



Making life easier

An engaging look and feel

Coloplast develops products and services that make life easier for people with private medical conditions. Working closely with clinicians and the people who use our products, we create solutions that are sensitive to their special needs. We call this intimate healthcare.

The way we look and feel plays an important role to engage with people, it provides a source of hope, sparks passion and inspiration to help people understand the value of what we do.

User centricity

Our new Corporate brand visual identity recaptures the true spirit, dedication, and commitment to making life easier for people with intimate healthcare needs.

The Design elements combined with our Brand Book, articulating who we are and what we stand for, create a strong, human and connected brand experience to engage with our customers in an authentic way.

A unique and coherent identity

The brand repositioning includes a new communication strategy and a complete new corporate visual identity covering all touch points, online and offline.

Dramatic improvements to the ease of use across the entire design system, combined with best practice examples, guide everyone who can influence the brand and set the direction for our communication on the global stage.

making life e

льит жжизн

The custom font is the written voice of Coloplast, designed to work in 100 languages

φορρίες σχε

Coloplast regular

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Coloplast medium

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Coloplast bold

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Coloplast regular italic

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Coloplast medium italic

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Coloplast bold italic

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01234567891²³½¾

Coloplast known and recognize as the **turquoise** company

Turquoise **can be used with** gradients, to add depth and vibrance

Grey is used as a **complementary** color, a very light version of the grey is used to remove the clinical feeling

Custom icon language

91%

of people with a stoma worry about

leakage

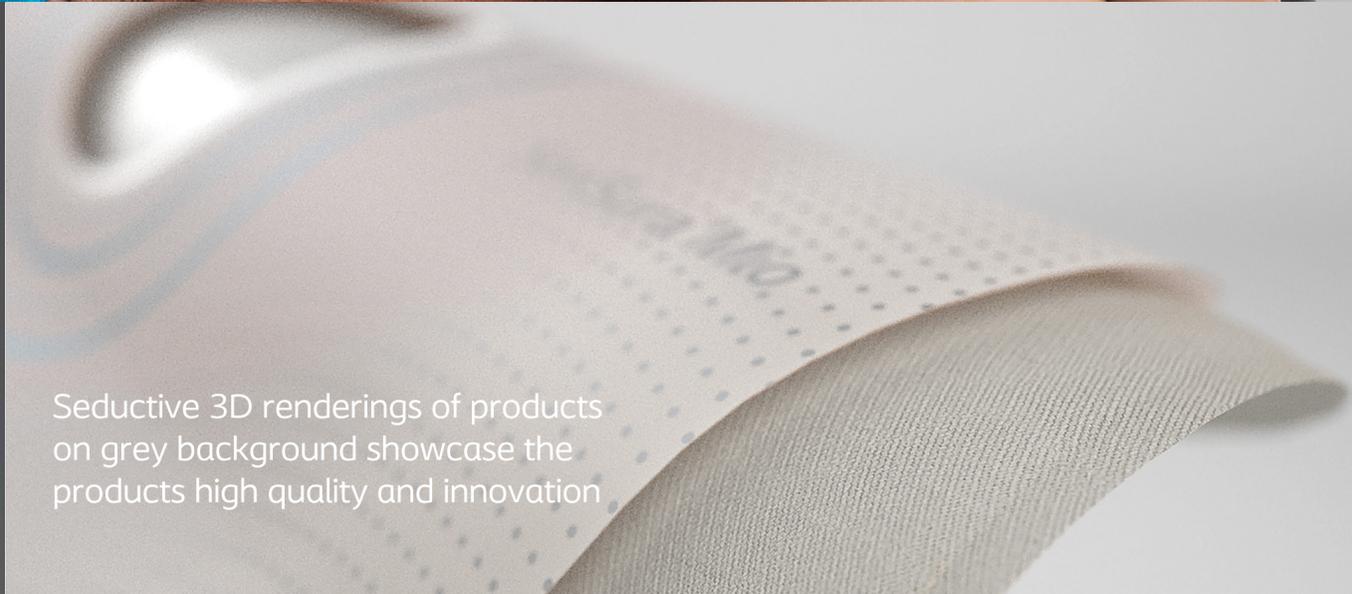
and 76% have experienced leakage in the last 6 months ¹

