30 pixels width at 72 dpi

2 Logo

The do's and don'ts



CARE
PLUS®

outdoor healthcare products



Don't

Change the ratio between the logo and tagline



CARE
PLUS®

outdoor healthcare products



Don't

Change the tagline to another color



CARE
PLUS®

outdoor healthcare products



Don't

Stretch the logo from its original ratio



CARE
PLUS®

outdoor healthcare products



Don't

Remove the registration symbol



CARE
PLUS®

outdoor healthcare products



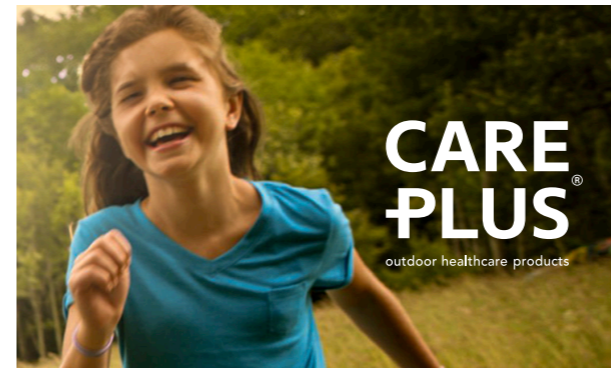
Don't

Change the color of the logo



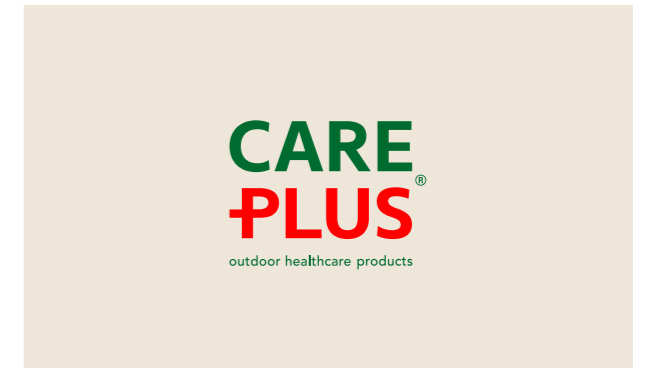
Don't

Place the logo on a background which is not good for readability



Do

Place the logo on a visual which is good for readability



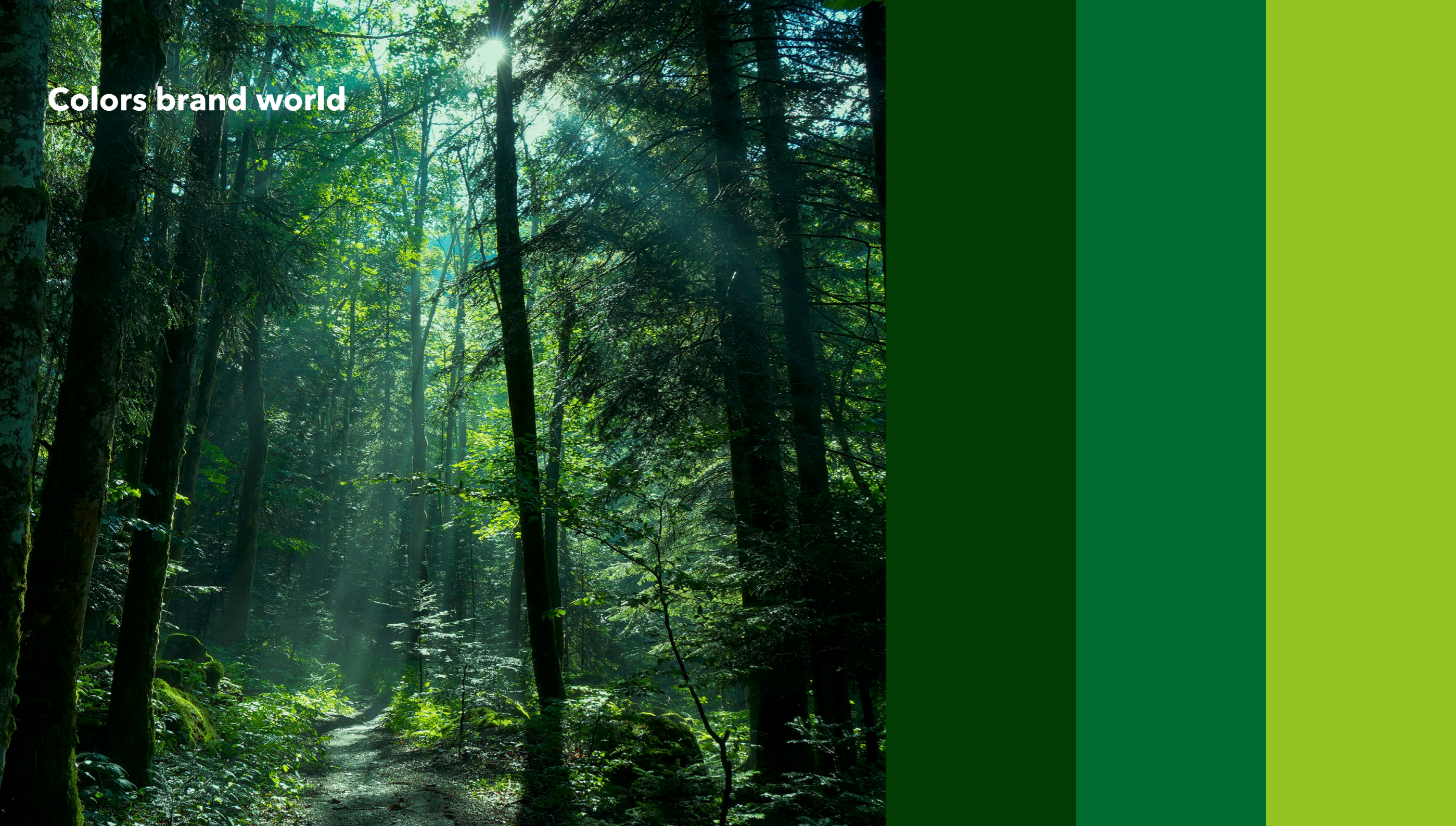
Do

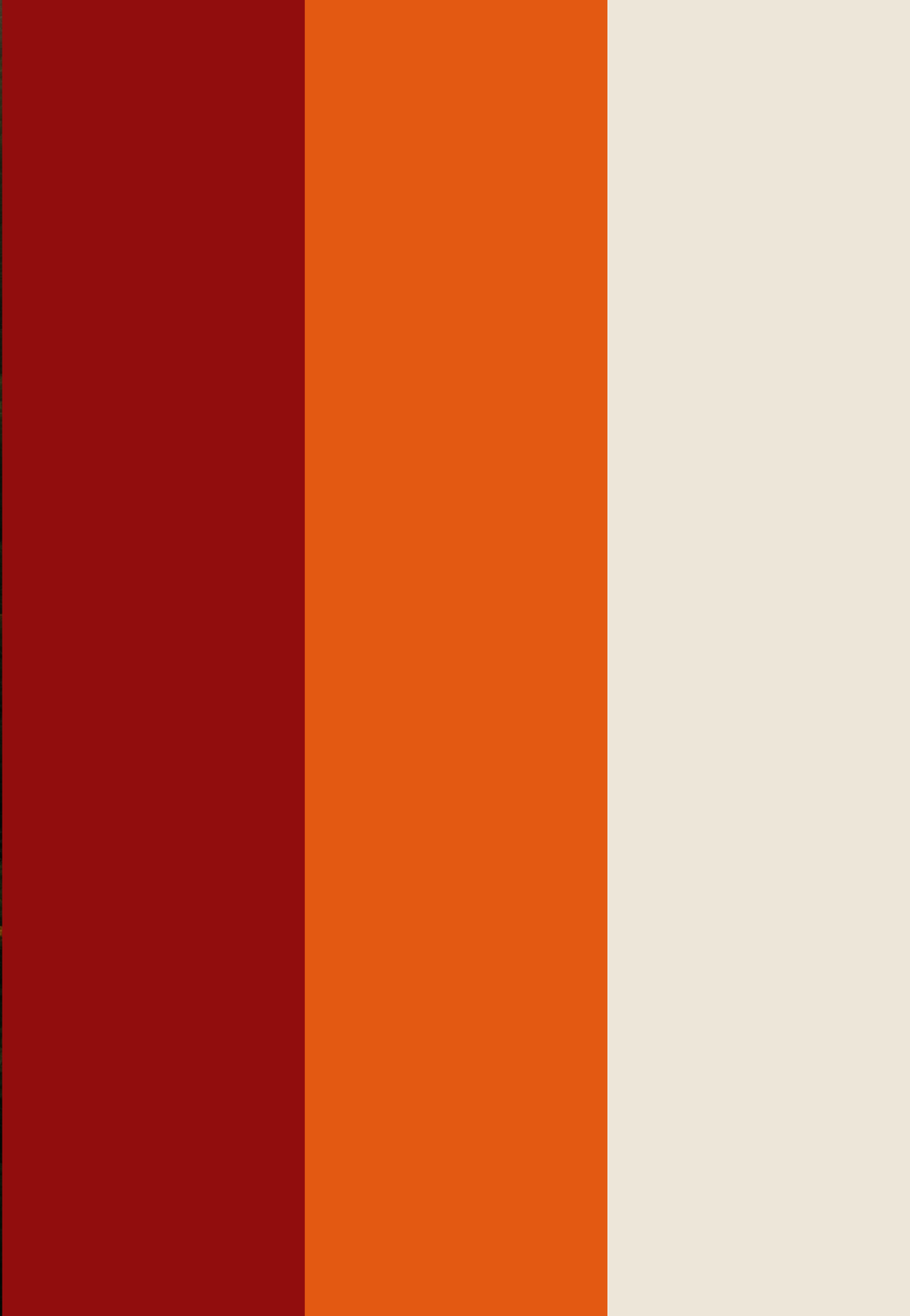
Place the logo on a color which is good for readability

