



VIOLET₂

BRANDGUIDELINES — 12.17.2018

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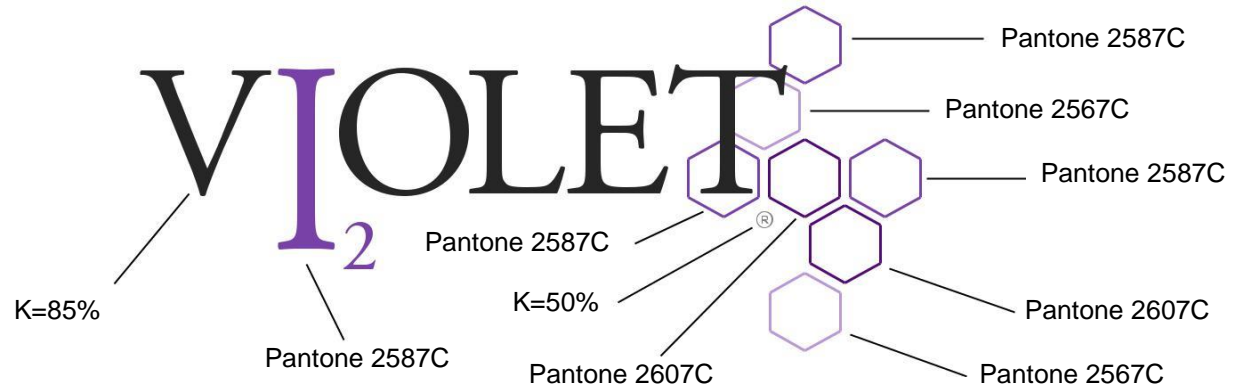
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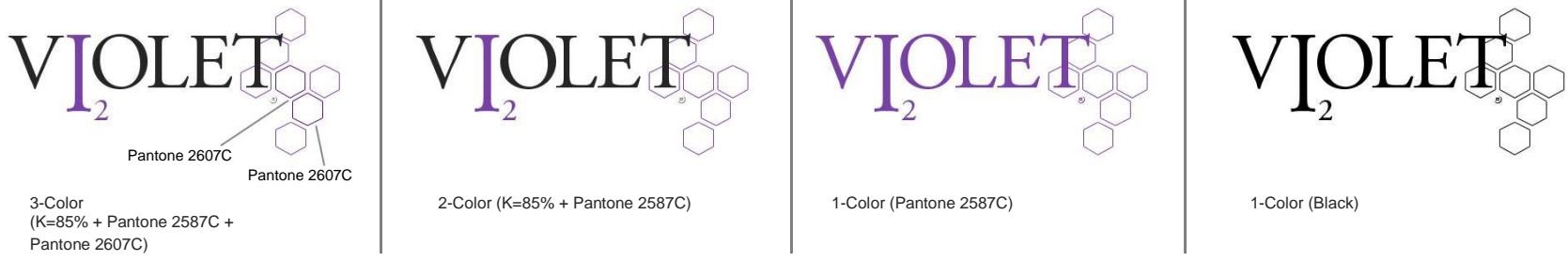
I. LOGO

Preferred Logo



Logo Font = Adobe Garamond Regular

Note: Adobe Garamond Regular is used in the logotype. It is not meant to be used to create your own logo. Use approved logo files only.



Reversed

Note: When using the logo on a solid background, the all white version of the logo should be used to insure readability.

II. LOGO CLEAR SPACE

To protect the integrity and consistency of the Violet logo, a minimum amount of clear space must appear around the logo. This space must remain free of text, colors or images of any kind. This space is defined by the distance 'x,' which represents the x-height of the "V" within the logo.



Logo use with the logen logo

When the Violet logo is shown in conjunction with the "by logen" logo, the "by logen" logo should fit between the inner right side of the "O" in Violet logo and outer right edge of the base serif in the "T." The height should be equal to the height of the two vertical sides of the bottom hexagon in the Violet logo. The "by logen" logo should be two-tone gray(K=85%, 40%).



