



convatec

— forever caring —

Brand guidelines

August 2022

Welcome to Convatec

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Our ambition for Convatec

A united, purposeful and exciting masterbrand

Personalised to
our customers

Delivering holistic
solutions

Expanding our reach
and influence



Our vision

Our vision must be the starting point for everything we do.

**Pioneering
trusted medical solutions
to improve the lives we touch.**

Our values must be the guide for how we behave

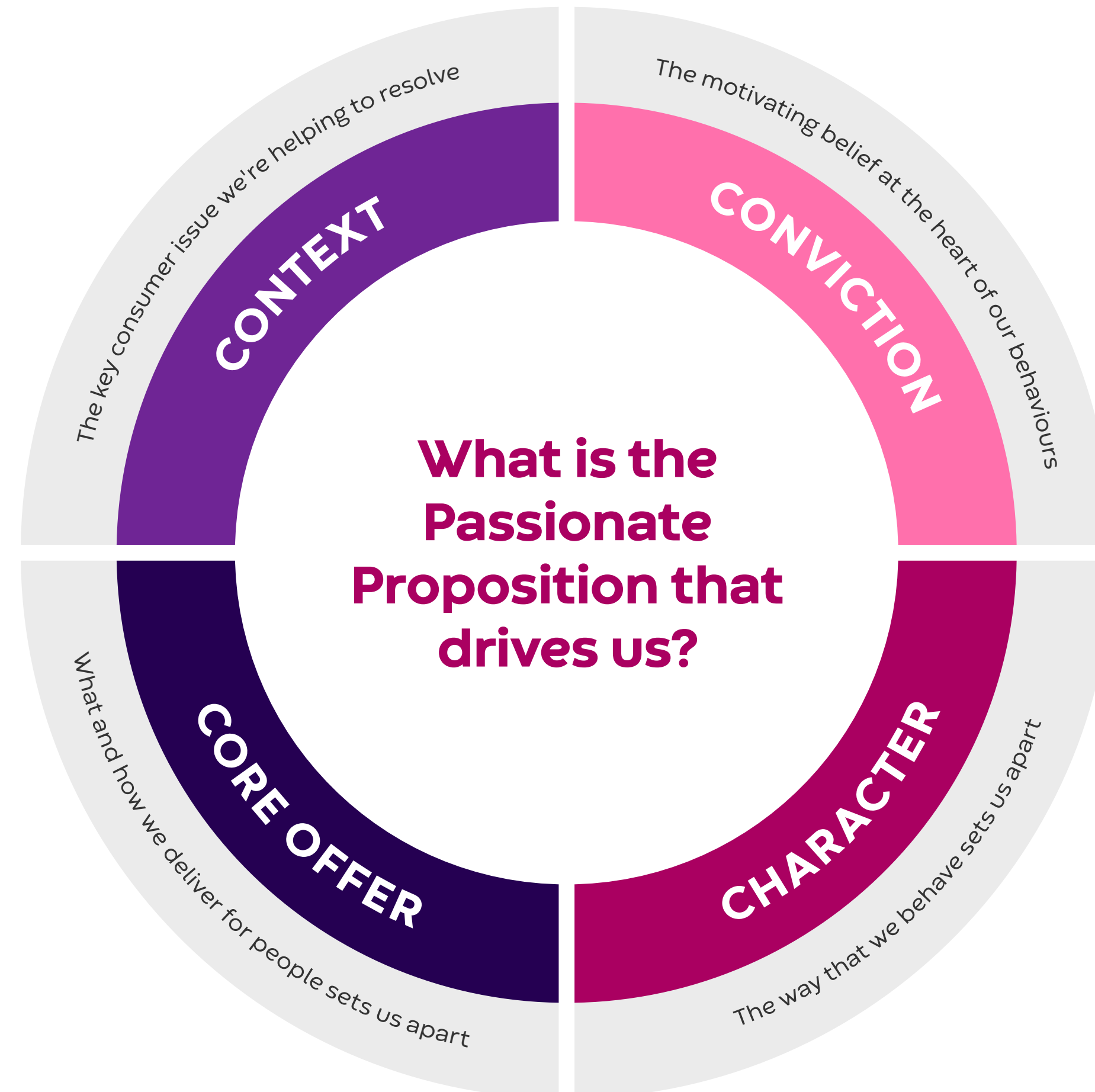
| Improve care | Deliver results | Grow together | Own it | Do what's right |
|--|--|---|--|--|
| <p>We are passionate about serving and supporting people with challenging medical conditions.</p> <p>We actively listen and respond to their needs, demonstrating deep empathy and using the insight we gain to develop and share innovative and trusted solutions.</p> | <p>We consistently deliver excellent work, say what we do and do what we say.</p> <p>We focus on what matters to the people we serve, fulfilling our own roles while working in a team with shared goals.</p> <p>We keep things simple and strip out complexity wherever possible.</p> | <p>We help colleagues around us grow, develop and thrive, so we can fulfil our potential and make Convatec a 'destination employer'.</p> <p>We respect what each of us contributes to Convatec, inspiring and supporting each other to excel, while sharing in our successes and learning from mistakes.</p> <p>We are candid, constructive and committed to collaboration with colleagues and partners.</p> | <p>We take personal ownership of all our work, taking the initiative, innovating, taking smart risks, and never settle for second best.</p> <p>We are bold but humble, manage ambiguity, and move quickly to seize opportunities or adjust to new demands.</p> | <p>We are honest and trustworthy, meeting our obligations and operating with the highest standards of integrity. We challenge what feels wrong, no matter what the issue or circumstances.</p> <p>We seek advice and input from others when in doubt.</p> <p>We embrace responsibility for our contribution to local communities and make a positive economic, environmental, and social impact on society.</p> |
|  |  |  |  |  |

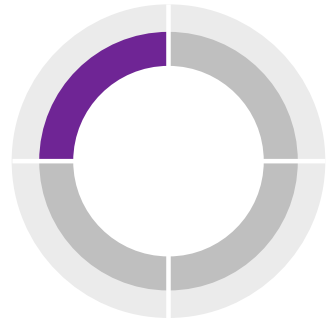
The Passionate Proposition framework

A Passionate Proposition helps a brand to answer the question, 'Why are we here?'

It provides a direction for the brand or company that is not only more fulfilling, but a competitive point of difference.

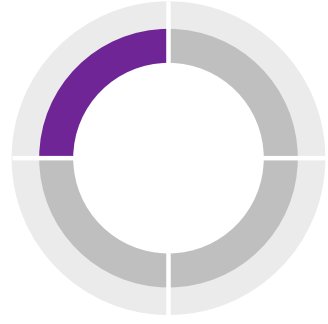
We have built a powerful new Passionate Proposition for Convatec. Each element is detailed in this section.





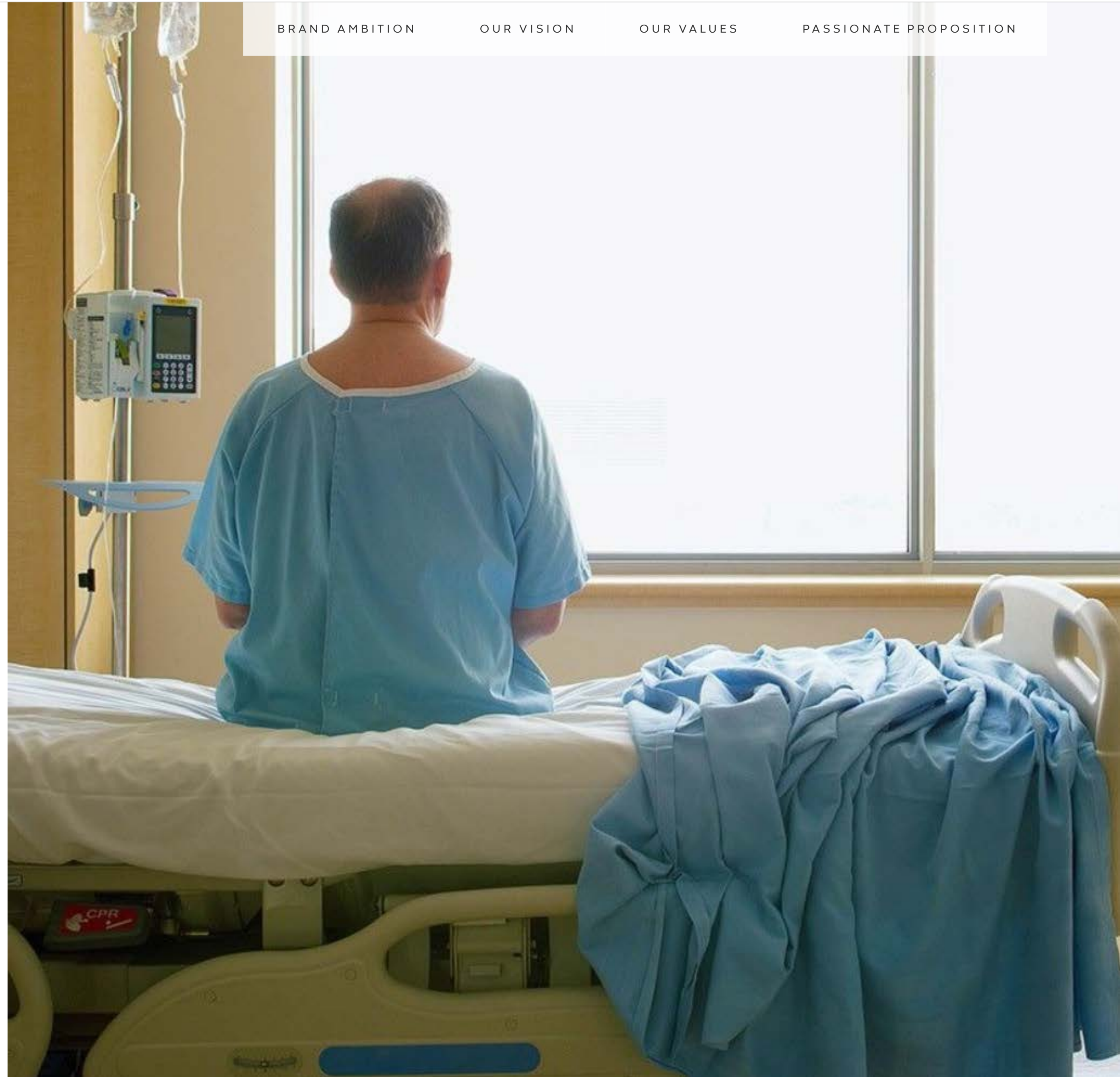
CONTEXT

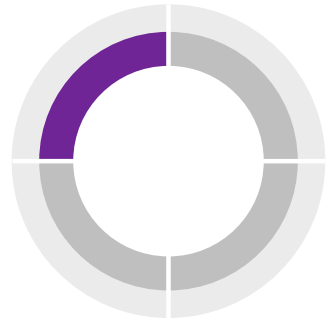
**There's a chasm
between the support
patients need and
what HCPs can offer.**



CONTEXT

Without warning, people suddenly become patients. They then begin an uncertain, complex, lonely, emotional and physical journey that requires reliable forms of guidance and support.

[BRAND AMBITION](#)[OUR VISION](#)[OUR VALUES](#)[PASSIONATE PROPOSITION](#)



CONTEXT

HCPs don't have the time or resources to provide this, leaving both sides frustrated.

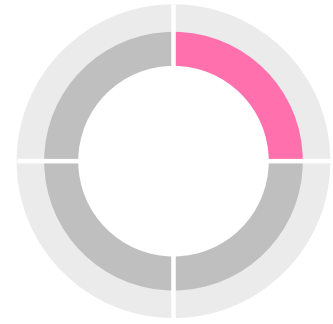
BRAND AMBITION

OUR VISION

OUR VALUES

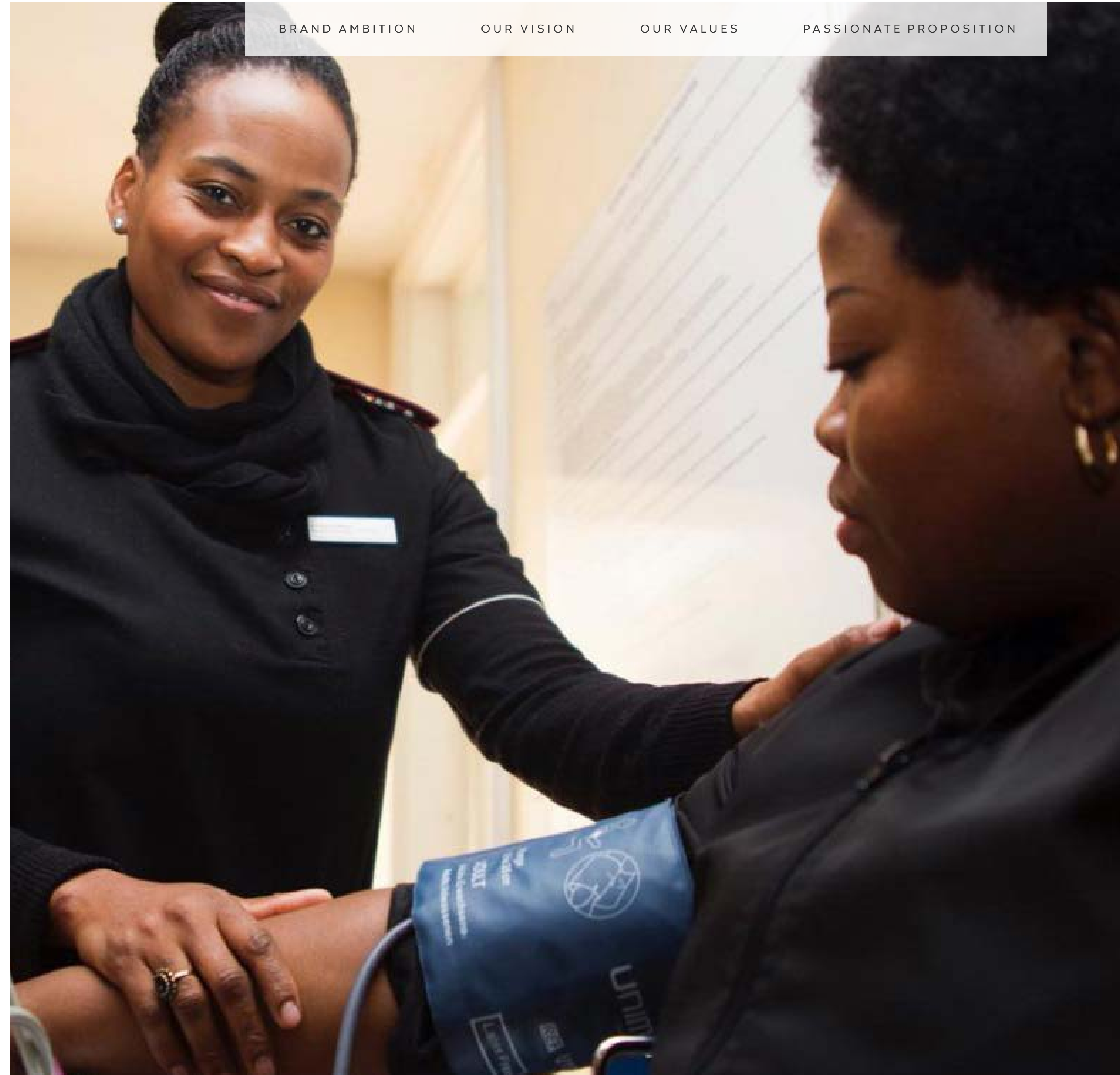
PASSIONATE PROPOSITION

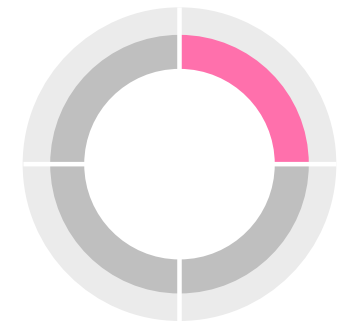




CONVICTION

**Illness can be
unpredictable
and unfair.
Care shouldn't be.**





CONVICTION

**We believe that
people living with
conditions deserve
better, holistic care.**

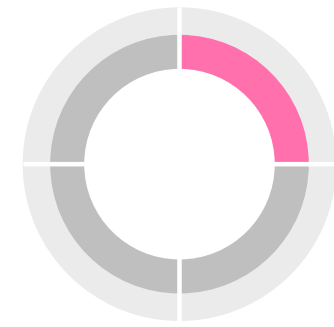
BRAND AMBITION

OUR VISION

OUR VALUES

PASSIONATE PROPOSITION





CONVICTION

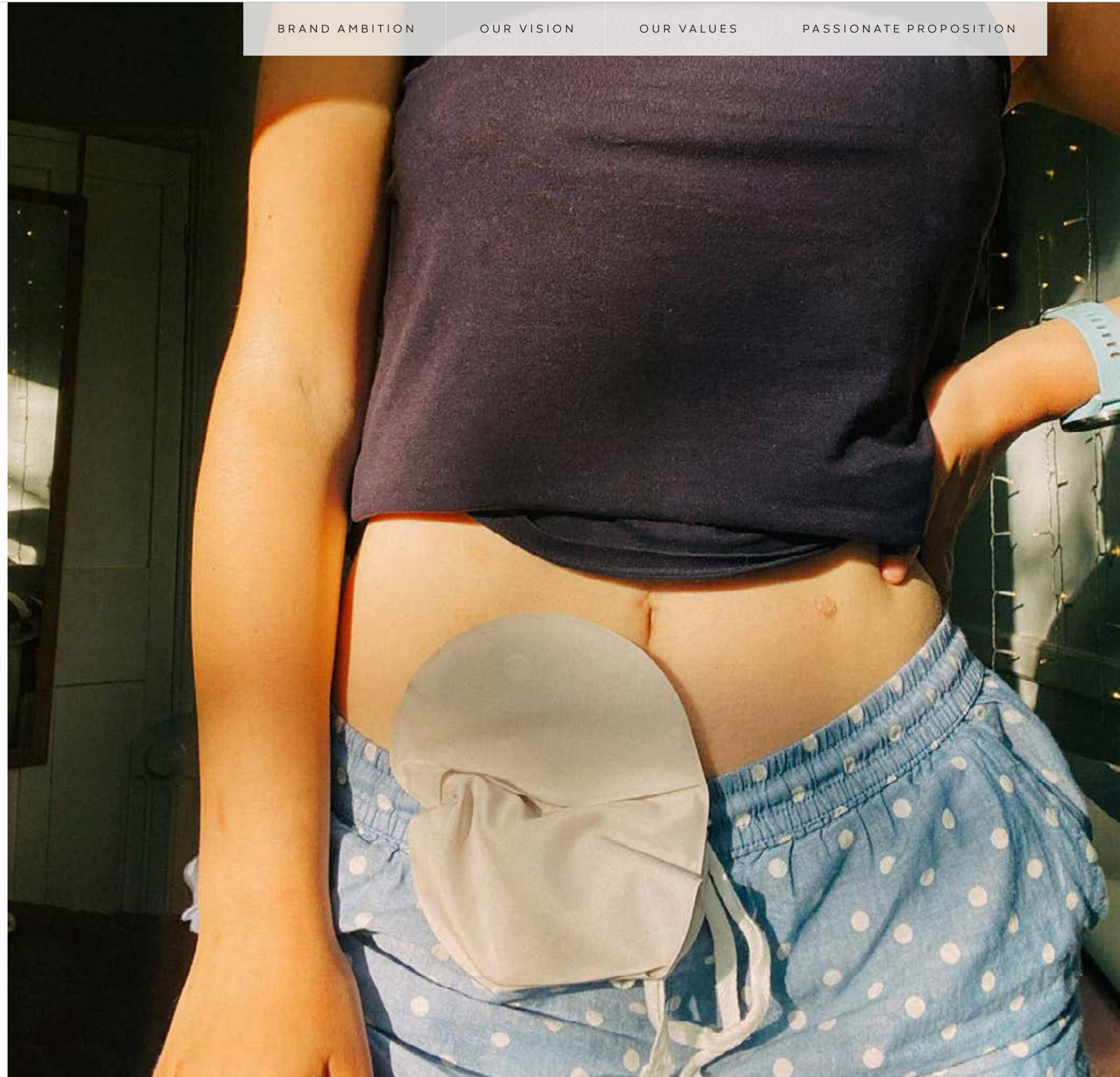
We believe that no illness should be taboo and that no patient should be embarrassed, unseen, or misrepresented.

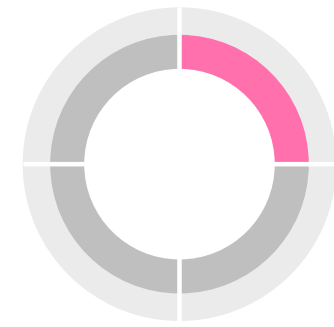
BRAND AMBITION

OUR VISION

OUR VALUES

PASSIONATE PROPOSITION





CONVICTION

We will forever demand better – for greater innovation and for more sustainable solutions.

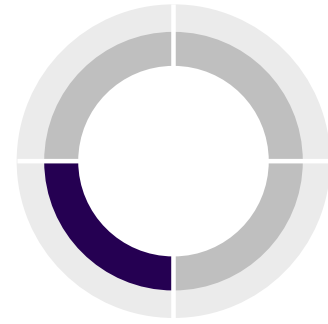


BRAND AMBITION

OUR VISION

OUR VALUES

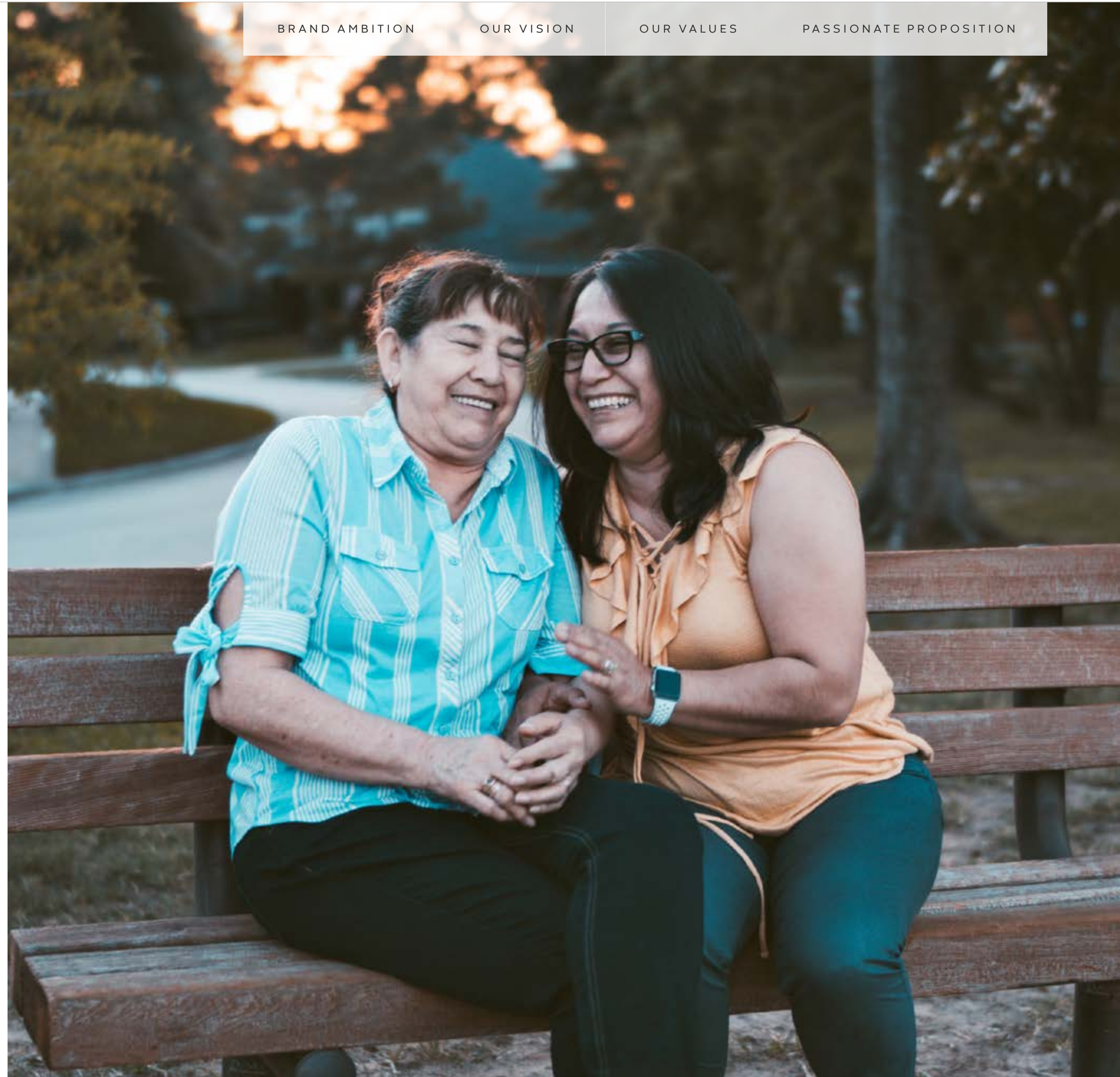
PASSIONATE PROPOSITION



CORE OFFER

Transformative healthcare experiences.

Allowing those with conditions
to move forward from
despair to hope.



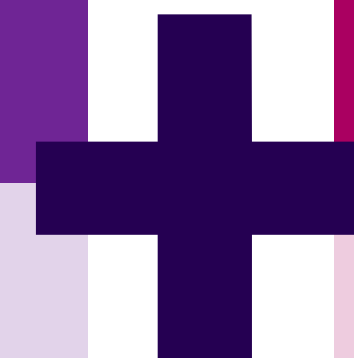


CORE OFFER

In every area of care we operate in, we combine our understanding of...

Pioneering technology

To design high quality, progressive, connected solutions...



Understanding of convalescence

...based on how people really feel



CHARACTER

The activist carer.

Our brand personality reflects our values and our ambition, and will help inform our tone of voice.



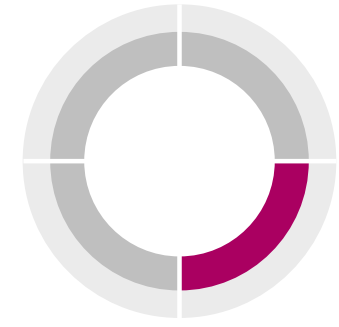
We're unafraid to take on the tough stuff.



We constantly learn by actively listening, always with humility.



We relentlessly seek better solutions that empower HCPs and patients.



