

ATACHE

DERMATOLOGICAL CARE

COMMUNICATION MANUAL

VERSION FOR COLLABORATORS

2021





C O N T E N T S

“Knowing yourself is
the beginning of all
wisdom”

ARISTÓTELES

1. Why do we need this manual?
2. Our history
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4. Target: Definition of the buyer persona
5. Personification
6. Tagline and slogan
7. Voice
8. Tone
9. Communication
10. Examples
11. What does Atache look like?



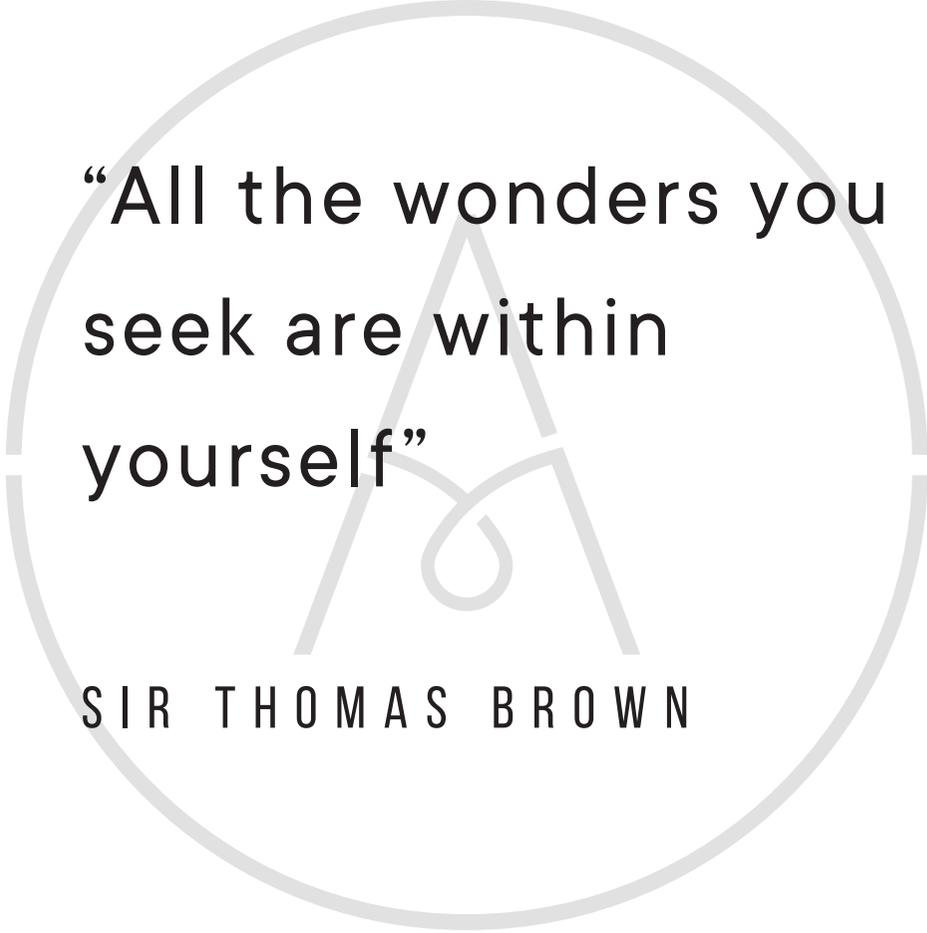
1. WHY DO WE NEED THIS MANUAL?

First of all, we'd like to welcome you to our brand's universe, which you now form a part of. The pages of this manual will guide you, step by step, through all of the ingredients that comprise our true identity. As such, you'll learn how we adapt to different environments as well as traditional and innovative communication channels, what our personality is like, how our image breathes, and every aspect that helps to define and convey our spirit, our essence and everything that drives us.

We're all a part of Atache. For this reason, every word, communication or act builds what Atache means to its users and, in general, to the world. That's why it's so important to understand the soul of our brand, because we need to respect it and care for it to ensure it can grow stronger every day.

A coherent brand generates more confidence. Effective branding* affects everything we do, from our business strategy to closing sales and even interactions with customers.

This manual aims to establish how we, Atache, connect with the world.



“All the wonders you
seek are within
yourself”

SIR THOMAS BROWN



Are you familiar with branding?

This concept refers to the process of making and building a brand (brand equity) by strategically managing all assets linked directly or indirectly to the name and/or symbol (logo) that identify the brand and influence its value, both for the customer and for the company that owns it. In certain cases, this term also refers to the entire value of a company, considering its assets and liabilities; tangible and intangible assets, from aspects such as its products to its services, people, advertising, positioning and culture.

