

PEDIAKID

brandbook 2026



introduction

We present a guide specifically designed for everyone who works with or represents the PEDIAKID brand. This manual brings together the essential tools and guidelines needed to apply the brand correctly, across all contexts and in all its forms of expression.

By using the brand consistently and appropriately, we collectively help strengthen PEDIAKID's identity, values, and uniqueness, ensuring that it continues to grow and remain the trusted, caring brand families rely on today.

PEDIAKID

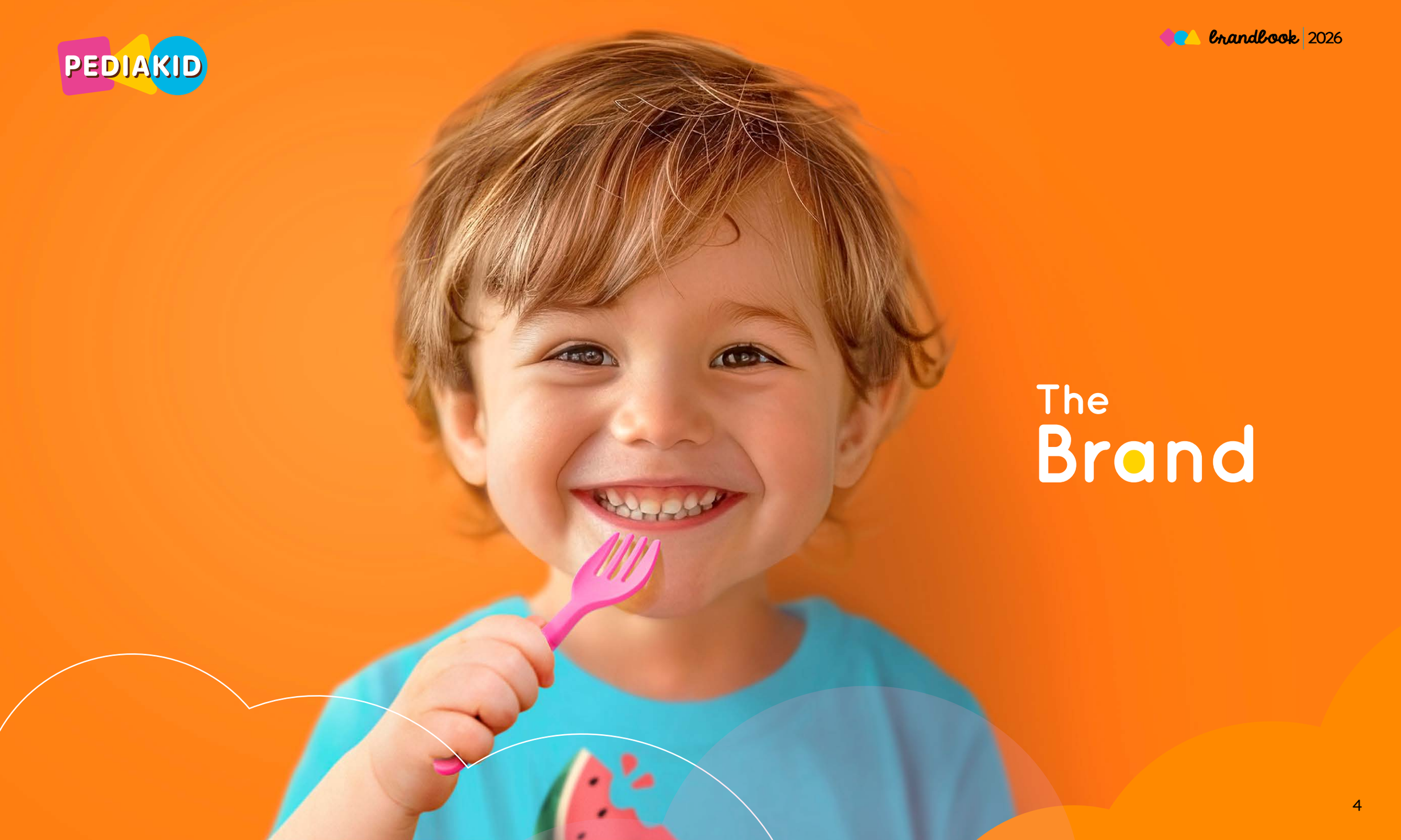
index

The Brand 4

Brand Elements 18

Packaging 24

Brand Communication 39



The Brand

the brand

History 6
Vision, Purpose, Mission 7
Insight, RTB, Benefit 8
Brand Values 9
Personality & Tone 10
Consumer Target 11
Consumer Profile 12
Brand Manifesto 14
Brand Assets 16
Claim & Tagline 17

