

November 2022

Brand Guidelines 2022



Why brand guidelines matter

Brand guidelines mark out the visual route to follow whenever we communicate our TePe brand. They help us bring consistency and continuity to our relation to the market. They make our brand easily recognizable to our clients, customers and consumers. And this recognition is an investment in our future. That's why brand guidelines matter.

Setting up brand guidelines always evokes the question: are they guidelines in the true sense of the word or are they in fact rules? In the TePe world it's a mix. There are definitely dos and don'ts and there are a few areas where we rather urge you to use common sense in your care for the brand.

Some things you'll find obvious, others you may want to argue for practical reasons. But this is the road we're taking. When in doubt, always turn to the TePe Brand guidelines.

Contents

4	A choice that matters
10	Logotype
17	Origin
19	Colours
21	Spot colours
24	Typography
31	Splashes
33	Brand music
35	Brand Iconography
37	Imagery
46	Layout examples
54	Contact

**A choice that matters
- in written communication**

Reflecting our brand personality and values

Our brand voice is our brand's personality in practice. It's not just about what we are saying, but how it is being said. It is the way our brand communicates directly through content, copy, and overall language. The brand voice reflects our core values, and these do not change – neither does our brand voice. And our company values – responsibility, respect, and dedication – guide our actions.

Our brand has been built over nearly six decades in the service of people's oral self-care needs, gathering knowledge, always exploring, engaging and empathetic. We are caring and genuine, but we can also be bold and brave. We act with creativity, compassion and conviction, and no matter what, we can always be trusted.

Some basic rules that may always be applied:

- We highlight the benefits of our offering for people – we don't talk about our competitors.
- We show respect by being politically and religiously unbiased.
- We stick to fact-based claims.
- We respect our readers by caring about spelling and grammar.

Our unique, emotional tone of voice

Our brand voice should always be the same. But the way we express ourselves naturally depends on the situation. That's when our brand's tone of voice comes into play. It should be consistent, though adapted according to the communication context.

We aim to inspire and motivate with genuine care and illustrate how oral health and sustainability affect many aspects of life. But to open for rational arguments, we need an emotional key. The way headlines, text and images complement each other creates our unique, emotional tone of voice. It can be more formal or more casual. The level of complexity can differ depending on the audience. The tone of voice is about making balanced choices – especially when addressing both professionals and consumers.

In terms of images, an emotional TePe picture should make you want to be in it, and a product picture should be easy to under-

stand. It's the same when it comes to text – an emotional text should make you feel it could be about you, and a rational text should be comprehensible. A well-balanced mix forms our brand's tone of voice.

Some things to consider:

- Always put yourself in the recipient's shoes.
- When you need to reach a broader target group, allow yourself to be emotional.
- When specifically addressing professionals, lean more towards the rational – but use emotion to open for rational arguments.
- Always be clear and to the point.
- In translations of content, keep close to the original regarding the tone of voice.

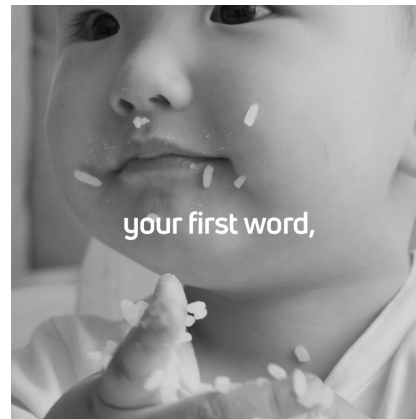
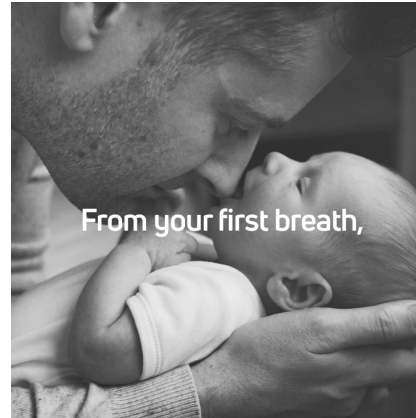
Our unique, emotional tone of voice

A choice that matters is the core concept of our brand. It can be applied differently in different situations, as an overall idea or very exact, focusing on specific areas. TePe as a choice that matters underlies the communication, even when it's not explicitly mentioned. Use the saying where applicable, but don't overdo it.

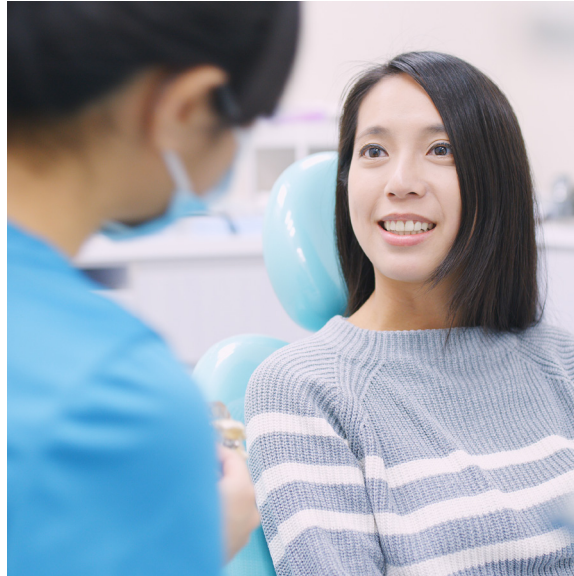
- A choice that matters
- for your health
- for your patients
- for your kids
- for a good routine
- for your knowledge
- for the environment
- etc.

Examples

Have you considered how important your mouth is to your health and well-being? Every day, you use it to express yourself, to show love and to enjoy life. Taking good care of your mouth is taking good care of yourself – and TePe is with you all the way.



Examples



A choice that matters for your patients



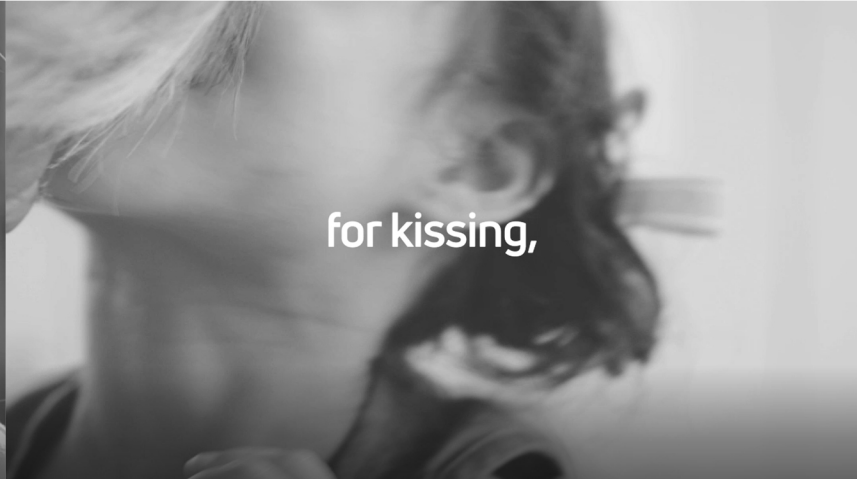
A choice that matters for your kids



Your mouth was made



for smiling,



for kissing,



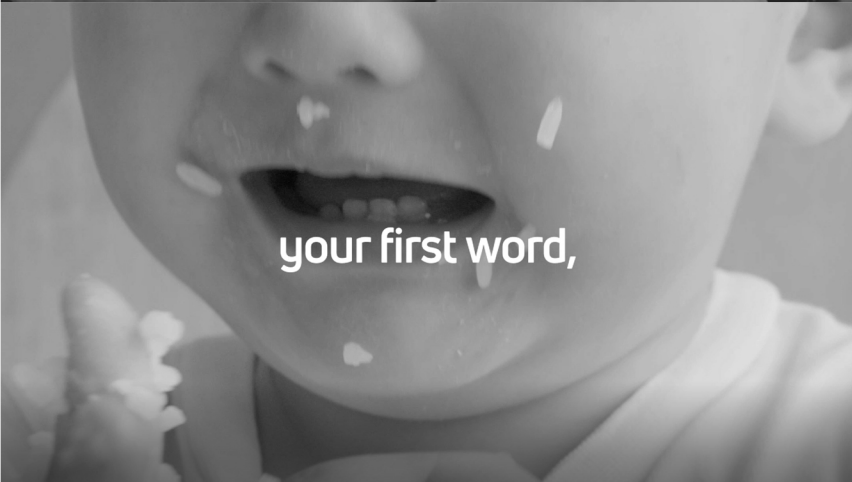
and for singing lullabies.



