

MAYOLY
Taking your care to heart

Brand Book

2025

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A brand at the heart of our ambition



Our Group is transforming: its strong brands are performing well in key locations, and it is gaining momentum in the transition towards consumer healthcare in addition to addressing the challenges posed by societal developments and the transition to a greener future.

Capitalizing on successes in recent years, **the MAYOLY brand has evolved and continues to have a major role moving forwards.** That's why we are sharing the brand's essentials.

It expresses who we are and what we want to be. **It is a mindset** that drives us **to address current and future challenges.**

Our role is to continue to build **a recognized and ever stronger brand that** brings pride to all of our employees.

Halinh TRAN BRECHOT
Head of Group Communications and CSR

Our challenges / Our purpose

Our purpose

Making everyday life better for everyone and improving health and well-being for all

Our ambition

Becoming a global leader in consumer healthcare



Our signature

FR Mayoly, votre santé nous tient à cœur

EN Mayoly, taking your care to heart

It's a belief

Health is a top priority
that is relevant to all of us.

It's a mindset

Our determination motivates us every day
and inspires us to push boundaries.
Each employee can express their potential
and have an impact.

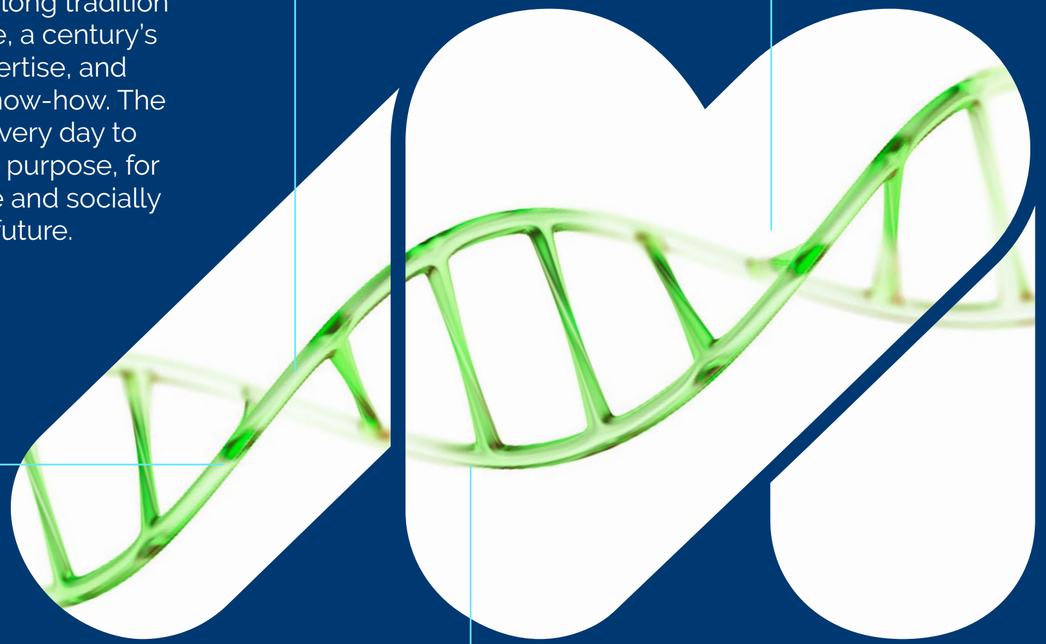
It's a commitment to a relationship

To a solution based on listening,
an obsession over quality that empowers
everyone to take action

Our DNA

INDUSTRIAL
Mayoly embodies the French industrial spirit by combining a long tradition of excellence, a century's worth of expertise, and innovative know-how. The Group acts every day to perform with purpose, for a sustainable and socially responsible future.

PROXIMITY
With its family roots, Mayoly works in close proximity to people's daily health needs, cultivating relationships of trust with its partners and actively participating in its local ecosystem.



INDEPENDENCE
Mayoly is rooted in independence in decision-making, freedom of action, and responsiveness, enabling it to continually adapt to changes in its surroundings and to make informed decisions.

FAMILY-BASED ENTREPRENEURIAL CULTURE
Mayoly's entrepreneurial culture stands out by its strong human values such as responsibility, integrity, collaboration, and innovation. Behind the work of our employees lies a mindset of growth- and performance-driven initiative that puts people at the heart of this approach.

We are a French pharmaceutical group with over 100 years of recognized know-how and excellence.

We strive to maintain our independence, fostering a responsible and an ever more flexible mindset. We are a family-owned company with a strong entrepreneurial and altruistic culture that operates in close proximity to its teams around the world, relying on patient, consumer, healthcare professional, and partner engagement.

As a responsible employer, we are individually and collectively committed to performing with purpose, for a sustainable and socially responsible future.

What makes Mayoly unique

1

An alliance between health and well-being

Health and well-being are vital and complementary:
Beyond the physiological benefits, they enable us to live better every day, to approach each day with optimism by building trust and self-esteem, thus promoting social connection.

2

An engaged industry stakeholder

Our strong and responsible industrial model enables us to master the entire value chain, in order to confidently provide a high-quality solution to the health and well-being needs of patients and consumers.

3

Responsible and sustainable growth

Developing our teams, serving our patients/consumers, fostering the development of our geographical locations while reducing our environmental impact are our priorities.

4

Product quality and efficacy

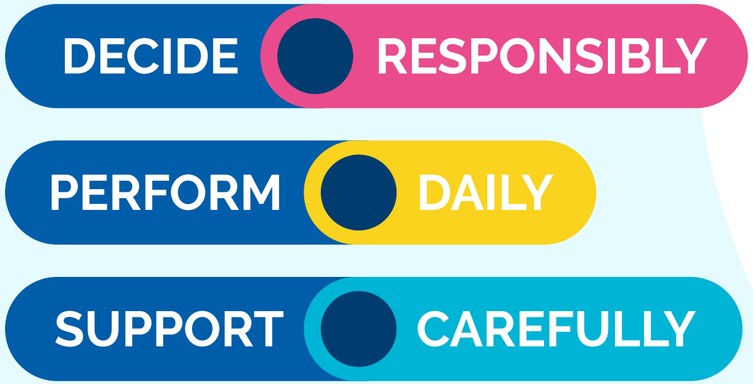
Our Group has existed for over 100 years.
By listening to patients and consumers, alongside our partners, we are continually reinventing ourselves to deliver products that are renowned for their efficacy and high quality worldwide.

These **four unique cornerstones** make up our human chemistry

Our human alchemy is one-of-a-kind.

