Fortini

Big Brand Idea Toolkit 1.0

Non-EU markets

March 2025



Introduction

The objective of this toolkit is to provide a comprehensive and consistent creative framework that enables non-EU markets to develop effective campaigns centered on the “Helping Kids Bounce Back” Big Brand Idea (BBI) for Fortini®.

This toolkit contains our brand fundamentals and how to apply our “Helping Kids Bounce Back” BBI for an impactful and coherent way of communication, which includes style of picture, look & feel, “Helping Kids Bounce Back” messages and a clear messaging structure for different assets to make sure it is anchored in relevant insights for each target audience.

The Fortini global framework will continue to evolve and will be updated as new assets become available.



Fortini

Introduction

What is a Big Brand Idea (BBI)?

BBI vs creative campaign

Big Brand Idea is a long-term (5-10 years) strategic foundation that guides the development of all creative content and messaging for a brand or campaign. It encapsulates the core idea that differentiates the brand and communicates its essence to the target audience. BBI should be flexible enough to work at any level of brand communication and can be used as a guide by which to align all materials.

Creative campaign is a shorter-term initiative (1-3 years or less) aiming at promoting something specific (e.g. product launch or brand equity). Campaigns are made for a specific audience and focused on near-term results.

Fortini

How we created **‘Helping kids bounce back’**



Fortini

Audience truth

Families experiencing childhood malnutrition desperately seek **‘normalcy’**

“Having a child with a condition changes you. It makes you appreciate the little things in life”.

Anonymous (US)

“I just want them to be ‘normal’, like other kids”

Anonymous (US)



“Spontaneously, I compare my kid with others. And when I see that my kid is too thin or small, it makes me worried and insecure”

Anonymous (US)

When their child faces nutritional setbacks, suddenly the ordinary, everyday challenges of childhood feel like child's play in comparison. Families long to get back to the ordinary everyday trials and tribulations of childhood. The naughtiness, the sticky fingers, the giggles and giddiness.

You long to get back to **normal**, whatever that means to you.



Patient insights



Our research has shown that, whilst seeking this ‘normalcy’, our patients’ parents, families and their carers/HCPs, see Fortini as an ally.

This positive and supportive spirit are key in all the elements of our BBI, not least our choice of photography.


Helping kids
bounce
back

Our tagline

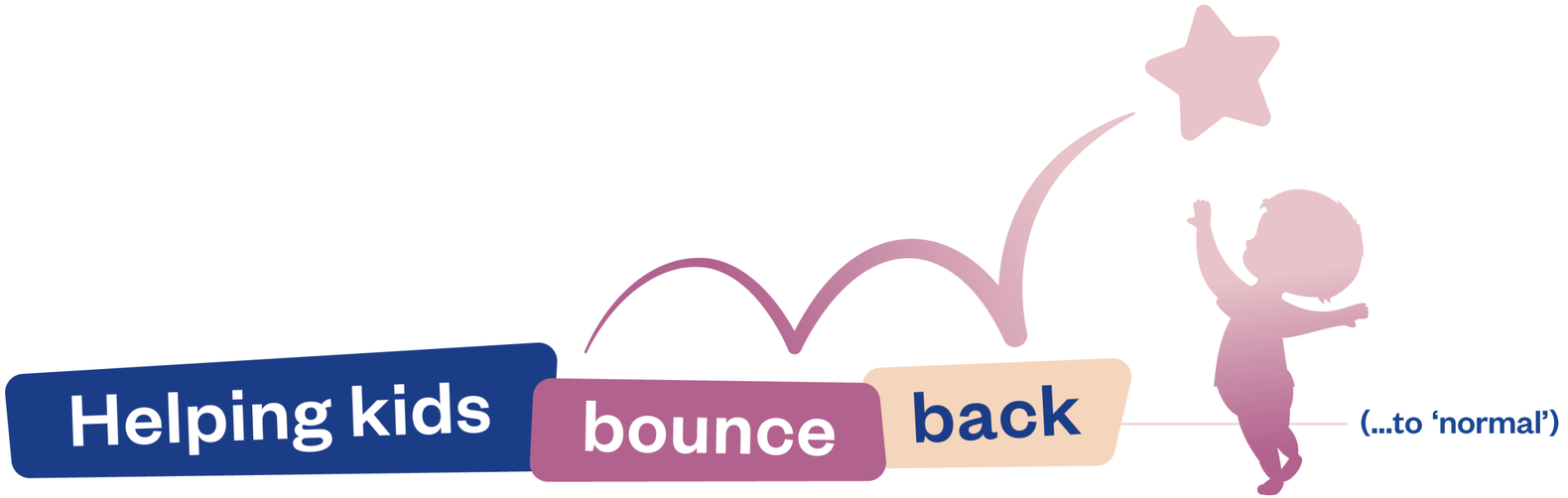
Our tagline is in line with our brand promise **‘Fueling comebacks from growth setbacks’,** emphasizing gradual ‘comeback’, whatever the journey might be.

Our tagline is made of three meaningful graphic parts:

Building Blocks
Symbolizing gradual or step-by-step ‘comeback’.

Bounce
Symbolizing gradual ‘improvement’; in direct correlation with headline ‘bounce back’.

Child reaching for the Star
This reflects our brand aspiration for every child to achieve their dreams and the sky (star) is the limit. We believe every child deserves the best chance in life.



1

We are an ally for carers (HCPS & parents)

2

Can be extended to families

3

The Fortini bounce back™

RATIONALLY:
The result of 30+ years of R&D to formulate the most complete, effective, highly-tailored range of products for the treatment of malnourishment. This line functions as a product promise.

