



Visual Brand Identity

2019

Here it is!

The new Nature Made.

Did you know your bones regenerate themselves every ten years? That might seem a little off topic, but our point is that Nature Made has been a consumer favorite in the vitamins, minerals and supplements world for a lot of years. And since our bodies are an ever-changing thing, we figured it's time to jump on board and switch things up, too.

The purpose of this revamp was to create an updated and modernized version of our brand that vibes with our fans—present and future—and keeps us relevant.

So, we'll walk you through our fresh, new identity. Let's go!

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Brand Purpose

As one of the biggest players in the Health & Wellness game, we eat, sleep and breathe our mission to **enhance your pursuit of a vibrant life.**



What we believe

We believe that life isn't about what you're handed, it's about what you do with it that really makes you thrive—that living a full life is more important than the pursuit of perfection.

We believe living healthy is fun instead of a chore, and that proactive nutrition is a powerful thing that can change your life.

Not to pat ourselves on the back, but we're a pretty big deal when it comes to supplements. We live for this stuff—to provide supplemental nutrition for the nutritional shortfalls in those who are committed to wellness and choose to live their healthiest, most awesome lives.



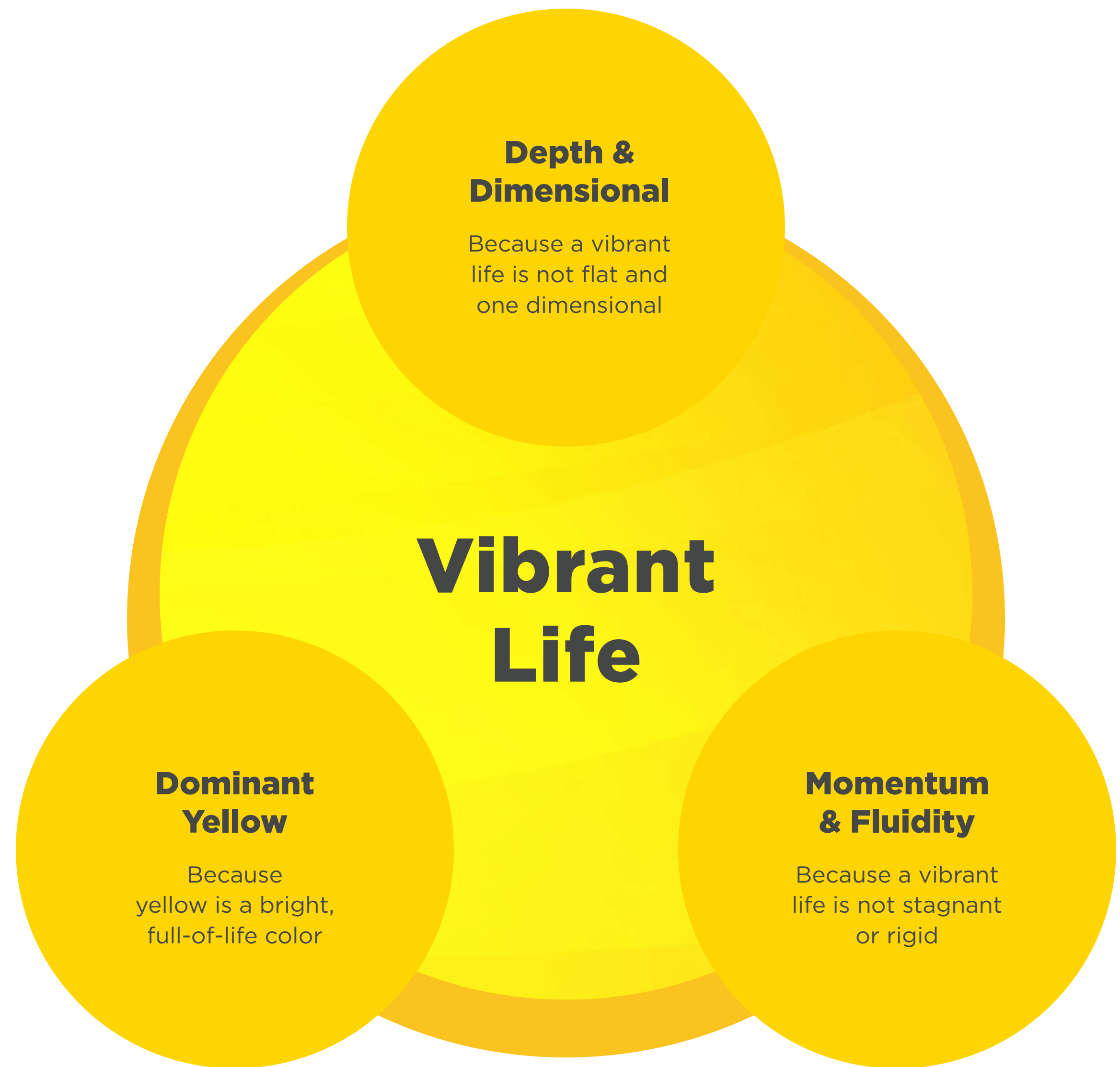
We've got principles

Brand principles that is. And they all exist to fuel that vibrant life we talked about earlier.

These principles are used to establish clear parameters that all creative should be evaluated against. Let's check them out.

A vibrant life is:

- Colorful and expressed in our signature, vibrant yellow
- Never flat and should always contain depth and dimension
- Constantly in motion, expressing momentum and fluidity



Nature Made Brand Identifiers



Nature Made Logo
Radiant, inspired
by nature.



Vibrant Yellow
Bright like sunshine,
vibrant like you.



Nature Made Curves
Dynamic, fluid and unique
just like us.



**The Passionate Geek
Tone of Voice**
We geek out on nutrition.
Like really really geek out.



Nature Made Brand Identifiers:

Our Logo

Isn't it a beaut? With the new Nature Made logo we've stayed true to our namesake.

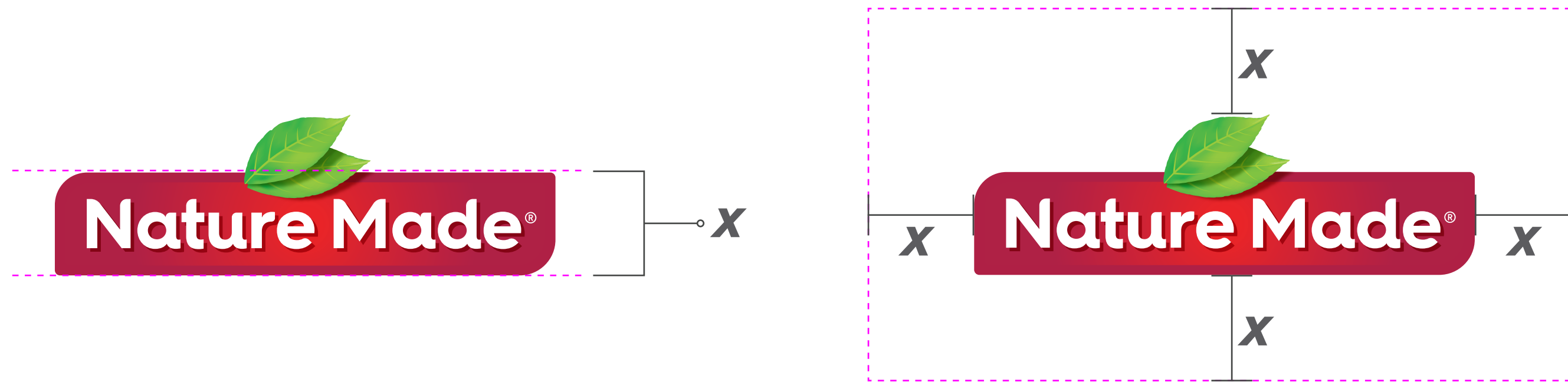
The dimensional, rounded corners mimic the fluidity of the great outdoors.

A radiant red holding device reflects the brightness and vibrance of our beloved brand.

And our lush green leaves are a homage to our previous logo and the icing on the cake. It's the signature element to all things Nature Made.

Placement & Formatting

First things first. Our logo is kind of the holy grail of our brand, so let's treat it with respect and keep it just the way it is. More specifically, we never use the logo, font, or leaves outside of the red holding device.



Make sure to leave at least X amount of open space on all sides of the logomark.

But wait! There's one exception. In certain web banner sizes (for example: 320x50) where there may not be the pixel space to apply this rule, make the logomark as big and as legible as possible.

Improper Use of the Nature Made Logomark



Do not stretch logomark



Do not place logomark against colors that will not allow it to stand out



Do not tilt the logomark in any way



Never use elements from the logo separate from each other in any form

Nature Made Brand Identifiers:

Vibrant Yellow

Like the sunrise, Vibrant Yellow celebrates a passionate and energetic life. It's bright. It has depth. And it's never flat. It's ideally what we'd like consumers to remember when they see our iconic yellow caps on the shelves in store.

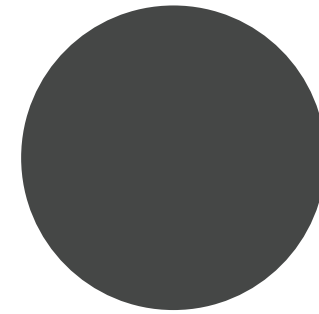
Vibrant Yellow is the the most dominant color of our brand and is derived from our signature brand color (PMS 116), This prominency can be delivered as a majority percentage or as an attention getting device.

NATURE MADE BRAND YELLOW
PMS 116
RGB: 255/205/0
CMYK: 0/14/100/0

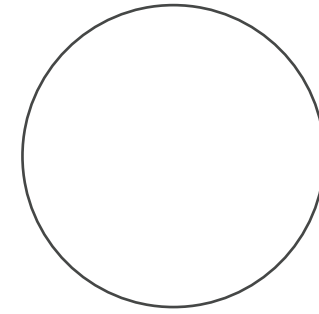
Breakdown

There's no question about it, we live in a vibrant world of yellow! But sometimes we have to rely on our secondary and tertiary colors to make our brand really shine like the star it is.

Secondary colors



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

Tertiary colors



Our tertiary color system will be derived from colors of our packaging. Tertiary colors will be used for headline and body copy to help build visual cohesiveness in our layouts.



Tertiary colors will be used for headline and copy treatment, as well as product iconography, and as an accent color for the surface where the products are sitting on.

Retailer-specific



The Retailer-Specific Key Visual is a tertiary key visual used only when the Horizontal and Vertical Key Visuals do not align with specific retailer guidelines. For example, if a retailer has specific guidelines that do not allow for a flood of yellow, this key visual would be leveraged.