It deserves the best of care
all through life.



From your first breath,



your first word,



and your first kiss,



It deserves the best of care
all through life.

Logotype

The logotype is our most valuable asset and the most recognizable visual representation of our brand. It should always appear in the defined blue colour and be used with respect and good judgement at all times.

Go through the guidelines and if you are unsure about how, when or where it is appropriate to use our logotype, please contact VCT through vcs.tepe.com

Our logotype

The logotype can never be altered in any way, manipulated, twisted, cropped or in any form deviate from this original.

It can never be used as a part of a text

Minimum size
To ensure the readability of the logotype, it should not be used any smaller than 10 mm in width.

A small version of the TePe logo, consisting of the word "TePe" in a blue, italicized serif font, enclosed within a blue rounded rectangular border.A horizontal scale bar with vertical end caps, indicating a length of 10 mm.

10 mm



Logo alternatives

1. This version of the TePe logo is always preferred and it is the key element in our brand expression system.

2. In cases where the background colour is set and outside the range of the TePe brand colour scheme, using an inverted logotype is possible.

It can only be used when no other option is feasible and note that this is not recommended.

Original logotype



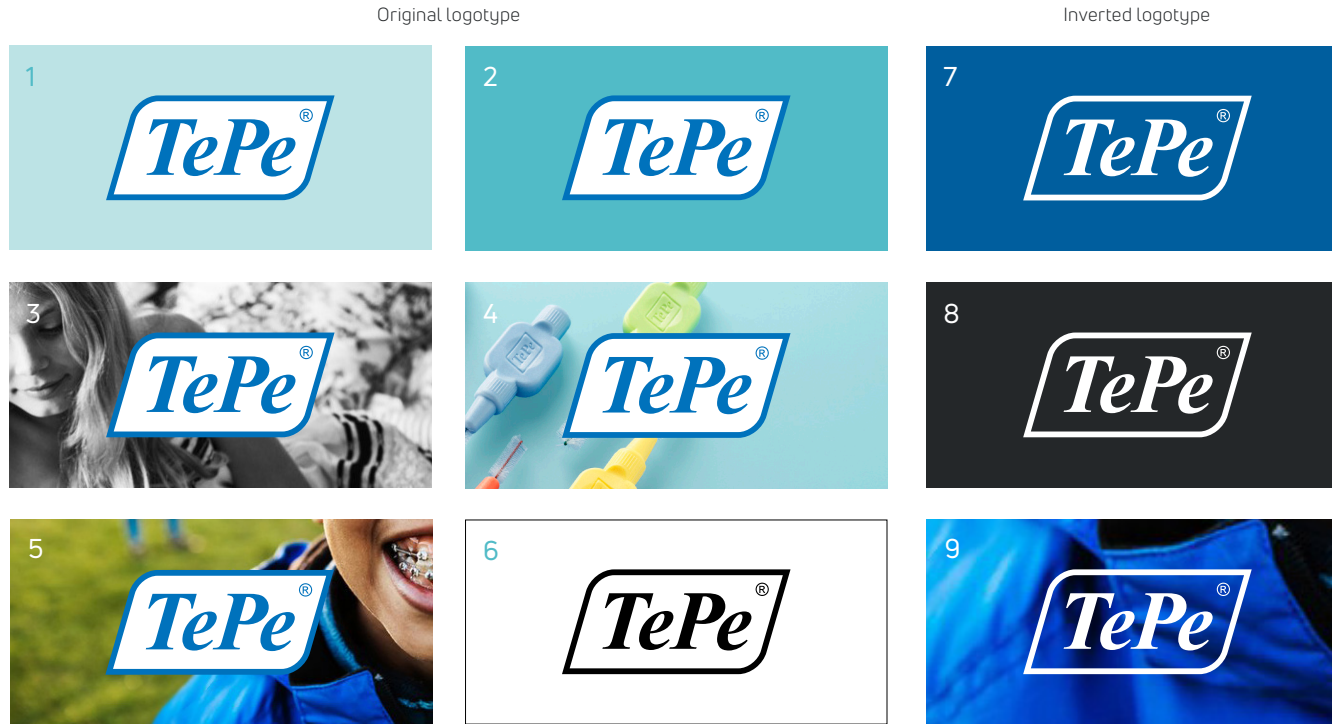
Inverted logotype



Consistent reproduction of our logotype strengthens awareness of our brand. It is essential that there is a good contrast between the logotype and the background in order to ensure that it is easy to read and recognize.

Note! When images are used as background, always make sure the logotype is placed on an area where it doesn't interfere with the main objective of the image.

1. Original logotype on light coloured backgrounds.
2. Original logotype on dark coloured backgrounds.
3. Original logotype on b/w images.
4. Original logo on product images.
5. Original logotype on coloured images.
6. A black version may be used only if there are no colour options available.



7. Inverted logotype on coloured backgrounds where the original logotype is less visible.
8. Inverted logotype on dark grey and black backgrounds where the original logotype is less visible.
9. Inverted logotype on coloured images where the original logotype is less visible.

The logotype should never be altered or manipulated and may not be used as part of a text. For your guidance, some typical examples of incorrect use of the logotype are illustrated below.

1. Do not use without the frame.
2. Do not add objects within the clear zone.
3. Do not change to an unspecified colour.
4. Do not change the proportions.
5. Do not rotate the logotype.
6. Do not add visual effects.
7. Do not place on similarly coloured backgrounds.
8. Do not place on sharply contrasting coloured backgrounds.



9. Do not use on light coloured backgrounds
10. Do not use on dark coloured backgrounds where the original logotype is more visible.
11. Do not use on b/w images where the original logo is more visible.
10. Do not use on images where the original logo is more visible.

To ensure visibility of the logotype, there must always be a specified space around the logotype, a clear zone. The area also protects and enhances the visual integrity of the logotype.

The clear zone is crucially essential when the logotype is exposed together with other logotypes and may advantageously exceed the minimum requirements.

Clear Zone

Divide the logotype height by half to determine the clear zone offset.

No text or graphic elements are allowed in the clear zone.



Where you place the logo matters. Visibility and clarity should always guide you. Traditionally, the lower right corner is where the sender of the message is placed. Upper left corner is also common. With new media there is a need for

more alternatives. Social media often needs the centred alternative. In the world of TePe communication use any of the options below.

Placing the logotype

The TePe logo can be positioned as shown in the layout, preferably in the upper left and lower right corner.

Reasons that can push the logo to another corner are often visibility or co-branding with partners.

Please refer to the chart of recommended logo sizes on page 17.

Preferred position



Preferred position

Origin

A very important claim in many of TePe's markets is our Swedish roots, origin and heritage. Values like quality, knowledge, sustainability, care, trust (to name a few) are embedded in the three words Made in Sweden. To make sure this won't go unnoticed we have created a stamp of origin for

you to use. But remember, it is not one more logotype.

The following are rules, not recommendations:
1) never place it where it competes with our logo and 2) never let it be bigger than the logo.

