

→ OVERVIEW

→ NIVEA BLUE

NIVEA SUB-BRANDS

NIVEA BEAUTÉ

Core Branding & Logos

[Communication](#)

[Display \(Shop, Table, Wall\)](#)

[Promotion Material](#)

[Second Display](#)

[Sales Folder](#)

## NIVEA BEAUTÉ: CORE BRANDING & LOGOS

### REGULAR LOGO

Example (RGB)	Comment
	"NIVEA" must always be printed in white. Both words must always have good legibility and visibility. The lower part of the logo must <b>never be boxed</b> (see specifications below).

All logo colours are defined in the [download files](#) on the bottom of this page.

### HORIZONTAL LOGO

Example (RGB)	Comment
	The NIVEA BEAUTÉ logo in its horizontal format as shown on the left is <b>for usage for display header purposes only</b> . If horizontal logo is required please contact IBU directly.

All specifications for the horizontal logo are identical to the regular logo.

### USAGE ON LIGHT BACKGROUND

Example (RGB)	Comment
	On a light background, the colour of the background must shine through the logo, avoiding a "box" (see example).  <b>"NIVEA" must remain white.</b>



### USAGE ON DARK BACKGROUND

Example (RGB)	Comment
	On a dark background, BEAUTÉ and the line underneath it should be printed in white (see example).  <b>"NIVEA" again must remain white.</b>



### USAGE ON LOGO BLUE

Example (RGB)	Comment
	If the logo is placed on a background of identical colour to the colour of the logo the upper part of the logo should be boxed (see example). <b>This placement should be avoided if possible.</b> If this logo is required please contact IBU directly.



### TEXT FORMAT

Example	Comment
lorem ipsum <b>NIVEA BEAUTÉ</b> dret sit amet	When using the word NIVEA BEAUTÉ in text format, in contradiction to the old logo, both words must always be stated in BLOCK CAPITALS. The accent must also always be included above the final É of BEAUTÉ.

~~lorem ipsum NIVEA Beauté dret sit amet~~  
~~lorem ipsum NIVEA BEAUTE dret sit amet~~

### DOWNLOADS

Freehand 10 files	
	<a href="#">Pantone</a> (e.g. Packaging)
	<a href="#">CMYK</a> (e.g. print communication)
	<a href="#">RGB</a> (e.g. online communication)
Illustrator 10 files	
	<a href="#">Pantone</a> (e.g. Packaging)
	<a href="#">CMYK</a> (e.g. print communication)
	<a href="#">RGB</a> (e.g. online communication)
Office templates	
	<a href="#">Word</a> (includes WMF file)
	<a href="#">Powerpoint</a> (includes PNG file)

Do not change the files after download.

→ OVERVIEW

→ NIVEA BLUE

NIVEA SUB-BRANDS

NIVEA BEAUTÉ

Core Branding & Logos

Communication

Display (Shop, Table, Wall)

