

Brand Voice

NORMAL

Core Message

U = U = LIFE = LIVING = **NORMAL**

Tone

Confident. Calm. Stark. Human. Never preachy, never crisis.

Key Language

- “Completely normal”
- “Thanks to science”
- “In most cases, one pill per day”
- “U+U, Undetectable = Untransmittable”
- “Privacy is normal too”
- “Choose your NORMAL”

Phases

- 2026: **NORMAL**, is the hero word used through to the end of March 2027
- 2027: Hero announced in Feb. 2027, for Apr. launch and use
- 2028: Hero announced in Feb. 2028, for Apr. launch and use
- 2029: Synthesis: graceful campaign close, announced in Feb 2028, for Apr. launch and use

Visual Rules

- See “Visual Identity.”
- Black & white only.
- Poppins Bold.

No exceptions.