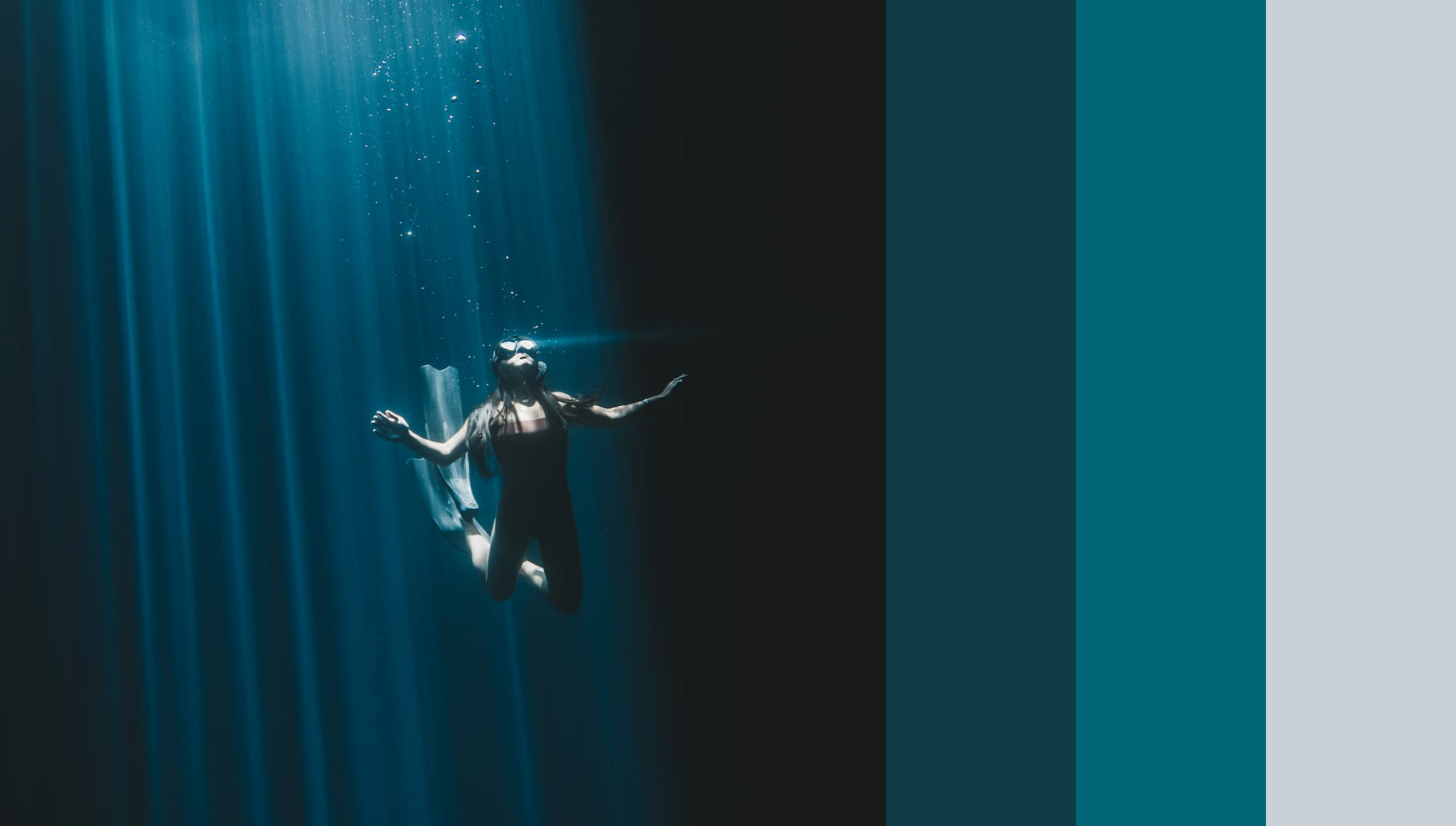


Chapter 3
Color

Colors brand world










3 Colors brand world

PANTONE digital

CMYK digital




Dark Green

HEX	#033b05
RGB	3, 59, 5
CMYK	89, 48, 99, 57
PANTONE	2411 C

PANTONE digital

CMYK digital




Medium Green

HEX	#006b2e
RGB	0, 107, 46
CMYK	100, 0, 100, 40
PANTONE	3500 C

PANTONE digital

CMYK digital



Light Green


HEX	#94c424
RGB	148, 196, 36
CMYK	51, 0, 100, 00
PANTONE	2292 C

White

HEX	#FFFFFF
RGB	255, 255, 255
CMYK	0, 0, 0, 0
PANTONE	-

PANTONE digital

CMYK digital




Red

HEX	#910d0d
RGB	145, 13, 13
CMYK	26, 100, 100, 29
PANTONE	7427 C

PANTONE digital

CMYK digital

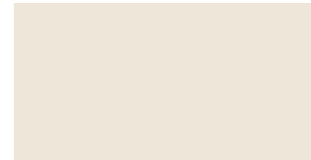


Orange

HEX	#e35912
RGB	227, 89, 18
CMYK	7, 79, 100, 0
PANTONE	7427 C

PANTONE digital

CMYK digital

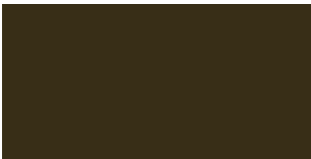


sand

HEX	#ede5d9
RGB	237, 299, 217
CMYK	7, 8, 14, 0
PANTONE	9225 C

PANTONE digital

CMYK digital




Brown

HEX	#382e17
RGB	56, 46, 23
CMYK	50, 61, 80, 69
PANTONE	7533 C

PANTONE digital

CMYK digital




Ocher Yellow

HEX	#a37c26
RGB	163, 125, 38
CMYK	33, 47, 100, 12
PANTONE	7557 C

PANTONE digital

CMYK digital




Yellow

HEX	#ebc72e
RGB	235, 199, 46
CMYK	10, 18, 96, 0
PANTONE	129 C

PANTONE digital

CMYK digital




Dark Blue

HEX	#0f3b47
RGB	15, 59, 71
CMYK	100, 58, 49, 53
PANTONE	309 C

PANTONE digital

CMYK digital




Ocean Blue

HEX	#006678
RGB	0, 102, 120
CMYK	95, 31, 44, 22
PANTONE	2238 C

PANTONE digital

CMYK digital



Light Blue


HEX	#c9d1d6
RGB	201, 209, 214
CMYK	20, 11, 9, 0
PANTONE	538 C

3 Colors packaging

Product categories

PANTONE digital

CMYK digital




Anti-Insect

HEX	#006b2d
RGB	0, 107, 45
CMYK	100, 0, 100, 40
PANTONE	356 C

PANTONE digital

CMYK digital




First Aid

HEX	#ff0000
RGB	255, 0, 0
CMYK	0, 100, 100, 0
PANTONE	485 C

PANTONE digital

CMYK digital




Hygiene

HEX	#005499
RGB	0, 84, 153
CMYK	100, 64, 0, 16
PANTONE	2945 C

PANTONE digital

CMYK digital




Sun Protection

HEX	#ffb60f
RGB	255, 182, 15
CMYK	0, 29, 94, 0
PANTONE	1235 C

Subcategories

PANTONE digital

CMYK digital




Natural

HEX	#00b2a9
RGB	0, 178, 169
CMYK	90, 0, 50, 0
PANTONE	326 C

PANTONE digital

CMYK digital




Familiy

HEX	#84bd00
RGB	132, 189, 0
CMYK	65, 0, 100, 0
PANTONE	376 C

PANTONE digital

CMYK digital



Anti-Tick

HEX	#ef9c00
RGB	239, 156, 0
CMYK	0, 40, 100, 0
PANTONE	137 C

PANTONE digital

CMYK digital




After Sun

HEX	#7d94ac
RGB	125, 148, 172
CMYK	27, 14, 0, 33
PANTONE	10256 C (Metalic)

PANTONE digital

CMYK digital



Everyday

HEX	#5d77a73
RGB	94, 123, 116
CMYK	62, 40, 50, 12
PANTONE	8501 C (Metalic)

PANTONE digital

CMYK digital



Sport Gel

HEX	#015671
RGB	1, 86, 113
CMYK	99, 24, 0, 56
PANTONE	8763 C (Metalic)



Chapter 4

Typography

4 Typography

Avenir Next

The new font for Care Plus is Avenir Next.

This font has both a regular and condensed version.

Avenir Next

Aa Ee Rr

Aa Ee Rr

Accès aux avions



a b c d e f g h i j k l m

n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9

4 Typography

The hierarchy

We use the Avenir Next Bold in sentence case for the titles. With this, we maintain a friendly look that can be used well to communicate messages.

Title:

**The journey of a
thousand miles begins
with a single step.**

Avenir Next Bold

Kerning: Optical

Quote:

**"Wij zijn gespecialiseerd in
zorgproducten voor buiten."**

Avenir Next Demi Bold

Kerning: Optical

Sub titles:

In de natuur voel je jezelf vrij

Avenir Next Medium

Kerning: Optical

Bread:

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Aenean commodo ligula eget
dolor. Aenean massa. Cum sociis natoque
penatibus et magnis dis parturient montes,

ut, imperdiet a, venenatis vitae, justo. Ectet
fugia sunt atem. Optatum est errum explignit
voloresciis eici tem et fuga. Nem exeribus. Pel
ma cor simus, torit eatquid quo doluptas.