Promotion Material

Second Display

Sales Folder

## NIVEA BEAUTÉ: SECOND DISPLAY

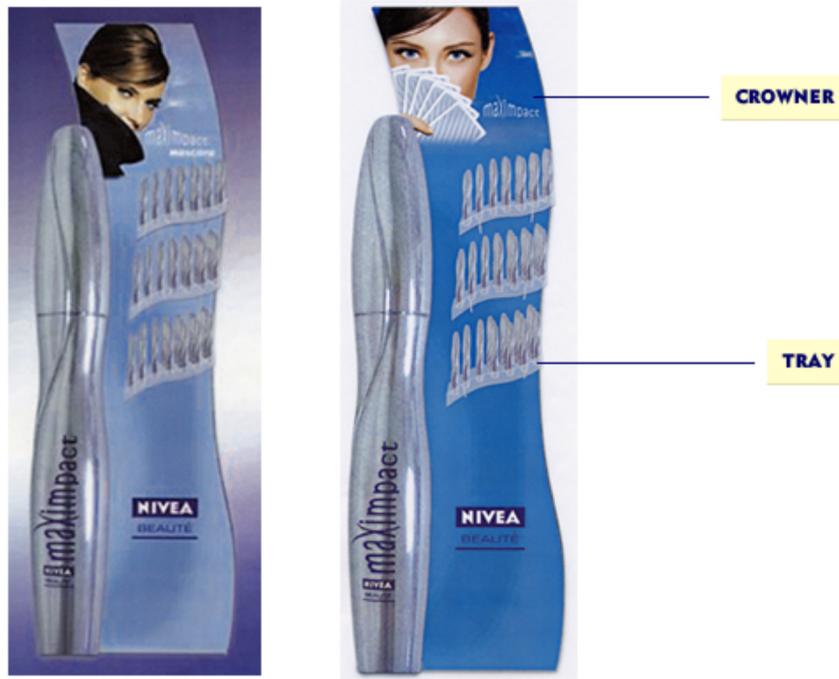
### SECOND PLACEMENTS



Crowner	
<b>Logo</b>	be placed at the top right-hand corner of the crowner, size 5,5cm width, height accordingly
<b>Visual, packshot and background</b>	in line with classical communication
<b>Product name</b>	preferably same design as on product itself and in capital letters
<b>Benefit</b>	in capital letters
<b>Headlines and Subheadlines</b>	See also <a href="#">Headlines and Subheadlines</a> in section <a href="#">communications</a>
<b>URL</b>	www.NIVEA.xx, horizontal, 2-3cm above rim of tray
<b>Price</b>	if necessary
<b>EU directive</b>	INCI needs to be displayed
Tray	
<b>Content</b>	innovations for launch support + Looks

Download image as PDF

### FLOORSTAND



Crowner	
<b>Logo</b>	be placed at the top right-hand corner of the crowner, size 5cm width
<b>Visual, packshot and background</b>	in line with classical communication
<b>Product name</b>	preferably same design as on product itself and in capital letters
<b>Benefit</b>	in capital letters
<b>Headlines and Subheadlines</b>	See also <a href="#">Headlines and Subheadlines</a> in section <a href="#">communications</a>
<b>URL</b>	www.NIVEA.xx, horizontal, 2-3cm above rim of tray
<b>Price</b>	if necessary
<b>EU directive</b>	INCI needs to be displayed
Tray	
<b>Content</b>	innovations for launch support

Download images as PDF

→ OVERVIEW

→ NIVEA BLUE

NIVEA SUB-BRANDS

NIVEA SUN

Core Branding &amp; Logo

## NIVEA SUN: CORE BRANDING &amp; LOGO

 [Print this page](#)

## REGULAR LOGO

Example (RGB)	Comment
	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p><b>Laoreet dolore magna aliquam erat volutpat.</b></p>

All logo colours are defined in the [download files](#) on the bottom of this page.

## DOWNLOADS

## Freehand 10 files

 [RGB](#) (e.g. online communication)

## Illustrator 10 files

 [RGB](#) (e.g. online communication)

## Office templates

 [Word](#) (includes WMF file) [Powerpoint](#) (includes PNG file)

Do not change the files after download.

↓ NIVEA TYPE

General specifications

[Headlines](#)

[Continuous text](#)

[Packaging](#)

→ OTHER FONTS

**NIVEA TYPE: GENERAL SPECIFICATIONS**

Text1  
Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1  
Text1 Text1 Text1 Text1 Text1 Text1 Text1

Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1  
Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1  
Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1  
Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1  
Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1  
Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1  
Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1  
Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1  
Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1 Text1

Headlines on this page are set in **NIVEA Bold Text Screen** because they are smaller than 18 points. All continuous text is set as **Verdana** for compatibility and screen readability reasons (please read the [NIVEA OnlineStyleguide](#) for detailed screen design guidelines).

**NIVEA LOGOTYPE**

Example	Comment
	The standalone <b>NIVEA Logotype</b> has to be set <b>white on NIVEA Blue</b> and is integrated in all NIVEA Type fonts as a special character (see explanation on the right). As soon as the word "NIVEA" is part of a sentence it can be set using <b>other colours</b> .
	The space between N and I of the <b>NIVEA Logotype</b> must be 90% of the I's width.
	The free space around the standalone <b>NIVEA Logotype</b> has to be at least the height of the Logotype itself.
	The minimum font size for the <b>NIVEA Logotype</b> is 11 points (shown in actual size).

The **NIVEA logotype** is integrated in all **NIVEA Type** fonts as a **special character**:

