

POLYTECH



Campaign Design Manual

“Portrayed By”



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Intro

This is a design manual for B-Lite®
“Portrayed By” campaigning only.

It is not replacing the official POLYTECH
brand manual.

Please find our POLYTECH brand
manual [here](#).

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“Portrayed by” Campaign

You don't undergo a breast augmentation just to please other people.
You do it to please yourself & to become the person you want to be.
B-Lite[®] helps women to become the woman they really want to be.
With a feeling of natural lightness.

Because the specific weight of a B-Lite[®] implant is very similar to that of a natural breast.
- B-Lite[®] implants give you a more natural breast feeling.

B-Lite[®] implants are a true innovation in breast augmentation.

B-Lite[®] Lightweight Implants

Innovation designed to deliver beautiful natural looking breasts over time

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“Portrayed by” Campaign – Strategy

A real good photographer is able to show the woman as she really is. Her natural beauty. Her pride. Her sensuality.

We see women with B-Lite[®] implants through the eyes of one of the world’s best photographers.

And we use desirable substantives to connect these personal values with the product values.

We elevate augmentation results with B-Lite[®] into a piece of art.

“Portrayed by” Campaign - Esther Haase

Esther Haase (*1966) is a German photographer and film director living and working in Hamburg and London.

She shot fashion stories and editorials for Elle, Vanity Fair, Madame Figaro, Vogue India and others.

She made portraits of various Germans such as Diane Kruger, Hildegard Knef, Karl Lagerfeld, Franka Potente, Regina Halmich, Christine Kaufmann and Nena.



“Portrayed by” Campaign - Esther Haase

Work for fashion brands: Victoria's Secret, Guess, Wonderbra and Escada.

Advertising and campaign photography for Moët & Chandon, Chopard, Mercedes-Benz and Chrysler.

Haase has had exhibitions in various international galleries and museums.

One of her famous works is portraying women with breast cancer. It's called “Amazonen”.



“Portrayed by” Campaign - Esther Haase

“I am not interested in selling breast implants, not even if they are the best ones on the market.

My desire is to give woman the right to choose what is right for them and how they want to express their femininity and sensuality.

It is the right to let them live a life where they feel comfortable in their own bodies and with who they are.

If breast implants are the way to do this, I say go do it, but all I ask is please choose an excellent surgeon who will choose the best product for your that fit your body and your life-style the best.”

- Esther Haase



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White on POLYTECH Blue ✓



POLYTECH

White on Black ✓



POLYTECH

Black on White ✓



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POLYTECH Blue on White ✓

1. Logo sizing

The size of the POLYTECH logo is not defined in the brand CD-manual.

Therefore the scaling should be visually balanced for each media asset.



When less is more



When less is more

1.2 B-Lite® logo

Our B-Lite® logo is available in two colours. A white version for dark backgrounds and a blue version for lighter backgrounds.

It can be used in combination with the tagline **When less is more.**

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2. The passe-partout

POLYTECH presents women who are satisfied with themselves by hiring famous artists to portray them. POLYTECH offers the stage, the presentation is up to the artist.

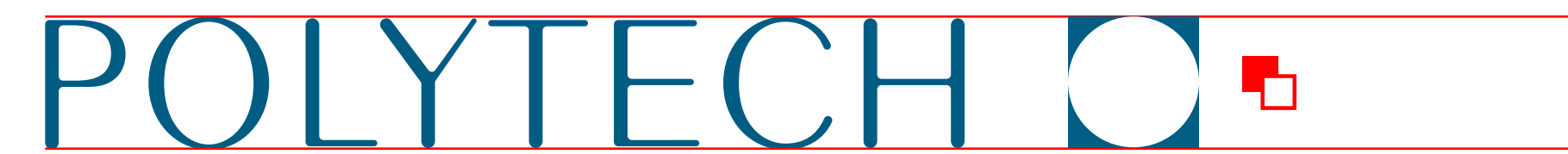
Therefore we use a branded framing, the passe-partout, originated in the world of art, galleries and curators.

2.1 The framing

The thickness of the frame should be min. 15% and max. 50% of the height of the logo.