III. MINIMUM LOGO SIZE

Careful consideration must be given to how the details reproduce, specifically to the lines within the hexagon mark. When the logo reduces in size the lines may lose presence that is needed. A minimum size has been set for the logo.



The minimum width for the regular Violet logo is 1"

EXCEPTION

When the logo is used smaller than 1" (e.g., Blister packaging), it is best to use an alternate logo without the hexagons as they will not reproduce well at the smaller size.

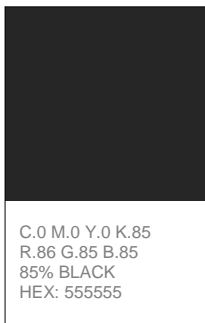
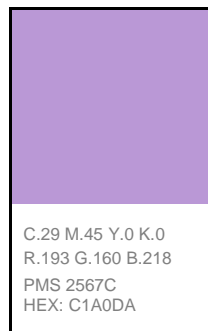
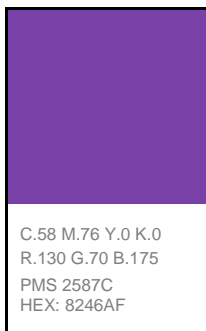
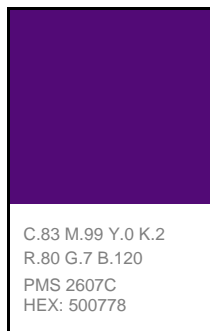


Alternate Violet logo for use at sizes < 1"

IV. COLOR SYSTEM

These colors make up the ingredients for the logo. Any tint or shade of these basic colors, as shown to the right, may be used as complementary elements in branded media or collateral.

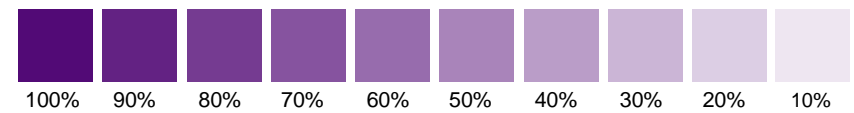
Primary Colors



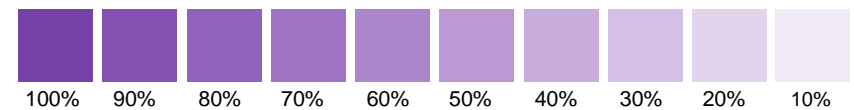
While 85% black is part of the logo, it should not be used as the predominant color in communications. Use of this color should be limited to the logotype and as an accent to other colors in the primary color range.

Tints

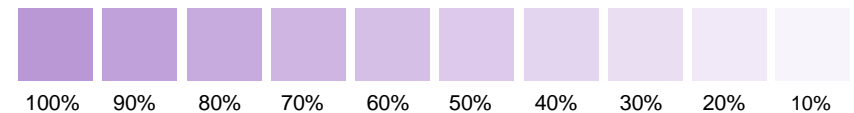
Pantone 2607 C



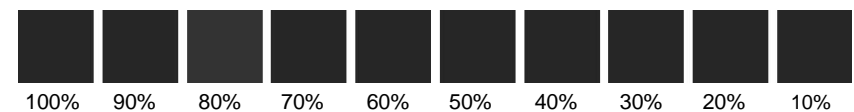
Pantone 2587 C



Pantone 2567 C



Black 85%



V. DESIGN TYPOGRAPHY

The Gotham font family should be used when designing collateral for the Violet brand. The entire font family can be purchased from Gotham at typography.com. Gotham may be substituted with Arial if you do not have access to Gotham.

Gotham Book

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890*

Gotham Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890*

Gotham Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890**

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890***

VI. COMMUNICATION TYPOGRAPHY

To protect the integrity and consistency of the Violet brand in Web communications, emails and HTML text, use Arial Bold, Arial Regular and Arial Italic for body copy.

For all other communication documents (i.e. Word, Powerpoint), the default is Arial as it is a universal, cross-platform font.