**Windows**  
 + = **NIVEA**

**Mac OS X**  
 + = **NIVEA**

**DOWNLOADS**

TrueType (all font styles are contained in single ZIP files)
<a href="#">Windows TrueType</a> (contains western european, CE, cyrillic, turkish characters)
<a href="#">Mac TrueType West</a>
<a href="#">Mac TrueType East</a>
<a href="#">Mac TrueType Cyrillic</a>
<a href="#">Mac TrueType Turkish</a>
<a href="#">Mac TrueType Greek</a>
<a href="#">Mac TrueType Romanian</a>
PostScript/Type1 (all font styles are contained in single ZIP files)
<a href="#">Mac PostScriptT1 West</a>
<a href="#">Mac PostScriptT1 East</a>
<a href="#">Mac PostScriptT1 Cyrillic</a>
<a href="#">Mac PostScriptT1 Turkish</a>
<a href="#">Mac PostScriptT1 Greek</a>
<a href="#">Mac PostScriptT1 Romanian</a>
<a href="#">Mac PostScriptT1 KazakhUsbek</a>
<a href="#">Windows PostScriptT1 West</a>
<a href="#">Windows PostScriptT1 East</a>
<a href="#">Windows PostScriptT1 Cyrillic</a>
<a href="#">Windows PostScriptT1 Turkish</a>
<a href="#">Windows PostScriptT1 Greek</a>
<a href="#">Windows PostScriptT1 Baltic</a>

**Please note:**  
NIVEA Type is internationally protected for Beiersdorf AG

## ↓ NIVEA TYPE

[General specifications](#)**Headlines**[Continuous text](#)[Packaging](#)

## → OTHER FONTS

**NIVEA TYPE: HEADLINES**

Text 2  
 2 Text 2  
 Text 2 Text 2 Text 2 Text 2 Text 2 Text 2 Text 2 Text 2 Text 2 Text 2 Text 2 Text 2  
 2 Text 2 Text 2 Text 2 Text 2 Text 2 Text 2

Type sample	Comment
<b>BOLD</b>	The very familiar NIVEA Bold font is to be used as <b>CAPITAL LETTERS</b> (upper case characters) for <b>headlines</b> or for <b>subheadlines</b> . For longer subheadlines small lettering can also be used.
<b>BOLD TEXT</b>	NIVEA Bold Text is the same as NIVEA Bold but optimized for <b>font sizes smaller than 18 points for print usage</b> .
<b>BOLD TEXT SCREEN</b>	The NIVEA Bold Text Screen font is optimized for <b>screen usage for font sizes smaller than 18 points</b> .

[→ Go to download page](#)

Headlines on this page are set in **NIVEA Bold Text Screen** because they are smaller than 18 points. All continuous text is set as **Verdana** for compatibility and screen readability reasons (please read the [NIVEA OnlineStyleguide](#) for detailed screen design guidelines).

↓ NIVEA TYPE

[General specifications](#)

[Headlines](#)

**Continous text**

[Packaging](#)

→ OTHER FONTS

**NIVEA TYPE: CONTINOUS TEXT**

 [Print this page](#)

Text 3  
 3 Text 3  
 Text 3 Text 3 Text 3 Text 3 Text 3 Text 3 Text 3 Text 3 Text 3 Text 3 Text 3 Text  
 3 Text 3 Text 3 Text 3 Text 3 Text 3

Type sample	Comment
<b>BOLD</b> <b>BOLD TEXT</b> <b>BOLD TEXT SCREEN</b> <b>MEDIUM</b> <b>BOOK</b> <b>LIGHT</b>	These fonts can be used for continous text as capital or small letters.
<i>MEDIUM ITALIC</i> <i>BOOK ITALIC</i> <i>LIGHT ITALIC</i>	These fonts are possible to be used for particular emphasis in continous text.

→ [Go to download page](#)

Headlines on this page are set in **NIVEA Bold Text Screen** because they are smaller than 18 points. All continous text is set as **Verdana** for compatibility and screen readability reasons (please read the [NIVEA OnlineStyleguide](#) for detailed screen design guidelines).

↓ NIVEA TYPE

[General specifications](#)

[Headlines](#)

[Continous text](#)

**Packaging**

→ OTHER FONTS

## NIVEA TYPE: PACKAGING

 [Print this page](#)

Text 4  
4 Text 4  
Text 4 Text 4 Text 4 Text 4 Text 4 Text 4 Text 4 Text 4 Text 4 Text 4 Text 4 Text  
4 Text 4 Text 4 Text 4 Text 4 Text 4 Text 4 Text 4 Text 4

Type sample	Comment
<b>MEDIUM CONDENSED</b> BOOK CONDENSED LIGHT CONDENSED	can be used in case of limited space on the reverse of NIVEA packaging.
<b><i>MEDIUM CONDENSED ITALIC</i></b> <b><i>BOOK CONDENSED ITALIC</i></b>	can be used for special emphasis on packaging.

→ [Go to download page](#)

Headlines on this page are set in **NIVEA Bold Text Screen** because they are smaller than 18 points. All continous text is set as **Verdana** for compatibility and screen readability reasons (please read the [NIVEA OnlineStyleguide](#) for detailed screen design guidelines).

