



BRAND GUIDELINES

Meticulously crafted with unparalleled precision, our brand guide stands as the absolute blueprint for everything we do. It's an intricate, in-depth document that lays out our core identity, every visual detail, the distinct way we speak, and the fundamental values that drive us. This ensures that every single message we send out is perfectly aligned, consistent, and truly reflective of who we are as a brand, creating a seamless and unmistakable experience for everyone.

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The
Brand



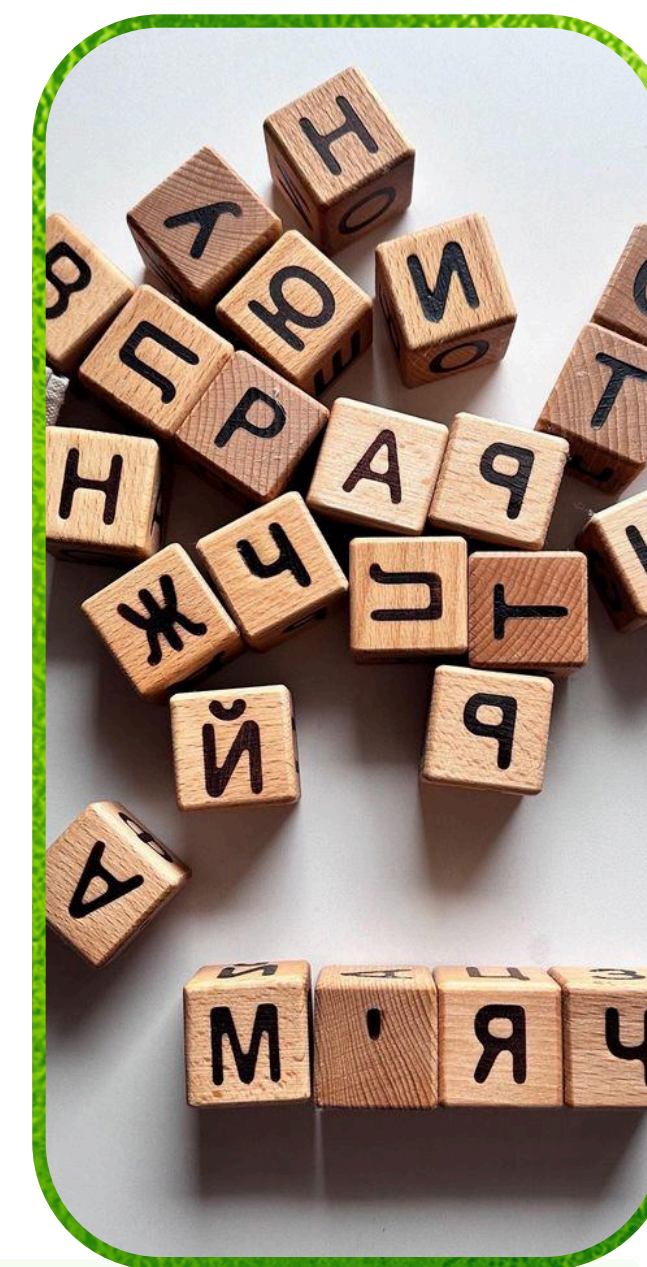
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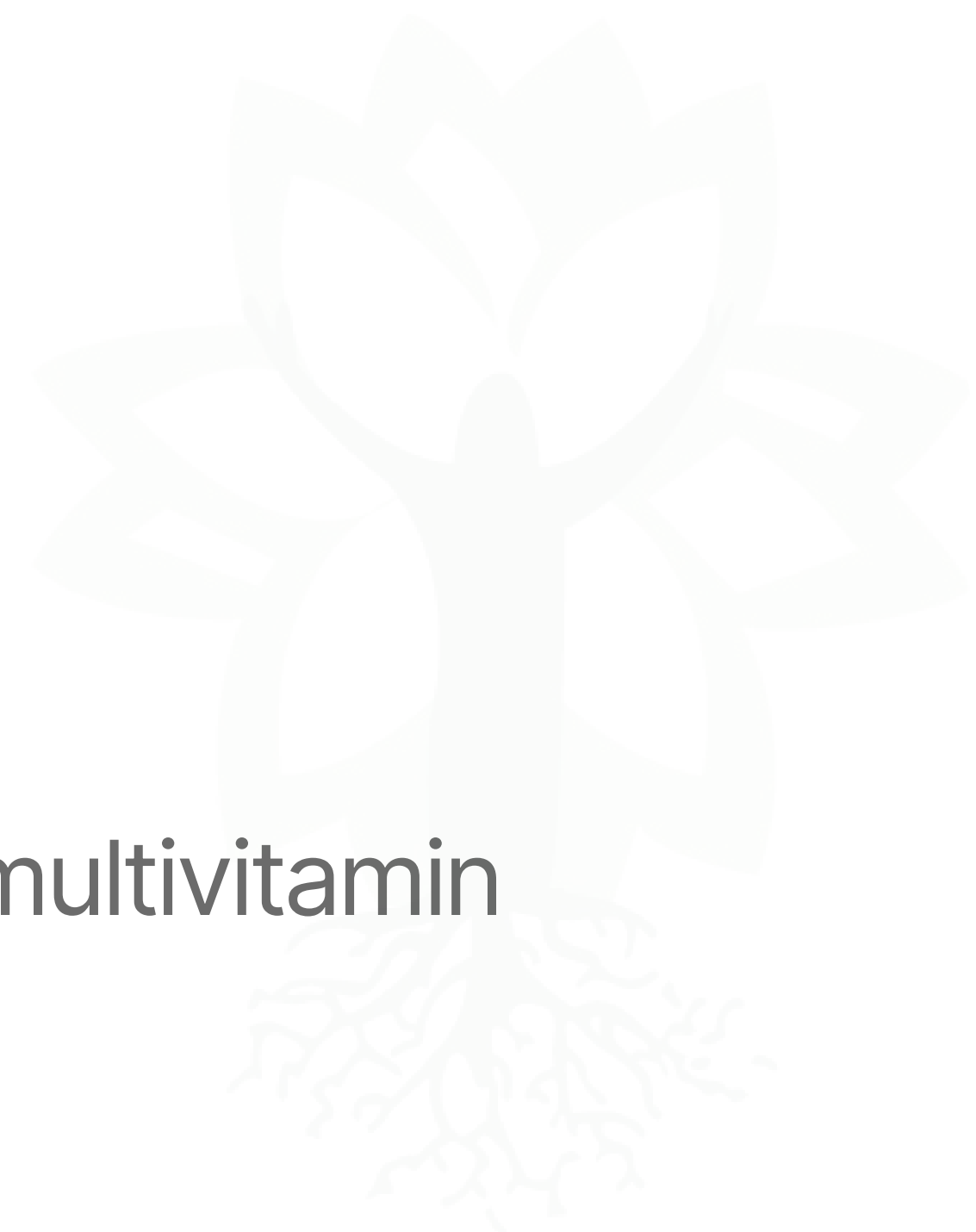


