# KINOHIMITSU

### BRAND GUIDELINES

# WELCOME TO THE KINOHIMITSU
## VISUAL IDENTITY SYSTEM

Successful brands are carefully managed.

This document establishes the Kinohimitsu brand principle and sets out parameters on how its brand elements are to be implemented. All the rules outlined here aims to create a unified and identifiable brand representation of Kinohimitsu.

It is critical that we communicate the Kinohimitsu brand consistently. It is intended to enable the brand's key stakeholders to understand the essence of the brand and be accountable on how this is communicated with a bigger audience, within or outside the Kinohimitsu community. The following pages explain how to use the new Kinohimitsu brand elements.

This would help us ensure that we are effectively optimising all our branding and communication initiatives through clear, focused and targeted communication of the Kinohimitsu's brand essence.

Please follow and adhere to these guidelines as they are here to help you communicate and protect our brand.

# CONTENT

# BRAND PLATFORM

## Brand Platform

The brand platform is our distinct DNA that defines core of Kinohimitsu. It is the overarching summary of the Kinohimitsu brand experience.

It includes the following elements:
• Essence: The unique vision of the brand distilled into a short meaningful phrase
• Narrative: The brand story that defines the brand experience and its key points of difference for the brand's stakeholders
• Individual values: Attributes that personify the brand, necessary to deliver the brand experience; this targeted to shared with an individual (apart from their social groups)
• Social values: The important principles the brand shares with people inside their social groups

This is fundamental in defining the strategic vision for the brand and establishes a foundation for the Kinohimitsu identity, messaging and visual presentation. Thus, all communication initiatives must be anchored to the realisation of the brand platform.

1. BRAND ESSENCE

# WELLNESS AMPLIFIED

Enrich your body's ability to feel great everyday through natural, scientifically proven and refreshing solutions.

2. SOCIAL VALUES

We set out to help **people feel happier, healthier and more confident** in their bodies and in their lives everyday.

4. BRAND NARRATIVE

**Our bodies are amazing things.** Within us, thousands of processes take place to help us deal with all of life's everyday challenges

We believe that the route to true wellness – feeling great everyday, is through activating and accelerating these processes. And we do this using all-natural ingredients that are scientifically proven to be effective.

3. INDIVIDUAL VALUES

## ASSURED

Rigorously tested ingredients which safely and effectively extends your wellness threshold.

## NATURAL

We are constantly finding the best nature has to offer. We only use responsibly sourced ingredients.

## UPLIFTING

Motivating, encouraging and rewarding you for taking control of your wellness.

## PROGRESSIVE

A passionate commitment to continuous improvement in our products & services.

# Brand World
## Look Speak Interact

The Brand World describes the manner in which we look, speak and interact within and outside the Kinohimitsu community. They are what our partners and consumers would identify us with and use to describe us. They are the principles that guide our actions and reflect our broad appeal.

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LOOK

SPEAK

INTERACT

# Brand Architecture

**To drive resonance between the brand and the Bloom, the Kinohimitsu Bloom has been deconstructed and each of its primary colours has been assigned to represent each of the brand's product category.**

The Brand Architecture is represented by the following product categories and key alternative consumer segments, within the same hierarchy:

Kinohimitsu's product categories and its shade representation in the Bloom graphic are as follows
1. Detox represented by the shade of green
2. Beauty represented by the shade of purple
3. Health represented by the shade of orange
4. Fitness represented by the shade of teal

Two key alternative consumer segments are also represented in the Bloom graphic:
1. Kids represented by the shade of red
2. Men represented by the shade of blue

Colour is an important element of Kinohimitsu's visual identity system that when applied appropriately, reinforces brand recognition. Please ensure that the correct colourway is used across all brand communications at all times.

## Kinohimitsu = Wellness

| Category | Detox | | Health | | | Beauty | | | | | Fitness | | Men | Kids |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Sub-category** | Drinks | Pads | Pads | Pads | Pads | Anti-aging | Protection | Whitening | Anti-acne | Shaping/Toning | Healthy Energy Drinks | Vitality Drinks | | TBC |
| **Product** | Detox Juice | Sleeping pads | Mind Relax | Eye-Bright | Joint-Flex | Stem cell | UV Bright | ProWhite | BB Drink | Bust up | Happy | 69M 69W | Collagen Men | TBC |
| | Detox Tea | Health pads | | Chol-es | 69M & W | Collagen Diamond | | | | | | | | |
| | | Hot Health pads | | | Kino Rub | Collagen Beauty Drink | | | | | | | | |

# VISUAL IDENTITY SYSTEM

# Kinohimitsu Logo

### Logo mark

C0 M0 Y0 K90    R49 G49 B51

The logo consists of the new word
mark that inspired by the curves
of flowers, capturing its blooming
motion. This element has been
specially drawn and the logo
exists as a master artwork.

Our new logo has been carefully
crafted to be unique, distinctive
and a reflection of what we stand
for as a brand.

Please note:
The Kinohimitsu logo is to be used
across all media in a horizontal
version only. There is no vertical
format of the logo mark.

The logo should only be
reproduced from the master
artwork and should not be
redrawn or altered in any way.
The master artwork is provided
in a digital format and is to be
secured only from the Kinohimitsu
Marketing team.
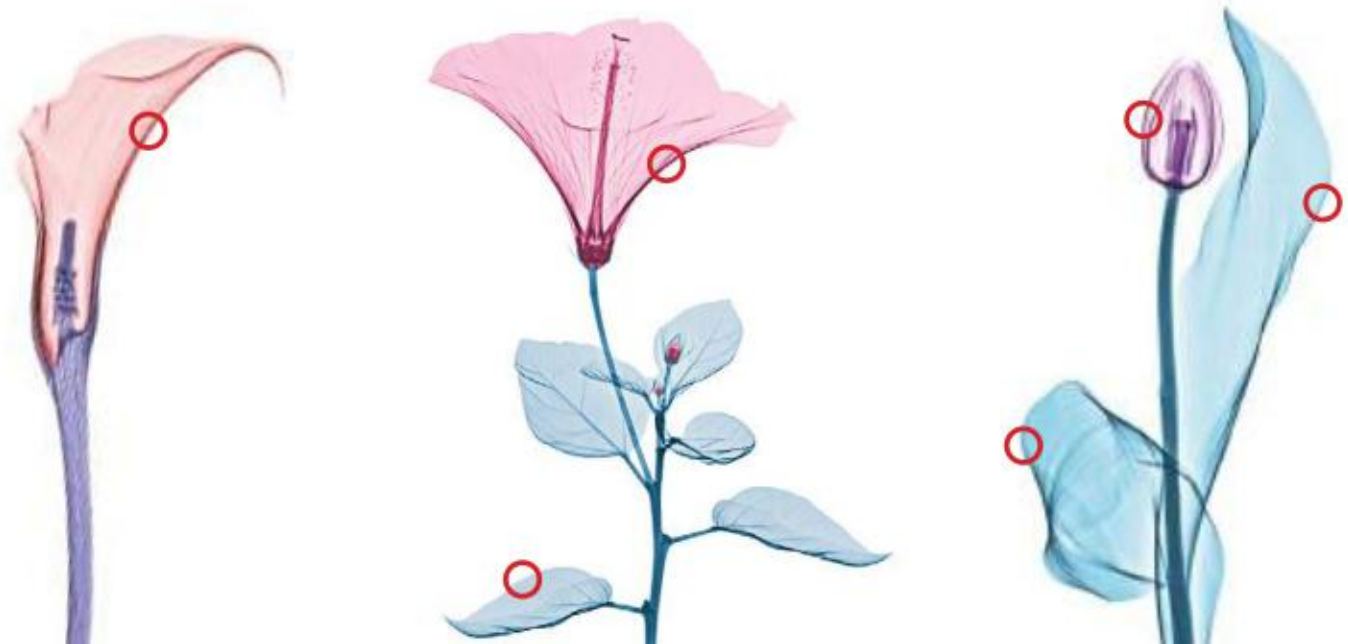
# KINOHIMITSU™

# Kinohimitsu Logo:
# Clearance Space

To protect the clarity and visual
integrity of the logo, it has an exclusion
zone. It must always appear legibly on
a clear background.

Minimal size:
18 x 2.18 mm (Print)
or  51 x 6.18 pixels (Digital)

KINOHIMITSU

KINOHIMITSU

**x** = Height of letter K

# Kinohimitsu Logo:
# Acceptable Colourways

The primary implementation of
the Kinohimitsu logo mark is in
Kino grey colour against a white
across all brand communications.

Where printing is limited to a dark
coloured background or in the case
of packaging design, a reverse version
of the logo may be adapted.

For more information on logo application
on coloured backrgound, please refer to
**Kinohimitsu Logo on Coloured Background**.

R49 G49 B51
C0 M0 Y0 K90

# KINOHIMITSU

# KINOHIMITSU

R255 G255 B255
C0 M0 Y0 K0

## Kinohimitsu Tagline Lock-up

Our bodies are amazing things. Within us, thousands of processes take place to keep us alive and well every day. We believe that the route to beauty and wellness is through aiding and boosting those processes. This way, we help your body be at its best. We set out to help people feel happier, healthier and more confident in their bodies and in their lives, giving them the freedom to live their lives to the fullest.

We have created a new lock-up of the logo and our tagline. These elements have been specially drawn and the logo exists as a set of unique master artworks. Their sizes and position relative to one another are fixed.

When incorporated in communication initiatives, the lock-up should only be reproduced from the master artworks and should not be redrawn or altered in any way. The master artwork is provided in a digital format and is to be secured only from the Kinohimitsu Marketing team.
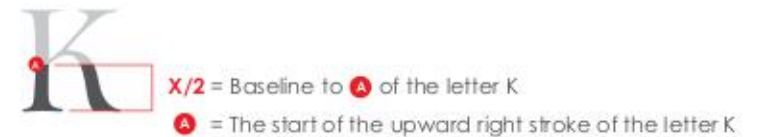
# KINOHIMITSU

## FREEDOM TO LIVE

# Kinohimitsu Tagline Lock-up: Clearance Space

When used as a lockup with the master logo, our tagline, "FREEDOM TO LIVE," always appears centered with the logo, aligned with half "N" and "T". The distance from the baseline of the logo to the cap-height of the tagline is half to the height of the "K" space of the logo.

To protect the clarity and visual integrity of the logo, it has an exclusion zone. It must always appear legibly on a clear background.

Minimal size:
36 x 8 mm (Print)
or 102 x 22.8 pixels (Digital)

**KINOHIMITSU**
FREEDOM TO LIVE

**KINOHIMITSU**

**FREEDOM TO LIVE**

X
X
X
X/2
X
X

$X$ = Height of letter K

$X/2$ = Baseline to Ⓐ of the letter K

Ⓐ = The start of the upward right stroke of the letter K

# Kinohimitsu Tagline Lock-up: Acceptable colourways

The primary implementation of
the Kinohimitsu tagline lock-up is in
Kino grey colour against a white
across all brand communications.

Where printing is limited to a dark
coloured background or in the case
of packaging design, a reverse version
of the lock-up may be adapted.

For more information on logo application
on coloured backrgound, please refer to
**Kinohimitsu Logo on Coloured Background**.

R 49 G 49 B 51
C 0 M 0 Y 0 K 90

# KINOHIMITSU
FREEDOM TO LIVE

# KINOHIMITSU
FREEDOM TO LIVE

R 255 G 255 B 255
C 0 M 0 Y 0 K 0

# Kinohimitsu Logo Restrictions

Our logo is valuable.
We must treat it as a significant asset
and therefore with respect.