## OTHER FONTS

Text 5  
5 Text 5  
Text 5 Text 5 Text 5 Text 5 Text 5 Text 5 Text 5 Text 5 Text 5 Text 5 Text 5 Text 5  
5 Text 5 Text 5 Text 5 Text 5 Text 5

## CREME TYPE

**Text 6 Text 6**  
**Text 6 Text 6**  
Text 6  
6 Text 6 Text 6 Text 6 Text 6 Text 6

## CREME TYPE VARIANTS

There are three different fonts that have to be used to create words or sentences with the NIVEA Creme Type. These are the basic rules:

- Use **Creme Initial** for the first letter of a word or sentence
- Use **Creme Swash** for the last letter of a word or sentence
- Use **Creme Regular** for all other characters

## DOWNLOADS

TrueType	
	<a href="#">Creme Initial</a> (Western european)
	<a href="#">Creme Swash</a> (Western european)
	<a href="#">Creme Regular</a> (Western european)
	<a href="#">Creme Regular</a> (Central european)

PostScript/Type1	
	<a href="#">Creme Initial</a> (Western european)
	<a href="#">Creme Swash</a> (Western european)
	<a href="#">Creme Regular</a> (Western european)



**Please note:**  
NIVEA Creme Type is internationally protected for Beiersdorf AG



## NIVEA eSSENTIALS: News

---

The NIVEA eSSENTIALS provide you with specifications, executional guidelines and downloads for all essential material such as logos and fonts to design NIVEA communications or packaging. Read this section to stay tuned.

 [Questions & feedback](#)

 [Monthly archives](#)

 [RSS feed](#)

### Updated NIVEA fonts available for download

---

August 23rd, 2005

You can drag the following link to your links bar or add it to your bookmarks and when you "Press it" it will open up a popup window with information and a link to the site you're currently browsing so you can make a quick post about it.

[View details](#)

### New NIVEA FOR MEN logo

---

August 19th, 2005

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

[View details](#)

### What is an RSS feed?

---

August 19th, 2005

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

[Read the rest of this entry »](#)

HEADLINE 13PT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

HEADLINE 13PT

**Lorem ipsum dolor sit amet, consectetur adipiscing elit.**

Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

HEADLINE 13PT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

1. Fundamental values of human co-existence

**Confidence, Love, Harmony, Respect, Social Orientation, Humanity, Liking, Honesty, Understanding, Generosity, Warmth, Reliability, Responsibility**

Freehand 10 files

 [Pantone](#) (e.g. Packaging)

 [CMYK](#) (e.g. print communication)

 [RGB](#) (e.g. online communication)

Column 1

 Pantone®: 0000 C  
 CMYK: c100/m100/y100/k100  
 RGB: r255/g255/b255  
 HEX: #000000

Column 2

 Pantone®: 0000 C  
 CMYK: c100/m100/y100/k100  
 RGB: r255/g255/b255  
 HEX: #000000

Column 1

 Pantone®: 0000 C  
 CMYK: c100/m100/y100/k100  
 RGB: r255/g255/b255  
 HEX: #000000

Column 2

 Pantone®: 0000 C  
 CMYK: c100/m100/y100/k100  
 RGB: r255/g255/b255  
 HEX: #000000

Column 1

Column 2

Column 3

Column 1

Column 2 + 3

lorem ipsum **NIVEA BEAUTÉ** dret sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Column 1

Column 2 + 3

lorem ipsum **NIVEA BEAUTÉ** dret sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Column 1

Column 2

Column 3

Column 4

Column 1

Column 2 + 3 + 4

**NIVEA MEANS COMPREHENSIVE SKIN CARE A WHOLE LIFE LONG.**

**THE FIRST SKIN CARE EXPERIENCES WITH NIVEA ARE NEARLY ALWAYS WITH THE NIVEA CREME.**

**Please note:**

[NIVEA Type](#) and [NIVEA Creme Type](#) are internationally protected for Beiersdorf cosmed.

**NIVEA'S BRAND PERSONALITY REPRESENTS A COMPLEX OF POSITIVE HUMAN VALUES.**

The colours and all other specifications of the horizontal logo are identical to the regular logo.

 [Download image as PDF](#)

**NIVEA BEAUTÉ logo blue**

Pantone®: 2757 C  
 CMYK: c100 / m90 / y0 / k40  
 RGB: r13 / g31 / b97  
 HEX: #0D1F61

~~lorem ipsum NIVEA Beauté dret sit amet~~

~~lorem ipsum NIVEA BEAUTE dret sit amet~~