THE BRAND



Brand Statement

Good Health is your daily partner in health and well-being. We create multivitamin products that support vibrant, energetic living through smart nutrition.





Brand Idea

Health made simple, for everyone.

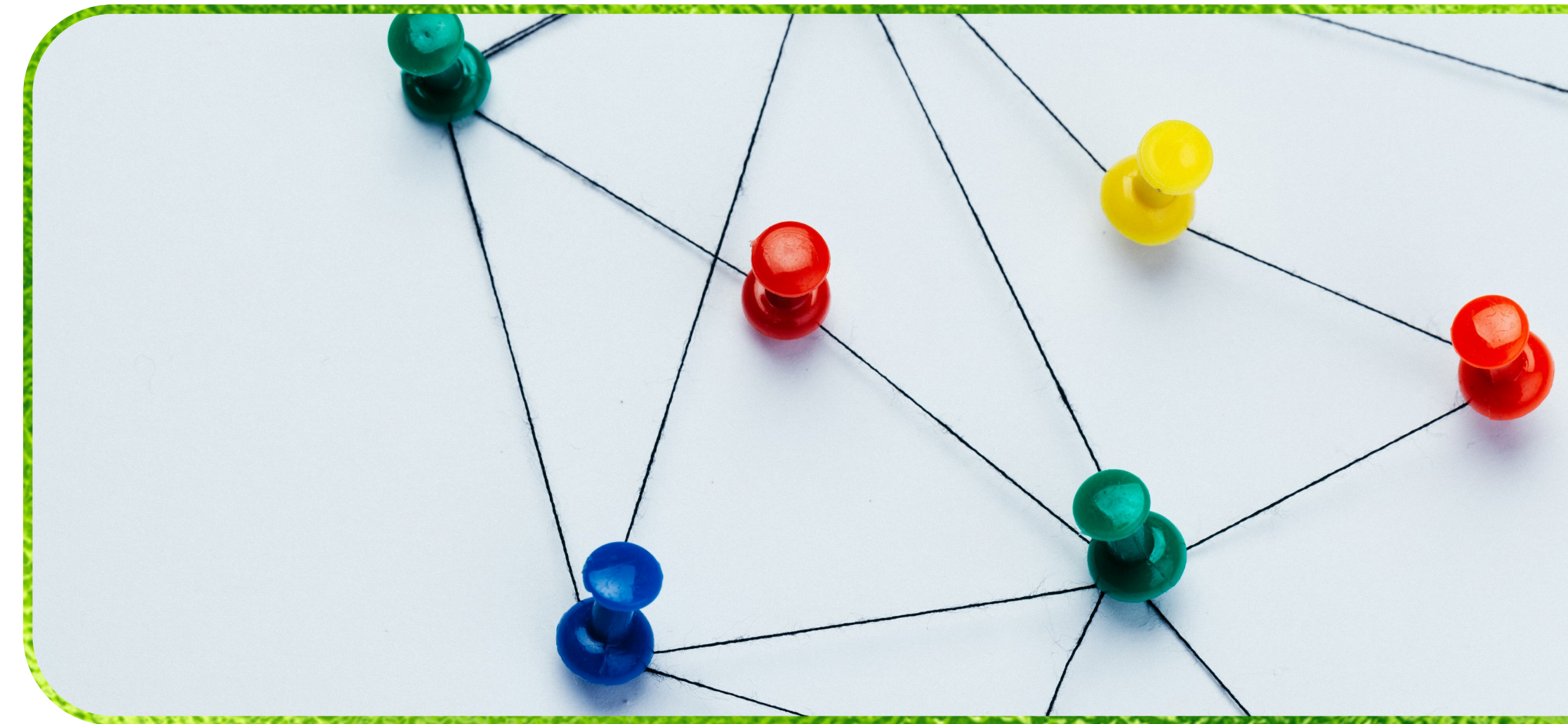




Brand Personality

Responsible
Approachable
Knowledgeable
Fresh & Energetic
Health Trustworthy





Brand Story

Good Health was born out of a need for clean, effective, and accessible multivitamins. We believe health should not be complicated or intimidating. With a focus on science-backed formulas and simple messaging, we're here to help you take charge of your health one daily dose at a time.



Tagline

- Wellness beyond Vitamins
- Daily boost with GoodHealth





Vision

To make nutritional wellness a daily, effortless part of people's lives.





Mission

We empower healthier lifestyles by offering effective, affordable multivitamin supplements that support people in every stage of life.



