Brand Style Guide

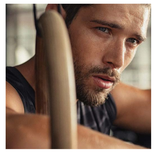
Brand Style Guide

Vision
Introduction
Concept
Logo, Colors & Typography
Photography
Social Media
Signage

Partner.Co

We see a **world transformed** by

Brand *Partners* who **inspire** people to

live happier, healthier  and wealthier.

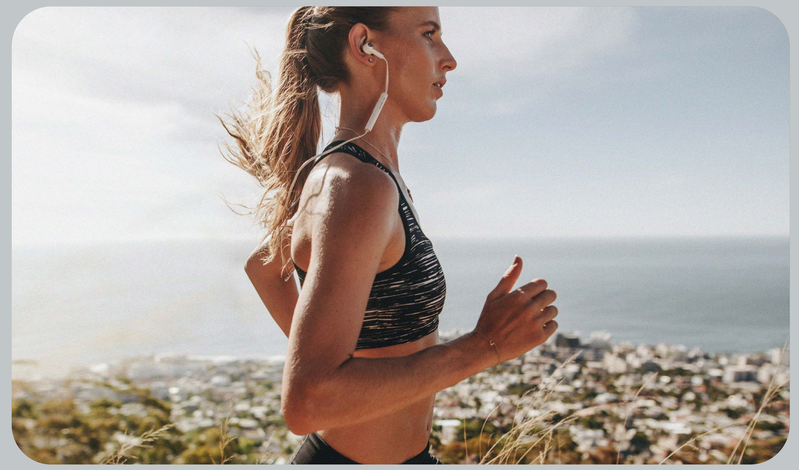
Introduction

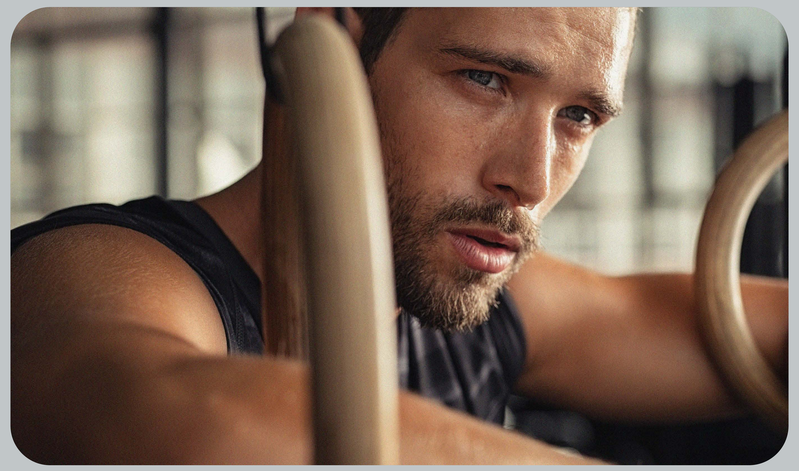
Welcome to Partner Co.'s branding secrets. Our style guide determines the composition, design and overall look and feel of the company's branding, so it is consistent across all channels.

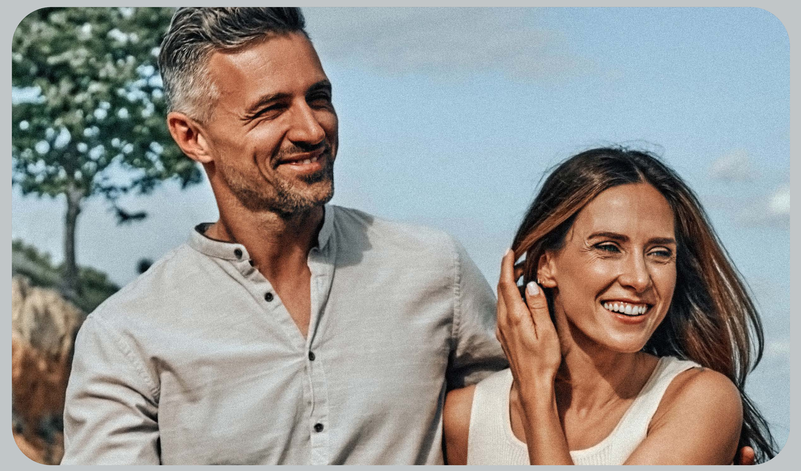
We invite our community to live their dreams. Our brand's look and feel is as progressive as our business model. We unite people globally with a mutual joy of sharing unmatched products and earning money with the industry's No. 1 compensation plan.