Born from our history and growth over time, our values and culture reflect our shared ambition to become an international leader in Consumer Healthcare. They strengthen our ability to act, spark our creativity, and cultivate a positive mindset every day. This foundation is more than a value framework: it's a source of inspiration for each and every one of MAYOLY's employees.

3
commitments
to our patients, customers, and consumers



An innovative, customizable, and infinite combination of 15 verbs and adverbs
that allows every employee, in line with our corporate culture, to be creative, to decide and act in the interest of all, autonomously and responsibly.

ACT	HUMBLY
CARE	SIMPLY
LEAD	QUICKLY
BUILD	CONSTANTLY
TRUST	INCLUSIVELY
GROW	FAIRLY
TEST & LEARN	JOYFULLY
CONTRIBUTE	PROUDLY
SHARE	GENEROUSLY
CELEBRATE	STRONGLY
INSPIRE	BOLDLY
CHALLENGE	AGILELY
IMPACT	SMARTLY
RECOGNIZE	COLLECTIVELY
CREATE	ACTIVELY

These foundational values fuel our corporate culture
and guide our day-to-day actions to tackle the challenges of tomorrow.

Mayoly in 1 minute

MAYOLY is a French pharmaceutical group, **an international leader in consumer healthcare** that has successfully reinvented itself time and time again and transformed to respond to our changing world. Backed by this entrepreneurial mindset and our family culture, today, MAYOLY strives to become a leader with **a global range that brings together health and well-being.**

Our long-standing expertise in three specific fields has allowed us to develop, over the years: **digestive health, dermocosmetics, and industrial excellence with six plants, including five in France.**

Every day, in over 100 countries, MAYOLY's 2,200 employees work towards advancements in prevention and leading solutions and services in **health and well-being.**

We work with healthcare professionals, health authorities, institutions, and local populations to **support and expand access to reliable and effective health and well-being solutions worldwide.**

For over 100 years, we have worked hard to make a difference for all.

Mayoly in 10 minutes

Who we are

MAYOLY
Taking your care to heart

Our purpose:
Making everyday life better for everyone and improving health and well-being for all

Three long-standing areas of expertise

- Gut health
- Dermocosmetics
- Production in France

What we do

A global range of solutions and services in health and well being

Consumer healthcare

- Gut health
- Dermocosmetics
- Food supplements
- Mental performance

smecta
Probiolog
forlax
Macrogol 4000
tanakan
TOPICREM
LA DERMATOLOGIE BIEN-ÊTRE
MeteoSpasmyl

Prescription

- Gastroenterology

EZICLEN
fortrans

Diagnostics

- *Helicobacter pylori*, medical devices

HELIKIT
kibion
Diabact
HeliCap

Mayoly in detail

Our purpose

Making everyday life better for everyone and improving the health and well-being of all

Who

- French, independent, and international pharmaceutical group
- Three long-standing areas of expertise Gut health and Dermocosmetics and Production
- Human-centered in the field of health
- Culture and values Entrepreneurial spirit and family culture

What

- Health and well-being for all
- Product quality and efficacy and a century of know-how
- A global range of solutions and services
  - Consumer healthcare
  - Prescription
  - Diagnosis

How

- Industrial sovereignty
- Expert, committed, and passionate teams, all company ambassadors
- Striving for excellence - simplicity Continuously seeking progress
- Innovation
- Health sovereignty
- Investments
- Geographical momentum and positive impact on communities
- CSR strategy and annual roadmap

*Medium-sized enterprise

Our CSR commitments

Sustainably improving the health and well-being of everyone



We are nearly 2,200 women and men, present in over 100 countries through our implantations or our products.

Our **VISION AND AMBITION** for sustainable development is based on three pillars:

PEOPLE
Social pillar
our commitment to our employees.

PUBLIC
Societal pillar
our commitment to healthcare partners, patients, and consumers.

PLANET
Environmental pillar
our commitment to ecosystems and the planet for a more responsible and sustainable world.



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Our new brand architecture

To support unity and reinforce "One Mayoly", this document was designed to help you complete your brand- and bid-related projects.

The rules in the following pages all strive to achieve the same goal: to streamline the portfolio of Group brands to gain consistency and legibility and focus on human and financial investment.

Our brand architecture is a concrete representation of MAYOLY's positioning and ambition in the eyes of its stakeholders.

Rule: systematize brand endorsement

Endorsement is an **identity link between two brands** belonging to the same group. Typically, this is done between a parent brand (that of the overarching group) and a child brand (that of a subsidiary, for example). This is reflected in the identity – color(s), typography(ies), symbol(s) – or the more direct reuse of the parent brand wordmark.

Endorsement should therefore be used when a child brand needs to be attached to a parent brand in order to:

- **empower the daughter brand through the mother brand**
- **have the child brand inherit the expertise of the parent brand or vice versa**
- strengthen recognition of the child brand through the parent brand or **capitalize on the presence of the daughter brand in a given geographical area to raise awareness of the mother brand.**

Brands that communicate autonomously in all contexts (corporate and commercial) are considered standalone brands. They are independent in their bids, have their own digital space, in accordance with rules established by the Group.

Two categories of sub-brands are defined:
major standalone brands
minor standalone brands

Our Standalone brands are endorsed

MAYOLY
Taking your care to heart

MAJOR

Consumer healthcare

smecta
forlax Macrogol 4000
MeteoSpasmyl
tanakan
TOPICREM * LA DERMATOLOGIE BIEN-ÊTRE
Probiolog *

Prescription

fortrans
EZICLEN

* Exception

MINOR

Diagnostics

kibion
Diabact
HeliCap™
HELIKIT

Progressive endorsement

LinkedIn: MAYOLY “daughter” entities

	COUNTRY	PRODUCTS	BUSINESS UNITS
1 LOGO	MAYOLY	"Daughter" logo	"Daughter" logo
2 DESCRIPTION OF THE "DAUGHTER" ACCOUNT	MAYOLY in "name" of country" offers...	Name of “daughter”, subsidiary of MAYOLY specialized in...	
3 AFFILIATION OF THE "DAUGHTER" ACCOUNT	Affiliation of the "daughter" account (country, product, or business unit) with the “mother” MAYOLY account		

Website

One integrated digital ecosystem: Mayoly.com

Event

Visibility of MAYOLY at all events (brands and countries)

Building

Visibility of the MAYOLY logo

Progressive endorsement

Business Unit Wordmarks





The wordmark template for Mayoly's "child" brands uses the same graphic design codes as the corporate logo. The pictogram, colors, and typography remain unchanged to reinforce visual consistency and Group awareness.
The Mayoly name is made smaller than the name of the Business Unit. This visual hierarchy underlines their belonging to the group while highlighting and prioritizing the name of the 'child' brand.