Avenir Next Regular

Kerning: Optical

We believe in nature as a place to revive.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut etiam sit amet nisl purus in. Tincidunt arcu non sodales neque. Vitae et leo duis ut diam quam nulla porttitor massa.

Nunc eget lorem dolor sed. Ipsum faucibus vitae aliquet nec. Lacus suspendisse faucibus interdum posuere lorem ipsum. Odio euismod lacinia at quis. Felis imperdiet proin fermentum leo. Sit amet nisl purus in mollis nunc sed.

We believe in nature as a place to revive.

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Nunc eget lorem dolor sed. Ipsum faucibus vitae aliquet nec. Lacus suspendisse faucibus interdum posuere lorem ipsum. Odio euismod lacinia at quis. Felis imperdiet proin fermentum leo. Sit amet nisl purus in mollis nunc sed.

We believe in nature as a place to revive.

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Nunc eget lorem dolor sed. Ipsum faucibus vitae aliquet nec. Lacus suspendisse faucibus interdum posuere lorem ipsum. Odio euismod lacinia at quis. Felis imperdiet proin fermentum leo. Sit amet nisl purus in mollis nunc sed.

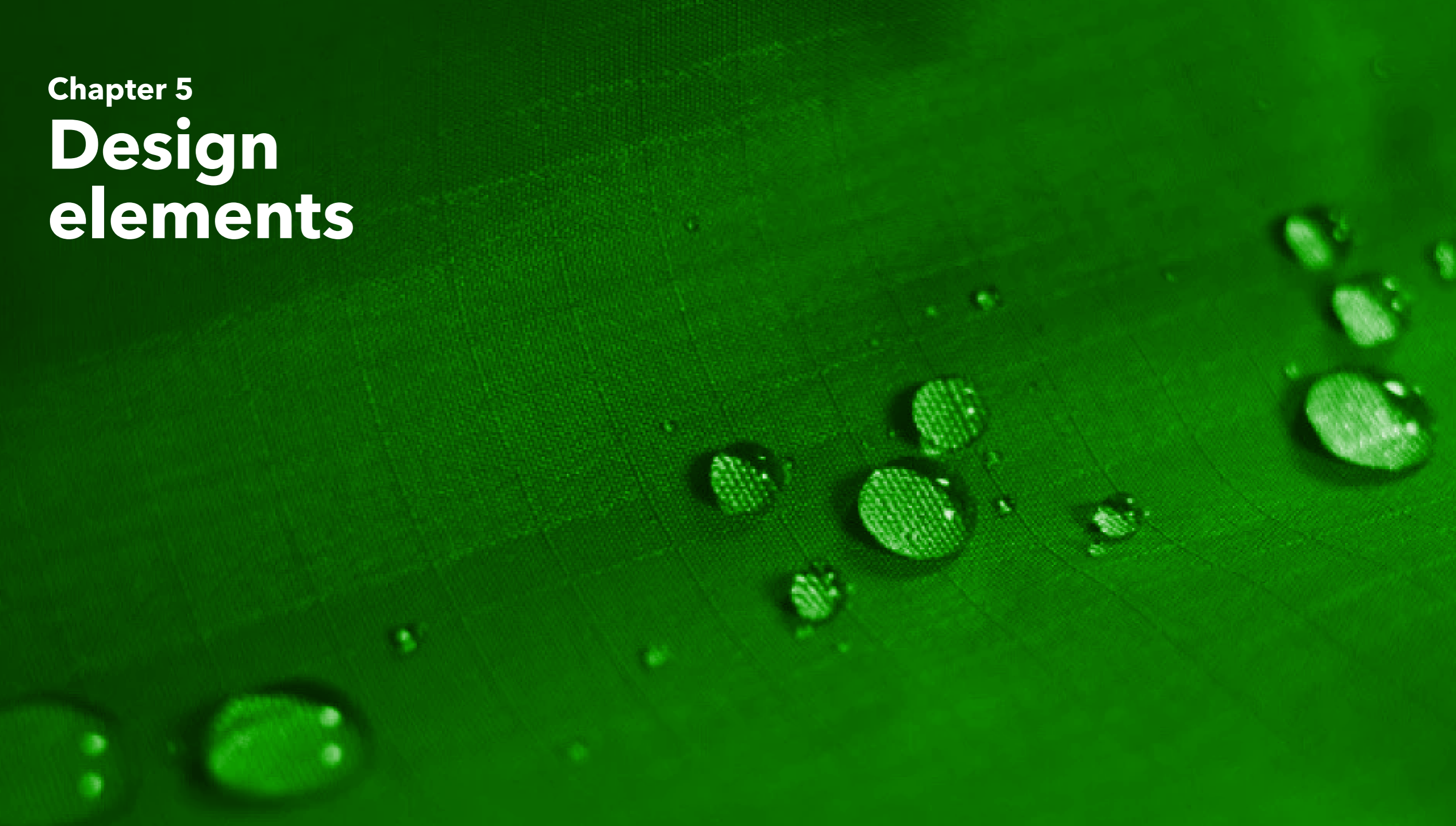
We believe in nature as a place to revive.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut etiam sit amet nisl purus in. Tincidunt arcu non sodales neque. Vitae et leo duis ut diam quam nulla porttitor massa.

Nunc eget lorem dolor sed. Ipsum faucibus vitae aliquet nec. Lacus suspendisse faucibus interdum posuere lorem ipsum. Odio euismod lacinia at quis. Felis imperdiet proin fermentum leo. Sit amet nisl purus in mollis nunc sed.