*Note: The Curves are adjusted to align with the colors from the dominant/lead packaging. Please reference **page 36** of this book for specific color breakdowns.*

Nature Made Brand Identifiers:

The Curves

There aren't any naturally occurring straight lines in nature—or in this key Nature Made identifier.

Much like a vibrant life, The Curves are dynamic and fluid. We use them to create movement and momentum through all communications.

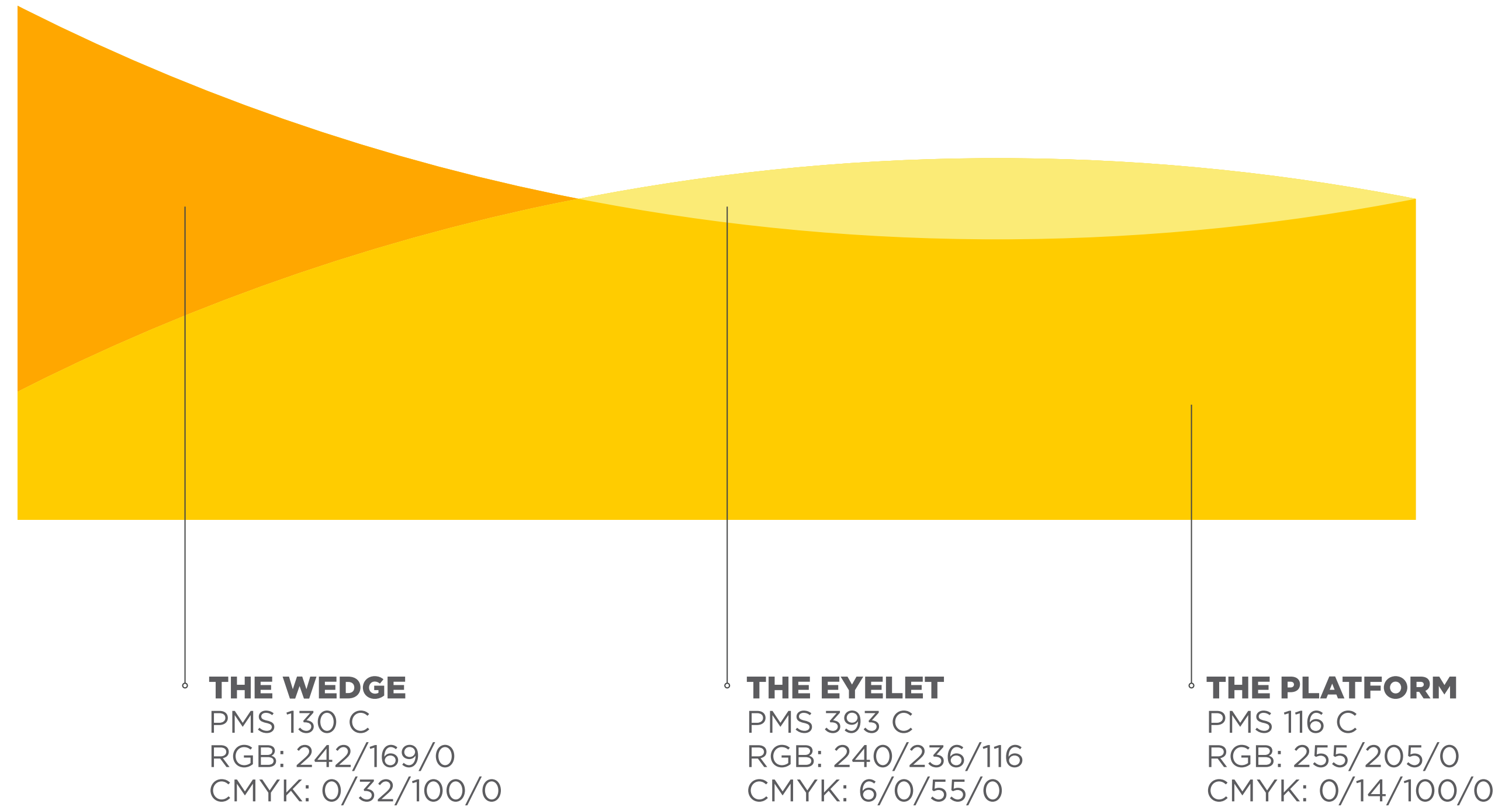
Use The Curves consistently as a “key brand identifier,” when there's strategic communication, or to introduce product to consumers. Keep its shape in tact to establish it as an iconic representation of the brand.



Shapes & Colors

Here we have identified and given names to each section of **The Curves** (for clarity of discussion and internal use only).

We have also provided color values for each section.



Placement of Products



The Curves should always be locked with the featured product.



Products can be featured on The Eyelet.



Products can be featured on The Wedge.



Products should never be separated from The Curves.

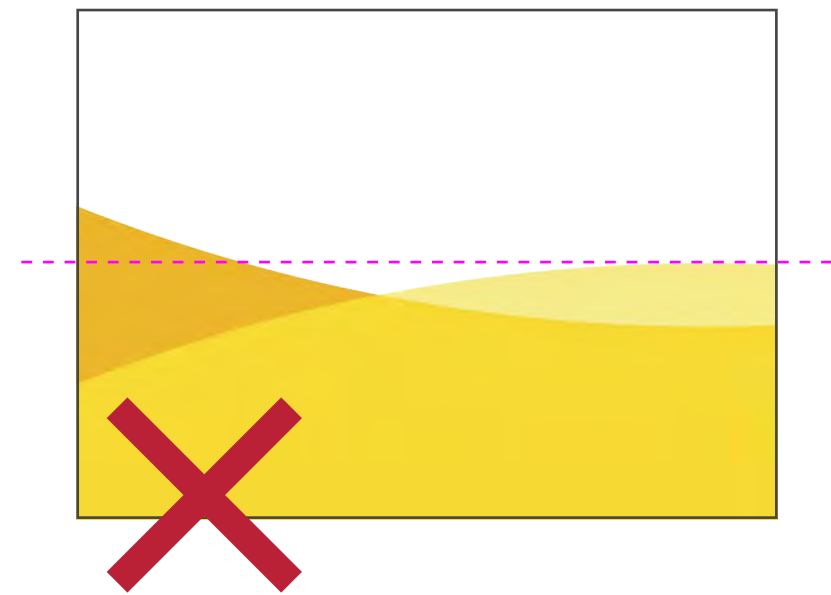
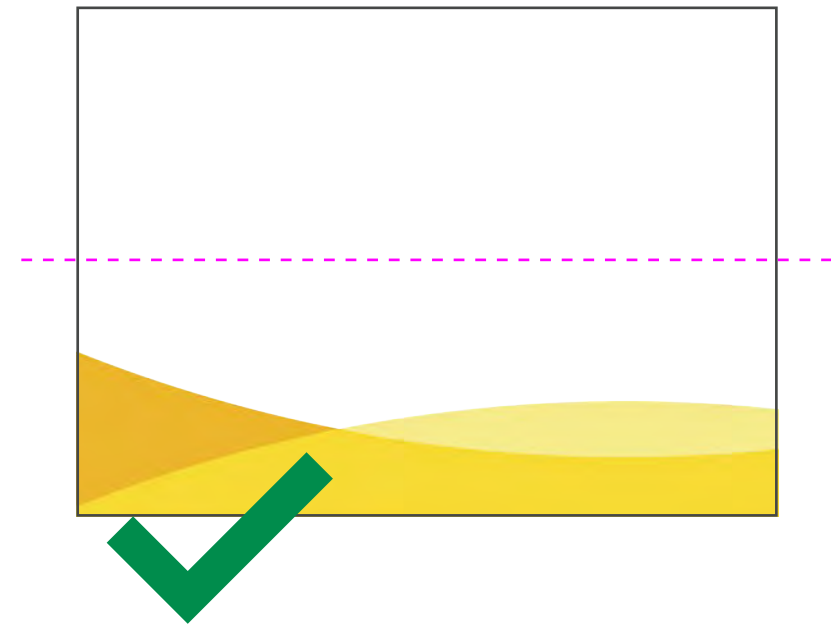


The Curves should never be flipped vertically.

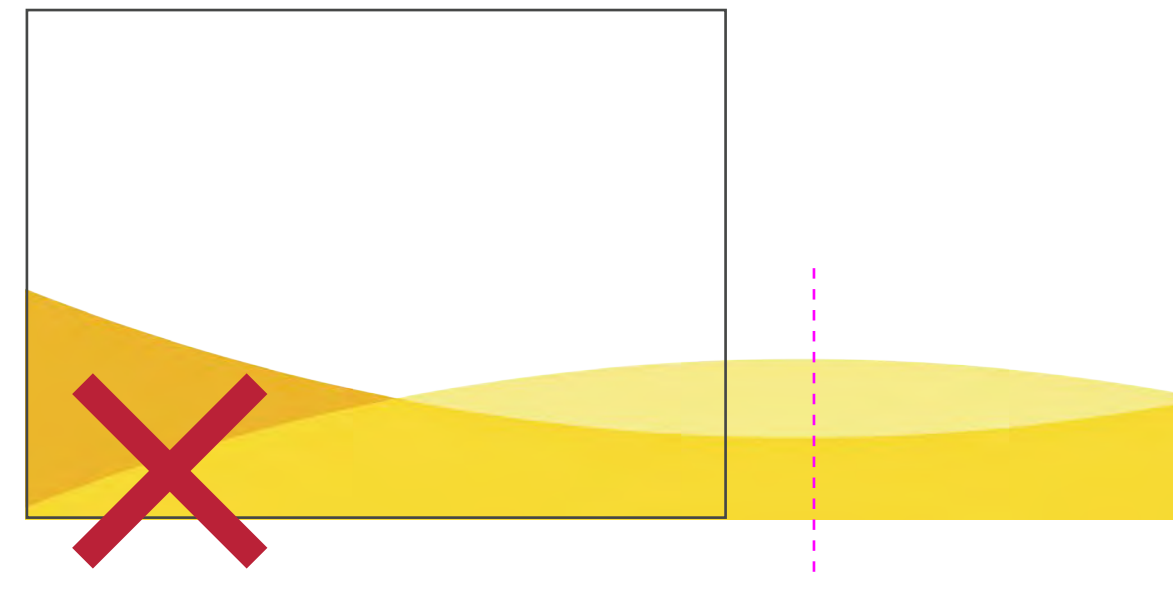
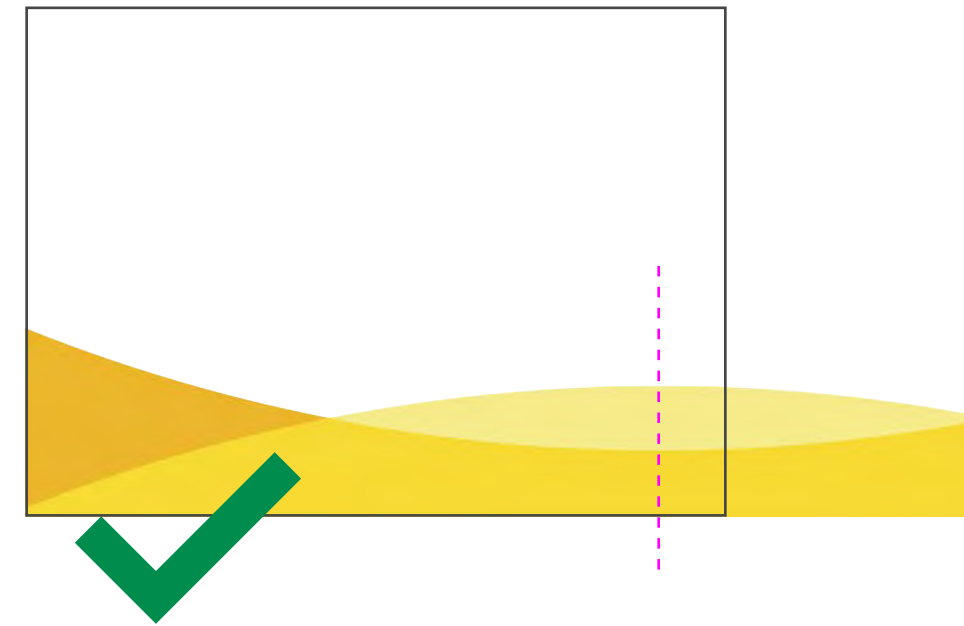