“Branding is not just a product, it's
also a way of life, an idea, branding
is actually leadership”

ONYI ANYADO



2 . O U R H I S T O R Y

It all began in 1932 in Dénia (Alicante) when an apothecary decided to expand his professional activity towards developing and formulating new products to care for and maintain the skin's health.

In 1972, the laboratory joined the Asacpharma Group. During this phase, products were unified under the “Atache” brand with the aim of coherently increasing the brand's influence.

At this point, the new brand, Atache, was headed up by Pepa Sivera Timoner, the first managing director at the company. A woman who worked hard to reach that position and fulfil her dreams, driving her true passion: dermocosmetics.

Pepa led the Atache expansion process. In the meantime, the company also continued its expansion plans, investing all its productive endeavours in researching and developing innovative products.

In 1989, we launched the first product containing pure retinol for topical use, setting a precedent from which a multitude of antioxidant products, based on superoxide dismutase, would be launched. At this point, our products' expansion was now a reality thanks to their incredible acceptance by consumers, in addition to health professionals.



In 1995, we began our first exports to Panama, Ecuador, Morocco and Guatemala, and Atache launched the CVITAL range.

This range presented the first serum in Europe to contain stable and active vitamin C, which was a roaring international success. In 2005, we hit the USA, establishing our first subsidiary in the city of Atlanta. By 2010, our international success was assured.

Given the high quality of our products and their proven efficacy, Atache Scientific Cosmetic was always a brand mainly aimed at medical and aesthetic professionals.

In 2017, with the intention of establishing a closer relationship with our users, we commenced a relaunch process for our ranges, which are now more adapted to the end user, but which continue to meet the needs of professionals. These ranges are marketed under the name of Atache Dermatological Care.

Today, Atache is present in more than 50 countries across the world, which serve as our inspiration, given that our enthusiasm will continue to perfectly guide our products, the expansion to new markets and, above all, our defence of the skin's health.



From the outset, here at Atache we've upheld the trait we're known for: our attitude.

A proactive, inclusive attitude has guided us from a small pharmaceutical laboratory to our current position as a leading brand in our industry.

This open-minded attitude to life, change and talent in particular has allowed us to follow Pepa Sivera Timoner in a transformation that has seen us become an international brand. From day one, Atache has been the result of the effort, hard work, ability and vision of every person who has helped to make us the company we are today. Without distinction, everyone who has worked at our company has left their mark.

We're dedicated to creating dermocosmetic products focused on skincare. Our customers are people like us: hard-working, proactive, intelligent and, above all, practical. As such, we care about their skin as we would our own, so they have nothing to worry about. We want to offer them quality products that improve their skin's health from within and that they can trust.

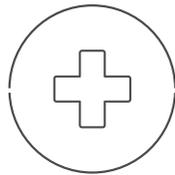


3 . M A N I F E S T O : O U R H E A R T



But what are our values?

1. They say that “beauty is in the eye of the beholder” and we agree: beauty is relative and subjective. It depends on the observer. Here at Atache, we admire beauty but for us a beautiful face is a healthy face. Health isn't relative or subjective.
2. The composition of our creams is based on natural extracts and active ingredients that fulfil our main goal: improving and maintaining the skin's health. Furthermore, they observe all safety regulations applicable in all the markets where we are present.
3. We're really proud of the fact we started out as a pharmaceutical laboratory and we're really proud to form a part of the Asacpharma Group. Thanks to this group, we've been able to make a difference by creating dermocosmetic products designed to protect the body's largest organ, the skin, rather than hide or disguise it.



4. We don't like lying or exaggerating. We're fully aware that our products are of great quality and effective so we don't think it's necessary to go overboard, distort or dress up information. Our users are realists so the only thing we want to do is inform them honestly about the real qualities our products offer.
5. We're practical. We like clear, specific products, decisions and messages. This doesn't mean we don't have a sense of humour, but both us and our users are busy people who spend the day carving out a future, taking care of our loved ones, growing as individuals; we don't want to be sidetracked from the things that really matter. We aim to make things easier, not more difficult.
6. Our company has been in existence for almost a century, half of which has been with the Asacpharma Group. This extensive history is what makes us feel proud. Our know-how and the commitment we've always shown to quality and health fill us with confidence. We're proud to have been and continue being true to ourselves, our words and our actions.



7. The company emerged from a family-run apothecary and we've been able to grow, evolve and expand while remaining a family. We love maintaining our DNA, which underlines the humility with which we focus each of our actions. If we could choose who we could be, we would choose to continue being us.

