

The background of the image is a close-up, high-angle shot of aloe vera gel. The gel has a translucent, light green color with numerous small, clear water droplets scattered across its surface. The texture appears slightly wavy and moist.

Brand book

Brand book

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Brand book

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COMING
SOON

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COMING
SOON



Reach your happy place

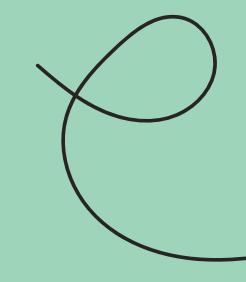
A campaign that resonates globally

Relatable across cultures, inspiring to all.

This time limited campaign not only stems from our brand idea – it also **brings it alive**.

We see it as a seamless extension of Oriflame, building on our established brand core elements (outlined in **Chapter 1**) to elevate our unique view on wellbeing with a relatable, consumer-friendly approach of our brand idea:

the beauty of your wellbeing.



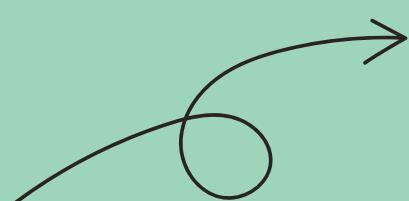
Find [Chapter 1 - Brand strategy](#)
in the Brand portal

Always connect back to Oriflame.

It's an exciting and compelling story, but it's important that our **Reach your happy place** campaign always remains consistent with the Oriflame brand identity.

This chapter shares additional guidelines specific to the campaign, building on design direction (in **Chapter 3**).

Find [Chapter 3 – Brand guidelines](#)
in the Brand portal





Reach your
happy place

ORIFLAME
SWEDEN

Wellbeing feels different to everyone

Let's be honest, wellbeing often means different things at different moments. Sometimes you need a cosy night in, watching your fave TV series with a nourishing face mask on, while other days you want to be surrounded by friends and be active.

It's really about feeling confident to live life on your terms, free of judgement or expectations. That's your unique path to wellbeing. Wherever you are on your wellbeing journey, we're here for it.

Together, we'll help you reach your happy place... so you can enjoy the ride!





So, where is your happy place?

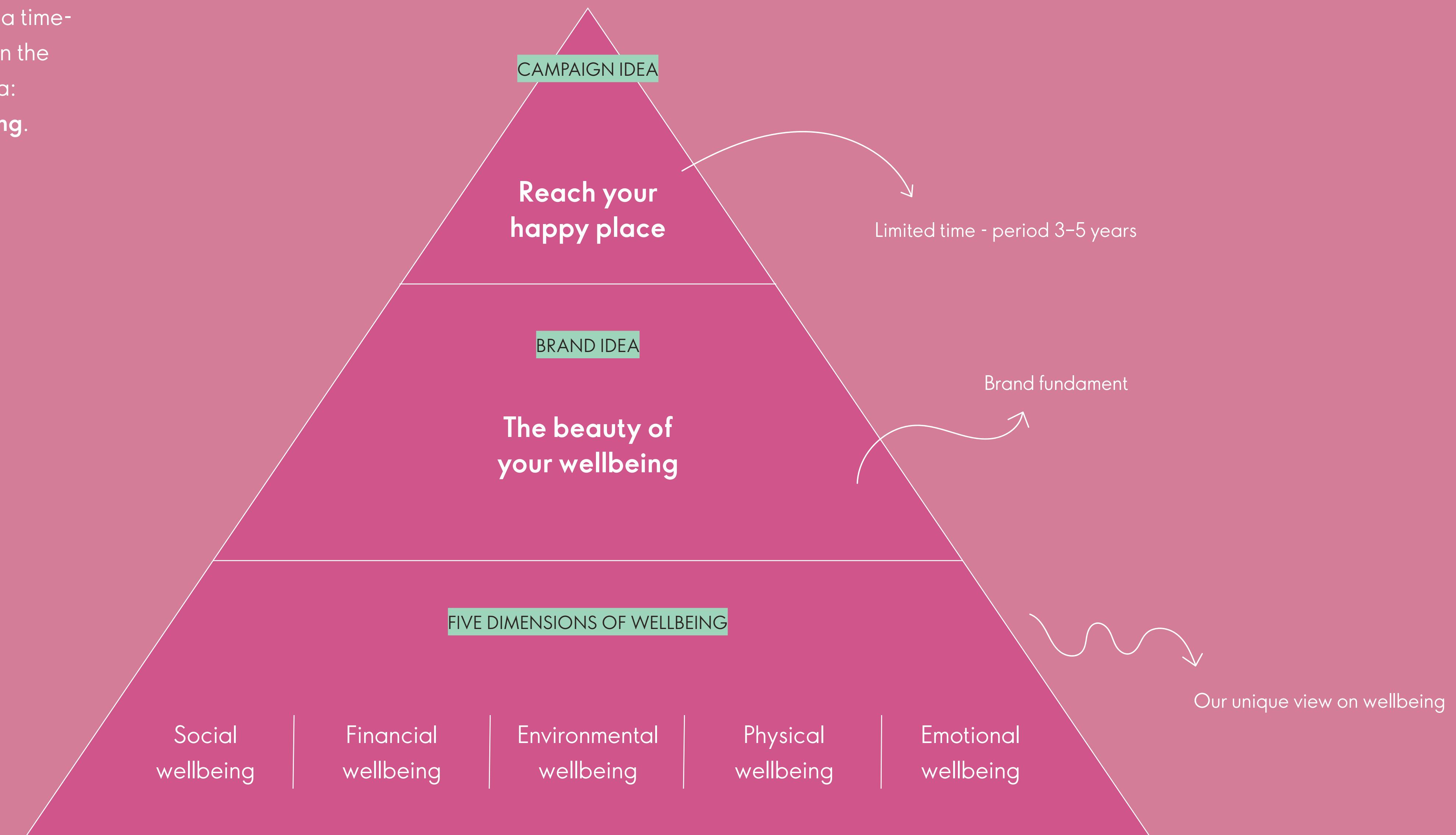
Stop for a moment and imagine: Where do you feel most alive?
What makes your heart smile?

As you may have discovered, reaching your happy place doesn't necessarily mean a physical place – a happy place means different things to different people.

We believe this campaign, *Reach your happy place*, has a strong connection to everyone in our community. From the lifestyle and business opportunity we provide for Brand Partners, to our employees, and even our product offering.

We encourage our community to explore and celebrate whatever works best for their unique wellbeing journey, at any moment – and help them find their own version of success, in a way that fits their lifestyle... **their happy place**.

Reach your happy place is a time-limited campaign. It's built on the foundation of our brand idea:
The beauty of your wellbeing.



Design elements

Questions about how to work with the campaign? We hear you.

As we aim to communicate the Oriflame brand in a consistent and cohesive way globally, it's important we also approach our brand campaign in the same way.

All your burning questions will be answered in the next few slides – the fundamental design elements for *Reach your happy place*.

Wordmark

Typography

Think of it as a logo – because the *Reach your happy place* wordmark should be treated in the same way.

It's set in our accent typeface, Kudryashev Display Contrast Sans.

For global consistency when working with the wordmark:

- ✓ It must always be in English
- ✓ Keep it centre-aligned
- ✓ Always use Kudryashev Display Contrast Sans*
- ✓ Kudryashev Display Contrast Sans can be found in Adobe library (only for licensed users)
- ✓ When working with smaller sizes, ensure it's clear and legible
- ✓ Work with *Reach your happy place* in 2 lines when the material is narrow
- ✓ For widescreen material, keep *Reach your happy place* in 1 line
- ✓ Ready-made master wordmark files available in Censhare and brand portal

*If this font is not available in your market or language, please use **Oriflame Sans 2.0**.



Wordmark

Typography - Do's and don'ts

Yes:

- Use the provided ready-made wordmark files
- Always centre-aligned
- Ensure legibility



Reach your
happy place

READY-MADE WORDMARK

Reach your happy place

ONE-LINE VERSION FOR WIDE FORMATS

No:

- Never alter the wordmark in any way
- Don't use any other typefaces to write *Reach your happy place*



Reach your
happy place

NEVER ALTER THE WORDMARK

~~Reach your happy place~~

NO OTHER TYPEFACES

Wordmark

Colours

Reach your happy place wordmark exists in
2 colours – Oriflame Warm Black and Oriflame White.

To guarantee readability, work with contrast.

Use:

- ✓ Warm Black on light backgrounds
- ✓ White on dark backgrounds



Wordmark

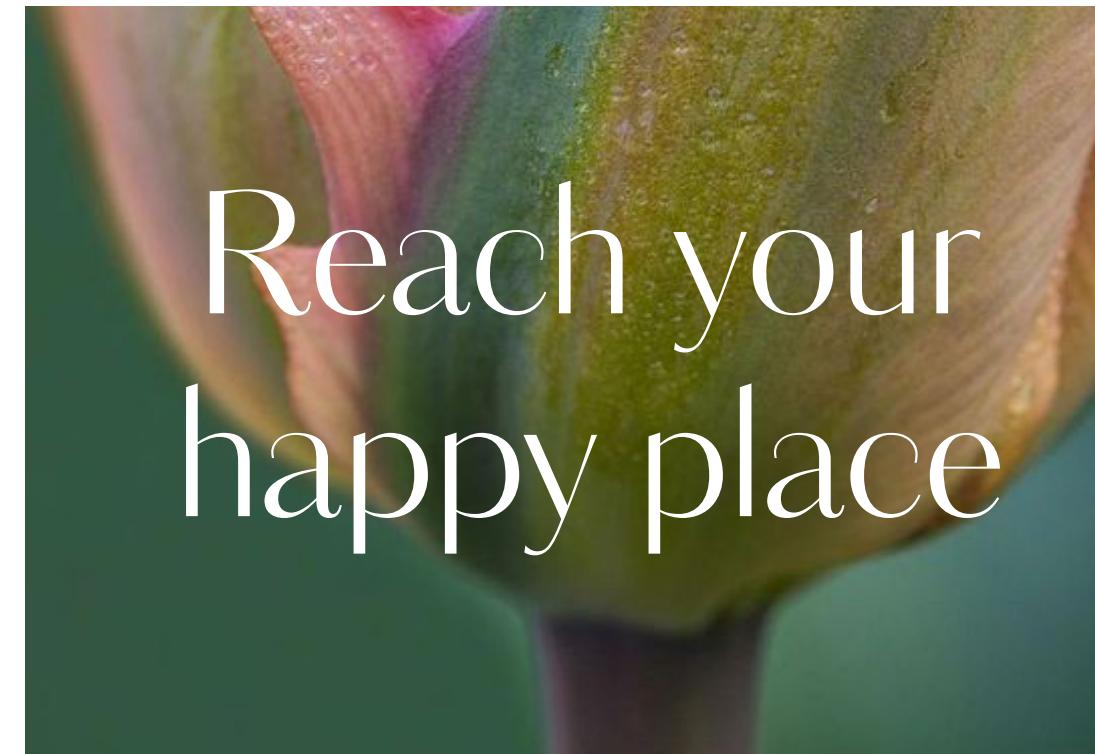
Colours - Do's and don'ts

Yes:

- Only be applied in 2 colour options:
White or Warm Black
 - Oriflame White on dark backgrounds
 - Oriflame Warm Black on light backgrounds



WARM BLACK WORDMARK



WHITE WORDMARK

No:

- Never use any other colour than Oriflame Warm Black or Oriflame White
- Never mix text colours



DON'T USE OTHER COLOURS THAN SPECIFIED FOR THE WORDMARK



NEVER MIX TEXT COLOURS

Wordmark

Highlights

A key brand element in design, text highlights can be used on the full wordmark – or to enhance the word *happy*.

To ensure consistency when working with text highlights:

- ✓ Only use colours from the brand palette
- ✓ Work with colour contrast
- ✓ Follow detailed guidelines for text highlights in Chapter 3



Wordmark

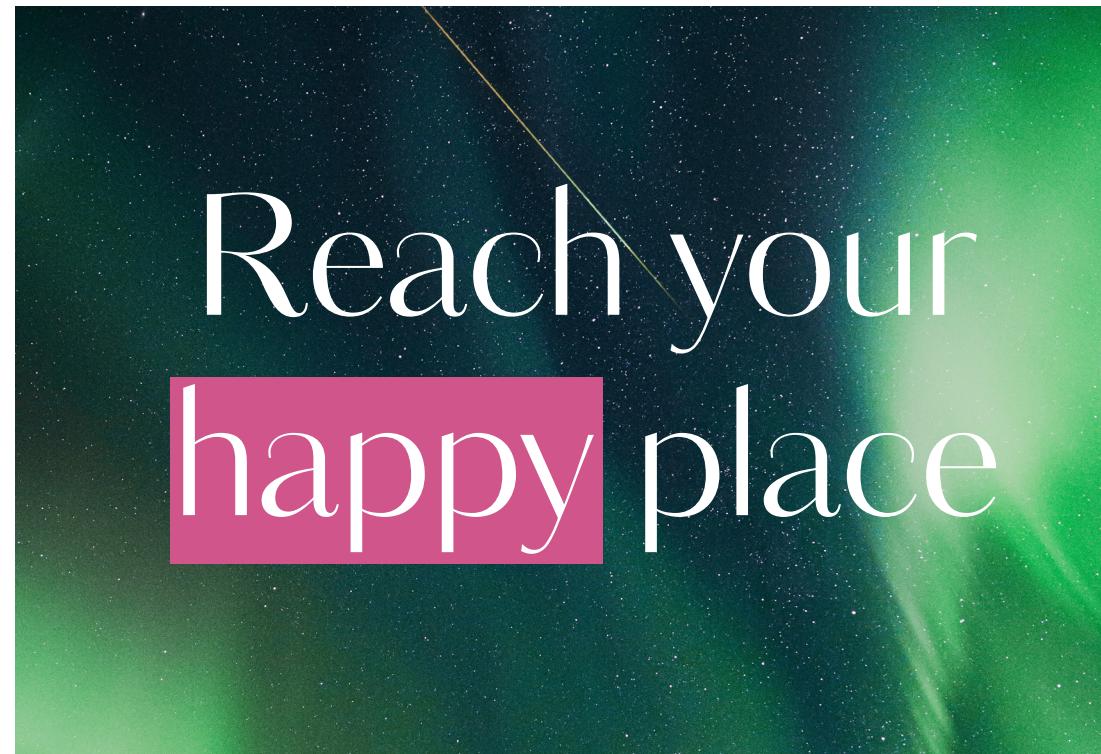
Highlights – Do's and don'ts

Yes:

- Work with good colour contrast
- Only use one colour for highlights in the same layout
- Highlight the full statement, or just the word "happy"



FULL HIGHLIGHT



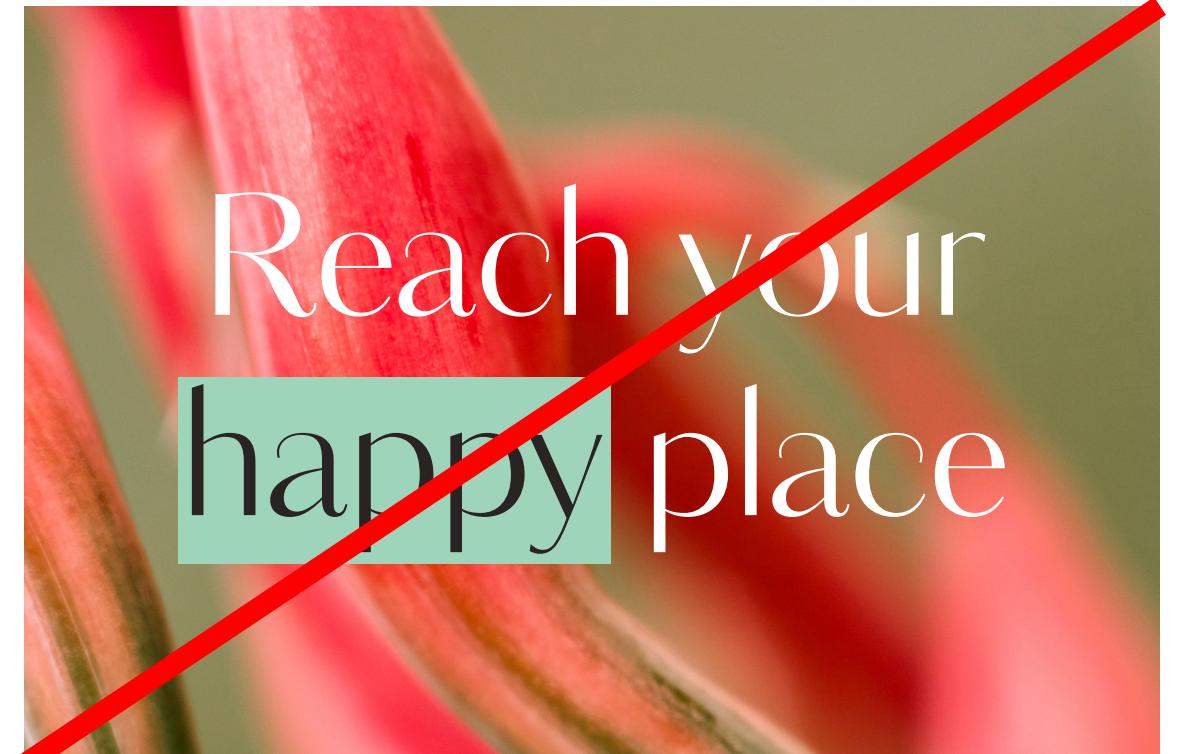
ONE WORD HIGHLIGHT

No:

- Don't use too little colour contrast
- Never mix text colours when using highlights



TOO LOW CONTRAST TEXT VS HIGHLIGHT



DON'T MIX TEXT COLOURS

Wordmark

Translations

Don't let the campaign get lost in translation – keep the wordmark in English.

To deliver maximum impact, *Reach your happy place* needs to be instantly recognisable – every time you meet the campaign, no matter where you are in the world.

If translation is essential, you must:

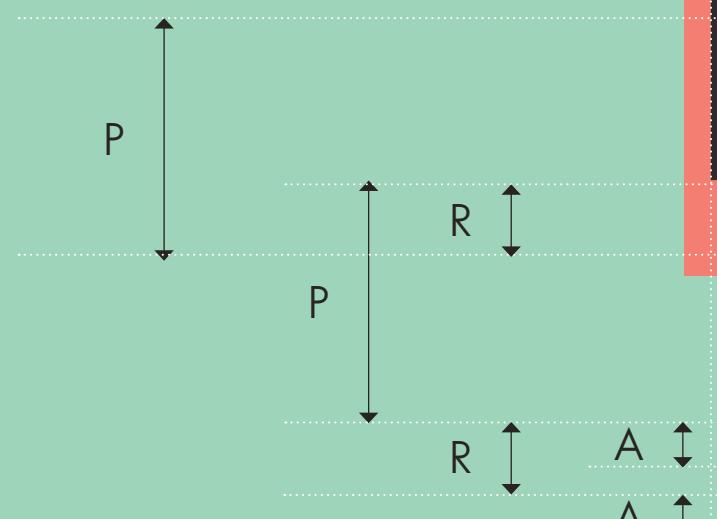
- ✓ Have the local translation approved by global brand team
- ✓ Keep the translation centre-aligned with the logo
- ✓ Use Oriflame Sans 2.0 Regular for all translated text
- ✓ Limit the translation to a maximum of 2 lines
- ✓ Ensure the width of the translation does not exceed the width of "happy place"
- ✓ Translations should never be highlighted



Reach your happy place

REACH YOUR HAPPY PLACE
TRANSLATIONS

Max width of translations



Heading:
Kudryashev Display Contrast Sans
Tracking 0-(-5)
Word spacing 85%
Leading Auto (120%)
Case Sentence case

Sub-heading: Oriflame Sans 2.0 Regular
Tracking 50
Word spacing 85%
Leading Auto (120%)
Case Uppercase

Wordmark

Placement

Placement of the wordmark is always centred.



Placement

Always horizontally centre the wordmark.
Vertically place the wordmark at the visual
centre (which is slightly above measured
centre).

Reach your
happy place

With Oriflame logo

When placed together with Oriflame
logotype – vertically centre the wordmark
to the area between top margin and clear
space of Oriflame logo.

Remember to always place the Oriflame
logo as specified in the Brand Guidelines.

Wordmark

Placement - Do's and don'ts

Yes:

- Always centre-align the wordmark



No:

- Never place it in any other position than centred



Creative execution

Let's create a truly personal connection with our community

Our campaign greatly contributes to making Oriflame a strong brand
that's instantly recognisable.

Use these guidelines when working with *Reach your happy place* for all your different touchpoints – creating strong campaign communication, that's also aligned with the Oriflame brand. Designed to empower your work, our creative vision should fill you with confidence to convey our brand campaign.

Remember to always place the Oriflame logo as specified in the Brand Guidelines.

