

PVRE

GO PVRE, GO SMOKE FREE



**BRAND
GUIDELINES**



OUR LOGO & BRAND ELEMENTS

Our Logo

The PVRE logo is clean, simple and easy to identify. The simplicity of the logo represents a customer friendly brand and easy to use products.

The original color of the logo is black but if circumstances require we could use it in white.

PVRE and tagline

Our Look

PVRE

Our Logo

Logo Usage

To ensure the integrity of the logo is maintained, always use the correct artwork file.

And do not...

- Stretch or distort the logo
- Change the colours of the logo
- Recreate the logo
- Add a shadow or other effects to the logo
- Use the logo within copy

Unacceptable Usage



PVRE



PVRE



pvre



PVRE



PVRE



Rae relisum nobisciisi is erum
digen PVRE duciam.

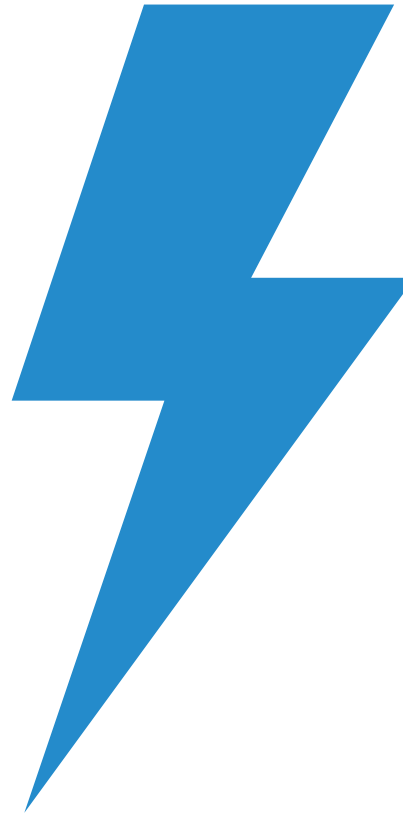
Our Logo

Iconography

The bolt is to be used separately to the PVRE logo but can be used on the same document to complement the design. The bolt can be used in the PVRE range colours which are detailed on this page. In addition it can also be used in white when on a dark background. For example: If the design is focusing on the Berry Ice flavour then the bolt should be coloured in either the Berry Ice colour or PVRE blue and not any of the other flavour colours

We also use the bolt as a connection between our close brands - T-juice and PVRE. the bolt demonstrates a path between the 2 brands which enables users to find the best products for them.

The use of the bolt icon



BERRY ICE



ICE MINT



ORIGINAL TOBACCO



RED FRUITS



SMOOTH TOBACCO



TRIPLE MENTHOL

Our Logo

Iconography

Please see example of how the bolt can be used to complement PVRE designs. When using the bolt icon, we like to have it separated from the rest of the design, more of a stand alone piece not incorporating it with anything else.

Bolt - examples



Bolt is in line with the logo but it appears on a different side, adding to the brand but not taking over in importance.



Pod Kit packaging uses the colored bolt as an identifier for the flavours.

Our Logo

Holding Device

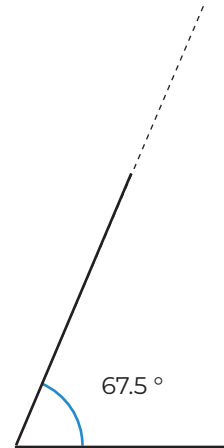
How do we use the PVRE box

The angle of the V in the PVRE logo is consistent with the angle used on PVRE packaging and other PVRE designs. Please make sure angle used in PVRE is always 67.5 degrees to ensure brand integrity.

The holding device can be used with our main colors (white and blue) or with PVRE lifestyle images. When PVRE lifestyle images are used a blue or white line can be added next to the holding device to mark a clear division.

The only exception of this rules is on the Pod Kit packaging where flavour color have been used in the holding device.

PVRE



Our Logo

The holding device can be blue, white or a PVRE lifestyle image. If blue or a lifestyle image is used as the holding device then the other side should always be white.

