

The Colgate logo, featuring the brand name in a white, sans-serif font with a registered trademark symbol, set against a red background that is part of a larger red smile icon.

ELECTRIC TOOTHBRUSH

Branding Guideline

2021 Dec

I. | About

- Product Info
- Concept Narrative

2. | Brand identity

- Product Shot
- Color Palette
- Typography
- Illustration Style
- Logo lockup
- Tagline lockup

3. | Key Visuals

4. | Layouts





ABOUT



SQUEAKY
CLEAN



SPARKLE



GUM
CARE



NIGHT
SPA

33
COMBINATIONS

4
MODES

10
INTENSITIES

1
BRUSH

Colgate Electric Toothbrush

Colgate Electric Toothbrush lets you define your own smile by allowing you to personalize your brushing with a superior cleaning efficacy of removing 99% plaque in 3 seconds*. This rechargeable toothbrush bundle includes an electric toothbrush handle, 2 replaceable brush heads to keep your brush heads fresh for up to 3 months as recommended by dental professionals, a DC charging cord, and a portable travel case that lets you take it easily to work or on a vacation.

The technology that comes with this electric toothbrush allows you to define your own brushing comfort through 10 levels of vibration control in Squeaky Clean, Sparkle, Gum care modes and 3 levels of vibration levels for Night Spa.

The smart pressure sensor will also help you monitor the strength of your brush. The red warning indicator will appear and let you know that you are putting too much pressure on your electric toothbrush.

Colgate Electric Toothbrush will also improve your brushing habits and cleansing efficacy with its built-in timer. A 30 second indicator will signal you to move to another quadrant while brushing.

It will turn off automatically after 2 minutes in other modes and 3 minutes in Night Spa mode.

Come experience the unique brushing experience, tailored to care for your smile.

WELCOME TO
NEXT-LEVEL BRUSHING

TAILORED TO CARE FOR YOUR SMILE

Brush your way everyday with the new Colgate Electric Toothbrush and take your brushing to the next level for a superior clean.

The smart electric toothbrush brings you a tailored brushing experience, letting you pick the combination right for you and providing real-time coaching so you know you're doing it right. It's easy to smile when you know everything's been tailored just for you.

33 combinations, 4 modes In 1 Electric brush

How many ways you think you can brush? With colgate ETB, there are more than what you think! Find your 33 combo in vibration, pulsation and speed for clean, massage and polished smile.

Squeaky clean, sparkle, gum care- these 3 modes comes with 10 vibration intensity. And for your night

time brushing, we have spa mode that runs all clean, polish, massage at one go you can enjoy with 3 intensity. The brush that can remember your combination and know you. Treat yourself with 33 special and none-like other customised brushing experience.

Smart and Responsive smile coach

Brush your way right way with your personal smile coach. Smart and responsive pressure sensor sends red signal when you press too hard. 30 sec quad pacer let you know when to move on. ETB show your glowing smile when you accomplish your 2 min brushing goals.

The beautiful design for you

Brush with style- the lean and stylish body and ergonomic curves of the handle has it's perfect place in your room.



