

TEGODER

COSMETICS

Brand Guidelines

Brandbook 2022



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1

Brand DNA

Before starting to use the elements of the brand, it is important that you know us inside. Our DNA defines our graphic identity and is expressed orally by means of our voice & tone.

Purpose

The purpose is that idea that describes our great raison d'être. The main thought that leads all the rest.

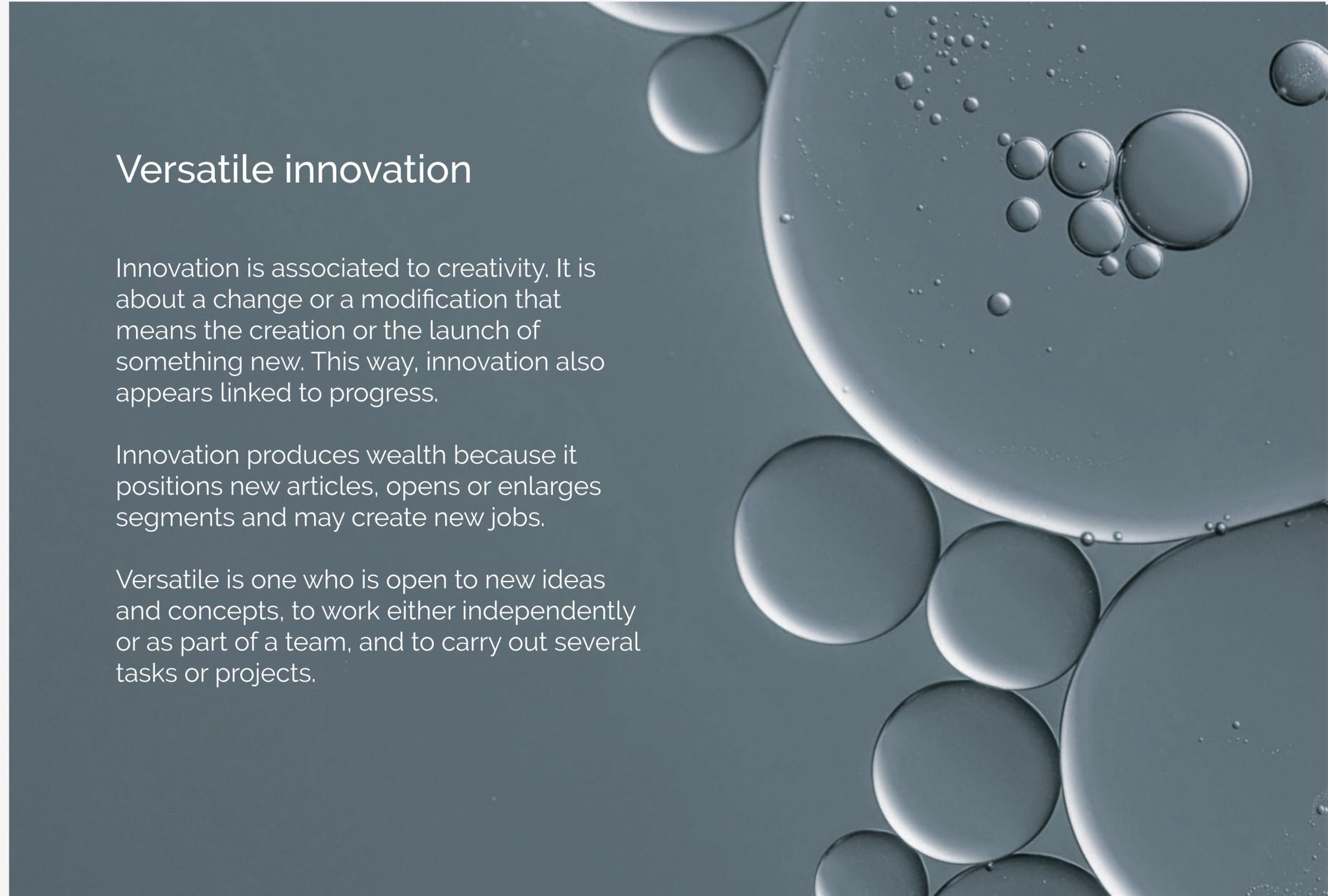
It reflects what we are and what we want to be. Remaining faithful, we will manage to bring to life what the brand represents.

Versatile innovation

Innovation is associated to creativity. It is about a change or a modification that means the creation or the launch of something new. This way, innovation also appears linked to progress.

Innovation produces wealth because it positions new articles, opens or enlarges segments and may create new jobs.

Versatile is one who is open to new ideas and concepts, to work either independently or as part of a team, and to carry out several tasks or projects.



Personality

The brand personality is a group of emotional adjectives that describe our distinctive way of acting.

The creator is the archetype that represents us most, but we need to have a little more of the lover. We became the lover and we lost it. We need to recover several things in order to manage to romance

The creator

They are innovative brands that always have an edge. They are those that provide the users with the possibility to develop their own creativity starting at their quality products.

The lover

They are passionate and seductive brands, which transmit enthusiasm and desire to please. They motivate to live one's life with passion and enthusiasm.

Values

The values of the brand are those beliefs that guide our behaviour and decisions in all the areas of the business.

These attributes of the personality are nourished with our purpose and the archetype of the Creator, which is where we will build the brand on. We include one personality feature typical of the Lover, since it belongs to us and it is something where we can build on.

We are a team of technicians who are specialised in beauty.

— KNOWLEDGE

We develop high quality products. That is our priority.

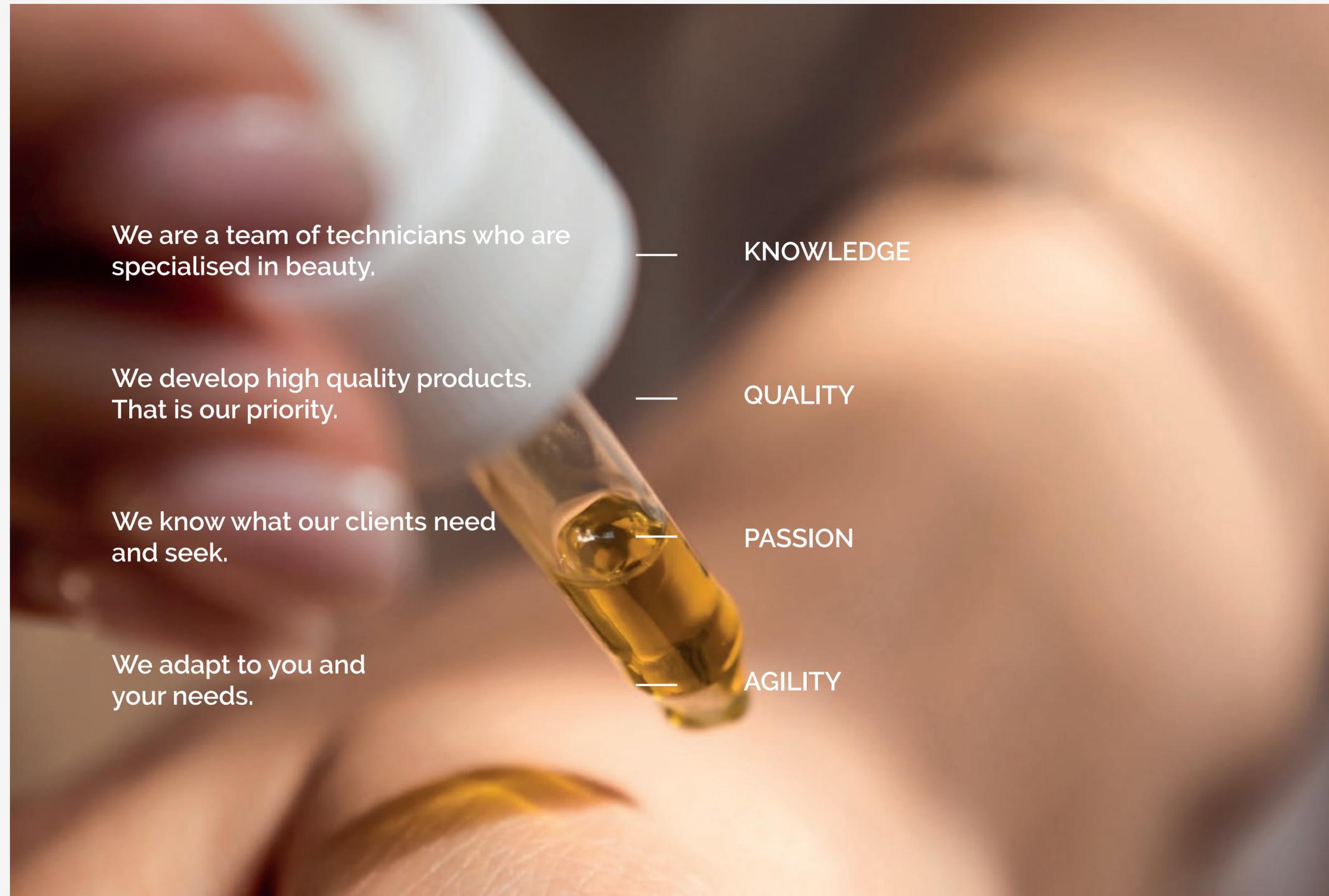
— QUALITY

We know what our clients need and seek.