When using color in Titles, Headlines, Section Headers, etc., please ensure the proper RGB or HEX color breakdowns are used. See Pantone 2607 C color on page 7 for RGB and HEX color values.

ARIAL BOLD
ARIAL REGULAR

HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer ac turpis nisi. Morbi iaculis tellus orci, sit amet laoreet purus aliquam nec.

ARIAL ITALIC

Vestibulum luctus tellus sit amet elit vestibulum, vel aliquam sem malesuada. In accumsan interdum vestibulum. Pellentesque quis quam pretium, volutpat dui quis, varius quam.

Arial Narrow Bold should be used in all legal disclaimer text to insure readability in smaller point sizes. A sample is shown below.

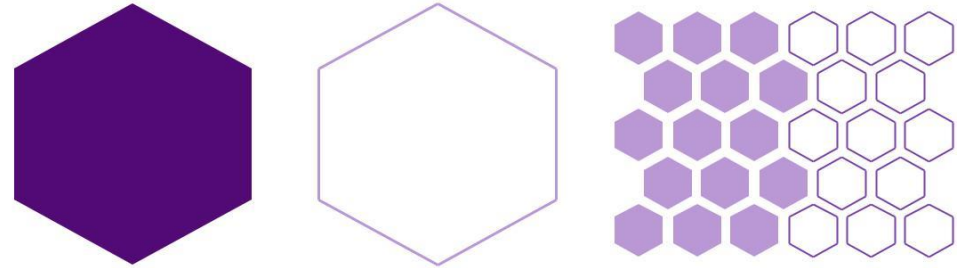
Arial Narrow Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

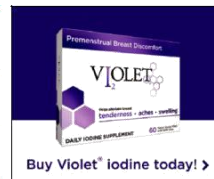
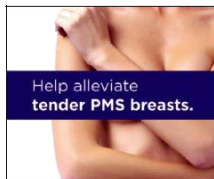
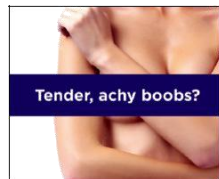
*These statements have not been evaluated by the Food and Drug Administration.
This product is not intended to diagnose, treat, cure or prevent any disease.

VII. PROMOTIONAL AND ADVERTISING ELEMENTS

The Hexagon: is a bold shape that we use to our advantage to create visual interest, establish hierarchy and prioritize information within the layout. The hexagon can be used as a pattern, a supergraphic, an outline, etc. as long as it enhances the layout and overall design. The Hexagon can use any of the Violet colors to provide contrast where appropriate.



Digital Banner Ad Samples



Amazing Wellness Print Ad

HCP Coupon Sample

Violet Shopify Store Homepage

VII. TRADEMARK USAGE

Violet and Vi²olet are trademarks of logen, Inc. Rules on using the Violet and Vi²olet brand names in written marketing copy are as follows:

- When using the brand name in marketing copy, it should be upper and lower case (Violet).
- Always place the registered symbol as a superscript in the upper right hand corner (e.g., Violet®).
- For the Vi²olet trademark symbol, the number “2” must be subscripted with the vertical center of the “2” aligning with the baseline of the “i.” The subscripted “2” should be located between the letters “i” and “o.”
- Always use the Violet brand as an adjective, not as a noun. (e.g., “Violet iodine supplement” or “Violet pill”, NOT “Take Violet daily.”
- The brand name is Violet, NOT “Violet Daily.”
- Never use either registered trademark as a verb.
- Never use registered trademarks in plural form.
- Never hyphenate registered trademarks.
- Never change the spelling of registered trademarks or logo.
- Never abbreviate registered trademarks.
- Never change the appearance (font, color or proportion) of registered trademark logo. Always use approved art file of the logo only.

TRADEMARKSAMPLE

PREFERRED (SPACE PERMITTING – CAN BE EITHER 1 OR 2 LINES)

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ALTERNATE (IF LESS SPACE AVAILABLE – CAN BE EITHER 1 OR 2 LINES)

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