



# ANIMAX

**Brand Book**

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## Introduction

This document provides a simple yet robust set of guidelines on how to consistently position ANIMAX, and the portfolio of ANIMAX products, in the marketplace. The content in here is the content we transpire externally.

These brand guidelines are meant for the use of ANIMAX employees, distributors, associates, and partners.

Whilst we prefer a standardised brand identity, there may be situations that require a customised solution. For applying the brand identity outside of the guidelines, please contact us on **[business.support@animax-vet.co.uk](mailto:business.support@animax-vet.co.uk)**.







**Our logo**



## The wordmark

The 'ANIMAX' logo is the core element of our identity – a universal signature across all of our communications.

Our logo is a wordmark, with a distinct text-only typographic treatment.

The logo is available in two variants, a primary logo using the primary brand colour and secondary logo in negative (white).

Primary logo

The primary logo consists of the word 'ANIMAX' in a bold, dark brown, sans-serif typeface. The letters are closely spaced and have a clean, modern feel.

Secondary logo

The secondary logo features the word 'ANIMAX' in white, bold, sans-serif capital letters. It is centered within a solid dark brown rectangular background, creating a high-contrast negative space effect.

## Versions of our logo

There are three ways to show our logo across all of our marketing collateral:

- Primary

Our primary logo is the go-to for all applications.

- Primary with strapline

Our strapline is an important message that defines our existence. It can be used as a strong call to action and a reminder of who we are. The strapline should be used if the audience is seeing our brand for the first time and may need more context. This should not replace the master logo in the majority of documents and presentations. Please use it sparingly.

- Master brand logo lock-up

The master brand lock-up will only be used on Group communications, please ensure the lock-up is legible as in the example.

Primary logo

**ANIMAX**

Primary logo with strapline

**ANIMAX**  
*Giving what it takes*

Master brand logo lock-up

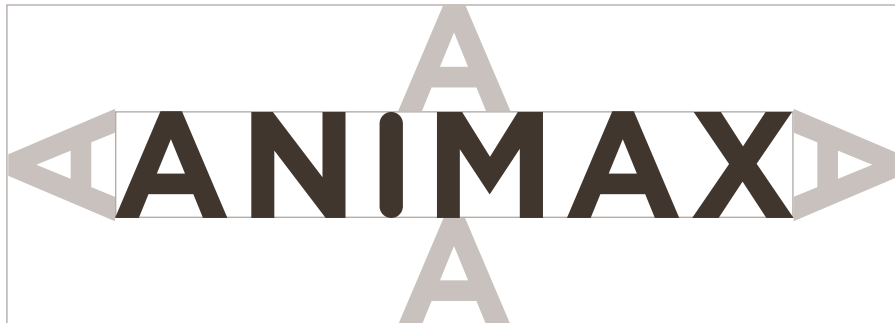




## Treating our brand with respect


### Clear space

As shown, the logo clear space zone should be the equivalent to the height of the 'A'.



### Minimum size

Here are the minimum size guides for using our logo for both print and screen.

**ANIMAX**  Reduced size logo  
Print 5mm high and above  
Screen 19 pixels high and above

## Product logos

The correct product logos should be used to represent each product line in the lock-ups as shown: **Tracesure**®, **Tracesure**® XL, **Pardevit**, **Easycal**, **Copasure**, **Copinox** and **Coprac**.



Tracesure® Multispecies



Tracesure® Cattle XL



Tracesure® Calf



Tracesure® Cattle



Tracesure® Lamb



Tracesure® Sheep



Easycal



Easycal+



Pardevit



PardevitE



Copasure



Copinox



Coprac

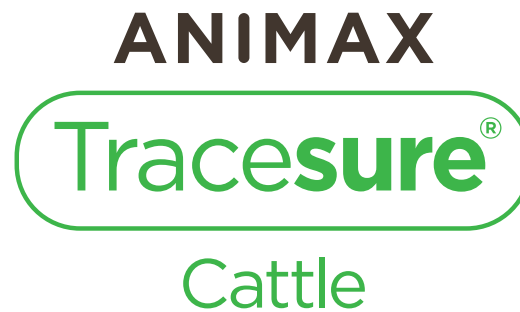
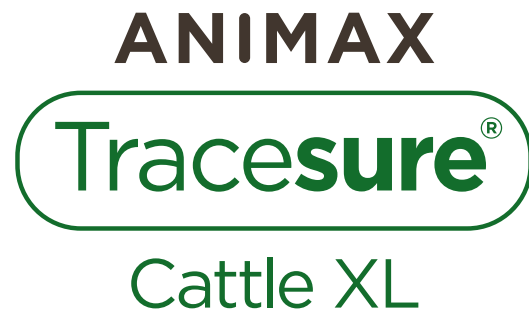
**Note:**

The ANIMAX logo should always be stacked above the **Tracesure**® logo as a lock-up. The product logos should never be presented without the ANIMAX logo above.