BRAND IDENTITY



Three Quarter

Straight

Left



Packaging



Packaging - Back

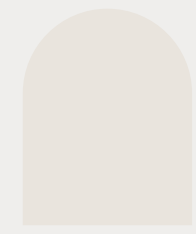


Packaging - Open



Packaging - Refill Head

COLOR PALETTE



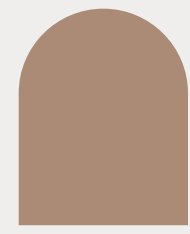
R 236
G 231
B 224

Hex
#ECE7E0



R 234
G 217
B 184

Hex
#EAD988



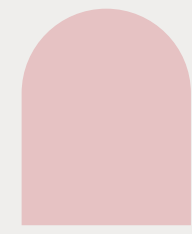
R 174
G 141
B 118

Hex
#AE8D76



R 83
G 65
B 52

Hex
#534134



R 230
G 194
B 195

Hex
#E6C2C3



R 215
G 159
B 166

Hex
#D79FA6



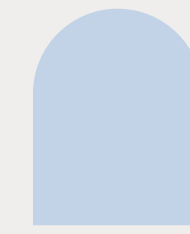
R 155
G 30
B 34

Hex
#9B1E22



R 86
G 20
B 18

Hex
#561412



R 196
G 212
B 232

Hex
#C4D4E8

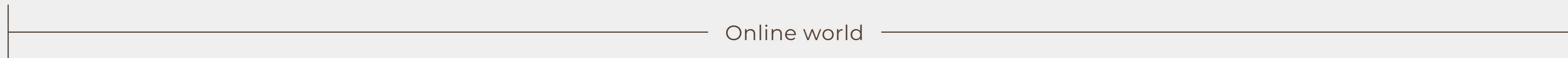


R 102
G 72
B 110

Hex
#66486E



+ Colgate Red
pantone 2035C



