



durex®

ALLOW
YOUR
SEX
LOVE

BRAND PLAYBOOK

VERSION 1.3 / FEBRUARY 2022

Welcome to the...

PLAYBOOK



REGULAR
FIT

FOR COMFORT
& CONFIDENCE

12
CONDOMS

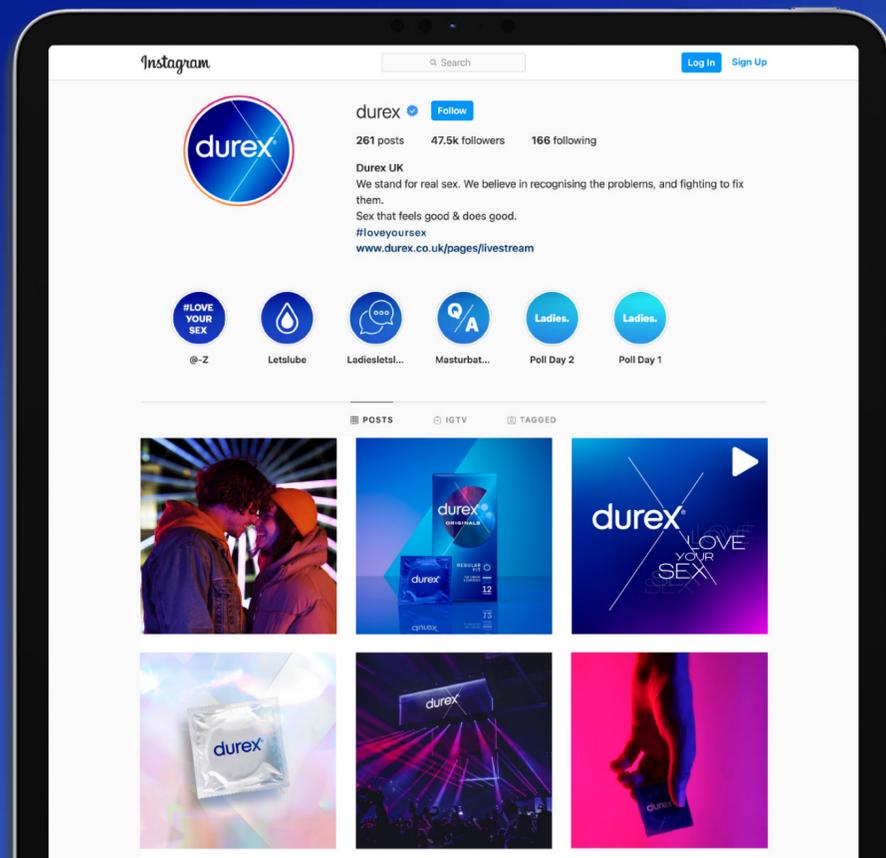


4

COME ON IN
OUR BRAND
WORLD

durex® LOVEBOX

14-16 JUNE
GUNNERSBURY PARK



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EXPRESS
YOURSELF

1.0 STRATEGY

We exist to unleash
the freedom to be your
true sexual self.

To make the world more sexually secure,



Durex is waging war on the pathology of **sexual desire & identity** in our culture and shared history.

We fight for...
a world of sexual security

We fight against...
the pathology of sexual desire & identity

EQUIP

FROM:

Stigmatized product offering
& lack of access.

TO:

Empower and enable sexual
experimentation at mass level
via providing the right product in
the right hands at the right points
of demand.

EDUCATE

FROM:

Lack of gender & sexually fluid sex
education & misrepresentation of
what good sex looks like in porn.

TO:

Inclusive education via:

1. Offering edutainment in culture
(using i.e music/film/fashion/
gaming/metaverse as vehicles)
2. Credibly challenging
conventional education sources
(porn, sed ed curriculum).

LIBERATE

FROM:

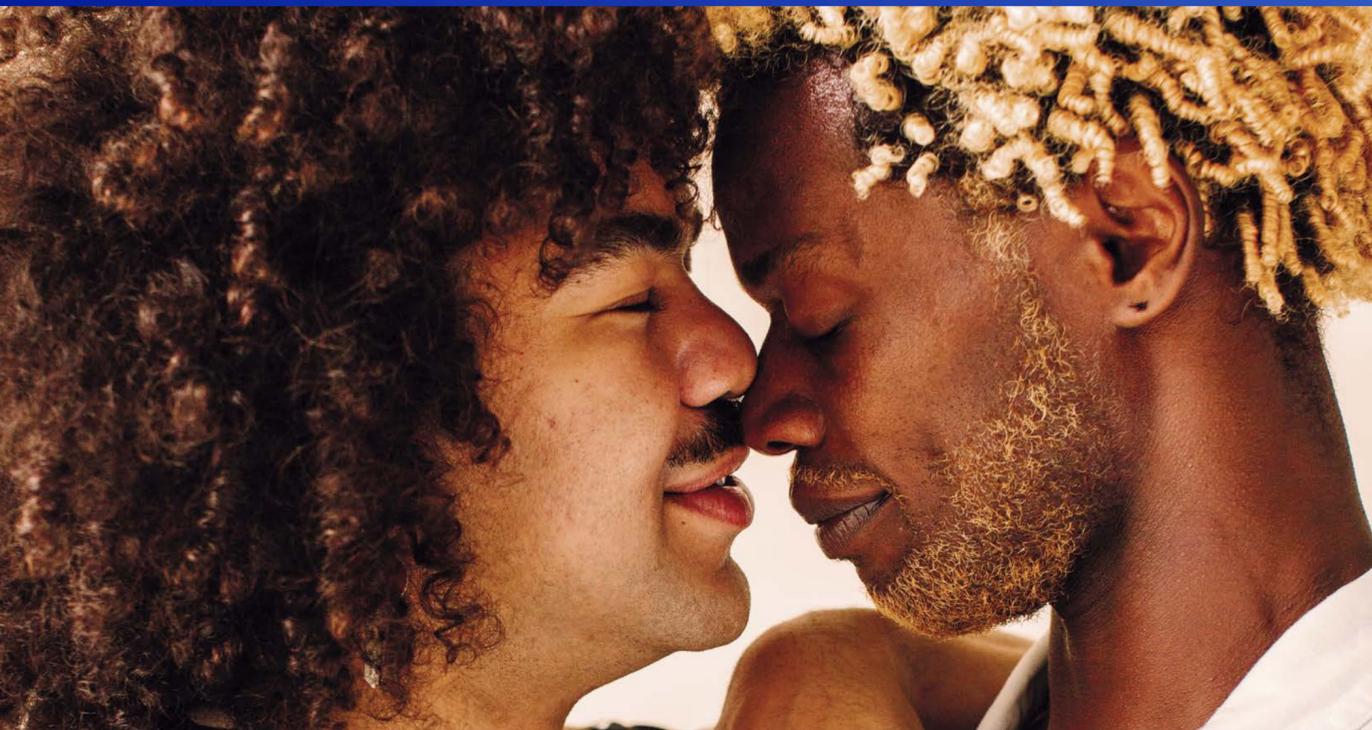
Peer pressure and stigma in
cultural portrayal of normal in
sex and sexuality.

TO:

Reframing how sexuality
is depicted in culture:

1. Breaking old stigmas
2. Creating inclusive
narratives reclaiming
cultural icons.

Durex reclaims systems of shame & repression



throughout art and culture,
recontextualizing them as
sources of **sexual freedom
and beauty.**

Durex champions

sexual freedom globally

by fighting shame and stigma.



2.0 VISUAL IDENTITY

VISUAL IDENTITY
OVERVIEW



Primary logo



Colours

REGULAR
FIT 

CLOSE FIT 

WIDE
FIT 

EXTRA
WIDE
FIT 

Fit Navigation

ONE
NIGHT
SANS

Typography



Stages



Packaging Intersexion

durex®
LOVE
YOUR
SEX

Brand sign-off



Imagery

PLEASURE
PROTECTION

The Judder

By unleashing
people's true sexual selves

Durex inspires opportunities
for deeper connection with self
and others by unifying...



PLEASURE
PROTECTION



EXPRESSION
ACCEPTANCE



SEX
SELF CONFIDENCE

It's these connections, these intersexions,
that shape the brand's new visual identity.

INTERSEXION

Sex happens at the **Intersexion of connection** – with **self**, with **others**, with **hands**, **mouths**, **bodies**, **minds**, within **culture**, when you're **moved by a vibe**.

Our **'X'** **frees you to connect** as your **true self** so you can explore **without judgement**.

Because sex feels so great when you're **always accepted**, no matter **what direction you come from** or **where you're going**.

OLD VERSUS NEW LOGO

Fully embodying our boundary-breaking purpose, the Intersexion inspires and creates the freedom to connect however, whenever, wherever, and with whomever you choose.

Our new identity discards its own limitations to live outside the lines in favour of freedom.



durex[®]

Old logo

New logo

OUR LOGO

Primary logo

Our primary logo is the visual encapsulation of the Intersexion—the dynamic use of boundary-breaking X-tension lines elevates our legendary wordmark and creates space for connection to happen.



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INTERSEXION

Comms

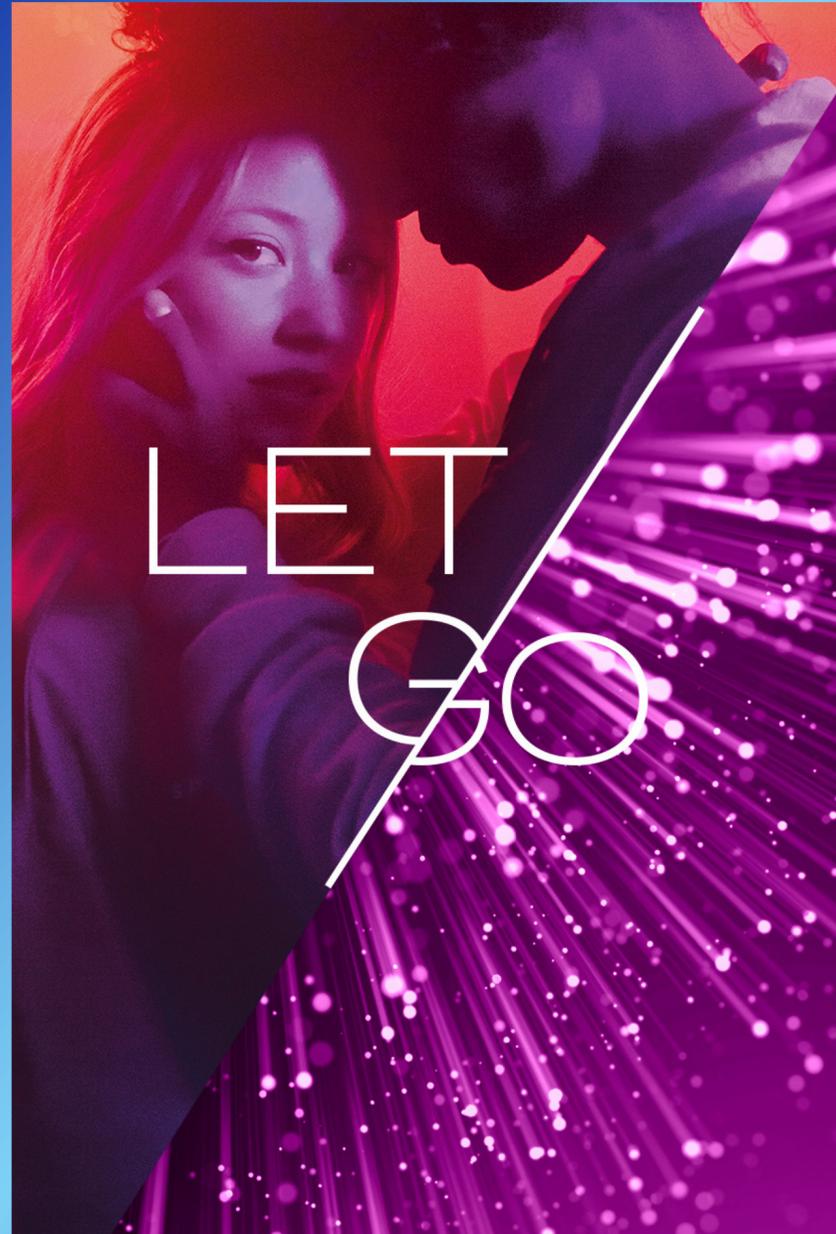
In the wider brand experience, the Intersexion has a much more free and dynamic execution.

Packaging

The multi-sensorial energy of the physical and emotional experience is housed within a fractured circular holding device.

Typography (judder)

Execution can become more typographic where the Intersexion is between the type and the background.



Comms



Packaging

LET
GO

Typography (judder)

X-TENSION

Brand sign-off

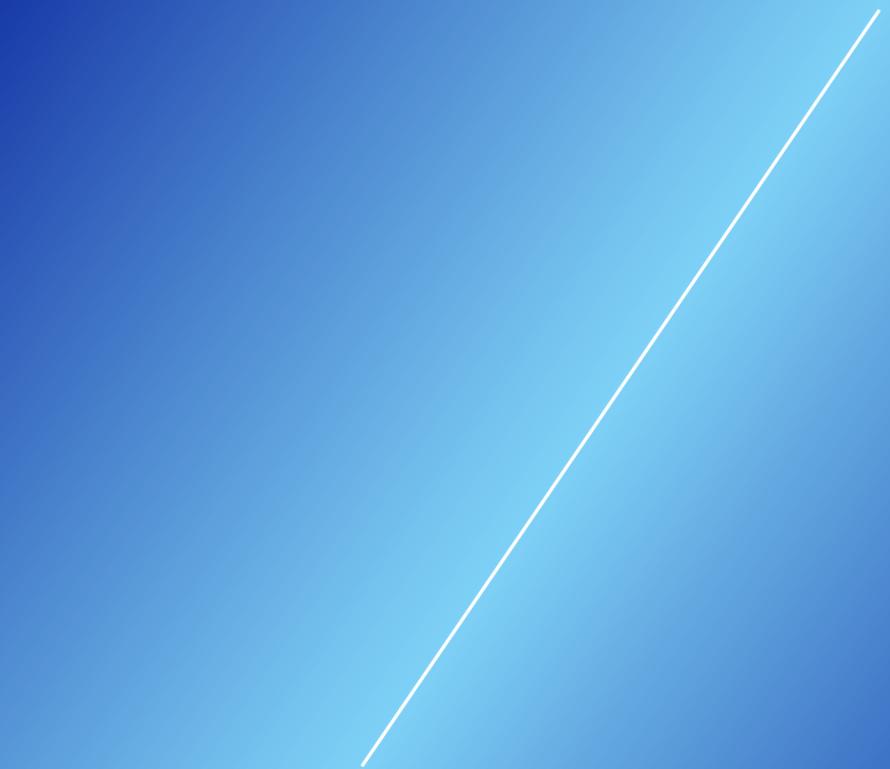
Stylized with repetition and reverberations that embody the sexual tension and energy felt by the Open & Curious, our Brand sign-off combines our primary logo with a rallying cry for our consumers that lets people know exactly what drives us.

Forward X-tension

The forward X-tension represents the progressive nature of the Durex brand identity.



Brand sign-off



Forward X-tension

PACKAGING

On packaging, we dramatise the physical and emotional product benefit. These collide at the intersection point and are housed within a circular device reminiscent of the condom shape.



PORTFOLIO ARCHITECTURE

Our new architecture fights shelf-shame with easy fit navigation tools that help consumer make decisions faster and more intuitively – between the pillars, within the pillars and within the ranges.

Additional benefits of the Play pillar are reflected in on-pack imagery.

From Good to Best, different finishes are used to reflect the more premium offerings.

BEST

CORE PILLAR



PLAY PILLAR



BETTER

THIN FEEL



NATURALS



MIX PACKS



SENSATIONS



GOOD

ORIGINALS



MIX PACKS



FLAVOURS



OFF-PACK

And out in the world, there's nothing holding us back—we're a lifestyle brand that lives for freedom. Restraint isn't what we do.



Out of home examples

LIFESTYLE PHOTOGRAPHY

Our photography style captures our brand's vibe. Emblematic of the spontaneity of our audience, it solidifies our commitment to sex positivity and living in the moment while always putting the Open & Curious front and centre.



COLOURS

Colour continues to set the mood, and acts as the thread that ties all of our brand expressions to powerful emotions. Our distinct blues always keep us in a world of open spaces and opportunity.

Our sensorial stage is used to bring life and movement into our touchpoints. Pantone 2748c and white are used sparingly.

Sensorial stage

PMS 2748c

White

TYPOGRAPHY

One Night Sans, our bespoke superfont, comes in a wide range of widths and weights to represent all the possibilities of lifestyle and identity off pack. On pack, the typeface's flexibility in widths helps us own fit and streamline navigation.

We use different weights to communicate each Fit size within our condoms portfolio: Medium for Regular Fit, Condensed for Close Fit, and Extended Black for Wide and Extra Wide Fit.

Aa Aa Aa Aa Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

REGULAR
FIT 

CLOSE FIT 

WIDE
FIT 

EXTRA
WIDE
FIT 

STAGES THE BACKDROP TO OUR STORIES

Each of our four master stages enables our brand communications to embody the freedom to connect at every touchpoint. They were created to work best in specific scenarios:

Sensorial stage:

Inspired by our primary Durex Blue with added movement & dimension, this stage supports almost any piece of communication.

Sensorial Intersexion stage:

Used with our primary logo, this dynamic gradient that enhances the Intersexion line and highlights the Xtension as a distinctive asset within the logo.

Elevated stage:

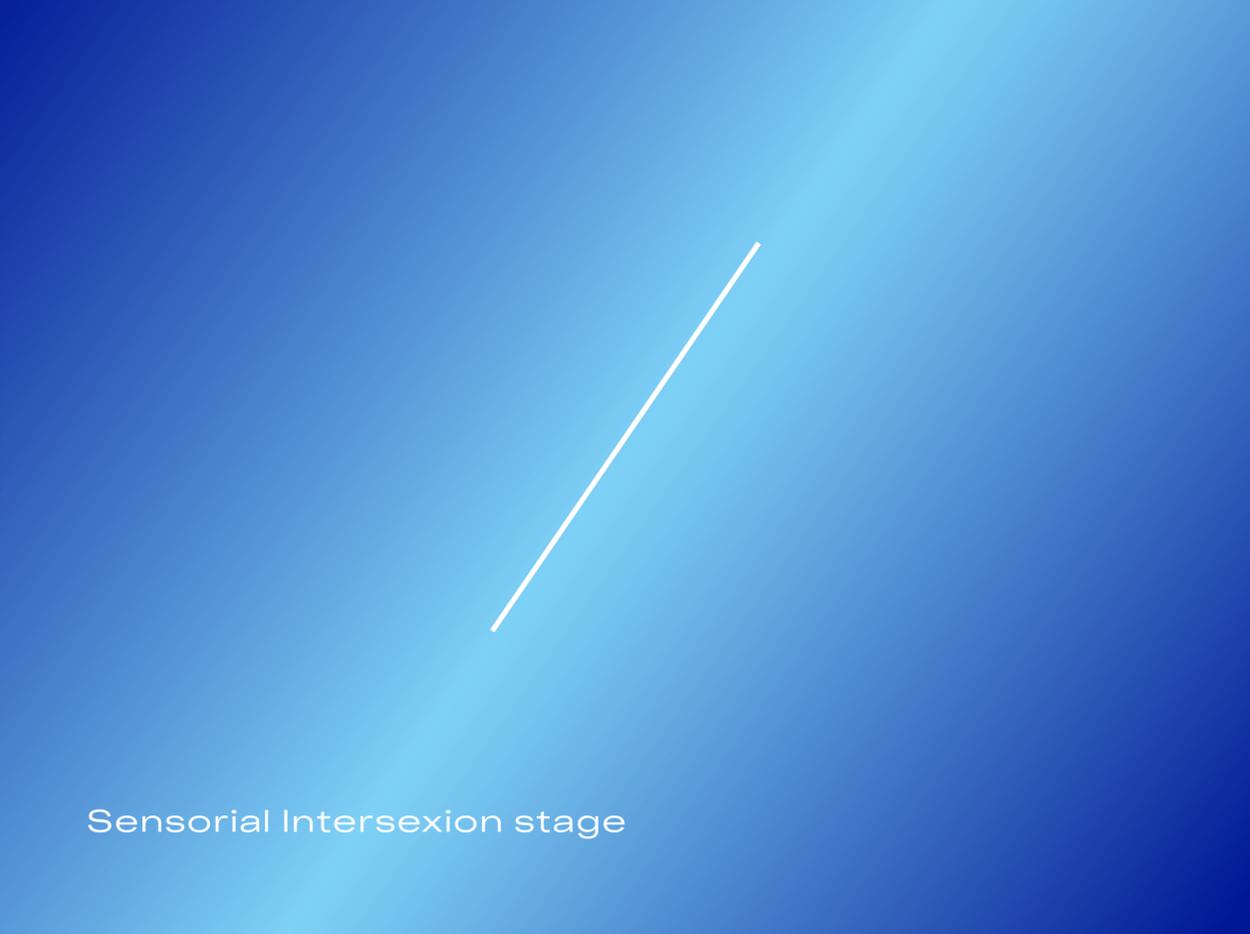
Uses real textures or intimate imagery with the addition of magenta and purple lighting for brand moments around the sensuality of expressing your authentic sexual self.