2003

Creation of the brand in France. At this time the French market is **without any natural solutions adapted to physiological disorders of young children and pre-teens.**

2024

Uriach acquired PEDIAKID, which has become the leading brand in the French market for natural health products for children, and available in more than 50 countries (indirectly).

2026

Uriach has launched PEDIAKID directly in 7 countries: Spain, Portugal, Italy, Romania, Germany, Switzerland & Austria.

future

PEDIAKID will continue to drive its growth & development in every country where the brand has been launched.

vision



To become the European leading brand in Natural Healthcare for children, committed to offering the cleanest formulas, the most innovative solutions, and the highest level of trust.

purpose



We are here to support kid's well-being in a natural and effective way, so they can live their kid's life to the fullest !

mission



To be a partner, a guide, for parents, providing safe, effective, and natural health solutions for their children, from baby age to pre-teens, to help them grow up happy, healthy, and strong.

insight



Parents want to take care of their children's health in a natural, effective, and safe way, while relying on solutions that are easy to understand and use in everyday life.

reason to believe (RTB)



PEDIAKID is built on recognized expertise natural health, with formulas developed alongside healthcare professionals, carefully selected ingredients, and products tailored to children's specific needs at every age.

benefit



PEDIAKID gives parents peace of mind and confidence by offering effective natural solutions that support their children's well-being and balance, day after day.

Brand values

PEDIAKID is recognized for its commitment to provide natural health solutions for children.
Its identity is built around **5 core values** that resonate with both parents
and healthcare professionals.

High Quality



All PEDIAKID products are developed and manufactured **under strict European standards**. Our commitment to excellence **ensures safety, reliability, and trust** for parents worldwide.

Effectiveness



Every formula is carefully designed to deliver real, noticeable results in children's everyday health. Our products combine **expertise and innovation for optimal effectiveness.**

Naturalness & Clean label



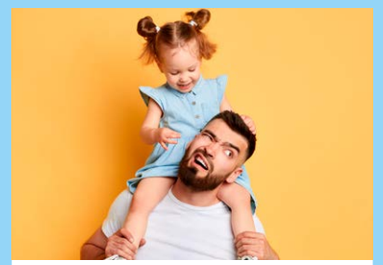
PEDIAKID is dedicated to offering products made with **natural ingredients, free from preservatives and artificial colorants.** This aligns with the **growing demand from parents** who seek safe, healthy options for their children.

Transparency



From formulation to packaging, we communicate openly about what's inside each product and why. Parents deserve **full clarity to make** informed, **confident choices** for their children.

Parenthood Partner



More than a brand, PEDIAKID is **a trusted partner** to parents navigating their child's health journey. We provide **simple, educational tools and solutions to support families** at every step.

Personality

Reliable
More than 20 years expertise in Children's HealthCare

Caring
Focused on children's well-being and parents' peace of mind

Reassuring
Brings peace of mind to parents through clarity, expertise, and care

Educational
Helps parents understand their child's health simply and clearly

Modern
Aligned with today's values: clean, natural, and responsible

Joyfull
A colorfull brand attractive for kids & parents

Tone



- warm *but* professionnal
- simple *but* informative
- supportive *rather* than prescriptive
- Accessible *jargon-free* language
- Serious *but* with a smile

Consumer target

WHAT type of parents ?

Health-conscious parents
Those who prioritize healthy eating, natural products and are informed about nutrition

Parents of young children
Those with toddlers are often more attentive to specific nutritional needs

Busy parents
Those with a hectic schedule who are looking for practical solutions to supplement their children's diet

Parents of children with special needs
Those whose children have allergies, food intolerances, or health issues

WHO are they ?