Always use the master digital artwork
to reproduce the logo. Do not attempt
to re-create, manipulate or alter the logo
in any way or place the logo on non-
specified backgrounds. If needed, the logo
may be enlarged but only in proportion
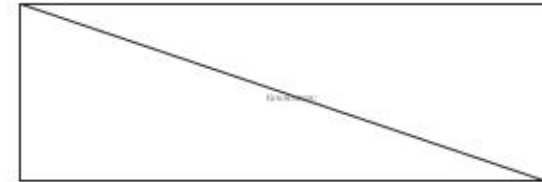to the minimum size limitations.



**Do not** colour the logo with a colour
out of guidelines



**Do not** distort the logo.



**Do not** place the logo on a busy, complex
background that interferes with legibility



**Do not** use a too small logo.
Respect the minimum size.

# Kinohimitsu Logo on Coloured Background

Whenever possible, the Kinohimitsu logo or lock-up is to be placed on a white background or against any of the secondary colours as per the brand architecture only. These are powerful and distinct combinations.

Please ensure that the correct artwork is used for the background colours that are selected.

For more information on the background colours, please refer to **Kinohimitsu colour palette**.

For more information on the Bloom graphic, please refer to **Bloom Brand Graphic**.

Primary Usages

On Light Background

R49 G49 B51
C0 M0 Y0 K90

KINOHIMITSU

On Dark Background

R255 G255 B255
C0 M0 Y0 K0

KINOHIMITSU

Secondary Usages (On Secondary Colours)

PANTONE 357 C

KINOHIMITSU

PANTONE 357 C

KINOHIMITSU

PANTONE 1645 C

KINOHIMITSU

PANTONE 1645 C

KINOHIMITSU

PANTONE 7417 C

KINOHIMITSU

PANTONE 7417 C

KINOHIMITSU

Exceptional Usages (On Bloom Brand Graphic)

OVER KINOHIMITSU BLOOM GRAPHIC (EXCEPTIONAL)

KINOHIMITSU

## Typeface

**There are two typefaces to be used for Kinohimitsu's brand communications initiatives. These are Placard MT Condensed and Century Gothic. It has been chosen because of its clarity and modern characteristics.**

Placard MT Condensed will be used for headlines and Century Gothic will be used for all body copy.

The use of these selected typefaces and consistent typographic styling across all our application systems strengthen recognition of the Kinohimitsu brand.

Please note that the individual product variants will follow these typefaces to ensure that the personality and identity of the each product variant maintains its affinity with Kinohimitsu's overall look and feel.

# Placard MT Condensed
Headline Text

# Century Gothic
Body Content

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1. Placard MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

---

2. Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

## Typography Principles - Basic

See applications for reference.

**Headline (Main)**
**(Uppercase)**
Placard MT Condensed
Line spacing (10)

# WELLNESS AMPLIFIED

**Headline (All others)**
**(Uppercase)**
Placard MT Condensed
Line spacing (10)

## ENRICH YOUR BODY'S ABILITY TO FEEL GREAT EVERYDAY THROUGH NATURAL, SCIENTIFICALLY PROVEN AND REFRESHING SOLUTIONS.

**Subhead**
**(Sentence case)**
Century Gothic
Line spacing (-25)

We set out to help **people feel happier, healthier and more confident** in their bodies and in their lives everyday.

**Body copy**
**(Sentence case)**
Century Gothic
Line spacing (-25)

**Our bodies are amazing things.** Within us, thousands of processes take place to help us deal with all of life's everyday challenges. We believe that the route to true wellness – feeling great everyday, is through activating and accelerating these processes.
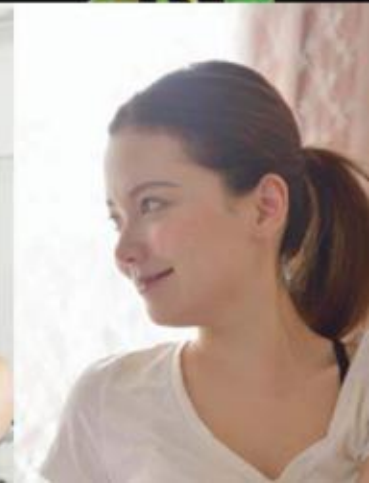
## Design Direction
Wellness In Full Blossom

Inspired by the blossoming action of flowers, the new Kinohimitsu brand design aims to visually communicate how our products/services has the ability to enhance your wellness to its fullest potential.

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WELLNESS IN FULL BLOOM

# Bloom Brand Graphic

**The Kinohimitsu Bloom is the new signature asset of the brand. The creation of the Bloom is inspired by the blooming motion of flowers. Its dynamic colour gradients and impressions of movement represent the amplification on an individual's wellness through Kinohimitsu.**

Elements of the full Bloom graphic are also deconstructed to represent each of the brand's product categories and used for category communications and packaging only.

This is a key asset that Kinohimitsu may leverage on to spur interest and add vibrance to the brand. This may be captured across various media formats. The full Bloom graphic is used either in key environment designs or applied across overarching marketing and advertising communications.

# Colour Palette

**The Kinohimitsu colour palette is derived from the Bloom. By using our colour palette single-mindedly and consistently across our communication, we aim to own this colour combination to establish brand recognition in the minds of consumers.**

There are three colour segmentations in the Kinohimitsu colour palette:

1. Primary colours.
The secondary colours: Kino grey and white.
• Kino grey is used for the logo, tagline and copy for all marketing communications collaterals, except headlines.
• White is used for the logo where there is a requirement to print the logo against a dark background. Its is also used as the background colour for packaging and marketing communications collaterals.

2. Secondary colours
These colours represent the Kinohimitsu Brand architecture. This will be applied on the product's packaging and secondary communications pertaining to category-specific communication initiatives.

3. Tertiary Colours
The tertiary colours are used to support the primary colours, where needed. To date, this has been used to depict product categories as solid colours used in the packaging for enhanced clarity. For special and/or season communications, the colour silver is also used.

While the use of the tertiary colours are currently limited and is recommended to be used sparingly, this do not cover every eventuality of our brand communications and if needed, necessary directions on how it may be used will be added, approval for which will be issued by the Kinohimitsu Marketing team.

## 1. Primary Colours

**WHITE**
RGB
R255 G255 B255
CMYK
C00 M00 Y00 K00

**KINO GREY**
RGB
R49 G49 B51
CMYK
C00 M00 Y00 K90

## 2. Secondary Colours (Category)

**DETOX GREEN**
PANTONE ®
357 C
RGB
R31 G87 B51
CMYK
C85 M40 Y91 K38

**BEAUTY PURPLE**
PANTONE ®
2597 C
RGB
R92 G43 B133
CMYK
C79 M100 Y7 K3

**HEALTH ORANGE**
PANTONE ®
1645 C
RGB
R240 G122 B78
CMYK
C0 M63 Y70 K0

**FITNESS TEAL**
PANTONE ®
5483 C
RGB
R78 G134 B142
CMYK
C73 M35 Y40 K5

**KIDS RED**
PANTONE ®
7417 C
RGB
R232 G76 B56
CMYK
C3 M86 Y85 K0

**MEN BLUE**
PANTONE ®
2765 C
RGB
R32 G21 B69
CMYK
C96 M99 Y38 K45

## 3a. Tertiary Colours (Product)

**PANTONE ®
156 C**
RGB
R242 G189 B123
CMYK
C4 M28 Y58 K0

**PANTONE ®
564 C**
RGB
R132 G200 B188
CMYK
C48 M3 Y30 K01

**PANTONE ®
579 C**
RGB
R191 G208 B155
CMYK
C27 M7 Y47 K0

**PANTONE ®
297 C**
RGB
R113 G197 B231
CMYK
C51 M5 Y3 K0

**PANTONE ®
257 C**
RGB
R200 G160 B200
CMYK
C14 M34Y0 K0

**PANTONE ®
617C**
RGB
R194 G182 B96
CMYK
C27 M22 Y76 K0

## 3b. Tertiary Colours (Promotion)

**PANTONE ®
SILVER 10101C**
RGB
R204 G202 B202
CMYK
C15 M12 Y13 K0

# Tone of Voice

The tone of voice helps Kinohimitsu
navigate the way it communicates
in words.

Based on the brand platform individual
values, please ensure when writing for the
new Kinohimitsu brand, the tone of voice
must sound like 1 or more of the following.

**1 ASSURED**

Rigorously tested
ingredients which safely
and effectively extends
your wellness threshold.

**2 NATURAL**

We are constantly finding
the best nature has to offer.
We only use responsibly
sourced ingredients.

**3 UPLIFTING**

Motivating, encouraging
and rewarding you for taking
control of your wellness.

**4 PROGRESSIVE**

A passionate commitment to
continuous improvement in
our products & services.

1.Celebrity endorsement          2. Merchandise endorsement   3. Promotion

# Photography Look & Feel - Guide

Our overall photography style is pure.
It communicates our brand's social values
of helping people feel happier, healthier
and more confident in their bodies and
in their lives everyday.

Below are the key techniques used in
our photography style:

**Environment**
Indoors - photography studio
Over a white background

**Lighting**
Controlled white light

**Camera Angles**
Eye level

Photography featured in this page may
not be reproduced in part or in whole as
part of any external communication.

# Photography Look & Feel - People

## WOMEN

**Appearance**
Radiant skin, neat hair and vibrant eyes

**Mood**
Confident, happy, positive and taking control

**Attire**
Simple, modest, neutral coloured and no accessories

## MEN

**Appearance**
Neat short hair, clean shave and healthy skin tone

**Mood**
Confident, happy, positive and taking control

**Attire**
Casual smart, modest and neutral coloured

## CHILDREN

**Appearance**
Natural look, big smiles, healthy skin tone

**Mood**
Happy, fun and energetic

**Attire**
Simple, neat and neutraled coloured

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not be reproduced in part or in whole as
part of any external communication.

# Photography Look & Feel - Product

Our products are the center of our brand. They should always be the key focus on all our collaterals. Our product photography is bold and proud.

# Photography Look & Feel - Restrictions

To ensure that we achieve a consistent
look through our photography. Avoid using
these restricted photography styles that
does not aligns to our brand.

**Do not's**

**Do not** apply other photography
lighting techniques

**Do not** use non pan-asian talent

**Do not** use photography that are
visually too busy and colourful.

**Do not** apply the photography
subject in unrealistic context

**Do not** add graphic effects on
photography subject

**Do not** use cliché photography

Photography featured in this page may
not be reproduced in part or in whole as
part of any external communication.

# PACKAGING DESIGN TEMPLATES

# Kinohimitsu Packaging Overview

The new Kinohimitsu visual identity system will be implemented across the primary and secondary packaging design of Kinohimitsu products.

The logo word mark will be incorporated against a white background. The product-category specific section of the Bloom has been selected and incorporated in the packaging design.

The tertiary colours in the colour palette are adapted to serve as key visual cues to differentiate the Kinohimitsu products within the category.

Used consistently and boldly, these elements will help to build a powerful and distinctive brand. Please do not change, replace or modify any of the elements as this will dilute the impact of our brand.

# Kinohimitsu Packaging Design Principle

The Kinohimitsu packaging design consists of three design principles:

### 1. Bloom Graphic
The Bloom graphic has been developed as a multi-layered master artwork that is designed to provided designers creative freedom to morph, scale, skew and subtract layers to create a unique, ownable design for each packaging requirement across the Kinohimitsu product categories.

### 2. Product Typography Style
The individual product variants uses Placard MT Condensed and Century Gothic to ensure that the personality and identity of the each product variant maintains its affinity with Kinohimitsu's overall look and feel.