LOGO



LOGO

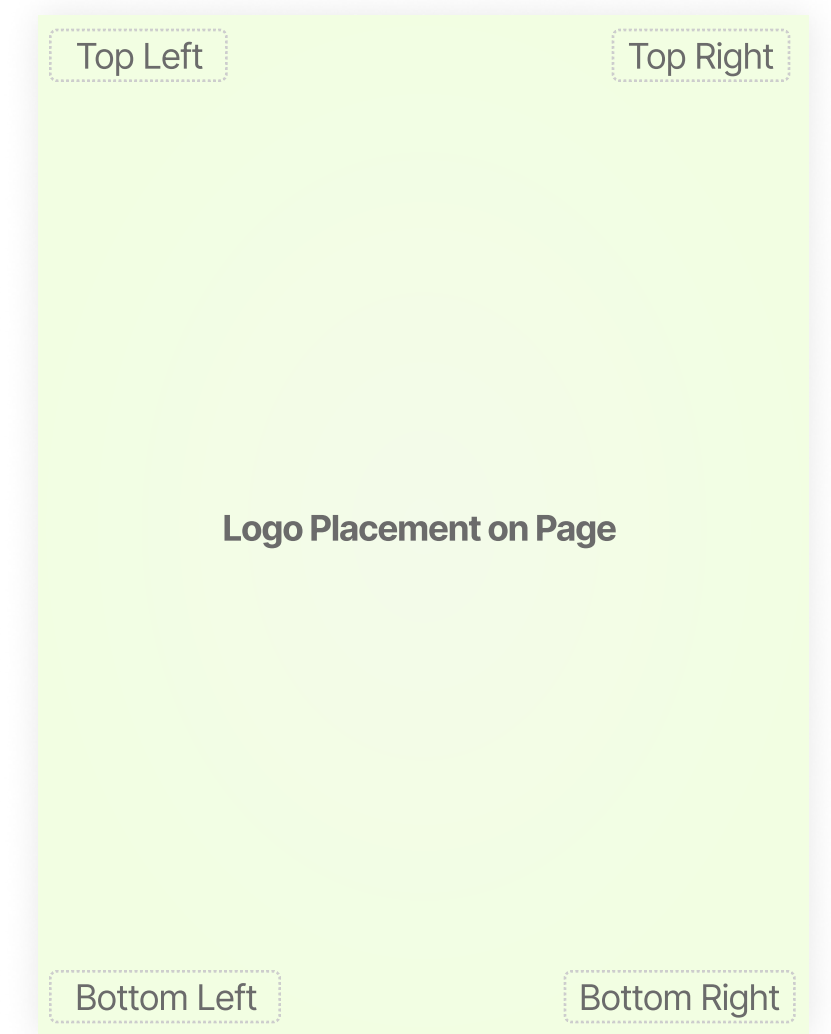


Primary Logo

Logo Anatomy

- Infinity symbol = Ongoing health journey
- Lotus with human figure = Natural balance and human vitality





Size & Placement

Logo Size & Placement

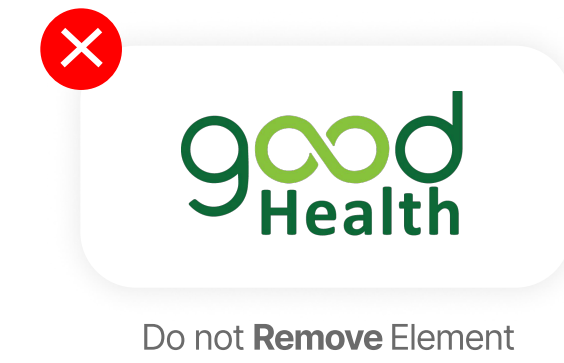
- Minimum size: 150px wide
- Preferred placements: Top-left, Top-Right, Bottom-left, & Bottom-Right.



Do not change logo **Colors**



Do not **Stretch** the logo



Do not **Remove** Element



Do not **Distort** the logo

Don'ts

- Don't distort or stretch the logo
- Don't change colors outside brand palette
- Don't remove elements





Use **White logo** on Dark Background

Inverse Logo

- White on dark backgrounds

COLORS



COLORS



COLLOPSHOT
SNAPS

<div>Cadmium Green</div> <div>Hex #0F6938</div>	<div></div> <div>Hex #4B8F6A</div>	<div></div> <div>Hex #86B39B</div>	<div></div> <div>Hex #CFE1D7</div>
<div>Granny Smith Apple</div> <div>Hex #A5D38A</div>	<div></div> <div>Hex #BCDEA7</div>	<div></div> <div>Hex #D1E8C4</div>	<div></div> <div>Hex #EDF6E8</div>
<div>Yellow-Green</div> <div>Hex #89C340</div>	<div></div> <div>Hex #A7D270</div>	<div></div> <div>Hex #C3E09F</div>	<div></div> <div>Hex #E7F3D9</div>

Primary Colors

These are the signature colors of the Good Health brand. They represent vitality, energy, and simplicity. Use them consistently across all touchpoints to create strong brand recognition.