Chapter 5

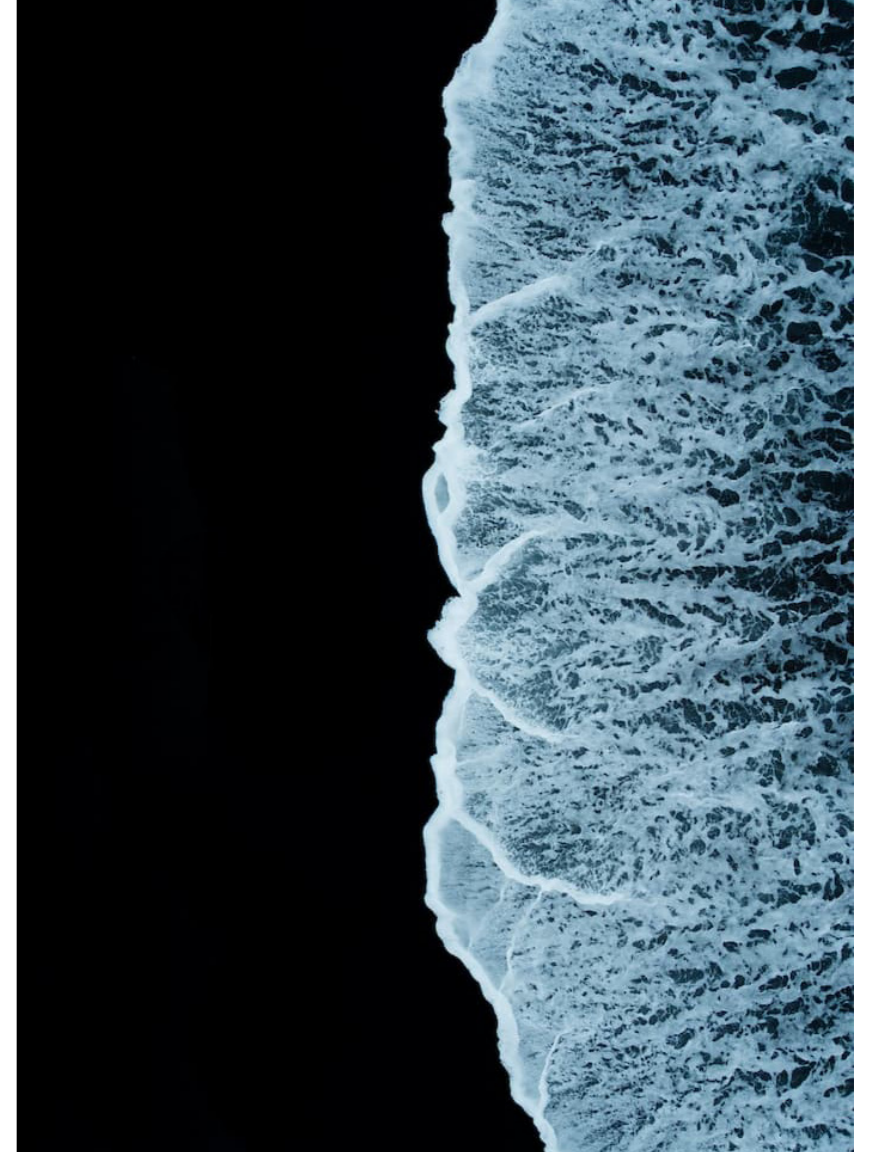
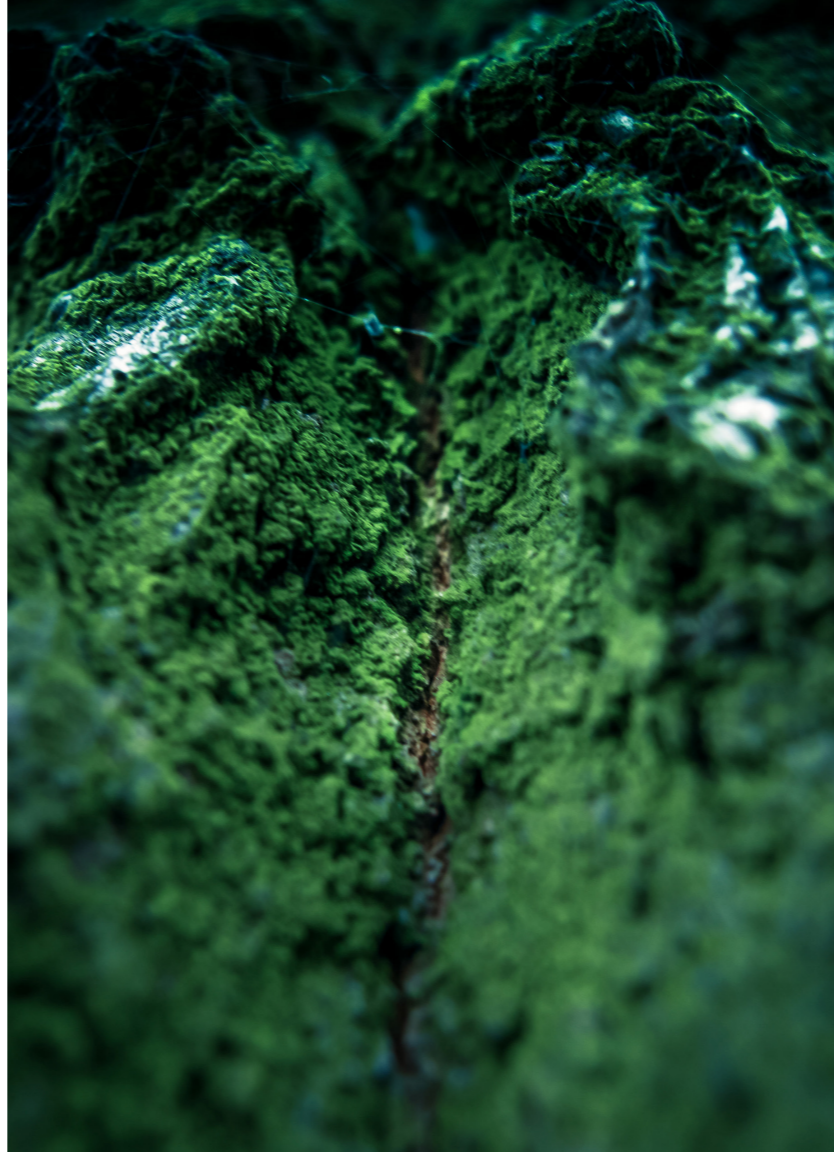
Design elements



