poppits®

TOOTHPASTE GELS

Pop. Brush. Smile.



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Clean teeth, minus the mess.

Kids' toothpaste gels that make brushing simple for parents and fun for kids.







WHERE WE STAND

For families with kids 7 and up, Poppits is toothpaste made simple.

No squeezing. No tube.

NO MESS

No mess.
No tube.
No stains.

NO WORRIES

One gel per brush.
No guessing.





WHO BUYS IT

Parents

- Want brushing to be one less battle.
- Read the jar: what it is, who it's for, what's in it.
- Get the facts first, then the fun.

WHO USES IT

Kids 7 and up

- Old enough to brush on their own, with a parent nearby.
- Like things that feel made for them, not for toddlers.
- Pop one, brush, done.

Playful on the outside. Clear on the inside.

Playful

not silly

"Pop. Brush. Smile."

Clear

not clinical

"One gel per brush."

Warm

not babyish

"Made for kids 7 and up."

Confident

not pushy

"Clean teeth, minus the mess."



Our gel characters: one family per layout, always beside the words toothpaste gels.

VOICE

Clean teeth, minus the mess.

One gel. One brush. Done.

Pop. Brush. Smile.

- Short sentences. Real verbs.
- Talk to parents like a friend who has the facts.
- Talk to kids at their level, never down to them.
- Always call them toothpaste gels.

Say this. Never say that.

ON THE PACK, WORD FOR WORD

Watermelon Rush | Fluoride-Free | Gentle on Teeth | Made for Kids

With Nano-Hydroxyapatite | Net Wt. 2.3 oz (65 g) • 65 Gels

Say this

LEAD	**Clean teeth, minus the mess.**
TAGLINE	**Pop. Brush. Smile.**
SUBHEAD	Kids' toothpaste gels. Watermelon Rush. For kids 7 and up.
NO MESS	**No mess. No tube. No stains.**
NO WORRIES	One gel per brush. No guessing. · No more toothpaste mountains. · Already portioned. Just pop one. · Less paste-tastrophe, more brushing.
ROTATE	Brushing, minus the mess. · One gel. One brush. Done.
FLAVOR	Watermelon Rush, a flavor kids love.
BUTTONS	Meet the gels · See how it works · How to use · Learn more
SIGN-OFF	less mess, more smiles

Never say

- Candy, sweets, treats or snacks.
- Anything that shows or suggests eating, chewing or swallowing a gel.
- A gel on the brush. The gel goes between the teeth, then a wet brush.
- “The right amount”, or any dose promise. Say “one gel per brush”.
- Medical promises, such as preventing cavities or repairing enamel.
- Whitening or stain removal on teeth. “No stains” means sinks and counters.
- Approval badges, made-up reviews or testimonials.



LOGO

The leaf-p, the wordmark and the ®, always together.

Poppits® is a registered mark, and the ® stays on the master logo. The logo is drawn from the original vector artwork: never retype or redraw it. When the category needs saying, TOOTHPASTE GELS sits under the wordmark in Poppins SemiBold, edge to edge.



Master · sky



Reverse · white

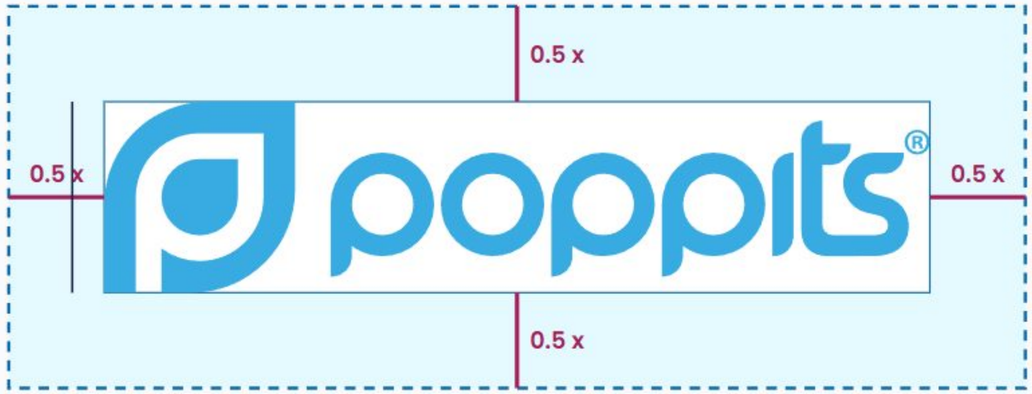


One color · ink

LOGO · SPACE AND SIZE

Give it room.

