

Interim Brand Style Guide | 2020 | Q2

GP Corsi, REV 7 | 5/5/20



Tone of voice - this is how our customers hear us:

YES	NO
Conversational We want this to be a two-way conversation about our nutritional needs.	Preachy We never want you to think we're telling you what to do with your body.
Relatable We live in the same world, not a brand bubble, so we know what's going on culturally, and we talk about it.	Trendy We don't chase fads or hitch ourselves to what's hot right now in the world, nutrition or otherwise. We are in it for the long run.
Purposeful We have a point to get across, so every word should advance the story.	Fluffy We don't talk just to hear ourselves talk.

“ Our Pillars of communication: ”

Enthusiastic
The way we deliver information comes with high energy, passion, and joy. Because enthusiasm is infectious, and it keeps our audience engaged and interested.

EXAMPLE: “Our bodies are capable of so many incredible things. For instance, did you know our bones completely regenerate themselves every 10 years? How awesome is that?!”

Similar to “Approachable”

Natural
Our words are always conversational and our visuals are always authentic—never staged. Because a science brand that’s inspired by nature should act naturally.

EXAMPLE: “Listen to your body! We’re all built differently, so that means the way you react to Melatonin will be completely different than your best friend’s experience.”

Similar to “Straightforward”

Clear
Content, both visual and verbal, is always presented in a way that’s simple and easy for anyone to understand. Because we want everyone to know how cool this stuff is without coming off like some know-it-all.

EXAMPLE: “You may not be getting the nutrients you need from the foods you eat, but don’t stress it. Together, we can find a regimen that can help take your body from deficient to efficient.”

Considerations for personality evolution:

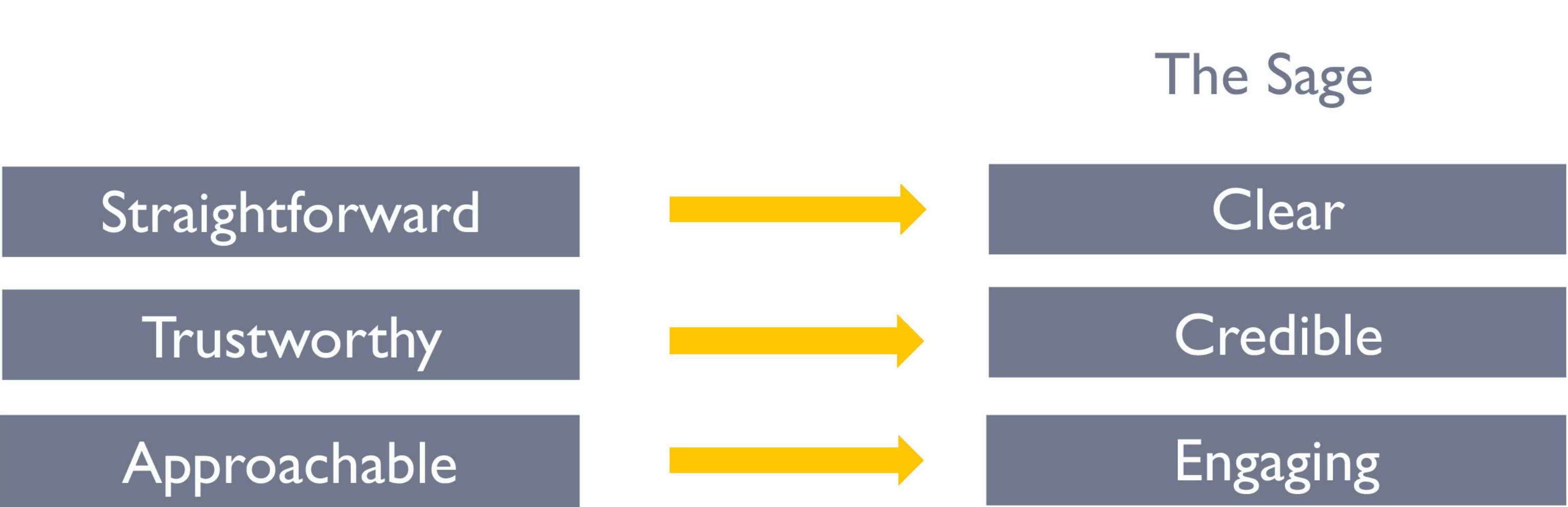
Stay true to our roots:

- Straightforward, trustworthy, approachable
- Has been consistent over time, expressed in different ways

Evolve to be more up to date:

- Without losing what is working: retain credibility, but in more relatable and engaging way (**The “Sage”**)

Ensure distinctiveness in the market



Typography

Gotham

Gotham will be used in all instances of printed material AND non-HTML/live digital.