— PASSION

We adapt to you and your needs.

— AGILITY



Voice & Tone

Voice & Tone is the element that defines not only what we say, but also how we say it. It is very important to have a recognisable Voice & Tone

1.

Simple, close and elegant.

Use a daily vocabulary, but polite. Seek to be understood by any type of people.

2.

Sure, with confidence.

Speak from the experience and knowledge without instructing or being arrogant.

3.

Warm and passionate.

Be evocative with your words. Build messages that make your audience fall in love, but without being excessive. Go straight to the point, and express your idea in an attractive way.

4.

Empowering.

Communicate in an assertive way, creating and building confidence in your audience.

5.

Careful.

Avoid controversial conversations. Act as a mediator always basing on truthful and confirmed information.





1 ADN de la marca

1.5 Plataforma de marca

Purpose

Versatile innovation

Innovation is linked to progress and creativity.

Personality

The creator

They are innovative brands that always go a step forward

They are passionate and seductive brands, they drive to life with passion and enthusiasm

Values

We are a team of technicians who are specialised in Beauty

KNOWLEDGE

We develop high quality products. That is our priority

QUALITY

We know what our clients need and seek

PASSION

We adapt to you and your needs.

AGILITY

Voice & Tone

Simple, close and elegant.

Sure, with confidence

Warm and passionate

Empowering

Careful

2 Basic elements

Our brand is formed by a group of elements that help us build the identity of Tegoder Cosmetics. The logotype, the colour and the font are included among them



2 Basic elements

2.1 Logotype

This is the main logotype. It is formed by the word "Tegoder" in Philosopher font and the descriptive tagline "Cosmetics" in Raleway.

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The logotype is composed on a graticule that allows us creating symmetry and order in the spaces. With the height of letter T, we create the area that must be always respected so that the brand breathes.



2 Basic elements

2.3 Secondary logotype

The symbol that goes with our logotype are the letters TDC, framed and placed at the top and centred with the word "Tegoder".

This logotype helps in the transition of what our brand was before, we will use it as our second option and mainly applied to packaging and products.

Logotype



Symbol

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Typographical brand

2 Basic elements

2.4 Secondary logotype clear space

The logotype is composed on a graticule that allows creating symmetry and order in the spaces. With the height of letter T, we create the area that must be always respected so that the brand breathes.



2 Basic elements

2.5 Minimum sizes

The minimum sizes of the logotype will be 200px in digital printing and 25mm printed width.

There is not a maximum size, we can enlarge as much as we can, whenever we maintain a good resolution.



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A horizontal line with vertical end caps is positioned below the text, indicating its width.

200 px



TDC
TEGODER
COSMETICS

A horizontal line with vertical end caps is positioned below the text, indicating its width.

200 px



TEGODER
COSMETICS

A horizontal line with vertical end caps is positioned below the text, indicating its width.

25 mm



TDC
TEGODER
COSMETICS

A horizontal line with vertical end caps is positioned below the text, indicating its width.

25 mm

2 Basic elements

2.6 Logotype + emotional tagline

The emotional tagline is "Cuidamos de tu piel" (We care for your skin) written in ExtraLight Raleway. This is the order of the composition that we must always respect.



2 Basic elements

2.7 Main colours

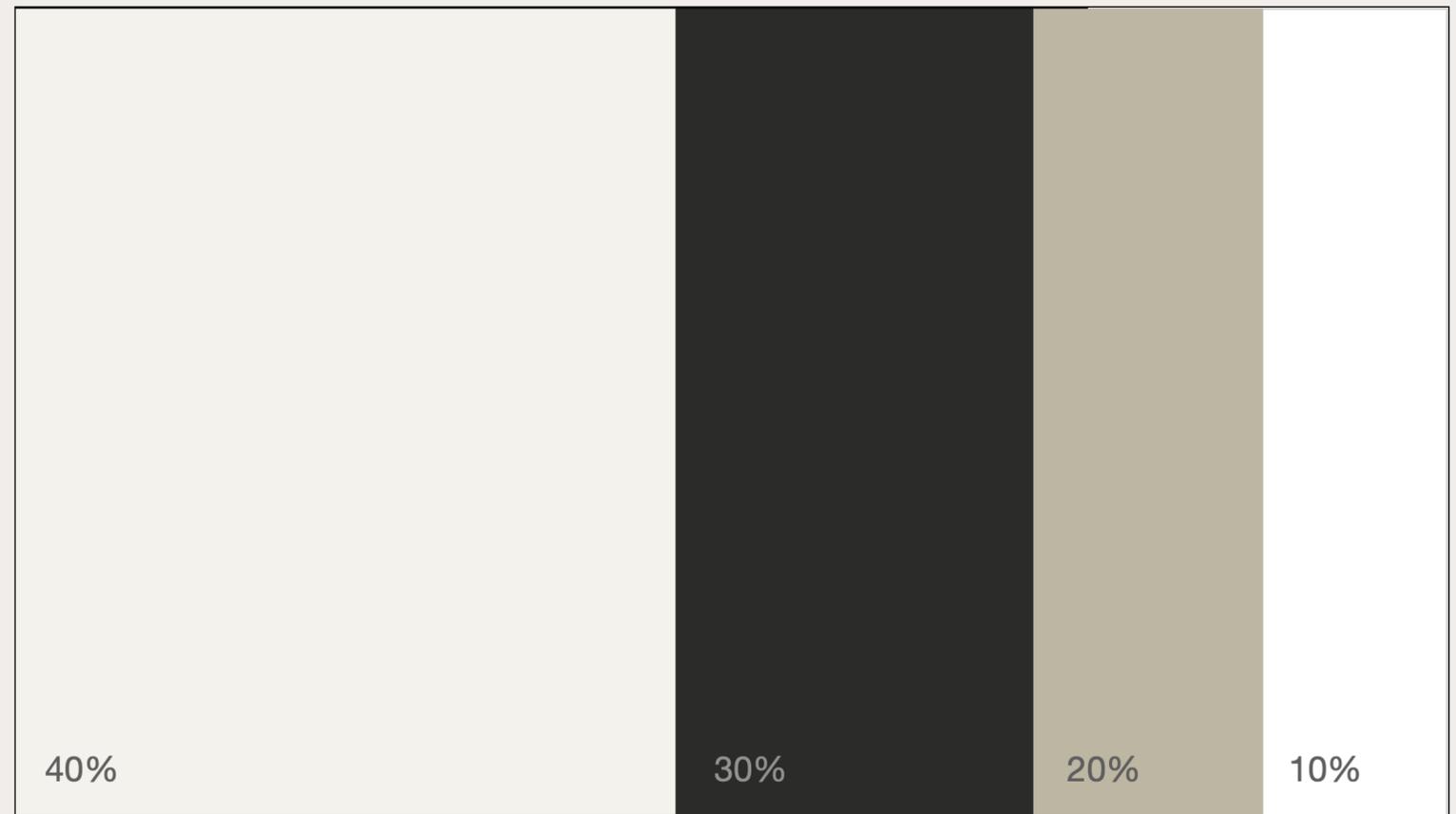
The brand Tegoder Cosmetics will have this main colourway. Neutral and warm colours that we will use to compensate and contrast with the secondary colours of our products.

PANTONE P 169-1 C	PANTONE Neutral black C	PANTONE 7535 C	
Egg	Jet	Grullo	White
RGB 244 · 242 · 237	RGB 45 · 45 · 45	RGB 191 · 182 · 161	RGB 255 · 255 · 255
CMYK 5 · 5 · 8 · 0	CMYK 71 · 61 · 57 · 70	CMYK 27 · 23 · 36 · 5	CMYK 0 · 0 · 0 · 0
Hex #f4f2ed	Hex #2b2b2a	Hex #bfb6a1	Hex #ffffff

2 Basic elements

2.8 Colour proportions

These are the illustrative percentages that will help us understand the proportion in which we must use colour.