Color Ratio

Print world (Packaging) + Online World (Brand.com)

★ Online world (E-comm platform)

HEADLINES:

Mrs Eaves OT Bold / Italic

— **Lorem ipsum**

SUBHEADS:

Montserrat Bold / Semibold

— **Lorem ipsum dolor sit**

BODY:

Montserrat Thin / Regular

— Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum

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HEADLINES:

Mrs Eaves OT Bold / Italic
(Tracking 0)

Usage: For Headline, Slogan, and when mentioning the name of 4 Modes

HEADLINES:

Colgate Ready Bold / Heavy
(Tracking 20-40)

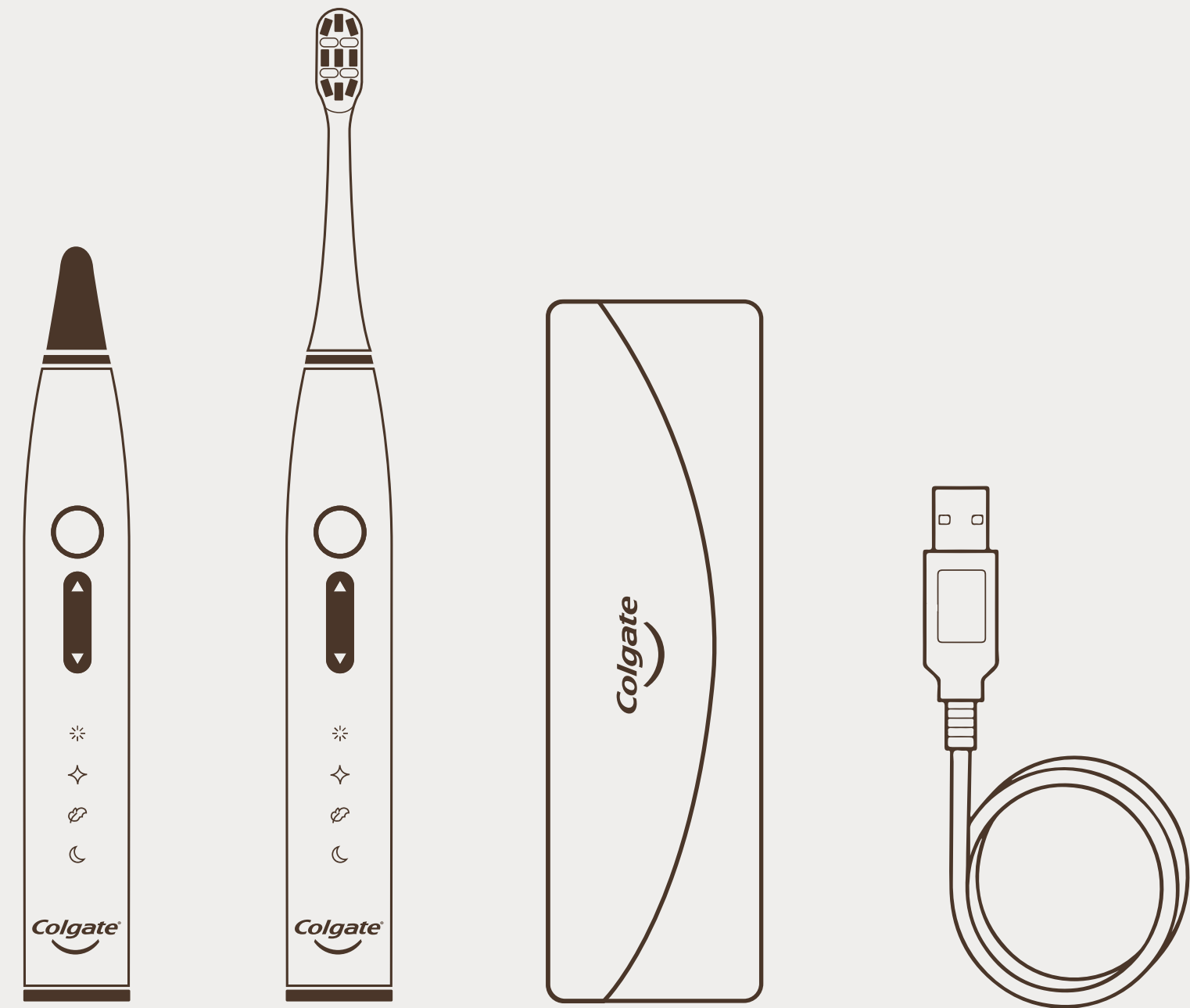
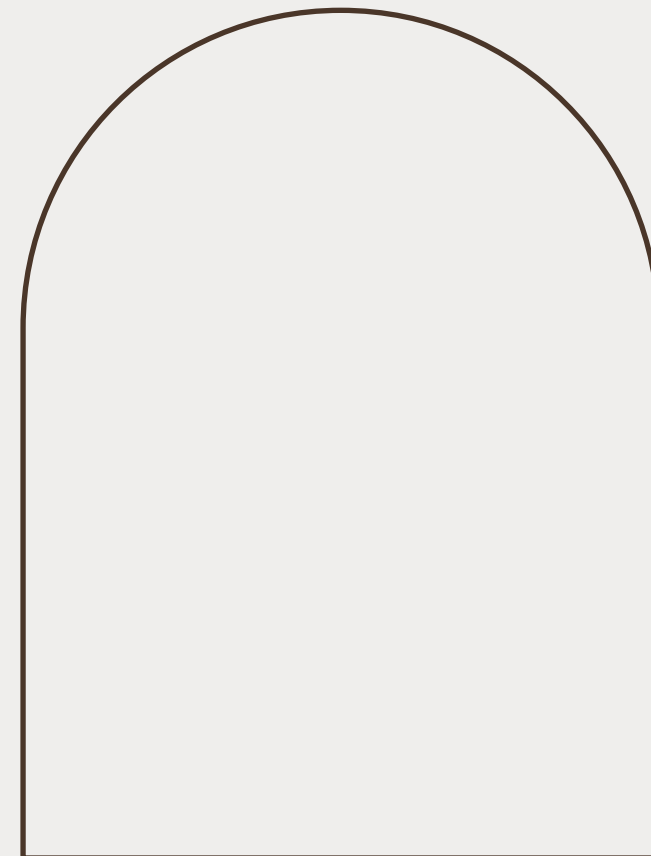
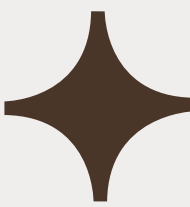
Usage: To use as all the headlines on Thumbnails

