P&G

**Corporate
Visual Identity
Guidelines**

January 2023

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Heritage Connection

Our visual identity has always been and will continue to be connected to the phases of the moon. It is a symbol of our unique ability to touch the lives of consumers throughout the phases of their day, their life, and across generations.

In our evolved VIS ID, the phases of the moon meet the vibrant optimism of the sun.

Adding yellow to our visual identity is a strategic choice. A continuum from our historical lunar inspired blues to the bright energy that the sunrise of every new day brings.

1837   **1851**   **1853**   **1859**   **1875**

1882   **1930**   **1991**   **2013**   **2018**

2003-2012

Power of Connection

Our VIS ID system is built on the symbiotic relationship between the P&G brand and the brands we bring to the world every day. The system was inspired by the following overarching principles:

Connected
P&G and our iconic brands are connected. Each is stronger together.

Circular
The system is built on a circle — a powerful, universal symbol of balance, protection, continuity and momentum.

Optimistic
Yellow energizes the solid, trusted and familiar P&G blue.

Powerful
Graphics are simple and bold to highlight and emphasize.

Simple
Simple, singular design choices and assets.

Flexible
Flexibility in the system to modulate across audiences and touchpoints.

P&G

Our assets work together to create
a unified expression of our brand.

Assets & Principles

Asset Overview

LOGO

TYPE

Montserrat

Aa123.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR

| PMS 293 | PMS 299 | WHITE | PMS 108 |

PHOTOGRAPHY

PATTERNS

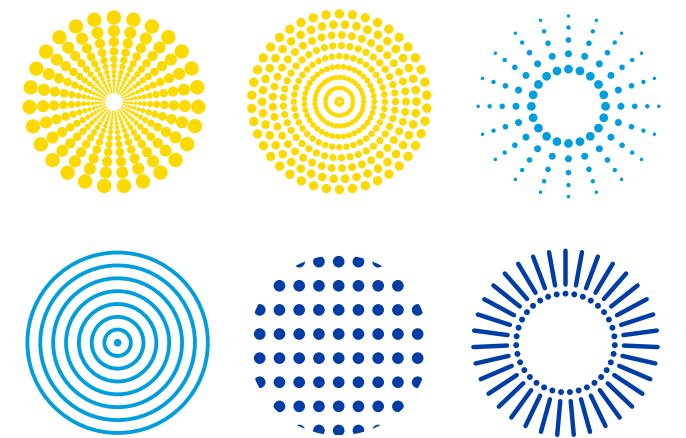**NOTE:** Patterns below are scaled for reference only. Do not use directly. Use released artwork for live patterns.

Logo

The P&G logo is our primary logo. It should be used on all communication in full color whenever possible. CMYK should be used for all printed materials and RGB should be used for digital applications.

Limited Color
Two color and one color variations have been created for print use only when process printing is not an option.

Limited Use
The outline single color version of the logo should only be used when print stations are not available or in very small applications. Single color logos should be produced in PMS 293, black or white.

Legal Entity
The P&G legal entity is reserved exclusively for use by Legal and Governance Relations communications only.

Wordmark
Use of the Procter & Gamble wordmark is limited to heritage or archival applications only.

Clear Space
Only consider clear space when logo is being used without other brands, taglines or lockups.

FULL COLOR LOGO AND CLEAR SPACE

.5x		.5x
x	P&G	x
.5x		.5x

LIMITED COLOR

2 Color: Cyan, Magenta	1 Color: PMS 293	1 Color: Black

LIMITED USE

PMS 293	Black	Reversed

LEGAL ENTITY

P&G

WORDMARK

Procter&Gamble
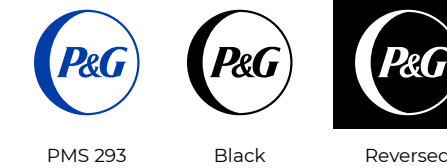
Logo Sizing

For corporate communication, the P&G logo should always be a dominant priority or communication. Use the following size relationship for standard sized applications.

Logo : Size of Page
1 : 5 for vertical layouts
1 : 6 for horizontal layouts
1 : 2.5 for extreme vertical layouts
1 : 2.5 for extreme horizontal layouts

Signoffs in corner with no copy
1 : 6 for vertical layouts
1 : 8 for horizontal layouts

Signoffs with copy
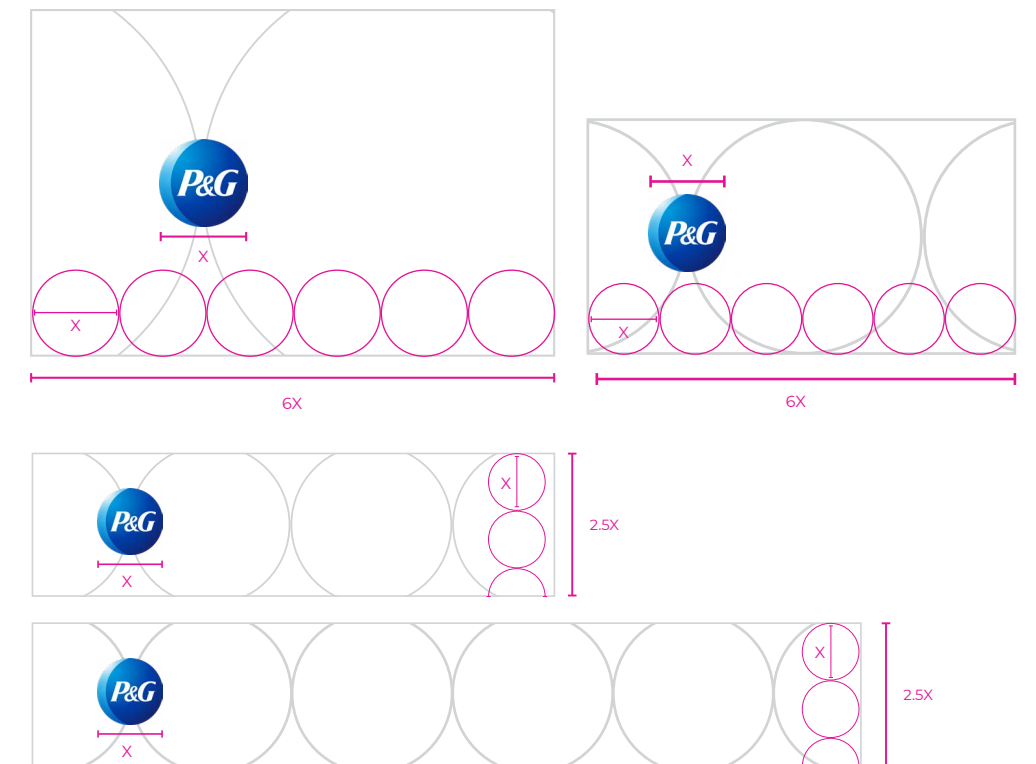1 : 12 for vertical and horizontal layouts

See page 11 and 12 for additional guidance for logo lockups and signoffs.

Logos in Circle Grid layouts should follow size ratios for templates on page 57. See more detailed guidance for individual templates on pages 49–58.
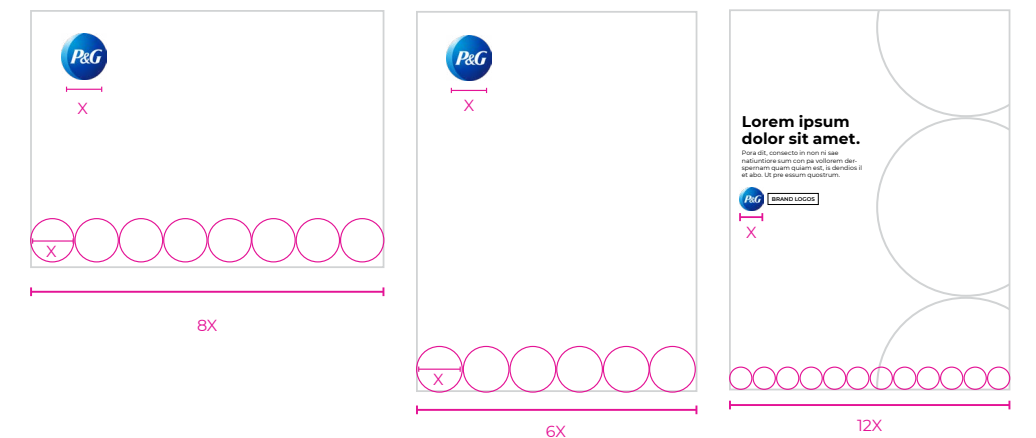
VERTICAL

HORIZONTAL

SIGNOFFS

Lorem ipsum dolor sit amet.
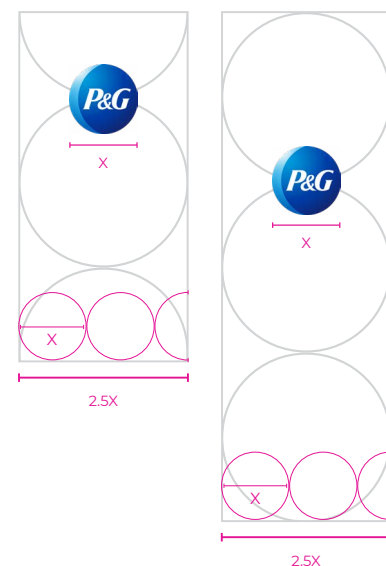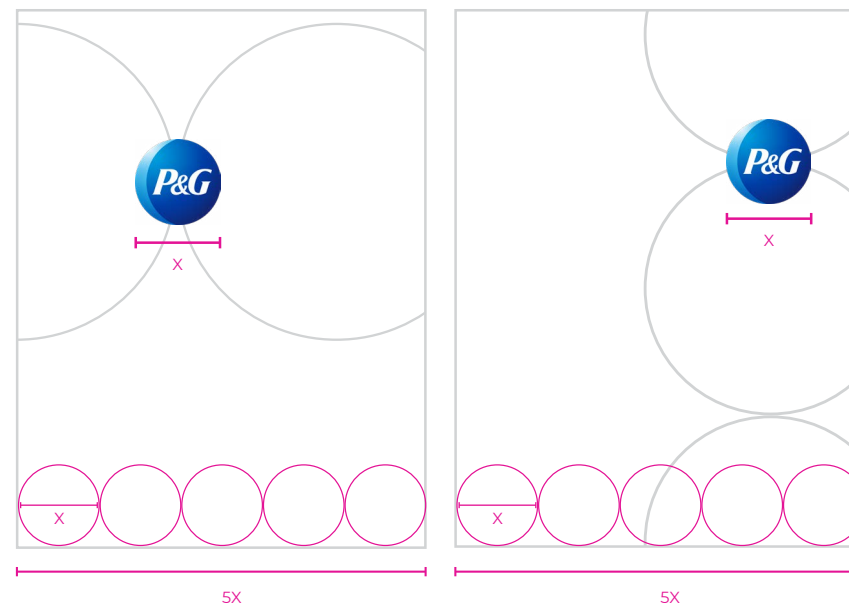
Logo Usage

The P&G logo must appear in all communications. In layout, it is used in three primary ways depending on the communication objectives.

Lead
When P&G is the priority, it can be used as a headline or in support of a headline. It can either be alone, or with brand logos or copy.

Connect
When P&G is part of a corporate or brand story, it can either connect two circles in the grid, or become one of the circles in the grid.

Tag
When P&G serves to credential or signoff, it can go at the bottom or the end of a communication piece and be alone, or locked-up with brand logos.

LEAD

Improving everyday life.
Pudias volora, te dunt as nobit mos sitius rersped iis nia minieni officil mo quia.

#WeSeeEqual

We aspire to build a better world for all of us—inside and outside of P&G—a world free from gender bias, and a world with an equal voice and equal representation for women and men.

CONNECT

TAG

Business over bias.

#WeSeeEqual

We aspire to build a better world for all of us—inside and outside of P&G— a world free from gender bias, and a world with an equal voice and equal representation for women and men.
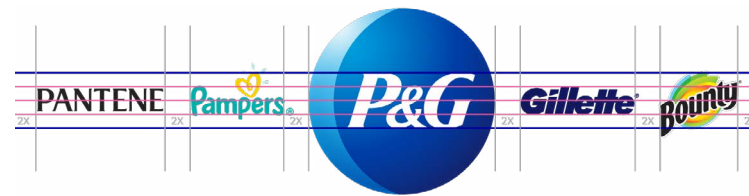
Logo Lockups

Brand Logos
Ideal for use as a header, the centered logo lockup features the P&G logo with four or six brand logos balanced on each side.
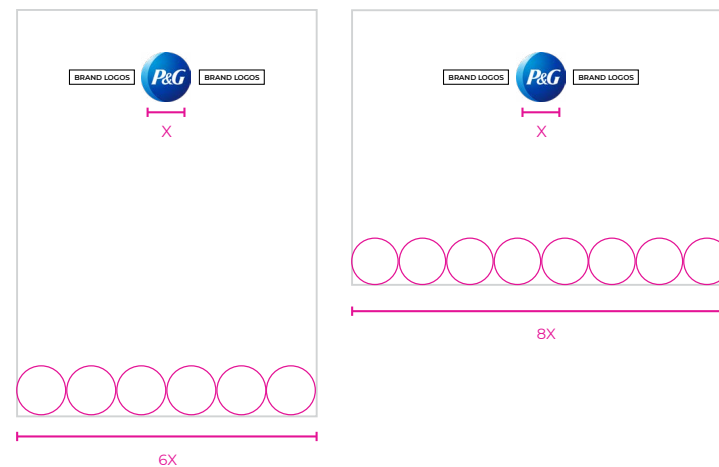
Centered

- The P&G logo is centered larger than the brand logos.
- Include no more than six and no less than four brand logos, in addition to P&G.
- Logos should be full color on a background that provides good contrast.
- All lockups should follow the guidelines provided for scale and spacing.
- When used without copy, the centered lockup can be only be placed in the top third of the composition.
- When used with copy, place the centered lockup above copy headline and place lockup either in the top or bottom third of composition.
- Only use with centered copy.

Contact the Brand Design or Communications Manager to ensure the correct brand logo is used.

CENTERED

LOGO SIZING

Improving everyday life.

Pudias volora cullatusam, te vernatque dunt as nobit mos sitius rersped minc iis mil ipsantem ut asitis dige nia Accuptat emperunt minieni officil mo quia.

Logo Lockups

Brand Logos
Left-justified lockups are only used as signoffs and should be placed at the end of copy.

