

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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*Intended for: Oriflame community*

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# Brand book

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COMING  
SOON

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COMING  
SOON

# Brand guidelines

Strong brands are instantly recognisable.  
They create a deeply personal connection – that goes beyond their product offering.

**We want people to truly connect with us.**

To achieve this, we need to communicate Oriflame in a **consistent**,  
**cohesive way globally.**

These guidelines are **designed to empower your work**: outlining our creative vision to  
fill you with confidence to convey our brand identity. Use them as a practical tool to  
help your daily work, creating strong brand-aligned design and communication.

**Together, let's empower people with their unique path to wellbeing.**



# Creative direction

Design and copy



# Design direction

## The brand diamond

Design tool

Like a guiding light, our **brand values** are always front of mind when we design new products and brand assets.

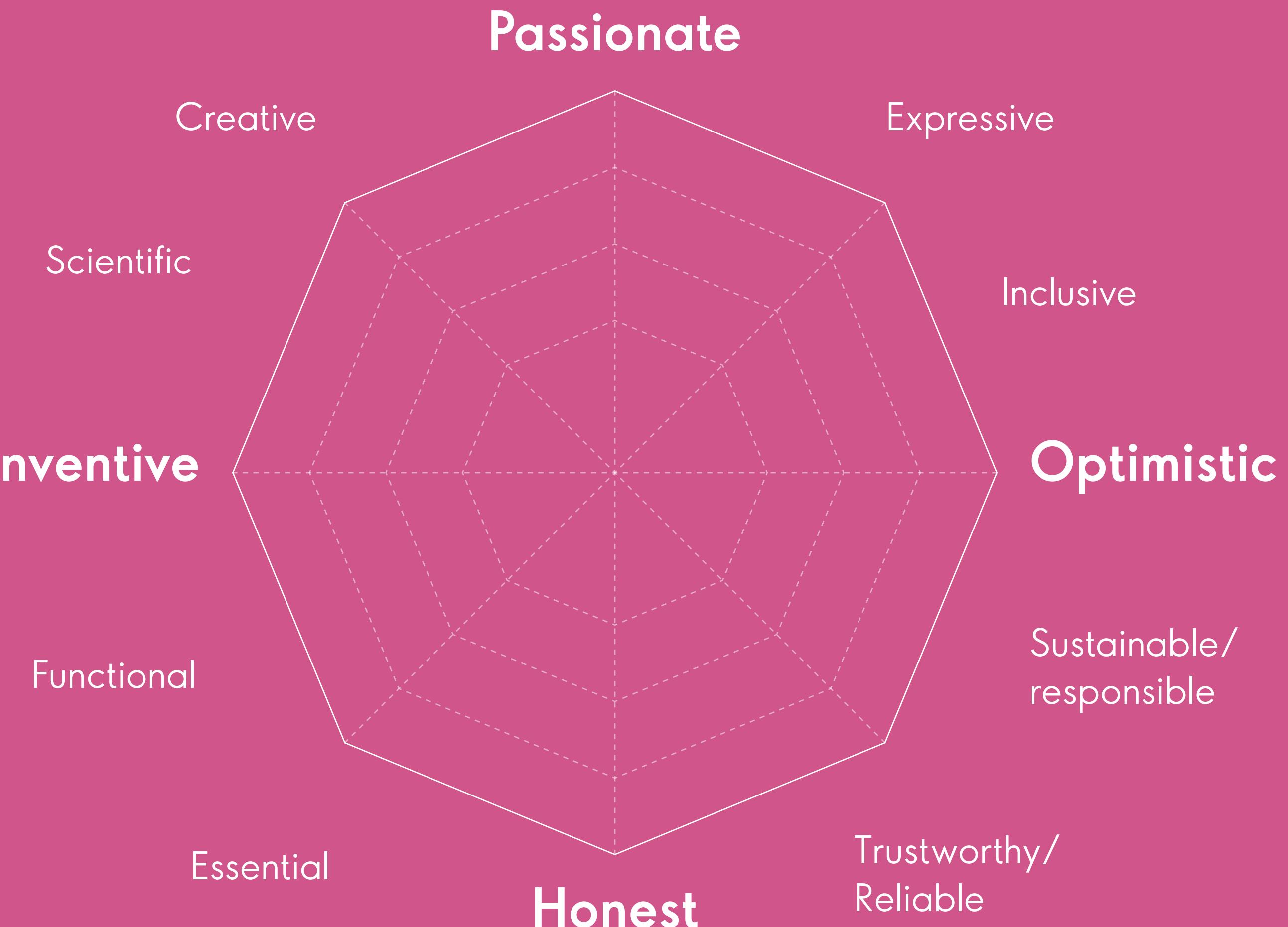
Enter the **brand diamond**: a design tool that ensures every product launch, plus the design choices we make, are closely connected to Oriflame – so our values shine bright like a diamond.

**Our brand values:**

- ✓ Passionate
- ✓ Inventive
- ✓ Honest
- ✓ Optimistic

## How to use the brand diamond

- ✓ Select facets from **Oriflame's brand values** that are relevant for the product brand
- ✓ Utilising insights and trends, explore how these values are visually expressed in both design and communication – of competitors, plus other product brands
- ✓ Apply these discoveries to the visual expression of our designs
- ✓ Final check that we cover the relevant facets we want to communicate



COMING  
SOON

Follow the designer's process of using the brand diamond in a product launch example

# Visual expression

## Overview

Logotype



Typography

**ABC abcdefghijkl**  
**ABC abcdefghijkl**  
ABC abcdefghijkl  
ABC abcdefghijkl

PRIMARY TYPEFACE  
ORIFLAME SANS 2.0 BOLD/REGULAR

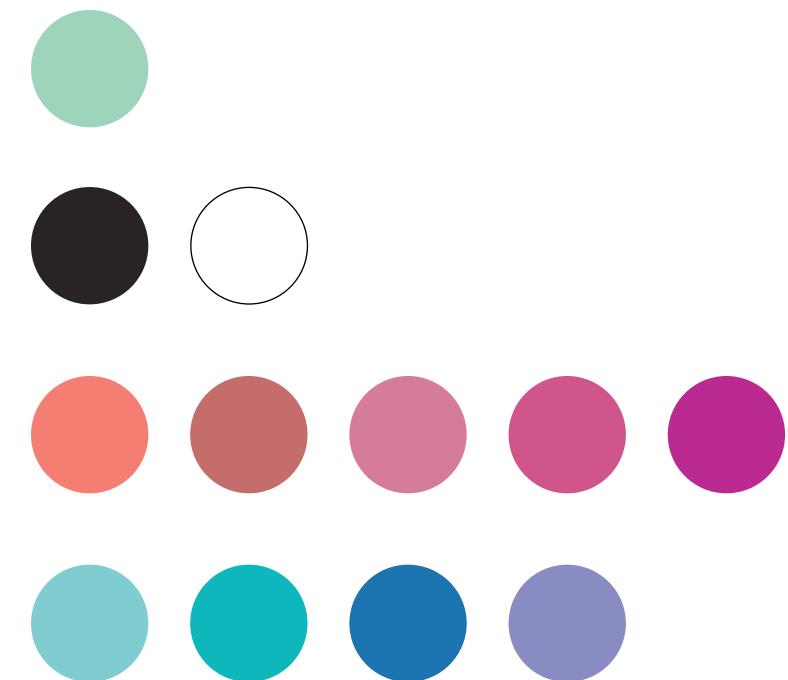
ABC abcdefghijkl

ACCENT TYPEFACE  
KUDRYASHEV DISPLAY CONTRAST SANS

Reach your **happy** place

TEXT HIGHLIGHTS

Colour palette



USING BRAND COLOURS IN IMAGES  
RATHER THAN STATIC BACKGROUNDS

Images



OUR BRAND IMAGES CONSISTING OF PEOPLE,  
NATURE, PRODUCT TEXTURES



## Brand images

People - Community

We're a people-powered wellbeing and beauty community with a global network – let's capture our people in real life, documenting our journey together.

Photos capturing people should:

- ✓ Always be authentic – never stiff or staged
- ✓ Be documentary style, capturing real emotions
- ✓ Feel optimistic, approachable and relatable – reflecting our brand personality



## Brand images

People - Community

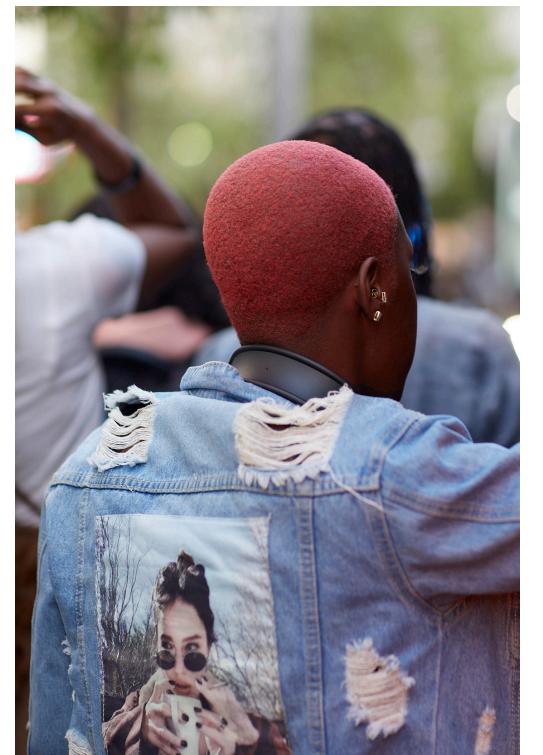


# Brand images

People - Community: Do's and don'ts

Yes:

- Authentic settings and environment
- Natural emotions
- Minimal retouching, only if required



No:

- Don't use unnatural settings
- No forced diversity
- No forced posing



## Brand images

### People - Models

The models we choose to feature in our campaigns should reflect who we are – and our wellbeing and beauty community.

Aspirational, yes. Relatable, always.

Our model imagery should:

- ✓ Feel authentic with an element of realness – never stiff or staged
- ✓ Represent our global community – inclusive and diverse on all levels (age, race, gender)
- ✓ Feel social with an optimistic, joyful and warm tonality



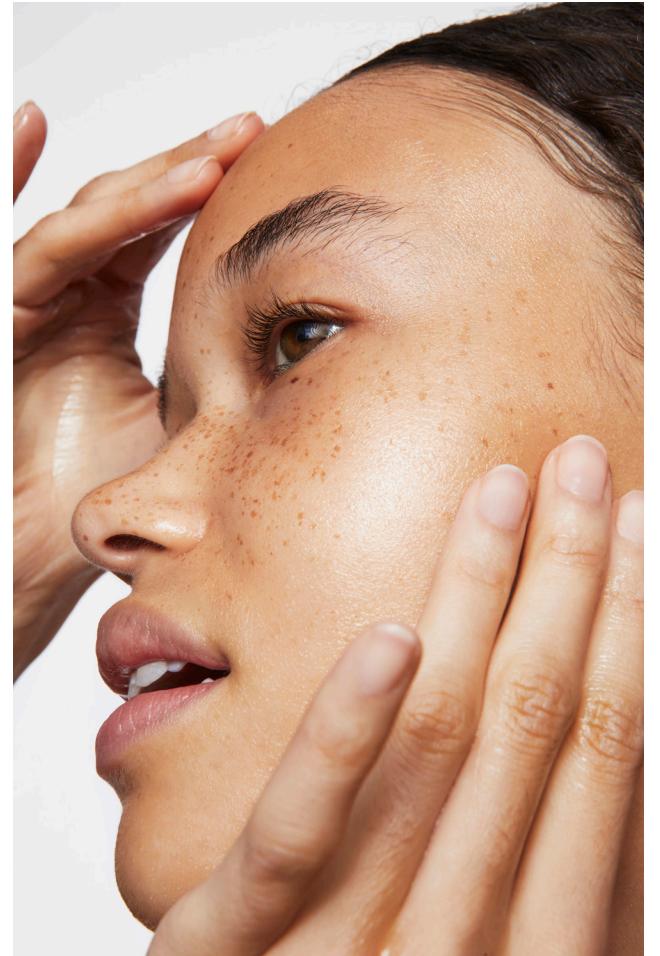
Working with product brands? See more detailed model imagery guidelines [here](#)

# Brand images

People - Models: Do's and don'ts

Yes:

- Be diverse and inclusive
- Feel aspirational yet relatable
- Warm expressions
- Use authentic settings
- Warm, natural lighting

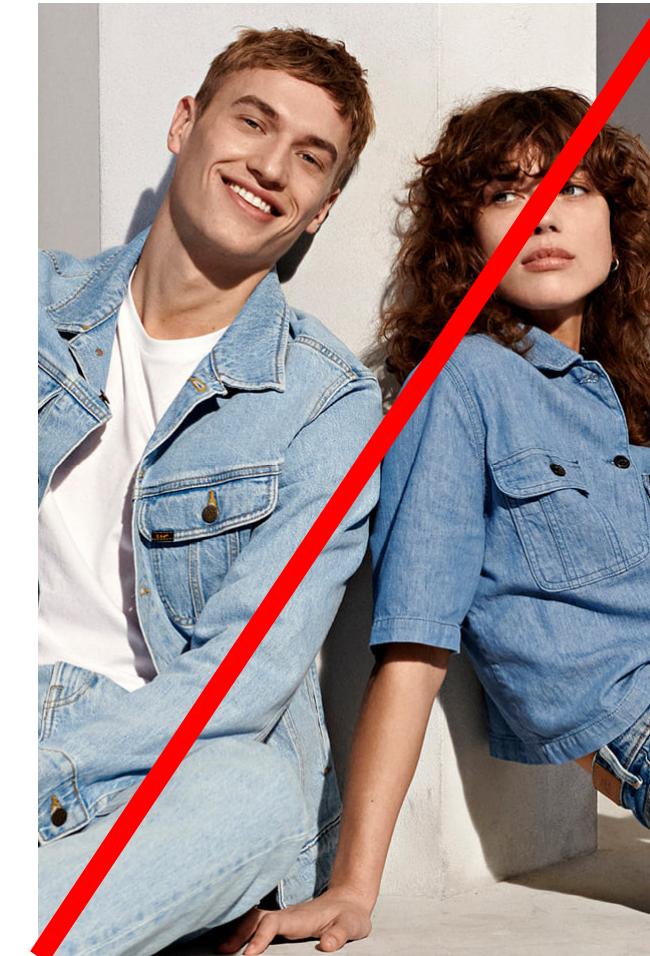


😊



No:

- Never retouch model images excessively
- Avoid stereotypes
- No forced smiles
- Avoid cold expressions
- Not feel stiff or overly staged



😢



## Brand images

### User Generated Content

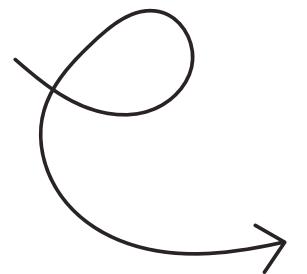
Let's create a strong online presence and fuel our social media success, by connecting with our consumers through user-generated content – or UGC.

Like a non-biased review, this highly trusted “realistic” content is created by consumers or influencers, spontaneously or sometimes prompted. Resharing this content on Oriflame channels creates an authentic and interactive online community.

UGC becomes a powerful tool to connect with our audience when:

- ✓ The **content feels authentic** – it's about finding a good balance between our brand aesthetic and values, and the creator's personality.
- ✓ It taps into relevant trends, giving us **trendy content** for our social media channels.
- ✓ Used in a similar way as testimonials, helping potential consumers in their purchase decisions. **Carefully select UGC to display** in our e-catalogue and website.
- ✓ We share content from a **variety of creators** – from consumers, to our Brand Partners and even more professional Influencers to amplify our reach.

COMING  
SOON



Working with our social channels?  
See more detailed UGC guidelines [here](#)



## Brand images

People - Influencers for User Generated Content

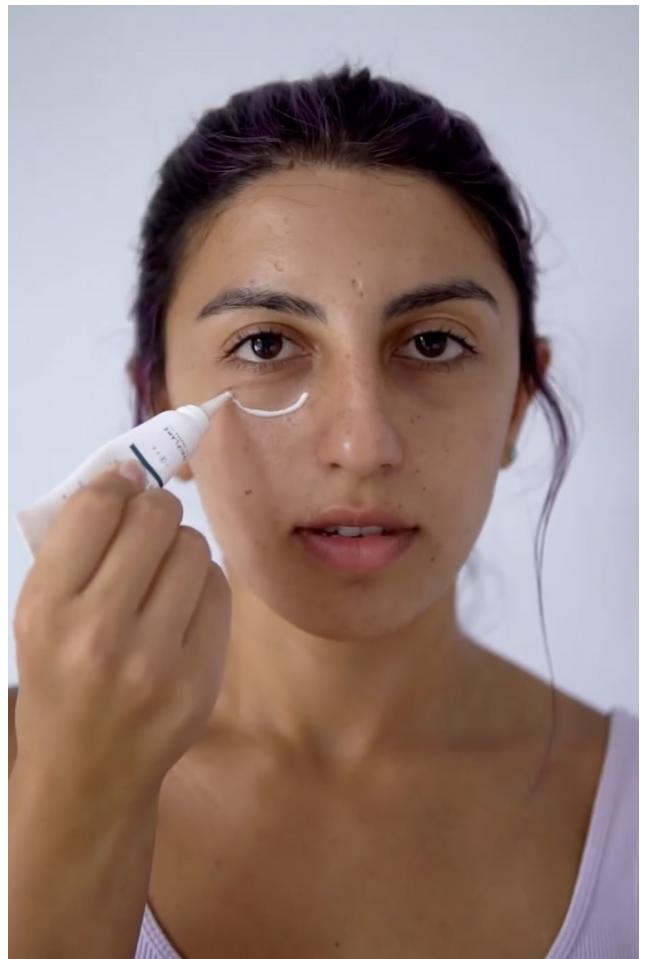


# Brand images

## User Generated Content

Yes:

- Content must feel authentic
- Keep it clean and simple
- Trendy, but always elegant
- Used in-line with promoted products/brand

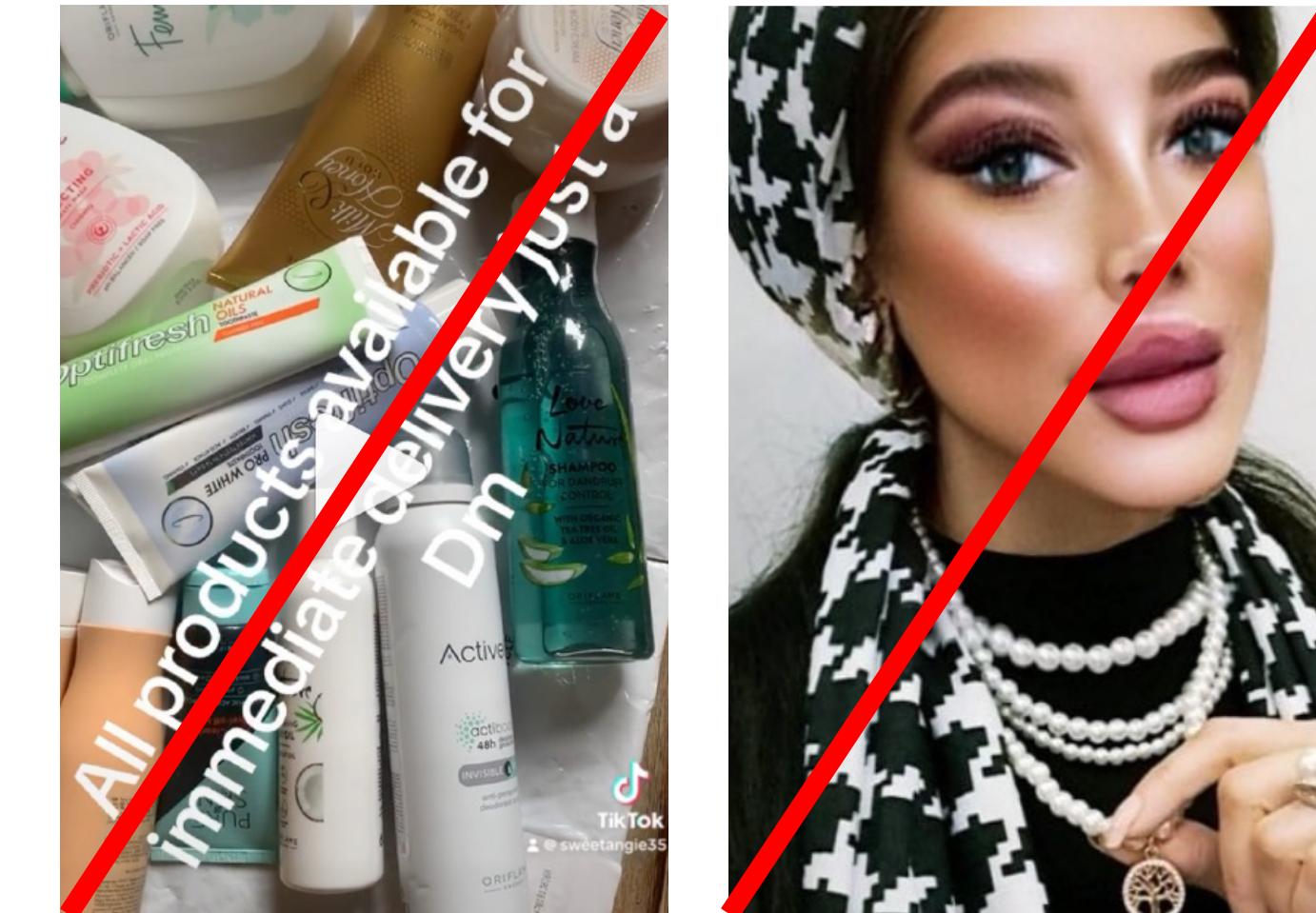
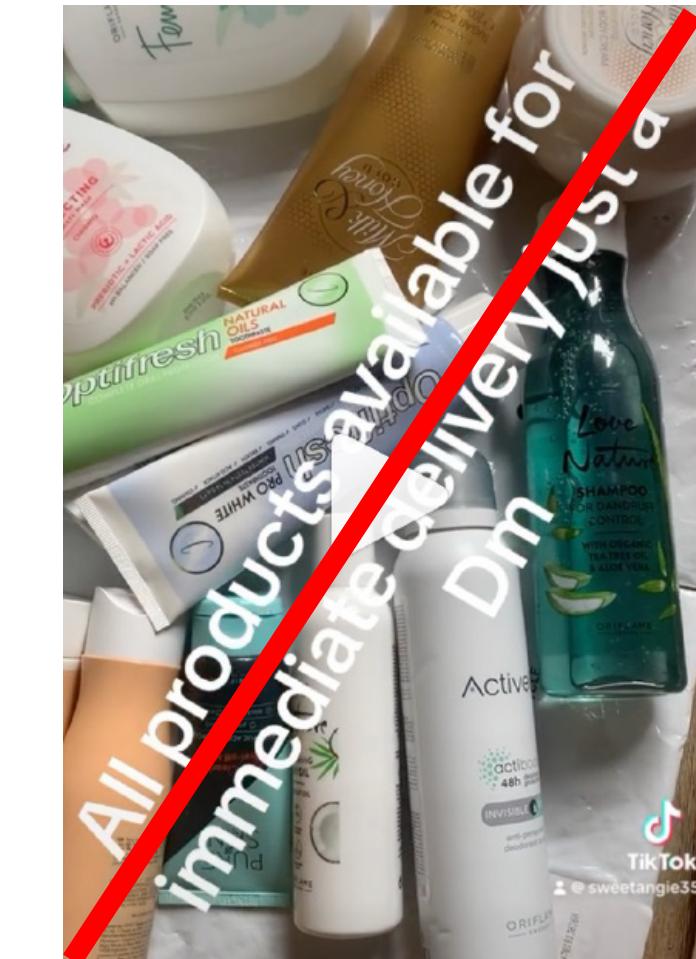