8. Our know-how is one of Atache's main assets. From the outset, all our decisions, strategies and, above all, products have been designed by great health professionals: dermatologists, pharmacists and cosmetic doctors, among others. Thanks to them, our dream of caring for the skin's health is now a reality.

9. We're a Spanish laboratory. We're happy in the knowledge that our business activity contributes to the society in which we live. Atache creates employment, wealth, developments and synergies that we all benefit from. We're also delighted to be able to take our Made in Spain brand products to other countries around the world, demonstrating everything we do well here while contributing to society and enriching ourselves with everything that different cultures teach us day after day.





Our main target group, let's call her Maria, is a woman who better herself every day. She's a determined, smart woman.

This woman has a partner and children, and she needs to look after her health, among many other “obligations”. This doesn't leave much time for herself and she often feels very tired and undervalued in her efforts. Maria is a practical woman.

She knows full well that for dreams to come true, effort is required.

She enjoys a good standard of living but she's not flashy. Her home has a harmonious style and is efficiently equipped.

Her clothing is stylish yet simple. Maria is a woman who is sure of herself, who wants to do things right and enjoy life.

As you can see, Maria doesn't have a lot of time to research cosmetics but she's not someone who, in general, will choose a treatment for any old reason. She distrusts advertising messages.

In addition, she's highly critical of the products she consumes. She's not happy with merely any old item; she wants products to meet the expectations they generate.

Maria isn't hedonistic but she wants to look after herself. She uses some cosmetic products that were recommended to her by someone she trusts. She trusts the opinion of people she knows and health professionals because she cares about disinterested honesty.

4 . T A R G E T : D E F I N I T I O N O F T H E B U Y E R P E R S O N A



In terms of cosmetics, Maria wants to keep her skin healthy.

As you can imagine, Maria really needs a good friend who is as smart as she is. A friend who recommends products with honesty and trustworthiness, focusing on what matters to Maria.

Luckily for Maria, she just found Atache.

“Best way to sell something - don't sell anything. Earn the awareness, respect and trust of those who might buy.”

RAND FISHKIN

5. PERSONIFICATION



Do you remember Maria? Great! Because Atache is the best friend Maria needs.

Atache is a hard-working, practical, focused woman. She has vast knowledge on skincare, chemical compounds, the use of dermocosmetics, and on the latest in terms of ingredient formulation and legality.

She is a responsible, flexible, clear person. She's not a comedian or an artist, but she's friendly and ingenious, meaning she can create relaxed, often fun situations.

She's not a fantasist, but rather she has her feet firmly on the ground. Her greatest concerns are in her everyday life, where she strives to overcome her own challenges and give everything she can to the people around her, both professionally and personally.

She's always thinking about how she can help her friends and colleagues. She loves using all her knowledge to advise and educate others.

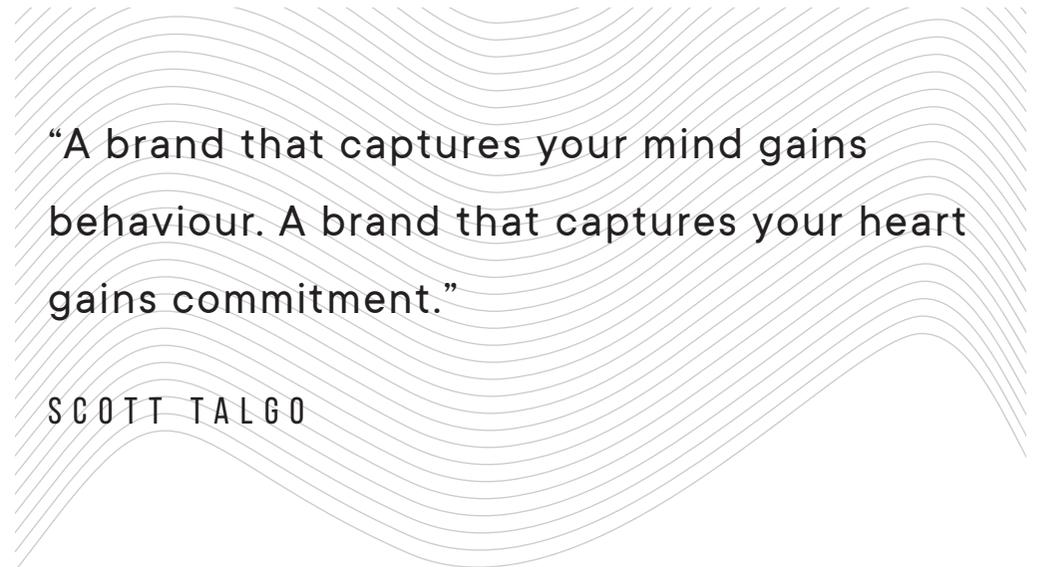
Atache doesn't need to be boastful about her knowledge; quite the opposite. She prefers to explain things simply, because what really matters to her is that others learn too.