CHARACTER

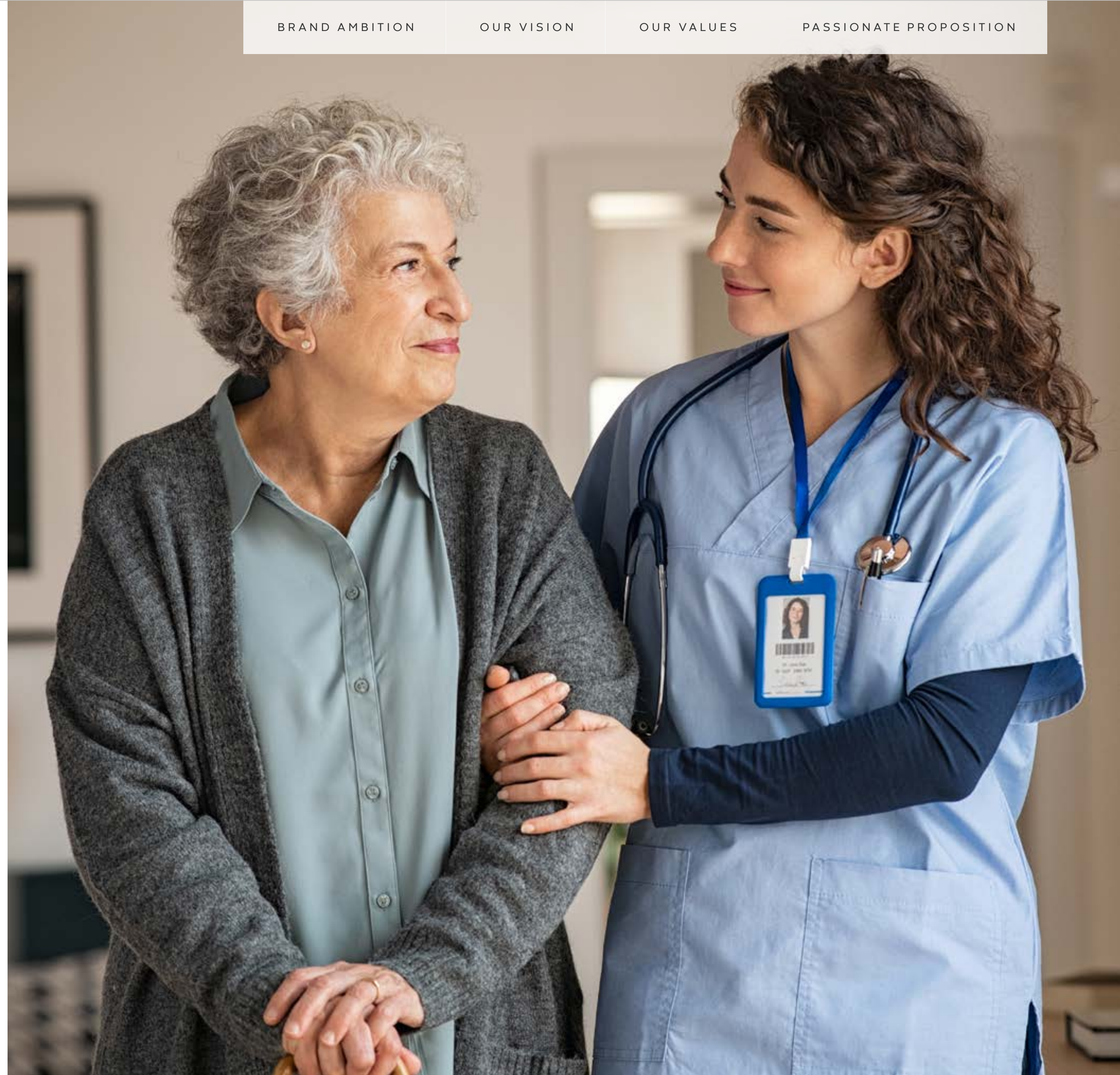
We are responsible in how we operate, respecting our patients, our planet, and all people.

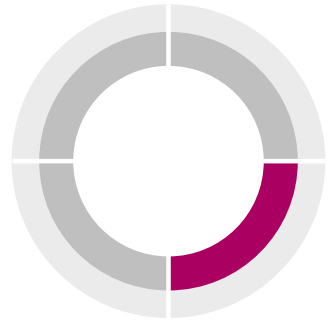
BRAND AMBITION

OUR VISION

OUR VALUES

PASSIONATE PROPOSITION





CHARACTER

The activist carer.

How we behave will make us distinctive.



What we are

Passionate
Empathetic
(Actively) involved

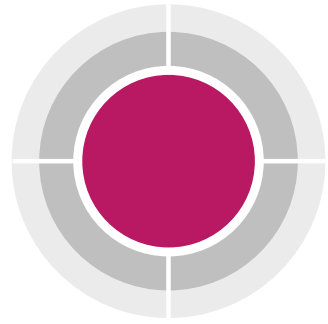
‘The inspirational coach’



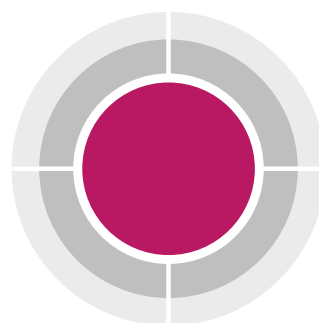
What we are not

Aggressive
Biased
Political

‘The eternal campaigner’



What is the Passionate Proposition that drives us?



Our patients deserve fairer care. HCPs deserve more impactful support. Therefore, we demand so much more of ourselves.

Our expertise in designing and developing world-class solutions has always been, and will continue to be, our strength.

We relentlessly pursue the highest standard of care for those that rely on us.

Demanding and designing better care experiences for the lives we touch

Deeply understanding the lived experiences of every one of our patients and HCPs allows us to have meaningful impact.

Everything we are is rooted in our vision and our Passionate Purpose, to improve every life we touch.

Passionate Proposition

Our vision: Pioneering trusted medical solutions to improve the lives we touch.

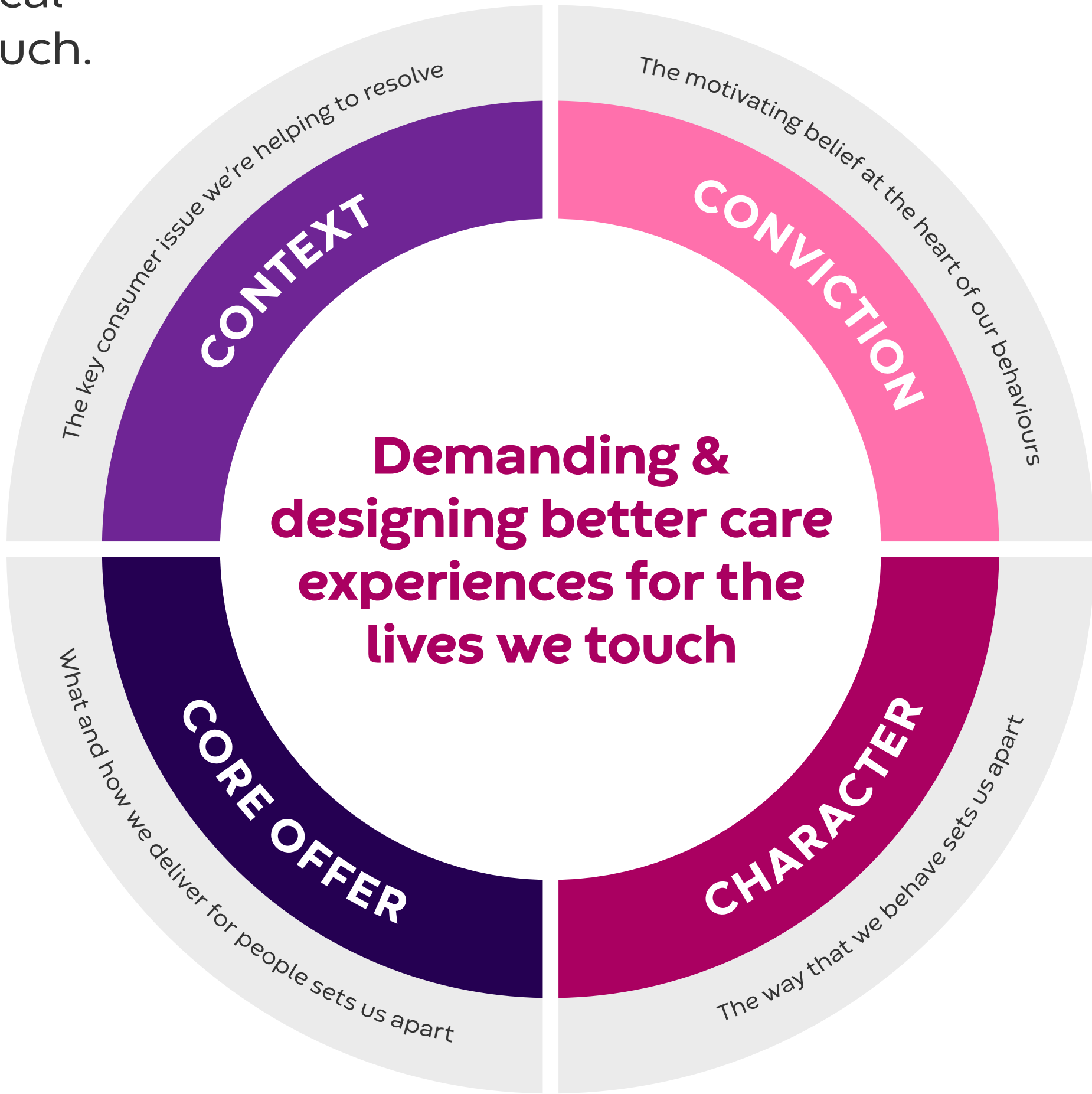
THERE’S A CHASM BETWEEN THE SUPPORT PATIENTS NEED AND WHAT HCPs CAN OFFER.

Without warning, people suddenly become patients. They then begin an uncertain, complex, lonely, emotional and physical journey that requires reliable forms of guidance and support.

HCPs don’t have the time or resources to provide this, leaving both sides frustrated.

TRANSFORMATIVE HEALTHCARE EXPERIENCES.

In every area of care we operate in, we combine our understanding of pioneering technology and convalescence to design high quality, progressive, connected solutions based on how people really feel, allowing those with conditions to move forward from despair to hope.



ILLNESS CAN BE UNPREDICTABLE AND UNFAIR. CARE SHOULDN’T BE.

We believe that people living with conditions deserve better, holistic care.

We believe that no illness should be taboo and that no patient should be embarrassed, unseen, or misrepresented.

We will forever demand better - for greater innovation and for more sustainable solutions.

THE ACTIVIST CARER.

We’re unafraid to take on the tough stuff. We constantly learn by actively listening, always with humility.

We relentlessly seek better solutions that empower HCPs and patients.

We are responsible in how we operate, respecting our patients, our planet, and all people.

Our journey to deliver our Passionate Proposition



Our vision

Guides our organisation

Pioneering
trusted medical solutions
to improve the lives we touch

Our values

Guide our behaviours

Improve care

Deliver results

Grow together

Own it

Do what's right

Our Passionate Proposition

Guides our actions

Demanding and designing better care experiences for the lives we touch

Brand identity

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Brand promise

Bringing all these strategic elements together is our brand promise, 'forever caring'.

— forever caring —

'Forever' speaks to our unwavering commitment to support people living with a medical condition, their friends and family, and the healthcare team around them. It is a promise that we will always keep working harder, to innovate new ways to care for them and make their lives that little bit better, in any way we can.

'Caring' is the core of what we have to offer to patients, their friends and family, and their healthcare team. Everything we do, we do with care. From actively listening to what patients need, to thinking more deeply about what would make their lives better. Every innovation we make is to help care for people even better than we already do. Every patient support programme or educational material we provide, we provide because we care.

Brand manifesto

To help articulate what Convatec is all about, we have written a brand manifesto, which explains exactly what we mean when we say we are ‘forever caring’ and touches on all the reasons we know it is true.

It outlines our vision to pioneer trusted medical solutions that improve the lives we touch and brings together all the values that guide our behaviour. From improving care and delivering results, to growing together, owning it, and doing what’s right.

Download the manifesto film [here](#).

Manifesto

Living with a condition, no matter how long or short it may be, is a journey.
One that will be different for everyone. With its own ups and downs.
Good days, and not so good days.
That at times, can feel daunting.
But at others, inspiring.
And even if it feels life changing.
We believe it never needs to be YOU changing.
That you should keep loving yourself and who you are.
That's why we're committed to you, and the journey that you're on.

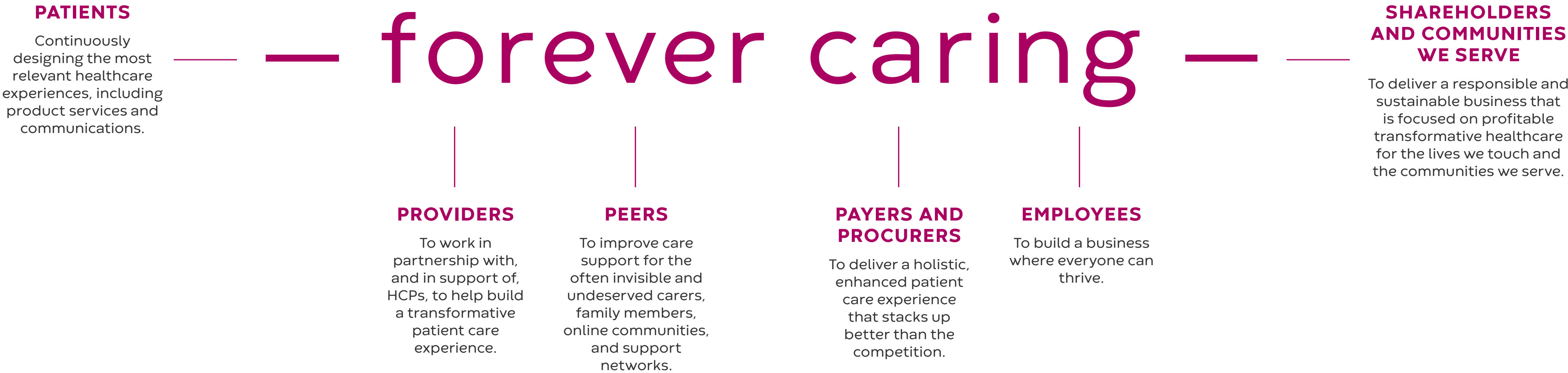
It's why we partner with healthcare professionals,
And listen to what patients want,
So we can really care and support you through every step.
Even if the tough days mean you can't get out of bed.
For the good days when you can feel more like you again.
When you can relax at the movies, with a discreet catheter that's easy to use.
When you can get on with your day, with the reassurance
of waterproof wound dressings.
When you can feel confident at the beach, with an ostomy
pouch that feels like it's part of you.
And when you can spend all day outside, knowing
your infusion set has you covered.

These moments are why we're committed to you.
It's why we've been innovating new ways to care,
Bringing together convalescence and technology,
To bring you new and improved products.
It's why we continue looking for smarter and more sustainable solutions,
So you can look towards a brighter future,
Where you can do more of what you love.
And find comfort in knowing,
That if your condition isn't going anywhere soon.
Then neither are we.

Convatec. Forever caring.

Our audience

Unpacking ‘forever caring’ as a promise for our customers, employees, and shareholders.



Character and behaviour

We know that illnesses can be unpredictable and unfair. Without warning, people can suddenly find themselves on an uncertain, complex, sometimes lonely, emotional and physical journey.

That is why we are here. To provide the care and support that improves the lives of those living with intimate medical conditions, and those who support them. We are on their side, fighting for them. It's why we will forever demand and design better care experiences that deliver greater innovation with more sustainable solutions. Because we believe they deserve better, more holistic care.

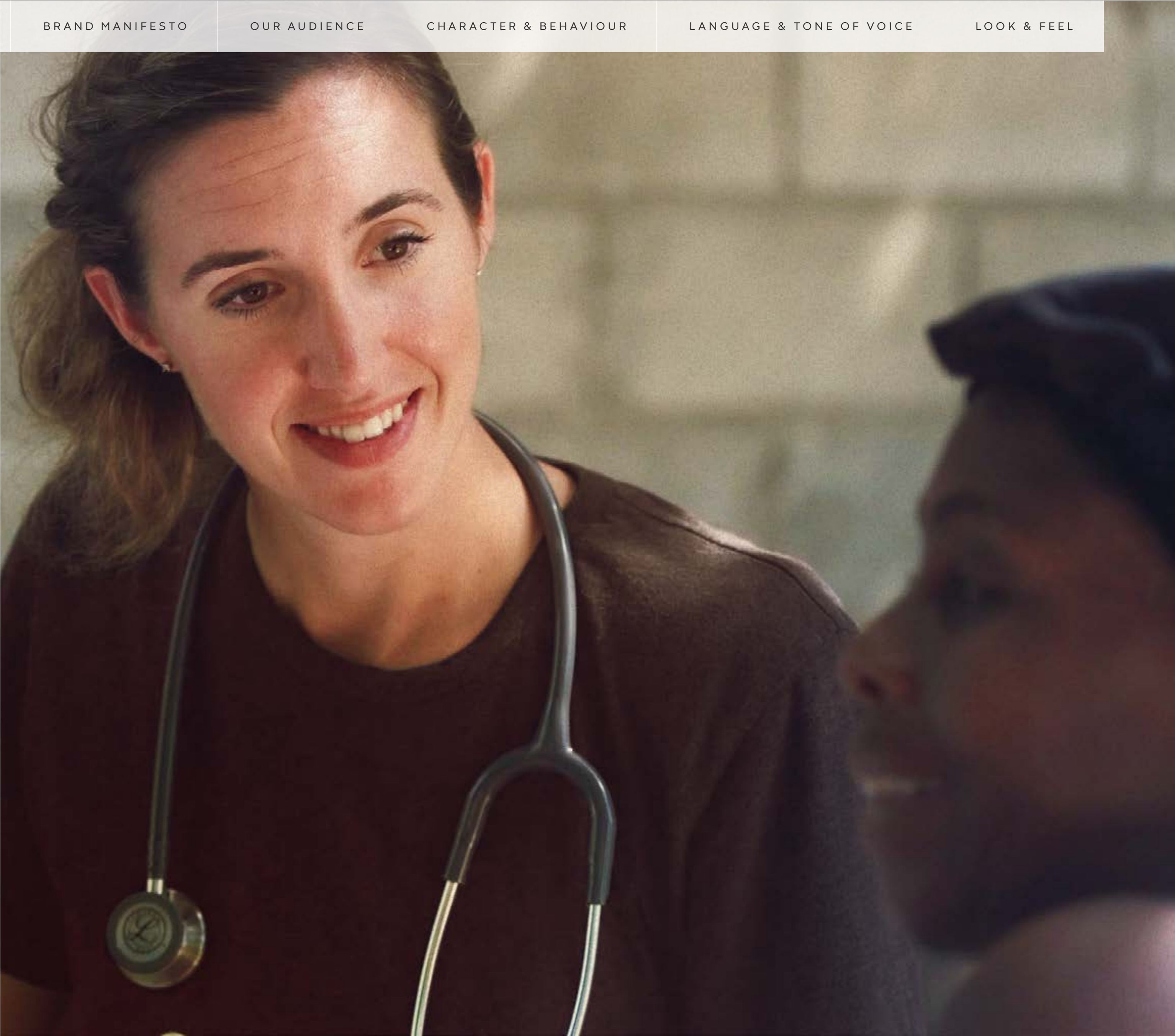
This is the motivating belief at the heart of everything we do. Because caring is in our nature. It's in our character. It's who we are and it's how we will always behave.

THE ACTIVIST CARER.

We're unafraid to take on the tough stuff. We constantly learn by actively listening, always with humility.

We relentlessly seek better solutions that empower HCPs and patients.

We are responsible in how we operate, respecting our patients, our planet, and all people.



Language and tone of voice

The Activist Carer is supportive, reassuring, and proactive - the language we use helps bring that personality to life.

To connect with our audience and show them we care, we are warm, approachable, and empathetic. Depending on the content and context, our tone may be compassionate and heartfelt or lighthearted and humorous. But we always keep the language **simple and straightforward**, so the message is clear and easy to understand.

As an activist and an ally, we want to help **break taboos and remove stigma**, so people don't feel embarrassed about what they're going through. That's why, when we talk about medical conditions, we are respectful but also **honest and open**. Transparency helps build trust, so our communications are always as clear and candid as they can be.

We are experts in what we do, so when we talk about our products, we are knowledgeable and assured. When we talk about the future and the possibility of a life beyond a person's condition, **we are optimistic and empowering**.

Please note, we use British English as a FTSE, UK-listed company.



Language and tone of voice

How to write Convatec

Whilst the logo uses all lower case letters to give us that softer, friendlier brand personality, when writing the company name in a sentence, we should use an upper case 'C' and lower case 't' to support readability and standout. This is to ensure our name remains prominent and does not get lost in the sentence - **Convatec** is how we are identified.

How to write 'forever caring'

In a sentence we write it all lower case, with inverted commas around 'forever caring' to ensure standout.



Do

- In patient-facing marketing communications, talk to people as individuals, with their own needs and ways of being cared for. Using the second person ('you') can also build a more personal connection.
- Be warm, friendly, and approachable to help engage and connect with people. Think about how you would talk to a friend and write like that.
- Be positive and uplifting to help make the not-so-good days better. You can be lighthearted and even use humour, at the right time and place.
- Keep language simple, short, and easy to understand.
- Use appropriate medical terminology as and when needed. For example, when talking to HCPs.
- Be honest and realistic about what we can provide and how that helps people with what they want to achieve.
- And be optimistic about the future, because we are the ones innovating and working hard to make it better.

EXAMPLE

At Convatec, we understand that living with a condition can be unpredictable, challenging, and sometimes even life-changing. That's why we're here to support you, every step of the way. Not just with innovative medical solutions that make managing your condition that little bit easier, but also with useful information and advice, to help support you and your loved ones.

HOW TO TALK ABOUT CONVATEC?

For further information on how to talk about Convatec, the key corporate narrative and boilerplate copy, please refer to the Convatec global narrative [here](#).



Don't

- In external communications, be thoughtful before calling our customers 'patients', as not everyone is in a hospital or place of care. Most have learned to live with their condition, so they probably don't think of themselves as patients.
- Don't be judgemental or say anything that might make people dealing with a condition feel embarrassed, alienated, or singled out.
- Don't be negative. People dealing with a condition look to us for care, comfort, and in some cases, hope.
- Don't overcomplicate things by using verbose language, long sentences, or unnecessary medical jargon.
- Don't refer to conditions as an 'illness' or as 'chronic'. They're not seen that way by everyone.
- Don't exaggerate or overpromise what we believe we can do for people dealing with a condition.
- Don't be flippant, dismissive, or insensitive to what people dealing with a condition might be going through or how they might be feeling about the future.

EXAMPLE

There's nothing worse than getting diagnosed with a nasty illness that's going to ruin your life. But don't worry, Convatec has the answer! We've got loads of other ideas too, so no matter what's wrong, Convatec is here to help make it better.

Look and feel

As we join people on their journey living with an intimate medical condition, it's not only our brands that can help care for them. Our brand character and how we behave can show people we care and make them feel cared for. Helping them come to terms and find comfort, to be more open with themselves and others, but most of all to look forward with hope.

That's why we are honest and transparent with people at every stage of the journey, no matter how tough it gets. It's why we actively listen, so we can truly understand what they're going through and find better ways to help support them. It's why we are always **friendly, warm, comforting and caring** in our communications.

However, 'forever caring' is not just brought to life by our behaviour and our brand tone of voice. It's communicated through every aspect of our brand look and feel, from our warm and friendly brand colours to our natural and authentic photography. Even our logo has an empathetic Hug.

For more information about our approach to photography and our image library, click [here](#).

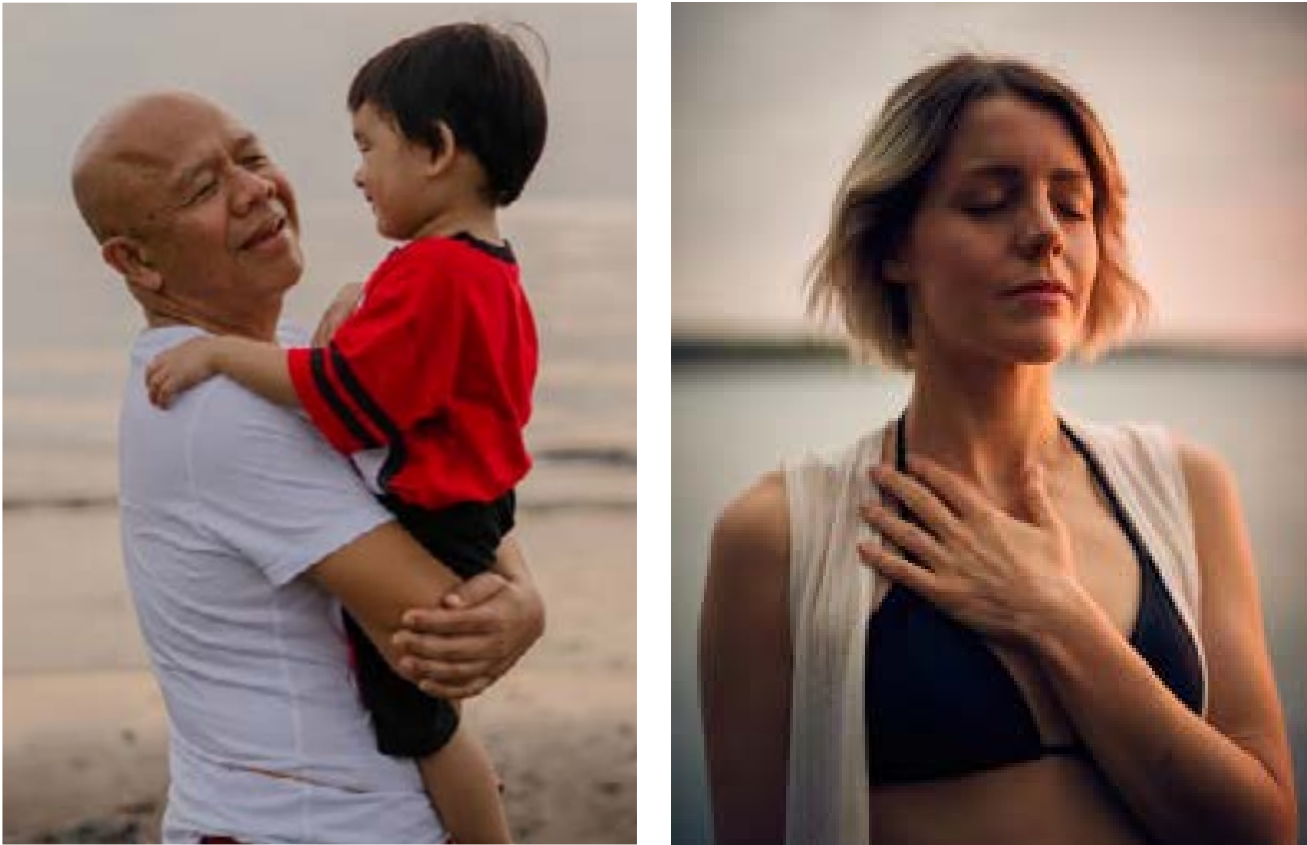
To learn more about our new logo and how to apply it to your designs, click [here](#).