😊



No:

- Don't use too many filters or edits
- Never over-promise or make false claims
- Avoid sloppy or blurry content
- Don't include prices or "advertising" effects - remember, authenticity is key



😢



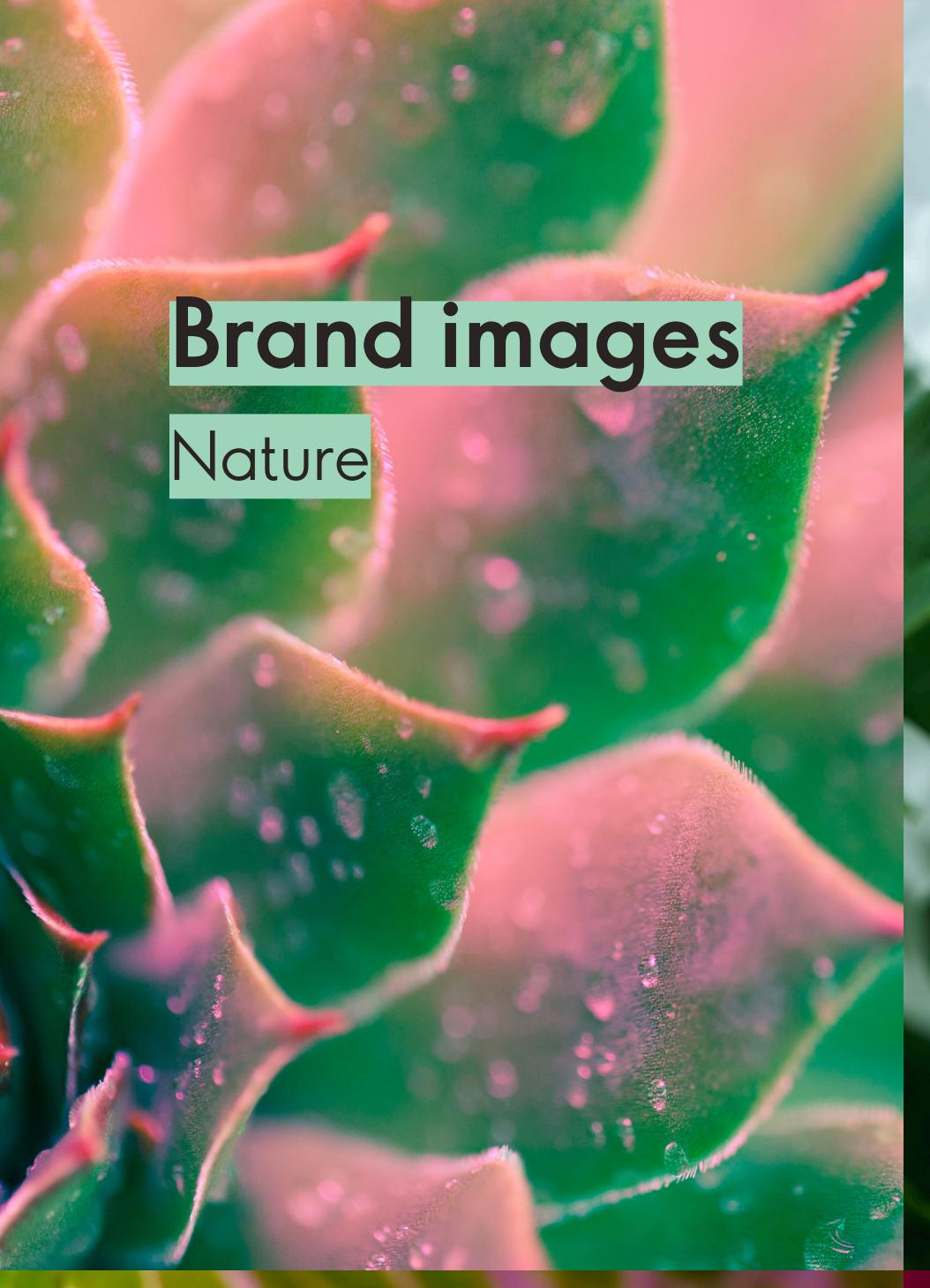
## Brand images

### Nature

We are a Swedish brand – and nature is ingrained in our heritage. From our product formulations to our wellbeing mindset, nature is connected to everything we do.

When working with elements of nature, be:

- ✓ Colourful and dynamic
- ✓ Authentic, never feeling fake
- ✓ Create a dynamic feel with diverse imagery – mix of expressive macros and vast views



## Brand images

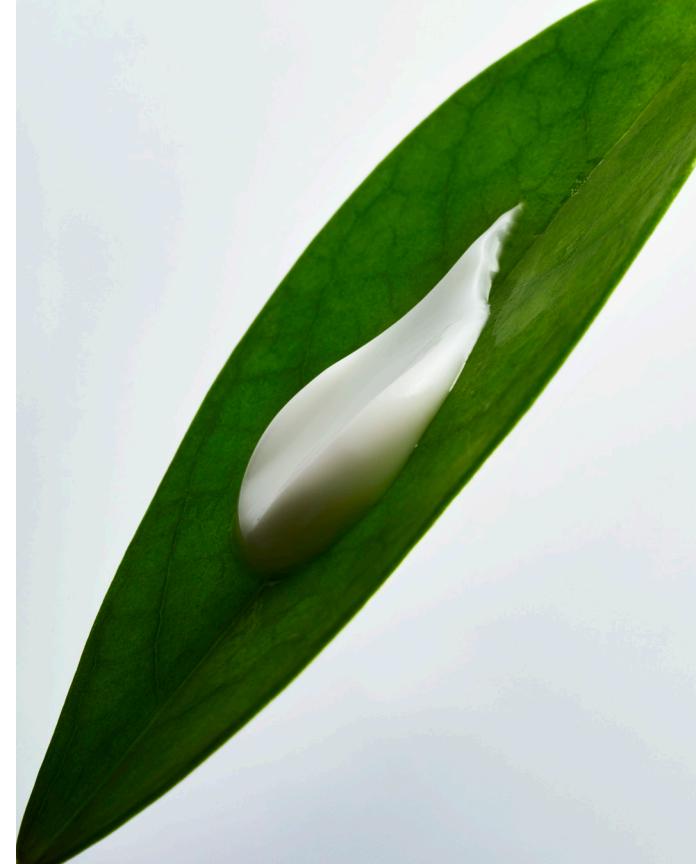
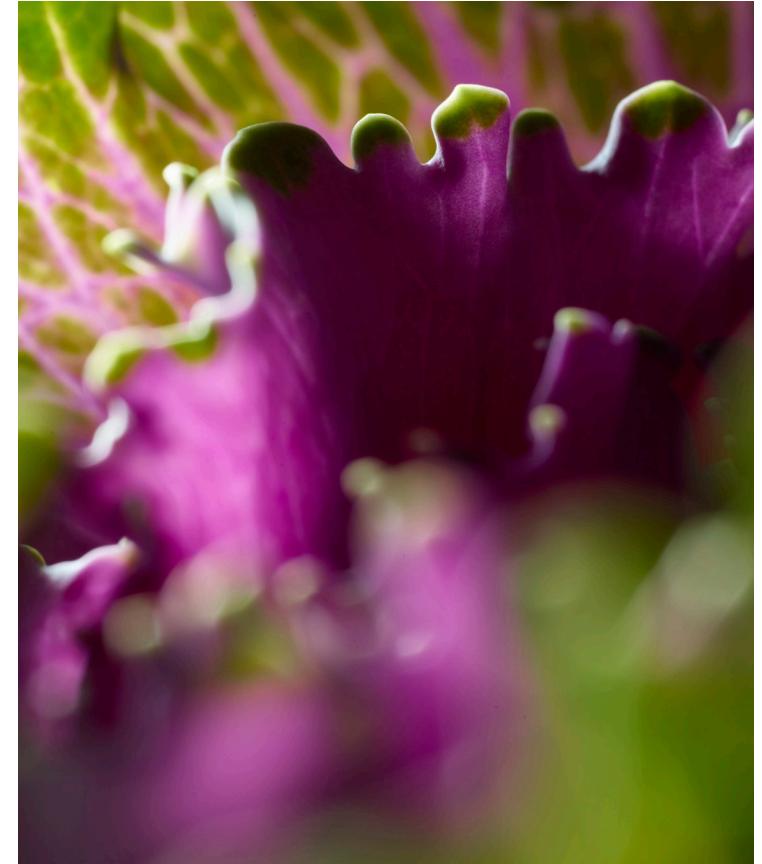
Nature

# Brand images

Nature: Do's and don'ts

Yes:

- Vibrant and colourful
- Connection to our brand heritage and/or product
- Suggestive rather than literal



No:

- Never use imagery based on Swedish clichés or stereotypes
- Avoid uninspiring imagery



## Brand images

### Textures

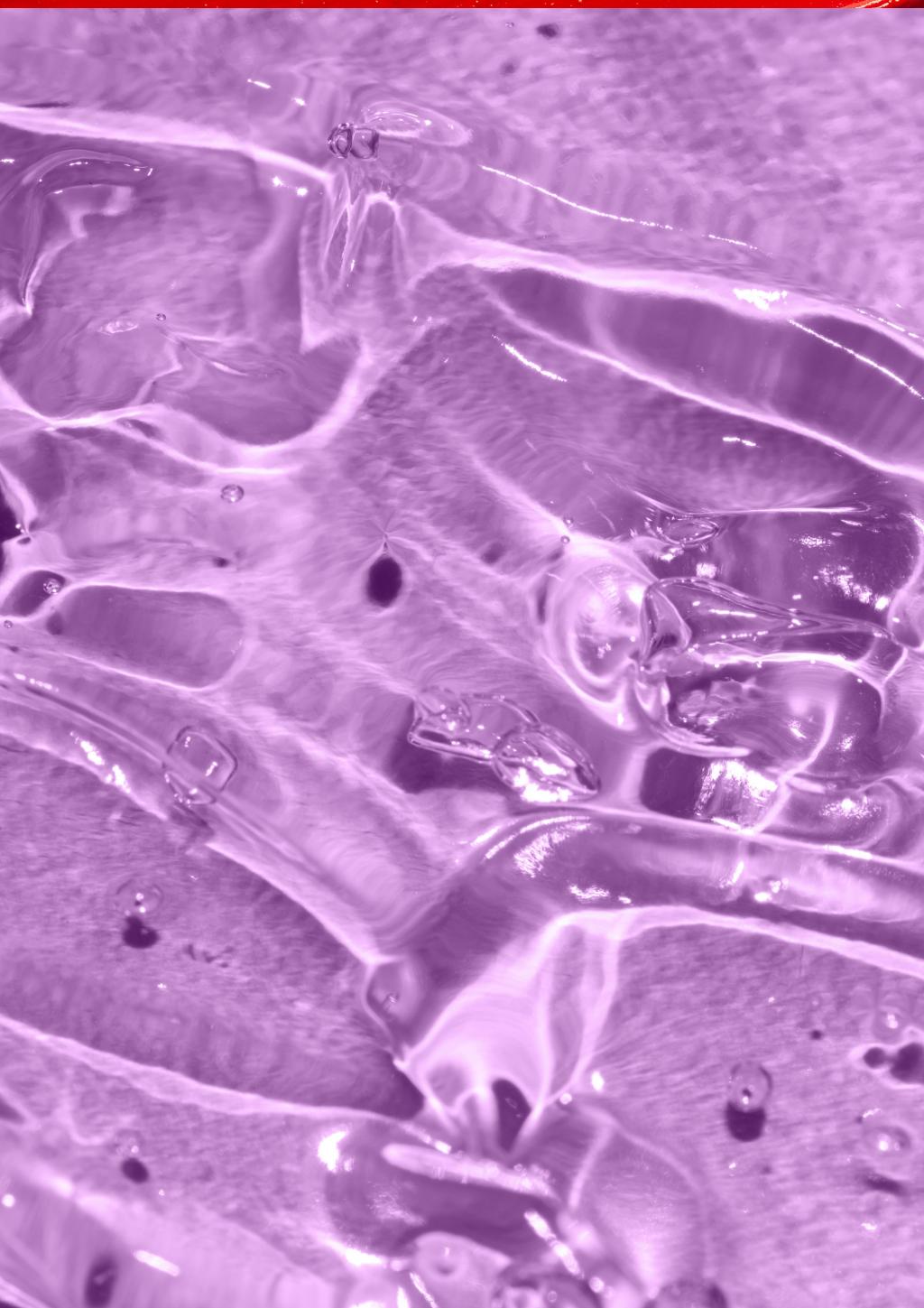
Sumptuous, vibrant and oh-so-touchable: our product textures breathe life into our communication, by creating an emotional connection to wellbeing and beauty.

Elevate design by working with textures:

- ✓ Brings energy through vivid colours
- ✓ Dynamic connection with beauty
- ✓ Showcases our variety of products

# Brand images

Textures

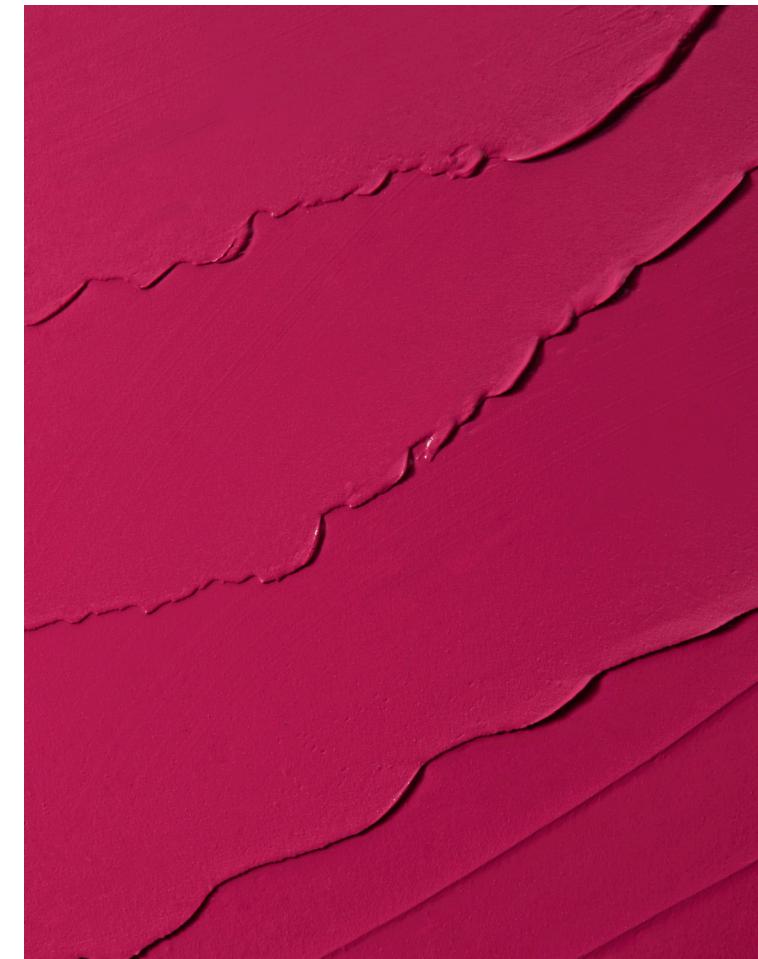
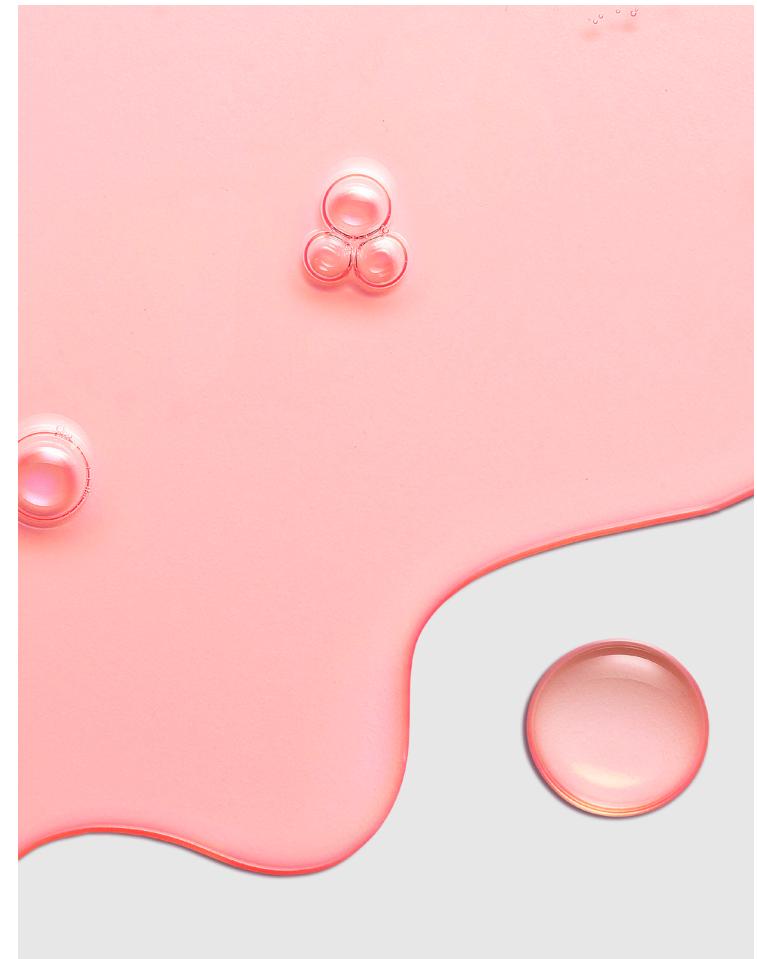


# Brand images

Textures: Do's and don'ts

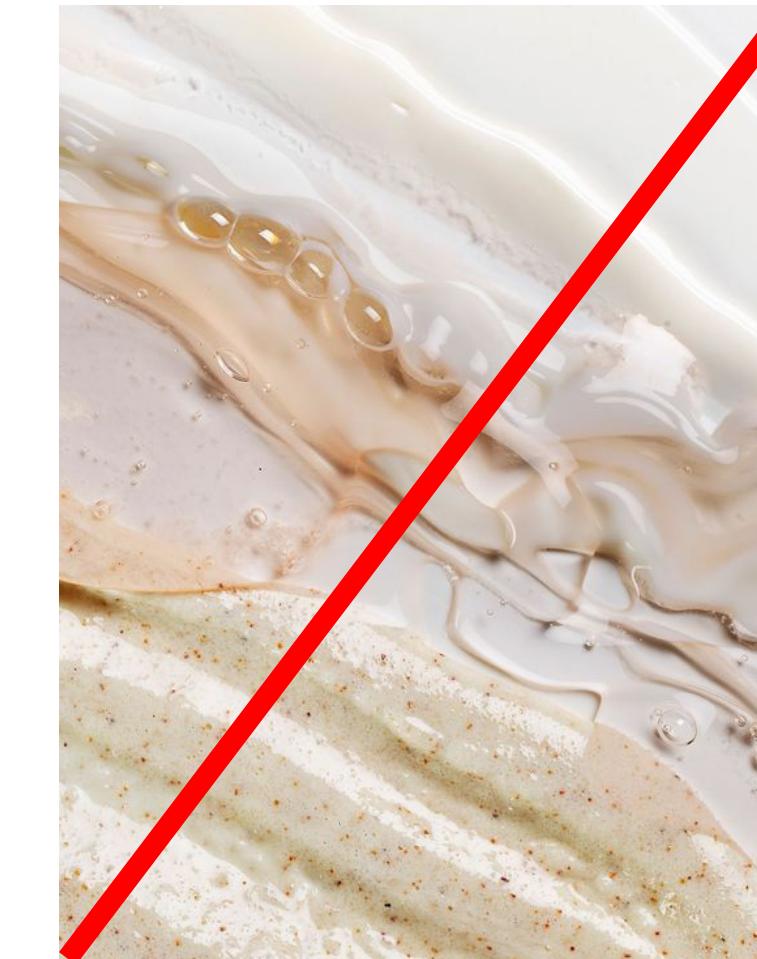
Yes:

- Connect the texture with the product concept
- Create a dynamic feel with diverse imagery – mix of expressive full-bleed macros and clear outlined swatches



No:

- Don't be too playful or child-like
- Avoid messy or dirty appearance



## Logotype

Colours and sizing

The Oriflame logotype exists in 2 colours and 2 versions optimised for different sizes.

The Oriflame logotype exists in 2 colours:

Oriflame Warm Black and White.

To guarantee readability, work with contrast.

Use:

✓ Warm Black on light backgrounds

✓ White on dark backgrounds

Designed to scale for different channels,  
with 2 versions for print vs screen.