Progressive endorsement

Building the Business Unit wordmark





BUILDING THE WORDMARK

The Business Units (BU) wordmark template is designed according to the diagram shown above. Spacing between the pictogram and the name is determined by the value of *y*, corresponding to the width of a stroke of the 'M'. Text dimensions and spacing are governed by the value of *x*, calculated based on half the height of the pictogram.

CLEAR SPACE

The clear space is a dedicated space around the logo that ensures visibility and visual impact. It is equivalent to the height of one letter of the name of the business unit.



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Logo block

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Logo block
Presentation









Mayoly's logo block consists of our logo and new signature.
There are two versions of it: a horizontal version (preferred) and a vertical, condensed version.

Logo block

Dos & Don'ts of signature

DOs

Associate the “Taking your health to heart” signature with the Mayoly brand and/or the Mayoly logo.

We use the signature on the following institutional communication media: corporate press releases and announcements, website, Mayoly social media posts and email signatures, POS displays and institutional posters, corporate presentations, stationery, goodies.

DON'Ts

The signature cannot be used on its own on communication media.

The signature must not be used on products, packaging or consumer promotion or communication media for Mayoly products, or in TV advertisements for these products.

Logo block
Versions

There are three versions of the Mayoly logo depending on context.

The horizontal version with signature is preferred.

Preferred



1. Without horizontal signature



2. With horizontal FR signature



3. With horizontal EN signature

Only if not enough space



1 bis. Without vertical signature



2 bis. With vertical FR signature



3 bis. With vertical EN signature

Logo block

Minimum size



1. Horizontal logo with signature (FR or EN)



3.5 cm



2 cm



2. Vertical logo with signature (FR or EN)



2.5 cm



1.25 cm

Minimum size of the Mayoly logo block, which includes our logo and our signature.

When using our logo block on different media, be sure to maintain overall proportions and balance. It is essential to maintain the clarity of the logo and signature, even when they are smaller.

Keep in mind that the minimum size must allow for good recognition of the logo and signature, in order to maintain the readability of our brand image. Thus, if printing constraints require a logo with a signature that is smaller than the above dimensions, it is recommended to use the version of the wordmark without a signature.

Logo block
Clear space

1. Horizontal logo with signature (FR or EN)



2. Vertical logo with signature (FR or EN)



The clear space is a dedicated space around the Mayoly logo that ensures visibility and visual impact. It is equivalent to the height of the letter M.

It must be respected in all Mayoly communications. It is used to avoid visual interference and to ensure that the Mayoly logo clearly stands out on various media and backgrounds. It also ensures that the logo remains legible and identifiable, without being hidden or confused with other design elements.

Logo block
Colors

312C
CMJN 75 0 15 0
RVB 0 179 212
#00B3D4

7462C
CMJN 100 60 0 0
RVB 0 92 168
#005CA8



Use Mayoly's official colors to reproduce our logo accurately. Always be sure to respect the values opposite when using this logo.

Logo block
Background rules

On a white background, the full-color logo is preferable, except on black and white media.

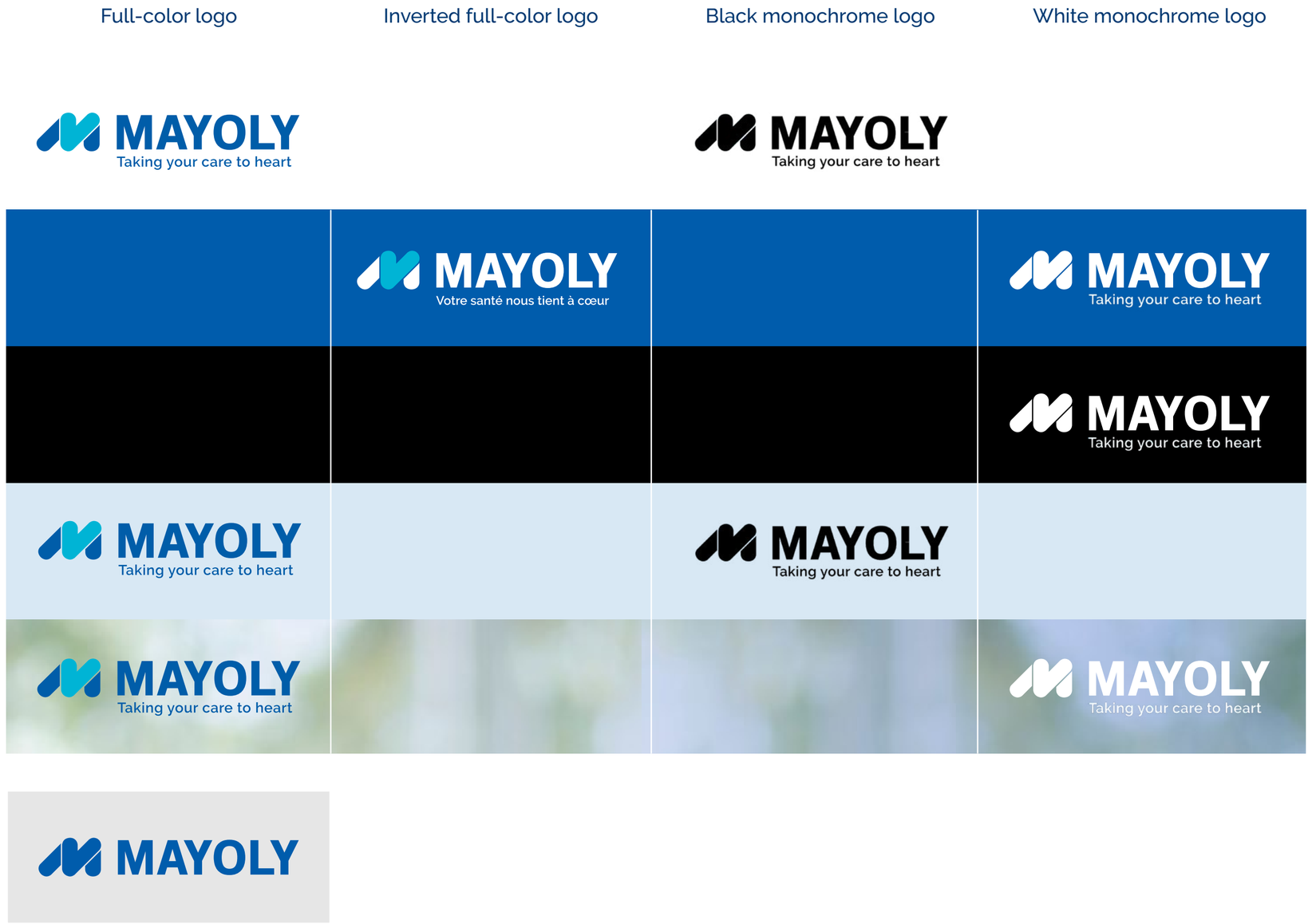
On a Mayoly blue background, the inverted full-color or white monochrome logo can be used.