Cadmium Green

The color name of hex code **#0F6938** is **Cadmium Green**.

The **RGB** values are (15, 105, 56) which means it is composed of 9% red, 60% green and 32% blue

The **CMYK** color codes, used in printers, are C:86 M:0 Y:47 K:59.

In the **HSV/HSB** scale, #0F6938 has a hue of 147°, 86% saturation and a brightness value of 41%.



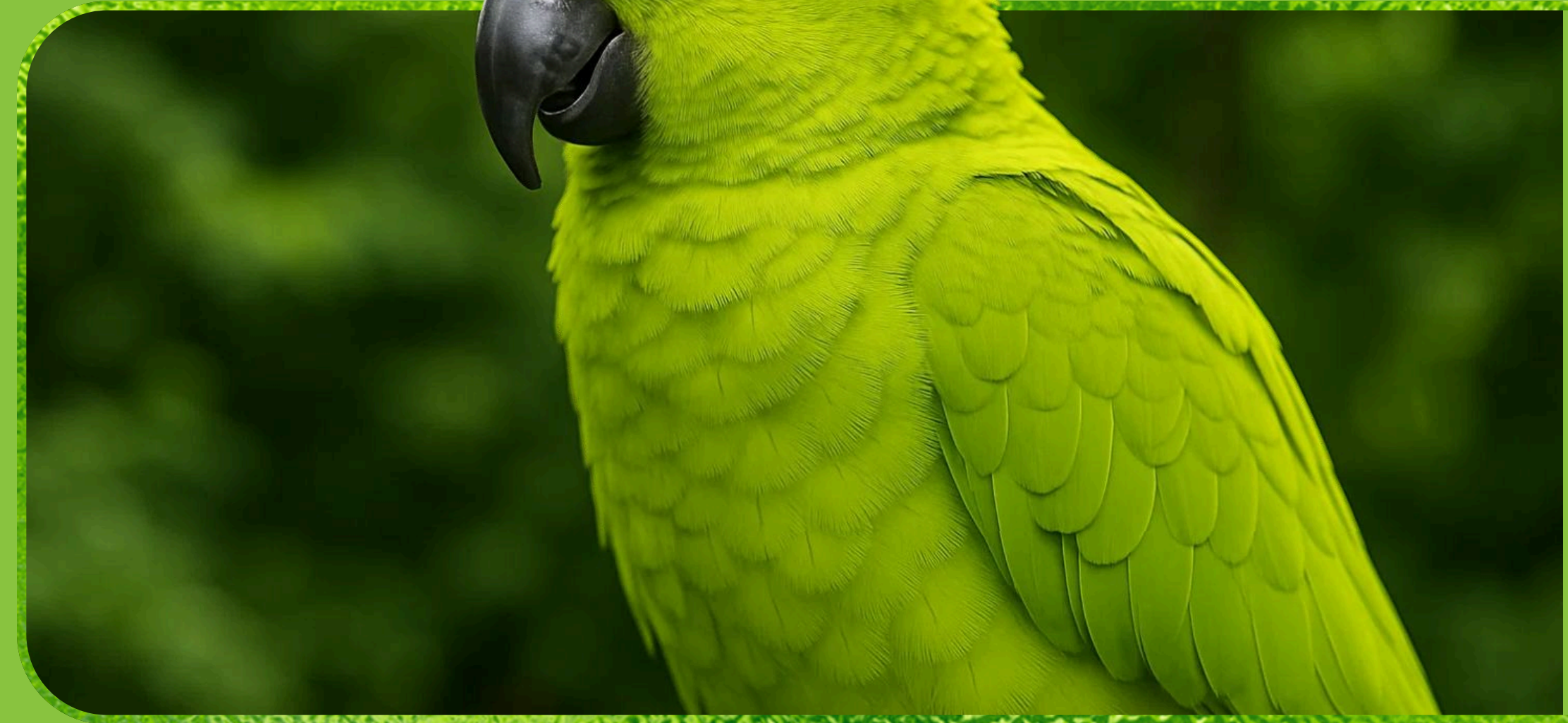
Granny Smith Apple

The color name of hex code **#A5D38A** is **Granny Smith Apple**.