### 3. Colour Application
These colours represent the Kinohimitsu Brand architecture. The colours that are derived from the Bloom graphic are applied on the product's packaging and secondary communications pertaining to category-specific communication initiatives.
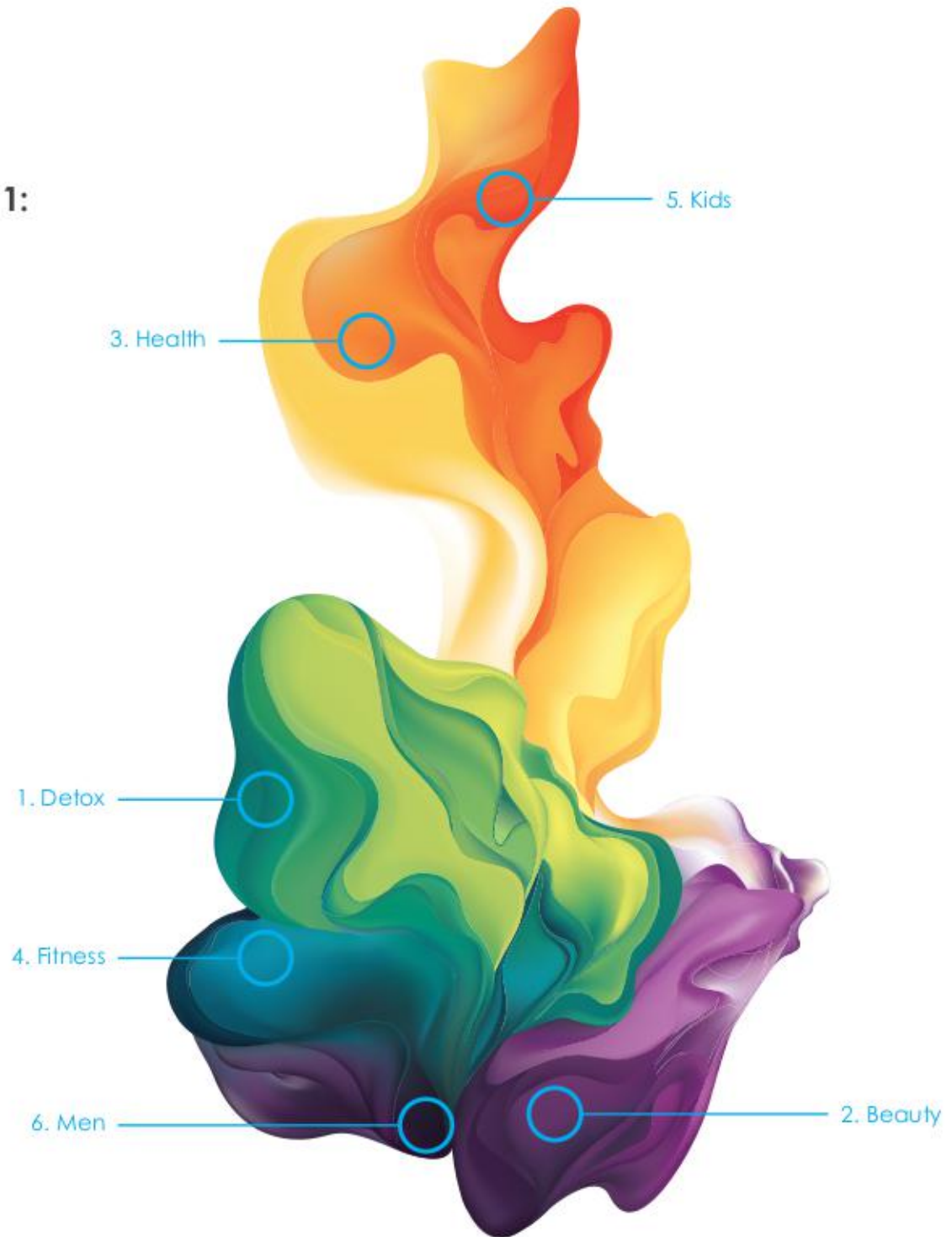
# Kinohimitsu Packaging Design Principle 1: Bloom Graphic

Kinohimitsu's product categories and its shade representation in the graphic are as follows:

1. Detox represented by the shade of green
2. Beauty represented by the shade of purple
3. Health represented by the shade of orange
4. Fitness represented by the shade of teal

Two key alternative consumer segments are also represented in the Bloom graphic:

5. Kids represented by the shade of red
6. Men represented by the shade of blue

5. Kids

3. Health

1. Detox

4. Fitness

6. Men

2. Beauty

# Packaging Design Formation Principle 1: Bloom Graphic Design Formation

The Bloom graphic may be morphed, scaled, skewed and layers may be subtracted within the colour category shade to create distinct graphic formations for each product variant within the same category. It is used in any angle of the Bloom graphic formation.

Selected refined layers within the category for graphic formation

Combined graphic formation of category
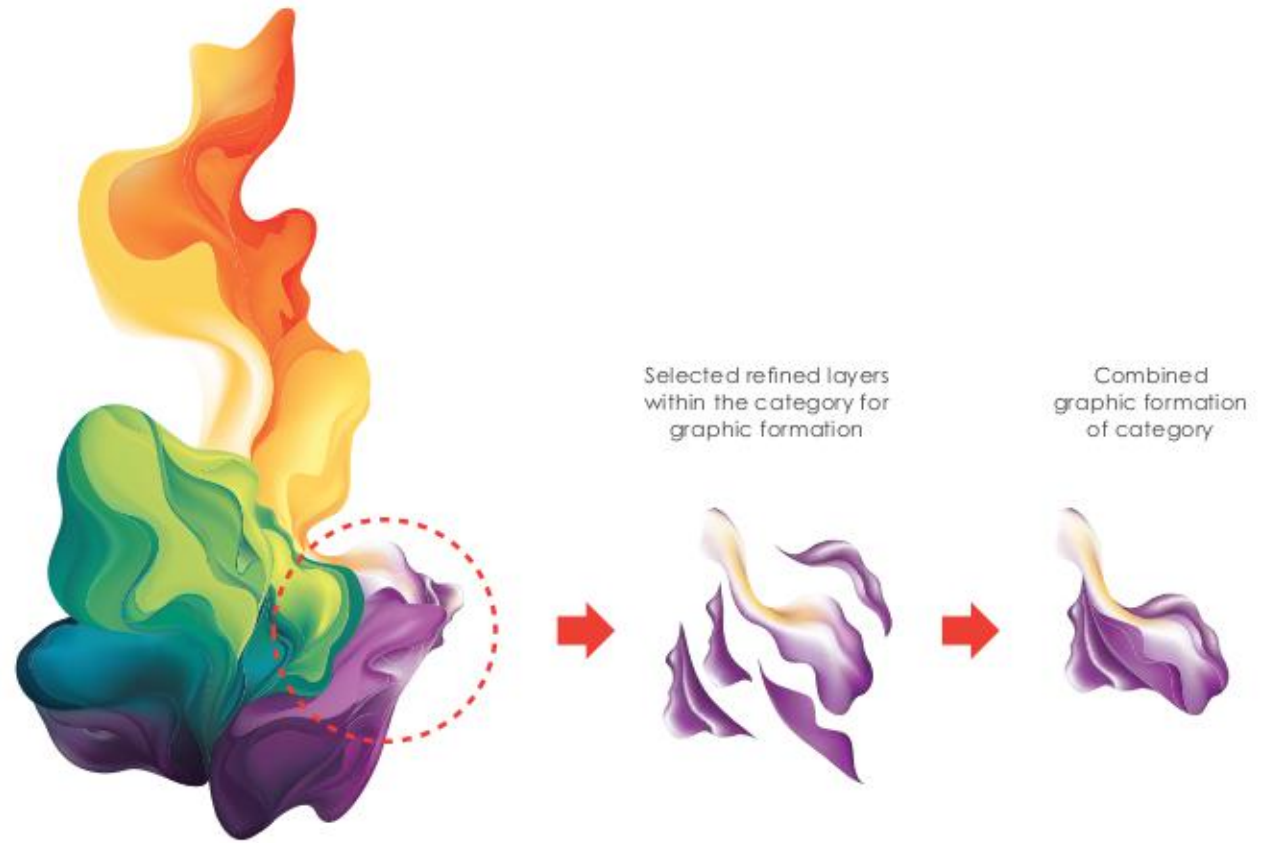
## Cropping

The Bloom graphic formation can be scaled up or down within the cropping area

# Packaging Design Formation Principle 1:
# Bloom Graphic Design Formation Restrictions

While the Bloom graphic for the packaging design of each product within the same category may morph, scale, skew and subtract layers to create a unique, ownable design, these design adaptations must maintain a distinct, clear and premium look and feel. The Bloom orientation must not be distorted or infused with any additional design elements.

The Marketing team will provide the master artwork of each product variant that will be used for the packaging design for each product. Please do not change, replace or modify any of these Bloom master artworks for packaging as this will dilute the impact of our brand.

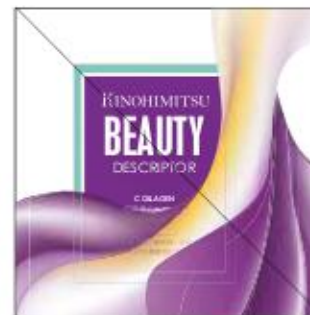**Do not's**
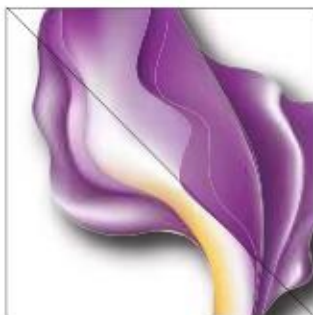


**Do not** add effects like drop shadows, gradients c.
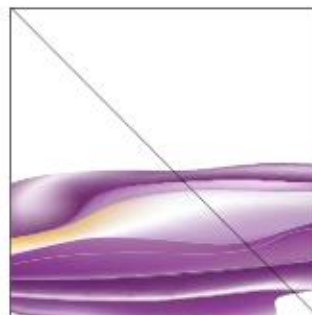


**Do not** distort the blossom brand graphic.



**Do not** obscure messaging or make messaging illegible in any way.
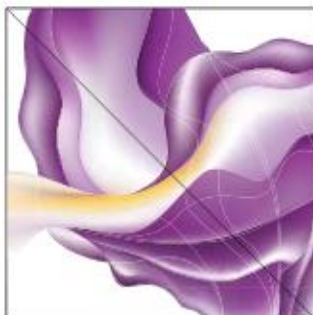


**Do not** use more than one blossom graphic at the same time.
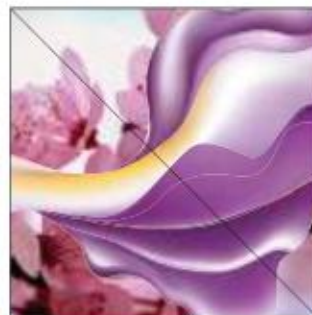


**Do not** place the blossom graphic over photographic backgrounds.



**Do not** make the blossom graphic transparent or opaque.

## Packaging Design Formation Principle 2:
## Product Typography Style

The typeface Placard MT condensed will be used
for category headline and Century Gothic will be
used for product variant/descriptor.

Using the height of the letter K of the Kinohimitsu
logo, the following proportions guides the layout of
the product typography style.

The dategory headline should be

These proportions should always be followed closely.
Should there be any need to for adjustments,
please consult the Kinohimitsu Marketing team.

X

0.7X

**3.15X** Placard MT Condensed

0.7X

**0.7X or X** Century Gothic Regular

K $\quad$ **X** = Height of letter K

**KINOHIMITSU**

**VICTORY**

BEAUTY COLLAGEN

# Packaging Design Formation Principle 3: Colour

Using the beauty category as a point of reference, below is the adaptation of the purple shade of the Kinohimitsu Bloom graphic for various product variants within the same category.

The tertiary colour palette is used to enhance differentiation of each product variant within the same category.