Key campaign visuals

Key campaign visuals

What they are, and how we use them

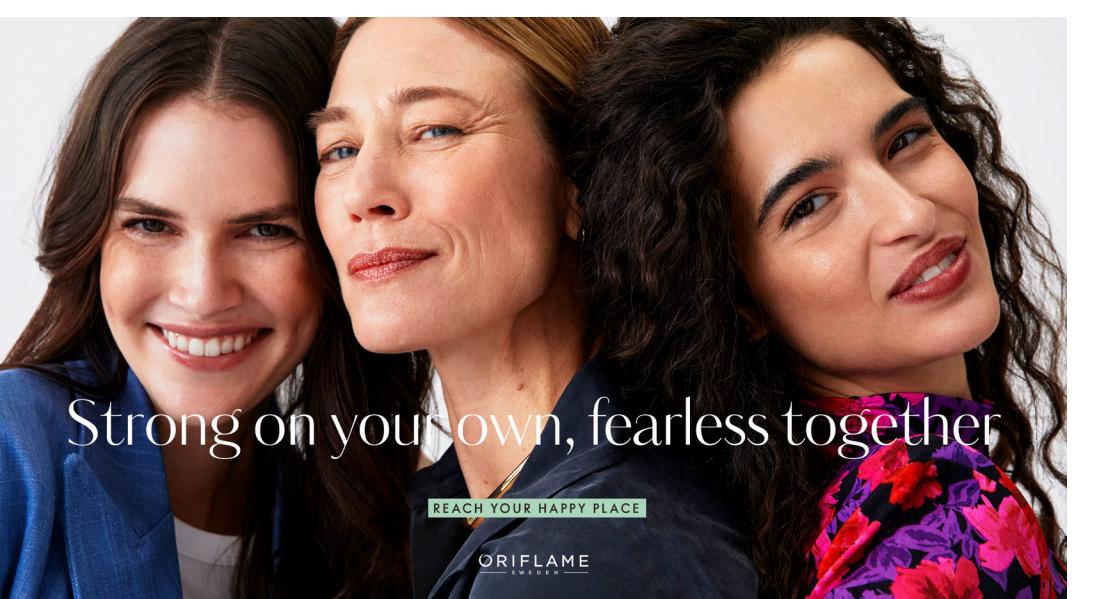
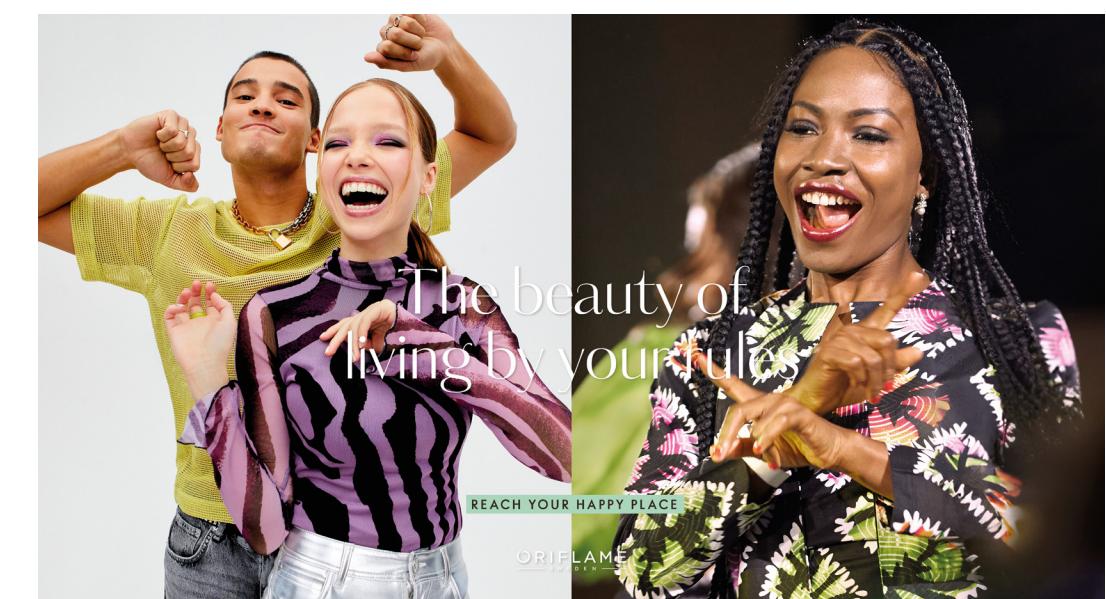
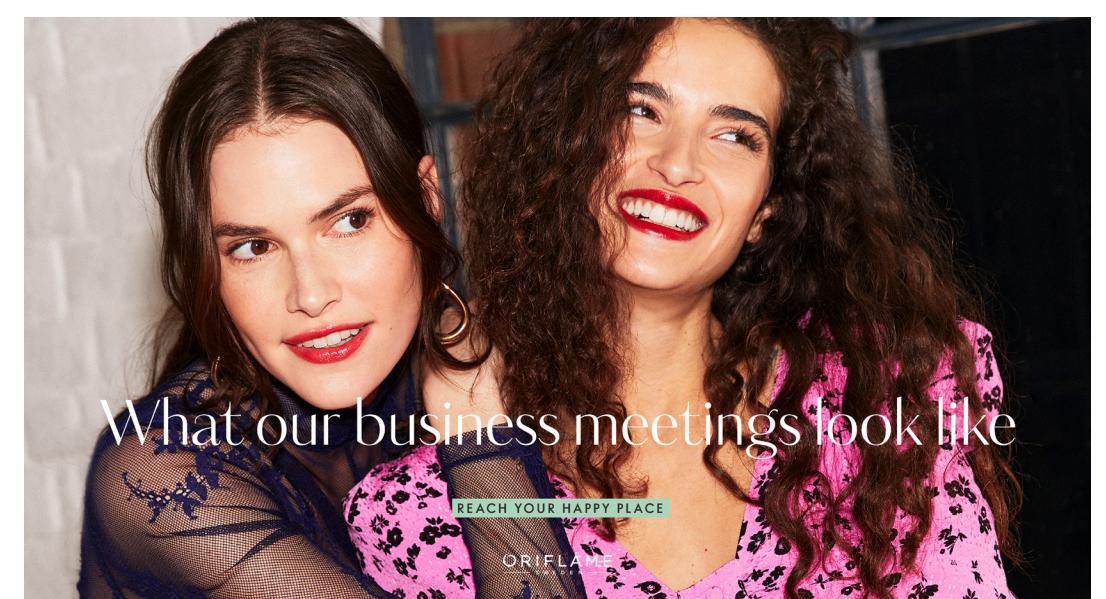
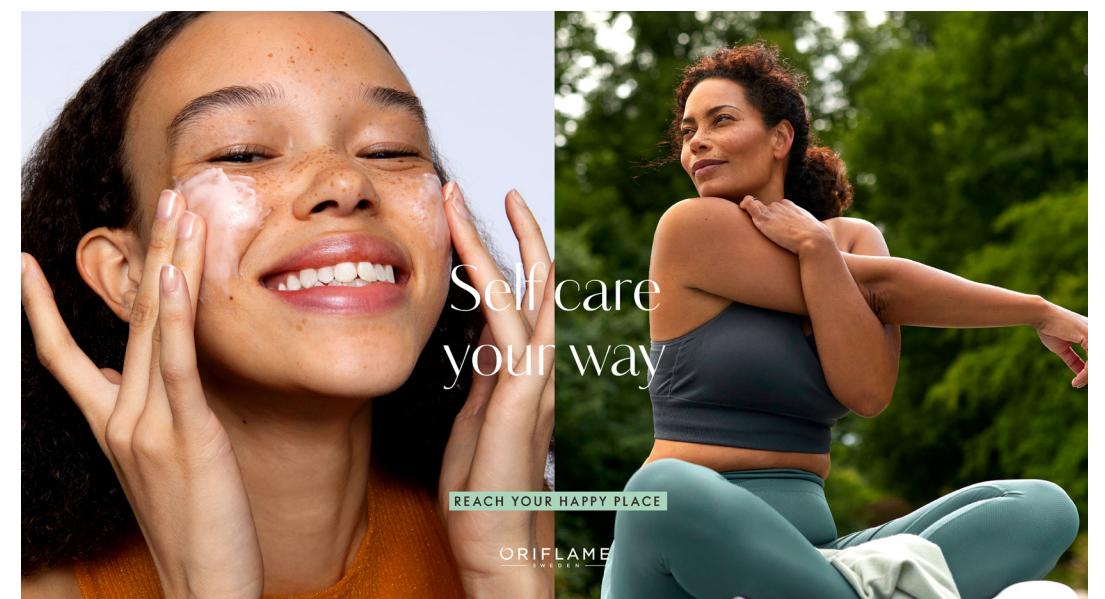
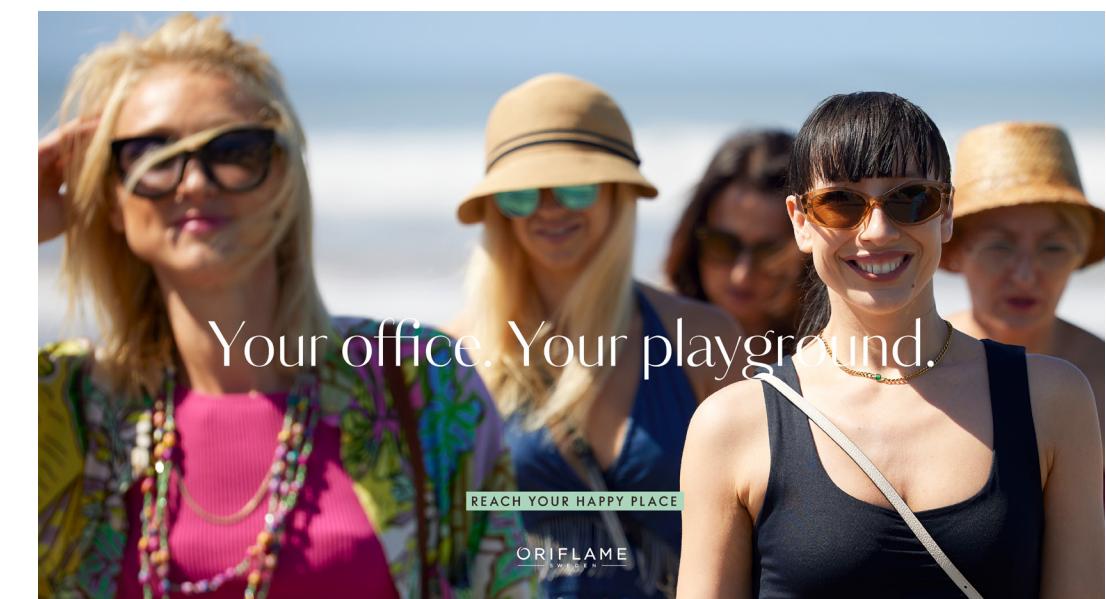
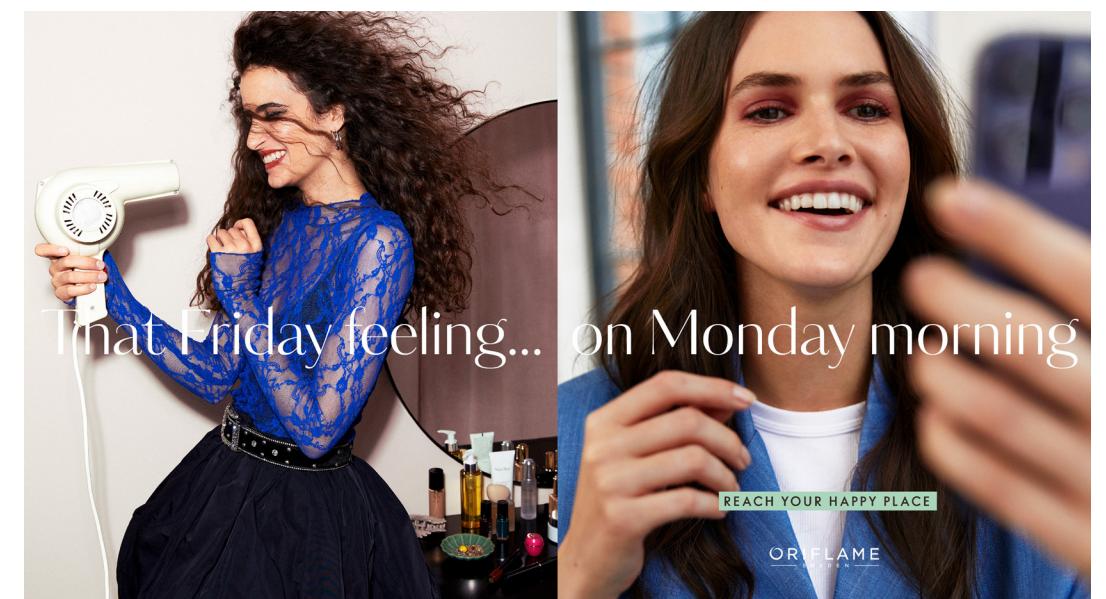
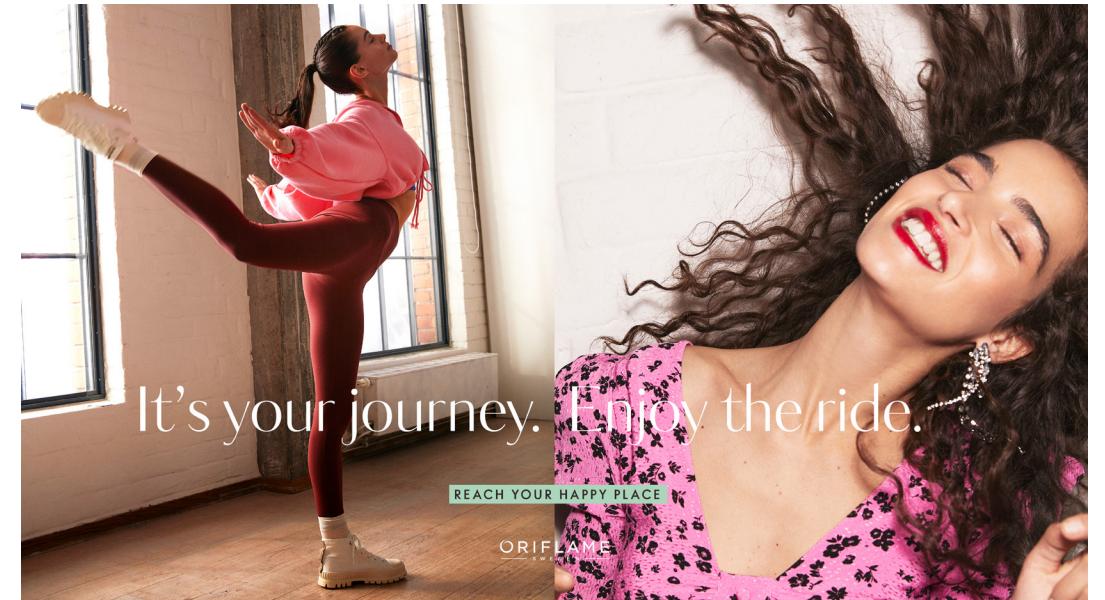
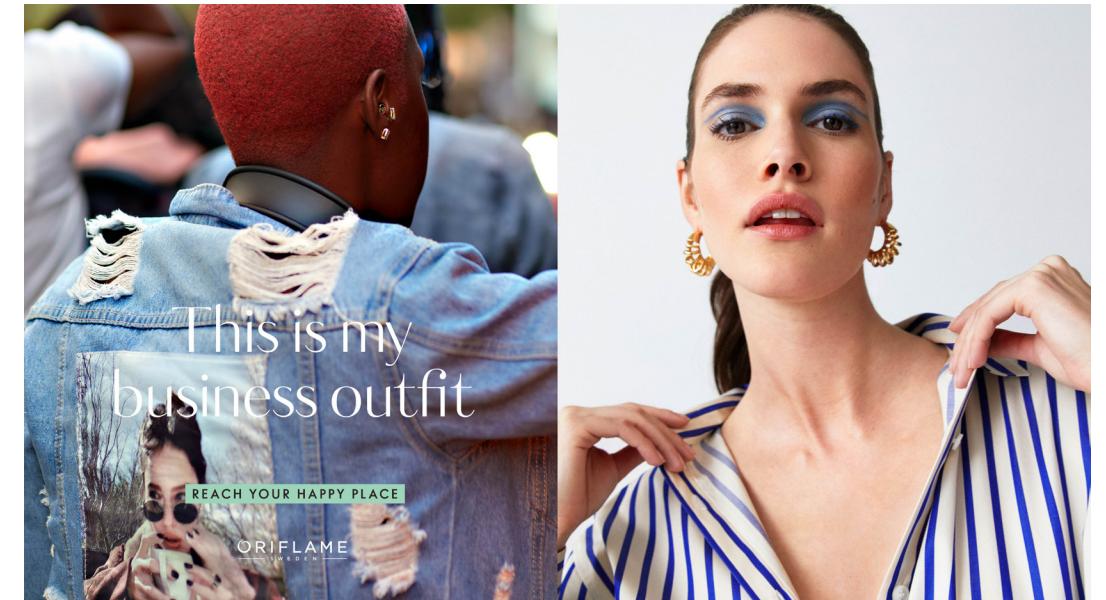
Unexpected tension. A play on duality that
sparks curiosity.

This is an important factor in each of the 12 key campaign
visuals – the tension may come from the choice of image
combinations, or the mix of copy contrasting the image.



Key campaign visuals

Overview



Key campaign visuals

What they are, and how we use them

For a powerful campaign with maximum impact:

- ✓ Always use the 12 key visuals as they are – the only edits allowed are translations
- ✓ Kudryashev Display Contrast Sans typeface should be used on the main copy statement – not on REACH YOUR HAPPY PLACE. If not available, only use Oriflame Sans 2.0.
- ✓ Use all capital letters for REACH YOUR HAPPY PLACE – and always in Oriflame Sans 2.0
- ✓ The text highlight on REACH YOUR HAPPY PLACE must always be Oriflame Green
- ✓ Oriflame logo must always be placed at the bottom
- ✓ Never mix and match the images provided – each has their own story, together with the copy
- ✓ The images need to be together, used as they are. Images can only be used alone when markets want to use the image for a different channel
- ✓ In addition to these 12 key visuals, you may create local adaptation materials – especially for legal reasons, if your market has laws against some images here
- ✓ If making local adaptations, follow the key visuals as a design template (copy placement, logo placement, etc)

Key campaign visuals

The core elements



Print material

Catalogue

Brand message spread

COMING
SOON

We have a new brand message spread for our campaign, with copy specific to *Reach your happy place* – use them in rotation to continuously spread the happy vibes.

We have 2 versions available depending on your catalogue's page allocation:

- ✓ 1 full spread
- ✓ 1 half spread execution



Catalogue

Brand message spread - Reach your happy place

Main heading

Your unique path

Body text

Wellbeing feels different to everyone. Let's be honest, it often means different things at different moments. Whether it's a cosy night in with a nourishing face mask on, or getting active with friends, it's really about feeling confident to live life on your terms - free of judgement or expectations. That's your unique path to wellbeing. Whatever your journey, we're here for it.

Campaign tagline – always the same

Reach your happy place



Digital

Brand Campaign Videos

Moving content

Brand Campaign Video 1

Reach your happy place – Your wellbeing journey | Oriflame

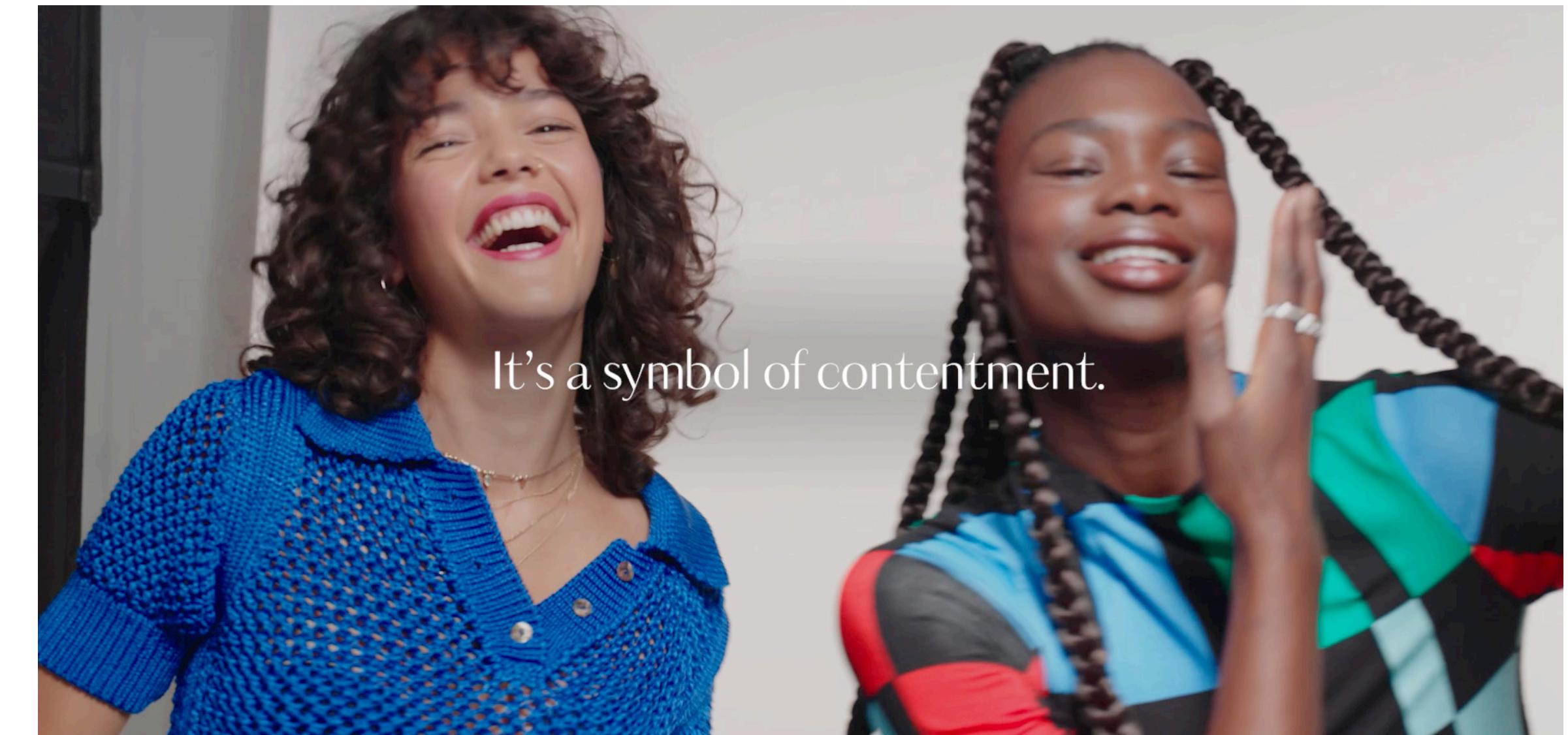


AVAILABLE IN 54SEC LANDSCAPE
CENSHARE ID: 18636371

Short description for SoMe (YouTube): Whatever your wellbeing journey, Oriflame is here to empower you - Reach your happy place!