Left-Justified
- The left-justified lockup always starts with the P&G logo followed by brand logos.
- Include no more than six brand logos, in addition to P&G.
- Logos should be full color on a background that provides good contrast.
- Lockup should be placed in the corner of a composition with no copy or a signoff aligned with body copy.
- Do not use the P&G logo as a header or connector if using as a signoff.
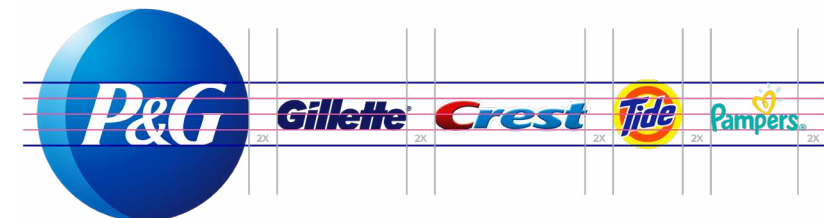
Left-Justified at 2X Scale
- When P&G is a priority over other brands in the lockup, use the 2X Scale lockup.
- Review guidelines above for placement rules.

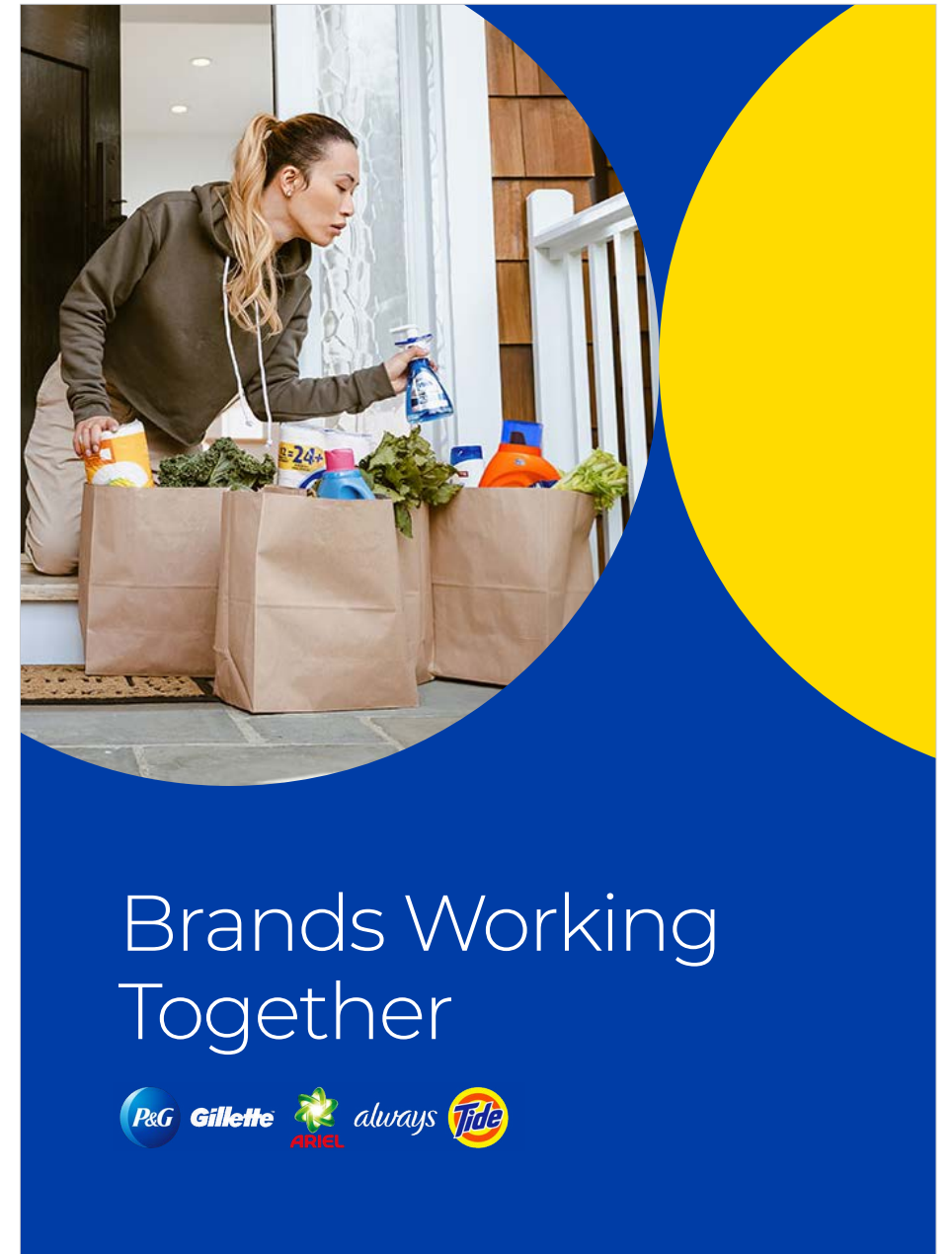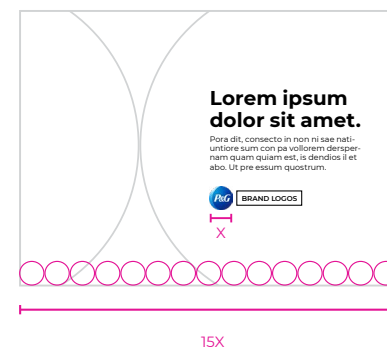Contact the Brand Design or Communications Manager to ensure the correct brand logo is used.

LEFT-JUSTIFIED

LEFT-JUSTIFIED AT 2X SCALE

LOGO SIZING

Brands Working Together

Personality Expressions

Personality Expressions

Personality Expressions (PE) are creative, cost-effective logo design solutions for P&G organizations, events and programs. They build P&G's equity while creating a sense of community and identity for a group or program.

A PE icon lockup can be placed only to the left of the P&G logo, contained in a color circle the same scale as the P&G logo.

If you are creating a new PE icon, use the following principles:
- Use colors from the corporate palette, avoiding the use of gradients.
- Do not exceed the height of the logo or overlap the icon and the logo.
- Insert your official P&G program or group name next to the lockup. The tagline can live under the group name in the same color as the name or in black or white.
- Center typography with PE icon and P&G logo.
- For the PE name, use Montserrat Medium with -20 tracking.
- Place taglines below the name in Montserrat Regular.
- Center type with P&G logo and PE icon.

Vibrant Living
Make every day a healthy day

Children's Safe Drinking Water

Consumer & Market Knowledge
hindsight, insight, foresight

Brand Building Innovation & Communication

PE COMPONENTS

+ + Gender Equality = Gender Equality   Center Elements

Logo Do Nots

Do not crop the logo.

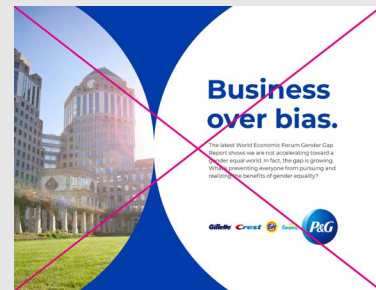Do not rotate the P&G logo.

Do not alter the color of the logo.

Do not scale, skew, or distort the logo.

Do not modify the logo.

Do not overlap the logo with other objects.

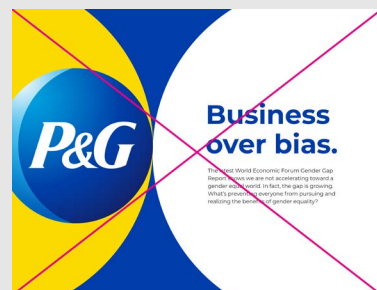Do not align the logo to the right of brand lockups.

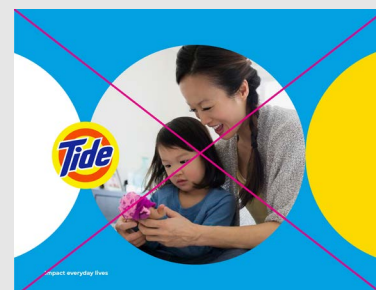Do not place left-justified brand lockups at the top of a composition.
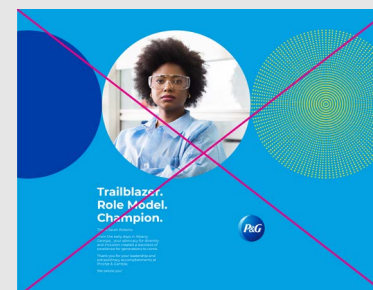
Do not scale the brand logos too small.

Do not place brand lockups in the middle of a composition or over a busy image.
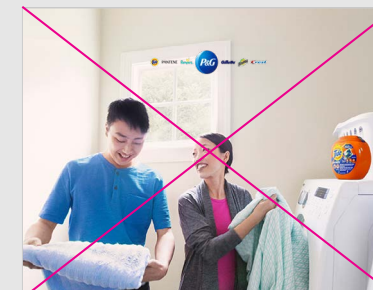
Do not place the logo inside of a circle.

Do not use brand logos in place of the logo.

Do not float the logo. Always align with content or place in a corner.

Do not scale logo smaller than principles on page 9.

Do not scale logo bigger than principles on page 9.

Typeface

Montserrat is our corporate typeface. Its clean, round, open letterforms and punctuation complement the circular shapes in our visual identity system.

Montserrat is used for all print and digital communications. The full family of fonts provide variation and flexibility within our system.

Use black, white or PMS 293 for all headlines and subheads. Body copy should always be in black or white only.

Default Font
Arial is our default font and should be used only if Montserrat is unavailable or unable to be downloaded and installed.

Substitute Montserrat Light, Regular and Medium with Arial Regular. Substitute Montserrat Semibold, Bold and Black with Arial Bold.

Montserrat

AaBb.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MICROSOFT APPLICATIONS

Arial Regular
Arial Bold

ACCEPTABLE TYPE COLORS

Aa. Aa. Aa.

* Within citizenship, type may be used in pillar colors.

123

MONTSERRAT LIGHT
MONTSERRAT REGULAR
MONTSERRAT MEDIUM
MONTSERRAT SEMIBOLD
MONTSERRAT BOLD
MONTSERRAT BLACK

Download Instructions

Montserrat is available on P&G Universal Type Client and Monotype Enterprise.

After downloading and decompressing the .zip file from the link, install the Montserrat font family. Below are instructions specific to certain operating systems.

Mac OS
- Find Font Book by opening a Finder window, selecting "Applications," and scrolling down to "Font Book."
- Double click to open "Font Book."
- Select and drag the entire Montserrat folder to the center panel in Font Book.
- Restart your design application before using the newly downloaded font.

Windows 7 / Windows 8, Windows Vista
- Click Start > Control Panel > Appearance and Personalization.
- Choose Fonts.
- Drag and drop the Montserrat folder into Fonts folder.
- Restart your design application before using the newly downloaded font.

Windows XP
- Locate and open the Fonts folder. This is generally located at C:\Windows\Fonts.
- Drag and drop the Montserrat folder into the "Fonts" folder.
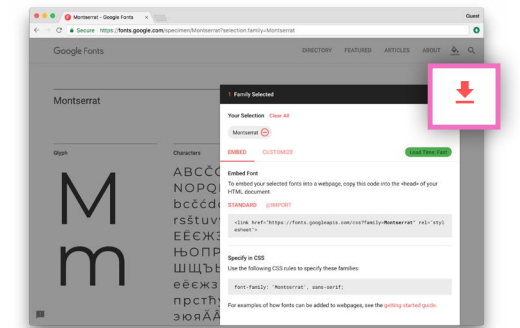- Restart your design application before using the newly downloaded font.

STEP 1: OPEN LINK IN WEB BROWSER
Click "SELECT THIS FONT" in upper right corner.
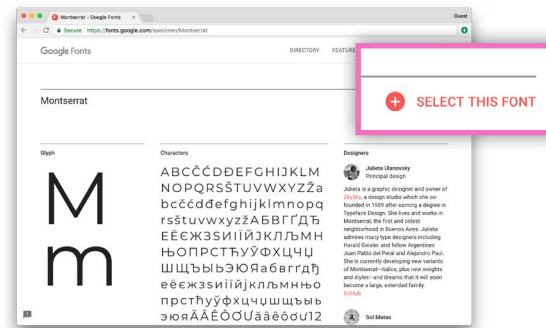
STEP 2: OPEN SELECTED FAMILY
Click black bar in bottom right.

`1 Family Selected`
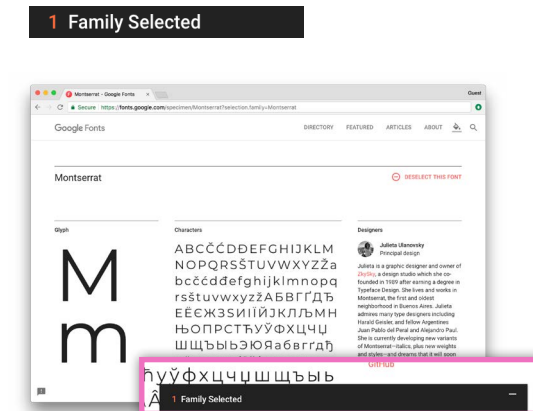
STEP 3: DOWNLOAD FONT
Click download icon (⬇) in upper right of download box.

STEP 4: UNZIP "MONTSERRAT.ZIP"
Locate your downloaded file and unzip. Double-click to unzip on MAC. For PCs, right-click the folder, select "Extract All."

STEP 5: INSTALL FONT (SEE LEFT)
Install Montserrat font family folder. See left for guidance on installing fonts for your operating system.
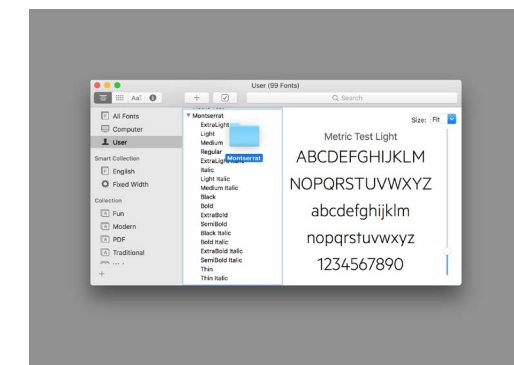
STEP 6: RESTART APPLICATIONS BEFORE USE
Restart application and locate Montserrat in font panel for use.

Typography

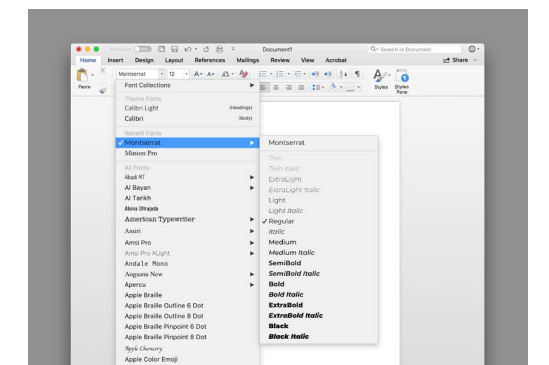Montserrat may be used at different scales, weights, and in both title and upper case to create variety in a single communication and to speak to different audiences. Use natural tracking and leading to create an easy-to-read layout.

