



Brand Style Guide

2021

Color & Background

Color can communicate a wide range of feelings—from hope to health to heartfelt accomplishment—and is one of the primary tools that help bring a brand to life. After an extensive analysis, a bold color palette was created to convey the brand's strength and durability, while differentiating it from competitors. The color palette should not be altered.

1.6

NATURE MADE YELLOW

Nature Made yellow is the primary brand color and can be used in *packaging* and *non-packaging*.

Pantone 7548

C 0
M 17
Y 100
K 0

R 253
G 202
B 33

HEX#fdca21

1.6

NATURE MADE BACKGROUND

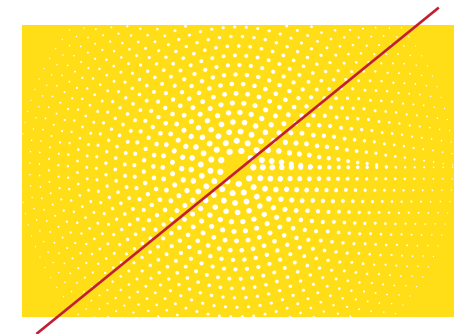
PRIMARY BACKGROUND

The Nature Made yellow backgrounds are a key design element of the brand. They feature the yellow brand color with a soft vignette that frames our bottles.



SECONDARY BACKGROUNDS

These backgrounds can be used in tactics to give visual variety.



DO NOT use the previous brand radial pattern in the background.

Varying sizes of the background can be provided for different applications and sizes. Please contact your marketing lead for these to be supplied.

1.7

NATURE MADE RED AND MAROON

NATURE MADE RED

This red can be used only in *non-packaging*.

Pantone 200

C 16
M 100
Y 86
K 7

R 178
G 37
B 53

HEX#b22535

NATURE MADE MAROON USED ON BOTTLE

This maroon can be used only in *packaging* in product labeling and logo.

Pantone 202

C	30	R	127
M	95	G	44
Y	88	B	53
K	15	HEX#fdca21	

1.8

SECONDARY & TERTIARY COLORS

The secondary and tertiary color palettes should be used sparingly to differentiate a health interest. Please see page 47 for further guidance on this.

SLEEP

MELATONIN

Pantone 7687
C100 M75 Y0 K15
R0 G72 B146
HEX#004891

C100 M68 Y0 K60

JOINT, MUSCLE & BONE

TRIPLE FLEX, BONE, JOINT, MUSCLE

Pantone 2196
C100 M35 Y0 K10
R0 G120 B186
HEX#0078b9

C100 M85 Y10 K0

HEART HEALTH

FISH OIL, COQ10, CHOLESTOFF

Pantone 711
C3 M87 Y70 K10
R212 G65 B68
HEX#d44044

C18 M100 Y100 K18

IMMUNITY

VITAMIN C

Pantone 2026
C0 M70 Y95 K0
R243 G111 B43
HEX#f26f2a

C8 M90 Y90 K0

3.11

GRADIENT USAGE

SLEEP MELATONIN

C	100	C	100
M	68	M	75
Y	0	Y	0
K	60	K	15

JOINT, MUSCLE & BONE TRIPLE FLEX, BONE, JOINT, MUSCLE

C	100	C	100
M	85	M	35
Y	10	Y	0
K	0	K	10

↑
Please note: These values have been shifted from previous brand guides

HEART HEALTH FISH OIL, COQ10, CHOLESTOFF

C	18	C	3
M	100	M	97
Y	100	Y	70
K	18	K	10

IMMUNITY VITAMIN C

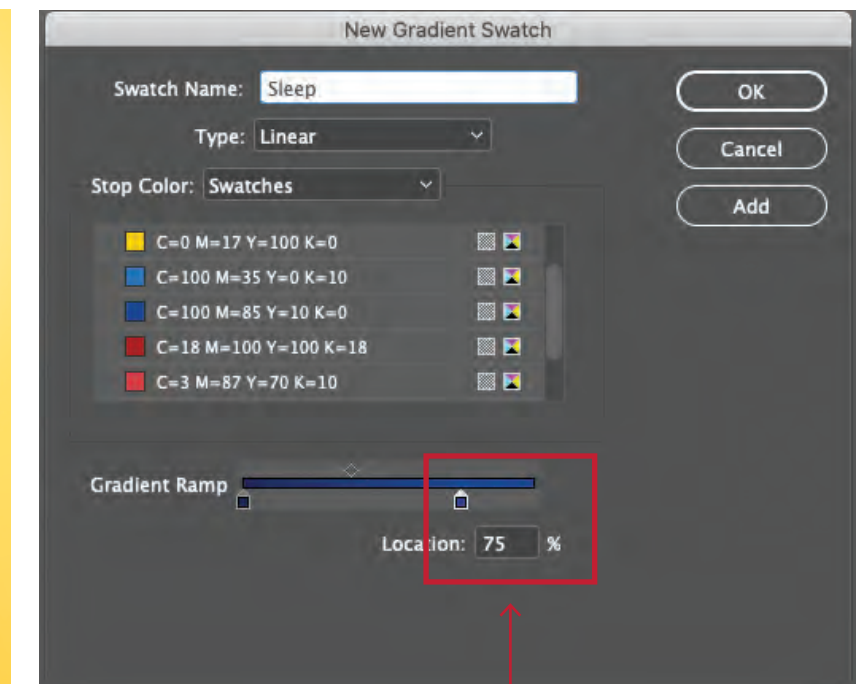
C	8	C	0
M	90	M	70
Y	90	Y	95
K	0	K	0

Right color gradient is the lighter of the two



Left color gradient is the darker of the two

InDesign Gradient Options



Gradient transition location for the lighter color to be 75%

3.13

ICON STYLE

The Nature Made icon style is clean and monolinear.