## Product logos

The ANIMAX Trace**sure**<sup>®</sup> product logos have a secondary logo with text which should be used on species specific marketing collateral.



## Product logo colour usage



### Colour Product Logo

The colour logo will be used when the background provides enough contrast for the logo to be clearly visible and recognisable. This is the default choice for most situations, as it maintains the brand identity and visual consistency.



### White Product Logo

The white logo will be used when the background is dark or vibrant, making it difficult for a colour logo to stand out (where possible, use the ANIMAX logo in its primary colour). The white logo can provide better visibility and maintain legibility on darker backgrounds.

It's a good practice to have both colour and white logo versions available to accommodate various usage scenarios.



## Brand messaging rules

Tracesure<sup>®</sup>

1.

The product line ANIMAX Tracesure<sup>®</sup> should always appear with the '**sure**' in bold and it should always feature the trademark symbol. This product line should always be referenced as 'ANIMAX Tracesure<sup>®</sup>'.

ANIMAX

2.

In our brand messaging, the title ANIMAX will always appear in capital letters to mirror the logo as closely as possible.

diffusion technology<sup>®</sup>

3.

We also write 'diffusion technology<sup>®</sup>' with a trademark symbol. This lends weight to the brand's forward-thinking ethos.

## Our typeface

Our typographic style is bold and confident. There are two typeface options for all communications.

### **Gotham**

This is our primary typeface. We use Gotham Bold for headlines, pull out stats and sub-headlines. Gotham Book is used for all body copy.

### **Ernest & Emily**

Our secondary script/handwriting font can be used to create visual contrast and hierarchy. Used sparingly to distinguish specific elements from the primary font.

This will help guide the reader's eye and emphasise certain information without overwhelming the design.

### **Arial**

Our system font is Arial. This is a standard system font within Microsoft Windows and many other software packages when Gotham is not available.

Gotham Bold

**AaBbCcDdEe**  
**123456789**

Gotham Book

AaBbCcDdEe  
123456789

Ernest and emily - secondary font choice

*AaBbCcDdEe*  
*123456789*

Arial regular/bold

AaBbCcDdEe  
123456789



## Colours

We have a palette of 12 colours, consisting of 1 primary colour, 9 product line colours, plus black and white. Each colour has a complimentary tone of 20%.

Please always use the exact specifications shown in the brand guidelines.

Use all colour options as solids, gradient options should only be used for larger areas and backgrounds.



Colours

Tracesure®					
<div><div><div>Pantone: 7533 cmyk: 55/60/65/60 rgb: 72/57/48 Hex: #483930</div><div>20%</div></div></div> <div>ANIMAX Primary</div>	<div><div><div>Pantone: 382 cmyk: 33/0/100/0 rgb: 193/206/24 Hex: #c1ce18</div><div>20%</div></div></div> <div>Tracesure® Calf</div>	<div><div><div>Pantone: 361 cmyk: 74/0/100/0 rgb: 74/166/51 Hex: #4aa633</div><div>20%</div></div></div> <div>Tracesure® Cattle</div>	<div><div><div>Pantone: 7742 cmyk: 80/5/100/45 rgb: 21/108/36 Hex: #146b24</div><div>20%</div></div></div> <div>Tracesure® Cattle XL</div>	<div><div><div>Pantone: 2905 cmyk: 55/0/0/0 rgb: 113/203/244 Hex: #70caf3</div><div>20%</div></div></div> <div>Tracesure® Lamb</div>	<div><div><div>Pantone: 279 cmyk: 75/37/0/0 rgb: 66/138/195 Hex: 428ac3</div><div>20%</div></div></div> <div>Tracesure® Sheep</div>
<div><div><div>Pantone: 485 cmyk: 0/100/100/0 rgb: 223/0/35 Hex: #df0023</div><div>20%</div></div></div> <div>Pardevit</div>	<div><div><div>Pantone: 2583 cmyk: 47/71/0/0 rgb: 152/96/158 Hex: #98609e</div><div>20%</div></div></div> <div>Easycal</div>	<div><div><div>Pantone: 7409 cmyk: 0/35/92/0 rgb: 246/178/48 Hex: #f6b230</div><div>20%</div></div></div> <div>Copasure Gold</div>	<div><div><div>Pantone: 7413 cmyk: 0/54/86/9 rgb: 222/132/56 Hex: #de8438</div><div>20%</div></div></div> <div>Copasure / Copinox / Coprac Orange</div>	<div><div><div>Pantone: n/a cmyk: 0/0/0/100 rgb: 0/0/0 Hex: #000000</div><div>20%</div></div></div> <div>Black</div>	<div><div><div>Pantone: n/a cmyk: 0/0/0/0 rgb: 255/255/255 Hex: #ffffff</div><div>20%</div></div></div> <div>White</div>

