

Brand Book 2021





The Brand Book gathers the constituent elements of Lifehuni's brand identity. Among these elements we establish the brand construction guidelines, the use of typographies or chromatic applications, among other aspects.

The development of Lifehuni's new image required special attention, based on the recommendations and guidelines set forth in this manual. The application of these guidelines helps to establish and transmit a unity of criteria in our communication, dissemination and public image.

The Brand Book must therefore be a tool implemented in all the brand's corporate materials. However, the guidelines contained in this document should not restrict the company's creativity, but rather be a guide that opens the creative possibilities to communicate and transmit the essence and identity of Lifehuni.

- 01.1 Positioning
- 02.1 The brand
- 02.2 Elements of the mark
- 02.3 Construction
- 02.4 Reserved area
- 02.5 Minimum size
- 02.6 Incorrect uses
- 02.7 Symbol
- 02.8 Uses of the symbol
- 02.9 Construction of the symbol
- 02.10 Reserved area of the symbol
- 02.11 Minimum size of the symbol
- 02.12 Incorrect uses of the symbol
- 03.1 Corporate colors
- 03.2 Premium color
- 03.3 Secondary colors
- 03.4 Chromatic versions on corporate background
- 03.5 Chromatic versions on a photographic background
- 03.6 Negative chromatic version
- 03.7 Incorrect chromatic uses
- 04.1 Version with claim
- 04.2 Versions on corporate background
- 04.3 Premium versions on background
- 04.4 Versions on photographic background
- 05.1 Brand typographies
- 05.2 Corporate typography
- 05.3 Text typography
- 05.4 Alternative fonts
- 05.5 Alternative corporate typography
- 05.6 Alternative text typography
- 05.7 Digital typography
- 06.1 Photographic style
- 06.2 Photo typologies
- 06.3 Welfare
- 06.4 Success
- 06.5 Beauty



Index



07.1	Introduction	10.1	Digital banner
07.2	Personal and generic card	10.2	Website
07.3	First sheet of letter	10.3	Favicon
07.4	Card	10.4	Avatar social networks
07.6	About	10.5	Signature of video
07.7	Folder	10.6	Newsletter
07.8	Email signature		
07.9	PowerPoint Templates	11. Signage	
07.10	Press release		
		12.1	Cap
08.1	Web, Shopping, Ecommerce	12.2	shaker
08.2	Business and Marketing	12.3	Button
08.3	Finance	12.4	T-shirt
08.4	Offers and promotions	12.5	Truck
08.5	Health and beauty	12.6	Carnet
08.6	Home	12.7	Power bank
08.7	Supplements	12.8	USB
		12.9	Pen
9.1	Introduction		
9.2	Basic elements of composition	13. Catalog	
9.3	Location of the logo		
9.4	Facebook profile		
9.5	Instagram profile		
9.6	Post Facebook and Instagram		
9.7	LinkedIn Profile		

0.1.1 Positioning

All human beings ask ourselves questions about life. We are spiritual creatures because we are constantly searching for meaning. And in that search for vital meanings, from time to time, we come across the essence that elevates us, enlightens us, and fills us with meaning.

That fabulous essence is called inspiration.

Inspiration that Lifehuni and its creator have been able to transmit for 20 years to millions of people transforming their lives, with the deep conviction that the steps they are taking by our side are giant steps.

That is why we will continue to be the engine of inspiration for those who are already there and for those who are still searching for balance in their lives.

So that millions of people may find in Lifehuni that heartbeat and radiance that transforms them.

For inspiration has been and will be the fuel that will continue to drive us to change the world, because our inspiration comes from the noblest of feelings...love!

Lifehuni

Inspiring lives



02. The Brand

- | | | | |
|------|----------------------|-------|------------------------------|
| 02.1 | The brand | 02.8 | Uses of the symbol |
| 02.2 | Elements of the mark | 02.9 | Construction of the symbol |
| 02.3 | Construction | 02.10 | Reserved area of the symbol |
| 02.4 | Reserved area | 02.11 | Minimum size of the symbol |
| 02.5 | Minimum size | 02.12 | Incorrect uses of the symbol |
| 02.6 | Incorrect uses | | |
| 02.7 | Symbol | | |



02.1 The Brand

In view of the company's strategic change and its decision to invest in the repositioning of the Lifehuni brand. The color and symbol of the leaves and the sun are maintained as premises and as a point of union between the existing brand and the new one, (Although this element may present some modifications). Also all the elements of the old logo such as: outline, circles and typographic change are removed. With these premises, the resulting brand is a dynamic, modern brand with great visual potential.



02.2 The Brand/**Brand Elements**



The logo, the essence of the brand, has been designed as an evolution of the previous logo, taking it to a more emphatic and clearer language, an update that transfers the character of the brand from the logo itself.

The brand is made up of the symbol (leaves and sun) and the logo, formed by the words Lifehuni.

For the reproduction of this mark, the traced version shall always be used and shall never be rewritten. The symbol may be used independently. However, the logo may never appear without the symbol.



The Symbol

4 rings representing the sun and a leaf symbolizing the natural origin of our products. Regarding the sun symbol, the last circle framing the 4 rings was eliminated in order to simplify and better synthesize the representation of the sun. We also reflected the 90-degree symbol to emphasize the brand's constant growth and evolution.

That is, to achieve a more iconic representation while still keeping the mist of the brand.

Lifehuni

The Logo

The verbal part of the brand, its name. Based on the Lato/Thin typographic family for the word Life, which is modified to make it unique.

It has a kerning of -60, and its complement with the Sary Soft Light typeface family for the word huni, which has a kerning of -60. With these technical characteristics, a strong and modern construction is achieved, while at the same time close and friendly.

02.3 The Brand/Construction

For the construction of the mark, the height of the symbol (x) is taken as a reference in order to systematize the spaces between the elements. In this way, all the elements have a coherent relationship with each other.



02.4 The Brand/Reserved Area

The mark must have a minimum void space around it so as not to be confused with any other graphic element. This area of protection or respect of the mark is defined from the height of the symbol and includes the entire perimeter of the mark, the mark plus the sum for each side of the height X (height of the symbol). Never place any graphic, photographic or typographic element outside the brand's own corporate identity in this area.



02.5 The Brand/Minimum Sizes

In order to ensure that the mark is always legible, the height of the whole must not be less than 2.2876 cm (0.90 in.).

According to this minimum size and according to the proportions previously fixed, the logo must measure at least 5.085 cm (2 in.) x 2.2876 cm (0.90 in.).

high to ensure its legibility. On the other hand, in the case of the use of the symbol only, its minimum size may be lowered down to 1.1541 cm (0.45 in.) x 1.2697 cm (0.5 in.) height.



02.6 The Brand/Misuse



The mark does not accept variants such as the examples described:

- A) Distort the logo.
- B) Try to recreate the logo in another typography.
- C) Use the verbal part of the brand independently.
- D) Modify the elements that make up the logo.
- E) Change the color, nor add effects of any kind.
- F) Rotate the logo in any way.



02.7 The Brand/**Symbol**

4 rings representing the sun and a leaf symbolizing the natural origin of our products. Regarding the sun symbol, the last circle framing the 4 rings was eliminated in order to simplify and better synthesize the representation of the sun. We also reflected the 90-degree symbol to emphasize the brand's constant growth and evolution. This is in order to achieve a more iconic representation without leaving the dynamism of the brand.



02.8 The Brand/Symbol Uses

The symbol (Sun & Leaf) may be used independently and as a graphic resource as long as the mark is present and centered with respect to the symbol:



Exceptions

The symbol may be displayed independently without the need to be presented together with the brand when, due to its size, it is not feasible to introduce the complete brand or to give the symbol a strong visual power. Some uses:

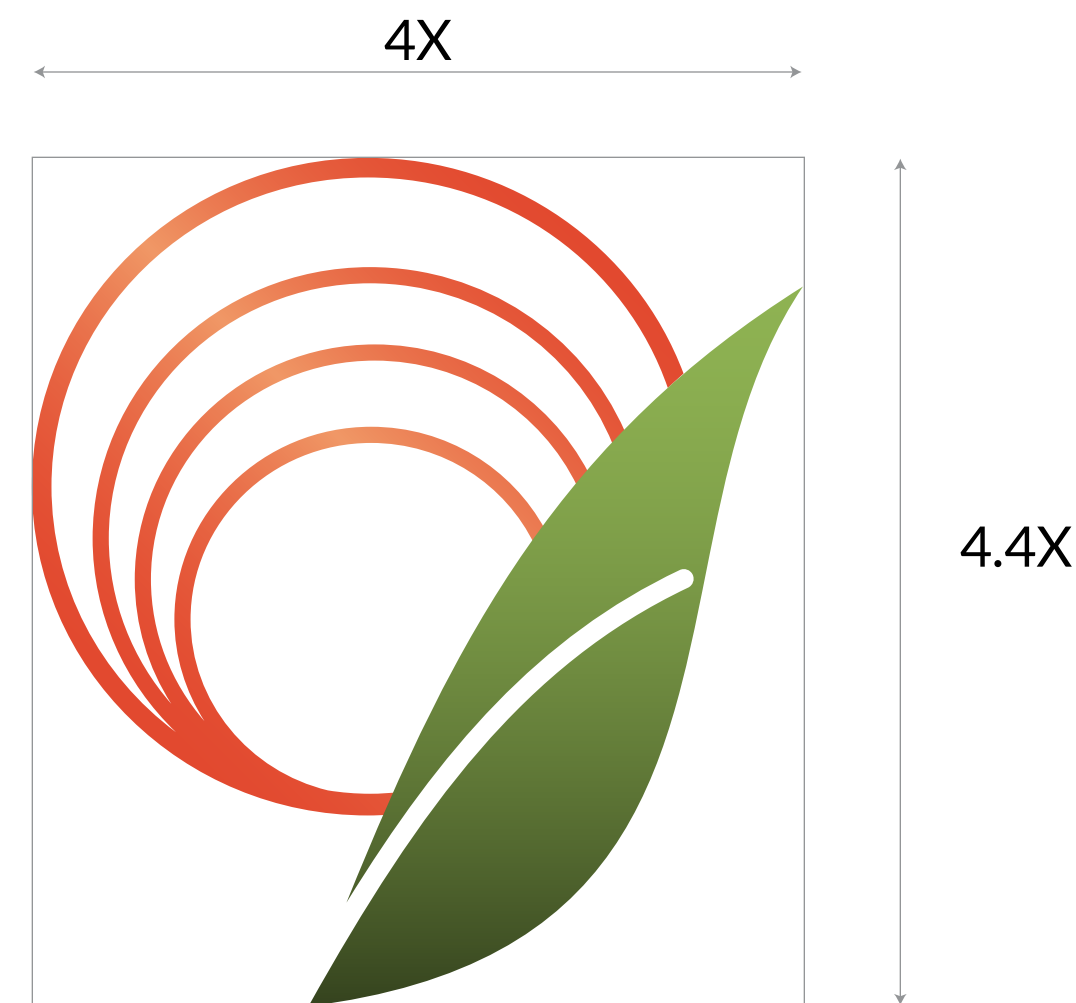
STOREFRONTS
SHOWCASES
FAVICONWEB
MERCHANDISING
APPICON
COUNTERS
SECURITYSEALSCAPSULES
RRSSPROFILES
CONTAINERCAP