The Curves should never be flipped diagonally.

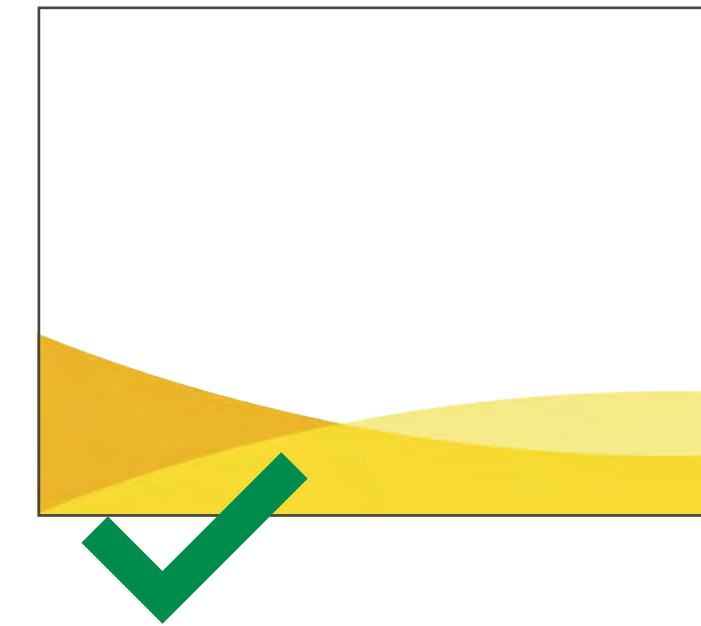
Guidelines for Usage in Layouts



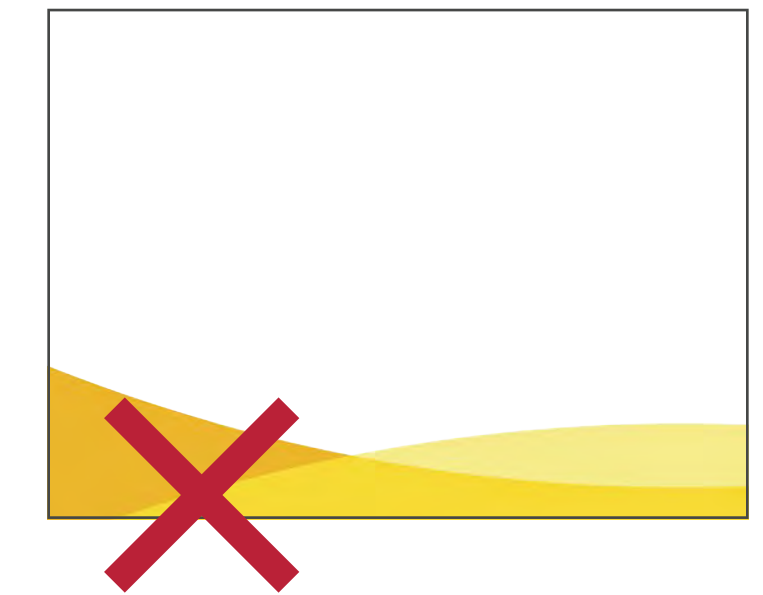
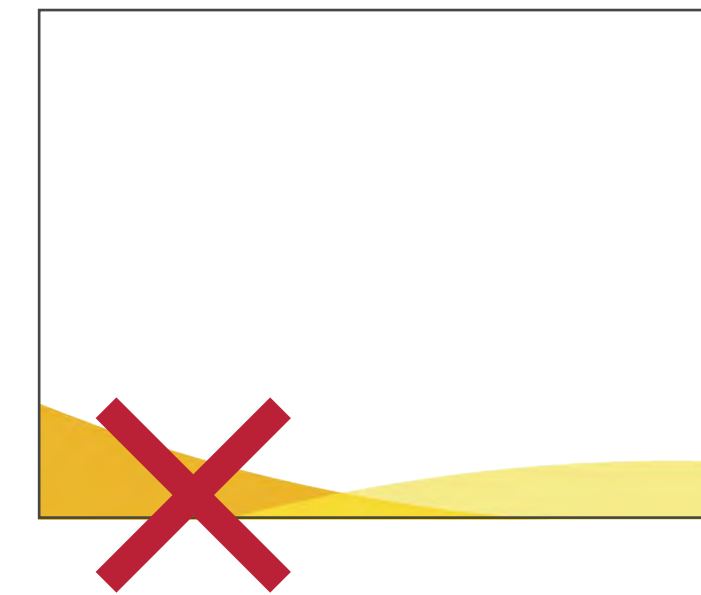
The Curves should never exceed 50% of the height of the layout.



The goal is to show The Eyelet in its entirety, but whenever not allowed, ensure that at least 50% of the Eyelet must be visible in layout.



Separation between Eyelet and Platform expands to right edge.

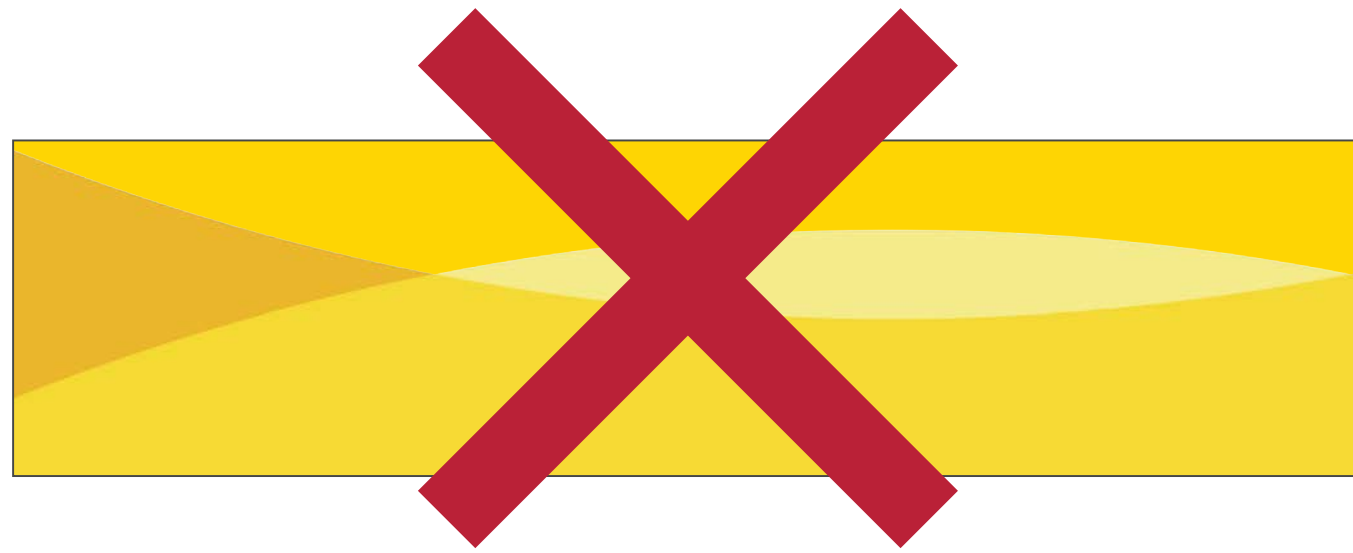


All three parts of The Curves must be clearly visible (The Wedge, The Eyelet, and The Platform).

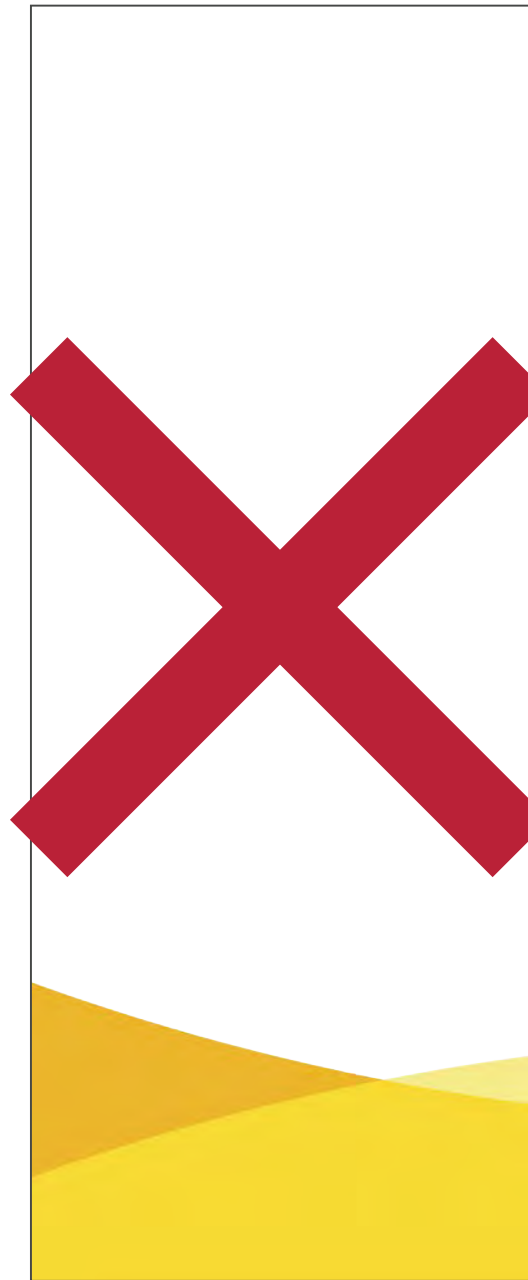
To prove this out, make sure separation between the Platform and The Eyelet expands all the way to the right side of composition.