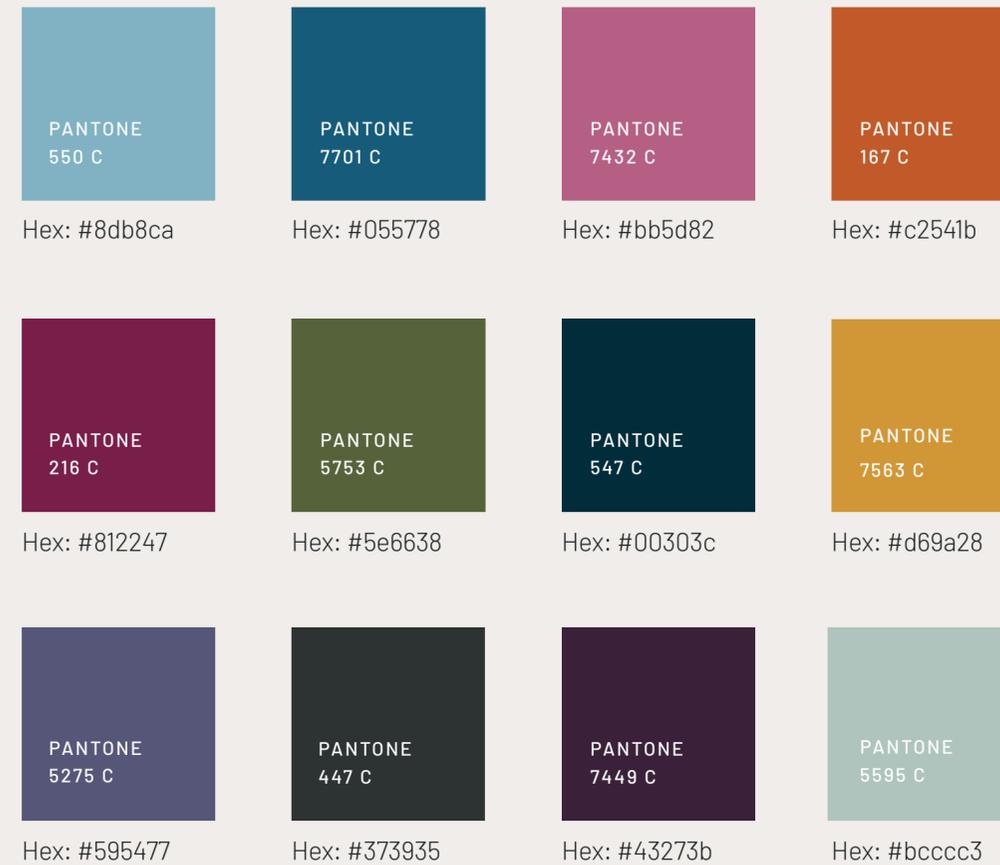


2 Basic elements

2.9 Secondary colours

We will always use our secondary colourway applied to packaging and products. For this reason, it is endless, new colours may be added during the creation of new lines.

We generally create them, taking into account the current colour of the line, so that we obtain a gradual change. They are colours having a high contrast with respect to white colour for a matter of legibility.



2 Basic elements

2.10 Development in two colours

When we cannot use the full colour logotype, we can use it in its corresponding versions in two colour.

We must always assure its correct legibility.



2 Basic elements

2.11 Applications of the logotype

The logotype will behave differently depending on the background we place it on.

Next, we can see the correct uses of the logotype depending on this variant.



2 Basic elements

2.12 Wrong uses

The logotype is very simple to apply. We can find herewith some wrong uses we must avoid

We will use the files provided and will never modify them.

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We will not use any other font

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We will not rotate it

TEGODER
COSMETICS

We will not compress it

TEGODER
COSMETICS

We will not narrow it

TEGODER
COSMETICS

We will not add effects to it

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COSMETICS

We will not create sub-brands that are not included in the manual.

TEGODER
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Whatever

We will not change its colour

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We will not use it on photographs with complex backgrounds



2 Basic elements

2.13 Main typography

Philosopher is a font...
(describir la tipografía y sus
formas, legibilidad,
caracterización... con lo que
representa).

It will be one of our main
typographies, and we will
combine it in different ways in
order to create headlines,
outstanding titles and
numerals.

Aa Bb 1 2 3

PHILOSOPHER

ABCDEFGHIJKLMN
ÑOPQRSTUVWXYZ

abcdefghijklm
ñopqrstuvwxyz

1234567890

2 Basic elements

2.14 Secondary typography

As a complement, we will use the font Raleway.

This sans serif typography features because of (...) and thanks to its good legibility, we will use it for body text, and also for headlines and subtitles, depending on the format.

Aa Bb 123

RALEWAY

ABCDEFGHIJKLMN
ÑOPQRSTUVWXYZ

abcdefghijklm
ñopqrstuvwxyz

1234567890

3

Photography

Tegoder has some personality attributes that we must transmit in all our communications. We must have always in mind these attributes, also in our photography.

3 Photography

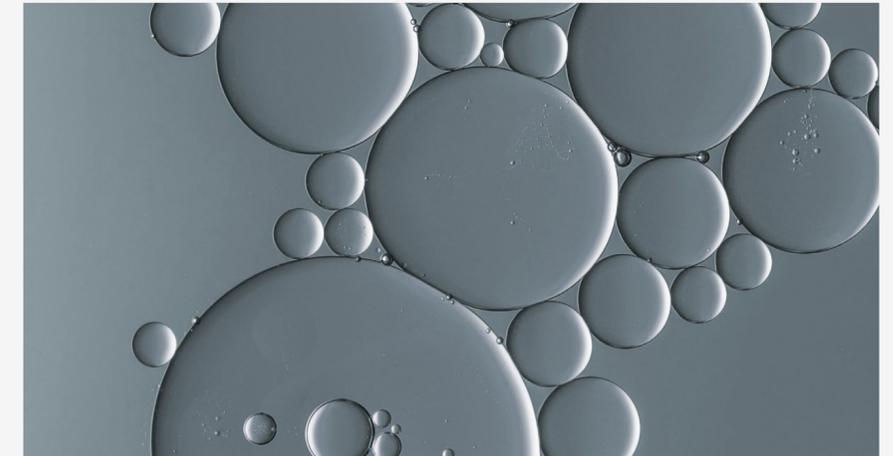
3.1 Visual window system

Our photography must create a visual universe according to our personality and brand values. For such purpose, we have chosen four photograph typologies: people, close-ups and textures, interaction with products and products.

People



Close ups and textures



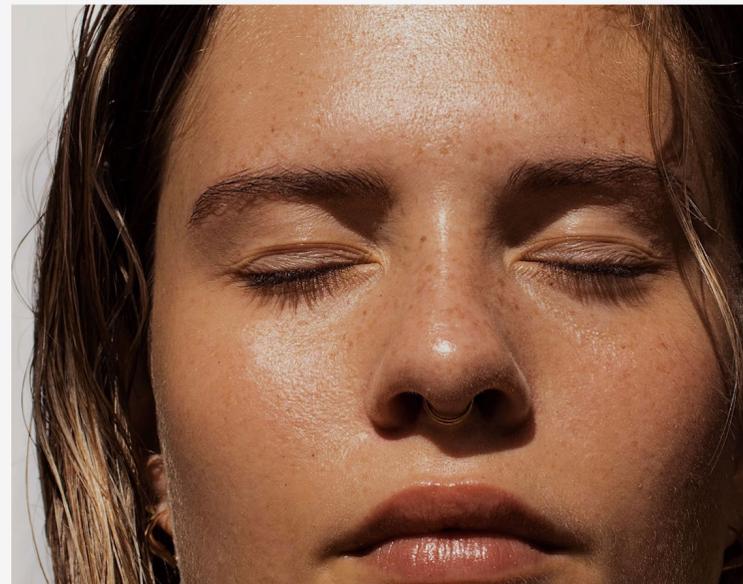
Interaction

Products

3 Photography

3.2 People

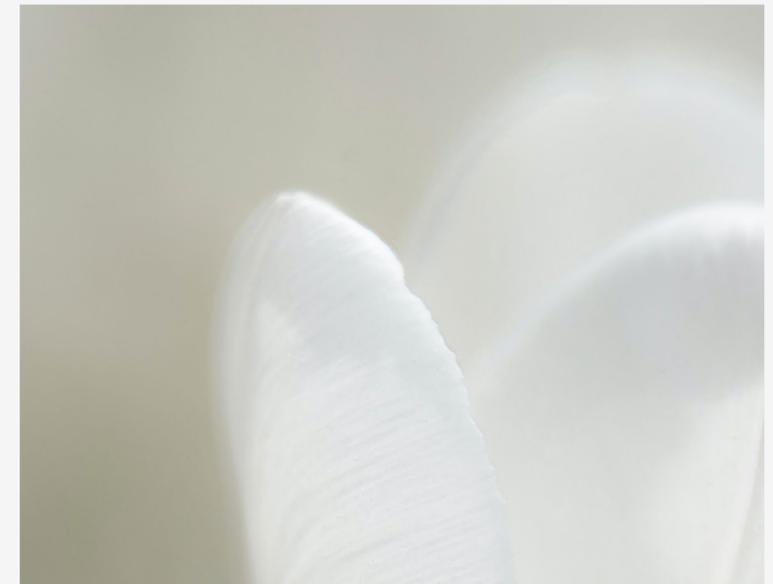
The first type of photography we explain is that focussed on people and their skin. Trying to use natural light and be different from the stock images.



3 Photography

3.3 Close ups and textures

The second type are those photographs with a very stressed zoon that shows the details and textures of the products.



3 Photography

3.4 Interaction with products

Another type of photography we will use will be those of people using our products and getting treatments.



3 Photography

3.5 Products

The photography of our products must be always covered down to the last detail, paying special attention to light and backgrounds.



