

Dove



brand book

Introduction

Since its launch in 1957, Dove has stood for superior care and for real beauty. We are all the fortunate inheritors of a brand where, throughout its life, the equity has been managed with great rigour and professionalism. We owe the strength of the brand today to those predecessors across the decades who kept the brand consistent and who tightly managed its communication and innovation programs.

This Brand Book sets out to capture, as clearly and simply as we can, what that equity is and how to express it. We live in a time of change greater than any previous era, placing huge demands on us to be agile and ever more creative in how we bring the brand alive. We have to respond to that. But history shows that brands which depart from their core strengths in their attempts to adapt, brands which throw away everything that made them strong and for which their existing users value them, never recover. We owe it to future generations to adapt without losing our essence – to continue the rigour and professionalism of equity management which we benefit from today.

Dove is a brand with purpose, a brand full of heart, a very emotional brand. Words on a piece of paper will never do justice to that. Please therefore, in addition to reading this, watch a selection of Dove's key communications. Watching these ads, from Testimonials, to Campaign for Real Beauty, to Real Beauty Sketches, and up to the present day, will hopefully mean you start to understand Dove with your heart as well as your head.

Thank you.



Steve Miles

Global EVP Dove



Scope of this book

This is the Brand Book for Dove [Female].

There are separate Brand Books for **Dove Men+Care** and for **Baby Dove**, the two “sibling brands” within the Dove family. Please refer to those separately.

This Brand Book is a summary of what you need to know to fully understand Dove – the primary tools only. Anyone working on Dove needs to have read the full Strategic Armoury detailed in Section 4.



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section 1

brand positioning



1.1 Roots



Bar

This represents the history of the brand, real results for women for 60 years. In most geographies this is where the brand started, and the product women think of when they think of Dove.



White

White is the fundamental Dove colour. It represents the purity and goodness of the product.



Word & Bird

The blue scripted logo and the graceful bird image convey care, humanity, and a sense of liberation.



¼ Moisturising Cream & Pour Shot

Moisturisation is a core element of Dove which has been expressed by the pour and liquid drop shot since the brand's earliest days.



Mildness

Dove's connection to milk and purity leads to a reassuring association with mildness.



Testimonials

Testimonials have been most prominent in the history of Dove advertising, the root of our association and empathy with "real women". This personal and friendly approach has become a hallmark of the brand.



Objective Proof of Product Superiority

Moments of proof like "litmus test" ground the brand's superiority in real demonstrations, the workings of which are accessible and comprehensible to all.

1.2 Product truth

If we are not proud to recommend our products to the women we love the most in our lives, then we won't create them.

To ensure this, every Dove product will:

Meet or exceed all consumer expectations on key market drivers for each category

Offer provable, demonstrable and pleasurable superior care

Be beautifully uncomplicated

Care for future generations

1.3 Human truth

The pressure to be beautiful feeds our tendency to focus on the negative, making beauty an unnecessary source of anxiety.



1.4 The people we serve

Women who care about care, or can be encouraged to care about care. Full of warmth, grounded, self-aware and has character; yet like all of us, she also has her insecurities. Her approach to beauty is infused with realism, which is why care matters to her.



1.5 Purpose

To invite all women to realise their personal potential for beauty by engaging them with products that deliver Superior Care. Dove believes that beauty should be for everyone because looking and feeling your best makes you feel happier.



1.6 Functional benefits

Dove pleasurably delivers Superior Care to tangibly improve the condition of your skin or hair whilst meeting or exceeding all consumer expectations on the key market drivers for each category.



1.7 Emotional benefits

By helping all women look and feel more beautiful, Dove helps them feel happier



1.8 Brand discriminator

Only Dove's Superior Care
offers every woman the
happiness of realising
her beauty potential



1.9 Brand Personality

Our values

Democratic

Liberating

Real

**Beautifully
uncomplicated**

Our personality

Warm

Optimistic

Inclusive

Animated

1.9 Brand Personality | Values

Dove is **democratic**

From the beginning Dove has always been concerned about real women and their concerns and opinions. Dove does not define an exclusive “club” of who is beautiful and who is not, denying entry to women who fail to meet the criteria.

We are a democratic brand not only because we make products for everyone but because we believe that each and every woman has the potential to realise their own form of beauty. This makes Dove empowering and not authoritarian.



1.9 Brand Personality | Values

Dove is **liberating**

We are liberating women from beauty anxiety. Dove's care and its attitude towards beauty is inspirational. It frees you to realise your potential.



1.9 Brand Personality | Values

Dove is **real**

Dove is about “real”.