In addition you can also use Made in Sweden in body text or in conjunction with a TePe Product name. See examples below.

Artwork for the stamp of origin can be downloaded at <http://mediabank.tepe.com>

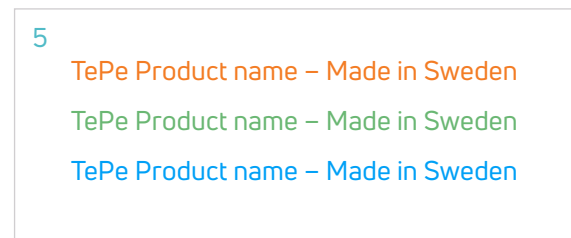
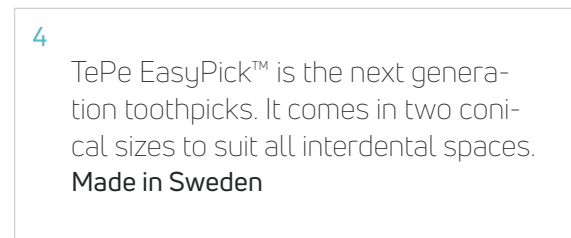
Stamp of origin

1. TePe Blue Stamp used on white or light coloured backgrounds.

2. TePe Blue Stamp used on white or light coloured backgrounds.

3. TePe white Stamp used on dark backgrounds and dark images.

Please note that a white outline then is added around the flag.



4. "Made in Sweden" can also be used to end body text. It should be used without the flag symbol and emphasized so that it differs from the rest of the text. Do not put a full stop after Sweden.

5. You can use Made in Sweden in close connection with a TePe product name. If you choose this solution, allow Made in Sweden to be spot coloured too. Always separate the product name and Made in Sweden with a dash.

6. Sometimes a different layout of the stamp may fit the situation better than the original version. If so, any of these two options may be used.

Minimum size
To ensure the readability of the stamp, please refer to the following minimum sizes.



Colours

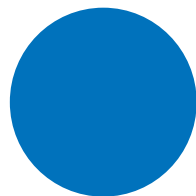
The TePe colour scheme is designed to be fresh, and modern. The colours available within the visual identity are mandatory and shall not be altered in any way.

Our blue logotype is complemented with the following supporting colours.

The TePe colour palette

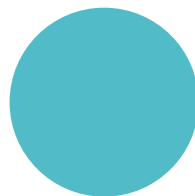
TePe has two main colours; TePe Blue and TePe Aqua Dark. They should always dominate the visual impression.

The supporting colours are used mainly as background, coloured boxes, infographics and when more colours are needed to enhance your design.



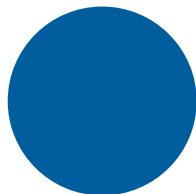
TePe Blue

PMS 300 C
CMYK 99-50-0-0
RGB 0-114-188
HEX #0072bc



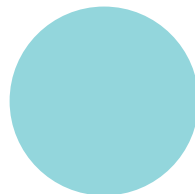
TePe Aqua Dark

PMS 7709 C
CMYK 62-0-18-6
RGB 80-186-199
HEX #50bac7



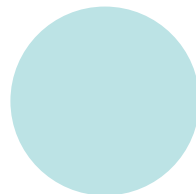
TePe Dark Blue

PMS 2945 C
CMYK 100-53-2-16
RGB 0-95-158
HEX #005f9e



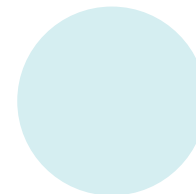
TePe Aqua Medium

PMS 318 C
CMYK 40-0-14-0
RGB 148-214-220
HEX #94d6dc



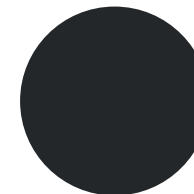
TePe Aqua Light

PMS 9480 C
CMYK 25-0-10-0
RGB 188-228-229
HEX #bce4e5



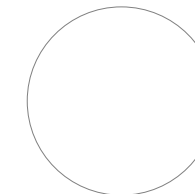
TePe Aqua Thin

PMS 9040 C
CMYK 15-0-5-0
RGB 214-238-240
HEX #d6eef0



Black

PMS 426 C
CMYK 0-0-0-100
RGB 0-0-0
HEX #000000



White

PMS 11-0601 TCX
CMYK 0-0-0-0
RGB 255-255-255
HEX #ffffff

Spot colours

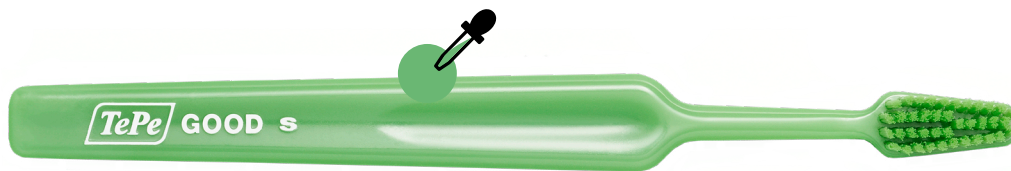
A spot colour may be used to enhance and support a specific product, either by colouring a product name or sub headline. But never a major headline.

Using the Spot colour

Determine the most significant colour tone of the product and use that colour to enhance the product name.

If multiple products are used, select the colour of the product that either suits your design best, or choose a colour from a product that is most significant.

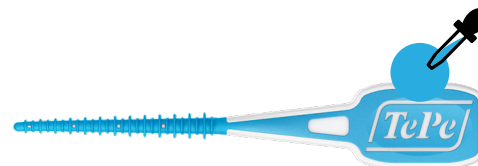
Do not apply spot colours on boxes, information splashes or major headlines.



TePe GOOD™ The TePe GOOD™ toothbrush is a user-friendly toothbrush suitable for older children and adults. The tapered brush head improves access and the end-rounded filaments ensure gentle cleaning.



TePe EasyPick™ TePe EasyPick™ is the next generation toothpicks. It comes in two conical sizes to suit all interdental spaces.



Easy cleaning between your teeth
The unique combination of materials makes it flexible, durable and comfortable.



TePe Kids™ Extra Soft TePe's children's toothbrushes should be used under adult supervision. Do not bite or chew on the toothbrush.

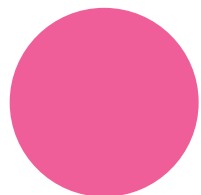
These are the so called spot colours, taken from and reflecting our products. Their usage is very restricted. You can only use them for a product name or for sub headlines in direct connection to the product.

You can never use them for headlines or price splashes.

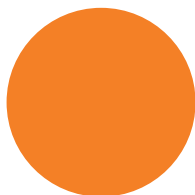
Predefined spot colours

We have predefined a set of spot colours, taken from the range of our products.

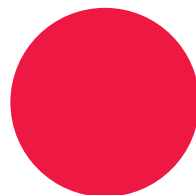
These should present enough alternatives for you to choose from and use together with the products in your design.