SUBHEADS:

Colgate Ready Bold / Semibold
(Tracking 20-40)

BODY:

Colgate Ready Thin / Regular
(Tracking 20-40)



Icons

Icons
as clipping mask

S Symbol

The Arch

Products & Gadgets



Stacked Logo



ELECTRIC
TOOTHBRUSH

Vertical Logo



ELECTRIC
TOOTHBRUSH

Horiaontal Logo



KEY VISUALS



Clean Version



Layout Version

The Sub Key Visuals can serve as a supportive image for different brushing modes

WITH
PRODUCT



☀️
SQUEAKY CLEAN



✨
SPARKLE



🦷
GUM CARE



🌙
NIGHT SPA

BACKGROUND
ONLY





SQUEAKY CLEAN

combination of high intensity and speed
to provide a daily clean

Colgate



✦
SPARKLE

high intensity vibrations in combination
with a pulsing action



GUM CARE

lower intensity vibrations to gently clean
teeth and gums



NIGHT SPA

combines the other modes for a unique
cleaning sensation

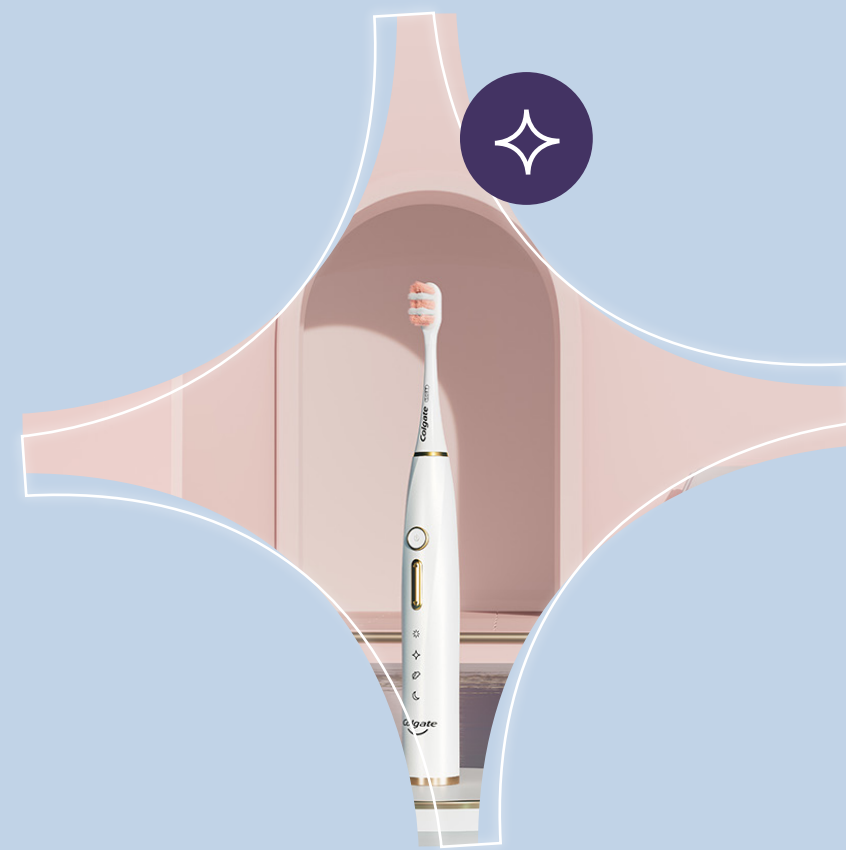
Alternative layouts that we can play around with. To use the icon of 4 modes to clip the Sub Key visual in

SQUEAKY CLEAN



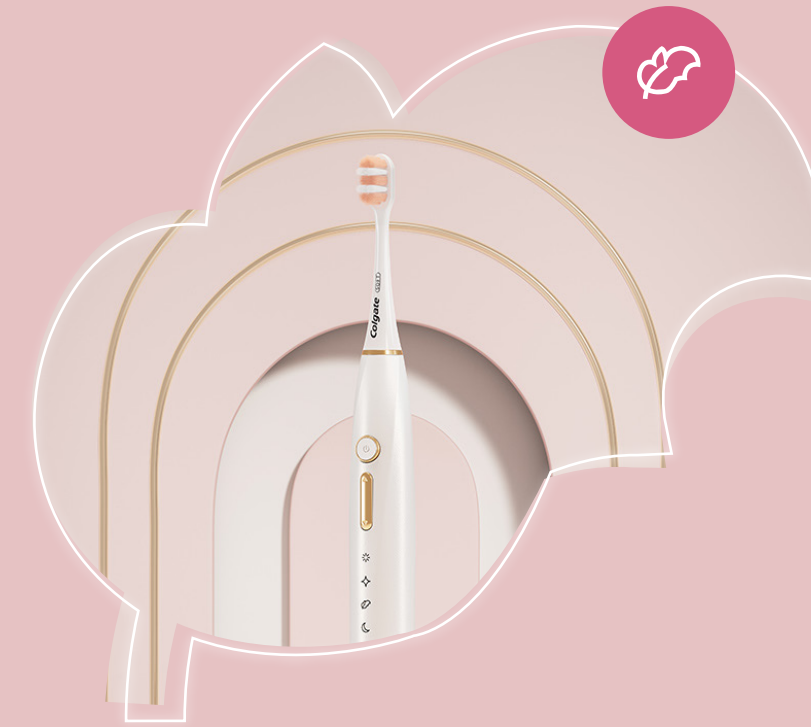
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi

SPARKLE



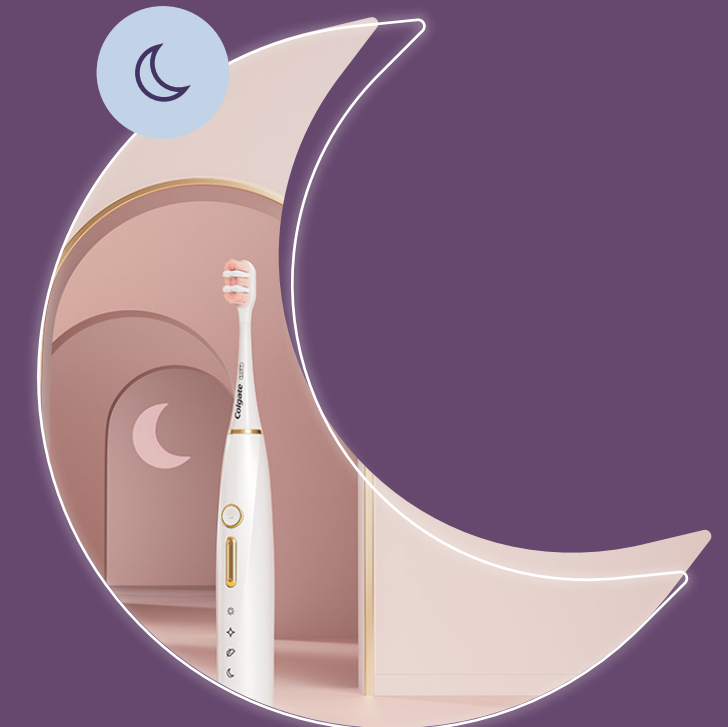
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi

GUM CARE



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

NIGHT SPA



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



Suggestion on how to crop
the Key visual



Horizontal Cropping



Vertical Cropping



LAYOUTS



Primary

colgate

Categories ▾

- mouthwash
- Toothbrushes
- Baby Oral Care
- Dental Flosses & Sticks
- Electric Toothbrushes
- Oral Care Accessories
- Teeth Whitening
- [VIEW MORE](#)

Pack Type

- Multi-pack
- Single Item

Service

- LazMall
- Free Shipping

Location

- Singapore
- China
- United States

Price

-

▶

Rating

LazMall Colgate SlimSoft Deep Clean Toothbrush Valuepack 6s...

\$12.15
~~\$12.76~~ -5% **FREE**
★★★★★ (20)

Singapore

LazMall Colgate ZigZag Charcoal Toothbrush Valuepack 5s (Soft)

\$9.90
~~\$11.70~~ -15% **FREE**
★★★★★ (63)

Singapore

LazMall Colgate Ortho Defense Mouthwash 500ml

\$24.50
~~\$26.70~~ -5% **FREE**
★★★★★ (42)

Singapore

LazMall Colgate Optic White Dazzling Mint Toothpaste 100g

\$7.15
~~\$8.50~~ -16%
★★★★★ (9)

Singapore

LazMall Slim Soft Ortho U Shaped bristles for Braces users

Soft

Colgate OPTIC WHITE VOLCANIC MINERAL

Colgate Maximum Cavity Protection **4X** Power for strengthening teeth

Icy Cool Mint 175g x 3

BUY 2 GET 1 FREE

Colgate Naturals, perfected for fresh & clean mouth

Pure Fresh 120g x 2

Refill Head

GUM CARE BRUSH HEAD
Colgate Electric Toothbrush Refill Brush Head

Ultra compact head
To clean every corner of your teeth

The brush designed for gum care
Feel the soft bristle massage and gently clean along the gumline

Extra soft tapered bristles

Built-in tongue cleaner
To remove bacteria and leave fresh

Easy head replacement
Every 3 months*
*as recommended by dental professionals

Used with
Colgate Electric Toothbrush

The treatment tailored to your unique brushing needs

Handle

TAILORED FOR YOUR SMILE

33 Combos, 4 Modes, 10 intensities

33 combinations in 1 brush with 4 modes*

*3 modes x 10 intensities, 1 mode x 3 intensities

- SQUEAKY CLEAN
- SPARKLE
- GUM CARE
- NIGHT SPA

Multi level vibration control

for your tailored brushing intensity

1-10 Levels

The brush designed for gum care

Feel the soft bristle massage and gently clean along the gumline

Your Smile Coach

Responsive smart pressure sensor

Sends signal when you press too hard

2 mins Quad Pacer*

*3 mins for Night Spa mode

XXXX Charger Stay up to **15 days****

**with 2.5-4 hour charge

What comes in a box

- Electric Toothbrush Body
- Brush Head (Soft)
- Travel Pouch
- DC Charging Cable

“Gum Care mode is my favourite cleaning & massaging presets. Gentle and smart, it has become my “go-to” at level 4.