02.9 The Brand/Symbol Construction

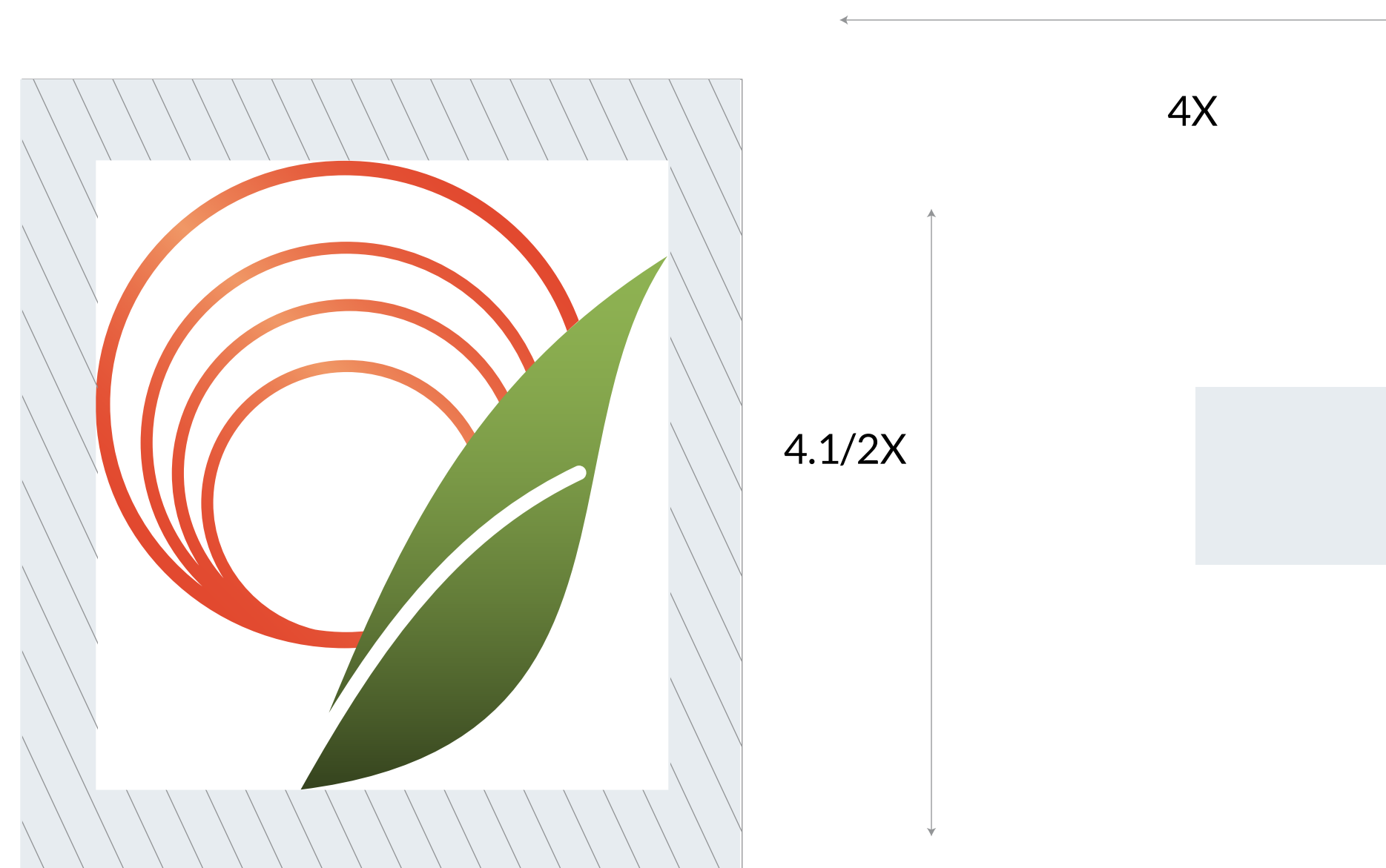


For the construction of the symbol, we take as reference the height of the last circle formed by the sun (X_{al}) and the width between the starting point and the end point of curvature (X_{an}) of the sheet in order to systematize the spaces between the elements.



02.10 The Brand/Symbol Reserve Area

For the construction of the symbol, we take as reference the height of the last circle formed by the sun (X al) and the width between the starting point and the end point of curvature (X an) of the sheet in order to systematize the spaces between the elements.



02.11 The Brand/Minimum Symbol Size _____

In order to ensure that the symbol is always legible, in no case shall the height be less than 9 mm (0.35 in.). In accordance with this minimum measurement and according to the proportions previously fixed, the symbol should be at least 9 mm (0.35 in.) high to ensure legibility.



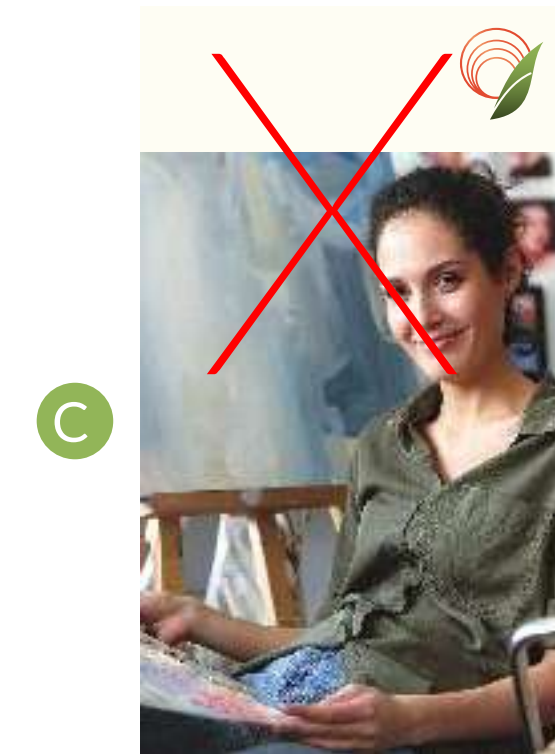
 9 mm

 (Only for favicon height 16 px)

02.12 The Brand/Symbol Misuse

The mark does not accept variants such as the examples described:

- A) Distort the logo.
- B) Change the corporate color.
- C) Use only the symbol without the logo on parts and miscellaneous communication materials.
- D) Remove elements from the symbol.
- E) Present the symbol turned counterclockwise.
- F) Incline the symbol.



02.13 The Brand



03. Color



- 03.1 Corporate colors
- 03.2 Premium color
- 03.3 Secondary colors
- 03.4 Chromatic versions on corporate background
- 03.5 Chromatic versions on a photographic background
- 03.6 Negative chromatic version
- 03.7 Incorrect chromatic uses



03.1. Color/ Corporate colors

COLOR VALUES:

Please note that the RGB and Hex/HTML values will differ between the PANTONE Color Finder and the PANTONE Color Bridge Guides due to different standards for print and digital use. In the PANTONE Color Bridge Guides, we use the M1 illumination standard to be aligned with industry standards for the printing process. For the PANTONE Color Finder, we use the M2 lighting standard to be aligned with commonly used design software, such as Adobe Photoshop.



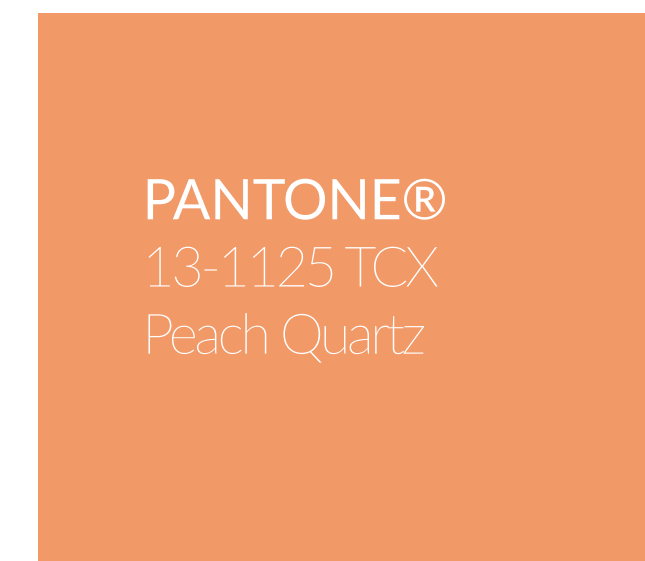
RGB/ R: 146 G: 181 B: 88
HEX/HTML #92B558
CMYK 51 11 79 0