**We bring the beauty of nature
into our brand world and
make it tangible.**

5 Design elements

Inspiration images



5 Design elements

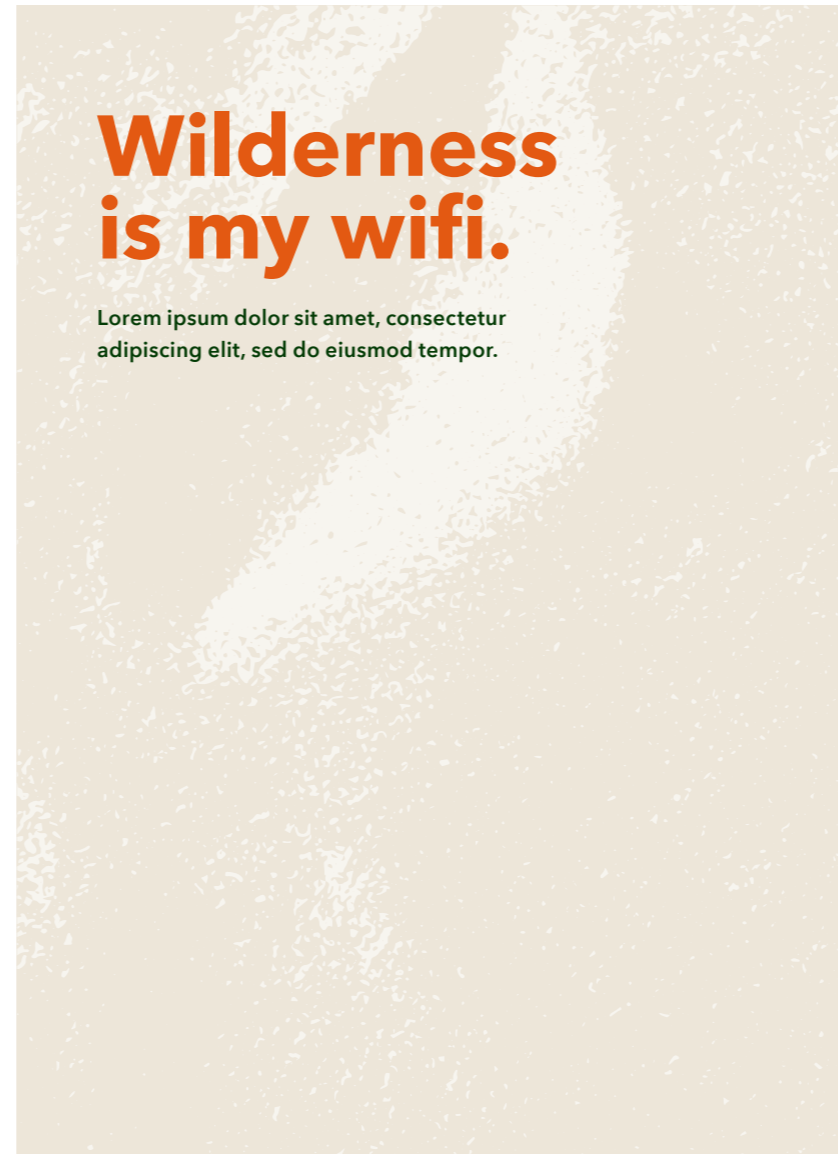
The textures