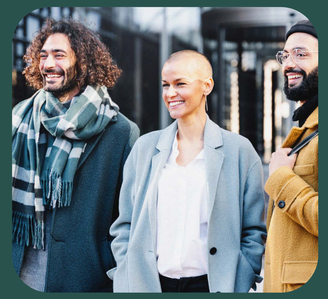
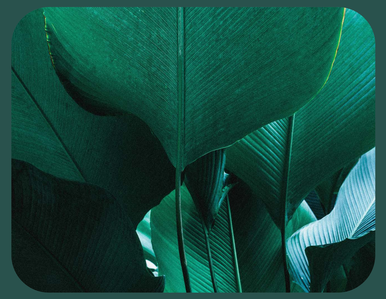
Flagships

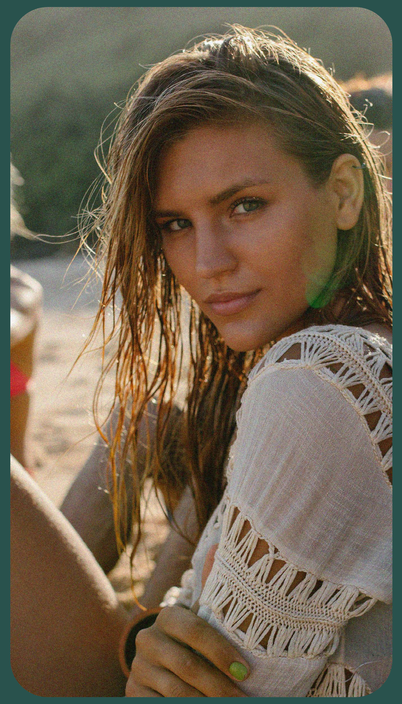
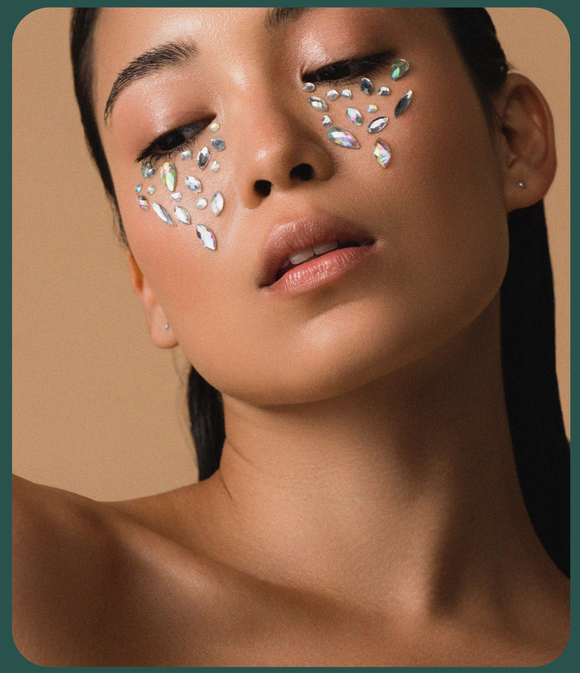
Weight Management | Energy | Skin Care | Sports Performance | Functional Foods | Premium Dietary Supplements