## Graphic elements

### 1. The bolus holding shape

These shapes will feature heavily throughout our brand when focussing on product and species-specific marketing.

This graphic theme will hold our headlines and highlight key messages with a pop of colour, or used as a cut out to contain and highlight brand elements.

This helps give us a distinct recognisable style.

#### Note:

When promoting multiple species and multiple products, always use the wave-style featured on page 16.



Press advert example

Headlines holding shape

For that confidence  
you need that she'll  
have *Enough* when  
transitioning.

Bolus your high-performance 500kg+ cattle with  
Tracesure® Cattle XL at drying-off.

Key messages holding shape



Featuring patented waxed-groove **diffusion technology**®  
for a controlled and consistent  
supply of *Enough* trace elements  
in the right amounts over a  
sustained period.

Cut out  
holding  
shape

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neil.acheson@animax-vet.com  
07795 434986  
animax-vet.com f t i

ANIMAX  
Tracesure®

## Graphic elements

### 2. Wave-style template

The new wave-style picks out the brand colours of our flagship ANIMAX Tracesure® products for cattle and sheep. It is designed to mimic the grass and the sky whilst being a symbol of positive change. The wave-style is used when marketing multiple product lines and/or multiple species, for example, on event stands.





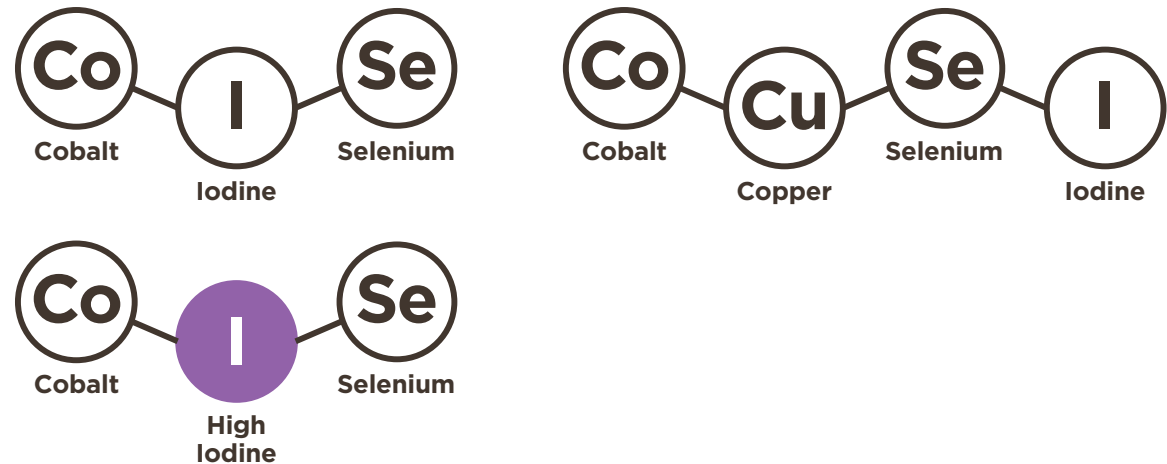
## Graphic elements

### 3. Circles

Another graphic theme is using circles to highlight key elements featured in the brand messaging.

We use circles to focus and call attention, from the science-led, periodic table influenced packaging circles, to the regular roundal style to show important information.