For more recommended colours, please refer to the **Colour Palette** section.

**Product Colour Band**
Use to differentiate bottle design within category

**Category Colour Band**
Use to differentiate product range among other categories

# Packaging Design: Bloom graphic for a bottle and box of the same variant.

The flexibility of the Bloom graphic to adapt a unique and distinct look while maintaining a strong product category association is presented here. Note the difference in the orientation and skewed variation of the shade of the Bloom graphic between the section used for the bottle and the box. While the graphic orientation variation is apparent, the colour shades and morphing selected between the bottle and box are consistent, establishing a consistent look and feel between the bottle and the box.

This design has been crafted with careful management of the Bloom graphic master artwork. The Bloom should only be adapted from the master artwork and should not be redrawn or altered in any way.

Subject to product category and market specific regulatory requirements, copy may be updated. Please note that these updates will be developed only by the Kinohimitsu Marketing team and/or appointed partners. Due to consideration for local trade regulations, please do not change, replace or modify any of these updatable elements of the both the primary and secondary packaging, without written directive and final artwork approval from the Kinohimitsu Marketing team.

All updates in the master artwork for each product will be done only by Kinohimitsu Marketing team and/or its appointed supplier. If any of the brand's stakeholders would require access to these designs, the master artwork is provided in a digital format and is to be secured only from the Kinohimitsu Marketing team.

## Bottle Packaging

Colour Coded Bloom Formations: Category Wayfinding Device



## Box Packaging

Organic Bloom Formations: Fluid & Adaptive

# Brand Graphic - Secondary Usage
## Principles for Packaging Design: Bottles

The primary packaging design for these Kinohimitsu products were developed with the strategic consideration of the brand platform and the functional requirement of providing an additional layer of protection to the product.

Kinohimitsu functional drinks are packaged in 50ml medical grade bottles to ensure freshness and quality.

Thus, the primary packaging design is implemented as a full plastic shrink-wrapped label design with a crown perforation. This creates an opportunity to optimise the branding and integration of the Bloom graphic onto the label and at the same time, serve as an additional protection against UV light.

The logo is implemented in Kino grey.
The Bloom graphic is deconstructed to morph a shade of the category
The typeface Placard MT Condensed will be used for category headline and Century Gothic will be used for product variant/descriptor.
The tertiary colour palette is used a ring at the base of the design to enhance differentiation of products within the same category.

While the Bloom graphic for each product within the same category may morph, scale, skew and subtract layers to create a unique, ownable design for packaging design, these changes are subject to approval by the Marketing team.

Colour is an important element of Kinohimitsu's visual identity system that when applied appropriately, reinforces brand recognition. Please ensure that the correct colourway is used across all packaging applications at all times.

Bottle Packaging: Shrink Wrap

Colour Coded Bloom Formations: Category Wayfinding Device



Bottle Packaging: Label only

## 50 ml
# Bottle Design - Surface Graphic Specifications

Shrink wrap

The flexibility of the Bloom graphic to adapt a unique and distinct look while maintaining a strong product category association is presented here. Note the difference in the orientation and skewed variation of the purple shade of the Bloom graphic between the section used for the bottle and the box. While the graphic orientation variation is apparent, the colour shades and morphing selected between the bottle and box are consistent, establishing a consistent look and feel between the bottle and the box.

This design has been crafted with careful management of the Bloom graphic master artwork. The Bloom should only be adapted from the master artwork and should not be redrawn or altered in any way.

Subject to product category and market specific regulatory requirements, copy may be updated. Please note that these updates will be developed only by the Kinohimitsu Marketing team and/or appointed partners. Due to local trade regulations, please do not change, replace or modify any of these updatable elements of the both the primary and secondary packaging, without written directive and final artwork approval from the Kinohimitsu Marketing team.

All updates in the master artwork for each product will be done only by Kinohimitsu Marketing team and/or its appointed supplier. If any of the brand's stakeholders would require access to these designs, the master artwork is provided in a digital format and is to be secured only from the Kinohimitsu Marketing team.

**Brand Graphic**
**Use To Differentiate Bottle Design Within Category**

For more guidance on how to use the Brand Graphic, please refer to page 24.



**Product Colour Band**
**Use To Differentiate Bottle Design Within Category**

For more recommended colours, please refer to the section on color definition in page 14 and use the supplementary colour range.

# 50 ml Collagen Diamond

## Bottle Design - Flat Pack Print Specifications

Shrink wrap

**Bottle Label Design**
The final artwork files of the flat pack design has been created. To request for this files, please contact the Marketing team.

## Print Specifications

**Label Material**
**Plastic Shrink Wrap**
1. High gloss white paper with slight pearlescent finishing

**Bottle Material**
1. Medical grade bottles - Brown

11.3cm

10.5cm

bottle cap (White in Color)

# 50 ml Collagen Diamond
## Label Design - Flat Pack Print Specifications

**Bottle Label Design**
The final artwork files of the flat pack
design has been created.
To request for this files, please contact
the Marketing team.

## Print Specifications

**Label Material**
**Label**
1. High gloss white paper with slight
   pearlescent finishing

**Bottle Material**
1. Medical grade bottles - Brown

SIZE: 10.6W X 6.5H cm (Actual)
11H X 6.5W cm (With bleed)

6.4cm

10.6cm

# 50 ml Collagen Diamond
## Bottle Design - Surface Graphic Specifications

1. Brand Graphic

2. LogoType

3. Product Name

4. Descriptor

5. Product Colour Band

6. Category Colour Band

Label

Shrink wrap

50 ml
# Bottle Design - Surface Graphic Specifications

Shrink wrap

An example of the full range of
surface graphic design for the
50 ml bottle design

# Brand Graphic - Secondary Usage
## Principles for Packaging Design: Boxes

Kinohimitsu functional drinks in 50ml bottles are packaged in boxes of 6 units or 16 units. Thus, the design is implemented as a sturdy carton box. This creates an opportunity to optimise the branding and integration of the Bloom graphic onto the box labels and at the same time, serve as a cost-efficient way to purchase the product in bulk.

The logo is implemented in White.
The Bloom graphic is deconstructed to morph a shade of the category.
The typeface Placard MT Condensed will be used for category headline and Century Gothic will be used for product variant/descriptor.
The tertiary colour palette is used a border of the inner box label to enhance differentiation of products within the same category.

While the Bloom graphic for each product within the same category may morph, scale, skew and subtract layers to create a unique, ownable design for packaging design, these changes are subject to approval by the Marketing team.

Colour is an important element of Kinohimitsu's visual identity system that when applied appropriately, reinforces brand recognition. Please ensure that the correct colourway is used across all packaging applications at all times.

## Box Packaging

Organic Bloom Formations: Fluid & Adaptive

# 50 ml Collagen Diamond
## Box Design - Surface Graphic Specifications

Shrink wrap

1. Bottle Graphic

2. Brand Graphic

3. Product Colour Band

4. Product Label Real Estate

5. Product Quantity

**Product Labelling Real Estate**
**Content Hierarchy**

LogoType

Product Name

Product Descriptor
(Only if Necessary)

Mandarin
Product Name
(Only if Necessary)

Product Benefits

**Product Colour Band**
**Use To Differentiate Packaging Within Category**

For more recommended colours, please refer to the
section on colour definition (page 11) and use the
supplementary colour range.

**Product Labelling Real Estate**
**Layout Options**

With Mandarin
Product Name

Without Mandarin
Product Name

# 50 ml Collagen Diamond
## Box Design - Flat Pack Print Specifications

**16 Bottle Box Design**
The final artwork files of the flat pack
design has been created. To request
for this files, please contact the Marketing
team.

Print Specifications

**Material**
1. Outer: High gloss white paper with slight
pearlescent finishing

2. Inner: White colour corrugated board

**Print Finishing**
A) Spot UV varnish on the product label
real estate & bottle graphic

Top Lid

Box Face 01

Who Should Take This

Box Face 02

Ingredient & Mandatory Information

# 50 ml Collagen Diamond
## Box Design - Flat Pack Specifications





## Fixed content

To include:
A) Brand name
B) Brand story
C) Website

## Updatable content
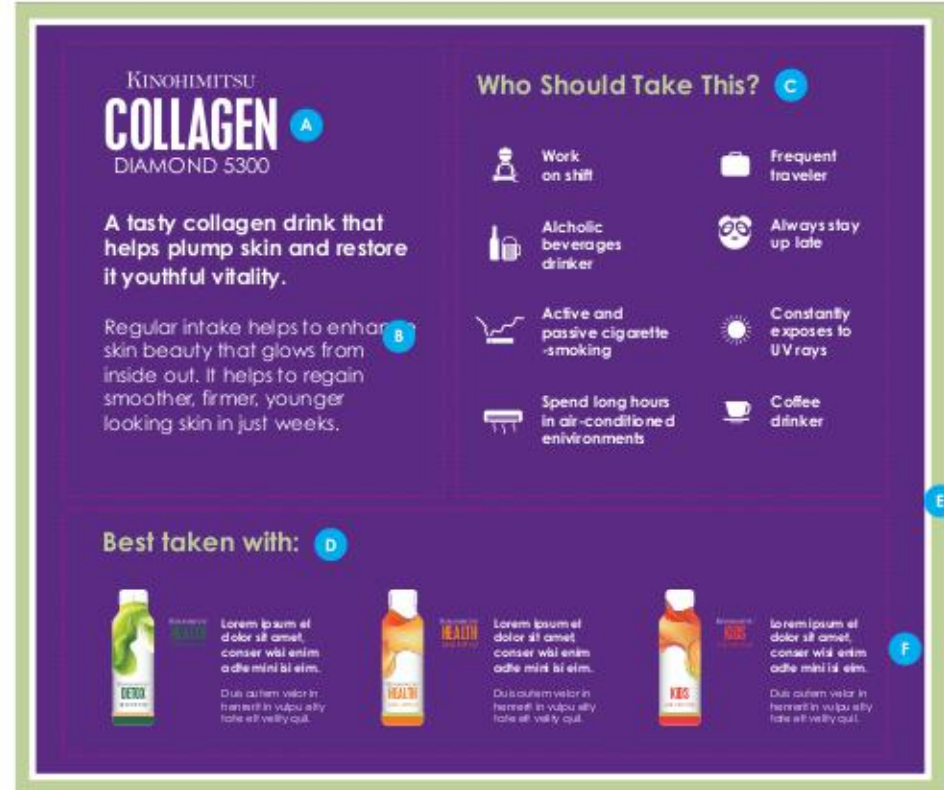
*Always keep content within the box

To include:
A) Brand and product name lockup
B) Product benefits
C) Product usage
D) Feature products (no more than 3 products)
E) Product colour
F) Category colour

# 50 ml Collagen Diamond
## Box Design - Flat Pack Specifications

**KINOHIMITSU**

# COLLAGEN
### DIAMOND 5300

**COLLAGEN**
膠原蛋白

**NO ADDITIVE**
无添加物 酸味料・香料
ナチュラル機能性ドリンク

**KINOHIMITSU**
**COLLAGEN**
DIAMOND 5300

**2 WEEKS SUPPLY**
16 BOTTLES

### Ingredients D
Apple Juice, Fructose, Taurine, Citric Acid, Cranberry
Condensed Jucie, Pectin, Glycine, Banana Powder,
Vitamin B3, Vitamin B5, Sucralose, Vitamin B6, Vitamin B2,
Vitamin B1, Vitamin B12.

### Storage
Store in a cool, dry place. Taste and colour may vary from
batches due to the natural ingredients; and this does not
affect the quality. No artificial colorant.

### Usage
1 bottle a day preferably before breakfast or bedtime.
Shake well before drinking. Keep chilled for delicous taste.