Please note: for printing purposes in small formats the thickness should be up to 50% due to bleed tolerance (3mm).

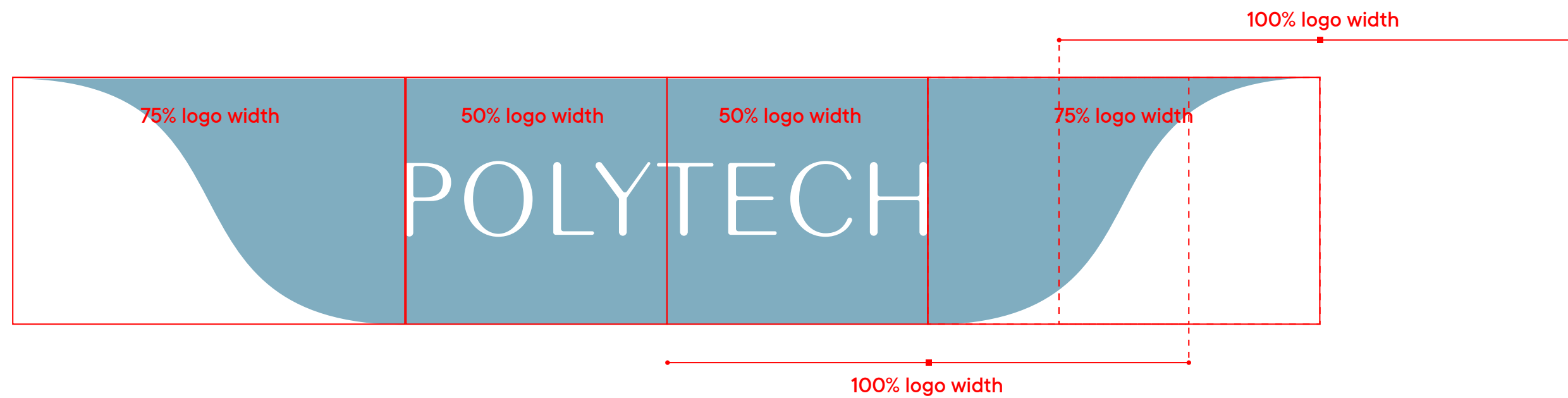
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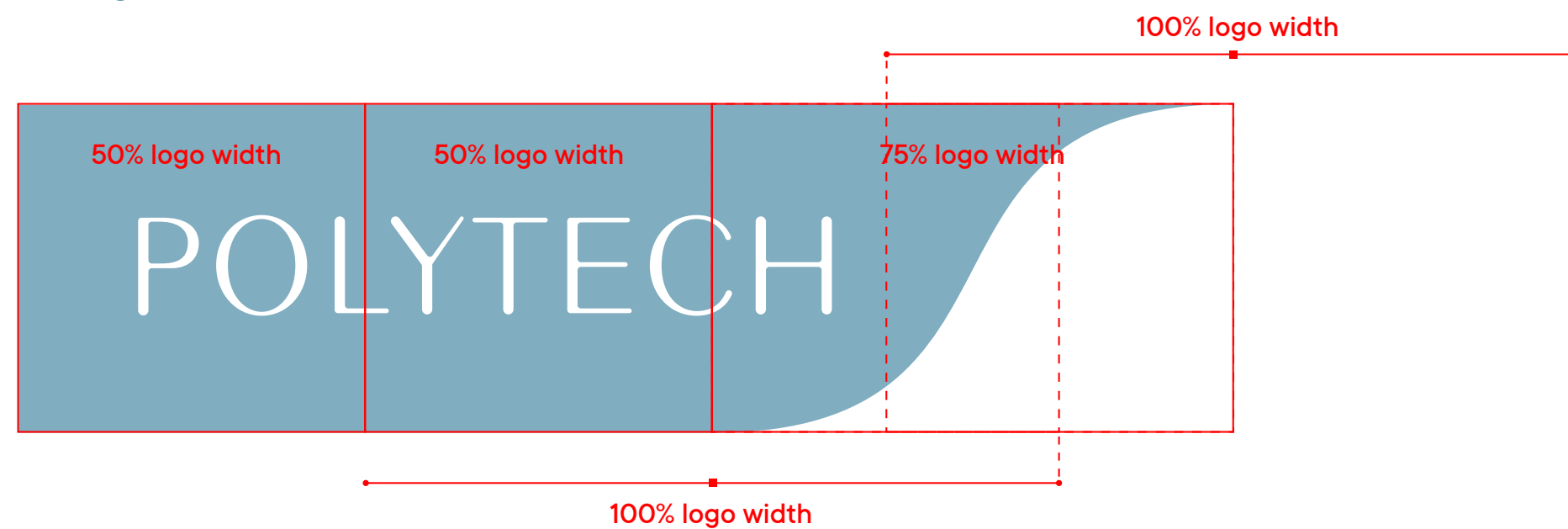
2.2 Rounded edges