Brand Campaign Video 2

Reach your happy place – Smile | Oriflame



AVAILABLE IN 1MIN 18SEC LANDSCAPE, 17SEC AND 30SEC PORTRAIT EDITS
CENSHARE ID: 18636371

Short description for SoMe (YouTube): There are a million moments to make everyone smile. By working with Oriflame, you help to define what those are - Reach your happy place!

Campaign film

FAQ's

Can we translate the copy in the campaign film?

Yes. You can translate to your local language.

Is it possible to add a voiceover audio?

No. The film music has vocals, so combining with voiceover audio will be confusing.

What film formats are available?

Both short and long formats. We have provided a 1 minute landscape film, plus both 15 sec and 30 sec portrait versions that work great for mobile usage.

Can we make shorter edit to cut down the campaign film?

Yes. But it's important to ensure the edited versions still deliver the campaign message.

Can we replace certain scene clips in the film?

Only for legal reasons. If you need to adhere to laws in your local market, you may replace certain clips in the film.



Important!

Due to legal restrictions, please never share the campaign films in the Oriflame Sharing App.

Important: Read this

Before using any of the Brand campaign videos!

There are two videos available for use:

Brand Campaign Video 1 and **Brand Campaign Video 2**.

Due to usage rights

- Both videos should be published **only via official Oriflame platforms** globally and/or per market (Instagram, Facebook, YouTube, LinkedIn, other social media platforms, official website)
- Videos **cannot** be placed in the Oriflame Sharing App
- Brand partners **cannot** make any edits to the videos
- Sharing/reposting of the videos should **only be done from the official Oriflame platform** where it is originally posted.

Markets are only allowed to localize (translate) texts-on-screen for both videos, except for the words 'Reach your happy place'

If markets wish to use or publish the videos outside of official Oriflame platforms, please contact **Lisa Sundstrom** from the Global Creative Communication & Production team.

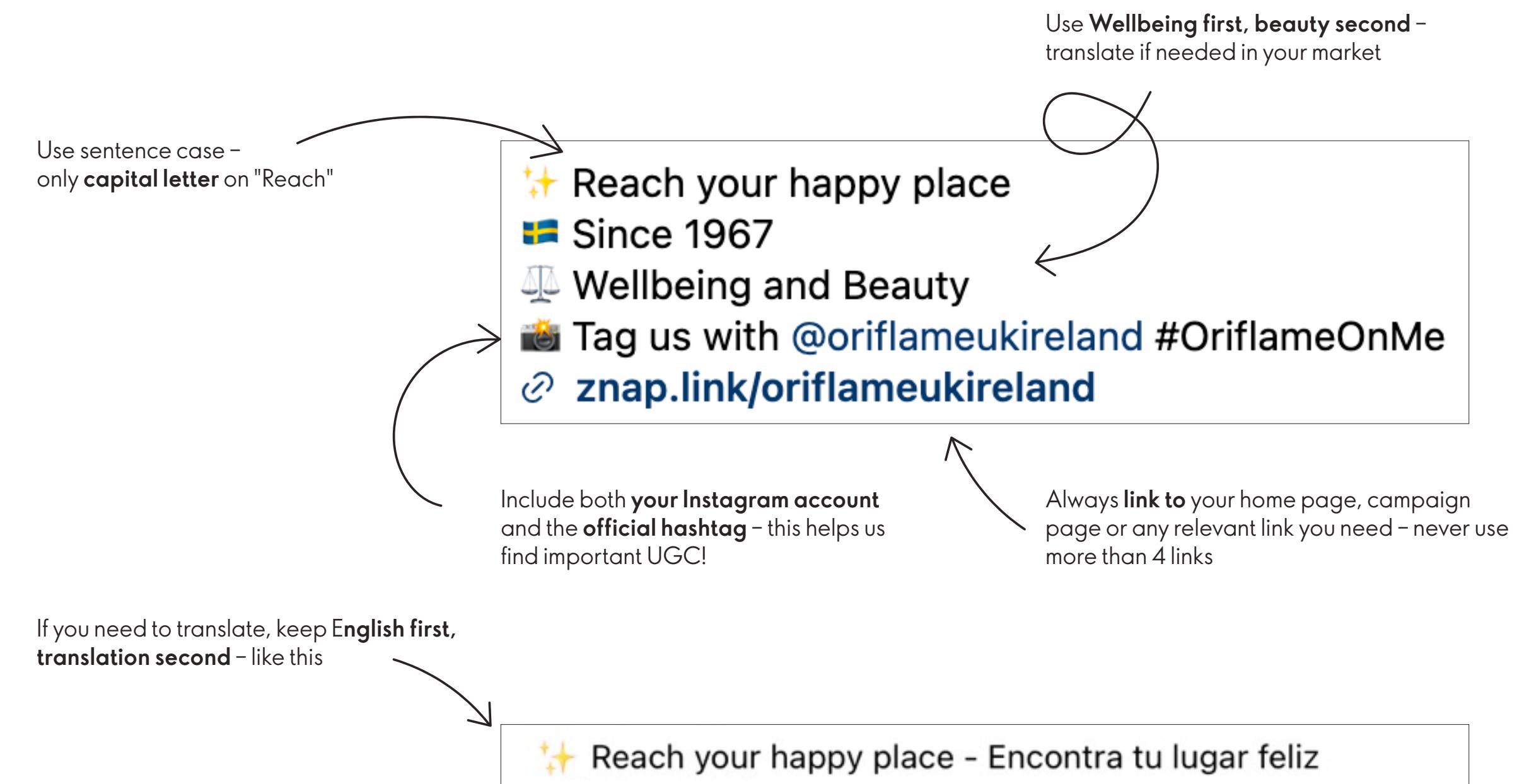
Social media

Bio on social channels

Like a shop's display windows, the bio on our social channels is often consumer's first interaction with Oriflame – it needs to be kept updated and fresh, so **update your bio now!**

For global consistency when updating the brand bio:

- ✓ Make a direct translation word by word – or keep every word
- ✓ Use the same emojis
- ✓ Respect the lines and spaces
- ✓ Keep it consistent with the same bio for Instagram, Facebook, Youtube, TikTok, VK etc.



Social media

Hashtag

#ReachYourHappyPlace is our official campaign
hashtag – use it to spread happy vibes!

For global consistency when using the campaign hashtag:

- ✓ If you need to translate, always use #ReachYourHappyPlace first, and translated version second –
#ReachYourHappyPlace #EncontraTuLugarFeliz
- ✓ Keep the first letter of each word in a capital letter, so it's easy to read
- ✓ Always use this hashtag when posting brand related content
- ✓ Never overuse the hashtag on products or sales-related content, because it will lose its impact – always think about the story behind "happy place"

Social media

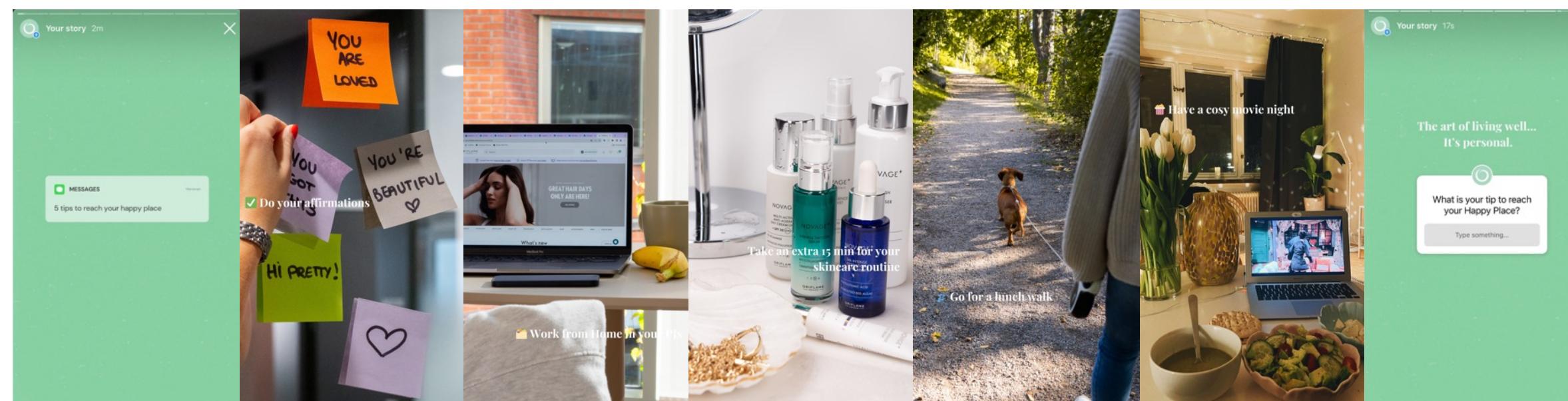
Ready-to-use content

We've already created some inspiring campaign content that is ready-to-use.

