

Metabolic Code Brand Guidelines

Version 1.0



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Introduction

This document was developed to help us work together to produce consistent, branded communications that collectively builds Metabolic Code's reputation in the markets we serve. Using these guidelines will enable us to create materials that speak to specific audiences while maintaining one, unified voice.

Together, we can contribute to Metabolic Code's reputation as a leader in global health and well-being.

1. Understand Our Goals

The strategy and messaging section provides key information regarding the strategy, messaging, and architecture that organize and drive us as a company.

2. Learn Our Visual Tools

The visual identity section starts with our master brand and then extends into the remaining parts of our brand architecture. Everyone should understand the overarching visual system as well as the specific part that applies to your division, business unit, program, etc.

3. Identify What is Needed

The visual tools and resources in these guidelines are designed for a range of usage types.

Company Overview

Company Values:

Metabolic Code (MC) is a turnkey business solution for physicians and medical practitioners practicing integrative medicine who want to enhance the care delivered to each patient with advanced lab testing, cutting-edge therapies, and tailored strategies for a healthy lifestyle. The Metabolic Code breaks down complex health issues and organizes them in a way that allows healthcare professionals and their patients to understand and gain detailed insight into their current and future health. With this model, physicians are able to increase revenue, provide exceptional care, and enjoy a greater balance at work and home; dedicating more time to each patient, pursuing additional education and research opportunities, and enjoying free time with family and friends.

As a whole entity, Metabolic Code is aiming to disrupt the old model of healthcare where the practitioner sits atop of the pyramid structure while the disengaged patient awaits doctor's orders. MC delivers evidence-based tools, delivered via the web, that support practitioners' abilities to assess, interpret, and recommend proven integrative protocols to their patients while dramatically increasing their patients' adherence and engagement levels. The net effect is a symbiotic relationship between practitioners and patients resulting in patient-centered care and higher levels of wellness. Metabolic Code strives to transform the healthcare industry by promoting the need to participate in integrative and preventive healthcare strategies – going beyond a single yearly check-in with a primary care physician and instead, treating the whole body to address the source of dysfunction and maintain total body wellness upon achievement.

Mission Statement:

The Metabolic Code is a cloud-based platform that identifies early metabolic shifts in an individual before they accelerate aging or turn into illness. A personalized and natural based protocol consisting of diet, exercise and strategic use of dietary supplements is recommended to rebuild and strengthen the pillars of vitality at every stage of life.

Strategy:

Develop and employ dynamic integrative protocol tools for physicians and practitioners to utilize for ongoing support of genuine patient-focused care and wellness, allowing medical practitioners to engage with patients and design treatment protocols to prevent disease and dysfunction.

Unlock Your Code

Our Identity

The Company Overview articulates the essence of what we do. Its reach is broader than day-to-day activities. It conveys the strategic value of our organization and is consistently demonstrated by our actions and communications. It ensures that our audience gains a true understanding and sense of our purpose and significance in healthcare.

Why a Strong Brand is Important

A brand is the personality of a company or product, created by the touchpoints between it and the world. Metabolic Code is driven by a clear purpose: Working together for a healthier world. Living our purpose means that across the Metabolic Code organization, we are unified in our approach, and collaborative in our efforts to make a difference in the lives of the people we touch. This effort applies to everything we do—from our scientific methodology, to our business processes, to the tone, look, and feel of our communications.

Branding

A brand represents the sum of people's perception of a company's customer service, reputation, advertising, and logo. When all of these parts of the business are working well, the overall brand tends to be healthy. On the other end of the spectrum, there are businesses that may offer excellent products or services, but have a tarnished brand due to poor reputation.

How a Strong Brand Can Impact Business:

1. Branding Improves Recognition

The foundation of a strong brand is its logo. We instantly recognize the golden arches of McDonalds or the bold eagle of the USPS. As the "face" of a company, logo design is critical because that graphic will be on every piece of correspondence and advertising. A professional logo design is simple enough to be memorable, but powerful enough to give the desired impression of a company.

2. Branding Creates Trust

A professional appearance builds credibility and trust. People are more likely to purchase from a business that appears polished and legitimate. Emotional reactions are hardwired into our brains, and those reactions are very real influencers.

3. Branding Generates New Customers

Branding enables a company to gain referral business. It would be difficult to tell a friend about a new pair of shoes you like if you can't remember the brand. A large reason the term "brand" is used for this concept is that the goal is an indelible impression. As the most profitable advertising source, word of mouth referrals are only possible in a situation where a company has delivered a memorable experience to the customer.

The most successful companies, small and large, have one thing in common: they have established themselves as a leader in their particular industry by building a strong brand.