Keep half the symbol's height clear on every side. Smallest digital size: 120 px wide (30 mm in print). The symbol alone: 24 px.



x = height of the leaf-p symbol. Keep this 0.5 x margin free of type, doodles and edges.



480 px · hero and masthead



240 px · standard digital



160 px · small digital



120 px · digital minimum



24 px · the symbol alone

Same shape, every time.



Do use the master on light grounds.



Do use ink or white on color.



Don't stretch or squash it.



Don't add shadows or effects.



Don't recolor it.



Don't put white on a pale field.



Don't drop the leaf-p.



Don't place it on busy art.

Kids Poppits, made for kids.

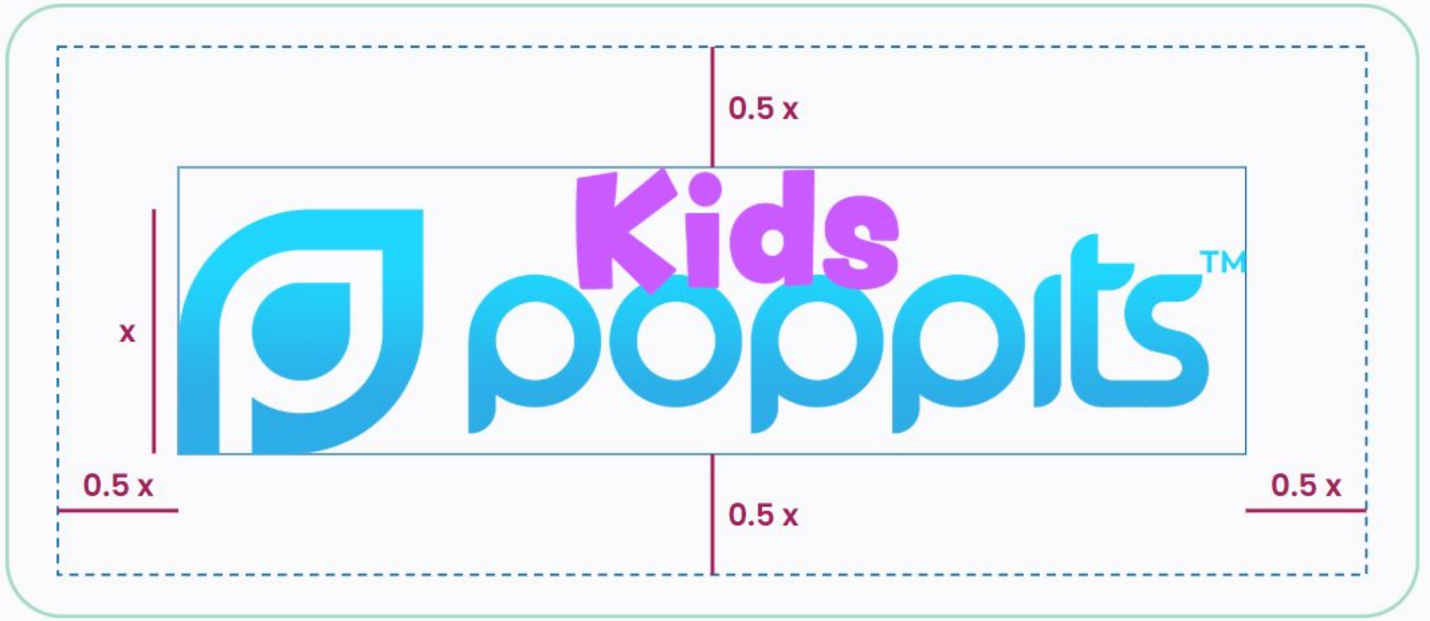
Our kids' lockup: the leaf-p and wordmark in blue, with Kids in purple above. Use the artwork exactly as supplied. Never redraw it, recolor it or add to it.

KIDS POPPITS Kid-facing and parent-facing moments for the kids' product: ads, social, in-store and out of home.

POPPITS® The company and the brand: website masthead, partners, press, legal and trade.

ONE LOGO Never set the two side by side in one layout.

SIZE On screen, 160 px to 700 px wide.