On a black or other dark background, the white monochrome logo should be used.

On a light background, the full-color or black logo is preferable.

On a photo background or window, the full-color logo is preferable, unless it is illegible. In this case, the white monochrome logo should be used.

For Mayoly packaging markings, there is a special blue monochrome version.



Logo block
Prohibited

Do not alter the logo, including its color, shape, proportions, or typography.

Below is a non-exhaustive list of examples to avoid. These prohibitions adapt to all versions of the wordmark.

The "Taking your health to heart" signature can never be used alone without the logo or Mayoly name.



Do not change
the typography of the wordmark



Do not change
the typography of the signature



Do not change
the color of the wordmark



Do not change the shape
of the wordmark



Do not use the wordmark
without its symbol



Do not change
the size of the symbol



Do not replace the M of the word-
mark
with the symbol



Do not change
the size of the signature



Do not change
the orientation of the symbol



Do not change the symbol



Do not orient the wordmark
perpendicularly



Do not add anything
to the wordmark



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Typography
Presentation

Raleway

Typography plays a key role in building our visual identity. It helps reinforce our brand recognition by creating visual consistency across all of our communication media.

Thin
Extra-Light
Light
Regular
Medium
Semi-Bold
Bold
Extra-Bold
Heavy

Color palette
Presentation

As with the wordmark, colors are fundamental features of Mayoly's visual identity and cannot be changed.

They are listed by theme and are also used for Mayoly's business architecture.

• A range of blues,
an identifying and overarching color for all Mayoly corporate communications.

• A range of greens
for CSR communications.

• A range of grays
for production. A gradient may be used to provide color variety.

• Yellow
for people.

• Pink
from the Topicrem range for dermocosmetics.

BLEU

Thématiques Business & Corporate
Performance, Mission, Valeurs, ADN

CMJN 100 60 0 45
RVB 0 60 112
#003C70

CMJN 100 60 0 0
RVB 0 92 168
#005CA8

CMJN 75 0 15 0
RVB 0 179 212
#00B3D4

CMJN 40 0 5 0
RVB 152 232 255
#98E8FF

VERT

Thématiques RSE

CMJN 65 0 64 0
RVB 131 214 141
#83D68D

CMJN 86 33 56 23
RVB 12 109 102
#0C6D66

JAUNE

Thématique people
Patients, consommateurs, professionnels de santé

CMJN 4 15 90 0
RVB 249 210 28
#F9D21C

GRIS

Thématiques production

CMJN 87 65 43 39
RVB 42 64 85
#2A4054

50% 30% 15%

ROSE

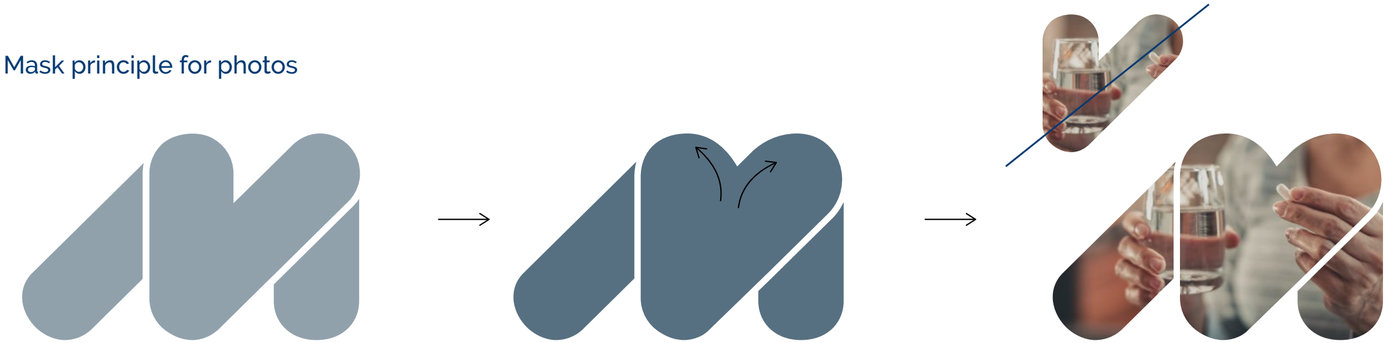
Thématiques dermocosmétiques

CMJN 0 82 8 0
RVB 226 69 142
#E2458E

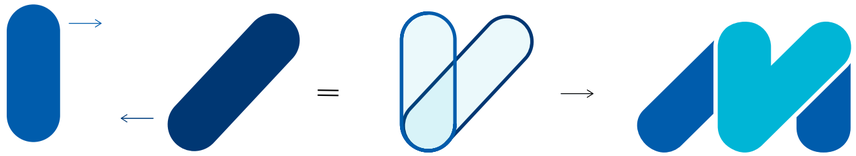
Our symbol

From M to heart

Mask principle for photos



A heart at the center of the M



The symbol is the strongest vector of the Mayoly identity. It is found on all communication media, in varying scales and design representations.

It represents an M with a heart symbol at its center.
This heart graphically represents the new brand image: Mayoly, Taking your health to heart.

When the symbol is used as a photo mask, use a more pronounced representation of the heart inside the M to emphasize the idea of "care" and to ensure a larger surface area to display the photo.

The M photo must always be on a solid background of the Mayoly color range *(see p.28)*

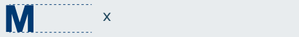
Examples of use in photos



Our symbol

Positioning & framing

Brand compositions consist mainly of the logo block and the M symbol with a photo inserted.
Attached are the most common proportion ratios for the logo block. Get as close as possible to the proportion ratio for your task.







The logo block is positioned either on the bottom right or the top left of the medium, respecting the above clear space at a minimum.

Framing of the M symbol on a medium is unrestricted according to the uses and constraints of the format. However, it is important to follow a few rules to ensure that the symbol is perfectly recognizable.