Not just real women. It is grounded (but not thereby basic or unaspirational).

It is not about fantasy (though it will be inspiring).

It offers real (superior) care, not the illusion of it. In short, Dove is authentic.



1.9 Brand Personality | Values

Dove is **beautifully uncomplicated**

Simple. Honest. Pure.
When you have something true and genuine and beautiful and superior to offer, you don't need to shout crudely about it, or dress it up garishly.

In the way it looks, the way it talks, the way it behaves, Dove has the sort of uncluttered straightforwardness that is suitable for a brand which delivers on its promises and asks to be judged accordingly.



1.9 Brand Personality | Personality

Dove is **warm**



1.9 Brand Personality | Personality

Dove is **optimistic**

1.9 Brand Personality | Personality

Dove is **inclusive**



1.9 Brand Personality | Personality

Dove is **animated**

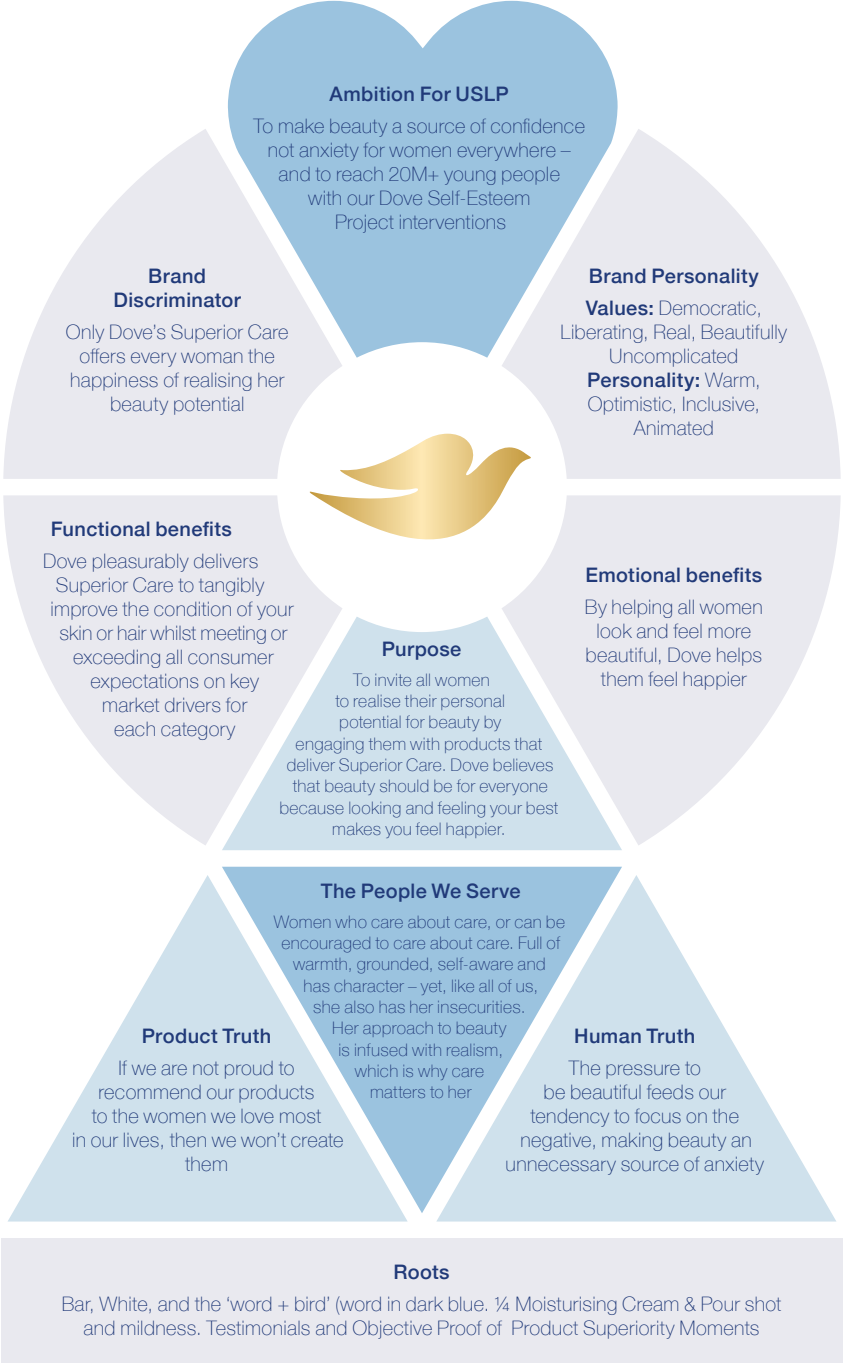


1.10 Ambition for USLP

To make beauty a source of confidence not anxiety for women everywhere – and to reach 20M+ young people with our Dove Self-Esteem Project interventions.