The rounded inner edges are created by cutting them out off a square with a circle in the used height size of the POLYTECH logo.

Centered flag



Left/right flag



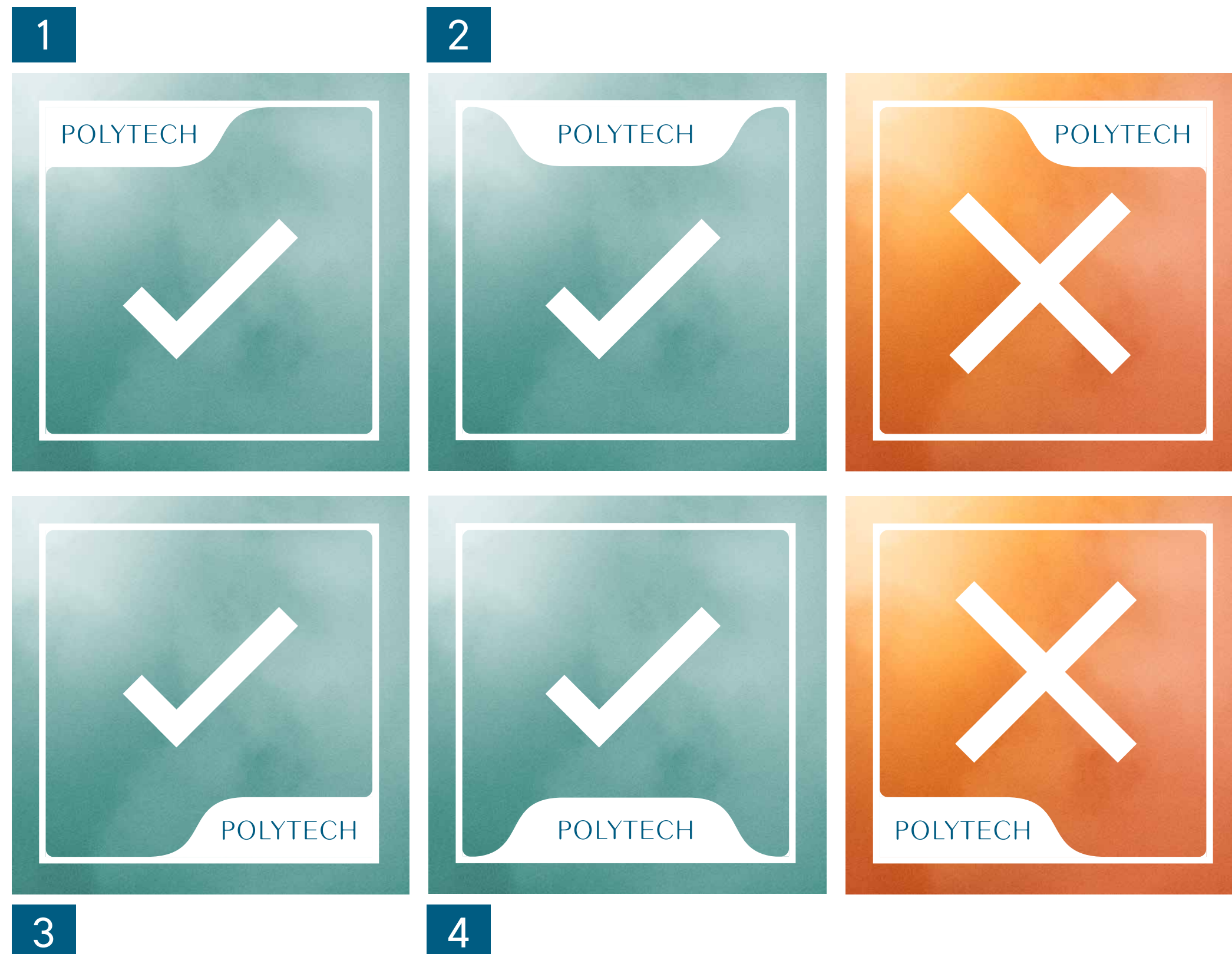
2.3 Logo flag

The logo flag is built by using a box-system based on the width of the logo.

The correct curvature is at handlebars in the horizontal length of one box in each direction.

The POLYTECH logo has to be visually centered in the flag.

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2.4 Usage

The logo flag is flexible on the horizontal axis in four positions: upper left, top & bottom centered and bottom right.

Version 1) should be used in web-based and/or interactive UI/UX cases.

Top and bottom centered (2/4) should be used whenever possible.

Version 3) should be used for print ads

Version 4) should be used for very narrow formats (i.e. skyscraper banner).

A white framing is used for communication material containing pictures or visualisations (i.e.: posters).

Blue framing is used for communication material with major use of text (i.e.: presentations).

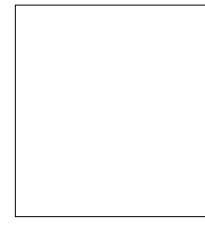
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Main Colours



POLYTECH Blue

Pantone 301 C
RGB 0/93/131