RGB/ R: 226 G: 73 B: 47
HEX/HTML #E2492F
CMYK 4 82 84 0



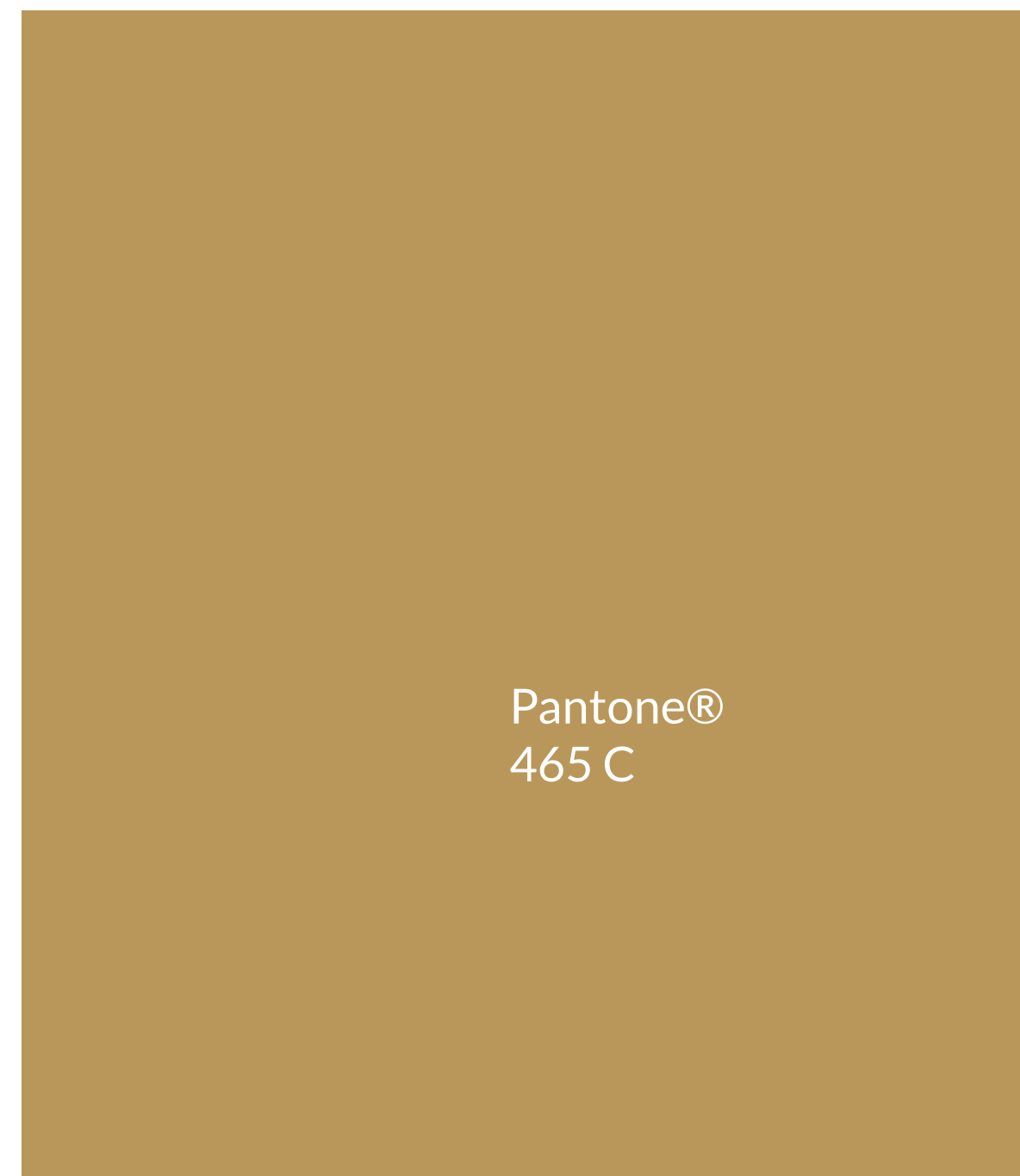
RGB/R: 53 G: 67 B: 30
HEX/HTML 35431E
CMYK 74 49 94 56



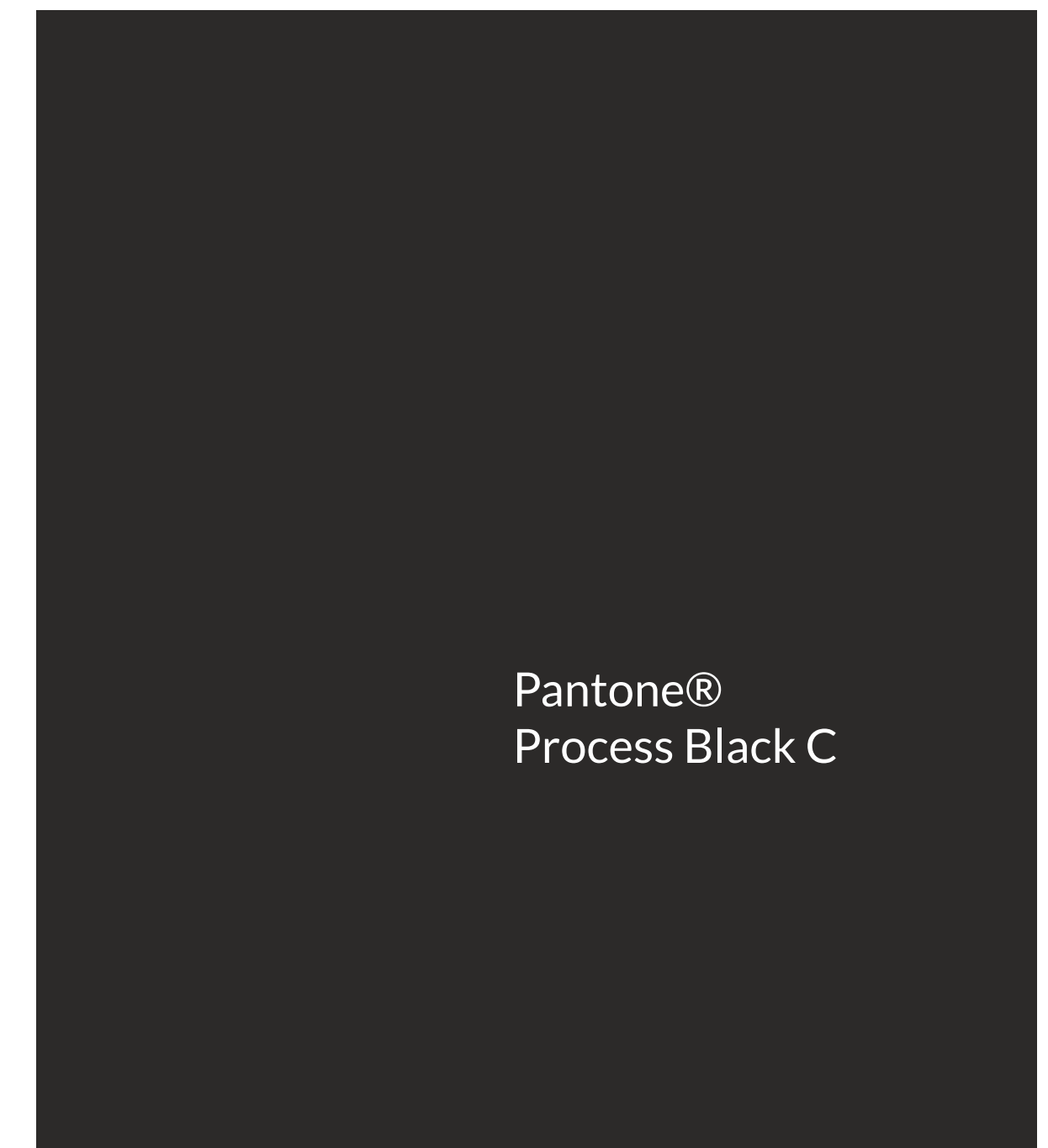
RGB/R: 242 G: 153 B: 104
HEX/HTML #F09866
CMYK 1 49 62 0

03.2. Color/ Premium colors

The brand's premium color palette consists of two colors (Pantone Black and Pantone 465), in addition to white. In between, Black will be the predominant color and Pantone 465 will be used for details. They can be used as plain backgrounds in communication media, typography highlights, etc.