Packaging periodic table circles:



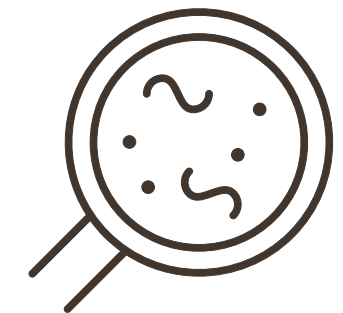
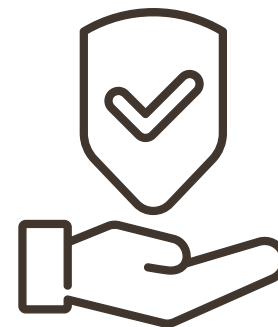
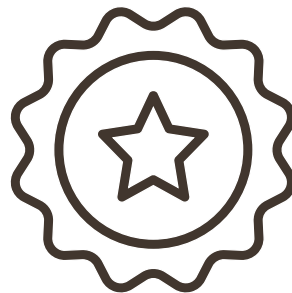
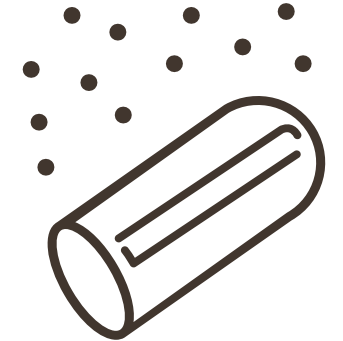
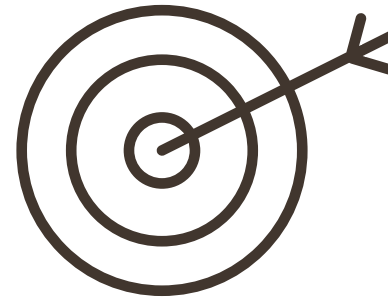
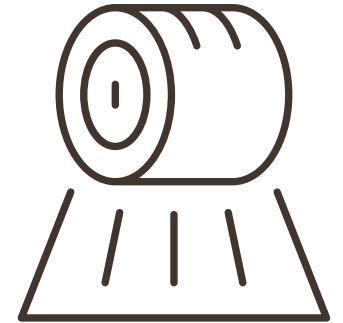
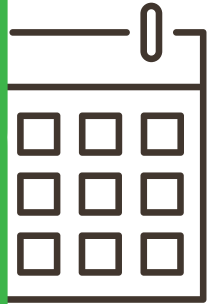
Circles highlight important information:



# Icons

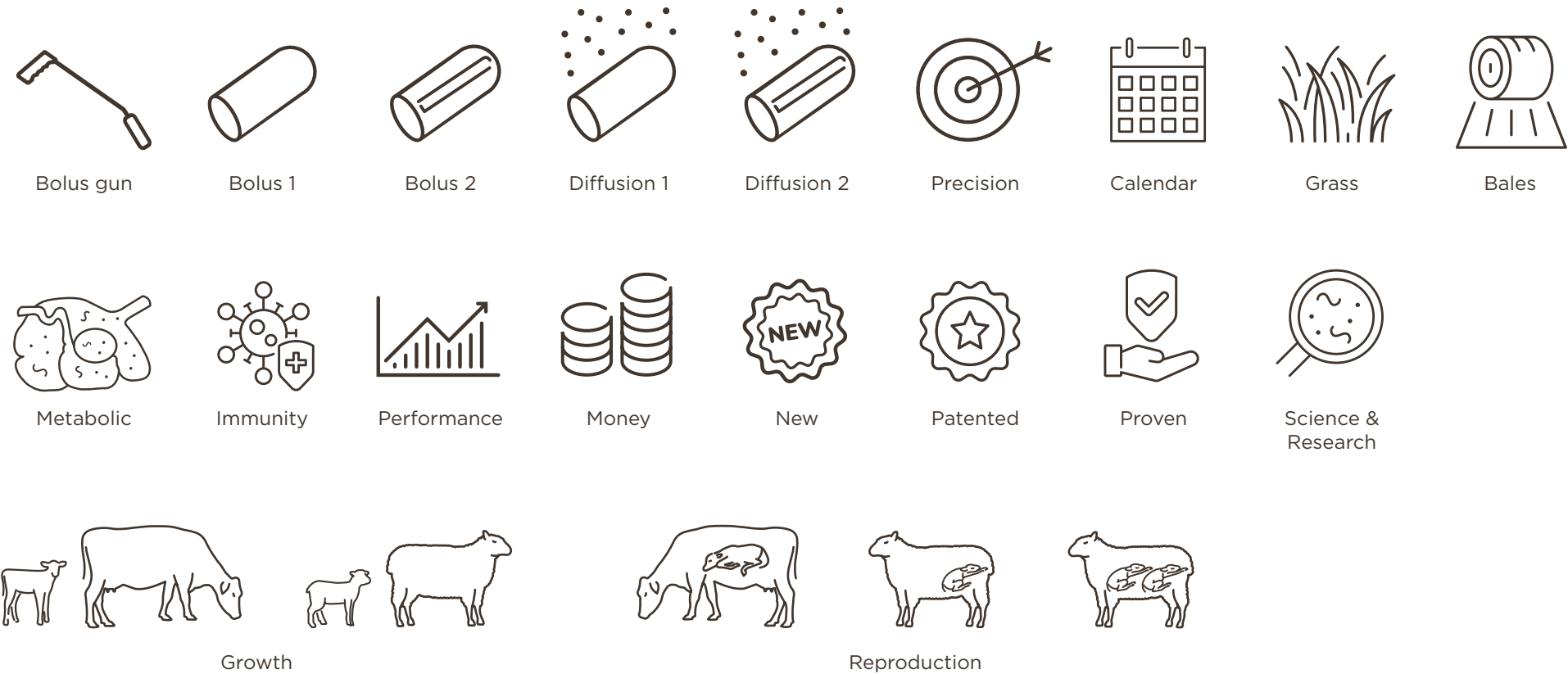
The use of a suite of bespoke icons give additional depth to the brand.