Concept

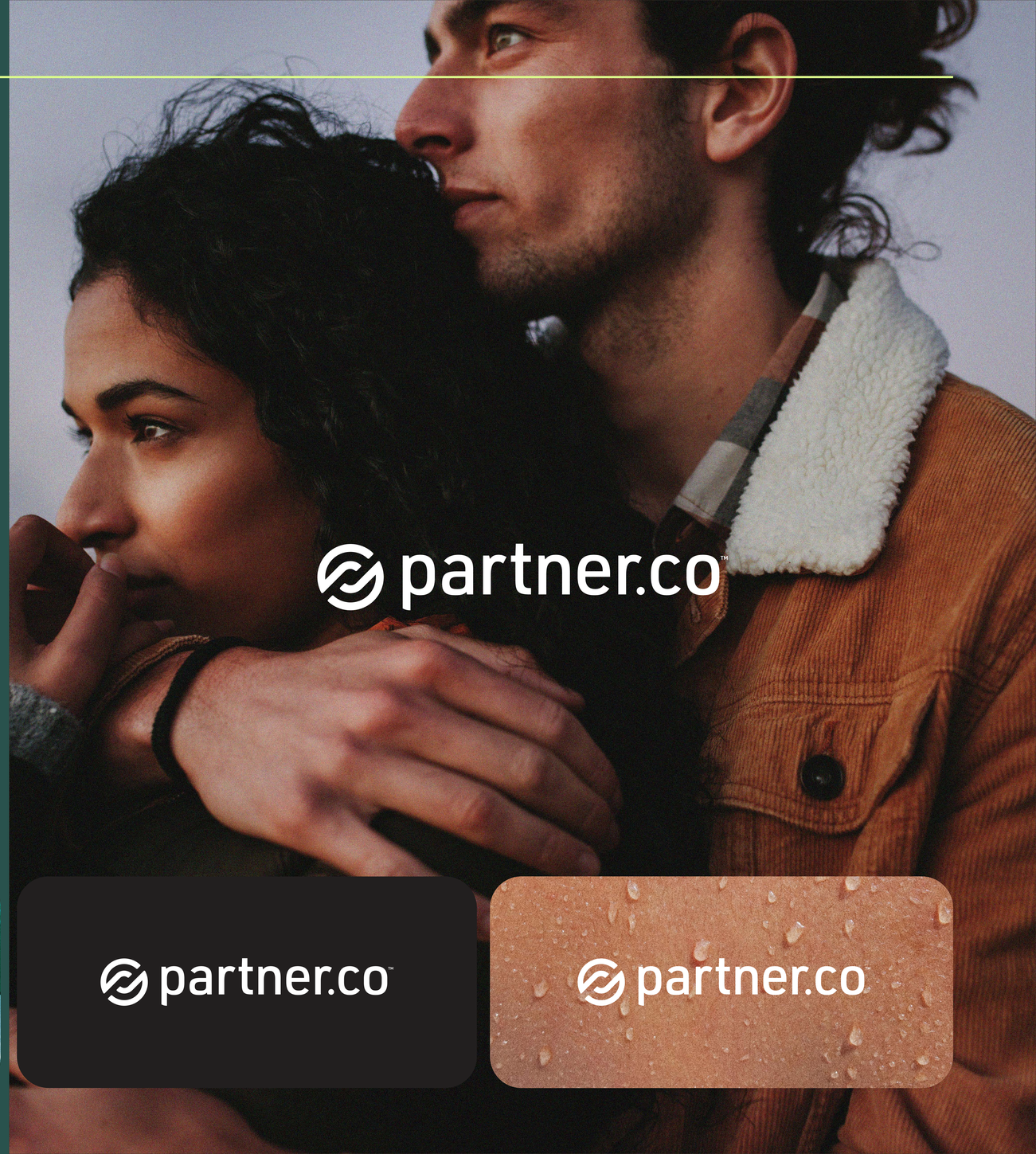
With our down-to-earth communication, we enter the growing conversation about sustainability. Our design is infused with natural elements, textures and a bold, earthy color palette. We channel nature's sensations through designs with rocks, shadows, oscillating water, fresh fruits and lush forest canopies.

Photography is a big element in our designs. And its importance aligns with the message we want to convey about diversity and inclusivity. Photographs incorporate ethnic diversity, mixed-race couples and families, gender diversity, all sexual orientations, as well as physical differentiations. That way, everyone is visible.

Logo, Colors & Typography

Partner.Co's logo is our brand's first point of contact with the outside world. So that our logo is memorable, there are rules we use to make sure it's easily recognized. Our color green has a strong cultural association, meaning it's incredibly versatile, and therefore an excellent primary color.

Avoid deviating from the core set of colors, so our brand can reach its highest potential. The logo should preferably be used in Partner Green #29524d, and for brand consistency, the logo should only be used in one color with the authorized variation being white or black. Please do not use, display, mirror or frame our company assets.



partner.co™

partner.co™

Our Logo

To ensure our brand is dynamic and versatile, there are a few different ways to use the logo. Please do not use, display, mirror or frame our company assets. Avoid deviating from the core set of colors, so our brand can reach its highest potential.

partner.co™

Main Brand Mark:

partner.co™

Secondary Brand Mark:

partner.co™

Rotated Brand Mark:

partner.co™

Rotate the logotype 90º clockwise.
Do not rotate the icon.
Do not rotate counter-clockwise.

Our Icon

Since our icon is also a design element, there are recommended color combinations. Please do not use, display, mirror or frame our company assets. Avoid deviating from the core set of colors, so our brand can reach its highest potential.