1.11 Brand Love Key



section 2

brand communication idea



2.1 BCI

Real Beauty by Real Women



Real Women

are the inspiration for Dove

Everything we do, everything we show, everything we believe, begins and ends with **real woman**.

They aren't just our targets. They are our heritage, our inspiration, our collaborators, and our supporters.

We do it this way because we know that every woman has the potential to be her most beautiful self. And with Dove's care, she will be.

Through our BCI, we show how Dove's superior care products help real women become '**me at my personal best**'

2.3 BCI | Definition

Real Beauty...

Dove's definition of **Real Beauty**

When I am '**me at my personal best**'.

Beyond the aesthetic: how you are,
not just how you look.

Diverse, characterful and sometimes
surprising beauty.

Manifesting our BKV Values and
Personality: *democratic, liberating,
beautifully uncomplicated, warm,
optimistic, inclusive, animated.*

by...

by is not there just by chance.

by means that as we move forwards,
real women can/will help us develop
the brand at all levels, not just be a
feature of our communication.

by requires taking engagement to new
heights, at all steps of the process.
It's about allowing **real women** to
own the brand as much as we do.

...Real Women

Dove's definition of **Real Women**

Women radiating individuality,
positivity and zest for life.

Women who create a sense
of connection.

Women you relate to on a human level,
as a friend.

Women you'd like to spend time with.

And (as always) cast from life –
no models/actresses.

2.4 BCI | Role of real women

Real Women
are with us
every step
of the way

Real Women
are our
inspiration

Real Women
are our
champions

Real Women
are our
collaborators

Real Women
are our
creative energy



2.5 BCI | Mandatories

There are many aspects of how Dove communicates which are fundamental to making this BCI work, and which are mandatory for all Dove communications.

Specifically, Dove:

Only uses real women, never models or actresses or celebrities

Has a specific casting process

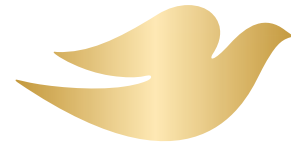
Has a policy which forbids retouching

There are specific guidelines for each of these topics which **MUST** be read in conjunction with this summary of the BCI

They are available **here**

section 3

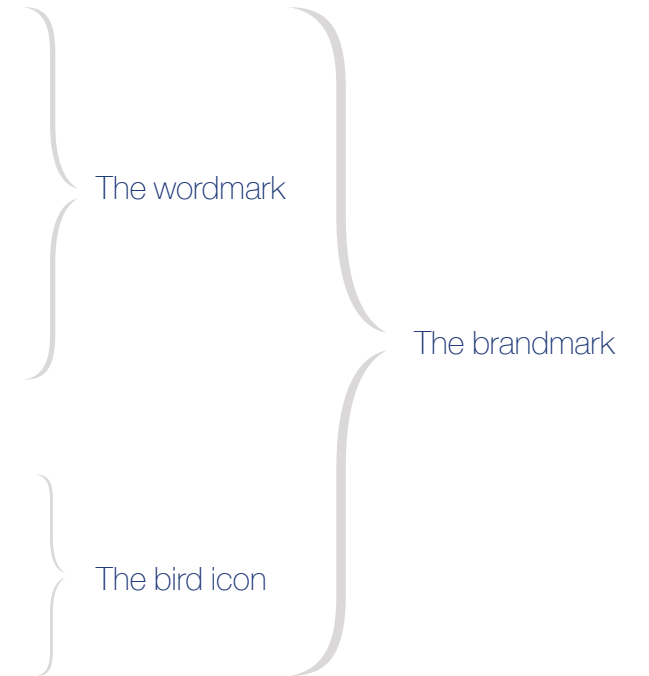
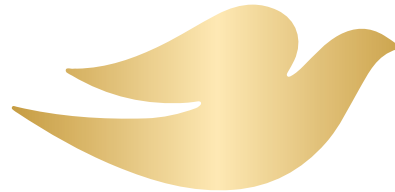
creative language & equities



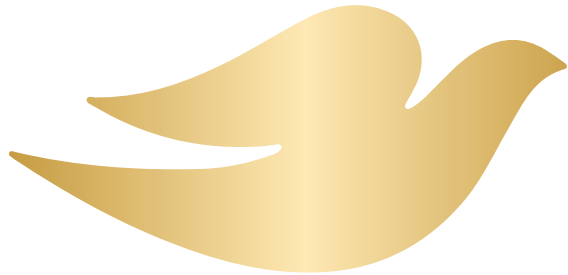
3.1 Logo usage

The scripted word Dove, and the symbolic bird icon work together to convey not just the brand's name, but also the 'emotional atmosphere' that surround our products and the ethos: serene, sensitive, confident and pure.

