

YOUR LOGO



BRAND GUIDELINES

LOGO

COLORS

TYPOGRAPHY

ICONS



COLOR VERSION



BLACK VERSION



WHITE VERSION

LOGO USAGE



The logo should always be surrounded by a minimum area of space.

The logo, mark & company name clear-space is equivalent to 1/8 of the width. These will serve as an invisible boundary of the area of isolation. These areas of separation are minimum and should be increased whenever possible.

DO'S AND DON'T'S

DO

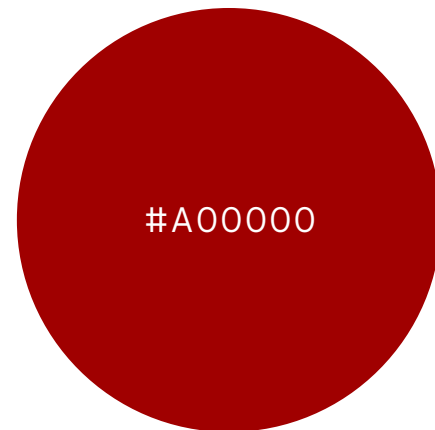
- Use one of the final, approved files that have been provided.
- Keep ample "clear space" around the logo, separate from the other elements/text.

DON'T

- Move/reconfigure the logo elements
- Stretch the logo
- Fill the logo with a pattern
- Add shading to the logo
- Change the colors from the approved versions.

COLOR PALETTES

PRIMARY COLORS



#A00000

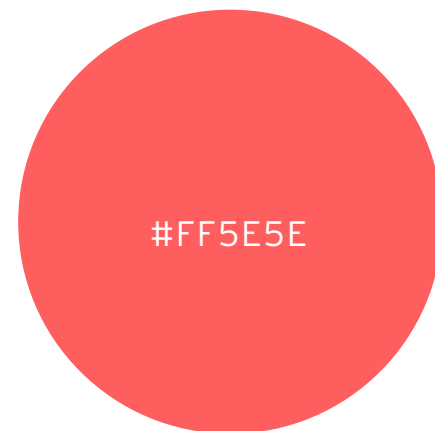


#121212

SECONDARY COLORS



#444444



#FF5E5E

TYPOGRAPHY

Oswald

HEADLINES

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins

HEADLINES
&/OR BODY TEXT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans

BODY TEXT
(ALTERNATIVE)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ICONS & BADGES



VEGETARIAN



VEGAN



NON-DAIRY



GLUTEN FREE



CRUELTY FREE



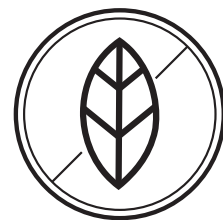
PALEO-FRIENDLY



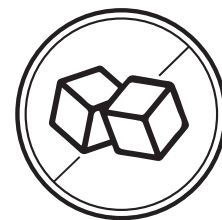
NON-GMO



KETO-FRIENDLY



ALLERGEN FREE



SUGAR FREE



VEGETARIAN



VEGAN



NON-DAIRY



GLUTEN FREE



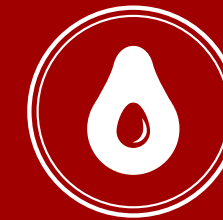
CRUELTY FREE



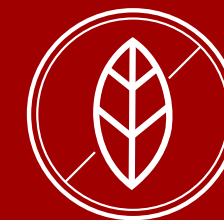
PALEO-FRIENDLY



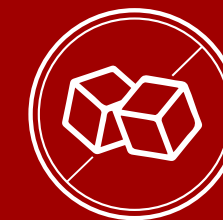
NON-GMO



KETO-FRIENDLY



ALLERGEN FREE



SUGAR FREE



PRODUCT LABEL & MOCKUP EXAMPLE



YOUR LOGO
HERE

SHED FAT THERMOGENIC ENERGY

100mcg CHROMIUM | 200mg CAFFEINE | 496mg PROPRIETARY BLEND

APPETITE SUPPORT[†]
METABOLISM SUPPORT[†]

DIETARY SUPPLEMENT

60 CAPSULES

Supplement Facts

Serving Size: 1 Capsule
Servings Per Container: 60

Amount Per Serving	% Daily Value	
Chromium (amino acid chelate)	100 mcg	286%
Caffeine (anhydrous)	200 mg	*
Proprietary Blend	496 mg	*
<i>Hoodia gordonii</i> Cactus 12:1 Concentrate (stem), Glucomannan (<i>Amorphophallus konjac</i> root), Green Tea Leaf (50% extract), Theobromine (98%), Guarana Seed (36% extract providing 17mg naturally-occurring caffeine), Cha de Bugre (leaf powder), Maca Root (0.6% extract), <i>Caralluma fimbriata</i> Cactus 12:1 Extract, L-Theanine, Banaba Leaf (1% extract)(<i>Lagerstroemia speciosa</i>), Pomegranate Fruit Powder, and Guggul 10% Extract (gum)		

* Daily Value Not Established

Other Ingredients:
Gelatin (Bovine), Rice Powder, Vegetable Magnesium Stearate, and Silicon Dioxide.

Manufactured for:
Your Company Name Here
1236 NW 5th St. Oklahoma City, OK 73106