5 Design elements

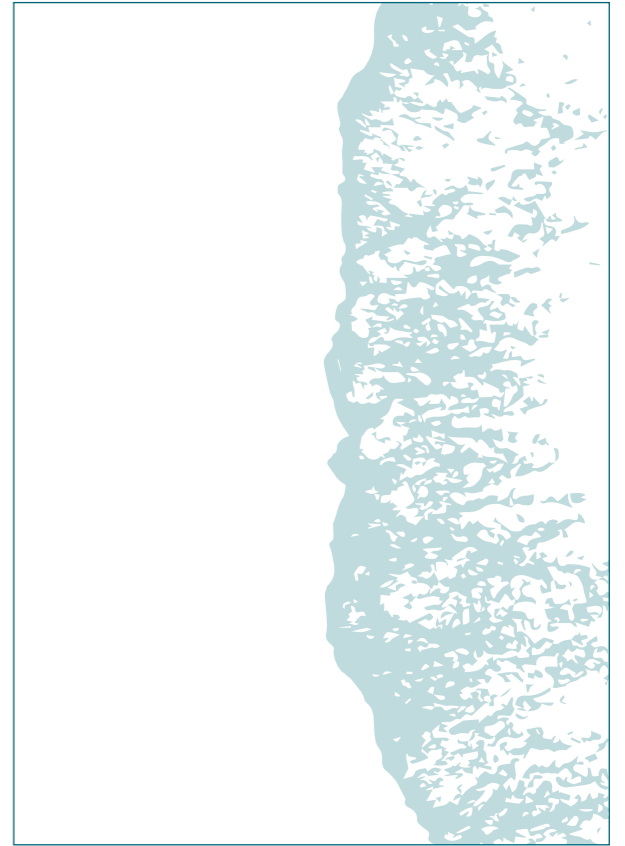
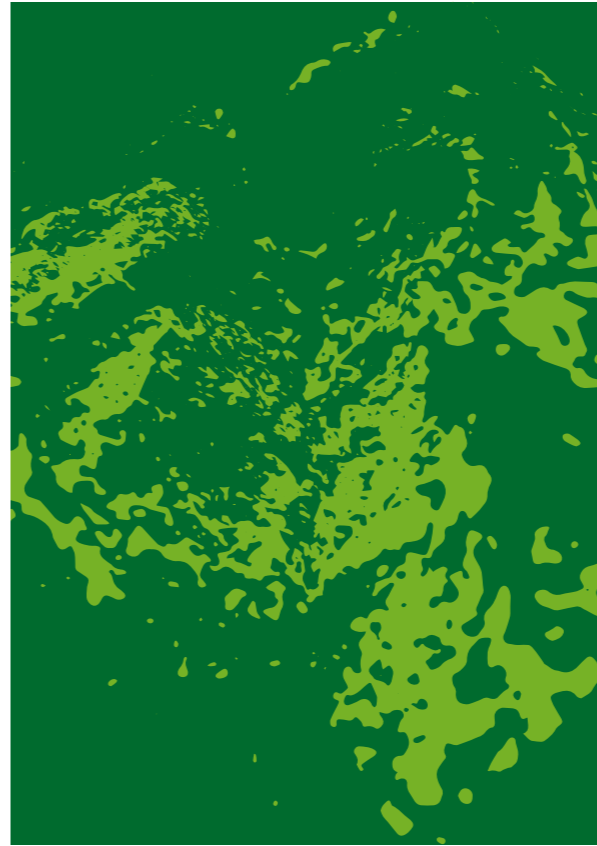
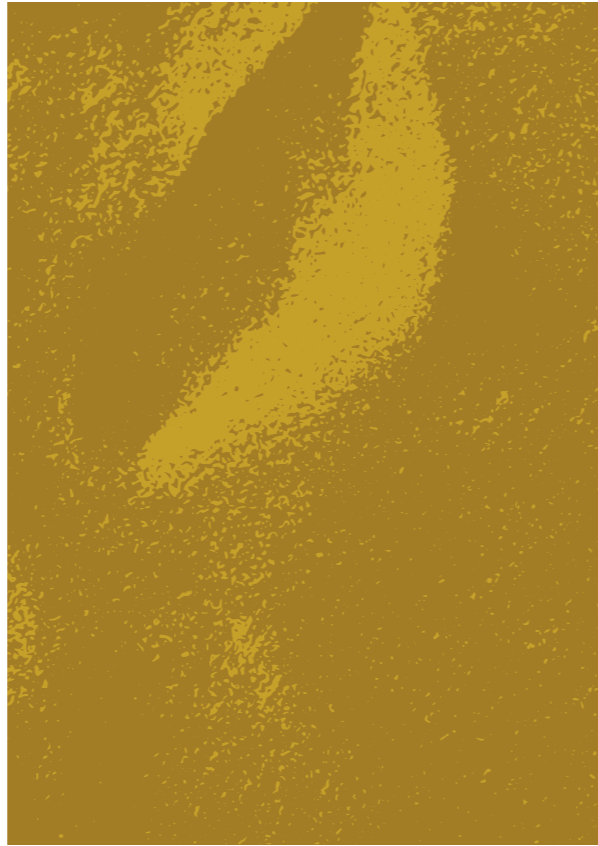
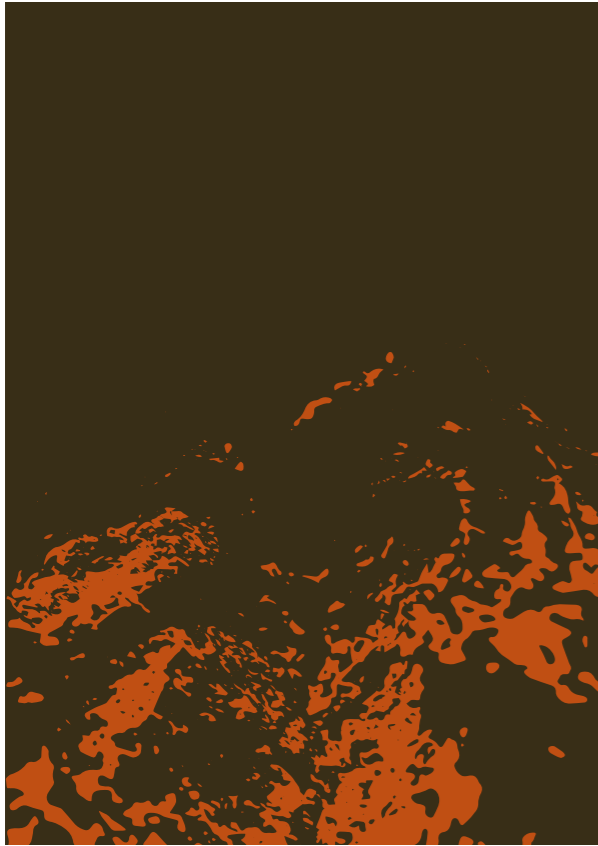
Rules