HEADLINE
Montserrat Semibold Title Case
Tracking 0, Negative Leading
(i.e. 30/28-30)
Black, white or PMS 293

SUBHEADLINES
Montserrat Semibold Title Case
Tracking 0/Positive Leading
(i.e. 15/17+)
Black, white or PMS 293

NUMERICAL CALL OUTS
Montserrat Light
Tracking -10/ Match Leading
(i.e. 34/34)
Any Primary or Secondary Color

TITLES
Montserrat Bold All Caps
Tracking 10-20/Positive Leading
(i.e. 15/15-17)
Black, white or PMS 293

BODY
Montserrat Regular
Tracking 0/Positive Leading
(i.e. 12/14-16)
Black or white only

* Within citizenship, type may be used in pillar colors.

Protecting Our Future

Our brands are part of everyday life. We're there with people when they wash their hair, clean their clothes, diaper their babies, and care for their homes. We're also there in times of greater need — when our products and our help matter more than ever. We focus our efforts where we can uniquely add value — health and hygiene and comforts of home. These are just a few examples of our work in communities around the globe.

BRINGING THE POWER OF CLEAN WATER TO FAMILIES AROUND THE WORLD

Now in its 13th year, the P&G Children's Safe Drinking Water (CSDW) Program continues to make a meaningful difference by providing clean water to communities in rural areas and during emergency situations. When families are forced to drink water from contaminated sources, the impact to daily life is significant. Health suffers, children miss school, and families struggle to earn stable incomes. Working with more than 150 global partners, we are contributing to the worldwide effort to achieve UN Sustainable Development Goal #6 — clean water and sanitation for all. We have delivered more than 12 billion liters of clean water and are on our way to our goal of 15 billion by 2020. The life-changing technology, invented by a P&G scientist, packs the power of a water treatment plant in a four-gram packet. With just a bucket, a spoon, a cloth and a P&G Purifier of Water packet, a family can clean 10 liters of water in only 30 minutes.

12
P&G has delivered more than 12 billion liters of clean water.

20
We've responded to more than 20 global disasters with product donations and services this year.

IMPROVING LIVES IN TIMES OF NEED

P&G provided product donations and services in response to more than 20 disasters globally, and helped millions of people through our disaster relief programs, working in collaboration with numerous disaster relief partner organizations. Brands such as Always, Gillette, Head & Shoulders, Oral-B, Pantene, Pampers, Vicks and many others donated thousands of products to those in need around the world. We provided disaster relief grants to partners on the ground to help bring some of the comforts of home to those impacted by natural disasters.
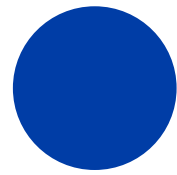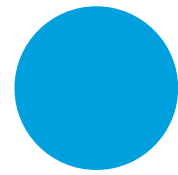
Color Palette

Primary Colors

The primary palette for all P&G communication is PMS 293, PMS 299 and white. Blue is our historical corporate color and white keeps executions clean and simple. Bright yellow, PMS 108, is used to infuse optimism and energy.
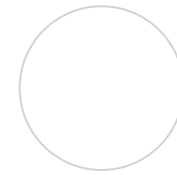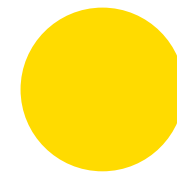
PRIMARY PALETTE

PMS 293 C
CMYK: 100, 69, 0, 4
RGB: 0, 61, 165
HEX: 003DA5

PMS 299 C
CMYK: 86, 8, 0, 0
RGB: 0, 163, 224
HEX: 00A3E0

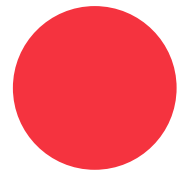**WHITE**
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFF

PMS 108 C
CMYK: 0, 5, 98, 0
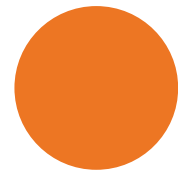RGB: 254, 219, 0
HEX: FEDB00

Secondary Colors

Our secondary palette celebrates the variety of our brands. It can be used in combination with the primary palette to coordinate with an image or brand featured in a communication.

SECONDARY PALETTE

PMS 032 C
CMYK: 0, 86, 63, 0
RGB: 239, 51, 64
HEX: EF3340

PMS 158 C
CMYK: 0, 62, 95, 0
RGB: 232, 119, 34
HEX: E87722
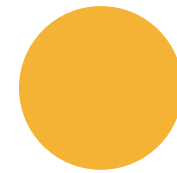
PMS 143 C
CMYK: 0, 32, 87, 0
RGB: 241, 180, 52
HEX: F1B434
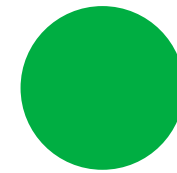
PMS 354 C
CMYK: 81, 0, 92, 0
RGB: 0, 177, 64
HEX: 00B140
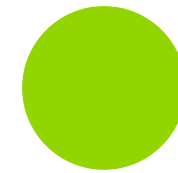
PMS 375 C
CMYK: 46, 0, 90, 0
RGB: 151, 215, 0
HEX: 97D700
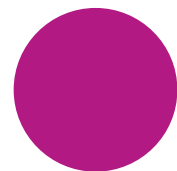
PMS 241 C
CMYK: 30, 100, 2, 2
RGB: 175, 22, 133
HEX: AF1685
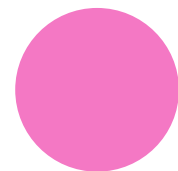
PMS 231 C
CMYK: 3, 60, 0, 0
RGB: 242, 119, 198
HEX: F277C6
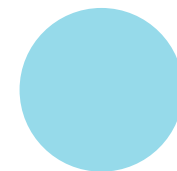
PMS 304 C
CMYK: 34, 0, 6, 0
RGB: 154, 219, 232
HEX: 9ADBE8
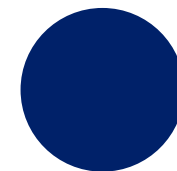
PMS 280 C
CMYK: 100, 85, 5, 22
RGB: 1, 33, 105
HEX: 012169
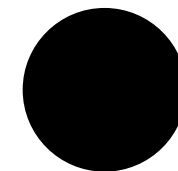
BLACK
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000

Color Flexibility

Flexing our color palette allows us to appeal to specific audiences and to tell different stories. Layouts with multiple or no brands embrace our primary palette, while brand-focused communication uses our secondary palette.

Our historical blues and white are the foundation of our palette while yellow infuses the optimism and energy of the sun.

We infuse brand colors into our primary color palette in exciting ways because we know our brands are familiar, iconic and recognizable.

For Recruiting, we use pops of black to create a modern, younger look and feel.

For Citizenship, we use a lighter interpretation of the color palette with more white, and lighter blue.

CORPORATE

Wash, soften, boost, repeat.
#TheRightGain

Nam, consedi genet, numqui ut ut peraece stionsequi apid magni utem quam fuga. Tecum res qui raessi auda nonsedignam, quam fuga.

RECRUITING

DAY 1.

DO SOMETHING THAT MATTERS
#PGDAY1

CITIZENSHIP

The Future is Bright

Nam, consedi genet, numqui ut ut peraece stionsequi apid magni utem quam fuga. Tecum res qui raessi auda nonsedignam, quam fuga.

Color Use

Corporate Communication
The primary color palette and accent color should always have a greater overall impression than secondary colors.

Color Combinations
Secondary color combinations should be balanced with primary colors and informed by the content featured in the communication.

No more than two secondary colors should be used in a single layout.

Headlines and Copy Color
PMS 293, black, and white are to be used for headlines.

Body copy should appear in black and white only.

STEP 1:
Choose background color from primary palette or accent color for recruiting or citizenship.

STEP 2:
Add additional primary color (ensure 293 or 299 is present) or accent color for recruiting or citizenship.

STEP 3:
Finish the layout with an additional secondary color or primary color if needed.

EXAMPLE COMBINATIONS

COLOR DO NOTS

Do not use secondary colors as a background color.

Do not use multiple secondary colors in a layout.

Do not use secondary colors for headlines or body copy colors.

Accessible Pairing

Corporate Communication
The primary color palette and accent color should always have a greater overall impression than secondary colors.

Color Combinations
Secondary color combinations should be balanced with primary colors and informed by the content featured in the communication.

No more than two secondary colors should be used in a single layout.
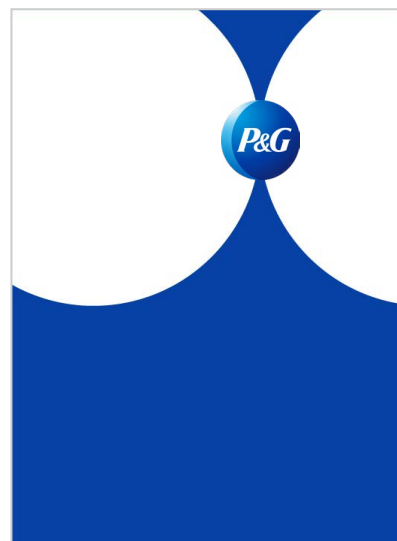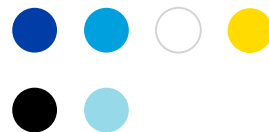
Headlines and Copy Color
PMS 293, black, and white are to be used for headlines.
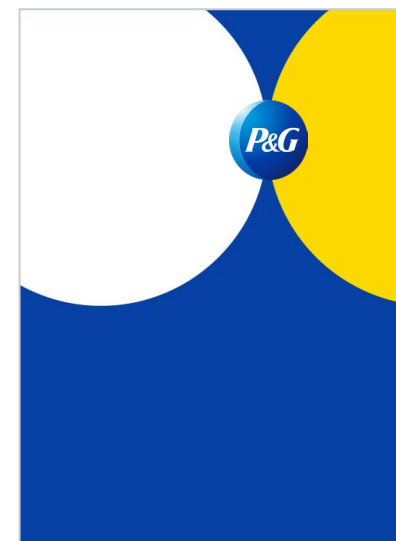
Body copy should appear in black and white only.

STEP 1:
Choose background color from primary palette or accent color for recruiting or citizenship.
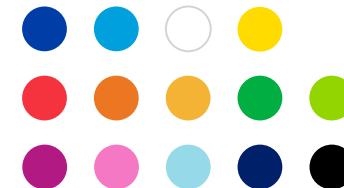
STEP 2:
Add additional primary color (ensure 293 or 299 is present) or accent color for recruiting or citizenship.
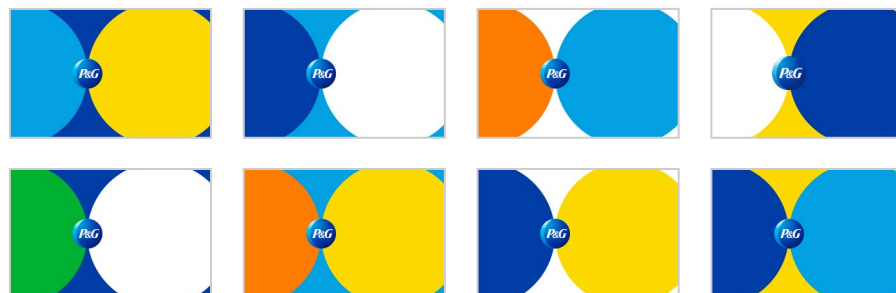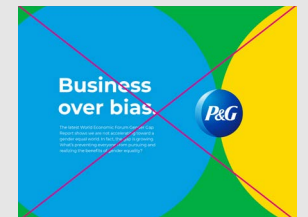
STEP 3:
Finish the layout with an additional secondary color or primary color if needed.
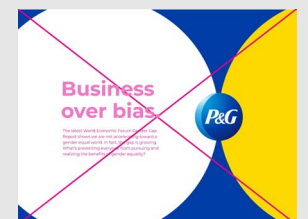
EXAMPLE COMBINATIONS

COLOR DO NOTS

Do not use secondary colors as a background color.

Do not use multiple secondary colors in a layout.

Do not use secondary colors for headlines or body copy colors.

Photography

Photography brings emotion, empathy, and connection to our communications. All photography should feel bright, positive and authentic with a clear focal point and simple story.

Photography should always complement the communication and can be one of the following:

- Brand
- Consumer
- Employees & Facilities
- Citizenship

To source approved photography, visit P&G BrandStore or contact the Brand Manager, Brand Design or Communications Manager.

Visit the **P&G Corporate Photography Library** for fully licensed consumer and employee imagery.

BRAND

CONSUMER

EMPLOYEES & FACILITIES
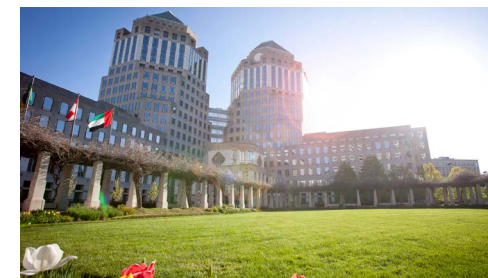
CITIZENSHIP

Photography

Brand
Brand photography may include campaigns, programs, packaging or product. These images celebrate our brands' impact on the world, innovation and iconic assets.

Campaign and program photography should tell a simple story and be branded to ensure a clear connection back to the brand and P&G.

Packaging and product photography should be bold and dramatic with a singular focus.

Overall Principles
- Simple stories and singular focus

Packaging & Product Principles
- Branded
- Current

To source approved photography, visit P&G BrandStore or contact the Brand Manager, Brand Design or Communications Manager.

CAMPAIGNS AND PROGRAMS

PACKAGING AND PRODUCT

Photography

Consumer
Consumer photography features our brands in everyday use.

Shot in natural lighting either at home or in the aisle. The camera should focus on and authentically capture the personalities of the individual through body language, expression, and attire. Consumer photography should capture the diversity of our consumer in gender, ethnicity, and role.

Overall Principles
- Natural, authentic
- Singular story
- Emotional connections
- Caught in a moment
- In a realistic environment
- Global diversity

To source approved photography, visit P&G BrandStore or contact the Brand Manager, Brand Design or Communications Manager.

Visit the **P&G Corporate Photography Library** for fully licensed consumer imagery.

Photography

Employees & Facilities
This photography features our global talent and locations to celebrate our people and accomplishments.