Elevated vector stage:

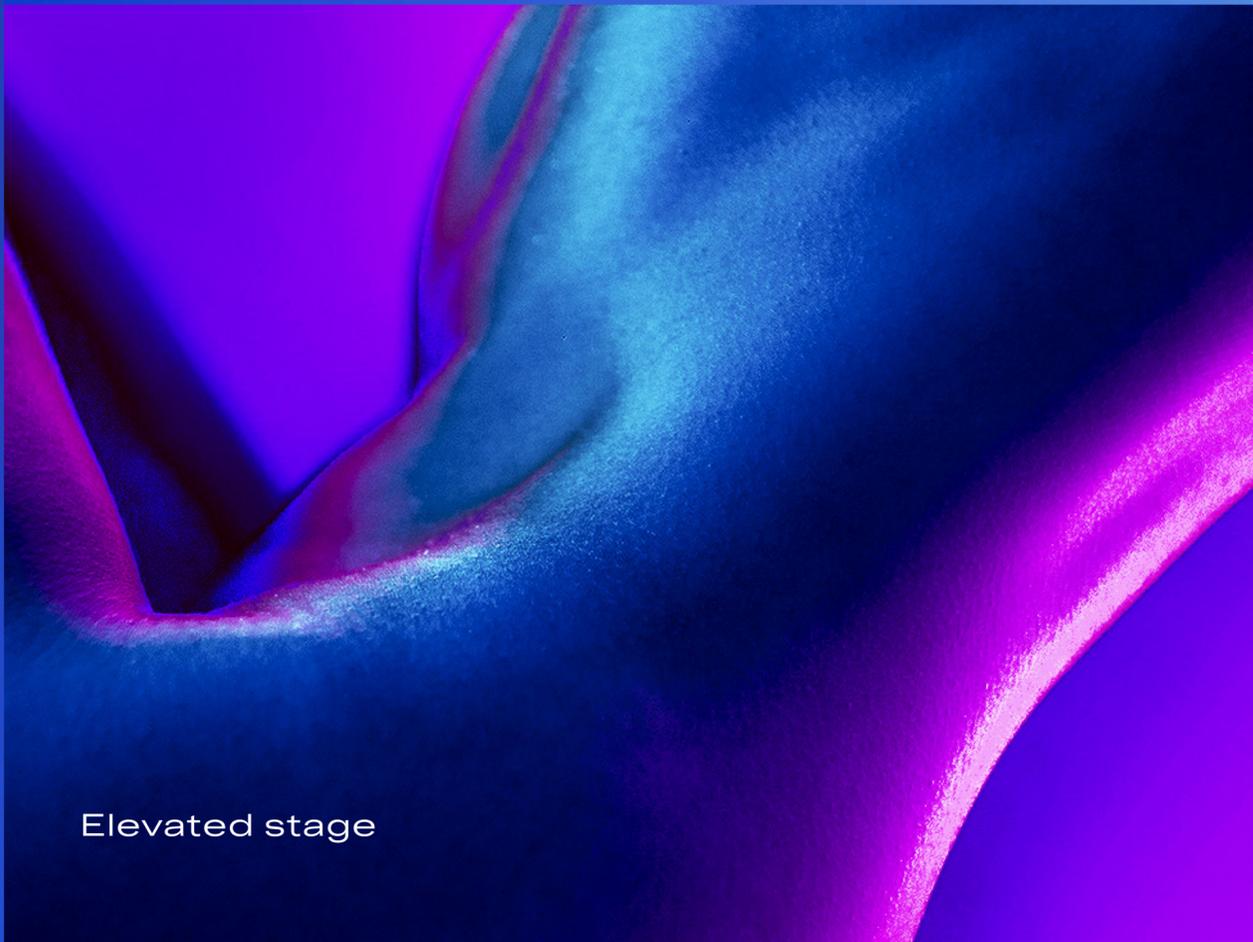
An alternative to the sensorial stage imbuing an electric energy for a more premium look paired with our highest tier products (and it can animate) or high impact brand moments.



Sensorial stage



Sensorial Intersexion stage



Elevated stage



Elevated vector stage

BRAND GLOSSARY



Primary logo



Primary logo (compact)



Wordmark



Logo shorthand



Social media avatar



Brand sign-off



Judder



Forward X-tension



Sensorial stage



Sensorial Intersexion stage



Elevated stage



Elevated vector stage



3.0 GETTING INTO THE DETAILS

OUR BRAND ASSETS



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Intersexion system: pages 39 to 46



Photography: pages 47 to 56



Colour: pages 57 to 79

ONE
NIGHT
SANS

Typography: pages 60 to 68



Stages: pages 69 to 85



Iconography:
pages 86 to 90



3.1

LOGO

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LOGO VERSIONS OVERVIEW

The Durex brand marks are our most important visual asset. They are the brand's signature, and embody our brand strategy and what we stand for.

Primary logo

This version captures our identity in the most expressive way and is used in a broad range of applications.

Primary logo (compact)

This version has shorter X-tension lines for use on restricted narrow or shallow formats.

Wordmark

This is our go-to version when space restrictions or other practical considerations prevent the use of our primary logo.

Shorthand

This version provides secondary brand support when there are space restrictions or other practical considerations. It should not be used in lieu of the primary logo. See packaging guidelines for further details.

Brand sign-off

The brand sign-off is used to give our brand further context and personality.



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Primary logo



durex®

Wordmark



durex®
LOVE
YOUR
SEX

Brand sign-off



durex®

Primary logo (compact)



X

Shorthand

ON-PACK AND OFF-PACK

On-pack logo

We hero our primary logo on our packaging. It sits proudly in the centre and conveys the product benefits by combining the physical and emotional pleasure that Durex delivers.

On condom packaging, the multi-sensory energy of the physical and emotional experience is housed within a fractured circular holding device.

THIS IS THE ONLY PLACE THE FRACTURED CIRCLE IS USED.

Off-pack logos

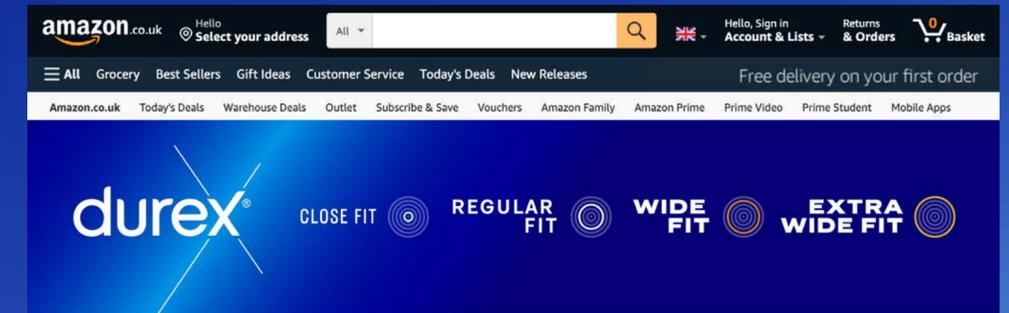
We use either the primary logo or brand sign-off for off-pack touchpoints.

In most instances we use our primary logo. It is the visual encapsulation of the Intersexion.

For campaigns and TVC end frames, we use the brand sign-off. Here the sign-off creates a close connection with our audiences.



On-pack logo



Primary logo (compact) off-pack



Brand sign-off

PRIMARY LOGO CLEAR SPACE AND MINIMUM SIZE

Clear space

We always treat the Durex logos with care, giving them a defined clear space for maximum visual impact.

When using the primary logo, always be sure to protect the Durex wordmark. The clear space is defined as one-half the height of X.

No other elements—text or graphic—should encroach on the clear space.

Minimum size

The primary logo should always be legible and should never lose its integrity when reduced to a small size. We therefore recommend a minimum size of 50 mm (2 in) for the primary logo. Below this size use the wordmark on its own.

Crop exception

Exceptionally, the base of the forward X-tension line can bleed off the format. Never crop beyond the limit shown below.



Scaling

The primary logo file, with x-tension lines, must always be used and scaled in proportion.



Limit crop
exception



Clear space: $\frac{1}{2}$ X



Minimum size

PRIMARY LOGO (COMPACT) CLEAR SPACE AND MINIMUM SIZE

Clear space

We always treat the Durex logos with care, giving them a defined clear space for maximum visual impact.

When using the primary logo (compact), always be sure to protect the Durex wordmark. The clear space is defined as one-half the height of X.

No other elements—text or graphic—should encroach on the clear space.

Minimum size

The primary logo (compact) should always be legible and should never lose its clarity when reduced to a small size. We therefore recommend a minimum size of 50 mm (2 inches) for the primary logo. Below this size use the wordmark on its own.

Scaling

The primary logo file, with x-tension lines, must always be used and scaled in proportion.



Clear space: $\frac{1}{2}$ X



Minimum size

PRIMARY LOGO (COMPACT) CROP EXCEPTION

Crop exceptions

Exceptionally, the base of the forward X-tension line can bleed off the format (a).



In **extreme** landscape formats three of the X-tension lines can bleed off the format, which enables the wordmark to be larger (b).



Here are some examples of the crop exceptions in use.



WORDMARK CLEAR SPACE AND MINIMUM SIZE

Clear space

We always treat the Durex logos with care, giving them a defined clear space for maximum visual impact.

Always protect the Durex wordmark. The clear space is defined as one-half the height of X.

No other elements – text or graphic – should encroach on the clear space.

Minimum size

The wordmark should always be legible and should never lose its clarity when reduced to a small size. We therefore recommend a minimum size of 20 mm (0.75 inches) for the wordmark.

Usage

The wordmark should only be used when available space, or reproduction restrictions, limit the use of the primary logo, such as on the condom foil, below.



Clear space: $\frac{1}{2}$ X



Minimum size

LOGO SHORTHAND AND AVATAR

Logo shorthand

We always treat the Durex logos with care, giving them a defined clear space for maximum visual impact.

When using the logo shorthand, always ensure to protect it. The clear space is defined as one-sixth the height of X.

No other elements—text or graphic—should encroach on the clear space.

The recommended minimum size is 10 mm (0.4 inches) in width. However, in exceptional circumstances i.e., small pack, it can be reduced to 7mm. Print tests are recommended to ensure good reproduction at extra small sizes.

Social media avatar

For social channels, we use a modified version of our primary logo. Master artwork files are available in multiple file types. Do not attempt to recreate any of the elements.

Favicon

A favicon has been developed ensuring a brand presence at very small sizes. When a website is bookmarked, the favicon will appear next to your page title in the bookmarks list, helping people to navigate to your content.



Logo shorthand clear space: $\frac{1}{6}$ X height

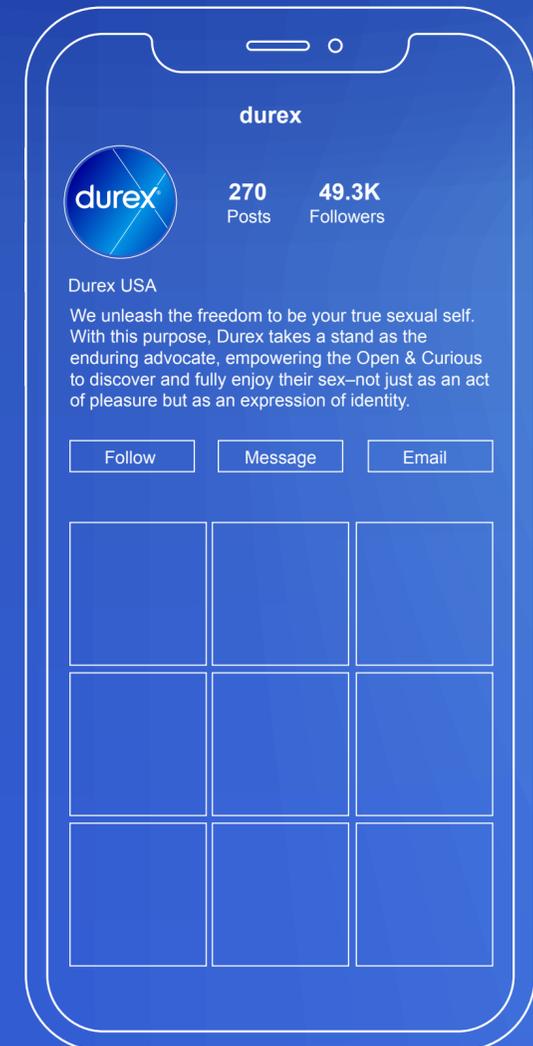
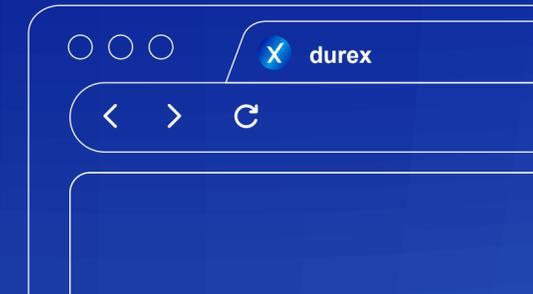
10 mm



Logo shorthand minimum size



Favicon



Social media avatar

BRAND SIGN-OFF

Clear space

The clear space for the brand sign-off follows rules similar to those established for the primary logo, with the addition of a protective area around the “Love Your Sex” sign-off.

The clear space is defined as one-half the height of X. No other elements—text or graphic—should encroach on the clear space.

Minimum size

In a majority of applications, the sign-off is used at large sizes. To preserve its effectiveness, a minimum size is determined by the size of the sign-off words.

They must be clearly legible. We therefore recommend a minimum width of 55mm (2.2 inches).

Placement

The brand sign-off can also be applied on photographic backgrounds.



Clear space: $\frac{1}{2}$ X height



Minimum size

BRAND SIGN-OFF DETAILS

The brand sign-off is available as master artwork files to drop into your designs. This page shows the construction details.

Font style

One Night Sans, Extended Thin.

Size

'YOUR' is 57% of the size of 'LOVE',
'SEX' is 110% of the size of 'LOVE'.
Ensure that 'SEX' never touches the forward
X-tension line.

Repetition

'LOVE' and 'SEX' are duplicated 3 times
following the same angle as the forward
X-tension line. The distance between each
word is equivalent to half the height of the
duplicated word.

Tint

1st repeat	=	40% tint
2nd repeat	=	20% tint
3rd repeat	=	5% tint



LOGO COLOUR

The Durex logos (primary logo, wordmark, and brand sign-off) are used in two simple colourways:

- White (primary colourway)
- Full-colour blue (secondary colourway)

Primary colourway

As the Durex brand is featured primarily in a rich and colourful way, white logo versions are always preferred over blue.

This means that, when we are in control of the design, we aim to use either our brand stages or photography as backgrounds to ensure sufficient standout for our white logos and brand sign-off.

Secondary colourway

The full-colour blue logos are used only on light or white backgrounds, and when there is insufficient contrast with the backgrounds.

Please note: A flat blue should not be used as a background colour unless reproduction restrictions prevent the use of our sensorial stages.

Primary colourway:
White logos on sensorial stage

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Primary colourway:
White logos on flat blue

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Secondary colourway:
Full-colour blue logos on
white backgrounds

durex®



DUREX LOGO AND PARTNERS

We are always aiming to extend our brand reach into diverse initiatives that range from events to key brand partnerships. These collaborations are an integral part of who we are.



Events



Horizontal formats



Vertical formats

MISUSE



DON'T distort the logos.



DON'T crop the primary logo beyond the limits of the crop exception; use the compact primary logo when the height is limited.



DON'T use the compact primary logo when not necessary; always use our primary logo with the full-length X-tension lines when possible.



DON'T misalign the primary logo with the gradient highlight, and don't tint the logos.



DON'T place the primary logo without Intersexion, or over a busy image.



DON'T change the colour of our logos; use only the references indicated on page 4-8.



DON'T use the shorthand as the main brand representation; always use the primary logos when possible.



DON'T use the wordmark when the primary logo can be used.



3.2

INTERSEXION SYSTEM

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OVERVIEW

The Intersexion system is meant to collide two worlds and create tension. This is brought to life visually by two backgrounds coming together to meet in one vertical – at the same angle as the forward X-tension.

Angle

The angle is always 55.7°.

Use cases

This treatment is used across most of our brand touchpoints, and specifically as part of any marketing communications.

This page shows the underlying principles for these use cases:

- The primary logo and the brand sign-off can be placed on the Intersexion.
- The position of the Intersexion can move horizontally, but the angle always remains consistent.
- It can be used to combine two photographs or photography and our stages.
- Use the X-tension line only when placing text next to it, and always place it on the Intersexion.
- Vertical versions should be used only when the format is better suited for a vertical orientation, such as on flags or banners.



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Intersexion with
primary logo

55.7°



durex®

Intersexion with
brand sign-off



XX

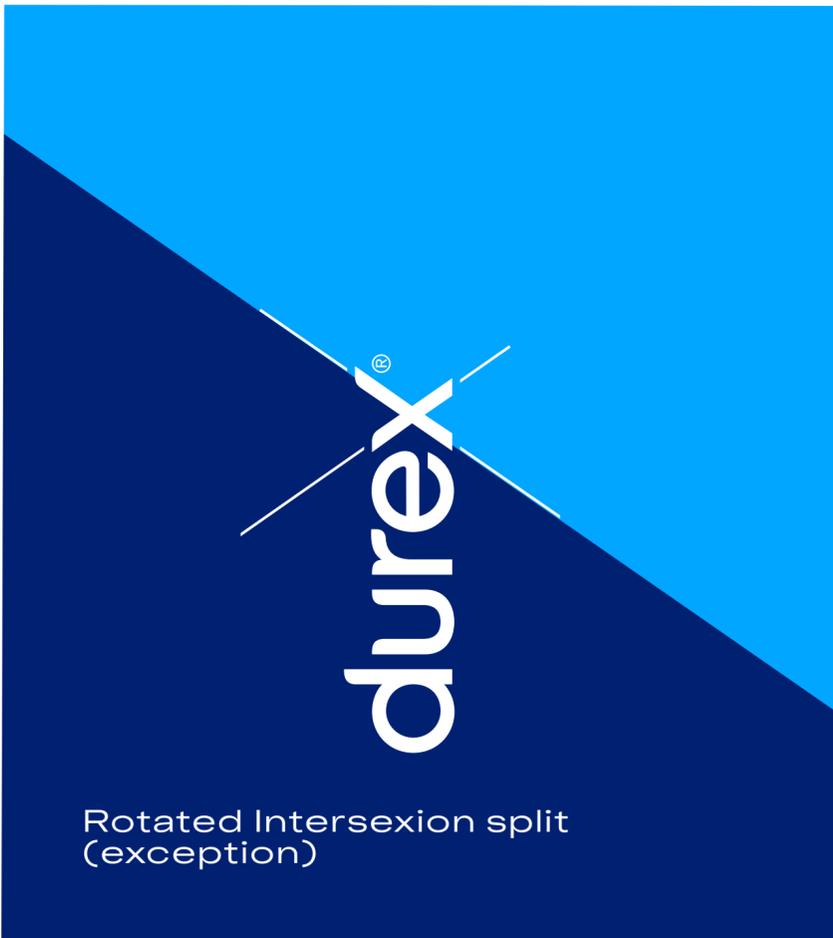
Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Intersexion with X-tension
line and text



Photographic
Intersexion split



Rotated Intersexion split
(exception)

INTERSEXION IN USE

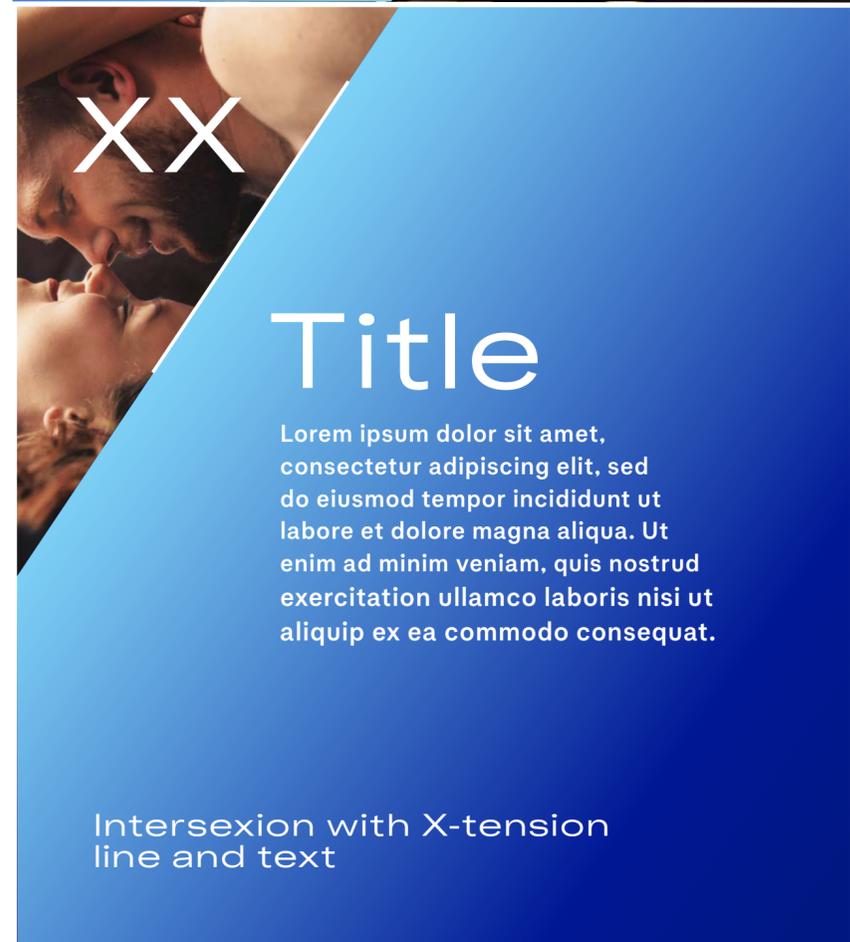
This page shows how the Intersexion comes to life in combination with our logos, brand sign-off, photography, and sensorial stage.