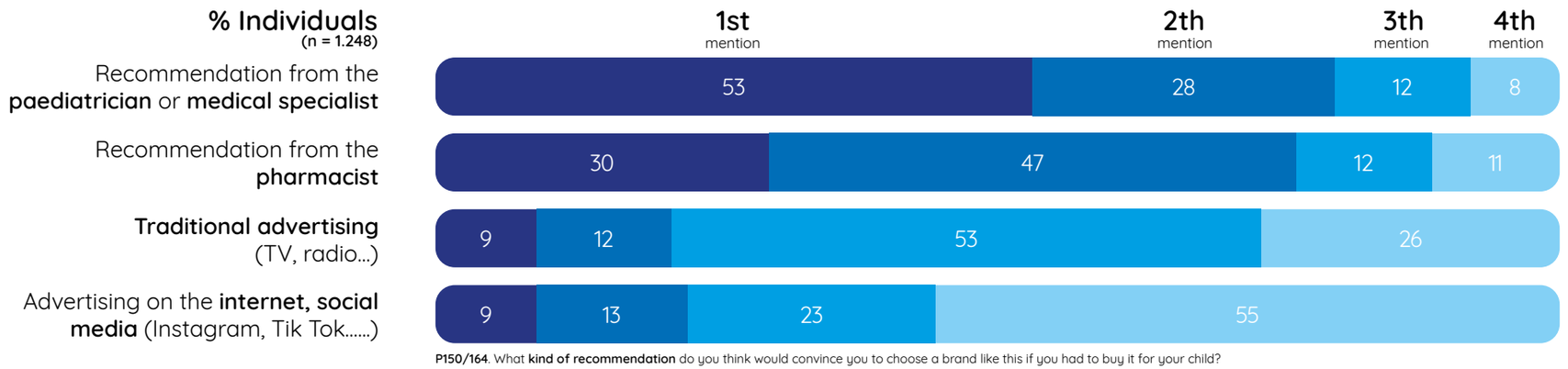
- **Mothers** are often the **primary decision-makers regarding their children's health** and nutrition. They are more likely to seek information about products and **engage in parenting communities**
- **Fathers** are increasingly involved in decisions related to their children's health
- **25-45 years,** living in urban areas
- **SPC+ et intermediate**

Consumer profile

Whom do parents listen to or ask for advice?

Prescribers

Pediatricians and pharmacists are the main brand prescribers for Pediakid products in the purchase decision process. Digital and traditional advertising play a secondary role, supporting awareness rather than driving initial choice.

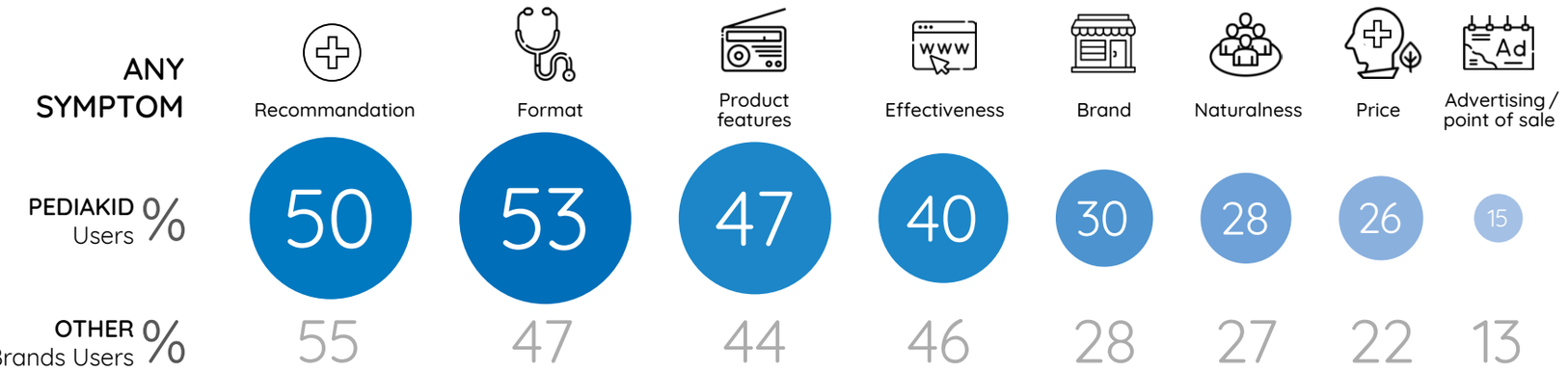


P150/164. What **kind of recommendation** do you think would convince you to choose a brand like this if you had to buy it for your child?