For example:

- Retail shippers, in-store displays, shelf blades, print ads, digital jpeg/pngs, online videos

Gotham Black

Gotham Black is used primarily in headline treatment.

Gotham Bold

Gotham Bold is used in tertiary callouts such as iconography.

Gotham Book

Gotham Book is used in all instances of body copy.

Gotham Black Italics
Gotham Book Italics

Gotham Black Italics and *Gotham Book Italics* can be used to emphasize certain words in headline or body copy.

Typography

Montserrat

Montserrat will be used in all instances of HTML/live digital assets. It will NOT be used as display/header text.

For example:

- YES on: long form copy, links, navigation
- NO on: jpeg/png web banners, online videos, digital OOH

Montserrat ExtraBold

Montserrat ExtraBold is used primarily in headline treatment.

Montserrat Bold

Montserrat Bold is used in tertiary callouts such as iconography.

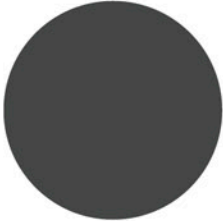
Montserrat Regular

Montserrat Regular is used in all instances of body copy.

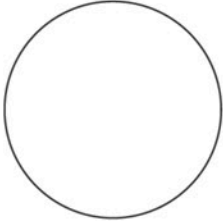
Montserrat ExtraBold Italics
Montserrat Regular Italics

Montserrat ExtraBold Italics and *Montserrat Regular Italics* can be used to emphasize certain words in headline or in body copy.

“ Sometimes
less
COLOR
is better ”



FUNCTIONAL GREY
RGB: 74/74/74
CMYK: 64/55/56/46
HEX: 4A4A4A



FUNCTIONAL WHITE
RGB: 255/255/255
CMYK: 0/0/0/0
HEX: FFFFFFFF

With GOAT we often matched font color on headlines to primary GOAT packaging color for a more fun and whimsical approach.

For this interim period we are going back to our “functional” grey and white - especially since there is a far less variance in package color with the NSYNC launch.

Light backgrounds get **Functional Grey**
Dark backgrounds get **Functional White**

Backgrounds will be provided as flattened PSD files:

- Wide variety of dimensions to accomodate all channels
- Color corrected away from process yellow and towards PMS 7548



Nature Made 2020 Logo

- Background gradient is new
- Leaf color gradient adjusted
- Keyline intensity subdued



#1 Pharmacist Recommended / Credentials

- Blue version can be used for web or vertical elements
- Single color version can float on wider elements



CHALLENGE:

We are locked into ad spend with cutomers like Costco, Krogers and Target. The ads month after month look the same because of intermim style guide - they provide great branding but not the uptick in actual sales per advertised product because the audience can't tell it is a new ad.

SOLUTION:

Provide a variety of texture overlays tiered by category or need state. Dot pattern below is one example - should we explore others? If we can change the red color bar at bottom (or sometimes appears at top) - or if we can use lifestyle images in either arch to match bacground or straight cut we may not need to explore this as an option.



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SOLUTION:

Customer Marketing want's to use lifestyle imagery that ties to the specific product or category in each ad. If we can't do this would a color differentiator per ad be allowed, with the color tying in to the product label as shown in examples below.



Nature Made

Stock up on this
SUPERSTAR
to help support
immune health

#1 PHARMACIST RECOMMENDED
VITAMIN & SUPPLEMENT BRAND*

*Based on a survey of pharmacists who recommend branded vitamins and supplements.
†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.



