

**pjur**<sup>®</sup>  
**love**

*gives you more*

# Corporate Design **Style Guide**

Version 5.0 | January 2018



We **love** to work with you!

# 01/ corporate design

Quality is the uppermost priority at pjur: beginning with the selection of ingredients for our products, and extending to production and delivery of the article up to marketing and behavior of our colleagues and partners.

On the continually changing global market it is essential for us to set and define standards. In doing so we not only promise consumers pleasure and safety, but also keep our promise.

We have developed our style guide on this basis. We describe how certain elements in the brand communication should be designed at pjur. These guidelines help to create a uniform appearance and facilitate a corporate identity in various communication media for the pjur brand, e.g. promotional and informational material, business letters, or websites. These high quality standards help to communicate the pjur brand, making it coherent and easily recognizable.

Continuity is the key to ensuring consistent high quality. It is important to create and preserve a brand that can handle the topic of „love, lust and sex“ with charm and casual self-confidence.

***We enable our customers to enjoy light-hearted intimacy.***

## ***“follow the yellow dot“***

The „yellow dot“ is the key visual for pjur. It gives our products, services and all our materials an unmistakable appearance and contributes significantly to our worldwide recognition.

## 02/ marketing processes

### 02.1 General marketing projects

Fundamentally, all marketing measures concerning the pjur brand must be released without exception by the Marketing Department in the Head Office Wasserbillig/Luxembourg. This applies to all means of communication with text, picture, audio or video and also for any presence at events and trade fairs. Violating these stipulations is not permissible and can have legal consequences.

The uppermost premise of all marketing measures is always that pjur meets its claim as a premium brand and is coherently presented as dealing seriously as well as emotionally with the intimate love lives of our customers worldwide.

A specimen copy (physical or digital) of every marketing measure must always be submitted to the Head Office. If the pjur Head Office agrees to share or take over expenses, then the pjur partner must submit at least two proposals. pjur Marketing retains the right to solicit additional comparative offers to make the best commercial decision.

#### Process:

- pjur partner must inform pjur Marketing in advance about projects (goals, target groups, proposed materials, etc.)
- pjur partner sends all layouts concerning the pjur brand to pjur Marketing
- pjur Marketing checks compliance with the CI guidelines and gives appropriate feedback (corrections, release)
- pjur partner sends specimen copies to pjur Marketing (digital suffices, e.g. as PDF or jpeg)

### 02.2 Marketing materials

Not only marketing material layouts but also the materials (e.g. product and images) are subject to the pjur claim to quality as a premium brand. Therefore all available pictures, videos, and layouts from pjur will be made available to the customer and partner free of charge: [www.pjurlove.com/en/dealerlounge/](http://www.pjurlove.com/en/dealerlounge/)



## 03/ pjur love logo

Only the following displayed logos and logo variants may be used in form, color, and free space. The pjur logo must always be freely and clearly recognizable and the corresponding free space must be ensured for complete effect. Neither the logo nor the free space may be covered, e.g. in print by pictures, surfaces, or other product images.

- .eps** Format for printing; vectorformat ist scalable without qualityloss
- .jpg** Format for digital usage; not scalable without a loss of quality; background is black, or white.
- .png** Format for digital usage; not scalable without a loss of quality; background is transparent



### ***pjur love, main Logo***

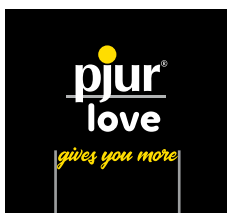
You will find print and web versions of the logo in our retailerlounge at:

***[www.pjurlove.com/en/retailerlounge/](http://www.pjurlove.com/en/retailerlounge/)***

If you do not have an account, please contact us at ***[online@pjur.com](mailto:online@pjur.com)***

This logo is used for all media and materials which concern the pjur love product series. Any use without the claim is fundamentally not permissible. Moreover, the logo free space must be strictly observed.

## 03.1/ minimum size of the logo



16 mm  
minimum  
size

The logo must not be less than the minimum size of 16mm!

## 04/ positioning of the logo

To maintain the effect of the logo, the perfect space of 1 yellow dot on every side of the logo has to be kept. This is a standing rule for all pjur logos.