Chalk
light grounds

Ink
dark grounds

Mint
straight on, no panel

Light blue
a chalk panel first

Keep half the leaf-p's height clear on every side. Straight onto chalk, ink, mint or pale mint. On light blue or lilac, put a chalk panel down first: the blue and the purple disappear.

COLOR · PRIMARY

Lilac

Our home color. It sits beside the lilac pack and calms the page.

#D6C8F2

Light blue

Our energy. Big fields, and the family of the logo blue.

Sky #2DAEE9 · Logo #38ACE2

Hot pink

The pop. Buttons and one highlight per area, never a whole page of it.

#FF5FA2 · buttons carry an ink border

SECONDARY

Mint

Fresh and bright, like the bathroom counter in the morning sun. Behind photos, on quiet panels and page grounds, and as the poster margin.

#A6DBC4

TINT

Pale mint

#D9EEE6 · pages, fact strips, chips

TEXT

Ink Navy

Every headline, line and label, and the border on pink buttons.

#1B2142

COLOR IN USE

Lots of calm, a little pop.

Ink on lilac
Text is always Ink Navy #1B2142.

Ink on blue
Never white text on light blue.

Ink on pink
Buttons: pink fill, ink label, ink border.

Ink on mint
Quiet panels and grounds behind photos.

Ink on pale mint
Page grounds, fact strips and chips.

White on ink
For bold, quiet moments.

poppits
TOOTHPASTE GELS

For kids 7 and up



Brushing, minus the mess.

Fluoride-Free · Gentle on Teeth · Made for Kids

See how it works

HEADLINES

Aa

Fredoka

Round, bold and friendly. Its circles echo the o and p of the wordmark.

SemiBold 600 **Bold 700**

EVERYTHING YOU READ

Aa

Poppins

Clean and easy at small sizes. Body text never below 16 px on screen.

Regular 400 Medium 500 **SemiBold 600** **Bold 700**

KIDS' TOOTHPASTE GELS

Clean teeth, minus the mess.

Kids' toothpaste gels. Watermelon Rush. For kids 7 and up.

Meet the gels



- **Eyebrow** · Poppins SemiBold, capitals, spaced
- **Headline** · Fredoka Bold, one per layout
- **Subhead** · Poppins Medium
- **Button** · Poppins SemiBold, ink on pink, ink border
- **The jar** · beside the words, never under them

Meet the jar.

Watermelon Rush comes first: 65 toothpaste gels in a clear jar with a white screw lid.

ON THE LABEL, WORD FOR WORD

- Watermelon Rush
- Fluoride-Free · Gentle on Teeth · Made for Kids
- With Nano-Hydroxyapatite
- Net Wt. 2.3 oz (65 g) • 65 Gels

Show the jar as it is. Never recolor, redraw or cover the label.





THE GELS

Toothpaste, in a gel.

Soft, pink and ready to go. One gel per brush.

Always call them toothpaste gels, and keep the jar, a brush or those words close by.



A group of gels shows what's in the jar, never how many to use.

One gel. One brush. Done.

The gel goes between the teeth, then a wet brush. Never on the brush.

1



One gel, between the teeth.

Take one gel from the jar and hold it between the teeth.

2



Brush with a wet toothbrush.

Wet the brush first, then brush as usual.

3



Spit out the foam and rinse.

Kids 7 and up brush on their own, with a parent nearby.

PACKAGING

The real pack is the hero.

- A clear jar with a white screw lid, a lilac starry label and a green flavor band.
- The lid says it plainly: Toothpaste Gels.
- Show the front and the lid as they are. Never recolor, redraw or invent a side.



Front · the label, word for word



Lid · brand, flavor and category

GRAPHIC DEVICES

Pattern is punctuation.

A short band of gels, a face now and then, a slice of watermelon for the flavor.

Keep a plain zone for the logo and the words. Use one device per layout, and never put a busy repeat, a watermelon change and a big pile of gels together.



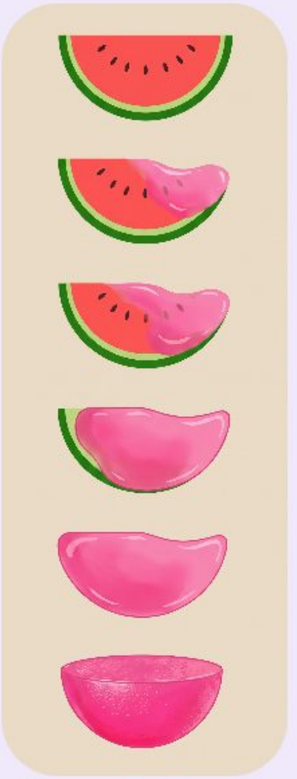
Gel repeat
bands and borders



Faces
an accent, now and then



Watermelon
the flavor, as a motif



Watermelon to gel
a flavor story, not how it's made



The burst
twelve rays that say hello

A bright bathroom, a playful point of view.

