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# introduction

JOHNSON'S® is a far-reaching global brand, and the crown jewel of our company.

Our brand creates a halo for all consumer brands, so every piece of communication must always reflect the values of quality, integrity and the utmost in care.

This baby book was created to help us all achieve consistent and outstanding communication for the JOHNSON'S® brand all over the world.

As with all communication, your specific execution will require cross-functional teamwork, support for claims and appropriate reviews and approvals.





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# brand footprint

Here we put forward the tenets of the JOHNSON'S® brand, so that we can communicate our message clearly to mothers and health care professionals around the world.

# philosophy

We believe that from the moment of birth throughout life, a baby needs a mother's loving care. We know that providing that care is both an art and a science. Our responsibility is to provide mothers with preferred, clinically proven products that are pure, mild and gentle, engage the senses, evoke warm positive emotions, and ultimately enhance the loving bond between mother and baby.

# vision

We will be the baby care brand most trusted by mothers and health care professionals in every community on earth to provide the purest, mildest and gentlest products for everyday care for their babies, themselves and their families.

**Make every baby a JOHNSON'S® baby!**



# positioning

## **Who are we talking to?**

Mothers and health care professionals.

## **What do we want to communicate?**

JOHNSON'S® is the brand of baby care products most trusted to be purest, mildest, gentlest for everyday use.

## **Why should they believe us?**

Only JOHNSON'S® brand understands the mother/baby bond and has a superior understanding of developing skin, eyes and hair – over 100 years heritage of providing the purest, mildest, gentlest products that are best for baby.



# heritage

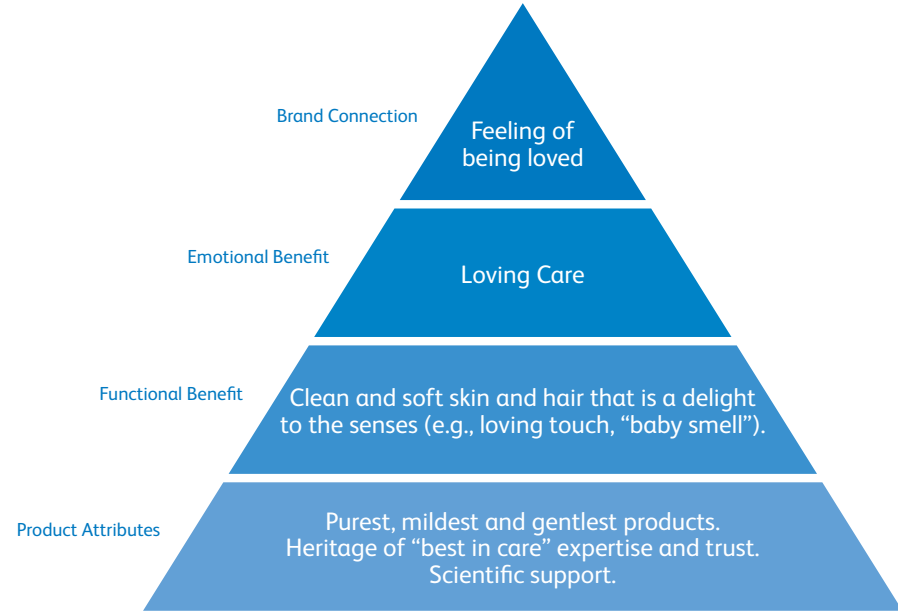
For over 100 years, JOHNSON'S® brand has been an expert in baby care, trusted by mothers and health care professionals worldwide for gentle formulas that cleanse, moisturize and protect baby's delicate skin and hair. The brand's powerful equity has both a rational and emotional foundation that focuses on the "mother and baby bond."



# brand essence

## The Feeling of Being Loved

The feeling of being loved is steeped in our heritage. In fact, the feeling is intrinsically linked to JOHNSON'S® and the brand name itself triggers the feeling. The feeling is unmistakable because it is universal and timeless.





# bringing it to life

JOHNSON'S® brand is a perfect combination of function plus emotion.

