

# Brand guidelines

Breathe  
Right®  
NASAL STRIPS

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# Strategy

# Breathe Right® Nasal Strips for a wider & more diverse consumer audience, with a broader usage occasion & appeal.

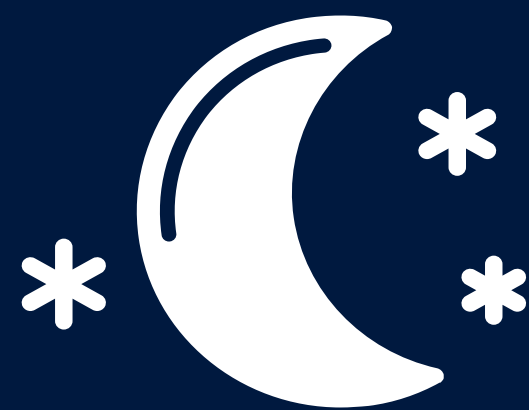
## Breathe Right® Strips help you breathe better.

They open your nose/nostrils so you can take in more air to breathe better and provide instant relief for nasal congestion caused by allergies and colds, night-time nasal congestion, or a deviated septum.

Breathe Right® usage occasion will focus on the beneficial feeling of relief and wellbeing that the increased nasal airflow of the Breathe Right® product delivers – that ‘Ahh moment’.



# Usage occasions



**Sleep**  
(Night-time Nasal  
Congestion)



**Snoring**  
(Nasal  
Congestion)



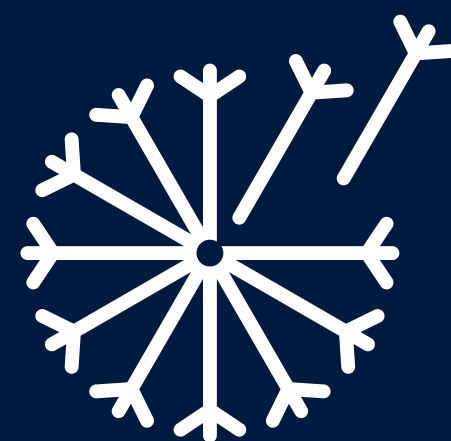
**Sleep**  
(Deviated Septum)



**Nasal Congestion**  
due to a Cold



**Travel**  
& commuting



**Nasal Congestion**  
(caused by  
Allergies)



**Health & Well Being**  
Drug-Free Proposition



**Mindfulness**  
& Relaxation



**Exercise**  
& Sport

## **Breathe Right® has a loyal consumer following with strong repeat metrics.**

Breathe Right® Nasal Strips help relieve snoring due to nasal congestion. The GSK positioning of the product within its Cough & Cold Portfolio, has led to strong recognition of the brand within certain countries as a complementary cold remedy for nasal congestion.





# Demographic

**Loyal older audience,  
but seeking a younger  
audience – therefore  
a wider age group &  
multi-racial mix**

# Our vision

Take the Breathe Right® products to a wider & more diverse consumer audience, through a strategy of a broader usage occasion & appeal.

Breathe Right® needs to elevate away from being seen as just a niche nasal congestion aid, the opportunities across a wider usage platform are much greater. Drug-Free status has a strong following and is a growing market niche.

# The Brand

# Breathe Right®

Creating a Global Brand Identity for 2025 and onwards, the new logo delivers a true Global Experience for our customers, wherever they may be.

The new Logo uses a bold and contemporary font helping strengthen our brand offering, whilst the removal of the lozenge helps deliver a fresh, open feeling.

The 'Gradated Breather', crossing the t in Breathe, deploys a subliminal message to the consumer that our products will help them breathe in more air.