RGB 44/42/41
HEX/HTML #2C2A29
CMYK 100/0/0/0

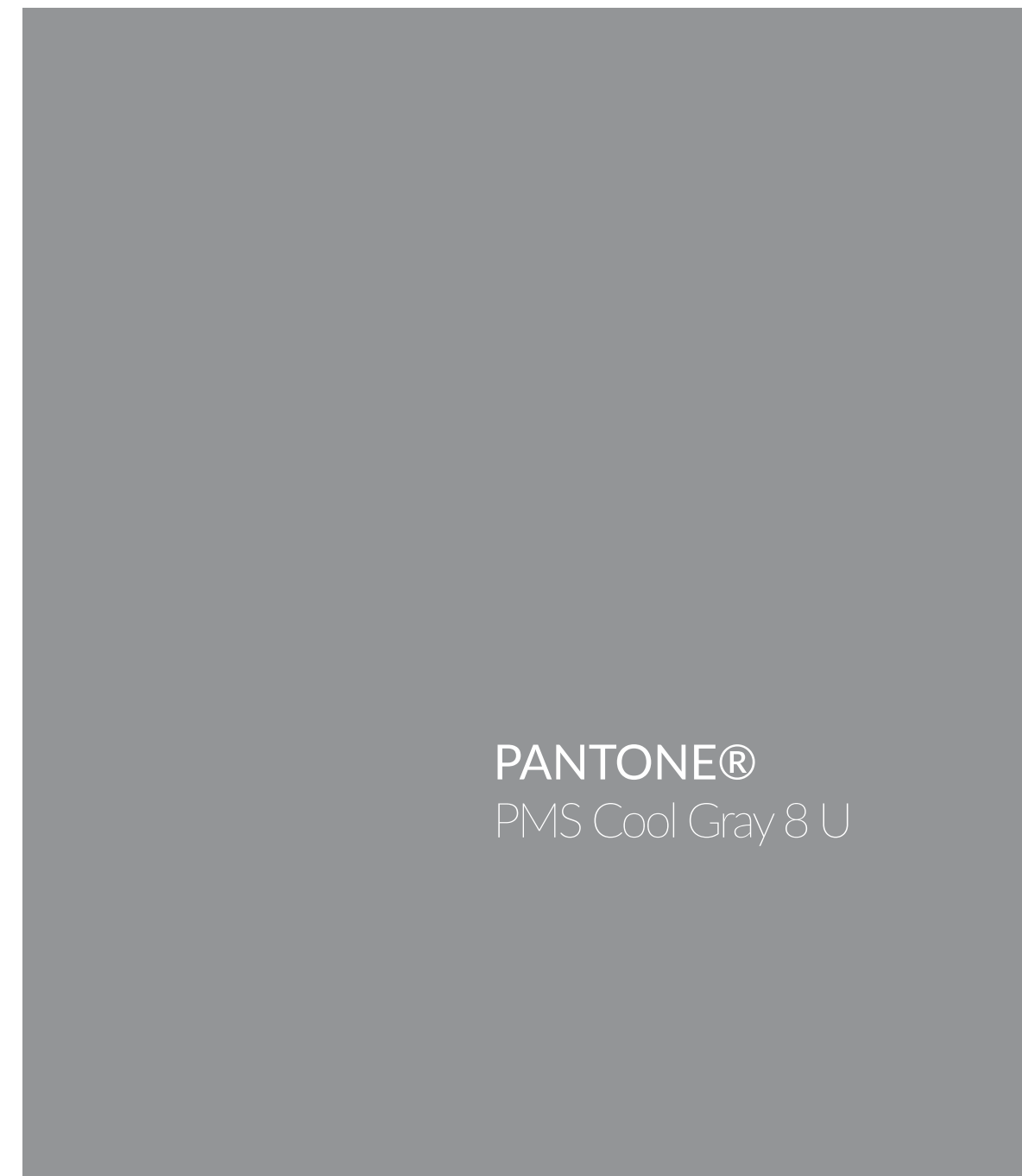


RGB 185 151 91
HEX/HTML B9975B
CMYK 13 31 63 12

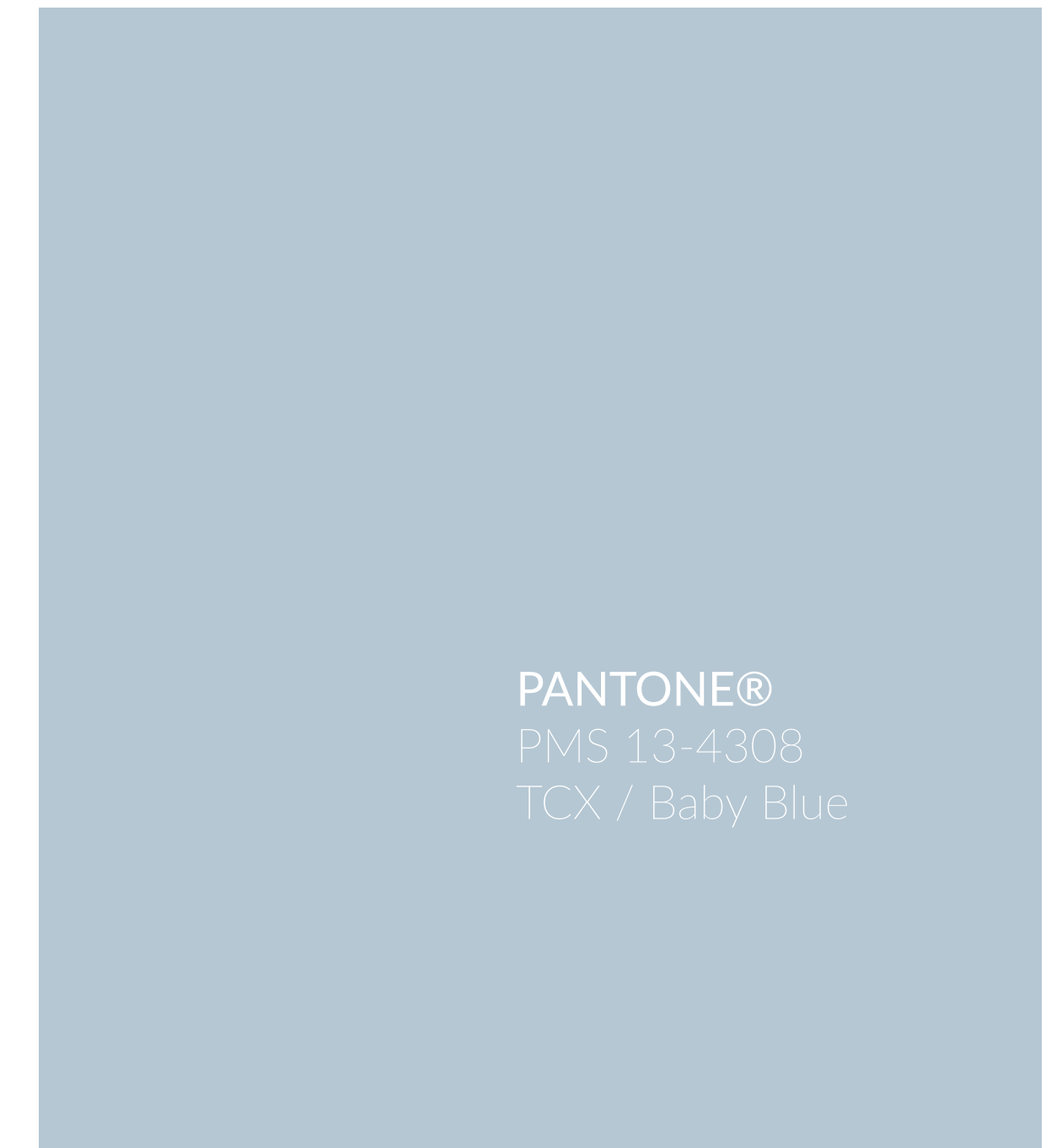
03.3. Color/ **Secondary colors**

The secondary color palette of the brand is composed of two colors (Pantone PMS Cool Gray 8 U and Pantone PMS 13-4308 TCX Baby Blue). The secondary color palette has been developed to support the corporate colors. It should not be used in a way that could replace the corporate colors, but to highlight content in the different areas of visual identity.

They may be used for the representation of the logo [symbol in one ink and duotones, also as plain backgrounds in communication media or for the design of graphics, tables or highlights.



Dark grayish blue.
RGB/ R: 147 G: 149 B: 51
HEX/HTML 939597
CMYK 44 / 33 / 33 / 12



Grayish blue.
RGB/ R:181 G: 199 B: 211
HEX/HTML B5C7D3
CMYK 34 / 15 / 14 / 0

03.4. Color/ Color versions on background

At a chromatic level, the brand must maintain the properties and values if applied over any of the corporate colors.



03.5. Color/ Color versions on a photographic background

In the case of placing the brand on any type of photographic background, it must also maintain the properties and values of the Lifehuni brand, adapting chromatically to offer the best contrast.



Corporate version on dark background



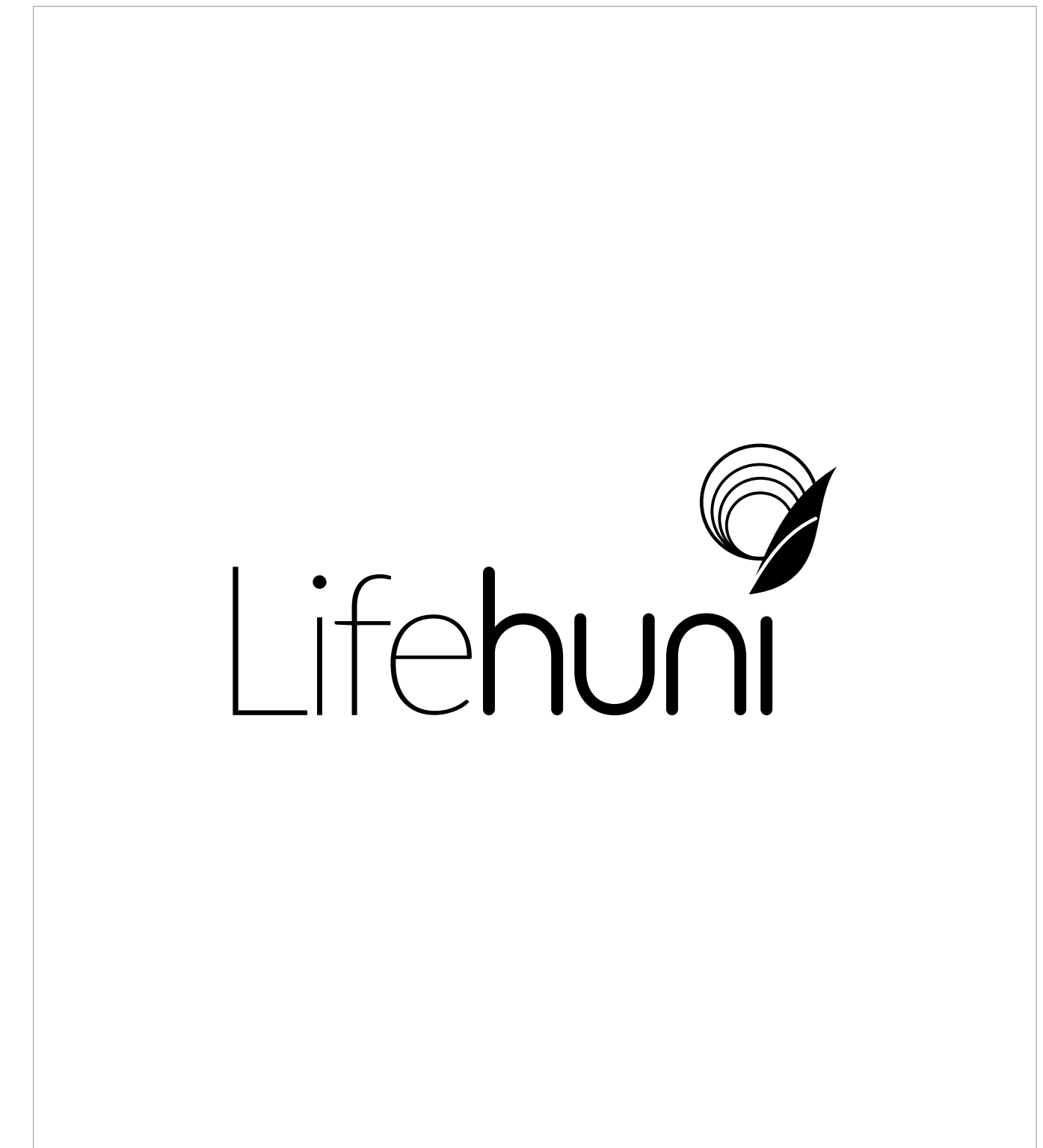
Corporate version on dark background



Corporate version on a light background

03.6. Color/ **Color negative version**

Generally, the mark will appear in positive whenever the background is more than 50% gray.
We will use the logo in negative as long as the background has a luminosity of less than 50% gray.



03.7. Color/ Incorrect chromatic uses

- A) Apply the logo in their corporate colors on a dark photography background.
- B) Apply the logo in its white version on a light photography background.



A



B

4. Transforming lives

- 04.1 Version with claim
- 04.2 Versions on corporate background
- 04.3 Premium versions on background
- 04.4 Versions on photography background



04.1. Transforming lives/ **Version with claim**

The Lifehuni brand, in its version with claim, will appear when we seek to emphasize the brand's values. See recommends its use in corporate and advertising materials that show the experience of working with and purchasing our products.





Lifehuni
Inspiring Lives

04.3. Transforming lives/ Corporate Background Version

The brand with logo and claim is the most representative element of Lifehuni. and will be used whenever be the protagonist of the communication. The Lifehuni brand can be used in the different declinations presented here.



04.4. Transforming lives/ Corporate Background Version

The mark may appear in positive or negative as long as the background is more or less than 50% gray, respectively.



04.5. Transforming lives/ **Version on Photographic Background**

The Lifehuni version with the claim on a photography background is reserved mainly for applications in videos and its main implementation will be in white on the background.



05. Brand Typograms

- 05.1 Brand name gearboxes
- 05.2 Corporate Typogram
- 05.3 Text font
- 05.4 Alternative types of gears
- 05.5 Alternative corporate typogram
- 05.6 Alternative text font
- 05.7 Digital Typogram



05.1. Brand Typograms

To introduce and mention Lifehuni brand, there are two categories of typograms:

- 1) corporate typogram;
- 2) text typogram.

Brand fonts

Lato Light

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Sary Soft Light

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Texts fonts

Lato Regular

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05.2. Brand Typograms/ **Corporate Typography**

Lato Light

The semi-rounded lettering details give Lato a sense of warmth, while the strong structure provides stability and seriousness. "Man and woman, serious but friendly. Used in the word Life that forms our logo.

ABCDEFGHIJKLMN
ÑOPQRSTUVWXYZ
abcdefghijklmn
ñopqrstuvwxyz
1234567890

Sary Soft Light

Sary Soft Light is the perfect font for all your fun designs. Sary Soft Light was designed by Zainelabdeen Mustafa.

The Sary Soft Light font is also perfect for branding projects, homeware designs, product packaging, or simply as an elegant text overlay on any background image.

Used in the word huni that makes up our logo.

