



VERSION 01

# Brand Guidelines

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# Brand Guidelines

01

# About The Brand

Pre-designed layouts, crafted with care

This guide is not a comprehensive list of rules. We recognize the creative journey is full of twists and turns. New approaches, new trends, and changes in technology will inevitably have an effect on our brand and the way we execute it visually.

Outside approvals may be submitted electronically by emailing the concept to Brady Stahle at [brady@blacktie.agency](mailto:brady@blacktie.agency) or by calling our design department.

If you are a vendor working on one of our brand executions, we require an electronic or physical proof before any item is printed, published, or otherwise executed. These proofs can be submitted to your point of contact within UltraLux Health.

- 05.** On The Page
- 038.** As Signage
- 039.** On Merchandise
- 040.** On The Web
- 041.** On Social Media

# Voice, Layout, Logo & Colors

5 **We empowered customers with trustworthy business ethics and a positive - energetic vibe.**

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## Tagline

This tagline is currently unfinished, and needs to be updated. It needs to match the empowered, trustworthy, positive, and energetic vibe.

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## Layout

The answer is pure and easy. Simplicity is king.

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## Images

Here is where the brand identity system starts to come into play. From this page on will be the visual aspects of the brand.

## 6 Powerful health solutions **for modern problems**

Our tagline(s), are a representation of our brand value and overall mission.

The purpose of our brand tagline(s) are to capture and summarize our brand promise, brand values, and product experience.

Tagline(s) may be used in any marketing materials, advertising, or brand execution where we see to communicate our personality, mission, or brand values.

Each tagline may be used in combination with the brand logo and brand images as a standalone brand marketing campaign. The brand tagline(s) should not be combined with campaign-specific tagline(s) or phrases.

Once established, please avoid rewriting, rewording, or editing the tagline(s) in any way.



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## A simple layout can go a loooong way

When building a layout - for a landing page, brochure, box packaging, etc. Use a healthy amount of white space. White space helps the design breathe, and gives the overall design a more luxurious feeling.

Hick's Law states that the time it takes to make a decision increases with the number and complexity of choices.

Jakob's Law states that users spend most of their time on other sites. This means that users prefer your site to work the same way as all the other sites they already know.

Miller's Law states that the average person can only keep 7 (plus or minus 2) items in their working memory.

**Takeaway - keep it simple.**

## 8 Imagery

Always strive to use imagery that has faces. As we know - eyes get buys. Whenever possible, manipulate the image to include our brand colors (greens, golds, grays, tans, etc).

Make sure the images are relevant to the copy. **Copy informs design.** If the copy is talking about people struggling with challenges, show someone struggling with that challenge. If the copy is talking about people enjoying a healthy lifestyle, show someone enjoying a healthy lifestyle.

When appropriate, place UltraLux products within the images. Make sure that the copy informs the design. If the copy is talking specifically about the product, have the product be the main focal point of the image. If the copy is talking about how customers feel when using the product, make the product secondary only to the customer in the image. This can be done using perspective or focus blur. **Never blur out the product!** If the focus is the customer, have the product in the background unburied. Only blur if it's the customer in the background, and the product is the focus.



# Logo Usage





HORIZONTAL LOCKUP



VERTICAL LOCKUP



ICON-ONLY



WORDMARK LOCKUPS

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# A Scalable Identity System

Trying to fit the same mark simultaneously on a billboard and as a favicon for web is a challenge. Our identity system is designed for flexibility, consistency, and brand recognition.

We have provided different logo lockups that should cover every space imaginable. Instead of trying to fit a logo into a space that is too small or crowded, simply use a different version for maximum visual impact and clarity.

When using the icon-only mark, ensure that our brand name is visible near or in relationship with the icon. For example, a social media profile picture bearing the icon design at the top of a social page should have a the profile name which displays our brand name legibly. This will help reinforce our brand recognition across multiple touch points.

