

**Healthy Lifestyle Brands
Brand Guidelines**

1.0 | February 2017

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Introduction

Healthy Lifestyle Brands is dedicated to a single purpose: helping consumers improve their health & wellness. We provide curated information and products that utilize expert advisors to help consumers make confident decisions.

Healthy Lifestyle Brands is a portfolio of companies. As an umbrella corporate brand, identity cohesion across communications is of even greater importance. These guidelines were developed as a tool, to help all stakeholders implement and reinforce consistently branded communications. We hope that such practice will coherently build Healthy Lifestyle's corporate reputation as a leading portfolio of expert brands that provides information, products, services and philanthropy based on the principles of integrative health & wellness.

These guidelines will enable HLB (Healthy Lifestyle Brands) and its partners to create materials and artifacts that represent our diverse portfolio of brands and companies while maintaining one unified voice.

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Logo | Lockup

GENERAL USAGE

The logo must be surrounded by a minimum amount of clear space equal to one-half the height of the icon (x). Observing the protected space will insure the visual prominence the logo requires.



LOGO WITH TAGLINE

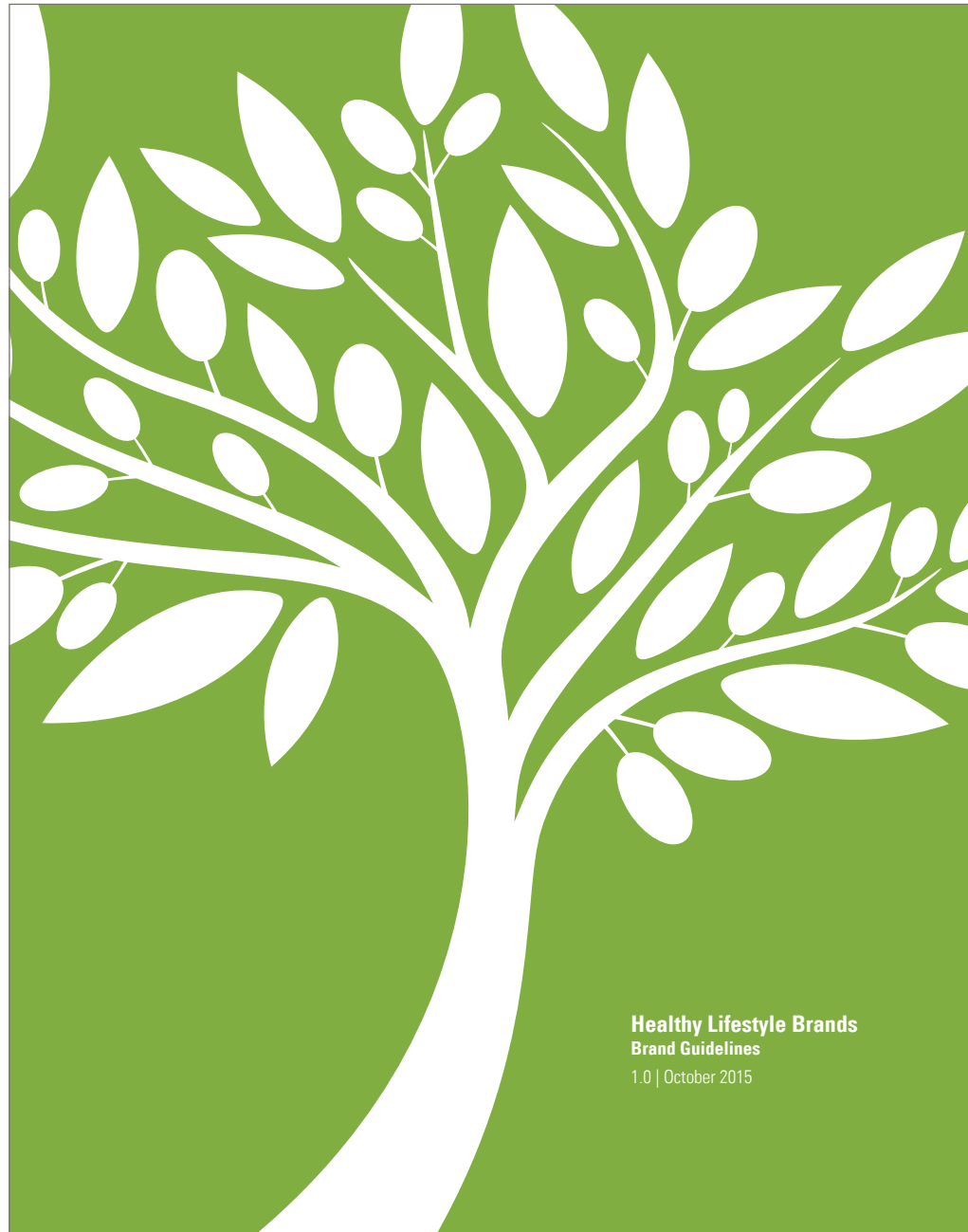
The only exception to the rule above is for taglines. Taglines may occupy the clear space, but must be a distance of one and one-half the cap height (of the first line) beneath the baseline of the logo (y).