Her main goal is for Maria to care for and protect her skin. To do so, she doesn't want to convince her to use this or that product or method; she simply wants to demonstrate to her everything she knows in a clear, concise way so Maria can make an informed decision on how to take care of herself.

Atache is someone who can be trusted. Her values always come before any material aspect or personal interest.

Therefore, Atache is Maria's loyal, sincere, intelligent and practical pharmaceutical friend.



“A brand that captures your mind gains behaviour. A brand that captures your heart gains commitment.”

SCOTT TALGO

“If you can't explain it simply, you don't understand it well enough.”

A. EINSTEIN

6. TAGLINE AND SLOGAN

Tagline

A tagline is used to communicate what we are, what we dedicate ourselves to, and how we interpret it. Atache's tagline is “Dermatological Care” and it forms such an integral part of our brand that it appears in our logo as an inseparable element.

Slogan

A slogan is a brand's “war cry”. It's always, or almost always, accompanied and it represents the company's value proposal. It can be used in conjunction with the tagline; indeed, both complement one another to strengthen the brand's identity.

Ours is “GET RESULTS”.

As you know, what makes our products special is their effectiveness, and the fact they include supporting active ingredients with similar properties and actions to ensure the result we claim. We focus on practical people who seek clear information on the products they consume. Consequently, the message is clear: “if you want certainty: Atache”. Or said another way: “Atache: GET RESULTS”.

Don't forget to add the slogan on all communications where its presence makes sense and fits with the context.



A brand's voice is the representation of its personality. For this reason, it's really important that you clearly understand Atache's voice. It's what makes us stand out in the market and our customers will recognise us through our voice.

Atache's voice is very easy to understand. Consider it an “off-duty” pharmacist. Imagine a pharmacist who's finished her working day. She closes the pharmacy and goes out for dinner with some friends and acquaintances. At dinner, she's asked about certain cosmetics. How would she answer?

Remember that Atache is a trustworthy individual with extensive, proven knowledge but she doesn't need to boast about it; instead, her goal is really to educate those who listen to her.

When Atache speaks, she's always sincere and clear. She doesn't go round in circles or try to flesh out the content. She makes an effort to simplify technical and scientific concepts so people who have no knowledge of them can also understand them. She never dresses up information or adds irrelevant data to seem more intelligent.

She's very professional but she understands that concepts are understood better if they're simple.

Additionally, remember that Atache understands her friends, who are all Maria, for which reason it's easy for her to focus on what matters to them in order to help them honestly.

7. HOW DOES ATACHE SPEAK? VOICE



8. HOW DOES ATACHE SPEAK? TONE

A brand's tone is the style in which it speaks and writes. The words we choose and the way in which we use them shows our personality and how we think.

Atache speaks clearly and colloquially. She's not informal but she's not stiff either. Her tone is suitable for a chat with a friend as well as attending to a customer at the pharmacy in an approachable but respectful manner. It would also be suitable for a meeting with a customer that we know and with whom we have a connection. In this case, we can be friendlier but must still maintain respect.

Atache knows that she's speaking to regular people so she doesn't break down or add flowery or technical language. Rather, she always looks to convey the scientific thoroughness of her job in a way that's plain and adapted to Maria's reality.

Atache is also witty so she sometimes subtly adds in a joke or perhaps some word play to reinforce her message, provided that the context is appropriate for her to do so.

It's obvious Atache can make a joke on a social media post that Maria will read, but at a conference for dermatologists we prefer to maintain a more professional tone.



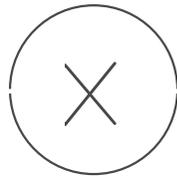
In short, Atache's tone is:

- Informative and realistic
- Approachable but respectful
- Professional but simple
- Friendly
- Empathetic
- Fresh but practical



In addition, Atache's tone is not:

- Promotional
- Political or activist
- Stiff
- Comical
- Technical (for a prospect)
- Informal



9. HOW DOES
ATACHE SPEAK?
COMMUNICATION



Up to this point, we've covered the identity of our brand by gaining a better understanding of its spirit in each section.