Main purchase drivers

PEDIAKID vs COMPETITIVE BRANDS USERS

Pediakid users highlight **key strengths** in both format and product attributes, particularly **the variety, ease of administration and child-friendly intake,** as well as **pleasant flavours and absence of sugars and additives**.



Consumer profile

Purchase intension vs age of children (by category)

Looking at the targets, any of the Pediakid product families **drive higher purchase intention among** parents of **children aged 3 to 6**

Purchase intension

INDIVIDUALS % (n = 413)

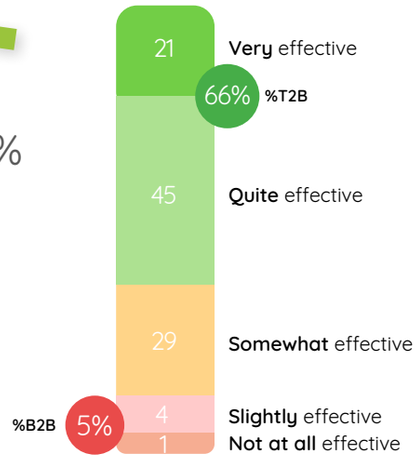
	%T2B DÉFENSES	VITALITÉ	BIEN-ÊTRE AU QUOTIDIEN	ÉQUILIBRE INTESTINAL	ÉVEIL & CROISSANCE	
0 to 2 yo	63	61	55	55	57	(n = 113)
3 to 6 yo	74	62	61	63	63	(n = 126)
7 to 12 yo	60	57	54	52	49	(n = 174)

* %T2B: Definitely yes + Probably yes» / %B2B: «Definitely not + Probably not. **P163**. And to what extent would you consider **buying** a product from any of these ranges **for your child** if they were available at your usual store?

The brand **is perceived as effective** across all target groups, especially in the **French market**, likely due to its position as one of the leading brands in this country

Effectiveness

INDIVIDUALS % (n = 1.248)



	France	Spain	Italy
	71	66	59
	6	3	7
	(n = 413)	(n = 432)	(n = 403)

	0 to 2 yo	3 to 6 yo	7 to 12 yo
	67	67	65
	3	5	7
	(n = 317)	(n = 397)	(n = 534)

P145/P159. How **effective** do you think the products in this range are?

Brand manifesto

At PEDIAKID, we believe that caring for a child's health should never feel complicated or uncertain.

We believe in nature's power and science's precision - in formulas that are gentle and effective, created to support every child's well-being.

We stand by parents, not to replace their instinct, but to reinforce it.

Because when it comes to children, nothing should be left to chance.

That's why we combine healthcare expertise, clean ingredients, and transparent communication to help parents make the right choices, every day.

We speak softly, but with confidence.

We know what it takes for children to grow up healthy, and we know what parents expect.

We are not just a brand.

We are a partner.

A guide.

A reassuring voice in a world full of questions.



We are PEDIAKID. Naturally caring. Committed to the cleanest formulas Always by your side.


PEDIAKID

Brand assets

naming
+ 3 forms

PEDIAKID

3 inseparables forms:
pink square, yellow triangle
& blue circle

cute or funny
kids

Very impactful visuals with bright colors and funny/ happy child in order to capture the attention of parents



Claim & tagline

claim



QUIEN DICE cuidado infantil DICE PEDIAKID
CHI DICE salute naturale DICE PEDIAKID
...

tagline

le reflexe 100% naturel des parents

la eleccion natural de los padres (SP)
a escolha natural dos pais (PT)
la tua scelta al 100% naturale (IT)
...