To see our new colour palette and information about the Convatec gradient, click [here](#).



OUR LOGO

Our Hug icon represents layers of care, while the transparency represents our approach as a company to how open we are with our patients and within healthcare.



OUR PHOTOGRAPHY

Visually, we are honest and need to be transparent with what we show. It means staying realistic with the lifestyles we portray and what we help people aim towards.

OUR LOOK

Our colours are unique and help reinforce our warm and friendly approach.

Gradients are included to add depth and softness where required, and these reflect the tones used in the logo.

Photography

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Photography principles and examples

As we join people on their journey dealing with a medical condition, we need to really show that we understand them and what they’re going through. That means being human, being honest, and staying realistic with the lifestyles we portray. Wherever possible, we should use real patients in our photography to retain authenticity and ensure that the people featured in the images are representative and relatable to our audience.

The style of photography should reflect interactions between people, to create a sense of togetherness. If people are posing or looking directly to camera, it should feel genuine and proud, rather than staged. People can demonstrate products, but in a natural way.

The following guidelines are here to help create consistency across the brand and make sure that everything we do feels like it’s coming from the Convatec world of care.

IMAGE BANK

To help create consistent marketing communications, we’ve built an image bank full of relevant and useful images for all business units to use. The stock images provided are fully licensed and available for you to use in commercial materials.

Every photograph in the Convatec image bank represents our new approach to photography. You’ll notice most of the images capture patients and HCPs engaging in natural interactions, and sharing meaningful moments throughout the care journey.

To download approved imagery click [here](#).



Example imagery only.



What we are...

- Natural

Authentic

Real
- Soft lighting

Warm

Friendly
- Approachable

Transparent

Honest
- Genuine



What we are not...

- Staged

Airbrushed

Artificial lighting
- Cold

Oversaturated

Harsh
- Unapproachable

Unrealistic

Idealist



Different audiences

When creating materials for different audiences, we apply the same key principles to photography.



PATIENTS

When creating materials for patients and their loved ones, we use photography that features people who look natural, relatable, and warm. We use an observational style of photography to capture lifestyle shots of patients doing what they would normally do in their home environment or healthcare setting, rather than in a studio. Where appropriate, we include more than one person in each image to emphasise the layers of support they have around them.



HCPs

When creating materials for HCPs, we feature people who look warm, caring, and friendly to create a feeling of support. The HCPs featured in the images should look authentic and relatable, rather than polished and posing. We should avoid using anything that looks staged, or any scenarios which have been overused and become a cliché. When using images shot within a hospital or clinical setting, please use images with good natural lighting, and avoid group poses to camera.

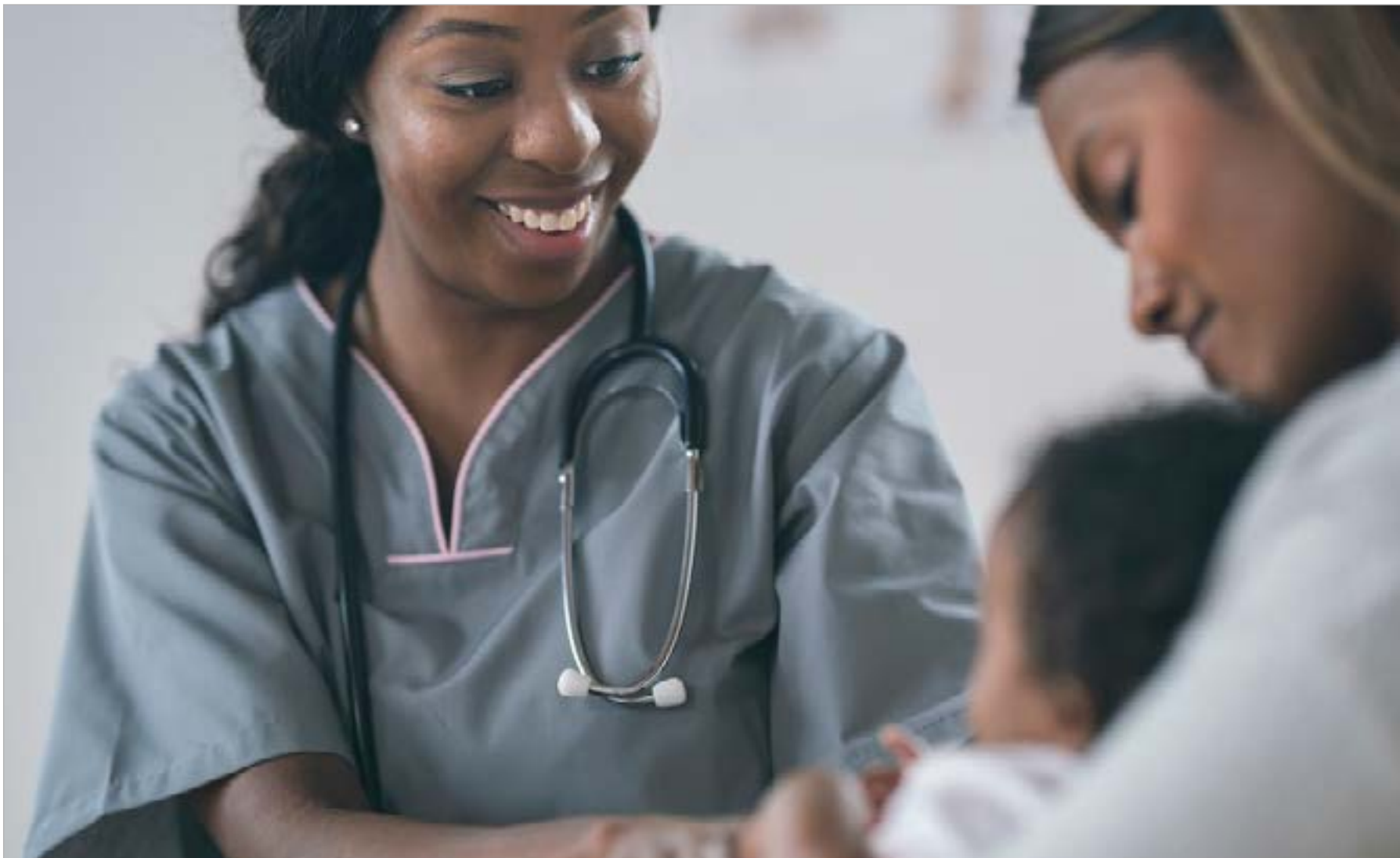
Example imagery only.

Casting

Ideally, we’re using real people and patients, HCPs, and Convatec staff. It’s important to use people across different age groups, as not everyone with an ongoing condition is elderly.

When it comes to featuring patients, we’re looking for a diverse range of people, including different ages, ethnicities, genders, sexualities and abilities/ disabilities, so we can reflect a diverse society and ensure our representation is inclusive.

Remember, people will not be on this journey alone. Not only will they have us by their side, but they will also have close friends and family, so it’s important to consider them when casting too.



Example imagery only.

Stock photography

It doesn't matter how big our image library is, there might always be a shot or moment you need that's not in the library, meaning you need to use stock photography.

Stock isn't always bad, but there's a lot of bad stock out there.

Make sure to pay clear attention to the guidelines across the following pages when picking stock photography. It has to feel real.

If you require support and guidance on the use and choice of your stock imagery, please email the Brand Clinic at brandclinic@convatec.com

PHOTOGRAPHY LIBRARIES:

[gettyimages.co.uk](https://www.gettyimages.co.uk)
[ageingbetter.resourcespace.com](https://www.ageingbetter.resourcespace.com)
[pexels.com](https://www.pexels.com)
unsplash.com

When choosing stock photography, be aware of where it is going to be used. For example, for a website banner, the image will need to work in a wide panoramic format, while a full page press advert will be portrait.

The size and quality of stock photography can vary, so be aware of the resolution, which is given in dots per inch (dpi). Images will need to be at least 72dpi for digital and at least 300dpi for printed formats.

Avoid cropping in too close on small parts of a larger image when a more suitable zoomed-in image may be available.



Our doctor is posing, but she feels real. She takes real pride in her job.



The people, the setting, and the interaction between patient and HCP feels natural.



This feels like a staged shot with a model. A fake smile and some 'doctors' in the background.



The environment is cold and empty, like it was shot in a studio. The interaction and poses are not natural.

Example imagery only.

Lighting

DO

Use lighting to mimic or enhance real life lighting. It allows us to give that warmth to our imagery we're looking for while still feeling real.

It could be mimicking the sun, or maybe it's just giving the illusion a light is on and shining on someone.



DON'T

Never use an over-the-top studio lighting setup, where everything is perfectly lit or with a super high contrast.

We should also avoid excessively coloured lighting, as it often makes images feel too staged and can make it look like a fashion shoot.



Example imagery only.

Grading

The colours of our photography are important as they help us achieve a consistent warm and authentic feel across all our imagery. To do this, we ‘grade’ the images, which means we tweak and manipulate the colours in every photograph.

DO

A little bit of a grade can really help with making our shots feel real. Adding a bit of grain and colour will add that rawness of real life. Be aware of peoples’ faces and avoid bleaching out their skin tones with too much contrast.



DON'T

Grading is beautiful, however, avoid anything that’s over-graded, taking it out of the real world. Here we see blues and yellows that weren’t naturally present in the photo and that have been added to make it feel like a ‘healthcare’ image. It makes the image feel alienating, cold, and ultimately, fake.



Example imagery only.

Scenarios

DO

We love seeing people doing what they enjoy most, such as spending time with their loved ones.

They might be celebrating something special or taking part in activities, but we also want to capture those little silly, fun moments in life.

We need to listen to patients and HCPs, and let them guide us on what does and doesn't work for them. It's the only way we'll create truly authentic imagery.



DON'T

Showing overtly smiley staff won't feel natural. Of course, a HCP can smile and laugh, but it has to happen naturally and not be a model in a lab coat, smiling.

Don't just focus on the good moments. Convatec is part of the entire journey, meaning there will be good days and not-so-good days. Embrace all those moments and people will admire our honesty and transparency.

Never show people doing extreme sports or activities, like snowboarding, parachuting, and trail running. Yes, some people's journey will end with them being able to do those things again, but we're focusing on the now and what people are dealing with today.



Example imagery only.

Locations

The locations featured in your photography and footage should always feel real.

Every step of the journey is important, so even places like waiting rooms and pharmacy aisles can be used.

When it comes to showing people outside of healthcare settings, the home is a good choice. At first, this is where they will spend most of their time, but as people progress with their condition, they will start going out more, venturing further out to places like gardens, parks, and shopping centres.

But remember, no extreme sports or activities!



Props

If you have the opportunity to host a photography or film shoot, ideally you will be able to shoot in a real location, which will usually come with appropriate furniture and props. If you need to dress your set or studio, well-chosen props can help tell the story, while also bringing more life to the photo.

When choosing props, think about the environment, the location, and the people. Does it feel genuine and real for them, and what are they doing?

When you think about the positioning of these props, consider how and where they can be used. Like a flower vase in the foreground to add depth and realness to a shot.



Example imagery only.

Product photography

DO

Showing our products being part of real life is a great way of normalising them. Rather than showing an ostomy pouch in a sterile setting, why not show it with a handbag and a dress, ready for a night out?

If you need to show the product by itself, shooting against a coloured background can create a friendlier, softer background than a plain white would. Products may be shot in a 3D space or against a selected colourama. The specific colour choice should be selected to help the colour stand out, whilst taking into consideration the overall design.



DON'T

Avoid sterile white background photography. It feels clinical and depressing. Let's embrace how great our products are by showing them off with pride.



Photography of conditions

DO

In some instances, such as when creating educational materials, it will be necessary to include images of patients’ conditions, such as real wounds and stomas. When we do, we focus on the care that is being given by capturing the healthcare professional or caregiver in action. This allows us to demonstrate best practice, whilst also showcasing Convatec products in use.

Whenever possible, please shoot or select photography that has been captured in a real life setting, such as a clinic, hospital or hygienic space in the home. This provides useful context and will make the images feel more authentic. It also creates depth in the images, making them feel more dynamic.



DON'T

Whilst it may not always be possible to include the patients’ faces in the images, please avoid awkward crops in which they are just cut out of the frame.

Avoid images that look staged, with the patient and healthcare professional holding unnatural poses. Similarly, avoid images that have been cut out or shot against a very stark or plain background.

Please avoid just showing body parts on their own - as photos are static, this may make the patient appear lifeless. Ensuring that the caregiver’s hands are in the photo will help avoid this issue.

Please consider which images are appropriate for the audience you are addressing. Whilst our specialist healthcare audience will likely have an appetite to see graphic images of the conditions, the same images may be distressing to a patient or member of the public.



Example imagery only.

Working with influencers

Influencers could be a great way for us to find authentic imagery that’s also inspiring. It allows us to use them as a media channel as well as broadening our reach. There are some incredible examples in this field already who are telling all the hidden and untold stories of chronic illnesses.

We believe in letting influencers tell their story in their own words so that we are truthful and real, as long as the content is in no way offensive, hurtful, or against our brand principles as outlined in these guidelines.

When sourcing images from influencers, please be sure to check the image quality is appropriate for the size and format of the material you are creating, so they do not appear pixelated.

Minimum RGB, 72dpi for digital.
Minimum TGB, 300dpi for print.

Outside of contract, we must confirm influencers are happy for us to reshare their content through our channels. This can be done through direct message on Instagram. The same process should be followed for any user-generated content we would like to use.

Please refer to our social playbook for more detail.

Please be sure to attain the full rights for usage that you require.

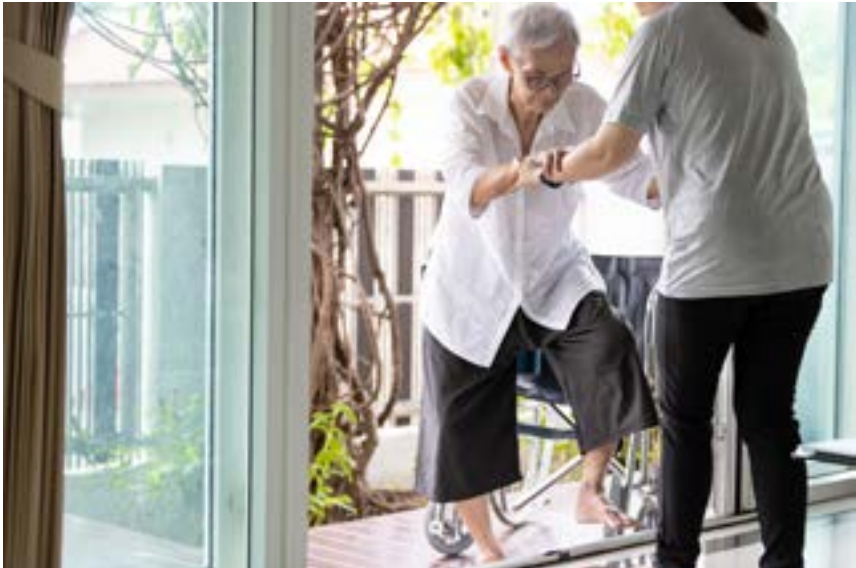


Example imagery only.

'Forever caring' approved image bank

Licensing for the image bank allows usage worldwide, in perpetuity and for all media.

To download approved imagery click [here](#).



'Forever caring' approved image bank

Licensing for the image bank allows usage worldwide, in perpetuity and for all media.

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'Forever caring' approved image bank

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Visual identity

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Master logo

Our master logo incorporates a distinctive Hug icon and a lowercase wordmark, which should be used in most instances. These master logos show how the colours work on light and dark backgrounds.

HUG ICON

The transparency represents our approach as a company to how open we are with our patients and within healthcare.

The central ball represents the patient and the feeling of wholeness and normality.

The wraps represent layers of care. The inner layer represents the care from HCPs, while the outer wrap depicts the comfort and support that Convatec gives to both patients and HCPs. The Hug embodies the warmth of our brand personality. It conveys our caring and empathetic nature.

WORDMARK

The wordmark is based on our new corporate typeface, Codec Warm, but has been altered slightly to be more curved, giving a warmer, friendlier feel. Discover Codec Warm [here](#).

STRAPLINE

Forever caring is our brand promise for our customers, employees and shareholders.

The Convatec name (wordmark), Hug icon and strapline ('forever caring') are trademarks and should not be used on their own, if avoidable.



convatec

— forever caring —

Master logo formats

PRIMARY LOGOS

Our primary logo is combined with our strapline ‘forever caring’. The relationship between the logo and strapline shouldn’t be changed.

To allow flexibility across different formats, we have provided two different configurations of the primary logo - one that is stacked and centrally aligned, and another that is in a horizontal format. When creating your own materials, you may use either of these configurations. Please choose the one that works best for your design.

Wherever possible, the primary logo should appear in full colour, against a white background. However, to allow flexibility in your design, we have also provided some additional logo colourways (click [here](#) for more information). Refer to the minimum size guide [here](#).

PRIMARY LOGO (WITHOUT STRAPLINE)

In some formats where space for the logo is limited, you won’t be able to include the ‘forever caring’ strapline, because the point size of the font will be too small to be legible. In these instances, you may use the logo without the strapline.

Once again, we have provided two configurations to allow flexibility for your design - one that is stacked and centrally aligned, and another in a horizontal format. Please choose the one that works best for your design.

To download logos click [here](#).

Primary logo with strapline
Stacked lockup



Primary logo with strapline
Horizontal lockup



Wordmark logo with strapline



Primary logo without strapline
Stacked lockup



Primary logo without strapline
Horizontal lockup



Wordmark logo without strapline



Use artwork files provided. Not to be altered or reconstructed in any way.

Master logo structure

The structure and spacing of our primary logos is defined by the height of the letter 'c' in the wordmark 'Convatec'. The relationship between the icon, wordmark and strapline shouldn't be changed or altered.

The stacked lockup is created with a vertical centre alignment between the three elements, and uses both the full 'c' and half 'c' as markers for space and proportion.

The horizontal lockup has a horizontal centre alignment between the icon and wordmark, with the strapline sitting horizontally centred with the wordmark.

The logo suite should never be reconstructed, and the relationship and proportion between the three elements should not be altered or modified in any way.

Primary logo with strapline
Stacked lockup



Primary logo with strapline
Horizontal lockup



Master logo clearspace

The clearspace around the logo is the space in which no other object or text may be placed. Maintaining clear space around the logo allows the logo to breathe and retain clarity.

The clearspace for our logo and is defined by the height of the letter 'c' in the wordmark 'Convatec'.

This applies to all our logo configurations, with and without the strapline, and to the wordmarks as well.

Primary logo with strapline
Stacked lockup



Primary logo with strapline
Horizontal lockup



Wordmark logo with strapline



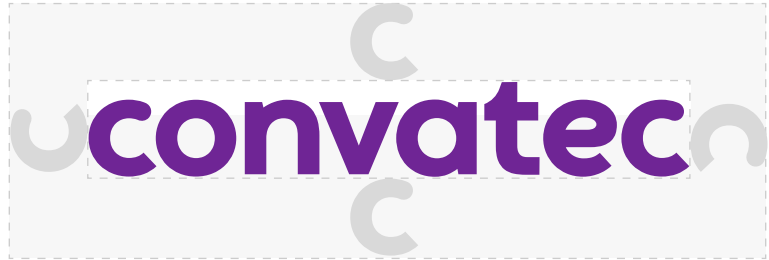
Primary logo without strapline
Stacked lockup



Primary logo without strapline
Horizontal lockup



Wordmark logo without strapline



Use artwork files provided. Not to be altered or reconstructed in any way.

Master logo minimum size

There are no predetermined sizes for the Convatec logo. Scale and proportion should be determined by the available space, function, visibility, and aesthetics.

Wherever possible, please use the primary logo, with the ‘forever caring’ strapline. The minimum sizes have been established to ensure that ‘forever caring’ is legible. If you only have limited space available, you may use the primary logo without the strapline instead, as that can be applied in a smaller size.

PRIMARY LOGO

The minimum sizes for the primary logo have been defined using the width of the entire logo. For printed materials, the width is defined in mm. For digital materials, it’s defined in pixels. Do not use the primary logo any smaller than the sizes shown opposite.

WORDMARK ONLY

In the rare event that you need to use the wordmark on its own, such as in very limited spaces, the minimum size of the wordmark is defined by its width.

Print: 13.5mm width

Digital: 39px width

MAXIMUM SIZES

There are no predetermined maximum sizes for the logos, for either print or digital formats. Please consider the environment in which your material will be displayed and the distance from which it will be seen when using logos on larger formats.

Primary logo with strapline Stacked lockup

Print
40.5mm width



Digital
72px width



Primary logo with strapline Horizontal lockup

Print
58mm width



Digital
100px width



Primary logo without strapline Stacked lockup

Print
26mm width



Digital
72px width



Primary logo without strapline Horizontal lockup

Print
35.5mm width



Digital
100px width



Use artwork files provided. Not to be altered or reconstructed in any way.

Hug icon

The hug icon should NOT be used in isolation. The only time it is permitted to use the hug in isolation is when the full lock up (logo, wordmark and strapline) have been used earlier in the same piece of communication. This is for legal reasons and to build attribution to the brand as a whole.

MINIMUM SIZE FOR PRINT

For print materials, the minimum size of the Hug icon is defined in mm, using the width of the Hug icon. Do not use the primary Hug icon smaller than the size shown opposite.

MINIMUM SIZE FOR DIGITAL

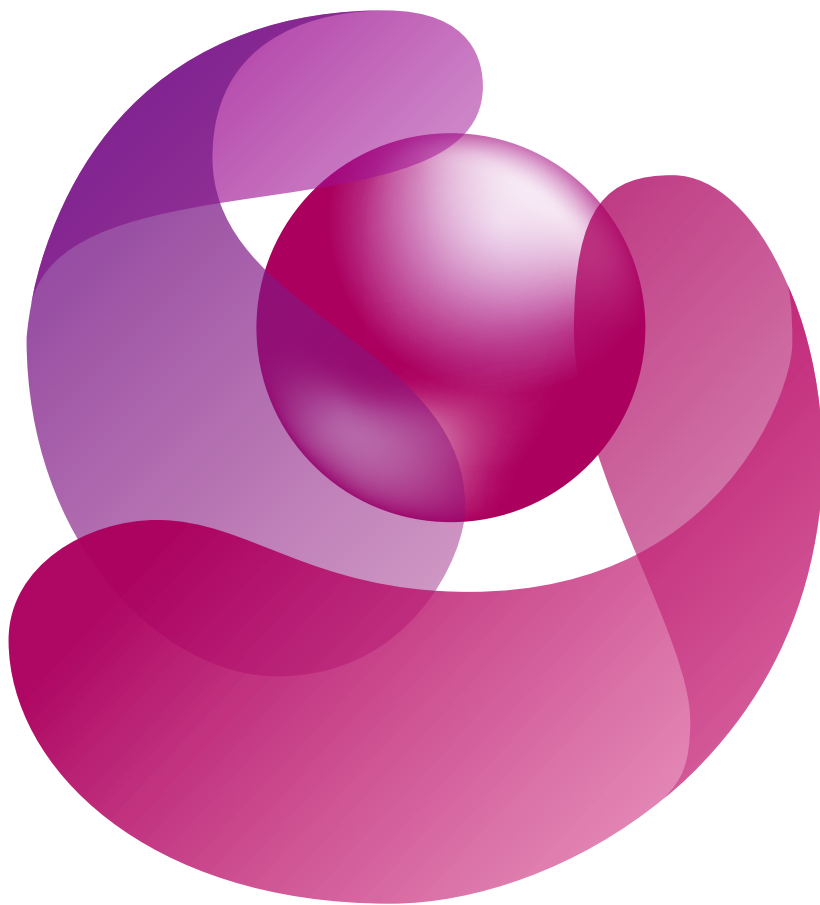
For digital materials, the minimum size of the Hug icon is defined in pixels, using the width of the Hug icon. Do not use the primary Hug icon smaller than the size shown opposite.

Note: Minimum size when using tertiary halftone and mono-colour solid Hug icons for print and digital will need to be altered depending on printing production restrictions and legibility of the Hug icon.

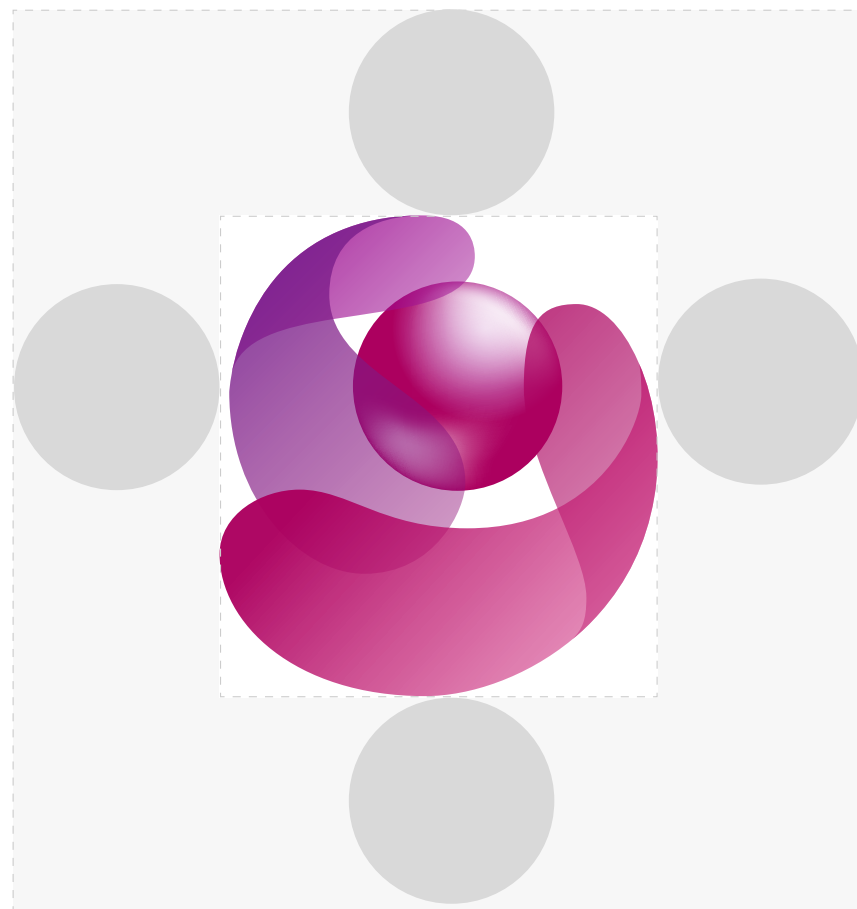
Please ensure you are using the appropriate artwork file when printing.