Perfect space  
1 yellow dot



Perfect space  
1 yellow dot

## 04.1/ special forms of the logo

**ATTENTION!** This version of the pjur love-logo is only for use in special cases (e.g. on productsheets that generally have a white background). Before use ask for a written permission from the marketing-team!



### ***pjur love, Logo on white background***

You will find print and web versions of the Logo in our retailerlounge at:

***<https://www.pjurlove.com/en/retailerlounge/>***

If you do not have an account, please contact us at ***[online@pjur.com](mailto:online@pjur.com)***

This logo is a special form. According to the corporate identity, all materials of the pjur love product series will be created on a black background, and therefore the pjur love logo are presented on a black background.

This logo with a white background is only used in exceptional cases for media and materials which concern the pjur love product series. Using this logo without the claim is fundamentally not permissible. Moreover, the logo free space must be strictly observed. Any use of this logo must be released in advance by pjur Marketing.

## 04.2/ special forms of the logo -white-

**ATTENTION!** This version of the pjur logos is only for use in special cases. Before use ask for a written permission from the marketing-team!



### *pjur love logo, white Version*

Print and web versions of the logo are only available on request.

Feel free to contact [marketing@pjur.com](mailto:marketing@pjur.com)

## 04.3/ special forms of the logo -black-

**ATTENTION!** This version of this pjur logos is only for use in special cases. Before use ask for a written permission from the marketing-team!



### *pjur love logo, black Version*

Print and web versions of the logo are only available on request.

Feel free to contact [marketing@pjur.com](mailto:marketing@pjur.com)



# 05/ misuse of the logo

**ATTENTION!** The following misuses of the logo are forbidden:  
(Examples are shown with the pjur logo but they are standing rules for all pjur logos)



No change of colours



No turning



no new creation of the logo and/or the claim



Background should only be black or white



Keine unruhigen Fotos oder Texturen als Hintergrund



No special borders



Do not process effects on the logo



Never squash the logo



No transparency

## 06/

### naming of pjur in text

If the name pjur appears in floating text or as headline (digitally or hand-written), it has to be written completely in lower case:

pjur

**ATTENTION!** Never use one of this ways of spelling:

~~Pjur~~ ~~p.Jur~~ ~~pjUr~~ ~~pjuR~~ ~~PJUR~~

~~p.JUR~~ ~~p(j)ure~~

~~Pure~~ ~~pUre~~ ~~puRe~~ ~~purE~~ ~~PURE~~

~~Pjure~~ ~~p.Jure~~ ~~pjUre~~ ~~pjuRe~~ ~~pjurE~~

~~PJURE~~

# 07/ color overview

***pjur yellow***

CMYK:  
0; 10; 100; 0

Full Tone:  
Pantone 109 C

RGB:  
255; 221; 0

Hex: #FFDD00

***pjur dark-grey***

CMYK:  
0; 0; 0; 70

Full Tone:  
Pantone Process  
Black C 70%

RGB:  
112; 113; 115

Hex: #707173

***pjur light-grey***

CMYK:  
0; 0; 0; 40

Full Tone:  
Pantone Process  
Black C 40%

RGB:  
177; 179; 180

Hex: #B1B3B4

***white***

CMYK:  
0; 0; 0; 0

Full Tone:  
white

RGB:  
255; 255; 255

Hex: #FFFFFF

***black***

CMYK:  
0; 0; 0; 100

Full Tone:  
Pantone Process  
Black

RGB:  
0; 0; 0

Hex: #000000

**When converting from Pantone 109 C to CMYK, please make sure that the magenta value is adjusted to 10%!**

## 08/ product images

The pjur claim to quality as a premium brand is also especially demonstrated by the quality and presentation of its product images. Therefore only the product images made available by pjur must be exclusively used. All marketing materials will be made available by pjur to the customer and partners on our retailerlounge free of charge.

- Only product images available from pjur are permissible
- Product images must always be positioned edgewise – never at a slant
- The pjur logo on the product images must always be freely and completely recognizable. It is not permitted to superimpose the logo with e.g. other products or contents.



only product images available from pjur are permissible!



product images never at a slant!