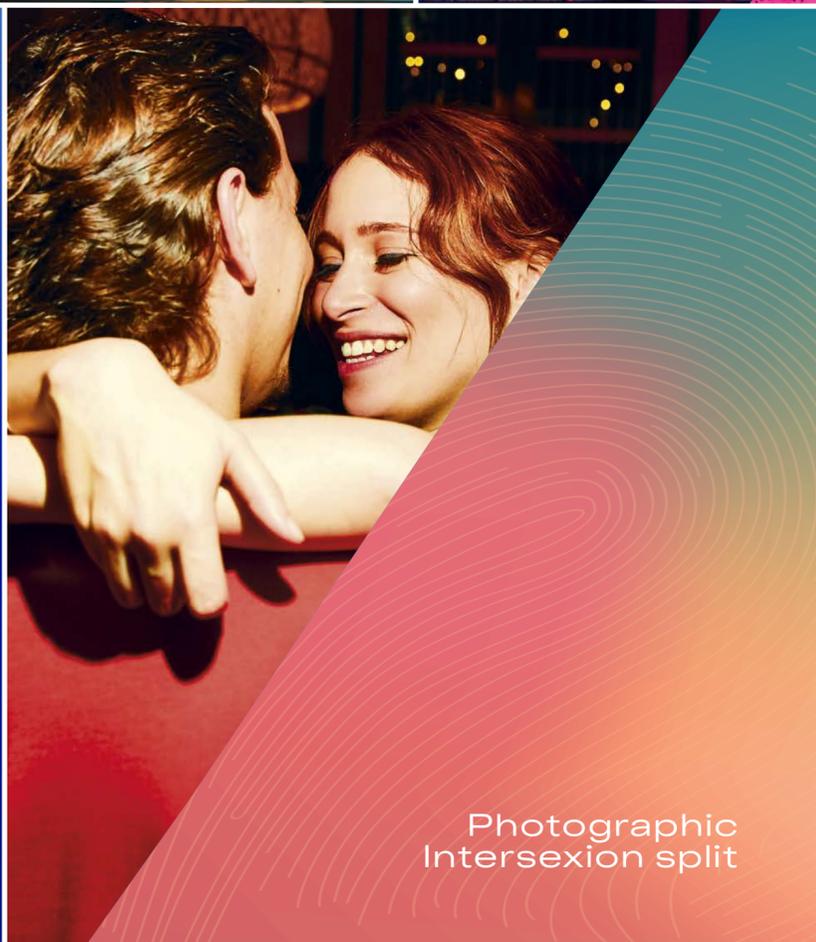
Intersexion with primary logo



Intersexion with brand sign-off



Intersexion with X-tension line and text



Photographic Intersexion split



Rotated Intersexion split (exception)

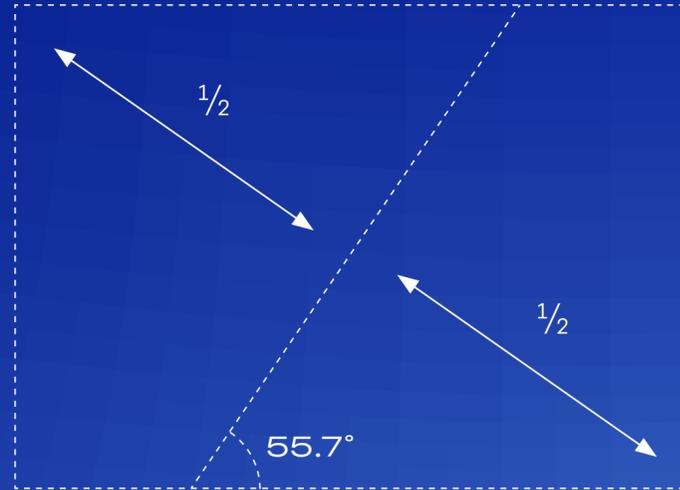
INTERSEXION COMPOSITIONS

The position of our Intersexion is adaptable. The angle always remains fixed at 55.7°.

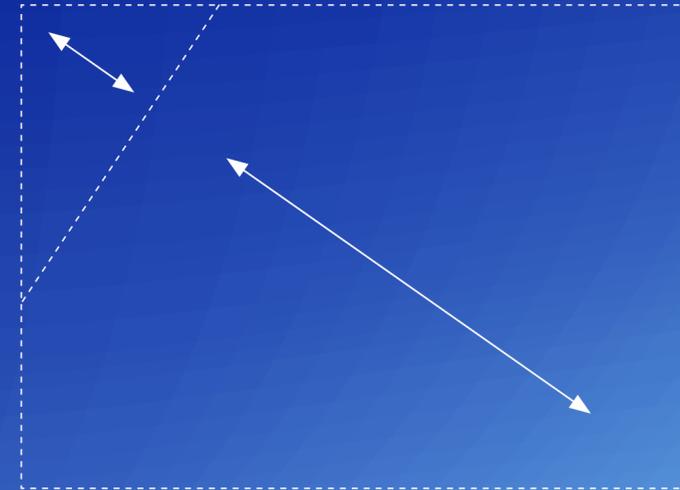
A half-half split within a layout works very well as a starting point. Depending on your use case, this can change to create smaller or larger image areas.

The consistent element is that lifestyle photography is always featured in the left-hand space. The space on the right-hand side can contain pack textures or our stages.

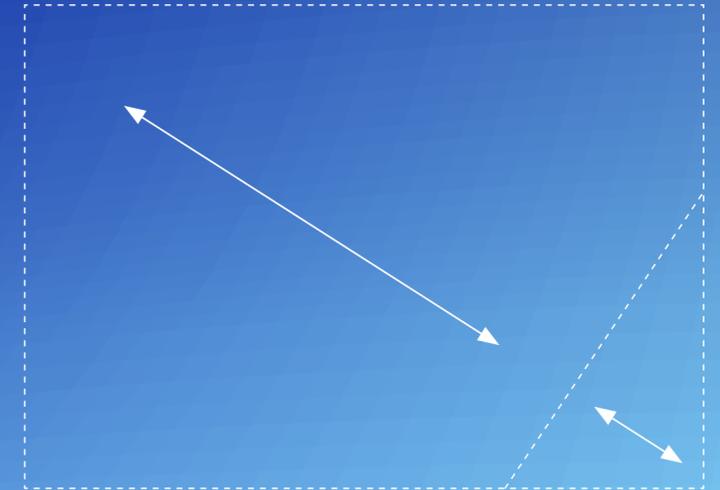
For more information, refer to the photography pages.



$\frac{1}{2}$ and $\frac{1}{2}$ Intersexion



Top left corner Intersexion



Bottom right corner Intersexion

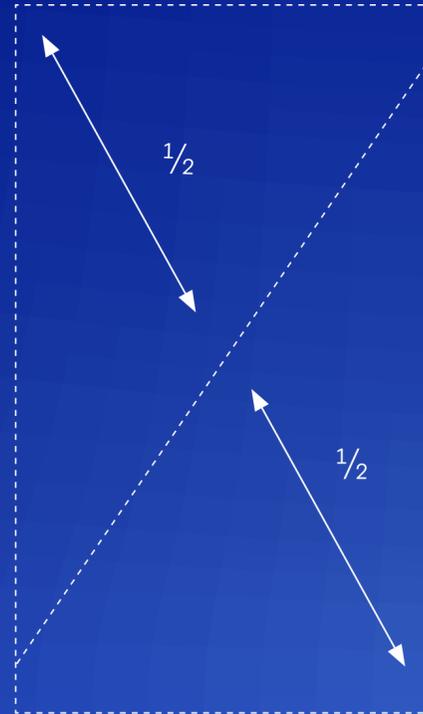


INTERSEXION FORMAT ADAPTATIONS

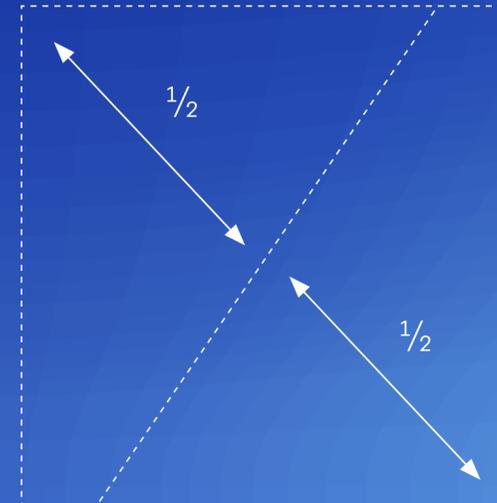
The Intersexion is adaptable and can respond to a range of layout proportions. This page shows how portrait, square, and landscape formats are adjusted. The Intersexion position can change as shown on the previous page to create smaller or larger image areas.

Extended Intersexion

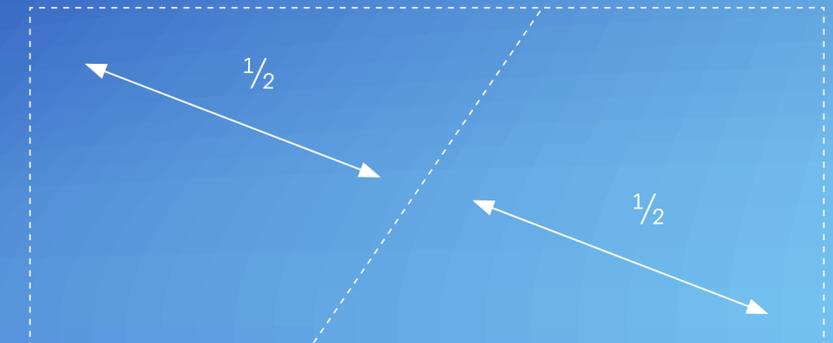
For wider formats of communications like digital banners or OOH billboards, multiple Intersexions can be combined to tell more holistic brand and product stories.



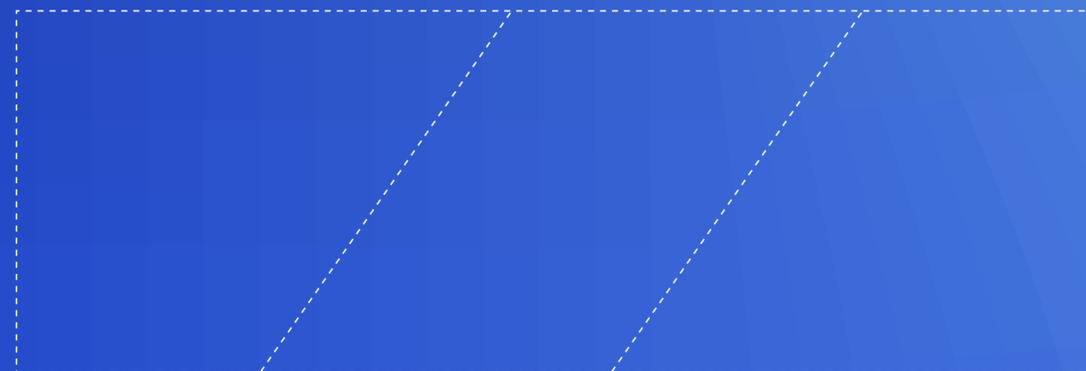
$\frac{1}{2}$ and $\frac{1}{2}$ portrait proportions



$\frac{1}{2}$ and $\frac{1}{2}$ square proportions



$\frac{1}{2}$ and $\frac{1}{2}$ landscape proportions

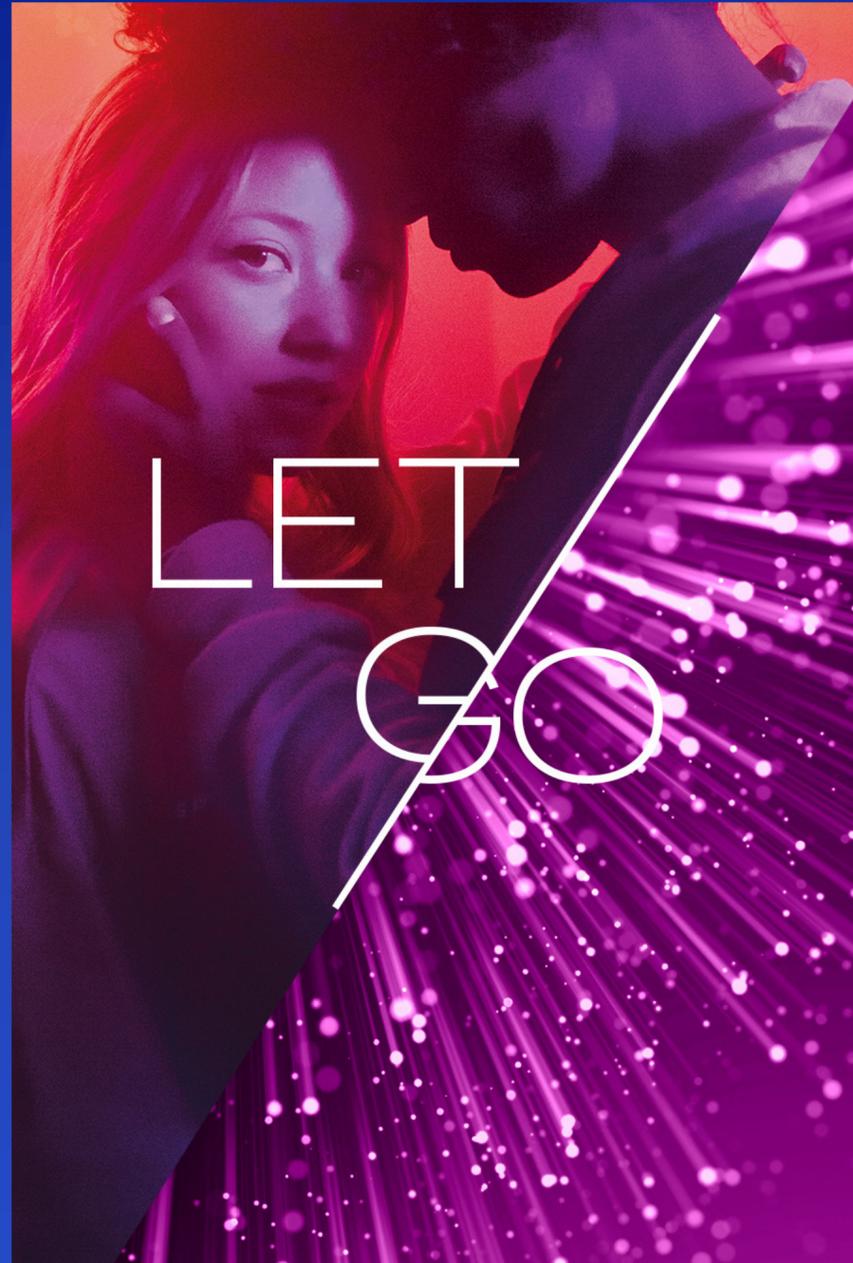


Extended Intersexion example



INTERSEXION WITH PHOTOGRAPHY AND STAGES

The Intersexion defines the key graphical system for our brand. It defines how we combine photography and our stages.



Combination of two photographic images



Combination of our elevated stage with photography



Combination of photography and our sensorial Intersexion stage

INTERSEXION WITH PRODUCT TEXTURES

The textures featured on packs can be pulled out and paired with lifestyle imagery that is different from the one featured on the product itself. This is beneficial in helping to expand the sensorial story of a specific product to other methods of communication.

When creating these layouts, it is important to keep the colour story consistent between the lifestyle imagery and the texture, just as it is on the pack design.



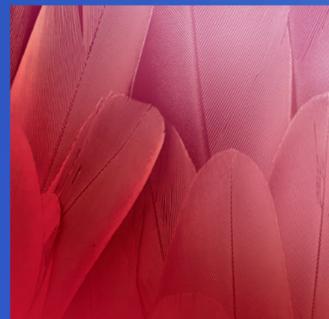
Originals



Real Feel



Originals



Thin Feel



Naturals



Invisible



Real Feel



Extended Pleasure



Pleasure Me



Arouse Me



Excite Me



Mutual Climax



Intense



Perfect Gliss

INTERSEXION AND TEXT

The Intersexion often defines a layout or design by its strong directional pull. This page shows some examples of how we can place text in relation to the Intersexion.

When the Intersexion divides two short parts of text (e.g., "3.1 SNAPSHOT") we use a short forward X-tension line in place of a forward slash.

Note: For long-form content that exceeds two paragraphs (technical copy), we don't recommend using this angle, as it can impair legibility.



3

COME ON IN
OUR BRAND WORLD

di

MISUSE



DON'T use the 'backward' X-tension line or angle.



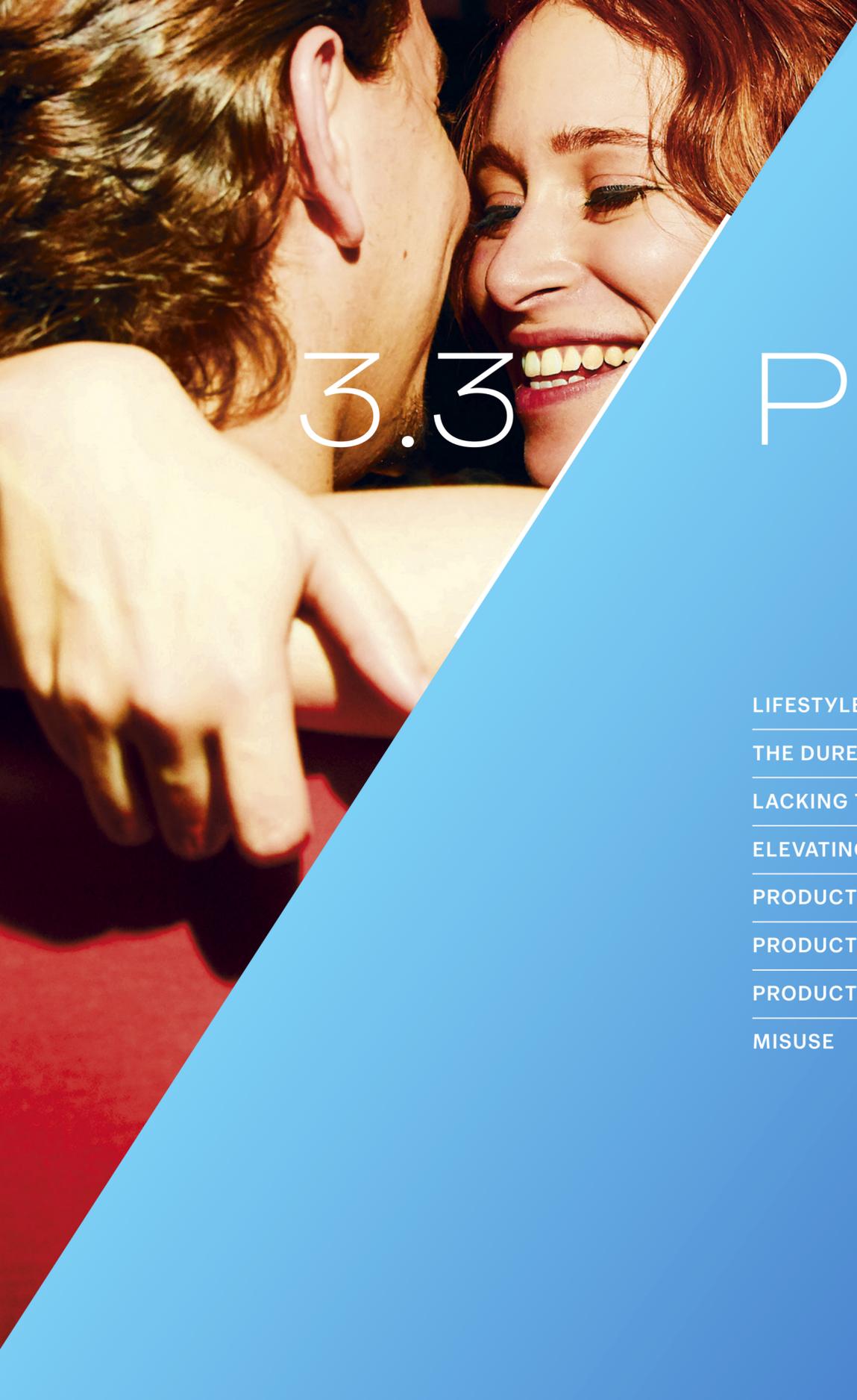
DON'T misalign Intersexions.



DON'T change the angle of the Intersexion.



DON'T use the vertical logo exception when the horizontal logo can be used.



3.3

PHOTOGRAPHY

LIFESTYLE PHOTOGRAPHY	54
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LACKING THE DUREX TOUCH	56
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LIFESTYLE PHOTOGRAPHY

We make lifestyle imagery feel ownable for Durex, infusing every picture with dynamism by upholding our photography principles: curious, confident, open, and true.

Curious

There's a mystery to sexual experimentation and discovery. Our imagery ignites this allure, questioning the heteronormative and purely functional emphasis of sex in those we portray.

Confident

When you express yourself in your truest way that's when you feel your sexiest. Our photographs hero those who are brave enough to wage war on harmful sexual stigmas and feel completely free to be themselves, unapologetically.

Open

We champion those who embody a spirit of welcoming inclusivity. Exploration and finding opportunities to connect however, whenever, wherever, and with whomever is central to our brand.

True

We know how harmful it is to create an unrealistic and unattainable idea of sex. Our imagery should always aim to capture real moments that show intimacy and vulnerability between people of all body types, colours, and identities.



While some photos may feel more curious and playful and others more confident and true, it is important that each photograph embodies all four principles.