**Functional Benefit: Superior Offerings**

Only JOHNSON'S® brand has over one hundred years of experience providing “best in care,” clinically proven products that are purest, mildest and gentlest.

**Emotional Benefit: Uniquely enhances the bond**

Only JOHNSON'S® brand gives mom the assurance that she is giving her baby the very best so she can focus on their special time together.



# personality

## **JOHNSON'S® brand is:**

Trusted  
Warm  
Caring  
Knowledgeable  
Experienced  
Relevant

## **JOHNSON'S® brand is not:**

Faddish  
Glamorous  
Pretentious  
Frivolous  
Superficial





## trademarks

All logo files, trademarks, icons and artwork will be provided by the Global Strategic Design Office.

Do not adjust colors, spacing or format of any of the approved artwork files.

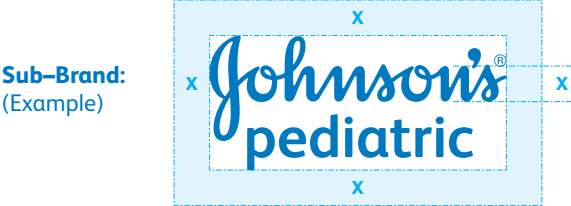
# brand & sub-brands

**Colors:**  
Pantone 300 or white.

**Brand:** 

**Sub-Brand:**  
(Example) 

**Necessary Staging Area:**  
The minimum staging area should be used in all designs. The blue frame around the logos is to be free of all artwork and copy. Also, the light blue area is for illustration purposes only, not to be reproduced.



**Light Background:**



**Dark Background:**



# icons

## Approved Icons:

English only: Pantone 191 and white.



## Dual Language Icons:

Local Language Dominant



# product names in text

Use the following rules whenever a trademarked product name or the JOHNSON'S® brand appears in text:

- 1) Trademarks must be capitalized
- 2) Utilize the appropriate registration symbol
- 3) It must be followed by the generic product name
- 4) Never abbreviate a trademark
- 5) Never use a trademark in the plural form
- 6) Never use a trademark in the possessive form
- 7) Never hyphenate or break a trademark
- 8) Never split a ONEWORD mark or combine a TWO WORD mark

## Examples:

JOHNSON'S®

NO MORE TEARS®

JOHNSON'S® HEAD-TO-TOE® Baby Wash

## Advertising Copy Example:



© 2009 Johnson & Johnson Consumer Companies, Inc. 0309

**Her eyes will feel the difference.**

It's not just tear-free, it's NO MORE TEARS® formula. And only JOHNSON'S® Baby Shampoo has it. Tested to the highest standard of eye mildness for fifty years, it's the gentlest there is.

[www.babyshampoo.com](http://www.babyshampoo.com)