3 Photography

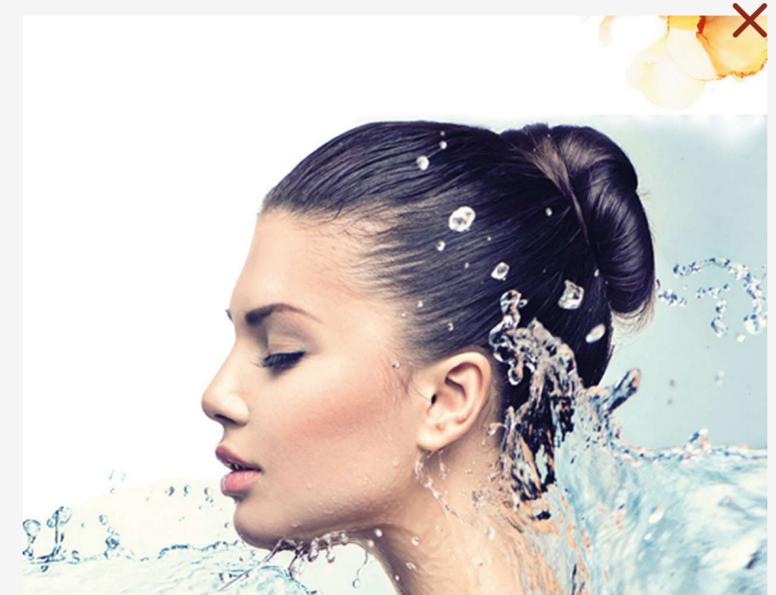
3.6 Wrong uses

These are some advices of things we must avoid when we choose our photographs:

Images with an insufficient quality and also pixelated.

Images with very flashy colours and far away from our colourway.

Photographs from stock images that do not distinguish ourselves from our competitors.



4

System/Layout

The basic elements may build a powerful and versatile communication system, but they must be integrated by following certain application rules.

4 System/Layout

4.1 Logotype size

In order to get the logotype size proportional and stable in our pieces, we will calculate it as follows: dividing the wider side of the piece by 5.

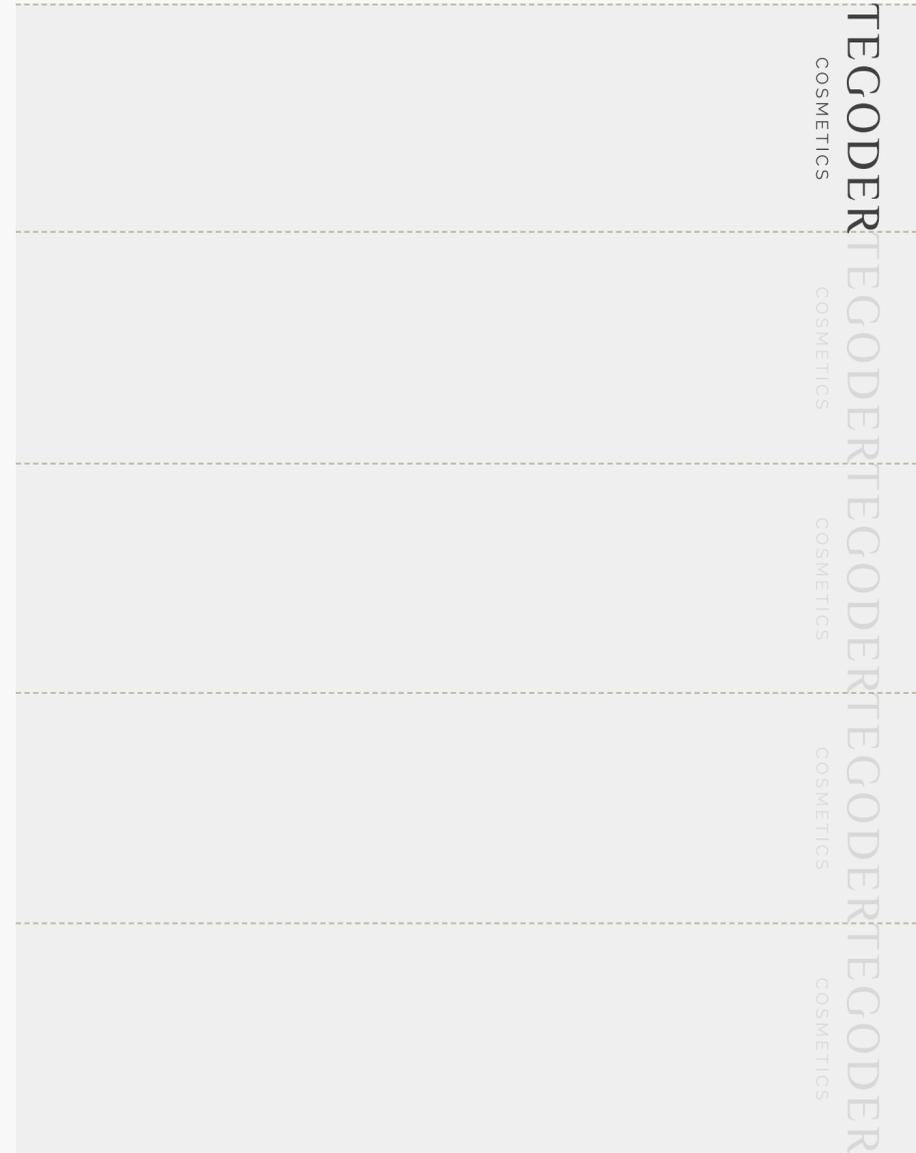




4 System/Layout

4.2 Stacked version

In vertical sizes we will divide the wider size of the piece by five in order to get the size of the logotype.



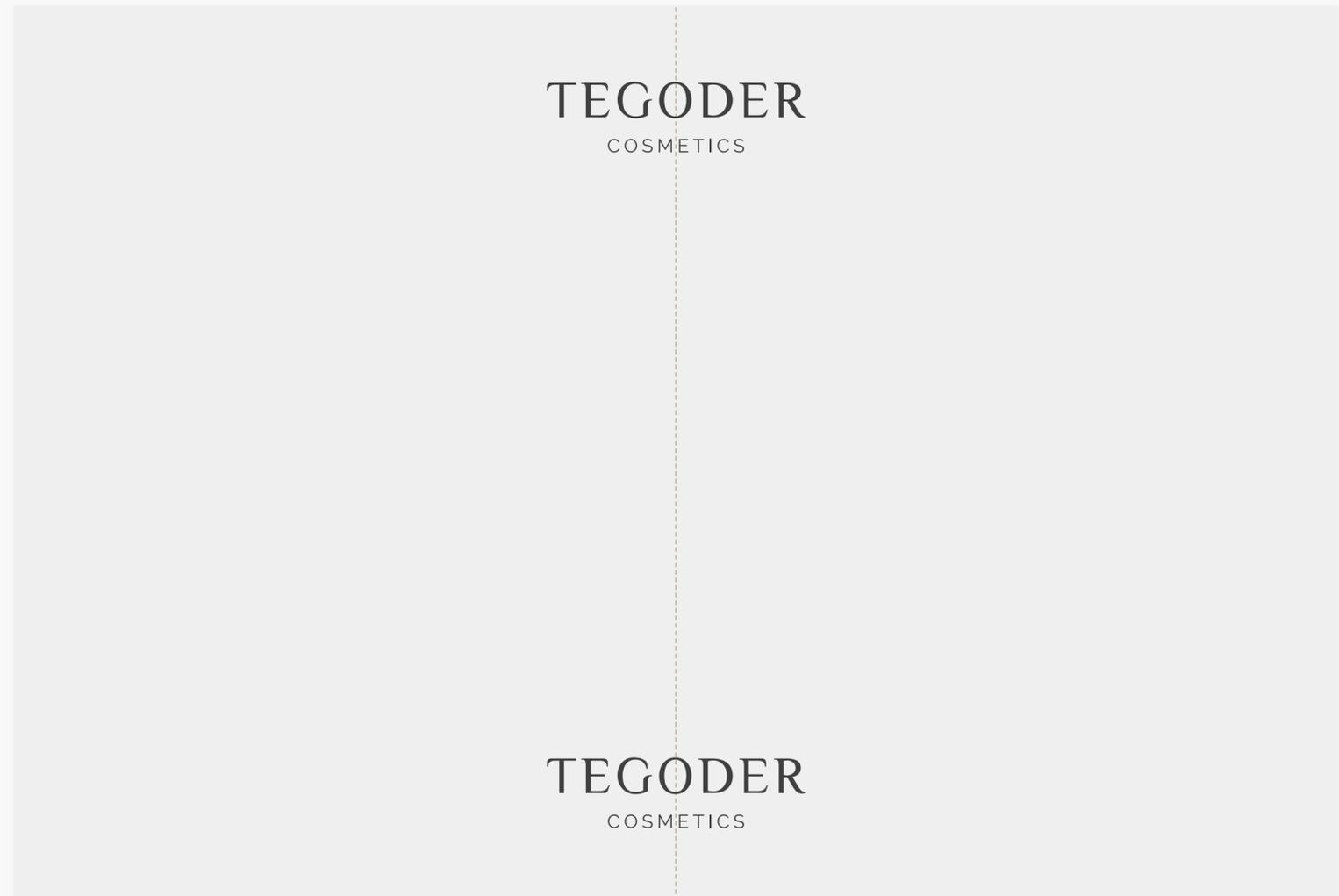
1/5



4 System/Layout

4.3 Logotype position

We will place the logotype, whenever possible, centred at the top or at the bottom of the piece, always respecting the safety area.





