



# Branding Guidelines

use and understanding of our identity

## 3 AdvoCare® Logo Usage

---

- 4 Color Options
- 5 Background Color
- 6 Sizing & Spacing
- 7 Application Errors
- 8 Color Palette
- 9 Typography

## LOGO/WORDMARK ►

The brand identity is made up of a dynamic swoosh and the AdvoCare® brand wordmark.

No version of the AdvoCare logo may be altered in any way.

Depending on usage the AdvoCare logo can be used with the tag line or without.

Vertical, color logo :



Horizontal, color logo :



The use of the wordmark AdvoCare® when used in type. AdvoCare is one word and should have a capital “A” and a capital “C”.

COLOR OPTIONS ►

Colors to be used solid blue (PMS 2748), black or white. The logo may also be printed using four-color process.



AdvoCare Blue  
PMS 2748C

C100 M88 Y0 K14



AdvoCare Gray  
PMS Cool Gray 6C

C0 M0 Y0 K31



100% Black



AdvoCare logo  
blue on a white  
field.

BACKGROUND COLOR ▶

The AdvoCare guidelines below show the standards for placing the logo on a background color.

ONE-COLOR ▶



**MINIMUM SIZE ►**

The AdvoCare logo needs to be always legibly and accurately reproduced, below are minimum size guidelines.

**Area of Encroachment :** In order to maintain consistency and legibility of the logo across all applications a specified area around the logo is to be kept clear of all other graphics and type elements.

This area is determined by using the height of AdvoCare from the logo as a guide.



**Minimum Space :** Use good judgement when sizing the AdvoCare logo. The AdvoCare logo needs to be legible at all times. Never reproduce the logo at sizes less than those above.

PROPER ARTWORK ►

The AdvoCare logo is one of AdvoCare’s most valuable assets. Following these guidelines will help you ensure proper use of the AdvoCare logo.



Do not alter the color of the logo.



Do not use the logo in copy.



New from



Do not place drop shadows behind the logo.



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



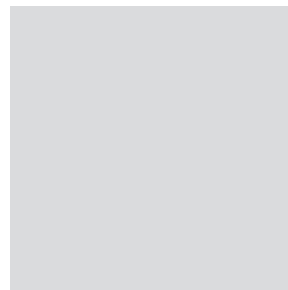
**CORPORATE COLOR PALETTE ▶**

AdvoCare uses (3) colors in it's corporate palette. Blue, gray and black for it's print, electronic and environmental applications.

Correct color for the medium : Whenever possible use PANTONE colors for print materials. CMYK is a secondary option, primarily to be used in digital printing. For all electronic applications please use RGB. Or Web safe HEX colors.



PMS 2748C



PMS Cool Gray 6C



Black

**CMYK ▶**

C : 100  
M : 88  
Y : 0  
K : 14

C : 0  
M : 0  
Y : 0  
K : 31

C : 0  
M : 0  
Y : 0  
K : 100

**RGB ▶**

R : 25  
G : 57  
B : 138

R : 186  
G : 188  
B : 190

R : 35  
G : 31  
B : 32

**HEX ▶**

#19398a

#babcbbe

#231f20



**PRODUCT LINES  
COLOR PALETTE ▶**

AdvoCare uses (3) colors in it's product line palettes. For it's print, electronic and environmental applications.

Correct color for the medium : Whenever possible use PANTONE colors for print materials. CMYK is a secondary option, primarily to be used in digital printing. For all electronic applications please use RGB. Or Web safe HEX colors.

**WELL LINE ▶**



PANTONE  
CMYK  
RGB  
HEX

PMS 348C  
C100 M0 Y85 K24  
R0 G135 B82  
#008752

PMS 872C  
C20 M30 Y70 K15  
R180 G151 B90  
#008752

**TRIM LINE ▶**



PANTONE  
CMYK  
RGB  
HEX

PMS 2582C  
C46 M72 Y0 K0  
R149 G97 B168  
#9561a8

PMS 876C  
C30 M50 Y85 K0  
R186 G135 B72  
#ba8748

**ACTIVE LINE ▶**



PANTONE  
CMYK  
RGB  
HEX

PMS 200C  
C0 M100 Y63 K12  
R211 G18 B69  
#46166b

PMS 877C  
C0 M0 Y0 K40  
R167 G169 B172  
#a7a9ac

**PERFORMANCE ELITE  
LINE ▶**



PANTONE  
CMYK  
RGB  
HEX

PMS BLACK 6C  
C100 M35 Y0 K100  
R0 G0 B4  
#00011f

PMS 130C  
C0 M30 Y100 K0  
R253 G185 B19  
#fdb913

PMS 8183C  
C85 M65 Y10 K1  
R58 G98 B160  
#3a62a0

## TYPOGRAPHY ▶

The AdvoCare core fonts consist of the following :  
Helvetica Neue LT STD, ITC Garamond STD, and Swiss 721BT.  
Three examples of each typeface shown below.

## ITC GARAMOND STD ▶

ITC Garamond STD – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

ITC Garamond STD – Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

**ITC Garamond STD – Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

## HELVETICA NEUE LT STD ▶

Helvetica Neue LT Std – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Helvetica Neue LT Std – Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

**Helvetica Neue LT Std – Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**

## SWISS 721BT ▶

Swiss 721BT – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Swiss 721BT – Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

**Swiss 721BT – Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 0123456789**