The icons will be used to accompany any infographics or key statistics.



# Graphic elements

Iconography style



# Illustration

Cattle





## Illustration

Sheep



# Photography

We've developed an image concept to instill the brand with a genuine and authentic ambiance. Our visual approach centers on the deep connection between the farmer and the animals, mirroring our brand values through imagery that is relatable to our customers, exudes a relaxed and friendly vibe, and radiates with a bright and natural aesthetic.



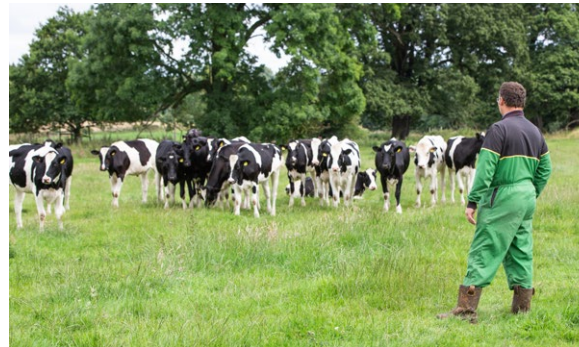
## **Note:**

Where possible, we like to use photography that shows the farmer with his or her arm over the animal's head.

We don't use imagery of animals demonstrating any deficiency and ill-health. We only use photos of animals in prime condition.



# Photography



## Packaging





## Packaging




Point of Sale

Shelf wobblers

ANIMAX

Tracesure<sup>®</sup>



Co

Cu

Se

I

Cobalt

Copper (optional)

Selenium

High iodine

500mg

60,000mg

1,000mg

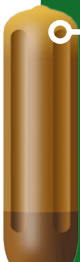
6,800mg

per bolus


per bolus

per bolus

per bolus



With patented waxed-groove **diffusion technology<sup>®</sup>** to regulate release and maintain mass over the 6 month supplementation period\*.



Concentrated levels of trace elements for **500kg+ cattle**


**Double the levels, half the workload**

\*Exact supplementation periods are dependant on a number of factors.

Aisle Fin

ANIMAX

Tracesure<sup>®</sup>



Co

Cu

Se

I

Cobalt

Copper (optional)

Selenium

High iodine

500mg

60,000mg

1,000mg


6,800mg

per bolus


per bolus

per bolus

per bolus



With patented waxed-groove **diffusion technology<sup>®</sup>** to regulate release and maintain mass over the 6 month supplementation period\*.



Concentrated levels of trace elements for **500kg+ cattle**

**Double the levels, half the workload**

\*Exact supplementation periods are dependant on a number of factors.

# Advertising

In print - species specific

Portrait



**You can now supply your organic sheep with *Enough* trace elements for up to 6 months in one quick and easy application.**

Kayt Johnson  
Territory Manager - South of England  
kayt.johnson@animax-vet.com  
07500 048392 | 01359 252181  
animax-vet.com

ANIMAX  
Traceasure



**For that confidence you need that she'll have *Enough* when transitioning.**  
Bolus your high-performance 500kg+ cattle with Traceasure® Cattle XL at drying-off.

**Exclusive offer**  
Buy 7 boxes of Traceasure Cattle XL and get the 8th box FREE!  
Collect your voucher at The Dairy Show, stand 144 in the Edmund Rack.  
Terms and conditions apply.