It's extremely important to know who we are, what we do and how we feel. But it's more important to know how to communicate this to the people that matter to us.

We all know that “everything speaks”: every word, image, colour, punctuation mark, etc. For this reason, this section aims to explain how Atache expresses it self so you can also speak on our behalf.

Before diving into it, it's important you understand that Atache doesn't simply speak for the sake of speaking. Quite the opposite: we only speak when we have something important to say to Maria. The rest of the time, we're busy making the best products possible for her!

As such, the first question you need to ask yourself before issuing an Atache message is, “Is this information really of interest to Maria?” If you don't have anything of real interest to tell her, you're better off saying nothing. We don't want to bother her or distract her from her obligations! Remember that she's very busy and she values her time. If we distract her by talking about things that aren't relevant to her, she'll likely stop listening to us.

That said, here's a useful quote:



“The best approach to take in our overcommunicated society is the oversimplified message.”

A L R I E S



To speak like Atache, you must:

- Understand Maria, what she hopes to learn, gain or receive, and always write with that in mind. It's our duty to talk about what interests and mobilises our target audience.
- Always demonstrate that our aim is to inform, never persuade. Convey our sincerity. Remember that we're proud to be who we are and we've got nothing to hide.
- Focus on connecting with those who understand us and don't try to "sell" something that we aren't to someone who can't or doesn't want to value us.
- Demonstrate that being practical is more important than being idealistic. You know that we always want to be the best, but we understand that dreaming alone is not enough; we need to act.
- Our messages must talk about proven facts, not aspirations. Remember that we're Atache, not Disney or Coca-Cola.



- When we talk about situations, remember that Maria is a regular, working woman who overcomes the challenges she sets herself. Talk to her about real situations in her own life, not utopic visions that she doesn't relate to or that don't affect her.
- Always try to explain our products in a way Maria can understand: why they're special and what their characteristics are. Maria isn't a chemist. It's more important that she understands something well than us telling her four different things to find she can't remember any of them.
- Try not to refer to genders whenever possible. We don't want anyone to feel excluded, although our products are mainly aimed at women. If you can't find a way to avoid it, you can use gender.

IN CONCLUSION...

Build messages that speak to Maria and that don't require a lot of her time to read or understand. Always talk about things that interest her, trying to offer her the information she needs about the subject in a clear, precise way.

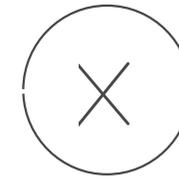


To speak like Atache, you must NOT:

- Politicise things. We don't like talking about anything related to politics, either directly or indirectly. We don't believe it's our place to discuss these issues. Furthermore, Atache has no political ideology, knowledge or interest. Never discuss it, not even to joke about it.
- Be an activist. The only cause that motivates us is our goal to protect the skin's health. We're not interested, nor do we know anything about: feminism, animalism, veganism, etc. We're sure that all social causes have their representatives who fight on their behalf and they don't stop to talk about CVITAL, so focus on Atache. Don't talk about social causes, related news, movements, etc.
- Be religious. We are open to all religions and we respect everyone's different beliefs. However, we don't discuss religions, saints, religious periods, etc. You can only mention the dates that the state in which your message will be issued has institutionally approved.
- Do not include any kind of social discussion item or fashion. Remember that Atache makes dermocosmetic products; we don't seek to create or defend ideological or social trends.



- Speak about the competition. Atache is a sufficiently important brand that you'll always have something to say about it. Don't lose focus and look at what the competition is doing. Remember that what we say about others defines us. Atache is many things, but it's not someone who gets involved in other people's business.



**“You are the best brand,
make it outstanding”**

BJARNEY LUDVIKSDOTTIR



LOGO

Our main logo is black and is to be positioned on a white background. This is its preferred presentation, meaning it must be used this way whenever possible.

The presence of the Atache brand must be clean, airy and convey simplicity, modernity, elegance and professionalism.

11. WHAT DOES ATACHE LOOK LIKE?

ATACHE
DERMATOLOGICAL CARE

Ideally, the logo shouldn't be shown within shapes, boxes, circles, etc. Instead, it should be surrounded by a respectful area that is sufficiently large to draw the viewer's attention towards it.



RESPECTFUL AREA

The mandatory minimum free space for the Atache logo should be equivalent to the space occupied by the "T".



COLOURS

Atache's corporate colours are as follows:

<p>White RGB: 255 255 255 HEX: #FFFFFF CMYK: 0 0 0 0</p>	<p>Black RGB: 19 16 17 HEX: #131011 CMYK: 78 72 60 89</p>	<p>Gray RGB: 197 199 201 HEX: #C5C7C9 CMYK: 26 18 18 1</p>
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Whenever corporate communications or materials are made, meaning those that aren't focused on a certain product, but are about the brand in general, must only use these colours.