4 System/Layout

4.4 Margin

In all our pieces we will have to leave a margin of, a minimum of double of our T height, on both sides and also at the top and bottom.

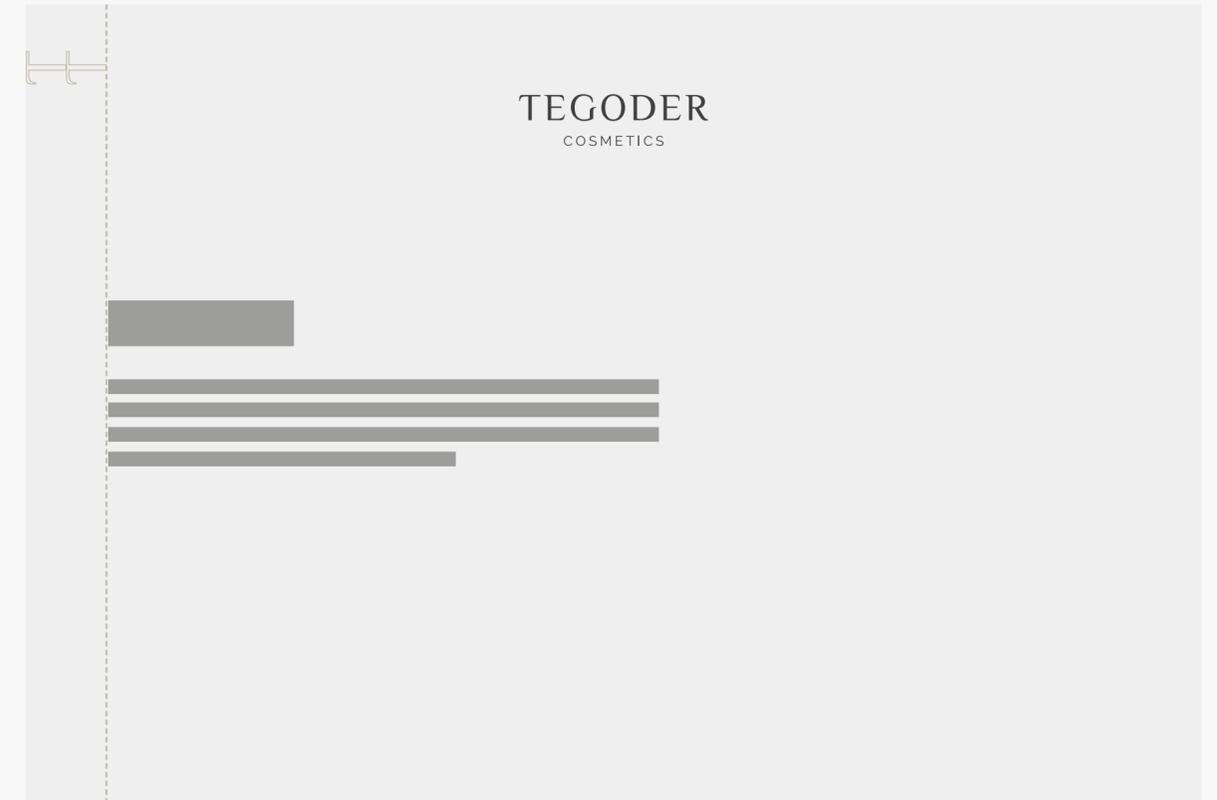
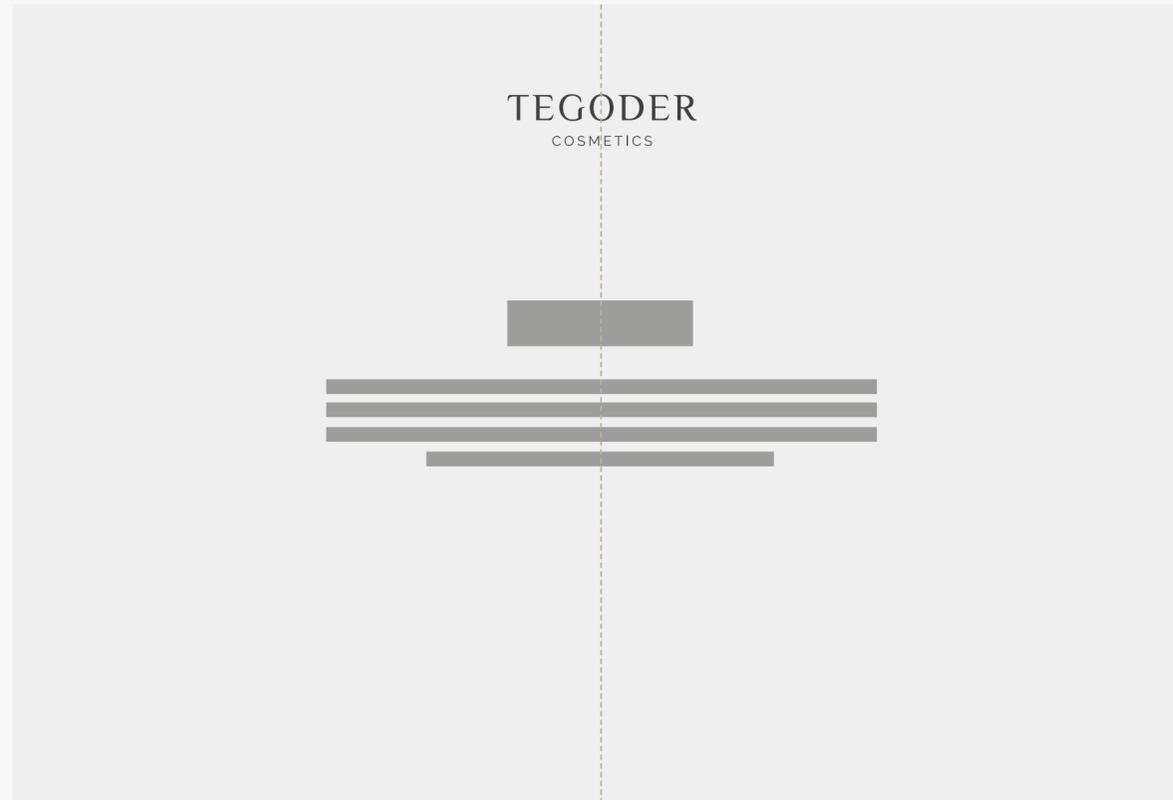




4 System/Layout

4.5 Composition in typography

The text may be justified on the centre or on the left, depending on what the format requires.





4 System/Layout

4.6 Composition with text box

This is one of our main compositions.