### Recommended Comsumption
First-timers: 1 bottle a day for a consecutive period of 6 days.
For maintenance: 1 bottle every 2 days.

**GMP**

**Authorized by:**
LOREM IPSUM DOLOR SIT AMET
Consectetuer adipiscing elit,
Sed diam nonummy nibh

**Marketed by:**
LOREM IPSUM DOLOR
Consectetuer adipiscing elit,
Sed diam nonummy nibh

**Imported and distributed by:**
LOREM IPSUM DOLOR SIT AMET
Consectetuer adipiscing elit,
Sed diam nonummy nibh,
Euismod tincidunt ut laoreet.
Dolore magna

www.kinohimitsu.com
www.facebook.com/kinohimitsu

BEST BEF: REFER TO CAP

**NUTRITION FACT**
Serving size: 1 bottle (100ml)

| | Per serving 50ml | Per 100ml |
|---|---|---|
| | Kcal | Kcal |
| Energy | | |
| Carbonhydrate | g | g |
| Protein | g | g |
| Fat | 0g | 0g |

9 555074 684452

Net Wt. 50 ml

## Updatable content

To include:
A) Brand and product name lockup
B) Product benefits
C) Product quantity
D) Feature bottle
E) Product colour
F) Category colour
G) Bloom graphic
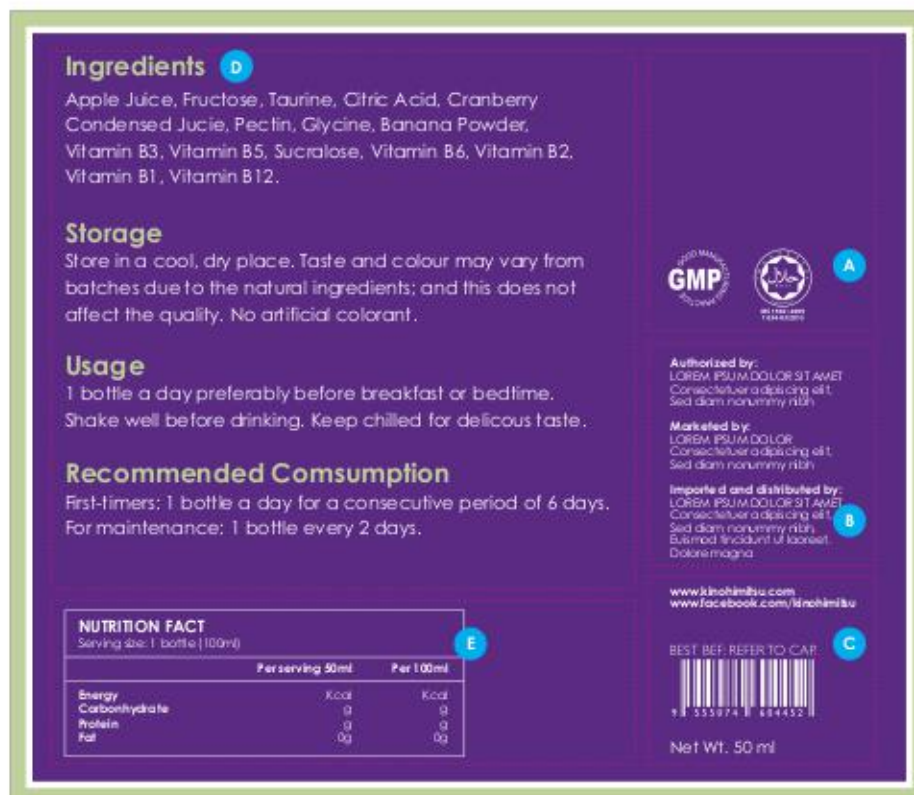
## Updatable content

To include:
A) Certification and license
B) List distributor, marketer and authorizer
C) Online (website, facebook page), barcode and net weight
D) Ingredients, storage, usage and recommended consumption
E) Nutrition fact

# 50 ml Collagen Diamond
## Box Design - Flat Pack Specifications



**Updatable content**

To include:
A) Brand and product name lockup
B) Product colour
C) Category colour

# 50 ml Collagen Diamond
## Box Design with promotional label - Flat Pack Print Specifications

### 16 Bottle Box Design
The final artwork files of the flat pack design has been created. To request for this files, please contact the Marketing team.
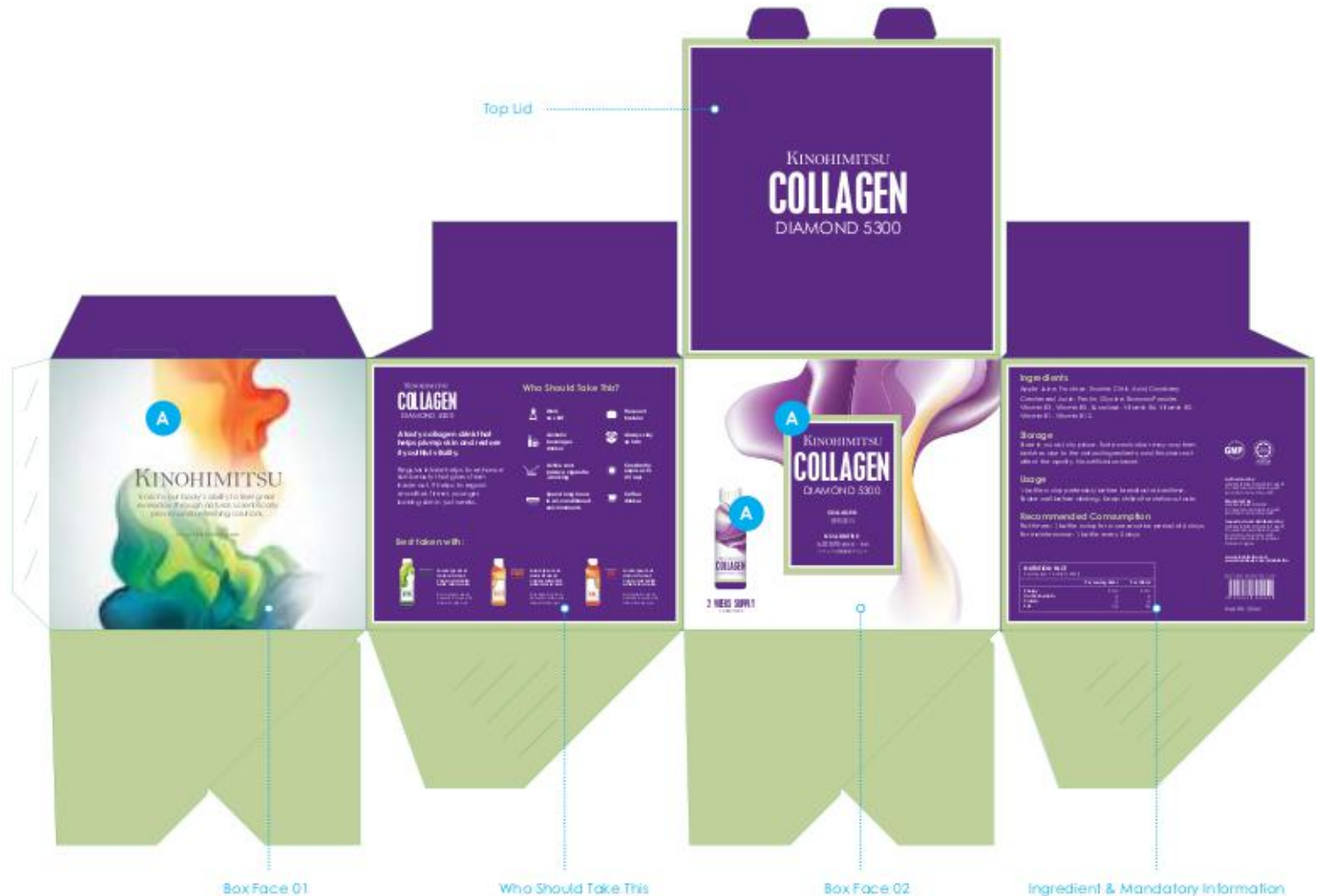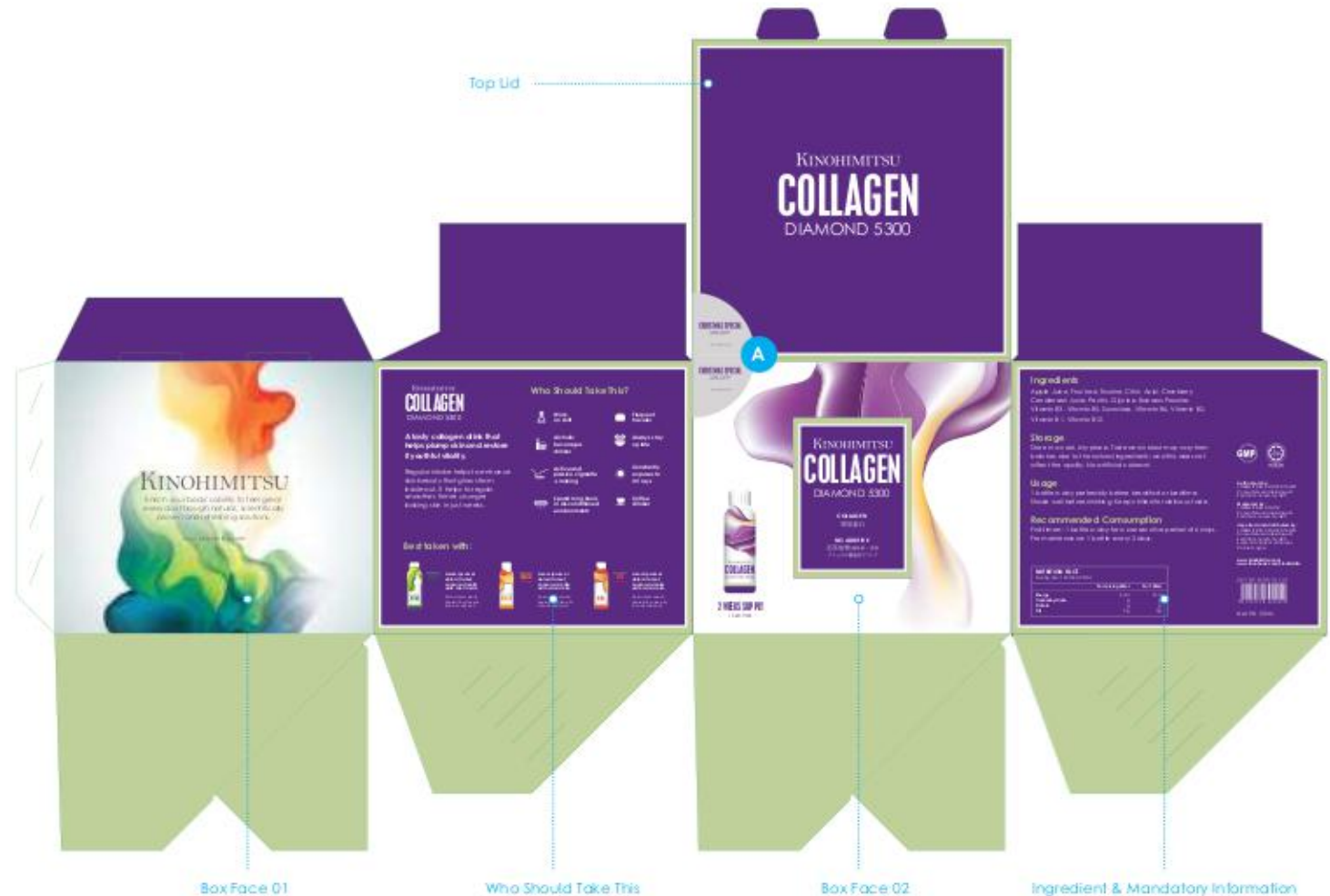
## Print Specifications

### Print Finishing
A) Semi circle sticker printed and placed on top lid and box face

Base colour: Pantone Silver 10101C
Text colour: Category colour
Example; Beauty purple Pantone 2597C

Top Lid

Box Face 01

Who Should Take This

Box Face 02

Ingredient & Mandatory Information

# 50 ml Collagen Diamond
## Box Design with promotional label - Flat Pack Specifications

**Updatable content**

To include:
A) Promotional label in Pantone silver 10101C

# 250 ml Bottle:
# Full Shrink-Wrap - Surface Graphic Specification

**1**    Brand and product name lockup

**2**    Brand Graphic

**3**    Product Colour Band

# 250 ml Bottle:
# Shrink-Wrap Specification

## Updatable content

To include:
A) Brand and product name lockup
B) Bloom graphic
C) Product colour
D) Product benefits
E) Ingredients, storage, usage and recommended consumption
F) Nutrition fact
G) Certification and license
H) List distributor, marketer and authorizer
I) Barcode and net weight

200mm

190mm

**Ingredients:**
Apple Juice, Fructose, Taurine, Citric Acid,
Cranberry Condensed Juice, Pectin, Glycine,
Banana Flavour, Vitamin B3, Vitamin B6,
Sucralose, Vitamin B4, Vitamin B2, Vitamin B1,
Vitamin B12.