Color Palette

Partner.co Greens

HEX #29524D
RGB 41 | 82 | 77
CMYK 82 | 49 | 62 | 37
PMS: 2466 C

Corporate
Business
Comp Plan
General Branding

HEX #B6CC95
RGB 182 | 204 | 149
CMYK 31 | 7 | 51 | 0
PMS: 578 C

HEX #DCFD8B
RGB 220 | 253 | 139
CMYK 16 | 0 | 59 | 0
PMS: 373 C

Partner.co Secondaries

HEX #2C5B75
RGB 44 | 91 | 117
CMYK 87 | 58 | 37 | 17
PMS: 2181 C

Science
Products
Lifestyle
General Branding

HEX #B6B0E9
RGB 182 | 176 | 233
CMYK 27 | 29 | 0 | 0
PMS: 2705 C

HEX #EFEDE4
RGB 239 | 237 | 228
CMYK 5 | 4 | 9 | 0
PMS: WARM GRAY 1 C

Partner.co Neutrals

HEX #221F1F
RGB 34 | 31 | 31
CMYK 70 | 67 | 65 | 74
PMS BLACK

HEX #C1C6C8
RGB 193 | 198 | 200
CMYK 24 | 16 | 17 | 0
PMS: 428 C

HEX #FFFFFF
RGB 255 | 255 | 255
CMYK 0 | 0 | 0 | 0
PMS: WHITE

Typography

Neue Haas Grotesk Display Pro XThin

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz

Neue Haas Grotesk Display Pro Thin

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz

Neue Haas Grotesk Display Pro Roman

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz

Neue Haas Grotesk Display Pro Medium

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz

IvyOra Display Regular

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPp
QqRrSsTtUuVvWw
XxYyZz

Headline: Neue Haas Grotesk Display Pro XThin | Accent font: IvyOra Display Regular
Body Copy: Neue Haas Grotesk Display Pro Thin or Neue Haas Grotesk Display Pro Roman | **Call outs: Neue Haas Grotesk Display Pro Medium**

Typography

Headline: Neue Haas Grotesk Display Pro XThin | Accent font: IvyOra Display Regular
Body Copy: Neue Haas Grotesk Display Pro Thin or Neue Haas Grotesk Display Pro Roman
Call outs: Neue Haas Grotesk Display Pro Medium

Headline

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
123456789 - !?@#$%&*(){}

“This font may be used for quotes and occasionally used as an accent for headlines”

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it more than 2,000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of “de Finibus Bonorum et Malorum” (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, “**Lorem ipsum dolor sit amet ...**,” comes from a line in section 1.10.32.

The standard chunk of Lorem Ipsum has been used since the 1500s. Sections 1.10.32 and 1.10.33 from “de Finibus Bonorum et Malorum” by Cicero are also often used, accompanied by English versions from the 1914 translation by H. Rackham.

Live Your Dream
Become a Brand Partner today!
Tested & Proven
215+
1,040+
30+
Published Clinical Studies
4 Annual Quality Tests
Physician Endorsements
Your Wellness Partner
Products that are guaranteed, tested and proven with a 360° approach to help you live a happier, healthier life.
The Values We Live By
1
Integrity:
2
Responsibility:
We strive to go above and beyond to exceed Brand Partner expectations.
3
Philanthropy:
We're passionate about impacting the communities and people we serve.
Limitless Earning Potential

Layout

A **modern** and sensitive touch for large titles, **headlines** and relevant **information**.

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Body Copy: Neue Haas Grotesk Display Pro Thin or Neue Haas Grotesk Display Pro Roman | **Call outs: Neue Haas Grotesk Display Pro Medium**

