

bene
bellum[®]

BRAND BOOK & GUIDELINES

A Brand guide for internal use,
Distributors & KOL's

HELLO!

Welcome to Benebellum® world!

NOW,
YOU ARE
PART OF
BENE
BELLUM
BRAND



CON- TENTS

Brand IDENTITY

5-13

- Identity 5-6
- Key words 7
- Our values 8-9
- Strategy 10
- Positioning 11
- Inspiration 12
- Resolution 13

Brand DESIGN

15-27

- Treat it well 15
- Logotype 16
- Size / Space 17
- Benebellum with Skin Tech Parma Group 18
- Commercial message / ADS Campaigns 19
- Typography 20
- Colors 21
- Do's / Dont's 22-25
- Brand material 26-27



Brand IDENTITY



IDENTITY

Benebellum® was born with the aim of offering an innovative and unique **treatment** in the market to overcome **Hyperpigmentation**.

With the seal of guarantee of Skin Tech Pharma Group that allows us to offer the highest quality in formulation, technical and medical equipment, final product and training. Along with a continued professional education for doctors (Skin Tech Academy).

The I+R+D team of Skin Tech Pharma Group has developed an exclusive **treatment for medical and cosmetic use** based on the cutting-edge selective molecules for fighting against hyperpigmentation

We convey our brand identity through every form of communication and experience. Through the products we sell, how we look, how we act, and what we say. Everything we do has a direct impact on how the world perceive the brand.

**THE
BRAND
EXIST
IN THE MIND
OF OUR
CLIENTS**

**Benebellum®
is a new brand with
a modern & pharma
spirit approach**

The Benebellum® brand identity is the complete alignment of what customers see, hear, read, experience, and think about the brand.



Benebellum® means a **GOOD WAR** against **HYPERPIGMENTATION**

Benebellum® wants to be perceived as the leading brand in the market for Hyperpigmentation, Photo-aging and to treat Blue light skin consequences.

Main benefit to be highlighted is

Hyperpigmentation and Brightening

KEY WORDS

**Words that go along
with Benebellum® brand**

It's our job. We are keepers of the brand to make sure that all of our communications are aligned with the following brand personality traits. At the very least, is our responsibility to ensure that our communications do not conflict with the values.

**USE
THEM**

HYPERPIGMENTATION

TRANEXAMIC ACID

INTENSIVE BRIGHTENING

PHOTO-AGING

ANTIOXIDANT

4-HEXYLRESORCINOL

BLUE LIGHT FILTER PROTECTION

VITAMINS A, C, E

360° daily skin protection

24 HOURS revolutionary treatment

INNOVATIVE formula based on Tranexamic Acid

INTENSIVE Brightening Tranexamic

LEADING treatment against Hyperpigmentation

EXPERTS IN FORMULATION for Hyperpigmentation

PREVENTION, CORRECTION, PROTECTION

OUR VALUES

Our brand values act as a reality-check which helps us to ensure that design, photographic and written communications express the unique character of Benebellum®. Every piece of work needs to encapsulate and express something of each value, and should not contradict these values.

To achieve a sense of identification with the brand we propose different values that help us understand what defines us. When we're talking about Benebellum®, we rely on these values to define our brand identity.



QUALITY GUARANTEE

We offer the maximum guarantee to achieve best results and we are able to demonstrate it.

INTENSIVE STORY TELLING

We have something new in the market to communicate.

FORMULATION TRANSPARENCY

We explain formulas clearly and easily. With transparency. Science by Skin Tech Pharma Group.

SCIENCE: PIGMENTATION 360° SOLUTION

We talk about treatment with an innovate formulation including new science based in cutting-edge selective molecules. And a cosmetic line target to specific skin problem.

INNOVATION

It's a must to be innovative. We are leaders in formulation.



STRATEGY

Benebellum® brand is more than a logo, name or tagline it's the entire experience of our prospects and customers have with our brand.

BE STRATEGIC

AESTHETIC PROFESSIONAL EXPERIENCE

How we want professionals to perceive the Brand?

As a **Complete 360° daily treatment** target to fight against hyperpigmentation, hostile environments and Blue light skin effects.

When doctors receive the products we want them to perceive Benebellum® as a **"complete treatment with a NEW solution"** in the market.

They understand the treatment in an easy way and we want them to think **they've chosen the best treatment** for Hyperpigmentation.

What do we say to doctors?

- Benebellum is the new Brand to treat Hyperpigmentation with a **360° Pigmentation solution**.

- A treatment with a **Complete line of products** (all together) with a Professional and Cosmetic line.

- **Easy to apply** with all devices they need.
- If you are bored to try not succeed hyperpigmentation treatments,

**be ready to gain the battle
BE BENEBELLUM**

PATIENTS EXPERIENCE

How we want them to perceive the Brand?