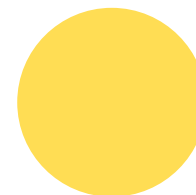
Pink
 PMS 212 C
 CMYK 0-78-8-0
 RGB 240-96-152
 HEX #F06098



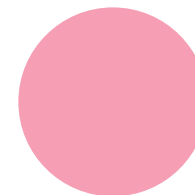
Orange
 PMS 1585 C
 CMYK 0-61-97-0
 RGB 245-128-37
 HEX #F58025



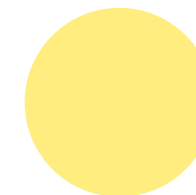
Red
 PMS 199 C
 CMYK 0-100-72-0
 RGB 237-25-68
 HEX #ED1944



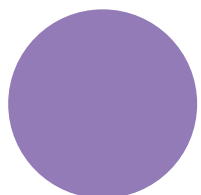
Yellow
 PMS 129 C
 CMYK 0-11-78-0
 RGB 255-221-85
 HEX #FFDD55



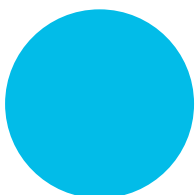
GOOD Pink
 PMS 494 C
 CMYK 0-47-10-0
 RGB 245-159-180
 HEX #F59FB4



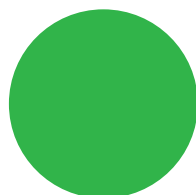
GOOD Yellow
 PMS 127 C
 CMYK 0-4-62-0
 RGB 255-236-126
 HEX #FFEC7E



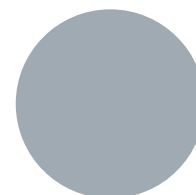
Purple
 PMS 2080 C
 CMYK 45-55-0-0
 RGB 147-124-185
 HEX #937CB9



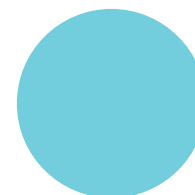
Blue
 PMS 306 C
 CMYK 75-0-5-0
 RGB 0-188-231
 HEX #00BCE7



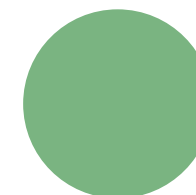
Green
 PMS 361 C
 CMYK 77-0-100-0
 RGB 44-179-74
 HEX #2CB34A



Grey
 PMS 429 C
 CMYK 21-11-9-23
 RGB 161-171-178
 HEX #A1ABB2



GOOD Blue
 PMS 2197 C
 CMYK 50-0-12-0
 RGB 117-206-222
 HEX #75CEDE



GOOD Green
 PMS 2262 C
 CMYK 54-9-62-2
 RGB 123-179-128
 HEX #7BB380

Typography

Uni Neue is a modern sans serif with a distinctive character and geometric feel. The rounded corners give the typeface a friendly look, yet it retains a professional quality suitable for branding even the most serious corporate identities.

The attention to detail paid during its development means that this typeface offers a vast range of design possibilities – it helps users create eye-catching designs and brands that really stand out.

Uni Neue

Uni Neue Bold is mainly used in headlines. It can only be used in upper/lower case.

Uni Neue Book and Uni neue Light are mainly used in body text.

Uni Neue Bold
Uni Neue Regular
Uni Neue Book
Uni Neue Light

Our primary typeface is Uni Neue. The typeface should always be used in a clean and proper way, with correct colour implementation and without visual effects such as shadows or outlines.

Uni Neue typeface can be purchased here: <https://www.fontfabric.com/fonts/uni-neue> or contact VCT for more information.

Primary typeface

Headlines

Uni Neue Bold
Leading 110%

Body text

Uni Neue Regular
Uni Neue Book
Uni Neue Light
Leading 130%

Primary colours

TePe Blue
TePe Dark Blue
TePe Aqua Dark
Black
White

Uni Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö1234567890,,:!?

Uni Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö1234567890,,:!?

Uni Neue Book

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö1234567890,,:!?

Uni Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö1234567890,,:!?

If you don't have access to Uni Neue,
then – and only then – Calibri may be used as a
secondary typeface.

**Secondary
typeface**

Headlines
Calibri Bold
Leading 110%

Body text
Calibri Regular
Leading 130%

Primary colours
TePe Blue
TePe Dark Blue
TePe Aqua Dark
Black
White

Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö1234567890,;:!?**

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö1234567890,;:!?

Depending on the type of text, different Uni Neue weights are applied. The typeface size will differ from one production to another, but the weight and settings must be the same.

You may use any of the specified colours from the colour section on page 18. Make sure that all text is distinct and highly readable.

Typography settings print

This is the basic levels of the typography styles we are using.

They can vary in size and colour but please use good judgment when applying it to your designs.

Headline

Introduction cupiti dolendu nderupt ianda eprest andiamu sdandeb istibusam sinis vel inctatibus as dunt.

Headline

Uni Neue Bold

Always use upper/lower case

Introduction

Uni Neue Book

Subheadline, level 1

Bodycopy ilit quatiisit, uteces et fugia nihicto tatquiae paris ut exceped eos voluptionsed eos aut rem volupti nvelia dolo voluptatis et evellam, quid es maio beat a siminctatem estis erum:

- Voluptionsed eos aut rem volupti nvelia
- Dolo voluptatis et evellam quid es
- Maio beat a siminctatem estis erum.

Subheadline, level 1

Uni Neue Bold

Can be used either in upper case or in upper/lower case

Body text

Uni Neue Regular

Subheadline, level 2

Body text ilit quatiisit, uteces et fugia nihicto tatquiae paris ut exceped eos

Subheadline, level 2

Uni Neue Bold

Caption ut exceped eos voluptionsed eos aut

Caption

Uni Neue Book

Depending on the type of text, different Uni Neue weights are applied. You may use any of the specified colours from the colour section on page 18. Make sure that all text is distinct and highly readable.

Typography settings web

This is the basic levels of the typography styles we are using.

They can vary in size and colour but please use good judgment when applying it to your designs.

H1 Header

H1 Header

Uni Neue Bold

Font size: 48 px, Line height: 50 px

Start page slider paragraph text cupti do lendum derupt iandae prest andiamu debistibusam sinis vel inctatibus as dunt.

Start page slider paragraph text

Uni Neue Regular

Font size: 18 px, Line height: 24 px

H2 Header

H2 Header

Uni Neue Bold

Font size: 28 px, Line height: 32 px

Paragraph text ilit quatiisit, uteces et fugia nihicto tatquiae paris ut exceped eos voluptionsed eos aut rem volupti nvelia dolo voluptatis et evellam, quid es maio beat a siminctatem estis erum:

Paragraph text

Uni Neue Regular

Font size: 14 px, Line height: 20 px

- Voluptionsed eos aut rem volupti nvelia
- Dolo voluptatis et evellam quid es
- Maio beat a siminctatem estis erum.

H3 Header

H3 Header

Uni Neue Bold

Font size: 20 px, Line height: 24 px

Paragraph text ilit quatiisit, uteces et fugia nihicto tatquiae paris ut exceped eos

Image text ut exceped eos voluptionsed eos aut

Image text

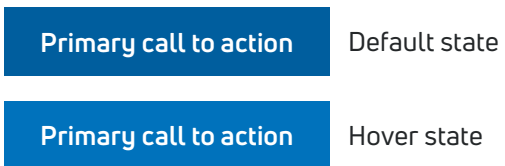
Uni Neue Regular

Font size: 10 px, Line height: 14 px

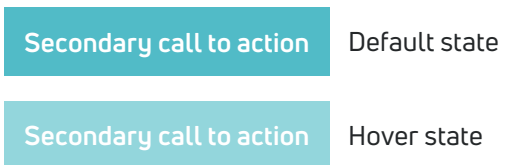
There are two button styles to use. The filled button is for primary call to actions such as buy, submit, contact us. The outlined button is for secondary call to actions like read more, clear form etc.

Web buttons

Primary call to action
Uni Neue Bold
Font size: 14 px
Colour: #FFFFFF

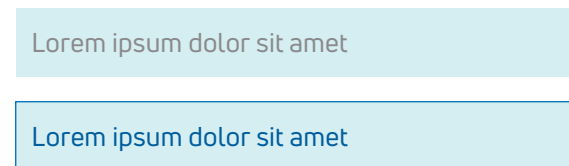


Secondary call to action
Uni Neue Bold
Font size: 14 px
Colour: #FFFFFF



Web forms

Text input field
Uni Neue Regular
Background colour: #e9e9e9



Select box



Drop down



Submit and clear buttons
Primary and secondary call to action buttons are used.