Here are some examples of how the holding device can be used in different ways.

Holding Device

Holding Device - examples

PVRE ⚡

99.7%
less harmful than smoking

PVRE DEVICE KIT
• PVRE Device
• USB-C cable
• Product information

PVRE POD KIT
• 10mg Nicotine
• 20mg Nicotine
• 10mg Nicotine
• 20mg Nicotine
• 10mg Nicotine
• 20mg Nicotine

FLAVOURS

- Ice Mint
5mg | 10mg | 20mg
- Berry Ice
5mg | 10mg | 20mg
- Red Fruits
5mg | 10mg | 20mg
- Triple Menthol
5mg | 10mg | 20mg
- Smooth Tobacco
5mg | 10mg | 20mg
- Original Tobacco
5mg | 10mg | 20mg

THIS PRODUCT CONTAINS NICOTINE WHICH IS A HIGHLY ADDICTIVE SUBSTANCE

THIS PRODUCT CONTAINS NICOTINE WHICH IS A HIGHLY ADDICTIVE SUBSTANCE

Ask in store for details

PVR-WPOSTER-A4-EN-01

PVRE
GO PVRE, GO SMOKE FREE

99.7%
less harmful than smoking

5x
more recyclable

50%
more cost effective*

Example for the lifestyle image holding device.

PVRE ⚡

DEVICE KIT

- PVRE Device
- USB-C cable
- Product information

PODS SOLD SEPARATELY

THIS PRODUCT

SMOKE FREE

Example for the blue holding device on the PVRE Device Kit packaging.



OUR TYPOGRAPHY

Our Typography

Typeface

Primary

Typography is a powerful brand tool when used consistently. This typeface best represents the clean and modern feel of the brand and should be used across all print and web touchpoints.

AaBbCcDd123456

Montserrat Light

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ (£!?!&@:)
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat SemiBold

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ (£!?!&@:)
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat Medium

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ (£!?!&@:)
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat Bold

THE QUICK BROWN FOX JUMPS OVER THE LAZY DO
The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ (£!?!&@:)
abcdefghijklmnopqrstuvwxyz 1234567890

Our Typography

Tagline

The primary tagline can be used in any PVRE communication. Make sure you highlight the brand name within the tagline by making it bold or using a stronger color.

When using the tagline on any design, make sure it is in all capitals, not in lowercase and that you use comma after the brand name. This ensures brand consistency throughout different designs. Please see examples of how you can highlight the brand name within the tagline:

The secondary tagline should be used in B2B communication.

PRIMARY TAGLINE

GO **PVRE**, GO SMOKE FREE

GO **PVRE**, GO SMOKE FREE

GO PVRE, GO SMOKE FREE

SECONDARY TAGLINE

SETTING THE STANDARD FOR VAPE PRODUCTS



OUR COLORS

Our Colours

The PVRE colour pallet has been developed to represent a clean and modern brand. Minimal colours have been used to ensure clear communication. This simple colour pallet made up of blue and white has been created to represent the purity of PVRE products.

The PVRE design should be made out of a higher percentage of white, followed by blue. Black should feature least, eg: logo or copy.

Main Colours

CMYK 0 0 0 0
RGB 255 255 255
HTML FFFFFFFF



CMYK 0 0 0 100
RGB 0 0 0
HTML 000000



CMYK 78 34 0 0
RGB 34 139 203
HTML 228BCB

Our Colours

Additional Colours

Grey system

The grey system is to be used as a secondary palette and never as main color on a PVRE design. The system is to be used to represent a hierarchy in copy.

For example if main information is shown in black then the secondary information should be colored in lighter grey.

CMYK 0 0 0 0
RGB 255 255 255
HTML FFFFFFFF

CMYK 0 0 0 36
RGB 187 186 186
HTML BBBABA

CMYK 0 0 0 56
RGB 144 144 144
HTML 909090

CMYK 0 0 0 68
RGB 117 116 116
HTML 757474

CMYK 0 0 0 97
RGB 45 45 44
HTML 2D2D2C

Our Colours

Packaging Colours

Flavour card - Fruits

The packaging color corresponds to the relevant PVRE flavour name and profile.