The Atache logo may only be used in white or black. The former is the preferred option.





LOGO CONSIDERATIONS

- Do not use old versions of the logo



- Do not split the logo

ATACHE

DERMATOLOGICAL CARE

- Do not reorganise or modify the logo's orientation



- Do not distort the logo



- Do not use a pixelated logo or logo with quality issues



- Do not use the logo in colour



- Do not add anything to the logo





C O R P O R A T E F O N T

When corporate documents are drawn up, regardless of their purpose (catalogue, display, poster, creative visuals for social media, etc.), they must always use the same fonts to favour brand coherence. Do not use fonts that are not found on this page.

Gotham Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

We use the Gotham Rounded family only for main titles, where applicable. For example: the title of this manual on the front cover, front cover of a handbook, etc.



We use the Bebas Neue family for names and trademarks. For example: product names, internal titles such as those in this manual, names of routines on social media visuals, promotional highlights, etc.

This family must always be used in capital letters.

TT Commons Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TT Commons Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

We use the TT Commons family for bodies of text. This means any situation in which a development of text must appear, or where non-title information must be indicated. The Regular and Light versions are preferred, with the added option of Bold to highlight things within the text.



GRAPHIC ELEMENTS

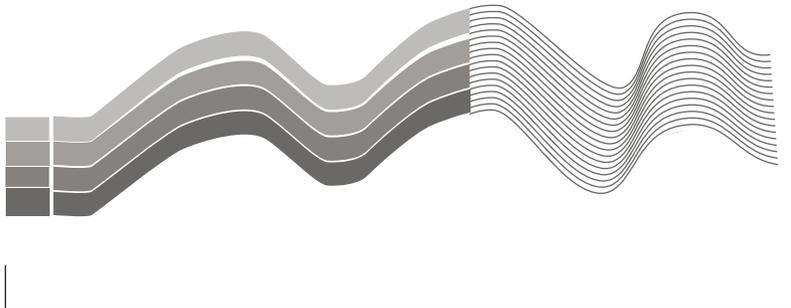
In general, Atache's graphic compositions must stand out due to their clean appearance. Priority must always be given to the colour white and clean, simple styles. Forego any element that confuses or saturates the graphic's appearance.

Atache is a high-end brand so do not use colours, graphic elements, claims, etc. that may confuse the user or highlight concepts such as cheap, sales, outlet, etc. If you need to announce an economic benefit, for example, opt to do so stylishly: mention it, give it certain relevance (always in line with the corporate style) but don't use aggressive designs.

Remember that every detail helps to build a brand.