Shot in natural lighting, either in the office or on location, the background should be out-of-focus or neutral.

Overall Principles
- Natural, authentic
- Direct eye contact
- In the moment
- In an environment
- Global diversity
- Showcase our most modern environments

To source approved photography, visit P&G BrandStore or contact the Brand Manager, Brand Design or Communications Manager.

Visit the **P&G Corporate Photography Library** for fully licensed employee imagery.

Photography

Citizenship
Citizenship photography should show people in a real life moment or relate directly to a P&G Citizenship program.

People should have a sense of optimism and be captured in their authentic environment. They may be engaged in an activity or interacting with each other.

Program photography may feature program branding or assets. P&G packaging or products that are not natural to the story or moment should not be included.

Overall Principles
- Natural, authentic
- Caught in a moment
- Sun-lit, warm
- In an environment
- Global diversity

To source approved photography, visit P&G BrandStore or contact the Brand Manager, Brand Design or Communications Manager.

Cropping Photos

Photography may be cropped in circles.

Ensure the story or focus of the image is still clear. Crops should work to highlight the focal point of the image. Images can be scaled down but should not become busy or complex.

Overall Principles
- Crop and scale photos to create a focus on the subject of the image.
- When brands are present in the image, only crop partially so that the brand is still recognizable.

FULL

HALF

QUARTER

Photography Do Nots

Do not use studio-lit or sterile environments.
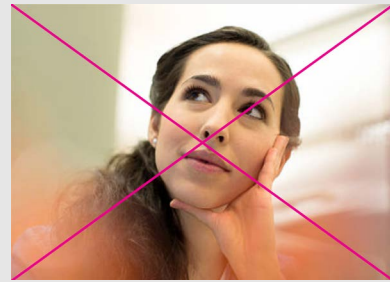
Do not use overly posed photos.

Do not use posed group photos.

Do not create unnatural meeting environments.

Do not include P&G proprietary materials.

Do not use outdated packaging, styling or brand imagery.

Do not use harsh or dramatic lighting.
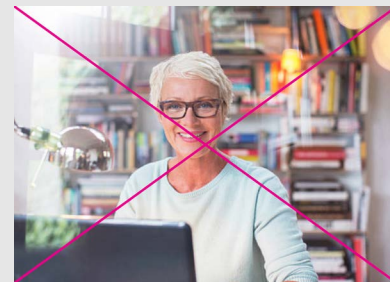
Do not use a complicated or busy background.
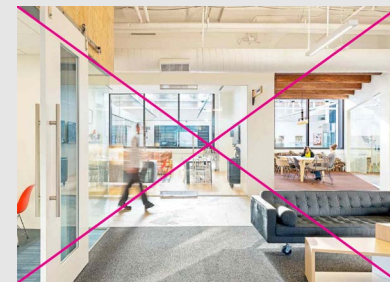
Do not feature the office environment over the people and their interactions.

Do not use metaphorical photography.

Do not crop photography with brand logos at the same size of the P&G logo.

Do not crop photos asymmetrically.

Do not crop brands beyond recognition.

Do not feature flat or uninteresting areas of a photo.
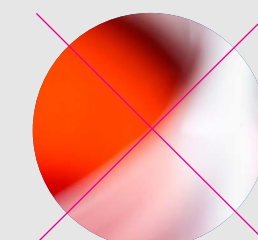
Do not use extreme crops on subjects.

Cropping Logos

Brand logos may be cropped within circles to use as bold graphics in layouts. Use of this technique should be limited to brand logos that are highly recognizable and can be placed on a solid brand color.

Always use brand logos with copy or other photography to tell a bigger story. When using a single logo to tell a bigger story repeat the logo in the signoff or as a part of product photography.

Never repeat the P&G logo in any layout. Never crop logos more than 75%.

Circular Logos
- Replace entire circle with logo

Horizontal Logos
- Crop vertically or horizontally
- Show at least 75% of logo
- Crop left and right edge of wordmark

Logos with Icons
- Always use horizontally
- Show at least 75% of logo
- Crop left and right edge of lockup

See the templates section (pages 47–60) for direction on the number of cropped logos that may be used within a layout.

Contact the Brand Design or Communications Manager to ensure the correct brand logo is used.

BIG BRANDS BIGGER OPPORTUNITY #PGDAY1

HORIZONTAL LOGO (CROP IN CIRCLE)

CIRCULAR LOGO (DO NOT CROP IN CIRCLE)

Cropping Logo Do Nots

Do not mix the orientation of brand logos or images.

Do not place a circular logo within another circle. Always use as a full circle.
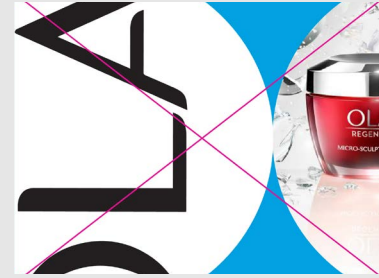
Do not use illegible crops.

Do not use brand logos without any other imagery.

Do not crop more than one logo in any circle.
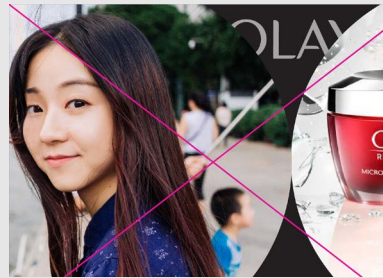
Do not crop logos in background.
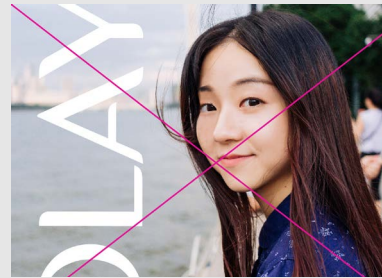
Do not place brand logos over photography.

Do not use unrecognizable logos or secondary brand assets.

Do not crop logos in any less than 40% of a circle crop.
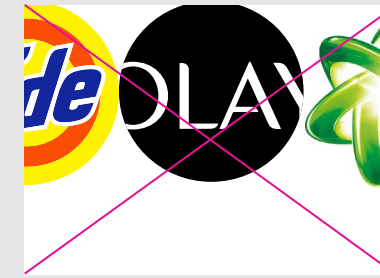
Do not use more than one logo in Macro Circle or Full Circle layouts.

Infographics

A consistent infographic style provides clear communication within content-heavy applications. Infographics embrace our bright color palette and a linear style that contrasts the boldness of the graphic system.

Overall Style Principles
- Icons and illustrations should be simple and clear in their meaning.
- Use a single line weight with rounded edges.
- Icons should be limited to three colors per icon.
- Icons may appear reversed out of solid colors or shapes in white.
- Solid colors may be used for simple shapes such as circles or arrows.

16% 25%   22% 25%   30% 25%

75%   63%   50%

Community Impact

Our brands are part of everyday life. We're there with people when they wash their hair, clean their clothes, diaper their babies, and care for their homes. We're also there in times of greater need — when our products and our help matter more than ever. We focus our efforts where we can uniquely add value — health and hygiene and comforts of home. These are just a few examples of our work in communities around the globe.

12
P&G has delivered more than 12 billion liters of clean water.

20
We've responded to more than 20 global disasters with product donations and services this year.

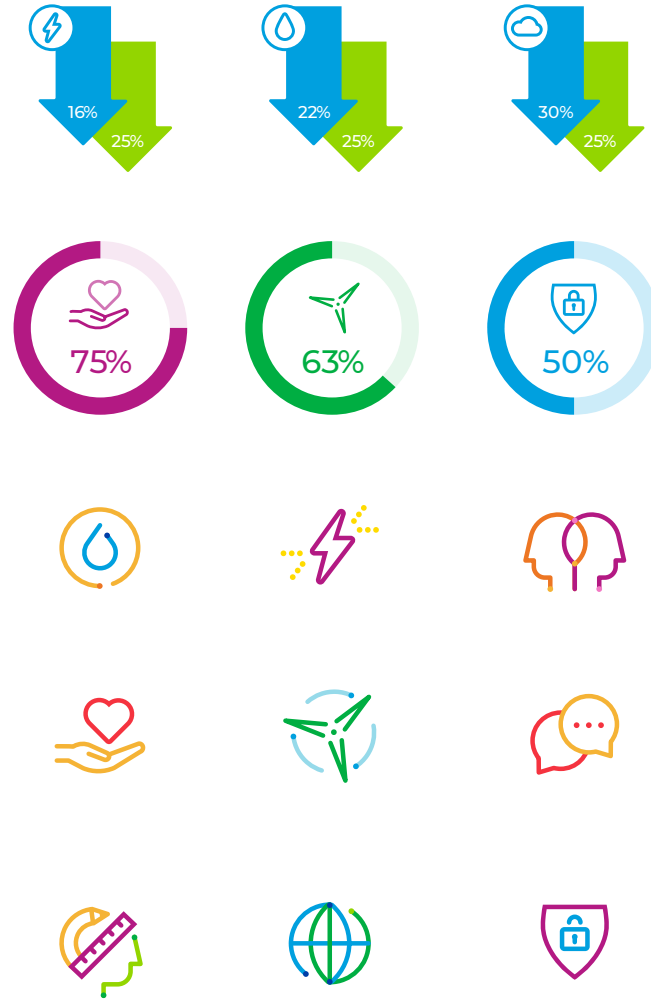### BRINGING THE POWER OF CLEAN WATER TO FAMILIES AROUND THE WORLD

Now in its 13th year, the P&G Children's Safe Drinking Water (CSDW) Program continues to make a meaningful difference by providing clean water to communities in rural areas and during emergency situations. When families are forced to drink water from contaminated sources, the impact to daily life is significant. Health suffers, children miss school, and families struggle to earn stable incomes. Working with more than 150 global partners, we are contributing to the worldwide effort to achieve UN Sustainable Development Goal #6 — clean water and sanitation for all. We have delivered more than 12 billion liters of clean water and are on our way to our goal of 15 billion by 2020. The life-changing technology, invented by a P&G scientist, packs the power of a water treatment plant in a four-gram packet. With just a bucket, a spoon, a cloth and a P&G Purifier of Water packet, a family can clean 10 liters of water in only 30 minutes.

IMPROVING LIVES IN TIMES OF NEED

P&G provided product donations and services in response to more than 20 disasters globally, and helped millions of people through our disaster relief programs, working in collaboration with numerous disaster relief partner organizations. Brands such as Always, Gillette, Head & Shoulders, Oral-B, Pantene, Pampers, Vicks and many others donated thousands of products to those in need around the world. We provided disaster relief grants to partners on the ground to help bring some of the comforts of home to those impacted by natural disasters.

Pattern

There are six patterns that can be used in place of a circle in a template or as a tonal background texture.

Patterns should only be used in primary colors: PMS 293, PMS 299, white or in our accent color, PMS 108.

Limit one pattern per layout. Two patterns may be used in Circle Grid layouts if no other imagery is available.

Pattern swatches are for reference only. See toolkit for artwork to use.

Business over bias.
#WeSeeEqual

PATTERNS

NOTE: Patterns below are scaled for reference only. Do not use directly. Use released artwork for live patterns.
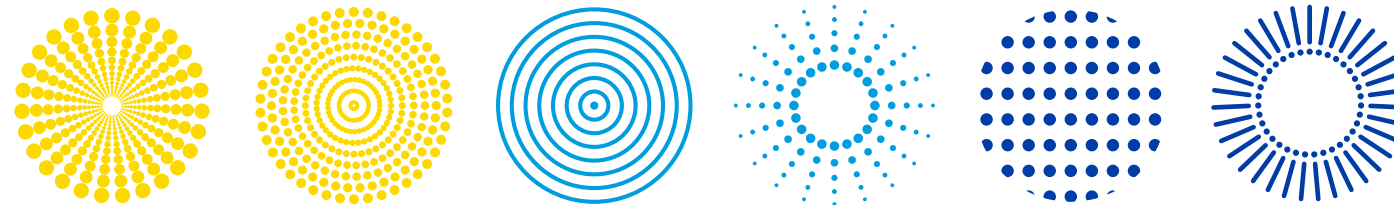
ACCEPTABLE PATTERN COLORS

* Within citizenship, patterns may be used in pillar colors.

Our visual identity system allows for flexibility to speak to different audiences.

System Flexibility

System Flexibility

Our system is designed to allow for flexibility to speak to different audiences, while still maintaining a cohesive brand experience.

Additionally, the system allows for a variety of executions based on communication hierarchy and photography.