Johnson's  
baby  
shampoo

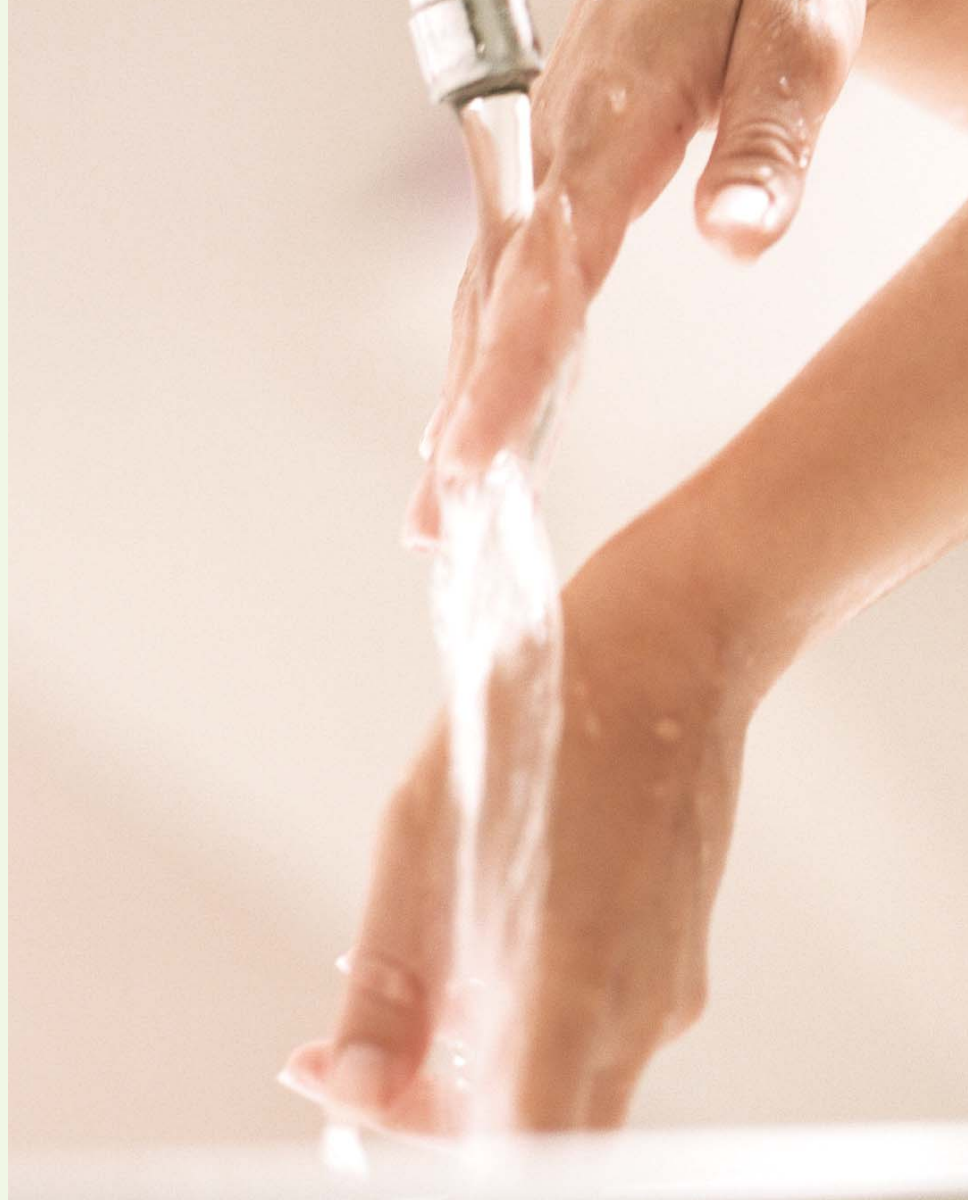


## pure, mild & gentle

This is the legacy of JOHNSON'S® brand, and it is what has helped build the brand to be the trusted global brand it is today. From product development to all forms of communication, we must reinforce that JOHNSON'S® brand is the purest, mildest and gentlest choice for babies everywhere.

# JOHNSON'S® pure

Simplicity, few ingredients, nothing but the essential.





# JOHNSON'S® mild

Nothing harsh, harmful or irritating.  
No heavy fragrances.



# JOHNSON'S® gentle

This is how a product affects baby's skin or hair.  
Kind to the skin, leaves it feeling soft and smooth.



# pure, mild & gentle claims

There are many examples of pure, mild & gentle claims around the world. Here are just a few from some of our iconic products:

As gentle to eyes as pure water

Gentle enough to use every day

Milder than any baby soap

Moms Trust JOHNSON'S® Always Mild & Gentle™

CLINICALLY PROVEN MILDNESS® formula

NO MORE TEARS® formula



# pure, mild & gentle imagery

The imagery of JOHNSON'S® brand is clean, soft, natural, light, gentle, beautiful, aspirational, warm, timeless, muted and intimate. It is not staged, kitschy, unnatural, trendy, gimmicky, harsh, cute, flat, dull, shadowy, brightly colored, cluttered or busy.