BATHROOM Soft window light, lilac and pale-blue tiles, white ceramic and one toothbrush you can see.

PEOPLE Kids who read 7 and up, enjoying the routine.

CHARACTERS Round pink gels with simple faces and limbs. One family per layout, always near a brush.

PRODUCT The real jar and lid, label in view. The scene sets the mood; the jar tells the truth.



At the mirror. Warm light, a real smile and a brush in hand make the routine look like fun.



On the counter. Lilac tiles, soft light and a brush beside the open jar keep it in the bathroom.



The gel family. Sports gear brings the energy; the toothbrush brings it back to brushing.

Why these work.



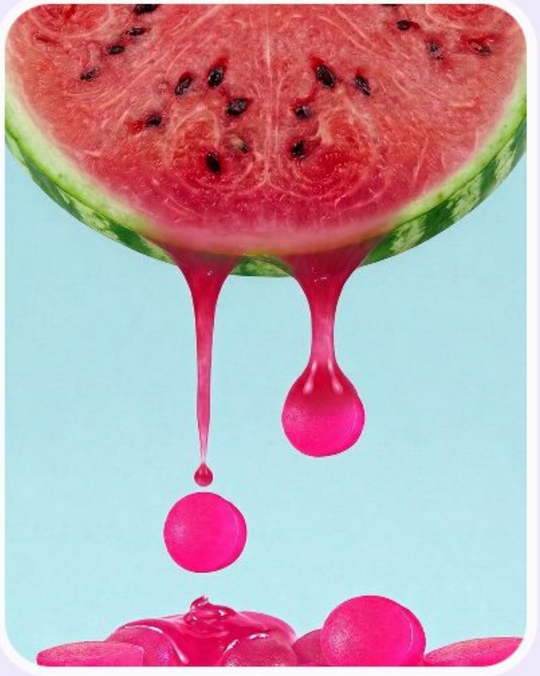
Scene. The brush and the jar together keep the picture about brushing.



Product. The full front, label in view, keeps the product truthful.



Character. A playful bathroom friend next to a brush: a mood, not instructions.



Flavor. Watermelon says the flavor at a glance. Keep it a motif.

Do · keep the brush and the label in the crop · use the real jar and lid · leave a missing shot as a clearly marked gap.

Don't · show eating, chewing or swallowing, a gel on the brush or treat props · put words over faces or the label · recolor the product.

poppits®
TOOTHPASTE GELS



Bright and playful, and it still reads as toothpaste.

PLAY WITH

Go bold.

- Watermelon and the flavor motifs
- Gel characters and the gel repeat
- Bold color, with one pop of pink
- Playful bathroom moments
- Candy-bright looks that still read as toothpaste

GUARDRAILS

Always.

- Everyone shown reads 7 and up.
- It reads as toothpaste: the jar, a brush or the words toothpaste gels are in view.
- One gel between the teeth, then a wet brush. Never a gel on the brush.
- No eating, chewing or swallowing, and no treat props.
- The real pack, as it is. No made-up reviews or badges.

MOTION

Pop in. Settle fast.

Quick, springy and calm once it lands.

Quick and springy

Most moves finish in under half a second.

One thing at a time

Let each move finish before the next one starts.

The product holds still

The jar and the gels never move, spin or bounce.

The burst says hello

Twelve rays draw on once, in 700 ms, then hold. It never loops.

Reduced motion

When someone turns motion down, use simple fades only.

poppits TOOTHPASTE GELS

Meet the gels | How to use | For parents | For kids 7 and up

KIDS' TOOTHPASTE GELS

Clean teeth, minus the mess.

Kids' toothpaste gels. Watermelon Rush. For kids 7 and up.

WHAT IT IS	Kids' toothpaste gels
AGE	For kids 7 and up
PACK	Clear jar, white screw lid, 65 gels
FLAVOR	Watermelon Rush
ON THE PACK	Fluoride-Free / Gentle on Teeth / Made for Kids



- No mess. No tube. No stains.
- One gel per brush. No guessing.