✓ When working with smaller sizes, ensure it's clear and legible



**Standard version**  
Larger than 35 mm / 413 pixels width.



**Small version**  
Maximum size: 35 mm width (413 pixels)  
Minimum size: 15 mm width (177 pixels)



## Logotype

Clear space

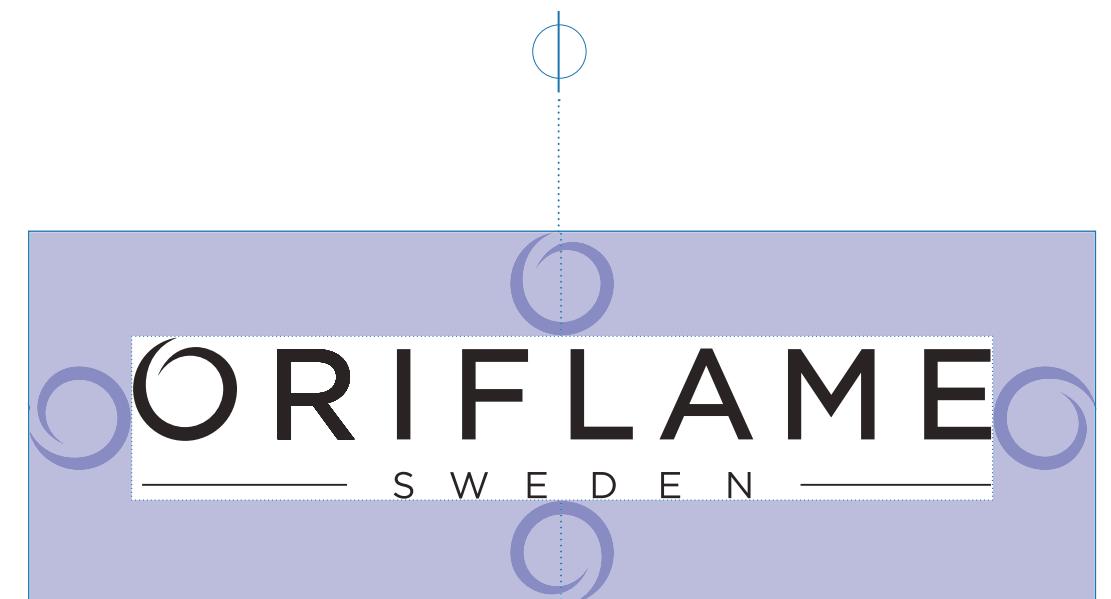
Don't cramp your style: always work with clear space when designing.

Our logotype should stand alone.

✓ Never cramp the logo together with other elements in a composition

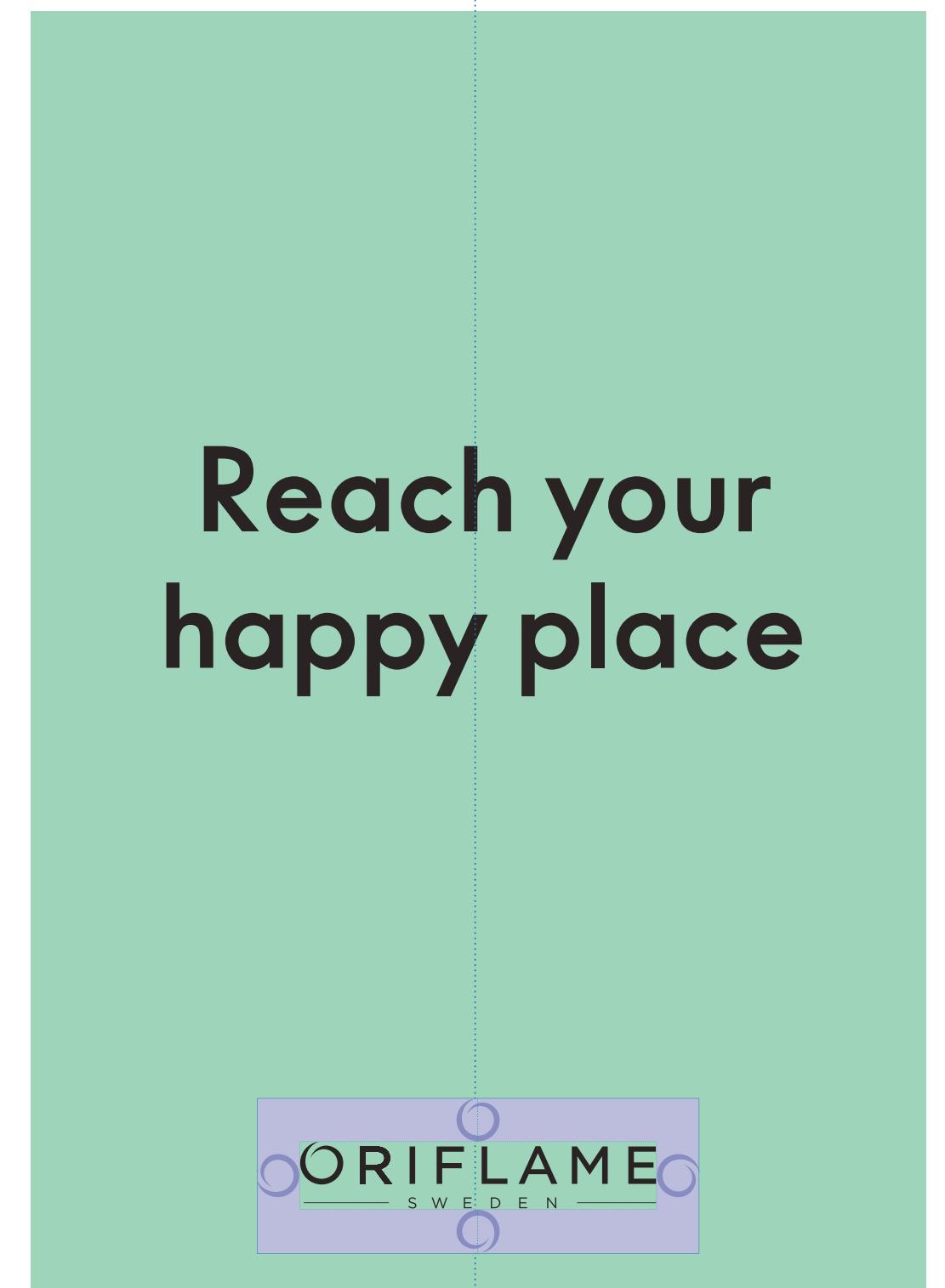
The amount of clear space on all sides of the logotype is:

- ✓ Equivalent to the vertical height of the Oriflame 'O' symbol
- ✓ Always respected and enforced



### Clear space

The clear space around our logotype is the vertical height of our 'O' symbol. The amount of clear space is in direct proportion to the size of the Oriflame logotype and must not be altered.



### Placement

Our logotype is always applied centered.

# Logotype

## Placement

It's all about location. When working with our logotype, think of it as the sender – like a person, signing off.

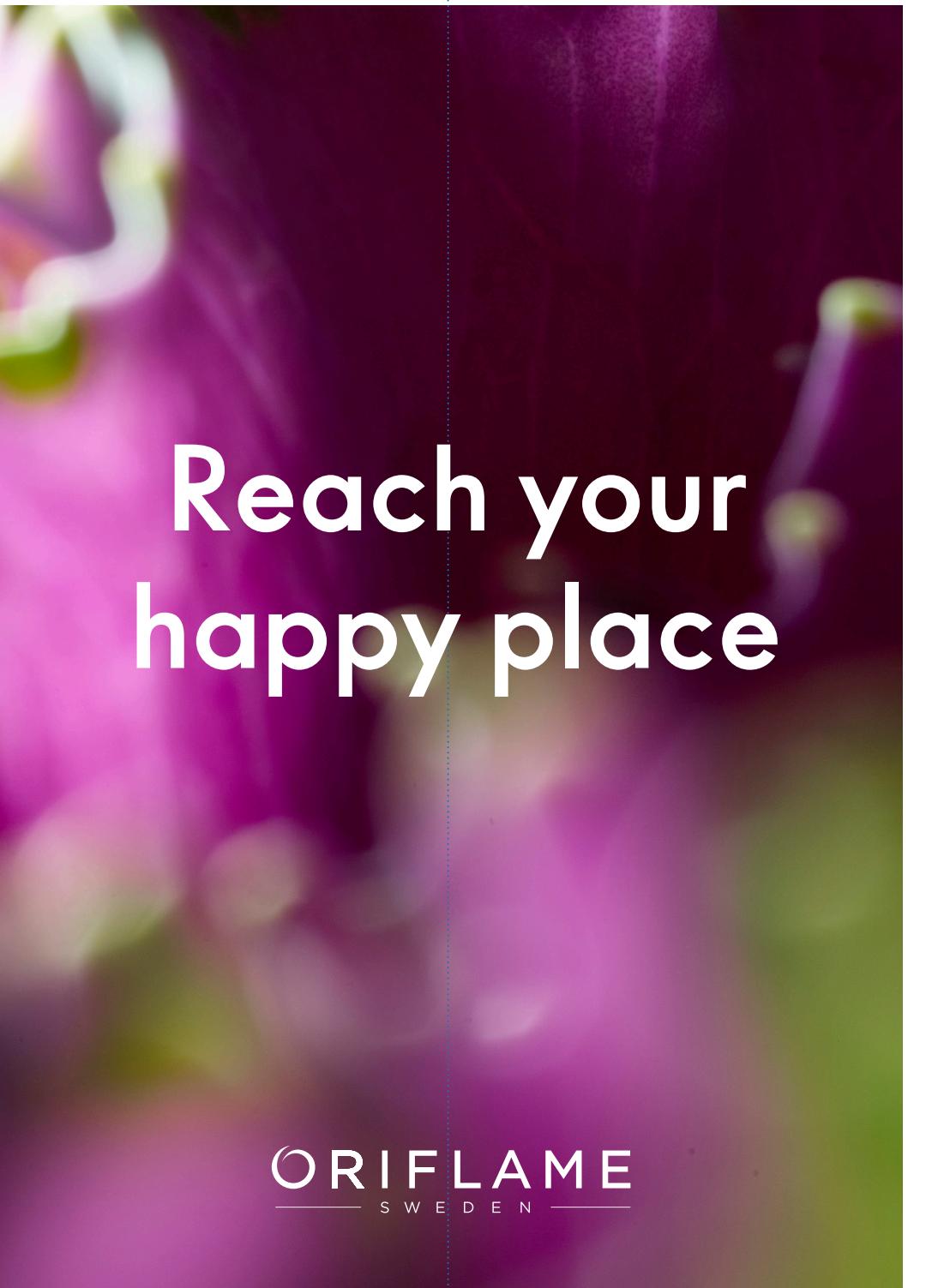
Optimise our logo impact:

- ✓ Think sender – placement is usually at the bottom, last slide or end of film
- ✓ Placement is generally centred
- ✓ Sometimes placement needs to be adapted for the channel  
(Eg. website, email signature, Oriflame apps)



### Placement

Our logotype is generally placed as a sender.



# Logotype

Treatment for print

Special detailing may be used to enhance our logotype, in print only.

Create a more sophisticated look by using:

- ✓ Silver or gold foiling
- ✓ Embossing
- ✓ Debossing



**Silver foil\***  
Only for print, on dark backgrounds.  
\*Never in a silver gradient.  
Silver foil reference:  
Kurz colorit metallic Silver (matte).

PMS SILVER 877



**Gold foil\***  
Only for print, on dark backgrounds.  
\*Never in a gold gradient.



**Embossed/debossed**  
Only for print, on uncoated paper.

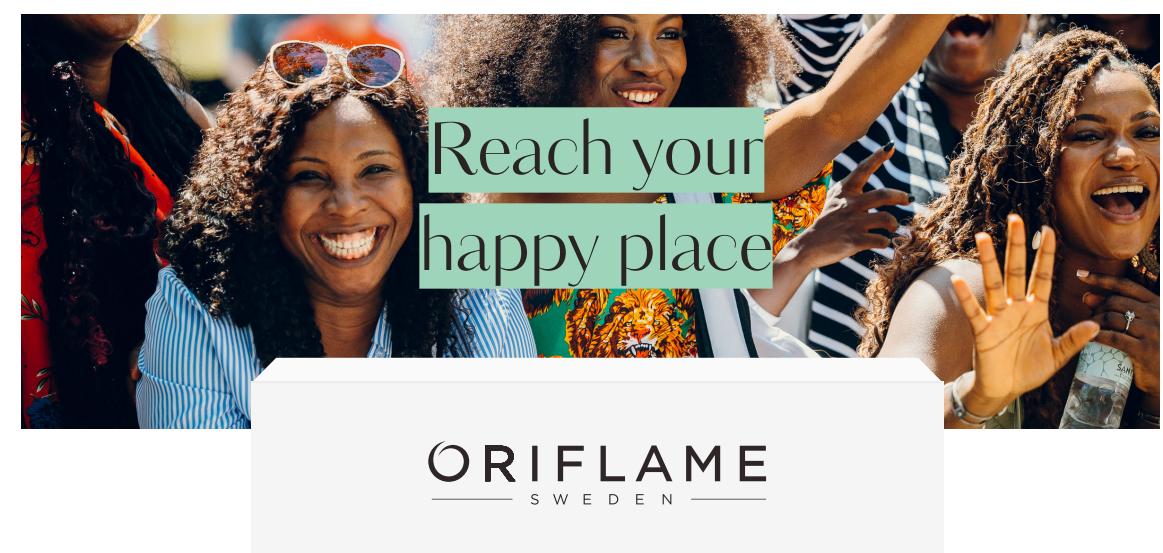
# Logotype

## Applications



ON BUILDING FAÇADE

### BACKDROPS



### Environments

The logotype is always centred. When using our templates, the logotype is already included and applied correctly.



PRESENTATION TITLE SLIDE



PRESENTATION ENDING SLIDE

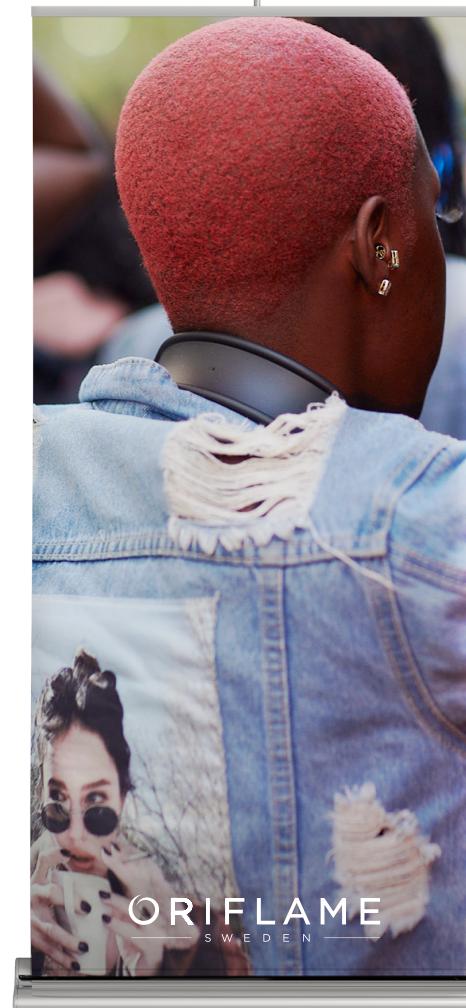
### Presentation templates

When using our templates, the logotype is already included and applied correctly.



POSTERS

### ROLL-UPS



### Print materials

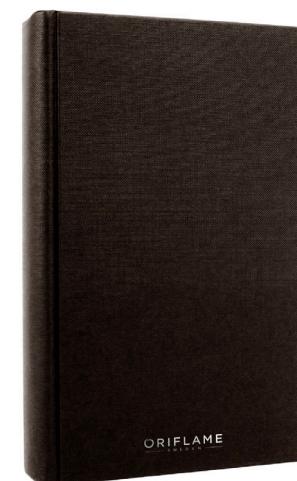
In standing formats and various odd formats i.e. posters, banners and roll-ups, the logotype is preferably centred at the bottom.



ORIFLAME  
SWEDEN



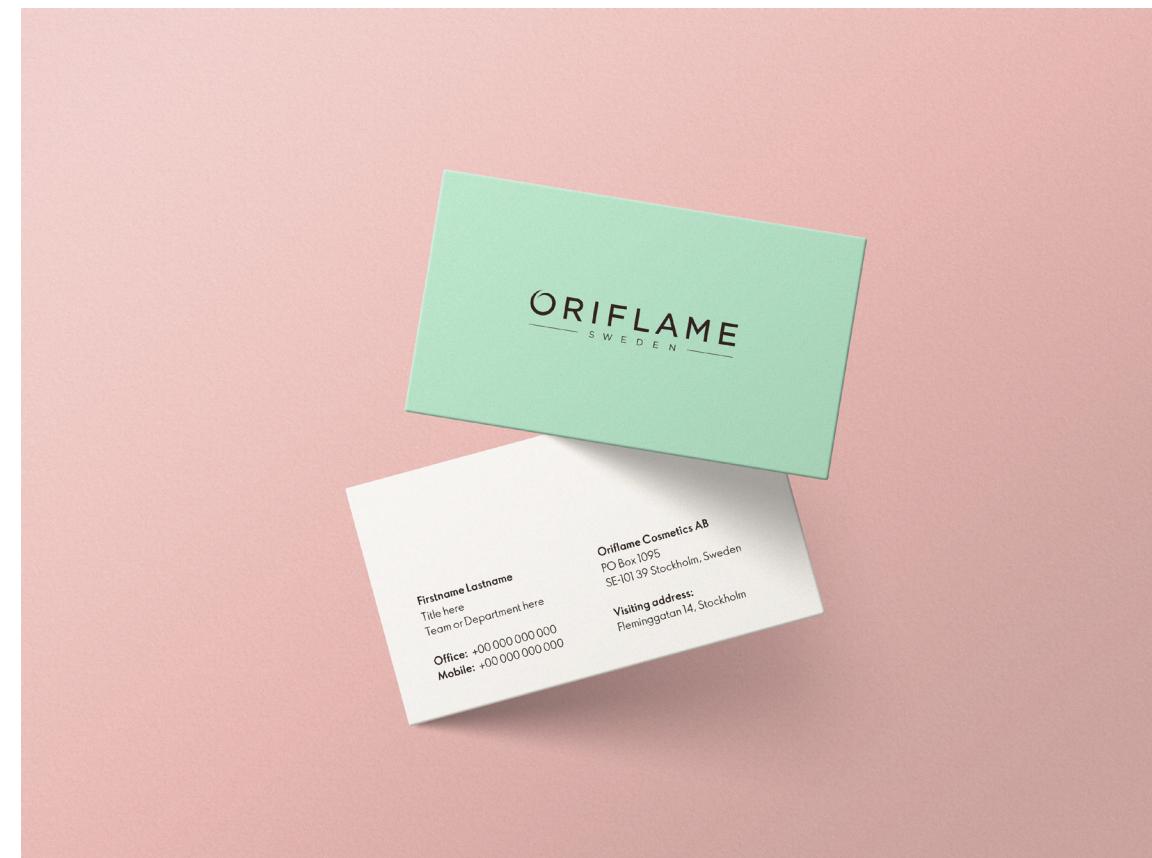
ORIFLAME  
SWEDEN



NOTEBOOKS

# Logotype

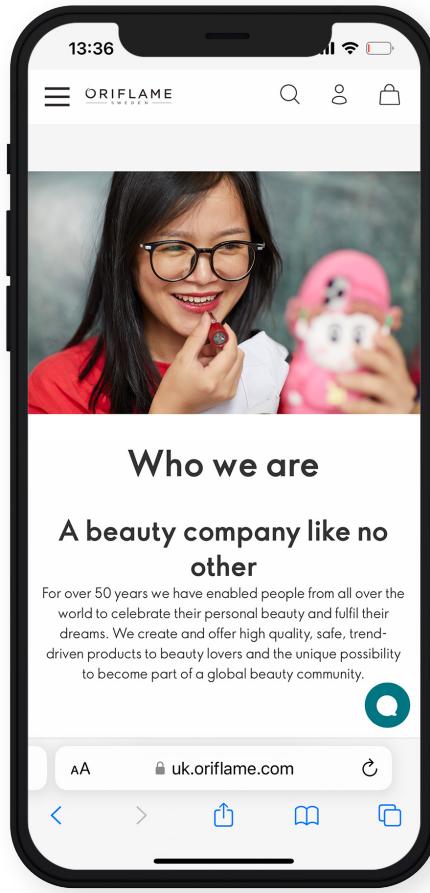
## Applications



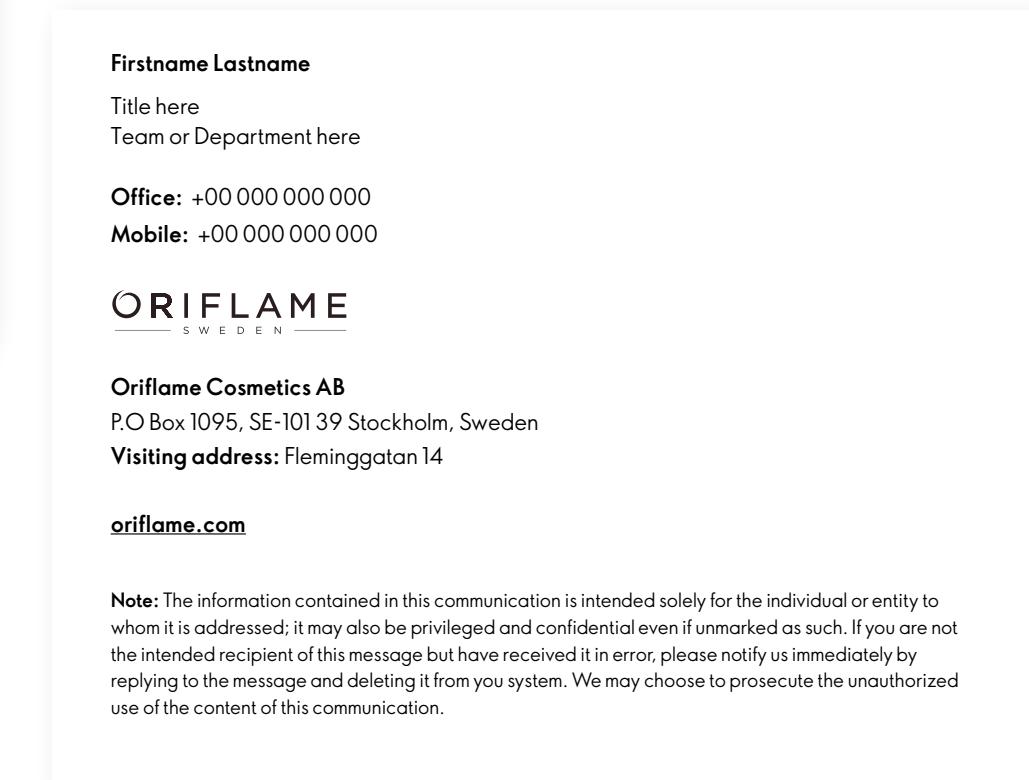
BUSINESS CARDS



PACK TAPE



CORPORATE SITE



EMAIL SIGNATURE

### Stationery and office supplies

Warm Black logotype on Oriflame Green.

### Digital channels

Exception to the rule of centred placement due to technical limitations.



GIFT BAG

### Gift bag

Warm Black logotype on Oriflame Green.