- The textures can have any color from our color palette.
- The textures can be used at multiple opacity percentages. Determine the percentage based on contrast.
- Not every design needs the textures. Use them only when they enhance the design.



5 Design elements

Examples



Different set ups of structure and color combinations

Chapter 6

Photography



6 Photography

Lifestyle photography

In nature, you feel free. That's what we aim to convey in our lifestyle photography. People from our target groups who are self-reliant and experiencing carefree moments together.

There are multiple people in the photo, or it's clear that multiple people can be present. We show an inclusive society. We see people who are fully engaged in life. The photographer (as in: Care Plus®) seems to be present at just the right moment by chance. We therefore prefer talking about capturing than directing the situation.

The basic principle is that the overall look should be fresh (but not too bright!). The color feeling can also come from the background. It doesn't have to be in the styling. It's about the overall image. In general, we keep it relatively light. Since we like to photograph at the edges of the day (sunrise and sunset), some situations can be a bit darker, but never too heavy. We use credible colors.

Viewpoints are not fixed. But extreme viewpoints don't always contribute to clarity. We start with an equal viewpoint to the people depicted.

6 Photography

Examples



6 Photography

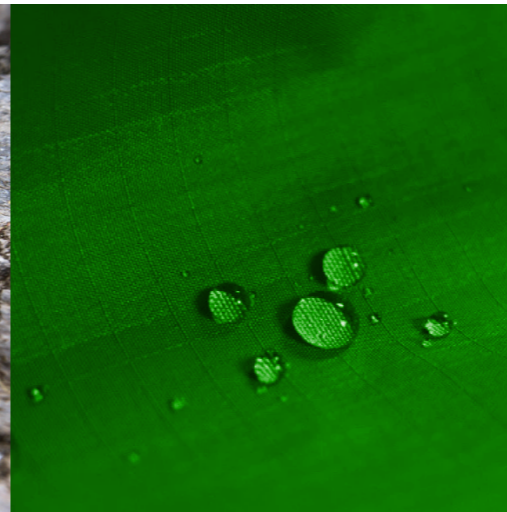
Product photography

We specialize in protective health products for outdoor. We always show these products in the (outdoor) environment where they are used. Instead of standalone product shots, we see grass, wood, stone, and other natural materials.

The product is clearly visible and preferably held and/or used. Our products are undamaged and clean, but not clinical. The brand name Care Plus® is clearly visible. In addition to this photography, we use, where possible, close-up photography that shows the quality and specific (material) properties of the product. For example: water droplets on a water-repellent product or a carabiner on a product that can be attached to a backpack.

6 Photography

Examples



6 Photography - Checklist

Use these checklists as guidelines for briefing a photographer, selecting stock photos and prompting AI photography.

Lifestyle photography

- In our photography we show a variety of outside adventures, sometimes small and around the corner, sometimes active in a rough outdoor setting. The balance between these is key.
- There are two or more people in the picture (or the presence of others can be inferred by, for example, multiple tents, chairs, coffee mugs).
- We see individuals from our inclusive audience (from young to old, from young couples to families).
- We see a “slice of life”: the main characters are not posing, are natural and are not post-processed.
- Preferably, the photo is taken at the edge of the day (morning or evening) taken. This is when nature comes alive.
- The overall image is relatively light.
- In terms of point of view, we look for equivalence (no bird or frog’s perspective and the situation/setting is easy to understand).
- The photographer is a “fly on the wall,” but we are not paparazzi. The photographer stands at distance that the persons depicted are (or: can be) aware of his/her presence.