1. Do not alter the shape of or rotate the symbol.

2. Each element of the symbol must be partly present on the medium and not outside the frame.

3. The top of the heart cannot be cut off.



1. **2.** **3.**

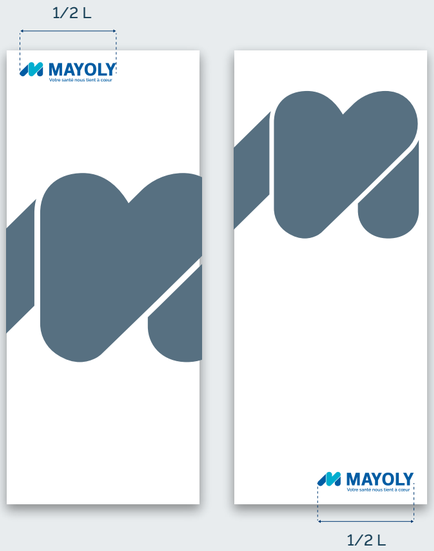
Portrait format



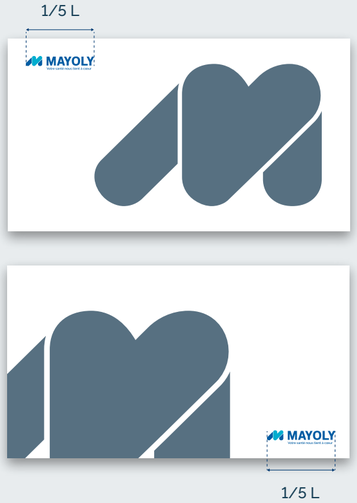
Square format



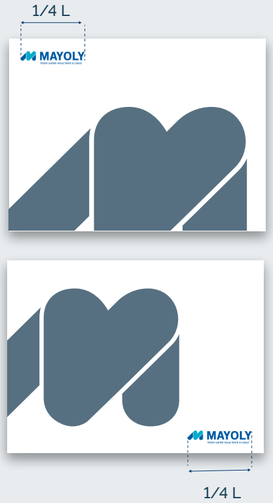
Roll-up format



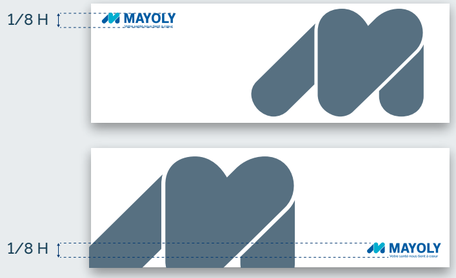
Landscape format 16/9



Landscape format



Long landscape format



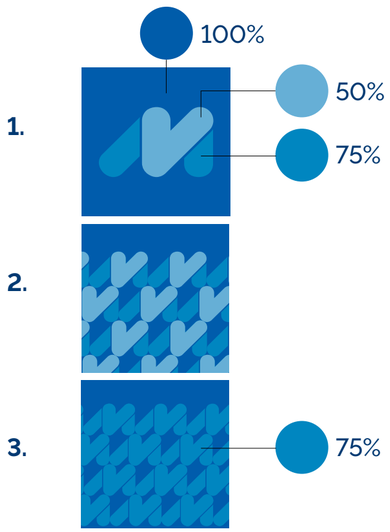
Our symbol

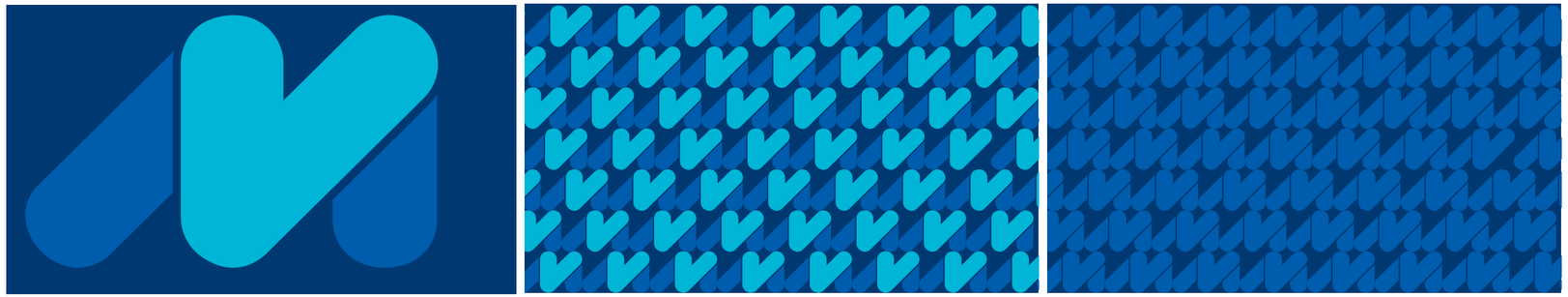
M artwork

The symbol is a strong marker and can also be used as a design element of publications or office work (PowerPoints, cover, divider pages, chapter pages, etc.), and goodies, alone on a color background or as a pattern.

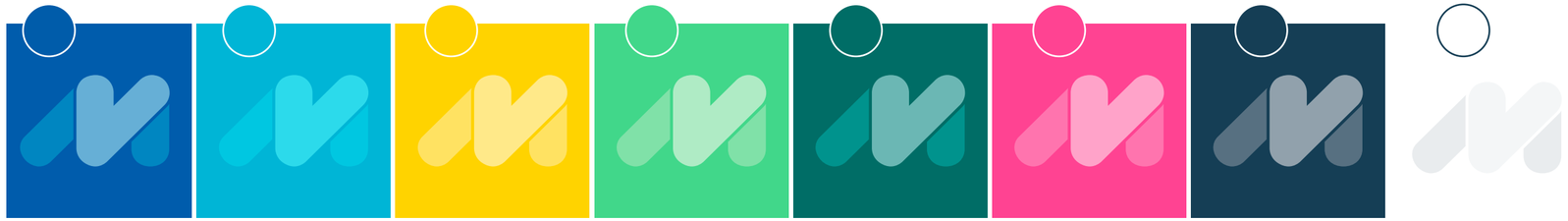
You will be provided with all of the attached graphic design representations shown.