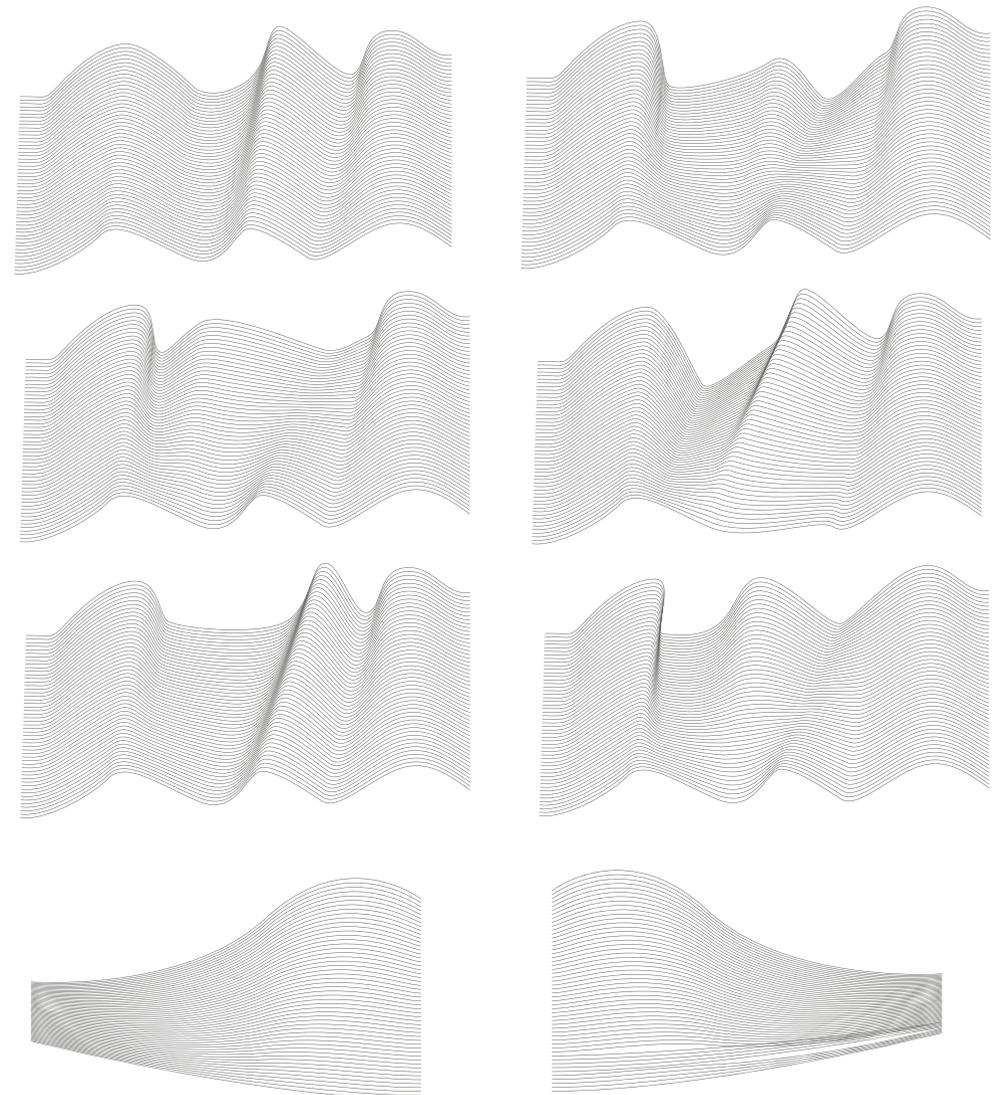
The common denominator, in addition to the element that supports the brand's communication, is the wave.

The wave is an extension of the image on the brand's latest packaging. It stems from the idea of strengthening the concept of "layers of skin" that Atache has already worked with, but with the aim of devising a more "organic", flexible component that allows us to extrapolate the concept beyond the packaging, with all forms of communication bearing this graphic element.



PERMITTED WAVES

You can't just use any type of wave, but rather you must always use the same variety. The brand's coherence depends on its graphic behaviour maintaining the same visual line. The permitted waves are shown below:





USE OF THE WAVE

You can use the wave in different ways according to your design's requirements:

- Loose wave as the background of the image.



- Wave within a shape, with or without main text.





- Wave as a frame.

ATACHE
DERMATOLOGICAL CARE

2. Envases Airless separados
La presentación en envases airless evita que agentes externos dañen los activos perjudicando su eficacia. Además, el producto se presenta en dos dispensadores, para asegurar la estabilidad de la Vitamina C, que se oxida y altera con gran facilidad.

Ácido Alfa-Lipoico
Vitamina E

Vitamina C pura y estable

ATACHE
DERMATOLOGICAL CARE

PROMOCIÓN
DÍA DE LA MADRE

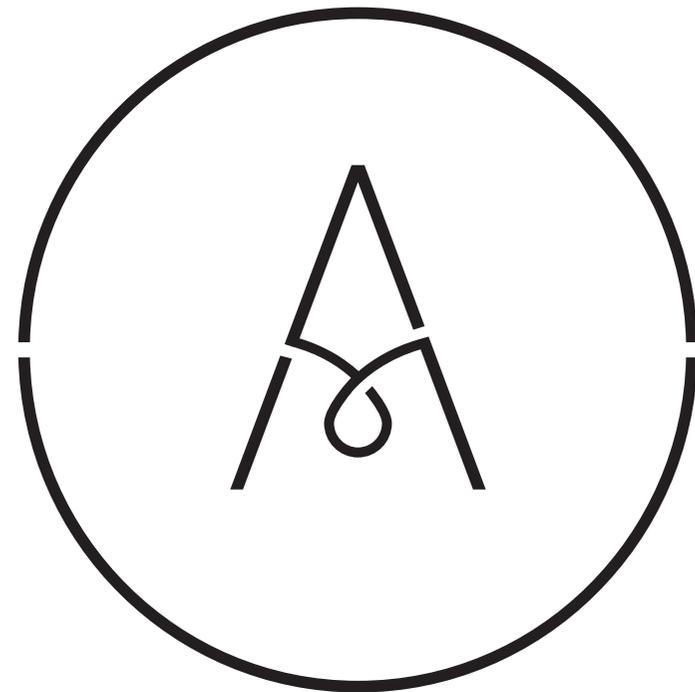
ATACHE
CVEN
TRIPLE ANTIOXIDANT
NIGHT PROTECTOR

LLÉVATE SOFT REPAIR
DE REGALO



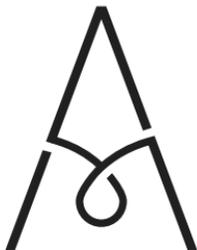
ISOTYPE

Our logo does not have a smaller version, for which reason we have an Atache isotype. This isotype allows us to reduce the brand's presence in a simplified, visual manner and, therefore, use it in situations where the logo won't be particularly legible or would be repetitive.