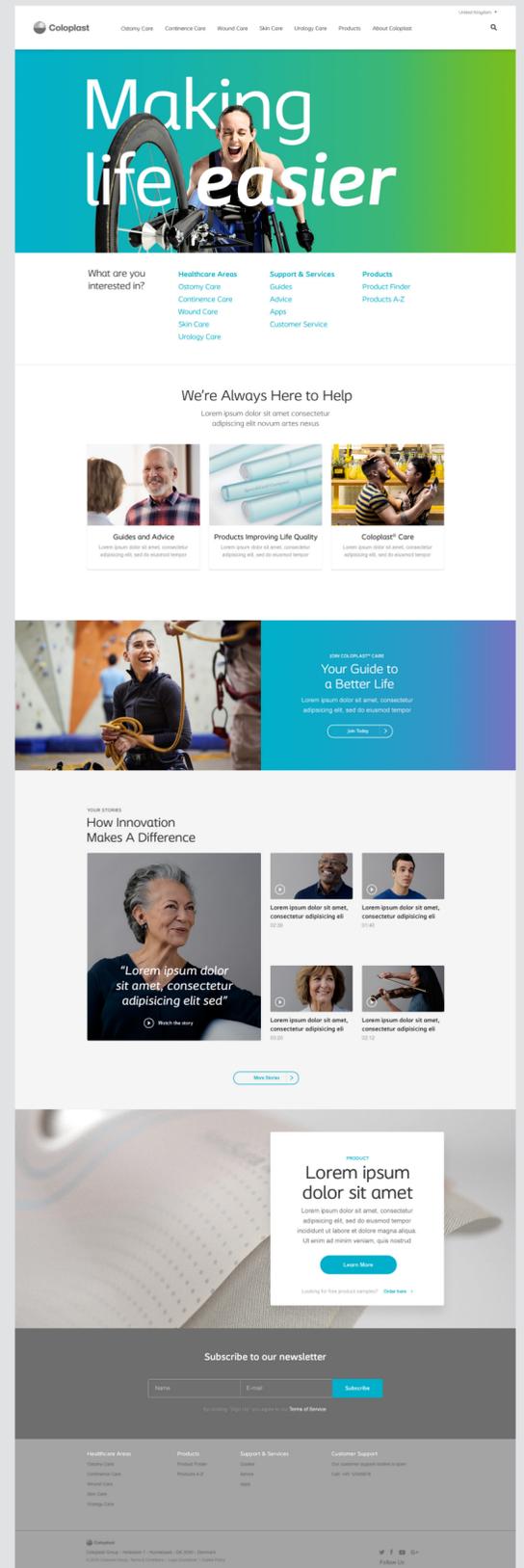
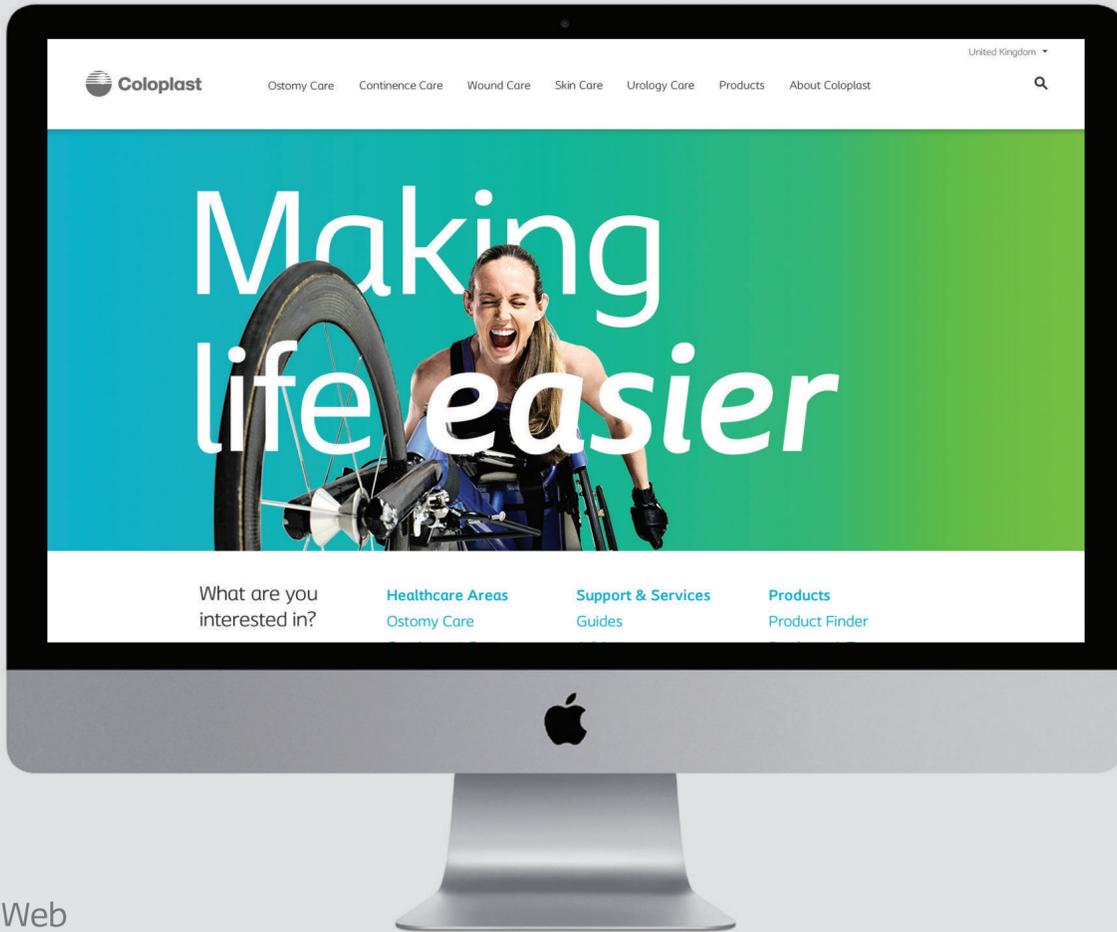