Finally, ensure that The Platform's height is equal to or greater than the height of the Eyelet.

The Curves Usage



In extreme horizontal dimensions where The Curves cannot be shown properly, utilize the Vertical Key Visual.



The Vertical Key Visual features our product in our Nature Made Vibrant Yellow environment with the same glow behind the product as in the Horizontal Key Visual.



Nature Made Brand Identifiers:

Tone of Voice

Nature and science are in our blood.
Figuratively, and quite literally.

To us, there's nothing more fascinating than the way vitamins, minerals, and supplements help support our body—and allow us to be our best, most vibrant selves each and every day. Because when nature and science come together, some pretty incredible things happen.

Call us passionate. Call us geeks. This is what we live for. And we want to make sure Nature Made looks and feels the part.

Pillars

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?!"

Playful

We keep things upbeat, light, and fun. Because it is. So as serious as we are about health and wellness, we never take ourselves too seriously.

EXAMPLE: "Maybe it's just us, but there's something about the blood-pressure reducing benefits of Omega-3 fatty acids in Fish Oil that gets our hearts pumping."

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."

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."

We're the most passionate geeks we know.

Tone of Voice
Is/Is Not

Passionate Geek is

Geeky

We all geek out on our passions, ours happens to be human nutrition.

Conversational

We want this to be a two-way conversation about our nutritional needs.

Relatable

We live in the same world, not a brand bubble, so we know what's going on culturally and we talk about it.

Purposeful

We have a point to get across, so every word should advance the story.

Passionate Geek is not

Nerdy

We don't come across as too intellectual or as an unapproachable know-it-all.

Preachy

We never want you to think we're telling you what to do with your body.

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.

Fluffy

We don't talk just to hear ourselves talk.

Using Illustrations

Illustrations will be used to help accentuate gestures and sentiments found in Nature Made lifestyle photography.

Our illustrations are uniquely applied in a sketch note style that add elements of humanity to complement the geometric brand shapes.

Used minimally and purposefully, hand-drawn elements that might be found in a Passionate Geek's notebook are added to lifestyle images—enhancing expressive gestures.

Intentionally themed, the sketch notes are focused within specific genres: organic elements, scientific shapes, and emotional cues.



Visual Brand Elements

Lifestyle Photography

What's better than talking about our consumers living a vibrant life? Showing it of course! Through lifestyle photography we want to express ourselves in a way that makes our consumer say, "Hey look! That's me! Nature Made supplements can support my healthy lifestyle, and help me reach my health and wellness goals."

Here's how we make that happen:

- Capture quirky, real moments that embody light-hearted activity, connection, and simple joy (i.e. a vibrant life)
- Use bright elements in the environment, clothing or accessories as eye-catching and expressive visualizations of a vibrant life
- Capture the human connection and energy of the moment(s) by ensuring the consumer feels either part of the moment or close enough to it to feel the sentiment of it



The Look of the Brand

How to define what's on brand.

- Make sure people are portrayed authentically, just being themselves. And loving it! Gestures aren't overly expressive, but feel honest and relatable.
- Ensure facial expressions are seen naturally. Steer clear of talent looking directly at the camera.
- Feature a pop of yellow in each frame
- May leverage illustrations (when appropriate) to further telegraph the moment (hand of the geek)





Our product. Our hero.

Ah yes, our beautiful, updated packaging. Here's our chance to truly shine!

First, we make it 'pop.' Each package contrasts with our Vibrant Yellow background and ensures the label is clear and eye-catching.

Then, we add depth. Using light and shadow, we create a dimensional space for our hero to exist, without ever darkening the label.

SIDE NOTE:

Gummies are the only product that are ever shown out of pack. We have pack shots with and without product to increase flavor appeal, and fruit assets to deliver on flavor cues.

Product Glow



We *really* love our vitamins, minerals and supplements. So much so that we want to showcase them in a way that truly celebrates its amazingness with a glow that helps lift it from its yellow background.

The glow should only help highlight the top half of the product, like a halo.

Correct glow usage



Single product

The glow always originates from the top of our logo on the label and is only big enough to highlight the top half of our product.



Multiple products

More products, more glowy love. Here, the glow is stretched to surround the group shot of packaging. The center point of the glow originates from the center of the product group.



Incorrect glow usage



Wrong position

In the example above, the glow is originating from the center of the product.



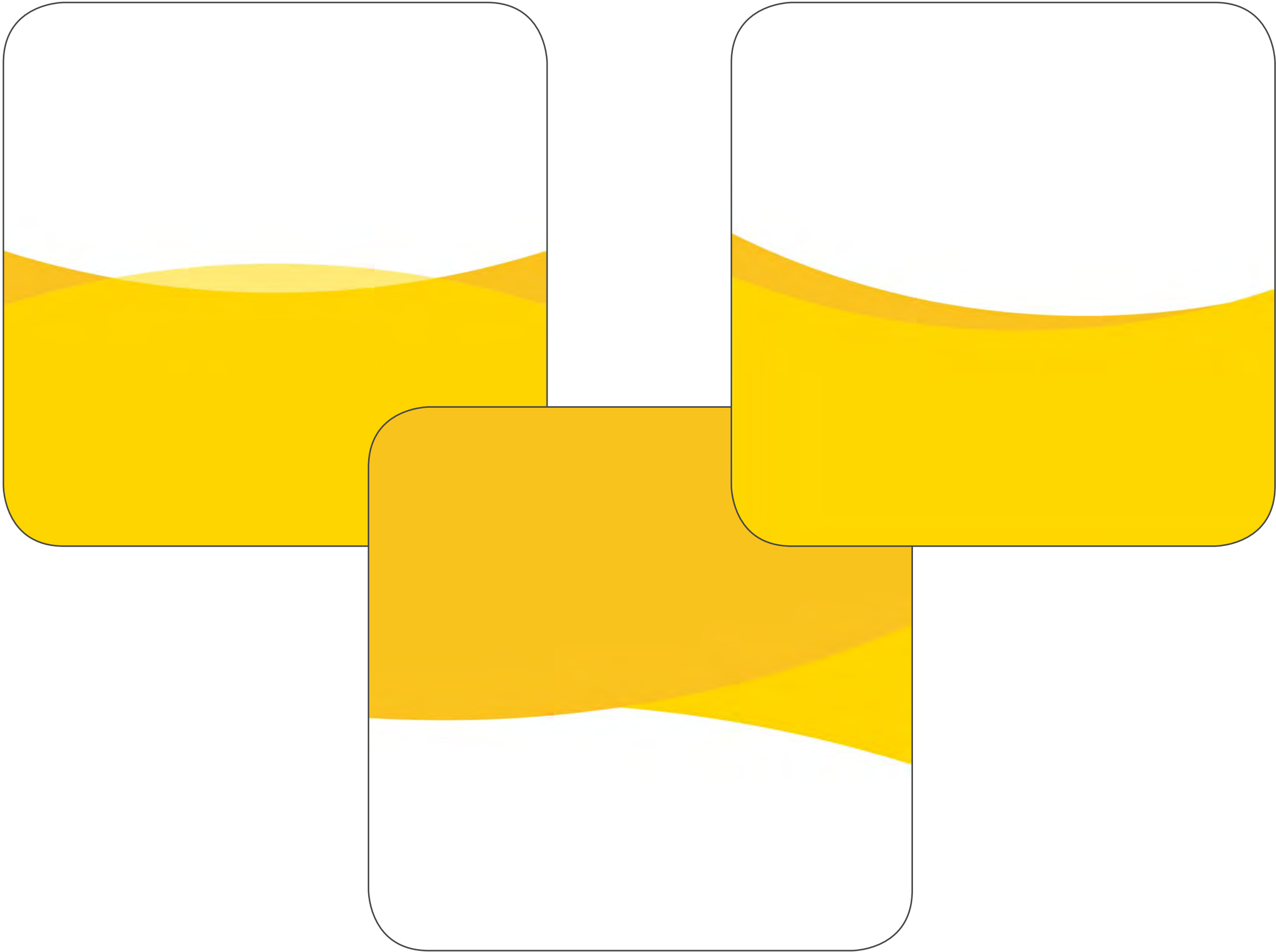
Too high intensity

The glow is extremely intense in the above example. To ensure consistency in glow usage, we will provide glow as a brand asset to be use across the board.

Design Elements

The Curves are set in stone. But we've taken inspiration from them to create an additional, flexible set of graphical design elements. Like The Curves, these can be used to help create fluidity and momentum throughout communication.

Check out the examples on the right. These are pulled from our new website. Go take a look at naturemade.com. We'll wait...



Typography

We've said it before, but we've got a lot of knowledge in these heads of ours that we want to share with the world. And a big part of how we express this info comes from the typography we use.

Meet **Gotham** and **Montserrat**. They're legible and functional in all sizes. It looks super sharp when married with our color palette. It contains the perfect amount of personality to express our enthusiasm. And it's a workhorse when we get a little long winded.

Most importantly, Gotham and Montserrat harmonizes with the unique font found in our logo. It's like music to our eyes.

It is important to note that Gotham will be used for all printed content and Montserrat will be used for all digital pieces.

Gotham

Montserrat

Gotham

Gotham will be used in all instances of printed material.
For example: Retail shippers, in-store displays, shelf blades.

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 in body copy.



**Lorem ipsum
delor sit tuta
met demat.**

Lorem ipsum delor sit tuta
adsf aidi aidfn adifiadsnd.



Gotham Black

Gotham Book

Gotham Bold

Line-spacing guideline:

Use your best judgement, but leading values for headline and subcopy should always be 20% more of font size.

For example:

If font size is 10pt, leading should be 12pt

Montserrat

*Montserrat will be used in all instances of digital material.
For example: Web banners, online videos, website.*

Montserrat Black

Montserrat Black 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 Black Italics

Montserrat Regular Italics

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



Montserrat Black

Montserrat Regular



Montserrat Bold

Line-spacing guideline:

Use your best judgement, but leading values for headline and subcopy should always be 20% more of font size.