As a **Complete 360° daily treatment** target to fight against hyperpigmentation and Blue light skin effects.

When professionals receive the product range we want them think it's a **complete and NEW solution** in the market.

What do we say to patients?

"We'll guide you during all post-treatment being your counselor"



POSITIONING

Our brand strategy defines what you stand for, a promise you make, and the personality you convey. Our logo, color palette and tagline, those are creative elements that convey our brand. Also, our brand lives in every day-to-day interaction.

TAGLINE

TRANEXAMIC INTENSIVE BRIGHTENING

UNIQUE SELLING PROPOSITION

A complete treatment based on the cutting-edge selective molecules turned into a formula against Hyperpigmentation.



INSPI- RATION

Our brand universe revolves around "Hyperpigmentation treatment"

How we understand it as a Brand?

The fluorescent yellow color give us intensity, trendy design and pharma spirit approach. Spots are used as a graphic design. We convert spots in point to generate a brand iconography.

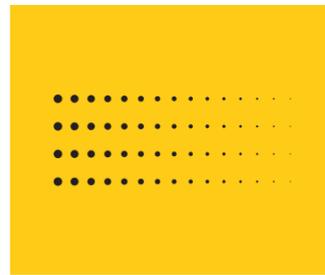
BE
BENE
BELLUM



INTENSIVE COLORS



SPOTS



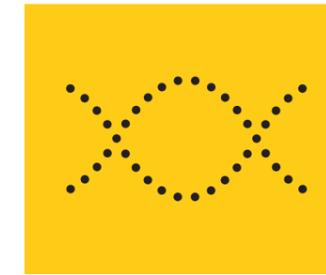
ICONOGRAPHY

RESO- LUTION

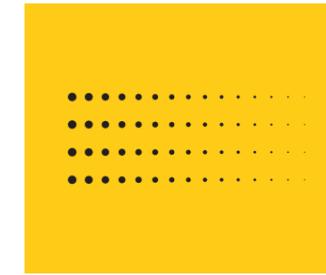
Taking points as a graphic iconography help us to explain the 3 key points of Benebellum® treatment:

Prevention, Correction and Protection.

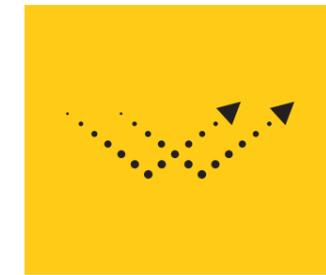
All together represent the complete treatment: Foam, TX Solution, Lumpeel Cosmo, Lumpeel, Fulgora 30/50, Lumina A-E, Vitamin C.



PREVENTION



CORRECTION



PROTECTION

Brand
**DE-
SIGN**



TREAT IT WELL

Consistency. It's a powerful idea and one that can't be overstated. Especially when it comes to our logo and the way we express our name in written copy. So please take a few moments to review the following brief yet very important style direction.

We hear it all the time: "How am I supposed to write our brand name?" The answer is simple: unless you're in the legal department or investor relations, you write our company name just as it's written in our logo: Benebellum®.

KEEP IT SIMPLE!

**Never redraw or alter the logo.
Use authorized artwork
from our tool kit.**

LOGO-TYPE

Our Logo is the key building block of our identity, the primary visual element that identifies us, it is the **b** and the **e**. The logotype is the combination of the brand name and the logo including the shape of the **b** and the **e** in the first name of the brand. The logo and the logotype they can't be fixed together, always separately. They have a fixed relationship that should never be changed in any way.

Use them together (Benebellum + Be). In case there is just space for one we'll use: Benebellum®.



LOGOTYPE



BACKGROUNDS



LOGO



SIZE /SPACE

To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our company name - they have fixed a relationship that should never be changed any way.

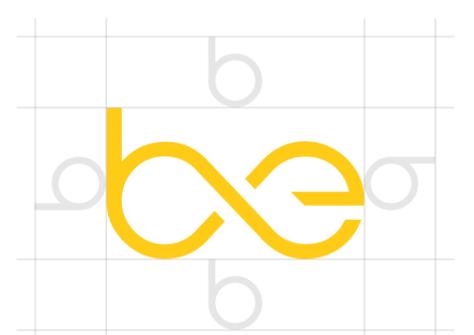
It is important to keep corporate marks clear of any other graphic elements.



LOGOTYPE SIZE



LOGO



BENEBELLUM WITH SKIN TECH PHARMA GROUP

How and when apply them together?

Skin Tech Pharma Group needs to have visivility in all materials. It means that Skin Tech Pharma Group will be always used as a companion of Benebellum®. We show you 3 different options to choose.