**ORIFLAME**  
— S W E D E N —

**ORIFLAME**  
— S W E D E N —

# Logotype

Do's and don'ts

## Yes:

- Centre-align the logotype (some exceptions)
- Respect the area of clear space on all sides
- Logotype should only be applied in 2 colour options:  
White or Warm Black
  - *Oriflame White on dark backgrounds*
  - *Oriflame Warm Black on light backgrounds*
- White logo is preferred when applied on images,  
to enhance readability



## No:

- Don't use the logotype to make a repetitive pattern
- Never alter the logotype in any way
- Never apply the logotype in any colour other than  
Oriflame Warm Black or Oriflame White;  
or silver/gold foil (*print*)



## Logotype

Do's and don'ts



WARM BLACK LOGO ON ORIFLAME GREEN



WHITE LOGO ON DARKER COLOURS



DON'T USE THE WHITE LOGO ON ORIFLAME GREEN AS A FLAT COLOUR BACKGROUND



NEVER SQUEEZE OR STRETCH THE LOGO



WARM BLACK LOGO ON IMAGE



WHITE LOGO ON IMAGE



DON'T USE OTHER COLOURS THAN SPECIFIED FOR THE LOGO



# Symbol

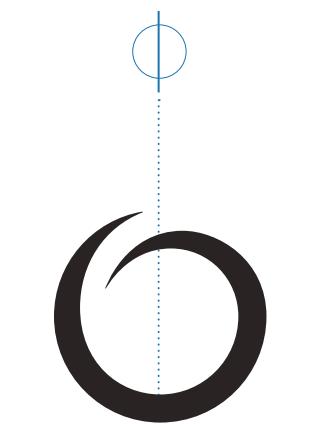
## Colours and sizing

The Oriflame 'O' symbol is an integral part of the logotype.

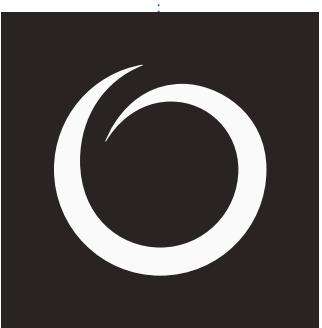
When working with the 'O' symbol:

- ✓ Always use together in the logotype – never use the symbol separately on its own\*

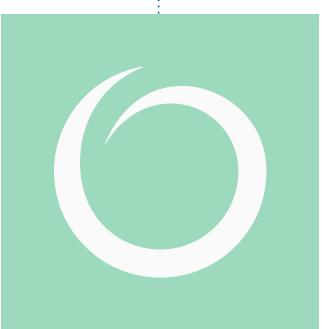
\* Only exception where the symbol doesn't need to be shown in the Oriflame logotype, is at Oriflame offices, on pins and social media profiles.



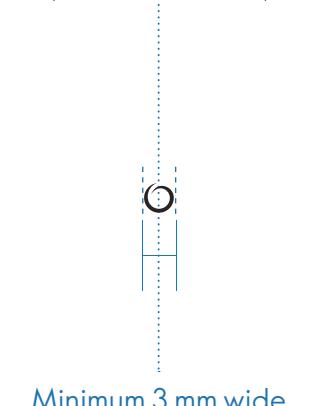
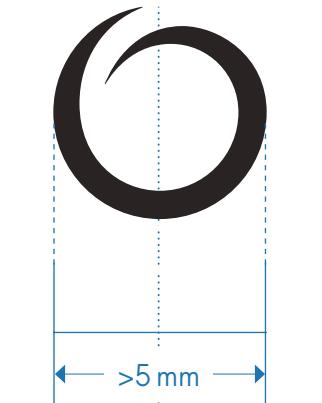
**Warm black**  
Use on light backgrounds.



**White**  
Use on Oriflame Warm Black background.



**White on green**  
Use only for social media profile pictures.



**Standard symbol**  
This version is to be used when the symbol is applied in sizes larger than 5 mm.

**Small use symbol**  
A special version of the 'O' symbol has been designed for use in smaller sizes. It must be used when the symbol is applied in sizes between 5 and 3 mm. The minimum size of the small use symbol is 3 mm.

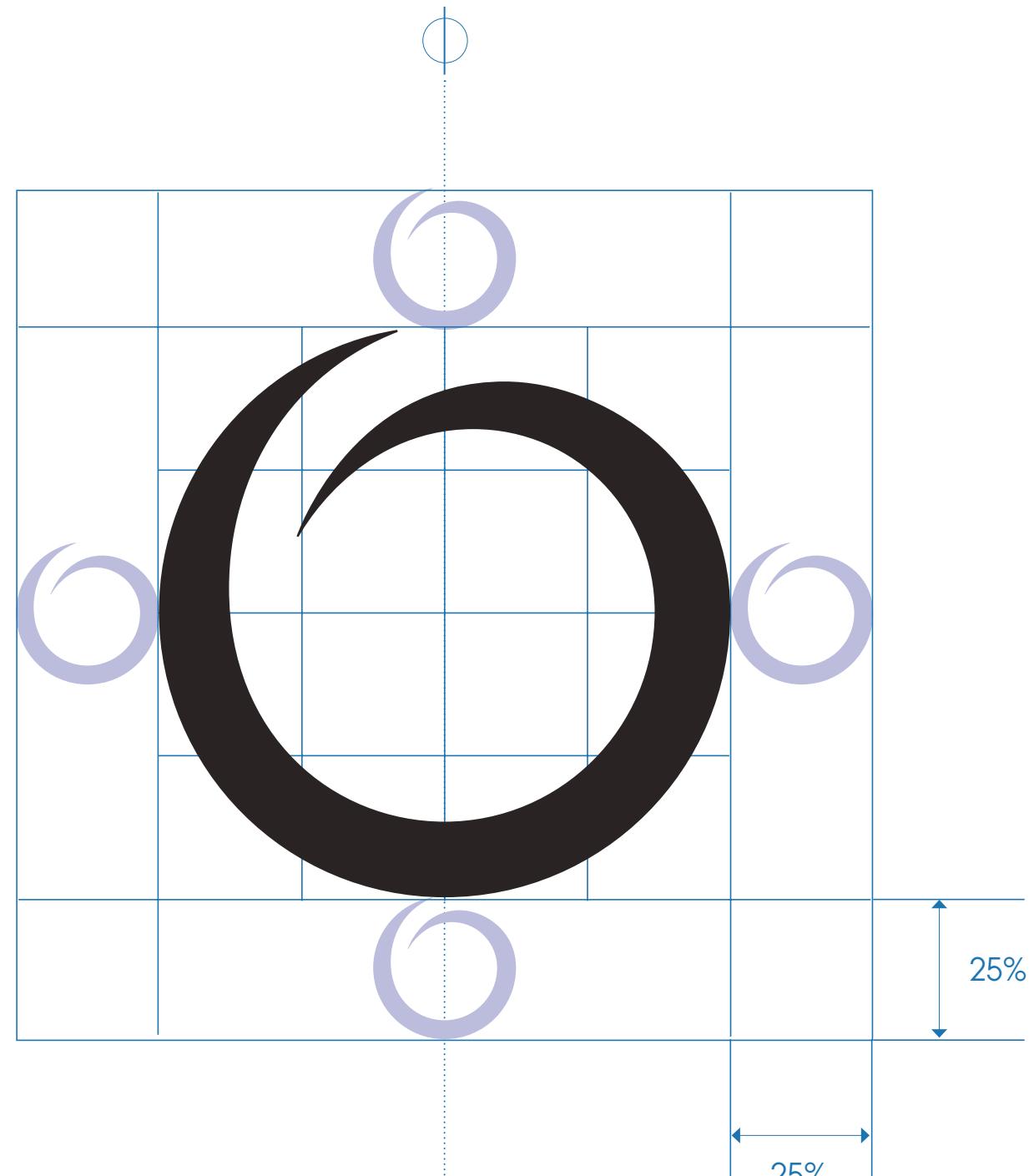
# Symbol

## Clear space

Always work with clear space to ensure a high degree of visibility and consistency for maximum visual impact.

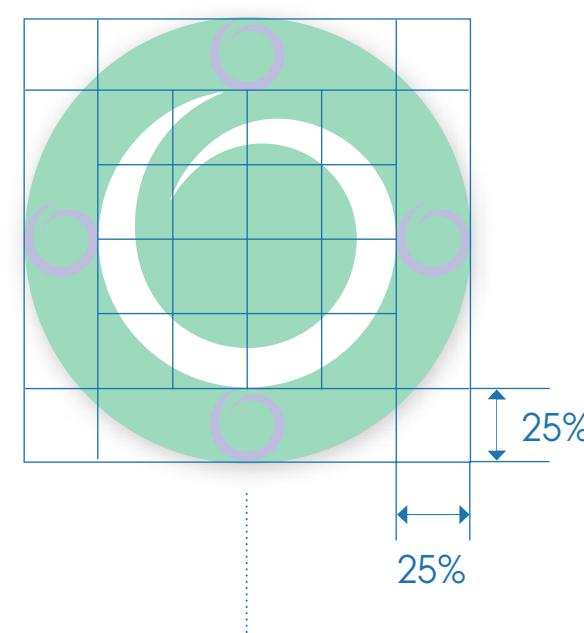
The area of clear space surrounding the 'O' symbol is:

- ✓ Equivalent to at least 25% of the symbol's width
- ✓ Never infringed upon by other elements



The minimum clear space is 25% of the width of the 'O' symbol

The amount of clear space is in direct proportion to the size of the 'O' symbol and must not be altered. Always apply at least the minimum amount of clear space around the 'O' symbol.



### Clear space for social media profile image

Always apply at least the minimum amount of clear space around the 'O' symbol for our social media profile image, as shown on this page.

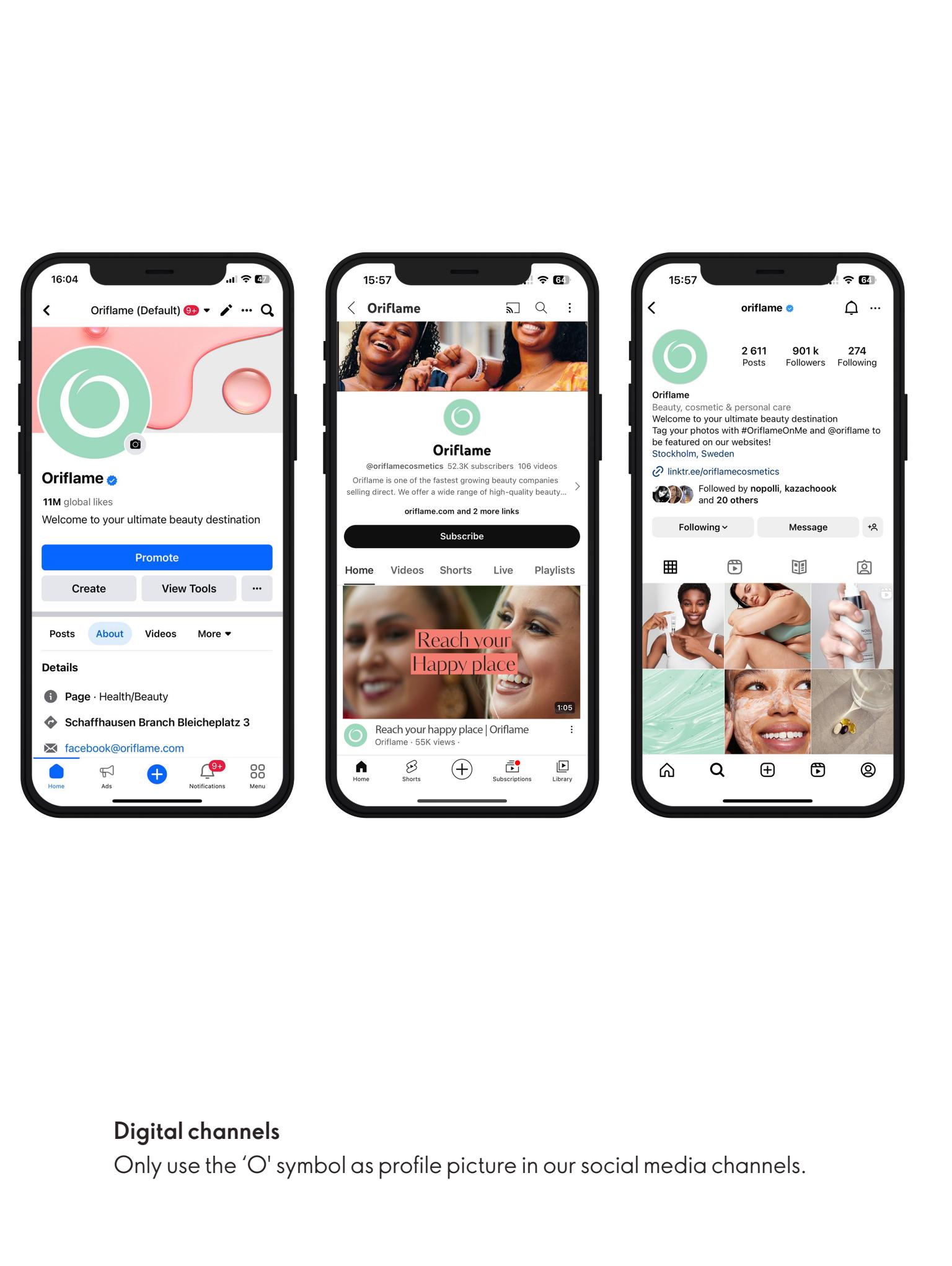
# Symbol

## Applications



### Environments

The only place where the 'O' symbol may be used alone, separate from the Oriflame logotype, is in an Oriflame office or experience center, where the Oriflame logotype is clearly present in other areas.



### Digital channels

Only use the 'O' symbol as profile picture in our social media channels.



### Special treatment

As an exception, the 'O' symbol is used for our recognition pins.

# Symbol

Do's and don'ts

## Yes:

- Always apply the 'O' symbol together in the Oriflame logotype
- Only use the 'O' symbol on its own for specific exceptions
- Apply the minimum amount of clear space around the symbol
- Always centre-align the symbol



## No:

- Never use the 'O' symbol to create patterns
- Don't use the 'O' symbol as a design element
- Never use the 'O' symbol to create a name
- Never apply the 'O' symbol in any colour other than Oriflame Warm Black or Oriflame White; or silver/gold foil (*print*)
- Don't place words inside the 'O' symbol
- Don't place the 'O' on products or packaging

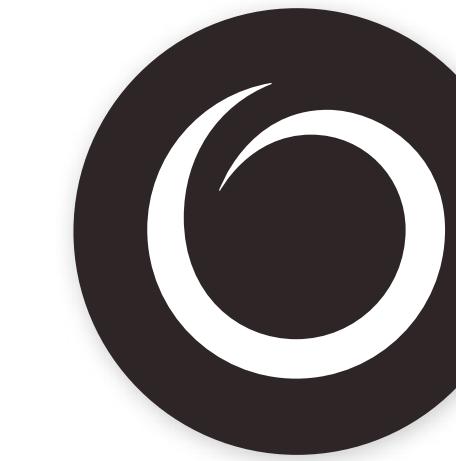


# Symbol

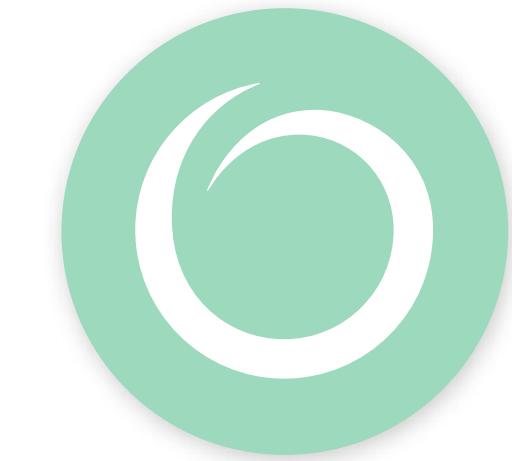
Do's and don'ts



WARM BLACK ON WHITE



WHITE ON WARM BLACK



ONLY USE THE ORIFLAME GREEN VERSION  
ON OUR SOCIAL MEDIA ACCOUNTS.



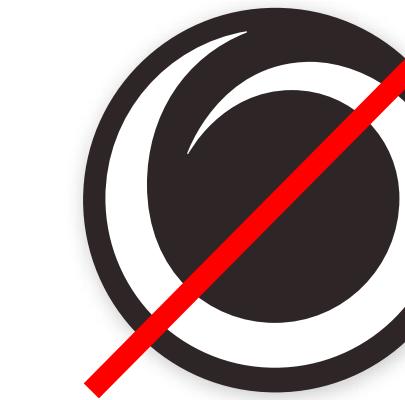
DON'T LEAVE  
INSUFFICIENT CLEAR  
SPACE AROUND THE  
SYMBOL



DON'T USE ANY COLOUR  
BACKGROUND OTHER  
THAN WHITE,  
ORIFLAME WARM BLACK  
OR ORIFLAME GREEN



DON'T FILL THE SYMBOL  
WITH ORIFLAME GREEN



DON'T USE BLACK  
WITH THE SYMBOL



DON'T CREATE  
DECORATIVE GRAPHICS  
OR PATTERNS WITH  
THE SYMBOL



DON'T PUT ANY TEXT,  
LOGOTYPE OR  
GRAPHICS INSIDE  
THE 'O'



DON'T USE THE 'O' AS A PART  
OF A WORD

# Oriflame Green

Primary brand colour

Soothing yet refreshing. Calm yet energetic.  
Modern yet timeless.

Full of contrast, while in balance, Oriflame Green  
symbolises the beauty of your wellbeing.

Ingrained with our brand identity, always elevate our brand colour  
in design:

- ✓ Oriflame Green should be present, but not overpower everywhere\*
- ✓ Work with Oriflame Green as a design element – in imagery, as textures, for settings, etc.
- ✓ Use Oriflame Green in an inspiring way, not only solid colour blocks.
- ✓ Keep it saturated – avoid washed-out gradients that feel boring or low energy