Dove



3.1 Logo usage



Colours:

Are extremely important for the bird icon – yellow and brown are not gold!



Size & Space:

The logo should always be given space to breathe. A minimum size of 12mm or 34 pixels should be respected at all times



Horizontally stacked



Vertically stacked

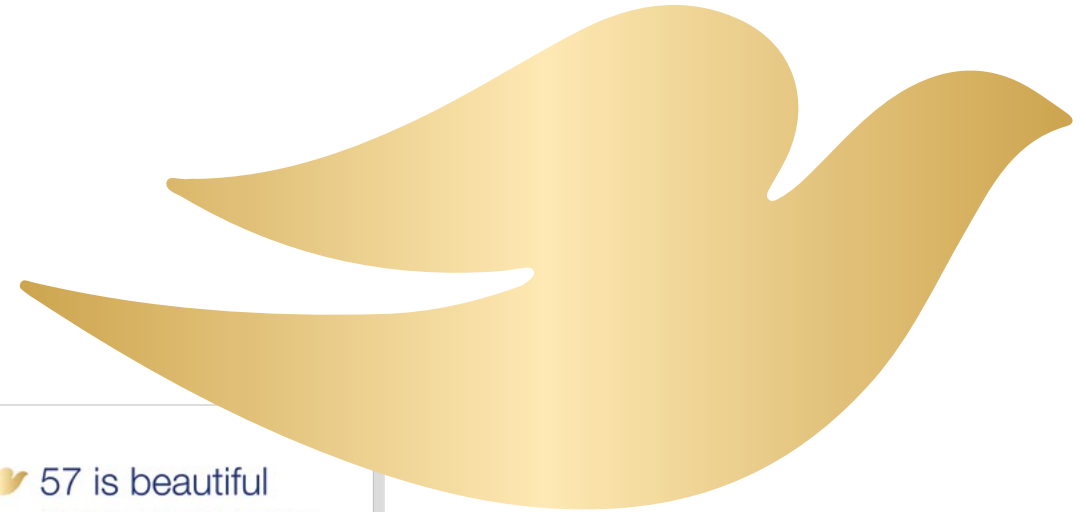
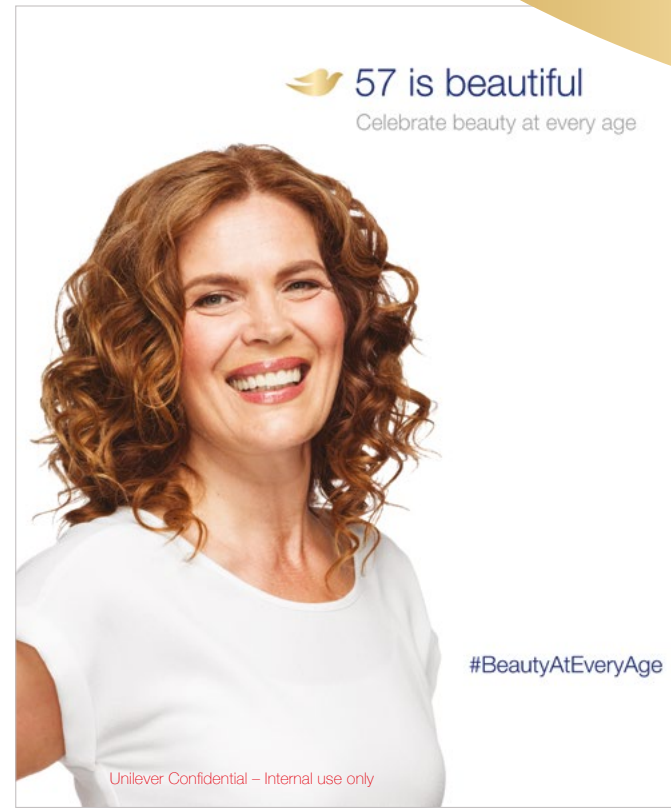
Co-branding:

There are 2 standard configurations of how the Dove brand can co-exist with other brands.

3.2 Icons and graphics

The bird is a cherished icon of Dove and as such should be treated with creative reverence and used sparingly. Its integrity in terms of colour, size and placement should always be respected.