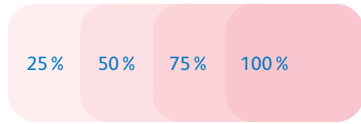
JOHNSON'S® brand is



JOHNSON'S® brand is not



# pure, mild & gentle colors



**JOHNSON'S® lotion pink**  
Pantone 1895  
c=0 m=27 y=7 k=0



**JOHNSON'S® gold shampoo**  
Pantone 135  
c=0 m=19 y=60 k=0



**JOHNSON'S® HEAD-TO-TOE® yellow**  
Pantone 100  
c=0 m=0 y=51 k=0



**JOHNSON'S® natural green**  
Pantone 366  
c=20 m=0 y=44 k=0



**JOHNSON'S® baby bath blue**  
Pantone 2975  
c=30 m=0 y=5 k=0



**JOHNSON'S® bedtime lavender**  
Pantone 2635  
c=28 m=27 y=0 k=0

## Typography:



**JOHNSON'S® blue**  
Pantone 300  
c=100 m=44 y=0 k=0

## Icons:



**JOHNSON'S® icons  
(for NMT & CPM use)**  
Pantone 191  
c=0 m=76 y=38 k=0

# pure, mild & gentle typography

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Headline set in  
Bauer Bodoni Bold  
lowercase preferred

To keep the look simple and aspirational, never deviate from or use more than these two typefaces.

All body copy set in  
FS Albert Regular

**Headline Copy:** Bauer Bodoni Bold

**Body Copy:** FS Albert Regular

Body copy should never be in black but a dark color related to your color palette. Never use hyphenated words in your copy. Make your copy inviting by increasing the size if necessary.

Keep copy to a minimum.

**Secondary Fonts:** Only when the fonts specified above are not available (ppt presentations, etc.).

**Headline Copy:** Georgia Bold

**Body Copy:** Arial Regular

# pure, mild & gentle voice

The “voice” that is JOHNSON’S® brand must touch you emotionally, yet satisfy rationally. It is caring, thoughtful, warm and reassuring. Our voice is not silly, frivolous, preachy or syrupy sweet.

The language mirrors the way mothers talk about their babies. It is real and everyday, simple and straight forward, not complicated or lofty.

We should never sound like a sales person, manufacturer or retailer. Use words that would be relevant in a baby’s world; soft, carefully chosen words, not noisy, pushy, or self-important ones.

We come from a scientifically grounded, sensible, caring place. Still, our voice is not without a sense of humor and a smile, as we, like babies, are joyful.





film & television



# the moment within a moment

We must always try to capture what we call the “moment within a moment.”

Since our products live in the intimate space between a mother and child, we dramatize that space. We magnify the mom/baby bond by showing it up close, dramatically slowing it down and allowing it to play out naturally, always emphasizing the baby.

We show the moment where the JOHNSON'S® product comes into play and makes a difference: a caress, a touch, a connection, enhanced by the lotion, bath, wash or shampoo etc.

We should linger on the baby a bit longer than the viewer expects, to really allow baby's natural reactions to mom and to JOHNSON'S® product.



# framing

The emphasis of the framing throughout the film should be 80% baby and 20% mom. It is often effective to shoot over the mother's shoulder or show just a bit of her face. Close ups of little fingers and toes, and tiny movements that baby makes like facial reactions, smiles or reaching, are key. We should feel goose bumps, like we are part of a very intimate moment between mother and baby, and close up framing helps achieve this. The objective is always to show the unique magic and emotions of the mother-baby bond, and how JOHNSON'S® products add to that.

At some point we do want to see a close-up on a beautiful baby face nearly filling the screen. This is how moms see their baby, and it is appealing to any viewer. Remember, babies eyes speak volumes, and can communicate about our products well, i.e. they are gentle to eyes, calming or comforting.