To download Hug icon click [here](#).

Primary Hug icon



Primary Hug icon Clearspace



Primary Hug icon Minimum size

Print
8.5mm width



Digital
24px width



Primary logo colourways

PRIMARY LOGO COLOURWAY

The primary colourway for the Convatec logo is full colour (Convatec Purple and Convatec Burgundy) against a white background. Please use this colourway, with these colourways wherever possible, to help build a strong and identifiable brand.

Our primary colourway will also work against lighter backgrounds, such as Convatec Cloud. For more information on the Convatec colour palette, please click [here](#).

SECONDARY LOGO COLOURWAY

In some instances, you will need to set the logo against darker backgrounds. For these occasions, we have provided a logo with a secondary colourway and that has a white out wordmark and strapline. You'll notice that the Hug icon also uses more white, in place of the Convatec Purple, to help it stand out against darker backgrounds.

Note: If you are limited in the number of colours you can print, you may need to use one of our tertiary logos. Please click [here](#) for more information on the available options.

Primary logo



Full colour logo (light background)
This should be used wherever possible.

Secondary logo



Full colour logo (dark background)
This can be used on dark backgrounds. The Convatec Purple background is used as an example here.
Note: This Hug icon has been adapted to work specifically on dark backgrounds. Do not use on a white background. Do not place this logo on the Convatec Burgundy colour.

Tertiary logo colourways

In some instances, such as on packaging, you may be limited in the number of colours you can print, the quality of transparencies for the gradient of the Hug icon, or have limited space in which to include the Hug icon.

In order to enable you to best optimise the branding in your design, we have provided alternative logo options for each of these occasions.

MONO-COLOUR HALFTONE LOGOS

If you are limited in the number of colours you can print, please use one of our mono-colour logo halftone options. These are available in Convatec Purple or Black, for use against white or lighter-colour backgrounds. For use against darker-colour backgrounds, please use the whiteout logo.
Note: For this version only, the minimum sizes are:
Print minimum size: 40.5mm width
Digital minimum size: 115px width
For all other logos, please refer to the minimum size guide [here](#).








MONO-COLOUR SOLID LOGOS

If transparency is not available, please use one of our mono-colour solid logos, with a solid Hug icon. These are also available in solid Convatec Purple or Black, for use against white or lighter-colour backgrounds. For use against darker-colour backgrounds, please use the solid whiteout logo.

WORDMARK LOGOS

If space is very limited, please use the Convatec logo (with or without the strapline). This is available in Convatec Purple or Black, for use against white or lighter-colour backgrounds. For use against darker-colour backgrounds, please use the whiteout logo.

Use artwork files provided. Not to be altered or reconstructed in any way.

| Logos | Mono-colour Convatec Purple logos | Mono-colour whiteout logos | Mono-colour black logos |
|----------------------|--|--|--|
| Mono-colour halftone |  |  |  |
| Mono-colour solid |  |  |  |
| Wordmark |   |   |   |

Logo animation

To bring our logo to life, we have created an animated logo, which shows the outer layers of the Hug coming together in support.

The animated logo may be used at the end of films, in dynamic digital banners, or as a GIF. It must always be set against a white or very light, clean background. Please ensure that elements of the logo are not overlapping with anything in the background of your display, while animating into place. Please do not place anything over the top of the logo animation.

When using the animated logo, please ensure you allow enough time and space for the full logo animation sequence. It should not be cropped in the frame or skewed in any way. It should not be sped up or slowed down.

To download animated logo click [here](#).

Logo don'ts



Do not alter the relationship of the different elements of the logo.



Do not rotate any elements of the logo.



Do not alter the colour of the logo.



Do not crop out any elements of the logo.



Do not rotate the logo.



Do not move different elements of the logo around.



Do not move different elements of the logo around.



Do not use with similar size Hug graphics.

Use Artwork files provided. Not to be altered or reconstructed in any way.

Colour palette

Our colours set us apart from the competition. They’ve been chosen for their uniqueness and help Convatec reinforce its warm and friendly approach.

Our primary colours are Convatec Purple, Convatec Burgundy, and Convatec White. They are used in our logo and are important to reinforce the brand across all formats. You should recognise them as being uniquely Convatec.

Our secondary colours are Convatec Night, Convatec Pink, Convatec Cloud, and Convatec Black, which we use at 80% tint. These have been carefully selected to complement our primary colour palette. They can be used to inject freshness into longer pieces of work like emails, brochures, or whenever it feels like the primary colours are too repetitive.

PRIMARY

CONVATEC
BURGUNDY

RGB

170 / 0 / 97

CMYK

7 / 100 / 10 / 21

PANTONE

227C

HEX

#AA0061

CONVATEC
PURPLE

RGB

111 / 37 / 149

CMYK

69 / 99 / 0 / 0

PANTONE

527C

HEX

#6F2595

CONVATEC
WHITE

RGB

255 / 255 / 255

CMYK

0 / 0 / 0 / 0

HEX

#ffffff

SECONDARY

CONVATEC
NIGHT

RGB

37 / 0 / 82

CMYK

85 / 100 / 6 / 38

PANTONE

2627C

HEX

#250052

CONVATEC
PINK

RGB

225 / 112 / 172

CMYK

2 / 63 / 0 / 0

PANTONE

218C

HEX

#FF70AC

CONVATEC
CLOUD

RGB

235 / 235 / 235

CMYK

4 / 2 / 4 / 8

PANTONE

Cool Grey 1C

HEX

#EBEBEB

CONVATEC
BLACK 80%

RGB

0 / 0 / 0

CMYK

0 / 0 / 0 / 100

PANTONE

BlackC

HEX

#000000

Brand gradients

The Convatec gradient reflects the tones used in the logo. The gradient can be used to instil more contrast and freshness, but should only be used in limited instances.

GRADIENT WITHIN HEADLINES

The gradient can be used to make large headlines look more dynamic and interesting. Only use this effect for headlines, and normally only once or twice in a layout (for example, on a brochure cover, or the main title at the top of an email).

Radial or linear gradients must run through text at an angle starting from the first letter of the headline to the last letter.

GRADIENT AS A BACKGROUND

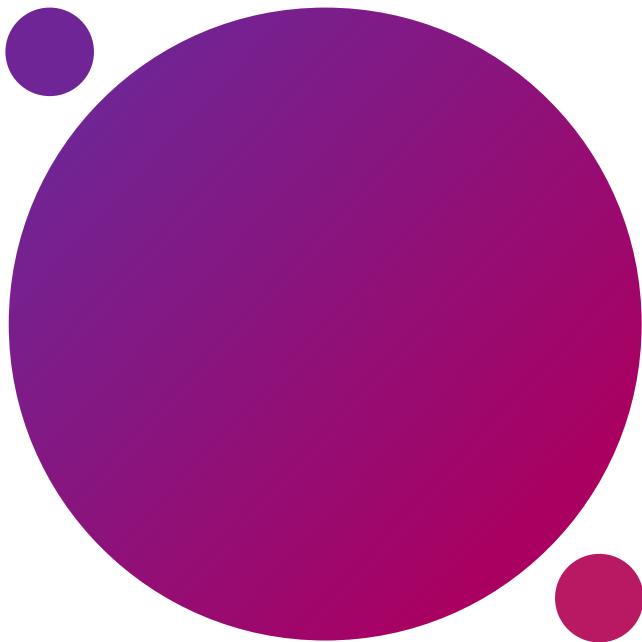
Adding in a gradient background to a layout can be a useful effect to make a layout more striking. For example, it can be used for a full page or a pull-out box.

Again, be careful to only use this effect in small amounts, otherwise it will overpower the content. Be aware of the legibility of small text over a gradient - ideally, it should only be used behind headlines or larger body copy.

GRADIENTS

Discover how to use our gradients [here](#).

PURPLE



BURGUNDY



Using gradients

The Convatec gradients can be used to add depth and contrast to your design, either as a background fill or for headlines. Please use gradients sparingly to enhance your design, and never use a gradient headline on a gradient background. To ensure consistency across the brand, follow the guidance below.

HOW TO USE GRADIENTS

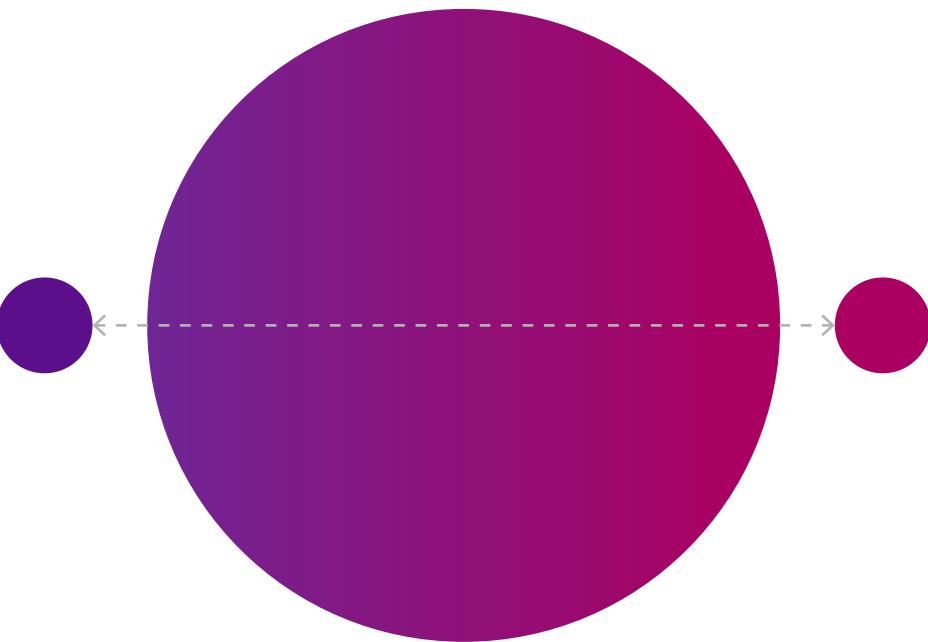
The Convatec gradients should only be set using two colours, Convatec Burgundy and Convatec Purple (click [here](#) for more details). Your gradients may start and finish with either colour.

Gradients can be set using a linear horizontal line, a linear diagonal line, or as a radial gradient. Please note, radial gradients should not be used within headlines. When selecting the linear gradient for your headlines, please choose the angle that works best in your design. Avoid using more than one gradient headline within a single piece of design.

All gradients should be smooth and transition from one colour to the next gradually. Please don't apply any detailed or textured effects to the gradient and try to avoid gradient banding.

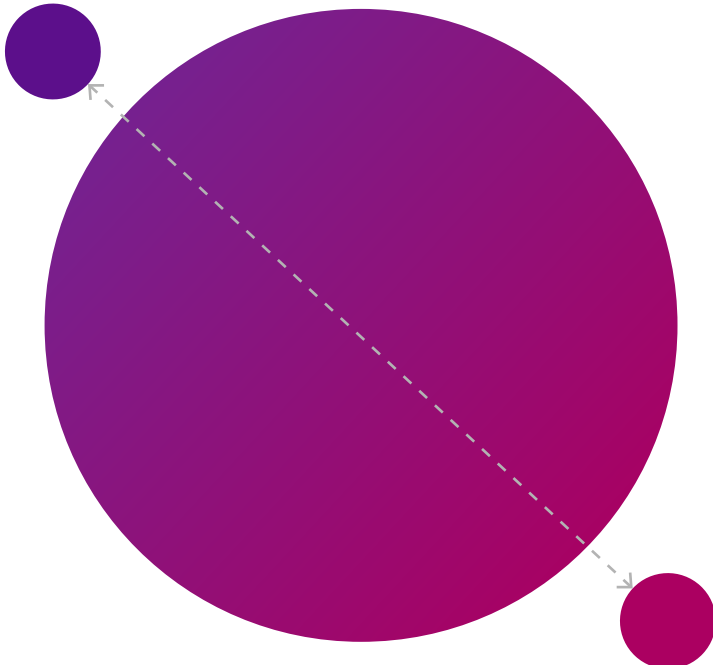
LINEAR GRADIENT: HORIZONTAL

Angle: 0°

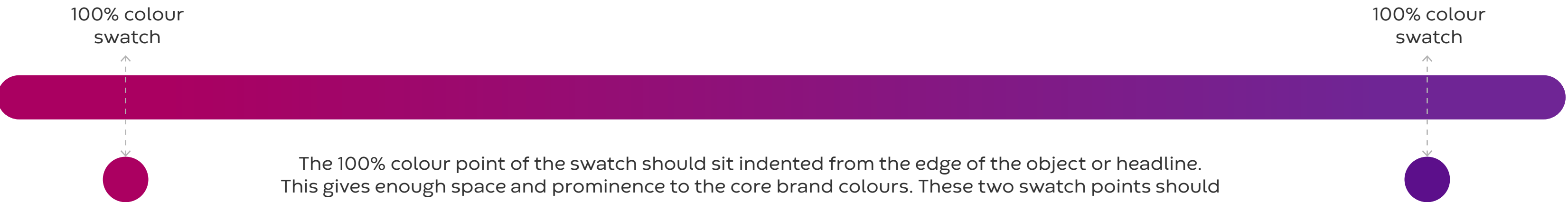
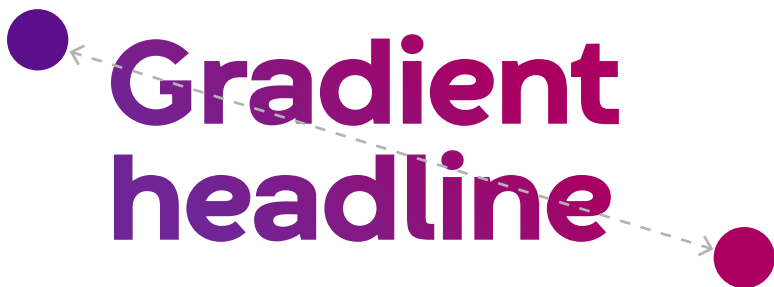
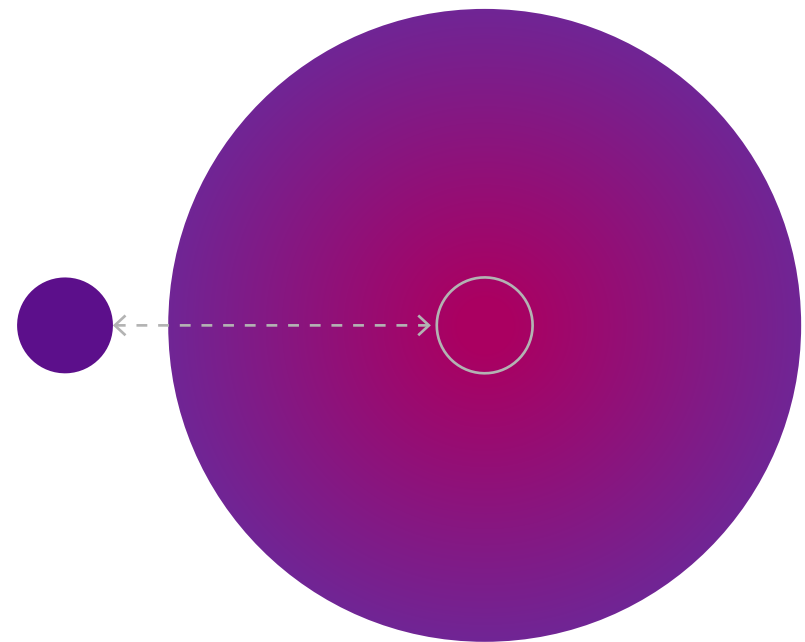


LINEAR GRADIENT: DIAGONAL

Angle: 45°



RADIAL GRADIENT



The 100% colour point of the swatch should sit indented from the edge of the object or headline. This gives enough space and prominence to the core brand colours. These two swatch points should establish a smooth gradient transition across the background or headline.

Colour pairings and accessibility

Contrast and colour are vital for accessibility. These combinations ensure that readers with visual impairments and colour vision deficiencies are able to perceive the content.



The following colour pairs all pass accessibility tests.

| | |
|---|---|
| Burgundy text on white Works with both large and small content | White text on Burgundy Works with both large and small content |
| Night text on white Works with both large and small content | White text on Night Works with both large and small content |
| Purple text on white Works with both large and small content | White text on Purple Works with both large and small content |
| 80% Black text on white Works with both large and small content | White text on Pink should only be used for large titles 100% Black text on Pink can be used for body copy |



Do not use the following colour pairs. Low contrast colour pairings are not easy to read and don't pass accessibility tests.

| |
|---|
| Do not use Purple on Burgundy |
| Do not use Purple or Burgundy on Night |
| Do not use Burgundy on Purple |
| Do not use small White text on Pink |
| Do not use Pink or White or 80% Black on Cloud |

Typeface and fonts

Meet Codec Warm, the new typeface for Convatec. The simple, bold style is legible even at small point sizes. The curvy nature of the lettering adds a touch of friendliness.

For flexibility across media, it comes in various font weights.

FONT LICENCE

The Codec Warm font family has been purchased on behalf of Convatec.

Any office that is legally part of Convatec is entitled to hold, use, and distribute the font.

Convatec can share the font amongst its own offices and staff.

Convatec can also supply the font to third parties publishing work on its behalf, such as websites and publications.

If you are a third party that is not part of Convatec, then you are required to own your own copy of the font.

To download the Codec Warm font family [here](#).

Hello

I'm Codec Warm

Brand font

For consistency across branded material, only four weights of Codec Warm should be used.

WEB ALTERNATIVE

The system typeface Arial can be used as an online alternative when Codec Warm is not available.

CODEC WARM EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890

CODEC WARM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890

CODEC WARM REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890

CODEC WARM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 01234567890

Alternate brand font for GEM markets

To support the GEM markets we have selected the alternative Noto Sans font family from Google. This is because it follows similar graphic cues to our brand font, Codec Warm.

Please see table opposite for selected Google Noto fonts and weights to use.

To download the fonts from <https://fonts.google.com/>

LANGUAGES THAT USE THE SAME NOTO SANS FONT

Turkish
NOTO SANS BLACK
NOTO SANS BOLD
NOTO SANS REGULAR
NOTO SANS LIGHT

Vietnamese
NOTO SANS BLACK
NOTO SANS BOLD
NOTO SANS REGULAR
NOTO SANS LIGHT

Russian
NOTO SANS BLACK
NOTO SANS BOLD
NOTO SANS REGULAR
NOTO SANS LIGHT

Belarusian
NOTO SANS BLACK
NOTO SANS BOLD
NOTO SANS REGULAR
NOTO SANS LIGHT

Greek
NOTO SANS BLACK
NOTO SANS BOLD
NOTO SANS REGULAR
NOTO SANS LIGHT

LANGUAGES THAT USE SPECIFIC NOTO/SANS FONTS

Chinese (Simplified)
NOTO SANS SC BLACK
NOTO SANS SC BOLD
NOTO SANS SC REGULAR
NOTO SANS SC LIGHT

Chinese (Traditional)
NOTO SANS TC BLACK
NOTO SANS TC BOLD
NOTO SANS TC REGULAR
NOTO SANS TC LIGHT

Japanese
NOTO SANS JP BLACK
NOTO SANS JP BOLD
NOTO SANS JP REGULAR
NOTO SANS JP LIGHT

Korean
NOTO SANS KR BLACK
NOTO SANS KR BOLD
NOTO SANS KR REGULAR
NOTO SANS KR LIGHT

Thai
NOTO SANS THAI EXTRA BOLD
NOTO SANS THAI BOLD
NOTO SANS THAI REGULAR
NOTO SANS THAI LIGHT

Urdu
NOTO NASTALIQ URDU EXTRA BOLD
NOTO NASTALIQ URDU REGULAR

Arabic
NOTO KUFİ ARABIC BLACK
NOTO KUFİ ARABIC BOLD
NOTO KUFİ ARABIC REGULAR
NOTO KUFİ ARABIC LIGHT

Typography guidance

We don't use a comprehensive set of rigidly defined type styles. Instead, we have a few simple rules on key copy elements which will keep your materials on brand, but allow flexibility in creating layouts.

Convatec computers will be automatically set up with the Codec Warm font.

The Codec Warm font family is also available for download [here](#).

Headlines

Font: Codec Warm Extra Bold
Aligned: Left
Case: Sentence
Tracking: -30
Leading: 100% (same as point size)

Headlines are set in extra bold

Sub headlines are set in bold

Sub headlines

Font: Codec Warm Bold
Aligned: Left
Case: Sentence
Tracking: -20
Leading: 120% of point size

Caps subheads

Font: Codec Warm Extra Bold
Aligned: Left
Case: All capitals
Tracking: 40
Leading: 120% of point size

CAPS SUBHEAD

Copy subheads

Body copy is set in regular. Num erspern atiosserum quiature nonserunt explam vello qui ut molupti nistium qui dolor am et list, olupta idem. Itasit modit, seep udipidias alitis asi consequam no ped modios eum id qui berspis nistiis renimen ditatus eum am.

Copy subheads

Font: Codec Warm Extra Bold
Aligned: Left
Case: Sentence
Tracking: 0
Leading: 120% of point size

Body copy

Font: Codec Warm Regular
Aligned: Left
Case: Sentence
Tracking: 0
Leading: 120% of point size

Captions

Font: Codec Warm Bold
Aligned: Left
Case: Sentence
Tracking: -20
Leading: 120% of point size

Pull-out quotes Num erspern atiosserum quiature nonserunt explam

Quotes

Font: Codec Warm Regular
Aligned: Left
Case: Sentence
Tracking: -20
Leading: 120% of point size

Image captions and product names

Calls to action

Font: Codec Warm Bold
Aligned: Left
Case: Sentence
Tracking: -20
Leading: 120% of point size

Small print

Font: Codec Warm Regular
Aligned: Left or right
Case: Sentence
Tracking: 0
Leading: 120% of point size

Calls to action are set in bold

Folios, company name, copyright, address, terms and conditions

Colour usage examples

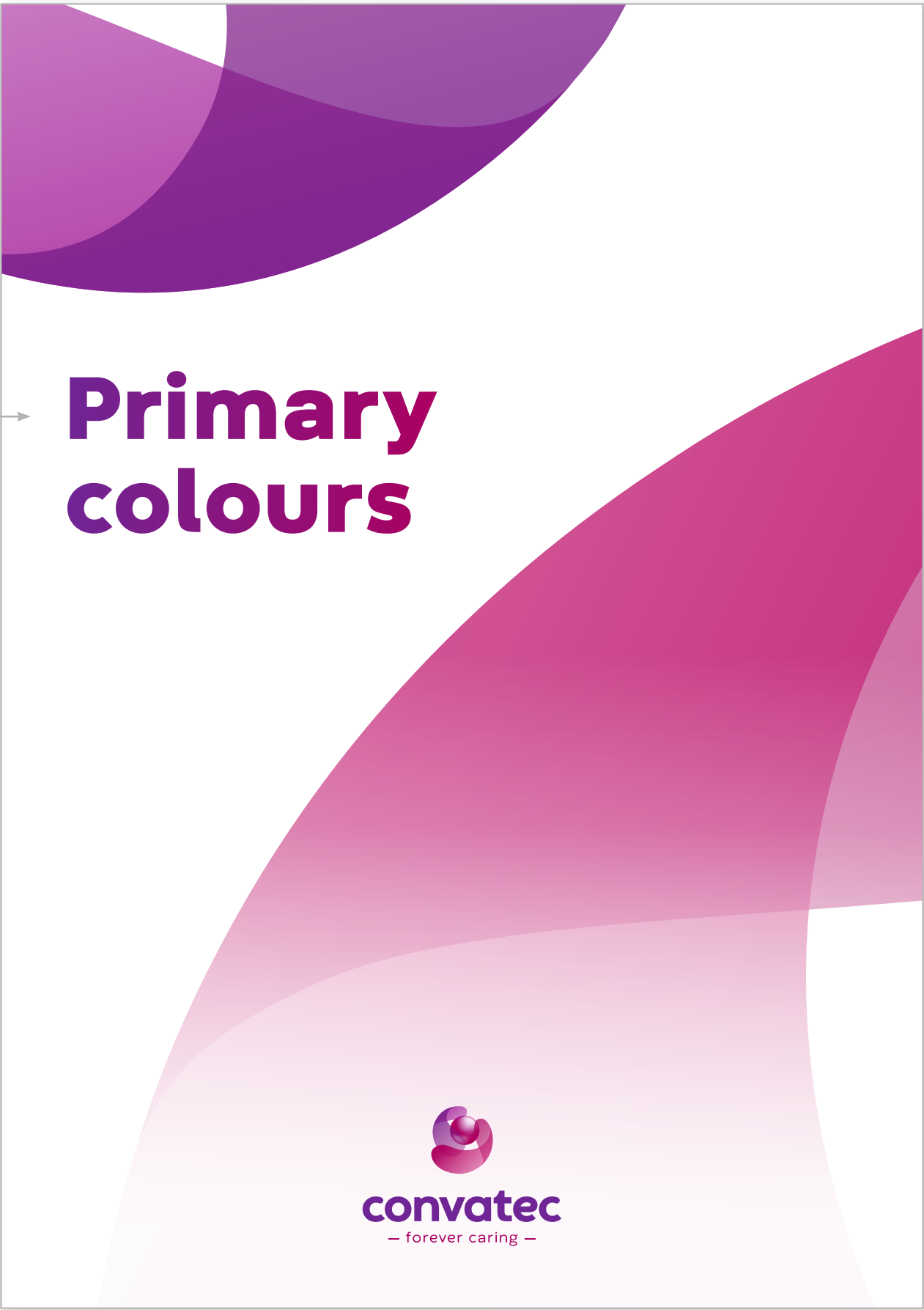
Our primary colours should be used wherever possible. They will often be incorporated into layouts via the Hug graphic or logo, but can be used in titles or other content.

In most applications, a white background is used alongside the primary colours.

The secondary colours are then used to support our layouts where needed. A good example of this is in a longer form piece, such as a brochure or email, where they can be used to highlight content and enhance the layouts. Secondary colours can also be used for graphs and infographics.

Always remember, we are a Convatec Burgundy and Convatec Purple brand, and the secondary colours should never dominate our look.

Headlines
Convatec gradient



Primary colours
The main focus is the Convatec Burgundy colour, which comes from the large Hug graphic on the bottom half of the page. This is then balanced by the smaller area of Convatec Purple in the Hug graphic at the top of the page. The headline is then set using the Convatec gradient to balance out the colours.