Example with brand blue:

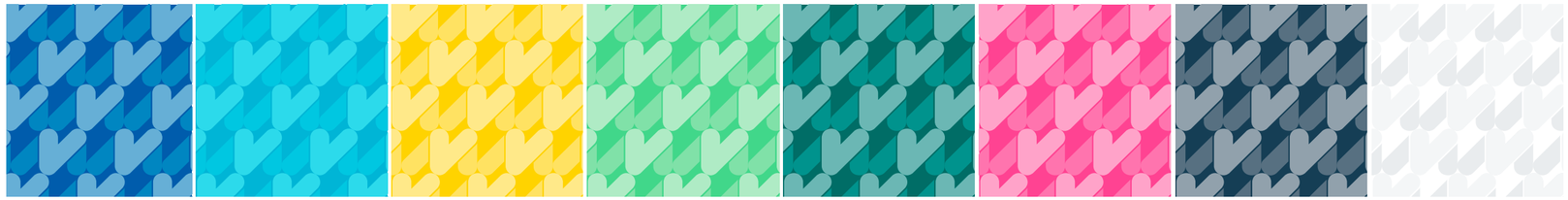




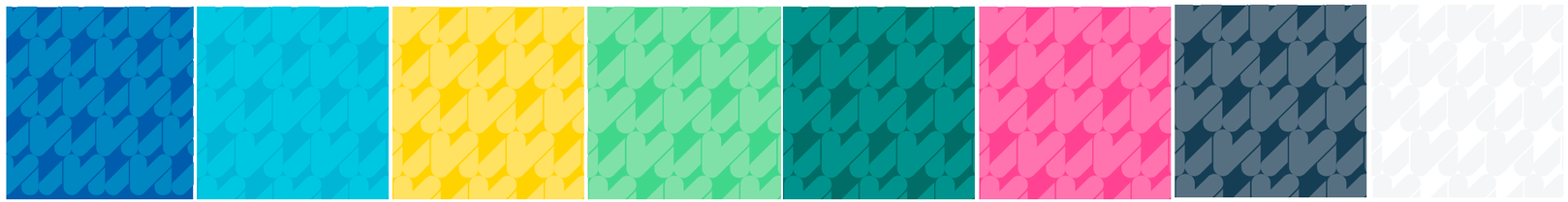
1. Corporate pattern



2. Simple, three-tone M on color background



3. Three-tone M pattern on color background



4. Simple pattern on color background

Our symbol

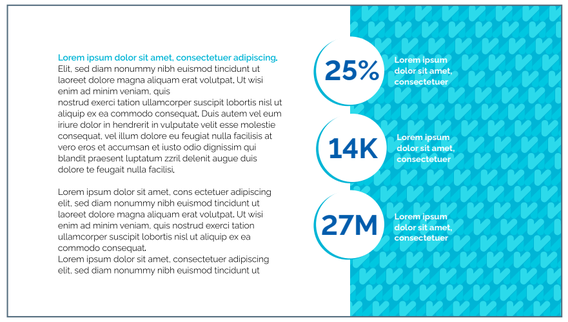
Using the M Artwork

Here are some principles for using the M artwork when it is accompanied by text or photographs.

Use the patterns provided; do not create them yourself. The pattern is present on communication tools as a subtle watermark. It should be used sparingly to complement a more understated communicate, to give life to documents, or to create breathing room in your published documents. It is important that it does not create a readability issue with the information on top of it.

1. Examples of pattern use with text

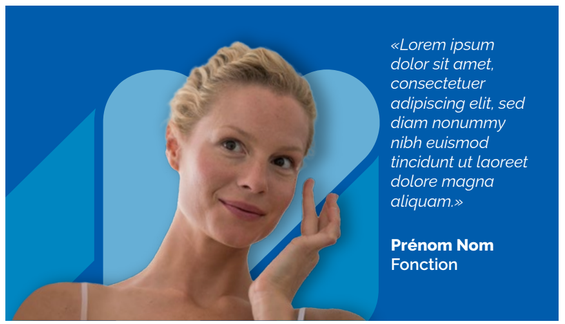






2. Examples of pattern use with photo







3. Examples to avoid



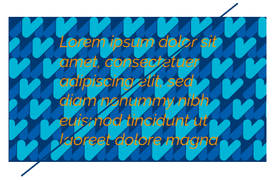
Do not change the color of the pattern



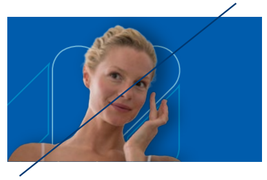
Do not change the scale of the pattern



Never use the pattern with a photo mask



Pay attention to legibility of the text



Do not put the M as a border



Do not overlay the pattern on a photo

Our culture and values

DECIDE RESPONSIBLY

PERFORM DAILY

SUPPORT CAREFULLY

MAYOLY's values are based on a simple graphic design system that connects a verb and an adverb. These elements are combined using a rounded frame, reminiscent of the design style of the Mayoly logo.

The verb is always in a blue frame, while the adverb is in a colored frame. The color is chosen from the color palette of the MAYOLY graphic design chart.

ACT	HUMBLY
CARE	SIMPLY
LEAD	QUICKLY
BUILD	CONSTANTLY
TRUST	INCLUSIVELY
GROW	FAIRLY
TEST & LEARN	JOYFULLY
CONTRIBUTE	PROUDLY
SHARE	GENEROUSLY
CELEBRATE	STRONGLY
INSPIRE	BOLDLY
CHALLENGE	AGILELY
IMPACT	SMARTLY
RECOGNIZE	COLLECTIVELY
CREATE	ACTIVELY

Pictograms
Library

Pictograms are also representative of the brand.

There are three different categories:

- Pictograms of the three Mayoly values, each represented in two colors (the dark blue of the logo as well as white) in a circle using one of the chart colors.

- Pictograms of the three Mayoly dimensions, each represented in the two colors of the logo, in a white circle.

- So-called secondary pictograms also use the logo colors.

Other color representations are not recommended unless required by printing constraints.
In such cases, use the monochrome version.

the three values



Responsibility



Pragmatism



Caring

the three dimensions



French



Independent



International



Medications



Dermocosmetics



Industrial



Diagnosis



Performance



Initiative



Mission



Business



Geographical footprint



Health and well-being



CSR



Patients



Healthcare professionals



Employees

Photos

Humans

(Patients, healthcare professionals, talent, etc.)



Focus on Mayoly employees
that exemplify our ambition, our purpose,
and our one-of-a-kind “human alchemy”.
Consumers and patients can be photos
from the image bank

Photos

Products



Photos

Photo masks

Mayoly photos are framed in several ways.

The most identity-based mask consists of framing the photo in the M heart (1). This framing is to be preferred in all Mayoly corporate communications (posters, brochure covers, visuals on social media, etc.). However, it is important to use this framing sparingly, preferably for key visuals.