Branding Applied

BRANDING SAMPLES

POSTCARD



Personalized Health Simplified
Starts Here

Metabolic Code[®]
unlock your code

The Metabolic Code[®] provides a comprehensive report with a **True Vitality and Wellness Risk Assessment** based on 250 data points comprised of:

- Biometrics (BMI, pH, BP)
- Lifestyle Questionnaire
- Lab values (blood serum and urinary hormones)

These values are not only a "snapshot" of your current chemistry but more importantly, it will predict whether your current health is moving toward vitality and total wellness or toward metabolic calamity leading to chronic health conditions.

- Faster Consultations
- Improve Patient Compliance
- Increase Practice Revenue
- Auto-Ship Supplements
- Streamline Lab Ordering

unlock your code

Contact us today to schedule an online demo
info@MetabolicCode.com | www.MetabolicCode.com | 513-608-7889

WEBSITE



Metabolic Code[®]
unlock your code

Better Outcomes. Work Smarter. Make More.
Discover the Benefits of Unlocking Your Code

Practitioners
Provide enhanced patient care while increasing proven, integrative protocols.
[Join The Code](#)

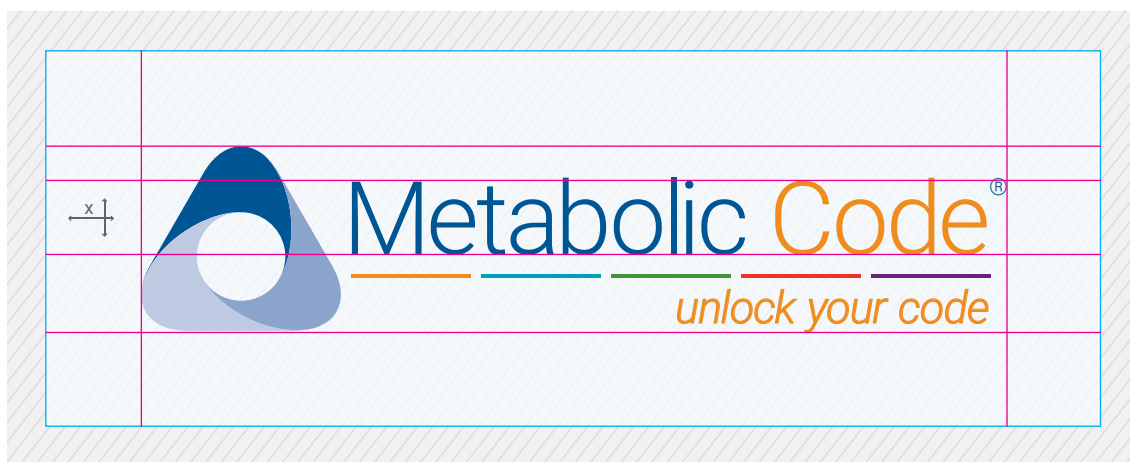
Patients
Find out what your metabolic differences are and learn how to correct them with the Metabolic Code.
[Join The Code](#)

About The Code
The Metabolic Code[®] is a revolutionary approach to wellness, designed to help you understand your health and take control of your future.

Logo and Usage

The Metabolic Code logo is the most immediate representation of the company, and one of the most visually recognizable identifiers to patients, physicians, and staff, as well as the local and global community. It is a respected corporate asset that must be used consistently in the proper, approved forms. Consistent and precise usage of the Metabolic Code logo is the key to reinforcing our message and making our identity influential and unmistakable.

Primary Logo



Blue indicates **Clear Space**. The blue area must be kept free of other elements. Grey padding indicates **Safe Zone**. **Magenta** indicates type and element alignment and boundaries.

The minimum required **Clear Space** is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)

Logo Color Specifications



Pantone 647
 C=100 M=56 Y=0 K=23
 R=0 G=85 B=140
 #00558c



Pantone 717
 C=0 M=53 Y=100 K=2
 R=242 G=141 B=30
 #f28d1e



Pantone 3135
 C=100 M=0 Y=16 K=9
 R=0 G=159 B=195
 #009fc3



Pantone 363
 C=68 M=0 Y=100 K=24
 R=44 G=150 B=62
 #2c963e



Pantone 1795
 C=0 M=94 Y=100 K=0
 R=238 G=49 B=36
 #ee3124



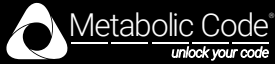
Pantone 2613
 C=63 M=100 Y=0 K=15
 R=94 G=40 B=128
 #5e2880

Logo Fonts and Usage

In most instances, printed and online communication coming from Metabolic Code will use the primary logo. Select communications may utilize a social profile image. **Do not alter these logos in any way.**

Suggested Color Splits

DO...



DO NOT...



Please use the full color logo whenever possible. Do not change the color of the triad or the type. Depending on the application and color requirements, alternate versions of the logo are available. When the logo is placed on a dark background, please use the white "reversed" logo to maintain legibility.

Fonts Used in Branding

Roboto (logo and website font)

1234567890 !@£\$%^&*()-=+
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Logo Scaling and Minimum Size

Minimum Logo Width - 25mm | 72pts | 1"
 25mm is the safest minimum size.