ABCDEFGHIJKLMN
ÑOPQRSTUVWXYZ
abcdefghijklmn
ñopqrstuvwxyz
1234567890

05.3. Brand Typograms/ Text Typography

Lato Family

The semi-rounded details of the lettering give Lato a sense of warmth, while the strong structure provides stability and seriousness. "Man and woman, serious but friendly."

ABCDEFGHIJKLMN
ÑOPQRSTUVWXYZ
abcdefghijklmn
ñopqrstuvwxyz
1234567890

ABCDEFGHIJKLMN
ÑOPQRSTUVWXYZ
abcdefghijklmn
ñopqrstuvwxyz
1234567890

**ABCDEFGHIJKLMN
ÑOPQRSTUVWXYZ
abcdefghijklmn
ñopqrstuvwxyz
1234567890**

*ABCDEFGHIJKLMN
ÑOPQRSTUVWXYZ
abcdefghijklmn
ñopqrstuvwxyz
1234567890*

**ABCDEFGHIJKLMN
ÑOPQRSTUVWXYZ
abcdefghijklmn
ñopqrstuvwxyz
1234567890**

05.4. Brand Typograms/ Alternative Typographies

Lato Family

For administrative items such as documents, letters, etc., in the if the branded gear types are not available, the following similar system gear types will be used: Lato Italic and lato regular.

Lato Regular

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Lato Italic

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05.5. Brand Typograms/ **Alternative Corporate Typography**

Lato Family

The corporate typogram is a default corporate alternative for computers.

that will help to make it easy to use. It consists of two weights with two versions:

Thin for the word Life, Regular for the word **huni**.

Lifehuni

Lato Regular

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Lato Thin

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05.6. Brand Typograms/ Alternative text typography

Roboto

The alternative text font es Roboto is a font family of the type Sans-serif.

Sans Serif is the type of sans serif fonts without ornaments, small endings or finials, they are recommended for use on screens, to avoid overloading or eyestrain and facilitate reading.

It consists of two weights with its versions: light and regular.

Roboto Light

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Roboto Regular

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05.7. Brand Typograms/ Digital Typography

Lato

The brand's typogram for the digital version is the Lato. It consists of four weights with their italic versions: Bold, Regular, Light and Hairline

Aa

Lato bold
ABCDEFGHIJKLMN
ÑOPQRSTUVWXYZ
abcdefghijklmn
ñopqrstuvwxyz
1234567890

Aa

Lato light
ABCDEFGHIJKLMN
ÑOPQRSTUVWXYZ
abcdefghijklmn
ñopqrstuvwxyz
1234567890

Aa

Lato regular
ABCDEFGHIJKLMN
ÑOPQRSTUVWXYZ
abcdefghijklmn
ñopqrstuvwxyz
1234567890

Aa

Lato hairline
ABCDEFGHIJKLMN
ÑOPQRSTUVWXYZ
abcdefghijklmn
ñopqrstuvwxyz
1234567890

06. Photography

- 06.1 Photography style
- 06.2 Typologies of photography
- 06.3 Welfare
- 06.4 Success
- 06.5 Beauty



06.1. Photography / **Photo**

Photograms are one of the main attractions of Lifehuni's corporate materials. The images that accompany any brand support must act as a visual call to action and convey the brand's message. lifestyle, excellence and the naturalness of our products associated with our brand.

06.2. Photography / Types of photography

Lifehuni's brand communication and advertising materials include images of classified in three typologies, referring to:

- 1) Wellness.
- 2) Success.
- 3) Beauty.

Each of these types of images will be used depending on the type of communication and the message.



01 Wellness



02 Success



03 Beauty

06.3. Photography / Wellness

Under the category of well-being, we find images depicting scenes that demonstrate the results of a fulfilling life. They should be natural images, without posing, in which the people are in a natural state. appear relaxed enjoying an experience or activity in any context. It is recommended that these images allow to visualize environment (nature, health and happiness).



06.4. Photography / Success

The images of the success typology should show the daily and usual scenarios where the achievement of goals and accomplishments are evidenced. These can be panoramic or detail images, showing what it means to be successful with Lifehuni etc.



06.5. Photography / Beauty

Beauty photographs can be presented in different variants:

- 1) representation of the problem solution.
- 2) representation of natural ingredients.
- 3) Application of the products
- 4) Results of using our products. In either case, the images should be identical and visually appealing. The photographs, which may or may not incorporate people, must be a reflection of the benefits of the products Lifehuni.



07. Corporate Applications

- 07.1 Introduction
- 07.2 Personal and generic card
- 07.3 First sheet of letter
- 07.4 Card
- 07.6 About
- 07.7 Folder
- 07.8 Email signature
- 07.9 Powerpoint Templates
- 07.10 Press release

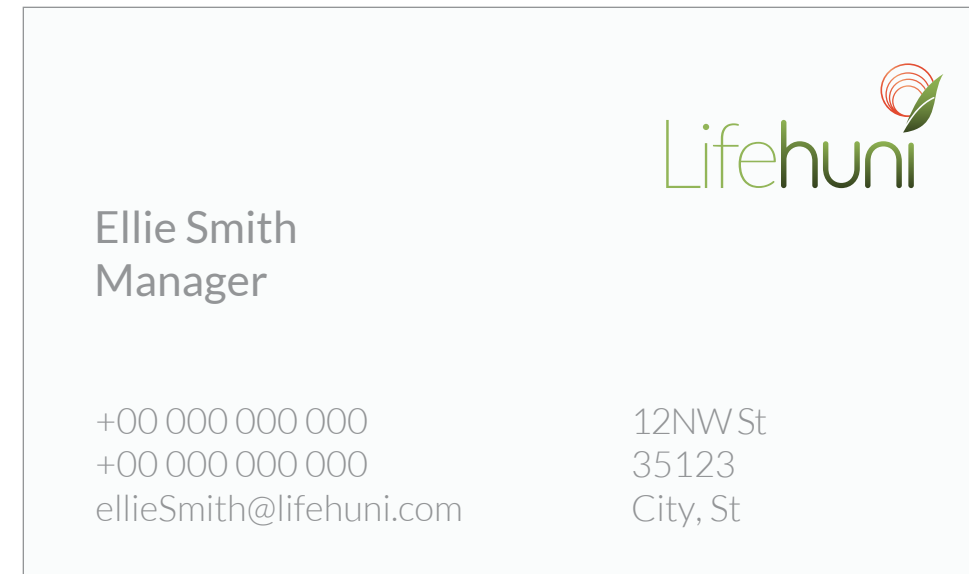
07.1. Corporate Applications/ **Introduction**

Application of the brand iconography extends beyond internal use to advertising and external communication materials. Its corporate application extends from press releases to e-mail newsletters, to Life Huni's customer support. During the following pages, we explain the development of these corporate applications.



07.2. Corporate Applications/ Personal and generic cards

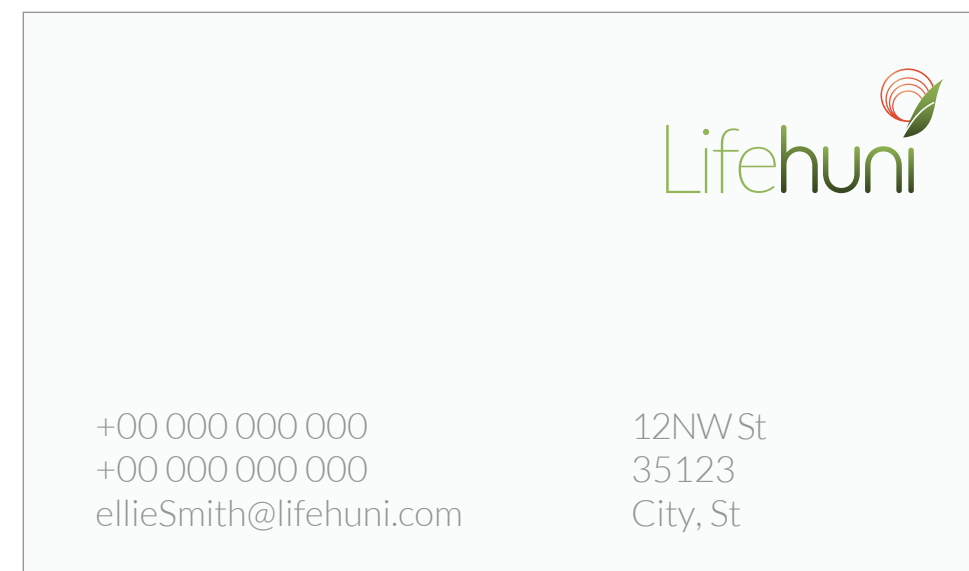
Size: 85 x 50 mm
Inks:
Pantone PMS Cool Gray 8U
Typography:
Lato Regular 11 pt
Typography:
Lato Light 9 pt