Photos can also be framed in a full page with the same rounding (2) as the top of the heart, for office documents (Word, PowerPoint, Excel, etc.) and in some cases for publishing (e.g., internal newsletter).

For more basic layouts, with several photos for example, it is recommended to frame the photos within simple rectangular shapes (3).

1. M framing



Cropped M straight edge



Centered M

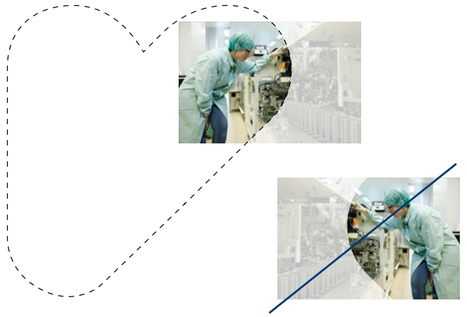


2. Rounded framing



Straight edge framing





3. Straight framing



Simple body of text framing



Page border or mosaic framing





Applications

Posters

Engagement and DNA — 43

Multi-sector — 44

CSR — 45

Stationery

Business card — 46

Letterhead — 47

Digital

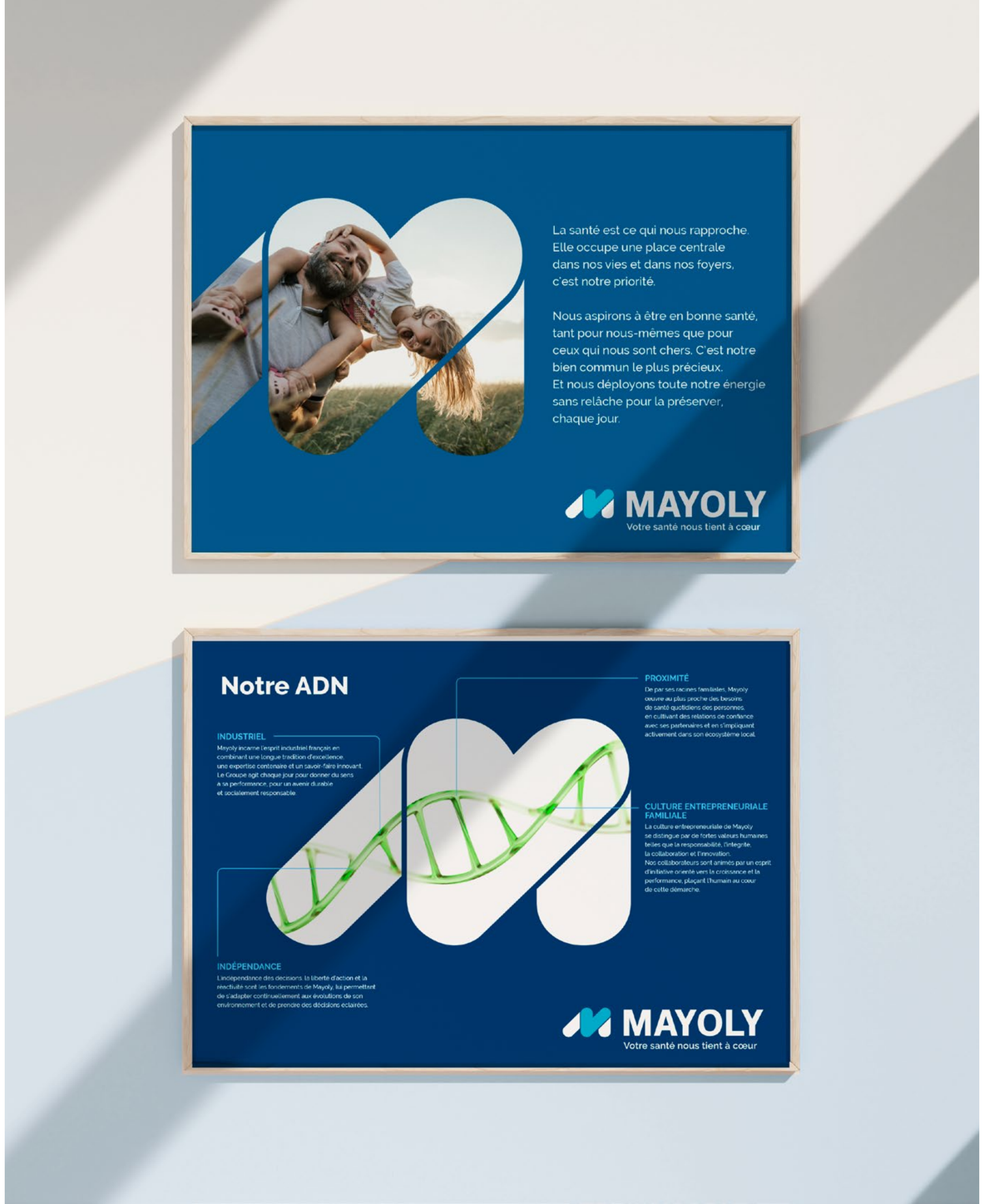
Social media posts — 48

PPT presentation — 49

Posters

Engagement and DNA

Mayoly corporate posters must be directly linked to the brand by using its main identity codes, namely the logo, colors, Raleway typeface and the symbol shown in a photo mask.



Posters

Multi-sector

A multi-sector poster mostly serves a visual purpose and uses the brand's color codes by sector of activity.



Posters

CSR

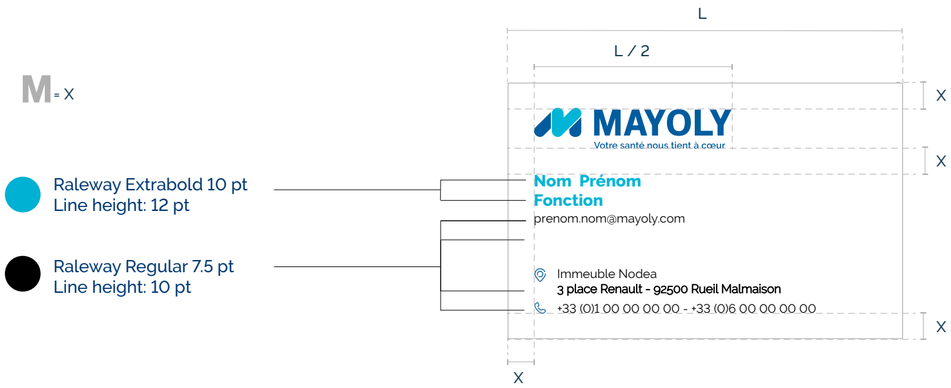
CSR posters use the green color code. The logo is always monochrome.