Secondary colours
The main focus here is still Convatec Burgundy and Convatec Purple, but the secondary colours have been introduced to support these.

Convatec Cloud has been used to hold the photo caption and Convatec Pink has been used for the large pull-out quote.

- Headlines
Convatec gradient
- Sub headlines
Convatec Burgundy
- Introductory copy
Convatec Purple
- Copy subheads
Convatec Black (80% tint)
- Body copy
Convatec Black (80% tint)
- Captions
Convatec Black (100% tint) on Convatec Cloud
- Caps subheads
Convatec Burgundy
- Quotes
Convatec Pink
- Highlight copy
Convatec Purple
- Small print
Convatec Black (80% tint)

Hug graphic

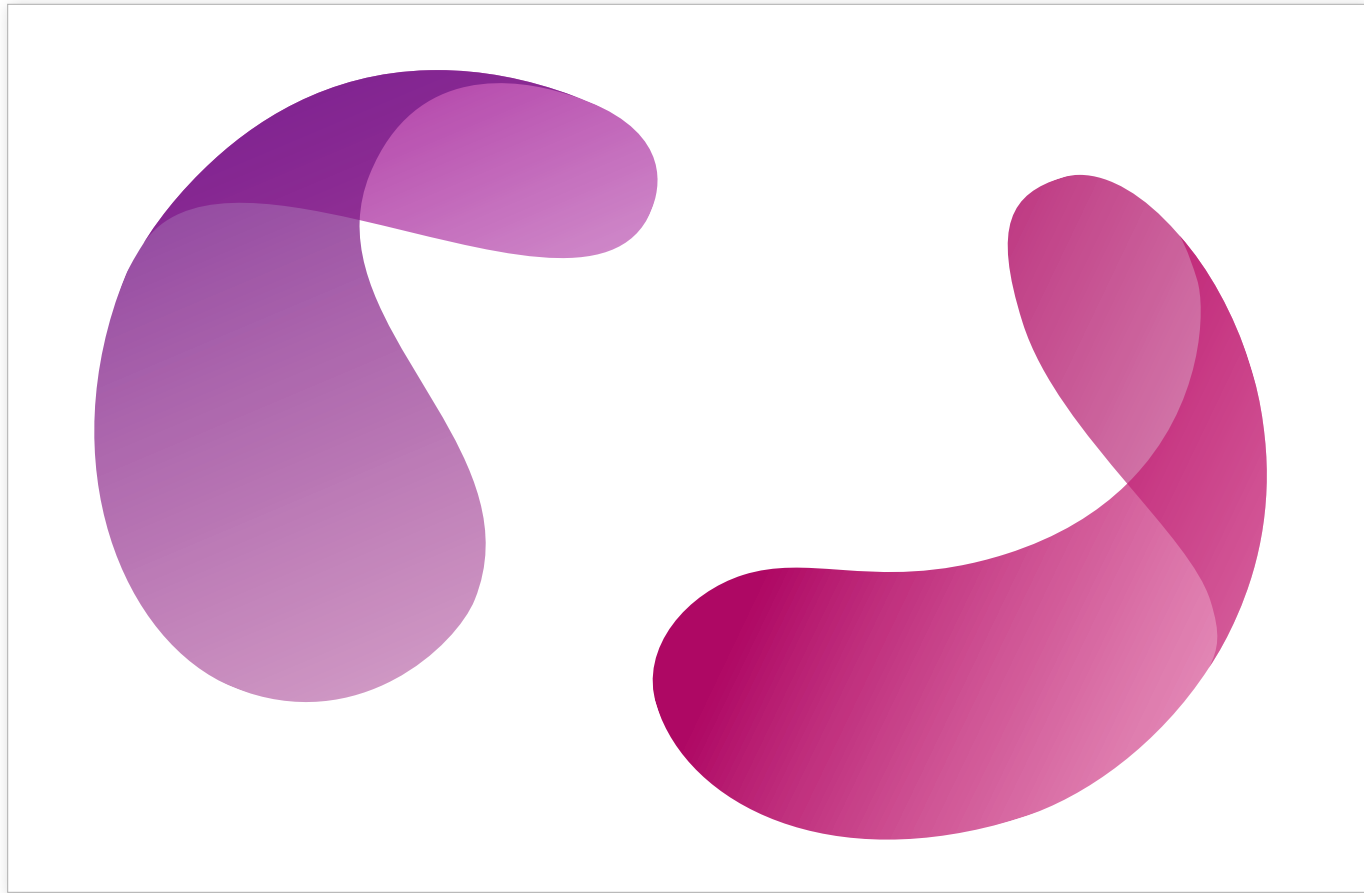
The dynamic Hug wraps can be used to create compositions that reinforce the brand.

The shape of the Hug wraps should not be changed or adapted. But they can be scaled, cropped, and rotated to create visually interesting layouts and tailored to hold key information. They can be used on their own or with photography.

Note: Use the Hug graphic sparingly on any single piece of collateral and do not distort the Hug graphic in any way.

To download the Hug graphic click [here](#).

Full colour Hugs
Full bleed white background



Full colour Hugs
Cropped on Cloud background



Black Hug 15% transparency
Cropped on Cloud background



Single full colour Hug
Cropped on white background



Double full colour Hug
Cropped on white background



Single full colour Hug
Cropped on gradient background



Double full colour Hug
Cropped on Burgundy background



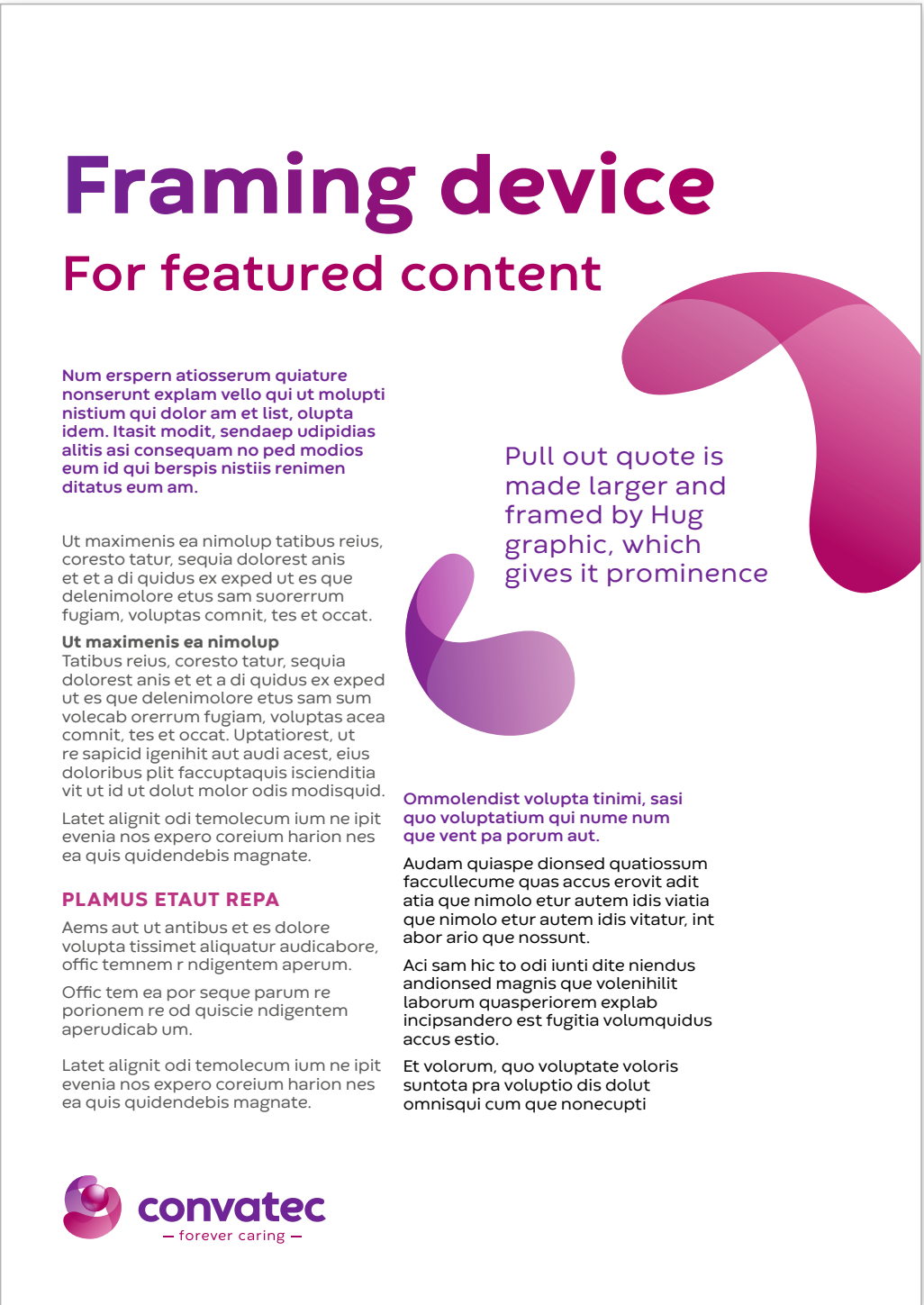
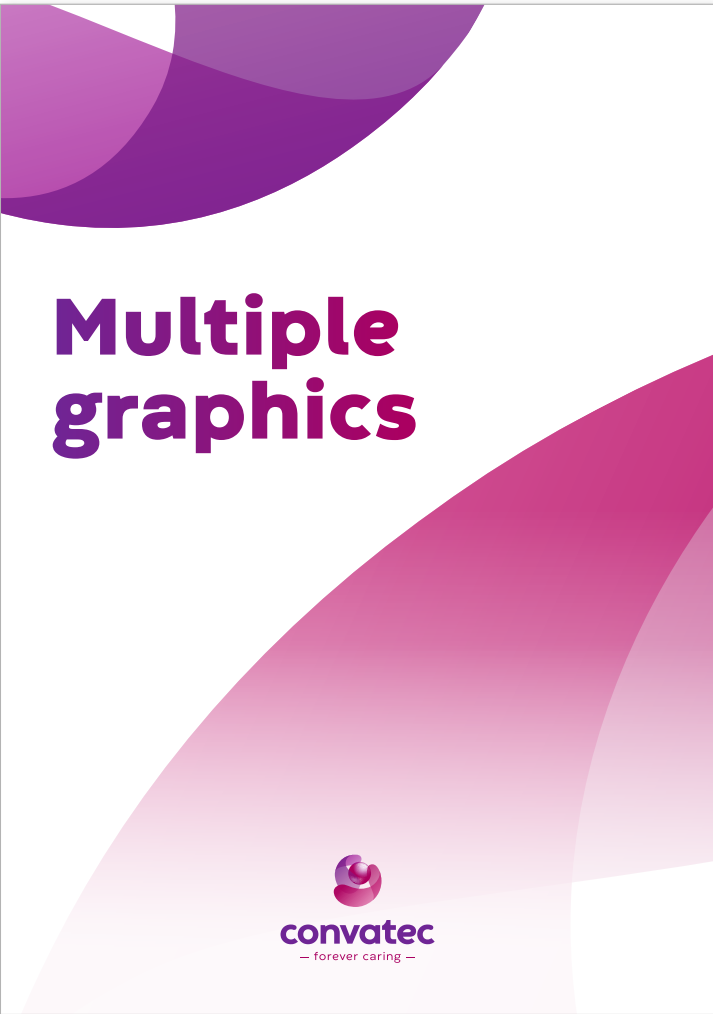
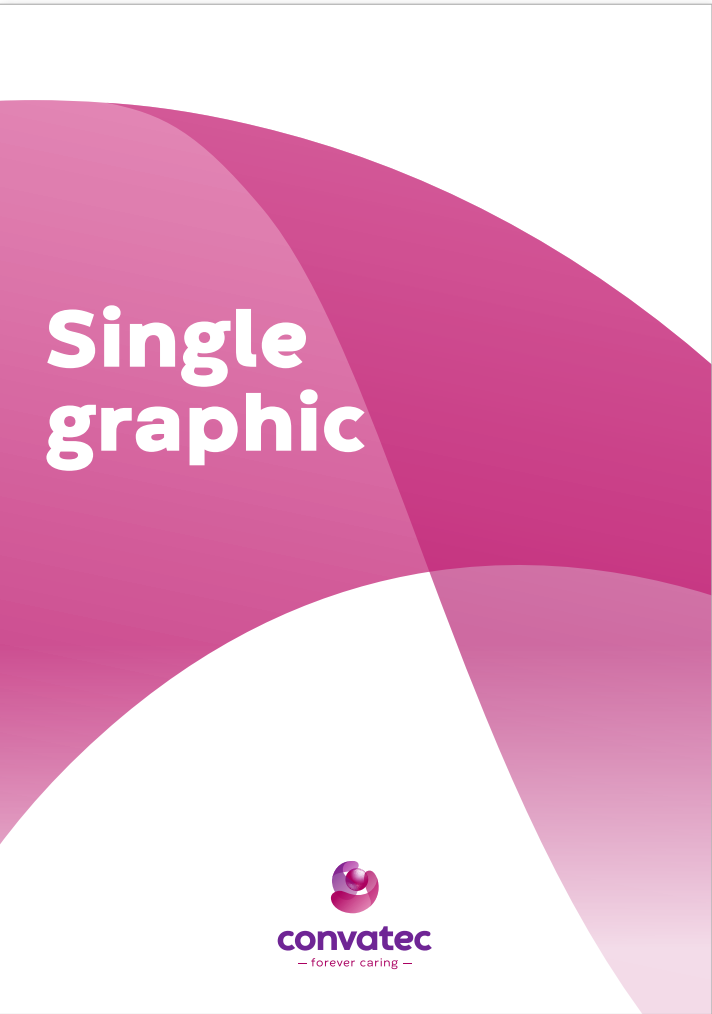
Hug graphic examples

Here are some examples of how the dynamic Hug wraps can be used to create layouts and how they can be used to support or enhance executions.

Using one or two graphics can create a dynamic layout, ideal for a cover or email header. Then adding the gradient or flat Convatec Burgundy backgrounds can create an energetic alternative.

When using these graphics within lots of content, such as a brochure spread, the devices can be used to hold or frame pull-out content. Be wary of using too many graphics on a single layout. Less is more.

As the Hug graphic is semi-transparent, avoid overlaying it on backgrounds that are too dark or photographs that look busy, as it may make your design look overcomplicated and cluttered.



Iconography

Our icon style has been designed to work alongside the logo and other brand elements.

The icons are all enclosed within a circle and always use a consistent line thickness and style. A combination of curved and square edges to the icons reflect the style of our typeface and wordmark.

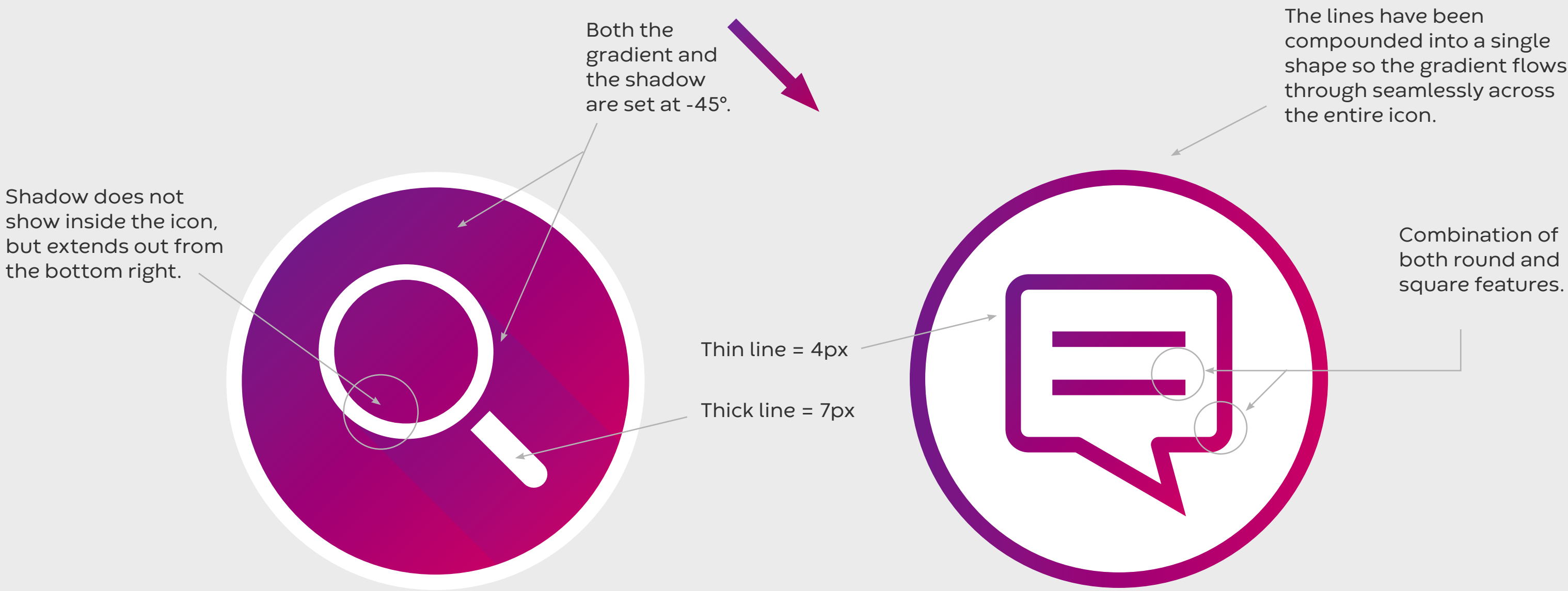
We have a primary icon style that uses the gradient background and a secondary icon style which is much simpler.

PRIMARY FULL COLOUR ICONS

These use the gradient background and have a subtle shadow within the icon. A white keyline is used around the circle so it can be used on a coloured background such as Convatec Purple.

SECONDARY SIMPLER ICONS

These have a simple white background rather than a gradient. The keylines can either be coloured with the gradient or with a flat colour from the colour palette. The shadow has also been removed.



CIRCLE

When constructing icons, use a 100x100px circle base. This has a 4px white keyline around its edge.

The background should be the Convatec gradient. This is set at -45° so that the Purple is top left and the Burgundy bottom right.

SHADOW

The shadow is only used on full colour icons and is always kept inside the circle.

It should extend at a 45° angle out from the bottom right edge of the icon all the way to the edge of the circle. This is then filled with a gradient that fades from 50% Convatec Purple to 0%.

ICON

This is constructed of two keyline thicknesses, 4px for thin lines and 7px for the thicker ones.

The lines should ideally combine both round and square corners and line ends. Curved corners are normally set to 4px but can be adapted if need be.

Iconography examples

Download icons [here](#).

PRIMARY FULL COLOUR ICONS



SECONDARY SIMPLER ICONS



Iconography

Download icons [here](#).

FISBE ICONS



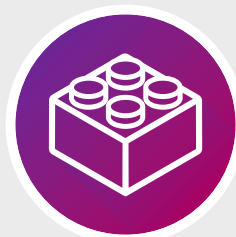
Focus



Innovate



Simplify



Build



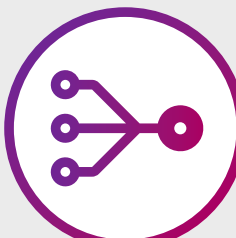
Execute



Focus



Innovate



Simplify



Build



Execute

VALUES ICONS



Improve care



Deliver results



Grow together



Own it



Do what's right



Improve care



Deliver results



Grow together



Own it



Do what's right

PEOPLE ICONS



Doctor



Nurse



Patient



Doctor



Nurse



Patient

The brand applied

The following section showcases how to bring to life the Convatec masterbrand across several formats and channels. For any bespoke formats or specific use cases not highlighted in this section, please get in touch with the brand clinic for guidance.

- 76** Advertising
- 91** Exhibitions & events
- 93** Workplace branding
- 100** Internal communication assets
- 111** Stationery & business templates

Advertising

Applying the masterbrand to print, digital
and social marketing communications.

Print layout structure: portrait

When creating portrait layouts for the Convatec brand, there are a couple of simple guidelines you can follow to keep collateral consistent. These guidelines are not rigid - there is flexibility in the application of them.

MARGINS

To find your margins, measure the diagonal size of the layout. On A4 portrait, the margin will be 4% of this diagonal size.

Example margin for an A4 portrait page:

1. Diagonal = 364mm
2. 364 divided by 100 = 3.64
3. 3.64 x 4 = 14.56mm (round up to 15mm margin)

Note: For extreme portrait formats, you may reduce the percentage to as low as 2% of the diagonal size to avoid margins becoming too large.

GRID

Each layout starts with a grid. This is the framework for your design. A portrait layout should be divided into **4-6 columns**.

LOGO SIZING AND PLACEMENT

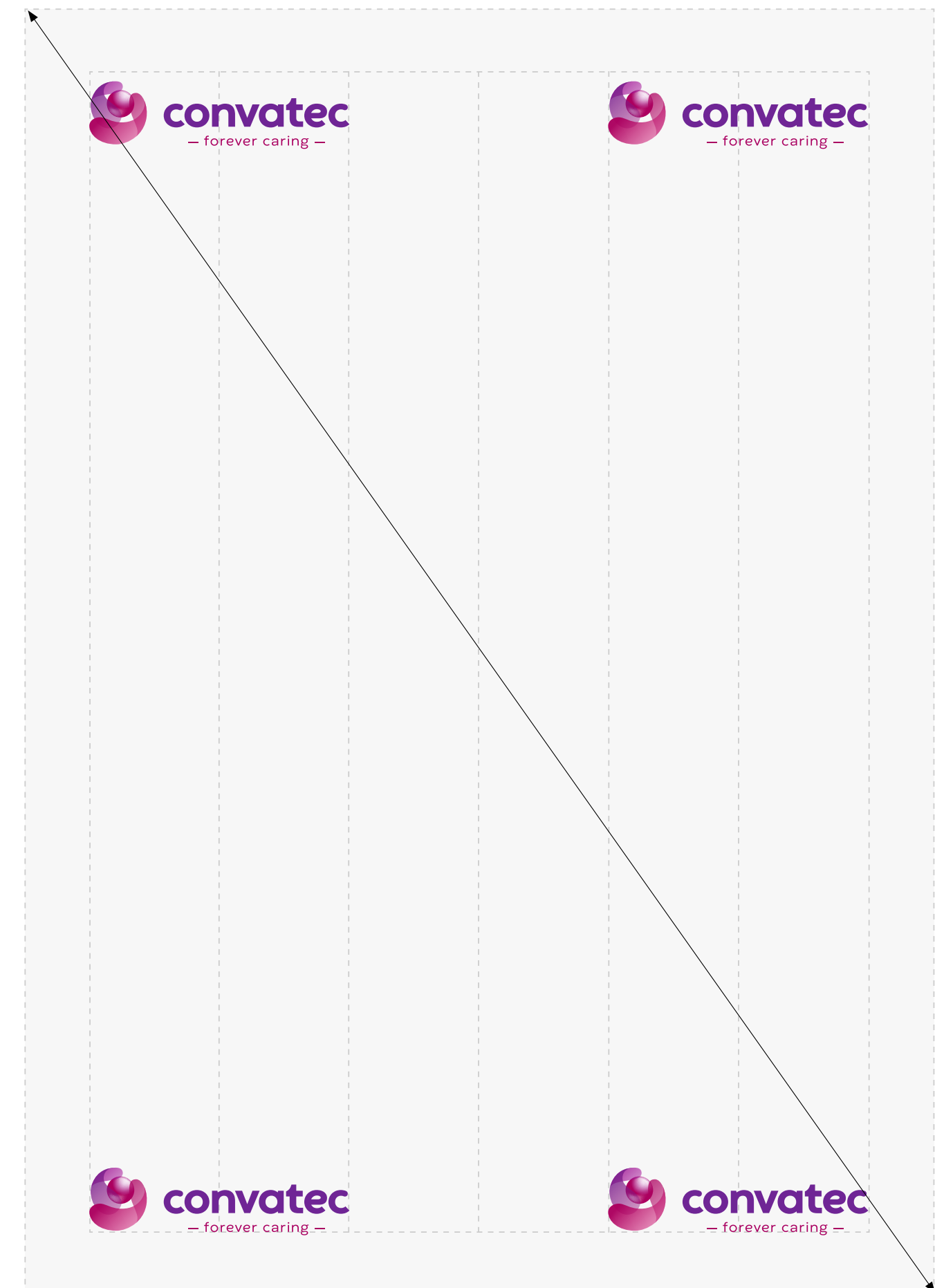
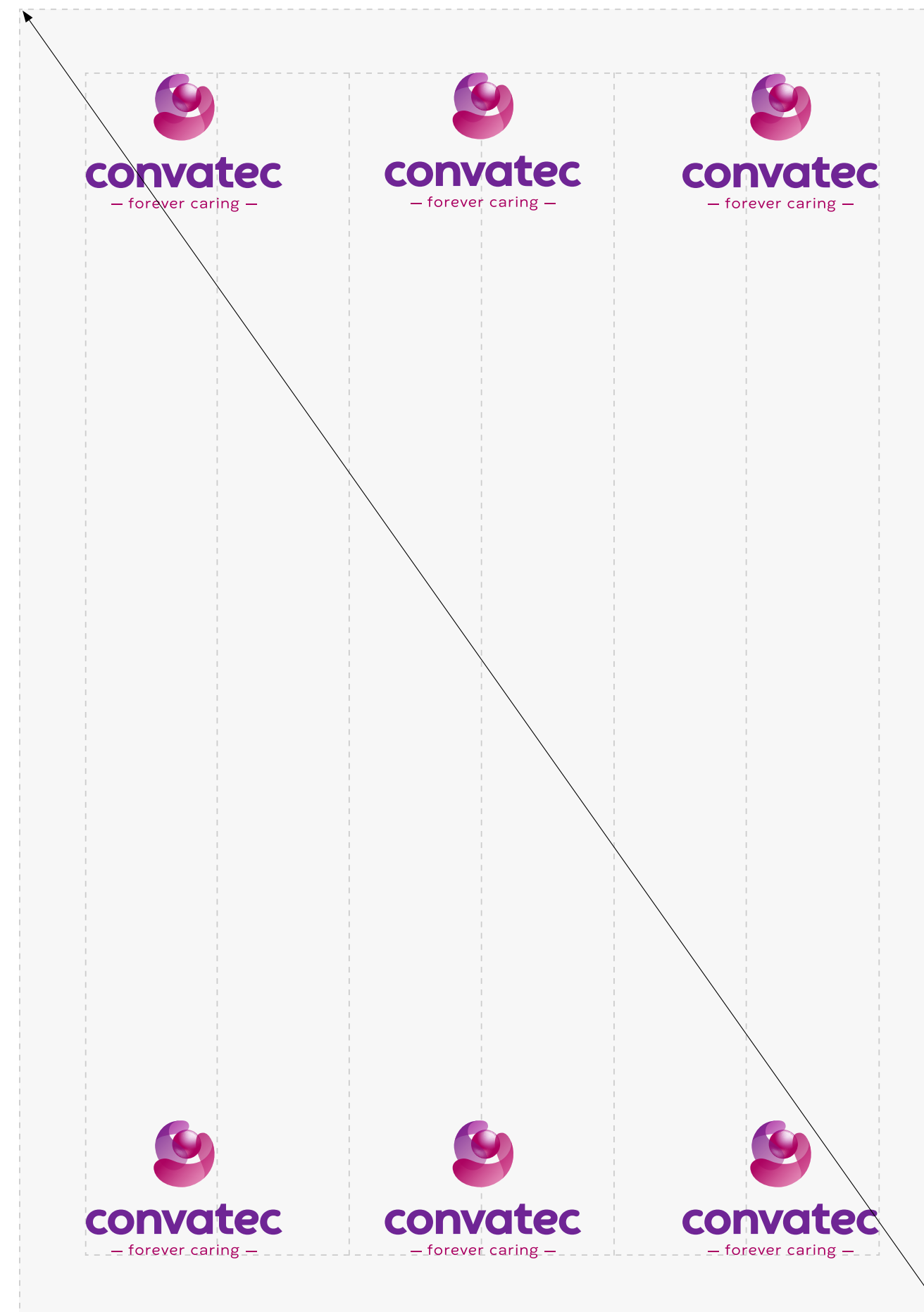
The Convatec logo is one of the most important elements within a layout.