There is only one permissible use of the bird icon on its own, separated from the Dove wordmark, and that is in advertising copy or other forms of marketing material when we want to “brand” a statement as coming from Dove.



3.3 Colour | Core Colours



White

The concept of White+ is a core part of Dove and our hard working white space is not only our single most emphatic brand signal on shelf, but also carries powerful emotional meaning, symbolising purity and simplicity. The more space you give White to breathe, the harder it will work for us – exemplifying the confidence we have in what we say across all applications.



PMS 281

Dove Blue

When you close your eyes and think of Dove, you predominantly think of white and the blue Dove wordmark. It is clear that blue is one of our dominant colour expressions for the brand.

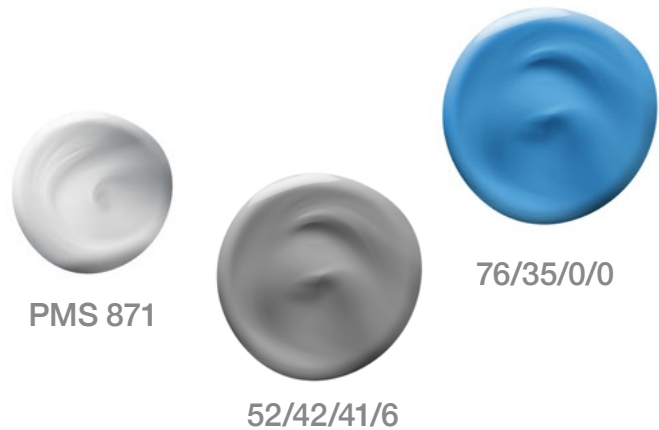


PMS 871

Dove Gold

To round off our core colour palette, Dove Gold is used for the bird icon on all Dove branding. It is crucial that we attend to the quality of reproduction we use gold for the bird icon. This foil/metallic gold brings warmth and premiumness to the brand.

3.3 Colour | Supporting Colours



Silver | Grey | Light blue

...can complement the use of Dove Blue, for specific functional applications such as text or icons



Other accent colours

...should only be used sparingly as a detail to support specific elements; they should always be supporting and complementary to the above colours.

Dove accent colour selection guidelines

- The full colour spectrum is available, but ensure selection is in line with Dove personality (warm, optimistic, inclusive, animated)
- All Dove accent colours are pure & clean – they are not mixed with black or white
- Prioritise optimistic colourful tones – but not oversaturated (neons) or desaturated (pastels, greytone)
- Always applied as a singular solid colour – never mix 2 or more accent colours into one layout and never as an opacity gradient.
- Ensure selection is complementary to White, Blue, Gold & Silver/Grey – tone can confidently contrast, but not compete by being too close
- Meaningful – use sparingly to communicate concepts such as variant ingredients, contexts or moments in time.

Don't use accents to decorate without purpose.

3.4 Photography | Women

When casting for Dove, we need to embrace the creative possibilities of using real women.

How can we use real women as a source of creative energy?

And how can their spontaneity be embraced and celebrated?

We have created a strong bond of trust with our consumers based on this philosophy.

Respect authenticity and diversity

We will always be committed to authentic, diverse casting and to choose women with an edge.

Embrace and celebrate global beauty

Markets have different perceptions of beauty and our casting needs to respect this. This should not drive to a consensual, boring or plain version of beauty.



3.4 Photography | Women

Cast for character

It's important we cast women for their personality and achievements, not just how they look. It is their personality that will help us to engage with the audience.

Cast for beauty, not standard beauty nor only its polarising vision

It is also imperative that the beauty conveyed by Dove is as compelling as its competitors but broader.



3.4 Photography | Wardrobe

Women should wear clothes in which they feel confident and comfortable. Clothes they would usually wear and which reflect their personality and individual style.

The personality or the diversity of women portrayed shouldn't be overshadowed by the dress code.



3.4 Photography | Setting

The setting should be neutral not aseptic. It can be a set, a stage or a woman's home.

It has to be authentic, real, and comfortable enough to allow our women express themselves freely.

The intention is that they to do so in the most natural and engaging environment possible.



3.4 Photography | Product

The hero is the product,
not the packaging.

Be careful not to trivialise
the cream or lotion. If used
as a background, it is not
wallpaper: it should convey
the sensuality of the texture,
ingredient or application.



3.4 Photography | Skin

The beauty of skin is very important to us. Skin is living and is linked to our emotions. It interacts with the woman and with our products. We should take care of the light, the heat and the sun to showcase it in its most beautiful conditions.



3.4 Photography | Hair

Photography should seek to convey beautiful, nourished hair – always in connection and in harmony with the mood, expression and attitude of the women. We should always show hair in movement, but never in an unnatural or overly styled manner.

