

Colgate®

# PULSE

Brand Guidelines





## The Rhythm of Life

We all have our own unique rhythm. One that pulsates from within us – guiding our actions, big and small. And when we're connected to our body's cycles, personal habits and pace, we find our optimal flow.

With Colgate Pulse, sync your brushing to your daily rhythm. Depending on your needs, switch between the oscillations of a gentle hum, a smooth and consistent daily tempo, or a high amplitude, vibrant beat. Our sonic-powered brush head pairs with personalised insights from our app to deliver a smarter, intuitive cleaning matched for your mouth specifically.

Discover a connected oral care that's in sync with your smile. Listen to your rhythm, stay in tune with yourself.

PULSE

Logo in Red

When not used on a dark background or image.  
The logo should appear as red.

PULSE

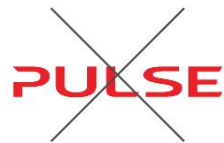
Logo in White

When used on a dark background or image the logo should  
always appear reversed out as white to ensure standout.



Clear space around PULSE logo should be at least "P"

Don't



Don't distort the logo



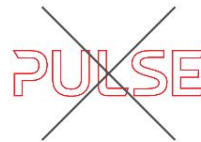
Don't recreate the logo



Don't recolour the logo



Don't retype "PULSE"



Don't outline the logo



Don't rotate the angle of the logo



Don't rotate the logo vertically



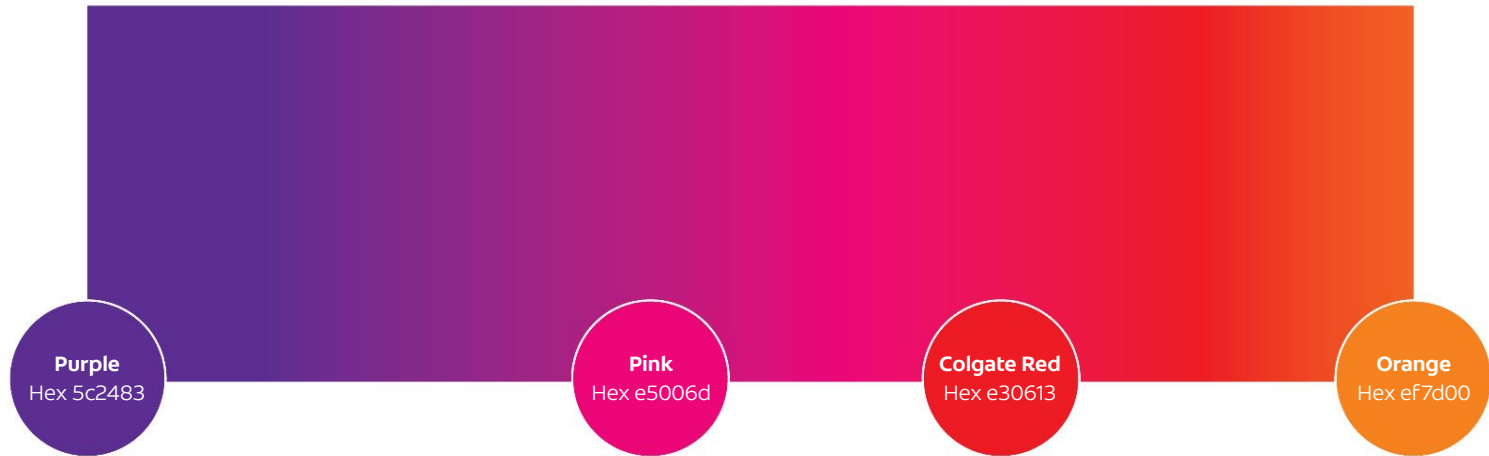
Don't rotate the logo vertically



### Coloured Gradient Background

The following are the Colgate PULSE colour choices consisting of coloured gradient background. This palette must be used constantly to reinforce the brand.

# Gradient Bar



AaBbCc

1234

Colgate Ready

We use our distinctive typeface Colgate Ready across our brand. The headline font is Colgate Ready Bold with the sub-headline Colgate Ready Light.

Colgate Ready Light is used for the body copy.

Colgate Ready Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Colgate Ready Light

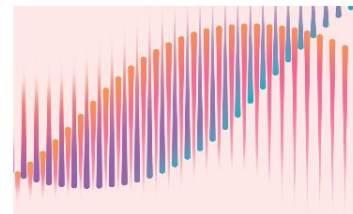
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# The Rhythm Supergraphic

A rhythm supergraphic has been added to the PULSE 1 & 2 backgrounds.



**Gradient Coloured Background**  
to be used for PULSE 2 featuring product and still images

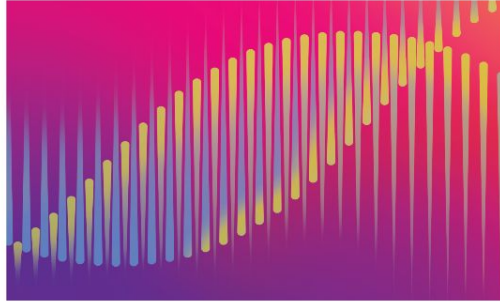


**Light Coloured Background**  
to be used for PULSE 1 featuring product and still images





Don't distort the rhythm supergraphic.



Don't recolour the rhythm supergraphic and the background



Don't alter the angle of the rhythm supergraphic

# Infographic

The graphic elements are designed to complement our packaging, retail environment and digital touchpoints.

[Download here](#)

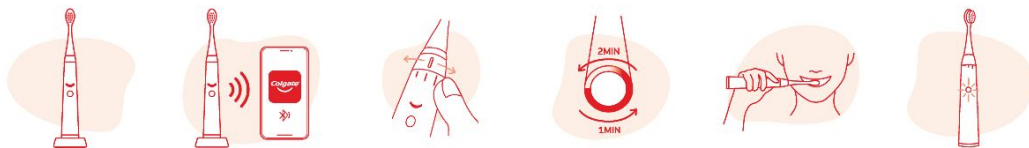
SERIES 1



SERIES 2



Remove **50%** More Plaque | **3 Modes** to sync your rhythm  
Gentle | Daily | Deep Clean | Clean | Clean



# Thank You