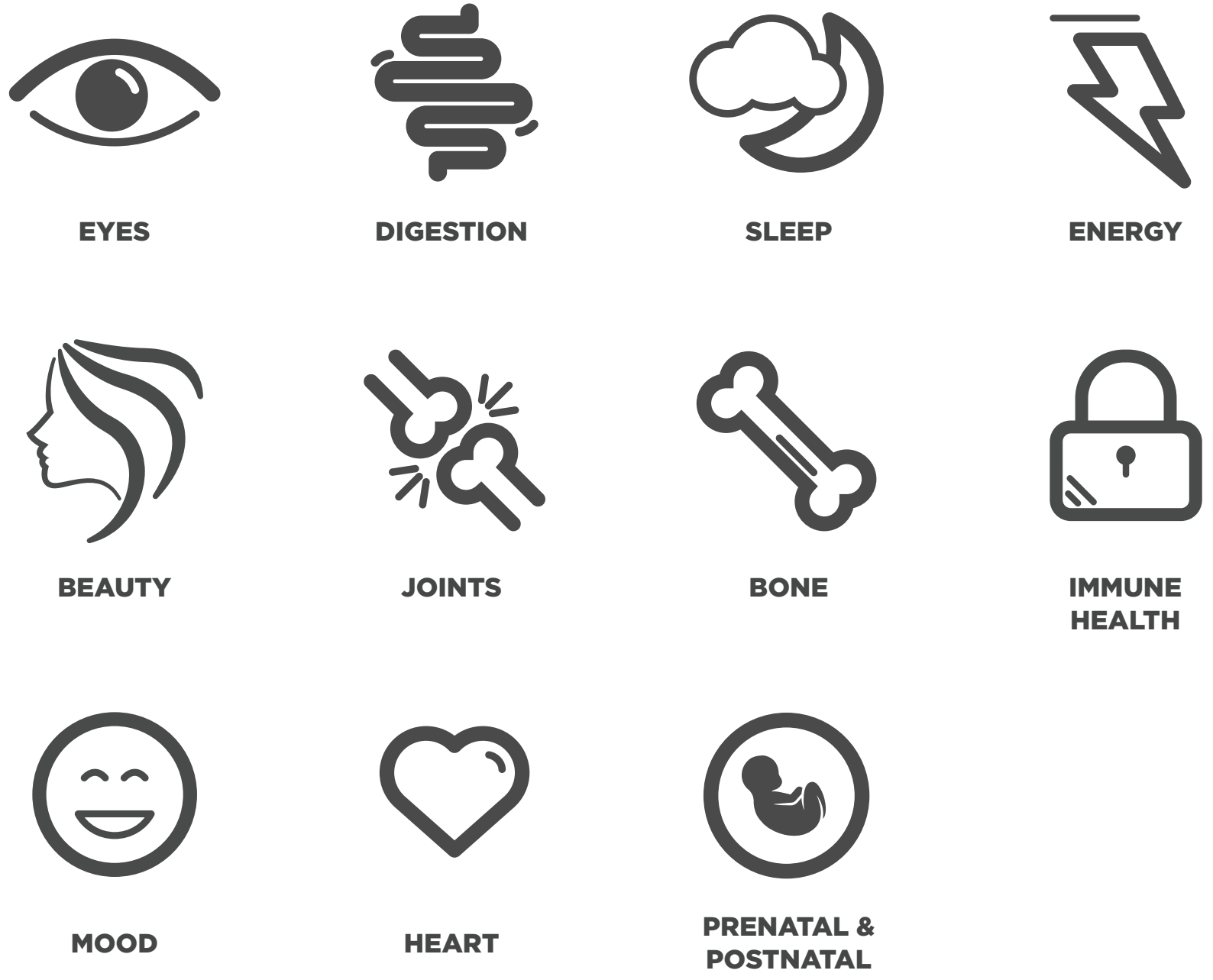
For example:

If font size is 10pt, leading should be 12pt

Health-Interest Iconography

We've got an impressive 150 plus vitamins, minerals and supplements to support product benefits—everything from energy to a good night's rest.

Our iconography is how we show off these Need States, and so each icon is directly connected to our packaging. Each one is easily identifiable in order to make picking the products you need out of our impressive library easy-peasy.



Iconography should always be used in conjunction with our product(s) and never be used by themselves.

Iconography must also be used with the health interest and never without.

Multiple icons can be used—but no more than three.

Contact

There you have it! The Nature Made Visual Identity. We know it's a lot to take in, so if you have any questions, give these folks a shout.

Shopper Marketing

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Brand Manager

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O: 818.221.6598

Shannon Drake

Assistant Brand Manager

sdrake@pharmavite.net

O: 818.221.6537

The Integer Group

Mike Pierzchala

Account Director

mpierzchala@integer.com

O: 303.393.3587

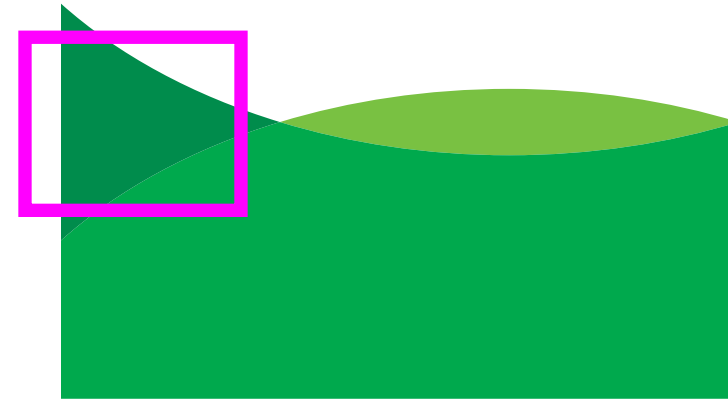


Color Guide

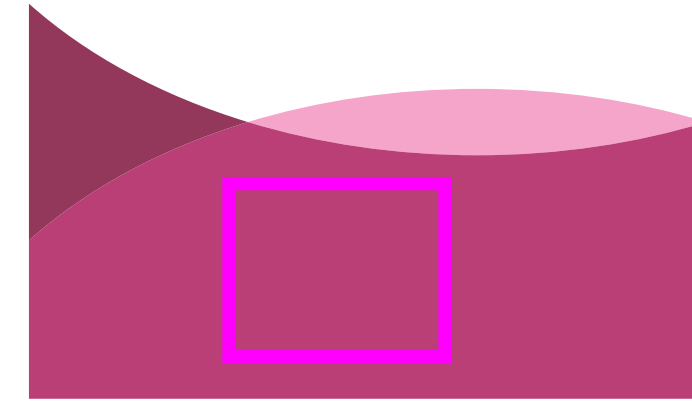
Tertiary Color Guide

Single Segment/Need State:

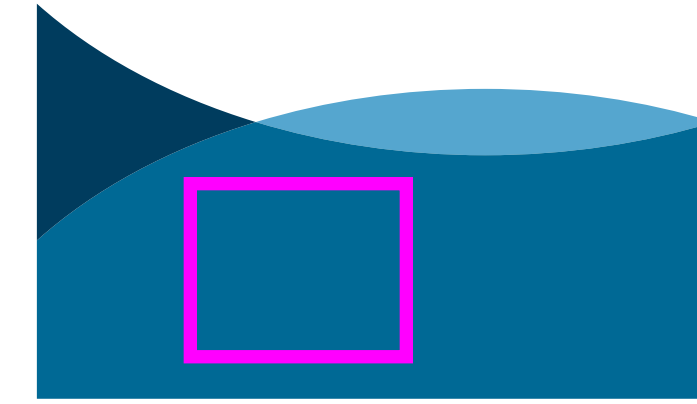
Font color is dictated by the darkest color from the three primary colors of the dominant/lead packaging. Note: Sometimes the darkest primary color from the packaging may not yield the best legibility or readability. In this case, adjust the color accordingly. Please refer to the next page for guidance on which color to use.



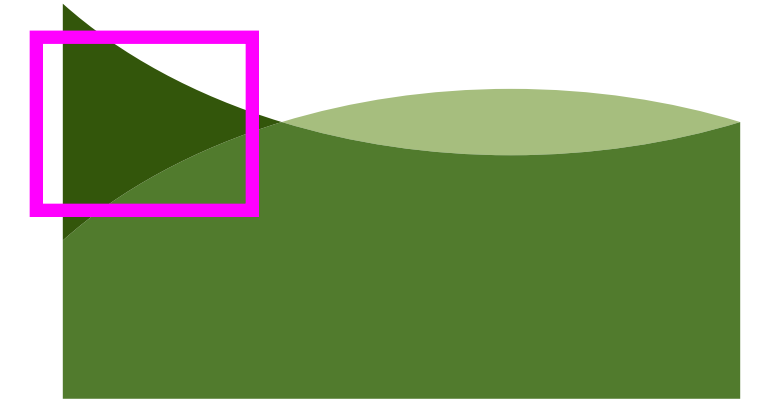
Fish Oil, Minerals, COQ10, Multis, Other