It is not permitted to superimpose the logo with another product!



The pjur logo must always be freely recognizable!

## 09/ imagery

A fixed component of the pjur brand image are high-quality and emotional images. These will form the link between brand and products in the minds of the consumers. Therefore pjur exclusively employs serious and impressive pictures with no pornographic content.

- Exclusive use of high-grade, emotional imagery – no pornography
- To the extent that images are made available by pjur, an official pjur logo must **always** also be shown. The copyright then belongs to the pjur group.



# 10/ trade fairs & events

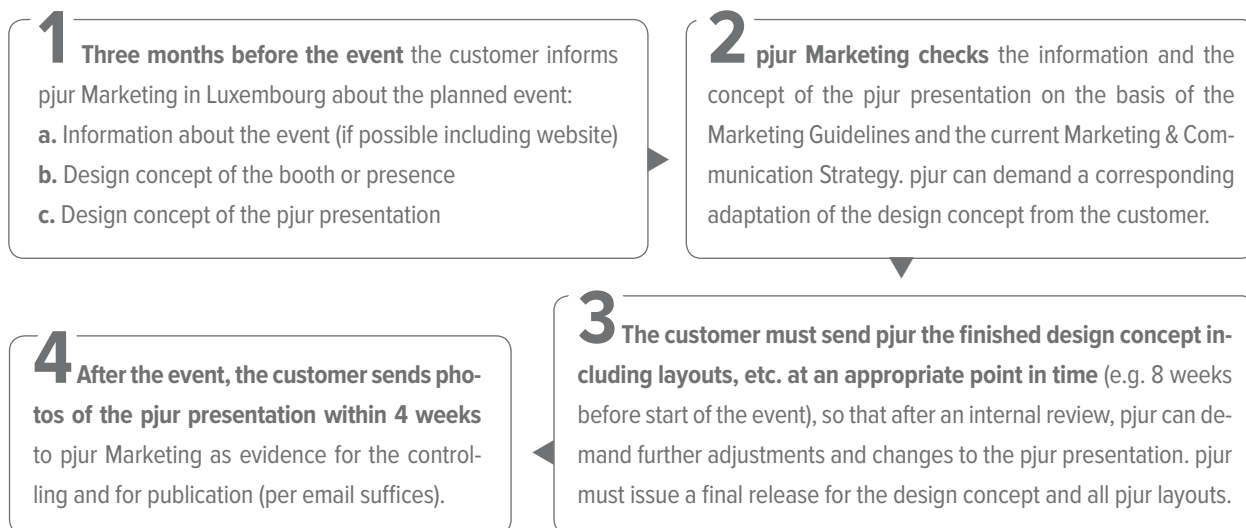
pjur is represented at all important specialized trade fairs and increasingly at final consumer events worldwide as well. Nowhere does a company have better opportunity to present its complete CI than at a trade show or similar event.

The booth, product presentation, advertising messages, staff, printed material, gifts etc. are all image-forming factors. Therefore pjur sets great store on presenting a uniform worldwide appearance.

**Please observe the following basic rules for trade fairs:**

- The color design is geared to the CI colors: white, yellow, and black for the pjur love series
- The top of every booth (whether aisle, corner, head or free-standing) bears one or several screens displaying the pjur logo. The booth or pjur presence must always be perceived as a single unit.
- The logo must be easy to read and identify from every aisle of the hall. This means that the logo size must be appropriately selected. The logo background is black for the pjur love series (= main logo) or white for the pjur med series (= main logo).
- The products themselves are the leading players in the show. They are presented on shelves and on pjur displays. Trade fair innovations are especially highlighted.
- Make sure the products are well-illuminated.
- Provide brochures and leporellos in appropriate dispensers.
- Make sure the staff is dressed elegantly and uniformly.
- All labelling, layouts, pictures and decorations comply with the pjur CI or Marketing Guidelines.