CMYK 100/50/18/20
HEX 005D83



White

Monochromatics



B-night

Pantone 7463 C
RGB 0/43/73
HEX 002B49



B-day

Pantone 290 C
RGB 185/217/235
HEX B9D9EB



B-sea

Pantone 4153 C
RGB 56/127/151
HEX 387F97



B-light grey

Pantone 7541 C
RGB 217/225/226
HEX D9E1E2



B-medium grey

Pantone 7543 C
RGB 152/164/174
HEX 98A4AE

Signal colors



B-sky

Pantone 2995 C
RGB 0/169/224
HEX 00A9E0



B-sun

Pantone 2006 C
RGB 235/188/78
HEX EBBC4E



B-dawn

Pantone 2355 C
RGB 135/3/123
HEX 87037B

3. Colours

For basic branding elements the original **POLYTECH BLUE** and **WHITE** are used.

Secondary colours can be used for info graphics, diagrams, graphs and other punctual highlighting.

Headline TT Commons medium

Mixed usage with TT Commons light.

Headline TT Commons medium

Mixed usage **with TT Commons light.**

Lorem MESMO[®] alpaca dolor met.

Kisuaheli neumix et MESMO[®] sum.

~~HEADLINE TT COMMONS MEDIUM
MIXED USAGE WITH TT COMMONS LIGHT.~~

~~Headline TT COMMONS medium
Mixed usage with TT COMMONS light.~~

~~Headline TT Commons medium
Mixed usage with TT Commons light.~~

~~Headline TT COMMONS medium
Mixed usage with TT COMMONS light.~~

4. Headline & Copy

For B-Lite[®] campaigning purposes two TT Commons font weights are used.