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Nature Made

Stock up on this
superstar
to help
support
immune
health.[†]



Nature Made

Super C
Immune Complex

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Support your
immune health
all year[†]

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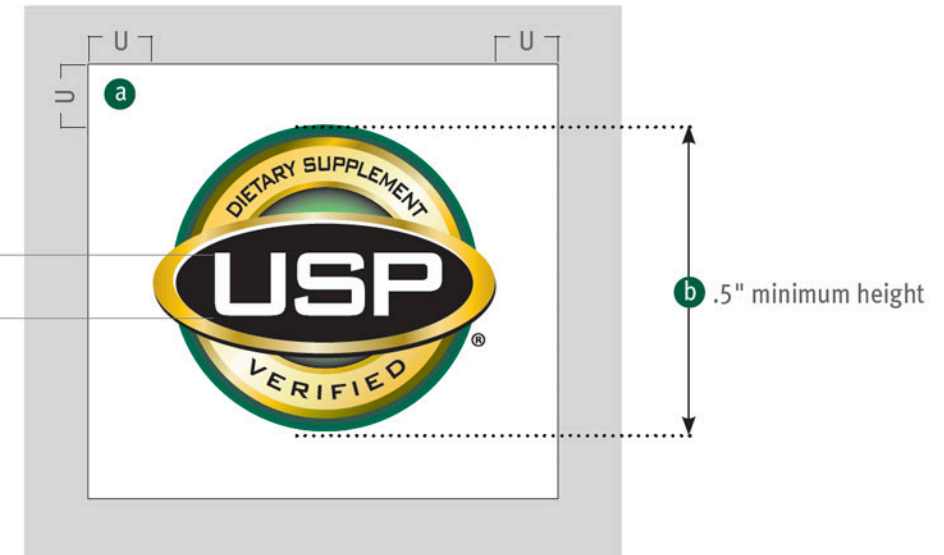
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- Lifestyle image should a hint of youthfulness but establish adulthood.
- People in the images should never be looking directly into the camera.
- Styling of the people should represent the fashion of the current times.
- Demographic representation should be all inclusive.
- Movement within the image shows energy and being in alive.
- Colors of the clothes/accessories should be more natural so that it doesn't pull away from the product or our brand colors but compliments them.
- Image should capture the essence of the messaging in the ad which helps tell the story.



USP VERIFIED
PURITY & POTENCY



Protected space and size

- a Protected space should always be maintained around all sides of the USP Verified Mark. The minimum width for the protected space is 1 U height from the edge of the sphere, which is equal to the height of the letter U in the Mark. See diagram above.
- b The minimum size for the reproduction of the USP Verified Mark varies according to label height. See section 3.4.3.

Proper Mark use

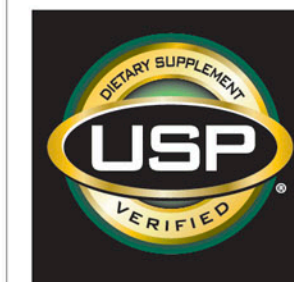
- ▶ Only use the Mark color options as indicated in Section 3.2 (CMYK, spot, RGB).
- ▶ Use the Mark so that all the text is clear and legible.
- ▶ Place the Mark vertically straight.
- ▶ Provide ample space around the Mark.
- ▶ Retain all elements of the Mark—text and graphics—in the right proportions while resizing.



Proportions retained while resizing

On colored backgrounds

It is best to use the USP Verified Mark on clear, light backgrounds. However, if the Mark is to appear on a dark, complex, photographic, or patterned background, use the version with the white registration mark to provide the necessary separation from the background.



Dark Background: Use Mark with white registration mark.



Complex Background: Use Mark with white registration mark.



Light Background: Use Mark with black registration mark.



Tinted Background: Use Mark with black registration mark.

MINIMUM SIZE OF
USP VERIFIED MARK
ON MATERIALS OTHER
THAN APPROVED
PRODUCT LABELS



“NATURE MADE **MAROON**” P A C K A G I N G

MAROON = **PMS** 202
R 127 **G** 44 **B** 53
C 30 **M** 95 **Y** 88 **K** 15
HEX # fdca21

“NATURE MADE **YELLOW**”

YELLOW = **PMS** 7548
R 253 **G** 202 **B** 33
C 0 **M** 22 **Y** 100 **K** 0
HEX # fdca21

This **YELLOW** can be used
in packaging AND non-packaging...
EXAMPLES:
Print Ad, Digital, Posters, Environmental...