The intention is to portray hair the viewer wants to reach out and touch.

3.5 Typography

Helvetica Neue

This typeface stands out in its simplicity and elegance. Like the women we cast, our font is clear, engaging and simply beautiful thanks to its sleek lines and rounded edges. Different weights can be used to offer versatility. To create the Dove style, it is acceptable to begin sentences, paragraphs and titles with or without a capital letter depending on how it looks or the length of the line.

Do not use all capitals.

Real Beauty from Real Care ✓

real beauty from real care ✓

REAL BEAUTY FROM REAL CARE ✗

3.6 Form and Shape | DNA

Deep down, there are seven elements that represent how Dove is expressed physically. We call them our DNA. Together they define the way our brand is seen and felt by our consumers. They bring Dove to life.

Our DNA is vital, because it affects the real, everyday encounters people have with Dove. In a whole range of ways. From products, to packaging, to point of sale – and beyond.

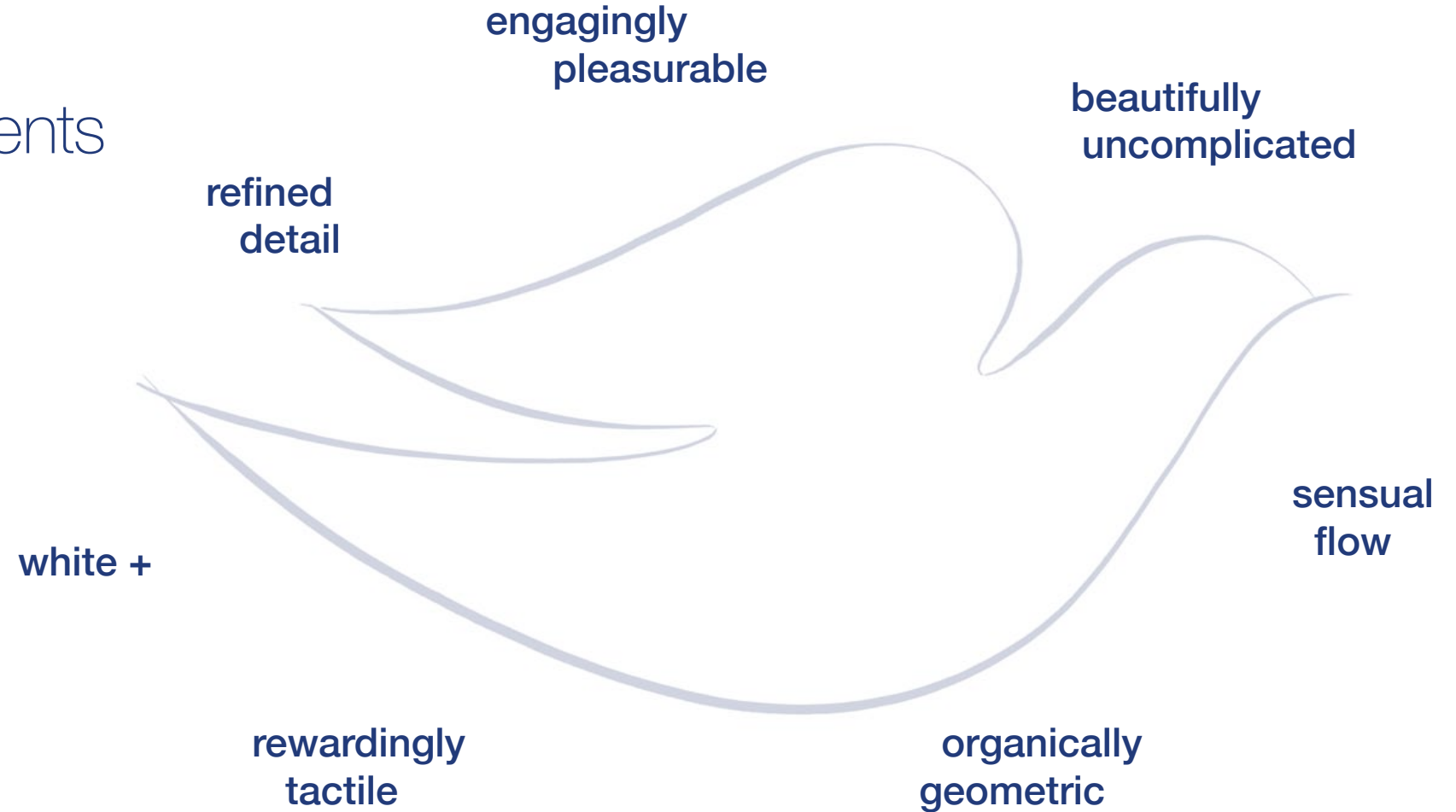
It is aimed at everyone involved in Dove's product, packaging and POP or any other three dimensional expression of the brand, from R&D to brand managers, as well as external consultants and designers.