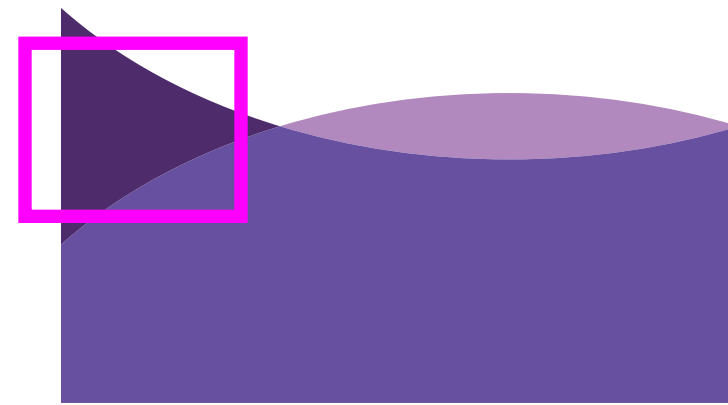
Multi for Her



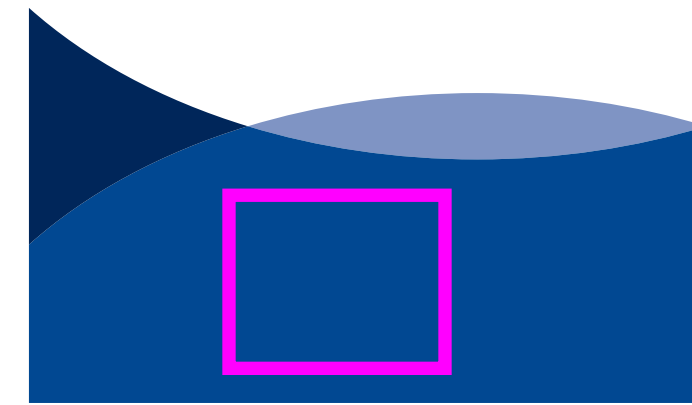
Multi for Him



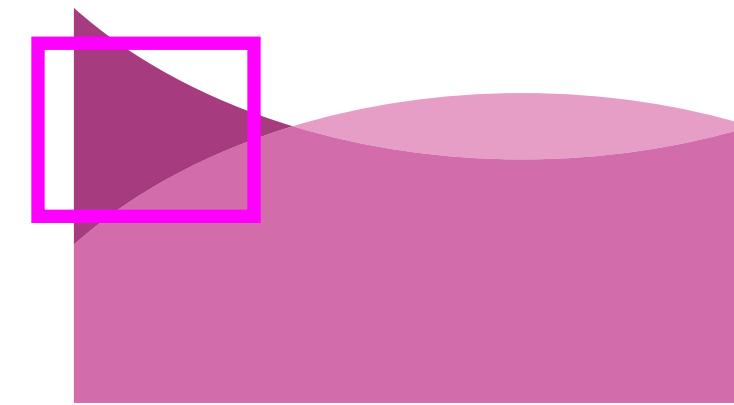
Botanicals



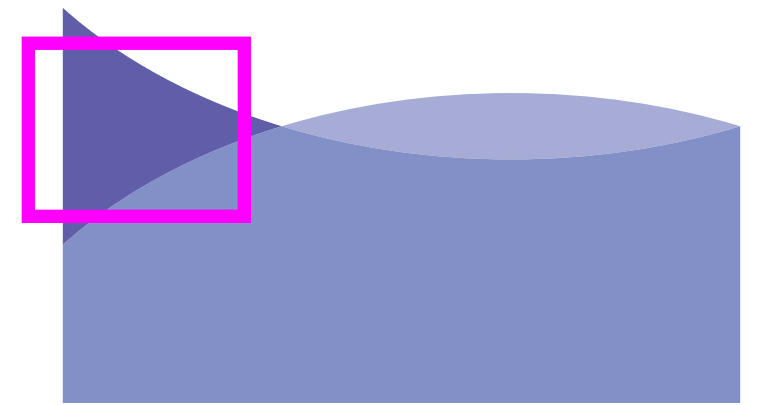
Biotin, HSN



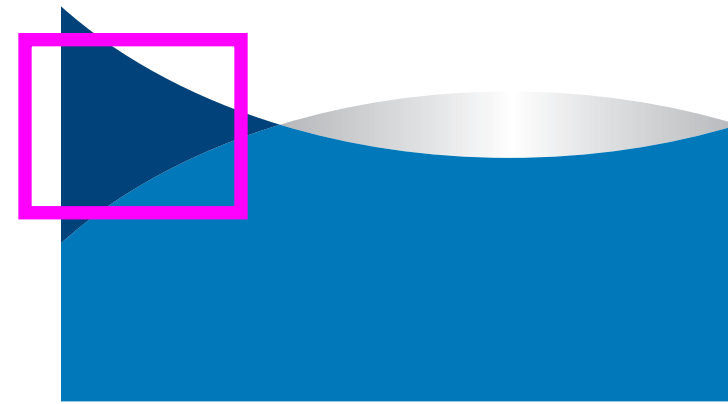
Melatonin, Sleep



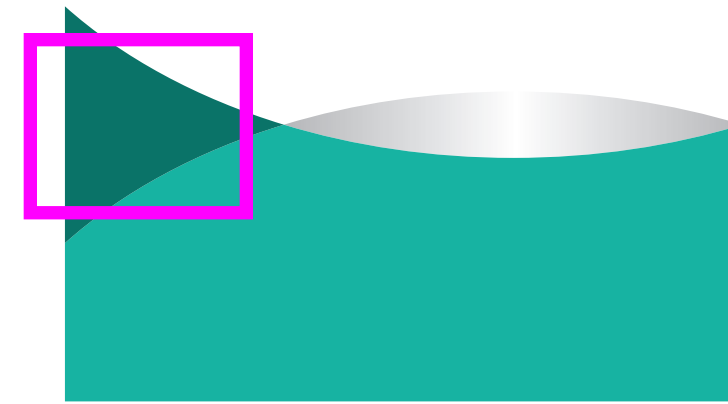
Prenatal



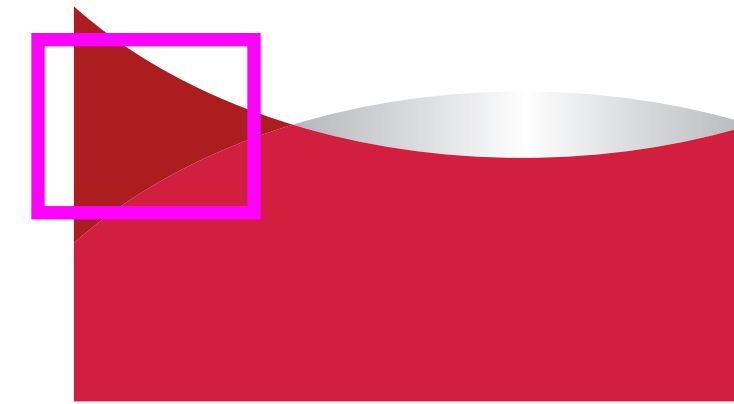
Postnatal



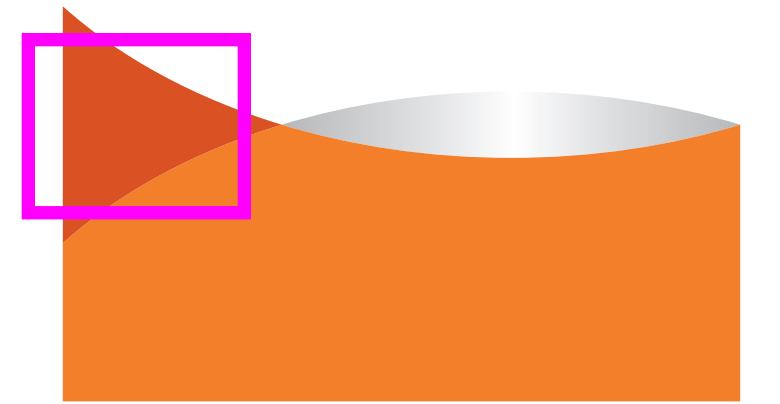
Triple Flex



Probiotics



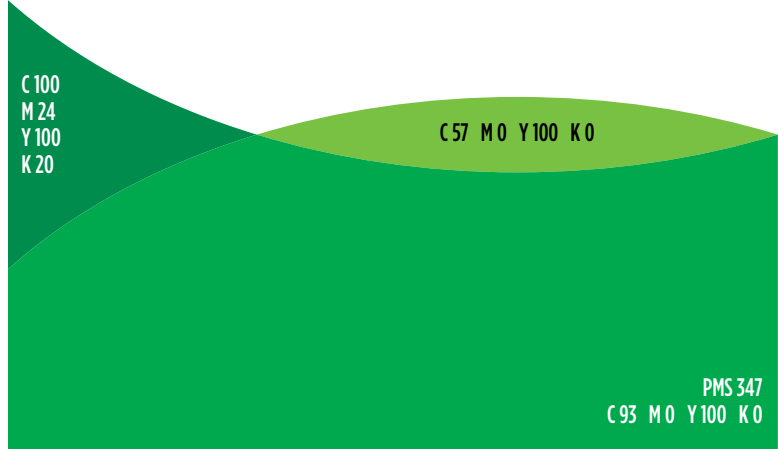
Cholestoff



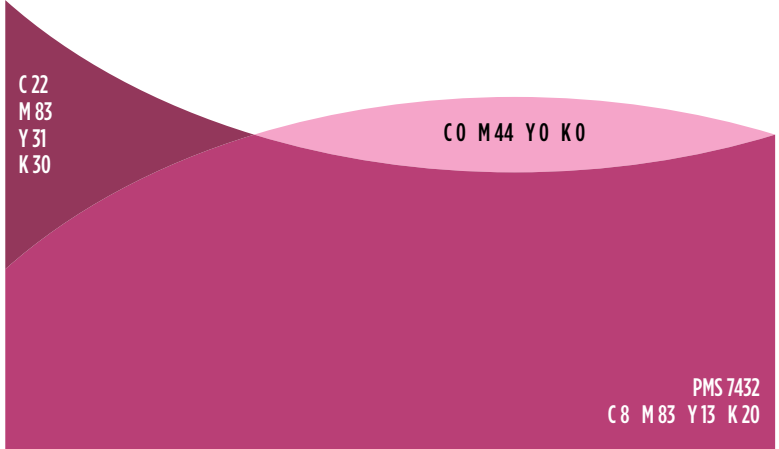
Sam-E, Packs

Color Chart

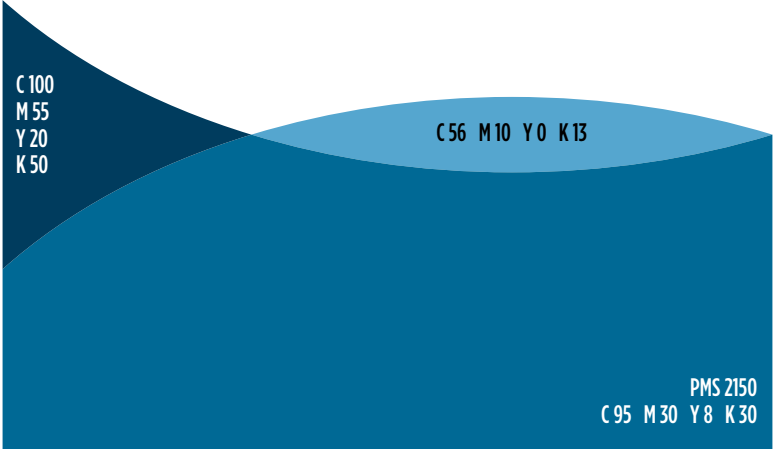
Non-Gummies



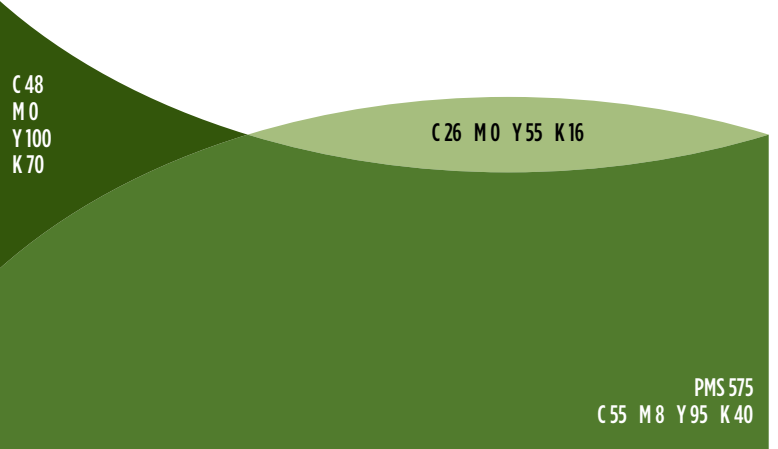
Fish Oil, Minerals, COQ10, Multis, Other