**Global umbrella brand logo**



**Global umbrella brand logo  
(with product descriptor)**

Breathe  
Right®  
NASAL STRIPS

---

Original

Breathe  
Right®  
NASAL STRIPS

---

Blue

Breathe  
Right®  
NASAL STRIPS

---

White



## Original

- This is our new logo, deployed on all Packs, Trays and Leaflets
- This logo appears on ALL packaging
- It should only ever be used in this form, dual colour, out of the Breathe Right primary blue
- It is good for endframes, website headers and footers, display and print when sitting on the Breathe Right primary blue



## Blue

- This is the blue version of the logo
- It is for use on white backgrounds, or lighter solid colours

**Breathe  
Right®**  
NASAL STRIPS

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**Blue on light colours**

**Breathe  
Right®**  
NASAL STRIPS



## White

- This is the white version of the logo
- It is for use on darker solid colours and for using on photography

A woman with dark hair in a ponytail, wearing a bright pink long-sleeved shirt and black leggings, is sitting in a meditative pose on a sandy beach. She has a white nasal strip on her nose and her eyes are closed. The background shows a calm sea and a clear blue sky. In the distance, there are some buildings and a pier. The overall mood is peaceful and serene.

# Breathe Right®

NASAL STRIPS

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White on photography

The logo for Breathe Right, featuring the word "Breathe" in a sans-serif font with a stylized white wave graphic over the "ea", and the word "Right" in a larger, bold sans-serif font below it, followed by a registered trademark symbol (®).

Breathe  
Right®

## Small Use logo

- When the logo is shrunk so that NASAL STRIPS becomes illegible a small use version of the logo should be used
- The small use logo has a solid cross on the 't' of breathe and there is no descriptor beneath the logo

# Clear space

Always keep the logo clear of any extraneous graphics, imagery or text.

This protects its integrity and ensures that it is seen as a cohesive unit that is never dominated by other visual elements. The minimum amount of clear space is always proportionate to a sixth of the brand mark itself.



# Minimum size

The height of the words NASAL STRIPS must always be 13% percent of the cap height of the 'B' in Breathe Right®. When the overall width of the Breather graphic/logotype lock up is less than 30mm, the alternate small use logo, in which NASAL STRIPS is taken off, should be used.



Regular lock up  
<30mm



Small use logo  
>30mm

# Logo colourways

The Breathe Right® logo should be printed as CMYK colour whenever possible.  
When printing methods are limited, the below alternate printing options are available.



Spot Colour: ● Pantone 294C



CMYK: ● 100/69/7/30



RGB: ● 20/57/97 #143961



Spot Colour: ● Pantone 294C ● 294C - 22%



CMYK: ● 100/69/7/30 ● 27/18/6/0



RGB: ● 20/57/97 #143961 ● 234/244/252 #EAF4FC

# Our logo



Our logo is our brand's primary identifier, and the most important element on our product packaging. It is simple, modern, and authoritative - with just enough softness to keep it friendly and approachable. The logo is composed of two elements: the Breathe Right® typeface and the gradated breather graphic. These elements and their relationship must never be altered in any way.

# Don't

Here are some examples of what not to do.

The logo consists of the words "Breathe" and "Right" stacked vertically in a bright green color. A grey wavy line is positioned above the word "Breathe".

✗ Do not change the colour of the Breathe Right® text

The logo consists of the words "Breathe" and "Right" stacked vertically in a dark blue serif font. A grey wavy line is positioned above the word "Breathe".

✗ Do not change the font

The logo consists of the words "Breathe" and "Right" stacked vertically in a dark blue serif font, rotated diagonally. A grey wavy line is positioned above the word "Breathe".

✗ Do not rotate



✗ Do not use the old logo!

A close-up photograph of a woman lying in a hospital bed. She is wearing a light blue hospital gown and has a white nasal cannula taped to her nose. Her eyes are closed, and she appears to be resting or sleeping. The background is slightly blurred, showing the white pillow and the blue fabric of the bed.

# Fonts & typography

# Fonts

For clarity and creative consistency, we have consolidated the fonts used to Poppins – a font family with a wide variety of weights, allowing it to adapt to a range of usages. It is an open, round font which compliments our relaxed tone of voice and messaging.

It is also a websafe, free font.

# Poppins

To keep things simple, we use Poppins in just 2 weights.

Poppins SemiBold is to be used for headlines, subheads and for highlighting **key words**. It should also be used for CTAs.