Berry Ice

Raspberry - Blackcurrant - Menthol

Ice Mint

Peppermint - Spearmint - Confectionery

Original Tobacco

Tobacco - Smoky - Leafy

Red Fruits

Red berries - Lime

Smooth Tobacco

Light cured Tobacco

Triple Menthol

Menthol - Vanilla

Berry Ice	RGB 232 74 106	HEX/HTML E84A6A	CMYK 1 82 4 0
Ice Mint	RGB 150 199 198	HEX/HTML 96C7C6	CMYK 46 7 25 0
Original Tobacco	RGB 139 77 41	HEX/HTML 8B4D29	CMYK 31 68 84 33
Red Fruits	RGB 202 21 36	HEX/HTML CA1524	CMYK 13 100 89 4
Smooth Tobacco	RGB 220 159 106	HEX/HTML DC9F6A	CMYK 13 42 62 3
Triple Menthol	RGB 84 179 119	HEX/HTML 54B377	CMYK 67 1 66 0



OUR PACKAGING

Our Products

Device Kit

Foundation of the experience

The design of our packaging is based on our holding device; it represents the main brand colors and the hardware included in the box. Additionally, a simple explanation of package contents is shown to help customers make an informed decision before purchase.

Every element of the packaging was developed to enhance the consumer experience.

PVRE packaging is **100% recyclable**, keeping it in line with our commitment to reduce waste.



Our Products

Pod Kit

PVRE Flavours

Building on the Device kit, the PVRE Pod Kits use the same rules and design elements mentioned on the previous page.

The clear difference being the holding device and packaging is colored in line with the flavours.

Available strength levels:

- ▶ 5mg
- ▶ 10mg
- ▶ 20mg

Available flavours:

- ▶ Berry Ice
- ▶ Ice Mint
- ▶ Original Tobacco
- ▶ Red Fruits
- ▶ Smooth Tobacco
- ▶ Triple Menthol





OUR STANDARDS

Our Standards

HARM REDUCTION

PVRE IS PROVEN TO **REDUCE** TOBACCO HARM BY **99.7%*** VERSUS TOBACCO - BASED ON SCIENTIFIC TOXICOLOGICAL DATA FROM 40 LEADING CIGARETTE BRANDS.

EDUCATION

PVRE DUTY OF CARE COMMUNICATION PROVIDES SCIENTIFIC EVIDENCE THAT PVRE IS A LEADING ALTERNATIVE TO TOBACCO CONSUMPTION.

ENVIRONMENT

PVRE IS **AT LEAST FIVE TIMES** MORE **RECYCLABLE** THAN CLOSED POD SYSTEMS, WITH A COMMITMENT TO RESPONSIBLY DISPOSING OF CUSTOMER BATTERIES AND PODS.

AFFORDABILITY

PVRE IS **MORE THAN HALF THE COST PER ML** COMPARED TO LEADING CLOSED POD SYSTEMS, PROVIDING A MUCH MORE ACCESSIBLE PRODUCT FOR ALL CONSUMERS.

QUALITY

PVRE DEFINES THE PROCESS OF PREMIUMISATION, FROM A FULLY ISO AUDITED SUPPLY CHAIN, THROUGH RIGOROUS INTERNAL STANDARDS AND TESTING TO EXCEPTIONAL CUSTOMER SERVICE.

ETHICS

PVRE PROVIDES A **UNBIASED AND ETHICAL** PERSPECTIVE ON TOBACCO HARM REDUCTION.

MARKETING

PVRE MAINTAINS A CONSISTENT, CLEAN AND MATURE THEME ACROSS ALL MARKETING COMMUNICATIONS.

*As determined by a reduction of >99% in measured concentrations of 13 different tobacco-related chemicals in the aerosol when compared to tobacco smoke