CORPORATE

CITIZENSHIP

RECRUITING

ENVIRONMENTS
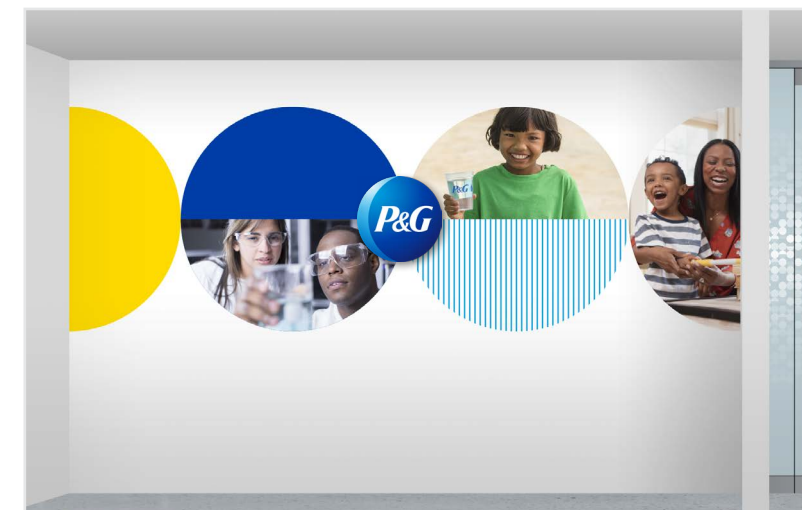
Corporate

LOGO

TYPE

Montserrat

Aa123.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR

| PMS 293 | PMS 299 | WHITE | PMS 108 |

PHOTOGRAPHY

PATTERNS

NOTE: Patterns below are scaled for reference only. Do not use directly. Use released artwork for live patterns.
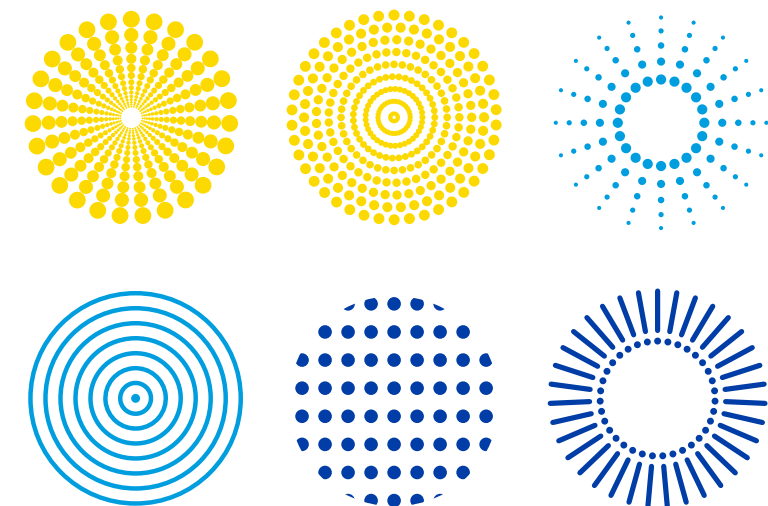
Corporate
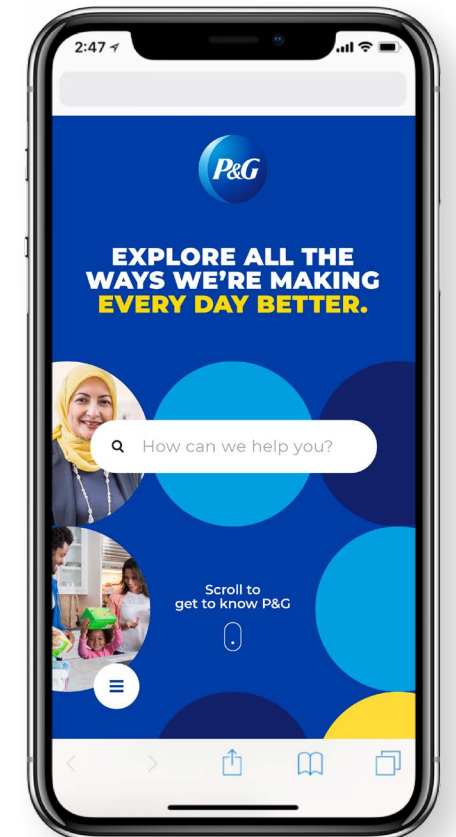
Citizenship

LOGO

TYPE

Montserrat

Aa123.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR
*See individual pillar vis IDs for specific colors per pillar
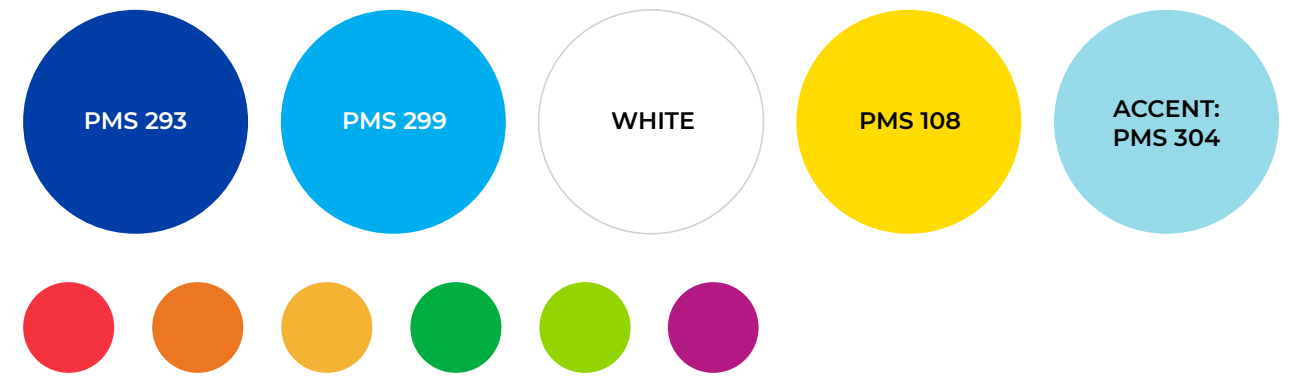
PMS 293 · PMS 299 · WHITE · PMS 108 · ACCENT: PMS 304

PILLARS

Community Impact

Equality & Inclusion

Environmental Sustainability

Ethics and Corporate Responsibility

PHOTOGRAPHY

PATTERNS

NOTE: Patterns below are scaled for reference only. Do not use directly. Use released artwork for live patterns.
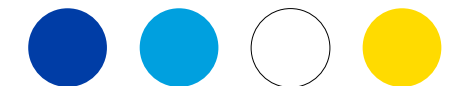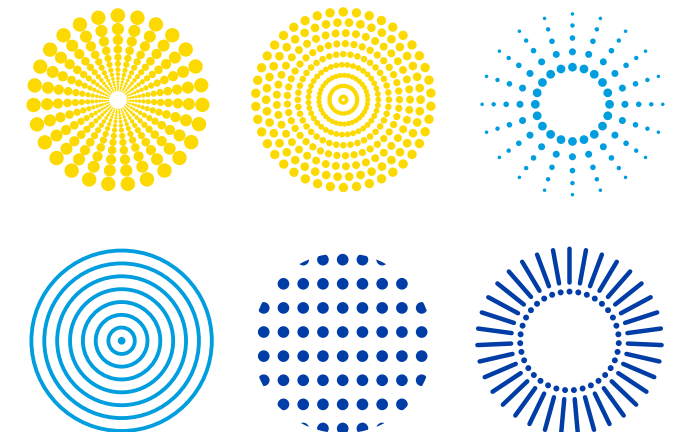
Overall Citizenship

Citizenship
Lead with Love

Lead with Love is the consumer-facing campaign umbrella over all of citizenship efforts (Sustainability, E&I and Community Impact). Our goal is to aggregate and amplify the reach and visibility of our efforts; to initiative a worldwide movement based on action and love; and to galvanize our partners, our people, our brands, our communities, our customers and our consumers to join us.

The Lead with Love VIS ID brings to life the individual efforts of our company, our brands and our consumers, that come together to make a positive difference. These VIS ID elements are unique to the Lead With Love campaign and should not be used elsewhere.

See the full **Lead with Love guidelines** for more VIS ID details. Contact P&G design managers for assets.
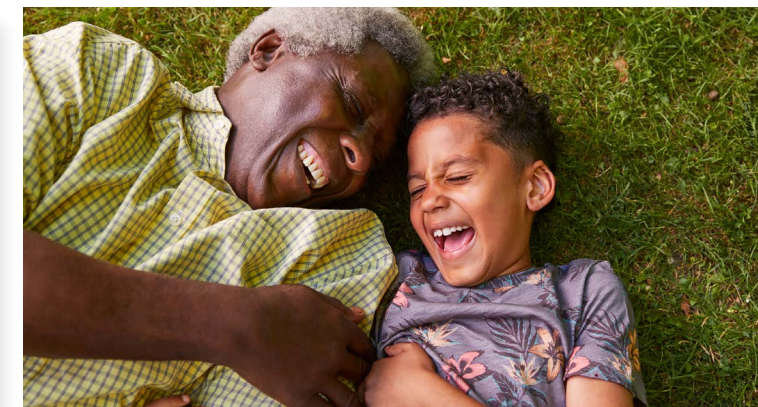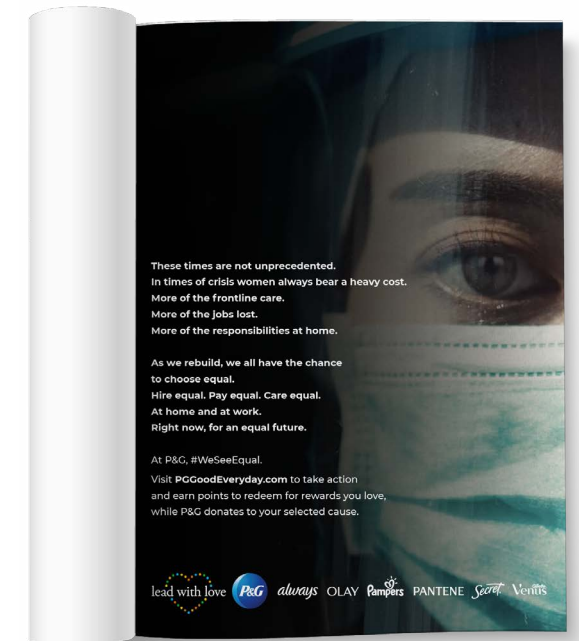
Citizenship
Community Impact

Our community impact pillar includes programs such as Children's Safe Drinking Water and our various Disaster Relief efforts. Our brands are uniquely positioned to help and provide the comforts of home, health and hygiene during challenging times.

The Community Impact VIS ID borrows elements of the overall citizenship pillar graphics - circle grids, energetic patterns and bright colors that bring a sense of optimism and hope. Please see CSDW sharepoint for assets specific to that program.

CSDW

DISASTER RELIEF

Citizenship

Environmental Sustainability

Our sustainability pillar is brought to life by the It's Our Home platform- with the goal to be carbon neutral for the decade. Our planet may be the only place in the universe where life exists. It's our planet. Our Home. And the window to protect it is now.

The VIS ID is earthy and organic, taking inspiration from a mosaic- where all the pieces come together to make a greater whole. Like our collective actions to combat climate change.

See the full **It's Our Home guidelines** for more VIS ID details. Contact P&G design managers
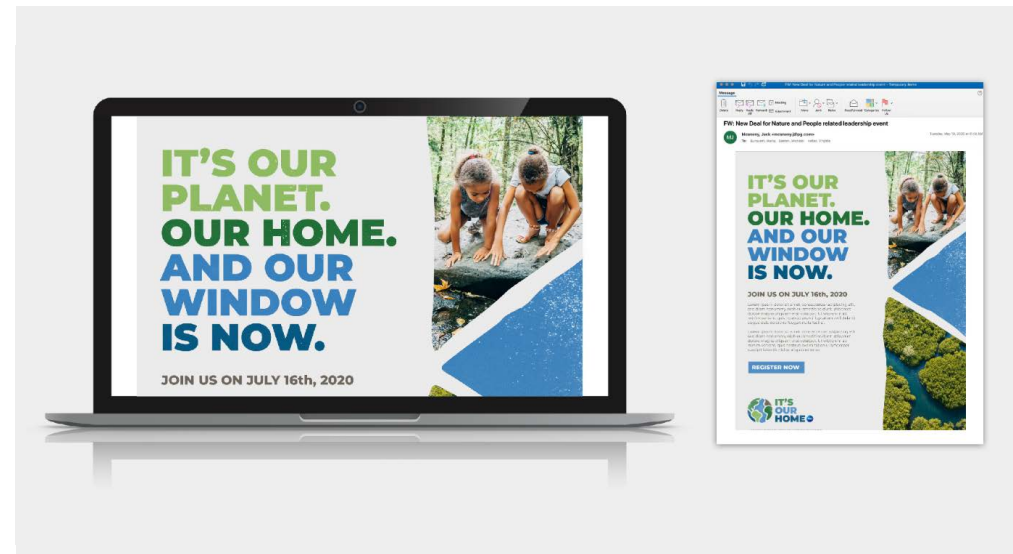
Citizenship
Equality & Inclusion

Our new Equality & Inclusion pillar is holistic and integrated and meant to make a meaningful impact in four key areas: our employees, our brands, with our partners, and for communities. We aspire to create a better world for everyone — free from all types of bias based on race, ethnicity, culture, religion, sexual orientation, gender identity, disability, and background. We believe in the power of our differences and the impact we can make when we come together united by shared values and purpose.

The E&I VIsual identity system is inspired by our rally cry, "We are Unique and we are United". Using the circle ring as the main symbol of unity, and a spectrum of colors merging together, to celebrate the uniqueness of the individual. The bold type and graphics represent the power that happens when there is true inclusion.
Each affinity group within the E&I pillar will have it's own unique visual identity. For example. here you will see the LGBTQ+ identity for Pride, which flexes for brighter, bolder colors and graphics to fit within that unique context.

See **full E&I guidelines** or **Pride guidelines** for more VIS ID details. Contact P&G design managers for assets.

E&I IDENTITY
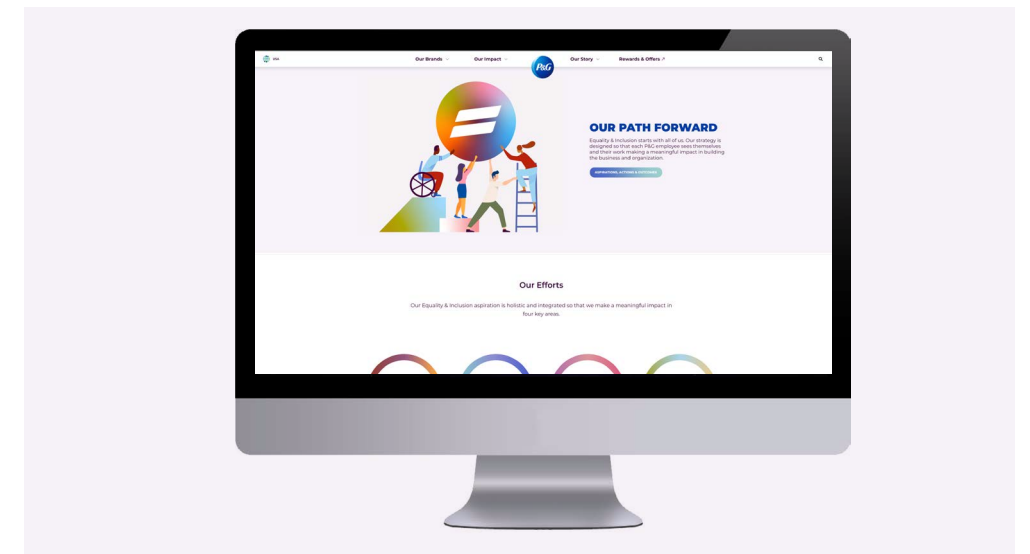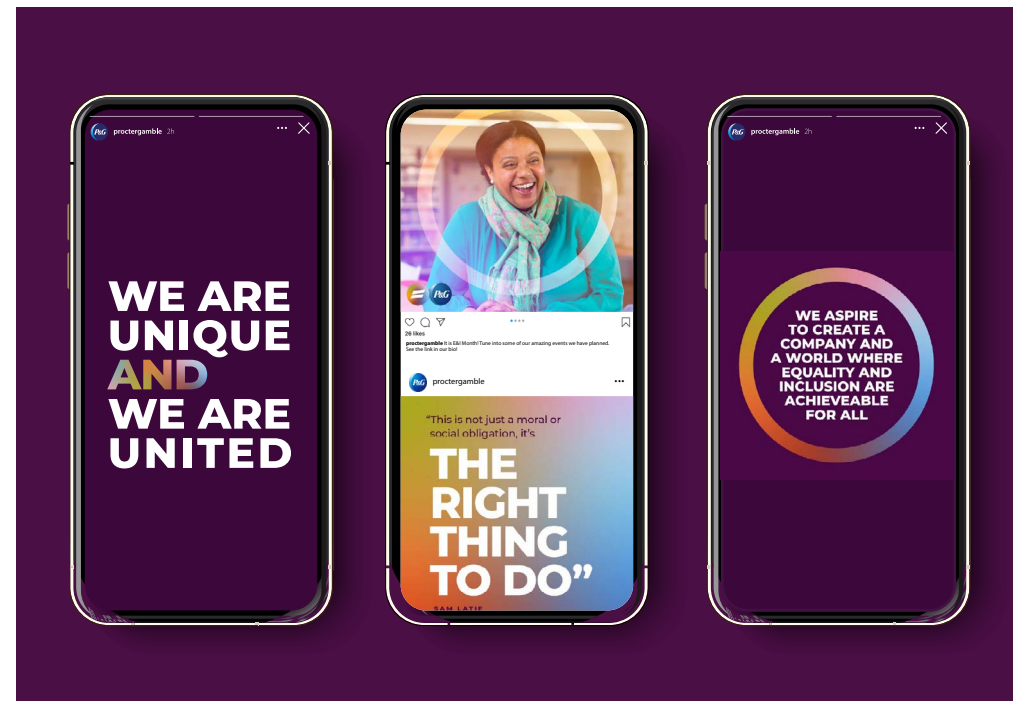
PRIDE