Personal card front



Personal card back



Generic card front

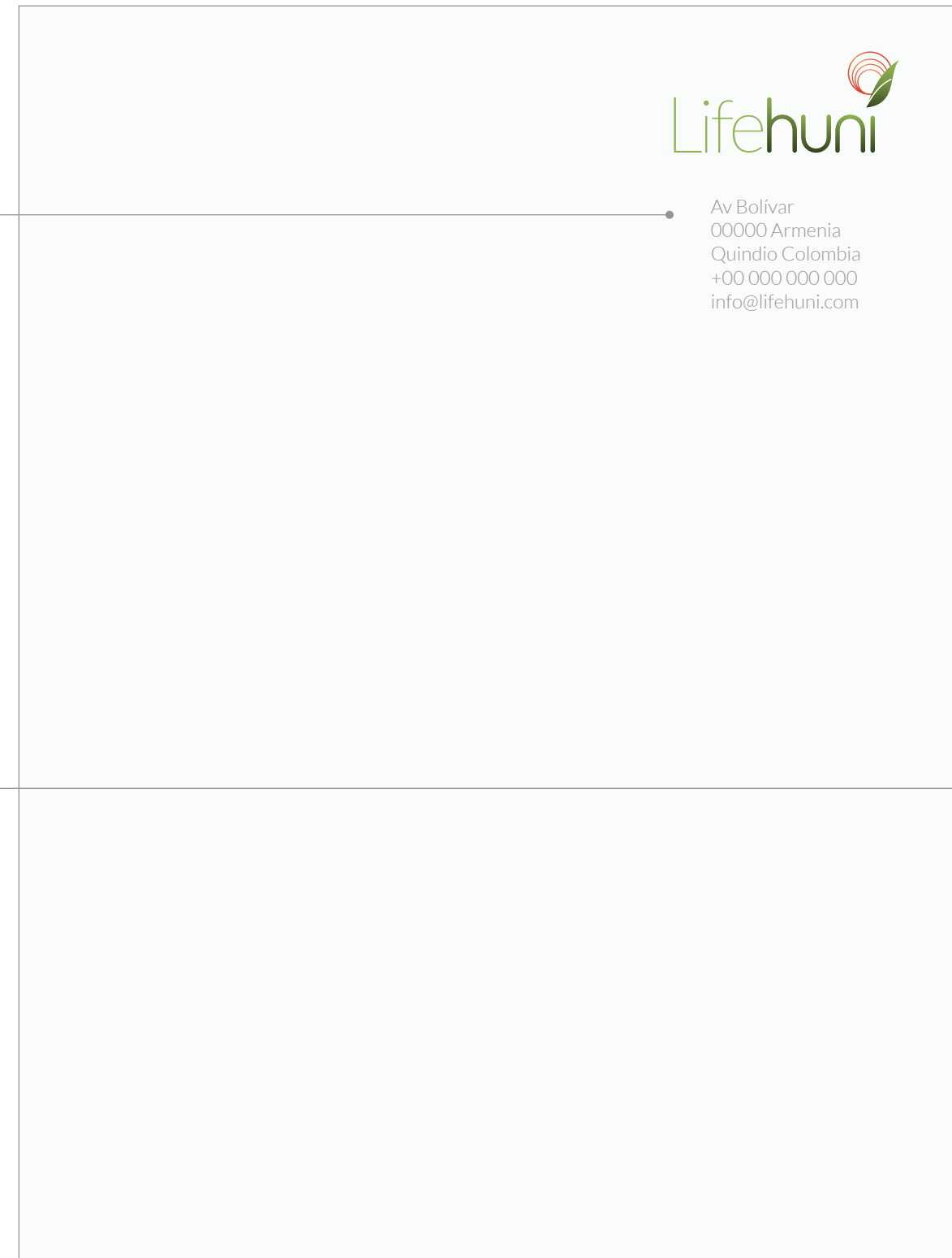


Generic card back

07.3. Corporate Applications/ Letterhead

Size: 21 x 28 mm
Inks:
Typography:
Lato Light 9 pt

Typography:
Lato Light 11 -14 pt



Letterhead sheet

07.4. Corporate Applications/ **Card**

Size: 21 x 15 mm

Inks:

Typography:

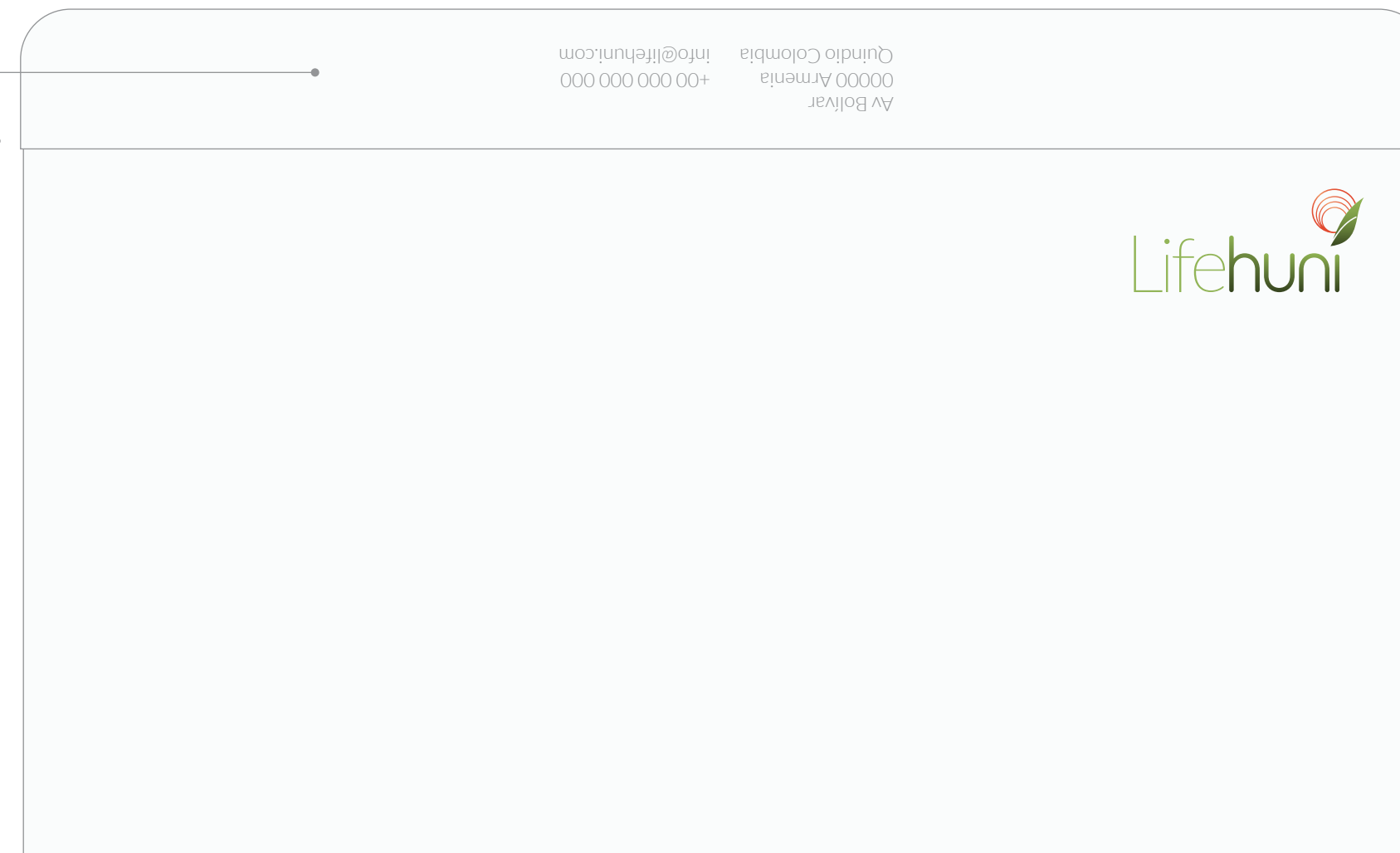
Lato Light 9 pt



Card

07.5. Corporate Applications/ **Envelop**

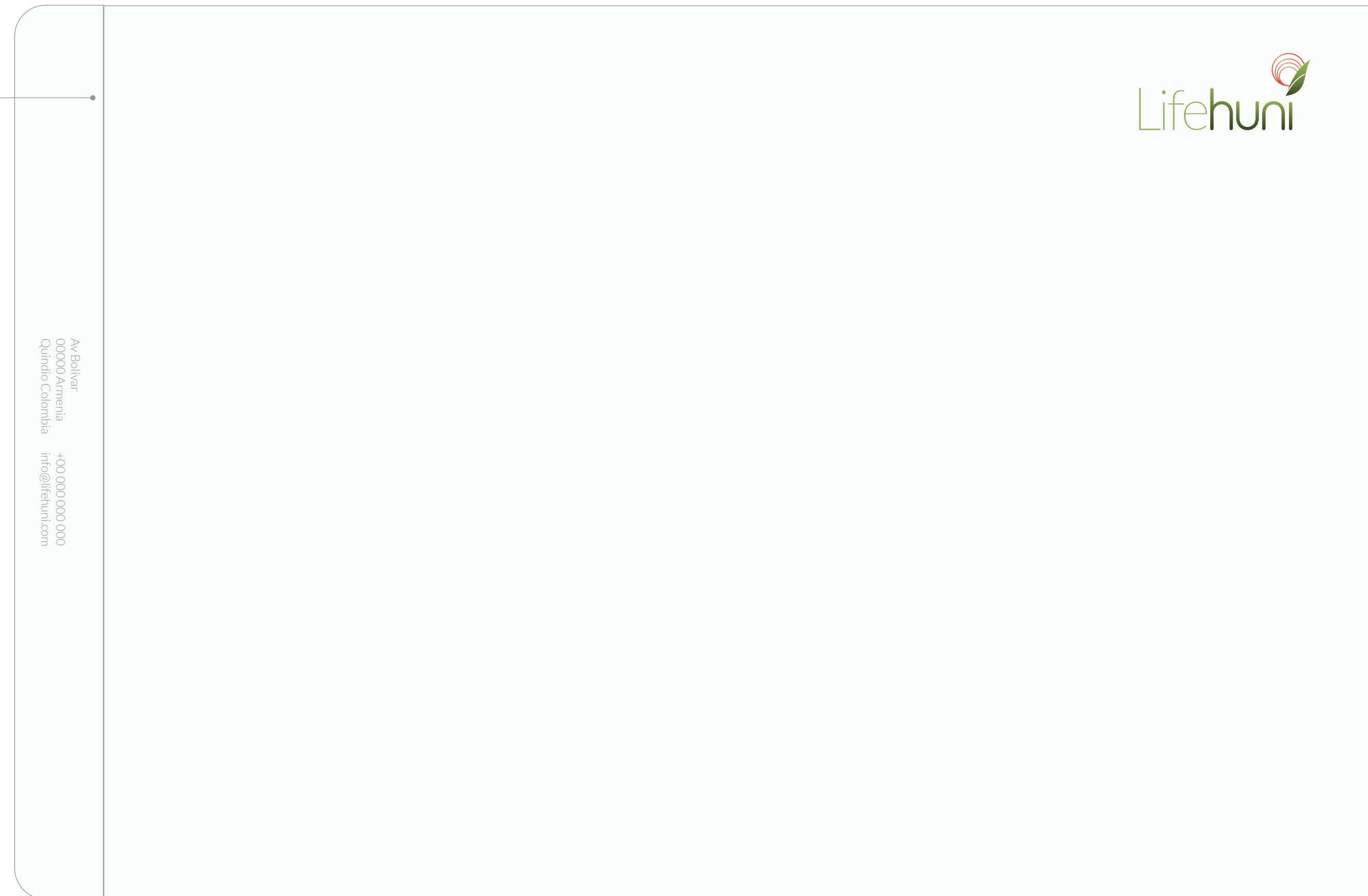
Typography: Lato Light 9 pt
Size: 224 x 114 mm



Envelop

07.6. Corporate Applications/ **Envelop A4**

Size: 2 Size: 324 x 229 mm
Typography: Lato Light 9 pt



Envelop A4


07.7. Corporate Applications/ Press releases

he press releases shall include the following elements of the corporate identity of the brand:

- Lifehuni logo in upper right margin.
- Type of document: Note of Press.
- Pre-title.
- Headline of the press release.
- Closing information: networks social media, press office.
- Direction in the foot.

Press releases consist of the title and body of the press release.

The lower part presents a paragraph summarizing Lifehuni's main inputs.



Press release Calibri Bold 10 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Calibri Light Italic 10 pt




Ficimint entoreperit hillaut quibust, que volupis nobisquesed diam nonummy nibh euismod tincidunt ut laoreet Calibri Bold 14 pt

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
- Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea com.