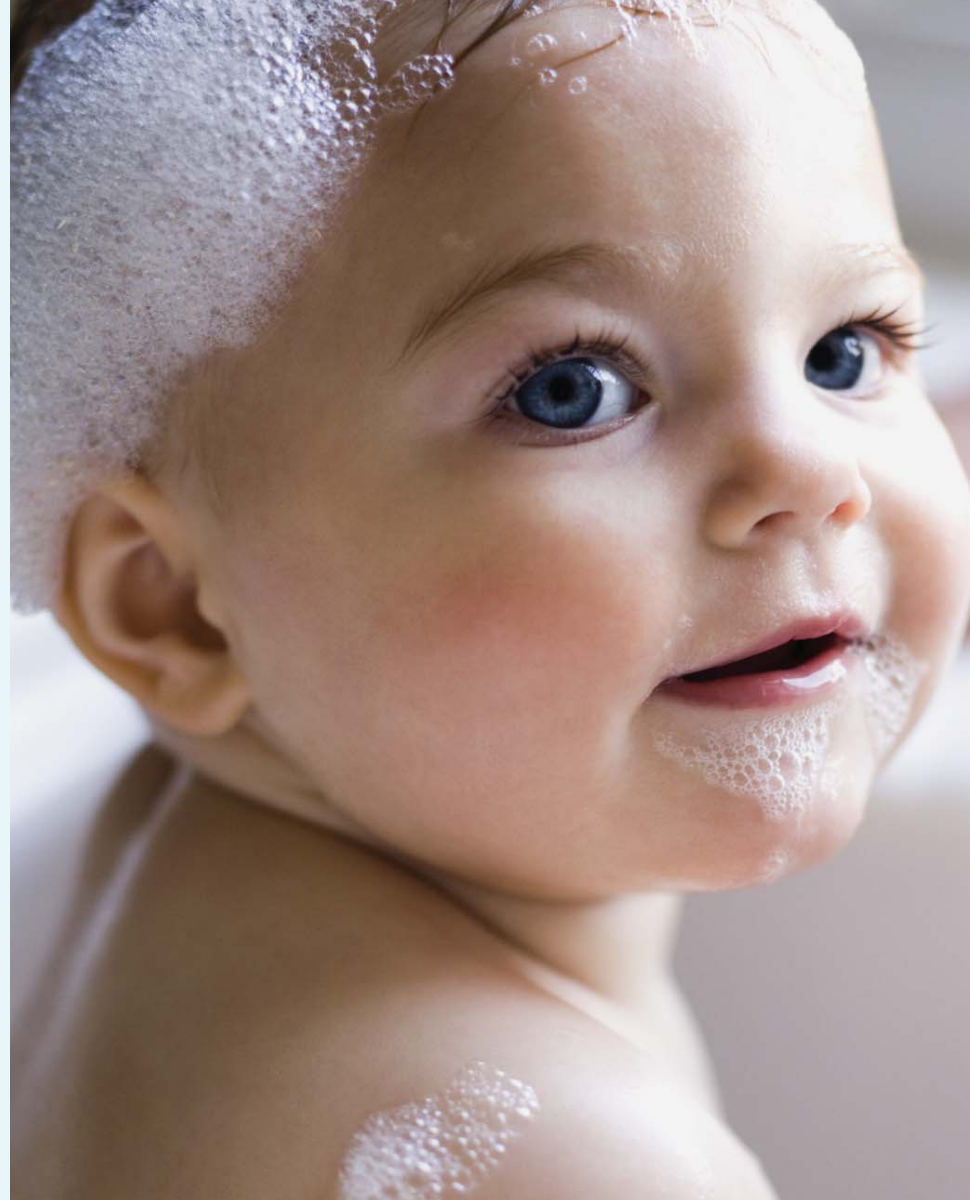


# music, sound & announcer

While not always required, music should always be beautiful, optimistic and enhance the JOHNSON'S® brand equity of pure, mild and gentle.

It is also helpful to layer in natural sound effects of babies, even over the music. Tiny gurgles and breaths are part of what make babies so appealing. But it must sound natural, not like the generic baby giggles used so artlessly in many other baby films on air today.

The voice of the announcer, when used, can be male or female, but should be warm, caring, sympathetic and knowledgeable. It can be effective to ask the announcer to speak very softly, and deliver their performance as if speaking around a sleeping baby, but this of course, depends on the message and drama.



# casting

Casting is critically important. JOHNSON'S® babies are especially beautiful, healthy, and happy; not too slim, not too plump. Their skin is smooth and unblemished. Lovely big eyes, soft, shiny hair, nicely proportioned features and sweet dispositions define the JOHNSON'S® baby. Young babies reinforce the “gentle” communication, yet we must always be age appropriate to the products and claims.