It exists as an in-depth briefing tool and is intended to inspire not to restrict.



3.6 Form and Shape | DNA

The seven elements
of the DNA



3.6 Form and Shape | DNA



Beautifully Uncomplicated

There is an element in Dove's character that embodies the refined simplicity and graceful minimalism of product, pack and communication.



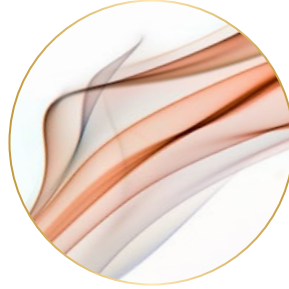
White+

When you close your eyes and think of Dove, you predominantly think of white.



Organically Geometric

The Organically Geometric forms of Dove combine the dynamic fluidity of nature with the control of man-made precision.



Sensual Flow

Sensual Flow deals specifically with the way in which the product emerges from its packaging, and the way it applies to the skin and hair.



Engagingly Pleasurable

The Organically Geometric forms of Dove combine the dynamic fluidity of nature with the control of man-made precision.



Rewardingly Tactile

Every element of physical contact with Dove, from the feel of the pack in the hand, through the way the closure operates, to the sensation of the product on the skin, should be Rewardingly Tactile. They should cue the efficacy and nourishing goodness of Dove.



Refined Detail

Our attention to detail is a tangible demonstration of the care we put into every aspect of our brand. It's what elevates the everyday to the premium.

3.7 Music

A variety of different music options can accompany the storytelling of our communication.

They give rhythm to our narrative but they never overshadow what women or the brand have to say. We never using dubbing or any fake practice to translate women's speech.

Our musical principles

1 style

Music should include a quirky or surprising element

2 mood

Tracks should feel positive, warm and optimistic

3 pace

Tracks should be upbeat but not frenetic

4 tonality

Major or Minor keys are acceptable, however all minor music must conclude in a major key

5 texture

Music should be spacious and allow for each musical layer to be heard clearly

6 instrumentation

Tracks should contain authentic and acoustic instrumentation

7 structure

Tracks should feature a pivotal moment

3.8 Tone of voice

Dove's tone of voice is expressed not only through the words the brand chooses to use, but also their order, rhythm and pace. In short, it's not only what is said, but how it is said. Dove communicates through several different voices. Sometimes Dove speaks. Sometimes a Dove woman speaks. Sometimes a person who works for Dove speaks. So it is important to be totally clear about who's speaking and when.

Dove is synonymous with comfort, nourishment and simplicity. With these in mind, it is important to keep Dove's voice clean and simple to mirror how the brand looks, feels and sounds.

Dove's voice can be described by five principles:

- 1 Approachable
- 2 Simple
- 3 Sell by showing
- 4 Speak purposefully
- 5 Be unapologetic



3.9 Scent and fragrance

Dove fragrances are built around a creamy floral heart which is the brand signature. Dove fragrances should contain 6 key notes to distinguish them from other fragrances.

Dove fragrances are:

- ✓ Creamy
- ✓ Pure
- ✓ Optimistic
- ✓ Cosmetic
- ✓ Mild
- ✓ Pampering
- ✓ Moisturising
- ✓ Complex
- ✓ Elegant
- ✓ Ageless
- ✓ Caring
- ✓ Has signature

Dove fragrances are NOT:

- ✗ Single noted
- ✗ Glamorous
- ✗ Trendy
- ✗ Gourmand



3.10 User behaviour & experience | Digital

Our approach to content

To achieve cut through in a saturated digital world our communications need to be highly relevant to our consumers so they resonate and drive talkability to stand out.

Our advertising is designed to interrupt people's lives or media experiences with our core messages or news.

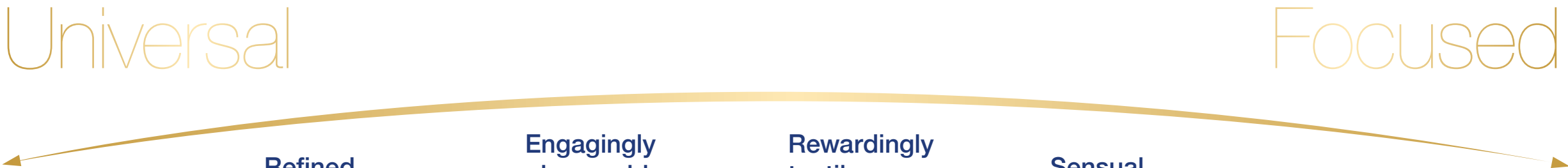
In order to get through consumer filters we are developing our content so that people seek it out because it responds so well to their needs or passions.