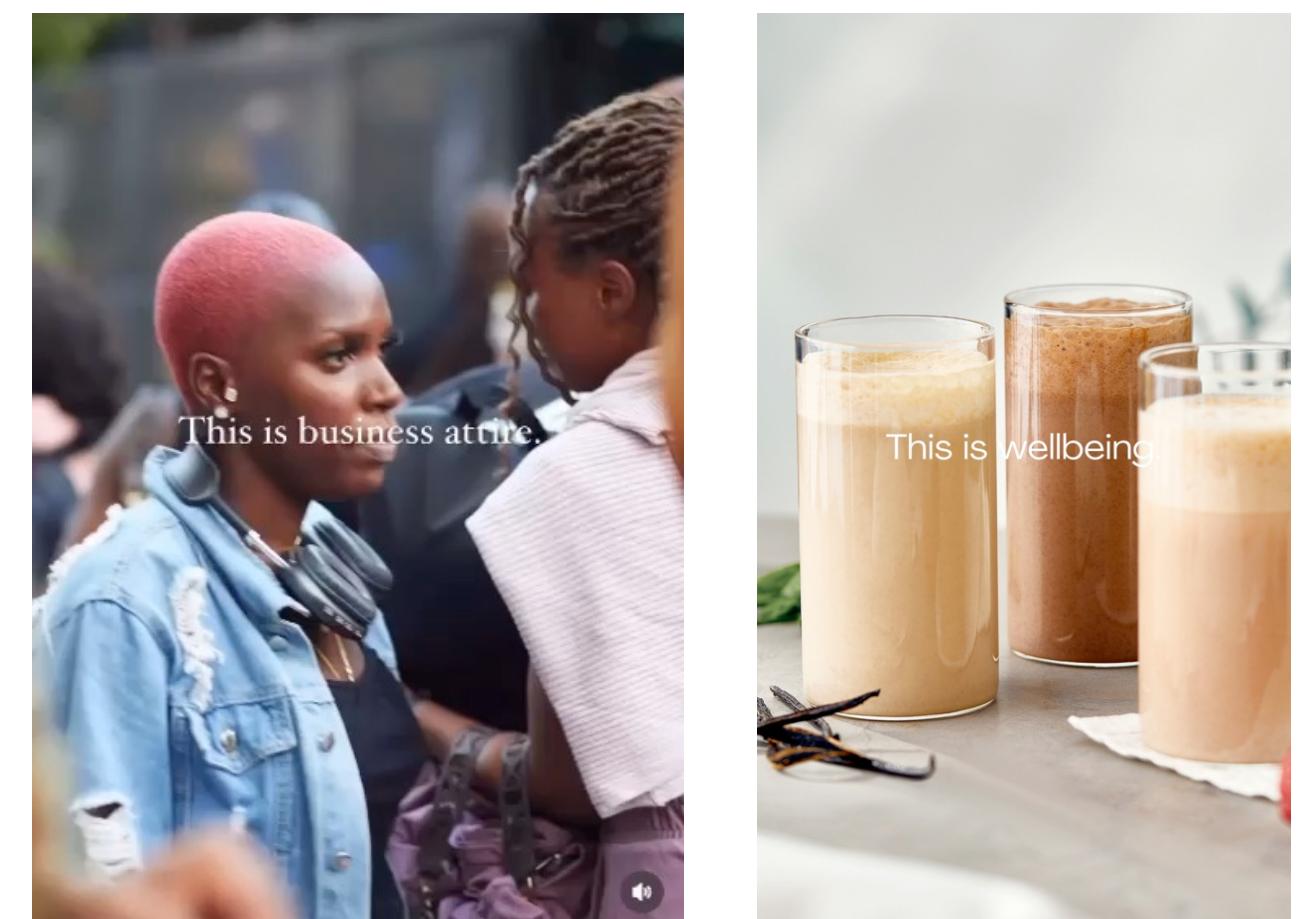
CAROUSEL



STORY



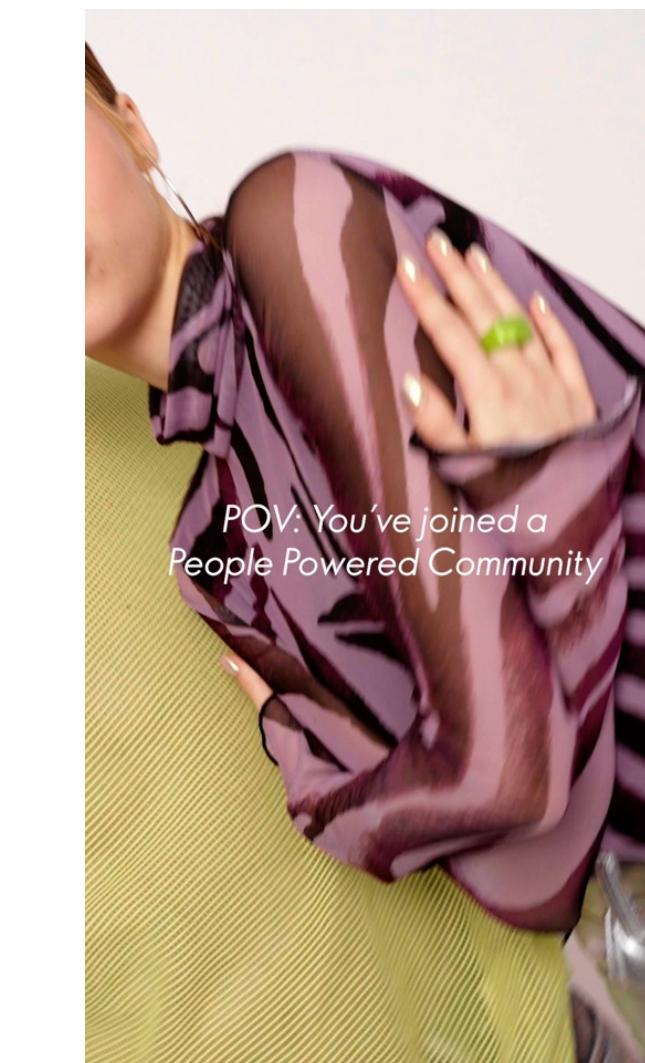
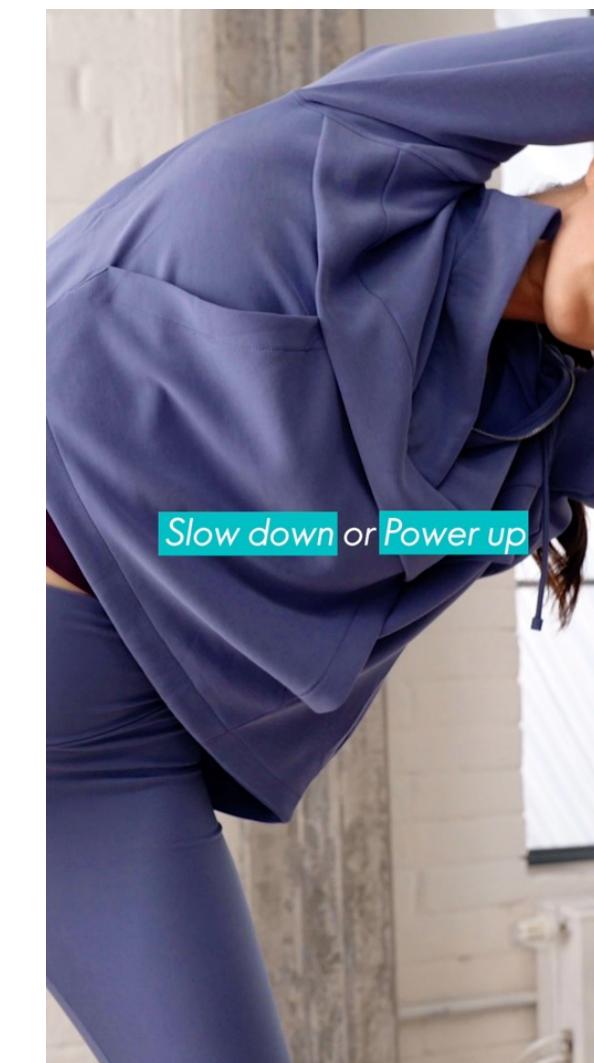
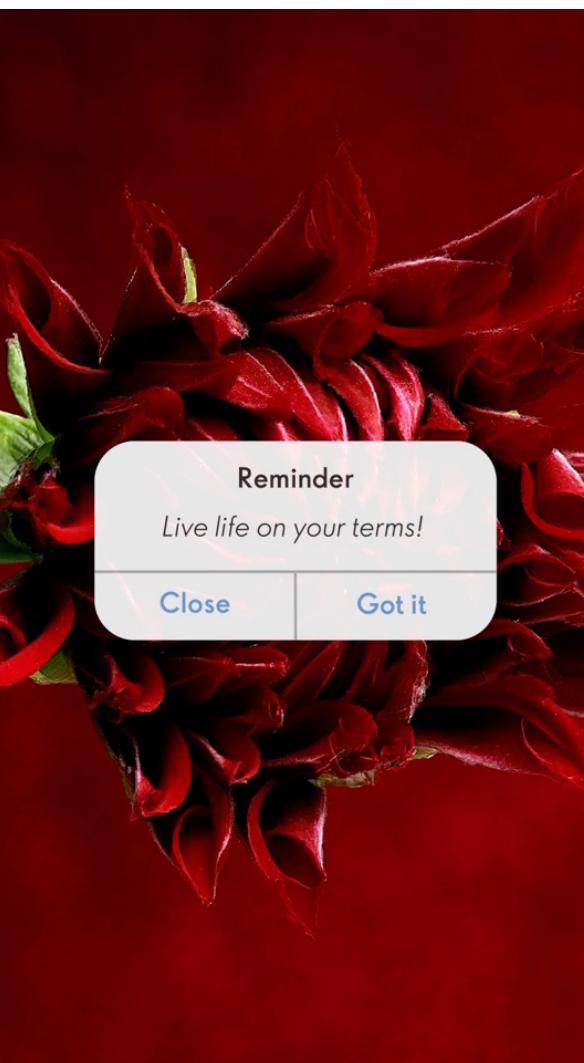
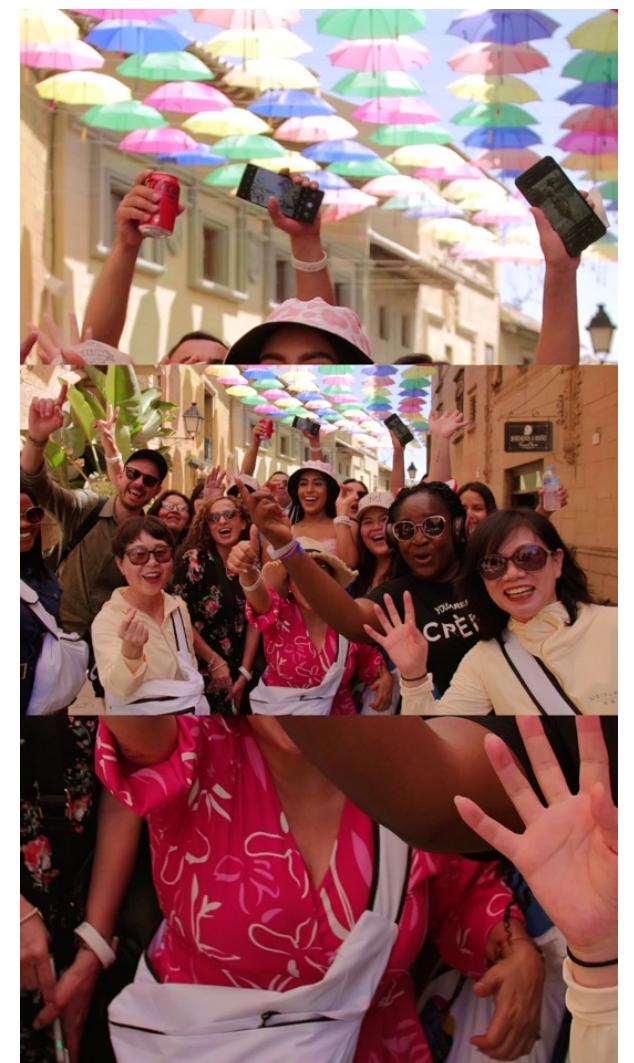
REELS



Social media

Brand Campaign Video edits

Different edit versions of the brand campaign video are available for you to use.



Important!

Due to legal restrictions, please never share the campaign films in the Oriflame Sharing App. We are working on content that our Brand Partners can share!

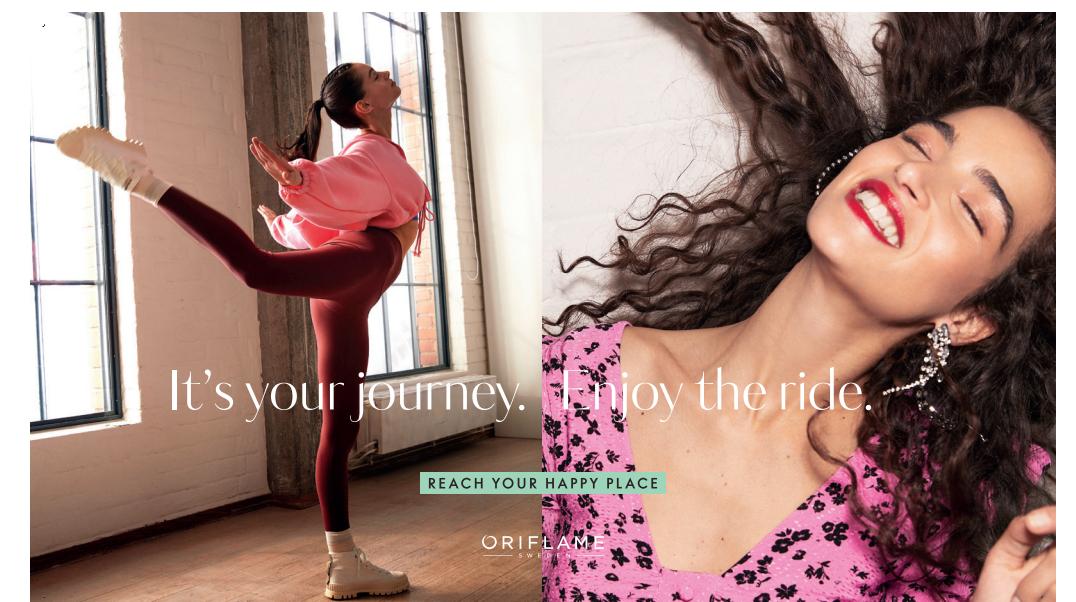
Social media

Other content

COMING
SOON

We're working on more content which are trendy,
easy-to-reproduce, and most importantly, on-brand!

KEY VISUALS INSPIRED CONTENT



For brand and brand partners

TESTIMONIALS INSPIRED CONTENT



For brand and brand partners
Ready to use content + challenges to create their own!

Social media

Guidelines to create your own campaign content

Get inspired by our ready-to-use content, then create your own! Remember to **keep it real and authentic.**

Authenticity

Use real people, with real emotions – no filters, no over-staging, just real situations.

Branding

Don't overuse branding elements on social media – avoid adding in-row and out-row with logos, logos, templates, or visual elements designed for printed material.

Storytelling

What are we saying about our brand and positioning? We want to create valuable storytelling that brings value to our audience. Never use *Reach your happy place* to be “too pushy” or “too positive” – it needs to feel subtle.

Yes: Find a new career, reach your happy place. ☺

No: Earn a lot of money in a few months, reach your happy place. ☹

Yes: Start your wellbeing journey, reach your happy place. ☺

No: Reach your happy place, lose 4 kilo. ☹

Products

Products can be used in your content, but it needs to connect to a deeper message and feel authentic – *Reach your happy place* is about your wellbeing and beauty journey, not just the product.

Yes: We asked our employees about their morning routines to reach their happy place! ☺

No: -20% on DUOLOGI #ReachYourHappyPlace ☹

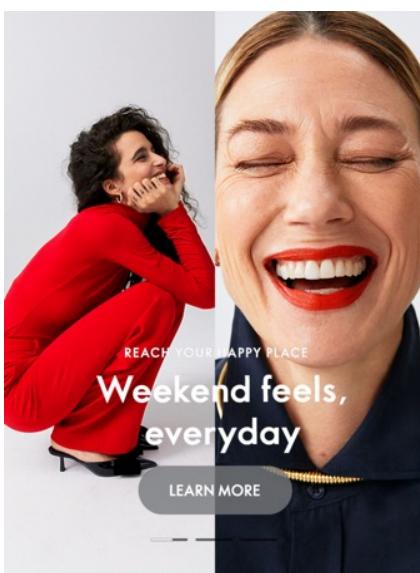
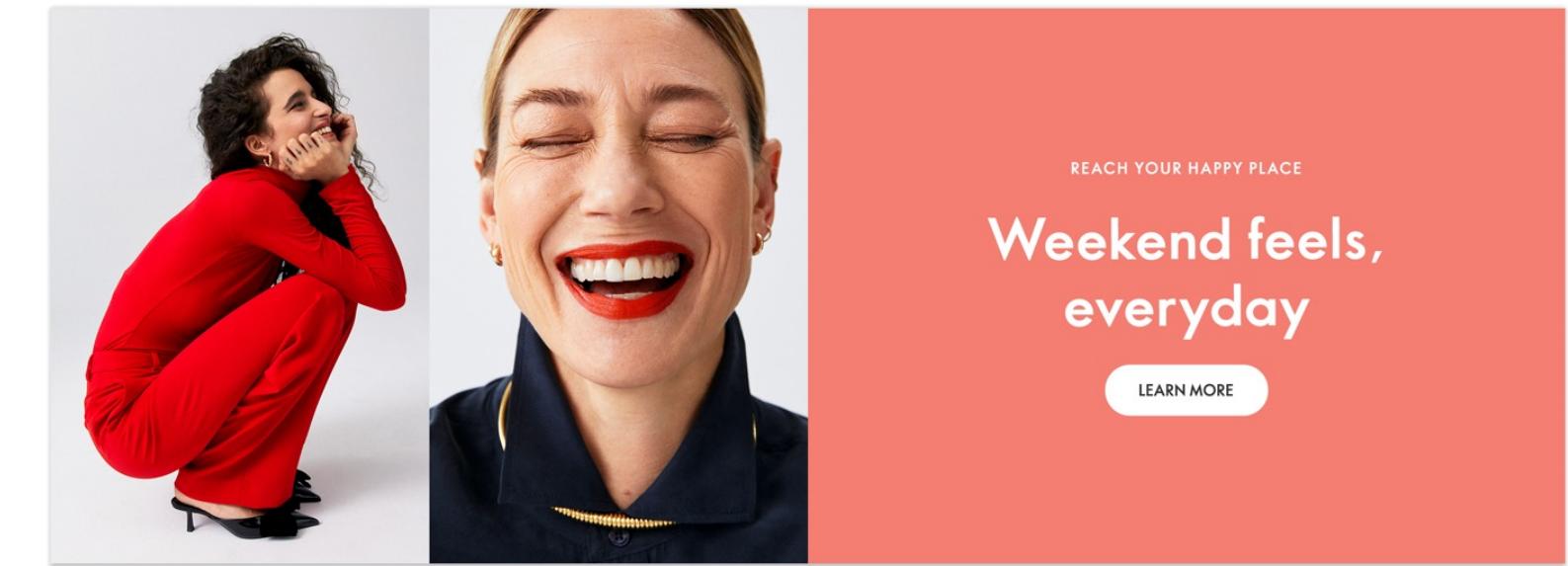
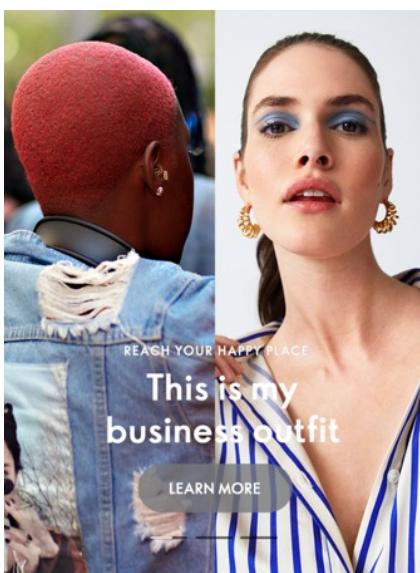
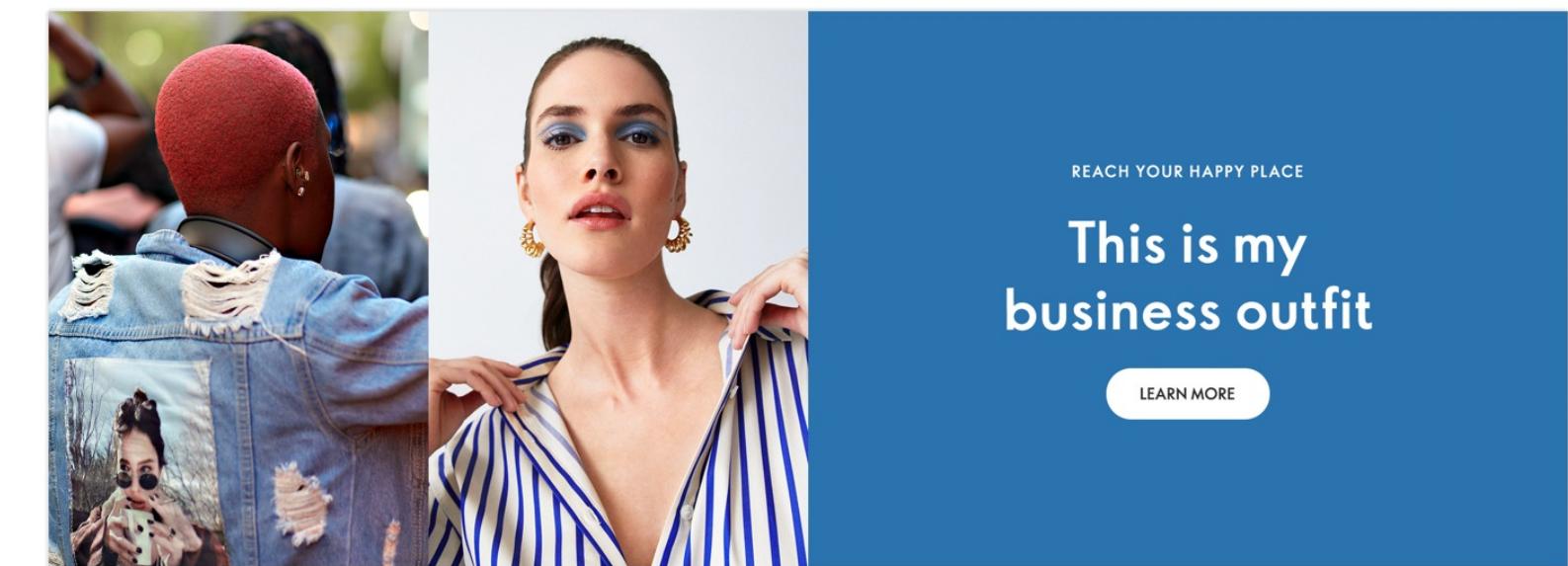
Website