Logo | Icon

THE “ELEGANT TREE” ICON

The icon may be used by itself, separate from the lockup, as a design element. It may not be altered in any way other than being proportionally resized and having reversed out (white) text and/or graphics placed on its green areas. See example below (image of the cover of this manual) and on pages 10, 12 and 13.



Logo | Do's

POSITIVE VERSIONS

The logo may be displayed in any of the following primary and secondary brand colors (see colors on page 11) as well as black or white.



NEGATIVE VERSIONS

The logo may be reversed out in white on any of the following primary and secondary brand colors (see colors on page 11) as well as black or white.



Logo | Dont's

The logo may not be displayed with dropshadows, stretched or distorted, placed on a busy background or set in a different font.



Typography | Primary

Univers LT 47 Condensed Lt and Univers LT 47 Condensed Lt Bold are the official typefaces of Healthy Lifestyle Brands. Usage examples can be found throughout this manual.

Univers LT 47 Condensed Lt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Univers LT 47 Condensed Lt Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typography | Secondary

Helvetica Neue Thin is the secondary typeface, used in the logotype, and should be used for emphasis (headlines, banners, mastheads). See guidelines on page 10 and examples on pages 12 and 13.

Helvetica Neue Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typography | Guidelines

Recommended usage of typefaces is as follows:

body copy: Univers LT 47 Condensed Lt

subheads and boldfaced body copy: Univers LT 47 Condensed Lt Bold

headlines: Univers LT 47 Condensed Lt Bold, Helvetica Neue Thin

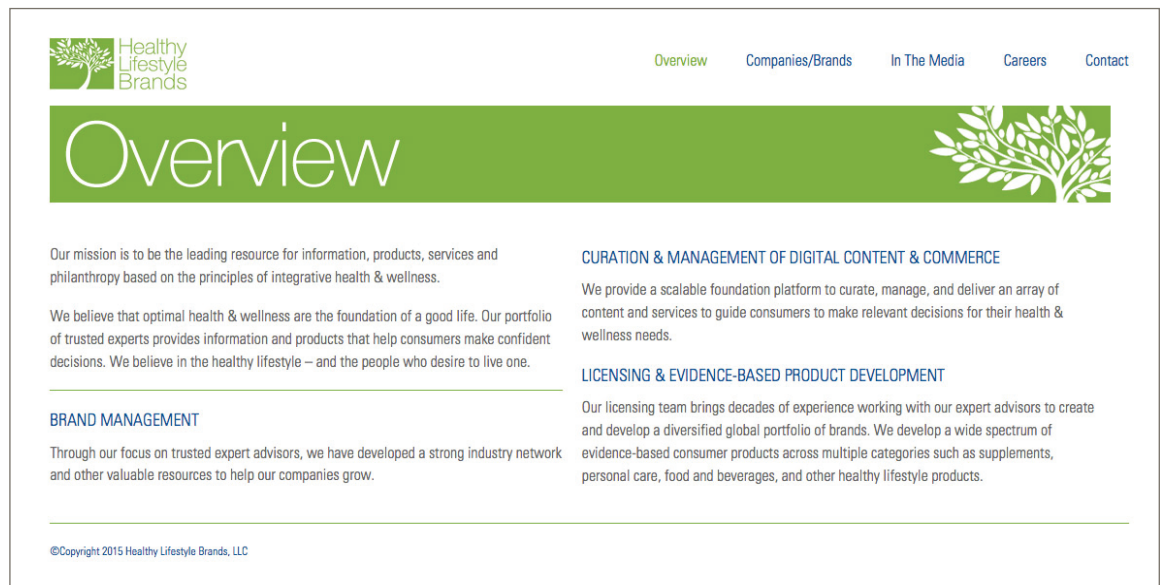
mastheads/banners/top-level headlines: Helvetica Neue Thin