This **RED** can be used
only in non-packaging...
For pakaging only use
Nature Made Marroon.

RED = **PMS** 200
R 178 **G** 37 **B** 53
C 16 **M** 100 **Y** 86 **K** 7
HEX # b22535

“NATURE MADE **ART RED**”

“Customer & Consumer Messaging”

Quality you can trust.

#1 Pharmacist Recommended and USP

FIND OUR NEW LOOK IN THE VITAMIN AISLE



Quality you can trust.



#1 PHARMACIST RECOMMENDED
VITAMIN & SUPPLEMENT BRAND*



— **RED BAR**
Header

Violator option - full top takeover for when small violaters aren't enough.

“Quality you can trust” lockup - the “...you can trust” tucks neatly under “Quality”

Our bottles always “nestle” in together to represent unity and a brand family.

Shadow on overlap is used to provide depth and richness to product shots.

RED = PMS 200
R 78 G 37 B 53
C 16 M 100 Y 86 K 7
HEX # b22535

YELLOW = PMS 7548
R 253 G 202 B 33
C 0 M 22 Y 100 K 0
HEX # fdca21

In-Store Key Visuals

The image is a promotional key visual for Nature Made. It features two bottles of supplements: a dark brown bottle of Fish Oil (1200 mg, 360 mg Omega-3) and a clear bottle of D3 Gummies (2000 IU, 50 mcg). Both bottles have yellow caps and labels with the Nature Made logo and 'USP Verified' seal. The background is a bright yellow gradient. In the center, the Nature Made logo is displayed above the slogan 'Quality you can trust.' in large, bold, dark blue letters. A red bar at the bottom contains the text '#1 PHARMACIST RECOMMENDED VITAMIN & SUPPLEMENT BRAND' and the USP Verified seal. Red lines with callouts point to various elements: the bottles, the logo, the slogan, and the red bar.

Nature Made

Quality
you can trust.

#1 PHARMACIST RECOMMENDED
VITAMIN & SUPPLEMENT BRAND*

USP
VERIFIED

Our bottles always “nestle” in together to represent unity and a brand family.

Shadow on overlap is used to provide depth and richness to product shots.

“Quality you can trust” lockup - the “...you can trust” tucks neatly under “Quality”

RED BAR
For Footer
Lockup

#1 Pharmacist statement lockup reverses out of PMS 200 Red and is paired with the USP always on the right (or underneath if spacing requires it.)

RED = PMS 200
R 78 G 37 B 53
C 16 M 100 Y 86 K 7
HEX # b22535

YELLOW = PMS 7548
R 253 G 202 B 33
C 0 M 22 Y 100 K 0
HEX # fdca21

Quality you can trust lockup variants



Quality you can trust - 1

“Quality you can trust” lockup :
the “...you can trust” tucks neatly
under “Quality”



Quality you can trust - 2

In instances when the lockup can’t be used,
we emphasize the word “Quality” in **Gotham Black**
and leave the rest of the phrase in **Gotham Medium**
to achieve the same visual balance as with font size

Choose
Quality
you can trust.

Quality you can trust (with call to action)

In instances when a call to action suits the occasion better.

Fonts:
Gotham Medium
Gotham Black

Displays

Basics:

- Backgrounds can be either NSYNC Yellow pattern or single color (PMS 7548)
- Text should be limited to Nature Made Functional Grey



Gravity Feed



PDQ



Quarter Pallet



Floor Stand

On-Line Banner Ads

1600 X 600

FIND OUR NEW LOOK IN THE VITAMIN AISLE

Nature Made.

Quality
you can trust.

#1 PHARMACIST RECOMMENDED
VITAMIN & SUPPLEMENT BRAND*

USP

SHOP NOW



300 X 250

FIND OUR NEW LOOK IN THE VITAMIN AISLE

Nature Made.

Quality
you can trust.