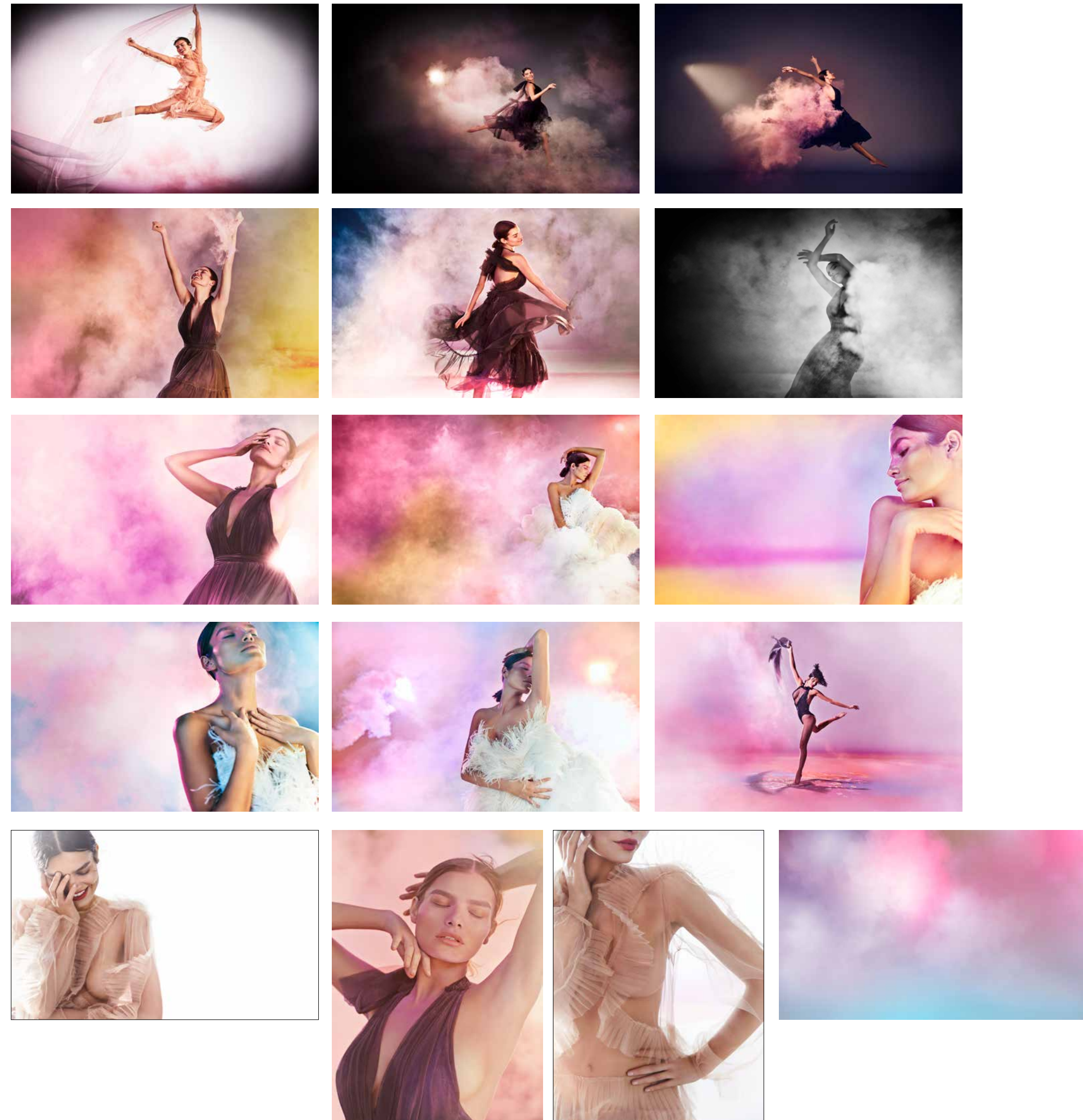
For headlines it is TT Commons medium mixed with light. Please use medium to mark the core message.

For subheadlines and bodycopy it is TT Commons light.

The preferred justification is left.

As an exception middle justified can be used for very short sentences and/or very high but narrow formats, i.e. roll-ups, skyscraper banners, etc.