EMOTIONALLY:
This route focuses the deepest wish of parents/carers letting kids be kids. It unlocks a deep insight that back on track - means a return to usual, the everyday. That progress is often just resuming normal life.

Fortini

How **‘Helping kids bounce back’** connects with the brand promise

AUDIENCE TRUTH (core desire of audience)

Families experiencing childhood malnutrition desperately seek ‘normalcy’

BRAND PROMISE (action based on our belief)

Fueling comebacks from growth setbacks

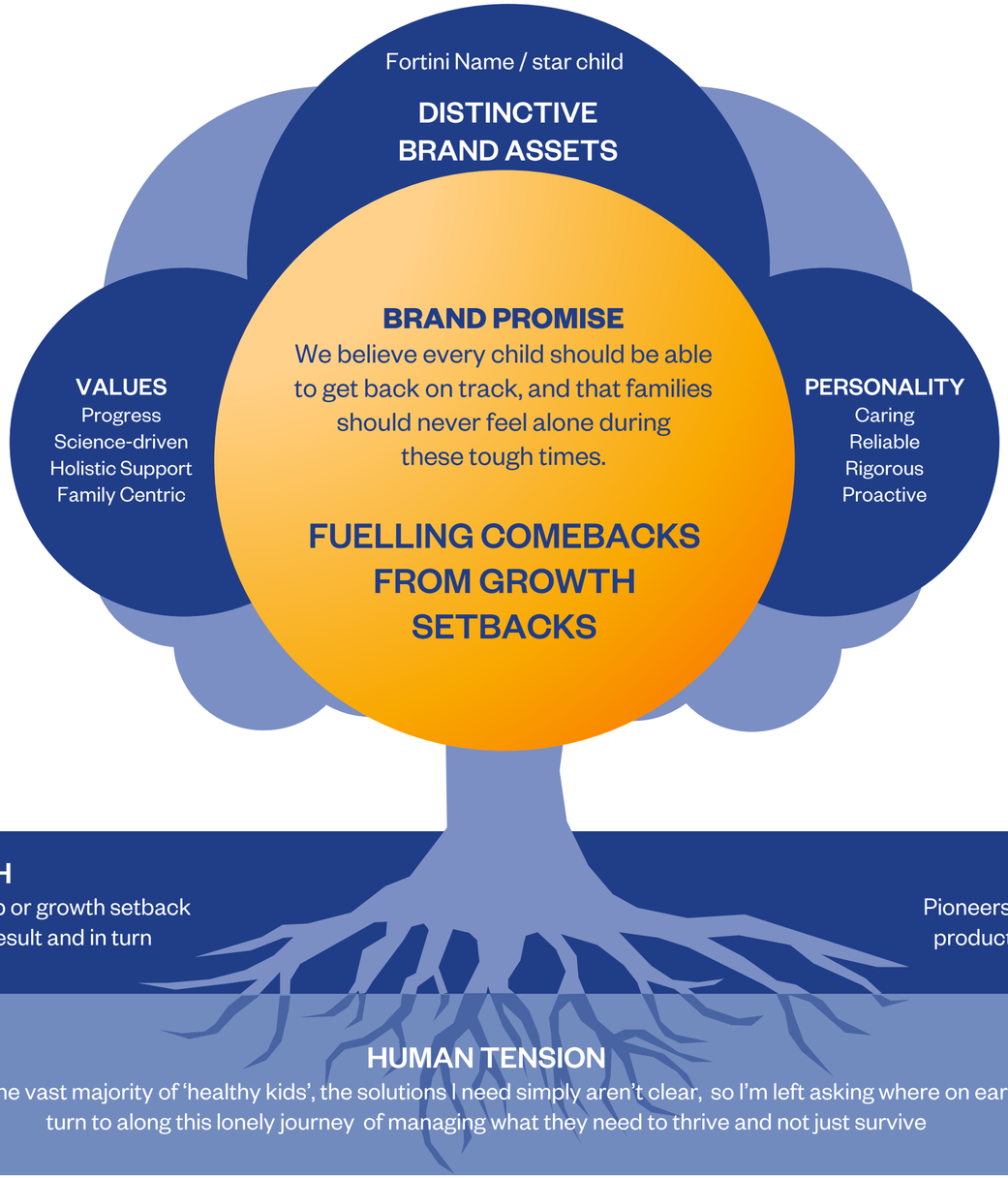
BIG BRAND IDEA (role of the brand)

Helping kids bounce back (to ‘normal’)

Fortini

Our Brand tree

Hence, our BBI is **translating our manifesto into life**



CATEGORY TRUTH

Trusted products that solve a nutritional gap or growth setback and provide a meaningful and tangible result and in turn a sense of reassurance

PRODUCT TRUTH

Pioneers in developing the most complete, highly-tailored range of products & services that ensure you can see measurable results wherever you are in your unique journey

HUMAN TENSION

When my child falls behind the vast majority of 'healthy kids', the solutions I need simply aren't clear, so I'm left asking where on earth do I start, and who do I turn to along this lonely journey of managing what they need to thrive and not just survive

Our distinctive brand assets (DBAs)

Reflecting our manifesto, we have developed a set of unique Fortini brand assets. **They set us apart and create our brand recognition.**

No brand can be unique and consistent without its own, recognizable cues.

Our visual assets reflect our brand DNA and should be used across all our communications, to ensure a consistent brand image.

Click on any button on the right to quickly access any section of these guidelines.