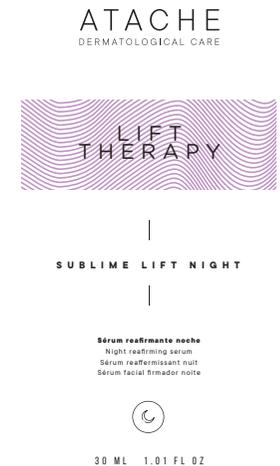


Below are instructions on how to build our isotype, so you know how to do it.



ORDER OF INFORMATION

Given our activity, we often need to create graphics with diverse hierarchies of information, but how is this done? It's done using the aforementioned fonts and vertical guides. Some examples are provided:





RANGE COLOURS

When issuing specific communications for a product or range, you may use their official colour for visuals, applying it to both the wave and the background. However, remember that you must never apply it to the logo.

CVITAL RGB: 131 145 57 HEX: #839139 CMYK: 53 27 91 11	VITAL AGE RGB: 105 103 101 HEX: #696765 CMYK: 54 45 46 33	LIFT THERAPY RGB: 133 119 151 HEX: #857797 CMYK: 54 53 23 6
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BE SUN RGB: 197 97 14 HEX: #c5610e CMYK: 18 69 100 7	DESPIGMEN RGB: 192 78 80 HEX: #c04e50 CMYK: 19 79 60 8	SOFT DERM RGB: 166 54 103 HEX: #a63667 CMYK: 30 88 28 14
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ESSENTIELLE RGB: 0 143 187 HEX: #008fbb CMYK: 80 27 15 2	OILY SK RGB: 70 156 147 HEX: #469c93 CMYK: 72 19 46 2	CORPORAL CARE RGB: 47 118 162 HEX: #2f76a2 CMYK: 81 44 19
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Here are some examples of graphics using range colours:





ICONS

As you're aware, icons are used more and more frequently. For this reason, we've created some icons to make our information more attractive and simpler to understand. You can use them provided they are coherent and facilitate the reader or user experience.

Some recommendations are:

- Ensure the icons you select are appropriate for the product or range you're talking about. If you have any questions you can check with our displays, protocols or social media content.

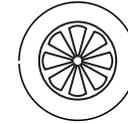
- Always use the marked icons in the corporate split circle.

- Always add the descriptive text for the icon at the beginning. When your customers are familiar with it, you can start to use it without text.

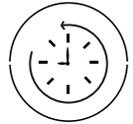
You will find various areas among the types of icons we have:



Icons by skin requirement

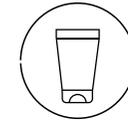


ANTIOXIDANT



ANTI-AGEING

Icons by product



DAY CREAM



SERUMS

Icons by range

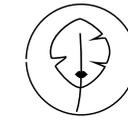


ESSENTIELLE



CVITAL

Icons by skin type

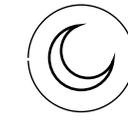


SENSITIVE SKIN



DRY SKIN

Icons by time of use

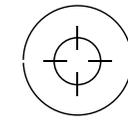


NIGHT



DAY AND NIGHT/
ADAPTED

Icons by function

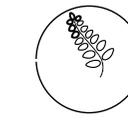


SPECIFIC



MOISTURISING

Icons by ingredient



POLYPODIUM
LEUCOTOMOS (LEAF)



ARBUTIN



RESOURCES

Throughout this manual, we've presented the graphic view of Atache and the resources that comprise it. To ensure you can use this information, we've prepared a series of resources stored in folders on Google Drive. In these folders you'll find everything you need for your designs and communications:

Folder 1: ATACHE BRANDING

- Corporate fonts
- Waves in different formats (PNG and AI)
- Line logos
- Icons
- This manual



Folder 2: ATACHE SOCIAL CONTENT

In this folder you'll find:

- Social media images by range
- Product images
- Content in text format for social media
- Videos made by Atache
- Some additional resources