The photo style focuses on real people telling their personal stories, reminding everyone that Coloplast is here to help people with intimate healthcare conditions live their lives the way they want, with dignity and respect

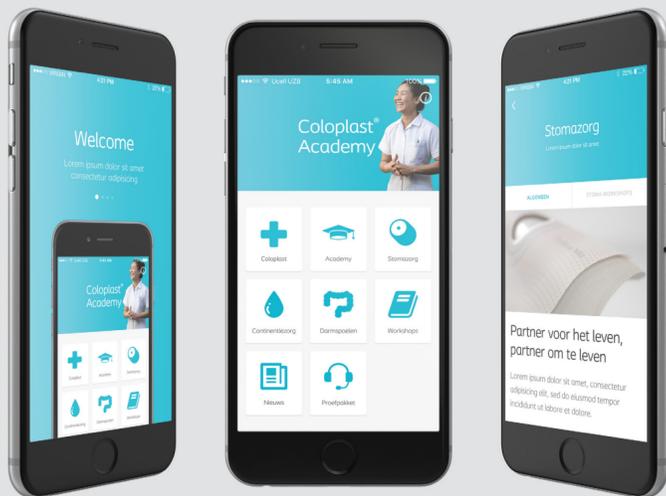


Seductive 3D renderings of products on grey background showcase the products high quality and innovation