Website Favicon
 Usually saved as a .ico at 16px.



Social Profile Images
 Twitter, FaceBook, Flickr etc.



Don't Abuse Our Logo



DON'T CHANGE TRIAD POSITION



DON'T STRETCH OR DISTORT



DON'T CHANGE TRIAD SIZE



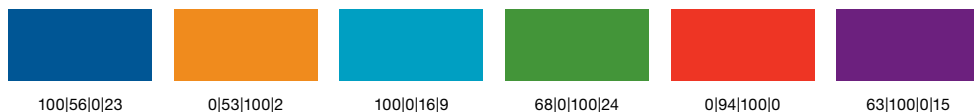
DON'T CHANGE FONTS / COLORS

Colors

A signature color palette creates a powerful differentiator for the brand. Using the Metabolic Code palette appropriately and consistently creates an additional layer of distinction. One of our greatest distinguishing features is the color blue. It is an essential part of the brand identity.

These signature colors may be used extensively for large areas of color and as accent colors.

CMYK



100|56|0|23

0|53|100|2

100|0|16|9

68|0|100|24

0|94|100|0

63|100|0|15



Triad 1
Adrenals / Thyroid /
Pancreas

Triad 2
Gut / Immune /
Brain

Triad 3
Cardiopulmonary /
Neuro / Vascular

Triad 4
Liver / Lymph /
Kidneys

Triad 5
Estrogen / Progesterone /
Testosterone

PANTONE



PMS 647

PMS 717

PMS 3135

PM 363

PMS 1795

PMS 2613



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Liver / Lymph /
Kidneys

Triad 5
Estrogen / Progesterone /
Testosterone

Colors

RGB / HEX



0|85|140
#00558c



242|141|30
#f28d1e



0|159|195
#009fc3



44|150|62
#2c963e



238|49|36
#ee3124



94|40|128
#5e2880



Triad 1
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Triad 3
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Triad 4
Liver / Lymph /
Kidneys



Triad 5
Estrogen / Progesterone /
Testosterone

1 COLOR



PMS 647



Triad 1
Adrenals / Thyroid /
Pancreas



Triad 2
Gut / Immune /
Brain



Triad 3
Cardiopulmonary /
Neuro / Vascular



Triad 4
Liver / Lymph /
Kidneys



Triad 5
Estrogen / Progesterone /
Testosterone

Colors

Brand Color Specifications (Cont'd)

GRAYSCALE



100% Black



50% Black



25% Black



BLACK AND WHITE



100% Black



REVERSE



100% White



Copywriting and Tone of Voice

Metabolic Code strives to embrace an authoritative, informative tone.

Blogs and Articles:

- Tone: Authoritative tone backed by credible resources and cited research
- Narrative: Consistent, always second or third person, unless otherwise specified
- Length: For online copy, 350 to 500 words is ideal. Blogs should not exceed 500 words, articles should not exceed 800 words (with a few exceptions, such as in-depth topic coverage or print copy)
- Keywords Should be included within the first 100 words of the article, flow naturally in the text and be linked to a Metabolic Code page
- Grammar: AP rules, including use of the serial comma
- Syntax: Follow a consistent narrative and verb tense, avoid excessive use of verbs and adverbs, and eliminate unnecessary words (less is often more).
- Boilerplate: Blogs should include a boilerplate with business name, physician name, and location.

Direct Marketing Copy:

- Tone: Varies by project
- Narrative: 2nd or 3rd person (NEVER use 1st person)
- Length: Varies by project
- Grammar: AP Style (exceptions for design may be accommodated)
- Images: Must have proper licensing
- Scope: Project scope needs to be determined by requestor PRIOR to submission to marketing team. Requestor is responsible for final proofing of document including looking for typos, correct phone numbers, URLs, spelling, etc.

Emails:

- Tone: Varies by type
- Invites/Events: Conversational
- Announcements (sales, staff changes, etc.): Conversational
- Educational: Authoritative, credible, backed by resources
- Narrative: Depending on the content and to whom the email signature belongs, emails may be in the voice of the sender (I, we, us) or third person (narrator), and on some occasions second person (proverbial “you”). Consistency is the most important.
- Linking: Limit the number of links and call to actions in your email. Please include the links in the email and establish priority order.
- Format: Avoid using various fonts, font sizes, and colors in your email.
- Grammar: AP Style (with exceptions for direct marketing)
- Images: You must have approval and licensing to use any images included with your email

Stationery and Merchandise

Corporate stationery and merchandise are two of the most widely utilized applications of the Metabolic Code visual identity. It is essential that stationery and merchandise always be consistent, impactful, and of high quality.

All stationery items including letterheads, envelopes, business cards, etc. can be purchased online at orders.metaboliccode.com with proper branding incorporated. This also includes marketing materials, office items, and signage. If you require any items that are not listed on the website, please contact Marketing at marketing@metaboliccode.com.