Poppins Light is for body copy. To emphasise the 'breathing space' feel of all communications, ensure that leading on body copy is big enough and kerning set to 0pt.

In addition, Poppins Regular can be used in place of Poppins Light for copy over pictures, and on web.

## Poppins SemiBold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Poppins Light

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Poppins Regular

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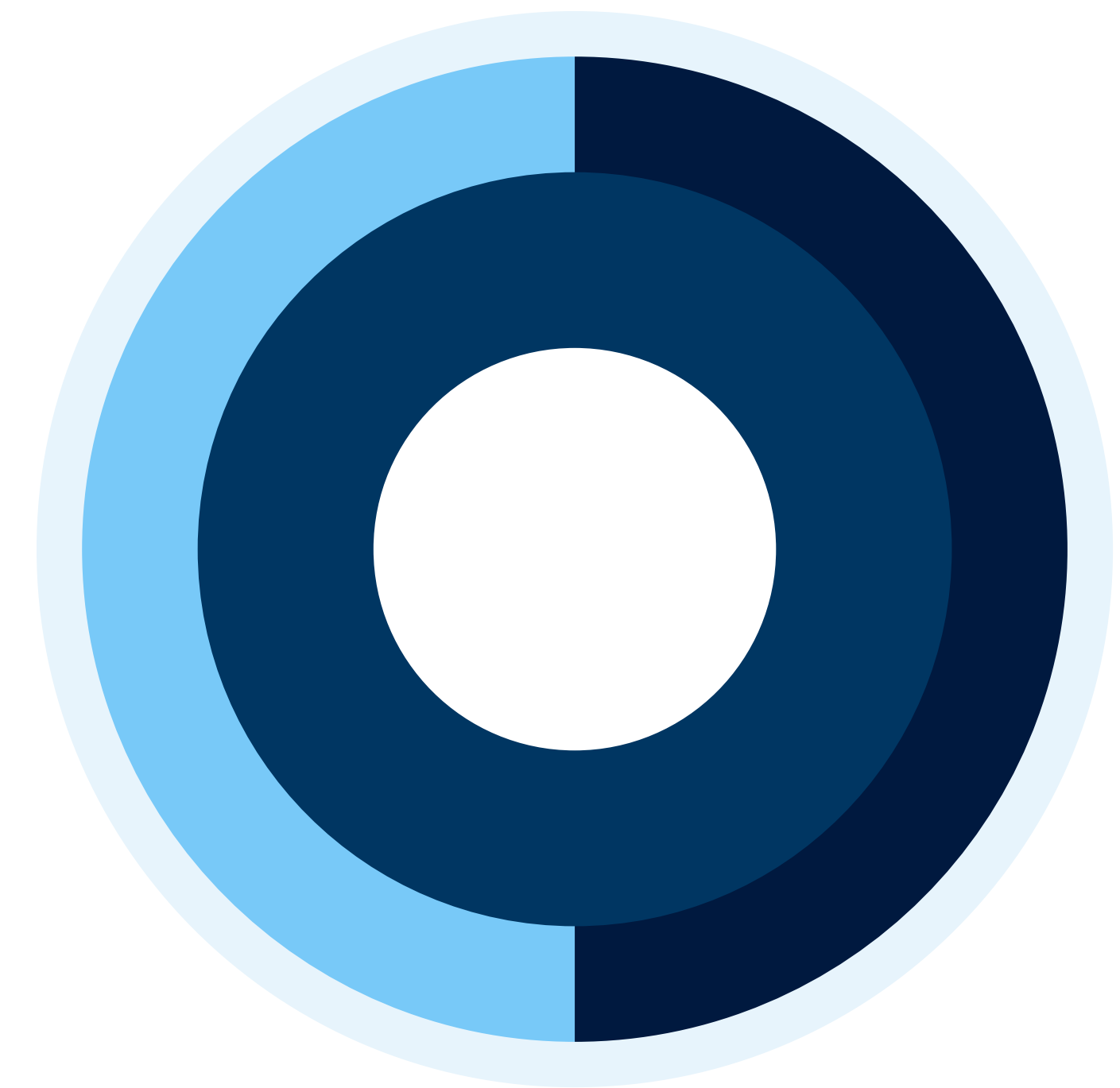
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# Colours