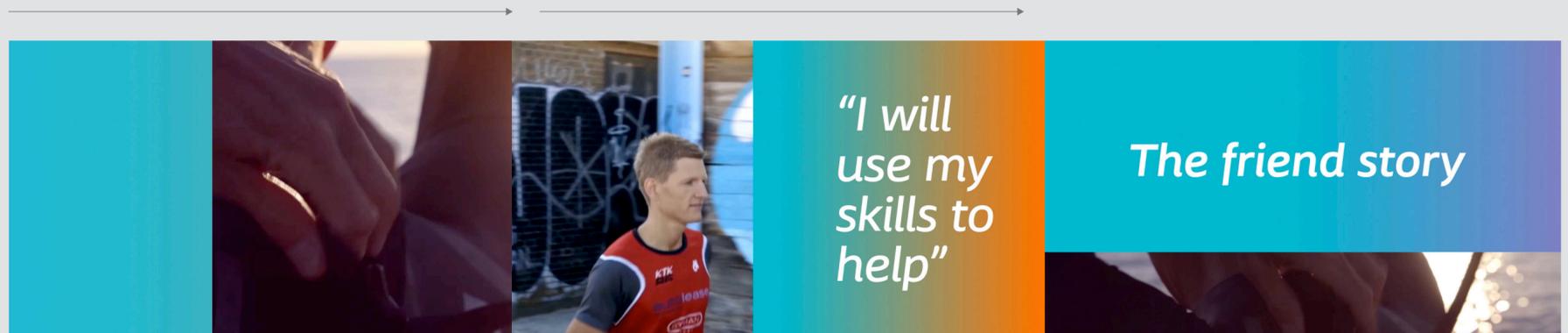
Web



Apps



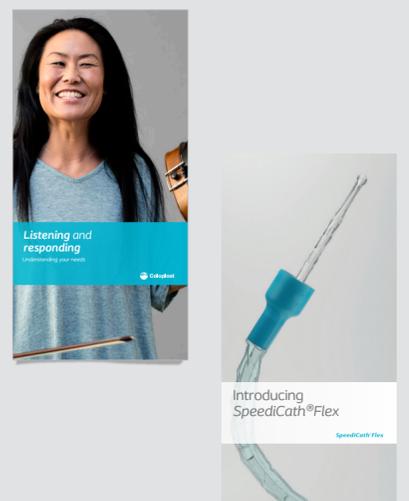
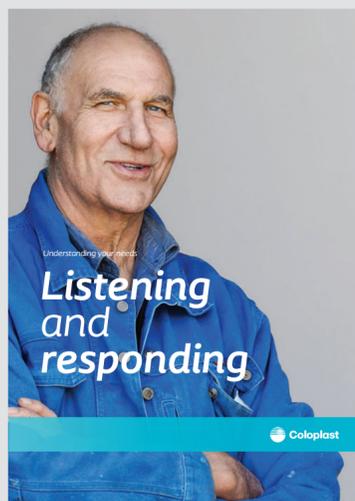
Ads



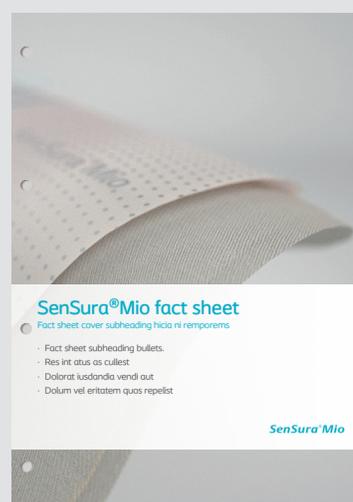
Motion



Ads



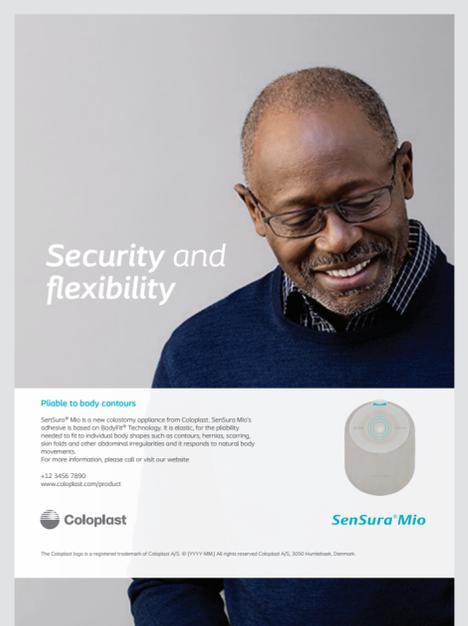
Brochures



Magazines



Factsheets



Posters



Helvetica Neue LT Pro

45 Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
46 Light Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ



Typography

Colours



Icon style

Photo style

Advertisement for SenSura Mio. Features a couple and text: "Fits individual body shapes. Feels secure." Includes product image and Coloplast logo.

Advertisement for SpeediCath Compact. Features a catheter and text: "Designed for discretion." Includes product image and Coloplast logo.

Advertisement for KiWee. Features a catheter and text: "Second only to nature." Includes product image and Coloplast logo.

Advertisement for Coloplast. Features a woman's portrait and text: "Compelling headline, one or more lines." Includes Coloplast logo.

Ads

Newsletter layout template with various headline styles and Coloplast logo.

Fact sheet cover template with product images and Coloplast logo.

SpeediCath fact sheet template with product image and Coloplast logo.

Magazine page template for COLLEGIAL with a woman's portrait and Coloplast logo.

Magazine page template for WENDEPUNKT with a woman in a kayak and Coloplast logo.

Newsletter

Factsheets

Magazines

PowerPoint slide template for SenSura Mio with a couple's image and Coloplast logo.

PowerPoint slide template for Care with a group of people and Coloplast logo.

PowerPoint slide template with a blurred background and Coloplast logo.

CD template with a green background and Coloplast logo.

PowerPoint

CD