Hero banners

We've created hero banners for the website – both on-site and mobile versions.

For global consistency when creating hero banners:

- ✓ Use these visual examples as a guide to bring the campaign alive on our website – always capturing the duality of the campaign, including copy
- ✓ Create an inspiring call-to-action – decide where the landing page should be, depending on how you run the campaign in your market



Website

Front page

Give our brand campaign the space it deserves on our website, with our **helpful to-do list**.

For global consistency when updating the website:

- ✓ Replace “Beauty by Sweden” text on the front page with the *Reach your happy place* copy (shown here)
- ✓ Never translate the heading *Reach your happy place* – keep it in English



Reach your happy place

The art of living well, it's personal.

We believe true wellbeing feels different to everyone – and let's be honest, it often means different things at different moments. Sometimes you need a cosy night in watching your fave TV series with a nourishing face mask on, while other days you want to be surrounded by friends and be active. It's really about feeling confident to live life on your terms, free of judgement or expectations.

We're a people-powered wellbeing and beauty community with an entrepreneurial spirit – a supportive cheer squad ready to empower your journey with the beauty of your wellbeing. Together, we'll help you carve out your unique path to wellbeing – so you can enjoy the ride.

Because happiness looks good on everyone!



A **campaign landing page** with more guidance, assets and placeholders for the front page (English version) will come end of Q1 2024.

Website

Other website pages

We are busy making updates to other website pages too!



A reminder! These pages should already be unpublished from your local websites.

<https://uk.oriflame.com/about/beauty-by-sweden>

<https://corporate.oriflame.com/news/To-our-Beauty-Community>

<https://uk.oriflame.com/about/safe-to-order>

**These pages will be updated from Global Q1 2024
– English version will be available for translation.**

<https://uk.oriflame.com/>

<https://uk.oriflame.com/about>

<https://uk.oriflame.com/about/our-history>

<https://uk.oriflame.com/about/social-causes>

<https://uk.oriflame.com/about/work-with-us>

<https://uk.oriflame.com/about/contact-us>

<https://uk.oriflame.com/product-philosophy>

<https://uk.oriflame.com/product-philosophy/product-standards>

<https://uk.oriflame.com/sustainability>

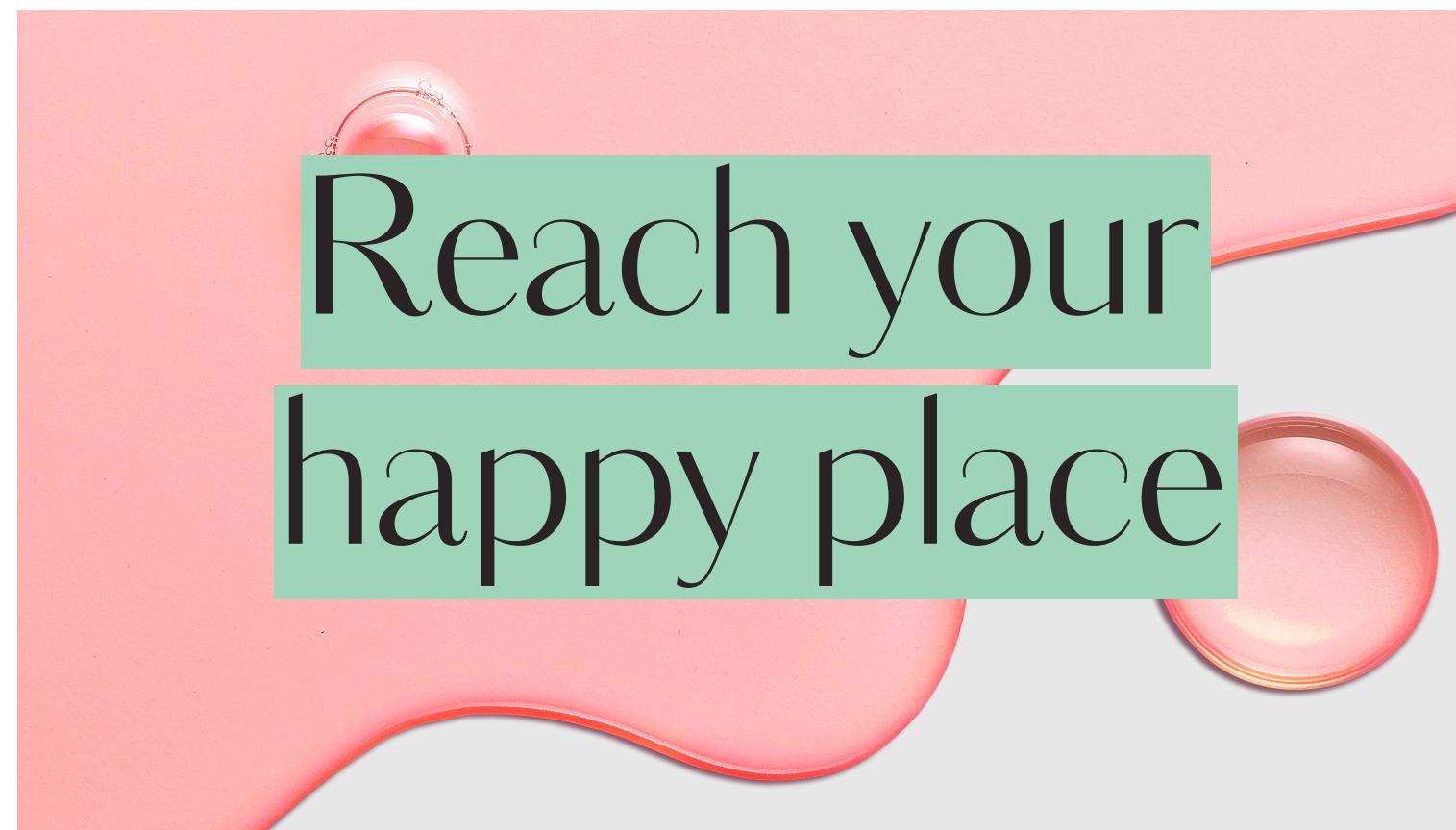
<https://uk.oriflame.com/sustainability/our-initiatives>

<https://uk.oriflame.com/product-philosophy/ingredient-library/>

<https://uk.oriflame.com/vip-customer-benefits>

<https://uk.oriflame.com/business-opportunity>

Teams and Zoom backgrounds



TEAMS BACKGROUND



TEAMS BACKGROUND



TEAMS BACKGROUND

Conferences and events

At Oriflame, our conferences and events are an important part of the way we communicate, activate and inspire our Brand Partners.

You know we love a great conference!

And to make each conference an amazing success, it's essential that every aspect of the event immerses our community in Oriflame – always one strong and recognisable brand, that speaks in one voice. Everywhere you meet us, in everything we do...

including our brand campaign *Reach your happy place*.

This consistency creates power and elevates our identity. So, when working with conferences and events, make sure every detail of this campaign reflects the Oriflame brand.

Wordmark usage

How to use the tagline – Reach your happy place

Bring our campaign alive at conferences and events – we encourage you to *elevate Reach your happy place by using the wordmark in the event space.*

For global consistency when working with the wordmark (*Reach your happy place*) in event spaces:

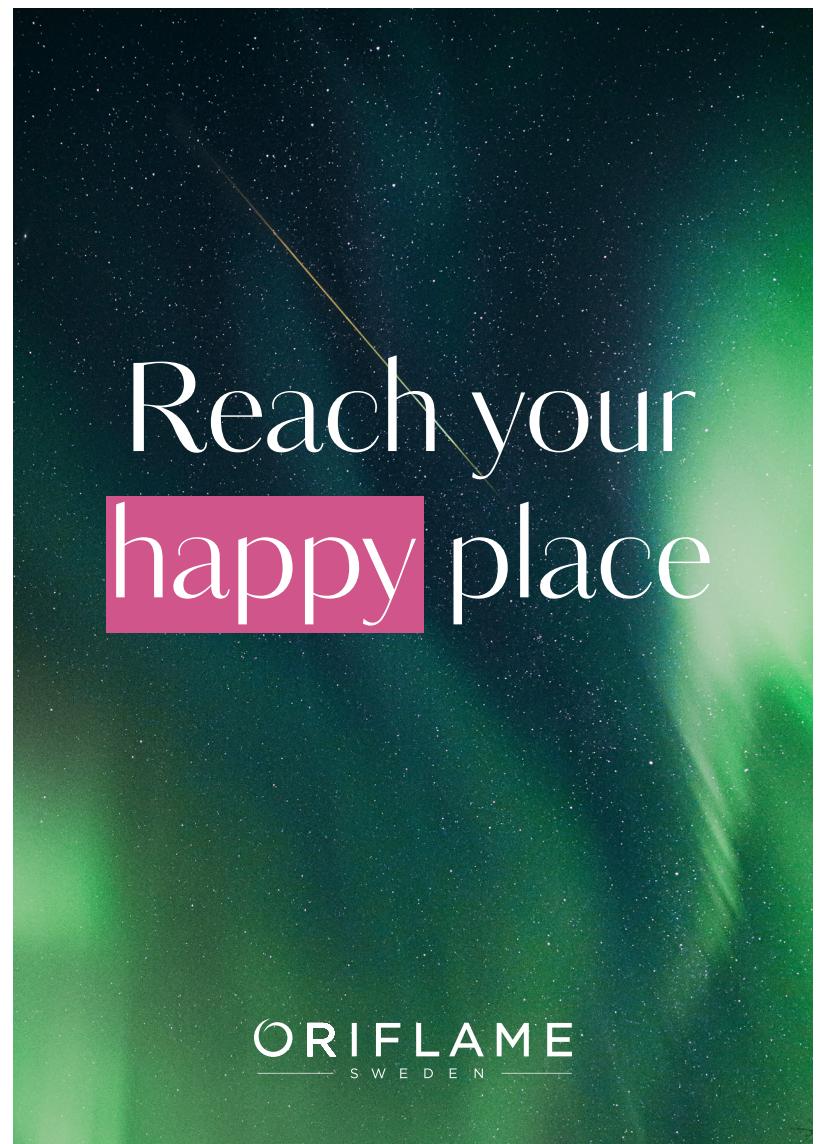
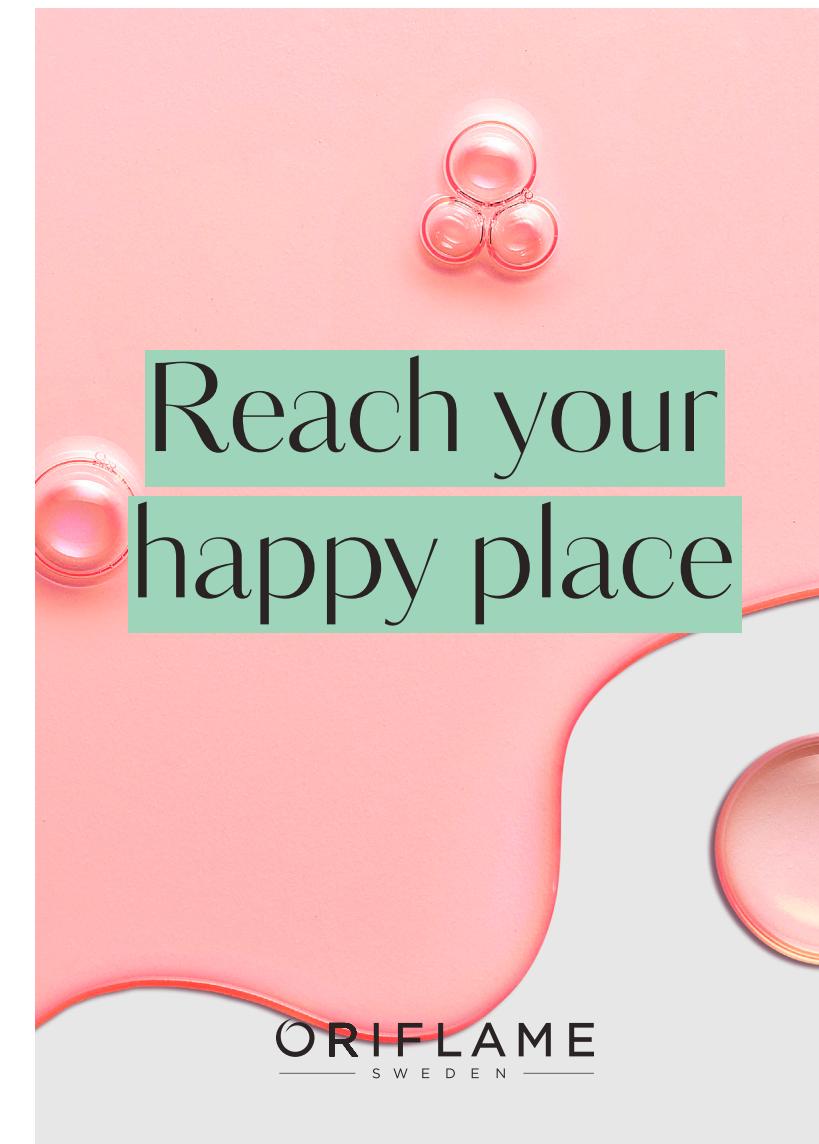
- ✓ Use as a key focal point, such as an Instagrammable wall or balloon wall
- ✓ If producing a 3D version with *Reach your happy place* (like a cap, for example), never use cheap-looking materials or distort the wordmark
- ✓ Don't print the wordmark on floors or carpets where it would be walked on – or get dirty
- ✓ Always consider the entire event space when designing each individual communication element – avoid too much repetition of the wordmark within the same area



