



THE NIVEA FONT: A JINGLE FOR THE PRINT MEDIA

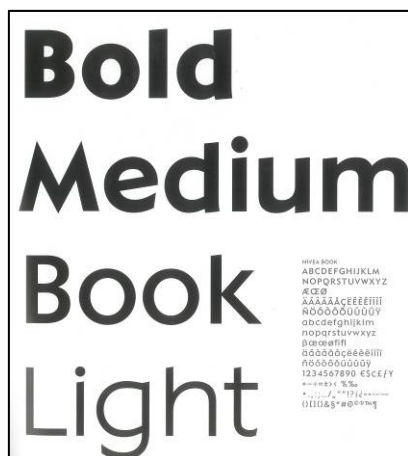
Not many people are aware that the NIVEA blue – Ivocart NIVEA-Blau B65711A – was specifically created for the brand. And even fewer people know that the font was also specifically developed for NIVEA.

The happy designer

Achaz Prinz Reuss had been dreaming of a job like this since design college when, at the beginning of 2000, he was asked to design a brand new proprietary font for the NIVEA logo. Beiersdorf wanted the new font to be immediately recognisable so that people would know straight away that the products were NIVEA brand products. Achaz Prinz Reuss completed the project at the end of 2000. He had created a family of fonts with twelve styles and a text version based on the 1930s Metro Black font by William A. Dwiggins.

I know what that is

Ever since then, the NIVEA font has been used on everything - from business correspondence through print ads and copy texts to product packaging. And its recognition value is just as high when the typical features are transferred to the Cyrillic or Greek alphabets.



The highest recognition effect of all is still achieved by the NIVEA logo, however. Tests have shown that people can recognise the logo even when 70 percent of it is covered up, i.e. the name is not legible. Only very few brands in the world have this kind of distinctive 'signature'. Two other examples are Google and Coca-Cola.

Like the tin design and fragrance, the NIVEA font is a distinctive trademark that people around the entire world

associate with closeness and trust.



Please find further texts, photos, footage, and videos on NIVEA's 100th anniversary in our Virtual Press Room at <http://www.Beiersdorf.com/Nivea100>

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