The **RGB** values are (165, 211, 138) which means it is composed of 32% red, 41% green and 27% blue

The **CMYK** color codes, used in printers, are C:22 M:0 Y:35 K:17.

In the **HSV/HSB** scale, #A5D38A has a hue of 98°, 35% saturation and a brightness value of 83%.



Yellow-Green

The color name of hex code **#89C340** is **Yellow-Green**.

The **RGB** values are (137, 195, 64) which means it is composed of 35% red, 49% green and 16% blue

The **CMYK** color codes, used in printers, are C:30 M:0 Y:67 K:24.

In the **HSV/HSB** scale, #89C340 has a hue of 87°, 67% saturation and a brightness value of 76%.



Secondary Colors

Supporting tones that add flexibility and freshness to the Good Health visual identity. These are ideal for accents, layout structure, and layering without overpowering the primary palette.



Beer

The color name of hex code **#F78F1E** is **Beer**.

The **RGB** values are (247, 143, 30) which means it is composed of 59% red, 34% green and 7% blue

The **CMYK** color codes, used in printers, are C:0 M:42 Y:88 K:3.

In the **HSV/HSB** scale, #F78F1E has a hue of 31°, 88% saturation and a brightness value of 97%.



UE Red

The color name of hex code **#BD0101** is **UE Red**.

The **RGB** values are (189, 1, 1) which means it is composed of 99% red, 1% green and 1% blue

The **CMYK** color codes, used in printers, are C:0 M:100 Y:100 K:26.

In the **HSV/HSB** scale, #BD0101 has a hue of 0°, 99% saturation and a brightness value of 74%.