- Line weight should be consistent across sets
- Icons can be two colors (Nature Made yellow and black), one color (Nature Made yellow), or reversed out of a solid color. See following page for examples.

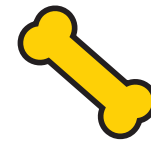
WHEN TO USE

Icons are primarily intended to aid navigation and quick category recognition in digital tactics, including websites and social media. Use icons with discretion for greatest impact.

Icon Variation 1



BEAUTY



BONES



DIGESTION



ENERGY



EYE HEALTH



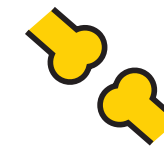
GENERAL WELLNESS



HEART



IMMUNE HEALTH



JOINT



MEN'S HEALTH



MOOD



PRENATAL/
POSTNATAL



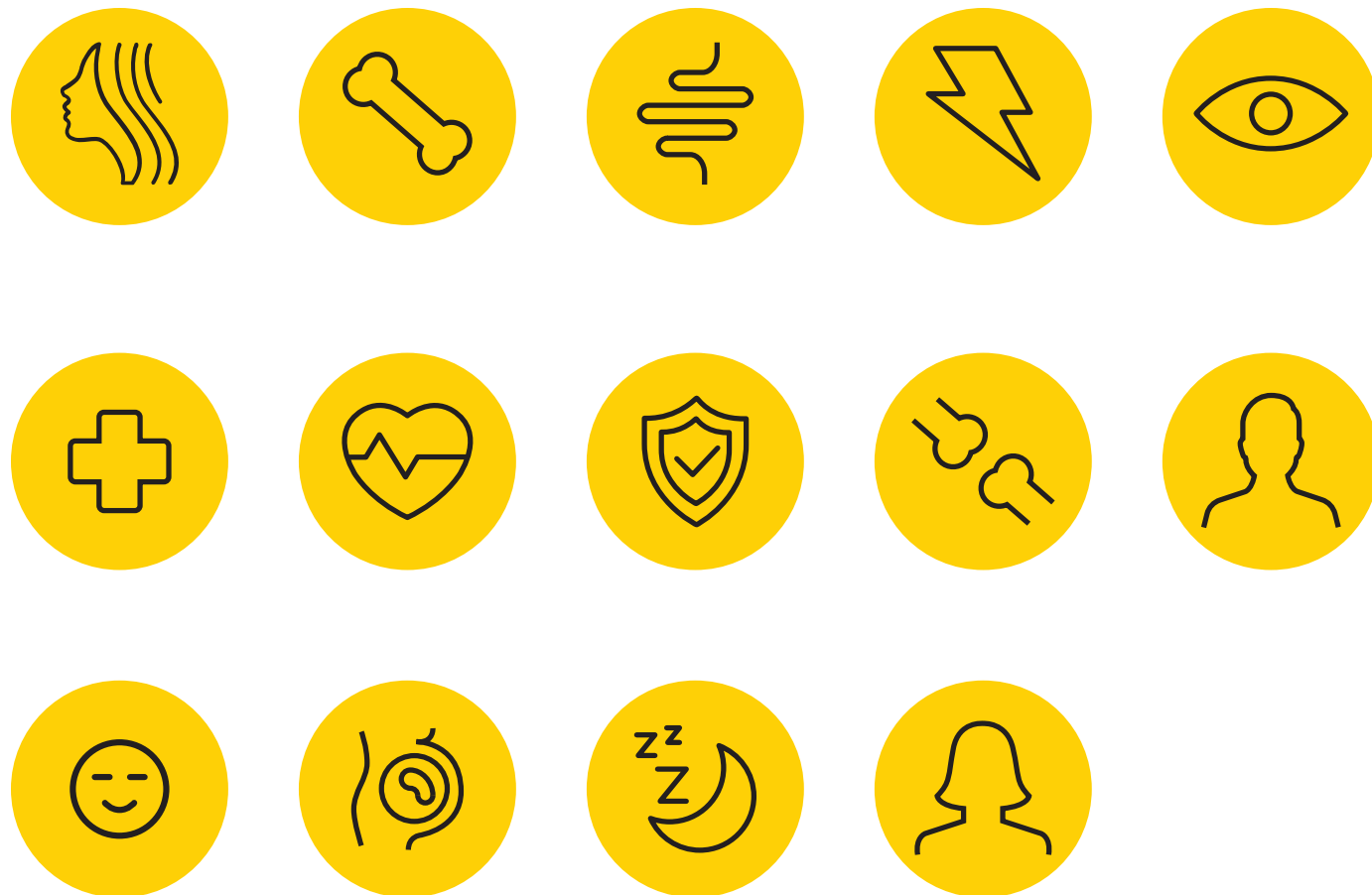
SLEEP



WOMEN'S
HEALTH

ICON STYLE—CONTINUED

Icon Variation 2



Icon Variation 3

