

# YOUR LOGO

 **HERE** 

## 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 DON'T'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.

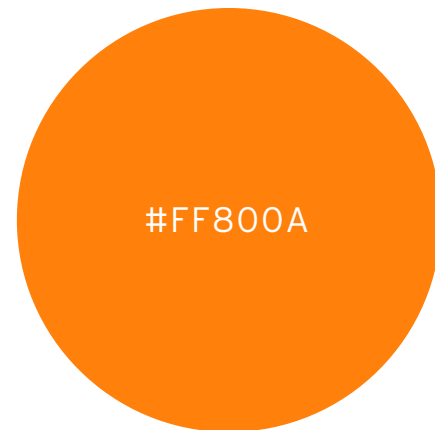
### DON'T

- 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

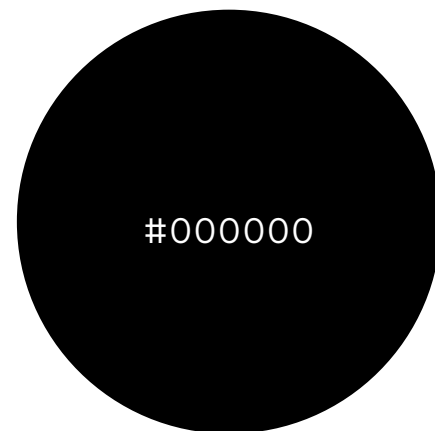


#FF800A

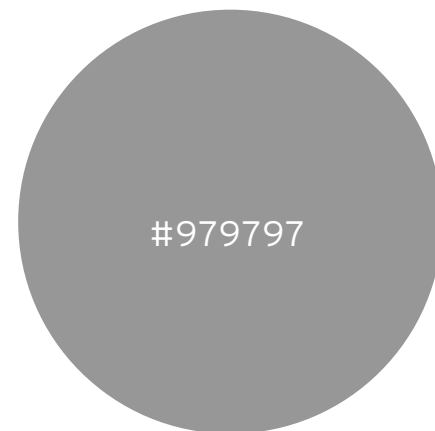


#2C6382

SECONDARY COLORS



#000000



#979797

## TYPOGRAPHY

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# Oswald

HEADLINES

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

# Poppins

HEADLINES  
&/OR BODY TEXT

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

# Open Sans

BODY TEXT  
(ALTERNATIVE)

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

# ICONS & BADGES



VEGETARIAN



VEGAN



NON-DAIRY



GLUTEN FREE



CRUELTY FREE



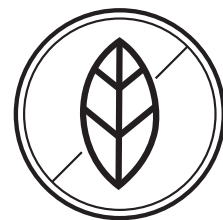
PALEO-FRIENDLY



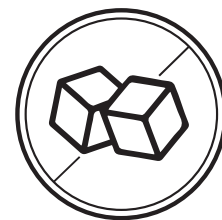
NON-GMO



KETO-FRIENDLY



ALLERGEN FREE



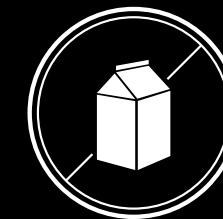
SUGAR FREE



VEGETARIAN



VEGAN



NON-DAIRY



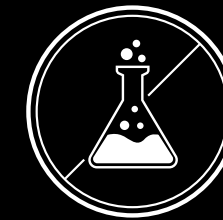
GLUTEN FREE



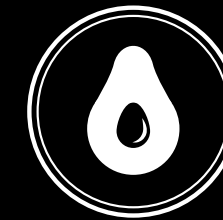
CRUELTY FREE



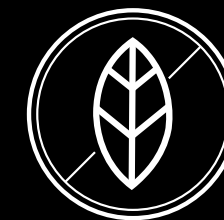
PALEO-FRIENDLY



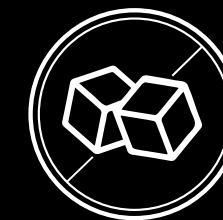
NON-GMO



KETO-FRIENDLY



ALLERGEN FREE



SUGAR FREE



PRODUCT LABEL & MOCKUP EXAMPLE



KETO & PALEO FRIENDLY

YOUR LOGO  
HERE

100 mcg Chromium  
200 mg Caffeine

- APPETITE SUPPORT<sup>†</sup>
- METABOLISM SUPPORT<sup>†</sup>

NON-DAIRY | NON-GMO

60 CAPSULES  
DIETARY SUPPLEMENT



SHED FAT  
THERMOGENIC ENERGY

YOUR LOGO  
HERE

100 mcg Chromium  
200 mg Caffeine

- APPETITE SUPPORT<sup>†</sup>
- METABOLISM SUPPORT<sup>†</sup>

NON-DAIRY | NON-GMO

60 CAPSULES  
DIETARY SUPPLEMENT



KETO & PALEO FRIENDLY

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>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