**NUTRITION FACT**
Serving size : 1 bottle (250ml)

| | Per serving 250ml | Per 100ml |
|---|---|---|
| Energy | 0 cal | 0 cal |
| Carbohydrate | 0 | 0 |
| Protein | 0 | 0 |
| Fat | 0g | 0g |

**Kinohimitsu Victory**
keeps you stay at the tip-top
condition with a smile on your
face to overcome all the
challenges of the day. With a
blend of the most refreshing
fruit juices and fortified with
Vitamin B Complex and marine
collagen, the sparkling Victory
is sure to wake your taste buds
and boost up your energy!

No caffeine. Zero sugar.
Zero fat. Great taste.
Sweet chilled to delicious taste.

**Storage:**
Store in a cool, dry place. Taste and
colour may vary from batch because
to the natural ingredients and this
does not affect the quality. No
artificial colorant

GMP

**Kinohimitsu**
# VICTORY
BEAUTY COLLAGEN

Net Wt 250 ml

# 250 ml Bottle:
# Shrink-Wrap - Print Specification

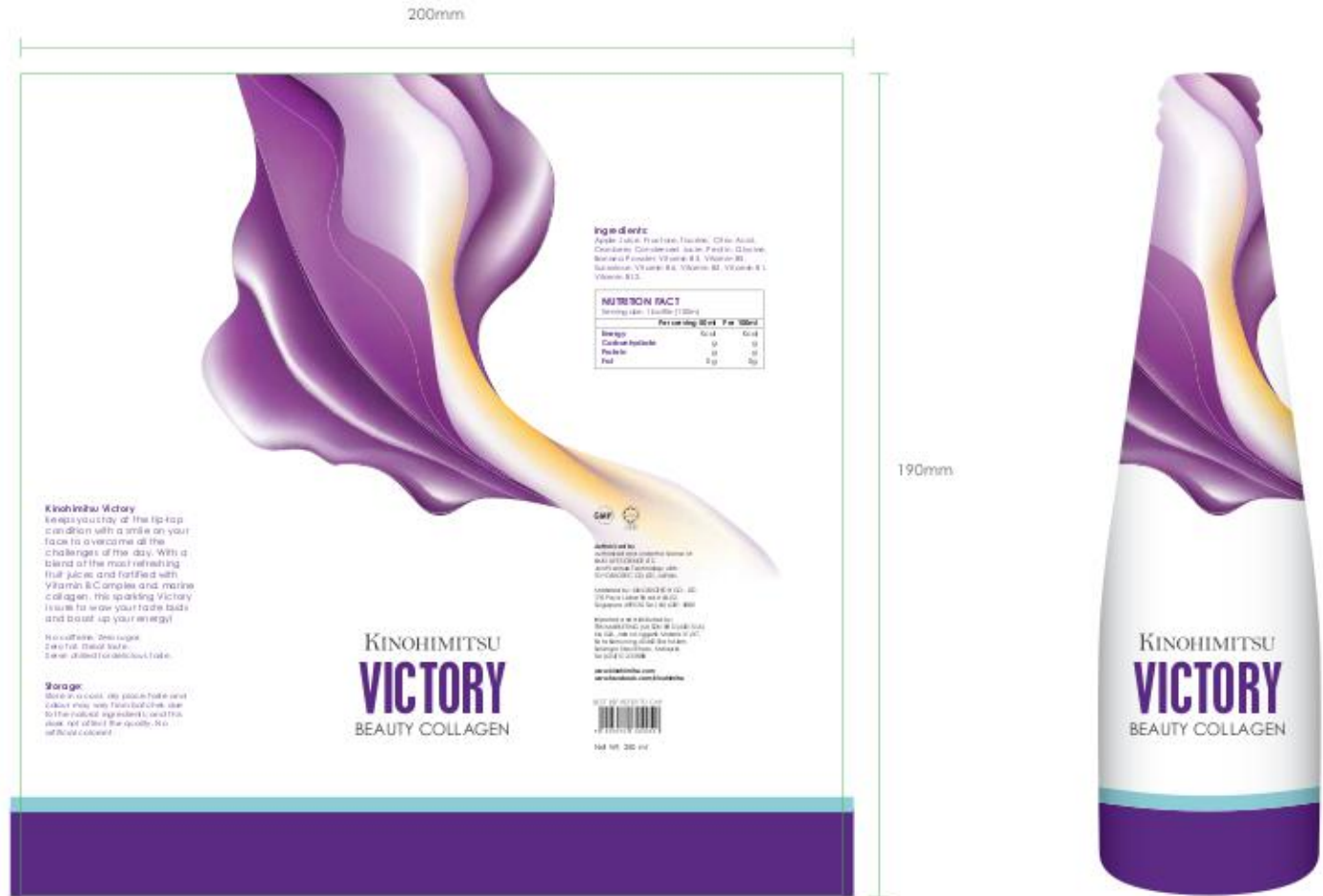**Shrink-Wrap Design**
The final artwork files has been created.
To request for this files, please contact
the Marketing team.

Print Specifications

**Material**
1. High gloss plastic shrink sleeve label
material with pearlescent finishing



200mm

190mm

# Kinohimitsu Packaging Design Principle:
# Powder Formulation - Surface Graphic Specification

**1** Brand and product name lockup

**2** Brand Graphic

**3** Product Colour Band

# Bio-Booster
## 10g Sachet Design Specifications

### Updatable content

To include:
A) Brand and product name lockup
B) Bloom graphic
C) Product colour
D) Product benefits
E) Ingredients, storage, usage and recommended consumption
F) Certification and license
G) Online (website), Manufactured location
H) Barcode and net weight
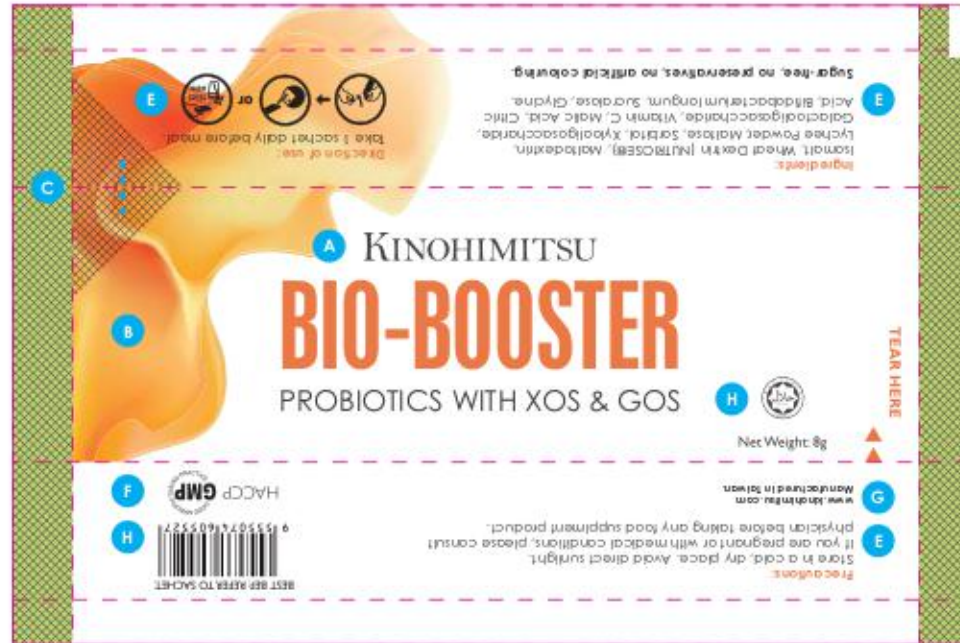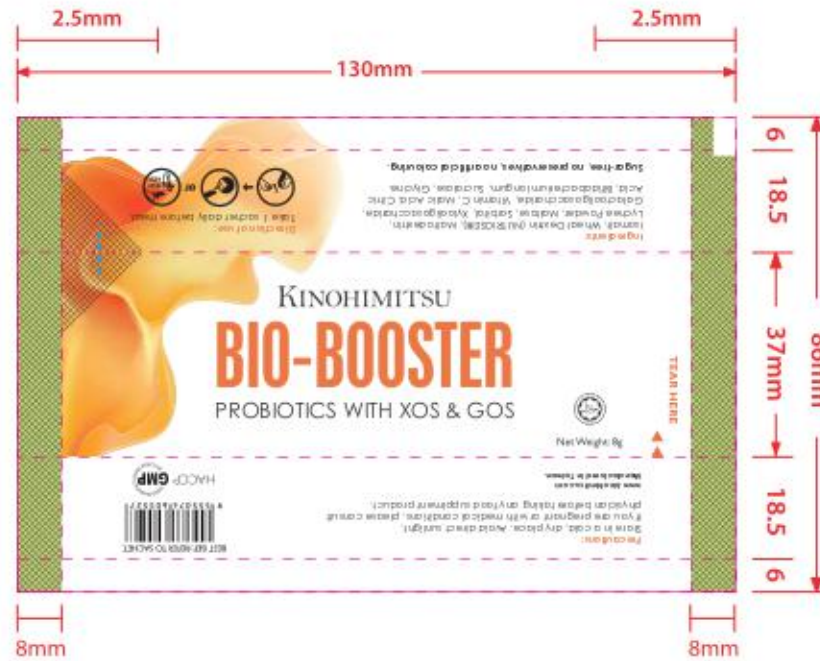
# Bio-Booster
# 10g Sachet Design - Print Specifications

### 10g Sachet Design
The final artwork files has been created.
To request for this files, please contact
the Marketing team.

### Print Specifications

### Material
Aluminium Foil Bag

# Bio-Booster
# Tin Can Design - Print Specifications

**Tin Box Design 1/2**
The final artwork files has been created.
To request for this files, please contact
the Marketing team.

## Print Specifications

**Material**
1. High gloss white paper with slight
pearlescent finishing

**Print Finishing**
1. Spot UV varnish on wordmark (front
face) and blossom graphic

2. Debossed wordmark (tin cover)

Bio-Booster
# Tin Can Design - Print Specifications

**Tin Box Design 2/2**
The final artwork files has been created.
To request for this files, please contact
the Marketing team.

