

### **BRAND GUIDELINES**

### The Ultimate Human Recharge Facility

Optimizing human health by nurturing behaviors that bring about regenerative humans

#### WHEN TO USE:

Avenir Light is to be used for all forms of standard body text ranging from stationary, website design, brochure and other of general correspondance.

## Avenir (Light)

# ABCDEF abcdef1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()

#### WHEN TO USE:

Avenir Heavy is used when stronger emphasis is needed such as in case of headings.

## **Avenir (Heavy)**

# ABCDEF abcdef1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&\*()

#### **PRIMARY**

#### **Primary Brand Colors**

are the main, consistent colors used in all graphics, publications, signage, etc.

#### **Pantone** 070606

**Process** C74 M68 Y67 K87 **Screen** R7 G6 B6

#### Pantone 133F27

**Process** C85 M47 Y85 K56 **Screen** R19 G63 B39

#### Pantone ECCD81

**Process** C8 M17 Y58 K0 **Screen** R236 G205 B129

#### **SECONDARY**

Secondary Brand Colors highlight and compliment the primary colors.

#### **Pantone** 771829

**Process** C32 M97 Y77 K40 **Screen** R119 G24 B41

#### **Pantone** 414042

**Process** C0 M0 Y0 K90 **Screen** R65 G64 B66

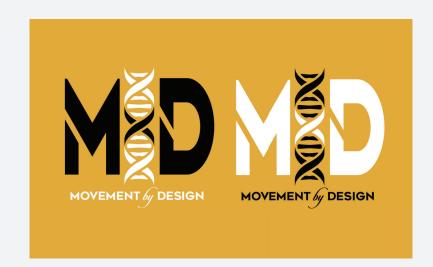
#### **Primary Full Time Color**

This is the primary logo to be used for all marketing purposes, except for limited exceptions below.



#### Solid Black/White

The Solid Black version is only to be used for black/white commercial printing applications such as mechandise, local newspaper ads, etc.



#### Social Media

The Social Media version is to be used for profile images. Each are saved with transparent backgrounds.



#### MXD'S MONTHLY NEWSLETTER GUIDELINES

The purpose of the monthly newsletter is to connect with and update the existing MxD community on what's happening with the organization. The newsletter also helps build trust with financially non-converted contacts in hopes that they will eventually buy in.

#### **OUR NEWSLETTER SHOULD INCLUDE:**

- Visually appealing content
- A "call to action"
- Information on upcoming events, workshops, offerings
- Provide value in the form of entertainment, inspiration, motivation, facts, noteworthy concepts, downloadable content, etc
- Content that paints MxD in the most positive light and as a leader in the wellness space
- Pieces that provide continuity either for a season or long term such as a blog corner, member of the month, a class schedule, or links to social

#### **GAINING MORE ENGAGEMENT:**

- Consider to address our target client's most pressing problems in some way
- Create a subject line that makes them want to open the email: this could be time sensitive offers or trigger words such as pain, age, or health
- Consider writing some articles in the second person so that the content is easily relatable to the consumer
- Consider to have a list of male and female subscribers separated in order to send two separate marketing campaigns curated towards that consumer group