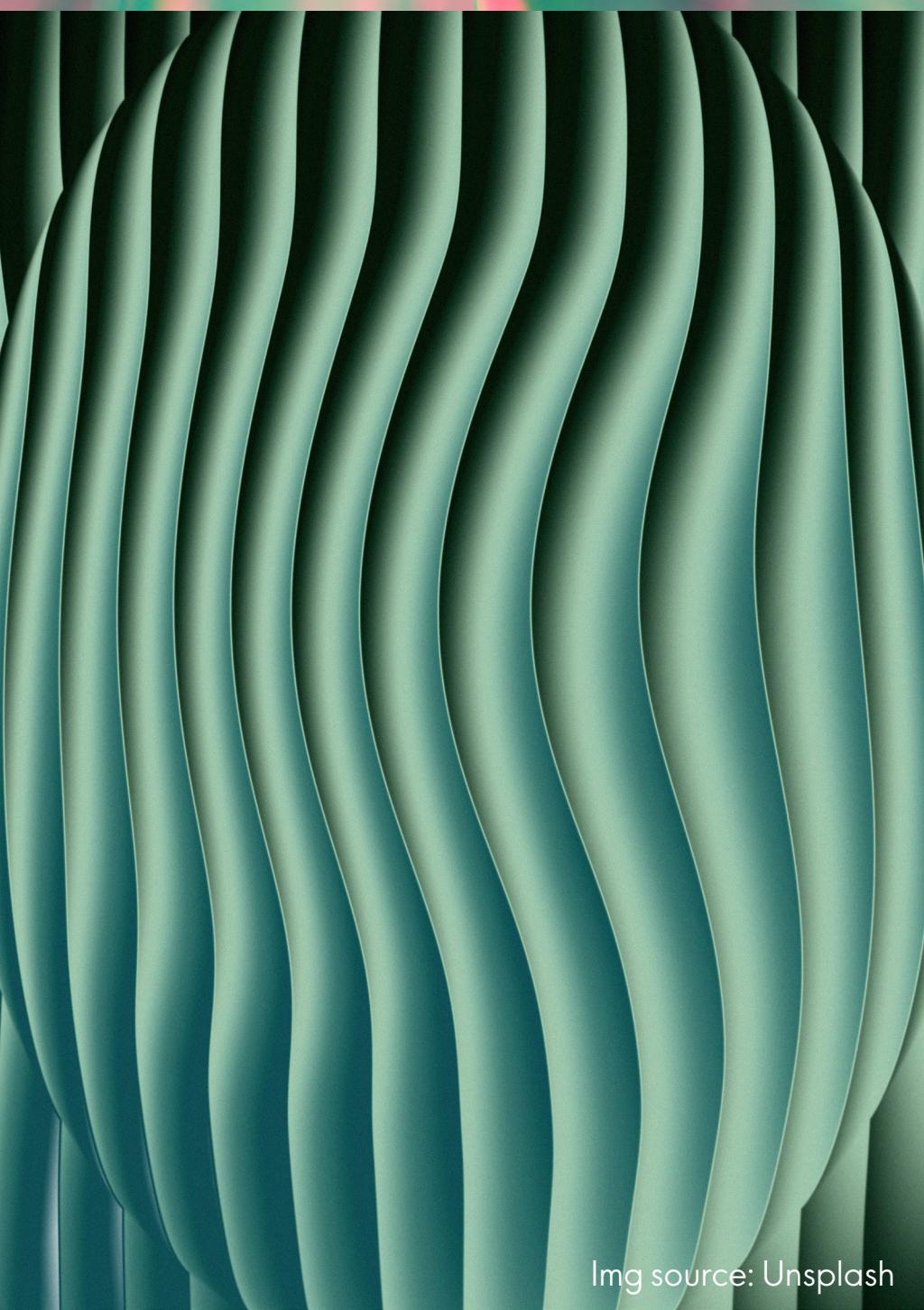
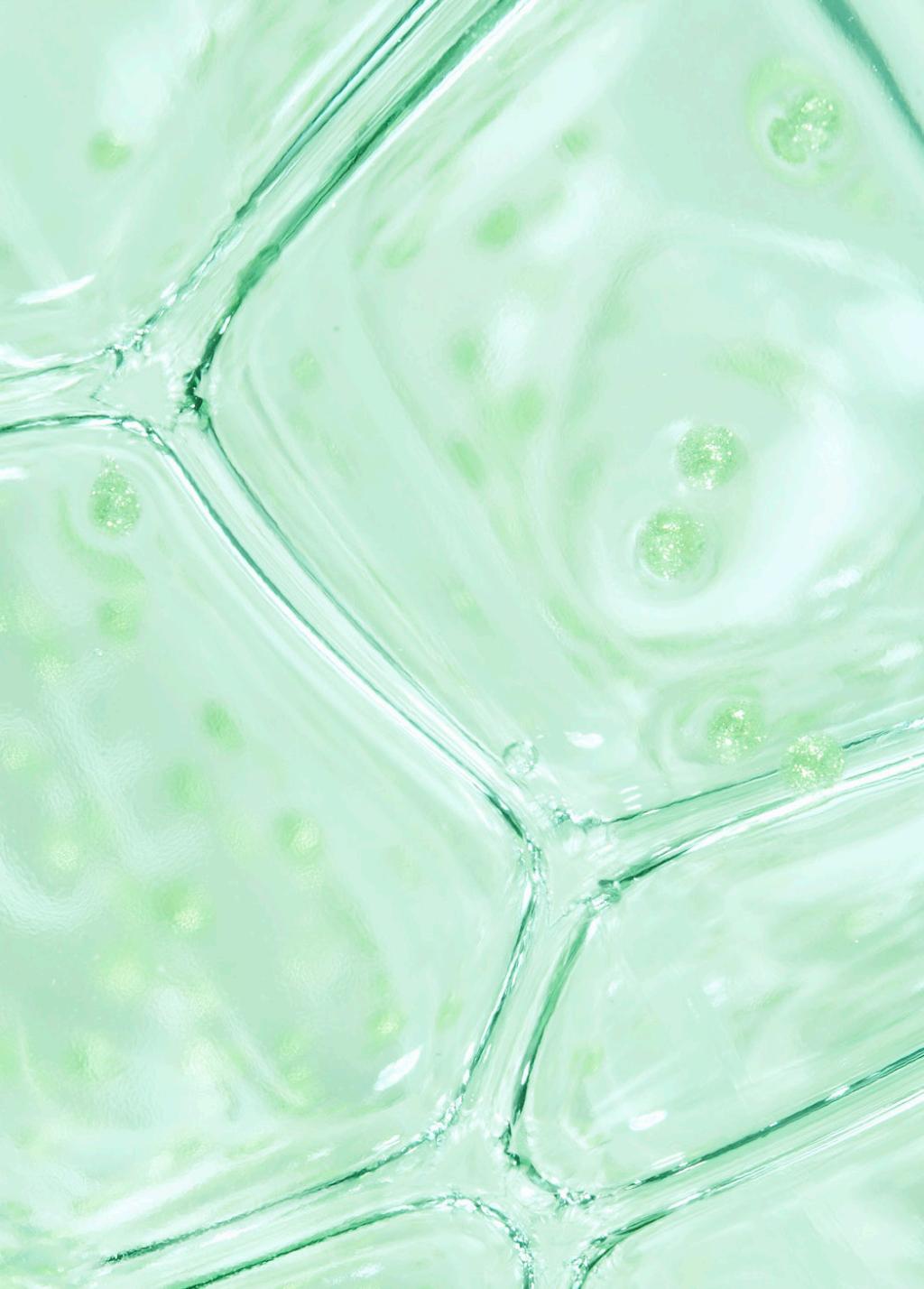
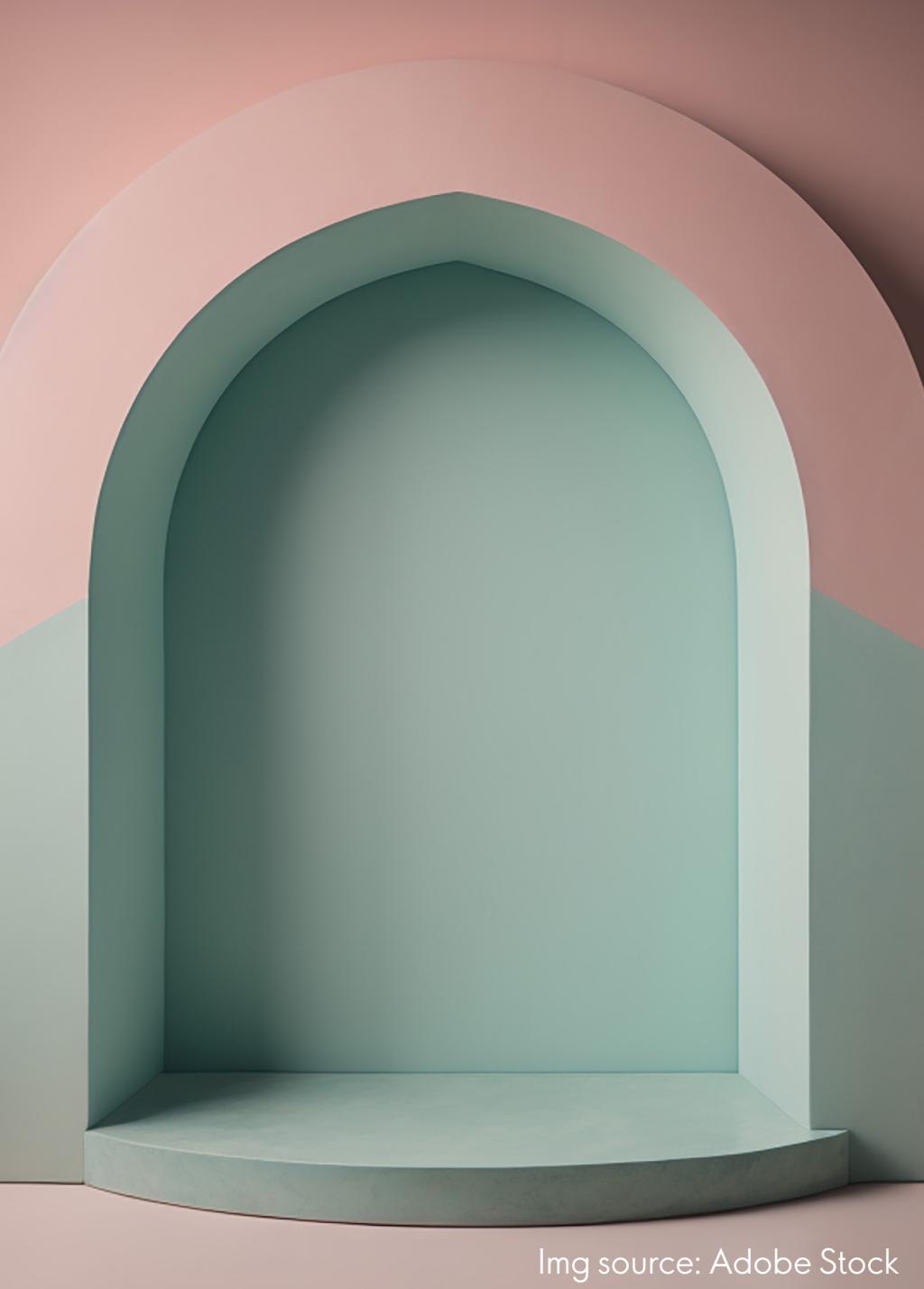
\*Remember: our brand is viewed in totality, so green doesn't need to be in every layout – it's more about the overall impression. Other brand elements also bring recognition, when used consistently.

# Oriflame Green

Visual usage / Directional moodboard



Never use images without the appropriate license and usage rights



CREATIVE DIRECTION / DESIGN

# Oriflame Green

## Applications



No 18 (18/12/2023-05/02/2024)

FEATURE TITLE  
Etiam vel magnihi accabores  
niatim ipsandit auditem luga.  
Ut fugitatem et quibearia  
valoribus.

FEATURE TITLE  
Etiam vel magnihi accabores  
niatim ipsandit auditem luga.  
Ut fugitatem et quibearia  
valoribus.

FEATURE TITLE  
Etiam vel magnihi accabores  
niatim ipsandit auditem luga.  
Ut fugitatem et quibearia  
valoribus.

CATALOGUE COVER

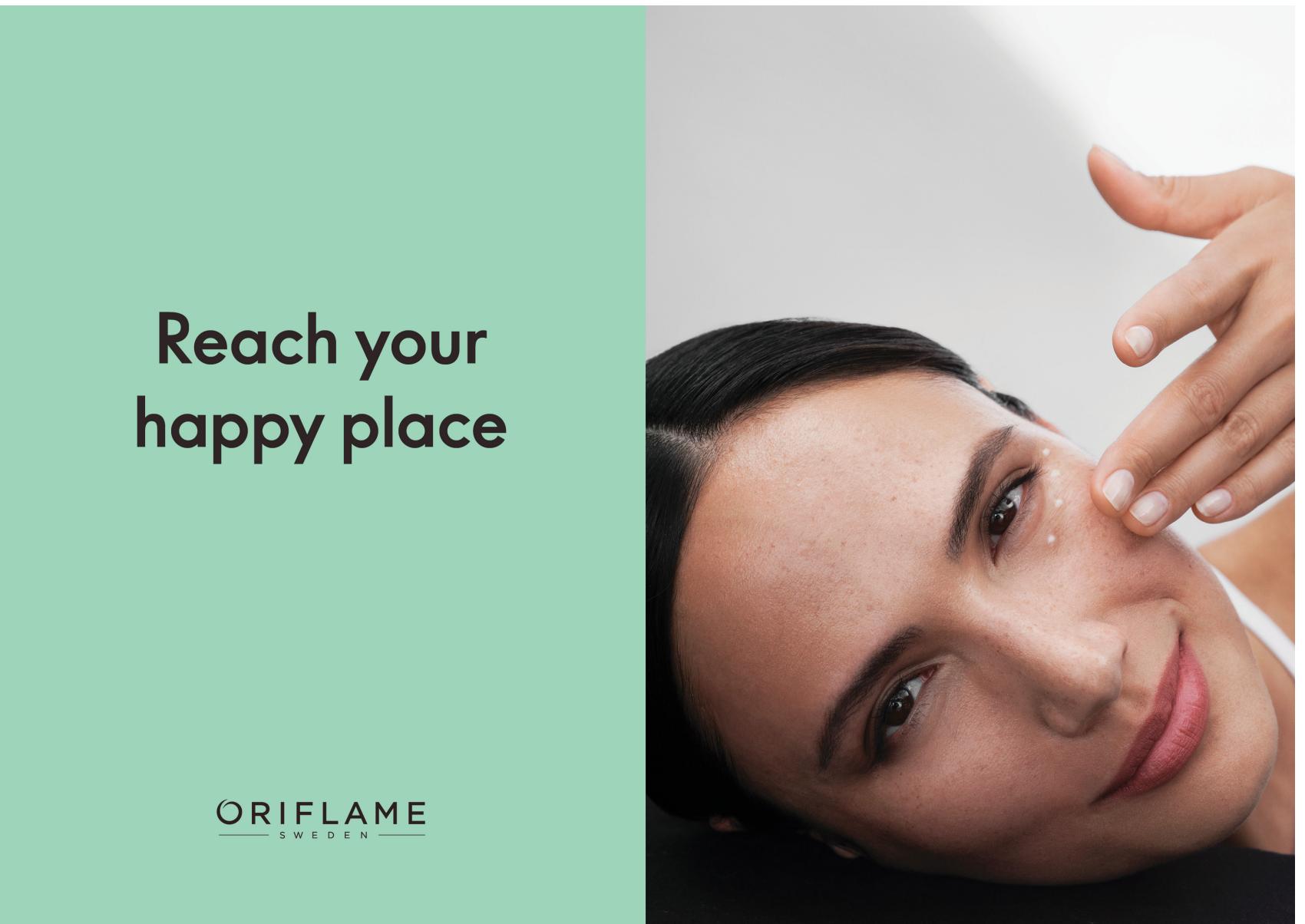
GREEN AS PLAIN COLOUR BACKGROUND

GREEN AS TEXTURE BACKGROUND



GREEN AS TEXT HIGHLIGHT

GREEN STATIONERY



Reach your  
happy place



It's your journey.  
Enjoy the ride.

ORIFLAME  
SWEDEN

CREATIVE DIRECTION / DESIGN

# Oriflame Green

## Applications

STYLING



MUGS



CURTAINS



PHONE CASE

# Oriflame Green

Do's and don'ts

## Use Oriflame Green:

- In images
- To create branded communication
- When representing our brand externally
- In corporate materials  
(reports, presentations, stationary)
- For first meeting points people have with Oriflame
- Specific colour codes – no other green colour



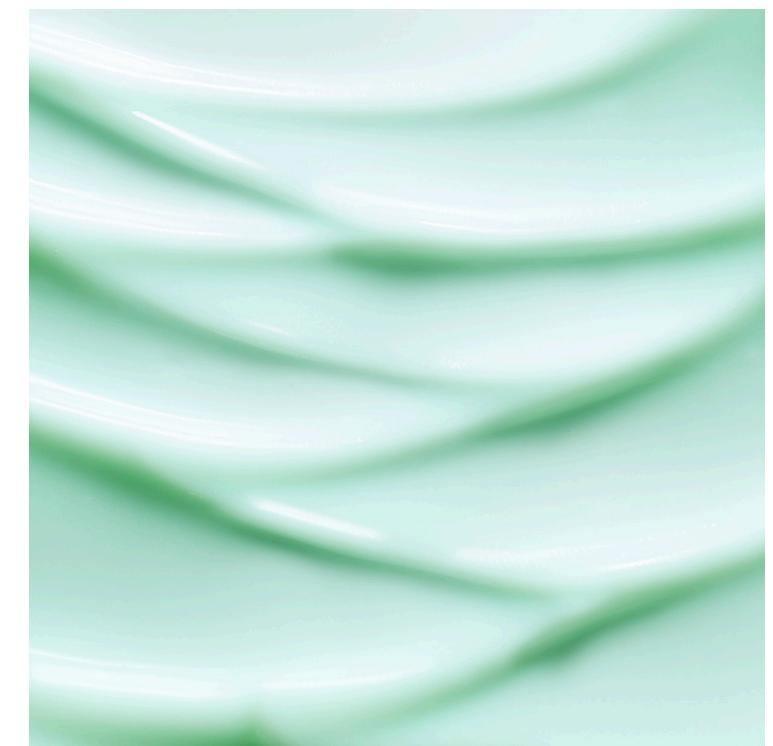
## Never use Oriflame Green:

- To push bargains
- As a price indicator
- As a call to action
- If you cannot reproduce the colour correctly
- When production quality is low  
(eg. sales incentive products)
- As a font colour
- Excessively – don't overuse Oriflame Green!



# Oriflame Green

Do's and don'ts



GREEN IN IMAGES

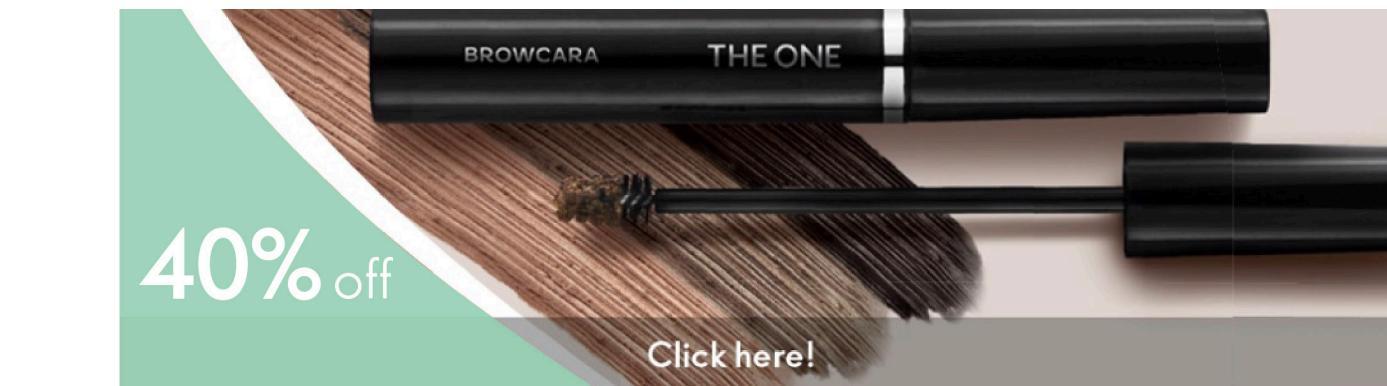


IN PRESENTATIONS



Oriflame Green  
PMS 565 C / 565 U  
RGB 156 218 188  
HEX #9CDABC  
CMYK C 50 0 30 0  
CMYK U 45 0 30 0

ONLY ORIFLAME GREEN



TO PUSH BARGAINS

SAVE £28.01

PRICE INDICATOR

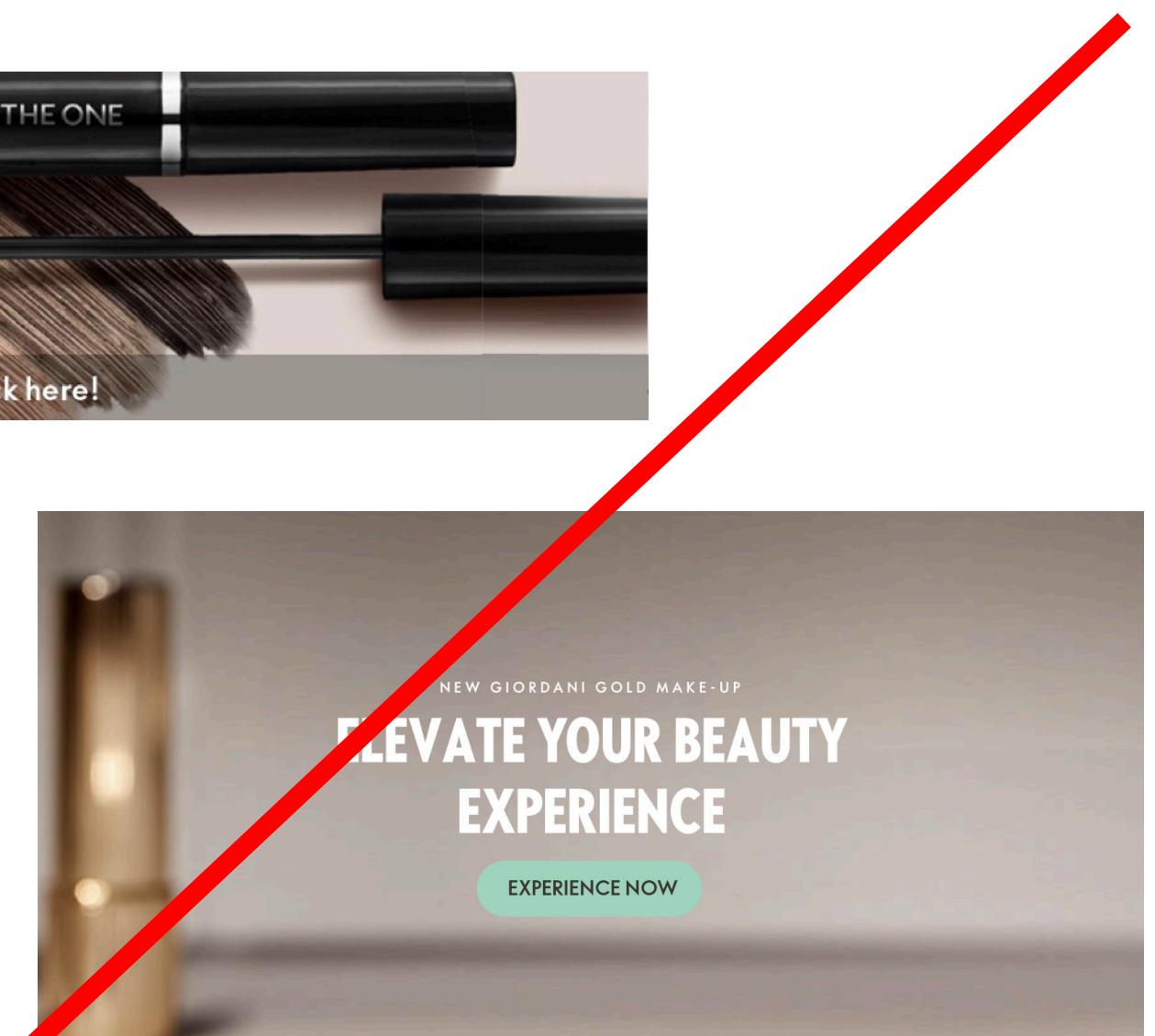
① THE ONE Expert Care Overnight Nail Mask  
8ml  
Merch price/10ml: £7.49

41766 £9.50  
£5.99  
the lowest price in 30 days before the promotion £5.39

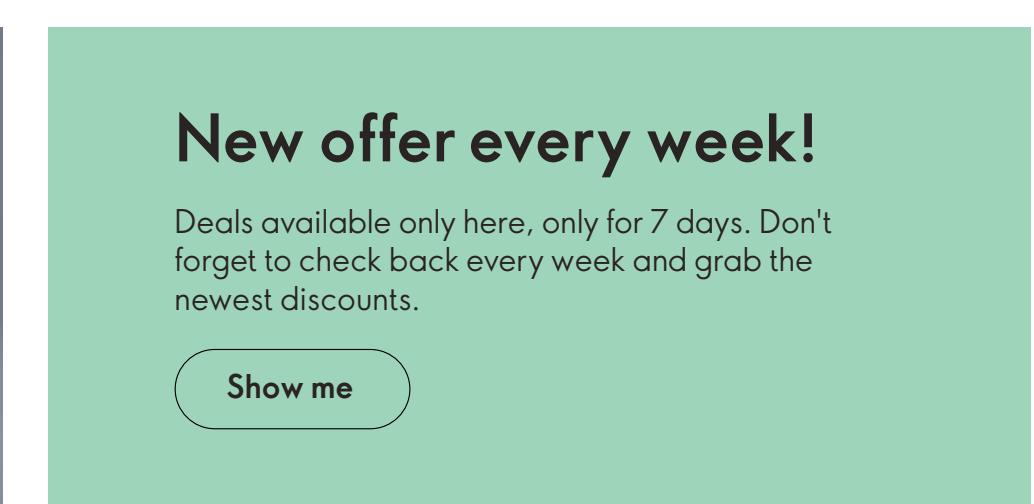
FONT COLOUR



OVERUSAGE OF ORIFLAME GREEN



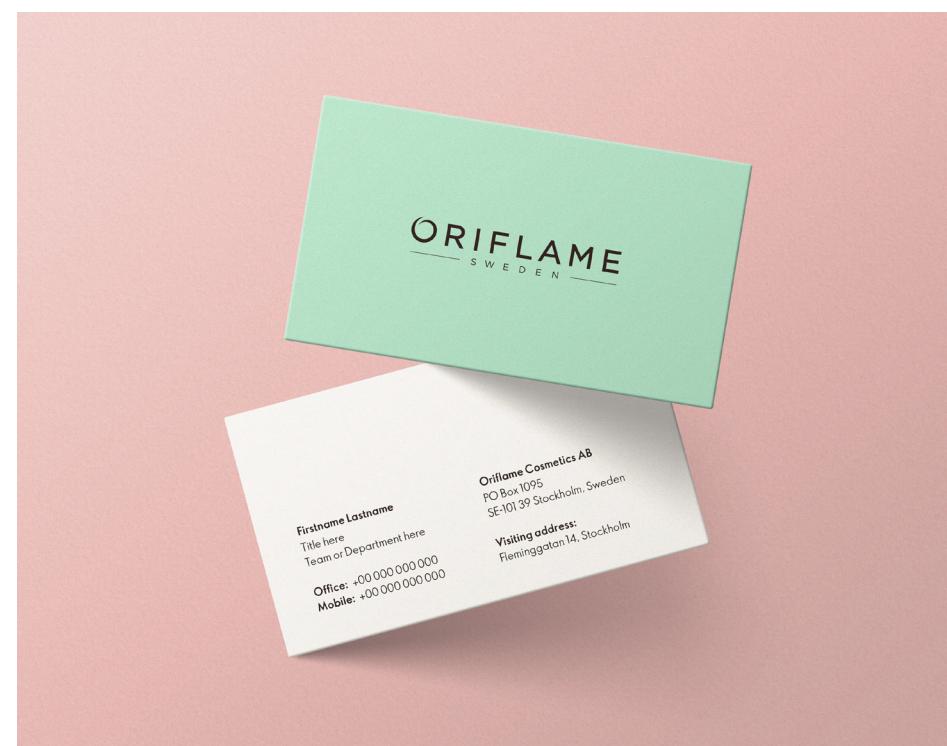
CALL TO ACTION



CALL TO ACTION/DEALS



GREEN IN IMAGES



STATIONARY (FIRST MEETING POINTS)



