

# YOUR LOGO



## BRAND GUIDELINES

LOGO

COLORS

TYPOGRAPHY

ICONS



COLOR VERSION



BLACK VERSION



WHITE VERSION

## LOGO USAGE

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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 DONT'S

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### 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.

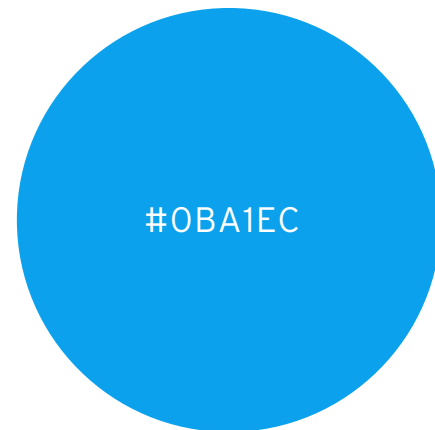
### DON'T

- 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.

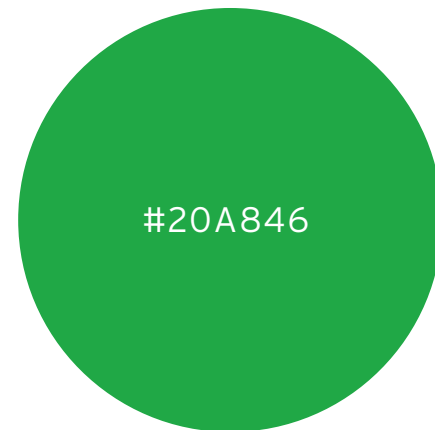
## COLOR PALETTES

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PRIMARY COLORS



#0BA1EC

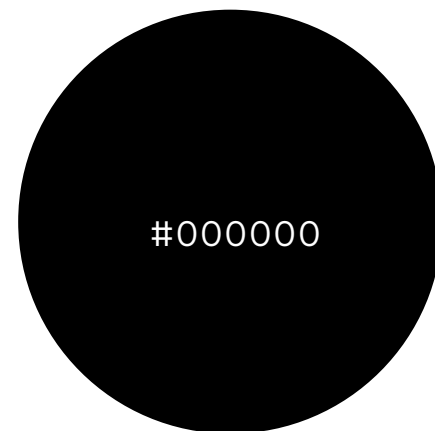


#20A846

SECONDARY COLORS



#B50077



#000000

## TYPOGRAPHY

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# Oswald

HEADLINES

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ

# Poppins

HEADLINES  
&/OR BODY TEXT

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ

# Open Sans

BODY TEXT  
(ALTERNATIVE)

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ

# ICONS & BADGES



VEGETARIAN



VEGAN



NON-DAIRY



GLUTEN FREE



CRUELTY FREE



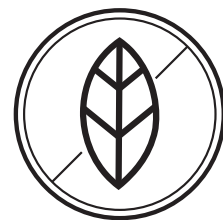
PALEO-FRIENDLY



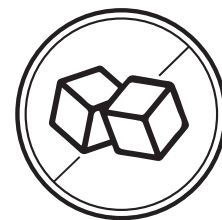
NON-GMO



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



### 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	*
<b>Proprietary Blend</b>	<b>496 mg</b>	*
<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>Lager-                      stroemia 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  
Additional Details Here



- NON-DAIRY •
- NON-GMO •
- KETO FRIENDLY •
- PALEO FRIENDLY •

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60 CAPSULES  
DIETARY SUPPLEMENT

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