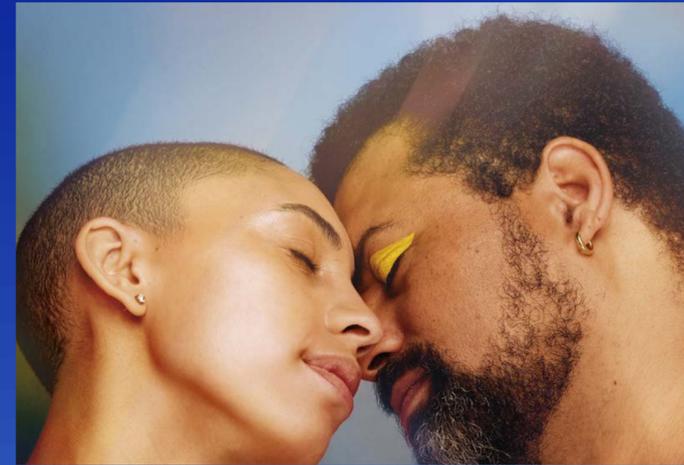
THE DUREX TOUCH

There are key elements and art direction traits that must be reflected in photography for a unified and distinctly recognizable look.



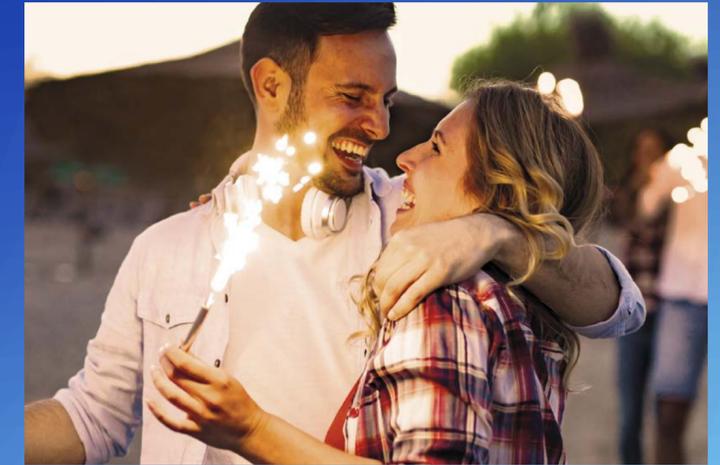
Deep Saturation

Our colours are warm and dark and use high contrast to provide depth, which grounds our imagery.



Colours

Warm lighting gives our models an inviting, sun-kissed glow, while cooler shadows add a touch of blue to the darkness and bring subtlety to our brand colours.



Environmental

We are an active, everyday part of our consumers lives, and should be shown out in the world, not in a studio.



Spontaneous

Caught-in-the-moment poses add a layer of personality rather than posed perfection. This POV allows the viewer to be a part of the visual and the story—as if a friend had taken the photo.



Inclusive

We feature people of all body types, backgrounds, and identities and give them the freedom to be their true selves. Casting should focus on a diversity of models as well as on how that freedom manifests in makeup and styling.



Night Shift

Intimacy can happen at any time of day therefore we need to have a balance between day and night time imagery. When shifting the photography tone into an active nightlife feel, neon lighting comes into play to shine a light on the open & curious.

LACKING THE DUREX TOUCH



DON'T use clichéd, overly cutesy and predictable stock photography.



DON'T use static photography. It feels low-energy due to the lack of depth in the background and no layer of warm light.



DON'T use fake-looking filter overlays. A fake soft lens flare and washed-out colours give the photo a manufactured quality.



DON'T use unrealistic and extremely stylised photography. This plays into the harmful trope of the overly airbrushed sex kitten.



DON'T use inauthentic photography. Forced poses lack freedom and spontaneity.



DON'T add monotone colour overlays to our photography.



DON'T use metaphorical photography. It lacks relatability and fails to highlight the real moments of our consumers.



DON'T use monochromatic photography. Using a single colour scheme makes the imagery look flat.

ELEVATING THROUGH PRODUCTS

When elevating our photography to help tell product stories, it's important to still keep The Durex Touch in mind. The key differentiator is that the overall tone of these photos will directly correlate to the colours used on pack.

Colours should be a natural part of the photo set (e.g., lighting that is present when the photo is taken). In instances where we need to use stock photography, choose photos that fit The Durex Touch and already use coloured lighting that can be edited.



Originals example



Excite Me example



Thin Feel example



Mutual Climax example

PRODUCT PHOTOGRAPHY

Our product photography aims to bring the packaging to life by placing it in settings that amplify the design of the pack and our brand.

The purpose of these photos is to engage the viewer visually in the experience of the product. It is not for point of sale.

Colour and lighting

Colours should be a continuation of the colours featured on the pack, while lighting should always be singular and focused on the product so it is well-lit.

Composition

Our products are always set on a neutral plane that allows the pack to be perceived at eye level, which makes our product feel attainable. Packs and foils can face the camera directly or can be turned to a subtle 3/4 view to provide depth.

Background

The background to our products should always feature our Intersexion line. This not only reinforces the pack design, but also establishes the angle as an identifiable and recurring brand asset that is unique to Durex.



Originals pack photography and foil



Originals foil example

PRODUCT TIERS

Further distinctions can be made among our products to highlight our different tiers.

Good

This is our simplest product setup. We use colours and gradients to create the environment as well as the Intersexion line in the background.

Better

Our Better tier introduces a distinct element that enriches a specific aspect of the product story. (e.g., Thin Feel uses translucent acrylic props, Naturals uses water).

Best

Our top tier brings in textures and light to create a complete 360-degree expression that envelops the product. This helps emphasize how our Best-tier products are meant to help our consumers have an encompassing sensorial experience.

GOOD

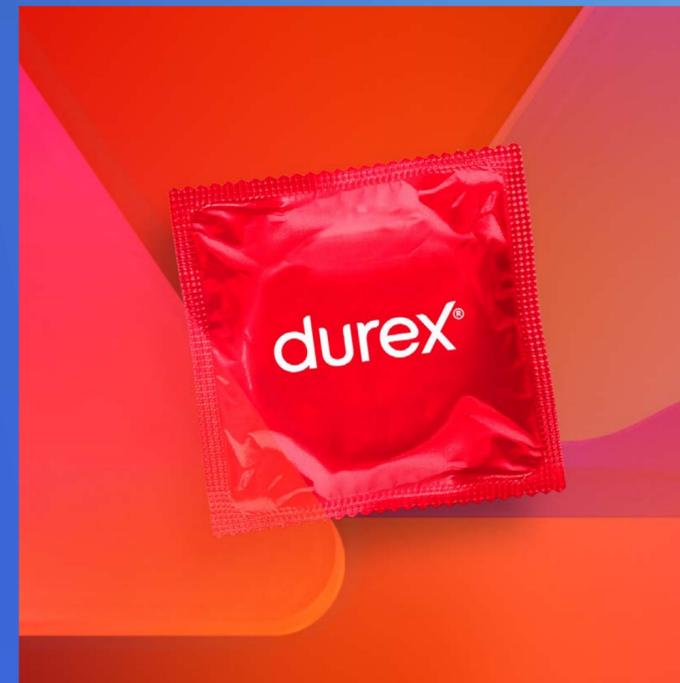


Cartons



Foils

BETTER



BEST



PRODUCT STAGES

In addition to textures, the unique colour story of each product can be pulled out as its own stage to be used in collaboration with lifestyle imagery.

This area creates space for clear front of pack imagery to sit for communication purposes. For uses like digital media where product information should be clear and readable, this is an acceptable way to add The Durex Touch.



Originals

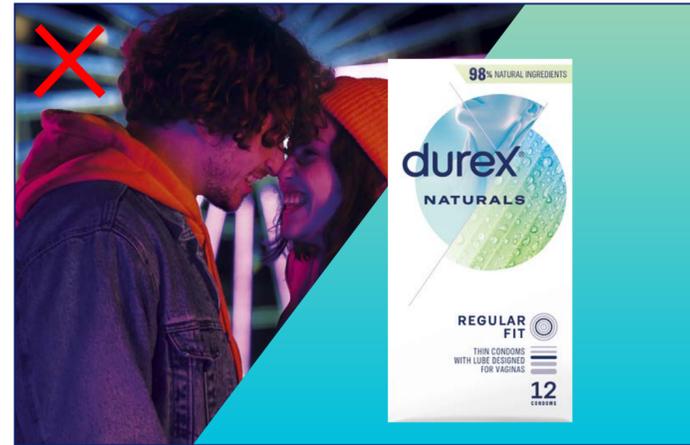


Thin Feel

MISUSE



DON'T place a background irrelevant to the packaging range photography.



DON'T use photography that does not have similar colours and lighting similar to the product and stage.



DON'T use an incorrectly coloured product stage.



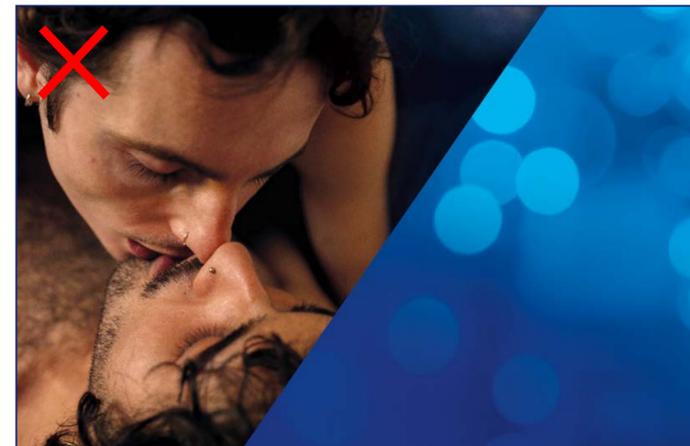
DON'T use pack photography in place of lifestyle photography.



DON'T use unapproved textures.



DON'T create custom stages that aren't built from existing product pack colours.



DON'T pair imagery that does that follow the same colour story as an approved product texture.



DON'T pair the sensorial stage and elevated vector stage



3.4

COLOUR

OVERVIEW

63

MISUSE

64

OVERVIEW

Our blues

Blue is what we are known for. It is the colour that defines our brand. It is the thread that ties everything together and helps us create a stage that can amplify emotions, product stories, and product ranges.

Our blues are immersive and visceral. Sometimes we use a singular blue, other times we use a sensorial blue to express emotion, movement, and progress.

White

White is the preferred colour for our logos and text, when featured on our blues.

Sensorial stage

Custom artwork asset

Sensorial Intersexion stage

Custom artwork asset

Durex Blue

Pantone 2748 C

CMYK 95/80/0/40

RGB 0/23/119

HEX 001777

White

Pantone N/A

CMYK 0/0/0/0

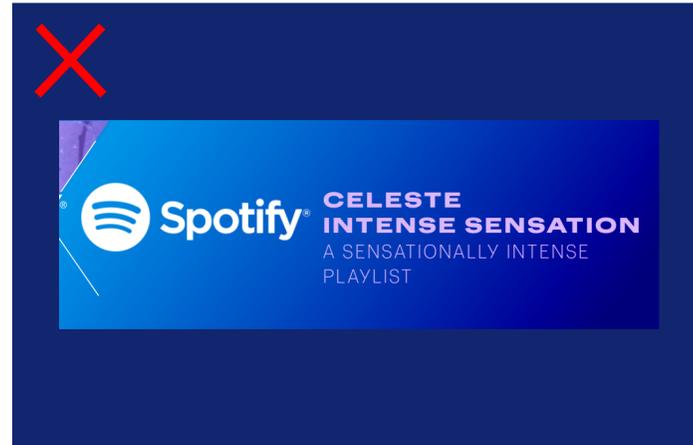
RGB 255/255/255

HEX ffffff

MISUSE



DON'T change the colour of our sensorial stages.



DON'T change the colour of the text.



DON'T use flat colours extensively.



DON'T use white extensively, as Durex is a blue brand.



3.5

TYPOGRAPHY

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OVERVIEW

One Night Sans

One Night Sans is our own bespoke superfont. It has been developed as the core of our brand, connecting to its open and curious nature. It is the only font we use as part of our brand world.

The wide range of flexible widths and weights allow us always to strike the perfect tone for our audience throughout all touchpoints for a perfect fit.

We use different weights to communicate each Fit size within our condoms portfolio: Medium for Regular Fit, Condensed for Close Fit, and Extended Black for Wide and Extra Wide Fit.

Aa Aa Aa Aa Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

REGULAR
FIT 

CLOSE FIT 

WIDE
FIT 

EXTRA
WIDE
FIT 

WEIGHTS

One Night Sans is a variable typeface with a wide-ranging choice of widths and weights. It is responsive to the stories we are telling and the products we offer.

We often mix multiple weights within a single piece of design. This means our fonts are not just vehicles for words but a visual expression of the content.

This page shows character samples for:

- Thin
- Medium
- Black
- Thin Italic
- Medium Italic
- Black Italic
- Condensed Thin
- Condensed
- Condensed Black
- Extended Thin
- Extended
- Extended Black

We use all weights and styles throughout our brand touchpoints, some examples of which are displayed on the following pages.

One Night Sans Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

One Night Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

One Night Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

One Night Sans Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

One Night Sans Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

One Night Sans Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

One Night Sans Condensed Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

One Night Sans Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

One Night Sans Condensed Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

One Night Sans Extended Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

One Night Sans Extended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

One Night Sans Extended Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY IN USE

Here are three examples that show One Night Sans in action.

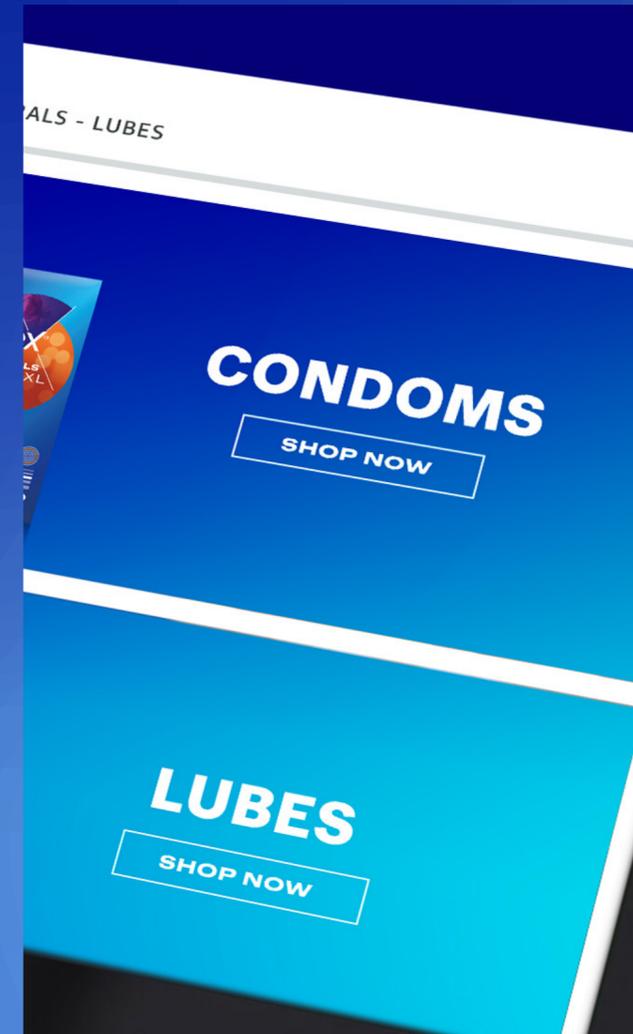
FIND
YOUR
BEST
FIT

Everyone is different,
but the right fit should
always be comfortable
and secure.



STRAIGHT-WALLED,
TEAT ENDED, SMOOTH SHAPE.

12 CONDOMS



Examples of One Night Sans applied across various touchpoints

HIERARCHY AND STYLING

One Night Sans has a huge range of weights to tailor each application and adapt to all touchpoints.

Hierarchy

Titles are generally set in upper case and body copy in sentence case, but the message hierarchy is also created by mixing the type sizes and weights.

Use thinner weights for large copy such as titles or subtitles, and bolder weights for smaller body copy to ensure better standout.

Styling

The composition of mixed type sizes and weights creates our look and feel.

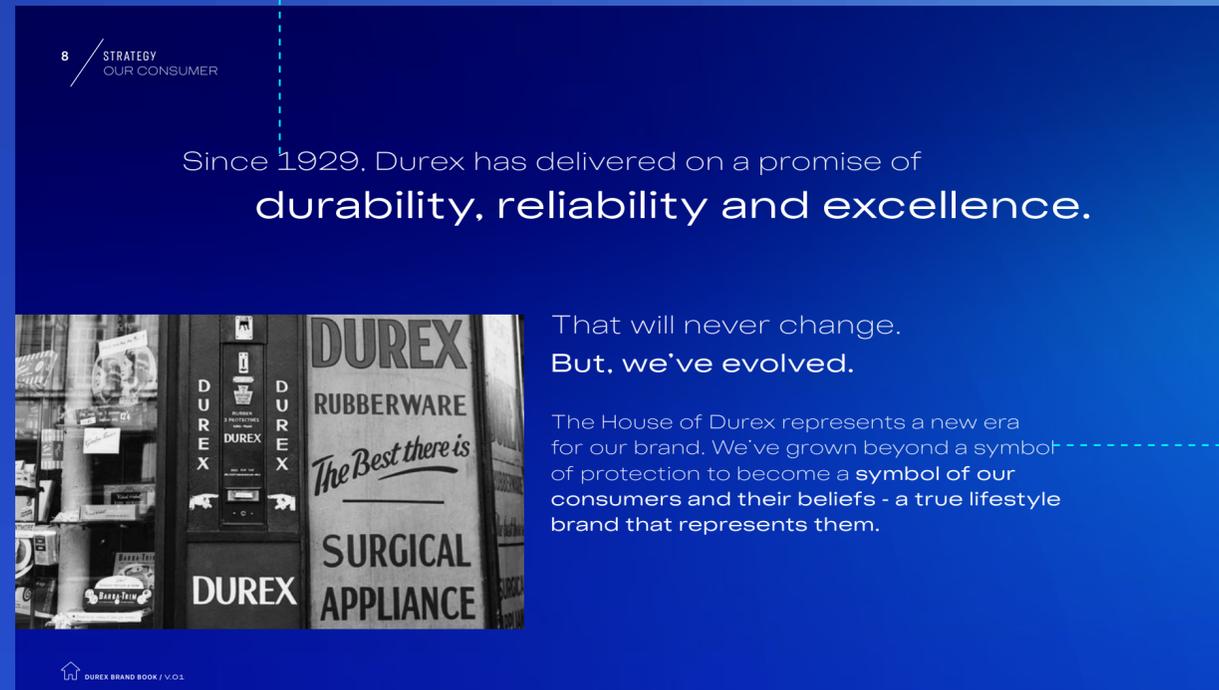
Text is set up as left-aligned, but can also be staggered from line to line or can follow the forward X-tension line.

Large title
One Night Sans
Extended Thin

Body copy
One Night Sans
Medium



Large staggered text
One Night Sans Extended Thin,
One Night Sans Extended



Body copy

One Night Sans Extended Thin, One
Night Sans Extended

TEXT COLOUR

Our text is either white or blue. As simple as that. In most instances we use white text on photography or for our sensorial or elevated stages. Blue is the fallback colour option, when we don't have light-coloured backgrounds.

Never use text in any other colours.

Please note: A flat blue should not be used as a background colour unless reproduction restrictions prevent the use of our sensorial stages.



LET
GO

WE ARE OPEN,
AND CURIOUS.

We take sex seriously,
but we don't
need to take ourselves
too seriously.

White



LET
GO

WE ARE OPEN,
AND CURIOUS.

We take sex seriously,
but we don't
need to take ourselves
too seriously.

Pantone 2748c



LET
GO

WE ARE OPEN,
AND CURIOUS.

We take sex seriously,
but we don't
need to take ourselves
too seriously.

White

THE JUDDER

Usage

The judder is a headline or title composed of the type and the X-tension line. The text is set in One Night Sans Extended Thin uppercase, and the judder can consist of one to a maximum of three lines of text.

It should be used sparingly to achieve a greater impact, as shown in these examples.



PLAYFULLY
EXPLORE

THE JUDDER

Layout

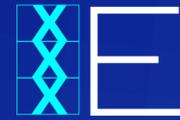
- The X-tension line is horizontally centred in the composition, but its position can be altered on two or three line judders to optimize the composition or accommodate longer words.
- The type is always visually centred in the X-tension height.
- The type is always horizontally staggered and the type on two and three judders never aligns.
- The 'shift effect' is applied once only. It is applied on the base line when on two lines, and on the middle line when on three lines.
- When an additional line of text crosses the X-tension, no 'shift effect' is applied.
- Use the 'space' unit shown on this page to set the space between the elements.
- When a judder is present, it must include a forward X-tension line.

Scaling

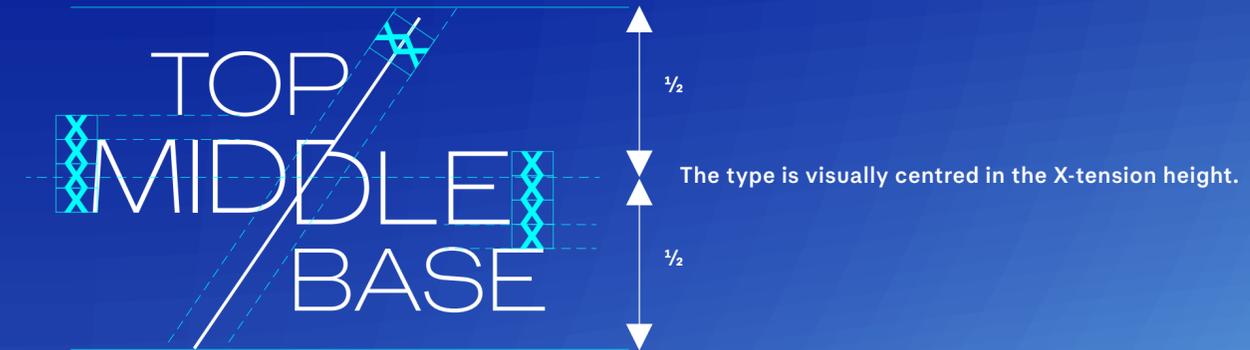
To allow creativity and hierarchy, the type size can be adjusted on two, or three-line judders.