Splashes

When enhancing an offer, price, new product etc, a splash will do the job. Always use the colour combination with the best contrast to fit the background.

Use the font Uni Neue Bold, combined with Uni Neue Regular when there are multiple lines of text.

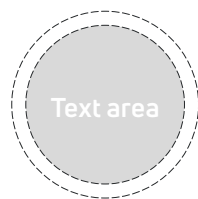
For clarity, the main message in the splash should be in upper case, while the subtext can be in either upper case or upper/lower case

Using the splashes

In cases where currency or percentage symbol is used, it should be 30% smaller than the numbers.

The subtext should be 60% smaller than the headline.

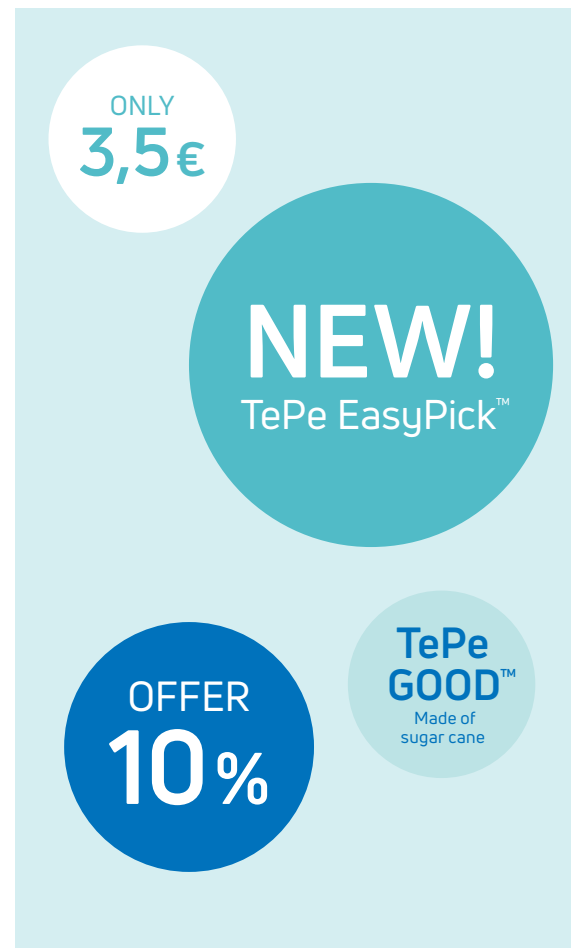
All text should be centred. Make sure to leave a minimum of 15% free space between the outer edge of the circle and the text area.



White background



Light background



Medium background



Brand Music

Sound branding is a wide term that includes the use of sound and music to reinforce our brand identity into our customers minds. Sound helps us to reach our customers in a new way, whether it is standalone or in harmony with

images and text. We believe this can lead to increased brand recognition and connect with our customers on an emotional level.

Using the Brand music

TePe Brand music can be used in all channels where sound is supported.

The music is produced in different instrumentations adapted for different occasions.

Each version is also available in a variety of length formats, adapted for most digital channels.

Please contact VCT for digital files.



Original version. This is the main version of the music and can in most cases be used. The other versions are exceptions.



Sustainable version. When the main message in the communication is about sustainability, this version is preferred.



Kids version. When the main message in the communication is about dental care for kids, this version is preferred.



Educational version. This version is intended to be used as a background track when speech occurs in the material.

About the Brand music

The TePe music is developed to take our brand to a new level. In today's digital landscape, a significant sound is an important part of the brand experience.

The sound in the music is inspired by the four keys to our communication – Oral Health, General Health, Social fulfilment and Well-being.

In other words, a happy uplifting pop song.

Brand Iconography

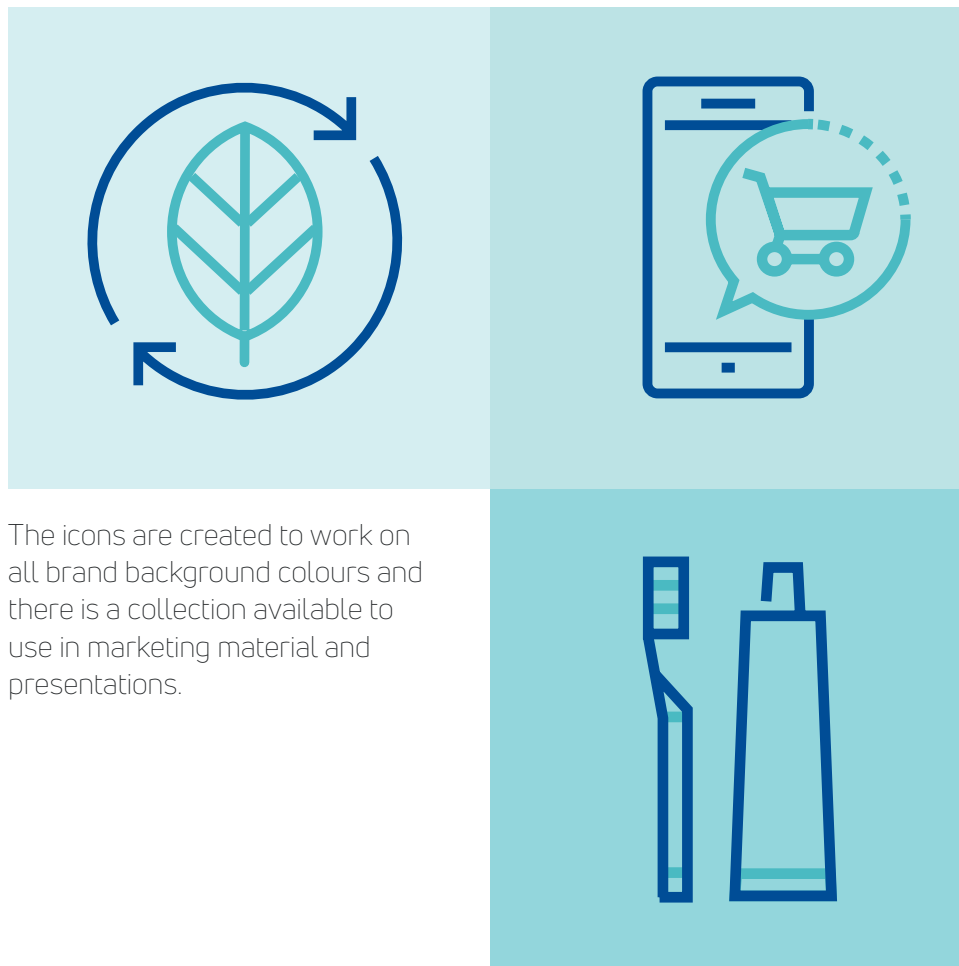
Iconography is the use of images and symbols to portray a subject, movement or ideal. It can also be the use of certain symbols that convey specific genres such as areas of use, product attributes, emotions or specific objects.

About the Icons

These icons are developed to express certain attributes that must be easy to understand on a global level.

These icons should never be the main object, but have a supporting role in expressing features, attributes or emotions.

Icons should not be mistaken for illustrations, as those are made to show product features and how to use products.



The icons are created to work on all brand background colours and there is a collection available to use in marketing material and presentations.

About the style

These are line art icons where all lines have the same weight. The main colour is TePe Dark Blue and the supporting colour is TePe Aqua Dark. A 50/50 colour balance is accepted, but TePe Aqua Dark must never be the main colour.

Imagery

Imagery involves a range of styles for different purposes, from the emotional lifestyle approach to the rational and functional. All portray the TePe brand in the best way possible, alone or in combination. All imagery is relevant to its specific purpose.