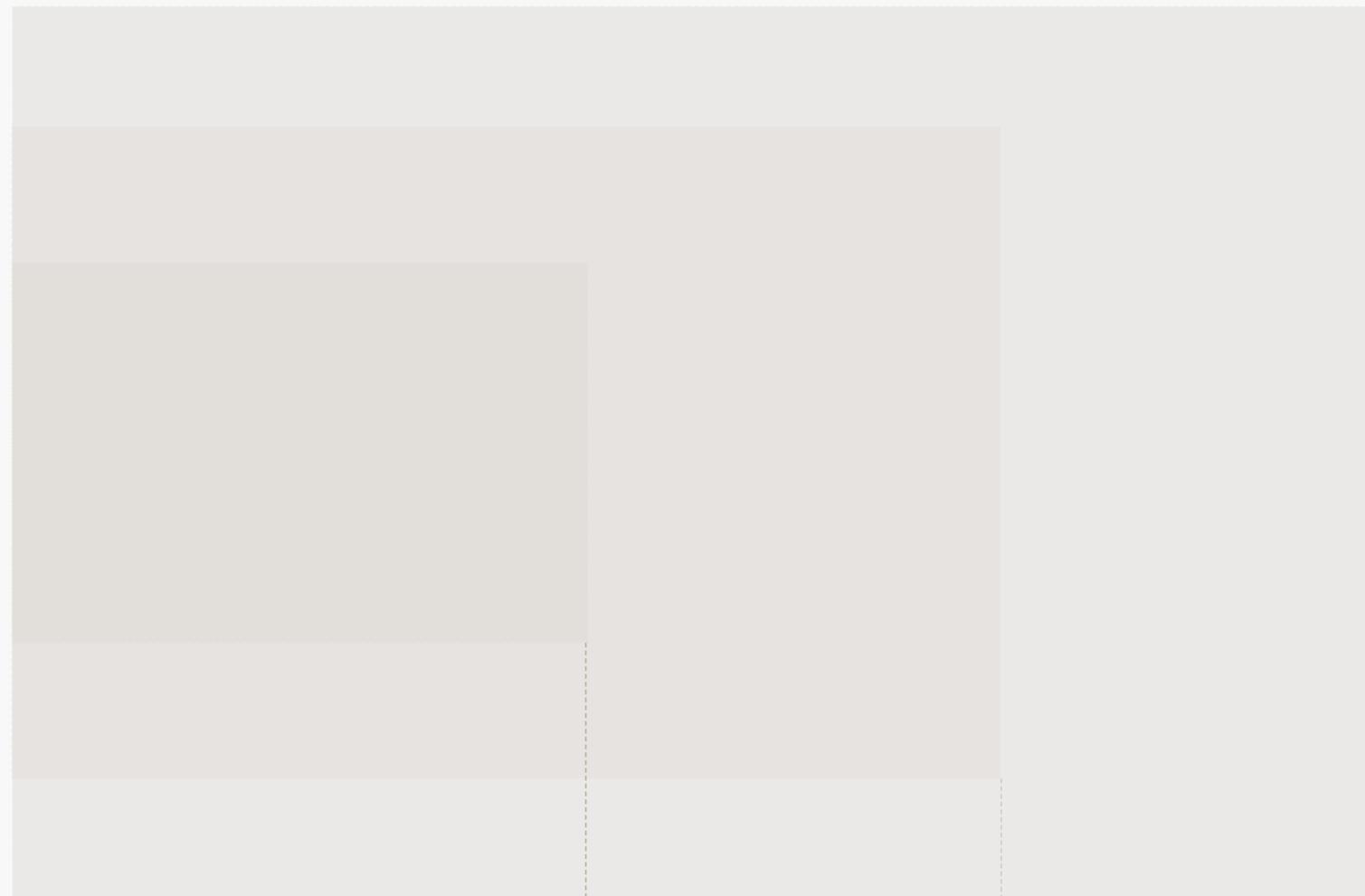
It is formed by an image that takes up the whole format on which we will place a coloured text box.



We will create the text box by scaling the piece proportionally.

Reducing it at intervals of 10% with a minimum of 40% up to a maximum of 100%.

Examples



40%

80%

100%

4 System/Layout

4.8 Colour of the box

When we use colour boxes on the photographs, we will use our corporate colours with an opacity of 90%.



Color Egg al 90% de opacidad

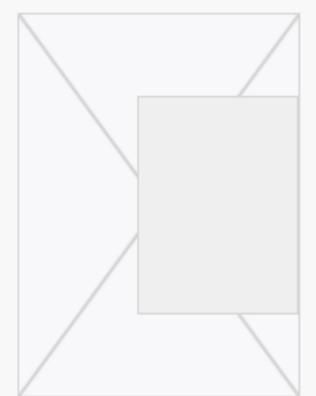
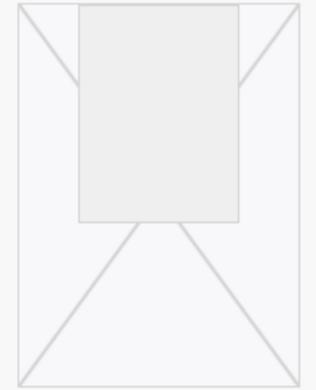
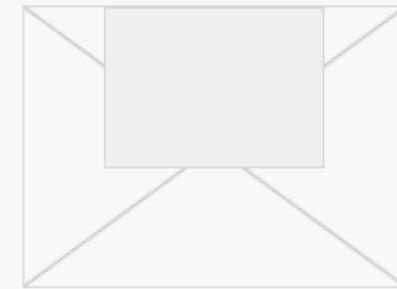


Color Jet al 90% de opacidad

4 System/Layout

4.9 Position of the box

Once the proportions are clear, we can move the box inside our composition and line it up on one of the sides and centring it with respect to the length of that side.



Using our corporate fonts, we can make different compositions by establishing different hierarchies by means of sizes and weights.

Headline

**Ejemplo de un titular
de Tegoder**

Philosopher Regular

*Ejemplo de un titular
de Tegoder*

Philosopher Italic

**Ejemplo de un titular
de Tegoder**

Raleway Medium

**Ejemplo de un titular
de Tegoder**

Raleway Semibold

Subtitle

Ejemplo de un subtítulo
de Tegoder

Raleway Light

Ejemplo de un subtítulo
de Tegoder

Raleway Regular

Text

Opublibus, vero, nortim om-
moendetere telica ium reis con-
sultum sicipio stratal ictorbit fac
resces hortem pubis.

Raleway Light

Opublibus, vero, nortim om-
moendetere telica ium reis con-
sultum sicipio stratal ictorbit fac
resces hortem pubis.

Raleway Extralight

4 System/Layout

4.11 Composition of the texts

In order to avoid legibility problems, we will change the colour of the body depending of the background that goes with it. Examples of use for a correct reading of the texts:

Typography in Jet

Typography on
the corporate
colour Grullo

Typography on
the corporate
colour Egg

Typography on
the corporate
colour White

Typography in Grullo

Typography on
the corporate
colour White

Typography on
the corporate
colour Jet

Typography in White

Typography on
the corporate
colour Jet

Typography on
the corporate
colour Grullo

5

Construction of products

Tegoder counts on a wide range of products, that is why it is important to have an order and differentiation among them. Packaging will be one of our most important design elements.

5 Construction of products

5.1 Lines of products

It is very important that we have a way to arrange and classify all our lines of products.

- FACIAL

- Basic

- Facial cleansing and care
- Oil Clean
- Marine & Thermal
- Whitening Lux
- Absolute Fusion
- SPF

- Deluxe

- Deluxe
- Deluxe Innovation
- Deluxe Advance
- Eye Care
- Men Skincare

- Premium

- Black Diamond
- Black Orchid Moon

- BODY

- Terapia del Masaje
- Cryodren
- Lipoglaucin
- Modelfit
- Densefirm

- MESOTHERAPY

- Mesoterapia

- SPA

- Harmony Spa

- TDC CLINIK

- TDC Clinik

5 Construction of products

5.2 Colours for facial lines

These are the colours associated to all the lines of the facial category. Since they are mainly applied to the printed pack, each one of them has its own Pantone Solid Coated code, in order to assure that we always achieve the same result.

- Basic

PANTONE
Cool Gray 7 CLimpieza y
cuidado facialPANTONE
550 C

Oil Clean

PANTONE
7701 CMarine
& ThermalPANTONE
7432 CWhitening
LuxPANTONE
167 CAbsolute
FusionPANTONE
7565 C

SPF

PANTONE
660 C

Perfect Skin

- Deluxe

PANTONE
655 C

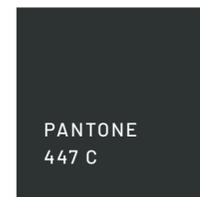
Deluxe

PANTONE
216 CDeluxe
InnovationPANTONE
5753 CDeluxe
AdvancePANTONE
5497 C

Eye care

PANTONE
547 CMen
Skincare

- Premium

PANTONE
447 CBlack
Diamond 1PANTONE
426 CBlack
Diamond 2PANTONE
7652 CBlack Orchid
Moon 1PANTONE
7449 CBlack Orchid
Moon 2



These are the colours associated to all the lines of the body category.

- Body



Massage therapy



Cryodren



Lipoglaucin



Modelfit



Densefirm



Body Styler Age 50+



5 Construction of products

5.4 Colours for mesotherapy, spa and TDC Klinik

These are the colours associated to the last three lines. Mesotherapy, Spa and TDC Klinik