All assets may be downloaded from the Fortini Platform:
https://fortini.info/big-brand-idea/

Logo

Fortini

BBI elements



Colors

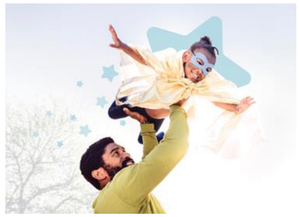


Typography



Taglines & Campaign Headlines

Iconography



Photography

BBI Applications



Parents



HCP



Product

DBAs General Rules

Logo - our most recognizable & ownable asset. We need to make sure it's always protected and represented in the way it should be.

Colors - chosen carefully based on symbolics and perception, representing different ranges within our portfolio, catered to different target audiences.

Tagline - reflecting our manifesto, our tagline is designed in a specific way to symbolize a gradual, step-by-step coming back journey.

Iconography - designed to reflect our brand's vision and aspiration.

Photography - based on markets' insights, our photography has a positive mood and bright colors. More importantly, it shows babies and children in real life situations, interacting with others, rather then being static or having a 'heavy' mood. This brings optimism, while still staying relevant for different journeys kids are experiencing.

Fortini

Our logo

Our logo is our guardian and Fortini's most significant brand asset. It should be used in all brand communications.

The unique arch between the letters represents connection with our patients, as well as their growth.

Logo colors

The three logo colors are dark blue, mid blue and yellow.
Note that the colors have been updated from previous guidelines.

Clearspace

The logo must always be surrounded by a minimum amount of clear space to maintain its visual integrity. This space is defined by the "i dot".

Never place the logo too close to page edges or other visual elements, such as text, titles, symbols or busy areas of a photo.

Fortini

Logo colors

Pantone 2146
CMYK 100 / 84 / 10 / 0
RGB 32 / 61 / 136
HEX #203d88

Pantone 2135
CMYK 58 / 41 / 3 / 0
RGB 116 / 139 / 193
HEX #748bc1

Pantone 130
CMYK 0 / 39 / 100 / 0
RGB 255 / 172 / 0
HEX #ffac00

Clearspace



Logo DOs & DON’Ts

Always respect the Fortini logo and use the official BBI logo artwork.

Here are some examples of what not to do for comms.

- Don’t replace the star with the dot.
- Don’t change the color of the Fortini wordmark – either in another blue or another brand color.

Official BBI logo artwork



Full-color logo

DO NOT USE



Don’t replace the star with the dot



Don’t change the blue



Don’t use other colors



Fortini

Our colors

Our color palette has been developed to reflect our core brand values and personality. **It combines softness and caring, with optimism.**

Our communications are color coded by product range – Infant and Junior each having their own colors and, when presenting the full portfolio, the logo colors are used.

Complete will be added at a later date.

LOGO
&
FULL PORTFOLIO

Pantone 2146
CMYK 100 / 84 / 10 / 0
RGB 32 / 61 / 136
HEX #203d88

Pantone 2135
CMYK 58 / 41 / 3 / 0
RGB 116 / 139 / 193
HEX #748bc1

Pantone 130
CMYK 0 / 39 / 100 / 0
RGB 255 / 172 / 0
HEX #ffac00

INFANT

Uses soft pink tones that symbolize tenderness, care, innocence, youth

Pantone 4082
CMYK 35 / 71 / 20 / 0
RGB 170 / 101 / 143
HEX #aa658f

Pantone 502
CMYK 9 / 29 / 14 / 0
RGB 217 / 185 / 191
HEX #e4bbc1

Pantone 475
CMYK 4 / 20 / 28 / 0
RGB 243 / 207 / 178
HEX #f3cfb2

JUNIOR

Uses blue tones that symbolize security, calmness, trustworthiness, reliability

Pantone 2146
As logo

Pantone 2135
As logo

Pantone 629
CMYK 39 / 3 / 12 / 0
RGB 151 / 208 / 219
HEX #97d0db

Fortini

Font

Our font is Founders Grotesk.
This font family is used for all our communications.

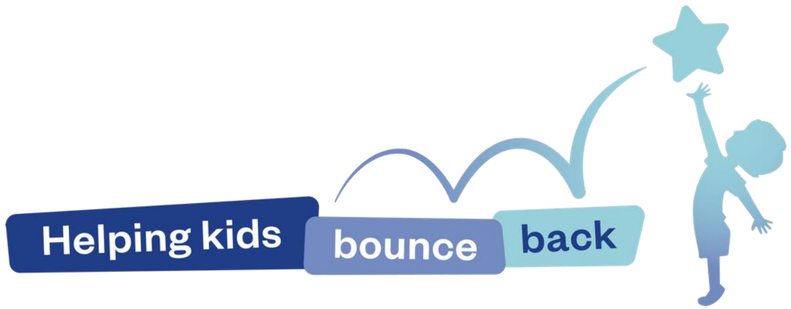
- The preferred font weights are:
  - Headlines and highlighted text; use Medium or SemiBold.
  - Body copy; use Light or Regular.
- Tracking of 20 should be applied whenever possible, to aid legibility.