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5. Imagery

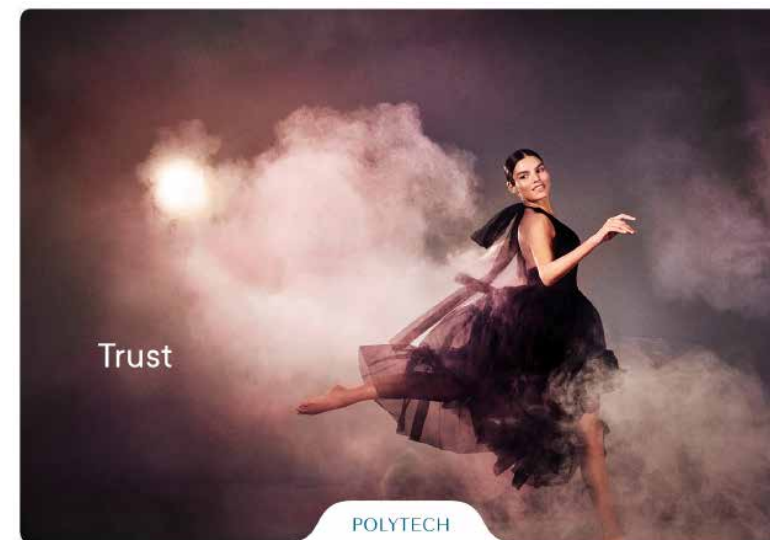
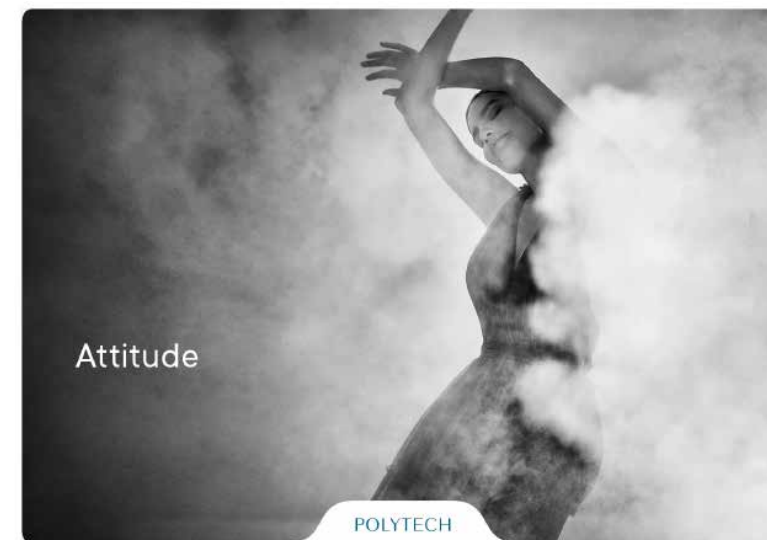
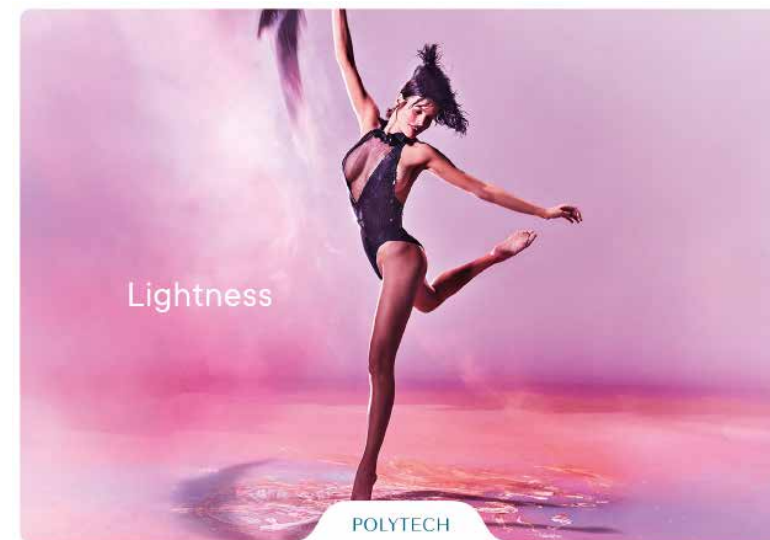
Our picture world “Variété” are artworks portrayed by the international photographer Esther Haase.

Additionally there is one blank backplate for text-only purposes.

In case, the artworks have to be extended to fit a special format, please use the blank backplate, recolorize it and extend with a high quality fog brush in the desired direction.

Important: added fog should never be covering skin nor hair.

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5.1 Key words & visuals B2B

In order to make the composition of image and text perfect, we use emotionalising and attention-grabbing substantives.

These substantives reflect the advantages of the product as well as the changes in women's lives.

We have set up 5 fixed combinations of key words and related key visuals for our surgeon's communication.

When using any key words for promotion it is mandatory to use the according visual.