When possible, casting real mothers with their babies can yield genuine magic. At the very least, actresses who play the mother should be very good around babies and at ease around them. Mothers, fathers, siblings and grandparents, when used, should be attractive and attentive to the baby's needs.



## set & props

The JOHNSON'S® family lives in a slightly aspirational world, in a clean, nicely decorated and very loving home. The set or home should reflect this. All props should be beautiful and in the JOHNSON'S® palette. Whenever possible, soft, gentle, smooth and rounded props will add to the overall “pure, mild and gentle” mood.



# lighting & look of film

The lighting should appear clean, soft and natural. It can be clear and crisp, or soft and very slightly diffused, but should always look clean and pure, never dark or moody. Shooting outside or near a window with natural light is always a great idea to make the baby and mom look beautiful. Just be careful of harsh, bright light and shadows. When shooting shiny baby hair, golden sunlight, especially diffused sun in the late afternoon or early morning, is ideal.

When going to finish film, the skin must look beautiful, on baby and on mom, so the color correct should be done with this in mind.



# signature shots

## **NO MORE TEARS® Formula:**

JOHNSON'S® brand was the first to introduce this level of reassurance over 50 years ago. We should always make it a point in the TVC when a product contains a NO MORE TEARS® formula.

We should see soap suds moving dramatically towards and over the baby's eyes, and then feel the relief as it doesn't sting them. This can be further enhanced by the baby laughing and smiling.

The terminology describing it should be consistent with the label on the package (i.e. as gentle to eyes as pure water).

We can also show the NO MORE TEARS® logo, or pure, mild, gentle, on screen at the relevant time.



# signature shots

## Sunlit Curls:

Baby hair is the gold standard for shiny, silky, healthy hair. JOHNSON'S® brand simply highlights all that perfection. Show hair, whenever possible, in sunlight, and always beautifully lit. Soft, bouncy curls, captured in slow motion, are ideal. Shiny, silky straight hair, with all its reflections, is also beautiful, and looks especially good when moving.





# signature shots

## Shampoo Comb Thru:

A comb thru is a moment of truth for parents and children. A tangle can lead to struggles and tears. A smooth, tangle free comb thru in itself is a relief, and can contribute to a delightful, enjoyable moment for all. Be sure and shoot this fairly close up to maximize for drama of going from tangled hair, to smooth, silky hair with one stroke. We must always show the actual product, never an artificial representation or enhancement.



# signature shots

## Bedtime:

Capturing a baby falling asleep is magical, and helps assure moms that JOHNSON'S® BEDTIME® products uniquely help baby to sleep more easily. It is wonderful to shoot sleeping babies up close, capturing tiny movements like fluttering eyes or twitching fingers as they sleep.

Of course, safety guidelines should always be followed: For example, babies should sleep on their backs, in most cultures, to avoid SIDS (Sudden Infant Death Syndrome), and guidelines regarding bedding, clothes and crib toys should be discussed before any shoot.



# signature shots

## Soft Skin:

Baby skin is the gold standard.

The baby's skin should look soft, smooth, glowing, flawless, healthy and cushiony.

Perfect baby skin looks, feels and smells great.

We should include as many sensory cues as possible.

To further highlight the benefits of our products on skin, we might wish to show a "skin moment."

Using cool or neutral colors as backgrounds allows the skin to stand out and glow.



# role of the baby

The baby in any communication should be more than a prop. He should be an integral part of the overall story.

The baby cast will be at an age relevant to the message or product, but usually under 18 months old.

The baby will never use the product on himself without a mom, or present the product to the viewer.

The baby should behave naturally, and not be manipulated, animated or made to act in an unnatural manner.



# role of the mother

The JOHNSON'S® mother loves being a mom, and we will always celebrate the joy of motherhood in a positive way.

The JOHNSON'S® mother would never do anything unkind, or tease her baby – even as a joke.

The mother is a responsible mom. The well-being and safety of her baby come first, and she is in no way selfish about that.