Meet the gels | See how it works

Watermelon Rush toothpaste gels. For kids 7 and up. Fluoride-Free.

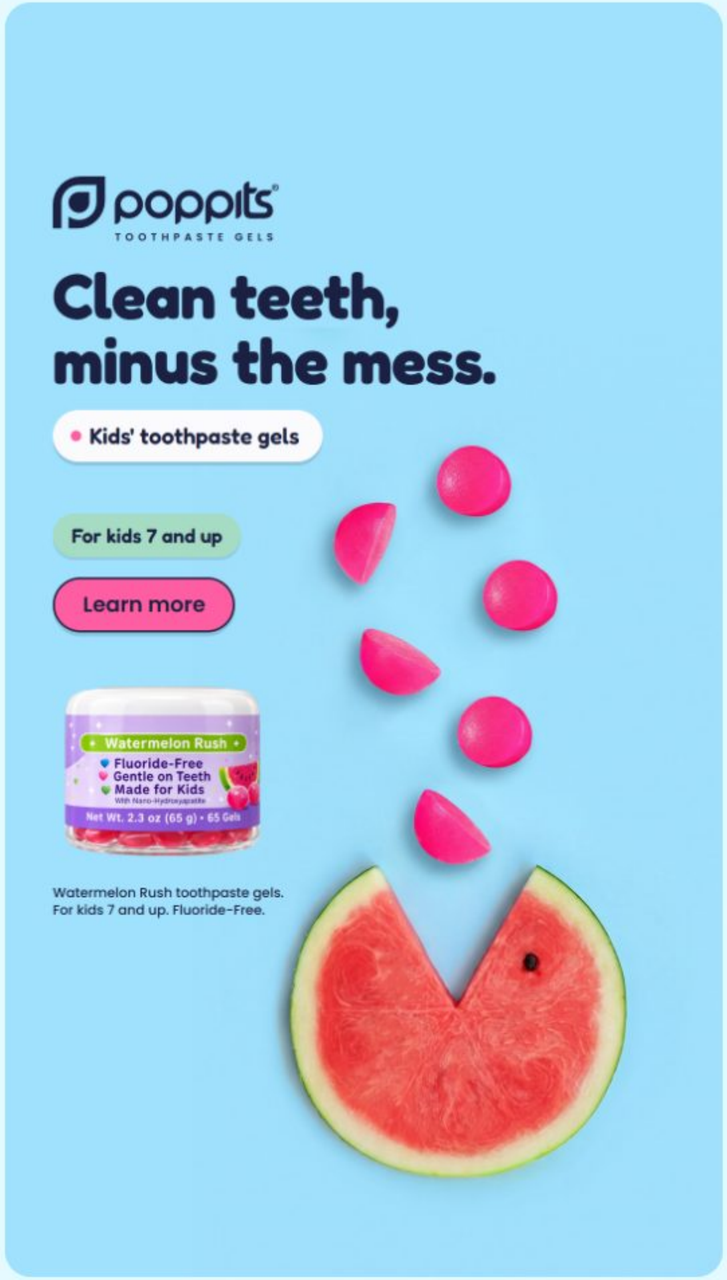


APPLICATION · SOCIAL POST

Kids' toothpaste gels, at a glance.

A 4:5 feed post: the real jar on a pale mint field, the tagline, the age and the flavor, one pink button, and a short band of the gel repeat at the foot. It still reads as a thumbnail.





APPLICATION · STORY AD

Big character, plain words.

A 9:16 story. Pop man gets a field of its own; the logo, the lead line and the button sit in the safe zone, clear of the gel trail.