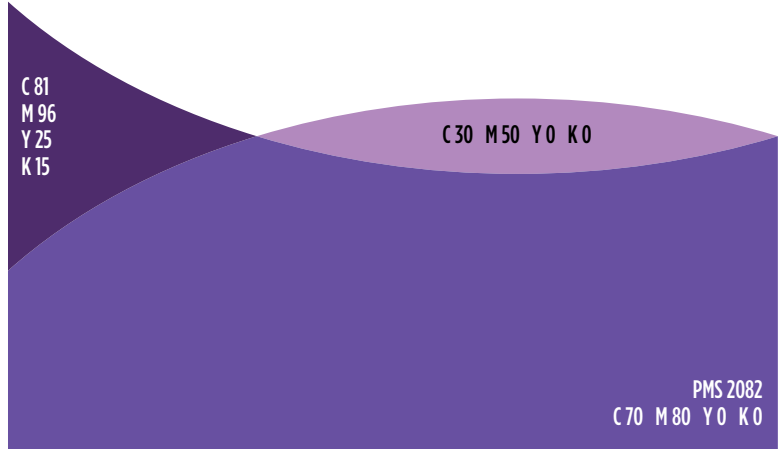
Multi for Her



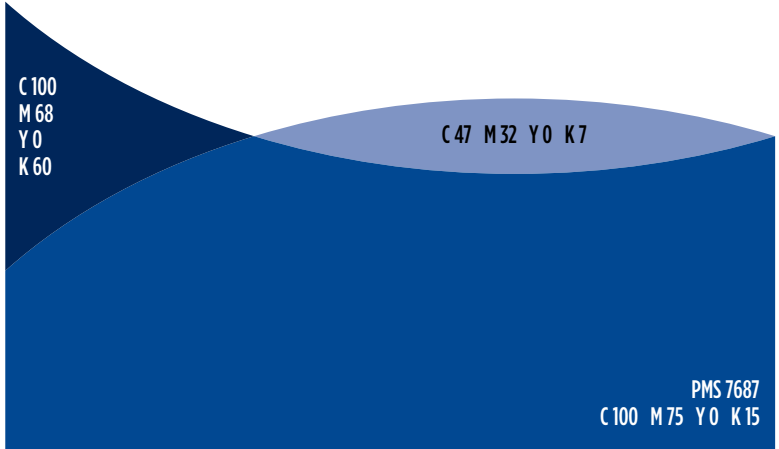
Multi for Him



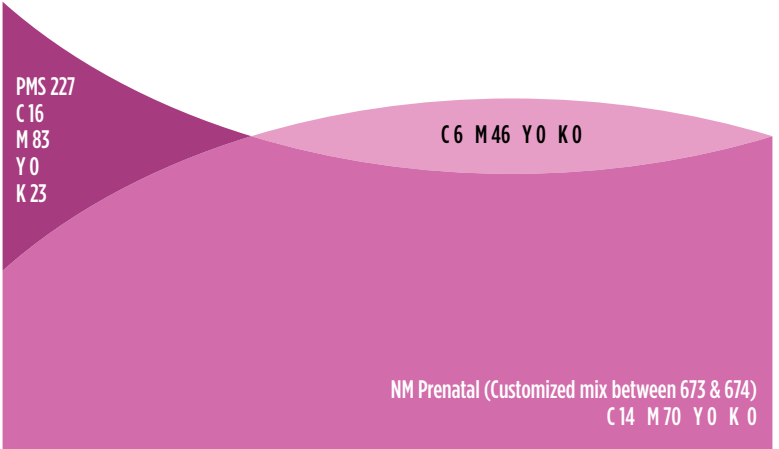
Botanicals



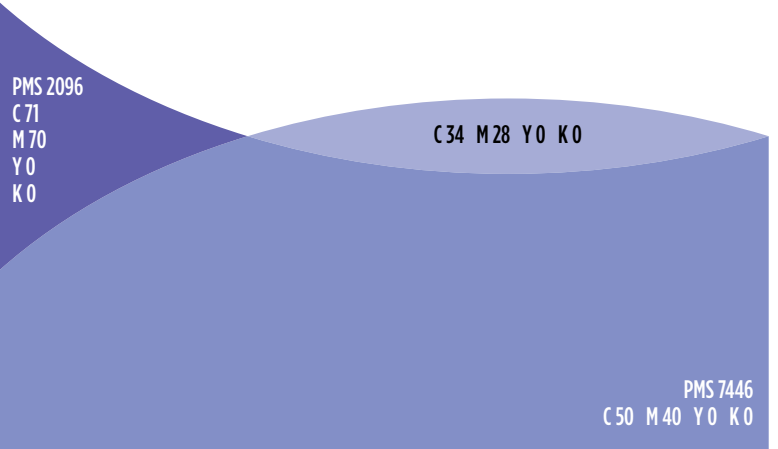
Biotin, HSN



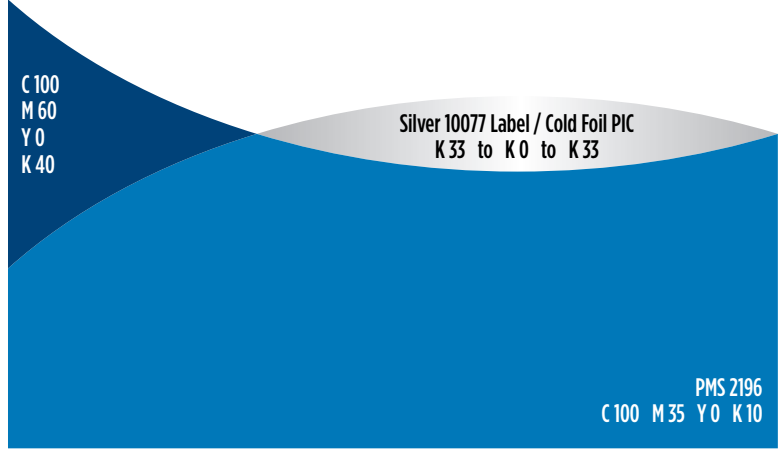
Melatonin, Sleep



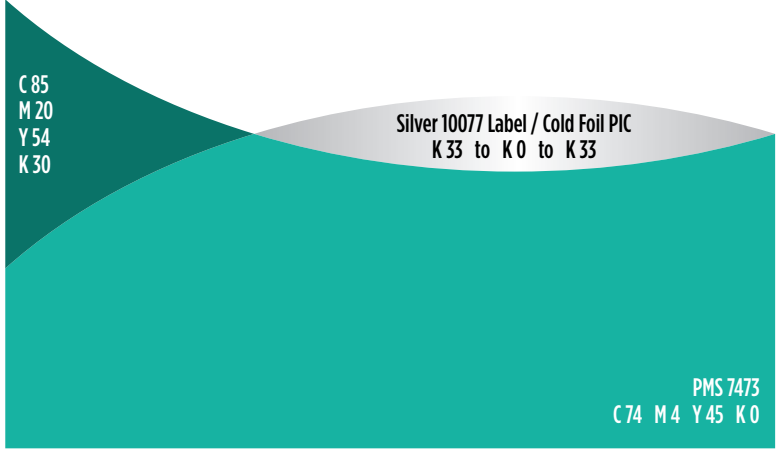
Prenatal



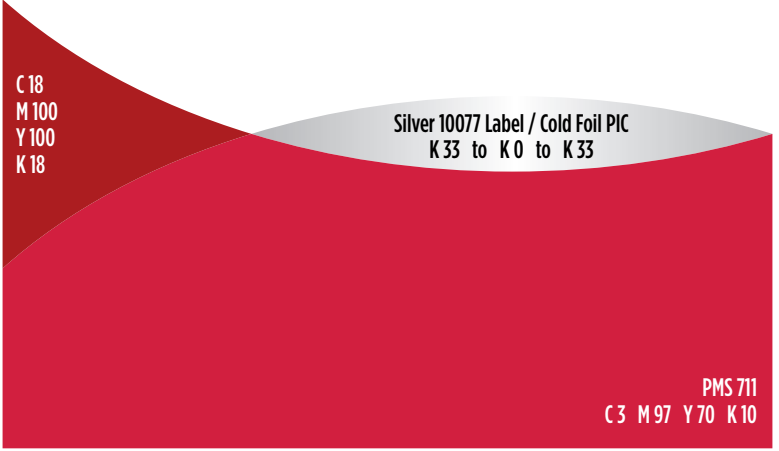
Postnatal



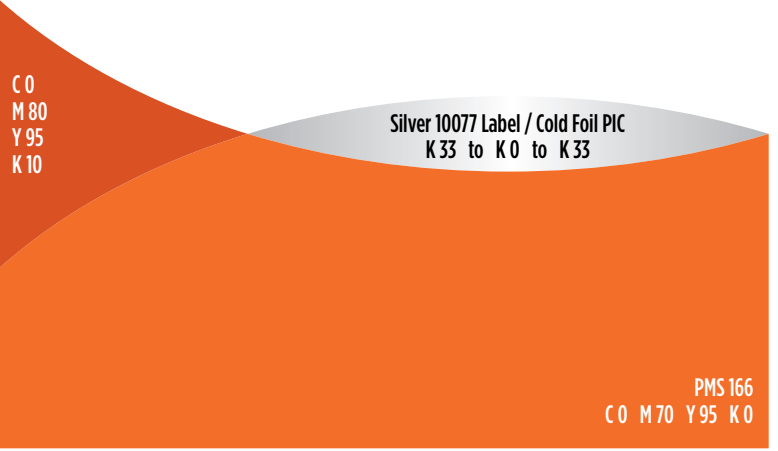
Triple Flex



Probiotics



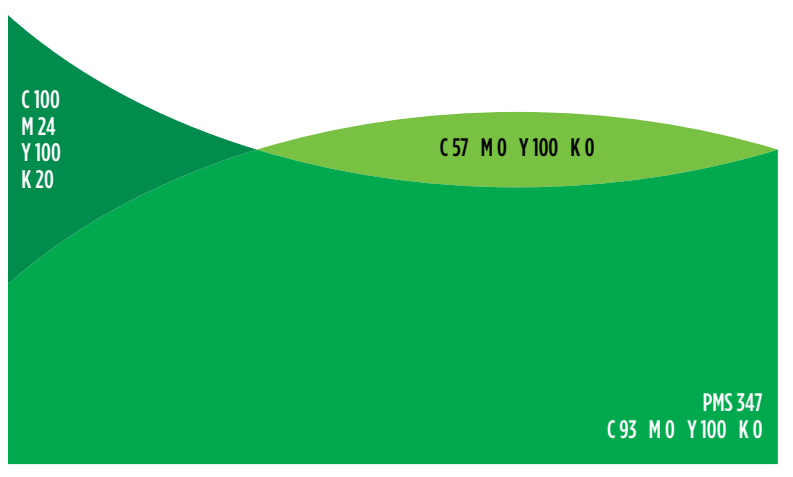
Cholestoff



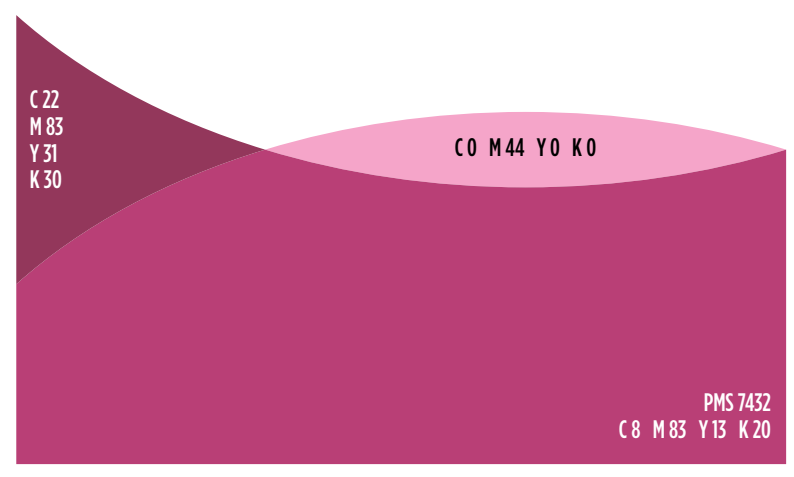
Sam-E, Packs

Color Chart

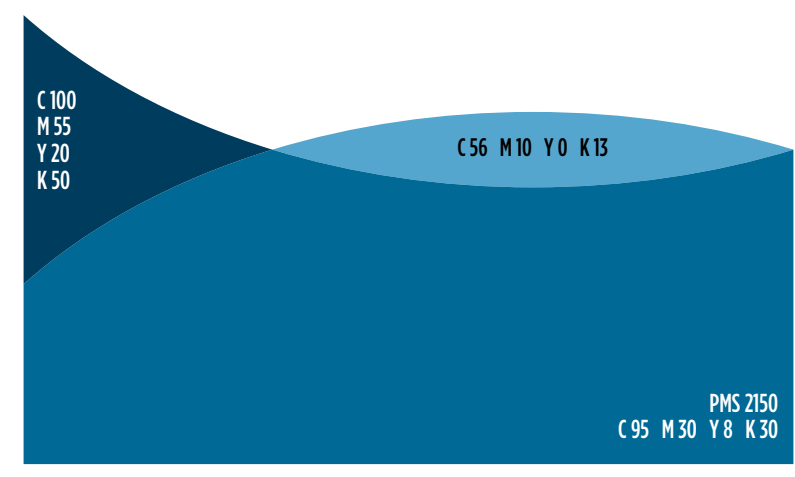