Brand elements

brand elements

Logotype & Construction 20
Printing Zone 21
Incorrect Uses 22
Logo with Tagline 23

Logotype & construction

colors & typology

Jaune
#EFC613
CMJN: 0/22/100/0
RVB: 239/198/19
PANTONE 7548C

Marron
#502818
CMJN: 21/80/81/69
RVB: 80/40/24
PANTONE 483C



Bleu
#5BB2E2
CMJN: 75/0/5/0
RVB: 91/178/226
PANTONE 306C

Rose
#C9438B
CMJN: 0/85/0/0
RVB: 201/67/139
PANTONE 212C

Printing zone

buffer zone



minimum zone

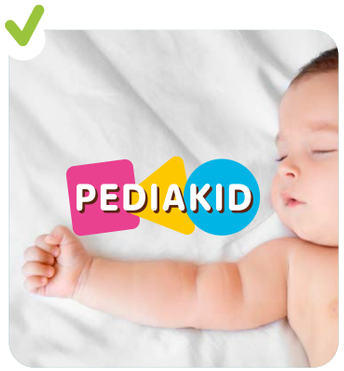


30 mm

Incorrect uses







Use

on a light or dark background, or on a photographic background

Do not use

on backgrounds that match any of the logo's colors or fall outside the brand's visual identity (e.g. black, red, etc.)







Logo with tagline









Packaging

packaging

Portfolio Architecture 26
Facing Construction 28
Artworks 31
Products Colors 34
Products Typographies 36
Products Pictos 37

Portfolio architecture

Respiratory tract



vitality & immunity



baby's essentials



Portfolio architecture

sleep, relax & concentration



parasites



intestinal balance



Facing construction

syrups

- Logo 1
- Naming 2
- Recommended age 3
- Claims 4
- Leaf “Active Ingredients of Natural Origin” 5
- Dosage form icon 6
- “No preservatives” information 7
- Flavor icon + text 8



Facing construction

gummies

- Logo 1
- Naming 2
- Claims 3
- Dosage form 4
- Leaf “Active Ingredients of Natural Origin” 5
- Flavor icon + text 6



Facing construction

baby's essentials

- Logo 1
- Naming 2
- Recommended age 3
- Claims 4
- Leaf “100% natural origin” (for Vit D3 only) 5
- Animal 6
- Dosage form icon 7
- “No additives” information 8
- Flavor text 9



Artworks

syrups

Box

- Facing FR ..... A
- Facing EN ..... B
- Logo 1
- Naming 2
- Recommended age 3
- Claims 4
- Leaf “Active Ingredients of Natural Origin 5
- Dosage form icon 6
- Flavor icon + text 7
- “No preservatives” information 8
- Laboratory information 9
- Nutritional information, ingredients, instructions & recommendations 10
- Barcode 11
- Net volume 12



Artworks

syrups

Label

Logo 1

Naming FR/EN 2

Leaf “No preservatives” (FR/EN) 3

“Without preservatives” information 4

Flavor text FR/EN 5

Directions, recommendations .. 6

Net volume 7



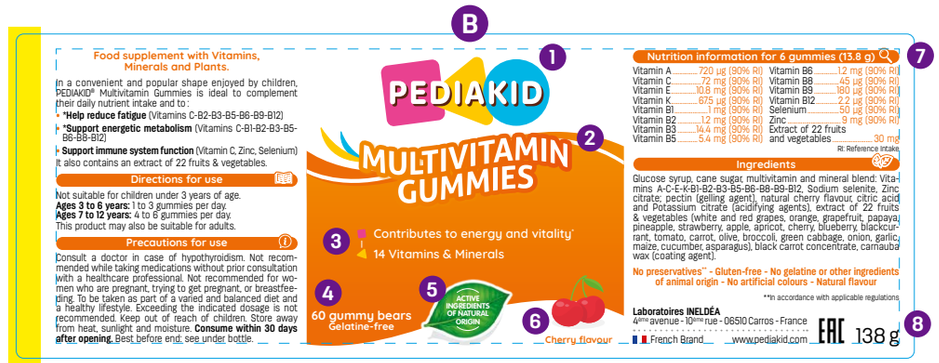
Artworks

gummies

Booklet Label

- Facing FR ..... A
- Facing EN ..... B
- Logo 1
- Naming 2
- Claims 3
- Dosage form 4
- Leaf “Active Ingredients of Natural Origin” 5
- Flavor icon + text 6
- Nutritional information, ingredients, instructions & recommendations 7
- Net weight 8