Print Specifications

**Material**
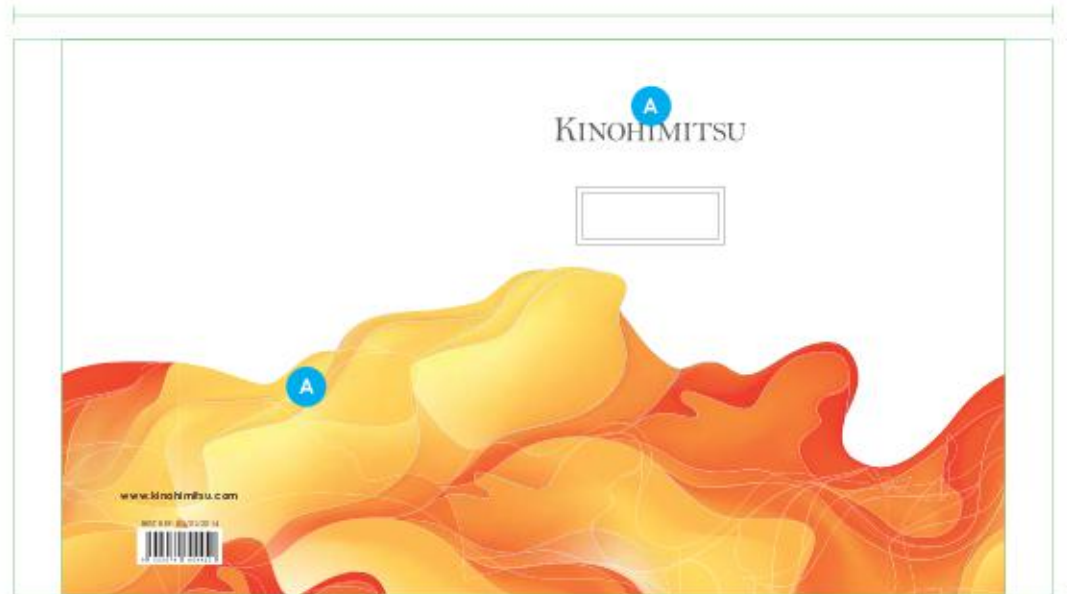1. High gloss white paper with slight
pearlescent finishing

**Print Finishing**
1. Spot UV varnish on wordmark (front
face) and blossom graphic

2. Debossed wordmark (tin cover)

# COLLATERAL DESIGN TEMPLATES

# Introduction - Key Graphic Elements
## Principles for Collateral Design

The following graphic elements work together in harmony to create the Kinohimitsu visual identity.

### Kinohimitsu Logo and Tagline Lock-up
The Kinohimitsu logo and tagline lock-up should be used for all our brand and marketing communications.

### Kinohimitsu Grid
The Kinohimitsu Grid defines the structure for the content and our various brand elements for all our brand and marketing communications.

### Bloom Graphic
The Bloom graphic is our primary graphic element. It is usually applied together with a featured model or product to highlight the main subject on the collateral.

### Bloom Band
The bloom band graphic is our secondary visual element. It is mainly applied on applications with heavier content where space is limited.

### Signature Footer / Graphic Divider
Contact information or any general information are placed within the signature footer to prioritise the primary content. When the Bloom band is applied together with the arc of the footer, it can also be used as a graphic divider to separate content.
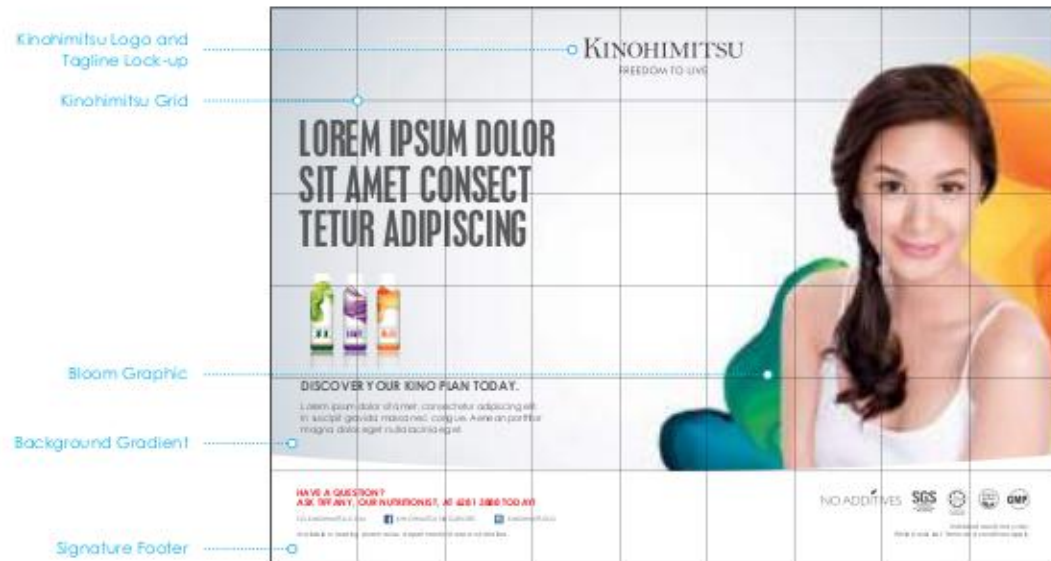
### Gradient Background
The gradient background should be applied to all brand and marketing communications.

*Please do not change, replace or modify any of these Bloom master artworks as this will dilute the impact of our brand.*

*All updates in the master artwork for the Bloom graphic and band will be done only by Kinohimitsu Marketing team and/or its appointed supplier. If any of the brand's stakeholders would require access to these designs, the master artwork is provided in a digital format and is to be secured only from the Kinohimitsu Marketing team.*

**For Brand Communications**
Kinohimitsu Grid with Bloom Graphic



**For Marketing Communications**
Kinohimitsu Grid with Bloom Band

# Introduction - Kinohimitsu Grid
## Principles for Collateral Design

The collateral design for brand and marketing communications builds off a grid designed to define a structure for the content and our various brand elements.

The Kinohimitsu grid works together with the best Kinohimitsu graphic elements for specific marketing communications to content delivery in the most impactful way.

Kinohimitsu Grid

### For Brand Communications
Kinohimitsu Grid with Bloom Graphic

The Bloom graphic is the primary usage for collaterals designed for brand communications as it delivers the strongest visual impact for our brand. The content should be kept at a minimum without sacrificing the quality of the intended message to allow sufficient clear space for the Bloom graphic.

### For Marketing Communications
Kinohimitsu Grid with Bloom Band

Collaterals designed for marketing communications are generally heavier in content. The Bloom band graphic is the secondary visual element for applications on limited space. It acts as a graphic divider to help organise the content.
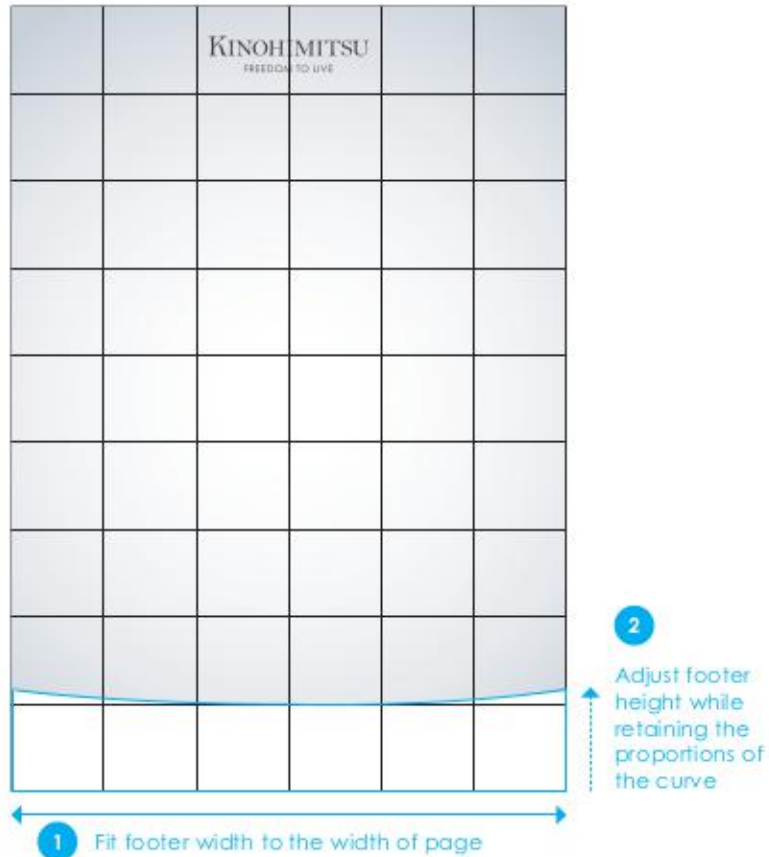
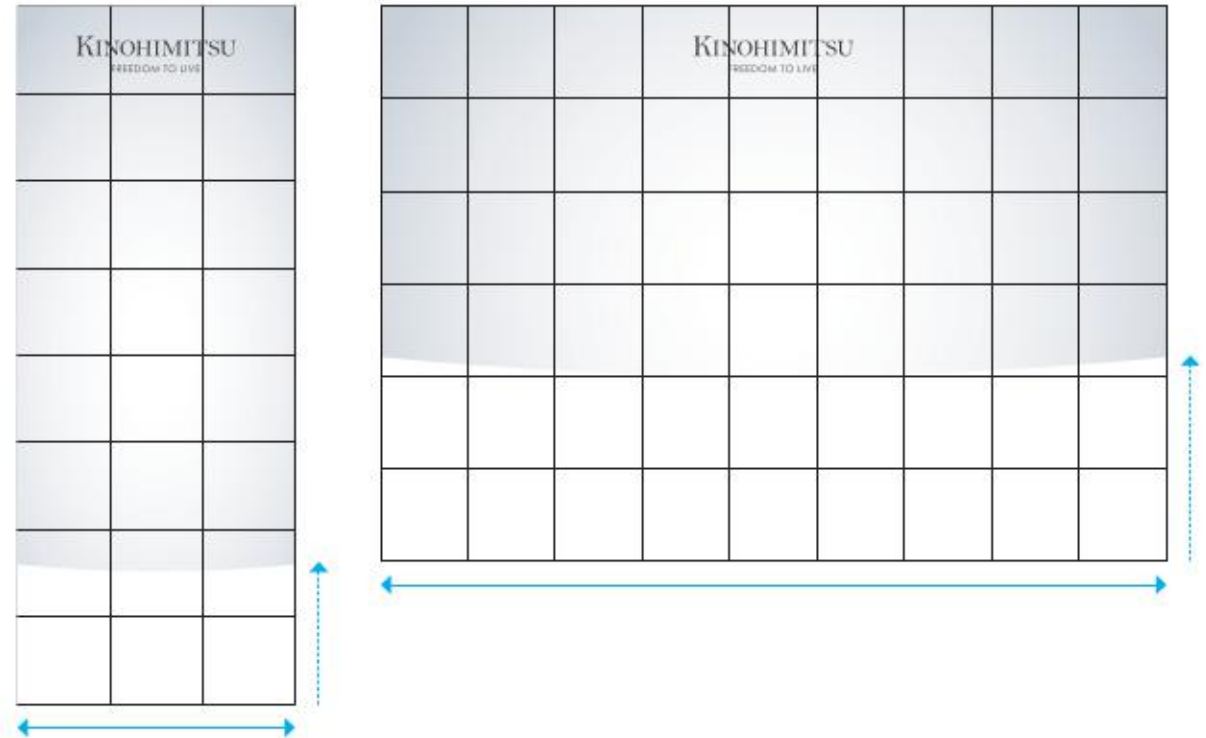# Kinohimitsu Grid - Signature Footer
## Construction for Collateral Design

The signature footer is a graphic device that works with the Kinohimitsu Grid to help create hiearchy and structure to the content in the communications.