Lower intensity vibration gently cleans gum and teeth

Always ready and waiting to meet your needs.

Jamie, 30



Demo Video

33 COMBINATIONS | **4** MODES | **10** VIBRATION INTENSITIES | **1** BRUSH

A tailored brushing experience like none other with 33 combinations to choose from.

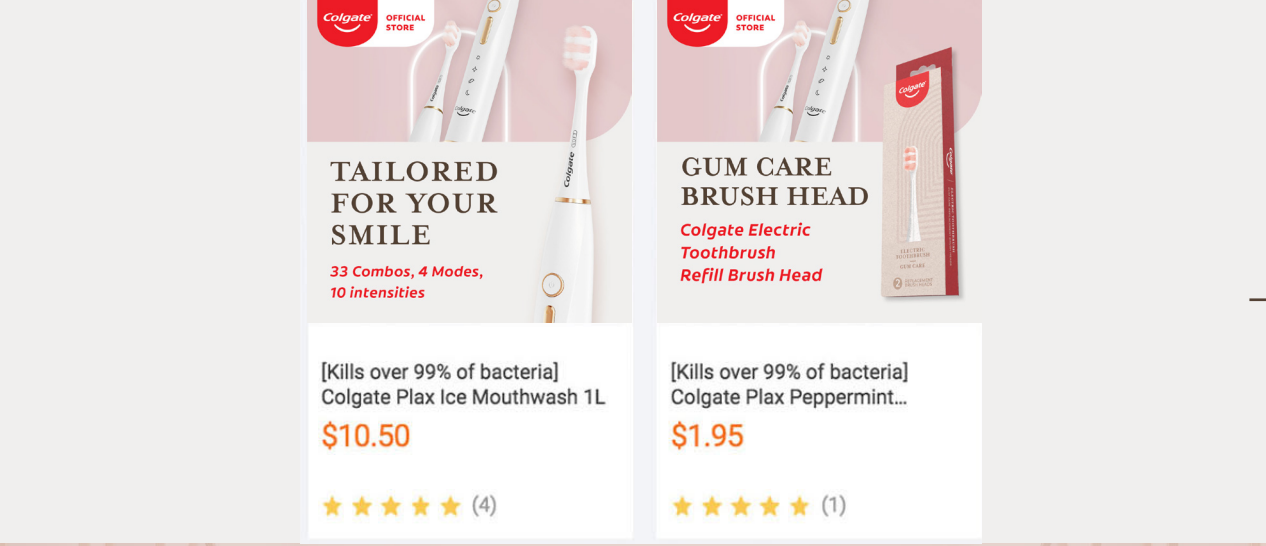
3 brushing modes x 10 vibration intensities
1 right brushing mode x 3 vibration intensities

\$4.00 COLLECT | **\$4.00** COLLECT | **\$4.00** COLLECT

Place modules if needed



Demo Video



Place modules if needed

4 MODES TO CATER FOR YOUR UNIQUE BRUSHING NEEDS

SQUEAKY CLEAN
combination of high intensity and speed to provide a daily clean

SPARKLE
high intensity vibrations in combination with a pulsing action

GUM CARE
lower intensity vibrations to gently clean teeth and gums

NIGHT SPA
combines the other modes for a unique cleaning sensation

TAILORED FOR YOUR SMILE
Brush your way everyday with the new Colgate Electric Toothbrush and take your brushing to the next level for a superior clean.

MULTI LEVEL VIBRATION CONTROL
For your own brushing comfort

1-10 Levels

YOUR SMILE COACH
Responsive smart pressure sensor

Sends signal when you press too hard

GUM CARE BRUSH HEAD
specially designed to clean gently along the gum line

2 MINS Quad Pacer*
*3 mins for Night Spa mode

XXXX Charger
Stay up to **15 DAYS****
**with 2.5-4 hour charge

WHAT COMES IN A BOX

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