Also, here is an example of how to apply it in an advertisement.

BE AN AESTHETIC CREATIVE



OPTION 1



Innovation by:
SKIN TECH PHARMA GROUP

OPTION 2



Innovation by:
SKIN TECH PHARMA GROUP

OPTION 3

EXAMPLES



COMMERCIAL MESSAGE / ADS CAMPAIGNS

To explain Benebellum® in a commercial support, advertisement campaigns, social media we have established to use this message.

HEADLINE

THERE IS NO SUBSTITUTE FOR VICTORY

TAGLINE

TRANEXAMIC INTENSIVE BRIGHTENING

COPY

DARE TO WIN THE BATTLE

With 5 Hero Ingredients:

- TRANEXAMIC ACID
- HEXYLRESORCINOL
- BLUE LIGHT FILTER
- VIT C
- VIT A



TYPHO- GRAPHY

The corporate fonts & typography

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Benebellum® communications. We have selected Abeatbaykai and Barlow, which helps inject energy and enthusiasm into the entire Bene Bellum communications, as the primary and secondary corporate type-

BARLOW (BOLD)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

BARLOW (LIGHT)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

ABEATBYKAI

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0



CO- LORS

Color helps us create brand recognition and visual interest across our communications.

We use color to make a distinctive, positive impression to our customers. Our bright, flexible palette uses vibrant saturation that proves appealing to customers. Our color system is anchored by Benebellum yellow, an ownable hue with strong visual impact. Our palette, including supporting colors, brings vibrancy and a positive impact to all Benebellum communications.

BE
EXPRE-
SIVE



PRIMARY COLOR YELLOW

Pantone: 116 C
CMYK: C000 M020 Y096 K000
RGB: R255 G204 B000
Web: #ffcc00



PRIMARY COLOR BLACK

Pantone: 0000
CMYK: C000 M000 Y000 K100
RGB: R000 G000 B000
Web: #000000



SECONDARY COLOR GREY

Pantone: ****
CMYK: C020 M014 Y017 K000
RGB: R212 G212 B209
Web: #d4d4d1



DO'S DONT'S

To maintain a strong, distinctive brand it is important to use our brand graphic tools in a consistent way. Always select the correct graphic resource for an application our master artwork toolkit and do not alter it in any way.

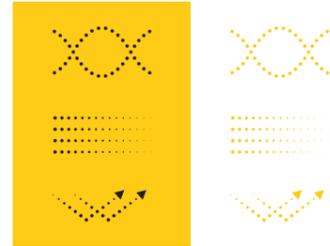
**Follow the guidelines
and don't feel free to modify
our graphic resources**

**BE
RESPECTIVE**

DO'S



Use cooperative pictures (girl picture + yellow / grey background)



Use cooperative iconography. Black in yellow background, yellow in white.



PREVENTION



CORRECTION



PROTECTION

Use iconography in the correct order and with the description below with the cooperative typography.

Benebellum®

The correct form to write the brand is Benebellum, always with the cooperative typography and the register icon.



Place professional products in white background.



Place cosmetic products in yellow background.

DONT'S



Don't use pictures with landscape backgrounds.



Don't place iconography in white on yellow background (is not visible).



CORRECTION



PREVENTION



PROTECTION

Don't change the correct order of iconography and don't use no cooperative typographies.

Bene bellum

Don't write Bene Bellum separately and without cooperative typographs.



Don't place the product images on different cooperative color backgrounds.



Don't distort the perspective of the product images. Don't create free compositions with different sizes.

DO'S



Use the cooperative Logotype with the "r" symbol and respect the clear spacing



In Social Media, use our cooperative designs and backgrounds



Use the positive and negative Logo in white and yellow backgrounds



In Social Media, use cooperative still-life



Use the dotted lines in your designs



In Social Media, use logo in the picture



DONT'S



Don't rotate the cooperative logotype and logo.



In Social Media, Don't use invented backgrounds



Don't distort the cooperative logotype and logo.



In Social Media, avoid to use invented compositions



Don't draw in lines the cooperative logotype and logo.



In Social Media, Don't use text in the image



BRAND MATERIAL

Here you'll find different materials with Brand identity applied. Booth for a IMCAS Congress, Advertisement magazines, Brochures, ... It will help you to understand better how apply Bene Bellum Brand identity.

USE IT!

Toolkit with all Benebellum brand material available in Distrinet

BROCHURE + PACKAGING



WEB



ADVERT 1



MERCHANDISING



ADVERT 2



STAND



bene
bellum®

bene-bellum@skintechpharmagroup.com
www.bene-bellum.com

**LET'S
BUILD
BENE
BELLUM
BRAND
TOGETHER**