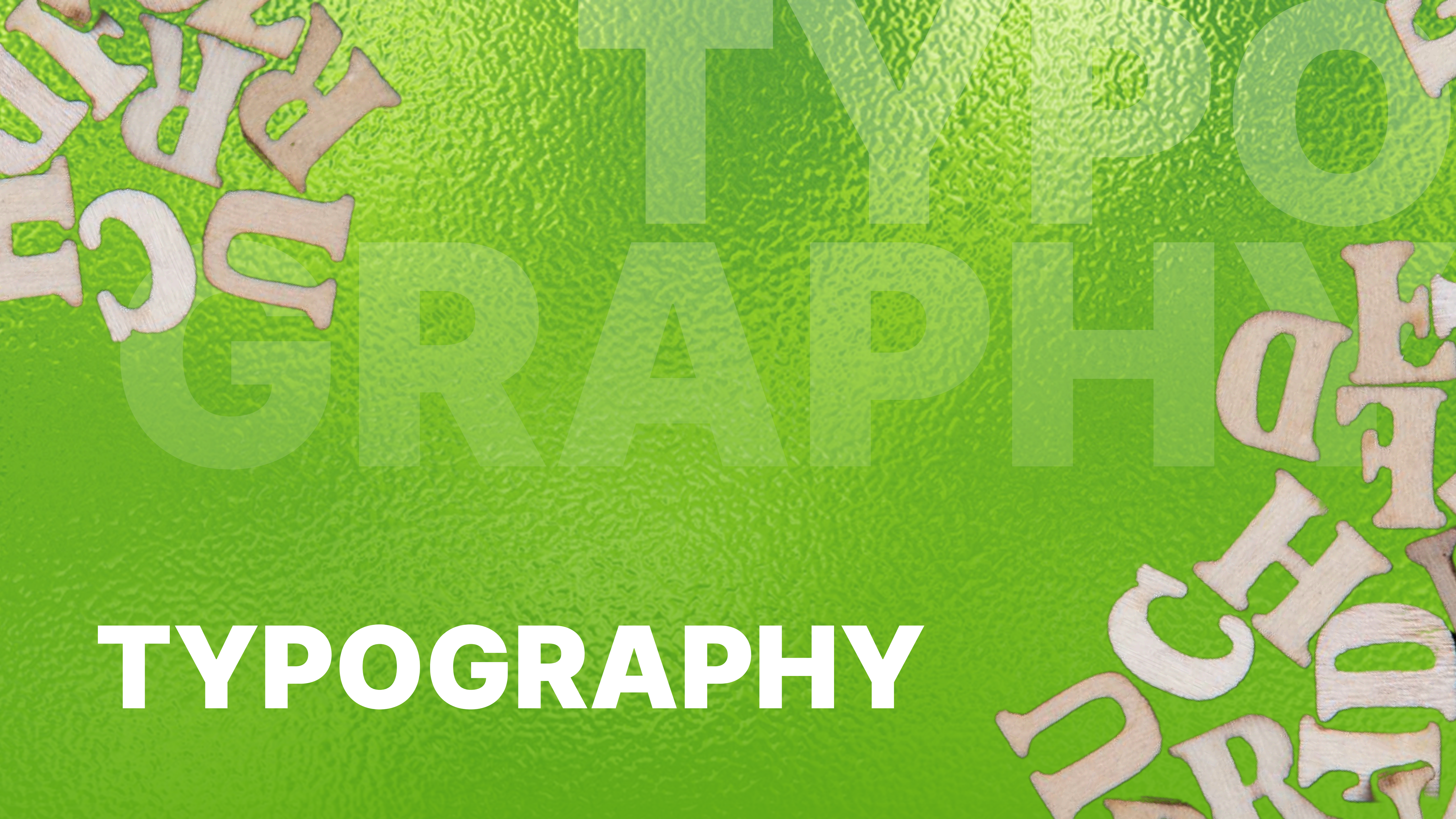
Denim

The color name of hex code **#105BBE** is **Denim**.

The **RGB** values are (16, 91, 190) which means it is composed of 5% red, 31% green and 64% blue

The **CMYK** color codes, used in printers, are C:92 M:52 Y:0 K:26.

In the **HSV/HSB** scale, #105BBE has a hue of 214°, 92% saturation and a brightness value of 75%.



TYPOGRAPHY

Aa

Primary Heading

34 pt

Primary Font - Canva Sans

Accent Heading

20 pt

Print | Web

Body Text

11 pt

Primary Font

The font "Canva Sans" will be used for headings in both digital and print materials. For accent headings, use the font at a size of 20 pt. For primary headings, use the same fonts at a size of 34 pt and for paragraph body text, use a font size of 11 pt.

Varying weights of the font may be used to form the document aesthetic.



Primary Font - Inter

Print | Web

Primary Heading

34 pt

Accent Heading

20 pt

Body Text

11 pt

Secondary Font

The font "Work Sans" will be used for headings in both digital and print materials. For accent headings, use the font at a size of 20 pt. For primary headings, use the same fonts at a size of 34 pt and for paragraph body text, use a font size of 11 pt.

Varying weights of the font may be used to form the document aesthetic.

Lorem Ipsum

40 px

Lorem Ipsum

30 px

Lorem ipsum dolor sit amet consectetur. Sodales gravida rhoncus
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30 px

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Line Spacing

The line spacing between the Primary Heading and the Secondary Heading or Body Text/Paragraph should be 40 px. Whereas, the line spacing between the Secondary Heading and the Body Text/Paragraph should be no more than 30 px.

The Line spacing within the Body Text/Paragraph should be between 10-20 px and no more. The letter spacing may be decreased up to -5% for headings and body text.

GOOD

BRAND

COLLATERAL





Cap



Bag



Cup



Shirt

Good Health

33

Pen





Letterhead



Board



Board



Made with ♥