The stacked logo can be placed in any corner or in a central position, depending on the content. The horizontal logo should only be placed in one of the corners.

Logo size will vary across formats and applications. However, as a general rule, the stacked logo should be equal to **1.5 columns** in width and the horizontal logo should be equal to **2 columns** in width.

Please follow minimum size guidance [here](#).

Layout structure
Portrait



Print layout structure: landscape

When creating landscape layouts for the Convatec brand, there are a couple of simple guidelines you can follow to keep collateral consistent. These guidelines are not rigid - there is flexibility in the application of them.

MARGINS

To find your margins, measure the diagonal size of the layout. On A4 landscape, the margin will be 4% of this diagonal size.. Example margin for an A4 landscape page:

1. Diagonal = 364mm
2. 364 divided by 100 = 3.64
3. 3.64 x 4 = 14.56mm (round up to 15mm margin)

Note: For extreme landscape formats, you may reduce the percentage to as low as 2% of the diagonal size to avoid margins becoming too large.

GRID

Each layout starts with a grid, this is the framework for your design. A landscape layout should be divided into **8-12 columns**.

LOGO SIZING AND PLACEMENT

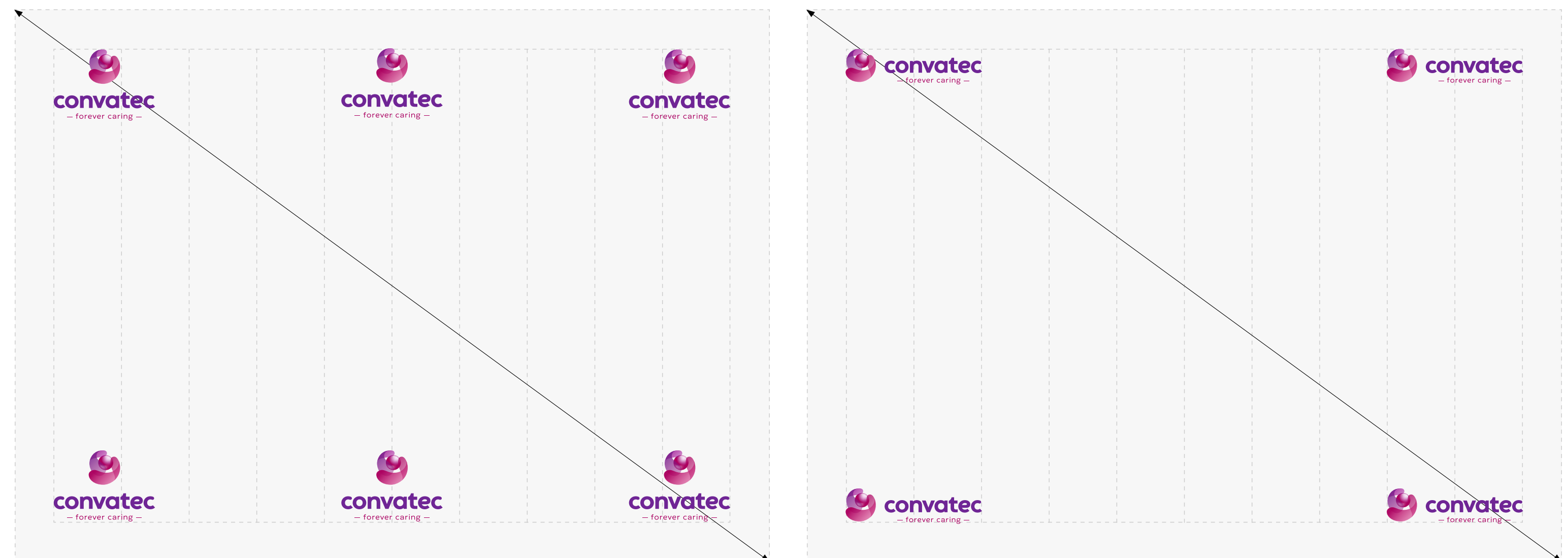
The Convatec logo is one of the most important elements within a layout.

The stacked logo can be placed in any corner or in a central position, depending on the content. The horizontal logo should only be placed in one of the corners.

Logo size will vary across formats and applications. However, as a general rule, the stacked logo should be equal to **1.5 columns** in width and the horizontal logo should be equal to **2 columns** in width.

Please follow minimum size guidance [here](#).

Layout structure
Landscape



Press

To download key visuals click [here](#).



Brochureware



Digital layout structure: portrait

When creating digital portrait layouts for the Convatec brand, the rules for margins and logo placement are the same as for print. These simple guidelines will help keep collateral consistent. These guidelines are not rigid - there is flexibility in the application of them.

MARGINS

To find your margins, measure the diagonal size of the layout. The margin will be 4% of this diagonal size.

Example margin for a half-page banner:

1. Diagonal = 670px
2. 670 divided by 100 = 6.7
3. 6.7 x 4 = 26.8px (round up to 27px margin)

Note: For extreme portrait formats, you may reduce the percentage to as low as 2% of the diagonal size, to avoid margins becoming too large.

LOGO SIZING AND PLACEMENT

Once you have established your margins, divide the space in between into **4-6 columns**, to create your grid. This will provide the framework for your design and assist with your logo placement.

For portrait formats, the stacked logo can be placed in a central position at the top, bottom, or centre of your design, depending on the content. When the width of the format allows, you may use the horizontal logo at the top or bottom, placed left or right, rather than in the centre. Please note, the horizontal logo cannot be used on the skyscraper layout.

The logo size should be equal to **4 column** widths.

Please follow minimum size guidance [here](#).

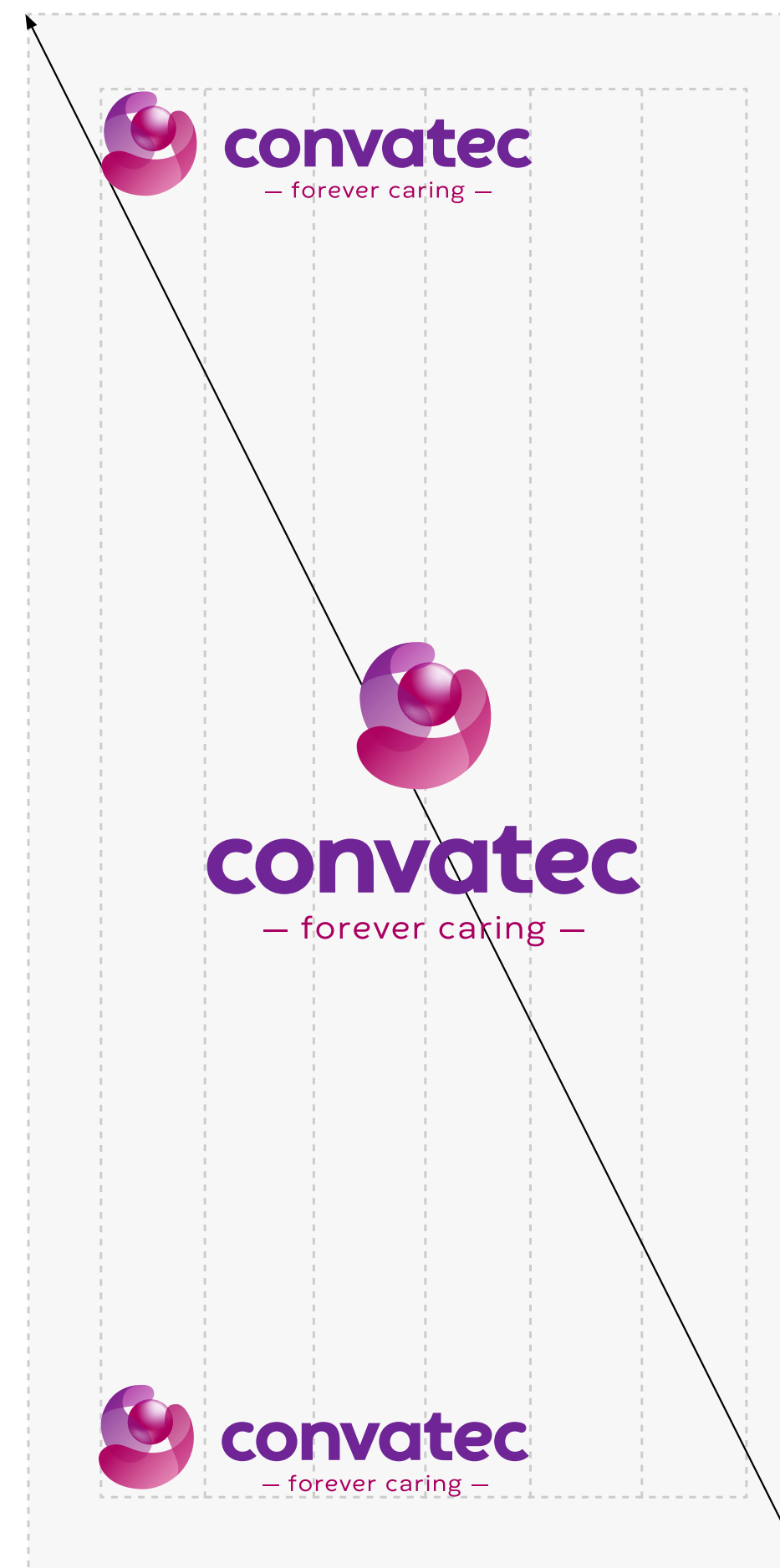
Skyscraper
120x600px



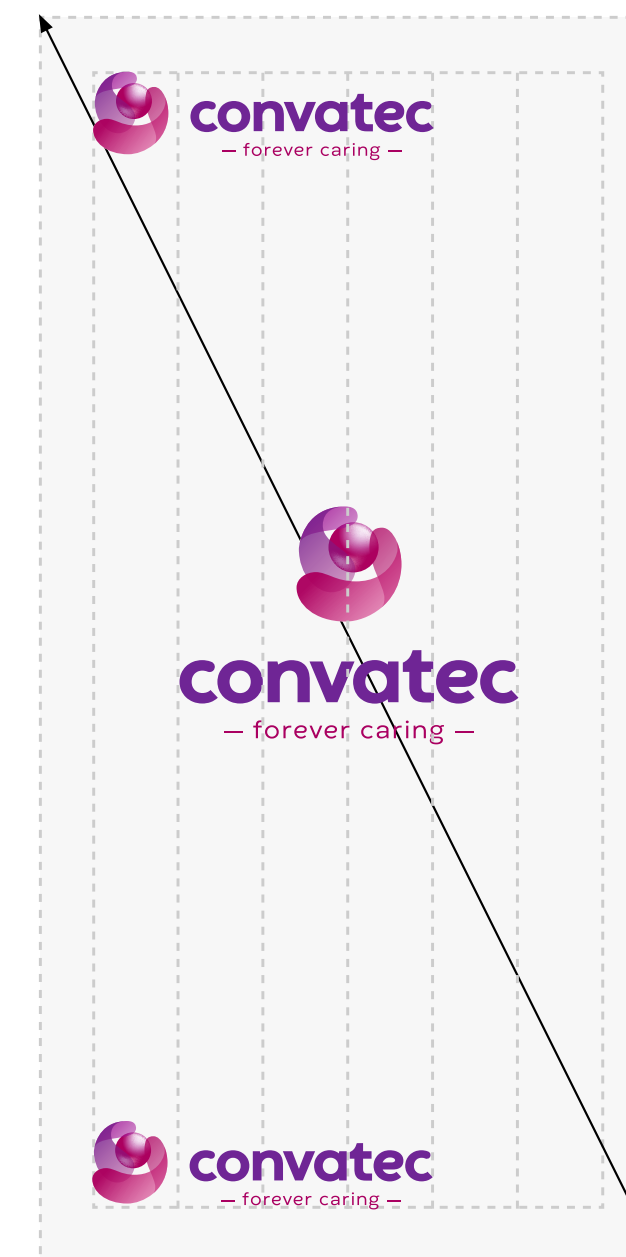
Wide skyscraper
160x600px



Half-page banner
300x600px



Vertical rectangle
300x400px



Digital layout structure: landscape

When creating digital landscape layouts, we establish our margins by following the same system we use for digital portrait layouts.

MARGINS

To find your margins, measure the diagonal size of the layout. The margin will be 4% of this diagonal size.

Example margin for a billboard banner:

1. Diagonal = 1004px
2. 1004 divided by 100 = 10.04
3. 10.04 x 4 = 40.16px (round down to 40px margin)

Note: For extreme landscape formats, you may reduce the percentage to as low as 2% of the diagonal size to avoid margins becoming too large.

GRID

Each layout starts with a grid. This is the framework for your design. Landscape layouts should be divided into **6-12 columns**.

LOGO SIZING AND PLACEMENT

Once you have established your margins, divide the space in between into **6-8 columns**, to create your grid. This will provide the framework for your design and assist with your logo placement.

For landscape formats, the horizontal logo can be placed left or right, at the top, bottom, or centre of your design. Please note, the stacked logo can only be used on the billboard, where it should be placed in the centre of the design.

The horizontal logo should be equal in width to **3 columns**. When using the stacked logo on the billboard, it should only be equal to **1.5 columns** in width.

Please follow minimum size guidance [here](#).

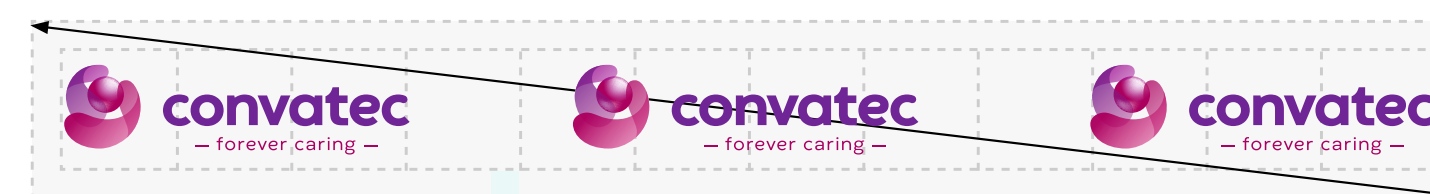
Billboard
970x250px



Leaderboard
728x90px



Full banner
468x60px



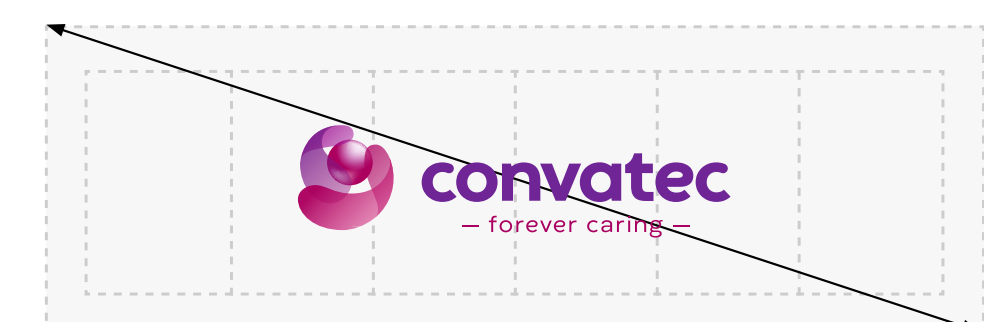
Half banner
234x60px



Large mobile banner
320x100px



3:1 rectangle
300x100px



Digital layout structure: square

When creating digital square layouts, we establish our margins by following the same system we use for digital portrait and landscape layouts.

MARGINS

To find your margins, measure the diagonal size of the layout. The margin will be 4% of this diagonal size.

Example margin large rectangle banner:

1. Diagonal = 435px
2. 435 divided by 100 = 4.3
3. 4.3 x 4 = 17.2px (round down to 17px margin)

LOGO SIZING AND PLACEMENT

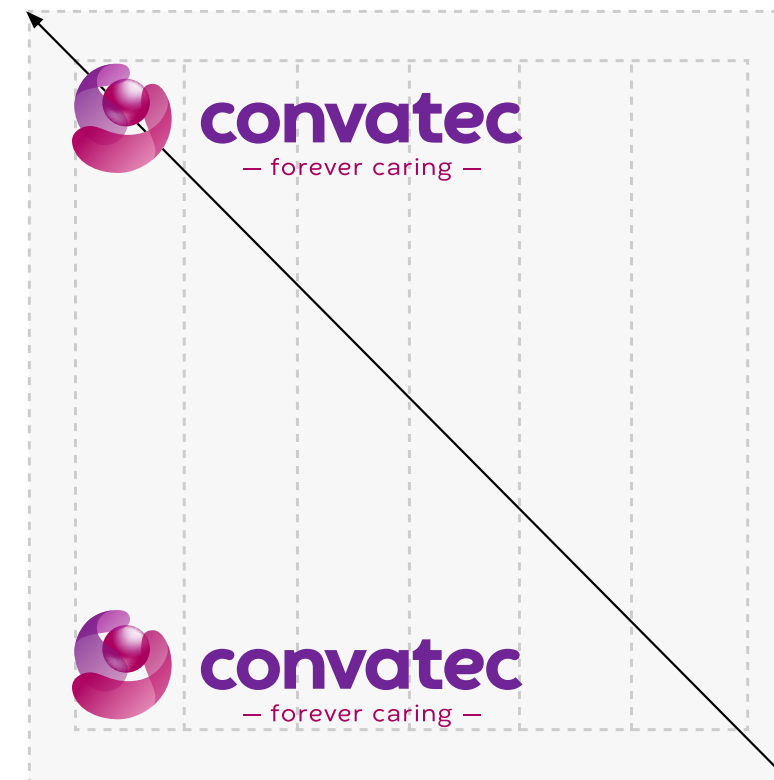
Once you have established your margins, divide the space in between into **4 columns** to create your grid. This will provide the framework for your design and assist with your logo placement.

For square formats, the horizontal logo can be placed at the top or bottom, aligned left or right. The stacked logo can only be placed in the centre of your design.

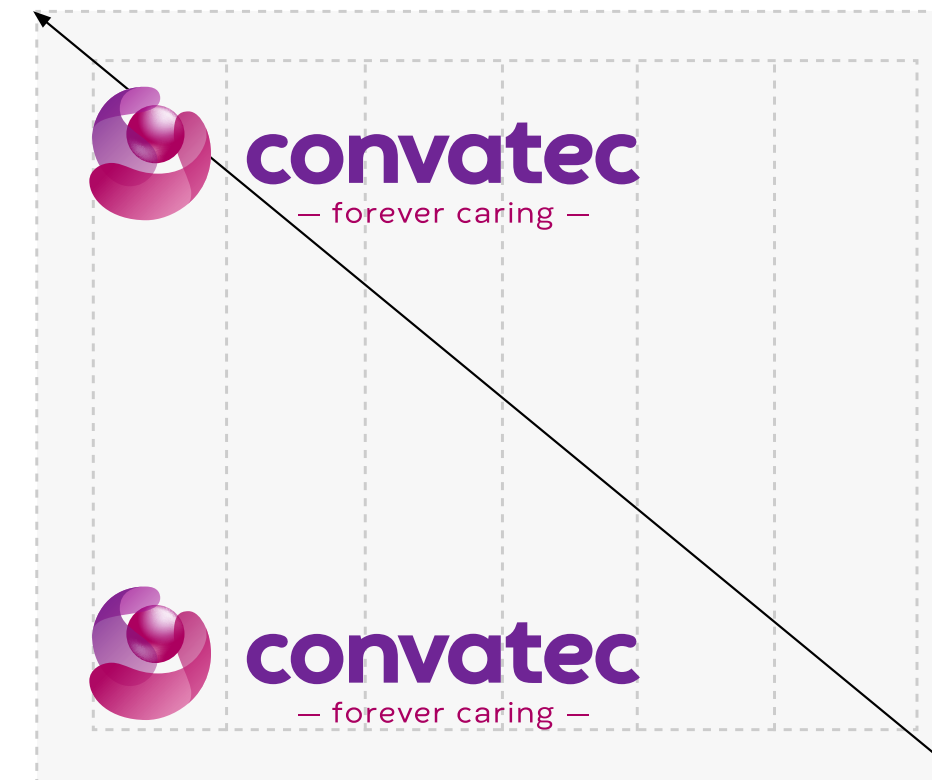
When using either the horizontal or the stacked logo on square formats, it should be equal in width to **4 columns**. On the large rectangle banner it should be equal to **3 columns**.

Please follow minimum size guidance [here](#).

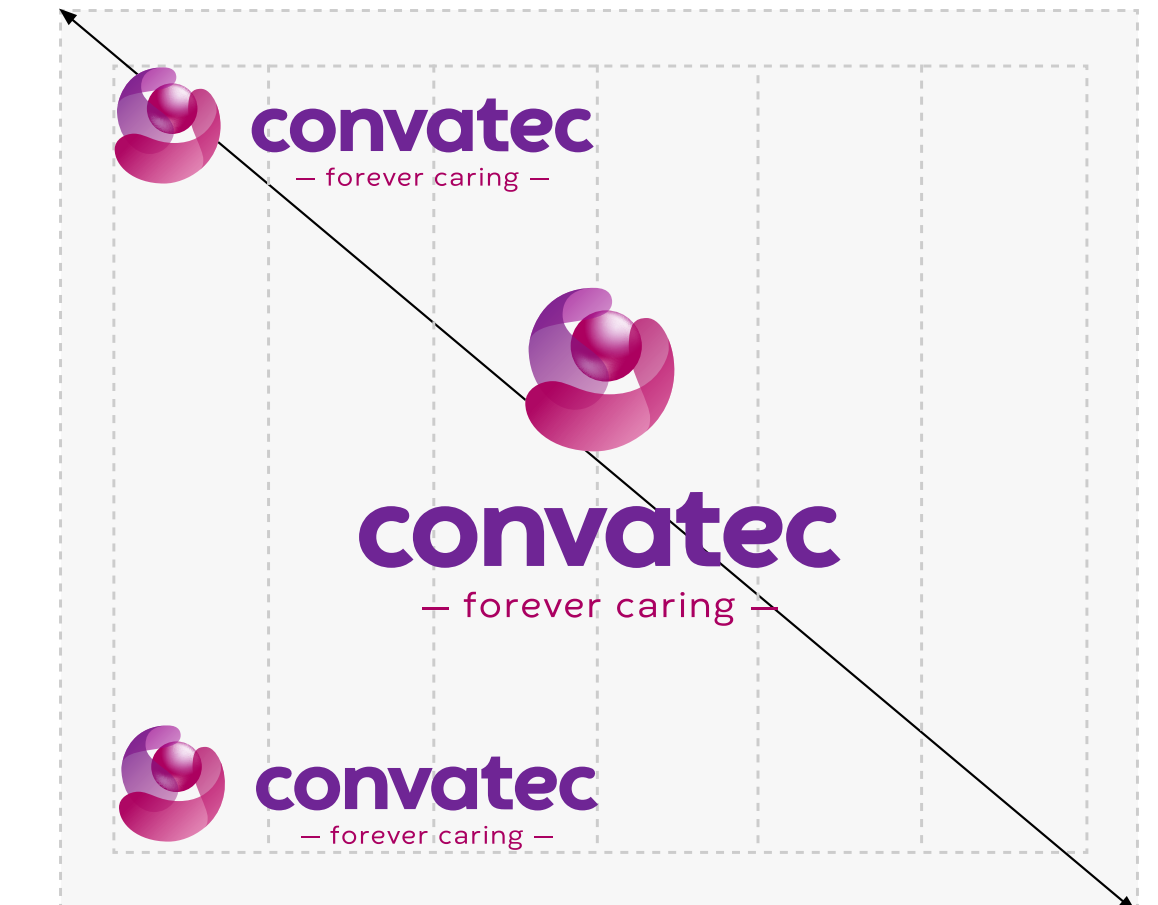
Square pop-up
250x250px



Medium banner
300x250px



Large rectangle
336x280px



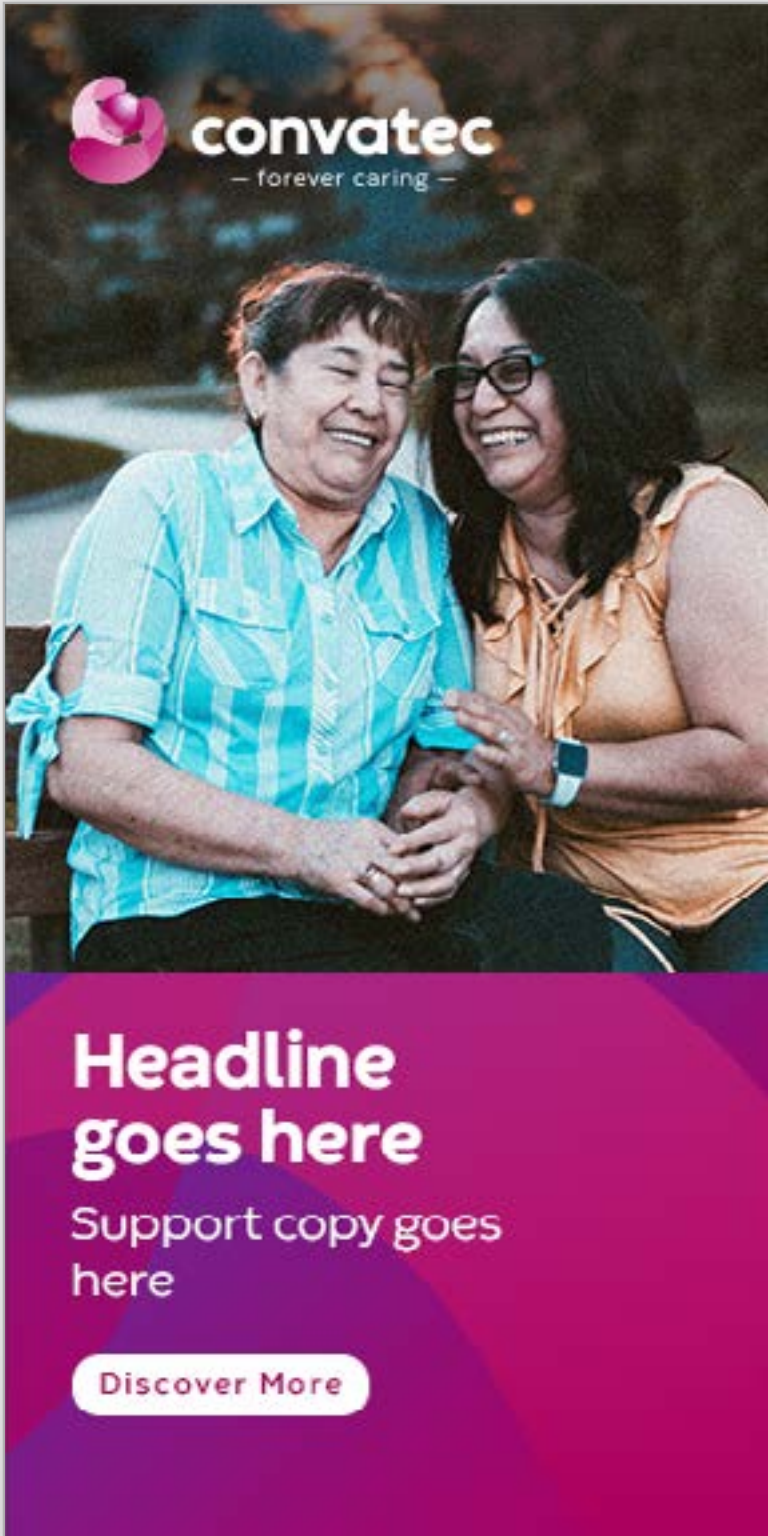
Digital banners

To download these examples please click [here](#).