Here are two examples of how and when to apply Helvetica Neue Thin (also see examples on pages 12 and 13):

EMAIL MASTHEAD



WEBSITE MASTHEAD



Colors

PRIMARY COLORS

Beyond the logo itself, distinctive color(s) is one of the most integral components of an identity system. That in mind, HLB Green and HLB Blue, respectively, should be used predominantly in Healthy Lifestyle Brands communications.

HLB Green

C56, M13, Y100, K0
R129, G175, B65
Hex #81af41

HLB Blue

C99, M73, Y15, K2
R0, G85, B147
Hex #005593

SECONDARY COLORS

As complements to the primary colors, these secondary colors should be employed in lieu of any other combinations.

HLB Gray

C52, M47, Y52, K14
R122, G116, B109
Hex #7a746d

Black

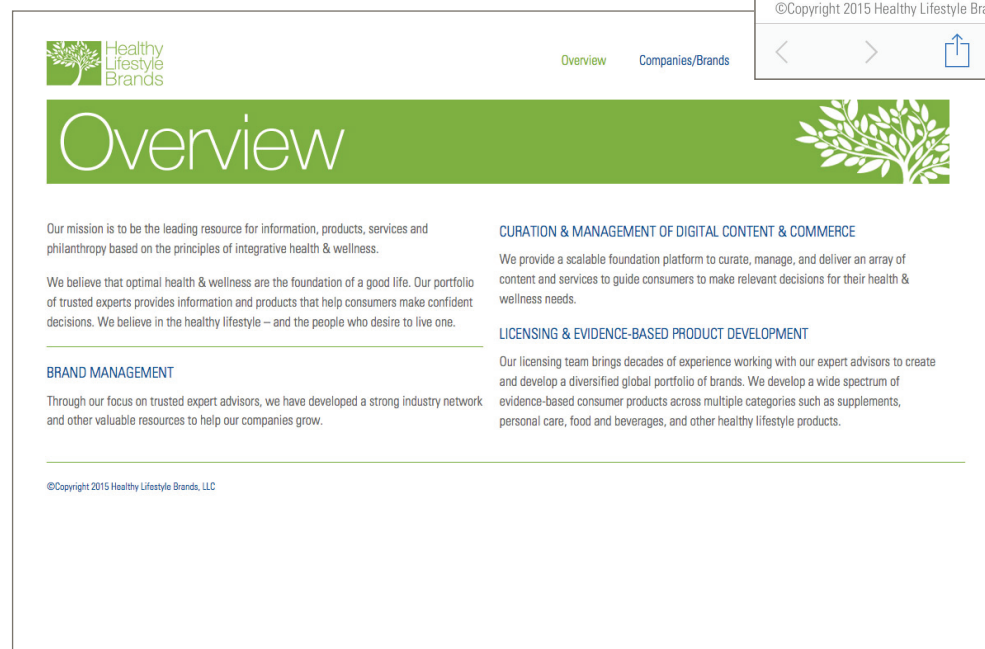
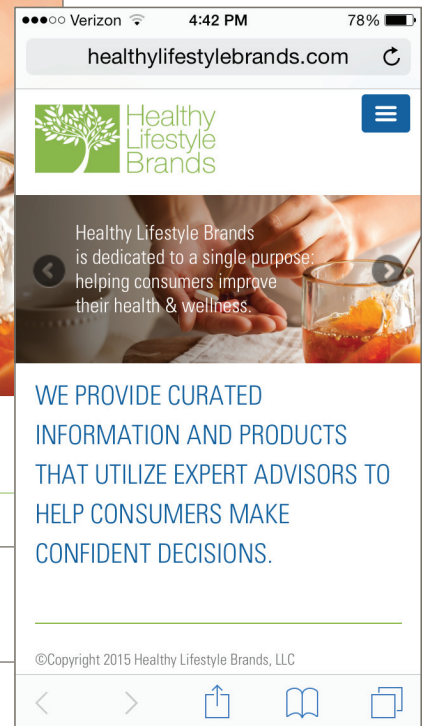
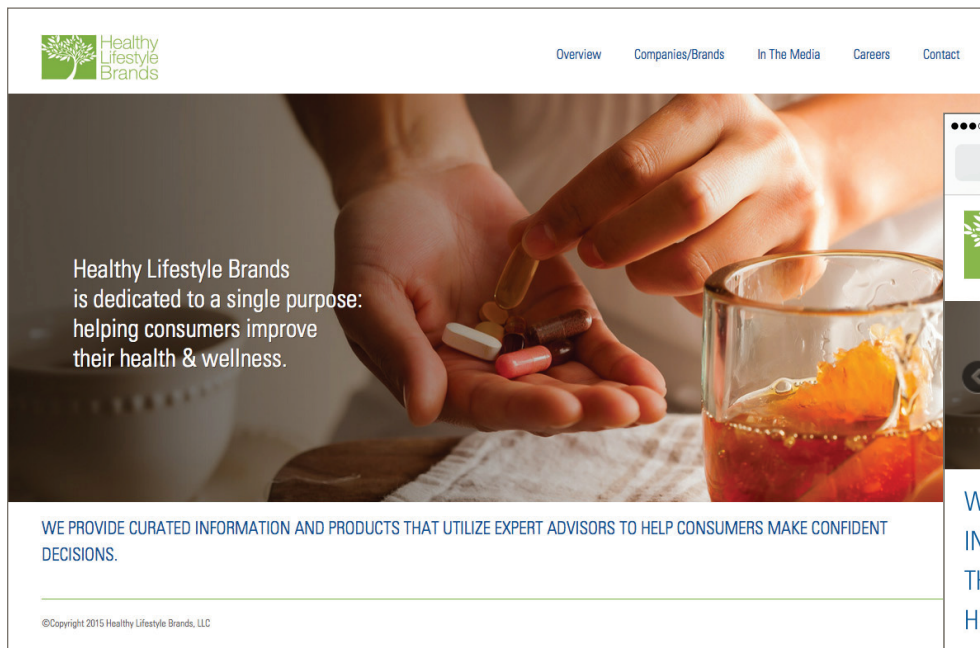
C0, M0, Y0, K100
R0, G0, B0
Hex #000000

White

C0, M0, Y0, K0
R255, G255, B255
Hex #FFFFFF

Examples | Web

Other than this standards manual, the best case study for HLB guideline adherence is the corporate site, healthylifestylebrands.com. Below are some screenshots that illustrate how the combined recommendations generate the desired visual continuity.



Examples | Email

Another reference, specifically for implementation of the Helvetica Neue Thin typeface, is our Healthy Lifestyle Offers email template below.

Problems viewing this email? [Click here.](#)

Healthy Lifestyle Offers

By subscribing to Special Offers and Healthful Messages/Healthy Lifestyle Offers on our websites, you've demonstrated that you appreciate the finest health-promoting products and services at great prices. Enjoy the special offer below!

LIMITED TIME OFFER—SEE BELOW FOR DETAILS



Discover Origins

SOME SEE A BOTANICAL.
WE SEE A BREAKTHROUGH.
YOU'LL SEE YOUR BEST SKIN.

Origins creates high-performance skincare using the best from nature & science. We travel around the world to find rare, potent plants. Then, we unleash their unique power using advanced science. And our long standing commitment to protect the planet, its resources, and all those who populate it is reaffirmed by our earth-friendly practices, packaging, and policies.

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