Photography

partner.co

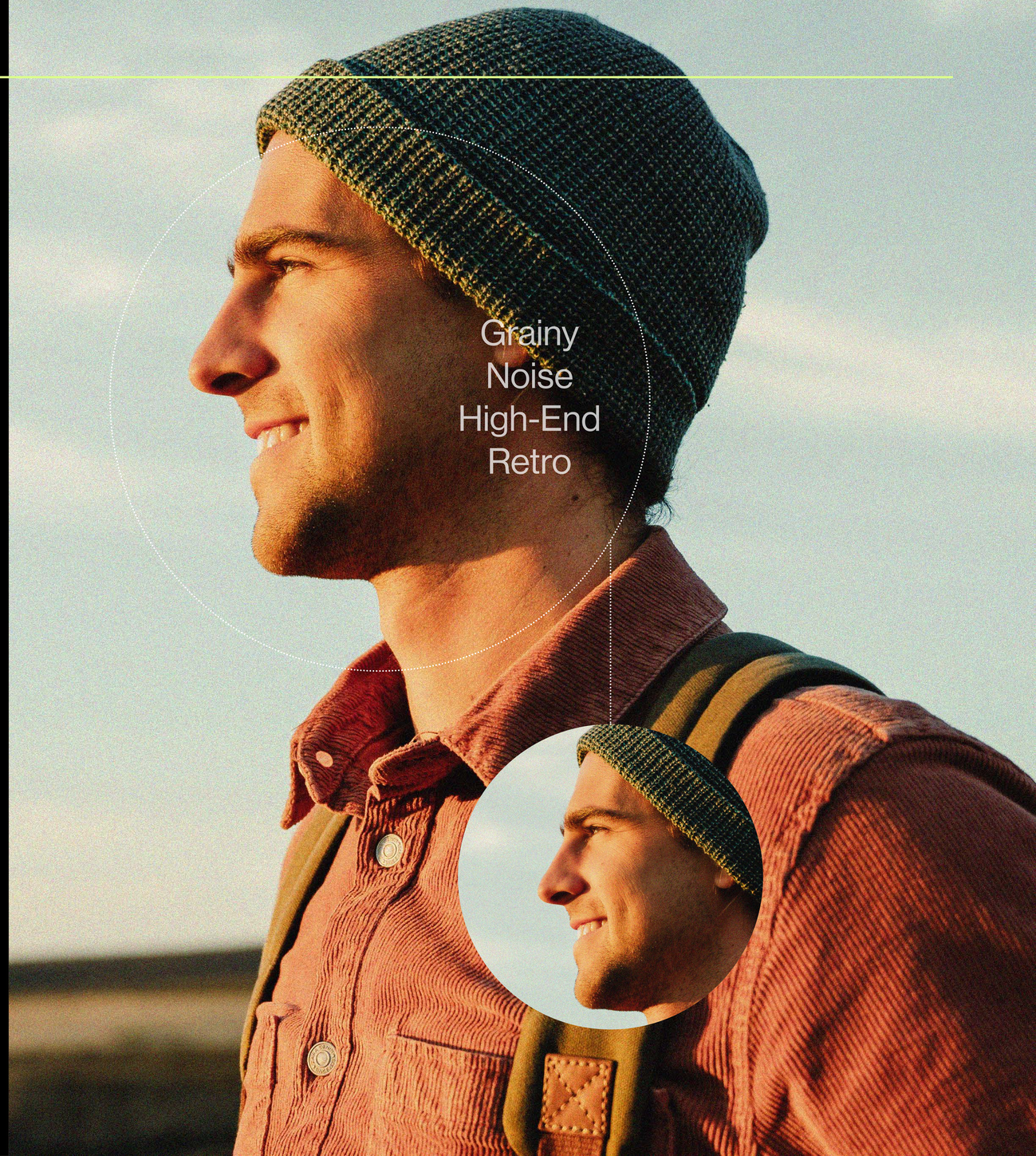
Photography Noise Effect

Open image with Photoshop

Filter

Noise ▶ Add Noise

Amount:
Between 10-18%
Uniform
Monochromatic



The People

Inspired by
Diversity
Connection
Fun

partner.co

The Models

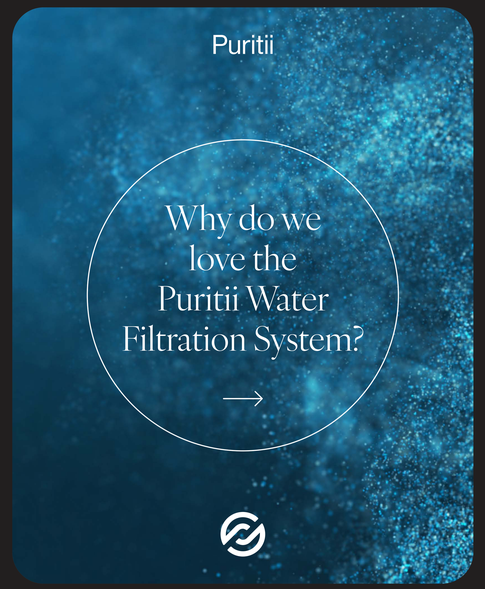
Inspired by
Confidence
Smiles
Skin

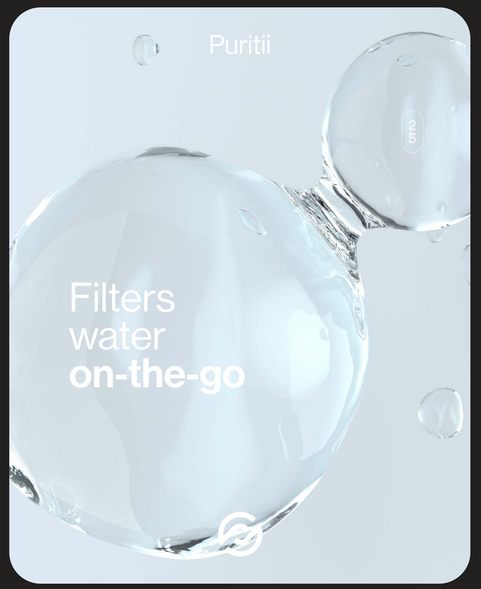
The Textures

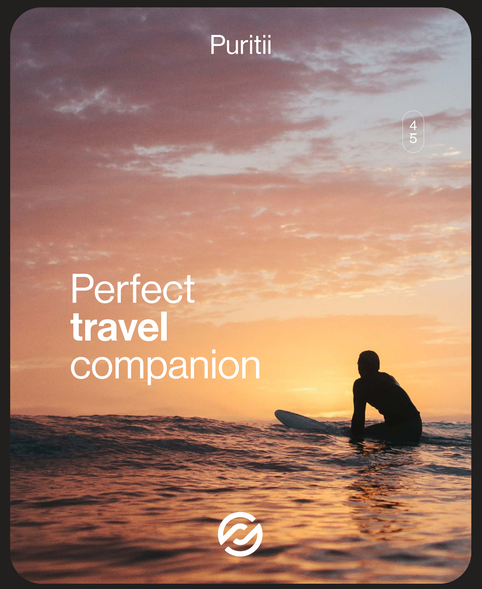
Inspired by
Nature
Science
Humans

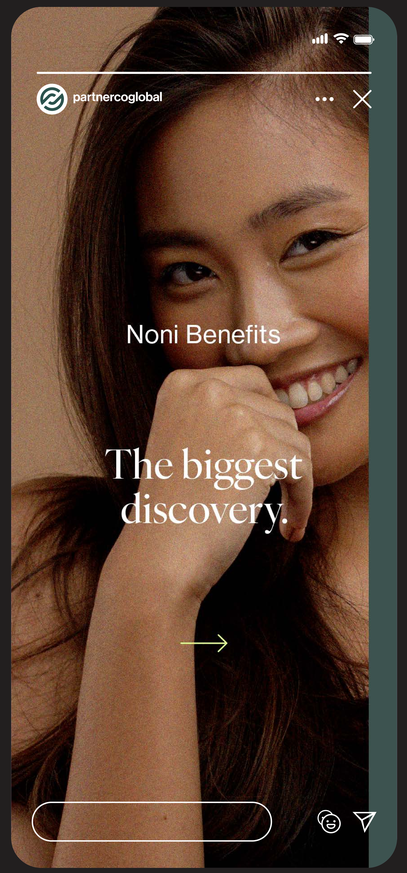
partner.co

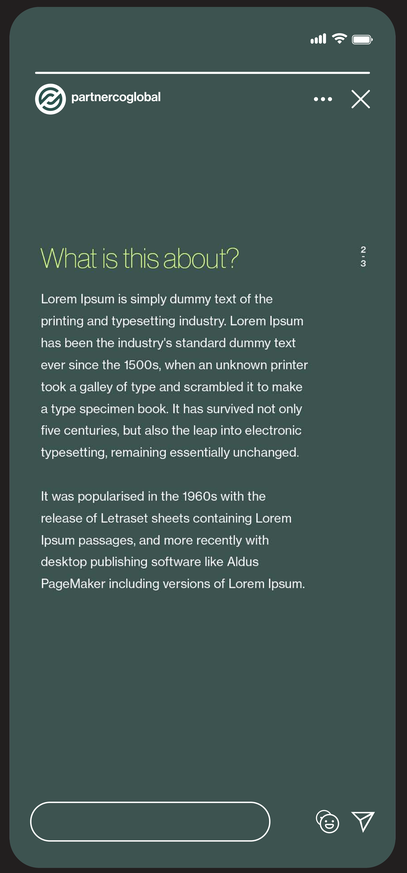
Social Media

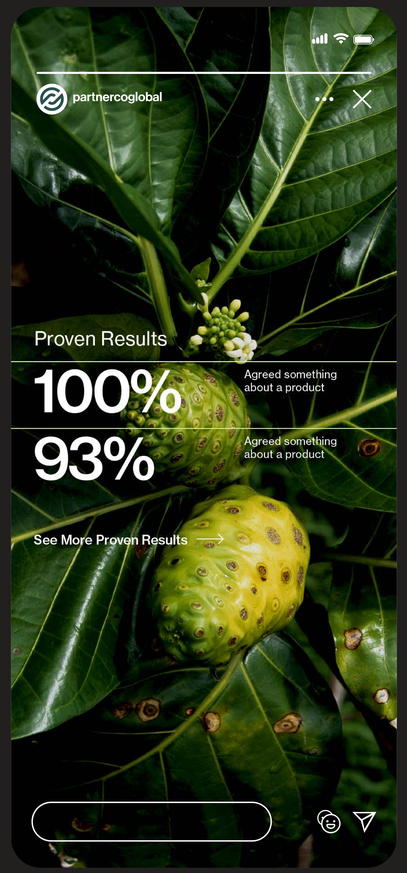












Social Media

One of the primary advantages of using Instagram carousel posts is that they can lead to increased engagement from your followers. Carousels indeed offer a unique opportunity to showcase multiple pieces of content in one post, which can capture the attention of your audience and encourage them to spend more time on your page. By creating compelling carousels, you can increase likes, comments, and shares, which can help to boost your reach and visibility on the platform.

Instagram carousels can be an effective tool for telling a more comprehensive story about your brand or product. By sharing multiple images or videos in one post, you can provide more context and detail about your message or offer. Carousels can also be used to create visual narratives, using each slide to build on the previous one and tell a more complete story.