Recruiting

LOGO

TYPE

Montserrat Black

Aa123.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR

PMS 293	PMS 299	WHITE	PMS 108	ACCENT: BLACK
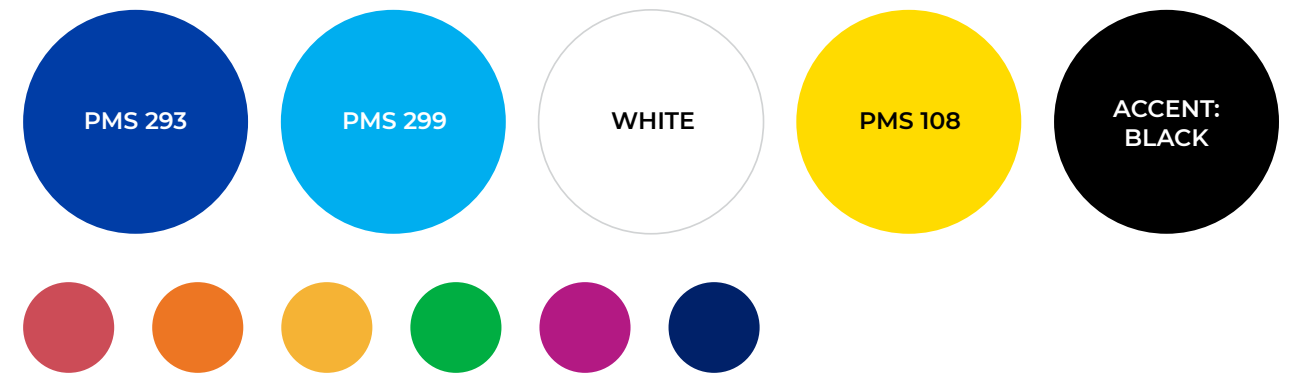
TAGLINE

DO SOMETHING THAT MATTERS #PGDAY1

LAYOUT

PHOTOGRAPHY
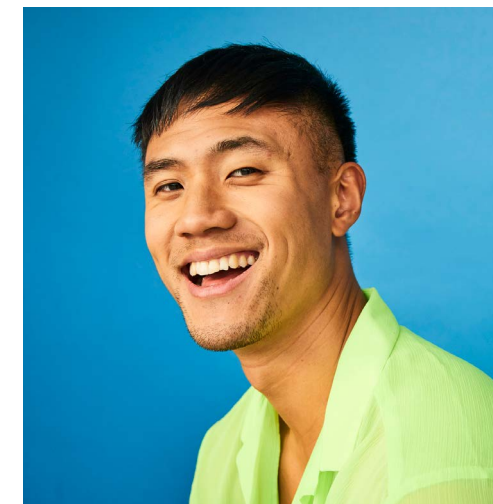
Recruiting
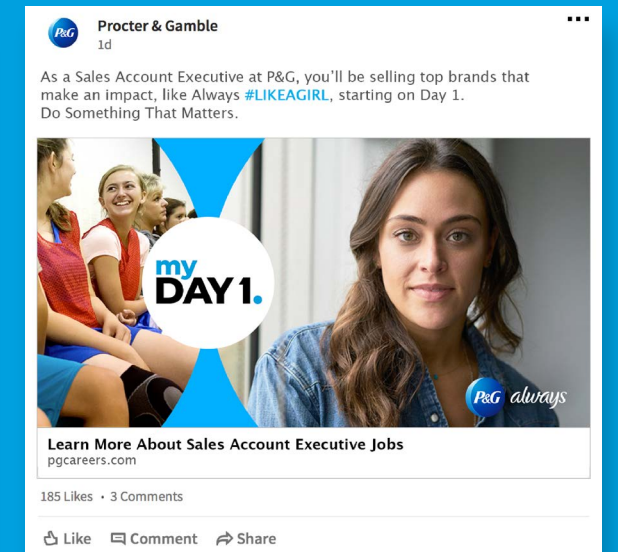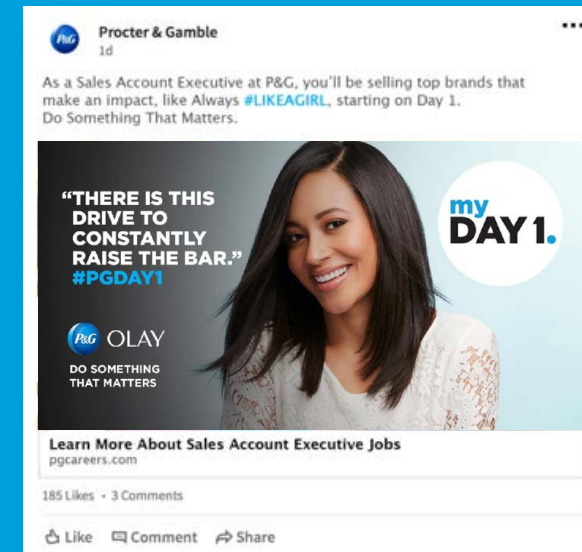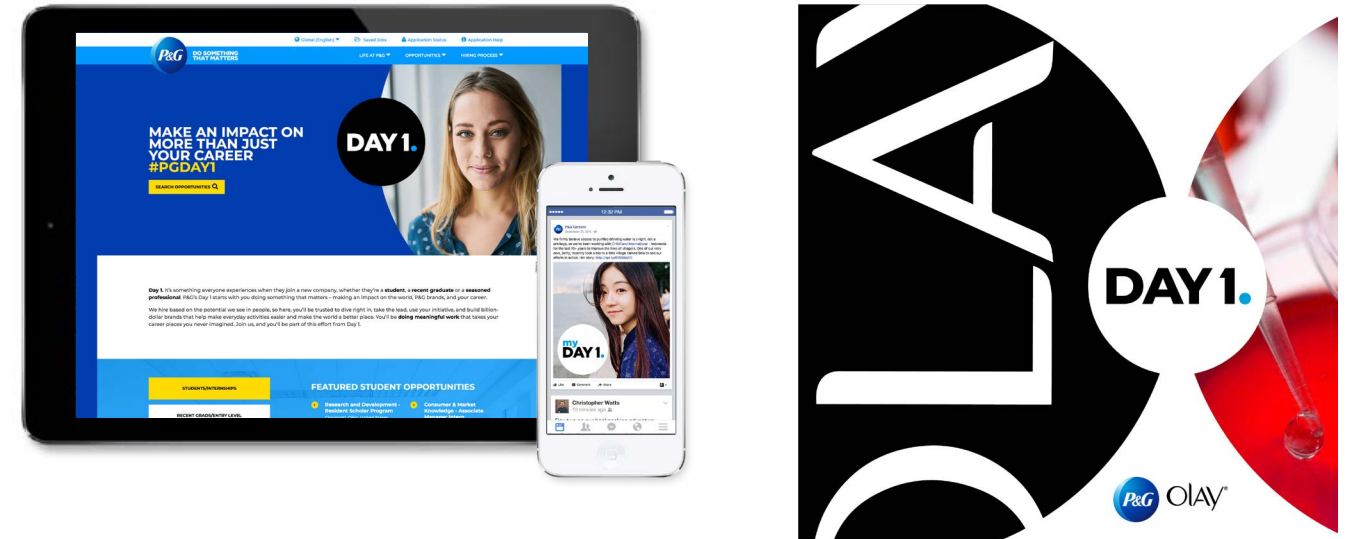
Environments

LOGO

TYPE

Montserrat

Aa123.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR

PMS 293   PMS 299   WHITE   PMS 108

MATERIALS & FINISHES

Metallic Finish

LAYOUT
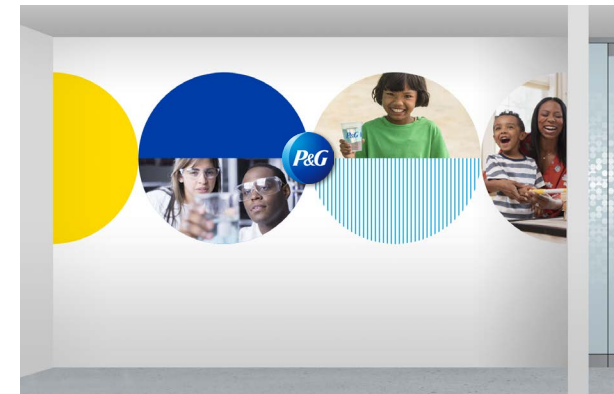
Environments
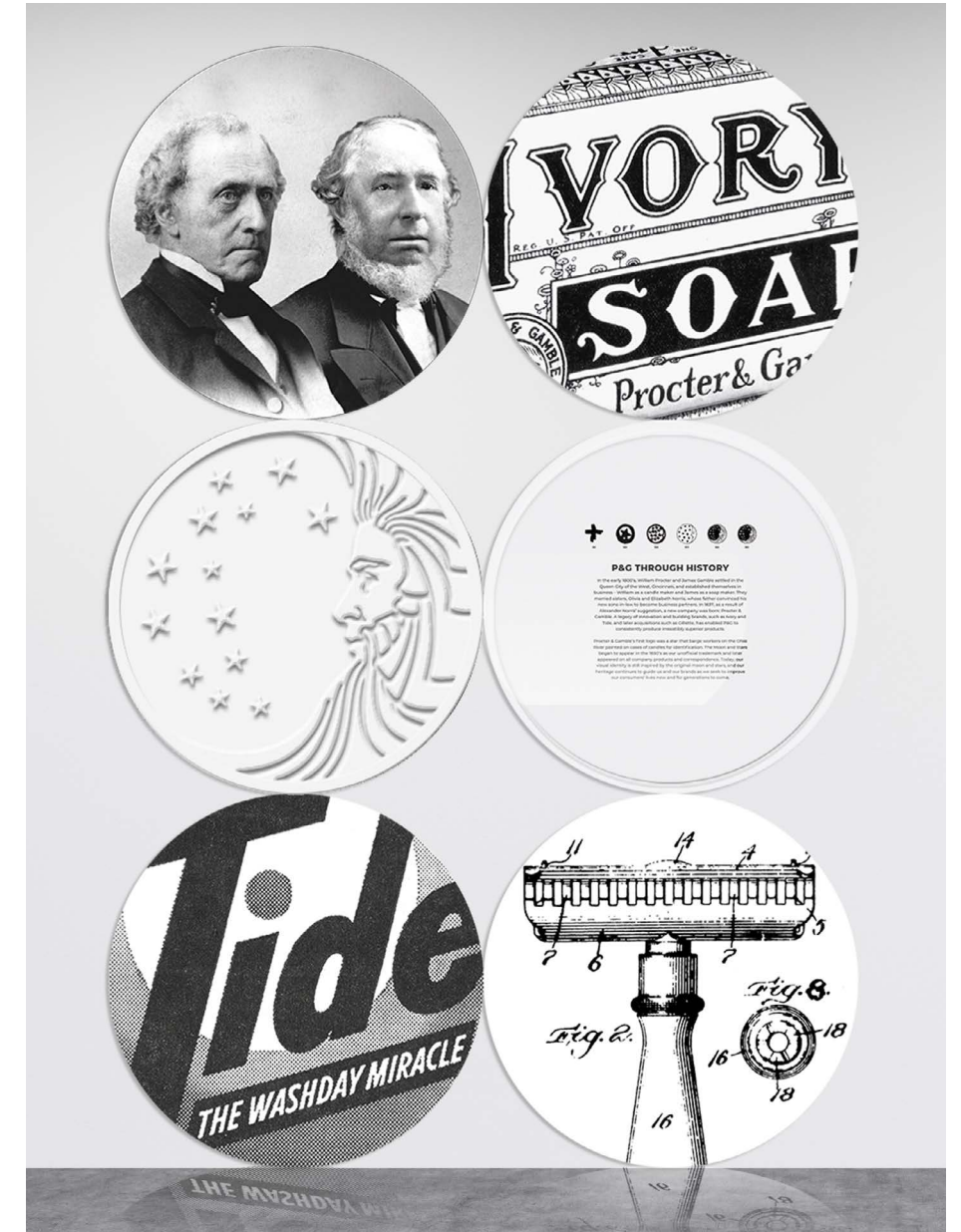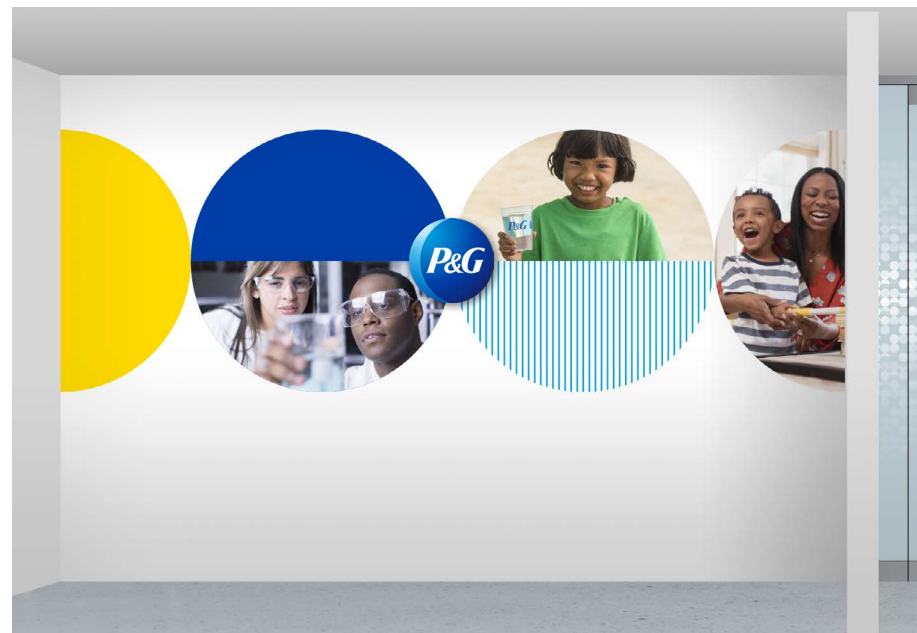
Animated Assets

Animation activates our system in digital formats. The overall style of our animation is natural in movement and speed. Animation uses the circle to tell a story using color, pattern, logos and photography. Content for the animation can be customized to support a specific topic or to tell a more overarching P&G story. Animation may also use color or pattern only with the P&G logo.