- Three type scalings are available: 100%, 85% and 62%.
- There is always at least one line at 100% scaling (as on master supplied).

Principles



X $\frac{1}{3}$ of the cap height = space unit



Application options

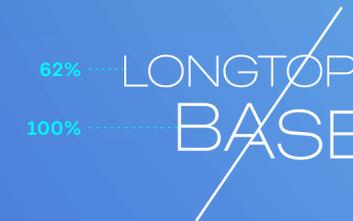
One line



Centred alignment when using one line of text only



Two lines



Three lines



LOVE YOUR SEX

When Love Your Sex is used in isolation away from the logo, it must always appear consistently.

The Love Your Sex judder is available as master artwork files to drop into your designs. This page shows the construction details.

Font style

One Night Sans, Extended Thin.



ON-PACK

The different weights of One Night Sans are used across all sides of the pack.

Titles
One Night Sans
Extended Thin

Baselines
One Night Sans
Extended

Opening copy
One Night Sans
Black

Subtitles
One Night Sans
Condensed

Body copy
One Night Sans
Medium

Body copy
One Night Sans
Medium

Titles
One Night Sans
Extended Thin

Small-fit titles
One Night Sans
Condensed Black

Product names & body text
One Night Sans
Medium

Claims
One Night Sans
Condensed

THE NAKED TRUTH

SOURCING
WE'RE BIG ON PROTECTION for you and the planet. We try to do the right thing by sourcing latex in a responsible way that benefits local communities.

DISPOSAL
You can recycle this box, but not what's inside - in fact - only use a condom once. Throw the foil and used condom into a bin. Don't flush down the toilet.

DUREX QUALITY
100% of condoms are electronically tested. Five more quality tests are carried out on every batch. On top of that, this condom has been dermatologically tested too.

BEFORE YOU GET STARTED
Only use lubricants recommended for use with condoms. For anal sex use additional lubrication (do not use Durex Tingle or Embrace) on the outside of the condom.

UK Careline
0800 338 739
info@durex.co.uk

reckitt

Reckitt Benckiser Healthcare (UK) Limited, Dansom Lane, Hull, East Yorkshire, HU8 7DS, UK.
Reckitt Benckiser Healthcare (UK) Limited, Dansom Lane, Hull, East Yorkshire, HU8 7DS, UK.

RECKITT RB NL Brands B.V. Schiphol Blvd 207, 1118 BH Schiphol, NL

KEEP COOL MD PAP

FIND YOUR BEST FIT

Everyone is different, but the right fit should always be comfortable and secure.

STRAIGHT-WALLED. TEAT ENDED, SMOOTH SHAPE.

12 CONDOMS

GIRTH
Regular Fit (Nominal width 54mm)

LUBE
Regular Silicone Lube

THICKNESS
Thin

LATEX
Transparent natural rubber latex condoms.

SMELLS BETTER
The way we make Durex condoms makes them smell better.

durex
NAMING

REGULAR FIT

CLAIM ON TWO LINES

12 CONDOMS

FIND YOUR BEST FIT www.durex.com

PRESS & PULL BACK FOR OUR HOW-TO-USE GUIDE.
Reseal for later

Durex Originals Close Fit condoms for the comfort of those who prefer a size narrower than our regular Originals condom.

Remember no method of contraception works 100% against pregnancy, HIV or sexually transmitted infections.

Condoms may present a choking hazard. Keep out of reach of children.

OVER 90 YEARS OF REAL SEX

It's been a long-term thing. We stand for real, feel-good, satisfying sex. And that's why for over 90 years we've been trusted by millions of people everywhere, every day (and night). They've made us the world's number one condom brand. So, however you want your sex today - be ready with the right protection.

WORLD'S No. 1 CONDOM BRAND

To help you get it on right first time, the Durex logo on the foil shows you the bottom of the condom.

*Sales based. See durex.com

MISUSE



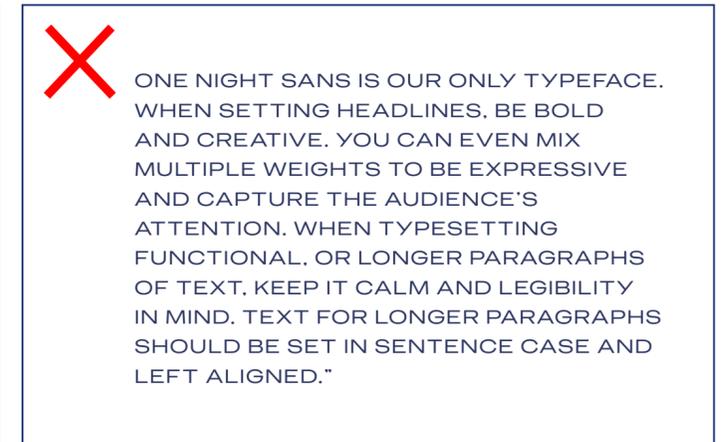
DON'T use any font other than One Night Sans.



DON'T set the typography in any other colour than White or Pantone 2748c.



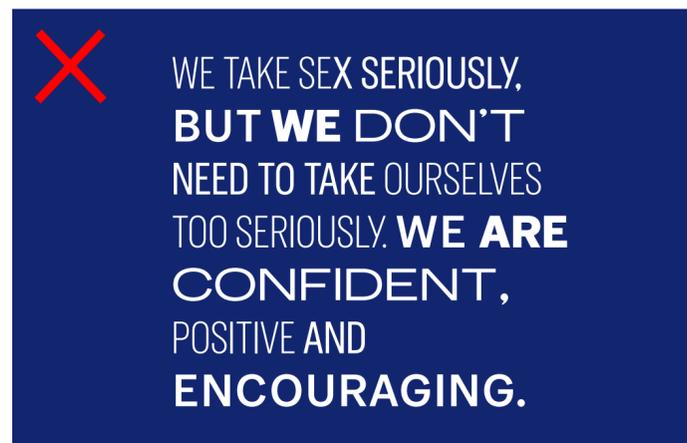
DON'T tint the type. Its opacity is always 100%.



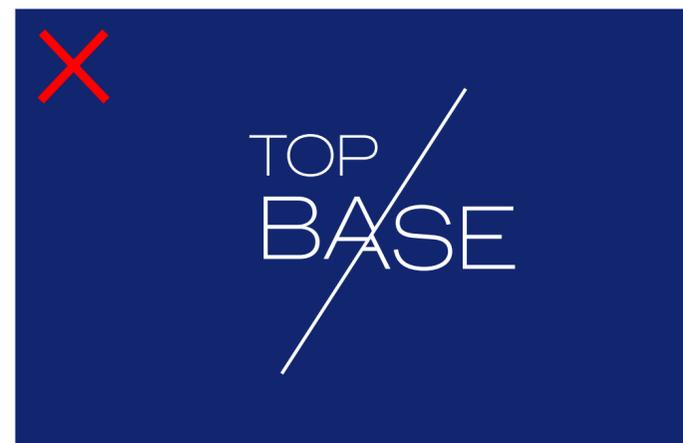
DON'T use a single font and/or weight. Instead, pace the copy and be creative with our extensive choice of One Night Sans weights.



DON'T centre the type. It is always left-aligned.



DON'T set text in our legacy style. We don't mix multiple fonts in a single line of text.



DON'T left-align text as part of the judder.



DON'T apply 'shift effect' to more than one line.



3.6

STAGES

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OVERVIEW

Our stages form the backdrop to our stories. We have four master stages to choose from. Each is used for a specific purpose:

Sensorial stage

Inspired by our primary Durex Blue with added movement & dimension.

Sensorial Intersexion stage

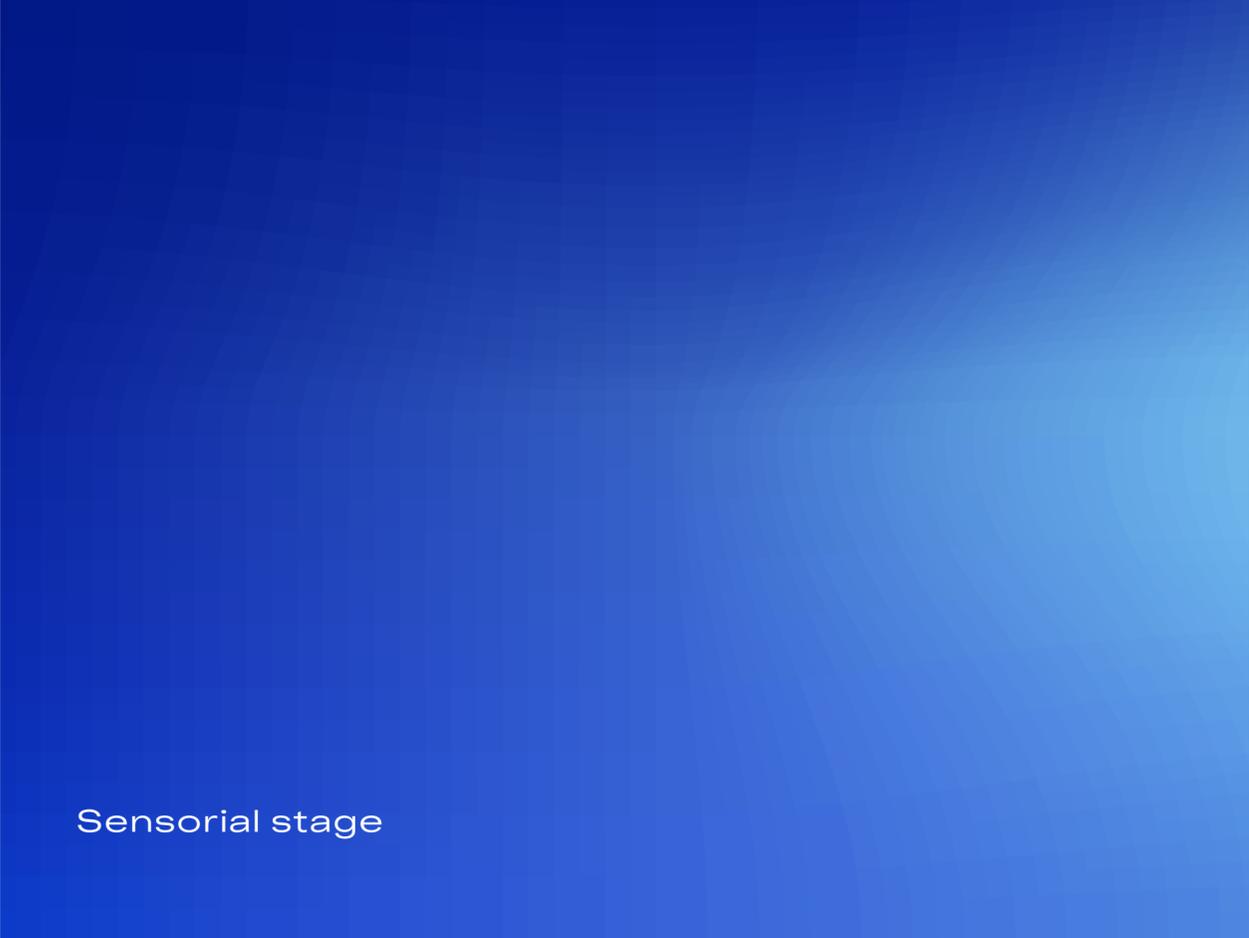
A dynamic gradient that enhances the Intersexion line.

Elevated stage

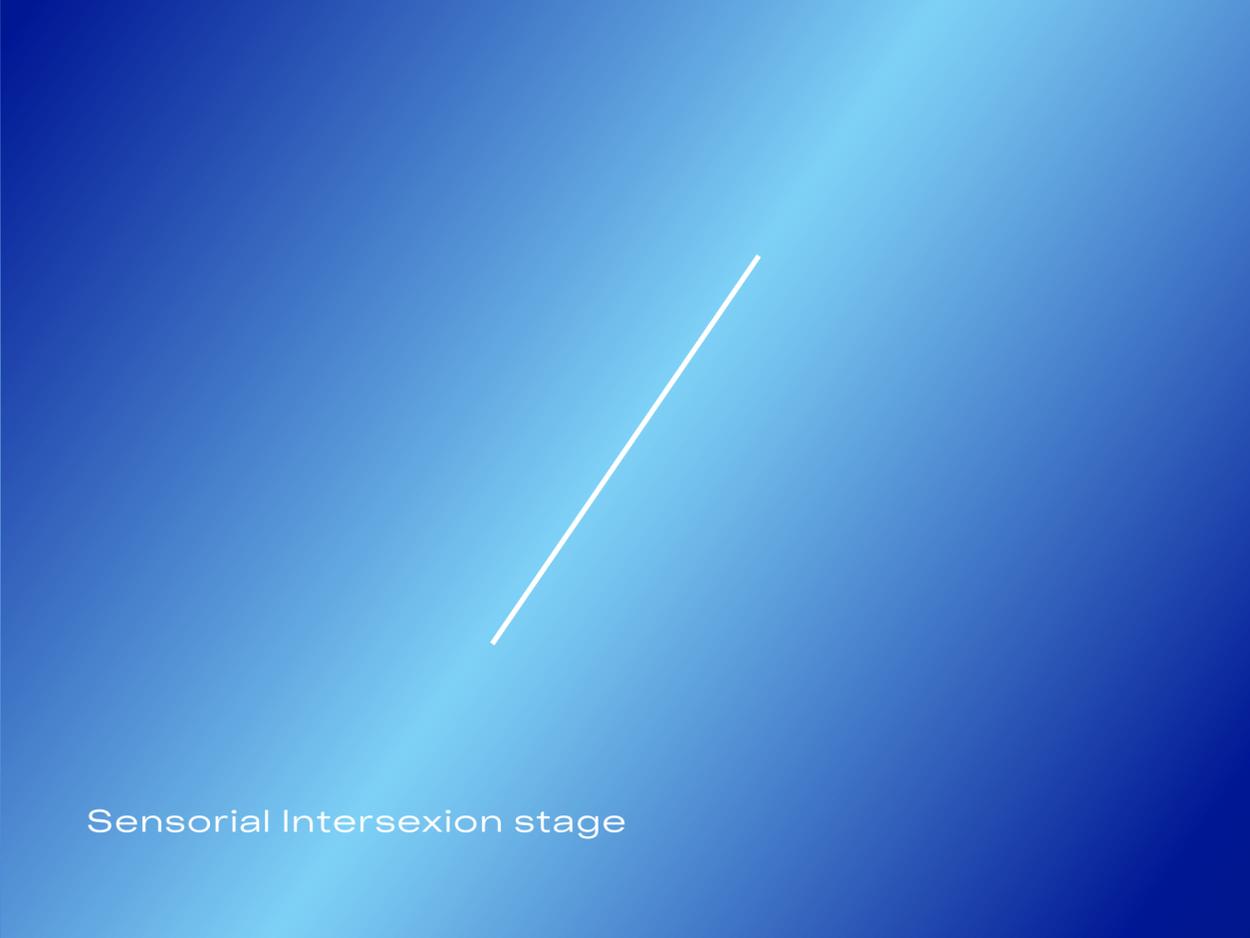
An elevated mood with the addition of magenta and purple lighting. We use it to show skin detail, e.g., for large-scale ad campaigns and exhibition displays, for greater visual impact.

Elevated vector stage

An alternative to the sensorial stage for an elevated look that can also be animated.



Sensorial stage



Sensorial Intersexion stage



Elevated stage



Elevated vector stage

SENSORIAL STAGE

Overview

Our treatment of blue as a tonal background allows greater emotion and modernity. This sensorial blue is the primary stage for our internal and external comms.

Use this stage when your touchpoint needs to be brand-led, and when the Intersexion is not present.

Master assets of this stage are available.
Do not attempt to recreate or approximate this.

SENSORIAL STAGE ADJUSTMENT

In order to provide the necessary flexibility when working with our sensorial stage, we allow the following treatments:

Scaling

The whole stage can only be scaled up and down in proportion and can never be distorted in static uses.

Cropping

Option 1:

The imagery can be cropped, but the new crop should aim to represent as much of the gradation as possible.

Option 2:

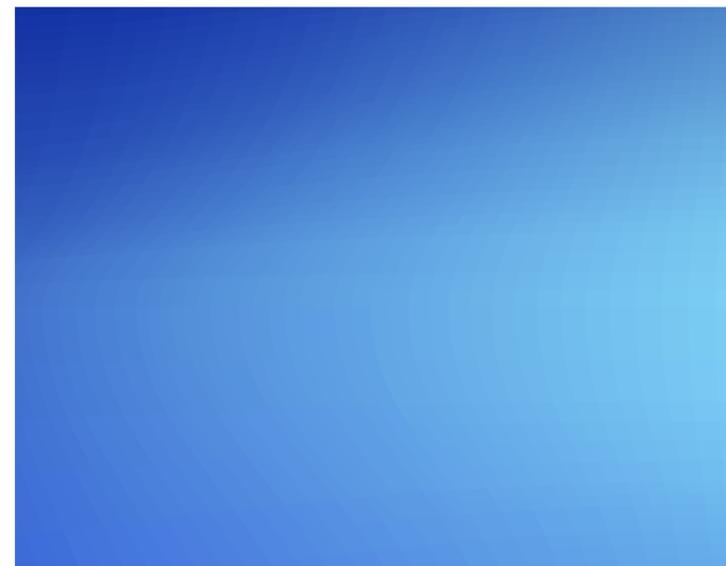
Various crops can be created to control the amount of dark blue versus light blue in the background.



