

BRANDING GUIDELINES

VERSION 1.0



NEW LIFE

Dear colleagues,

Our Branding Guidelines book is the foundation of what is the New U Life brand and how it is perceived. Every element that makes up our brand represents the New U Life personality and identity.

It is with utmost importance that these guidelines are followed to ensure consistent brand recognition throughout all marketing efforts. Keeping in alignment with our approved guidelines will help streamline the approval process for all internal and external communications.

With brand continuity and streamlining top of mind, all marketing and branding pieces will be done through **Orion Promotional Group**— a company approved vendor.

We would like to thank you in advance for helping to contribute to a solid corporate brand for New U Life.

Please contact Customer Support at **support@newulife.com** regarding any questions you may have, and submission for review and approval.

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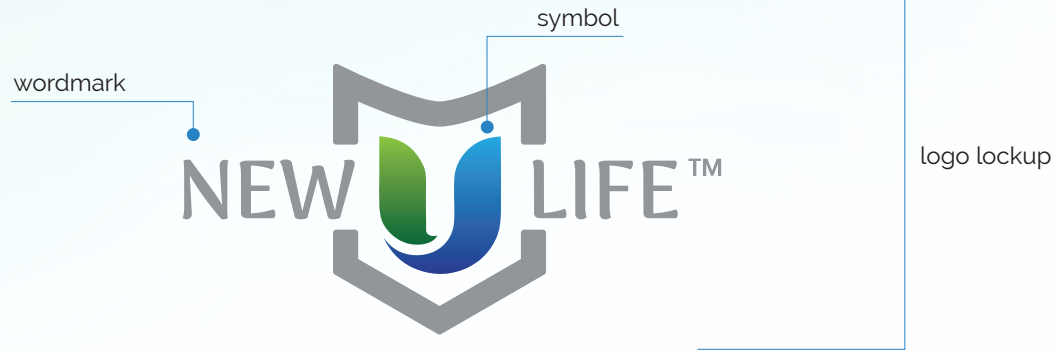


1. LOGO/SYMBOL

The New U Life logo is the heart of our brand and the essence of company recognition. It is to never be altered from what is outlined here—including changing the font of New U Life, recoloring, skewing, or stretching disproportionately. **There are 2 approved logo lockups available: regular and color reversed. Please use only authorized supplied versions of our logos for use in all communications.**

The New U Life logo should be used as a complete unit as seen in this section. The “U” symbol in the New U Life logo can be used by itself, but again—never to be recolored or skewed. Approved imagery can be used inside of the symbol.

1. LOGO/SYMBOL



regular version



color reversed version



clear space

The clear space is $\frac{1}{2}$ the height of the logo



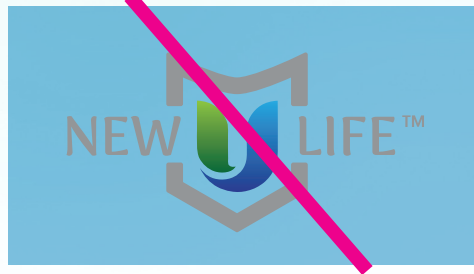
minimum size:
0.4" h



1. LOGO

(CONT'D)

NO!



YES!



NO-DISPROPORTIONATE!



NO!



YES!



NO-SKEWED!



YES!

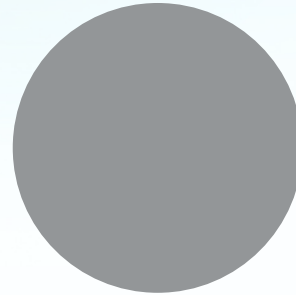


2. COLOR

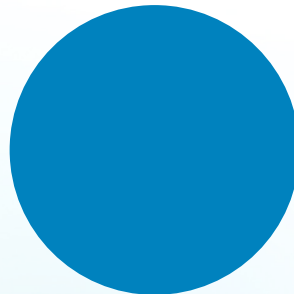
The New U Life color palette is made up of blue and green, with the main logo typography color as Cool Gray. These colors represent nature and a feeling of calm.

Typography can be set in either Pantone Cool Gray, 100% Black, or white (when used on a solid color background). Please make sure all type is fully legible.

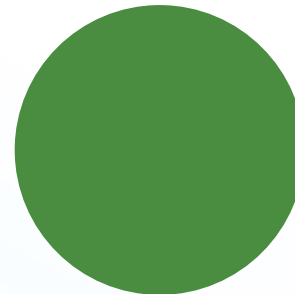
2. COLOR



PRIMARY LOGO COLOR
PANTONE COOL GRAY 7
44/35/35/1
152/152/154



PRIMARY LOGO COLOR
PANTONE MEDIUM BLUE
100/35/7/1
0/130/203



PRIMARY LOGO COLOR
PANTONE 363
75/24/100/8
74/139/44



3. TYPOGRAPHY

Raleway and Luz Sans represent the fonts used for the New U Life brand. All communications will utilize either or both of these fonts.

Headlines are to be set in Luz Sans Medium, while subheads and body copy are to be set in Raleway. The appropriate font weight should be used based on order of priority.

For PowerPoint presentations, Futura Standard and Futura Bold should be used. Futura Bold is for headlines and using emphasis on a word(s) only.

3. TYPOGRAPHY

Primary

RALEWAY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

Raleway Regular **Raleway Bold**

Alternative

LUZ SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

Luz Sans Book **Luz Sans Medium**



3. TYPOGRAPHY

(CONT'D)

PowerPoint

FUTURA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

Futura Standard **Futura Bold**