Wide skyscraper
160x600px



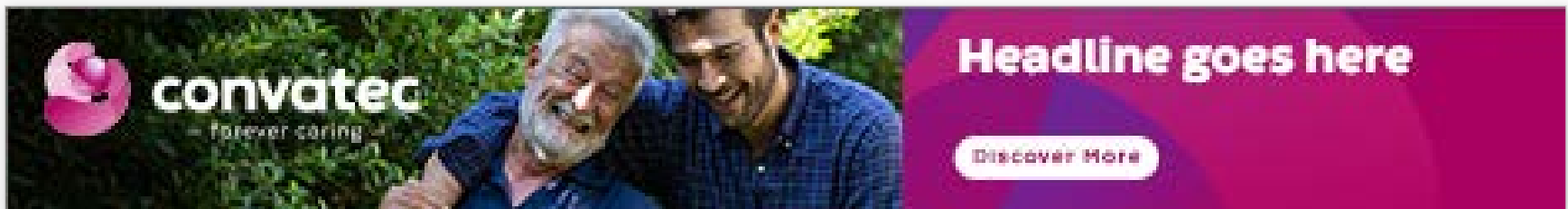
Half-page banner
300x600px



Billboard
970x250px



Leaderboard
728x90px

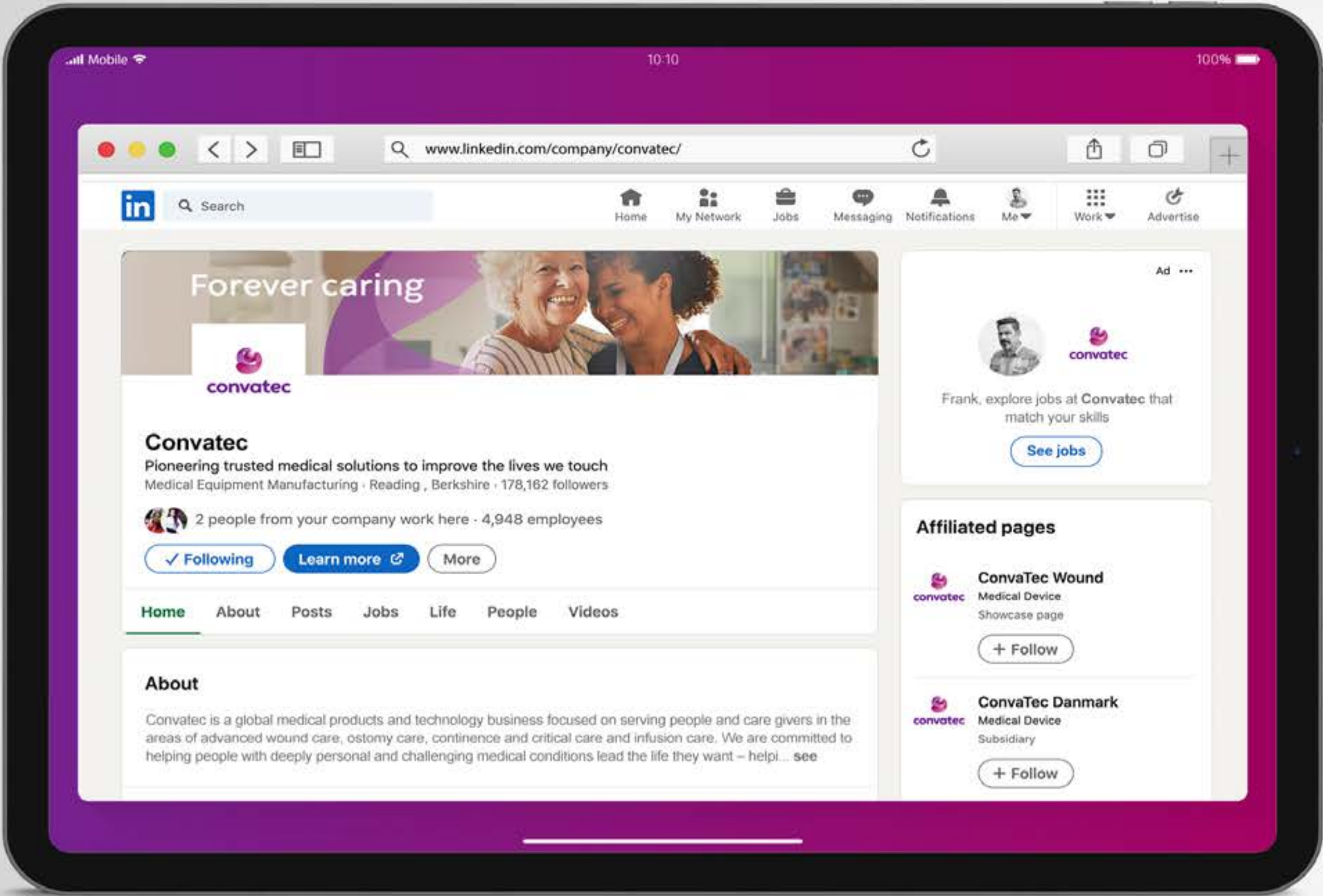


Medium banner
300x250px



Social media channel header examples

To download templates click [here](#).



Facebook Header 360x820



Twitter Header 1500x500



LinkedIn Header 1656x630



YouTube Header 2560x1440



Social post templates

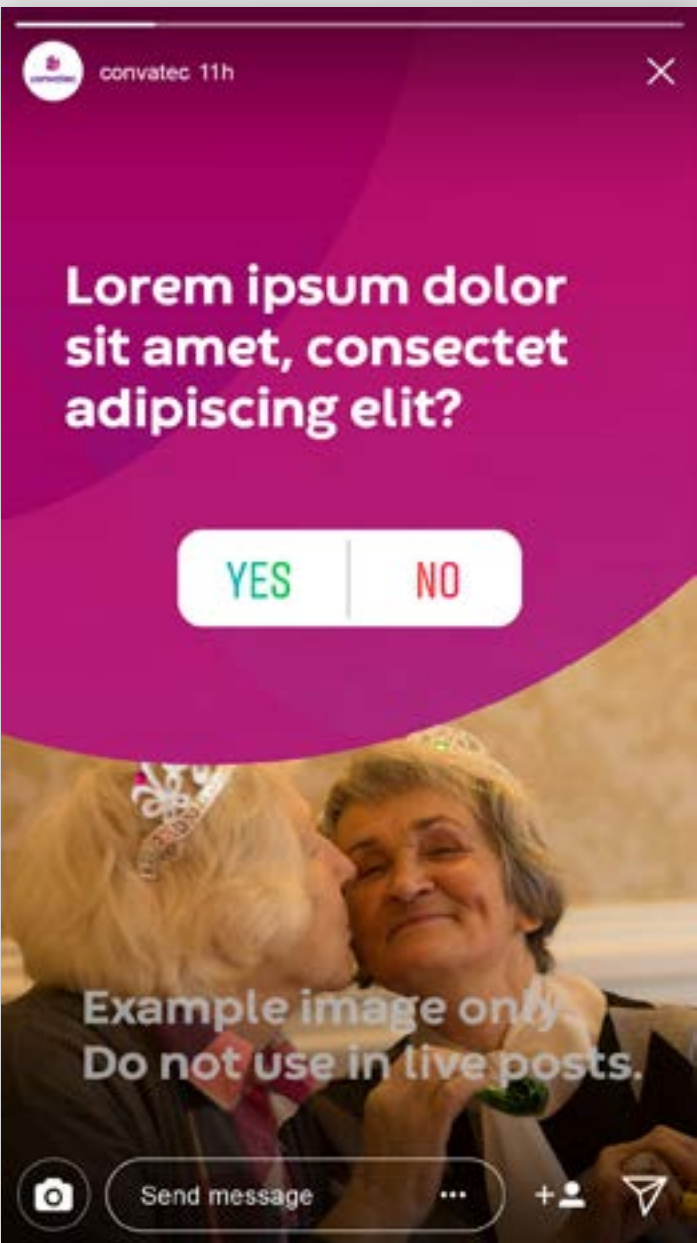
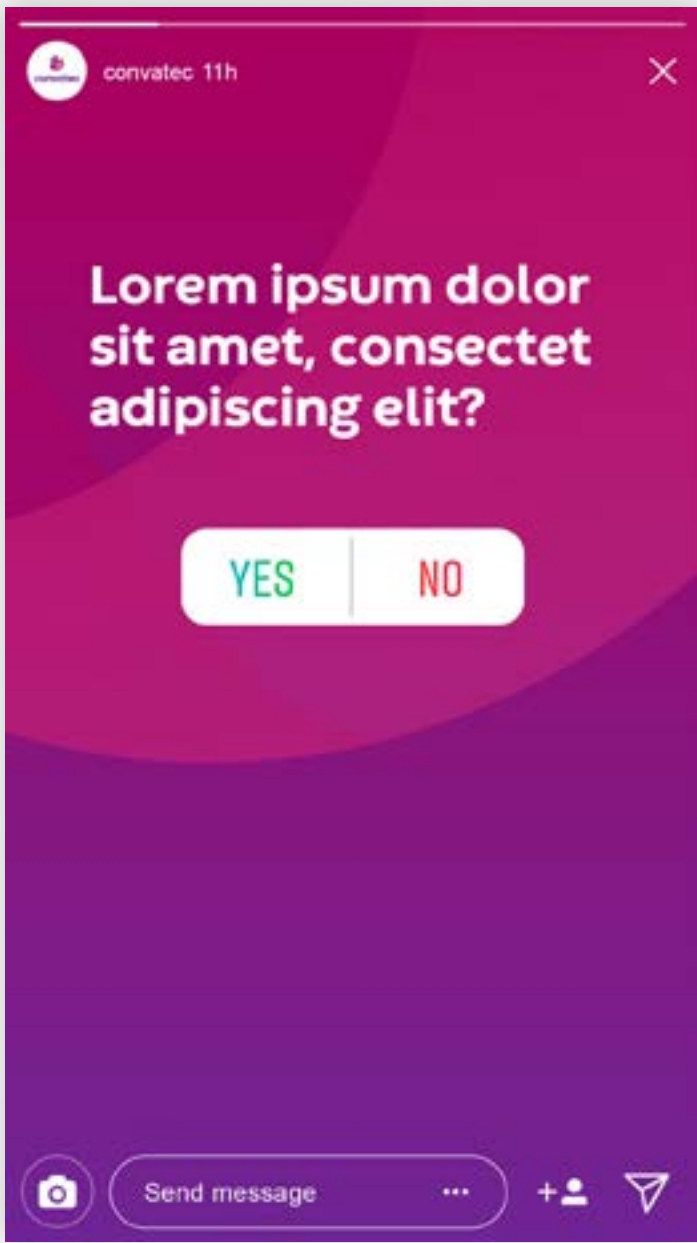
A suite of social templates has been created to help you when creating social content under the masterbrand. A range of template styles are available including stats, stories, quizzes, statements and quotes. The templates follow the content pillars detailed within the masterbrand Social Playbook.

To download templates click [here](#).

Breaking boundaries templates 4x5



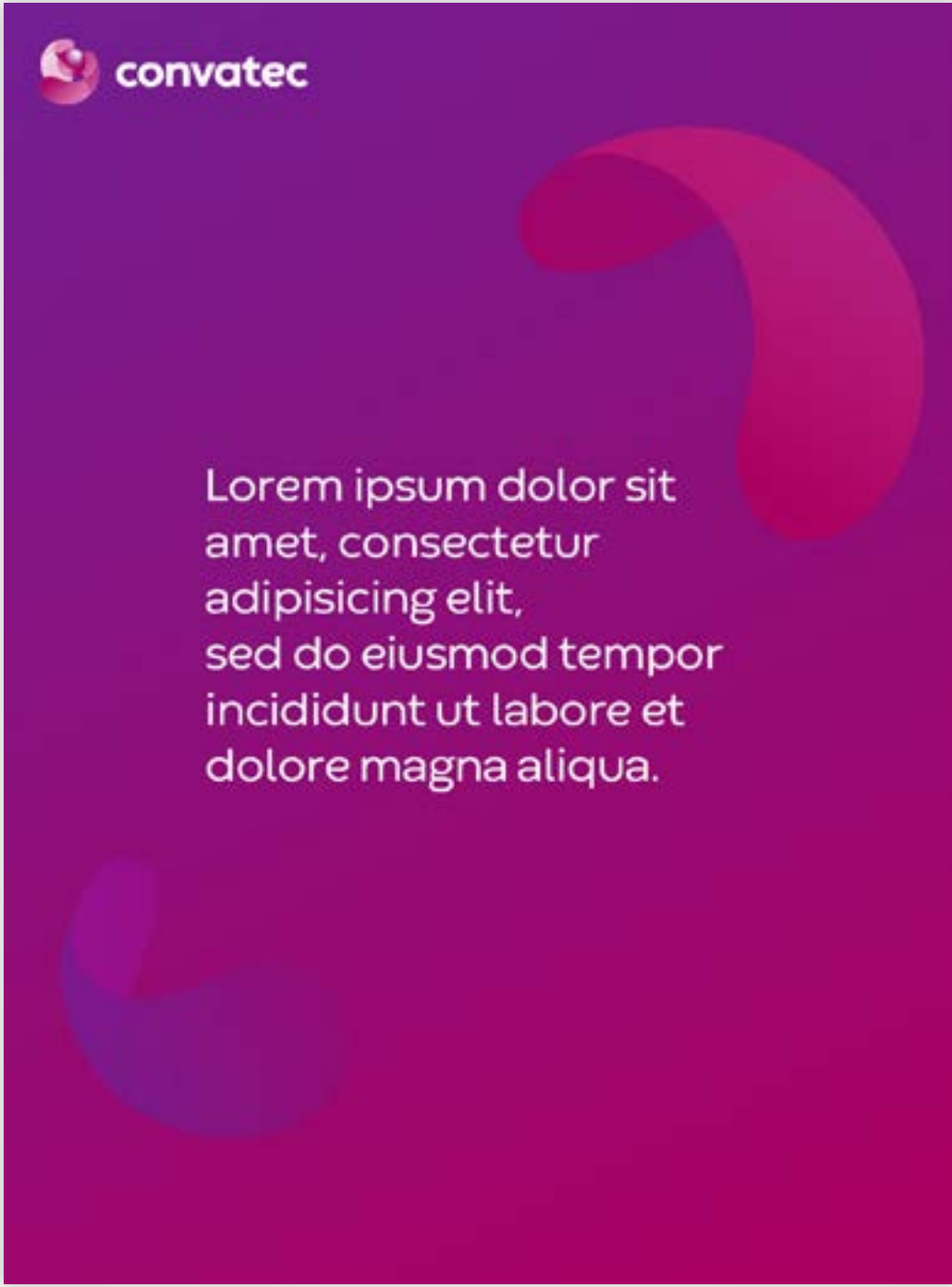
Breaking boundaries templates 9x16



Social post templates

To download templates click [here](#).

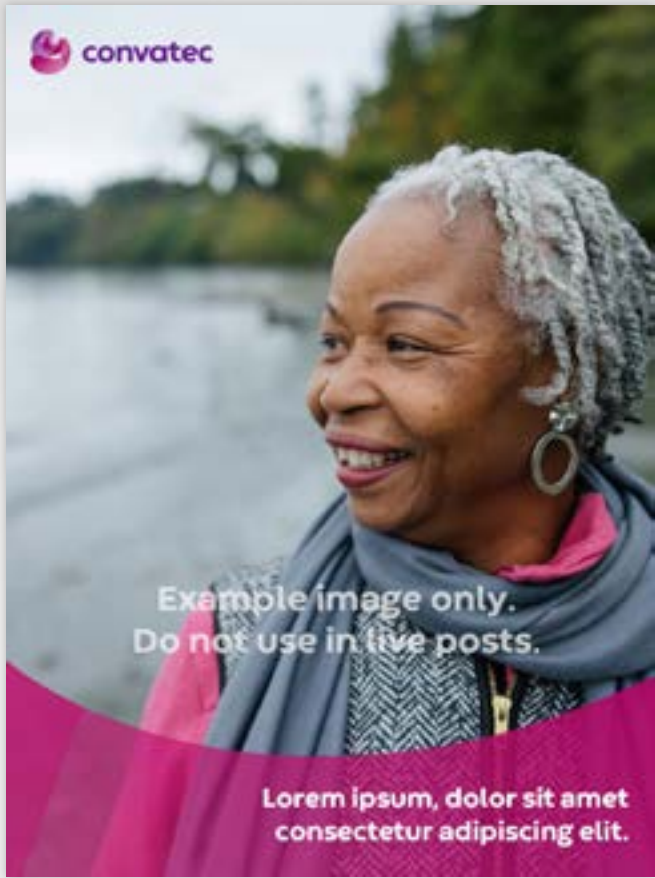
Care and support templates 4x5



Social post templates

To download templates click [here](#).

Care and support
templates 4x5



Social post templates

To download templates click [here](#).

Real lives templates 16x9



Real lives templates 4x5



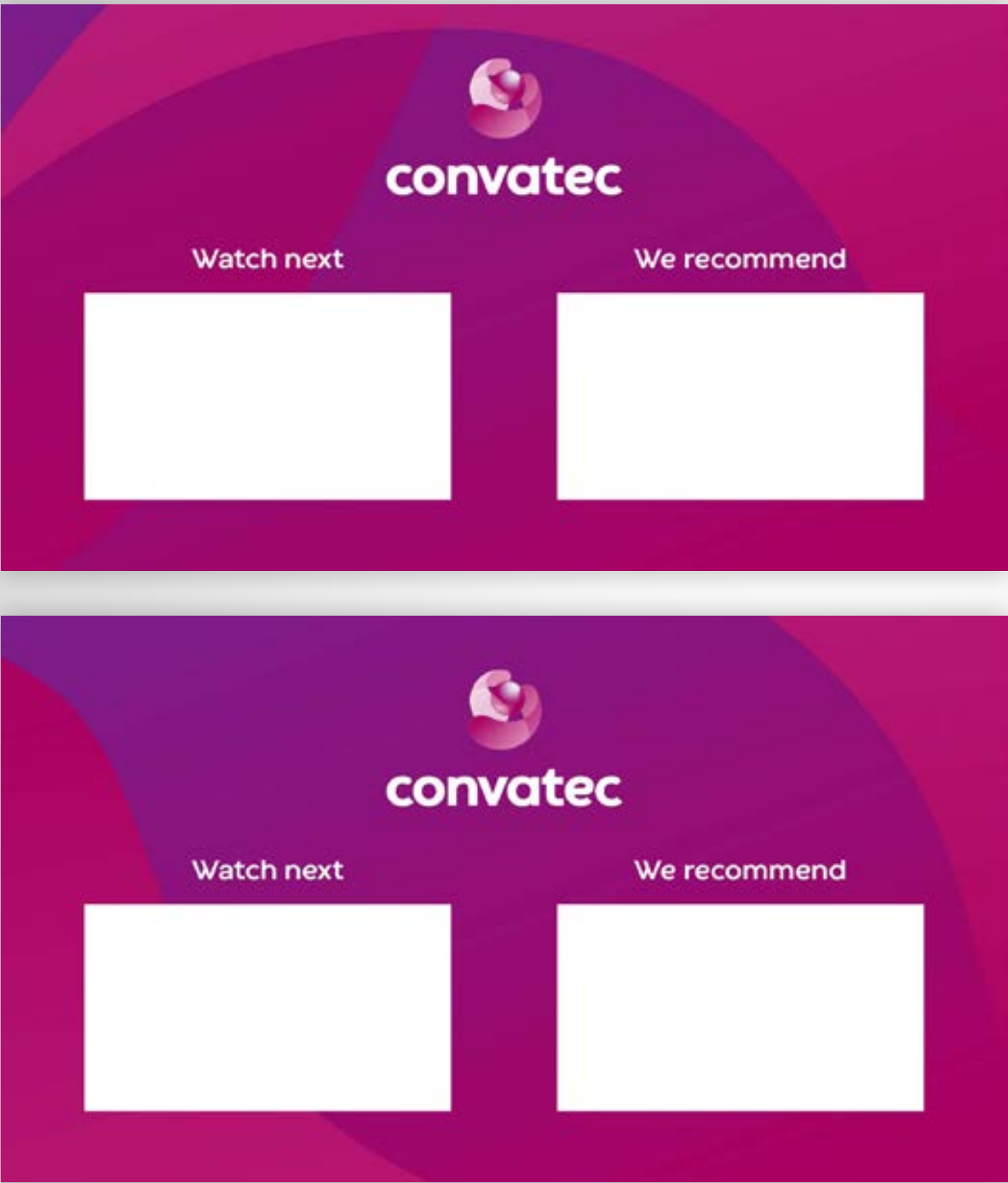
Real lives carousel templates 4x5



Social post templates

To download templates click [here](#).

YouTube end frames templates 16x9



Subscribe templates 1080x1080



Exhibitions and events

Applying the brand to 3D event spaces including trade show activations.

Event stand

To view exhibition case studies click [here](#).



Workplace branding

Bringing the brand to life in our workplaces.

Our new Convatec brand tells the world we are warm and caring, so of course we want to make sure that our business locations reflect this too.

Here are some examples to act as inspiration for how the refreshed brand could appear in our Convatec workspaces.

We know that not every site will be able to change to the refreshed brand straight away, and that's OK. It's going to take time to do this in a cost-effective way to make sure we don't use money that we should be spending on customers.

Before applying the Hug or any of the brand elements to any office or site, please make sure you have the support of the local site leader or Facilities lead.

To download the Office Refresh guidelines click [here](#).