Full image



Darker blue crop example



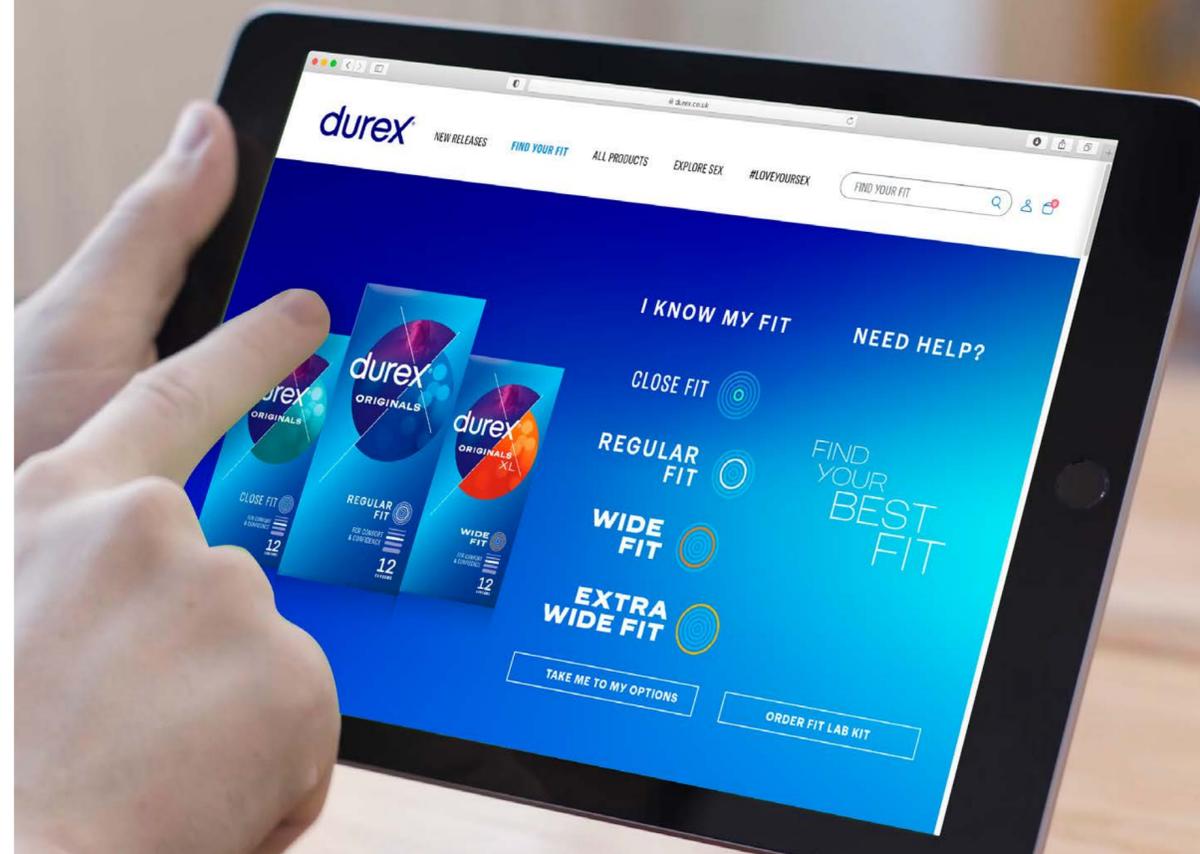
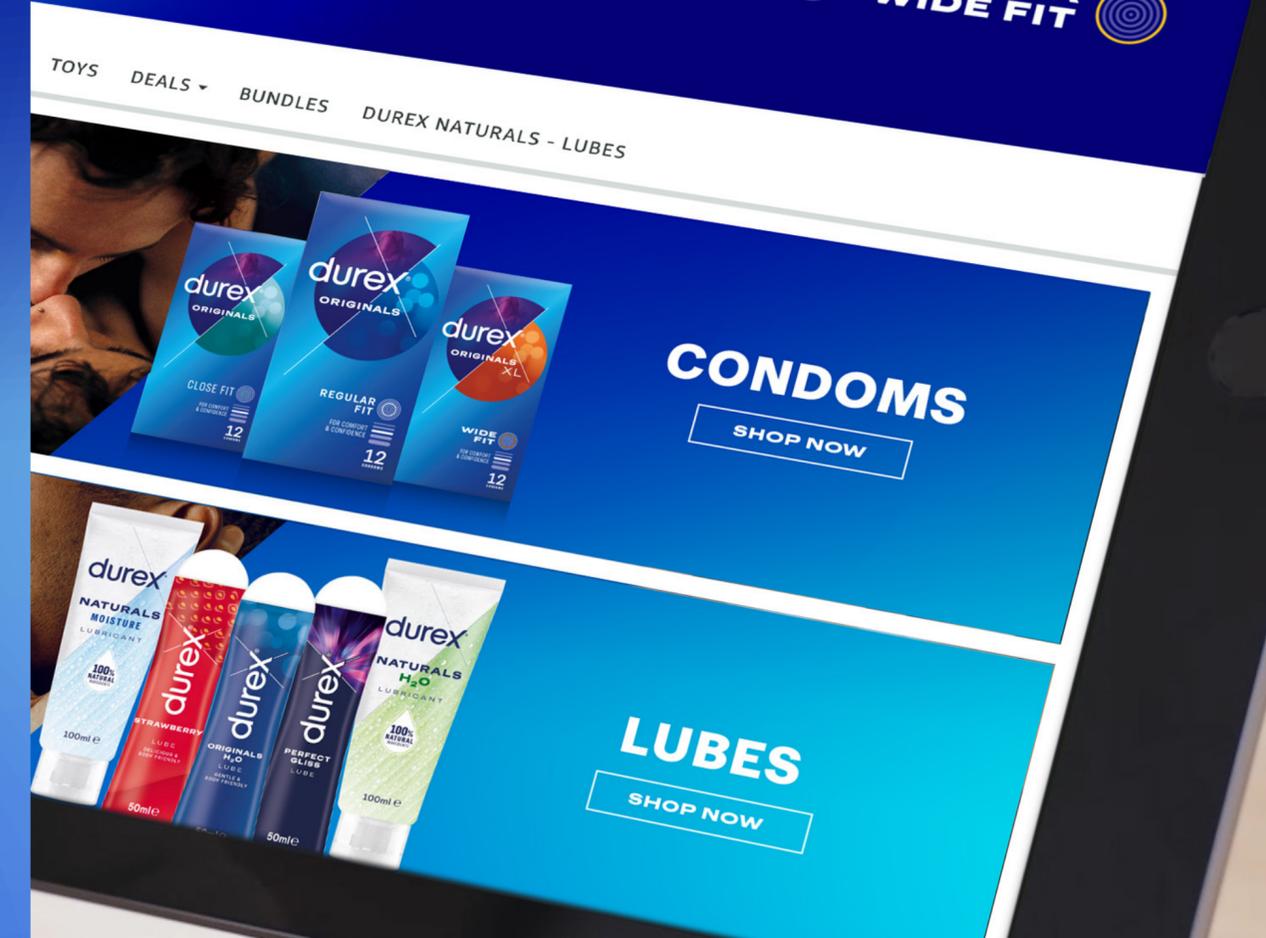
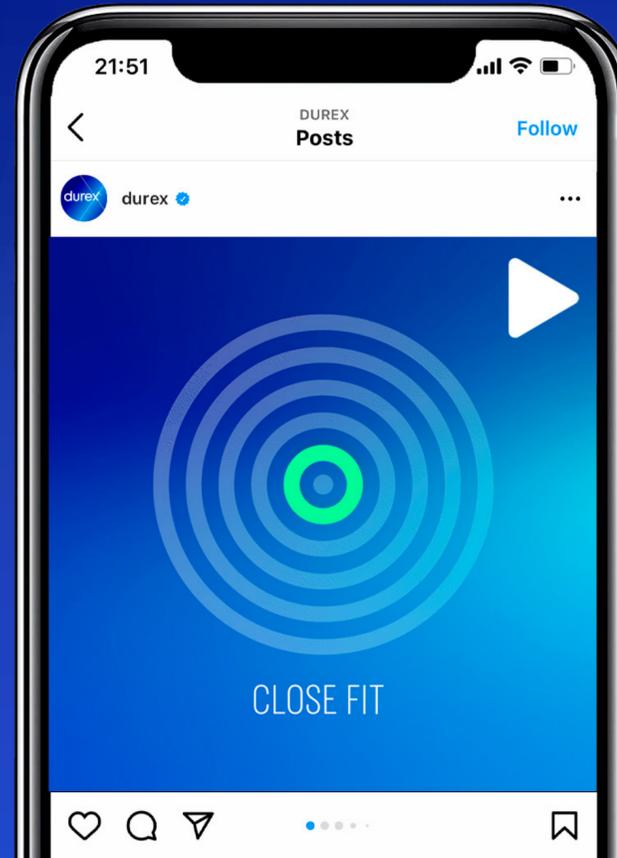
Lighter blue crop example



Vertical crop example

SENSORIAL STAGE IN USE

This page shows a selection of touchpoints where we use our sensorial stage to best express its versatility.



SENSORIAL INTERSEXION STAGE

Overview

This sensorial blue is the primary stage for our internal and external comms when the Intersexion or part of it is present.

Use this stage when your touchpoint needs to be brand-led, and when the Intersexion or part of it is present.

Master assets of this stage are available.
Do not attempt recreate or approximate this.



durex®

SENSORIAL INTERSEXION STAGE ADJUSTMENT

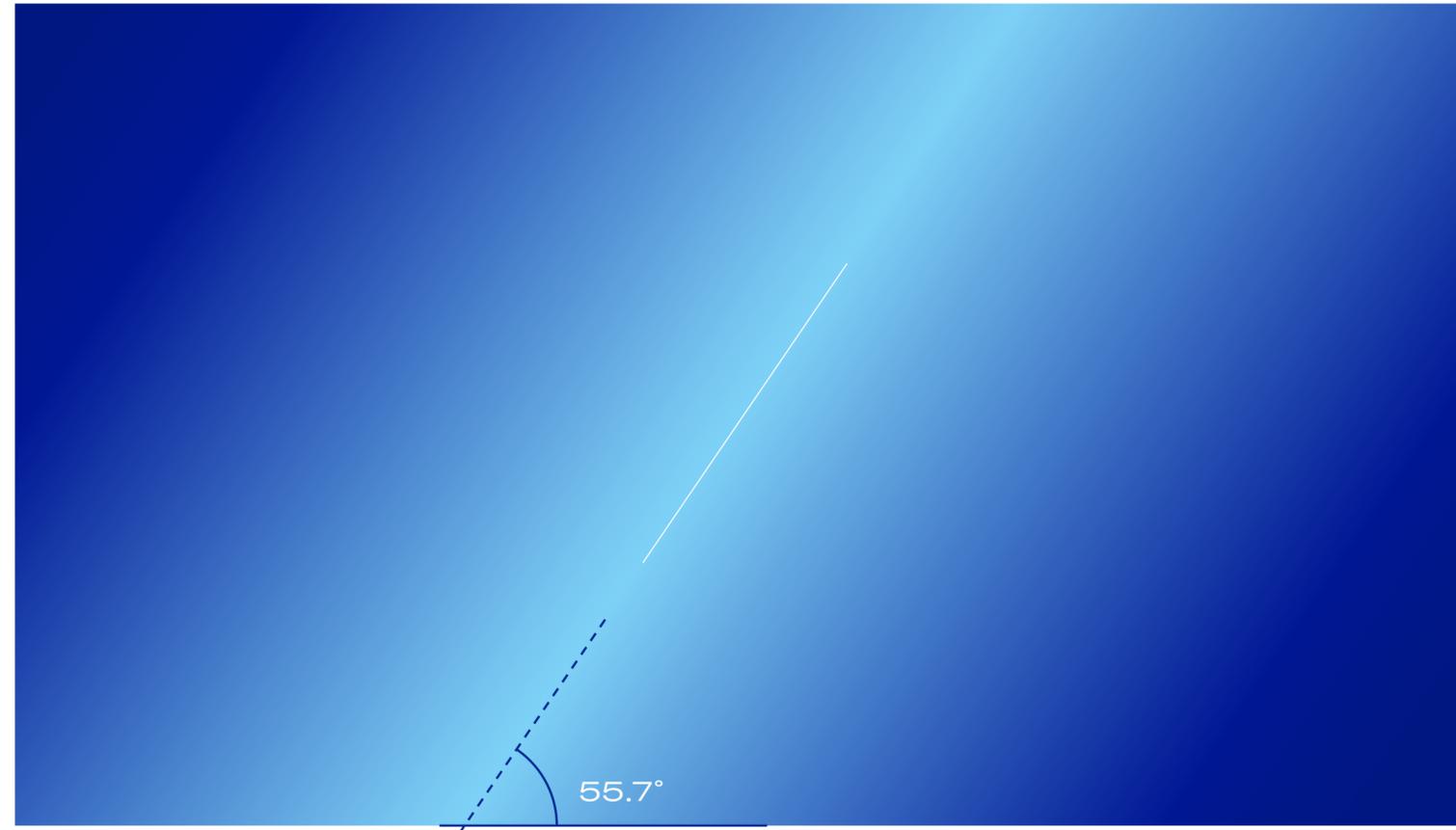
Scaling

The sensorial Intersexion stage is always scaled up and down in proportion, never distorted.

Usage

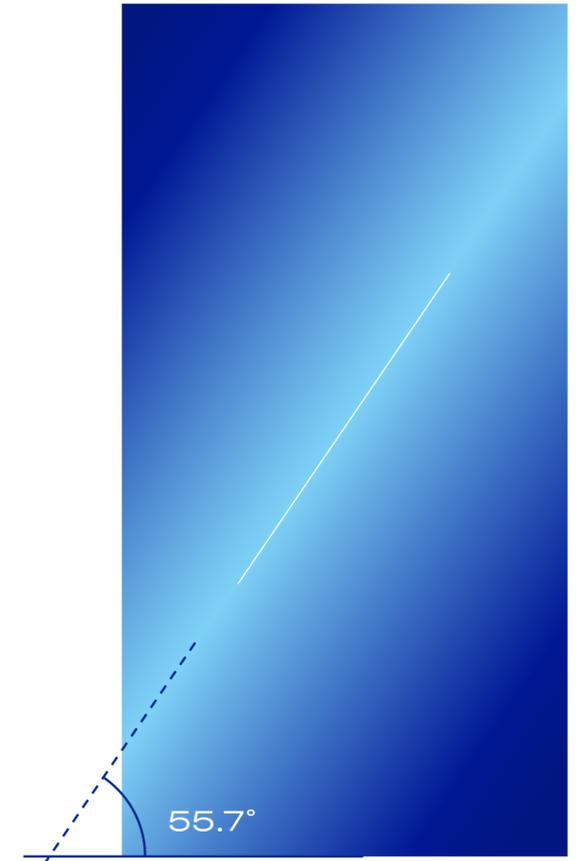
The angle of the Intersexion gradient matches the angle of the forward X-tension line, and its centre aligns with it.

The gradient cannot be cropped; instead its centre point moves to align with the forward X-tension, or photography crop.



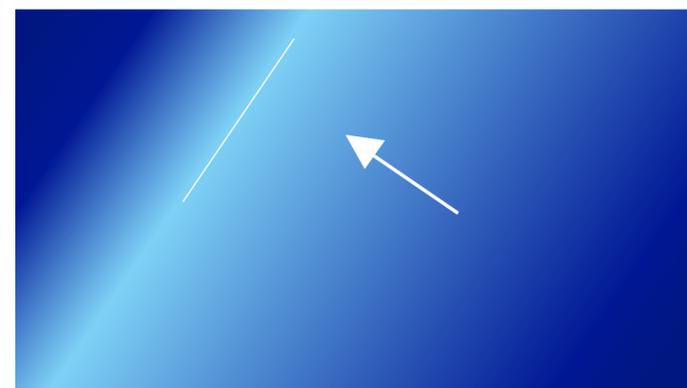
Horizontal

The master sensorial gradient is supplied with the centred point at 50% location.



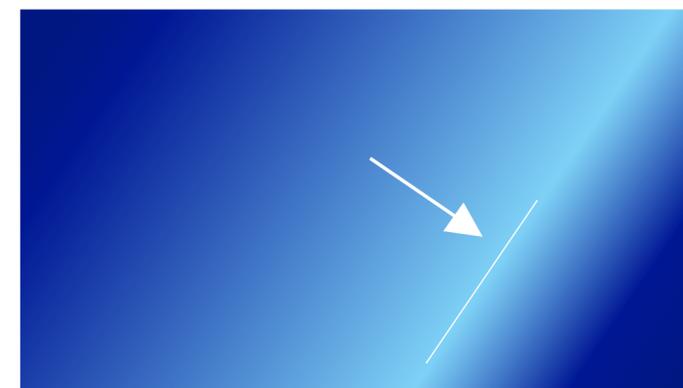
Vertical

A vertical format follows the same principles as the horizontal one.



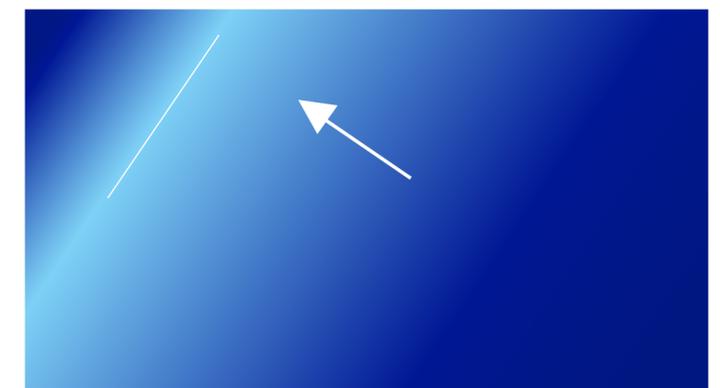
Moving left

Only the centre point moves. Its maximum location is 70%.



Moving right

Only the centre point moves. Its minimum location is 30%.



Exception

Maximum location is 80% and minimum is 20%.

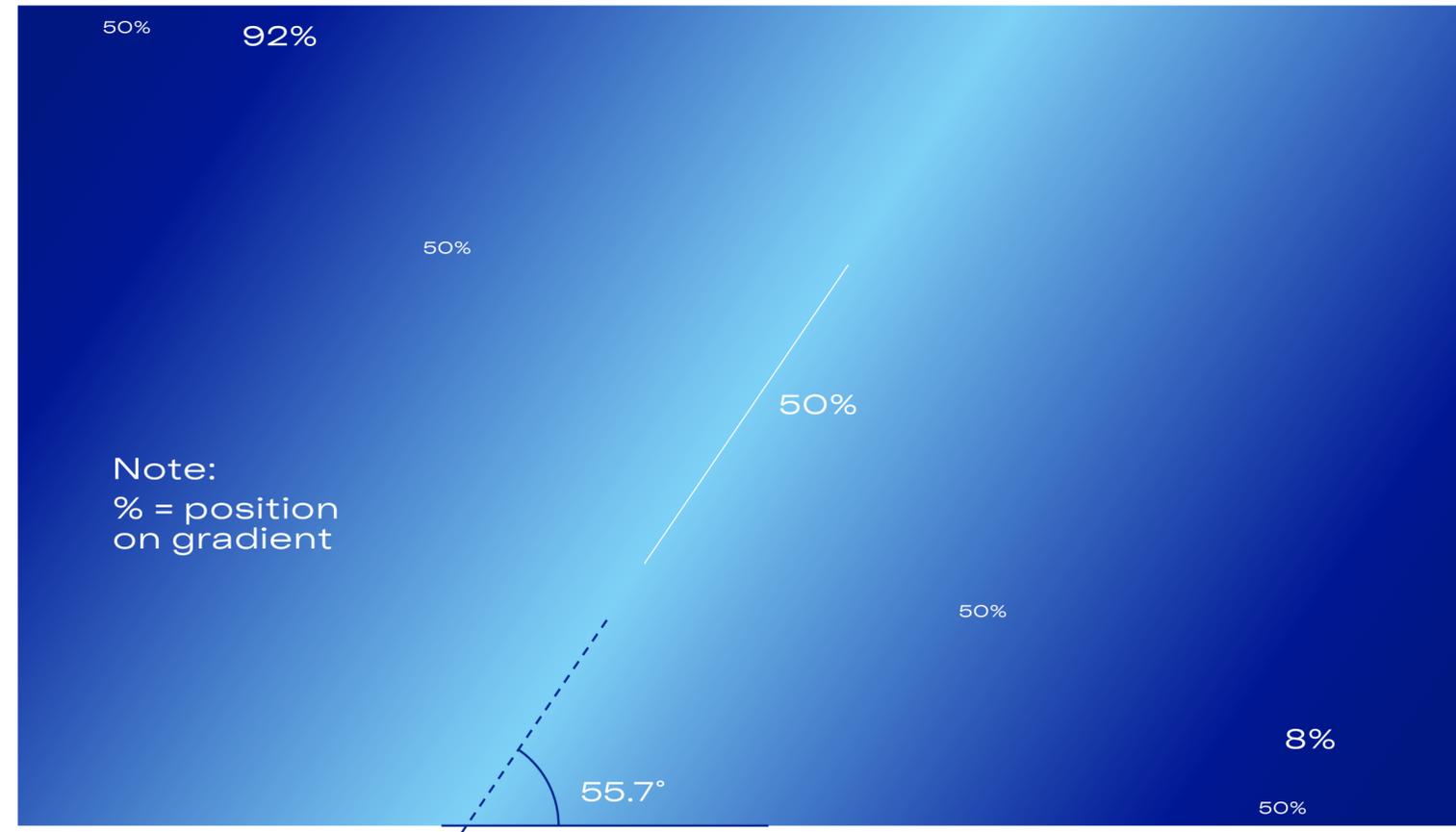
SENSORIAL INTERSEXTION STAGE ADJUSTMENT DETAILS

- Only move the centre point along the gradient line; do not move the other points.
- The centre point can move to left or right. Accordingly, its centre point maximum location is 70%, and its minimum location is 30%.

Usage exception

Exceptionally, when a larger area of canvas is needed, the centre point can move up to 80% or down to 20% location. The other points' positions are adjusted to better spread out the density.

100%

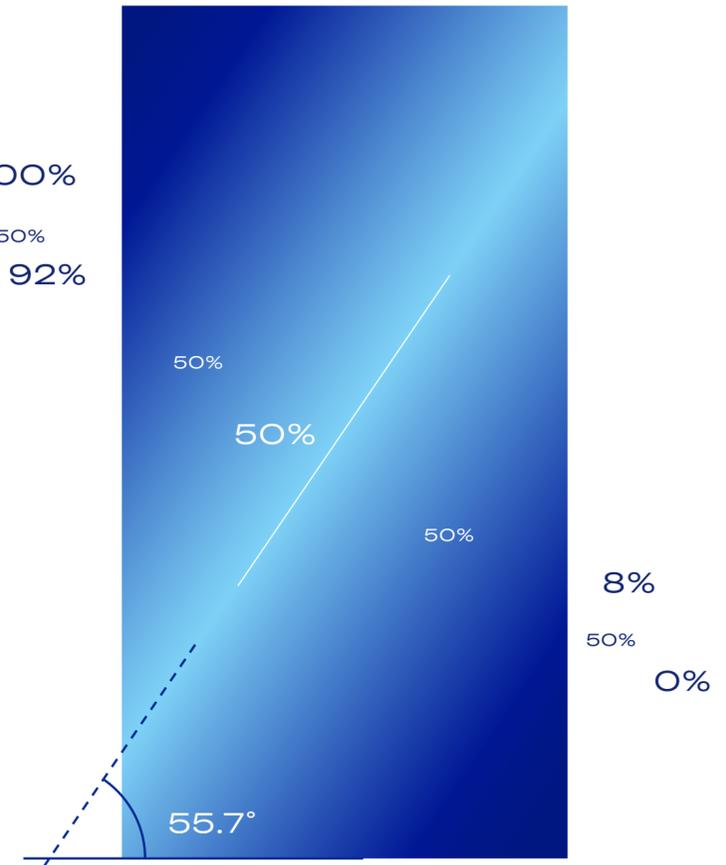


Horizontal

The master sensorial gradient is supplied with the centred point at 50% location.

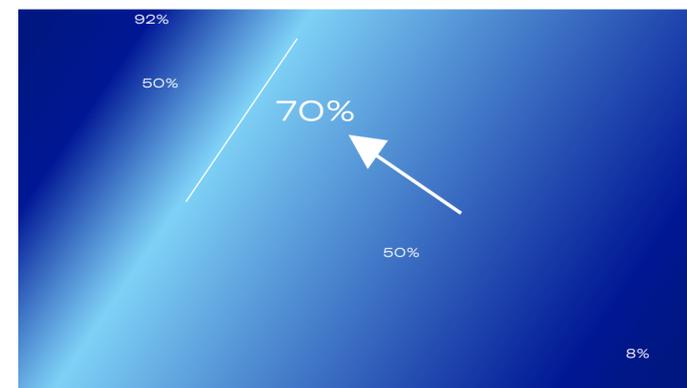
100%

50%
92%



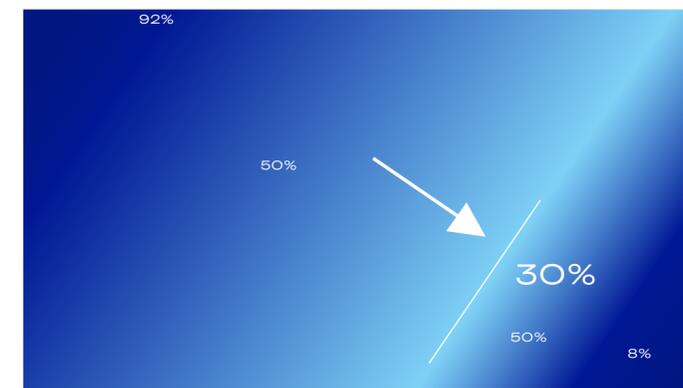
Vertical

It is set like the horizontal gradient and follows the same principles.