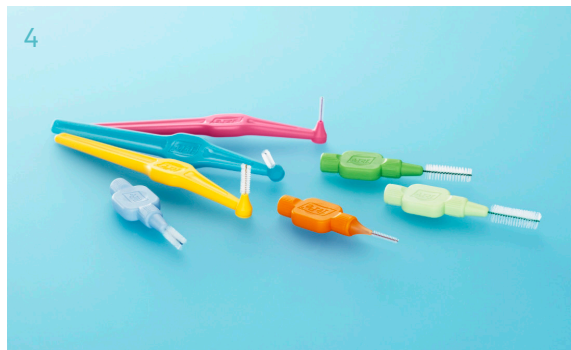
Pictures including products and packs are free to use regardless of market and media. Photographs with models have license restrictions. It is of utmost importance to check usage rights in TePe Media Bank before using in print (new printings as well as reprints) or online.

TePe does not take responsibility for any images that are used without a license.

Images can be downloaded at <http://mediabank.tepe.com>

Imagery levels

1. Black and white lifestyle images
2. Product in use images.
3. Lifestyle product images
4. Product images on background
5. Cut-out products
6. Product function illustrations



The black & white pictures are used to boost the important emotional aspect of the communication concept Your mouth matters. They visualize a feeling of happiness and contentment and are the key factor in most of the communication material.

A lot of production effort should go in to making these images natural, vital and sparkling with life, the absolute key word being natural!

Images can be downloaded at
<http://mediabank.tepe.com>

Imagery level 1. Black & White

Our strong recommendation is always to put the models in natural positions,

No excessive posing!
No looking into the camera!
No forced smiles!

The images should have a soft and natural greyscale without heavy shadows or bright highlights and should not portray any usage of TePe products.



These product-in-use pictures can be used as a stand-alone pictures, or in clever combinations with the black & white emotional images. Our recommendation is that you let the black & white images dominate over colour when combined.

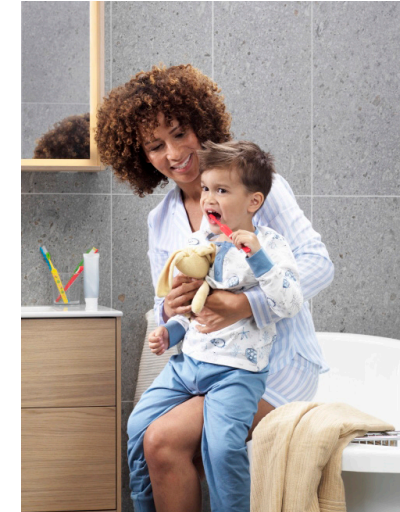
A 50/50 relation is ok. When producing extensive designs such as an Instagram campaign, a catalogue or a promotion brochure, use colour and black & white dynamically. See examples in the layout section and in the TePe Brand Inspiration.

Images can be downloaded at <http://mediabank.tepe.com>

Imagery level 2. Model images in colour with product

Our strong recommendation is always to put the models in natural positions,

No excessive posing!
No looking into the camera!
No forced smiles!



Sometimes you need to show the product in a living and inspiring setting to indicate where they are normally used. The product should always be king. Short depth of focus is just one way to accomplish this.

Images can be downloaded at <http://mediabank.tepe.com>

Imagery level 3. Lifestyle product images

In this image category, sometimes a more formal "product posing" is ok.



Our products are colourful and so are the product pictures. When products are presented as a group, background colour is always one from the TePe blue/turquoise colour range. Products are always sharp, crisp and clear.

Images can be downloaded at <http://mediabank.tepe.com>

Imagery level 4. Product images on background

Products are always presented with natural simplicity. Don't make it overly complicated. Simple symmetric arrangements are desirable.



Our products are colourful. When presented in connection with article numbers and other basic information they are shot on plain white background. Products are always sharp, crisp and clear.

Images can be downloaded at <http://mediabank.tepe.com>

Imagery level 5. Cut-out product

The products in this image category should never have drop shadows, mirroring or other effects.



Consumer packages should always be presented on plain white background. The packages are always sharp, crisp and clear.

Images can be downloaded at <http://mediabank.tepe.com>

Imagery level 6. Cut-out product pack

The products in this picture category should never have drop shadows, mirroring or other effects.



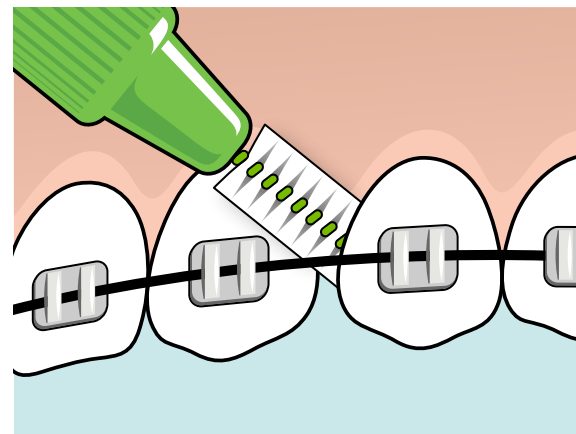
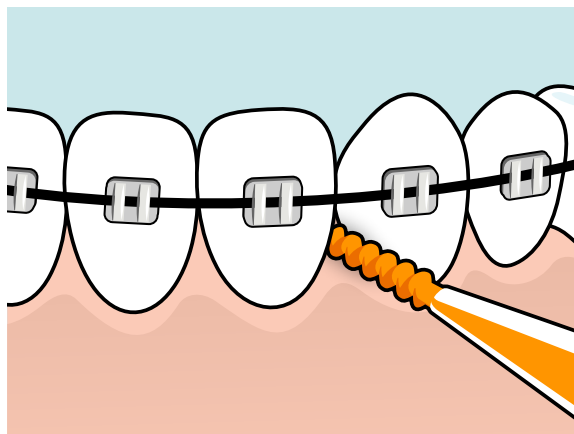
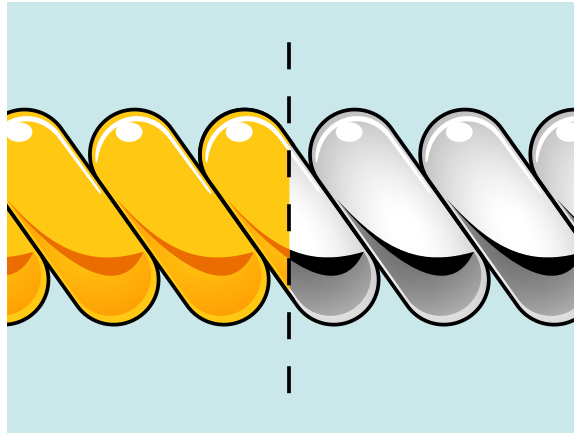
Illustration icons is the best way to show how products are used. Illustrations make it clear and simple, no words needed really.

Images can be downloaded at <http://mediabank.tepe.com>

Imagery level 6. Illustrations

Background colour in the illustration shall always TePe Aqua Light. No outline frames are used.

In cases where the illustration is placed on a similar colour tone, change the background colour in the illustration to TePe Aqua Medium or white.



LAYOUT EXAMPLES

On page 36-42 you will find examples of different layouts and designs using the building blocks from the Brand guidelines as above. The purpose of the different guideline elements – from logo to imagery – is to give you the

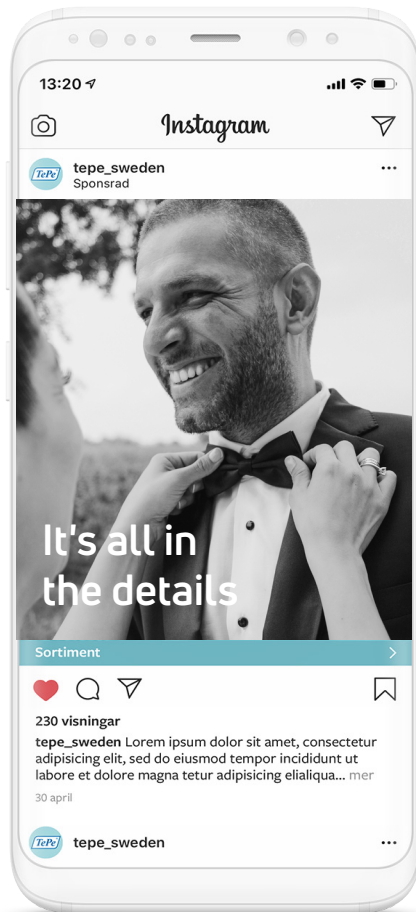
opportunity to mix and match your design on different levels, be it formal company information, a newsletter, consumer offer, an image campaign, catalogue, folder, a trade fair stand, ads, digital campaigns, tags, bags etc.