Featuring patented waxed-groove diffusion technology\* for a controlled and consistent supply of *Enough* trace elements in the right amounts over a sustained period.

ANIMAX  
Traceasure

Landscape



**For that confidence you need that she'll have *Enough* when transitioning.**  
Bolus your high-performance 500kg+ cattle with Traceasure® Cattle XL at drying-off.

Patented waxed-groove diffusion technology\* delivers a continual and consistent supply of *Enough* trace elements in one application.

ANIMAX  
Traceasure

NI & Co. Donegal:  
neil.acheson@animax-vet.com  
07795 434986  
animax-vet.com

Portrait

# Advertising

Online

For that confidence you need that she'll have *Enough* when transitioning.

Bolus your high-performance 500kg+ cattle with Tracesure® Cattle XL at drying-off.

Featuring patented waxed-groove **diffusion technology**®

for a controlled and consistent supply of *Enough* trace elements in the right amounts over a sustained period.

Banner gif

For that confidence you need that she'll have *Enough* when transitioning.

Bolus your high-performance 500kg+ cattle with Tracesure® Cattle XL at drying-off.

Featuring patented waxed-groove **diffusion technology**® for a controlled and consistent supply of *Enough* trace elements in the right amounts over a sustained period.

MPU gif

Will they have *Enough* for tupping time?

for a controlled and consistent supply of *Enough* trace elements in the right amounts over a sustained period.