She would never reject the baby in any shape or form.

If the idea demands it, a father, sibling or grandparent may be present in the commercial as well. However, the key relationship JOHNSON'S® brand portrays is the mother-baby relationship.

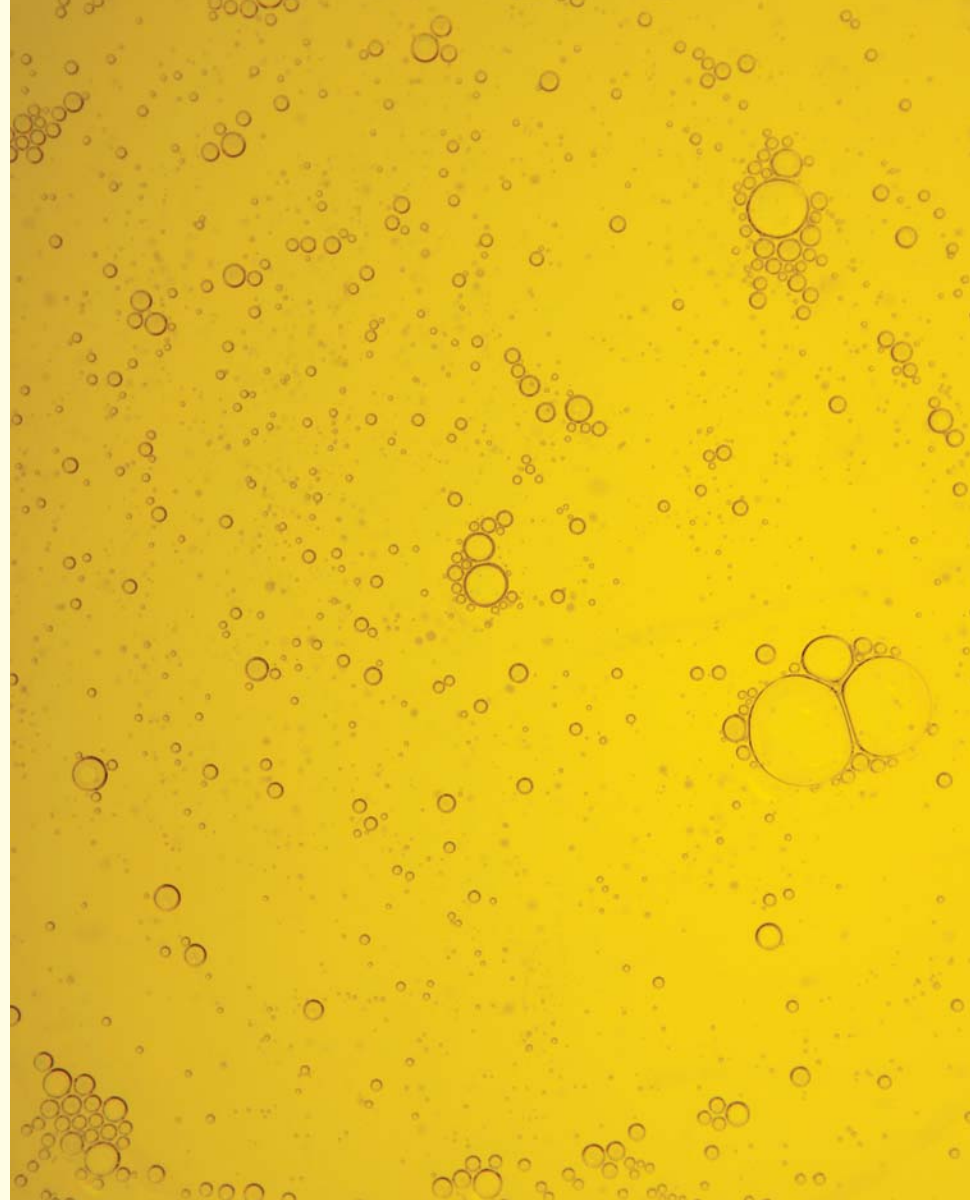


# role of the product

We should see our products in our ads (the cream, the lather, the powder etc, as opposed to just the pack shot), and they should look beautiful. We must always show the actual product, never an artificial representation or enhancement.