3.10 User behaviour & experience | Digital

Whilst all 7 elements of Dove's DNA must inform the overall digital experience, some pillars are more relevant to different facets of experience design than others.

For example, whereas 'Refined Detail' should guide every aspect of the experience design process, 'White+' is primarily relevant to visual design only.

We've therefore revised the ordering to reflect their application to the digital context.



Beautifully Uncomplicated

The Dove digital experience should feel as beautiful uncomplicated as it looks – every interaction reduced to its simplest and most elegant form.

Wherever the consumer interacts with Dove, it should feel effortless – regardless of the platform, channel or device.

Refined detail

Every pixel, every word, every piece of content, should be carefully crafted so that Dove's digital product is as beautiful and compelling as its physical products.

Engagingly pleasurable

Interacting with Dove should feel effortlessly simple throughout – with small but considered touches that elevate the experience from usable to delightful.

Rewardingly tactile

Every action should be rewarded – designing positive feedback loops into the user experience, instilling confidence that Dove understands them.

Use smart interaction design to reward actions with pleasingly sensorial feedback – such as gesture, motion or transitions.

Sensual flow

The Dove digital experience should feel as beautiful uncomplicated as it looks – every interaction reduced to its simplest and most elegant form.

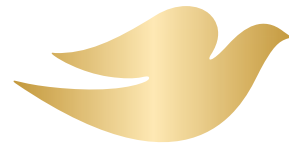
Wherever the consumer interacts with Dove, it should feel effortless – regardless of the platform, channel or device.

Organically geometric

The underlying essence of this principle is the balance between functional and emotional – efficacy with empathy.

section 4

key documents



This book is only a brief
summary of how Dove works.

It needs to be read in
conjunction with the
following brand guidelines.



4.1 Strategic armoury

Key strategic building blocks for Dove that deepen our understanding of the brand and, when put together, deliver the complete picture of a strong differentiated brand.

Dove Brand Mission and Vision

Dove Brand Love Keys (ALL)

Dove DNA

Dove Brand Communication Idea (Female)

Dove Social Mission

Dove Casting Mandatory Guidelines

Dove Dubbing Mandatory Guidelines

Dove Celebrity Usage Mandatory Guidelines

Dove Development Model Summaries_All Categories

The History of Dove

4.2 Enablers

Practical executional guidelines – the ‘how to’ documents – that help us to sharpen how we bring the brand to life in a consistent way, across multiple consumer touchpoints.

Proposition & ATL

- How to Develop Great Dove Concepts
- Dove Key Visuals Guidelines
- What Makes a Great Dove Demo
- Role of Men in Dove (Female) Advertising
- Dove Packshots Executional Guidelines
- Dove Print Executional Guidelines
- Dove Media Guidelines
- Dove Musical Principles
- Dove Film Titling Executional Guidelines

Digital

- How Dove does Digital
- Dove Digital Induction
- Ask Dove Digital

Instore

- Dove Gifting Style Guide_2016
- Dove In-store Guidelines_Complete Edition 2013
- Dove MB POS_Country Best Practice
- Dove In-store Guidelines Men+Care
- Dove In-Store Call To Action Guidelines
- Dove Perfect Store Toolkit_Masterbrand

4.3 Visual assets

Assets relating to the visual depiction of the brand

Guidelines

Dove Visual Identity
Manual

DSEP Visual Identity
Guidelines

Talent Imagery

Dove Masterbrand –
Asset Usage Overview

DSEP Image Library

Dove MB Talent Library 1.0

Dove MB Talent Library 2.0

Dove MB Product Photography_
Executional Guidelines

Dove MB Product Library

Dove Men+Care Talent Library_
User Guidelines

Dove Men+Care Product
Library

Iconography

Dove Brandmark_Standard PNG

Dove Brandmark_Men+Care PNG

Dove Bird Icon_Gold PNG

Dove Bird Icon_Silver PNG

Dove Brandmarks + Bird Icons_ZIP

Dove Self Esteem Project Logos

Dove Brandmark Medical
Programme_JPG

Dove Dermatologist Authority Seal_
Guidelines

Dove Dermatologist Authority Seal_
Logos AI

PPT Templates

Dove PPT Template (16x9)



