



Why I Choosed DETTOL ?

Dettol is a brand of cleaning supplies and disinfectant and antiseptic, introduced in 1932 and the manufacturer owned by the Anglo-Dutch company Reckitt Benckiser. In Germany, it is sold under the name Sagrotan.



What's happening at Dettol

Banega Swasth India (BSI)
There is nothing more precious to human life than health. The BSI Programme positively impacts the health and lives of the vulnerable with a focus on children and youth.

Playing our part in combating Coronavirus

As a global leader in health & hygiene, we have a responsibility to play our part in providing consumers with access to accurate, up-to-date information on the best ways to protect yourself and community from COVID-19.

We strongly believe that hygiene is the foundation of health and to stay healthy, good hygiene practices are a must.

COLOUR PALETTE

2 a b d 5 e
C - 74 %, M - 0 %, Y - 86 %, K - 0 %

2 e a 6 2 3
C - 79 %, M - 7 %, Y - 100 %, K - 1 %

0 4 4 e 9 5
C - 100 %, M - 78 %, Y - 11 %, K - 1 %

MOODBOARD INSPIRATION



TYPOGRAPHY

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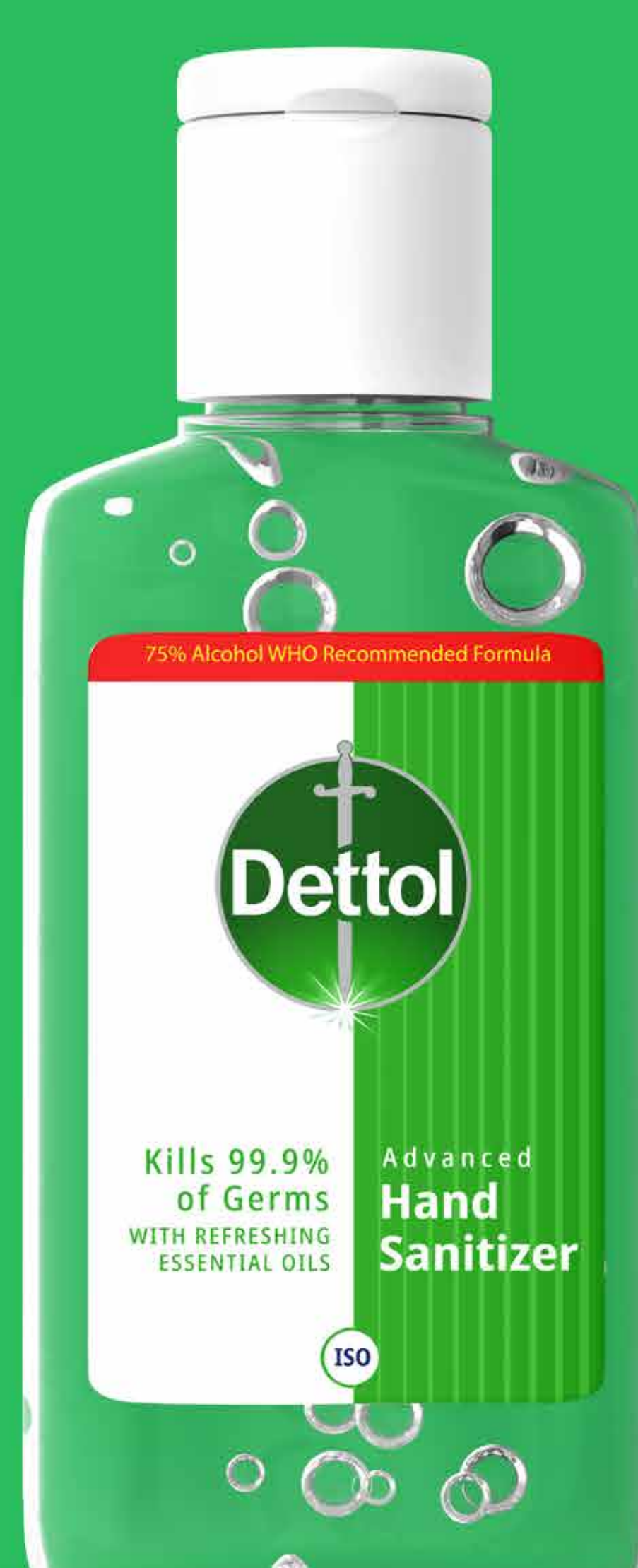
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MOCKUP



Hand Sanitizer

Fast-moving consumer goods
(FMCG)



THANK YOU