Gummies



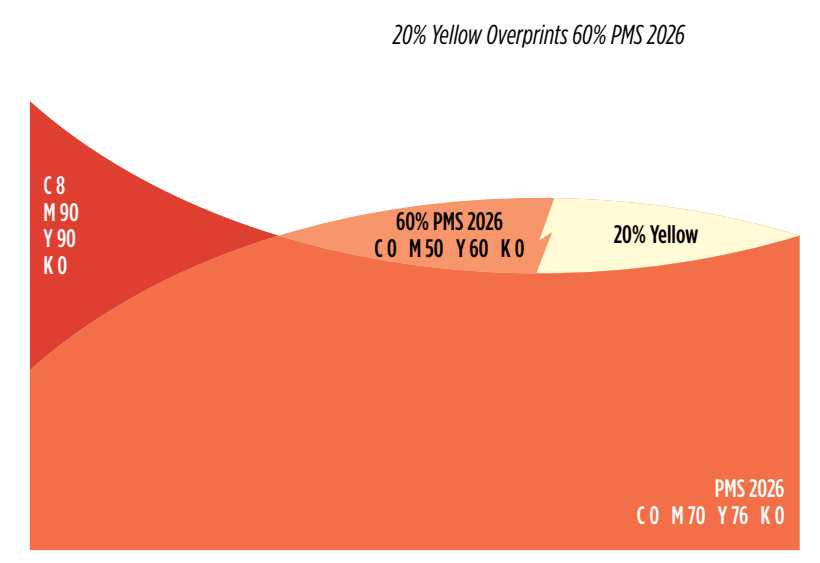
Fish Oil, Calcium, Fiber, COQ10, Multis



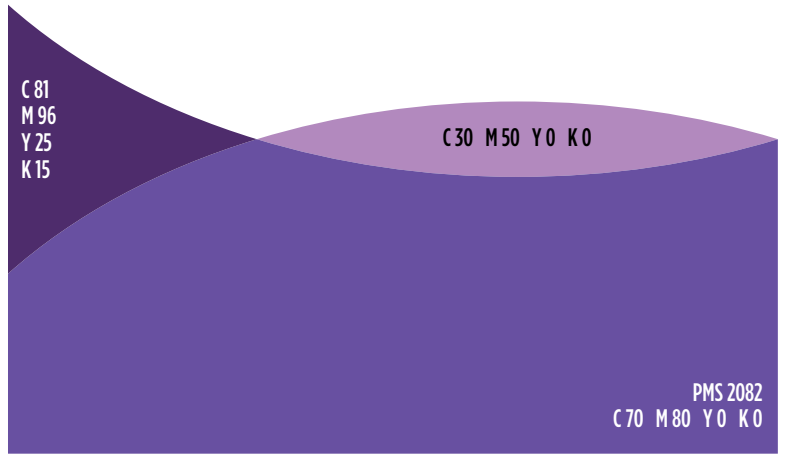
Multi for Her



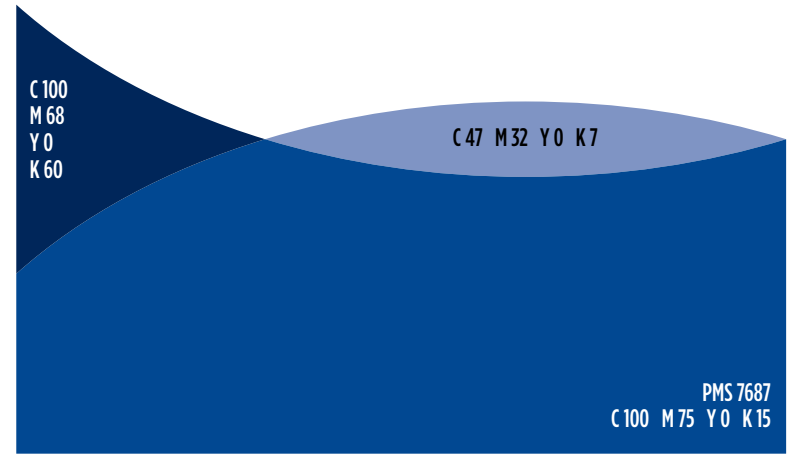
Multi for Him



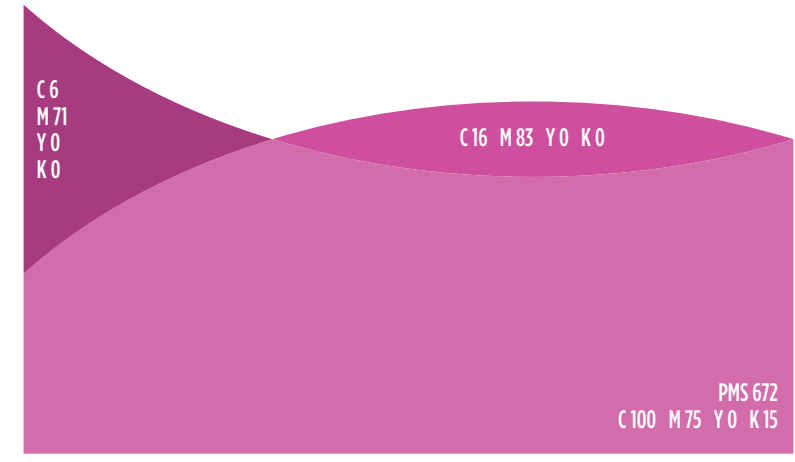
Energy B12, Vitamin C



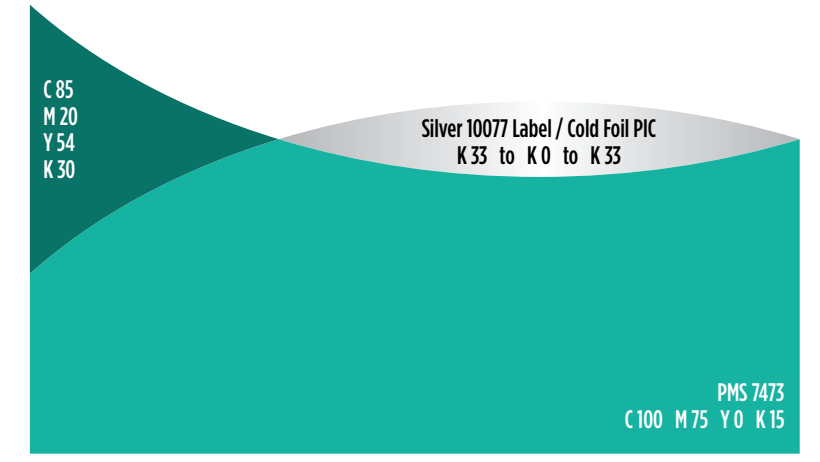
Biotin, HSN



Melatonin, Sleep



Prenatal



Probiotics

GUMMIES FLAVOR BARS



Dreamy Strawberry



Strawberry, Peach & Mango Strawberry, Lemon & Orange Mixed Berry, Cranberry & Blueberry Cherry, Orange & Starwberry Orange, Cherry & Mixed Berry Assorted Fruit Flavors



Cherry & Mixed Berry



Tangerine



Mango