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VITAMIN & SUPPLEMENT BRAND*

USP

SHOP NOW



728 X 90

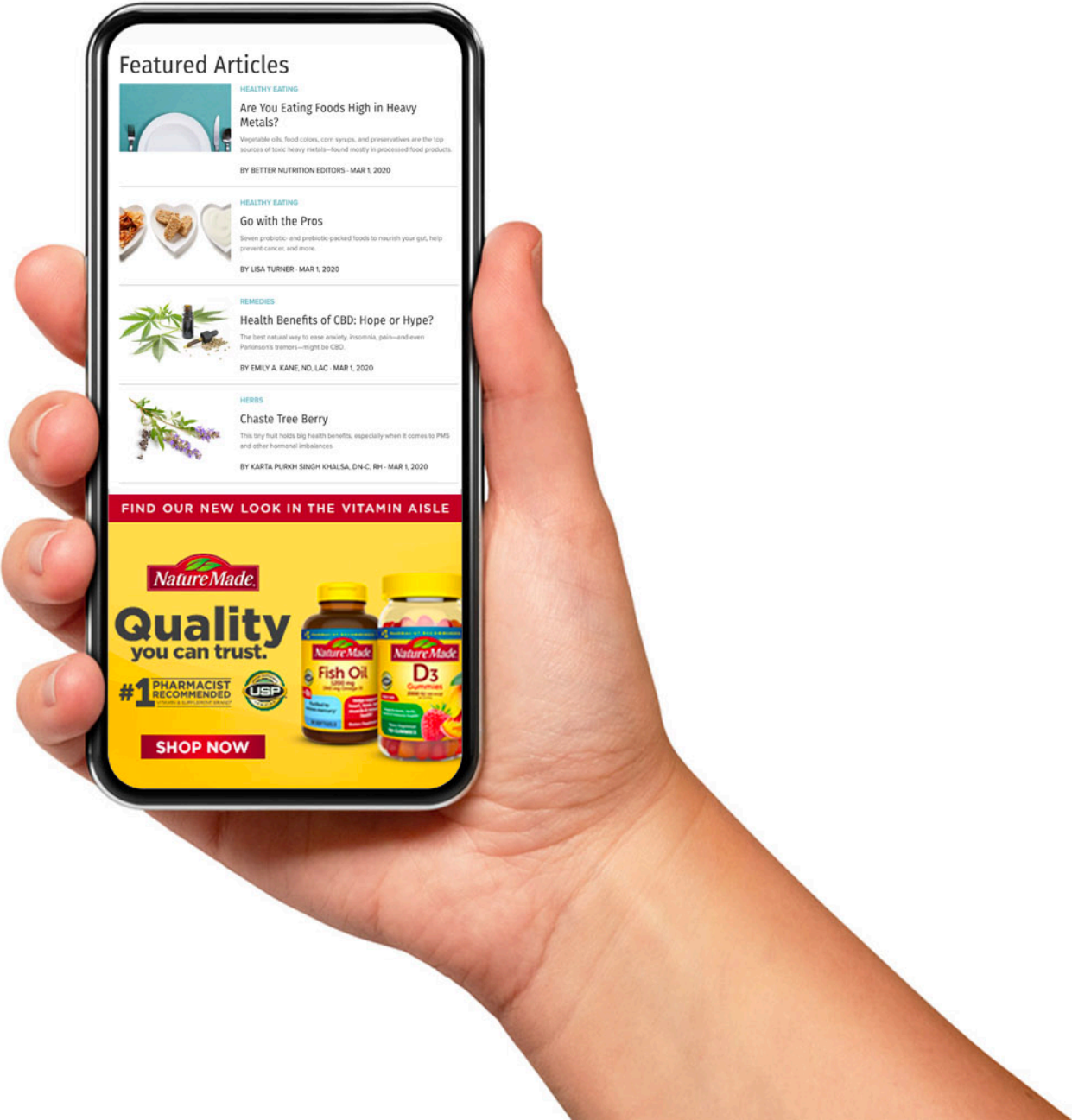
Nature Made.