# 11 Common Errors



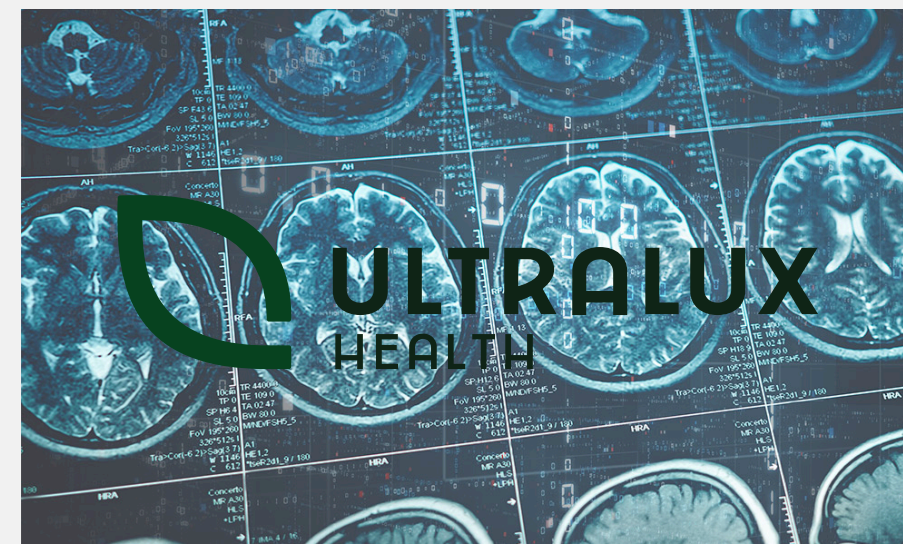
Do not stretch, squash, skew, or distort the logo in any way.



Do not edit the logo color, use an off-brand color, or reduce the logo opacity.



Do not add graphic effects to the logo, including drop shadows.



Do not place the logo on a high-contrast pattern or busy photograph.



Do not change the layout or relationship between logo elements.



Do not encroach on the required clear space surrounding the logo.

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

12 **Color Variations**

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.



**UltraLux Icon:** Green  
**UltraLux Wordmark:** Dark Green



**UltraLux Icon:** Light Green  
**UltraLux Wordmark:** White



**UltraLux Icon & Wordmark:** Midnight Black  
**UltraLux Icon & Wordmark:** Midnight Black



**UltraLux Icon & Wordmark:** Bright White  
**UltraLux Icon & Wordmark:** Bright White

# 13 Primary Color

Imagine a walk through a silent forest. The crunch of needles under your feet. The fresh scent of soothing and invigorating pine.

Our forest green is meant to invoke that feeling of peace, strength, and confidence.

While our forest green is always a safe color to use for the brand, consider it a starting point. Use the hue to inspire a palette of secondary colors that invoke the perfect emotion.

When reproducing this color, please ensure accuracy. We recommend using the Pantone Matching System for the perfect match.

## Forest Green

Our main hue: A dark forest green conveys peace and confidence. Use in compositions as a background or text color.

**PMS 5605 C**  
**CMYK:** 88, 44, 96, 54  
**RGB:** 28, 65, 36  
**HEX:** #1c4124

# 14 Primary Colors

Color invokes emotion in a composition. Use the primary color to convey energy and confidence: our brand voice. Or use the brighter hues to draw attention and invoke curiosity.

This palette is best used with restraint in combination with the neutral palette.

The UltraLux Health brand is known for our connection to nature, which inspired our primary palette. Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.

When reproducing these colors, please ensure accuracy on every touchpoint or execution.

## Forest Green

Our main hue: A dark forest green conveys peace and confidence. Use in compositions as a background or text color.

**PMS 5605 C**  
**CMYK:** 88, 44, 96, 54  
**RGB:** 28, 65, 36  
**HEX:** #1c4124

## Glamour Gold

Your attention, please! A bright, yet slightly desaturated gold tone that eyeballs snap to. Use with restraint for maximum impact.

**PMS 20-003 TPM**  
**CMYK:** 19, 46, 85, 2  
**RGB:** 194, 144, 82  
**HEX:** #c29052

## Khaki Grey

A slightly neutral grey-green specifically collected for use in backgrounds or subdued typography on a darker color.

**PMS 129C**  
**CMYK:** 23, 16, 25, 0  
**RGB:** 198, 199, 187  
**HEX:** #c6c7bb

## Fern Green

Soft, neutral green for subdued typography on a dark color background. Use sparingly when subtlety is required.

**PMS 301C**  
**CMYK:** 74, 38, 63, 19  
**RGB:** 71, 114, 98  
**HEX:** #477262

**Thank you.**