MPU gif



# Digital

Website header



# Digital

Email signature



1. Everyday use



2. Campaign lead

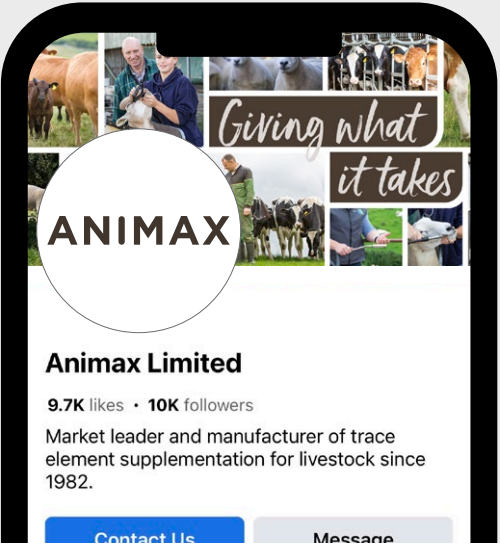
# Digital

Social media - alternative option

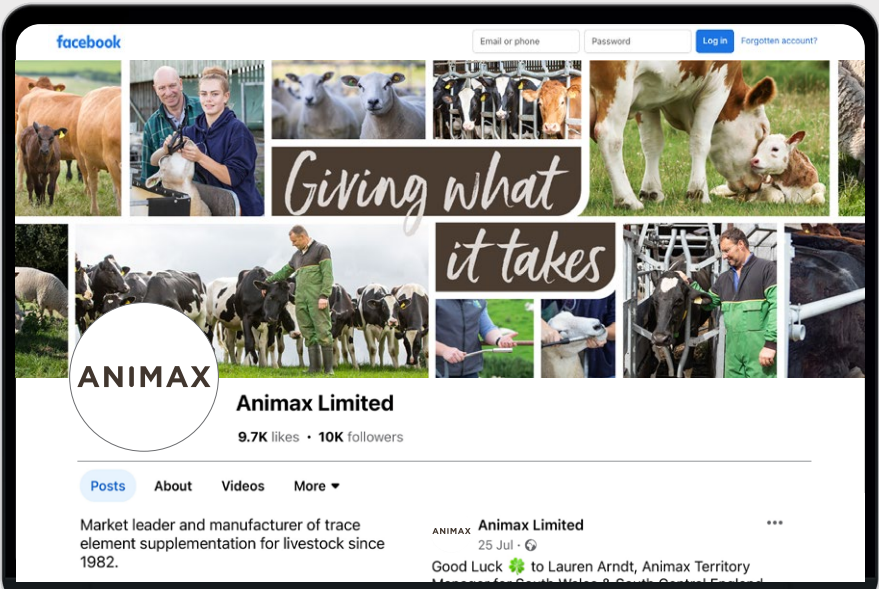


Profile picture

Mobile header



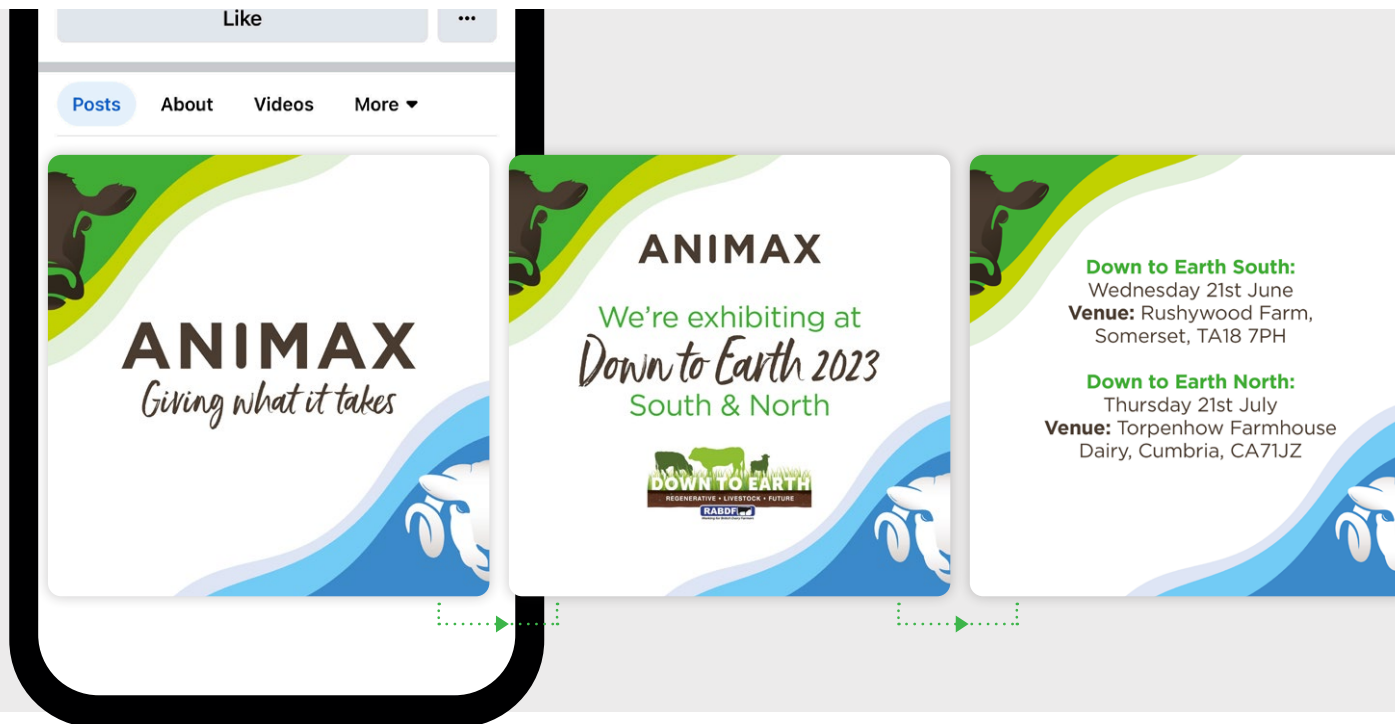
Desktop header



## Digital

Social media

Carousel style

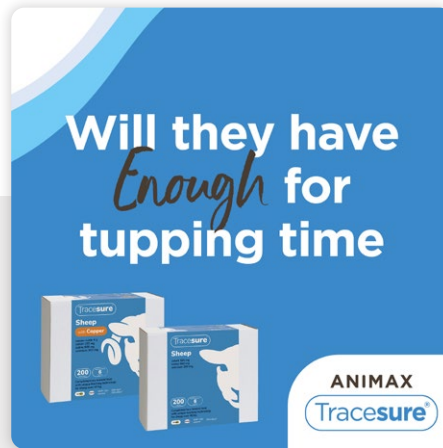


## Digital

Social media



ANIMAX lead



Product lead 1



Product/event lead



Product lead 2



Product/event lead



## Brand assets

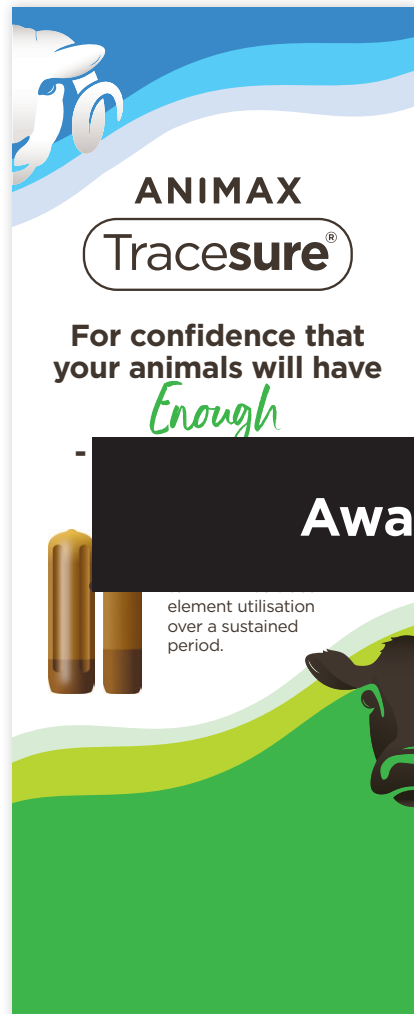
### Exhibition stand





## Brand assets

Banner stand



## Brand assets

Outdoor signage



## Brand assets

Uniform



Sleeve





## **Our story**

## Principles

### **Purpose**

Our purpose is to bring balance to the agricultural ecosystem. We believe in the harmony between animals lives, farmers livelihoods, and the planets resources.

### **Value Proposition**

ANIMAX manufacture precision nutrition technologies that give farmers confidence their animals will always have enough trace elements needed for digestive, immune, reproductive and growth performance.

### **Vision**

By leveraging the latest in science and engineering, we will continually develop precision nutrition technologies to help sustain and advance agriculture. Our vision is for the grass to always be greener.

### **Mission**

Working in harmony with science, nature, and farmers, we give everybody on farm WHAT IT TAKES to live well and do well, no matter what it takes.



## Values

### Science

We base our solutions on scientific research and knowledge, making us the most trusted partner.

### Nature

We respect and work in harmony with the natural world: committed to preserving our environment.

### Farmers

We listen to farmers, to improve our understanding of their needs.





## Personality

### **Supportive**

We provide genuine support and guidance without unnecessary jargon.

### **Confident**

We are knowledgeable and assured in our expertise without being arrogant.

### **Communication**

We love this industry and communicate in an approachable manner, ensuring utmost accuracy.

### **Intelligent**

We convey intelligence and expertise without being condescending, because we have the wellbeing of the farmer and his livestock at heart.