**Process:**



# 11/ fonts in use

The pjur Corporate Design operates with the following fonts:

pjur love series

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Proxima Nova Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Proxima Nova Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz1234567890**

web, office

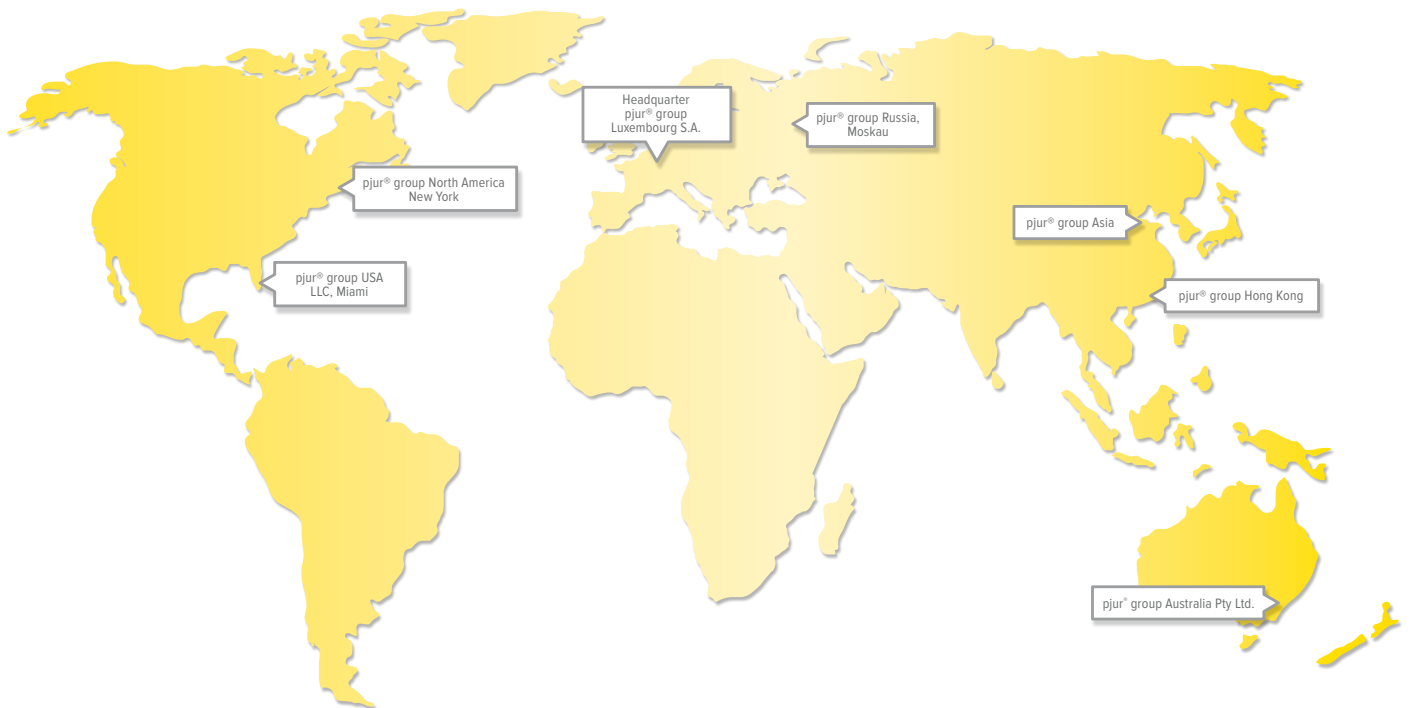
Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

foreign language  
(f.e. russian)

# 12/ contact details

*Join* THE WORLD OF **pjur**<sup>®</sup>



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**pjur.com**

follow us on:

**facebook.com/pjurgroup**

**instagram.com/pjurlove**

**youtube.com/pjurgroup**

**twitter.com/pjur**

# 13/ confirmation

I herewith confirm to have read and understood all the contents of the pjur Corporate Design Style Guide and shall undertake to confirm with their stipulations. I understand that any deviations from said Style Guide must be clarified in advance with pjur Marketing and duly released by them.

**Client:** \_\_\_\_\_

**Approved by:** \_\_\_\_\_

**Position:** \_\_\_\_\_

**Signed:** \_\_\_\_\_

**Date:** \_\_\_\_\_