- Mesotherapy



Mesotherapy

- Spa



Harmony Spa Line

- TDC Klinik



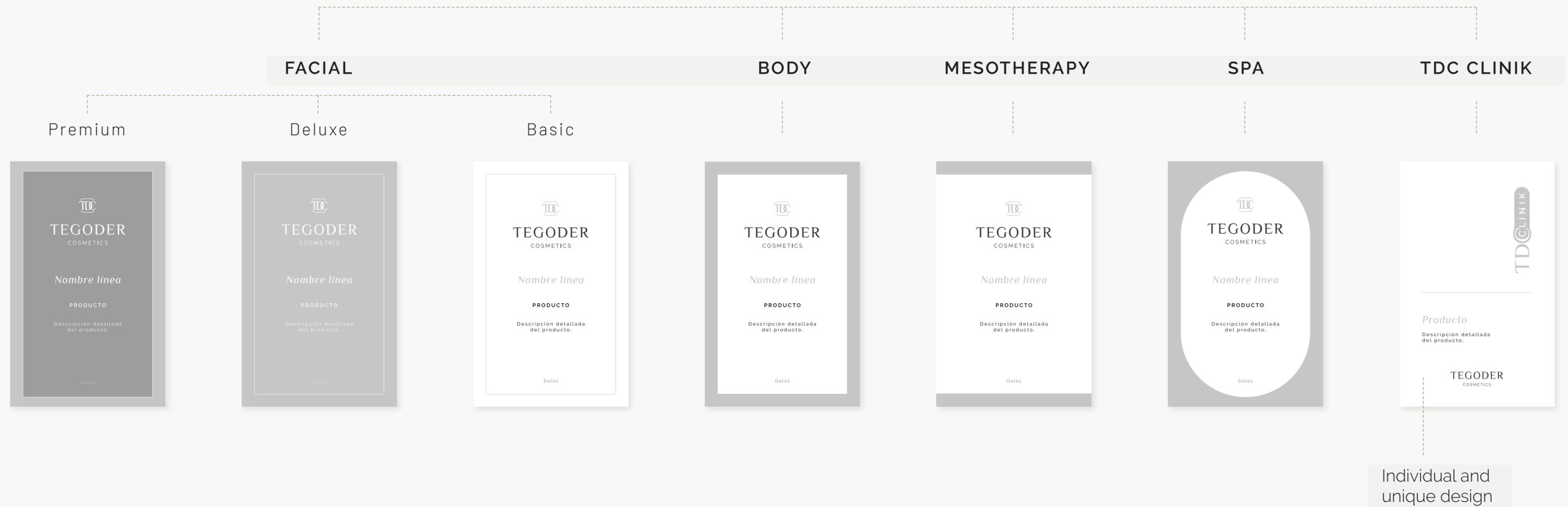
TDC Klinik

5 Construction of products

5.5 Taxonomy

Taxonomy is the way we classify and differentiate our products. We will do it by means of the colour, the design, the packaging and the nomenclature itself.

In this chart, we show, in a general manner and using grey colour as an example, how all our categories are differentiated.

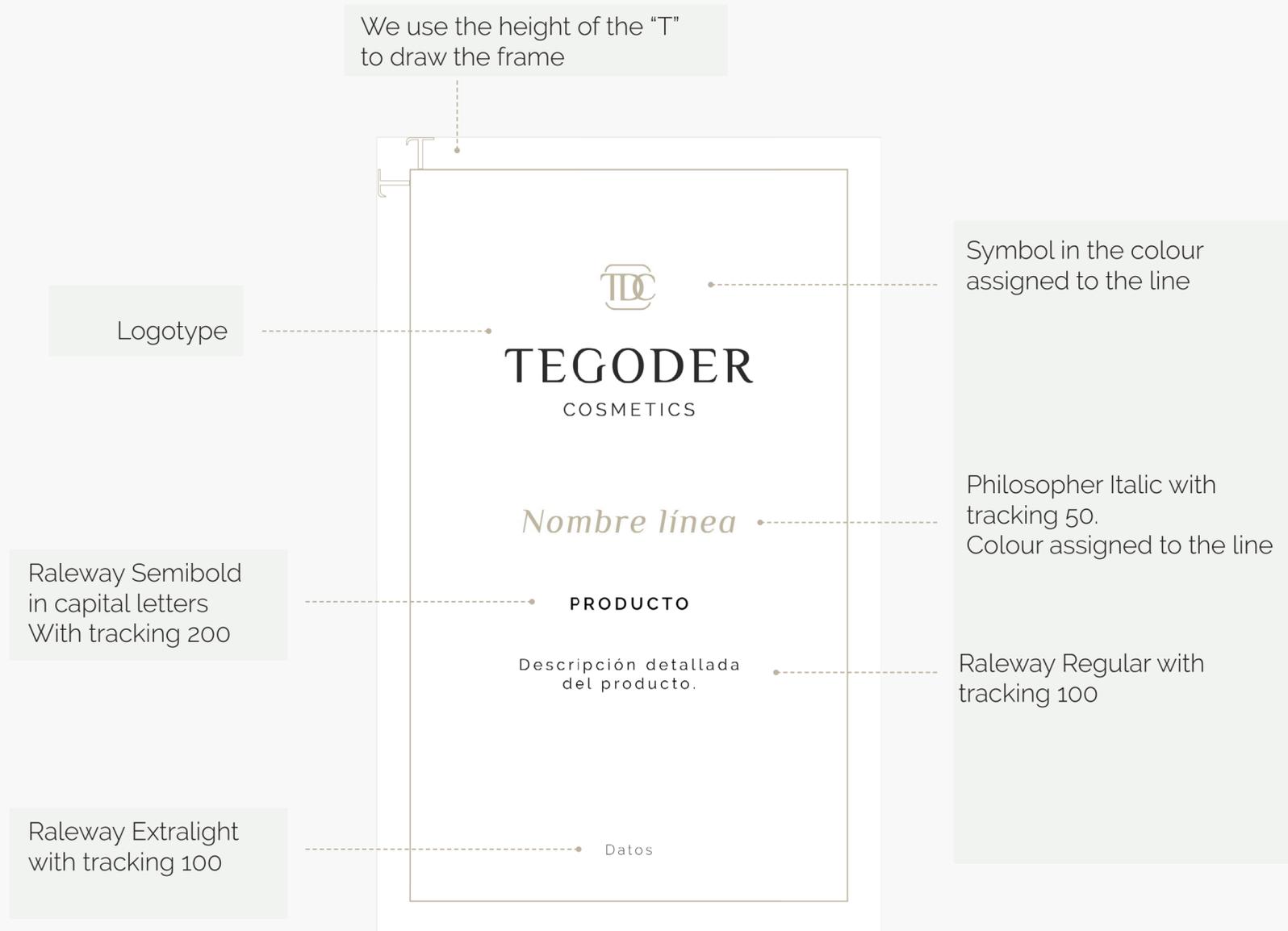


5 Construction of products

5.6 Texts and order

Our packaging is formed by a great variety of pieces, boxes and labels. For such reason, our intention will be to unify it the most we can throughout time.

This is the structural diagram we must follow, as far as possible, always respecting the order, typography and colour.



5 Construction of products

5.7 Sides and upper part

These are the colours associated to the last three lines. Mesotherapy, Spa and TDC Clinik.

Sides

Upper part

Raleway Regular

Con las técnicas dermatológicas más avanzadas e innovadoras como referente, Tegoder Cosmetics ha creado Absolute Fusion, una gama de desarrollos galénicos con el propósito de conseguir la máxima eficacia en el cuidado y tratamiento de la piel, que han sido exclusivamente seleccionados para profesionales médico-estéticos.



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NOMBRE PRODUCTO

Raleway Semibold in capital letter with tracking 200.

6 Applications

We have developed a system of applications that maintains the identity of Tegoder.

Take into account that every time we make something different, it could be damaging or minimise the brand impact.



6 Applications

6.1 Business card

Size 85x55 mm











6 Applications

6.4 Flapped folder

Size 453x310 mm.



6 Applications

6.5 DIN-A4 letter (1st sheet)

Size 210x297 mm.