Example: B-Lite® Surgeon's Brochure

5.1 Key visual B2B

When promoting the campaign without using a key word, please make sure to use the key visual for B2B (surgeons) communication.

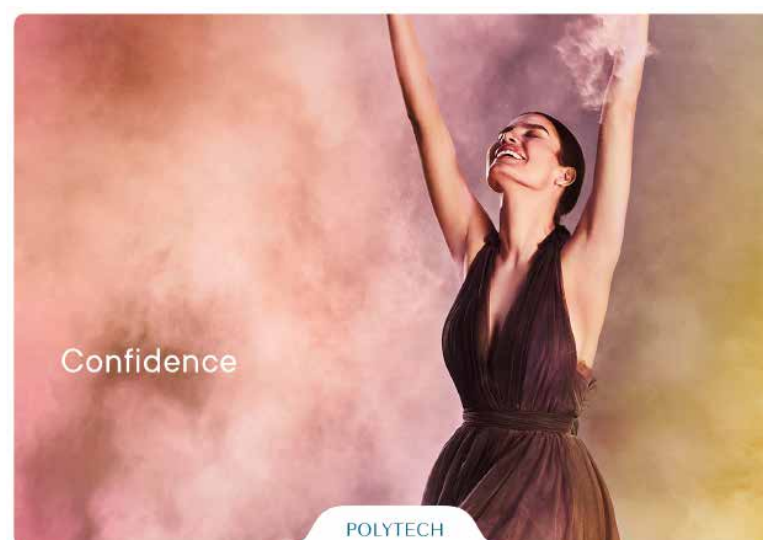
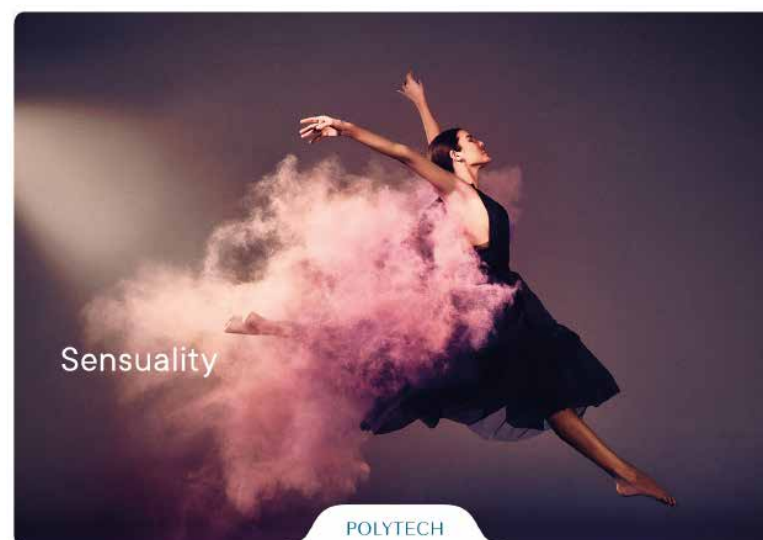
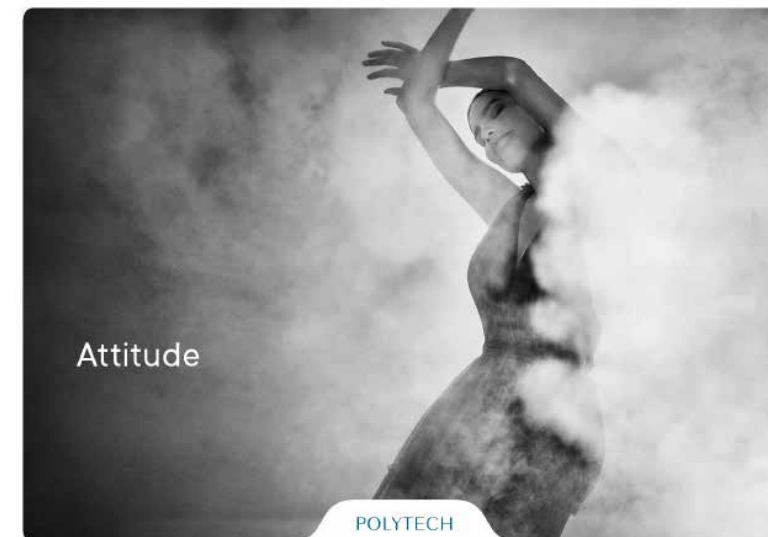
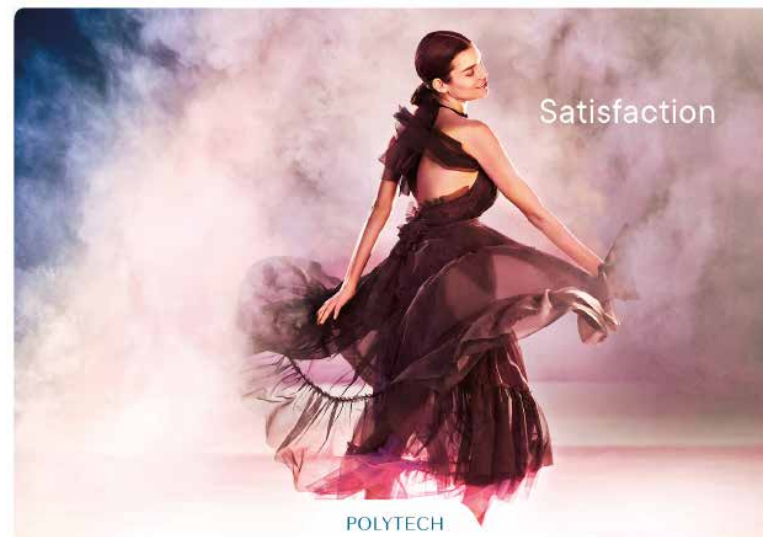
Filename: B-LITE_Model_No17