Illustrative imagery for inspiration

Storage unit colours



Kitchen & wc signage



Wall prints



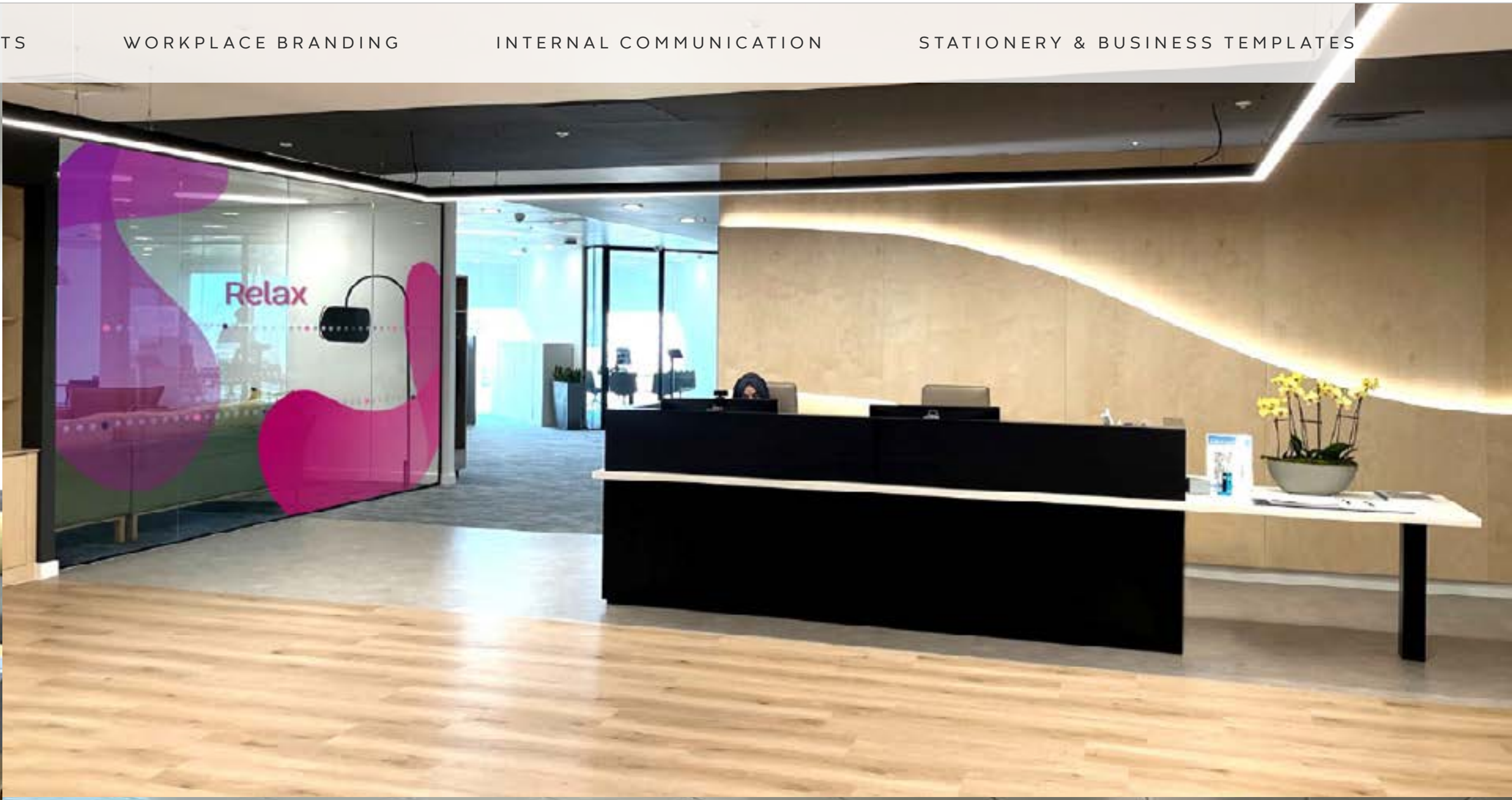
ADVERTISING

EXHIBITIONS & EVENTS

WORKPLACE BRANDING

INTERNAL COMMUNICATION

STATIONERY & BUSINESS TEMPLATES



ADVERTISING

EXHIBITIONS & EVENTS

WORKPLACE BRANDING

INTERNAL COMMUNICATION

STATIONERY & BUSINESS TEMPLATES

Let's play



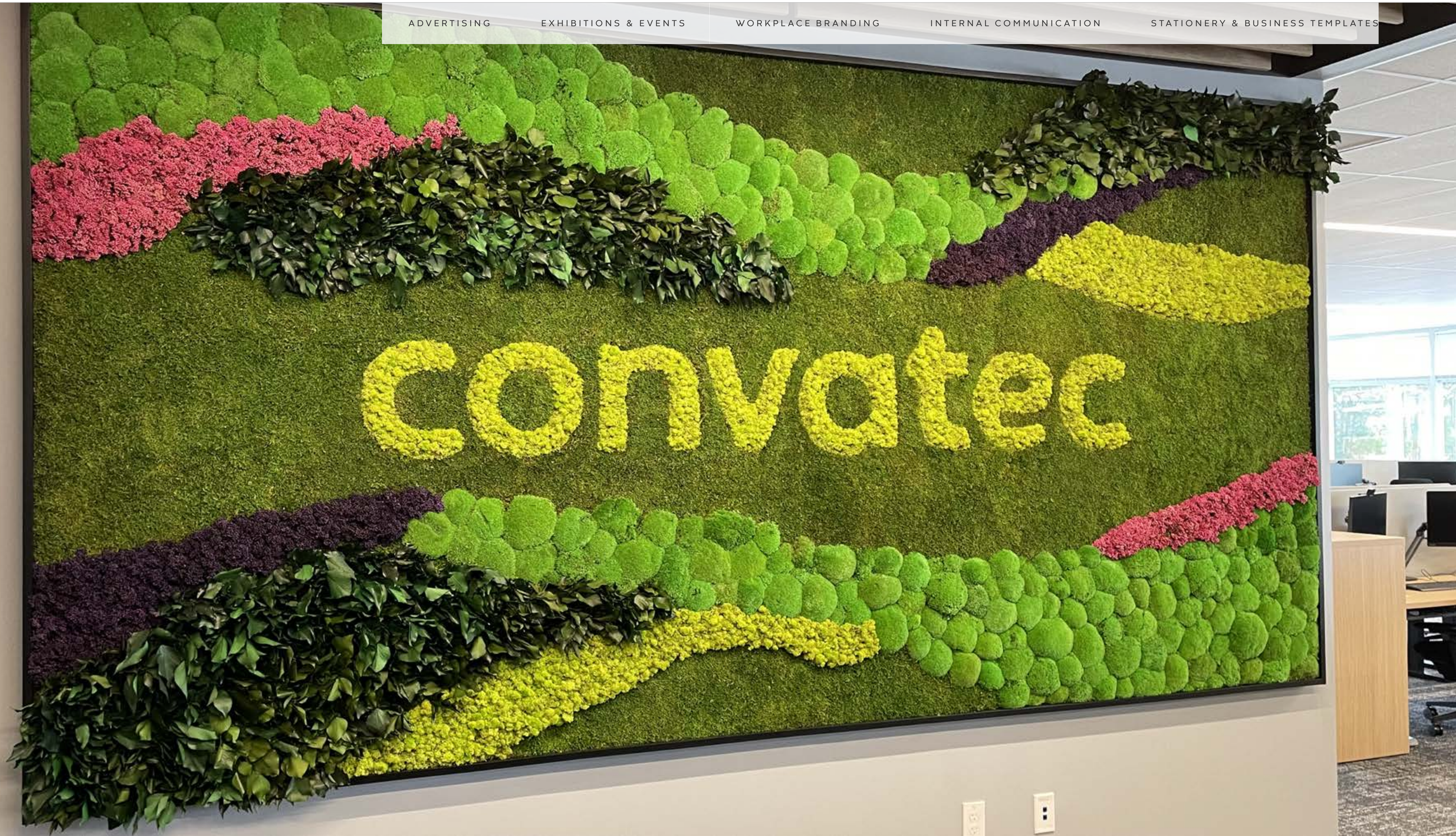
ADVERTISING

EXHIBITIONS & EVENTS

WORKPLACE BRANDING

INTERNAL COMMUNICATION

STATIONERY & BUSINESS TEMPLATES

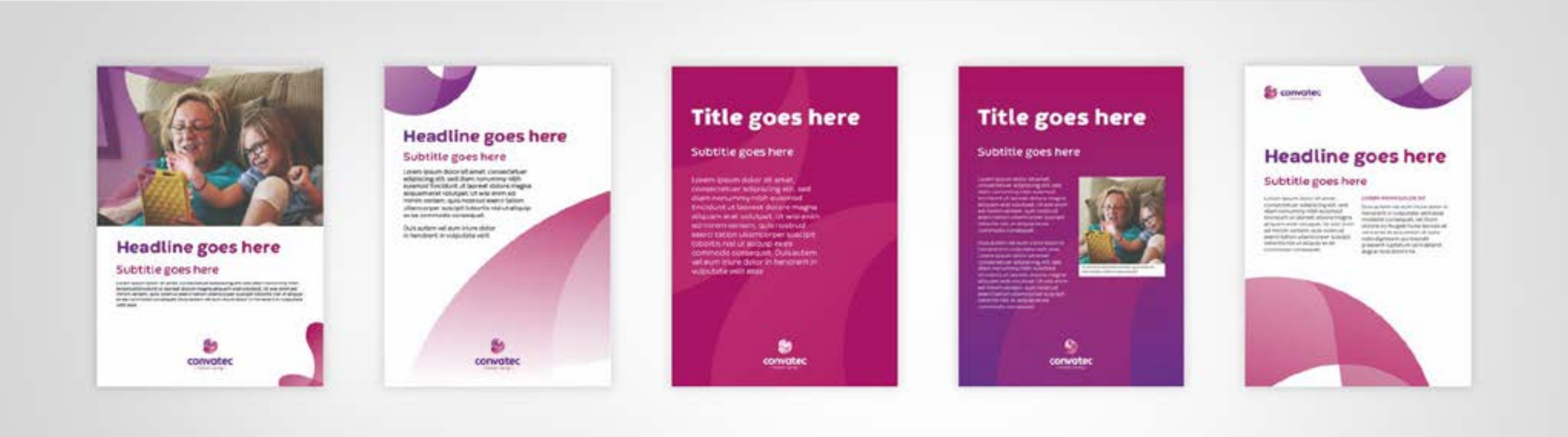


Illustrative imagery for inspiration

Pull up banner



A4/A3 posters for walls or noticeboards



World map



Internal communications guidance

Applying the brand to internal communications platforms.
Pairing the brand with business units and partners.

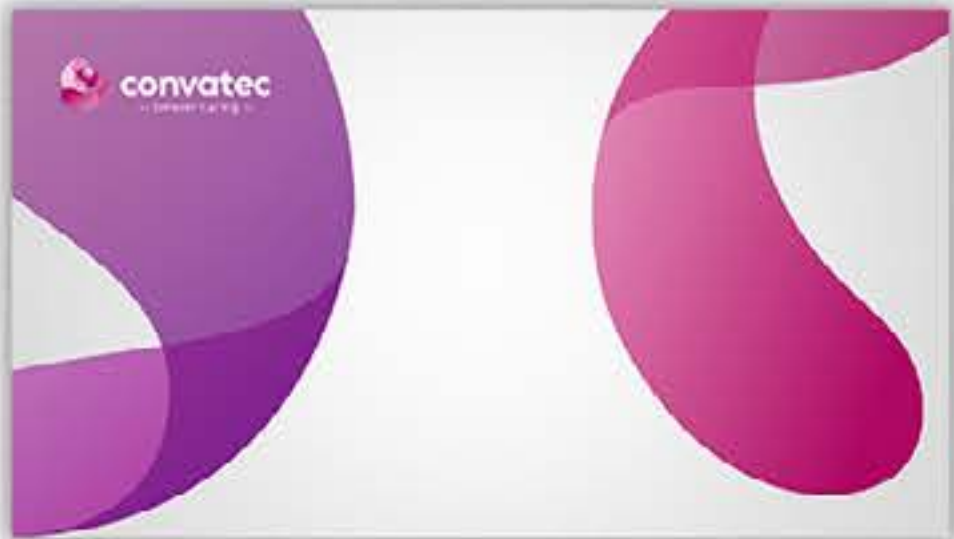
Tablet and mobile screen saver

To download templates click [here](#).



Teams background

To download templates click [here](#).



Corporate photo style

The following style should be applied to headshots in both internal and external communications.

Key principles:

- Photos should appear human, natural, friendly and warm.
- Keep the backgrounds light.
- Keep the same proportions across all images so everyone looks equal.
- Avoid cropping shoulders horizontally, if possible.
- If you have any questions, please contact the brand clinic for advice.



Video name strap

The hug wraps can be used as a graphic device to introduce our colleagues when name slating videos. This approach should be applied to both internal and external communications.



Poster template

To download templates click [here](#).



Office and merchandise examples - internal use

See examples opposite to act as inspiration for internal merchandise items that you may want to produce locally.

Please remember that generally we do not give branded products to HCPs (speak with your local compliance officer to check the rules for your country). If in doubt, please refer to our Global Interactions with Healthcare Professionals Policy which you can find [here](#).

To view examples for inspiration click [here](#).



Office and merchandise examples-internal use

See examples opposite to act as inspiration for internal merchandise items that you may want to produce locally.

Please remember that generally we do not give branded products to HCPs (speak with your local compliance officer to check the rules for your country). If in doubt, please refer to our Global Interactions with Healthcare Professionals Policy which you can find [here](#).

To view examples for inspiration click [here](#).



Diversity, equity & inclusion (DE&I) and wellbeing communications

We have created graphic devices that support key Group DE&I and wellbeing communications priorities. Please consult the Global Communications team if you have further questions on their use. To download these, click [here](#).

OUR WORK LIFE



WOMEN'S NETWORK



Women's Network



Women's Network

PRIDE NETWORK



Pride Network



Pride Network

BLACK EMPLOYEE NETWORK



Black Employee Network



Black Employee Network

PRIDE MONTH



Masterbrand and business unit lock-up style

For communications that are relevant to a specific area of care or service, the name of the business unit or service needs to be locked up with the Convatec logo side-by-side as shown here.

The Convatec logo should always sit on the left, so that it is read first. The space between the Convatec logo and the dividing line is defined by the ‘c’ in the Convatec logo. As is the space between the dividing line and the name of the business unit or service.

The dividing line height is equal to the height of the Hug icon. The line weight is 1pt, 100% Black, and should be scaled in proportion with the other elements in the lock-up.

SETTING THE NAME

The name of the business unit or service name should never be set wider than the Convatec logo, so you may use 1, 2, or 3 lines, as required.

- The typeface for the business unit or service name is set in Codec Warm Regular
- Please use 100% Black
- When the name extends over 1 or 2 lines, text should be 30pt on 36pt leading
- When the name extends over 3 lines, text should be 30pt on 32pt leading
- The tracking should be -30

Whether you are working with 1, 2 or 3 lines, the name should be positioned centrally on the horizontal axis to the Convatec logo, as shown.

To download these examples, please click [here](#).



Partnership logo lock-ups

The spacing around the Convatec logo and the partner logo should follow the principles in the visual identity section of the masterbrand guidelines. The partner logo should not be any larger in width or height than the Convatec logo.

To download these examples, please click [here](#).



Salesforce Effectiveness
Centre of Excellence

Stationery and business templates

Applying the brand to key internal collateral.

Letterheads, business cards, compliment slips and envelopes

To download templates click [here](#).



Event invitation and data sheets

To download templates click [here](#).



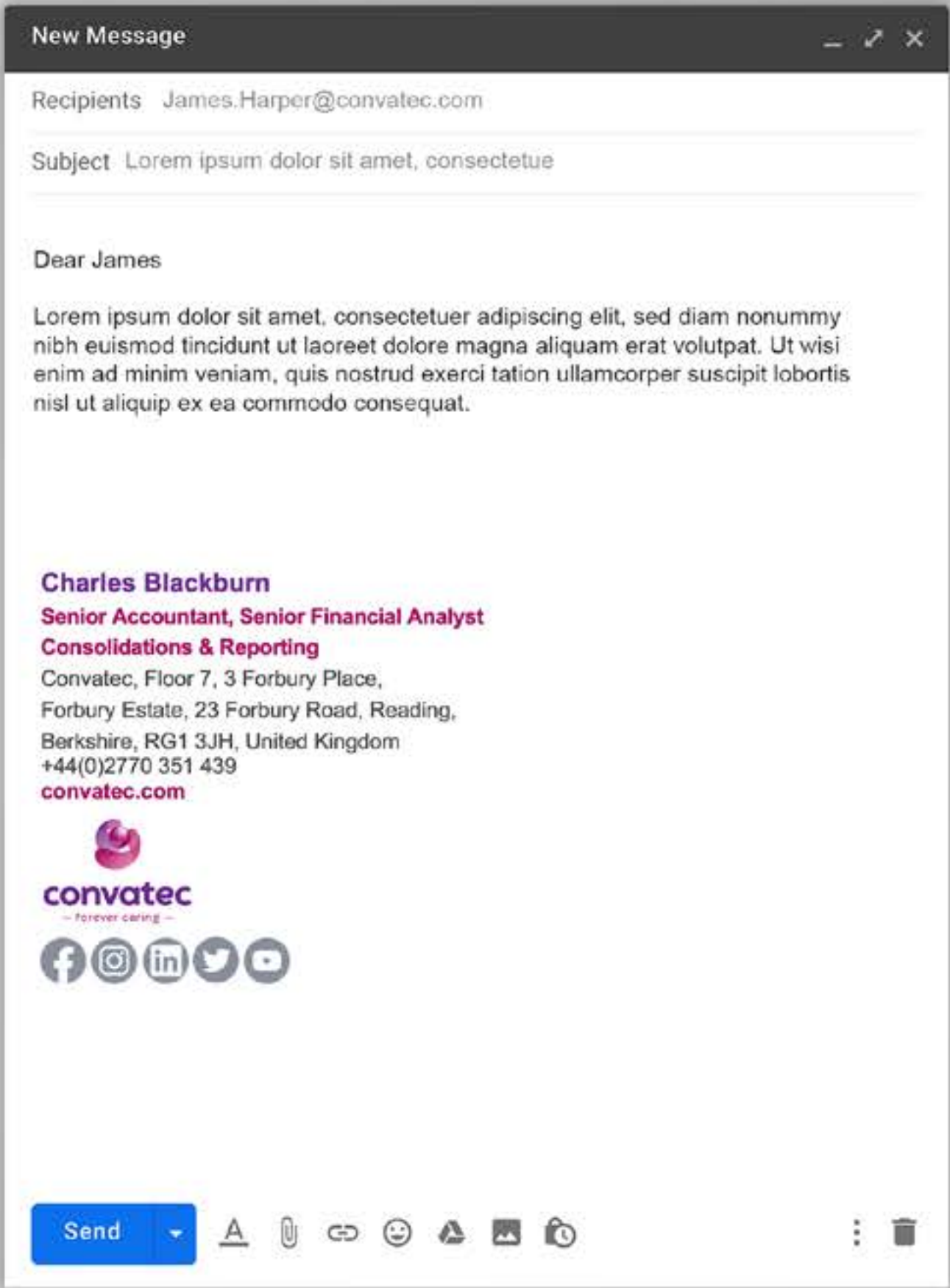
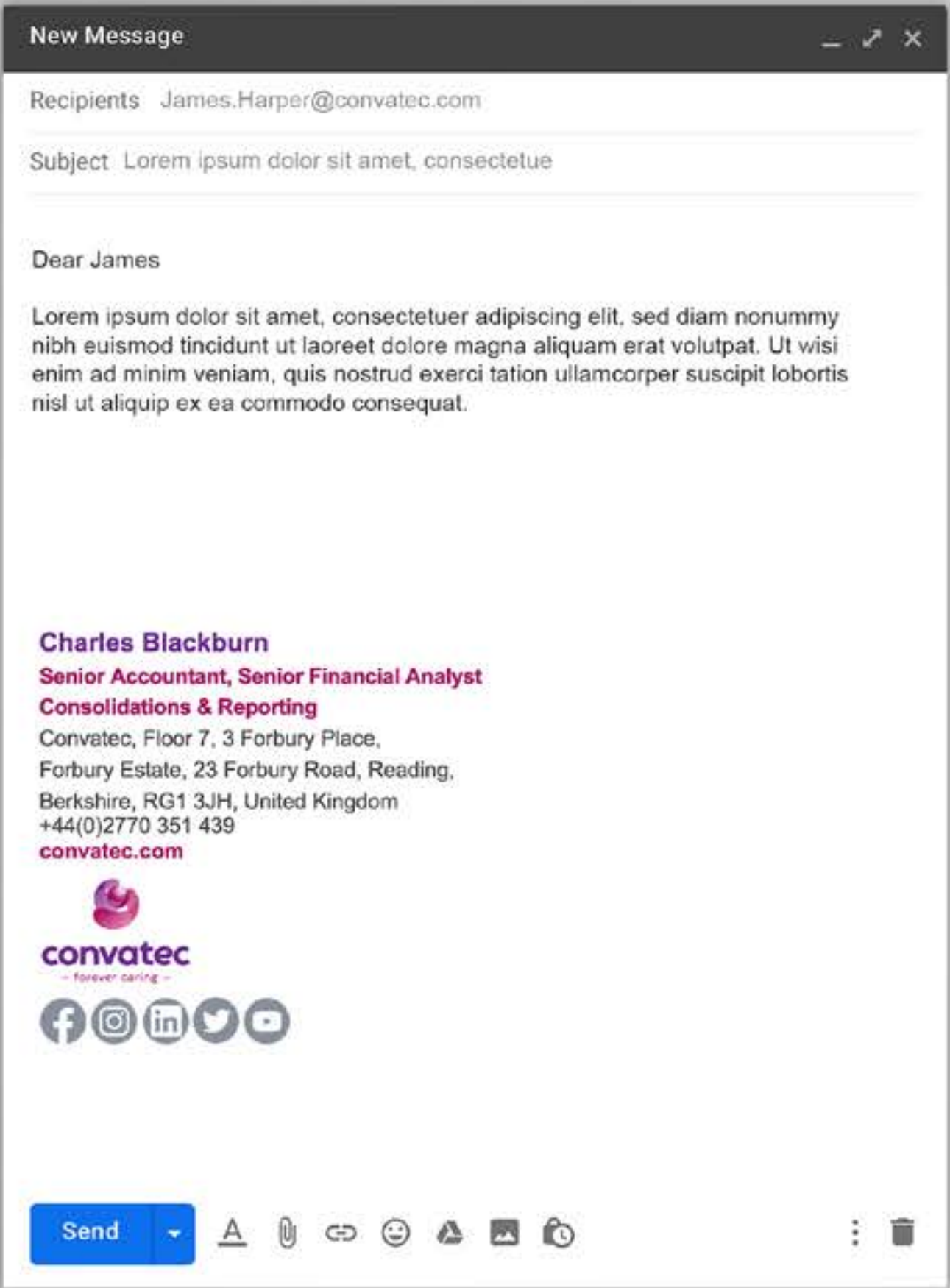
Editable email signatures

To download templates click [here](#).

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PowerPoint template - example content for illustrative purposes


To download template click [here](#).




Convatec commercial toolkit

Trade Presentation April 2022


Healthcare is changing. So are we.




AGING POPULATION
The number of people aged 65 years and older is projected to rise from 14 million to 40 million by 2050.
World Health Organisation




CHRONIC CARE NEEDS ARE GROWING
Disease prevalence is expected to rise by 57% by 2020. 40% of this burden will occur in emerging markets.
WHO



PATIENT EMPOWERMENT
People are growing more confident in taking an active role in their care decisions.
The Health Foundation



OMNICHANNEL EXPECTATIONS
There are more ways to seek medical support, and patients expect a more holistic care experience.
McKinsey



BEYOND PRODUCT
Purposeful brands that operate in service of their clients desires drive greater preference and interest.
Deloitte

With foundations built on 'Convalescence' and 'Technology' we are committed to continuing to honour our history of innovation in Care.

Stomahesive® an adhesive wafer used as a skin barrier to prevent skin breakdown from fluids discharged by a stoma

DuoDERM® the world's first hydrocolloid dressing for the management of light to moderately exuding wounds

AQUACEL® dressing with Hydrofiber Technology, a soft, absorbent material that transforms into a gel on contact with wound fluid

Esteeon synergy® Duo-Banner with Convatec's Houdable Technology™ featuring a patented foam adhesive and basepads that form a personalised fit

GentleCath™ intermittent catheters, designed to make catheter insertion and removal as smooth and easy as possible for the patient

1960 Dr. James Chen of E.R. Squibb & Sons Inc. is granted patent for hydrocolloid Adhesive Technology, which maintains stickiness on warm, moist surfaces

1970

1980 Convatec, a hybrid name of Convalescence & Technology, is created
Convatec founded as a division of E.R. Squibb & Sons Inc.

1990

2000 Convatec establishes healthcare industry's first professional service group for customer queries

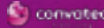
2010 Convatec acquires Accord Specialty Films Limited (soon whom we co-developed AQUACEL)

2020 New vision, strategy and operating model established
mix+ service programme - a free dedicated community support platform is launched

2022 **New promise & visual identity launch.** This is the next step in our continuing journey to be by the side of both care-giver and care-receiver.

Thank you

Any questions?
Contact details
<IRIS / CVT to agree>




It is in view of this rich history that we launch our new promise

Forever speaks to our unwavering commitment to support people living with a medical condition, their friends and family, and the healthcare team around them. It is a promise that we will always keep working harder, to discover new ways to care for them and make their lives that little bit better, in any way we can.

forever caring

'Caring' is the core of what we have to offer to patients, their friends and family, and their healthcare team. Everything we do, we do with care. From actively listening to what patients need, to thinking more deeply about what would make their lives better. Every innovation we make is to help care for people even better than we already do. Every patient support programme of educational material we provide, we provide because we care.



What forever caring means for the lives we touch

forever caring

In talking to our customers, they told us that the promise of Forever Caring delivers a sense of positivity and caring, as well as the idea of continued support across individual health journeys. They also see it as a greater commitment to addressing broader societal challenges.


To Patients

Forever Caring shows 'the brand wants to get involved with us throughout our illness', 'gives me the feeling I'm in good hands for a long-time frame'. 'They promise to stay loyal to my health care whatever it takes' and 'Forever Caring is warm and compassionate. It makes me feel good when I hear it.'

To Healthcare Practitioners

Forever Caring conveys 'a sense of hope and support for the patient', that 'healthcare is a journey as it very often is'. 'Forever caring is a main purpose for healthcare workers, that's what we do, endlessly' and 'seems like a brand that will cover life spectrum no matter how much health conditions change'.

Source: IPSOS online research with 60 HCPs & patients in the US & France, Sept 2021



As we embrace this new promise, Convatec will continue to deliver the excellent service and best in class products that you rely on.

IMPROVE CARE

We are passionate about serving and supporting people with challenging medical conditions.

DELIVER RESULTS

We consistently deliver excellent work, say what we do and do what we say.

GROW TOGETHER

We help colleagues around us grow, develop and thrive, so we can fulfil our potential and make Convatec a 'destination employer'.


OWN IT


We take personal ownership of all our work, taking the initiative, innovating, taking smart risks, and never settle for second best.

DO WHAT'S RIGHT


We are honest and trustworthy, meeting our obligations and operating with the highest standards of integrity.

Staying true to the powerful values that guide our business.







Convatec will bring forever caring to life with a new brand identity that sees its new warm, human brand colours wrapping the caring arms of Convatec and care-givers around the patient to form one united hug or embrace - putting patients at the heart of all that Convatec and health care providers do.




<Insert Manifesto film>



Why the rebrand?


The launch of Convatec's forever caring promise and new brand identity is a further step on the company's journey to deliver what patients and healthcare providers need in forever caring. Convatec is making its commitment to the future clear and invites you to be part of this journey. We've listened to more than 2400 patients and healthcare professionals over the last year, giving us unique insights into the real challenges they face and helping us to understand what they look for in a modern healthcare brand.



HCPs

"I like that it is **reliable** that there are good and not so good days that it's a **journey** and they're forever caring."

Nurse, US



Patient

"The forever caring line implies if you are going to care for someone then you are going to have **empathy** during their **path to healing**."

Patient, US

"The new brand makes me think of an **open-minded person, modern, very empathic, reliable**."

Ostomy Nurse, FR

"The new brand feels like someone who makes everyone else **feel comfortable**. It's **forward thinking** and always trying to come up with new solutions."

Patient, US

"It sounds **comforting** and like there would always be someone to **rely on**."

HCP

"It brings forth **friendship, brotherhood, honesty and helpfulness**."


Patient

Forever caring promise

Brand personality

Logo

Source: IPSOS online research with 60 HCPs & patients in the US & France, Sept 2021



The PowerPoint template can also be found pre-loaded in your desktop Powerpoint app.

Contact & resources

To access the brand resources within these guidelines please visit the Brand Identity SharePoint site [here](#).

For guidance and support on use of the new brand identity, please contact the brand clinic at **brandclinic@convatec.com**

For general brand queries, please get in touch with us at **masterbrand@convatec.com**

Coming soon

These guidelines illustrate the principles for application of the Convatec brand at a corporate level. Further specific guidelines on sub-branding will follow later in the year.