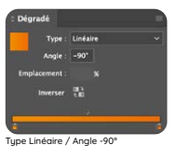


Products colors

syrups



C0/M53/J100/N0 C0/M68/J100/N0



Type Linéaire / Angle -90°



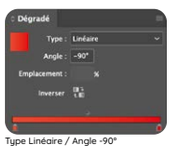
C0/M24/J94/N0 C0/M42/J100/N0



Type Linéaire / Angle -90°



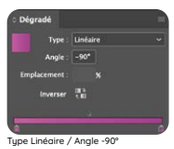
C0/M82/J82/N0 C0/M11:0/J100/N0



Type Linéaire / Angle -90°



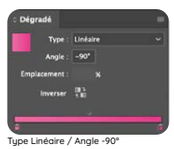
C25/M75/J0/N0 C40/M85/J0/N5



Type Linéaire / Angle -90°



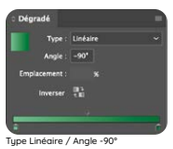
C0/M72/J0/N0 C0/M88/J0/N0



Type Linéaire / Angle -90°



C60/M0/J56/N0 C93/M27/J99/N16



Type Linéaire / Angle -90°



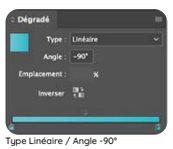
C30/M40/J0/N0 C41/M55/J0/N0



Type Linéaire / Angle -90°



C58/M0/J20/N0 C70/M0/J25/N0



Type Linéaire / Angle -90°



C100/M46/J0/N0 C100/M68/J0/N12

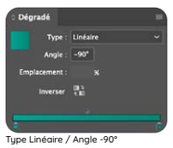


Type Linéaire / Angle -90°

various



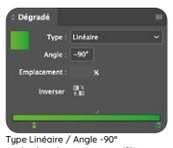
C885/M0/J51/N0 C98/M0/J57/N17



Type Linéaire / Angle -90°



C65/M0/J100/N0 C80/M0/J100/N0



Type Linéaire / Angle -90°
C65/M0/J100/N0 emplacement 15%



C8/M0/J50/N0 C28/M0/J100/N0



Type Linéaire / Angle -90°



C16/M0/J0/N0 C69/M0/J0/N0



C9/M0/J14/N0 C42/M0/J69/N0



C9/M0/J8/N0 C55/M0/J47/N0



C6/M4/J17/N0 C23/M14/J65/N4



C0/M15/J0/N0 C0/M37/J4/N0



C22/M0/J6/N0 C64/M0/J18/N0

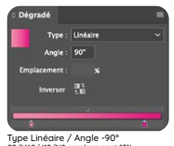


C11/M2/J0/N0 C55/M13/J0/N0

Products colors



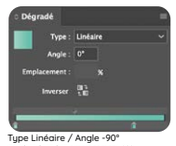
C0/M60/J10/N0 C0/M95/J0/N0



Type Linéaire / Angle -90°
C0/M60/J10/N0 emplacement 15%
C0/M95/J0/N0 emplacement 90%