Posters

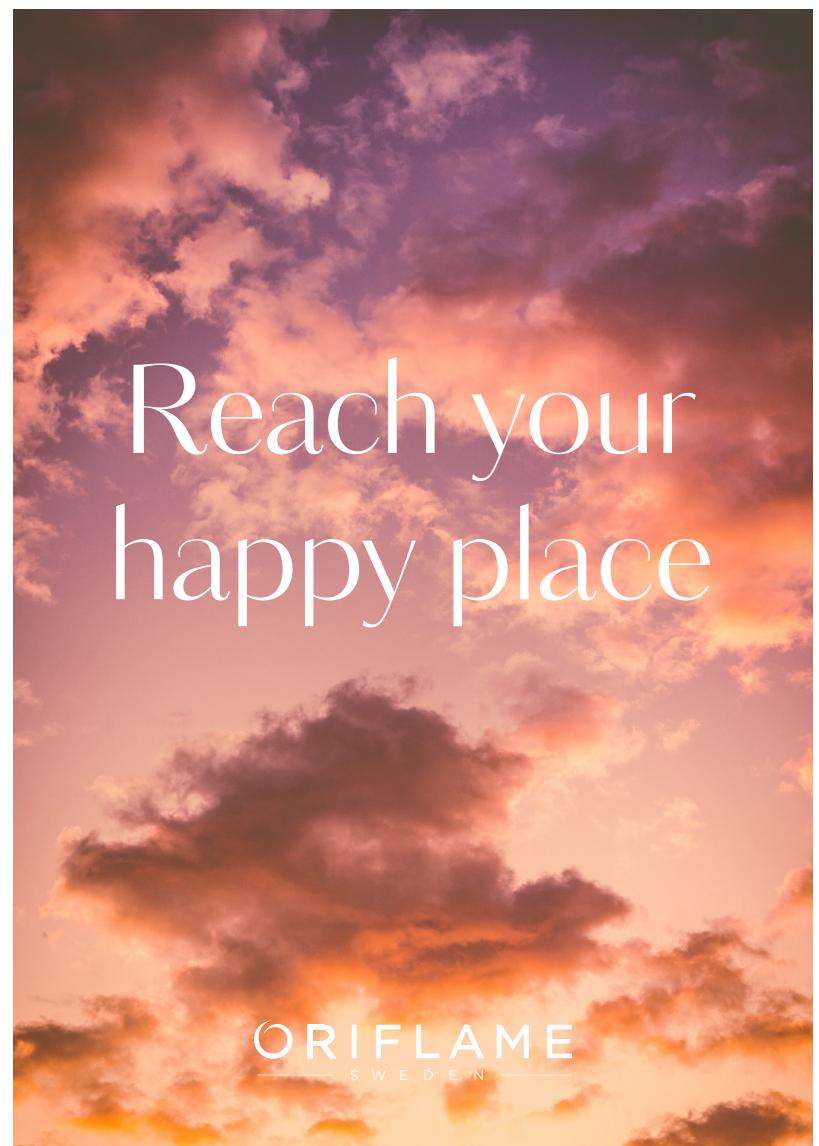
Wordmark usage

An **easy tool to deliver impact**, posters are the basic event touchpoint.



For global consistency when working with *Reach your happy place* on posters:

- ✓ Always centre-align the wordmark
- ✓ Use together with the Oriflame logo, in Warm black or White
- ✓ Place the Oriflame logo at the bottom of the poster
- ✓ Colour contrast the logo with the background
- ✓ If translation is needed, stick to the translation rules (page xx)



Cubes

Wordmark usage

Want to attract attention? Use a cube!

For global consistency when working with *Reach your happy place* on cubes:

- ✓ Design cubes with mixed images of texture, nature, and people, layered with the wordmark to provide variety
- ✓ Work with colour contrast, so the wordmark is clearly readable against the background
- ✓ Always centre-align the wordmark on each side of the cube
- ✓ Keep the bottom of the cube a block color from the Oriflame palette – avoid Oriflame green, as it may get very dirty when placed on the floor
- ✓ Only use images (texture, nature, block colour etc) for the top of the cube – no logo, as it will rarely be seen



Event backdrops

Wordmark usage

Get the **perfect backdrop** for those SoMe post! Use one or more of the backdrops available.

For global consistency when working with *Reach your happy place* on backdrops:

- ✓ Use the available Key visuals when executing the backdrops
- ✓ Size matters. Make sure to produce the backdrops in a big enough size for them to full function as photo back grounds
- ✓ If scaled in size. Please do not alter the proportions
- ✓ Do not change the order of the elements, the Oriflame logo should always be placed at the base as shown on the executions here
- ✓ The backdrops can be printed on either cardboard, make sure that the thickness is enough for them not to ben, or fabric to be mounted on an aluminum frame



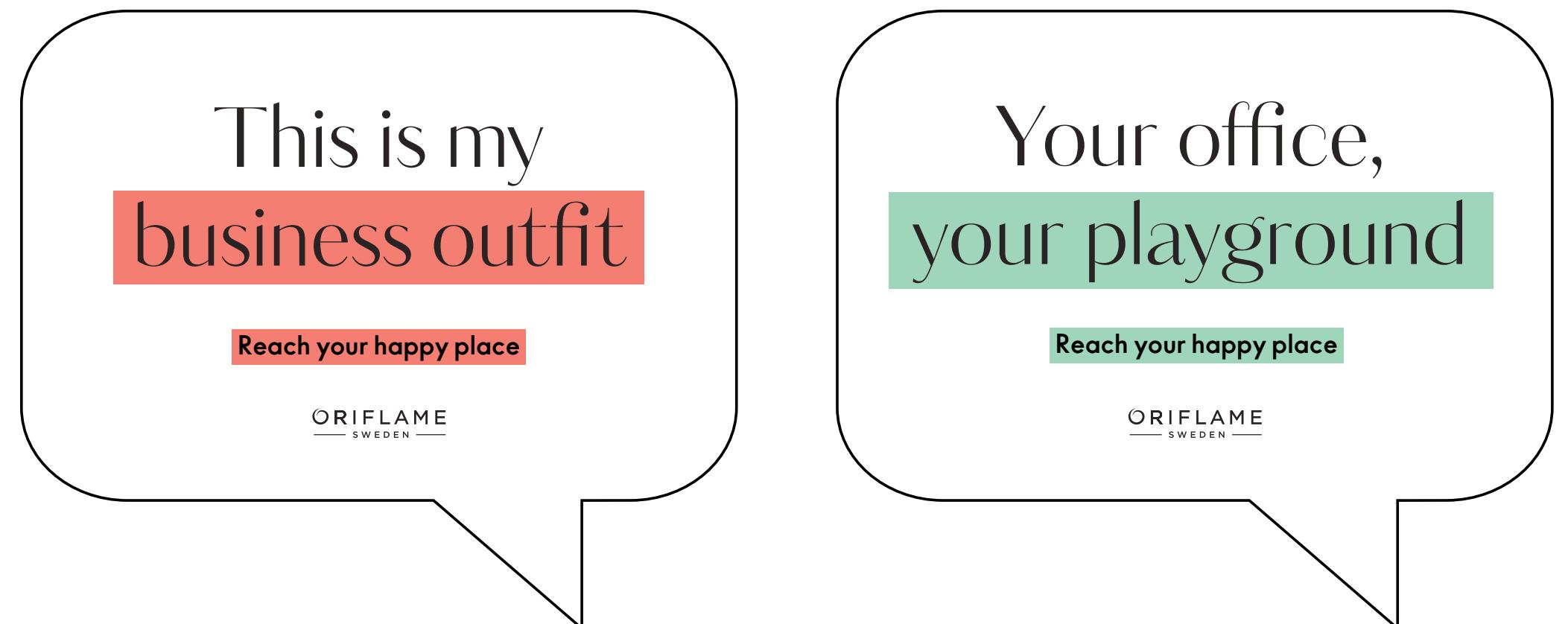
Speech bubbles

Wordmark usage

Do you have even more to say? Use a speech bubble!

For global consistency when working with *Reach your happy place* on speech bubbles:

- ✓ To be printed on cardboard utilizing the recognizable shape of a speech bubble
- ✓ Make sure the cardboard is thick enough to ensure it doesn't fold
- ✓ Always center align the text
- ✓ Do not change the order of the elements, the Oriflame logo should always be placed at the base as shown on the executions here



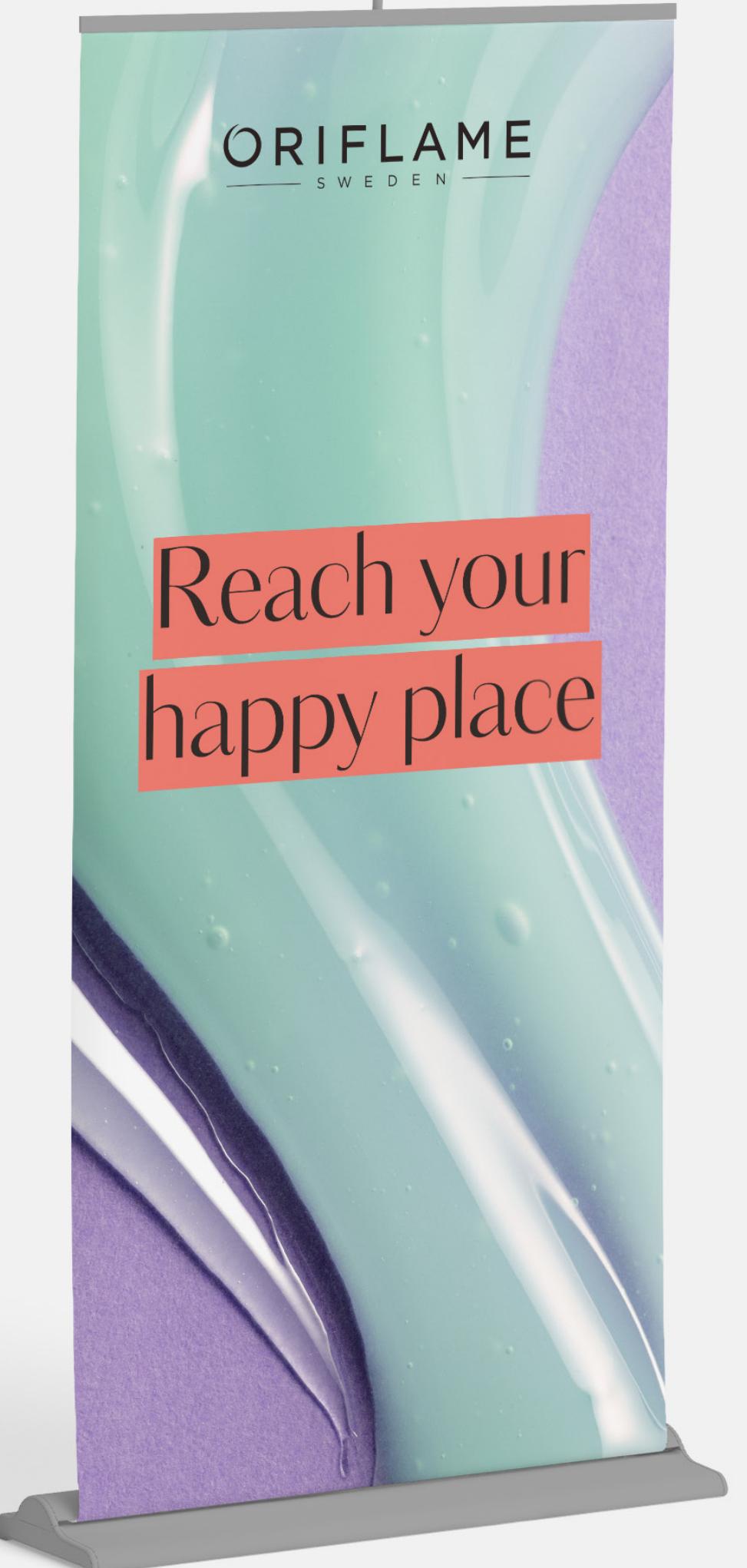
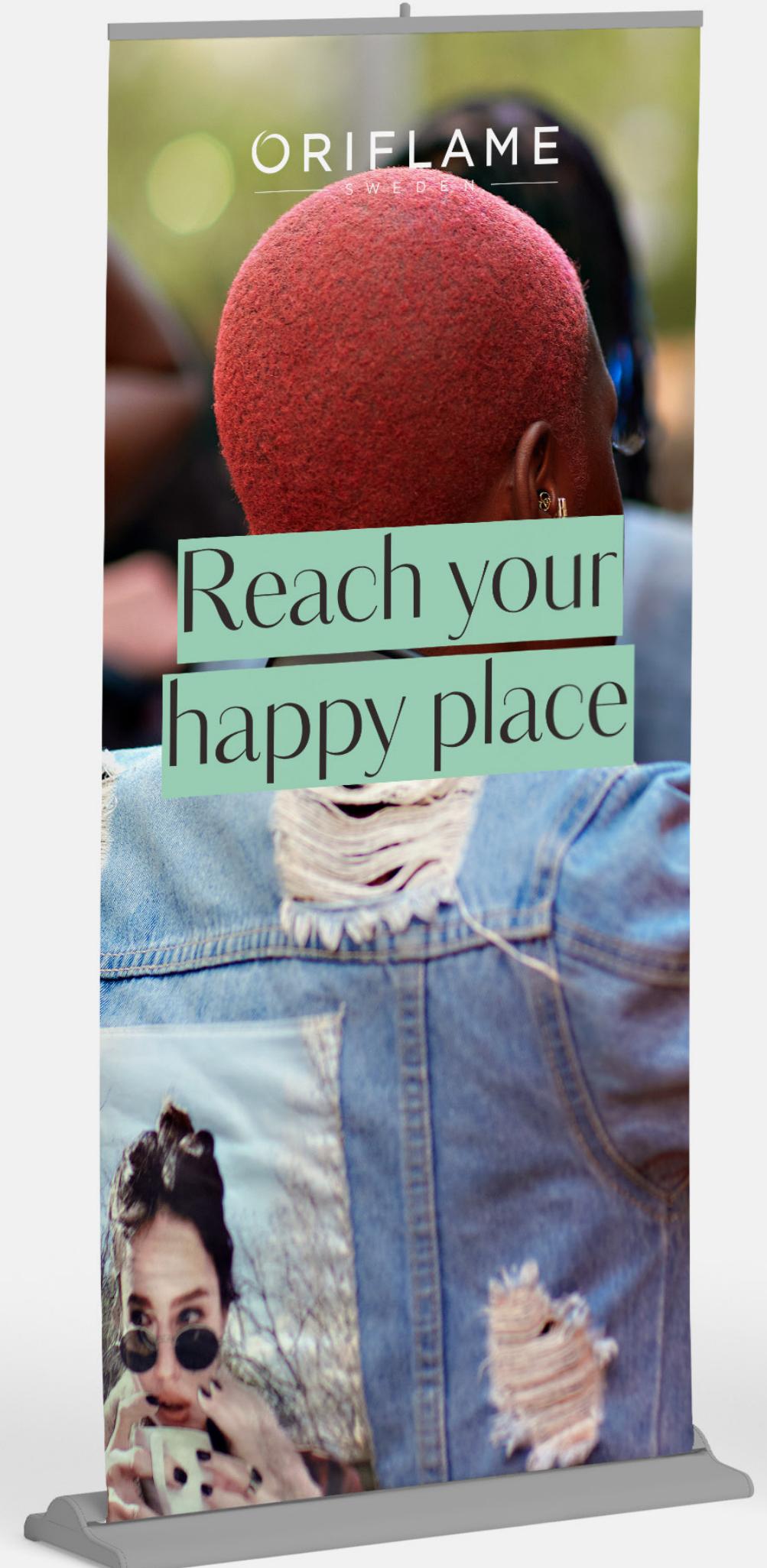
Roll-ups