Moving left

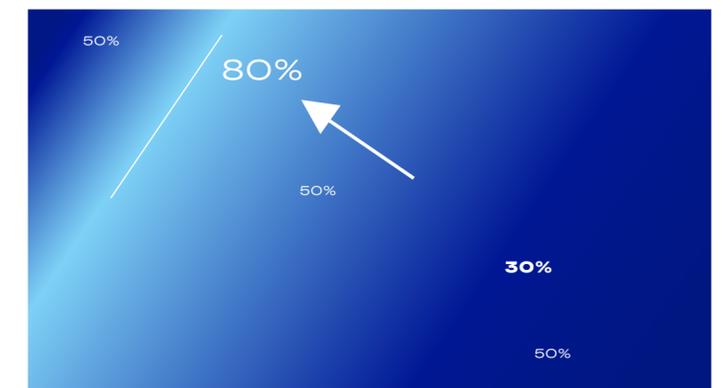
Only the centre point moves. Its maximum location is 70%.



Moving Right

Only the centre point moves. Its minimum location is 30%.

98%



Exception

Maximum location is 80% and minimum is 20%.

SENSORIAL INTERSEXION STAGE IN USE

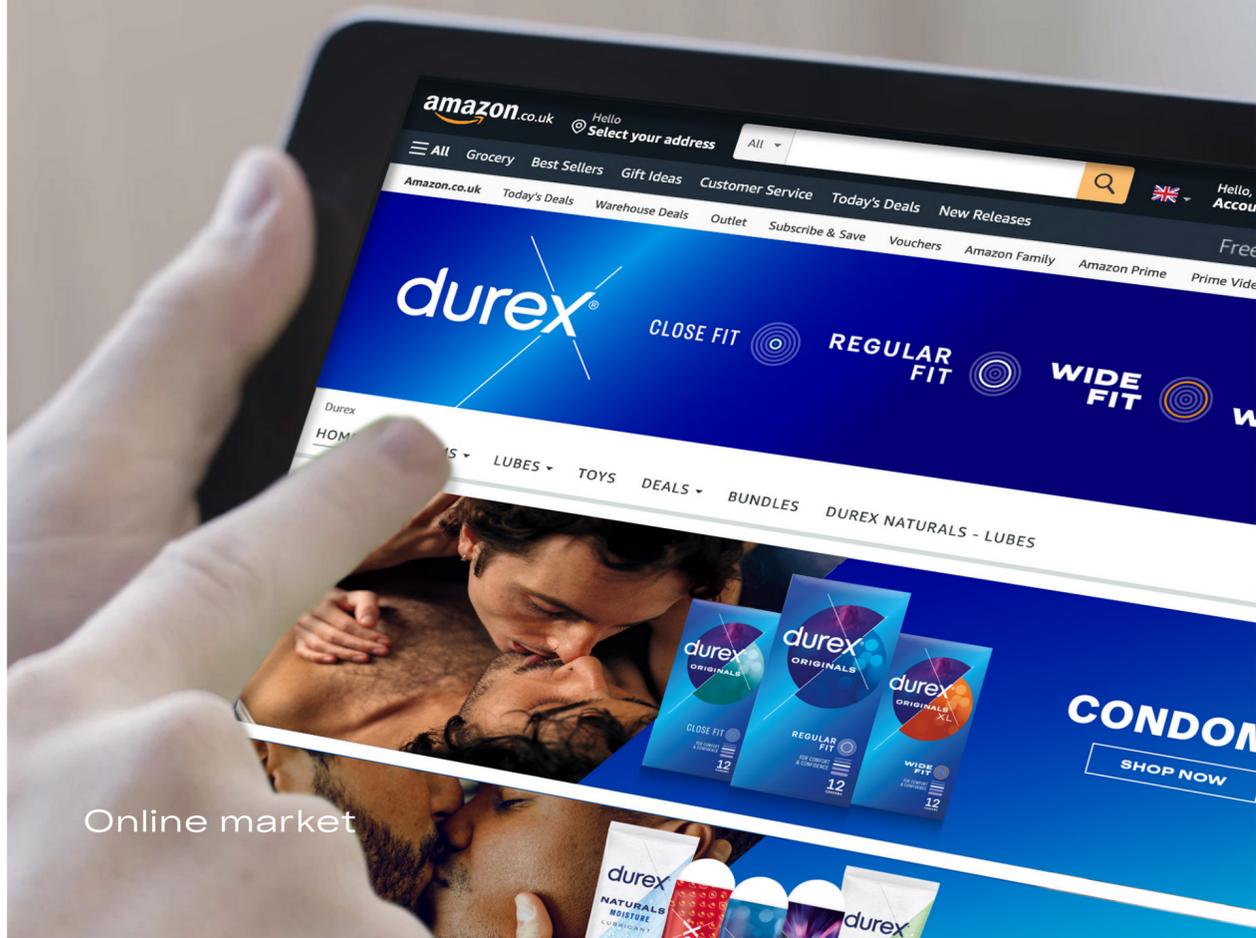
This page shows a selection of touchpoints where we use our sensorial stage to best express its versatility.



Social media



Digital



Online market



Out of Home

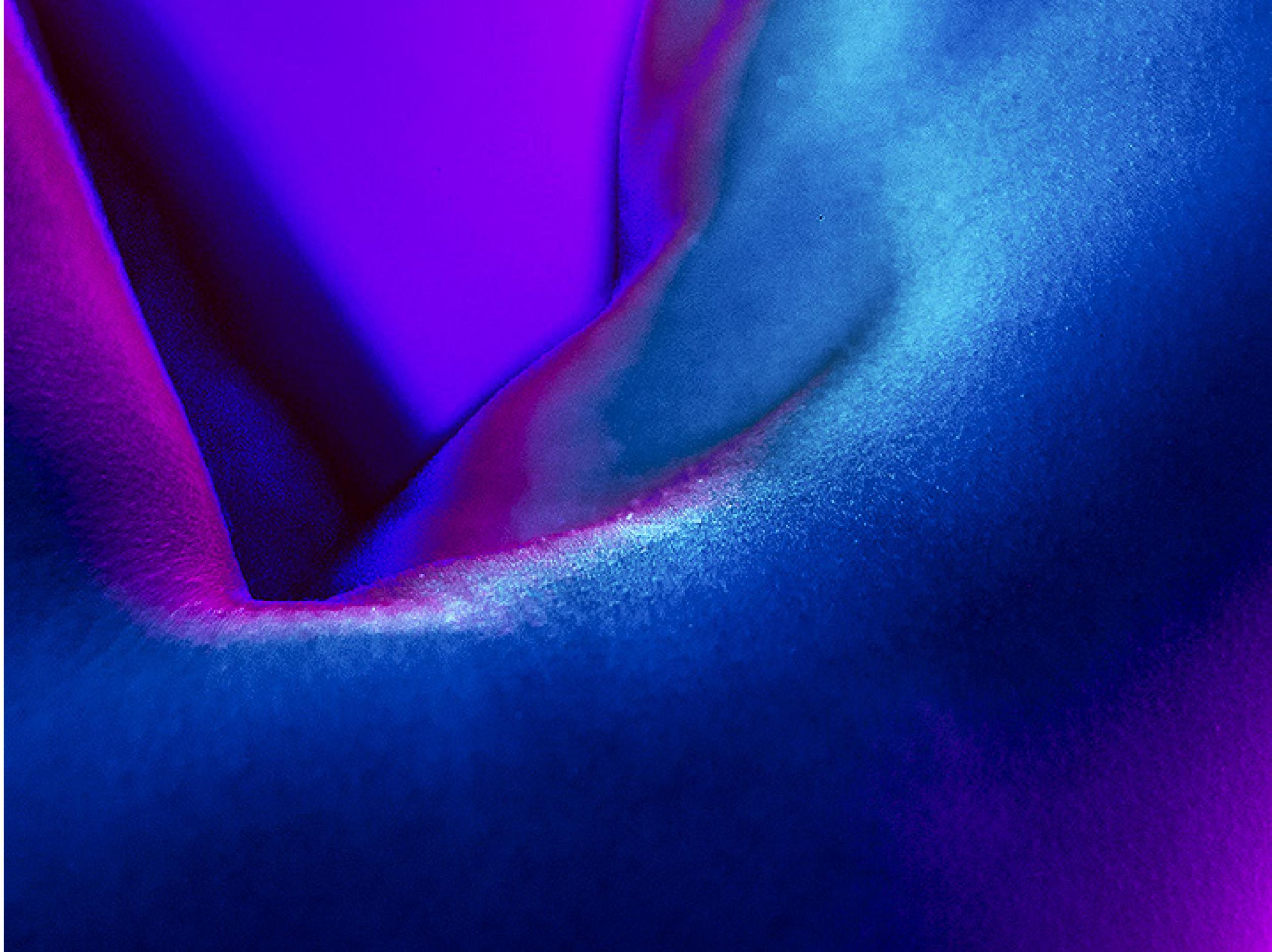
ELEVATED STAGE

Overview

Durex frees the open and curious to connect as their true sexual selves, without judgement.

Our visual expression of this benefit, this feeling, this emotion, is our elevated stage.

It is an expanded sensorial background that offers an inspirational, expressive, and elevated mood. We use it for larger brand-led campaigns, exhibition displays, etc., especially when showcasing the products in the Play pillar.



ELEVATED STAGE ADJUSTMENT

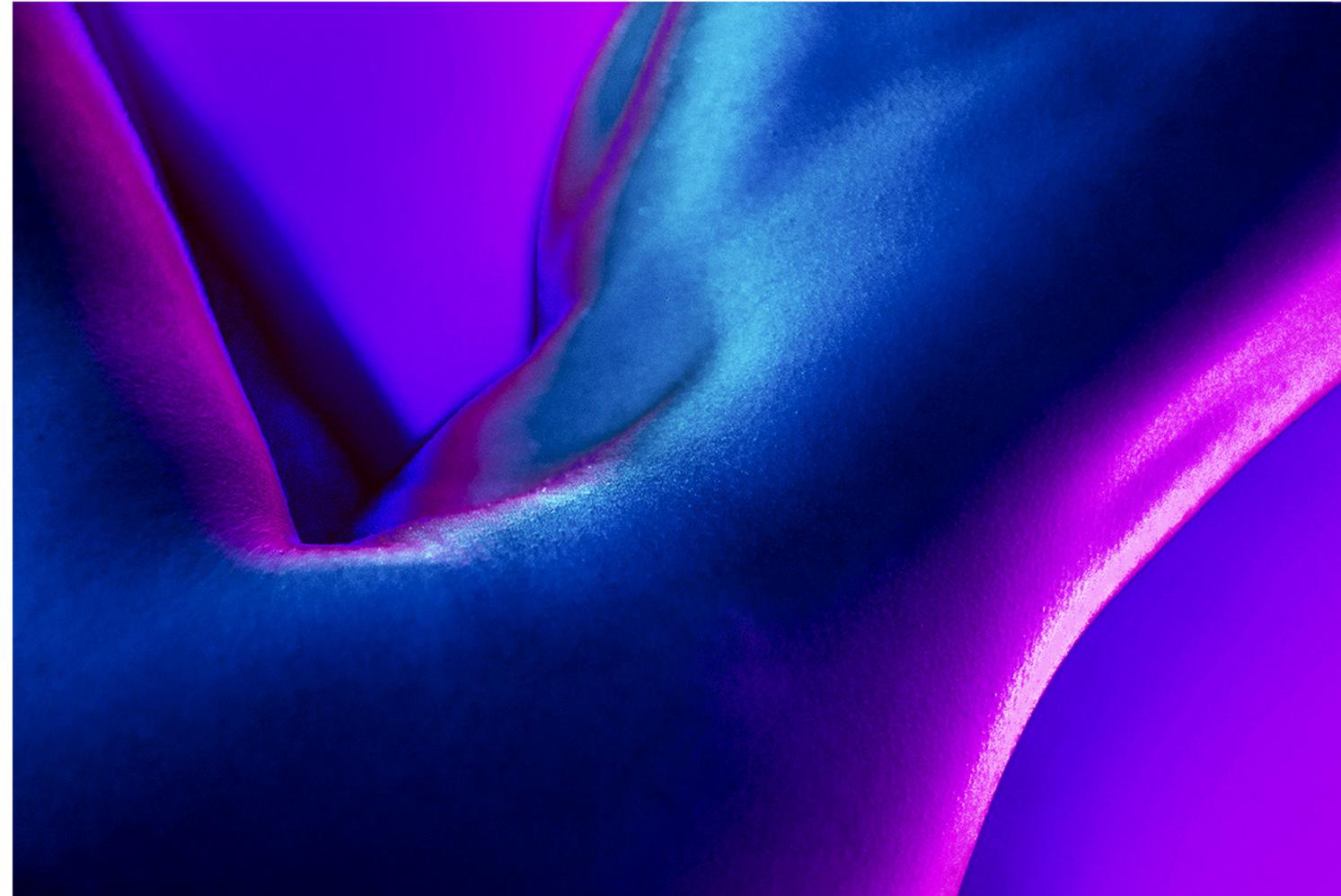
Cropping

We use the elevated stage in its entirety, or cropped to add versatility and relevance across channels.

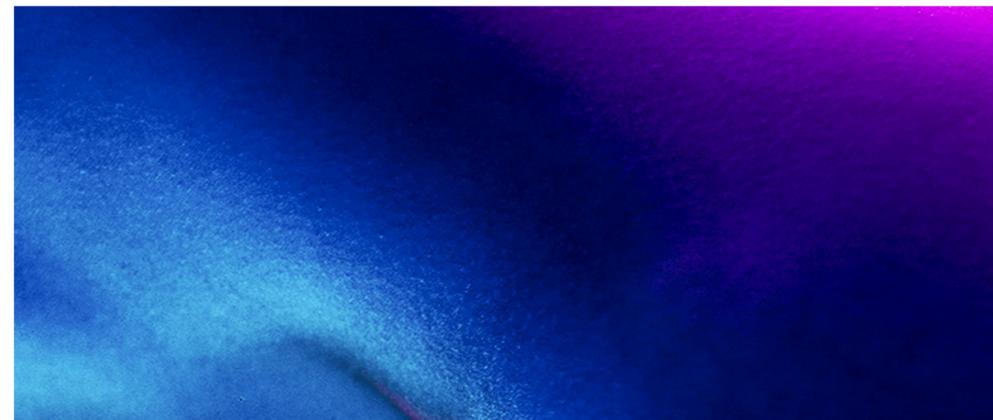
Cropping is a useful tool to control the amount of colour. This provides the option to put the focus on either blues or purples, or on a mix of the two.

Scaling

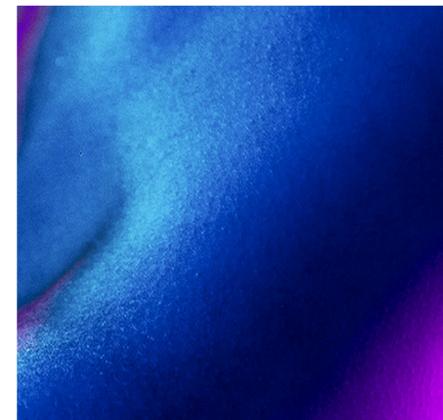
The imagery is always scaled up and down in proportion.



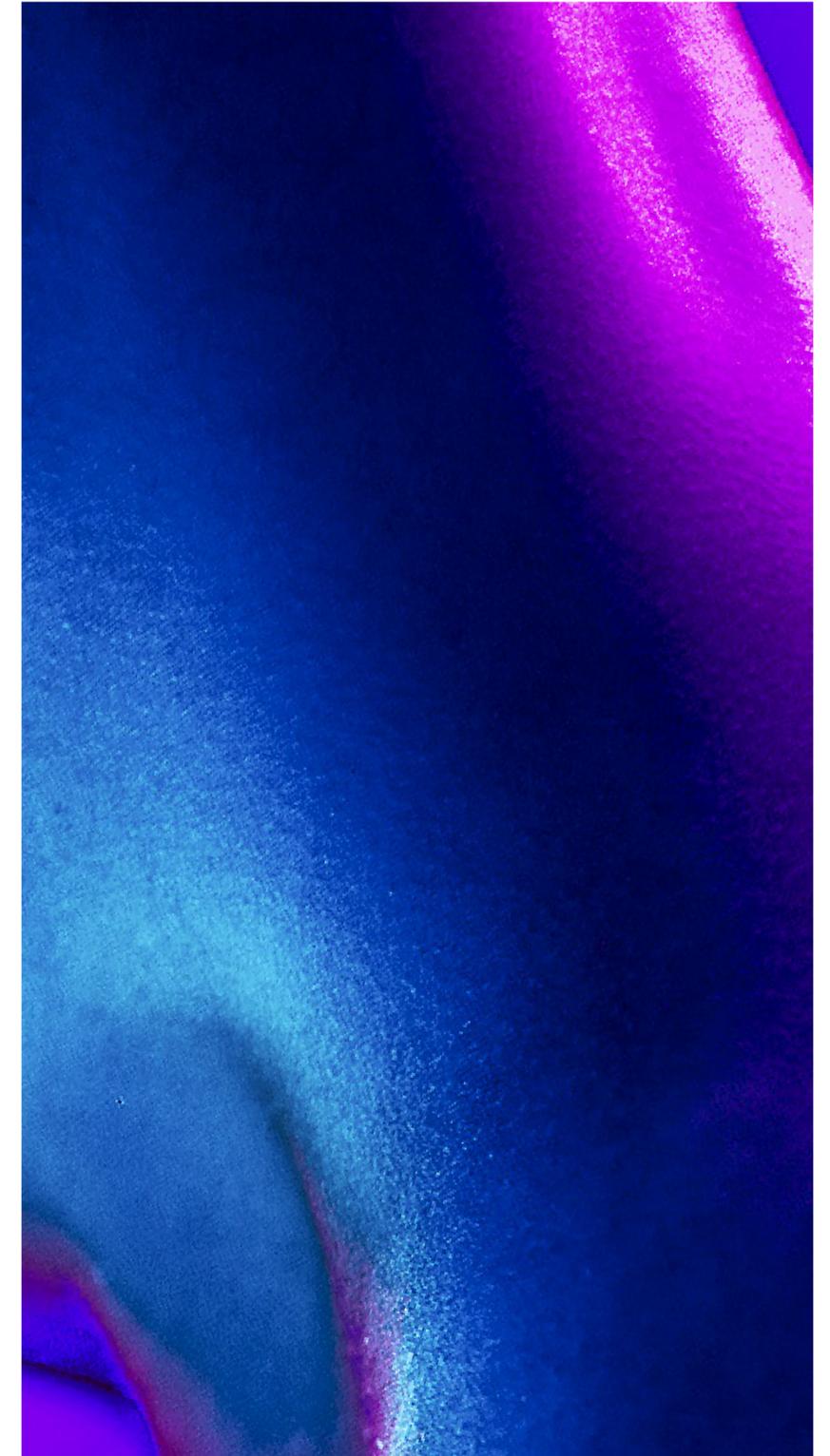
Full image



Horizontal crop example



Square crop example



Vertical crop example

ELEVATED STAGE IN USE

This page shows a selection of touchpoints where we use our elevated stage to best express its versatility.



ELEVATED VECTOR STAGE

Overview

This is an alternative to the sensorial stage for an elevated look that can also be animated.

ELEVATED VECTOR STAGE MESH ADJUSTMENT

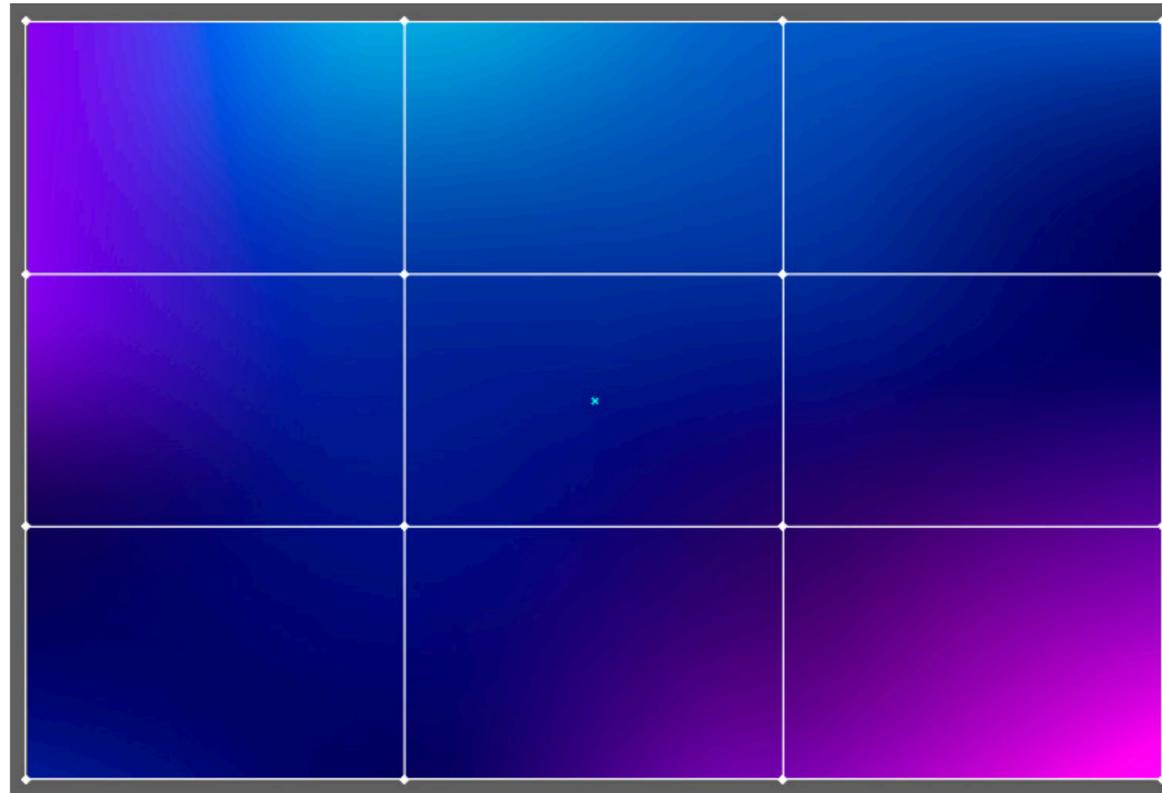
This stage is set up as an Illustrator mesh gradient to allow practical application and animation.