BRANDED COMMUNICATION

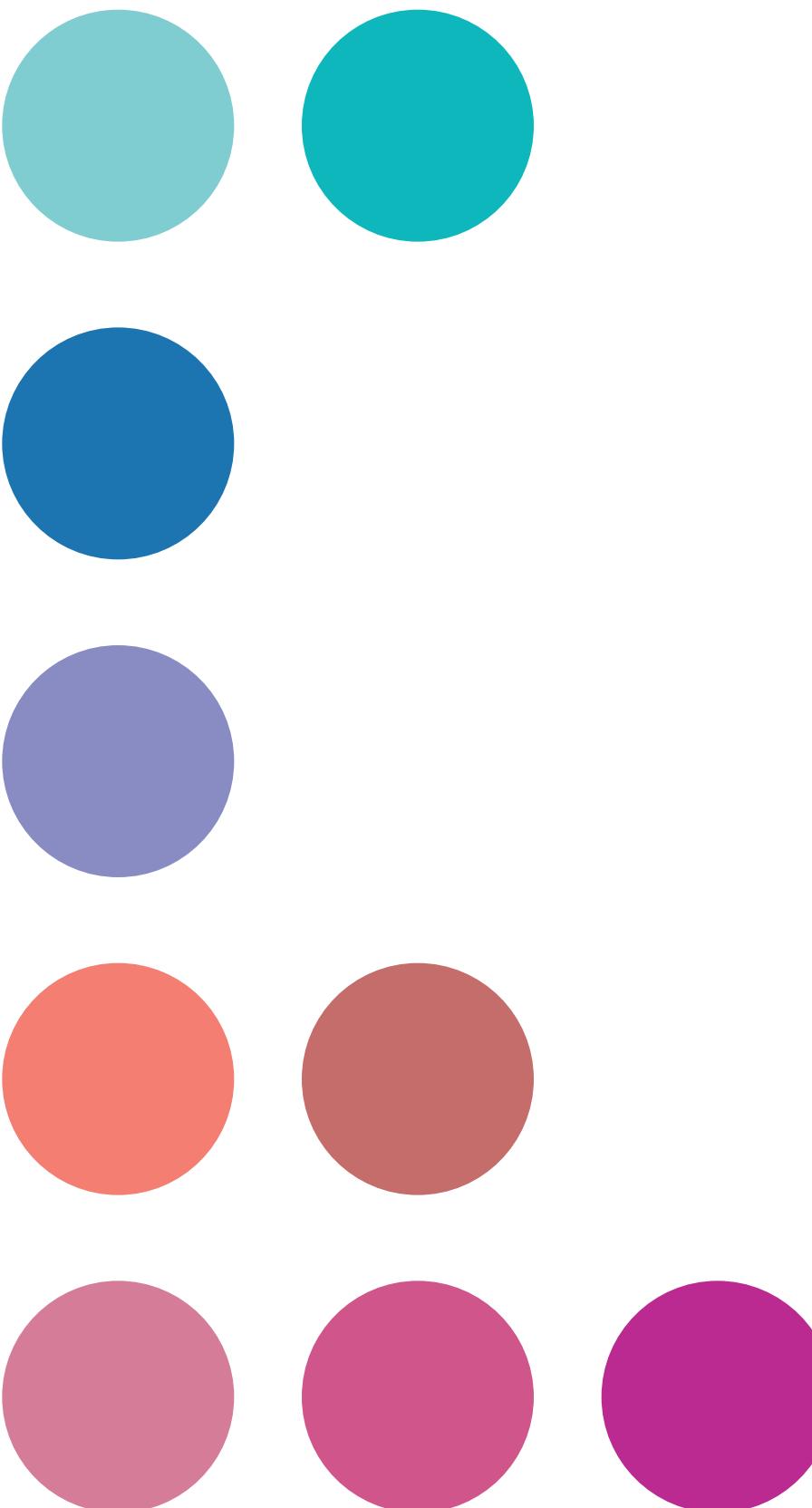
## Colour palette

### Complementary colours

Like a capsule collection, the complementary Oriflame colour palette reflects our brand: **warm, dynamic and contemporary.**

Connected to wellbeing and beauty, our complementary colour palette is simplified for ease of use, while still allowing flexibility in design:

- ✓ Optimistic shade range brings warmth and vibrancy to Oriflame Green
- ✓ Complementary colours to create dynamic, aesthetically-pleasing combinations – like green and coral



# Colour palette

Visual usage / Directional moodboard



Never use images without the appropriate license and usage rights



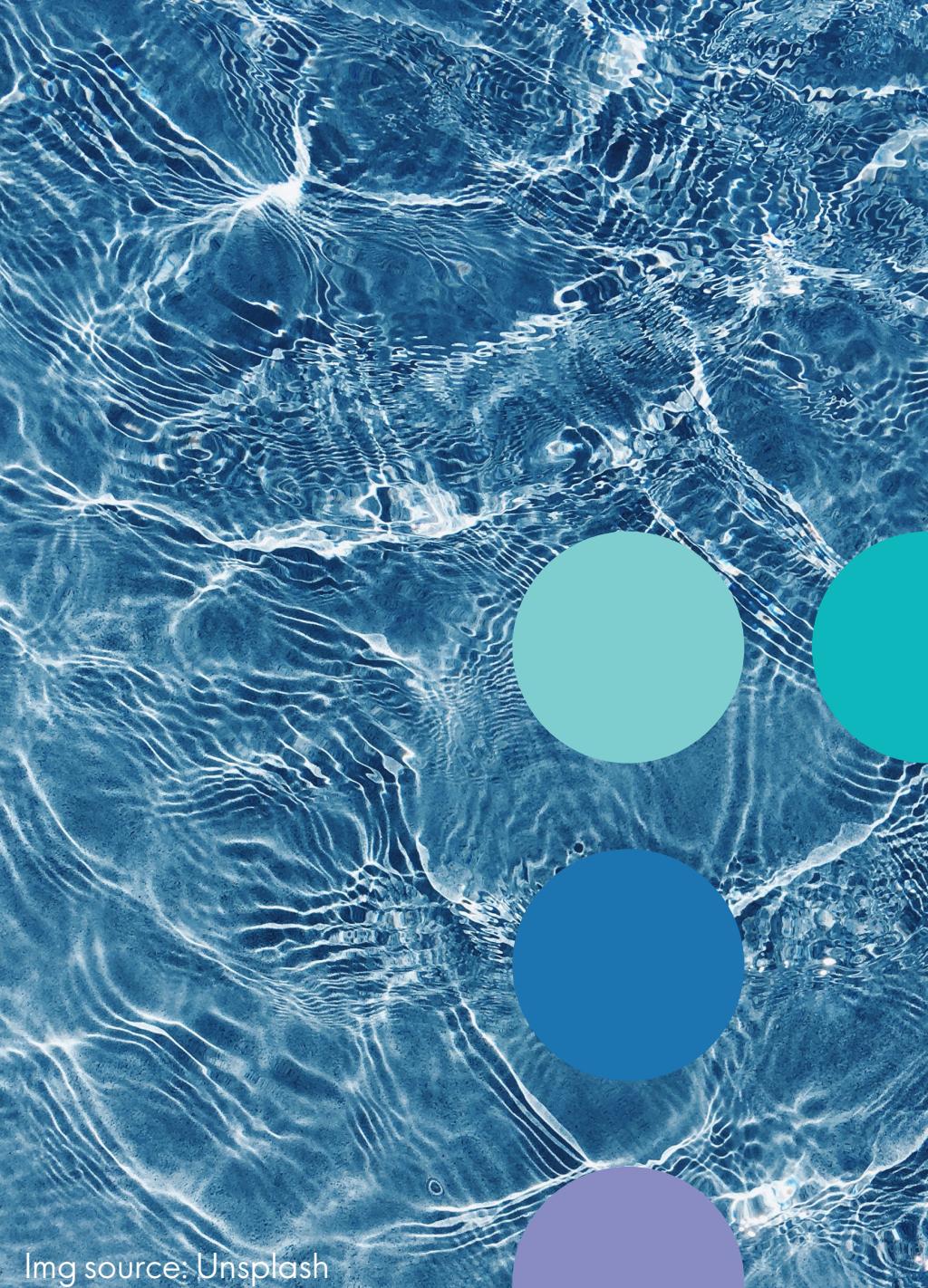
Img source: Adobe Stock



Img source: Unsplash



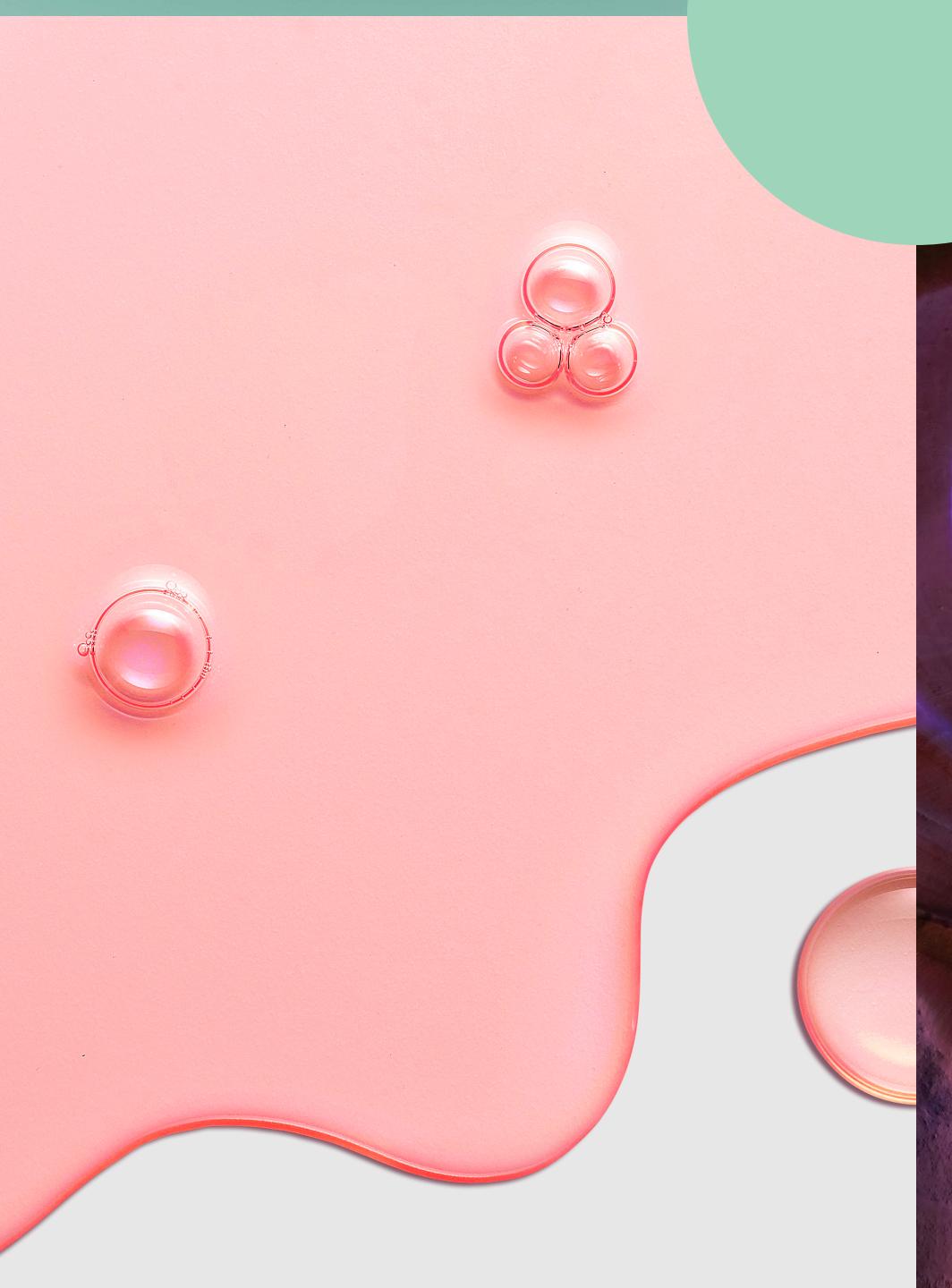
Img source: Adobe Stock



Img source: Unsplash



Img source: Adobe Stock



Img source: Unsplash



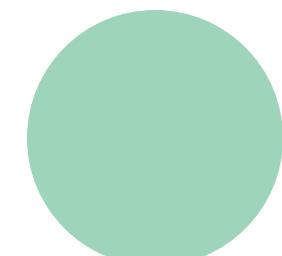
Img source: Unsplash



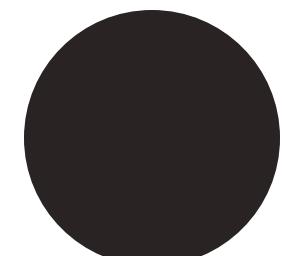
Img source: Adobe Stock



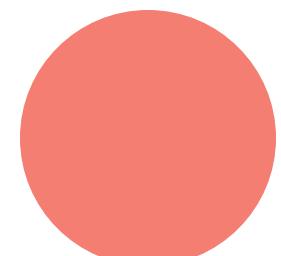
Img source: Adobe Stock



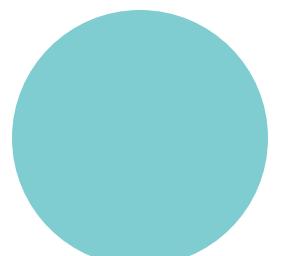
**Oriflame Green**  
PMS 565 C / 565 U  
RGB 156 218 188  
HEX #9CDABC  
CMYK C 50 0 30 0  
CMYK U 45 0 30 0



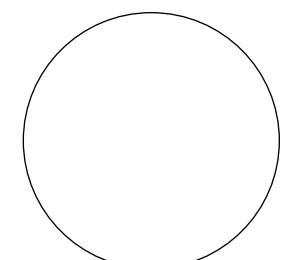
**Oriflame Warm Black**  
PMS 440 C / 2478 U  
RGB 45 37 37  
HEX #2D2525  
CMYK C -----  
CMYK U -----



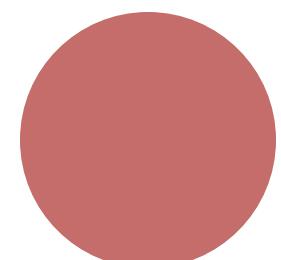
**Oriflame Coral**  
PMS 170 C / 170 U  
RGB 255 128 114  
HEX #FF8072  
CMYK C 0 60 52 0  
CMYK U 0 58 53 0



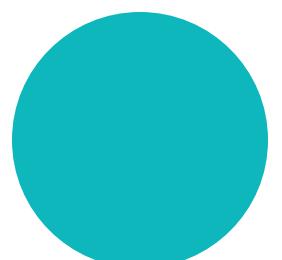
**Oriflame Aqua**  
PMS 7472 C / 7472 U  
RGB 128 205 208  
HEX #80CDD0  
CMYK C 64 5 35 0  
CMYK U 60 4 32 0



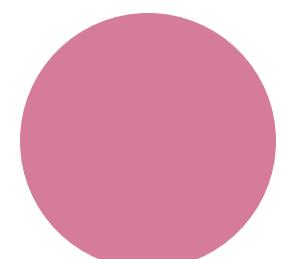
**Oriflame White**  
PMS N/A  
RGB 255 255 255  
HEX #FFFFFF  
CMYK C 0 0 0 0  
CMYK U 0 0 0 0



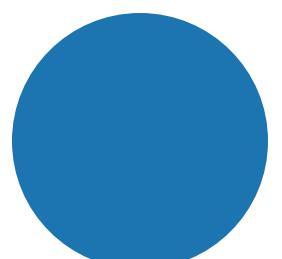
**Oriflame Soft Red**  
PMS 2031 C / 2031 U  
RGB 195 109 106  
HEX #C36D6A  
CMYK C 3 72 62 3  
CMYK U 7 69 59 2



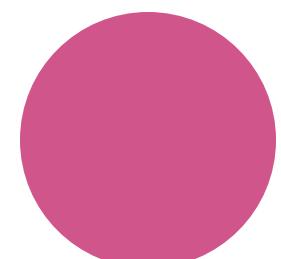
**Oriflame Laguna**  
PMS 3262 C / 3262 U  
RGB 0 183 189  
HEX #00B7BD  
CMYK C 90 0 43 0  
CMYK U 86 0 41 0



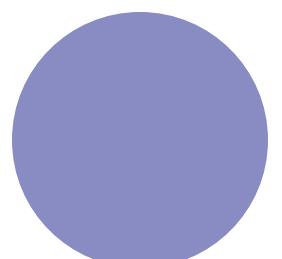
**Oriflame Pink Blush**  
PMS 2044 C / 507 U  
RGB 212 125 153  
HEX #D47D99  
CMYK C 0 61 8 8  
CMYK U 5 58 15 4



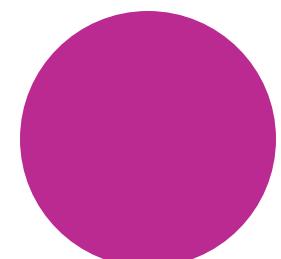
**Oriflame Atlantic**  
PMS 2383 C / 7690 U  
RGB 39 116 174  
HEX #2774AE  
CMYK C 93 51 6 4  
CMYK U 90 51 5 0



**Oriflame Pink Berry**  
PMS 2046 C / 2046 U  
RGB 207 87 138  
HEX #CF578A  
CMYK C 6 80 16 5  
CMYK U 7 76 9 3



**Oriflame Lavender**  
PMS 7674 C / 7674 U  
RGB 137 140 195  
HEX #898CC3  
CMYK C 51 48 3 0  
CMYK U 51 48 5 0

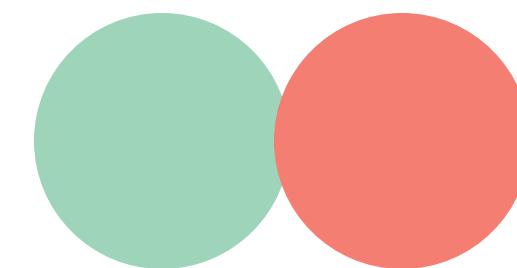


**Oriflame Magenta**  
PMS 2395 C / 2395 U  
RGB 200 0 161  
HEX #C800A1  
CMYK C 26 95 0 0  
CMYK U 28 100 0 0

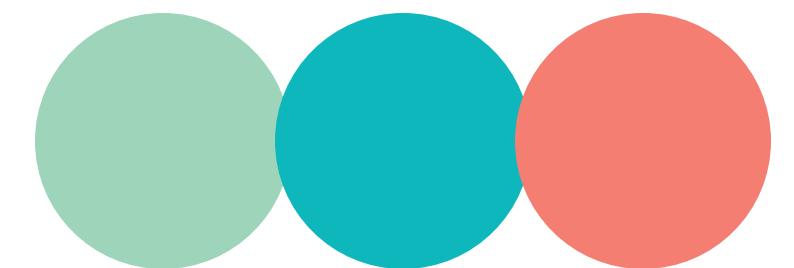
# Colour palette

Combination examples

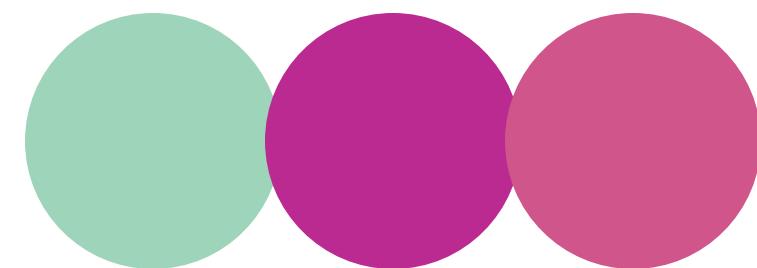
Yes:



2 COLOURS

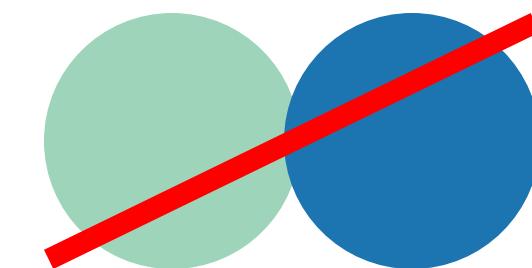


3 COLOURS, CONTRAST

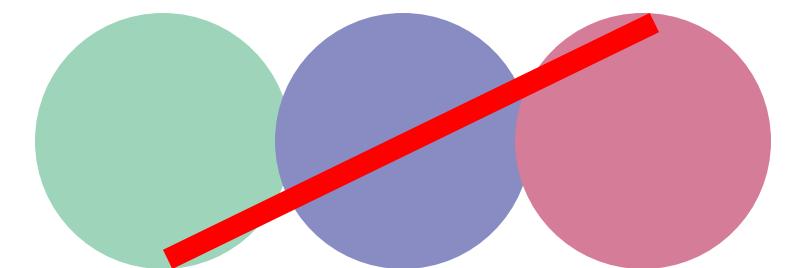


3 COLOURS, TONE ON TONE

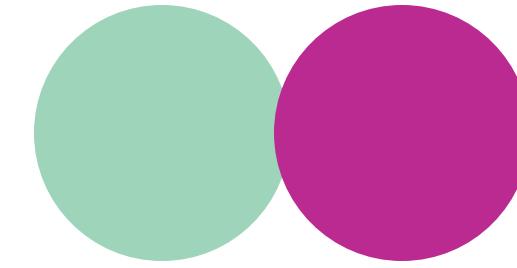
No:



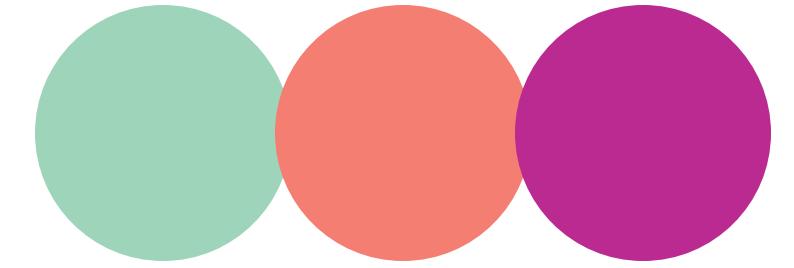
TOO STIFF



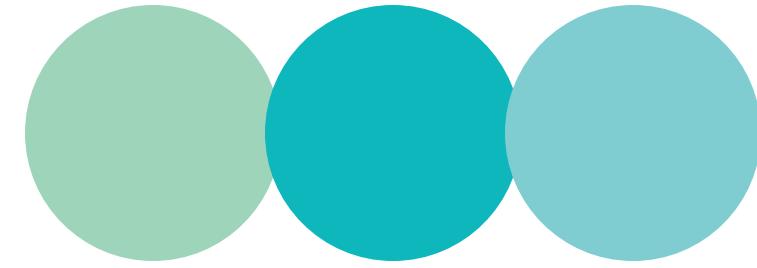
TOO BLAND, LACKS ENERGY



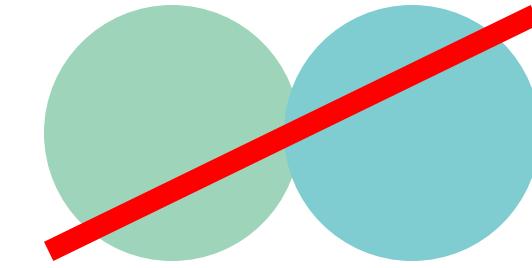
2 COLOURS



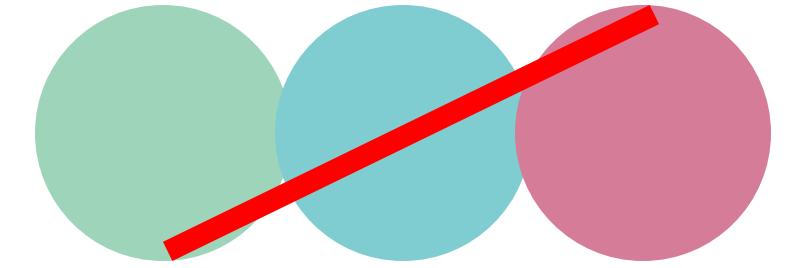
3 COLOURS, CONTRAST



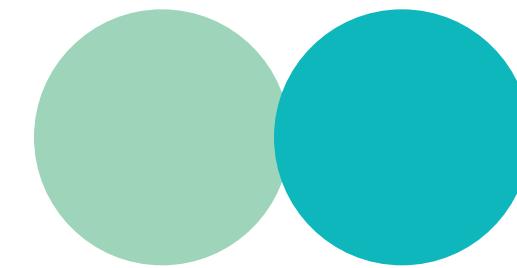
3 COLOURS, TONE ON TONE



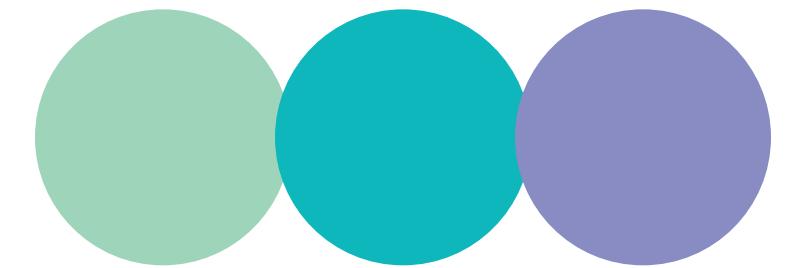
TOO COLD AND PALE



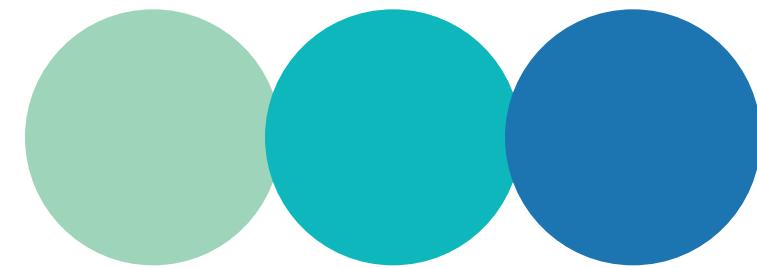
TOO PALE



2 COLOURS



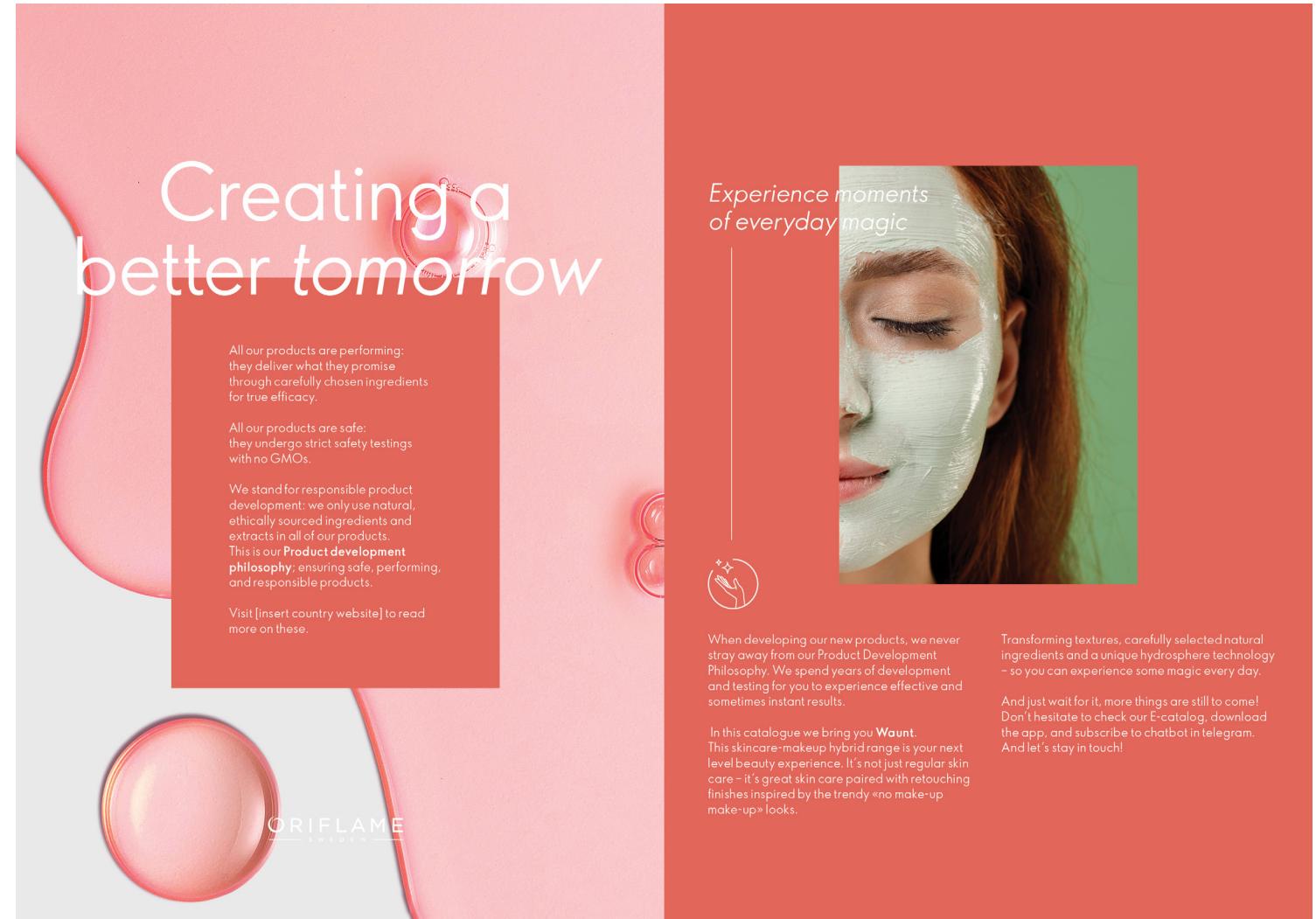
3 COLOURS, CONTRAST



3 COLOURS, TONE ON TONE

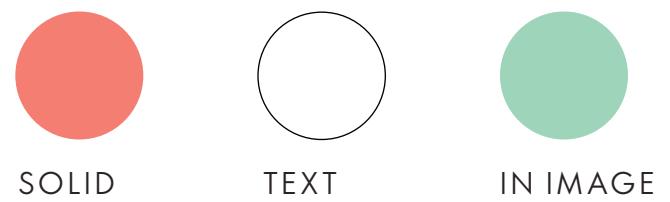
# Colour palette

## Applications / Brand spreads



### Tone-on-tone

Aesthetically pleasing layout with minimal colours  
Oriflame Green present in image



SOLID

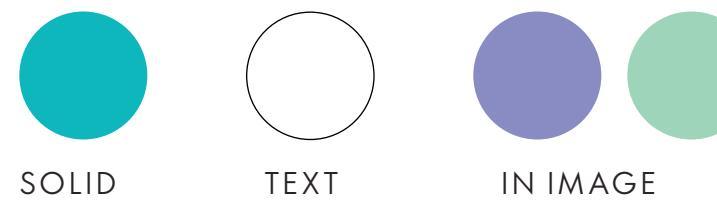
TEXT

IN IMAGE



### Contrast

Selected colour contrasts with image  
Oriflame Green present in image



SOLID

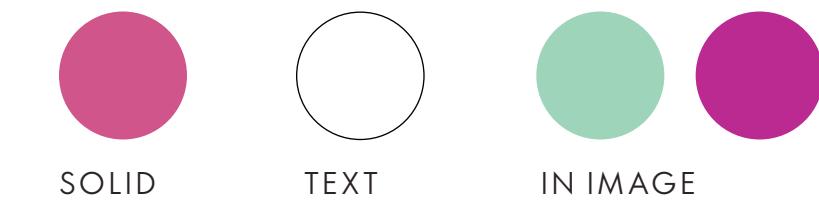
TEXT

IN IMAGE



### Tone-on-tone

Dynamic colour combination with varying tones of same colour  
No Oriflame Green present, but other consistent elements bring brand recognition



SOLID

TEXT

IN IMAGE

# Colour palette

Do's and don'ts

Yes:

- Colours should always be chosen from our curated Oriflame colour palette
- Select colour to harmonise with the images – either by contrast or tone-in-tone
- Keep it vibrant and optimistic
- Text colour should always be either Oriflame Warm Black or Oriflame White
- First layout should align with cover colour



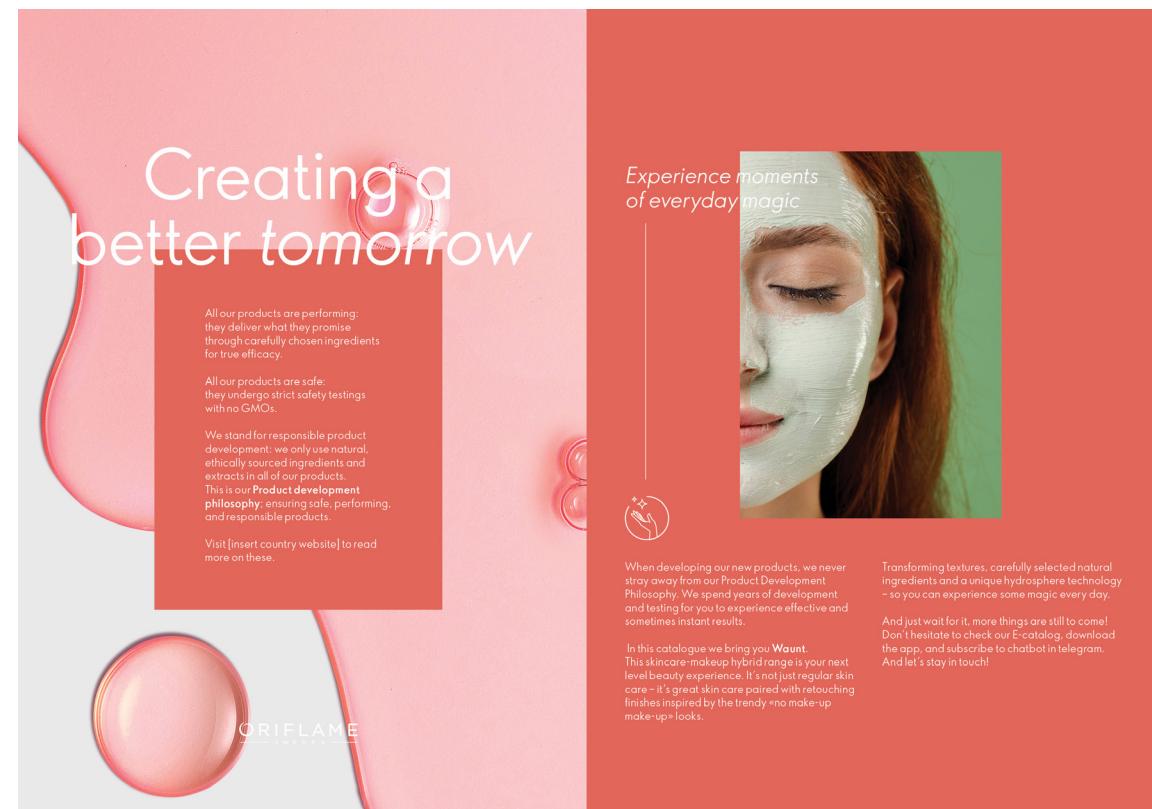
No:

- Never use other colours not listed in the Oriflame colour palette
- Don't combine too many colours in a layout

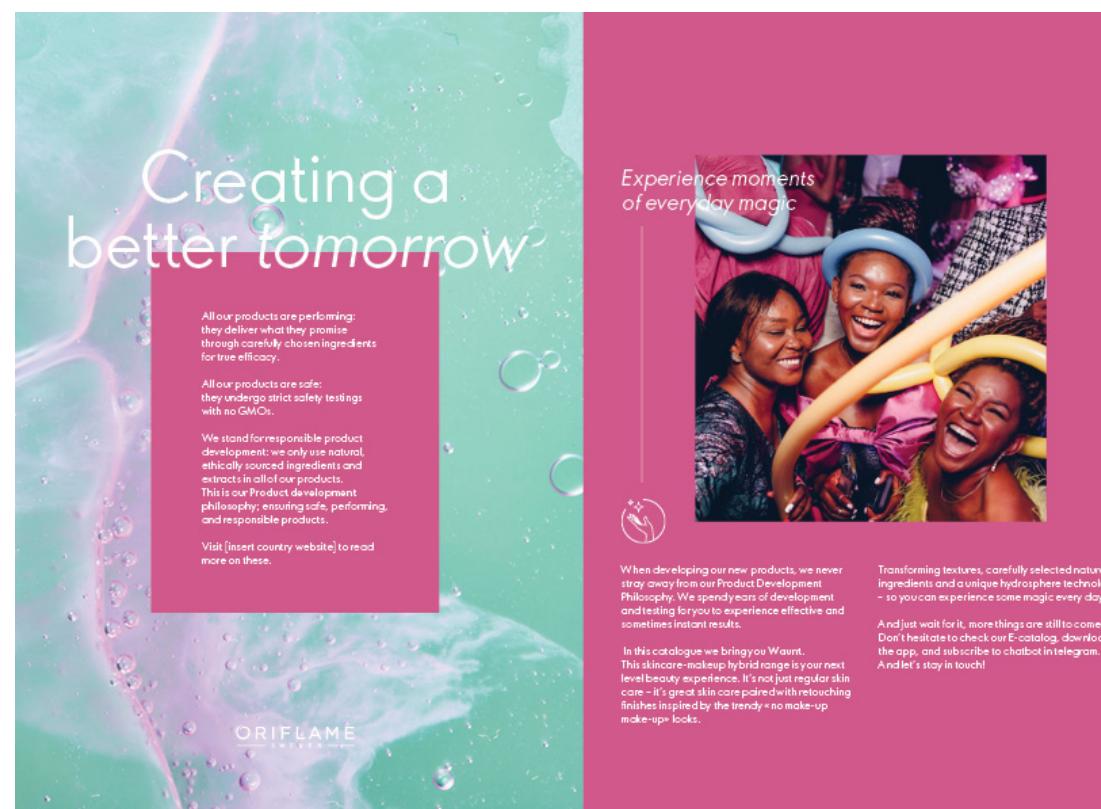


# Colour palette

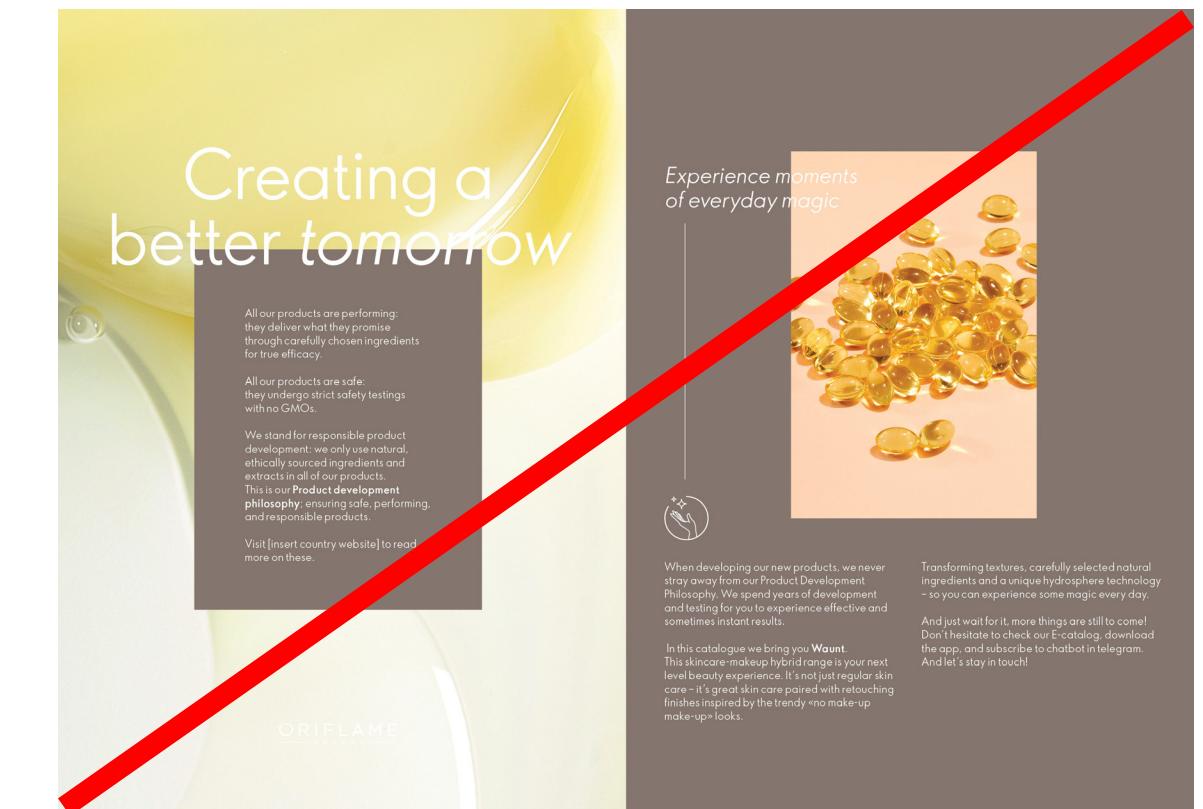
Do's and don'ts



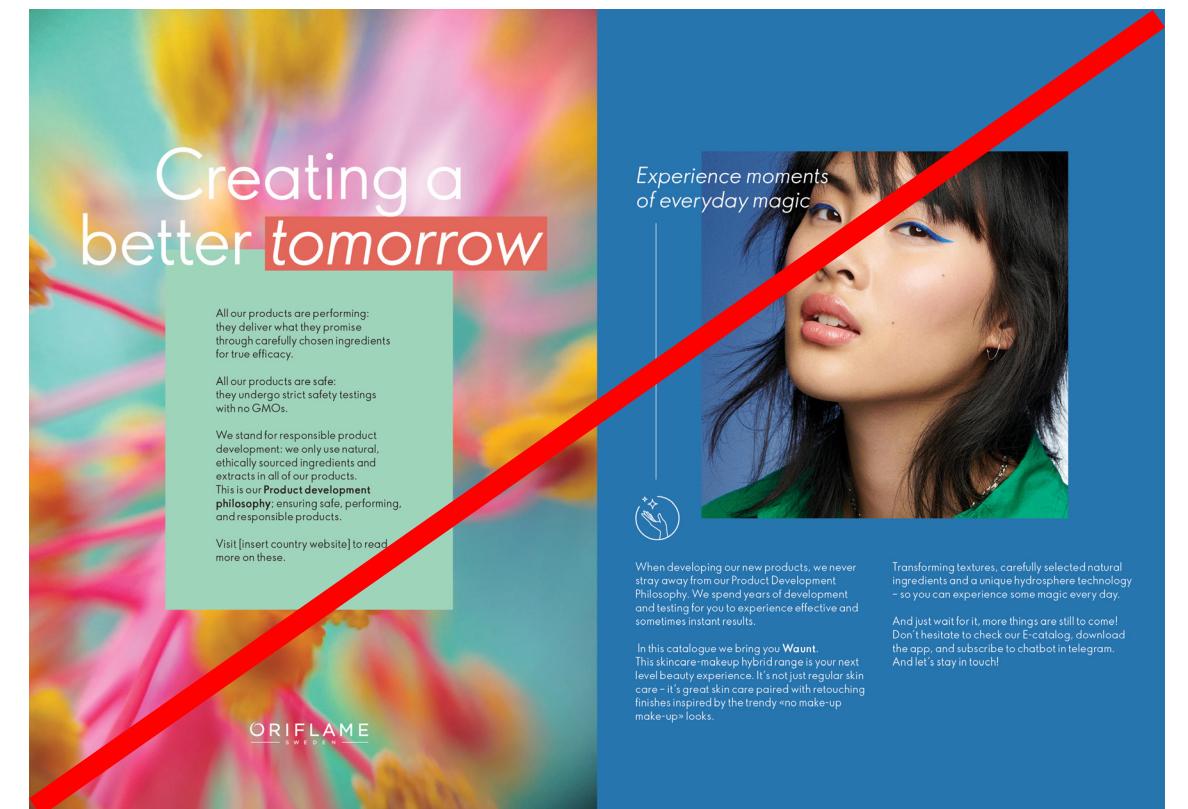
MINIMAL COLOUR



DYNAMIC COLOUR



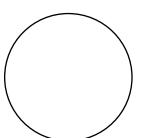
DON'T USE COLOURS OUTSIDE THE PALETTE



DON'T USE TOO MANY COLOURS IN A LAYOUT



SOLID



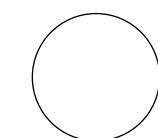
TEXT



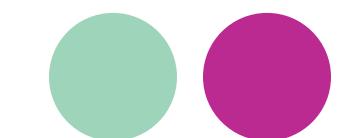
IN IMAGE



SOLID



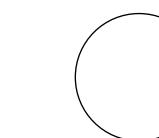
TEXT



IN IMAGE



SOLID



TEXT



IN IMAGE



SOLID



TEXT



IN IMAGE

# Typography

Primary brand typeface

Developed specially for Oriflame, our primary brand typeface  
is **Oriflame Sans 2.0.**