Wordmark usage

A classic way to promote the campaign, roll-ups are an **easily transportable tool** that create an impact, wherever you are!

For global consistency when working with *Reach your happy place* on roll-ups:

- ✓ Position the wordmark slightly above the centre, at eye level
- ✓ Work with colour contrast, so the wordmark is clearly readable against the background
- ✓ Use together with the Oriflame logo, in Warm black or White, placed at the top (*an exception to the bottom placement of the logo, as often this part of roll-ups is hidden from view*)
- ✓ Consider the whole composition



Backdrop

Wordmark usage

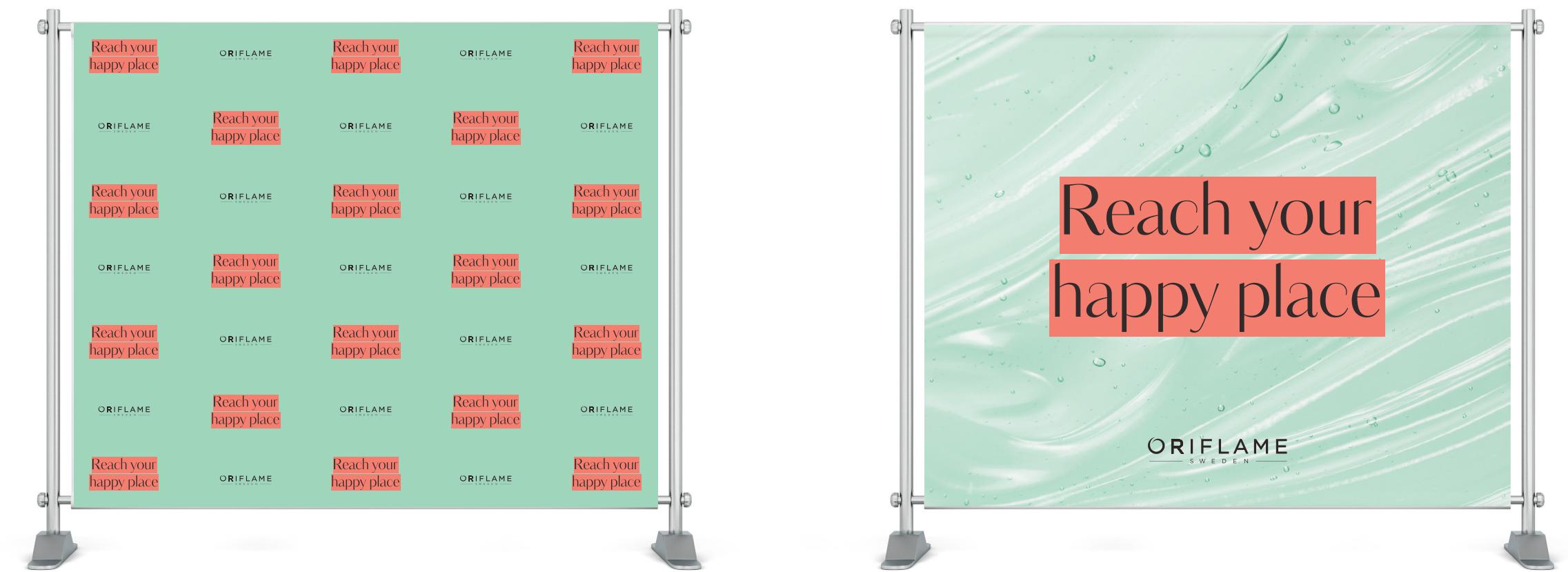
Need a backdrop? We have 2 options for that.

Option 1: Wordmark and logo together

- ✓ Use the *Reach your happy place* wordmark together with the Oriflame logo
- ✓ Keep the wordmark highlighted for a dynamic look
- ✓ Ensure good colour contrast between the wordmark and logo

Option 2: Background images

- ✓ Use background images featuring nature, texture, or people
- ✓ Combine background with the wordmark, ensuring good colour contrast
- ✓ Align the Oriflame logo bottom-centred for placement consistency



On-stage screens

Wordmark usage

All eyes on... the big screen! We all know the big impression the on-stage screen presentations have, which makes the wordmark usage really important.

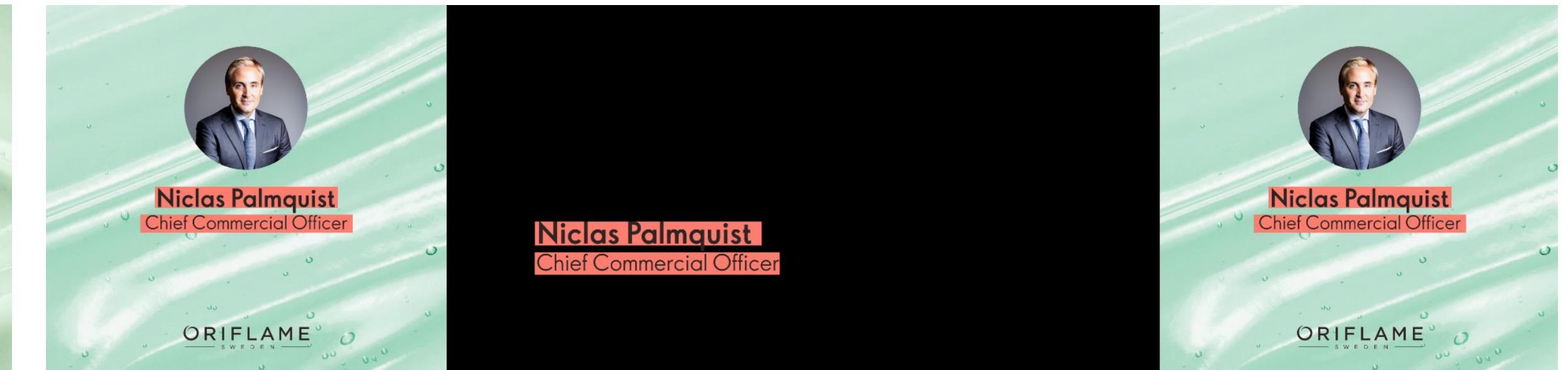


For global consistency when working with
Reach your happy place on the on-stage screens:

- ✓ Position the wordmark slightly above the centre
- ✓ Use together with the Oriflame logo, in Warm black or White
- ✓ Align the Oriflame logo bottom-centred for placement consistency
- ✓ Work with colour contrast, to ensure readability

On-stage screens

Continue creating a big impact on-stage with these materials



BUMPER

CHANGE OF SPEAKER EXAMPLES

On-stage presentation

Continue creating a big impact on-stage with these materials

An on-stage PowerPoint presentation is made available for you, to support your launch of the Brand campaign in your markets.

The presentation, recommended script, and supporting videos are available in Censhare.

ON-STAGE PRESENTATION



BRAND PARTNER TESTIMONIAL VIDEOS



TENSION VIDEO

Gift bags

Wordmark usage

A reminder of our campaign, to-go. Use this tag to re-ignite our message in their minds the next day.

For global consistency when working with *Reach your happy place* on gift bags:

- ✓ Paper gift bags must always be Oriflame Green
- ✓ Oriflame logo must always be in Warm Black
- ✓ Design of the gift tag can be created especially for the event



Cap

Wordmark usage

When designed right, a cool cap is likely to be used again.

For global consistency when working with *Reach your happy place* on caps:

- ✓ Always centre-align the wordmark
- ✓ Place the wordmark front-centre of the cap, for maximum visibility
- ✓ Use Oriflame Green for the cap colour, contrasted with Oriflame Coral as a text highlight in the wordmark
- ✓ Keep the wordmark size balanced with the cap



T-shirt

Wordmark usage

T-shirts are great for message visibility during an event – and they also help people to easily identify participants, or event crew.

For global consistency when working with *Reach your happy place* on t-shirts:

- ✓ Always centre-align the wordmark
- ✓ Place the wordmark at chest level on the t-shirt, for maximum visibility
- ✓ Avoid placing the wordmark too close to the neckline or sleeves
- ✓ Use Oriflame Green for the t-shirt colour, contrasted with Oriflame Coral as a text highlight in the wordmark
- ✓ Keep the wordmark size balanced with the t-shirt



Water bottle

Wordmark usage

Stay hydrated and share happy vibes – a simple way to spread our *Reach your happy place* campaign throughout the event.

For global consistency when working with *Reach your happy place* on water bottles:

- ✓ Always centre-align the wordmark
- ✓ Use Oriflame Green for the bottle colour, contrasted with Oriflame Coral as a text highlight in the wordmark
- ✓ Align the Oriflame logo bottom-centred for placement consistency



Ribbon

Wordmark usage

If only we could package our campaign with
a nice bow... oh wait, we can!

For global consistency when working with *Reach your happy place* on ribbons:

- ✓ Use *Reach your happy place* as one line, centred in the ribbon
- ✓ Use Oriflame Green for the ribbon, contrasted with the wordmark in Warm Black
- ✓ Avoid using highlights when the ribbon width is less than 20 mm



More materials

Additional campaign assets

Make Reach your happy place... reach everywhere!

Reach your
happy place

More materials

Additional campaign assets



LOYALTY AWARDS (HR) PRINTED DIPLOMA



LOYALTY AWARDS (HR) ON-SCREEN



SCREEN VISUALS

BRAND PARTNER CHEQUES



SIDE SCREEN BANNERS

Assets in Action

Find inspiration in these assets from the latest Global Diamond Conference in Cape Town

SPEECH BUBBLES



LONG BANNER



KEY CAMPAIGN VISUAL ADAPTATION



CUBES



GIFT BAG



BACKDROP

Do's and don'ts

Consider the full experience

It might sound obvious, but it's important to always think about the total experience when planning an event – not just the individual elements.

Are the colours working together, complementing each other? Maybe the logotype and wordmark don't need to be repeated everywhere, but would be better when clearly visible on a few key spots?

Of course, to do this properly you need to know the environment you are designing for, and where everything will be placed. It's your responsibility as a designer to get this information, whenever possible. And remember, *Reach your happy place* is our brand campaign – it's most important to always follow Oriflame branding.

A quick guide

If in doubt, stick to these rules

Yes:

- Always refer to the brand book brand guidelines
- Always place the Oriflame logo as specified in the Brand Guidelines.
- Align with global brand team for any questions
- Follow local laws and regulations in communication materials



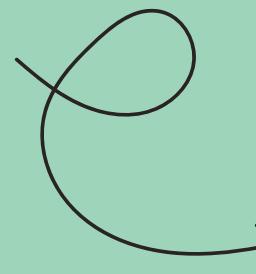
No:

- Never overdo *Reach your happy place*
- Don't introduce new colours
- Never introduce new fonts



Still have a question? 😊

We know these specific campaign guidelines will never cover all your project work. Adaptations may be needed, and that's ok. But we trust that if in doubt, you'll always stay true to the overarching brand guidelines set in **Chapter 3**.



Find [Chapter 3 – Brand guidelines](#)
in the Brand portal

ORIFLAME

SWEDEN