About Lifehuni Fondo en blanco

We are a network marketing company that promotes a healthy lifestyle through our products, generating nutritional solutions and the development of business opportunities through our financial plan, always seeking

 lifehuni
  lifehuni
  lifehuni

Lifehuni press committe: Loor
 Name of person in charge 1: email@loor.com
 Name of person in charge 2: email@loor.com
 Tel: 00 000 00 00 Calibri Light 10 pt

Avenida Bolívar | Número | Piso | Armenia-Quindío Colombia | Tel +00 000 000 000 | Lifehuni.com Calibri Light 8 pt

8. Iconography

- 08.1 Web, Shopping, Ecommerce
- 08.2 Business and Marketing
- 08.3 Finance
- 08.4 Offers and promotions
- 08.5 Health and beauty
- 08.6 Home
- 08.7 Supplements



8.1. Iconography/Web, Shopping, Ecommerce

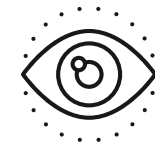
The icons guide the user in his visit to the brand's website. They are explanatory icons to guide the user during the digital navigation.



8.2. Iconography/ Business and Marketing



BUSINESS & MARKETING



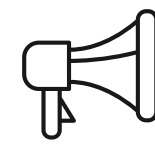
VISION



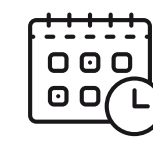
LEADERSHIP



STRATEGY



PROMOTION



SCHEDULE



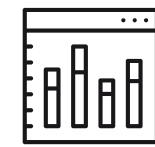
BALANCE



PLANNING



MONEY GROWTH



ANALYTICS



TECHNICAL SUPPORT



PARTNERSHIP



TEAMWORK



KEY IDEA



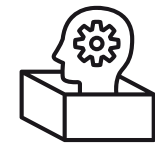
ACCOUNTING



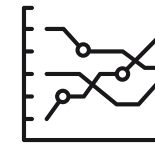
INVOICE



CHALLENGE



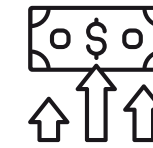
THINKING OUTSIDE THE BOX



MARKET PREDICTION



MOBILE BUSINESS



COMPETITION



BREAK TIME



MARKET RESEARCH



GLOBAL COMMUNICATION

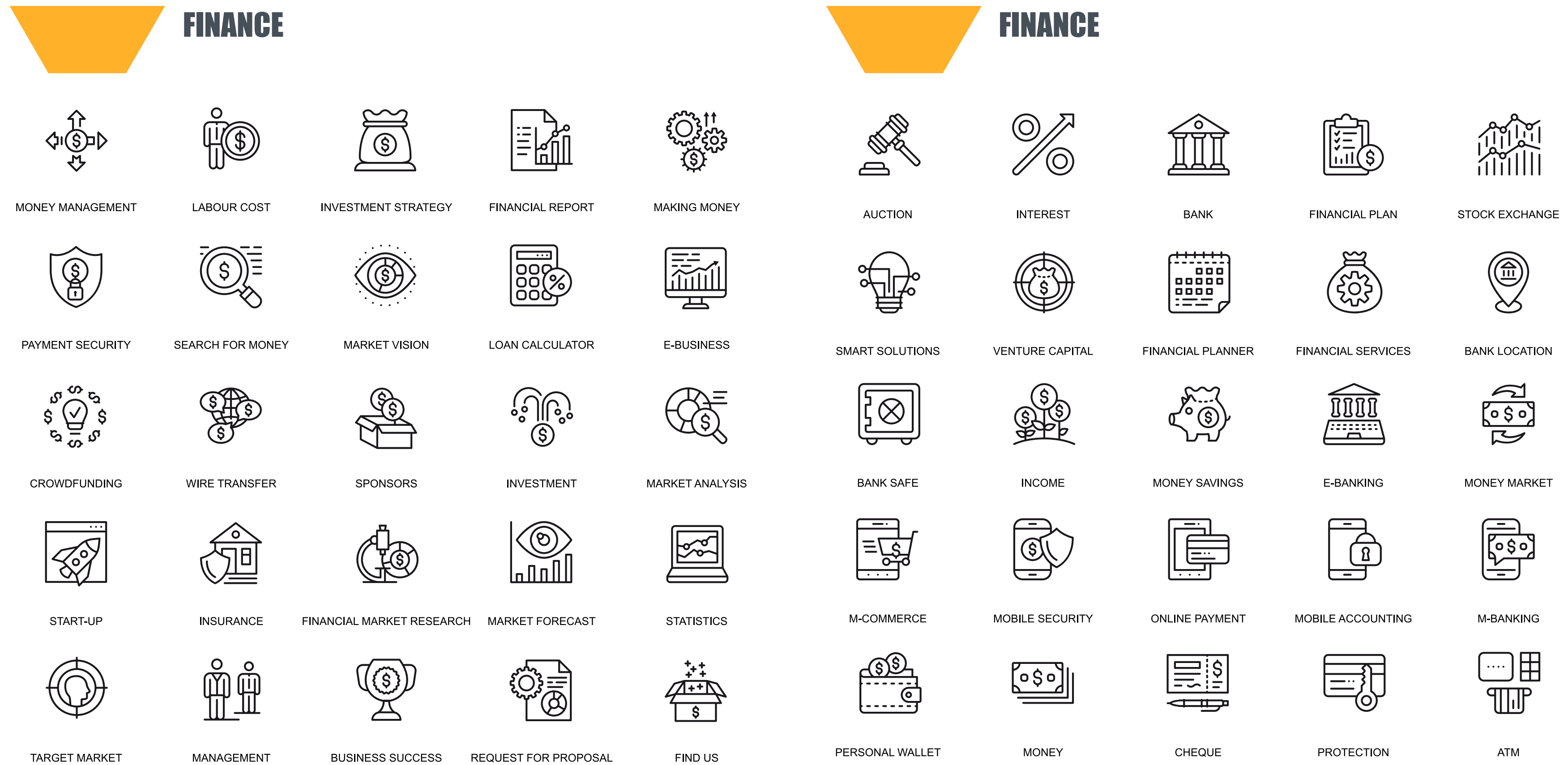


POSSIBILITY



FIND US

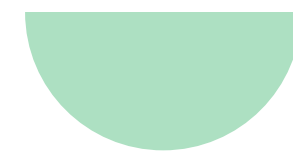
8.3. Iconography/Finances



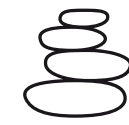
8.4. Iconography/Offers and Promotions



8.5. Iconography/Health and Beauty



BEAUTY



STONE



BAMBOO



CANDLE



MASSAGE OIL



MORTAR & PESTLE



WATER DROP



BEAUTY CARE



LOTUS



HERBAL PILLS



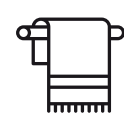
LIPSTICK



AROMA THERAPY



TEA



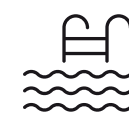
BATH TOWEL



SHOWER BATH



BUCKET & LADLE



SWIMMING



FOOTS



SPA TOWEL



BATHROOM SCALE



SLIM GIRL



STOPWATCH



SOLARIUM



LOTION



HAIR SALON



HAIRDRYER



FITNESS



DIET



PULSE



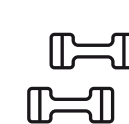
WEIGHT SCALES



EXERCISE BIKE



POOL



DUMBBELLS



KETTLEBELL



BARBELL



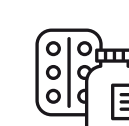
CALENDAR



STOPWATCH



WATER



PILLS



TREADMILL



BOWLING



BASKETBALL



WHISTLE



DARTS



WALKMAN



BACKPACK



FOREST



MOUNTAIN BIKE



MOUNTAINS



SUCCESS



AWARD

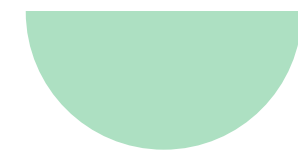


WINNER

8.6. Iconography/Home



8.7. Iconography/Supplements



SUPPLEMENTS



8.8. Iconography/Pets



09. Communication

- 9.1 Introduction
- 9.2 Basic elements of composition
- 9.3 Location of the logo
- 9.4 Facebook profile
- 9.5 Instagram profile
- 9.6 Post Facebook and Instagram
- 9.7 LinkedIn Profile



09.1. Communication/Introduction

Guidelines and indications are established to incorporate the brand identity in all Lifehuni's corporate, communication and advertising materials. From the placement of information in the manual, to the use of graphic elements and resources, we like all our branding materials to convey and inspire lives.



09.2. Communication/ Introduction

Photography

Photographs are a key point in Lifehuni's communication may occupy the entire page, with one, two or three sides in full bleed, or without full bleed.

Base color

To be used as base color WHITE

Highlights

Lato bold

Body text

In the different varieties of the Lato typeface, especially Lato Light and Lato Thin.



US LETTER MAGAZINE MOCKUP

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

09.2. Communication/ Basic Elements of Composition

Photography

Example of a photo with two sides in blood.

Color base

To be used as base color reference
C0 M2 Y8 K0.

Page design

The composition of each double page spread should create white space and be loose and fresh.

Highlights

Lato bold

Body text

In the different varieties of the Lato typeface, especially Lato Light and Lato Thin.



US LETTER MAGAZINE MOCKUP

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum

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09.3. Communication/Logo placement

Communication materials of Lifehuni will appear with an upper band, in the dimensions illustrated in the example image. In this strip top, with the base color X indicated on the pages of this manual, the Lifehuni logo will appear.



09.4. Communication/ Facebook profile home page

In case of using photographic or high contrast backgrounds, use the logo in black, white or black, depending on the design, and always in the upper left corner.

Use as much as possible backgrounds inspired by the brand values (Nature, Health, Wellness, etc.).

The website and the contact phone number is a must, which should always appear on the Facebook covers.



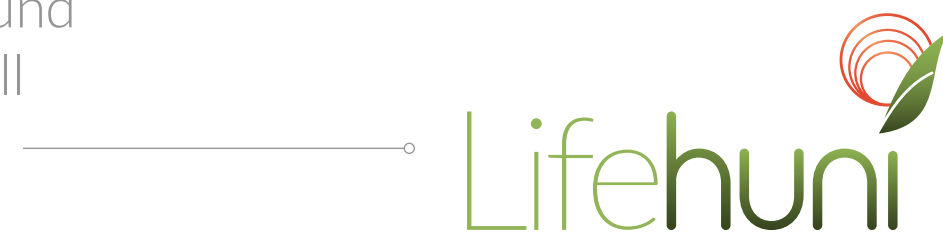
Inspirational photographs that evoke the brand values as explained in this manual.

CALL TO ACTION
daccording to the message we are sending.

09.4. Communication/ Facebook profile



Always use a white background
and the original logo in its full
Premium version .



09.5. Communication/Instagram

Always use a white background
and the original logo in its full
Premium version .



09.6. Communication/ Post Facebook and Instagram

Special typeface for titles Reel Font.

Post 1080X1080 always with evocative and inspirational photos, according to the topic being discussed.

Typeface For Highlights Lato Black



Typeface for body text Lato light.