Founders Grotesk

Headlines use Founders Grotesk Medium or Founders Grotesk SemiBold

Body copy uses
Founders Grotesk Light or
Founders Grotesk Regular

Our tagline and headlines, set inside the color blocks, use Founders Grotesk Medium





Fortini

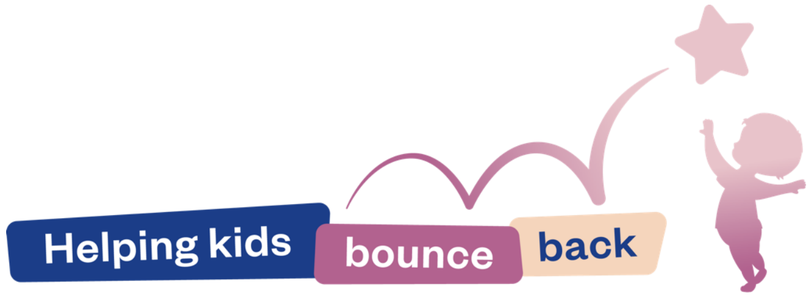
Tagline

Our tagline signs off all our communications. The tagline is a fixed element across all campaigns (once translated for your market).

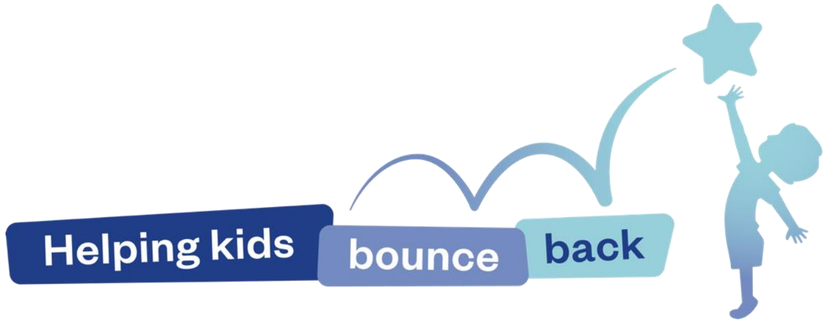
- Artworks for Infant, Junior and Full portfolio are color coded. Always use the right tagline artwork for the product.
- Tagline elements are all fixed, **except:**
  - Tagline text may be translated into your language.
  - The width of the color blocks holding the text can vary, to fit translated text. See next page for guidance.
- Do not change the size or position of any other elements.

  The relationship of the child, bounce, star and the height of the color blocks are fixed.

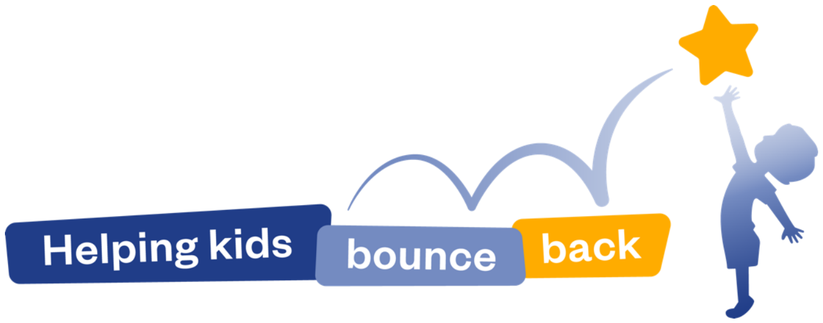
INFANT



JUNIOR



FULL PORTFOLIO



Different length example layouts





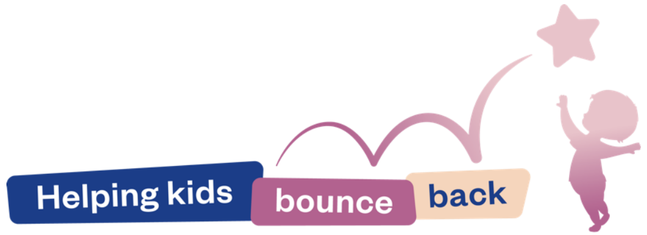
Fortini

Editing the taglines

This page shows how designers may adapt the tagline artworks to fit translated text.

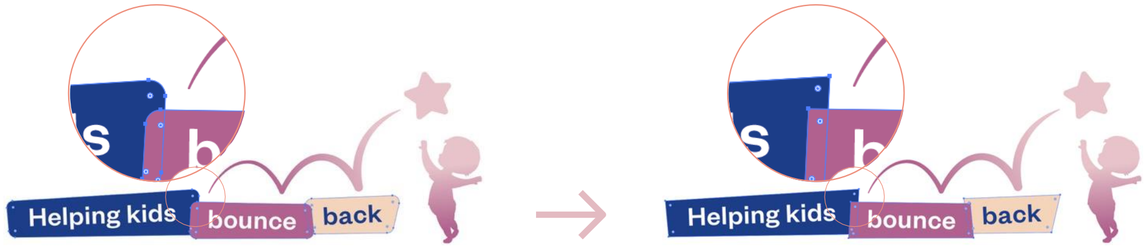
- Adobe Illustrator is recommended.
- The tagline text is held in color blocks, with rounded corners. The width of the blocks will likely need editing to fit new words.
- Never simply stretch the color blocks to fit new or translated text – this stretches the rounded corners of the color blocks unevenly. This looks untidy and devalues our brand.
- Taglines use Founders Grotesk Medium, with the tracking set at 20. See page [17] for more font information.
- **Always follow the step-by-step guide on this page carefully.**

1 In Adobe Illustrator, start with an existing tagline artwork file.



2 Highlight each color block with the Direct Selection Tool. Use the Corners Tool to set all the corners from rounded to square, i.e., 0mm radius.

This must be done before resizing the blocks to avoid corner distortion.



3 Type in the new text. Then stretch and reposition the blocks to fit the new text, while the corners are square.

Aim to visually match the spacing of the original artwork.



4 Re-apply the corner rounding. At the tagline artwork size, the corner radius is 3mm.

Note: This radius is approx. 1/6 of the average block height.





Fortini

Campaign Headlines

Campaign headlines are a flexible element – they will be driven by and change for each of your campaigns.