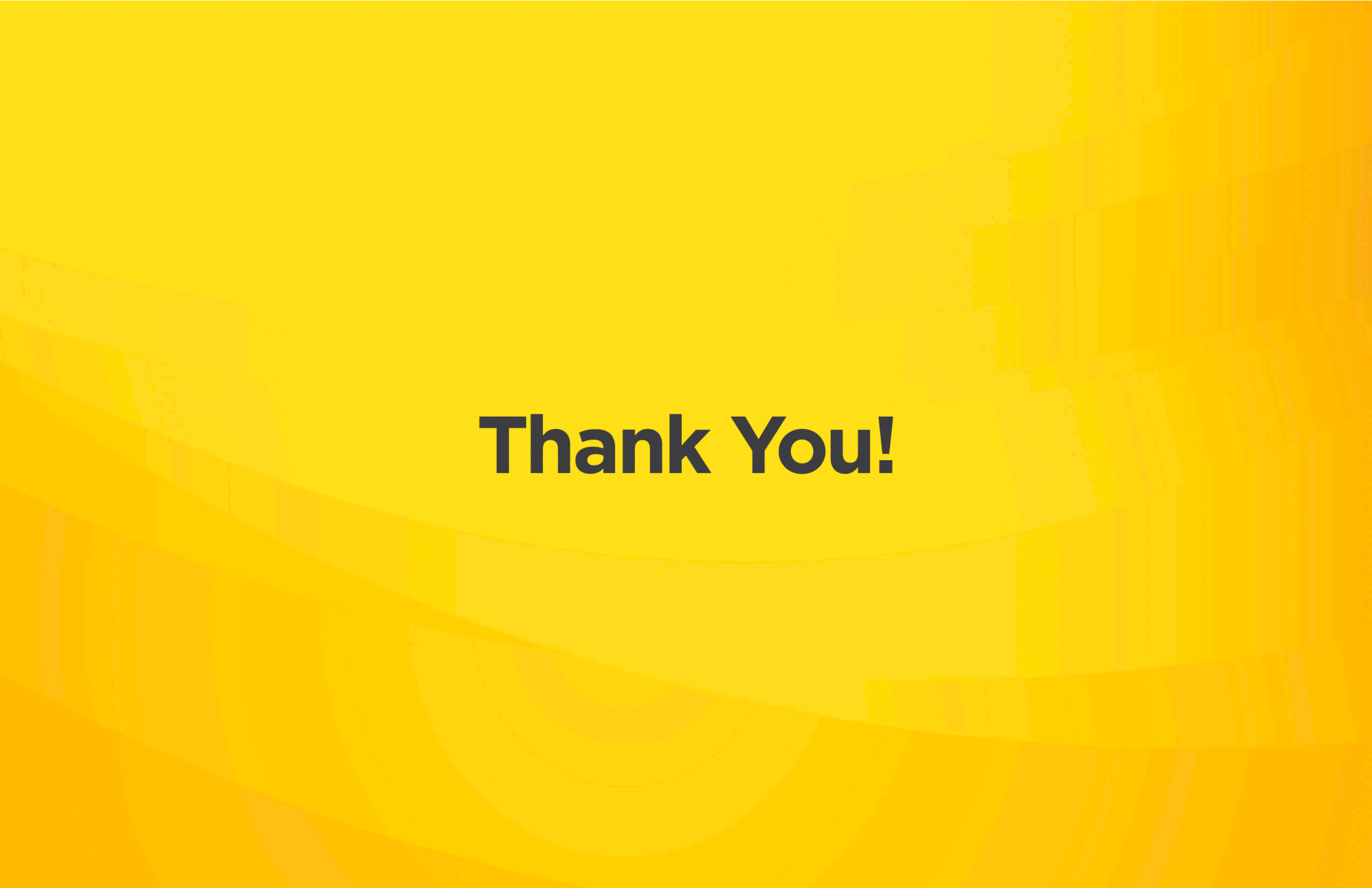
Quality
you can trust.

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USP

SHOP NOW



The background is a vibrant yellow with a subtle grid pattern. Overlaid on this are several large, curved, semi-transparent yellow bands that sweep across the frame, creating a sense of movement and depth. The text "Thank You!" is centered in a bold, dark blue font.

Thank You!