Static usage

The master stage can be used as supplied, in its entirety, or can be cropped to offer versatility and relevance through channels.

Dynamic usage

The mesh gradient can be altered to create inspirational and expressive animations.



Static

Full master stage supplied with Illustrator mesh gradient guides.



Dynamic

The Illustrator mesh gradient can be altered to create animations.

ELEVATED VECTOR STAGE ADJUSTMENT

Cropping

The stage can be used as supplied, in its entirety, or can be cropped to offer versatility and relevance through channels. This also allows control of the amount of blue versus other colours.

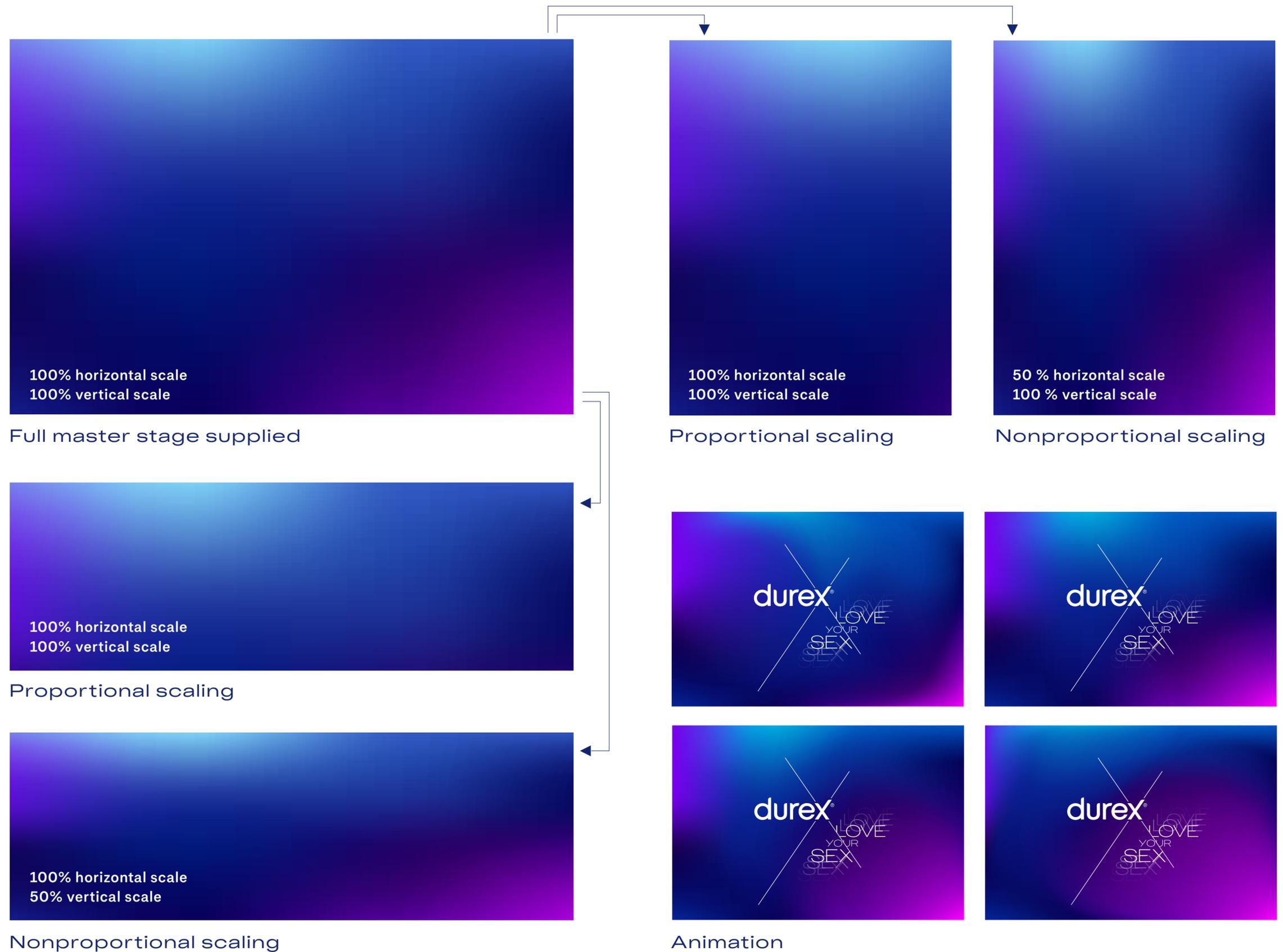
Scaling

The stage is preferably scaled up and down in proportion.

Nonproportional scaling is possible when necessary, and the horizontal or vertical scale can be reduced by up to 50%.

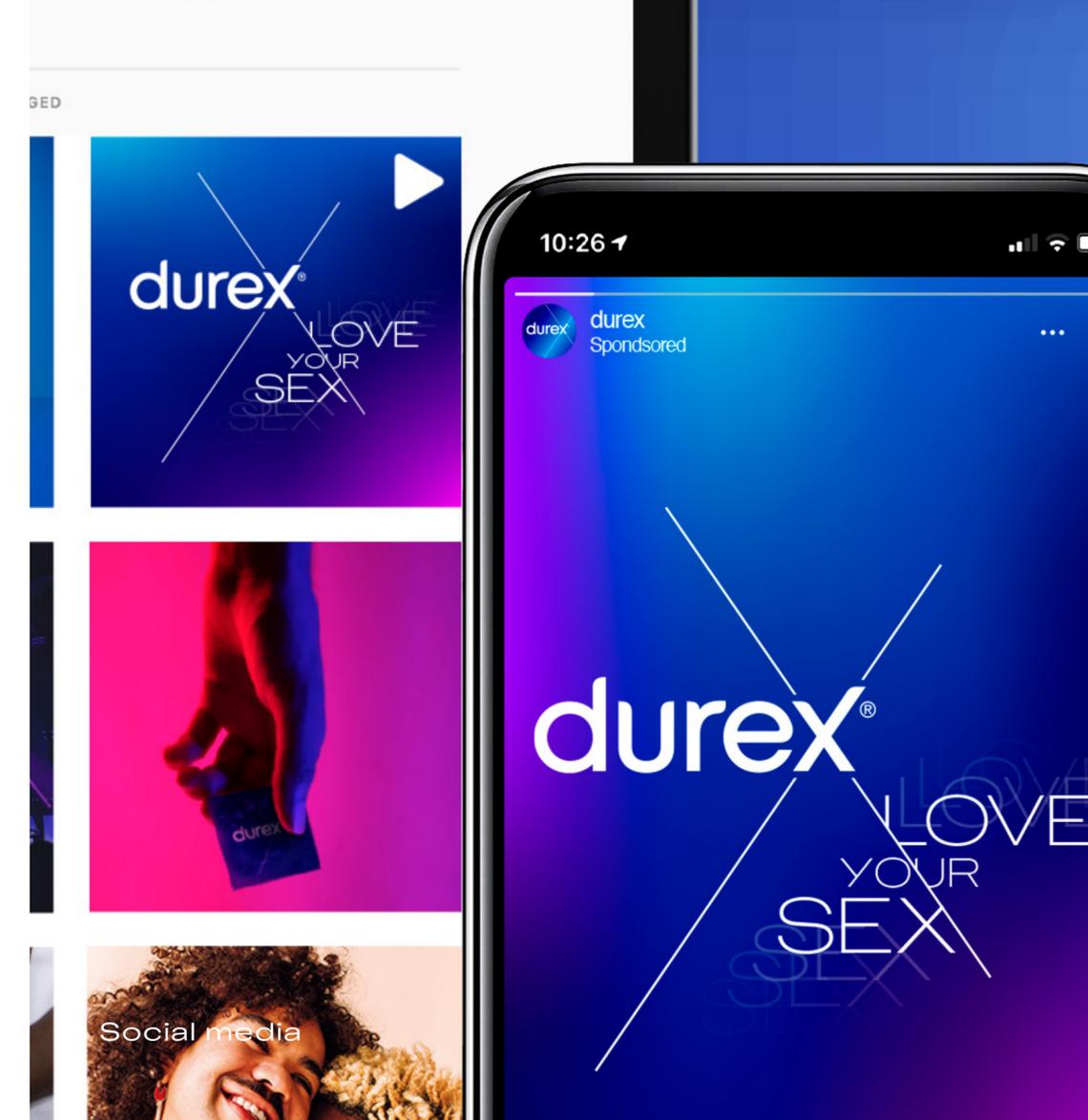
Animating

The mesh gradient can be altered to create inspirational and expressive animations.



ELEVATED VECTOR STAGE IN USE

This page shows a selection of touchpoints where we use our elevated vector stage to best express its versatility.



MISUSE



DON'T rotate the sensorial stage.



DON'T use the sensorial stage when the Intersexion or part of it is present.



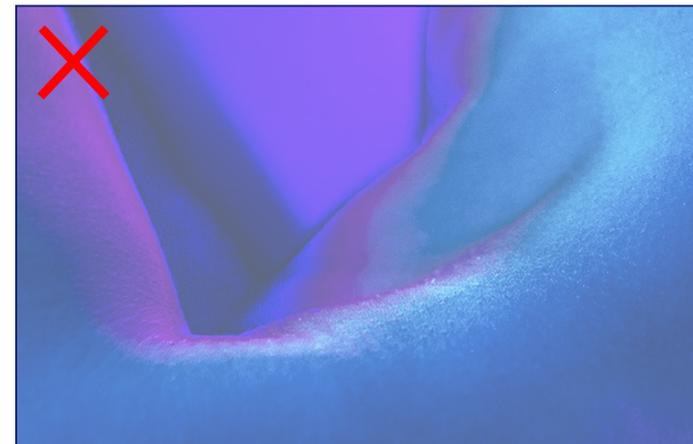
DON'T change the angle of the sensorial Intersexion stage.



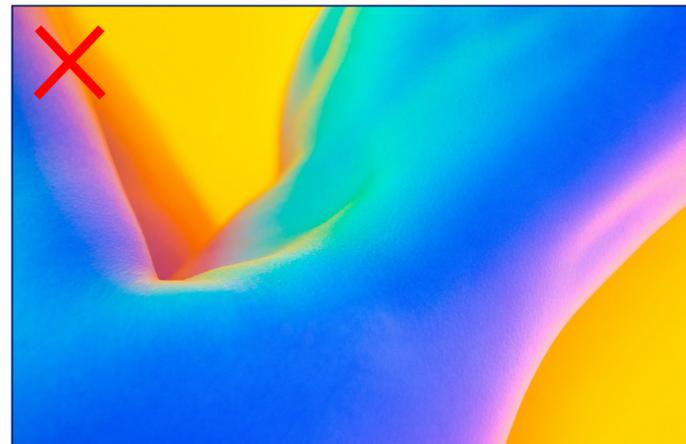
DON'T dissociate the gradient centre point of the sensorial Intersexion stage from the forward X-tension line.



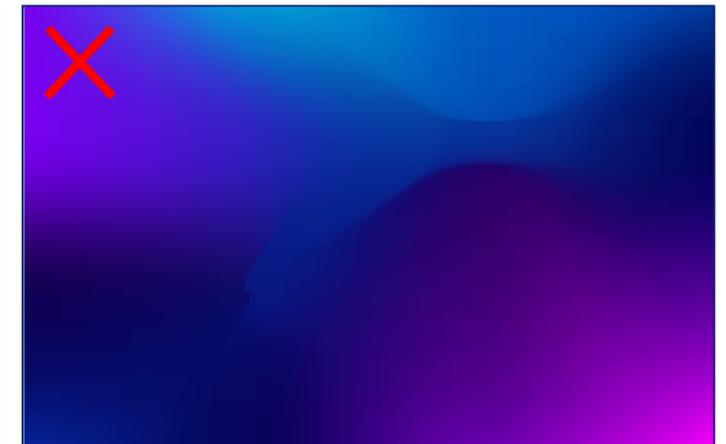
DON'T zoom in on or crop the elevated stage in a way that is not representative of the brand.



DON'T tint the elevated stage.



DON'T change the colours of the elevated vector stage.



DON'T create sharp edges when animating the elevated vector stage's structure.



3.7

ICONOGRAPHY

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MISUSE	98

OVERVIEW

Icons play an important role as part of our brand identity. They are especially important on pack, where they help navigate our product features to describe fit, shape, materials, lubrication, and much more.

Master and Local Market packaging copy documents created by regulatory teams indicate icon and supporting text usage.

We also use icons across our wider brand world, to illustrate other important messaging such as 'responsible sourcing', 'assured quality', recycling, and much more. They are used to aid navigation or explain complex concepts in an easily understandable way.

They are also an essential element for navigation within digital media. The design of our icons is closely linked to our brand and is therefore truly unique and ownable. The overall round and smooth style of our icons is inspired by the curves of our condoms.

We usually use white and tints of white for a consistent look.

Our icons should always be used with clear purpose in mind, never just as decoration.



EASY ON



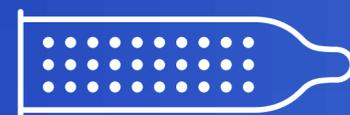
EASY ON RIBBED & DOTTED



STRAIGHT WALLED



STRAIGHT WALLED RIBBED



STRAIGHT WALLED DOTTED



TAPERED

3 12 30 144

QUANTITY



GIRTH / NOMINAL WIDTH (mm)



LUBRICATION (mg)



THINNESS (microns)



MATERIAL

SMELLS BETTER



WEBSITE



RESPONSIBLE
SOURCING

DUREX QUALITY
ASSURED



WORLD N°1

WORLD'S
No. 1
CONDOM BRAND

ICON SETUP AND STYLING

All our icons share a range of traits to ensure a consistent look and feel.

- Our icons are usually shown on sensorial or elevated stages and are used only in all-white. To show progression, tints of white are also permitted.
- We use One Night Sans Medium when we add text to the icons. Other font weights are permitted if they don't compromise legibility.
- With the exception of pack content numbers, our icons are never framed in holding shapes.
- Stroke weights are kept consistent across a range of icons, i.e., condom features, for a precise and recognizable look. Avoid mixing multiple stroke weights.
- Most stroke ends are rounded but they can also be a straight cut where it aids comprehension.
- Most icons are designed as keyline versions and not filled in.



Icon



Icon with text

FIT NAVIGATION

Our packaging portfolio has been designed to help our consumers find their best fit of product for them, using a clear navigational system.

The colour of the emotional imagery in each intersection links with the Fit icon beneath it, as demonstrated on the right.

REGULAR FIT: Imagery is neutral (matches background colour) and Fit ring matches rest of on pack text.

CLOSE FIT: Teal.

WIDE FIT: Orange.

EXTRA WIDE FIT: Yellow



ICONS IN USE

This page shows a brief selection of touchpoints that feature icons in use.

Don't recreate icons; always use master artwork files, available from the brand team.

THE NAKED TRUTH

SOURCING
WE'RE BIG ON PROTECTION for you and the planet. We try to do the right thing by sourcing latex in a responsible way that benefits local communities.

DISPOSAL
You can recycle this box, but not what's inside - in fact - only use a condom once. Throw the foil and used condom into a bin. Don't flush down the toilet.

DUREX QUALITY ASSURED
100% of condoms are electronically tested. Five more quality tests are carried out on every batch. On top of that, this condom has been dermatologically tested too.

BEFORE YOU GET STARTED
Only use lubricants recommended for use with condoms. For anal sex use additional lubrication (do not use Durex Tingle or Embrace) on the outside of the condom.

UK Careline
0800 338 739
info@durex.co.uk

reckitt

Reckitt Benckiser Healthcare (UK) Limited, Dansom Lane, Hull, East Yorkshire, HU8 7DS, UK.

Reckitt Benckiser Healthcare (UK) Limited, Dansom Lane, Hull, East Yorkshire, HU8 7DS, UK.

0 000000 000000

EC REP RB NL Brands B.V. Schiphol Blvd 207, 1118 BH Schiphol, NL

KEEP COOL MD 21 PAP

FIND YOUR BEST FIT

Everyone is different, but the right fit should always be comfortable and secure.

STRAIGHT-WALLED. TEAT ENDED. SMOOTH SHAPE.

12 CONDOMS

GIRTH
Regular Fit (Nominal width 54mm)

LUBE
Regular Silicone Lube

THICKNESS
Thin

LATEX
Transparent natural rubber latex condoms.

SMELLS BETTER
The way we make Durex condoms makes them smell better.

FIND YOUR BEST FIT www.durex.com



MISUSE



DON'T use sharp angles.



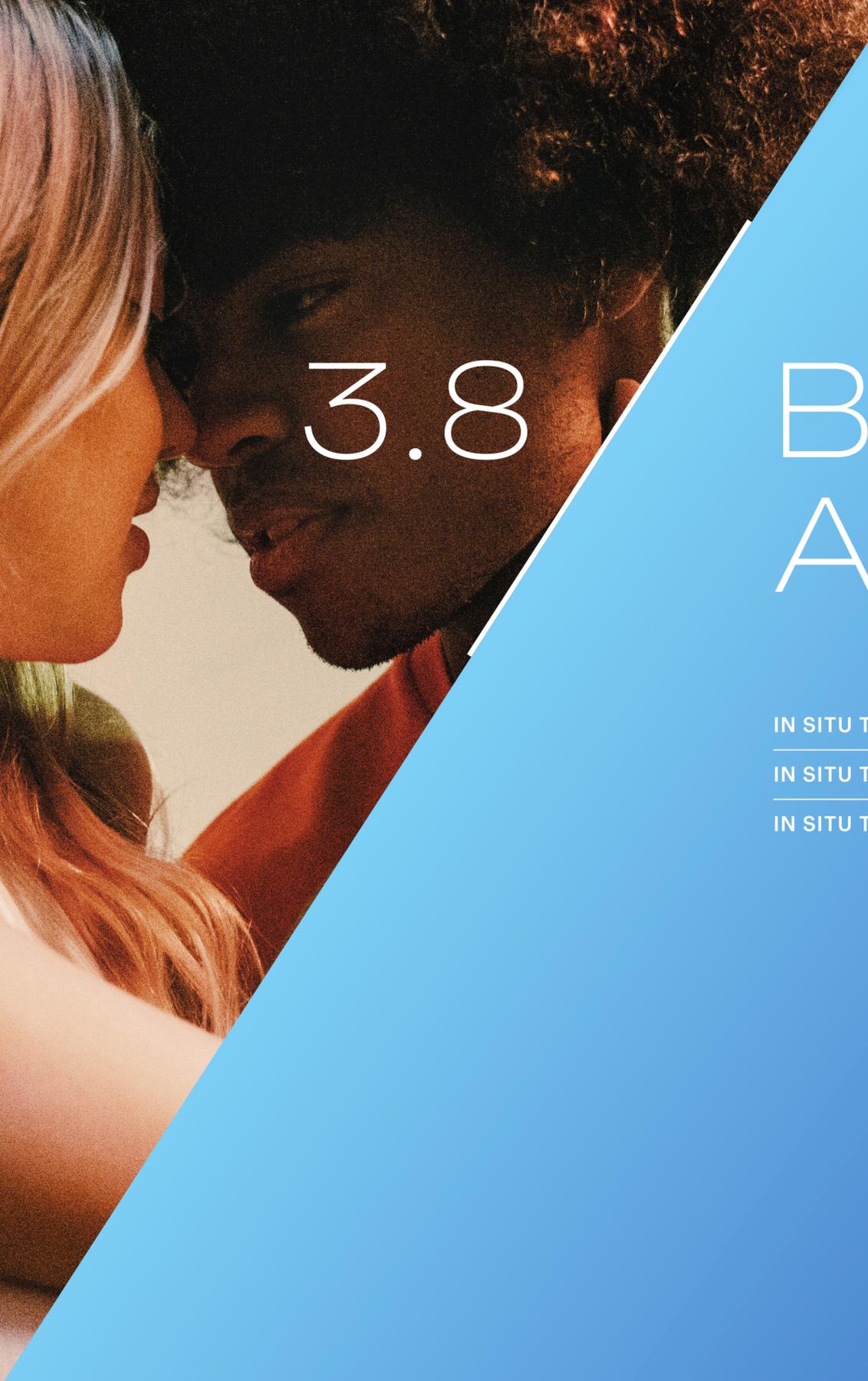
DON'T use thin lines.



DON'T use more than two line weights.



DON'T fill or tint.



3.8

BRINGING THE ASSETS TO LIFE

IN SITU TOUCHPOINT 1	100
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If you need further information
regarding our brand, please contact:

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James Vickerstaff at james.vickerstaff@rb.com

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durex[®]

ALLOW LOVE

YOUR

SEX

SEX
SEX
SEX