### **Scientific**

We combine scientific rigour with practicality in all our solutions.

### **Idealistic**

Our visionary approach is of continuous improvement for the whole farming ecosystem, while remaining grounded in the practical achievement of our goals.

## Look and feel

The ANIMAX look and feel should be:

### **Reassuringly authoritative**

Establish trust and credibility as leading pioneers in precision trace element nutrition technology.

### **Innovative Solutions**

Cutting-edge solutions that support digestion, reproduction, immunity, and growth and development. You know your animals have got exactly what is needed to perform!

### **Quiet Confidence**

Reflects our continuous desire to learn, improve, and stay ahead while maintaining humility and openness to new challenges.

### **Invested in the industry**

Highlight our intrinsic passion and pride in contributing to the farming industry through innovation, focused on integrating the needs and aspirations of farmers, livestock, and consumers.

# Messaging hierarchy

Purpose	Giving what it takes
Vision	Our vision is for the grass to always be greener.
Mission	We give everybody on farm WHAT IT TAKES to live well and do well, no matter what it takes.
Values	We work with <b>science</b> . We work with <b>nature</b> . We work with <b>farmers</b> .
Proposition	Leading precision trace element nutrition technologies
Technologies	<div><div>Trace<b>sure</b><sup>®</sup> boluses</div><div>Easycal<sup>®</sup>+ paste</div><div>Pardevit<sup>®</sup> └─ drenches ─┘</div><div>PardevitE<sup>®</sup> └─ capsules ─┘</div><div>Copasure<sup>®</sup></div><div>Copinox<sup>®</sup></div></div>



## Our manifesto

ANIMAX is a multinational veterinary technology and animal supplementation company, boasting over four decades in science and agriculture.

Founded in 1992 by veterinarian Les Porter, ANIMAX has been a member of the Carr's Group of companies since 2018, mirroring a long history of innovation and technology in agriculture and engineering.

ANIMAX's purpose is to bring balance to the agricultural ecosystem. By working with science, nature, and farmers and through leveraging the latest in science and engineering, ANIMAX develops precision nutrition technologies to help sustain and advance agriculture.





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