Two styles of animations have been created:
- **Flip Animation:** Flips through content in smooth transitions and resolves to the P&G logo.
- **Rotation Animation:** Revolves the circle in a fluid movement revealing new content and resolving to the P&G logo.

Templates are available for the flip and rotating animation. See page 60 for contacts.

FLIP ANIMATION STORYBOARD
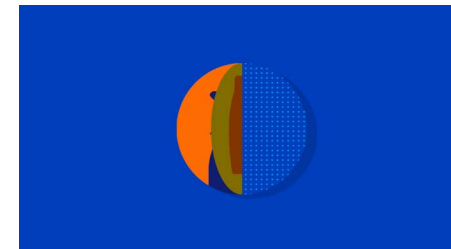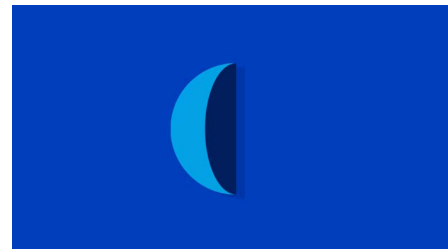
ROTATING ANIMATION STORYBOARD
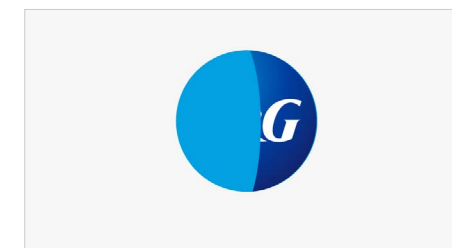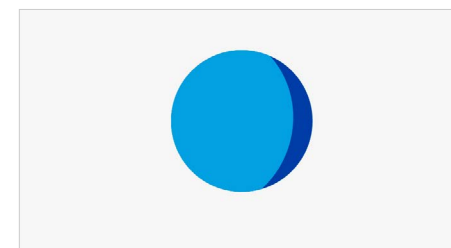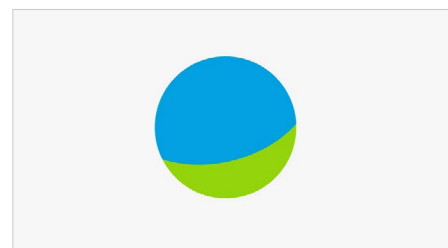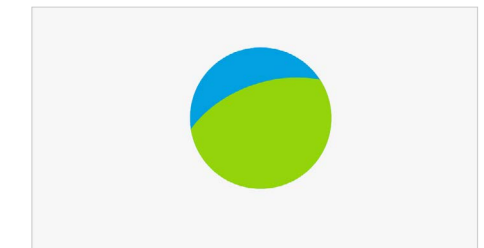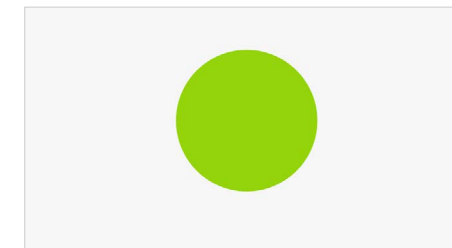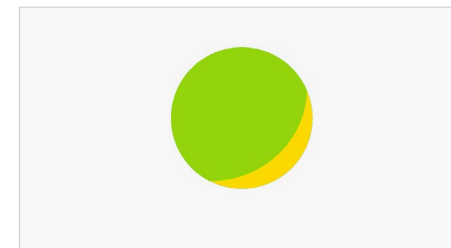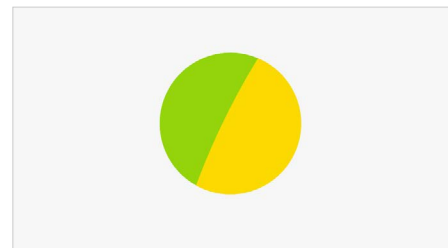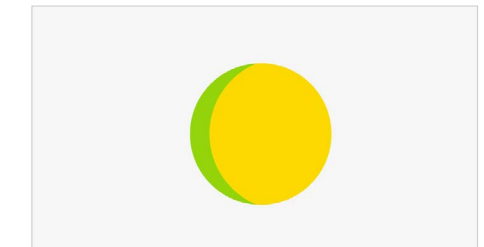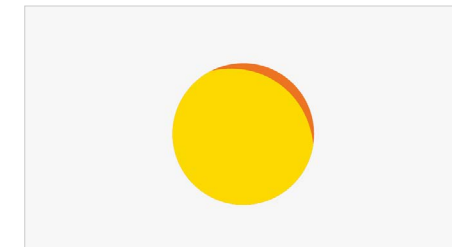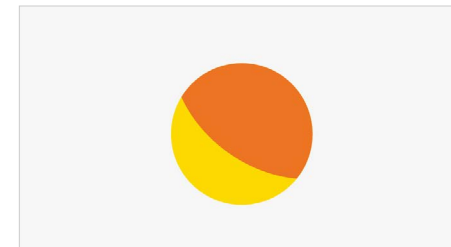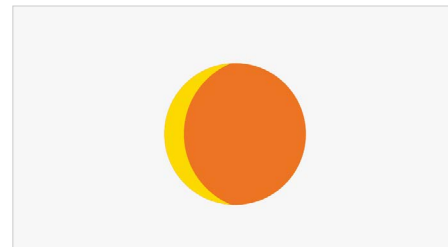
Pattern Mosaics

Patterns bring energy and movement to the system. Three styles of pattern mosaics are available for use in environmental or digital applications, or in layout as an element of delight.

Patterns may be animated for digital content.

- **Symbiosis Patterns:** Celebrate our talent, brand and products.
- **Brand Patterns:** Celebrate our iconic brand assets through graphic logos and packages.
- **Artful Patterns:** Unique artwork created from our textured patterns.

These can be requested for specific brand or application use, but cannot be altered.

Do not recreate symbiosis or brand patterns. Artful patterns should be created for unique needs.

Contact Brand Design or Communication Manager to obtain these assets, request brand-specific variations or for permission for use. See page 60 for contacts.

SYMBIOSIS PATTERN

ARTFUL PATTERN
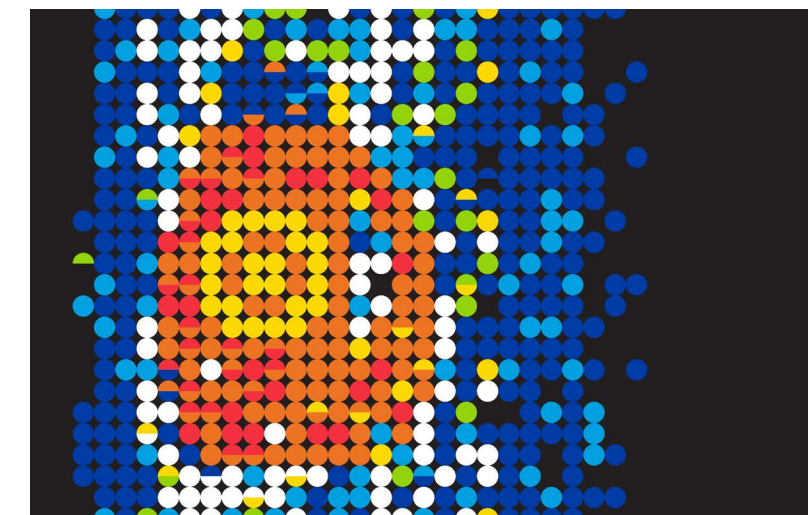
BRAND PATTERN

Tagging

Use a static P&G Corporate logo in the top right corner of a TV end-frame. This is a competitive branding strategy and helps build awareness and trust in P&G and our portfolio of brands.

It is not intended for the viewer to consciously see the P&G logo or distract from the primary brand logo. Neuro testing has shown unconscious processing of the P&G logo provides a benefit and this format has the best impact on single brand copy, maintaining overall copy effectiveness. It should be used for TV and streaming digital.

Please refer to the TV Copy Tagging Guidelines which are available on P&G BrandStore or contact the Brand Manager, Brand Design or Communications Manager.

Principles, templates and tools to execute with ease and consistency.

Layouts & Templates

Overview

Templates have been provided to create consistent layouts in digital or print. Layouts may use circles or full bleed imagery.

Circles are based on a grid where edges touch but do not overlap. Circles can be used large and bold or as a grid, and in either case, horizontal or vertical.

Circles are filled with logos, photography, color or pattern. They should always appear on a solid color background.

Full bleed imagery and color may be used without circles and with floating text.

Consider the selection of a template based on your audience, amount of copy required and available assets.

**FULL BLEED
(0 CIRCLES)**

**MACRO CIRCLES
(2-3 CIRCLES MAX)**
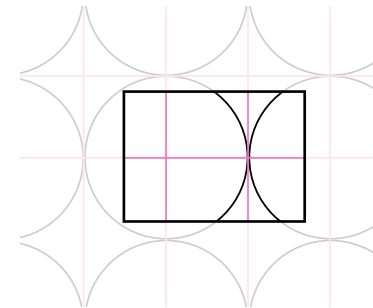
**FULL CIRCLES
(3-5 CIRCLES MAX)**
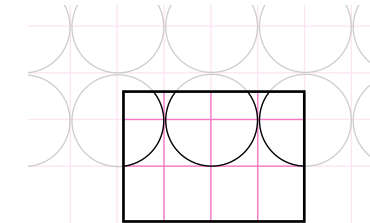
**CIRCLE GRID
(6-16 CIRCLES MAX)**
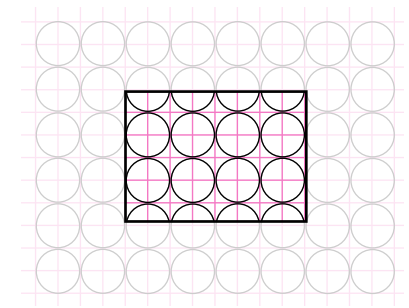
LAYOUT EXAMPLES
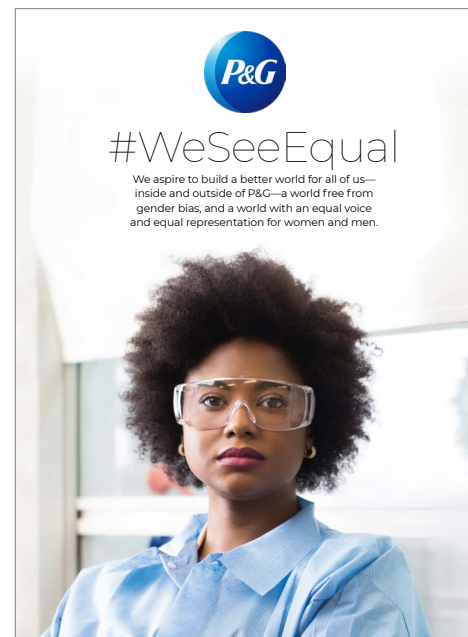
Choosing Templates

When choosing a template, consider scale and proportion, content, imagery and purpose.

Proportion and Scale
Decide which template will fit the desired proportion and scale best.

Photography
Consider scale and quality of photography.

Purpose
Consider the purpose, audience and priority of communication.

FULL BLEED (0 CIRCLES)
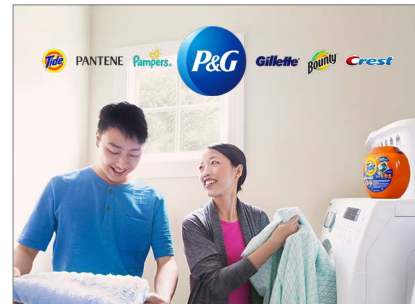
Best Use:
Captivating photography

Captivating headline without graphics

Prioritizes consumer stories

Limits:
Does not work well with large amounts of copy or complicated images

MACRO CIRCLES (2-3 CIRCLES MAX)

Best Use:
Connecting P&G with brands and stories

Creates a clear, simple story

Prioritizes P&G

Limits:
Imagery must be able to be cropped within circle

FULL CIRCLES (3-7 CIRCLES MAX)

Best Use:
Connecting P&G with brands and stories

Easy to use with extreme proportions and scales

Prioritizes P&G

Limits:
Imagery must be able to be cropped within circle

CIRCLE GRID (6-16 CIRCLES MAX)

Best Use:
Creating a story that shows P&G with multiple brands

Tells a dynamic story at a larger scale

Prioritizes brands with P&G

Limits:
Imagery becomes complex at smaller scales

Using Templates

STEP 1: CHOOSE A TEMPLATE
Choose a template to best fit your layout, content and priority of communication.
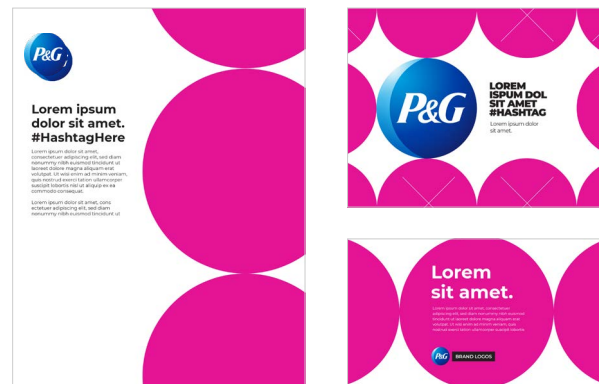
STEP 2: ADD BACKGROUND COLOR
Apply a color from the primary palette to the background.