For global consistency when working with typography:

- ✓ Text colours are Oriflame Warm Black or Oriflame White
- ✓ Always use black text on Oriflame Green backgrounds
- ✓ Use sentence case for headings – avoid writing in all capitals
- ✓ The condensed version of Oriflame Sans is *only* for specific uses  
(some aspects on the website; short benefits, claims or pull-outs  
in the A5 catalogue; plus back labels, catalogue price boxes,  
etc)



**Working with typography in catalogue layouts?**  
See our [in-depth catalogue cover guidelines](#)



# Oriflame Sans 2.0 bold

Oriflame Sans 2.0 regular

**Heading:**

Oriflame Sans 2.0 Bold

Tracking 0-(-5)

Word spacing 85%

Leading Auto (120%)

Case Sentence case

**Sub-heading:**

Oriflame Sans 2.0 Regular

Tracking 0

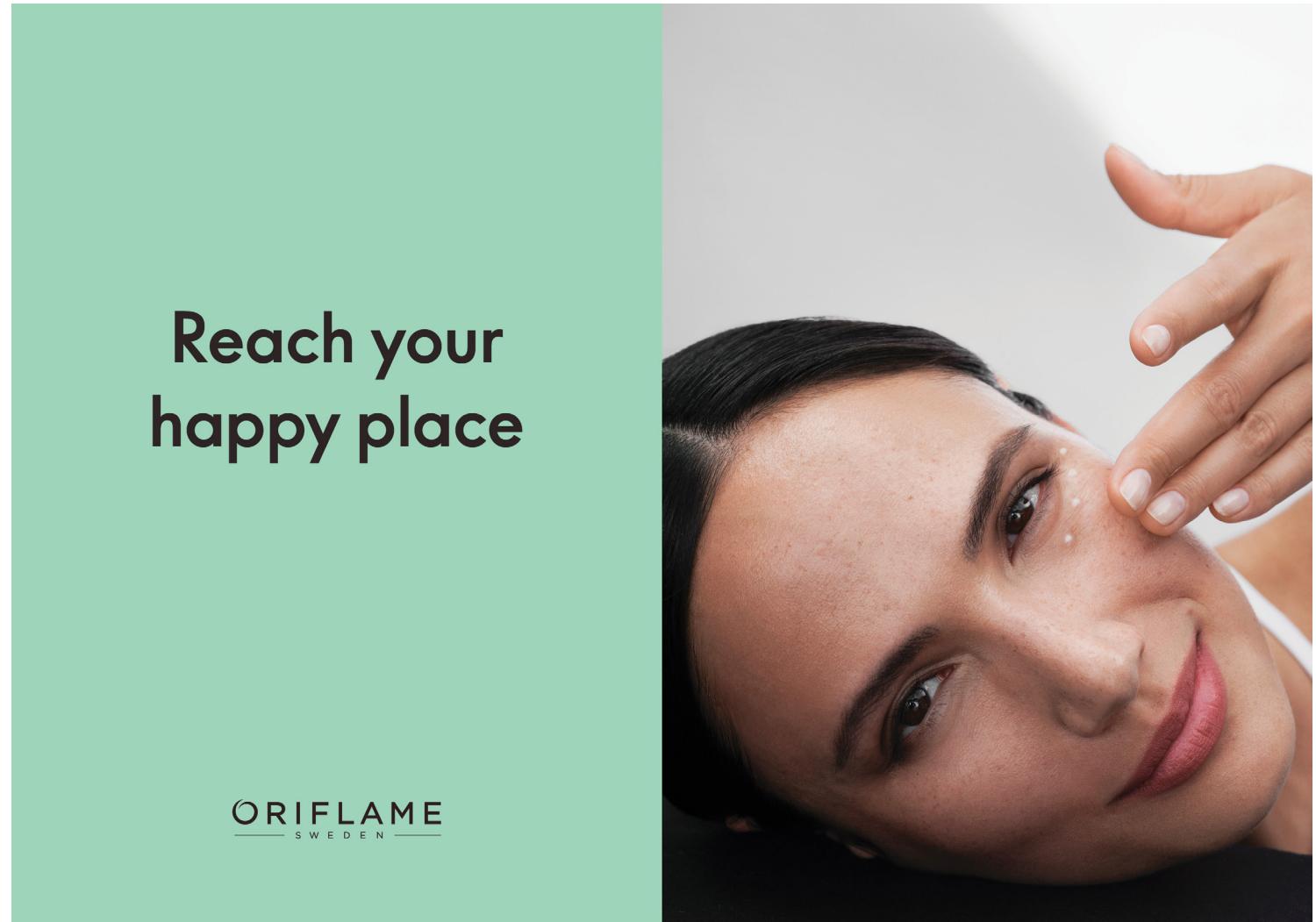
Word spacing 85%

Leading Auto (120%)

Case Sentence case

# Typography

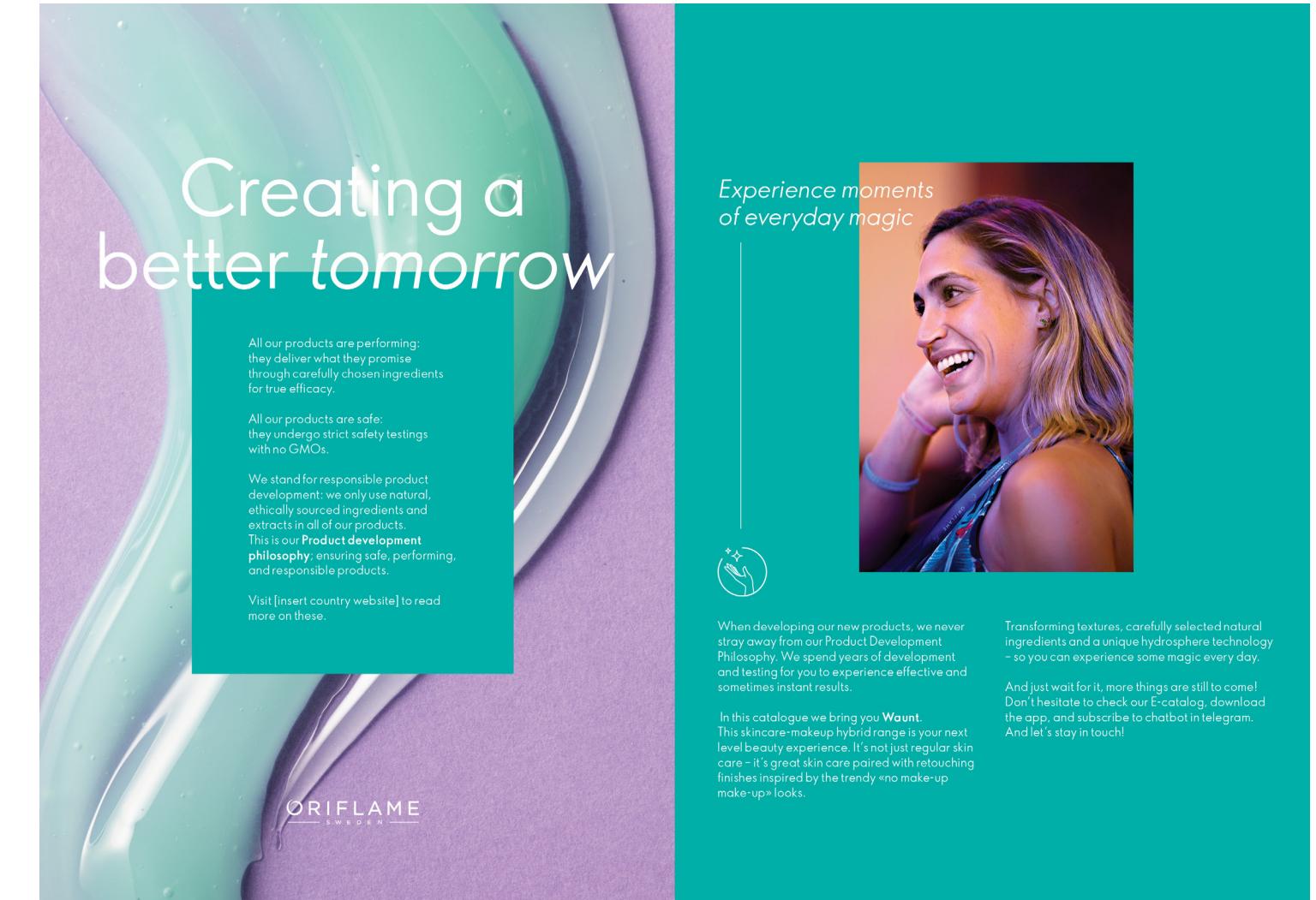
## Applications



EXPLANATORY CAPTION



INTERNAL PUBLICATIONS



BRAND SPREAD

# Typography

Do's and don'ts

## Use Oriflame Sans 2.0:

- For main headings
- For body copy
- In sentence case for body copy
- In preferred text colours: Oriflame Warm Black or Oriflame White

Creating a **better** tomorrow ☺

SENTENCE CASE

Creating a better *tomorrow*

BLACK TEXT ON GREEN BACKGROUND

Creating a better tomorrow

WHITE TEXT ON DARK BACKGROUND

## Don't:

- Mix font sizes in a block of text
- Mix type colour in a block of text
- Mix fonts in a block of text
- Use old versions of our typeface
- Use condensed versions

Creating a **BETTER TOMORROW** ☹

CONDENSED BOLD SHOULD NOT BE USED

Creating a *better tomorrow* ☹

DON'T USE COLOURED TEXT

Creating a *better tomorrow* ☹

DON'T MIX TYPEFACES

Creating a *later tomorrow* ☹

NO OTHER TYPEFACES

Creating a **better** tomorrow ☹

DON'T MIX SIZES

Creating a **BETTER** tomorrow ☹

DON'T MIX DIFFERENT CASES

# Typography

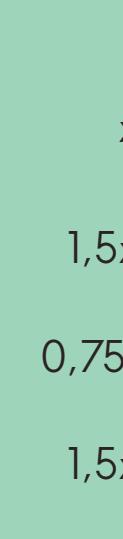
## Accent typeface

For more emotional messaging, the accent typeface – Kudryashev Display Contrast Sans – can be used to create a refined, editorial feel.

For global consistency when working with the accent typeface:

- ✓ It's reserved for *only* designer use\*
- ✓ Text colours are Oriflame Warm Black or Oriflame White
- ✓ Always use black text on Oriflame Green backgrounds
- ✓ Use sentence case – avoid writing in all capitals
- ✓ Only use in Adobe Creative Cloud apps – never use in PPT, Word or emails

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



**Kudryashev Display Contrast Sans**

ORIFLAME SANS 2.0 REGULAR

<b>Heading:</b>	
<b>Kudryashev Display Contrast Sans</b>	
Tracking	0-(-5)
Word spacing	85%
Leading	Auto (120%)
Case	Sentence case
<b>Sub-heading: Oriflame Sans 2.0 Regular</b>	
Tracking	50
Word spacing	85%
Leading	Auto (120%)
Case	Uppercase

## Accent typeface

Applications



An advertisement for Oriflame's "Whispers of me" perfume. At the top, the Oriflame logo "ORIFLAME SWEDEN" is displayed. Below it is a photograph of a woman with long brown hair, wearing a red top, holding a small bottle of perfume labeled "WHISPERS OF ME". The bottom half of the ad features the slogan "Whispers of me" in a large, white, serif font. On the left side, there is a vertical text "No 18 (18.12.2023-06.01.2024)". On the right side, there are three columns of placeholder text under the heading "FEATURE TITLE": "Ehent vel magnihiit accabores niatet ipsandit auditatem fuga. Ut fugitatemped et quibearia voloribus." (left), "Ehent vel magnihiit accabores niatet ipsandit auditatem fuga. Ut fugitatemped et quibearia voloribus." (middle), and "Ehent vel magnihiit accabores niatet ipsandit auditatem fuga. Ut fugitatemped et quibearia voloribus." (right).

# Accent typeface

Do's and don'ts

## Use Kudryashev Display Contrast Sans:

- Only for main headings
- Always in preferred text colours:  
Oriflame Warm Black or Oriflame White
- In sentence case



Creating a better tomorrow

SENTENCE CASE

Creating a better tomorrow

BLACK TEXT ON GREEN BACKGROUND

Creating a better tomorrow

WHITE TEXT ON DARK BACKGROUND

## Don't:

- Never change the tracking value to anything other than stated
- Never use in all capitals
- Never use in PPT, Word or emails



Creating a better tomorrow

DON'T CHANGE TRACKING

CREATING A BETTER TOMORROW

DON'T USE UPPER CASE

## Text highlights

Graphic element

To enhance your message and guide the audience to key points, text highlights can be used to create a dynamic feel.

Keep it clear and simple:

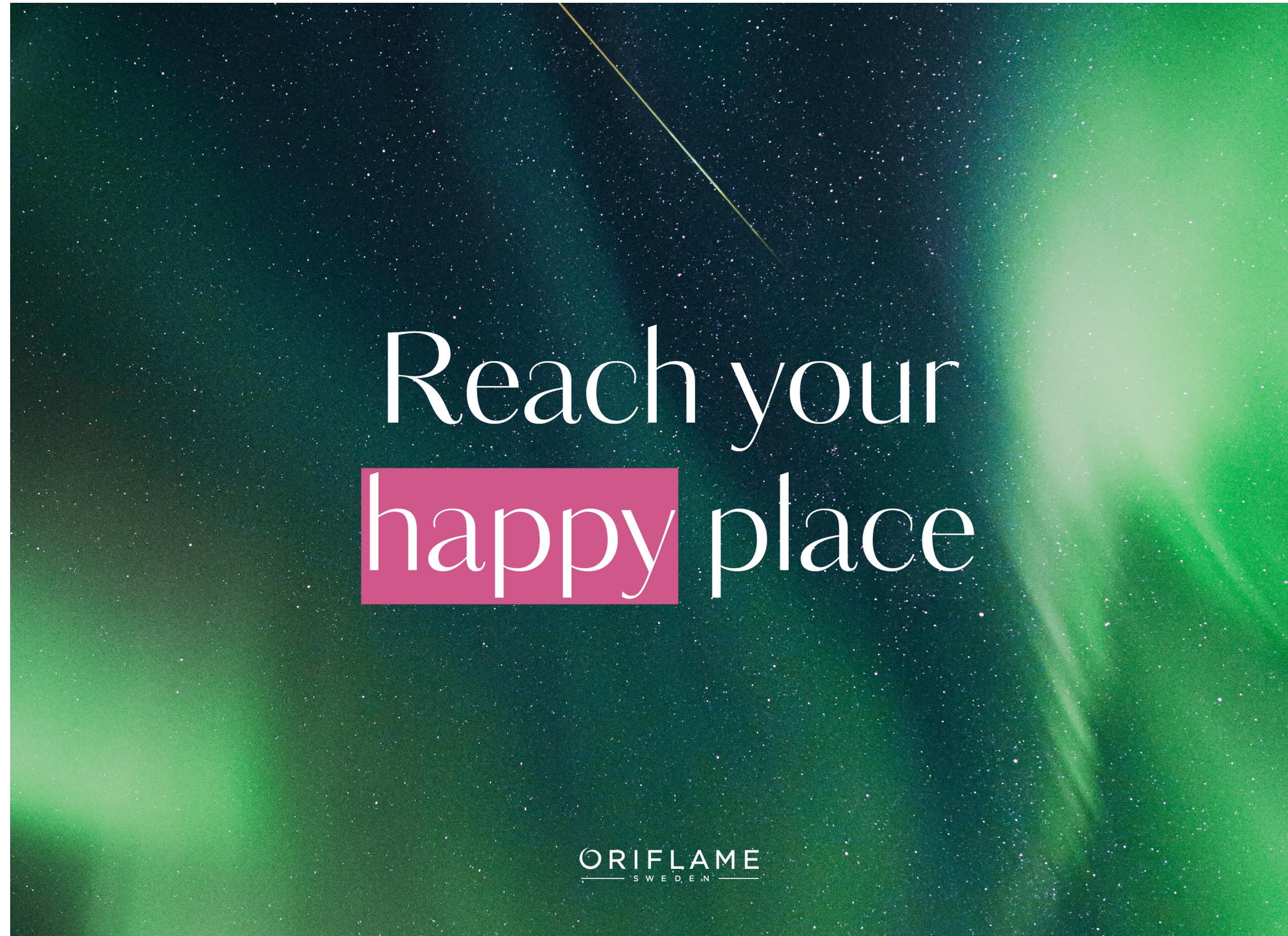
- ✓ Highlight key words or a short sentence
- ✓ All shades in our brand colour palette may be used
- ✓ Use contrast to ensure readability is clear

**Live life on  
your terms**

**Live life on  
your terms**

## Text highlights

### Applications



# Text highlights

Do's and don'ts

Yes:

- Work with good colour contrast



Live life on **your** terms

BLACK TEXT ON LIGHT BACKGROUND

Live life on **your** terms

WHITE TEXT ON DARK BACKGROUND

No:

- Don't use too little colour contrast
- Never mix text colours when using highlights
- Never overdo it – don't use too many highlights in a text



Live life on **your** terms

NOT ENOUGH CONTRAST

Live life on **your** terms

DON'T MIX TEXT COLOURS

Today we're a worldwide community,  
united by our passion for beauty and wellbeing.

TOO MANY HIGHLIGHTS

# Copy direction

## One brand voice

### How do we connect with our community?

Oriflame's tone of voice is the perfect fusion of wellbeing and beauty pro meets trusted friend. Brimming with passionate optimism and expertise, a hint of curiosity and an inviting warmth, Oriflame shares wellbeing and beauty with you in a way that makes you feel inspired, confident and empowered.





**Like someone you want to hang out with,  
we aim to be the brand with a smile.**

Our social personality is full of positive energy, as we engage with people in a personal, conversational tone.

We love to share our vast knowledge and experience about wellbeing and beauty, keeping you up-to-date with the latest trends and technologies – while making any complicated technical details easy-to-understand.

**We want to create a hub that connects like-minded people:**

An open space to share new ideas, explore different experiences and learn from each other.

Encourage our community to join the conversation!

We'll bring the products people want to reach for every day, as they continue to inspire us – so we can co-create the wellbeing and beauty people *actually* want.



## When writing, think global

Oriflame is a **global wellbeing and beauty brand**. We believe strongly in what we do and we have important things to say, so it's important that what we write will be easily understood by people of different nationalities.





## Don't let your message get lost in translation.

Everything we write will be translated – keep these rules in mind when crafting your copy to help make the process smoother:

1. **Be clear:** steer away from ambiguous writing that could be misinterpreted.
2. **Don't use word-play:** what works well in one language may not have an equivalent in another, making it impossible to translate.
3. **Avoid local slang:** never use colloquial phrases, localisms, expressions or cultural references that might not be widely understood.

## Keep it British.

We speak to our community using British English in all master copy. While our voice is conversational, what we write must always be grammatically correct.

## Keep it legal.

Some copy we write must be fixed for legal reasons – like product claims approved by R&D. These are non-negotiable and can never be changed.

## Keep it short.

This is a key rule for all copy, but it's even more important at Oriflame. That's because many languages use more words and characters than English to convey the same message – copy can swell up to 30%.

To ensure our templates and layouts work for all languages, keep copy as short as possible – even shorter than the max word count if you can.

## Be SEO friendly

Our entrepreneurial spirit drives us to always look forward – so naturally, we think digital first when it comes to writing.

Optimise your copy for SEO, with trends in wellbeing and beauty always in mind when finding the best keywords.

### How we write industry words:

- ✓ Makeup
- ✓ Skincare
- ✓ Hair care
- ✓ Wellbeing

### Keep on-point with SEO tools:

- ✓ Google Ads Keyword Planner
- ✓ Google Trends
- ✓ Ask the public
- ✓ Just Google!



COMING  
SOON

Want to become an SEO expert?  
Elevate your writing with our in-depth  
[SEO guidelines](#)

## One voice, always authentic

To strengthen our vision, we communicate in one consistent brand voice across all channels.

But it's important to adapt our tone slightly for different channels – this ensures our brand experience and message feels authentic and relatable, no matter the context.



## A quick guide

If in doubt, stick to these rules:

### Yes:

- Use British English
- Write in a social, conversational tone
- Share knowledge in an unpretentious way
- Be clear, so it's easy-to-understand
- Always proofread for correct spelling and grammar
- Keep it short
- Keep it consistent
- Speak with a purpose
- Keep it authentic to the channel
- Write for SEO, especially in digital channels
- Use sentence case



### No:

- Don't write too casually for your market – be aware that the accepted level of informality differs between cultures
- Don't write technical details in a complicated or overly-formal way
- Avoid word-play
- Avoid local slang or expressions
- Don't change the wording of fixed legal statements (eg. *claims*)
- Never overuse exclamation points
- Never create claims





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SOON

# Conferences & events

ORIFLAME

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SWEDEN