The overall design will strengthen our brand as long as you stay consistent and true to the guidelines, of which some are actual rules.

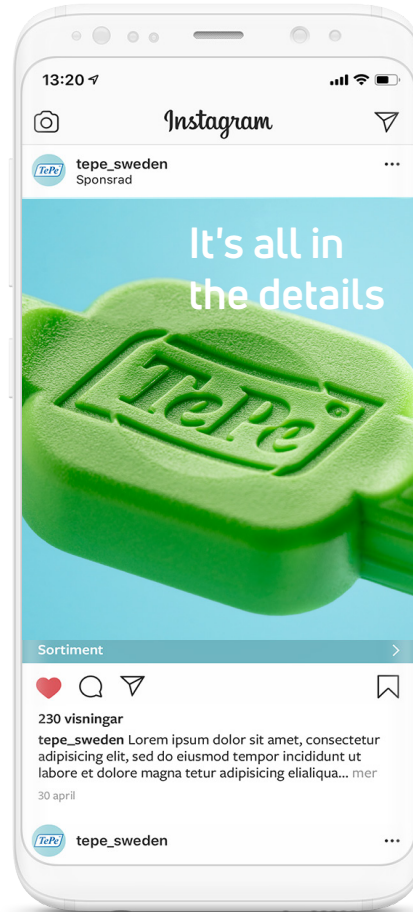
Good luck!

Logo icon for social media

Use TePe Aqua Medium as background together with the logo..



Instagram



Instagram



Instagram

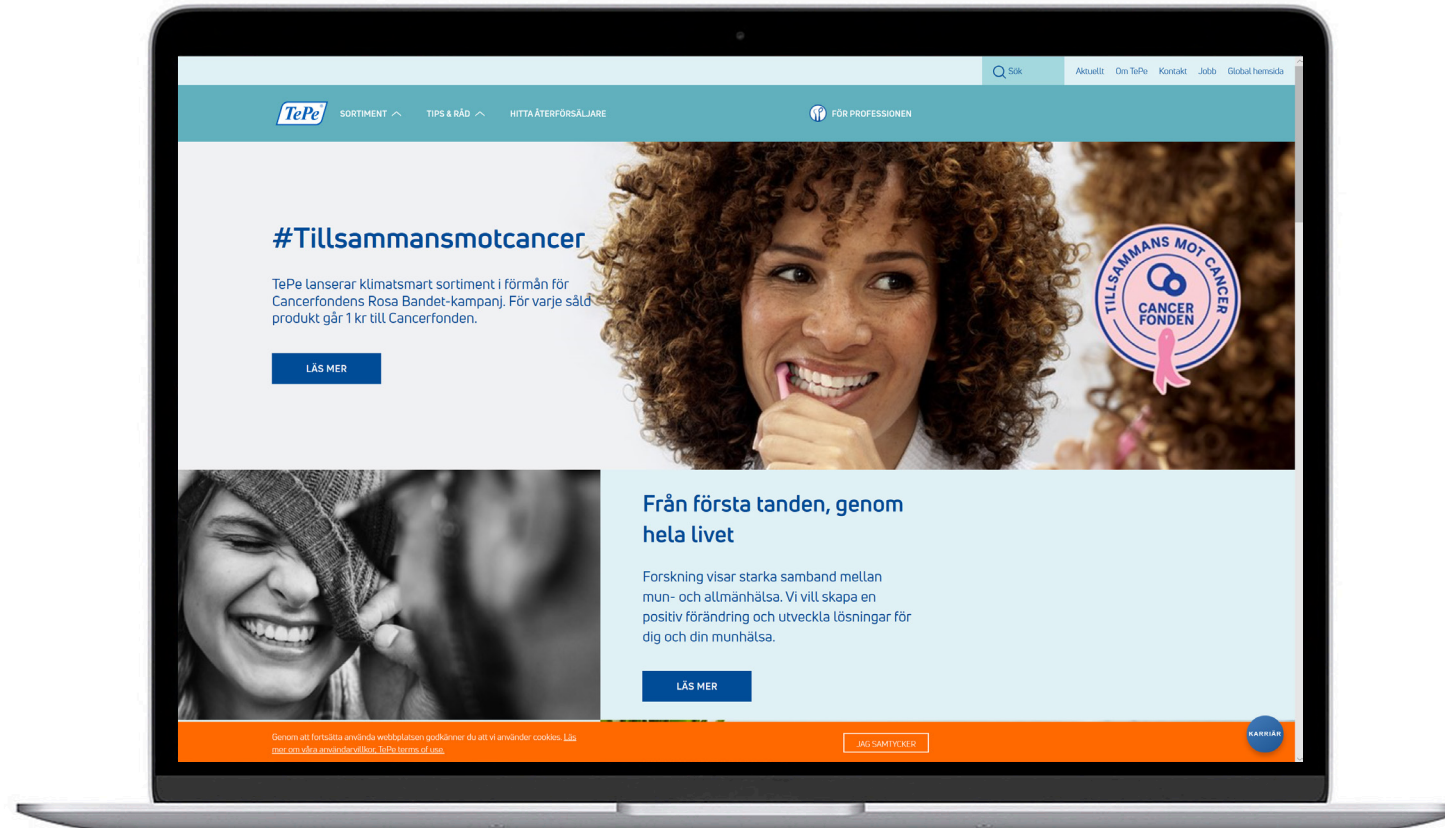
On page 36-42 you will find examples of different layouts and designs using the building blocks from the Brand guidelines as above. The purpose of the different guideline elements – from logo to imagery – is to give you the

opportunity to mix and match your design on different levels, be it formal company information, a newsletter, consumer offer, an image campaign, catalogue, folder, a trade fair stand, ads, digital campaigns, tags, bags etc.

The overall design will strengthen our brand as long as you stay consistent and true to the guidelines, of which some are actual rules.

Good luck!

Example of
TePe website.



On page 36-42 you will find examples of different layouts and designs using the building blocks from the Brand guidelines as above. The purpose of the different guideline elements – from logo to imagery – is to give you the

opportunity to mix and match your design on different levels, be it formal company information, a newsletter, consumer offer, an image campaign, catalogue, folder, a trade fair stand, ads, digital campaigns, tags, bags etc.

The overall design will strengthen our brand as long as you stay consistent and true to the guidelines, of which some are actual rules.

Good luck!

Layout examples

Don't let anything come in between

Your mouth is powerful. It can break barriers, open doors and change minds. Take good care of it. The other you TePe EasyPick™ – a complete range of tools for simple and effective cleaning between your teeth, leaving your mouth fresh and healthy. The secret lies in the combination of materials. The core is both stable and flexible and the bristles are made of a special material between the teeth and into the contact on the gums. The combination of the two gives you a steady cleaning. TePe EasyPick™ is made in Sweden and developed in close collaboration with dental experts.

Efficiently, TePe EasyPick™ is an easy and efficient way to clean the gaps between teeth.

Don't let anything come in between

TePe EasyPick™ – Your mouth matters. If you take good care of it, it will take care of you. TePe EasyPick™ helps you keep your teeth clean and provides a healthy smile all day.