This is contrary to the tagline which, once set, is a fixed element across all comms for your market.

- Like our tagline, our campaign headline text is held in color blocks.
- The blocks are color coded by product range.
- Campaign headline have been created using the sample text “Campaign title here” – **these can be found in the KV master artworks supplied and should be edited to your market’s campaign title and language.**
- See the next page for guidance on editing the headlines.

INFANT



JUNIOR





Short headline



Long headline, using lorem ipsum to illustrate



Different length example layouts

Editing campaign headlines

This page shows how designers may adapt the campaign headlines to fit translated text.

- Adobe Illustrator is recommended.
- The campaign headline text is held in color blocks, with rounded corners. The width of the blocks will likely need editing to fit new words.
- Never simply stretch the color blocks to fit new or translated text – this stretches the rounded corners of the color blocks unevenly. This looks untidy and devalues our brand.
- Campaign headlines use Founders Grotesk Medium, with the tracking set at 20. See page [17] for more font information.
- **Always follow the step-by-step guide on this page carefully.**

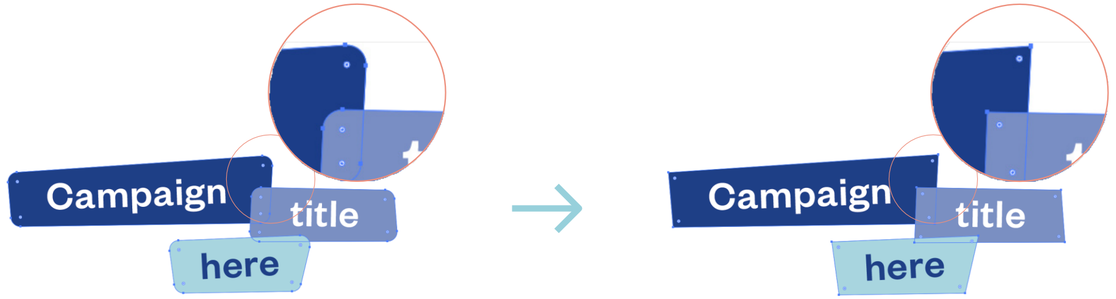
1 In Adobe Illustrator, start with a headline from a KV master artwork file.





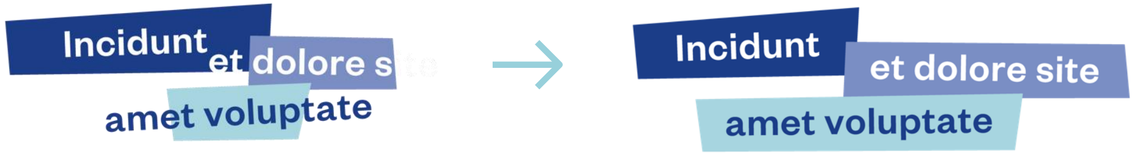
2 Highlight each color block with the Direct Selection Tool. Use the Corners Tool to set all the corners from rounded to square, i.e., 0mm radius.

This must be done before resizing the blocks to avoid corner distortion.



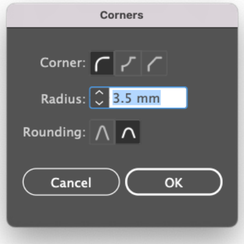
3 Type in the new headline. Then stretch and reposition the blocks to fit the new text, while the corners are square.

Aim to visually match the spacing as seen in the KV master artwork files.



4 Re-apply the corner rounding. At the headline size used on the A4 KV master artworks, the corner radius is 3.5mm.

Note: This radius is approx. 1/6 of the average block height.





Stars overview

The star from the Fortini logo is brought to life as one of our most ownable and expressive brand assets. **The star symbolizes optimism and growth potential.**

Large stars are integrated into photos:

- On parent ads, large stars are layered under photos of kids to highlight a moment, creating interaction between Fortini and our patients.
- On product ads, large stars are used to highlight a product or product range.

Small decorative stars are used on HCP ads. They add Fortini magic and optimism to images of kids or product in a softer way.

Large integrated stars



Small decorative stars



Fortini

Stars

Large integrated stars: Parent ads

- **Large star assets** are:
  - Provided as locked artworks, color coded by product range.
  - One large star, with, on the side, a cluster of small stars flowing behind it, likes sparkles in the path of a moving large star.
  - Fixed from a size perspective. Do not add a second big star or scale the small stars up or down.
  - Provided with transparency, with the big star being set at 80% transparency on parent KVs and 30% on product KVs. If needed, due to background tones, this can be adjusted slightly to match the same effect and tonality as the KVs provided.

- **Usage:**
  - Place the large star behind the photo of a child to frame their head.
  - Small star positioning may also be adjusted slightly to fit the image and longer campaign headlines.

Large stars

INFANT

JUNIOR

FULL PORTFOLIO



Parent ads

Large stars are integrated into photos of kids, layered beneath the child to create interaction between Fortini and our patients.

The small stars use a mix of transparency of 80%, 60% and 40%.











Fortini

Stars

Small decorative stars: HCP ads

- **Small star assets** are:
  - Provided as locked artworks.
  - Locked from size perspective with the relative size of these stars fixed to each other and should not be changed.
  - Provided with a mix of transparency to give a sparkle effect and depth. If needed, due to background tones, this can be adjusted slightly to match the same effect and tonality as the KVs provided.

- **Usage**:
  - Place the small stars next to the photo of a child to create a sparkle that emanates from the child's head.
  - Small star positioning may be adjusted slightly to fit the image and longer campaign headlines.