Increased engagement

Enhanced storytelling

More information in one post

Better visibility

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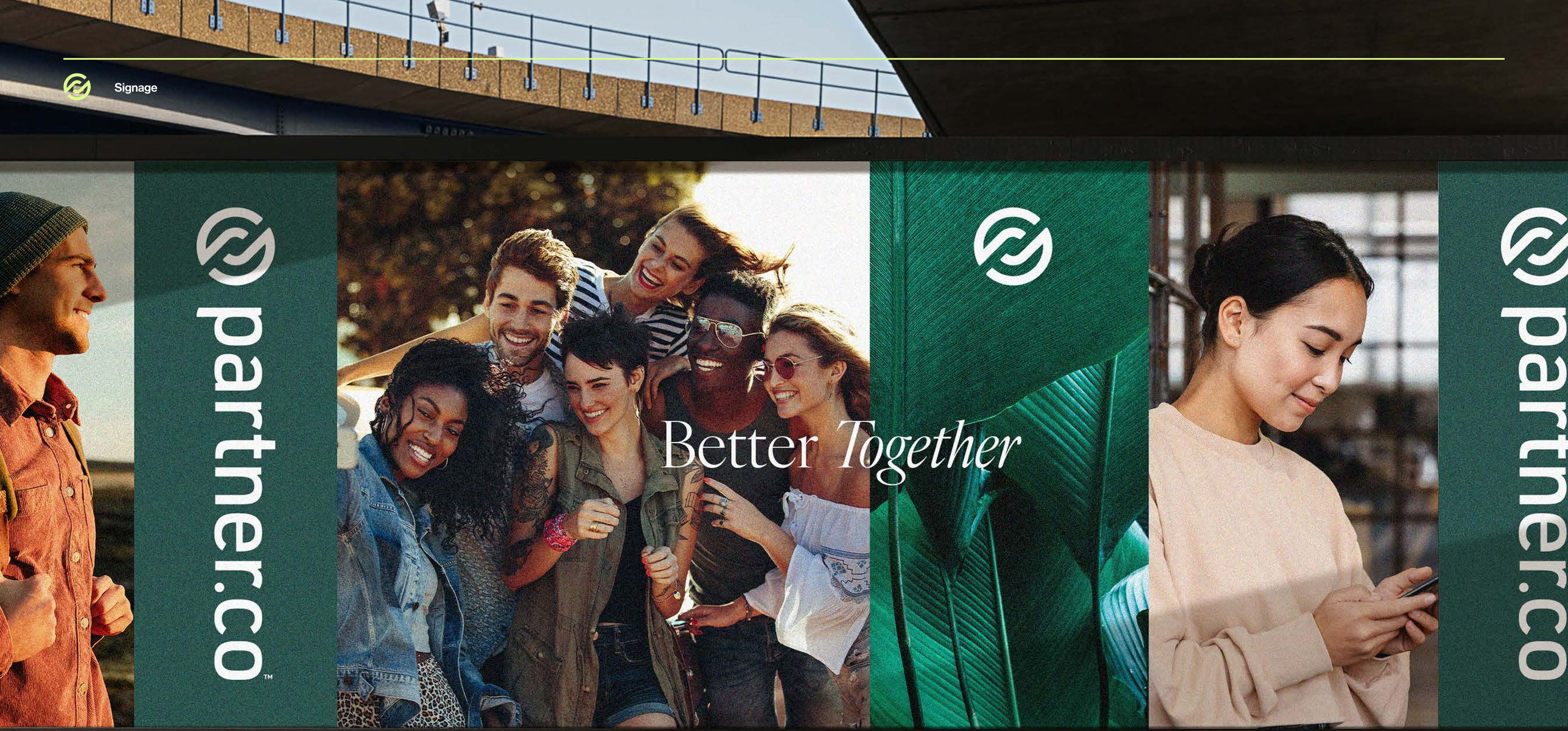
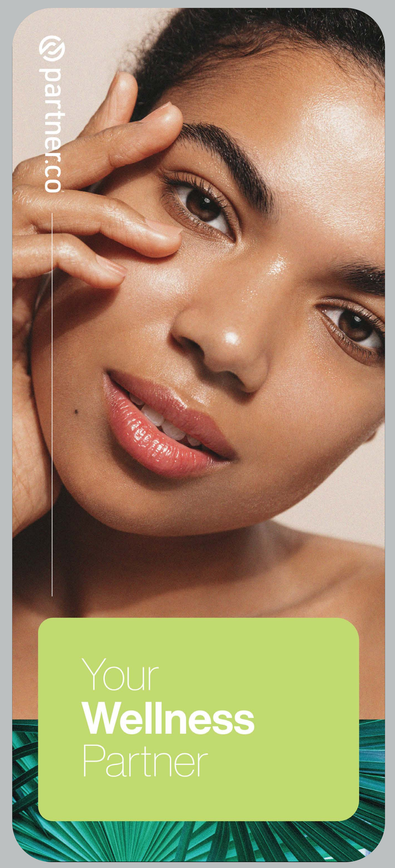