Don't let anything come in between

TePe EasyPick™ – Your mouth matters. If you take good care of it, it will take care of you. TePe EasyPick™ helps you keep your teeth clean so you can focus on what's important.

TePe EasyPick™ offers a complete range of easy and effective interdental cleaning.

It's all in the details

TePe Interdental Brush – Sometimes it's the small things that matter most. That's why we care about every detail of a TePe Interdental Brush. And why it stands out for quality, efficiency and sustainability. We know how important your dental health is and how it affects your health in general. It's all in the details on tepe.com

A choice that matters

It's all in the details

TePe Interdental Brush – Sometimes it's the small things that matter most. That's why we care about every detail of a TePe Interdental Brush. And why it stands out for quality, efficiency and sustainability. We know how important your dental health is and how it affects your health in general. It's all in the details on tepe.com

A choice that matters

On page 36-42 you will find examples of different layouts and designs using the building blocks from the Brand guidelines as above. The purpose of the different guideline elements – from logo to imagery – is to give you the

opportunity to mix and match your design on different levels, be it formal company information, a newsletter, consumer offer, an image campaign, catalogue, folder, a trade fair stand, ads, digital campaigns, tags, bags etc.

The overall design will strengthen our brand as long as you stay consistent and true to the guidelines, of which some are actual rules.

Good luck!

TePe Made in Sweden

It's all in the details

TePe Interdental Brush – Sometimes it's the small things that matter most. That's why we care about every detail of a TePe Interdental Brush. And why it stands out for quality, efficiency and sustainability. We know how important your dental health is and how it affects your health in general. It's all in the details on tepe.com

A choice that matters

TePe Made in Sweden

Don't let anything come in between

TePe EasyPick™ – Your mouth is amazing and deserves all the care it can get. TePe EasyPick™ helps keep your teeth clean when you eat and drink. TePe EasyPick™ offers a complete range of easy and effective interdental cleaning.

TePe

TePe Made in Sweden

Don't let anything come in between

NEW!
EasyPick™ XL

TePe EasyPick™ – Sometimes the smallest things get in your way. Like popcorn. TePe EasyPick™ helps you keep your teeth clean so you can stay focused on the more important things. TePe EasyPick™ offers a complete range of easy and effective interdental cleaning.

TePe EasyPick™ XL

TePe

TePe Made in Sweden

It's all in the details

TePe Interdental Brush – are developed in collaboration with dental experts to ensure the highest performance and quality in every detail: optimal filament coverage, rounded loop, plastic-coated wire and ergonomic handle. Details that make interdental cleaning more efficient and that matters to your mouth. Good oral health is a key to a rich social life. It affects your well-being, your self-confidence, your vitality and even your attraction through your smile or how you kiss. Find out more in detail at tepe.com

TePe Interdental Brush is 40% more effective than just toothbrushing. And helps reduce CO₂ emissions by 80% due to the use of renewable raw materials in production.

A choice that matters

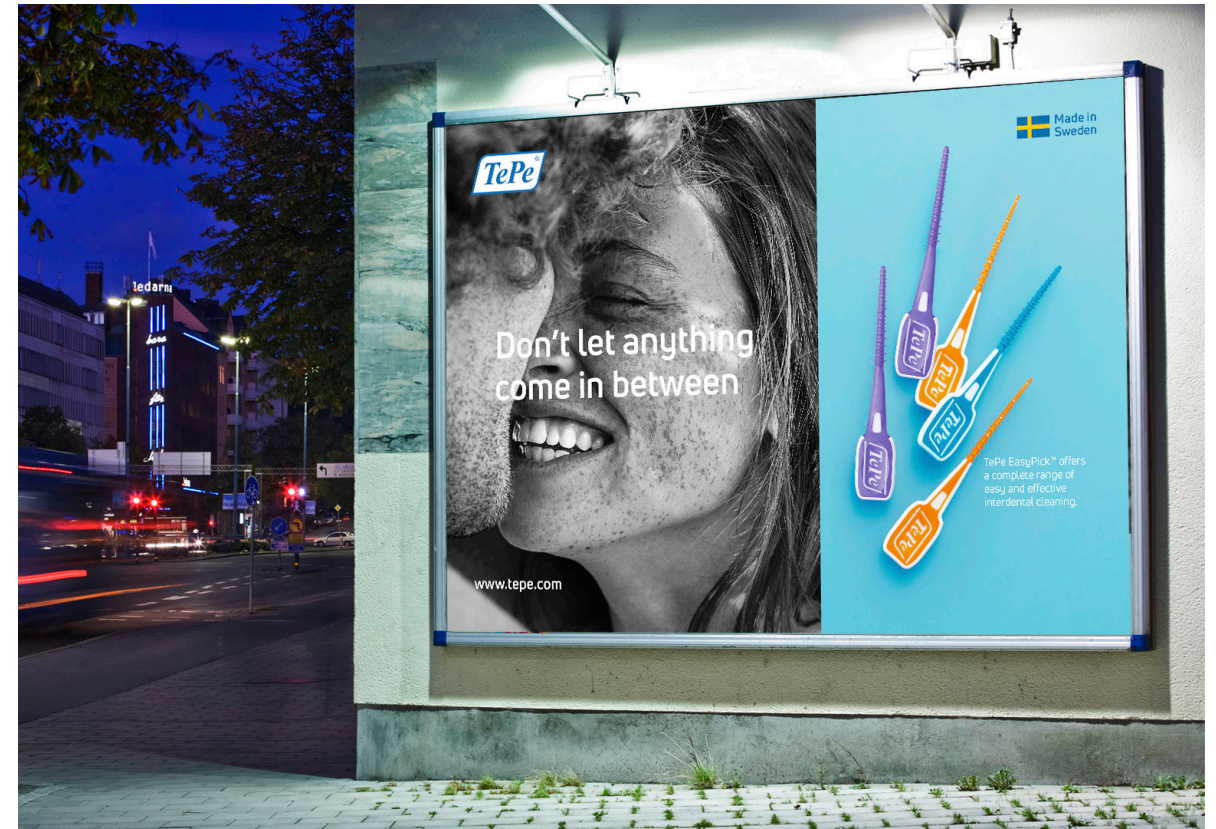
On page 36-42 you will find examples of different layouts and designs using the building blocks from the Brand guidelines as above. The purpose of the different guideline elements – from logo to imagery – is to give you the

opportunity to mix and match your design on different levels, be it formal company information, a newsletter, consumer offer, an image campaign, catalogue, folder, a trade fair stand, ads, digital campaigns, tags, bags etc.

The overall design will strengthen our brand as long as you stay consistent and true to the guidelines, of which some are actual rules.

Good luck!

Outdoor media.



On page 36-42 you will find examples of different layouts and designs using the building blocks from the Brand guidelines as above. The purpose of the different guideline elements – from logo to imagery – is to give you the

opportunity to mix and match your design on different levels, be it formal company information, a newsletter, consumer offer, an image campaign, catalogue, folder, a trade fair stand, ads, digital campaigns, tags, bags etc.

The overall design will strengthen our brand as long as you stay consistent and true to the guidelines, of which some are actual rules.

Good luck!

Outdoor media.



On page 36-42 you will find examples of different layouts and designs using the building blocks from the Brand guidelines as above. The purpose of the different guideline elements – from logo to imagery – is to give you the

opportunity to mix and match your design on different levels, be it formal company information, a newsletter, consumer offer, an image campaign, catalogue, folder, a trade fair stand, ads, digital campaigns, tags, bags etc.

The overall design will strengthen our brand as long as you stay consistent and true to the guidelines, of which some are actual rules.

Good luck!

Trade fair stand.



Contact information

If you need any support, please contact
vcs@tepe.com