Small stars



INFANT



JUNIOR



FULL PORTFOLIO

HCP ads

Small decorative stars add Fortini magic and optimism to images of kids or product in a softer way. These are used on HCP ads.

The small stars use a mix of transparency of 80%, 60% and 40%.















Fortini

Photography

Our photography expresses “Helping kids bounce back” – showing optimism, support, care and hope for each child to grow and thrive.



Photography and usage rights are available on the Fortini platform: https://fortini.info/big-brand-idea/

Photography DOs

Here are some examples of what to include in Fortini imagery:

- Kids that look like **Fortini patients,** e.g., with a nose feeding tube or slight frailty. Fully healthy, energetic kids are not right as Fortini images.
- Show **moments of real connection and warmth** between kids and parents or HCPs - moments should feel optimistic and natural.
- **Light is bright, fresh and natural.** Even if indoors, the scene should be flooded with natural white light.

Always use photos showing the child or infant:

- Under adult supervision
- With proper clothing especially in cold situations, wearing a helmet if shown biking (all these can be captured as dressed safe & supervised)

For infant FSMP related communications for consumers: Evaluate risk of using infant pictures as per local regulatory assessment in your market.

Support & connection

Flooded with natural light

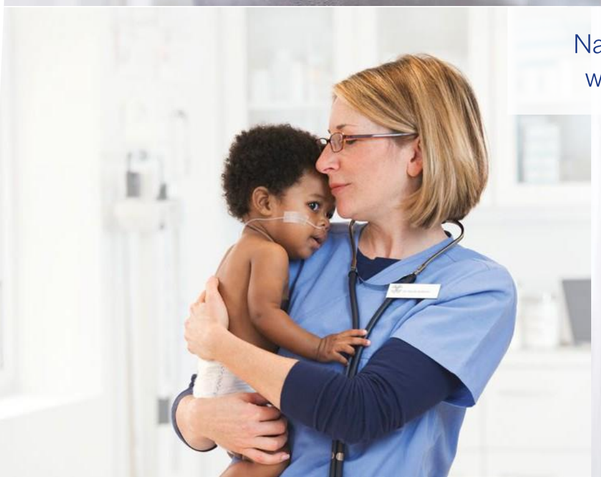


Uplifting, hopeful



Bright, fresh feel

Clean white space



Natural, optimistic, warm moments





Adding stars to photography

This page shows how to integrate the large stars into a new campaign photo.

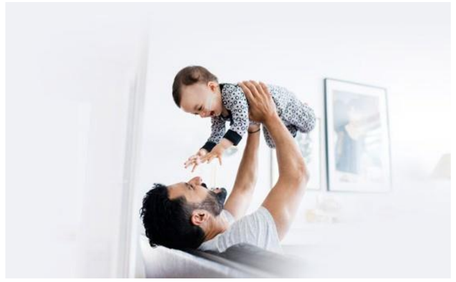
The guidance given on this page is suitable for Adobe Illustrator or InDesign.

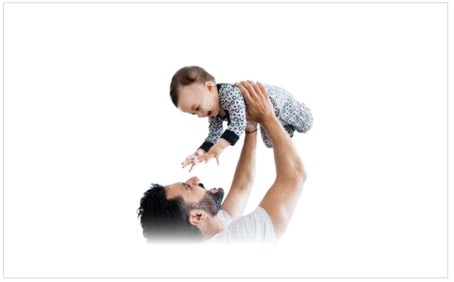
Supplied artworks have been created in Adobe Illustrator – this is the recommended app to use to add stars.

Stars have already been added to the photos used on the KV master artworks supplied.

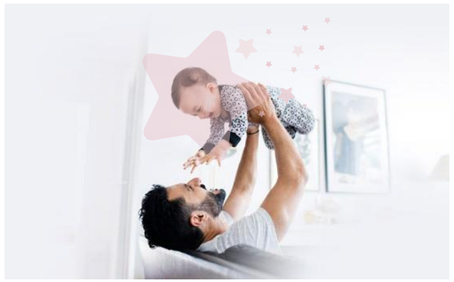
1. Select your new photo, then create a cutout of the child and parent (if this does not yet exist).

   Gather the correct color large star artwork – this is a baby, for Infant comms, so the star is pink.



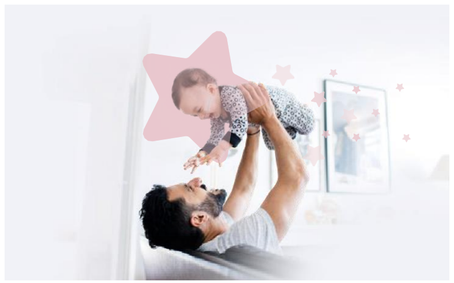


2. Carefully position the large star over the child. Aim to frame the head. Rotate the star as needed to keep at least 3 of its points clearly visible.



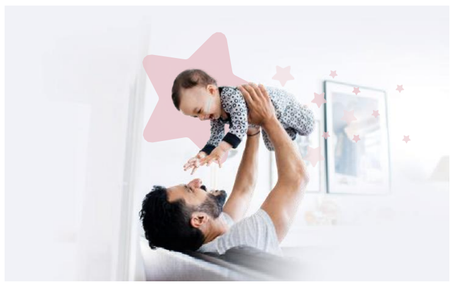


3. Reposition the small stars if needed. Don't leave stars layered on top of the child Make sure they flow in the same direction behind the large star and child. Never cluster the small stars all around the large star or child.