Backdrop

Banners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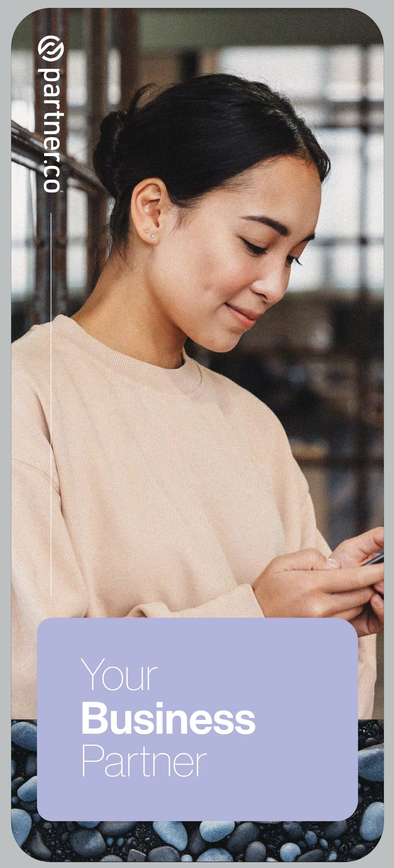
Your
Wellness
Partner

partner.co
Your
Lifestyle
Partner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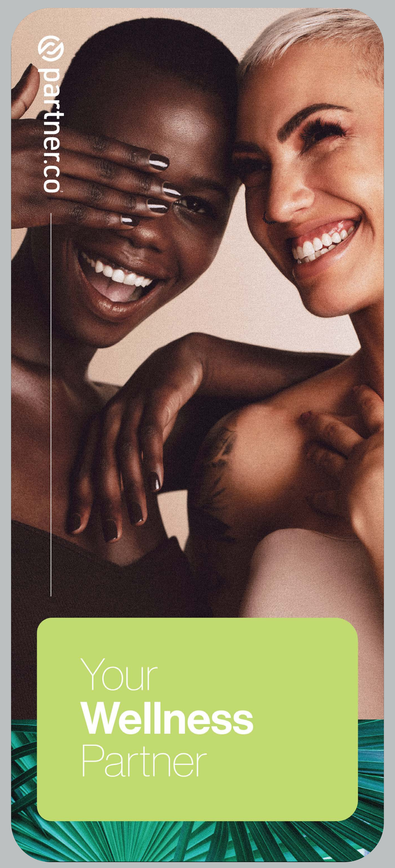
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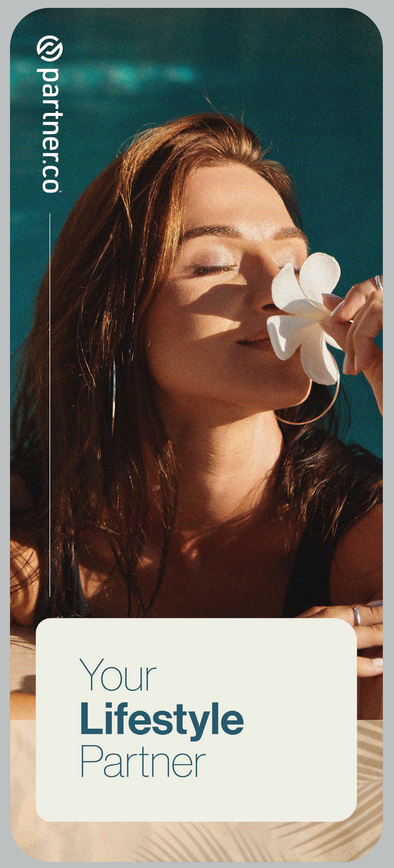
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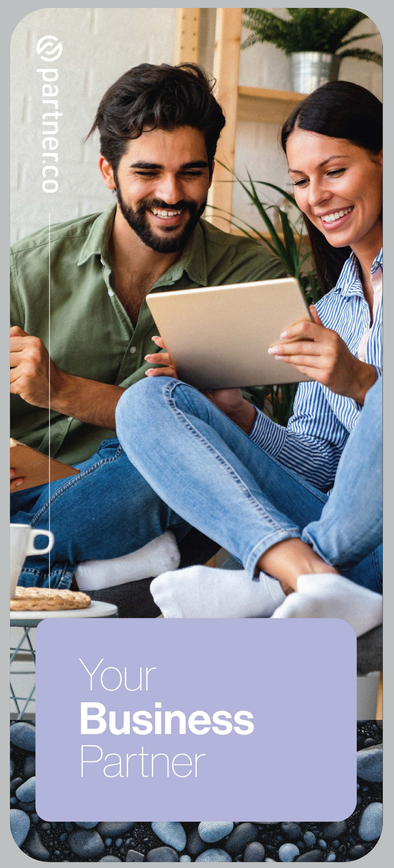
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Business
Partner

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Better Together
Your Wellness Partner
Your Business Partner
Your Lifestyle Partner
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Backdrop

Thank You

partner.co™