We should highlight the sensory nature of our products: creamy textures, smell, etc.

Some ways to showcase our products could be through pouring shots, demo shots, application to skin shots.



# application shots

The mother should apply the product on the baby. The baby will never apply the product on himself/herself without a parent being present. The baby can join in the application of product together with mom, when appropriate and natural.

The application moment should be either tender and intimate, or playful and fun, and let us see plenty of beautiful skin, and enjoyment while using the product.



# best for baby best for you

It is no secret that many women, even those without babies, love using JOHNSON'S® products on themselves. This is a behavior that we encourage. We should let them associate the lovely attributes of baby skin, that it is perfectly soft, smooth, with a delicate, unmistakable scent, with those same attributes of our baby products.

In our communication, we should show babies in all their glory, but the main message should be to show women what our baby products can do to make them feel soft, beautiful and cared for, as only JOHNSON'S® brand can.







print & integrated  
communications

# print

JOHNSON'S® print advertising should always communicate our pure, mild & gentle attributes. The elements of look, feel and tone, palette, voice and casting that apply to film, apply to print as well.

While a JOHNSON'S® print layout is not strictly dictated, it should center on a 4-color, full-bleed photograph (see section on photography format). The headline should be readable and in the approved Bauer Bodoni typeface. The body copy should be as short and clear as possible, set in FS Albert Regular. Copy should never be in black.



# headlines

Headlines should deliver the functional and emotional attributes of the brand in a clear and simple way, while also maintaining the unique voice of JOHNSON'S® brand.

For example:

“Other suds may look the same, her eyes will feel the difference.”

“Now the gentlest baths are also the bubbliest.”



# photography

The real key to a JOHNSON'S® ad is state of the art photography. Whether mom is in the shot, a beautiful JOHNSON'S® baby should dominate the photograph always with some note of the parent's presence. A good guideline is 80% baby and 20% mom. Preferably the picture should be full-bleed. Make sure that the color palette is our JOHNSON'S® palette, and that colors in the photo emphasize the color of the featured product.

## **Recommended photographers:**

### **North America**

Frank Heckers: Big Leo Productions: [www.frankheckers.com](http://www.frankheckers.com)  
[mail@frankheckers.com](mailto:mail@frankheckers.com) 212-625-3861

Kate Powers: Kate Ryan Inc: [www.kateryaninc.com](http://www.kateryaninc.com)  
Rep: Shabnam at Kate Ryan Inc 212-929-5399

(Product photography)

Deniz Durmus: [www.denizdurmus.com](http://www.denizdurmus.com)  
[deniz@denizdurmus.com](mailto:deniz@denizdurmus.com) 562-261-4453

### **Latin America**

Mauricio Nahas: [www.mauricionahas.com/br](http://www.mauricionahas.com/br)  
Contact Fernando Machado: [fms@terra.com/br](mailto:fms@terra.com/br) +5511-5505-6900

Ricardo Barcelos:

Contact Fernando Machado: [fms@terra.com/br](mailto:fms@terra.com/br) +5511-5505-6900

Telma Vilas Boas: [www.thelmavillasboas.fot.br](http://www.thelmavillasboas.fot.br)

Contact Brisa: [fms@terra.com/br](mailto:fms@terra.com/br) +5511-2558-9161

Dan Escobar: [www.danescobar.com](http://www.danescobar.com)

Contact Dan / Laura: [dan@danescobar.com](mailto:dan@danescobar.com) 415-777-0916

### **Asia Pacific**

Scott Woodward: [www.scottawoodward.com](http://www.scottawoodward.com)  
[scott@scottawoodward.com](mailto:scott@scottawoodward.com) +65-9336-3526

### **EAME**

Gemma Booth: [www.santucciandco.com](http://www.santucciandco.com), +44 (0)20 7226 7705

# product shots

Products often look best shot in-situation, as long as they look beautiful and in clear focus. They should be shot with respect, warmth and authenticity.



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