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5.2 Key words & visuals B2C

We have set up 7 fixed combinations of key words and related key visuals for our patient communication.

When using any key words for promotion it is mandatory to use the according visual.





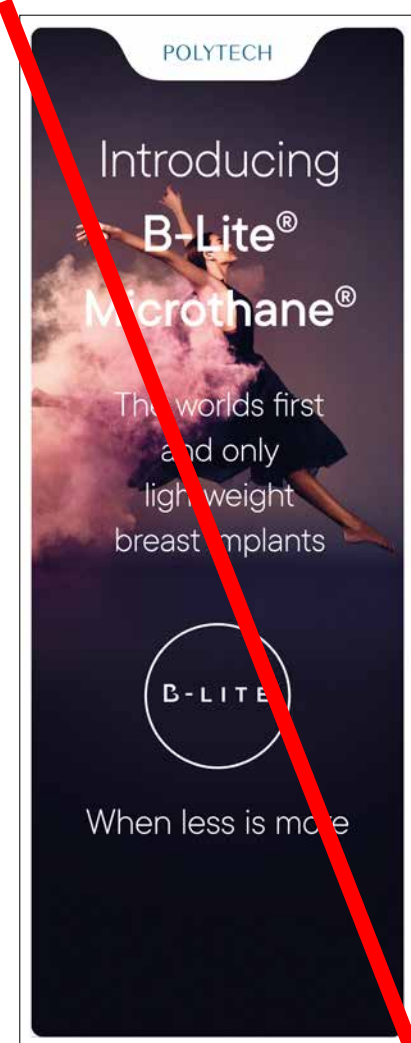
Example: B-Lite® Patient Teaser

5.1 Key visual B2C

When promoting the campaign without using a key word, please make sure to use the key visual for B2C (patient) communication.

Filename: B-LITE_Model_No8

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6. Layout

Text should never cover the artwork.

In cases of huge amounts of text, please use the blank backdrop and treat seperately.

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Contact for design assistance:

Manuel Novoa
Media Designer

POLYTECH Health & Aesthetics GmbH
Alzheimer Str. 32 / 64807 Dieburg / Germany

Tel.: +49 (0) 6071 - 9863 8316

E-Mail: M.Novoa@polytechhealth.com

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POLYTECH Health & Aesthetics GmbH
Alzheimer Str. 32 / 64807 Dieburg / Germany
polytechhealth.com