The following illustrations demonstrate how to adapt the signature footer on different formats.

Kinohimitsu Grid - Signature Footer

On other formats



**2** Adjust footer height while retaining the proportions of the curve

**1** Fit footer width to the width of page

# Bloom Graphic - Primary Usage
## For Brand Communications

The Bloom graphics have been setup as fluid freeform graphics that gives
you the creative freedom to morph, scale, skew & subtract layers to create
a unique design each time you are creating a new piece of collateral.

The following illustrations demonstrate the various usages of the
Bloom graphic with the content for brand communications.

1. Bloom graphic used as a stand-alone design
(For exceptional implementation only)

2. Bloom graphic integrated with a lifestyle photography,
   that may be adapted for celebrity endorsements.







The Bloom graphic is to be presented in full colour version only.

# Kinohimitsu Grid with Bloom Graphic - Portrait Layout Principles

Below is an example of how design ratio is used for marketing materials.
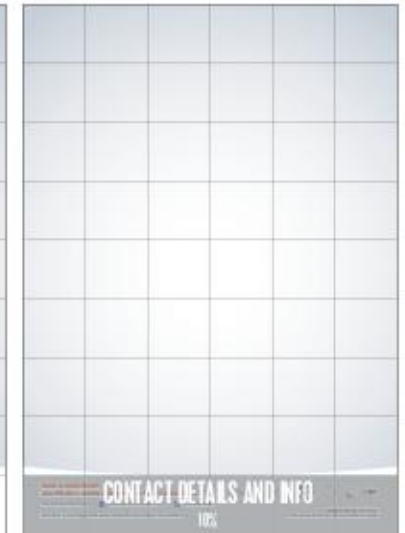


**Primary content**

In this example, the Bloom graphic and the lifestyle photography are the primary focus, occupying 45% of the overall ratio.
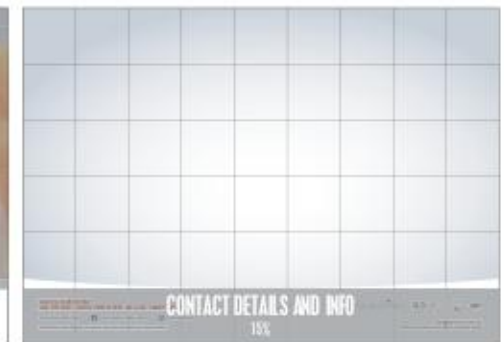
**Secondary content**

The content has a secondary focus, occupying 30% of the overall ratio and has to be left aligned together with the products.

Contact details and other information should be placed in the signature footer occupying 10% of the overall ratio.

*In some cases if the headline is the primary focus, occupying at least 50% of the overall ratio, it has to be centre aligned.*

# Kinohimitsu Grid with Bloom Graphic - Landscape Layout Principles

Below is an example of how design ratio is used for marketing materials.



**Primary content**

In this example, the Bloom graphic and the celebrity photography are the primary focus, occupying 45% of the overall ratio.

**Secondary content**

The content has a secondary focus, occupying 30% of the overall ratio and has to be left aligned together with the products.

Contact details and other information should be placed in the signature footer occupying 15% of the overall ratio.

*In some cases if the headline is the primary focus, occupying at least 50% of the overall ratio, it has to be centre aligned.*

# Kinohimitsu Grid with Bloom Graphic - Landscape Layout Principles (Centre Spread)

Below is an example of how design ratio is used for marketing materials.



**Primary content**

In this example, the Bloom graphic and the celebrity photography are the primary focus, occupying 45% of the overall ratio.

**Secondary content**

The content has a secondary focus, occupying 30% of the overall ratio and has to be left aligned together with the products.

Contact details and other information should be placed in the signature footer occupying 15% of the overall ratio.

*In some cases if the headline is the primary focus, occupying at least 50% of the overall ratio, it has to be centre aligned.*

# Bloom Band Graphic - Secondary Usage
## For Marketing Communications

The Bloom band graphic is a cropped version of the Bloom graphic.
It creates a stronger distinction as a divider or a signature footer on
collaterals that carries more content.

The following illustrations demonstrate the various usages of the Bloom
band graphic with the content for marketing communications.

1. Bloom band graphic as
   a graphic divider

2. Bloom band used as
   a signature footer

Full Colour Version

Grey scale Version



R49 G49 B51
C0 M0 Y0 K90

The Bloom band is recommended to be used in full colour version, however,
if needed for printing purposes, a grey scale format may be used.

# Bloom Band - Secondary Usage
## Construction for Collateral Design

The Bloom band is an additional graphic that aligns to the arc of the signature footer. It proportionately adapts to the width of the signature footer. To ensure the Bloom band maintains its visual impact across different formats, the height of the Bloom band is adjusted to at least 1/10 the height of a single box in the Kinohimitsu grid.

Bloom band with signature footer



X

0.1X

Fit to the width of the curve of the signature footer
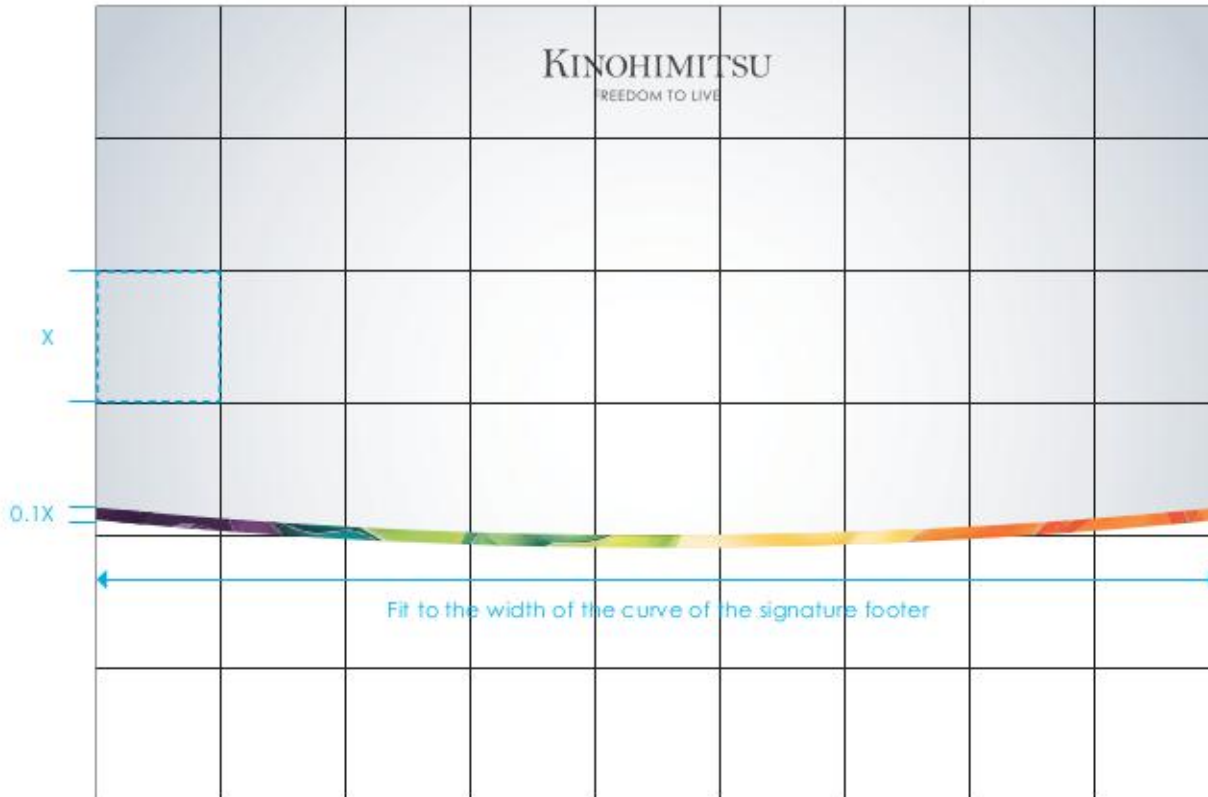
On other formats
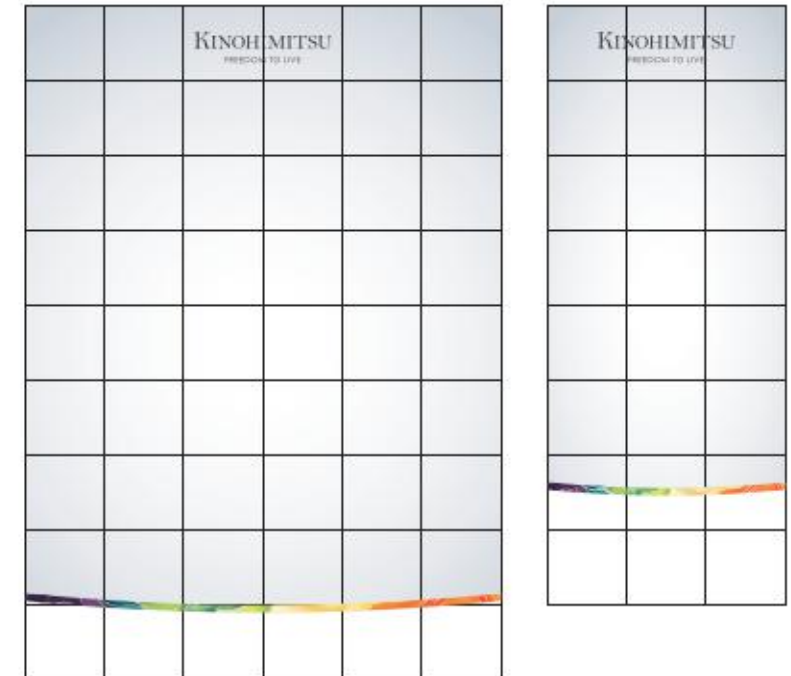
# Kinohimitsu Grid with Bloom Band - Portrait Layout Principles

Below is an example of how design ratio is used for marketing materials.



**Primary content**

In this example, the headline and hero product are the primary focus, occupying 30% of the overall ratio.

**Secondary content**

The text has a secondary focus, occupying 30% of the overall ratio and is centralised with the headline.

Contact details and other information should be placed in the signature footer occupying 10% of the overall ratio.

# Kinohimitsu Grid with Bloom Band - Landscape Layout Principles

Below is an example of how design ratio is used for marketing materials.



### Primary content

In this example, the headline and hero product are the primary focus, occupying 30% of the overall ratio.
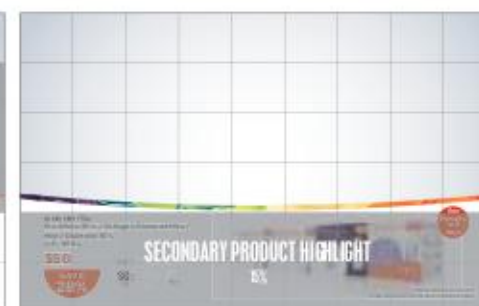
### Secondary content

The secondary products occupies a combined 30% of the overall ratio and is centralised with the headline.

Contact details and other information should be placed in the signature footer occupying 15% of the overall ratio.

# Kinohimitsu Grid with Bloom Band - Landscape Layout Principles

Below is an example of how design ratio is used for marketing materials.



**Primary content**

In this example, the headline and hero product are the primary focus, occupying 45% of the overall ratio.

**Secondary content**

The secondary product occupies 15% of the overall ratio and is centralised with the headline.

# Print Advertisement - Quarter

# Magazine Spread

# CONTACT US

These guidelines do not cover every eventuality of our brand communications. We recognise that this will continue to evolve and necessary updates are to be made. For assistance and further guidance on communicating our brand, email the marketing team: Marketing@Kinobiotech.com