Product photography

- Our protective outdoor health products always seen in the (outdoor) environment where they are used.
- The background shows grass, wood, stone or other natural materials.
- The product is highly visible and preferably held by a person and/or used.
- Our products are undamaged and clean, but not clinical.
- The Care Plus® brand name is clearly visible.
- When possible, we use multiple images, including close up photography that show the quality and specific (material) properties of the product.

In our brand communications, we strive to combine lifestyle and product photography.

By using an insert of a product photo in a print ad, with multiple visuals in a carousel or as separate scenes in a video.



Chapter 7

Tone of voice

7 Tone of voice

This is what our brand sounds like

We contribute to self-reliance, enabling carefree experiences outdoors. We do this with informed inspiration and quality products. This is reflected in our tone of voice. It is inclusive and cooperative. We communicate in a balanced way, not too much from authority, but from inspiration and advice. We ensure that our message is clear and understanding, so that our target groups are moved. So they, together with others, will go out and seek adventure together.

What will change?

- From descriptive to imaginative
- From contemplative to enthusiastic
- From facts to inspiration

7 Tone of voice

Use these 3 golden rules as guidelines when writing for Care Plus.

1. Focus on inspiration

Start with a powerful, evocative introduction that takes the reader to the outdoors: a world full of possibilities and adventure. Use metaphors and vivid descriptions to make nature more accessible and engaging.

2. Enthusiasm and action

Make sure our texts are not only knowledgeable and informative about our products, but also incite action. Evoke emotions and encourage readers to get outside. This can range from a walk in the woods to a faraway trip on the other side of the world.

3. Empathy and understanding

We show empathy in our writing. We put ourselves in the reader's heads; we understand the needs and challenges of our target audience. From that perspective, we write not just about the beauty of being outdoors, but also about how to enjoy it for as long as possible: through proper preparation (with our outdoor healthcare products).

Example:

Ready for long summer evenings!

Summer evenings are magical. The sun slowly sets, the sky turns to beautiful shades of orange and pink, and the temperature becomes pleasantly warm. It's the perfect time to get outside and enjoy the balmy evening air.

Being outside on a long summer evening is a true experience for all your senses. You can hear the buzzing of insects, the chirping of birds and in the distance perhaps the sound of laughing people or music.

The sounds of summer create a relaxing and atmospheric ambience. With expert advice and a complete range of outdoor healthcare products, Care Plus ensures that you are exceptionally well protected and can enjoy nature as much as possible.

Feel the freedom with Care Plus' outdoor healthcare products.



Chapter 8

Examples

8 Examples

Klaar voor lange zomeravonden!

Zomeravonden zijn magisch. De zon daalt langzaam onder, de lucht kleurt zich in prachtige tinten oranje en roze, en de temperatuur wordt aangenaam warm. Het is de perfecte tijd om naar buiten te gaan en te genieten van de zwoele avondlucht.

Buiten zijn op een lange zomeravond is een ware beleving voor al je zintuigen. Je hoort het gezoem van insecten, het getjilp van vogels, en in de verte misschien wel het geluid van lachende mensen of muziek. De geluiden van de zomer creëren een ontspannen en sfeervolle ambiance. Care Plus zorgt ervoor dat je buitengewoon goed beschermd bent en zoveel mogelijk van de natuur kan genieten.

Voel de vrijheid met de outdoor healthcare products van Care Plus.



8 Examples

Goed voorbereid op pad!

Een hike door de natuur is een heerlijke manier om te ontspannen, te bewegen en te genieten van de frisse lucht. Om je hike zo optimaal mogelijk te laten verlopen, is het belangrijk om je goed voor te bereiden. Hierbij hoort niet alleen de juiste kleding en uitrusting, maar ook een EHBO-kit voor het geval dat.

Naast deze praktische voorbereiding, is het belangrijk om te ontspannen en te genieten van de natuur. Neem de tijd om om je heen te kijken, te luisteren naar de geluiden en te ruiken aan de bloemen. Observeer de planten en dieren die je tegenkomt.

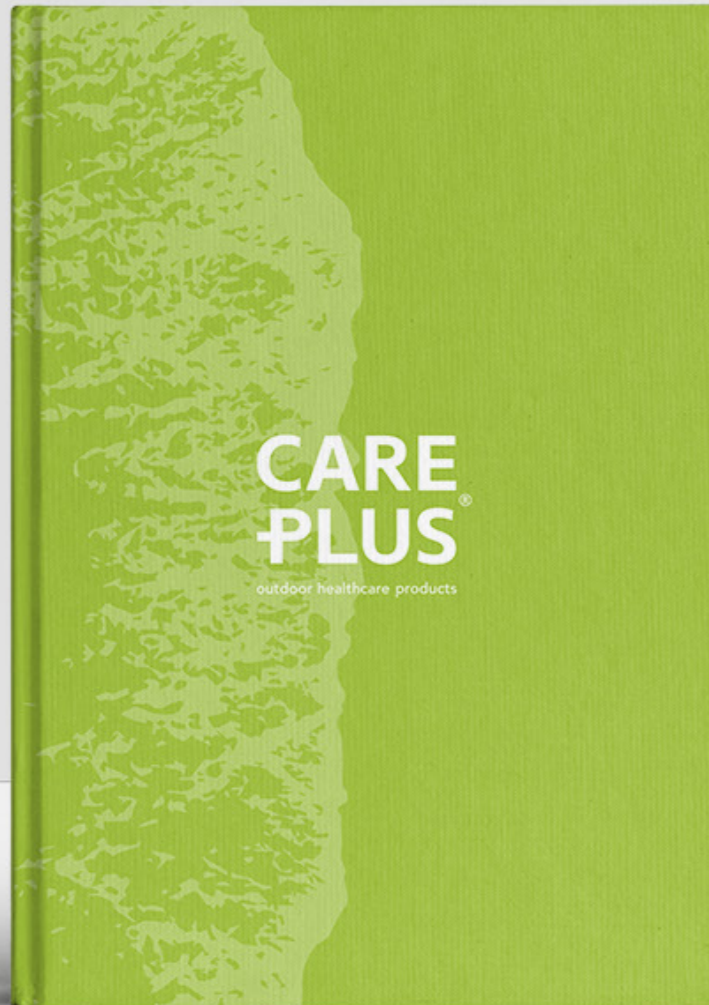
Voel de vrijheid met de outdoor healthcare products van Care Plus.



8 Examples



8 Examples



**CARE
PLUS[®]**
outdoor healthcare products