Stationery

Business card

1. Front



2. Back



CMJN 100 60 0 0
RVB 0 92 168
#005CA8

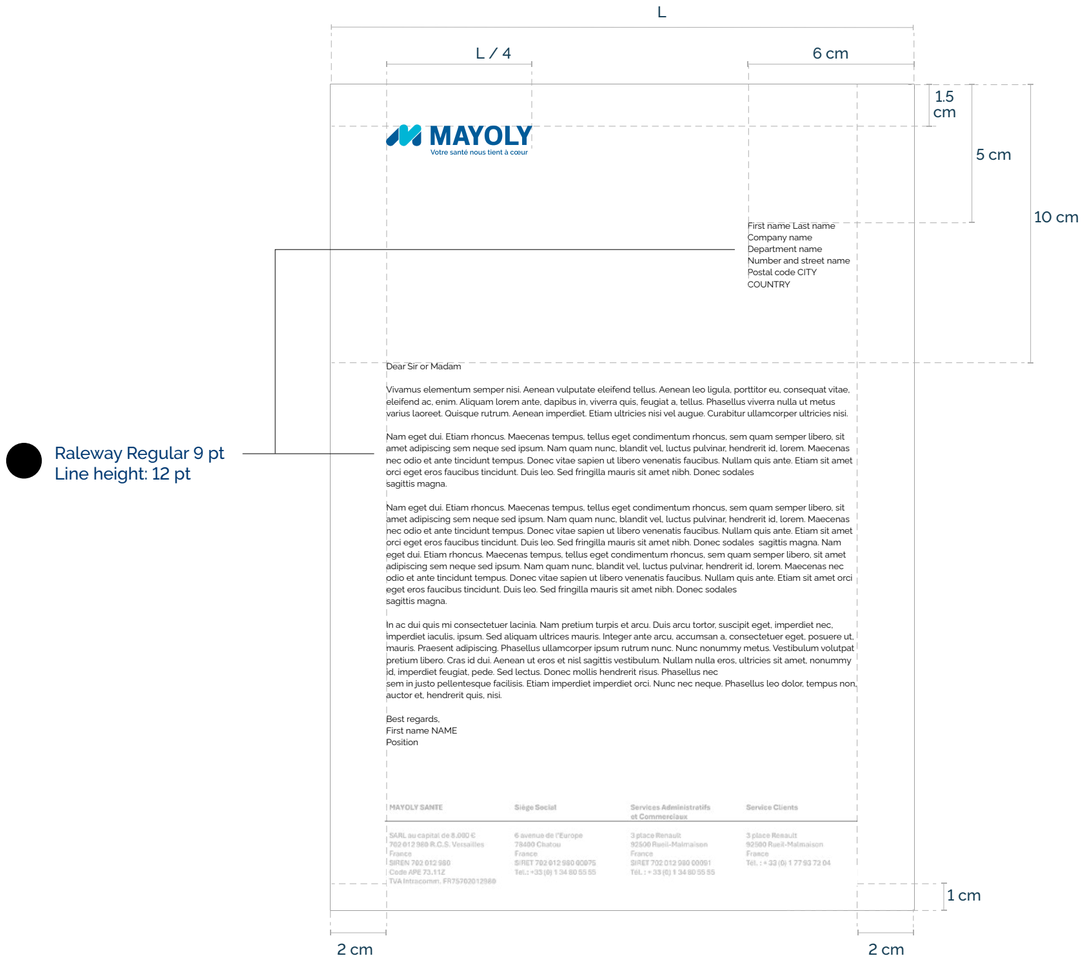
CMJN 75 0 15 0
RVB 0 179 212
#00B3D4

Dimensions: 8.5 x 5.5 cm



Stationery

Letterhead



Raleway Regular 9 pt
Line height: 12 pt

Dimensions: 21 x 29.7 cm



Digital

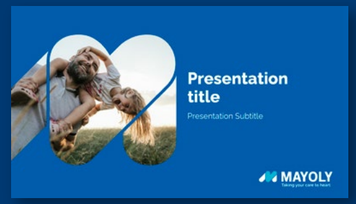
Social media posts





LinkedIn post

Digital
PowerPoint









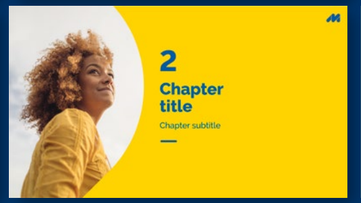




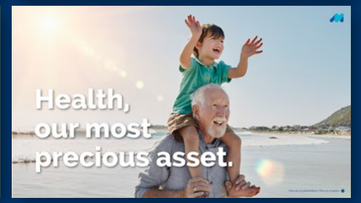




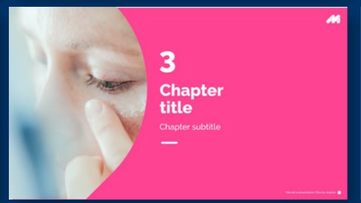


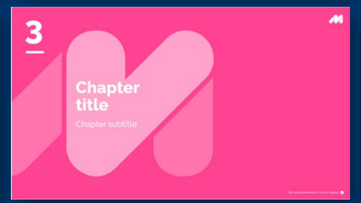




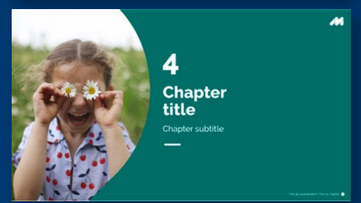


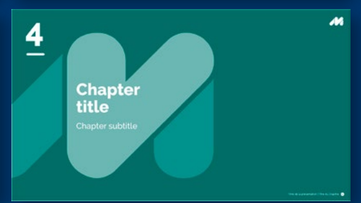
















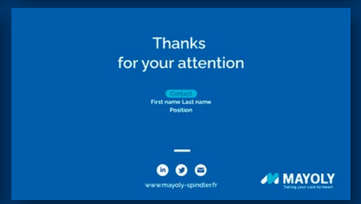












PowerPoint slides use the new chart codes. There are several layout options available depending on end use. Chapters are differentiated by color based on the theme in question. Title slides are proposed here, using pattern backgrounds. The typeface used is Raleway.

THANK YOU!

MAYOLY

Votre santé nous tient à cœur

If you have any questions about the content of this brand book,
please contact the Communications Department

mayoly.com