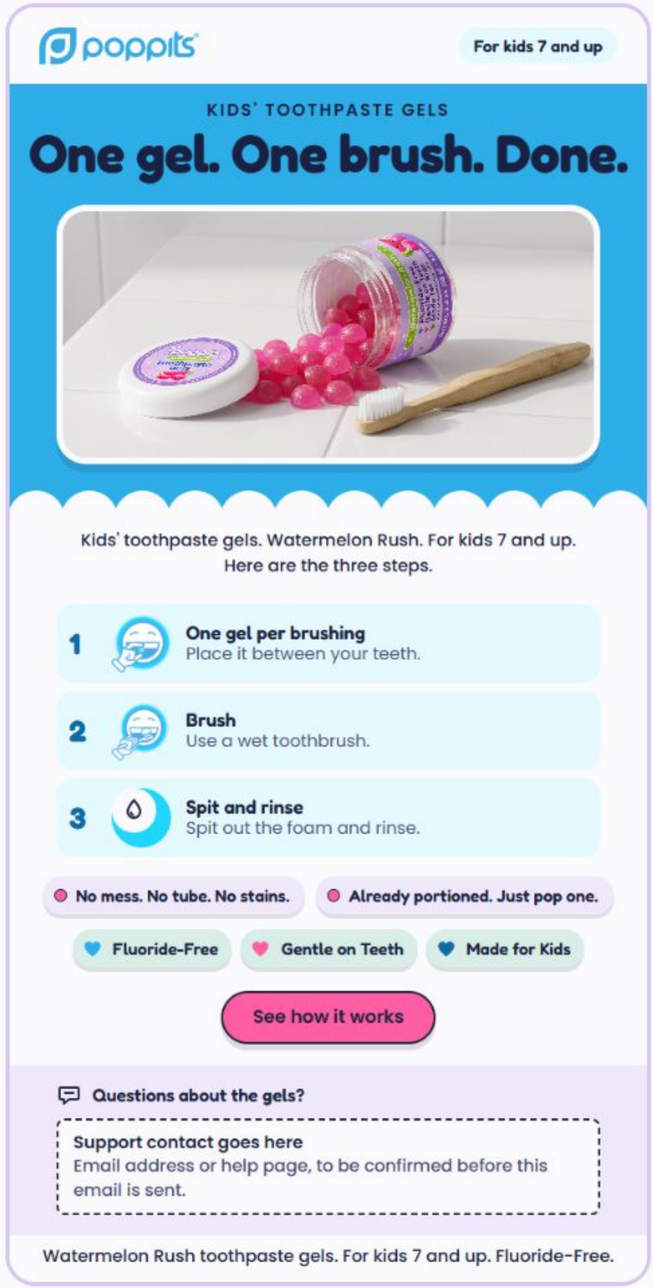
The words stay on brushing, and the real jar sits right beside them.

APPLICATION · WELCOME EMAIL

Three steps, right at the counter.

Hello, the bathroom scene, then how it's used: one gel between the teeth, a wet brush, spit and rinse.

The support contact is still to come. Its dashed box stays in until the address is confirmed.



The whole wall says Poppits.

One idea per poster. A brusher here, the splash there.

A logo you can read from the platform. Big, high and clear.

One world across the wall. Watermelon and gels link the posters.



Read it in three seconds.

Platforms, shelters and billboards are seen from a distance, on the move. Say one thing, big and clear.

One message

One line, the logo and one picture. Seven words or fewer.

Read at a distance

About 1 inch of letter height for every 10 feet of viewing distance. The logo spans at least a quarter of the width.

Safe areas

Logo and words at least 2.5% in from every edge. On platforms and shelters, no words in the lowest fifth. Dashed: live area and lowest fifth.

Contrast

Ink on light grounds and on mint; chalk on ink. Never type over a busy part of a photo.

Formats

Platform poster 3:2, landscape. Bus shelter 2:3, portrait. Billboard 2:1, wide.



Billboard · 2:1
The cover as it is: logo, line and splash.



Platform poster · 3:2
One brusher, Kids Poppits and the jar, on a mint margin.



Bus shelter · 2:3
The jar on mint, one line.

Poppits on one page.

Exact values, files and rules →

Say

Clean teeth, minus the mess.
less mess, more smiles
Kids' toothpaste gels.
Watermelon Rush. For
kids 7 and up.

Logo

Leaf-p + wordmark + ®, from the original artwork. Half a symbol of space. At least 120 px wide. Kids Poppits as supplied.

Color

Lilac, light blue and a pop of hot pink. Mint as the accent. Ink Navy for all text. Pink buttons carry an ink border.



Type

Fredoka 600 and 700 for headlines. Poppins 400 to 700 for everything else.

Show

The real jar. One gel between the teeth, then a wet brush, spit and rinse. Kids 7 and up.

Never

Eating, chewing or swallowing a gel. A gel on the brush. Treat props. Made-up reviews. A pack that isn't ours.



Pop. Brush. Smile.

Exact values, files and rules for tools and agents →