C42/M0/J28/N0 C60/M0/J40/N0



Type Linéaire / Angle -90°
C60/M0/J40/N0 emplacement 80%



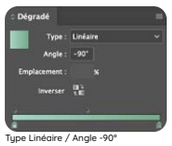
C73/M30/J26/N31 C57/M0/J67/N0



Type Linéaire / Angle -90°
C73/M30/J26/N31 emplacement 15%



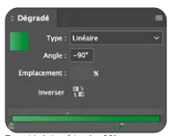
C40/M0/J30/N0 C54/M8/J47/N14



Type Linéaire / Angle -90°



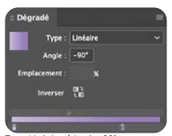
C70/M0/J70/N0 C28/M0/J100/N0



Type Linéaire / Angle -90°
C28/M0/J100/N0 emplacement 75%



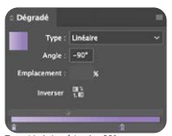
C25/M30/J0/N0 C48/M54/J100/N0



Type Linéaire / Angle -90°
C48/M54/J100/N0 emplacement 75%



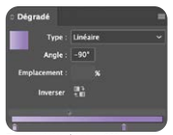
C25/M30/J0/N0 C48/M54/J100/N0



Type Linéaire / Angle -90°
C48/M54/J100/N0 emplacement 75%



C25/M30/J0/N0 C48/M54/J100/N0

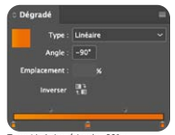


Type Linéaire / Angle -90°
C48/M54/J100/N0 emplacement 75%

gummies



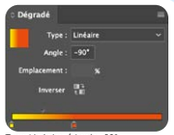
C0/M53/J100/N0 C0/M68/J100/N0 C0/M68/J100/N0



Type Linéaire / Angle -90°w



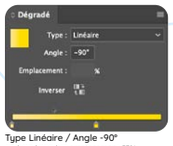
C0/M0/J100/N0 C0/M80/J100/N0



Type Linéaire / Angle -90°
C0/M80/J100/N0 emplacement 42%



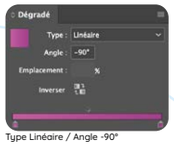
C0/M10/J50/N0 C0/M10/J100/N0



Type Linéaire / Angle -90°
C0/M10/J100/N0 emplacement 57%



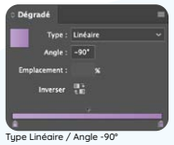
C25/M75/J0/N0 C40/M85/J0/N5



Type Linéaire / Angle -90°



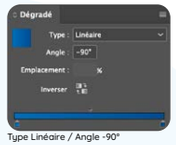
C50/M40/J0/N0 C41/M55/J0/N0



Type Linéaire / Angle -90°



C100/M46/J0/N0 C100/M68/J0/N12



Type Linéaire / Angle -90°



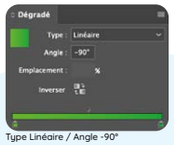
C53/M0/J33/N0 C60/M0/J40/N0



Type Linéaire / Angle -90°



C65/M0/J100/N0 C80/M0/J100/N0



Type Linéaire / Angle -90°

Products typographies

primary

Quicksand BOLD

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
0123456789

Aa

Quicksand SEMI-BOLD

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
0123456789

Aa

Quicksand MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
0123456789

Aa

secondary

Kg always a good time Regular

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
0123456789

Aa

texts

Antartida RD Essential BOLD

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
0123456789

Aa

Antartida RD Essential LIGHT

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
0123456789

Aa

Antartida RD Essential LIGHT ITALIC

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz
0123456789

Aa

Products pictos

Fruits flavour


blackcurrant


lemon
honey


blueberry


strawberry


rasberry


cherry


apple


mixed berries


apricot


banana


orange-apricot


berries


lemon


lemon
cola


tube


stick
ditulable
powder


bottle
with dosing
pipette


sachet


stick


nasal spray

pictograms


dropper
-bottle


ear spray


syrup


repellent
spray


shampoo

Products pictos

animals


OTI-PROTECT


DIARÉA


GEL DE SOIN
PREMIÈRES DENTS


BÉBÉ GAZ


COLICILLUS
BÉBÉ


VITAMINE
D3


P'TIT
ECZEDERM

information

ingredients

indications

directions
for use

precautions
for use

leaf icon





Brand communication

Brand communication

Generic Key Visual 41
Product Key Visual 42
POS Material 43
Spots 44

Generic key visual

This is the generic key visual of PEDIAKID, on which we can present different products from various categories.

