TYPOGRAPHY

Typography carries subtle but vital visual impact. Each typeface selected helps give a consistent expression of the brand voice with enough variety in style to allow for seasonal flexibility.

Poppins

The primary typeface, Poppins, is geometric sans serif, echoing the circular quality of the logo.

Poppins Semibold and Medium should be used for headers, or large text in banners or ads. Poppins Regular should be used in medium to dense body copy.

POPPINS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmonpqrstuvwxyz
123456789!0@#$%^&*()?+=

POPPINS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmonpqrstuvwxyz
123456789!0@#$%^&*()?+=

POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmonpqrstuvwxyz
123456789!0@#$%^&*()?+=

Type in use

A . Headlines: Poppins Semibold
   - Use sentence case when
     possible, but only if the copy
     is written as a sentence.

B . Headlines: Poppins Medium
   - Example of Title Case headline

C . Subhead: Poppins Bold
   or Medium ALL CAPS

D . Body: Poppins Medium
   or Regular

E . Small Body: Poppins Regular
   - Poppins may be used smaller
     sizes than other typefaces,
     because it has a tall x-height.
     Don't be afraid to make it
     smaller as needed.

A . **Say yes more than no.**

B . **Health in a cup**

C . **LOREM IPSUM DOLOR**

D . Num as quasperes natem a
   aut est quas quis ditaepudit
   ullanih icipisciur as rernam,
   cone porenissunt voloreseque
   volupta pereprate nostis et
   doluptat ut verum.

E . Borit molorere nitae optaquiam fugia consedis serferes
   maximinciis et et apiet et quis audio dolor ariatib erspel
   maxim eostrum endunt magnimin etus ipsapedi nihit.

Type in use

A. Headlines:
CORRECT: Make feeling great part of your routine

INCORRECT: For a Limited Time, Get $5 Off

B. Titles: Capitalize Unicity titles and ranks.

C. Product names: Capitalize all product names.

A. **Make feeling great part of your routine**

B. Carrie became a Member so she could get product discounts.

After a few months as a Distributor, John rank advanced to Director.

C. Bone Fortify

Complete Chocolate Meal Replacement

COLOR PALETTE

As a secondary communicator, color defines a strong emotional connection to the brand (think Tiffany blue). Iconic and seasonal palettes strengthen the flexibility of a brand while still working within a set of constraints.

Primary brand color

Navy is our signature brand color. It is the foundation for all printed and digital brand materials.

Pantone colors are shown with CMYK values for printed applications (when spot applications are not possible) and RGB values for web and digital applications.

NAVY
R 0 G 55 B 100
C 100 M 83 Y 35 K 24
#003764
PMS 2955 C

WHITE
R 0 G 0 B 0

Secondary palette

This secondary color palette is designed as a foundation for all printed and digital brand materials. They should be always present to set the tone for brand visuals.

Pantone colors are shown with CMYK values for printed applications (when spot applications are not possible) and RGB values for web and digital applications.

BLUE
R 153 G 188 B 223
C 43 M 17 Y 0 K 0
#99BCDF
PMS 278C

PURPLE
R 186 G 113 B 174
C 26 M 66 0 Y 0 K
#BA71AE
PMS 2352C

GREEN
R 71 G 136 B 137
C 70 M 0 Y 30 K 10
#478889
PMS 2461C

Tertiary palette

This tertiary color palette is designed as an accent for all printed and digital brand materials. They should be used for accents, actions and backgrounds.

Pantone colors are shown with CMYK values for printed applications (when spot applications are not possible) and RGB values for web and digital applications.

LIGHT BLUE
R 215 G 236 B 235
C 20 M 0 Y 10 K 0
#D7ECEB
PMS 7457C

LIGHT PURPLE
R 207 G 172 B 209
C 18 M 38 Y 0 K 0
#CFACD1
PMS 2563C

LIGHT GREEN
R 157 G 203 B 160
C40 M0 Y30 K0
#9DCBA0
PMS 558C

LIGHT ORANGE
R 251 G 190 B 152
C0 M29 Y40 K0
#FBBE98
PMS 1555C

LIGHT YELLOW
R 245 G 232 B 156
C 1 M 0 Y 44 K 0
#F5E89C
PMS 600C