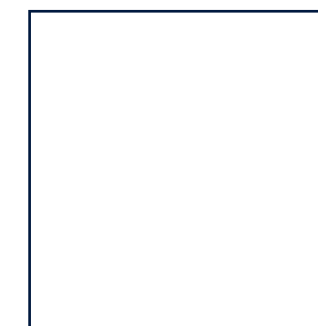
# Colour palette

Colour is an important visual element of our brand identity across a wide variety of appliances. Blue is the primary focus of the brand. We inject an invigorated spirit through the accented secondary colours to create more depth and vibrancy across all packaging and touchpoints, when required.

For colour matching accuracy, always refer to the colour references provided here and NOT to the results of any print outputs of this document.



## Primary



### White

CMYK 0/0/0/0  
RGB 255/255/255  
HEX #FFFFFF



### Primary Blue

Pantone 294C  
CMYK 100/69/7/30  
RGB 20/57/97  
HEX #143961

## Secondary



### Mid blue

CMYK 97/48/14/2  
RGB 38/106/160  
HEX #266AA0



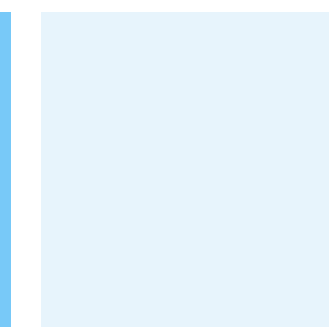
### Dark Blue

CMYK 100/86/44/57  
RGB 2/31/64  
HEX #021F40



### Light Blue

CMYK 53/5/0/0  
RGB 148/200/246  
HEX #94C8F6



### Ultra Light Blue

CMYK 12/1/1/0  
RGB 234/244/252  
HEX #EAF4FC

## Tertiary



### Extra Red

CMYK 0/82/80/0  
RGB 225/82/61  
HEX #E1523D

# Packaging colour palette

Our packaging is designed to reflect our brand with its use of vibrant accent colours. These pantone colours are only ever to be used on packaging, never on any other print items.

Pantone 294c

**Original Beige**

Pantone 801c  
CMYK 95/6/11/0  
RGB 0/155/205  
HEX #009BCD



# Breathe Right®

NOTE: The above logo is unique and should only to be used on packaging. The gradated breather on the T differs from the main logo.

**Clear**

Pantone 3105c  
CMYK 71/0/20/0  
RGB 103/210/224  
HEX #67D2E0



**Extra Strength Beige**

Pantone 7625c  
CMYK 0/82/80/0  
RGB 225/82/61  
HEX #E1523D



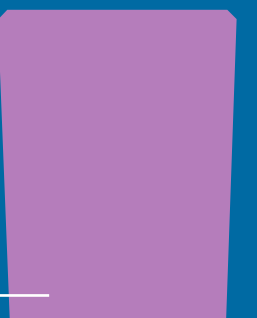
**Menthol**

Pantone 3278c  
CMYK 99/0/67/0  
RGB 0/156/119  
HEX #009C77



**Lavender**

Pantone 2577c  
CMYK 34/59/0/0  
RGB 164/124/184  
HEX #A67CB8



**Extra Strength Clear**

Pantone 3265c  
CMYK 89/0/43/0  
RGB 44/188/177  
HEX #2BBCAF



# Country brand logos

# Country brand logos



UK, Australia & New Zealand

# Country brand logos



Belgium & Netherlands

# Country brand logos



France

# Country brand logos



Denmark & Norway

# Country brand logos



Finland & Sweden

# Country brand logos



Greece Cyprus

# Country brand logos



Italy

# Country brand logos



Germany

# Country brand logos



Portugal

# Country brand logos



Spain

# Country brand logos



Switzerland Austria

# Country brand logos



Turkey