Reassurance element (leader in France) 1
Generic headline 2
Logo 3
Generic key visual 4
Products 5
Signature 6
Reassurance elements 7
Website 8



Product key visual

Nose - Throat

Reassurance element (leader in France) 1
Generic headline 2
Logo 3
Product key visual 4
Naming 5
Product 6
Signature 7
Website 8
Legal mentions 9



POS material

Display



Stop Rayon

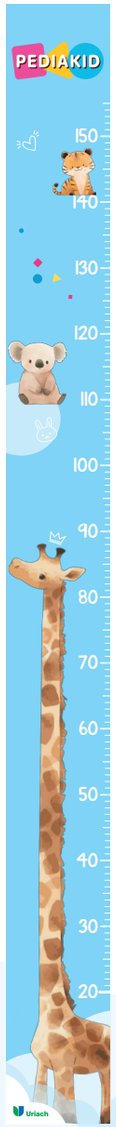




Totem



Toise



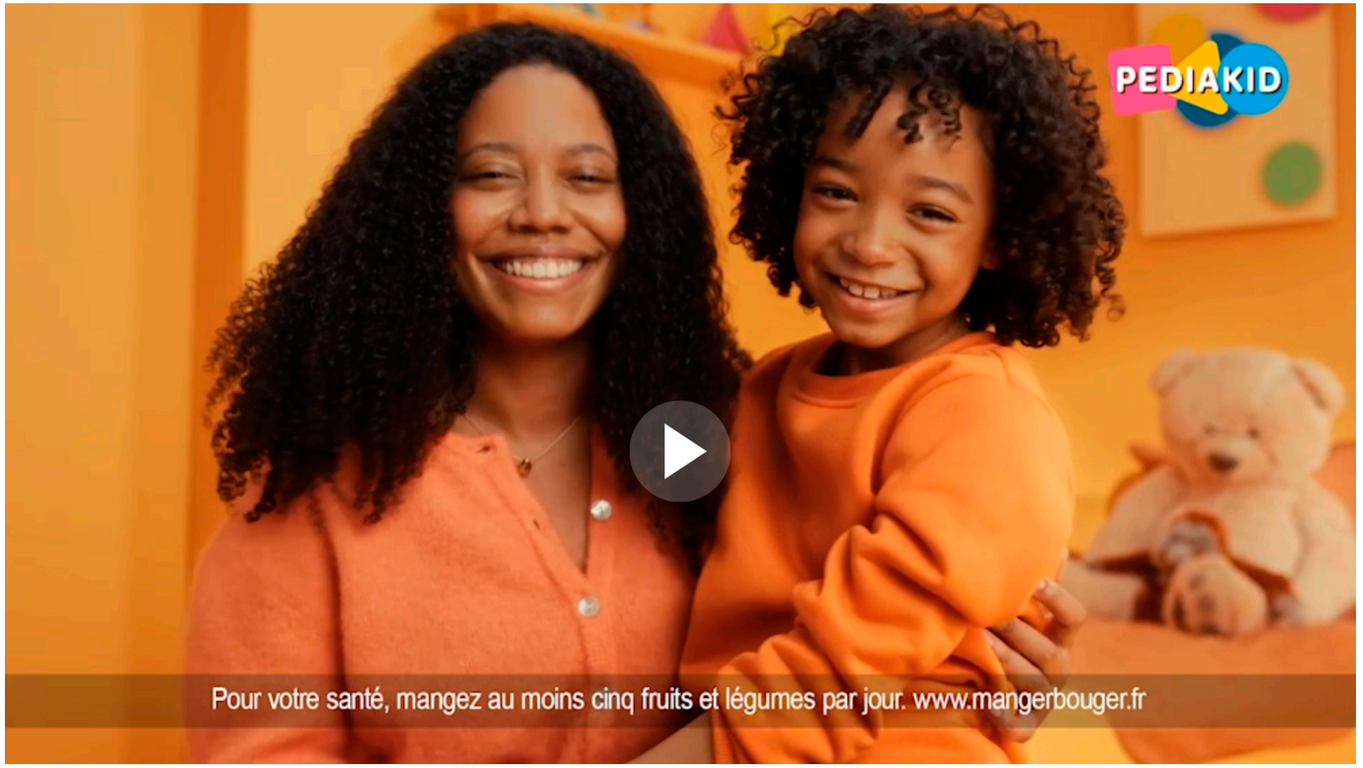
Spot cough syrup



Spot nose and throat syrup



Spot mutivitamins gummies





PEDIAKID

brandbook 2026