TEGODER

COSMETICS

Gorka Rubio
CEO de Grupo Tegor
+34 620 375 424
tdc@tegodercosmetics.com

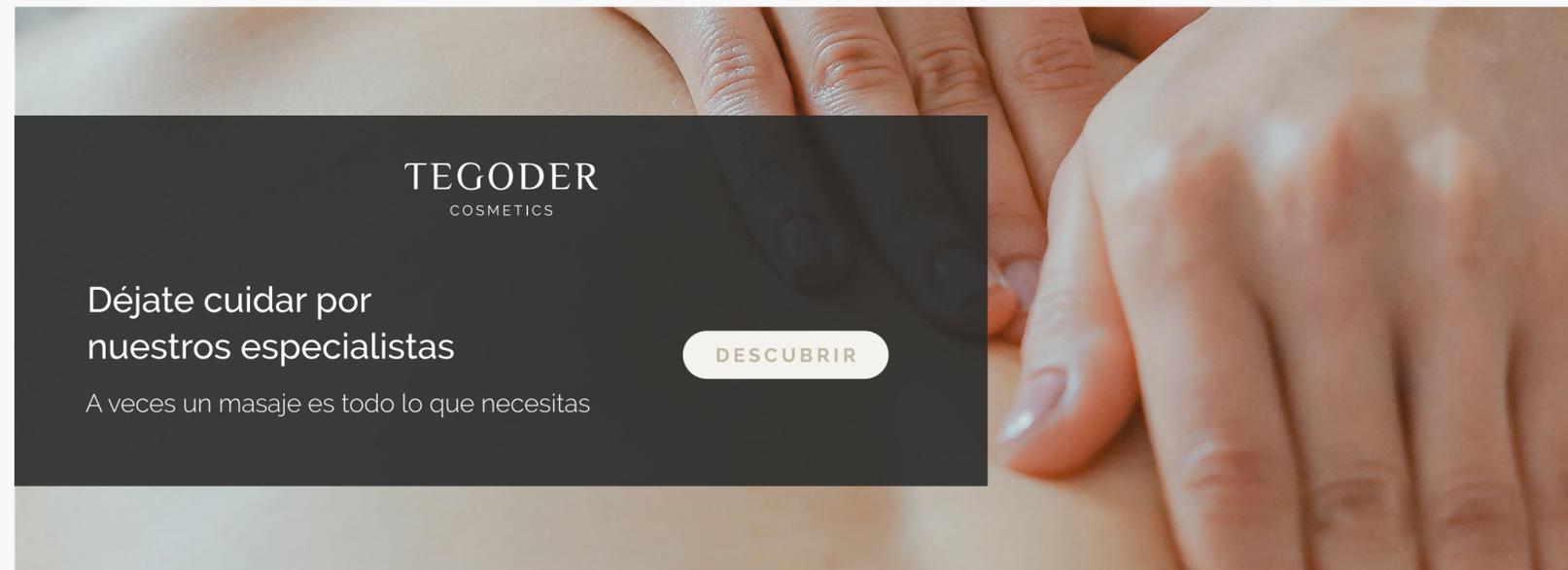
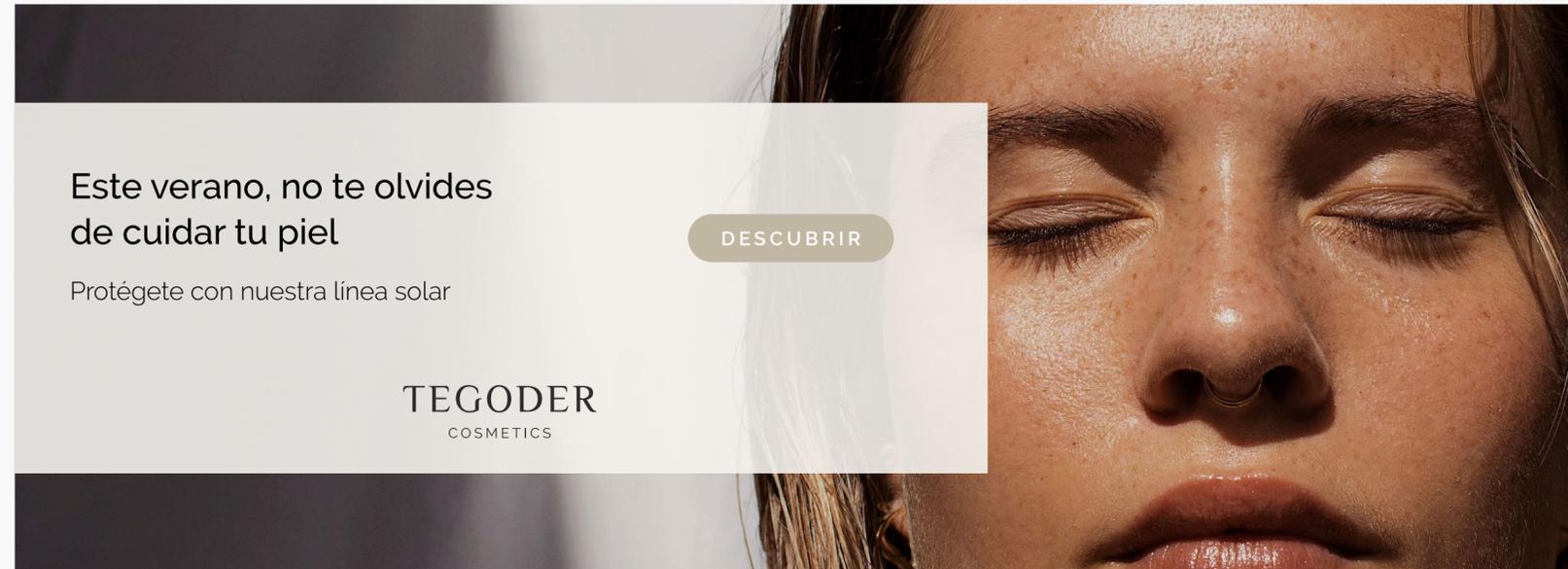
www.tegodercosmetics.com

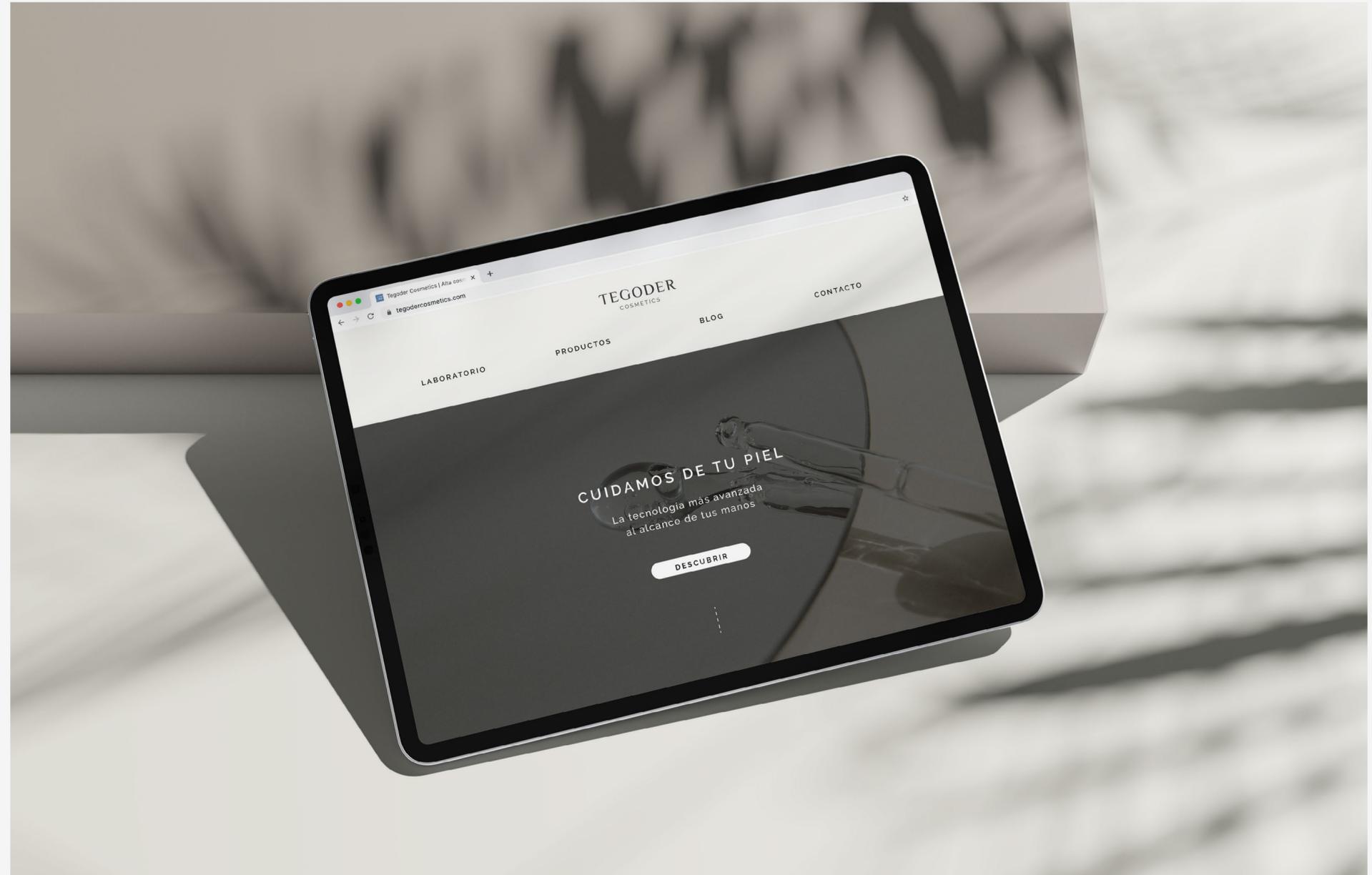
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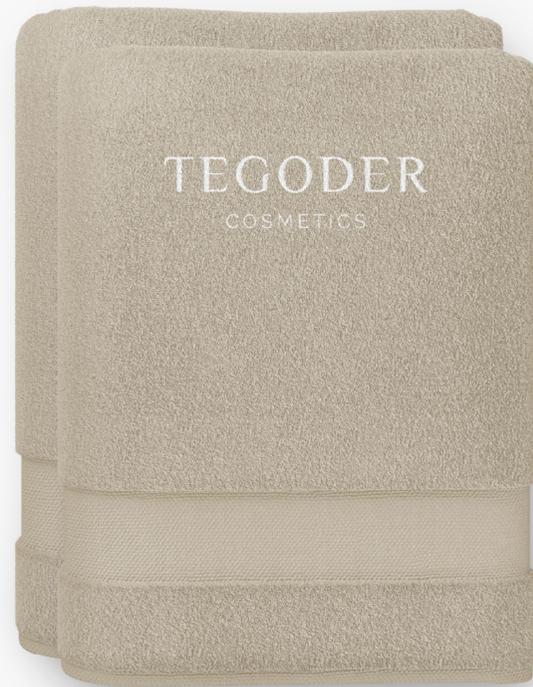
Applications

6.9

Bags

Matte paper bag in corporate colours.







TEGODER

COSMETICS

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