4. Finally, layer the cutout image on top – making sure it is positioned in perfect alignment with the full image below.





Fortini

Photography DON'Ts

Here are some examples of what not to include in Fortini imagery:

- Kids that look 100% healthy.
- Bad lighting – flat, dark, no optimism.
- Busy, fussy backgrounds with no white space.
- Studio backgrounds (not real life).
- Posed or staged moments that look fake, including kids looking directly into camera.
- Lack of shallow depth of field with everything in focus and not highlighting the child.
- Depressing food challenges – focusing on fights, naughtiness and parental stress rather than the solution.
- Child putting objects into their mouth that could lead to choking, unsupervised without an adult, exposed to dangerous animals or situations.

We recommend not to use Fortini pictures for other categories outside Faltering Growth.



Busy background

Kids looking 100% healthy

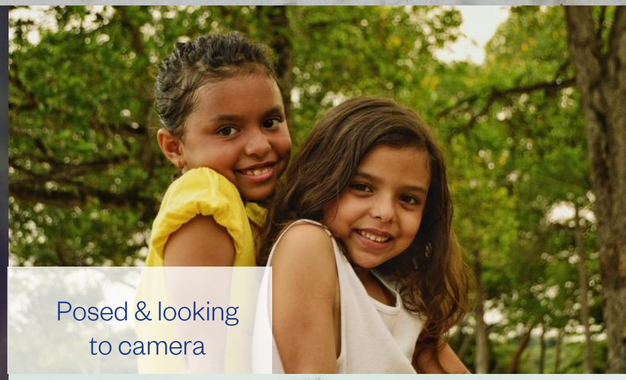




Dark lighting, lacks optimism



Challenges & naughtiness



Posed & looking to camera



Studio settings, not real life

KVs

Overview

We have developed a full set of Key Visuals to be used for different target audiences (patient pools) within different campaign types.

EQUITY

Simple

Parents

Infant



Junior



Full Portfolio





HCPs

Infant



Junior



Full Portfolio



Detailed

Parents

Infant



Junior



HCPs

Infant





Junior





PRODUCT

Simple

Parents & HCPs

Infant



Junior



Full Portfolio



Detailed

Parents & HCPs

Infant



Junior



All KVs shown on this page are available as artwork in Print (CMYK) and digital format (RGB)

Layout guidance

Simple KV- Parents

Notes:

- KV master artwork will be provided, please adapt this to fit your copy and photography.
- The same principles shown on this page also apply to the simple Junior and Full Portfolio Parents ads.





Size:
A3
420 x 297mm



Logo
290px wide
Positioned top left,
60px margins

Large star
Highlights the child's head, small stars flow behind

Tagline
When adapting the tagline into other languages, it should be **max width 630px**

Portfolio
Positioned bottom left,
left aligned with logo

Remember to replace pack shots with your specific country products.

Artworks are available in print and digital format on the Fortini platform: https://fortini.info/big-brand-idea/

Fortini

Layout guidance

Simple KV- HCP

Notes:

- KV master artwork will be provided, please adapt this to fit your copy and photography.
- The same principles shown on this page also apply to the simple Junior and Full Portfolio HCP ads.





Size:
A3
420 x 297mm



Logo
290px wide
Positioned top left,
60px margins

Small stars
Emanating from
the child's head

Portfolio
Positioned bottom left,
left aligned with logo

Remember to replace pack shots with your specific country products.

Tagline
When adapting the tagline into other languages, it should be **max width 630px**

Artworks are available in print and digital format on the Fortini platform: https://fortini.info/big-brand-idea/

Layout guidance

Detailed KV - HCP - Style 1

Size:
A4
210 x 297mm

Notes:

- KV master artwork will be provided, please adapt this to fit your copy and photography.
- Sizes given here are a guide, but text may be a little larger or smaller, depending on amount of copy needed.
- The same principles shown on this page also apply to the detailed Infant ads.



Logo
62mm wide
Positioned top left

Body text
Founders Grotesk
SemiBold & Regular
Left aligned
Positioned under campaign headline
Guide size: 15pt text / 17pt line spacing / 10pt space after

Portfolio
Positioned bottom left, inside footer block
Remember to replace pack shots with your specific country products.



Campaign headline
Founders Grotesk Medium
Positioned under logo
Guide size: 43pt

Small stars
Emanating from the child's head

Tagline
When adapting the tagline into other languages, it should be **max width 100mm**

Footer block

Artworks are available in print and digital format on the Fortini platform: https://fortini.info/big-brand-idea/

Layout guidance

Detailed KV - HCP - Style 2

Size:
A4
210 x 297mm

Notes:

- KV master artwork will be provided, please adapt this to fit your copy and photography.
- Sizes given here are a guide, but text may be a little larger or smaller, depending on amount of copy needed.
- The same principles shown on this page also apply to the detailed Infant ads.



Logo
62mm wide
Positioned top left

Small stars
Emanating from the child's head

Portfolio
Positioned bottom left, inside footer block
Remember to replace pack shots with your specific country products.

Body text
Founders Grotesk SemiBold & Regular
Left aligned
Positioned under campaign headline
Guide size: 15pt text / 17pt line spacing / 10pt space after



Campaign headline
Founders Grotesk Medium
Positioned under logo
Guide size: 43pt

Tagline
When adapting the tagline into other languages, it should be **max width 100mm**

Footer block
The footer color block can slide up or down the page to fit your text – see the Infant ad layered below. Keep the image area as large as possible – keep AT LEAST 25% of the page height between the bottom of the Headline and the top of the footer block.