STEP 3: CREATE A HEADLINE
Create a clear headline and supporting body copy with or without a logo signoff.

STEP 3: ADD PHOTOGRAPHY OR BRAND LOGOS
Crop relevant photography and/or brand logos within the circles of the template.

STEP 5: ADD SECONDARY ELEMENTS
If applicable, add a solid secondary color or a pattern in a primary color to create visual interest.

Full Bleed

While circles are a primary element, they shouldn't be overdone. Full bleed photography and floating text allows breathing space and flexibility in the system. Photography featured in full bleed layouts should be simple and work with copy to tell a concise story.

P&G can be used as a header, front and center, or as a signature in any corner of the composition.

Business over bias.

#WeSeeEqual

We aspire to build a better world for all of us—inside and outside of P&G— a world free from gender bias, and a world with an equal voice and equal representation for women and men.

#WeSeeEqual

We aspire to build a better world for all of us— inside and outside of P&G—a world free from gender bias, and a world with an equal voice and equal representation for women and men.

Full Bleed

Full bleed layouts may be used with captivating photography or with copy only.

Align logo signoff at the end of body copy or anchored to a corner of the composition as a signoff.

Copy should be used on simple backgrounds where there is good contrast.

Use the logo to connect or as a signoff, never both.

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BRAND LOGOS **P&G** BRAND LOGOS

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P&G BRAND LOGOS

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LAYOUT DO NOTS

Do not use circles as decorative elements.

Do not use complicated or confusing photography.

Do not use multiple logos.

Do not use multiple images.

Macro Circles

Macro circle layouts create focus for a message or visual story. A layout of two or three circles serves as a guide for cropping photography or holding information.

Macro circle layouts may use the logo as a connector or as a signoff. The circles can include typography, logos, color, photography or pattern.

The larger circle in the layout always holds the dominant communication element, while the secondary circle holds supporting imagery, logos, color or pattern.

Making your day better in meaningful ways every day.
#PGEveryday

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Business over bias.

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The Power of P&G

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Macro Circles

The macro circle layout primarily uses two circles, cropped to bleed off the page. Circles should be between four and six times the width of the P&G logo.

Never crop more than 75% of a circle.

Offset circles so that they form a 60/40, 70/30 or 80/20 proportion. For layouts without white space for copy, center circles vertically or horizontally and place dominant copy or imagery within circles that are most visible.

Place left-justified copy below graphics or within the dominant circle.

Macro circle layouts may use the logo to connect or as a signoff, but never both. Align signoffs with left-justified type.

Use the logo to connect or as a signoff, never both.

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BRAND LOGOS

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LAYOUT DO NOTS

Do not dissect circles.
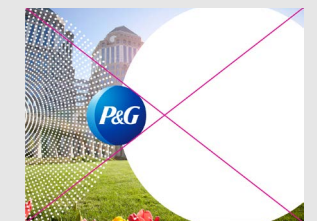
Do not put photography or pattern in the background.

Do not enlarge circles more than six times the width of the P&G logo.

Do not use the logo as a macro circle.

Full Circles

Full circle layouts create focus for a message or visual story. A layout of three to five circles serves as a guide for cropping photography or holding information.

Full circle layouts may use the logo to connect or as a signoff. The circles can include typography, logos, color, photography or pattern.

The complete circle in the layout holds the dominant communication element, while the secondary circles hold supporting imagery, logos, color or pattern.

P&G

Wash, soften, boost, repeat.
#TheRightGain

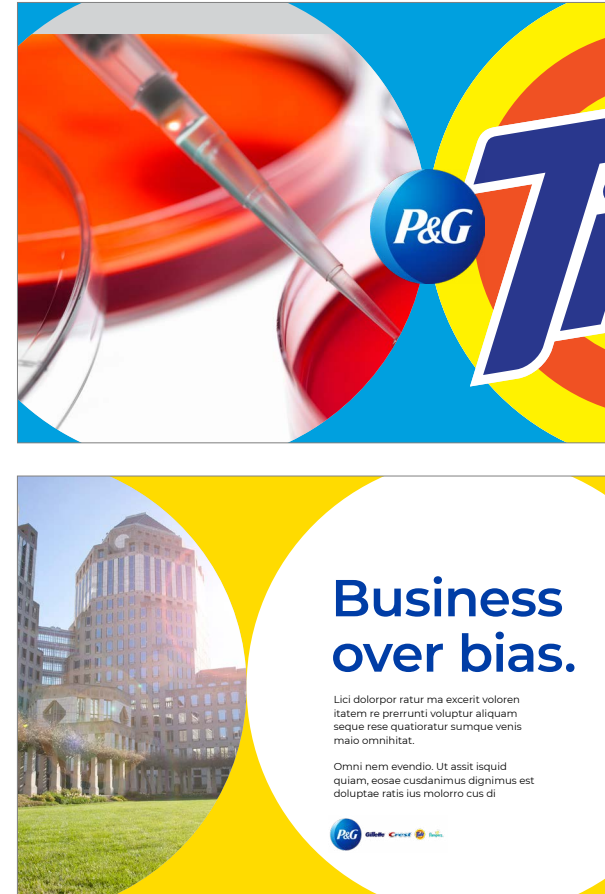We're working to accelerate organic sales growth by strengthening and extending the advantages we've created with our products and packages, improving the execution of our consumer communication and on-shelf and online presence, and ensuring our brands offer a superior consumer value in each price tier where we compete.

The market continues to be challenging, whether it's price transparency, changing retail dynamics, established and new competitors — both online and offline — or slowing market growth

P&G **Business over bias.**
#WeSeeEqual

Business over bias.

The latest World Economic Forum Gender Gap Report shows we are not accelerating toward a gender equal world. In fact, the gap is growing. What's preventing everyone from pursuing and realizing the benefits of gender equality?

P&G Gillette Crest

P&G

Pioneer.
Trailblazer.
Role Model.
Champion.

This is Sarah Roberts.

From the early days in Albany, Georgia...your advocacy for diversity and inclusion created a standard of excellence for generations to come.

Thank you for your leadership and extraordinary accomplishments at Procter & Gamble.

We salute you!

Full Circles

The full circle layout primarily uses three circles, cropped to bleed off the page. Circles should be between three and four times the width of the P&G logo. Up to five circles may be used for extreme vertical or horizontal layouts.

Never crop more than 75% of a circle.

Always align circles centrally and place dominant copy or imagery within circles that are least cropped.

Place left-justified copy in the white space below or to the left of graphics. When the headline is the priority, place within the dominant circle.

Full circle layouts may use the logo to connect, as a lead or as a signoff. Do not use multiple logos in a single layout. Align signoffs with left-justified type.

Use the logo to connect or as a signoff, never both.

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BRAND LOGOS

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BRAND LOGOS

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BRAND LOGOS

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LAYOUT DO NOTS

Do not dissect circles.

Do not put photography in background.

Do not make circles larger than four times the width of the P&G logo. Never crop more than 75% of a circle.

Full Circles

In narrow horizontal and vertical layouts, up to 7 circles may be used to fill the space. Crop circles to bleed off either edge of the composition and align vertically and horizontally. Circles should be between three and four times the width of the P&G logo.

Never crop more than 75% of a circle.

Always align circles centrally and place dominant copy or imagery within central circles that are most visible.

Place left-justified copy and the P&G logo in horizontal layouts or within the dominant circle for vertical layouts. Center copy for extreme vertical layouts only. Never mix copy styles.

Use the logo to connect or as a signoff, never both. Only use centered signoff for centered copy.

Content-Driven

In content-driven spreads, circles may be used as cropped or floating elements. Circles filled with photography should support the content and never be decorative. Consider use of typography, infographics, and full bleed imagery to balance the use of circles.

Circles with infographics, illustration or photography should be accompanied by a caption and may float independently. Never float circles without additional copy or content.

Never crop more than 75% of the circle.

Place dominant copy or imagery within circles that are most visible. Only use flat color and pattern in circles as supportive elements to photography.

1 PAGE LAYOUTS

2 PAGE SPREAD

When used as a visual representation of content below, circles can float within the grid of the layout.

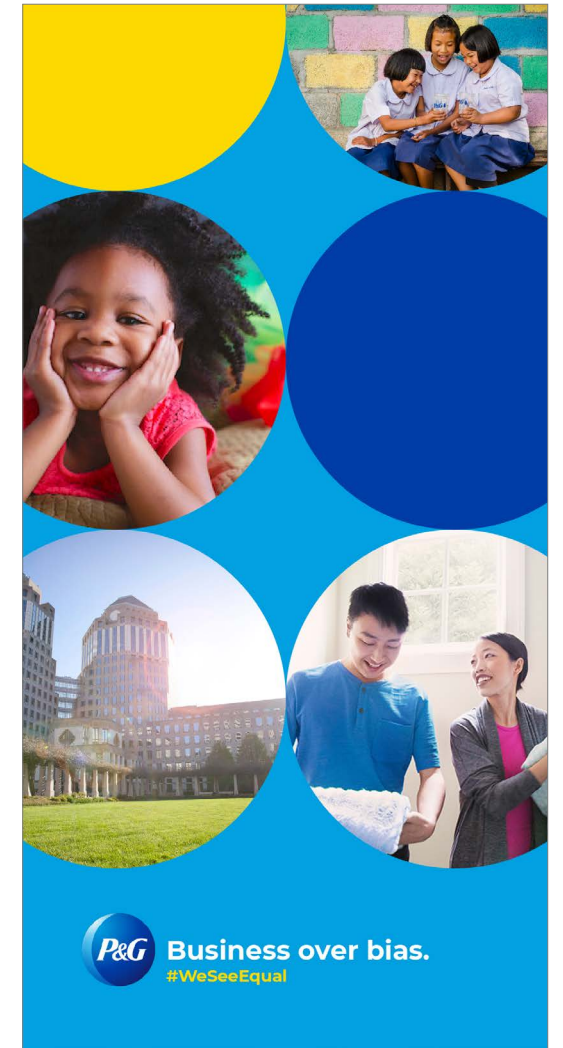**1 PAGE LAYOUTS**

2 PAGE SPREAD

Circle Grid

The circle grid layout visualizes a story using a combination of color, logos, photography, pattern and typography. Crop between 6-16 circles for grid layouts.

Circle grid layouts may use the logo to connect or as a signoff, never both. The circles can include logos, color, photography or pattern.

Typography may be inside or outside of circles.

Impact everyday lives.
#PGEveryday

BIG BRANDS BIGGER OPPORTUNITY
#PGDAY1

Business over bias.
#WeSeeEqual

Business over bias.
#WeSeeEqual

Circle Grid

The circle grid layout uses 6-16 circles, cropped to bleed off the page. Use no more than 16 circles at anytime.

Never crop more than 75% of a circle.

Use a grid of 2x3, 2x4, 3x3, 3x4 or 4x4. For extreme vertical or horizontal layouts use a grid of 2x5, 2x6 or 3x5.

Place grid of circles centered within the layout with or without whitespace for copy. A maximum of 4 entire circles should be visible.

Place left-justified copy below graphics or within the dominant circle.

Macro circle layouts may use the logo to connect or as a signoff, but never both. Align signoffs with left-justified type.

Because the multiplicity of the circle pattern is complex, keep content inside the circles and headlines simple and spare.

Use logo as a part of the circle grid or locked up with the headline, but never both.

P&G **Lorem ipsum dolor.**
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P&G **Lorem ipsum dolor.**
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◯ BRAND LOGOS

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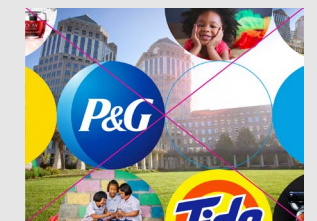
◯ BRAND LOGOS

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LAYOUT DO NOTS

Do not dissect circles.
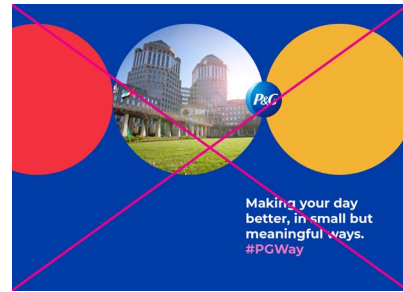
Do not put photography in background.

Do not place logo at intersection of circles.

Do not use as pattern or texture.
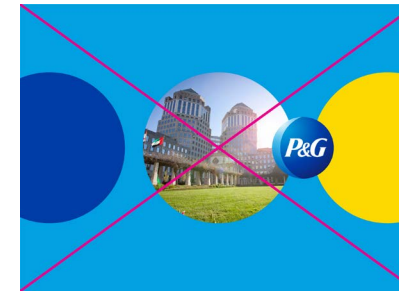
Layout Do Nots

Do not use more than two secondary colors in a layout.

Do not use secondary colors as a background color.

Do not rearrange P&G logo placement.

Do not create gaps in the grid.

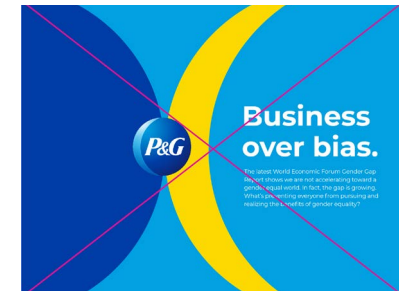Do not overlap circles or use circles with gradients and opacities.

Do not use a single or isolated circle.

Do not mix, add to or modify templates.

Do not use circles within circles.

Do not dissect circles or use elements of pattern mosaic in layouts..

Do not use pattern mosaic within layouts.

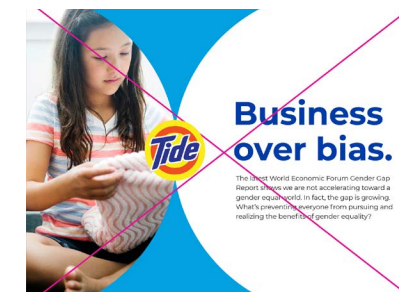Do not crop more than 75% of a circle.

Do not use arbitrary or decorative patterns.

Do not place typography across multiple circles.

Do not use secondary colors in headline or body copy.

Do not replace the P&G logo with other brand logos as a connector.

Resources & Contacts

Contacts

Maria Stanton
Corporate P&G Brand
Design Director
stanton.m@pg.com

Darby Thonnings
Corporate P&G Brand
Designer
thonnings.dj@pg.com

Font Acquisition
Montserrat is available on P&G
Brandstore and P&G Universal Type
Client. It can also be downloaded
for free: https://fonts.google.com/
specimen/Montserrat

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NOT included in the P&G photography
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These images cannot be used beyond
this internal document.