Artworks are available in print and digital format on the Fortini platform: https://fortini.info/big-brand-idea/

Equity

Parent / Infant

All KVs shown on this page are available as artwork in print (CMYK) and digital formats (RGB)



SIMPLE – A3



DETAILED – A4

Remember to replace pack shots with your specific country products.

Equity

Parent / Junior

All KVs shown on this page are available as artwork in print (CMYK) and digital formats (RGB)



SIMPLE – A3



DETAILED – A4

Remember to replace pack shots with your specific country products.

Fortini

Equity

Parent / Full Portfolio

All KVs shown on this page are available as artwork in print (CMYK) and digital formats (RGB)





SIMPLE – A3

Remember to replace pack shots with your specific country products.

Fortini

Equity

HCP / Infant

All KVs shown on this page are available as artwork in print (CMYK) and digital formats (RGB)



SIMPLE - A3





DETAILED - A4

Remember to replace pack shots with your specific country products.

Equity

HCP / Junior

All KVs shown on this page are available as artwork in print (CMYK) and digital formats (RGB)



SIMPLE – A3





DETAILED - A4

Remember to replace pack shots with your specific country products.

Fortini

Equity

HCP / Full Portfolio

All KVs shown on this page are available as artwork in print (CMYK) and digital formats (RGB)



SIMPLE – A3

Remember to replace pack shots with your specific country products.

Fortini

Product

Infant, range

All KVs shown on this page are available as artwork in print (CMYK) and digital formats (RGB)



SIMPLE – A3



DETAILED - A4

Remember to replace pack shots with your specific country products.

Fortini

Product KV

Infant, single

All KVs shown on this page are for layout guidance only and **are NOT available as artwork**



SIMPLE – A3



DETAILED – A4

Remember to replace pack shots with your specific country products.

Fortini

Product

Junior, range

All KVs shown on this page are available as artwork in print (CMYK) and digital formats (RGB)



SIMPLE – A3



DETAILED – A4

Remember to replace pack shots with your specific country products.

Product KV

Junior, single

All KVs shown on this page are for layout guidance only and **are not available as artwork**



SIMPLE – A3



DETAILED – A4

Remember to replace pack shots with your specific country products.

Fortini

Product

Full Portfolio, range

All KVs shown on this page are available as artwork in print (CMYK) and digital formats (RGB)



SIMPLE – A3

Remember to replace pack shots with your specific country products.

Fortini

Artwork

Artwork has been prepared for the key Fortini visual brand assets.

Artwork files are available to download in various color and file formats, to suit all communications needs.

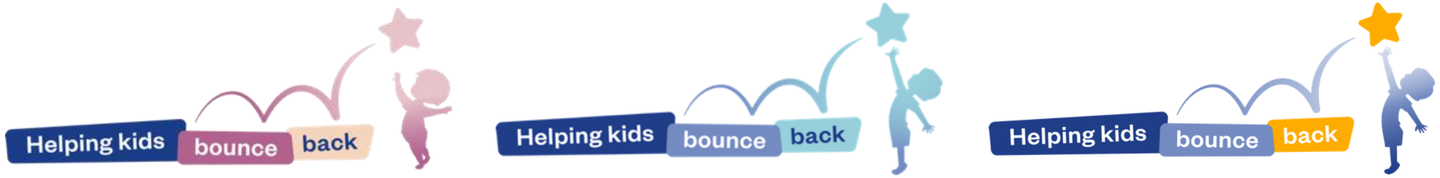
The ads shown on the previous Application pages are also available to download, as print-ready PDFs and editable open files, to allow text updates into non-English languages.

All Fortini artwork files are available on:
https://fortini.info/big-brand-idea/

Fortini logo
CMYK, RGB, Pantone / AI, Jpeg, PNG

Fortini

Taglines
CMYK, RGB / AI, Jpeg, PNG
Infant, Junior, Full Portfolio



Large stars
CMYK, RGB / AI, Jpeg, PNG
Infant, Junior, Full Portfolio



Small stars
CMYK, RGB / AI, Jpeg, PNG
Infant, Junior, Full Portfolio



Fortini

Library of photo

CMYK, RGB, Jpeg, PNG

Infant

Parent



Fortini_Infant_Parent_1_NTube_CMYK



Fortini_Infant_Parent_2_NTube_CMYK



Fortini_Infant_Parent_3_CMYK



Fortini_Infant_Parent_4_NTube_CMYK

HCP



Fortini_Infant_HCP_1_NTube_CMYK



Fortini_Infant_HCP_2_CMYK



Fortini_Infant_HCP_3_CMYK



Fortini_Infant_HCP_4_CMYK

Junior

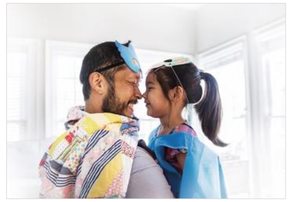
Parent



Fortini_Junior_Parent_1_NTube_CMYK



Fortini_Junior_Parent_2_CMYK



Fortini_Junior_Parent_3_CMYK



Fortini_Junior_Parent_4_CMYK

HCP



Fortini_Junior_HCP_1_NTube_CMYK



Fortini_Junior_HCP_2_CMYK



Fortini_Junior_HCP_3_CMYK



Fortini_Junior_HCP_4_CMYK



Fortini_Junior_HCP_5_NTube_CMYK

Alternative versions of images without nose tubes are available if needed.

Please note that locally adapted and developed materials need to go through both global team's and local CVM approval.

Toolkit 2.0 for EU markets will be developed at a later stage.



Contact

If you have any questions, comments or approval enquiries please get in touch with the **Global Growth Category team.**



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Fortini

Fortini



Helping kids bounce back