09.7. Communication/ LinkedIn cover and LinkedIn profile

Special typeface for titles Reel Font.

Post 1080X1080 always with evocative and inspirational photos, according to the topic being discussed.

Typeface For Highlights Lato Black



Compañía de Mercadeo en Red

Comparte los beneficios de los productos y el plan financiero de Lifehuni y alcanza la independencia financiera.

INICIAR AHORA

www.lifehuni.com

Llámanos
+000-000-0000

Lifehuni
Inspirando vidas



Typeface for body text Lato light.

10. Digital brand environment

- 10.1 Digital banner
- 10.2 Website
- 10.3 Favicon
- 10.4 Avatar social networks
- 10.5 Video Signing
- 10.6 Newsletter



10.1. Digital brand environment **Digital Banner**

Advertising banners appearing on other websites external to Lifehuni will have the following features of the horizontal structure and information illustrated in the example images.



we inspire
lives

Changes
often start with
a simple click.



Find out how to make your own

[Click Here](#)

10.2. Digital brand environment/ Website

The home page of the Lifehuni website will feature the structure and information illustrated in the example image.

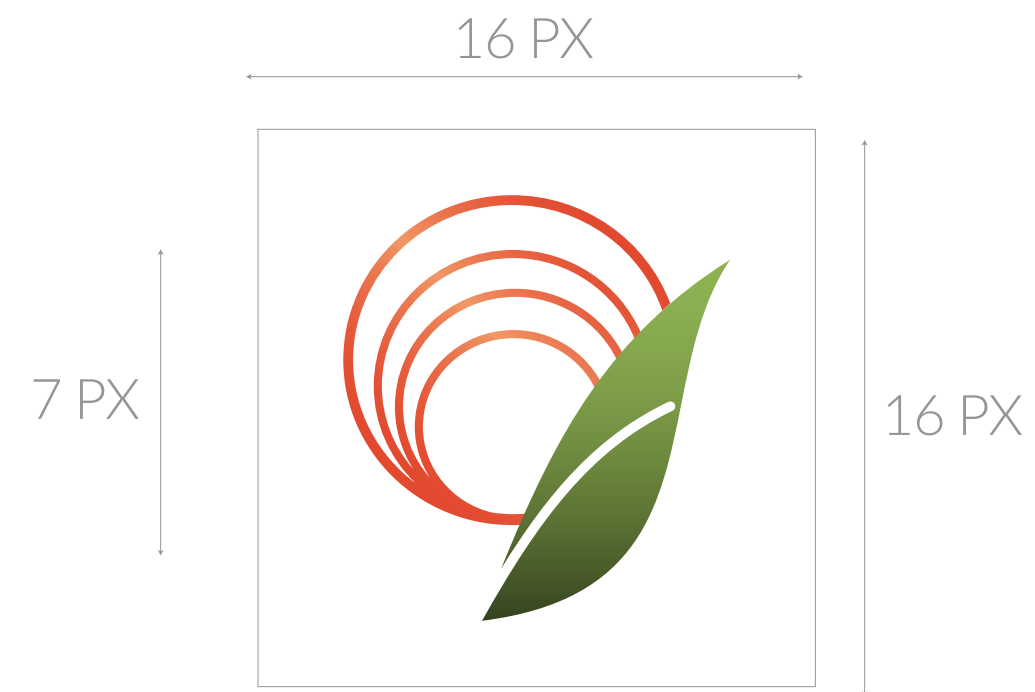
As the main element, a slider with a large-format image is introduced, with one or more of the following of current benefits or promotions, always with an enrollment form.

The website presents its Mobile version for responsive navigation on mobile devices and tablets.



10.2. Digital brand environment/ **Favicon**

The web page icon will be displayed in the proportions shown in the illustration.



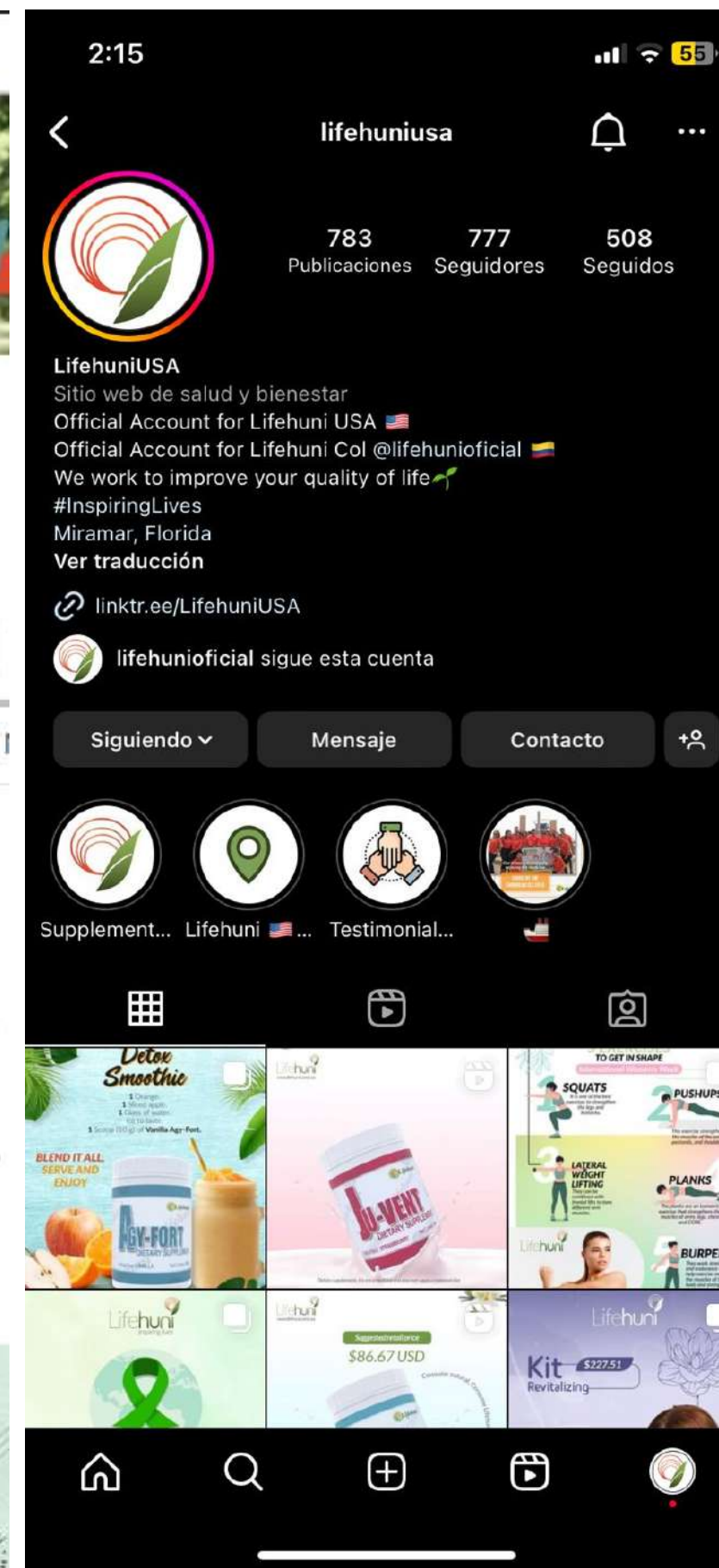
10.3. Digital brand environment/ Avatar

In social networks, the avatar is only the symbol of the logo (leaves and sun), as one of the most important exceptions accepted by the Lifehuni brand.

This element adapts to the square or circular version provided by the avatars according to the different social networks.

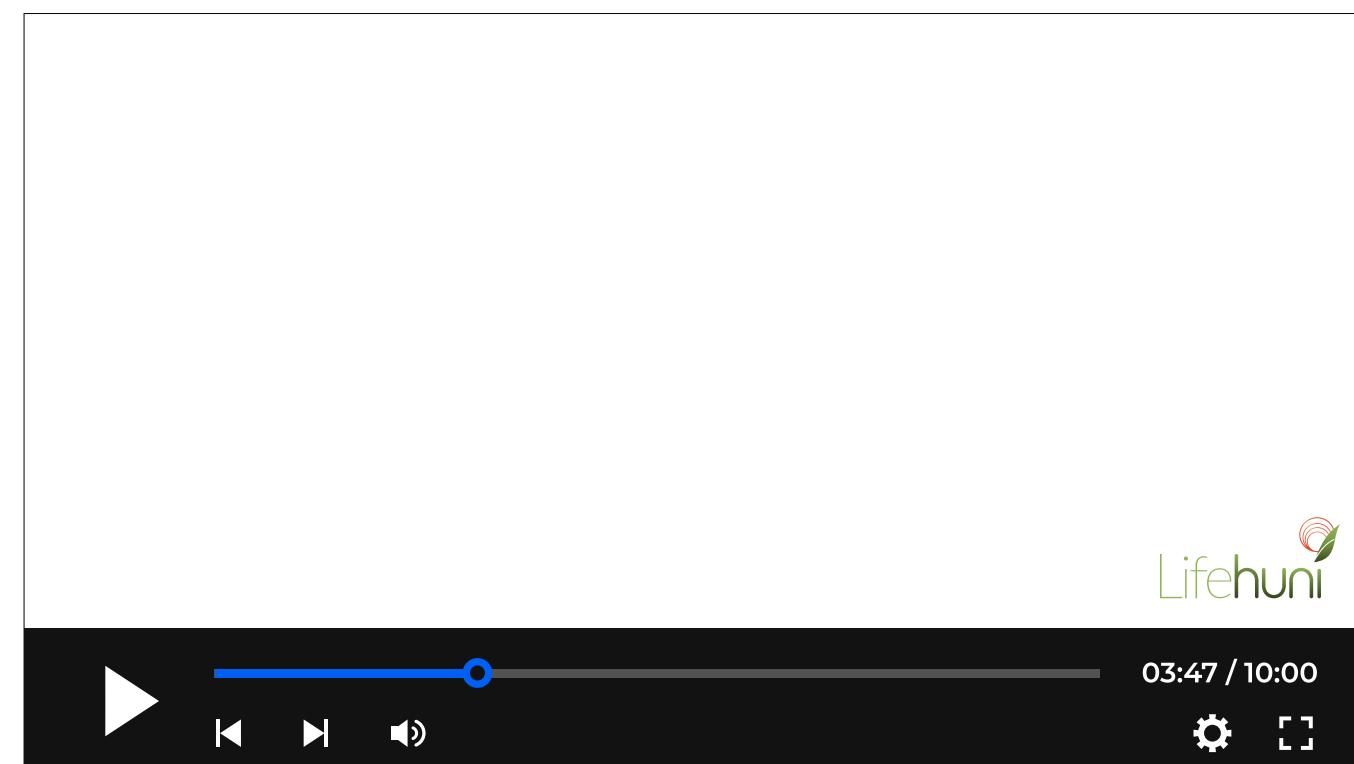
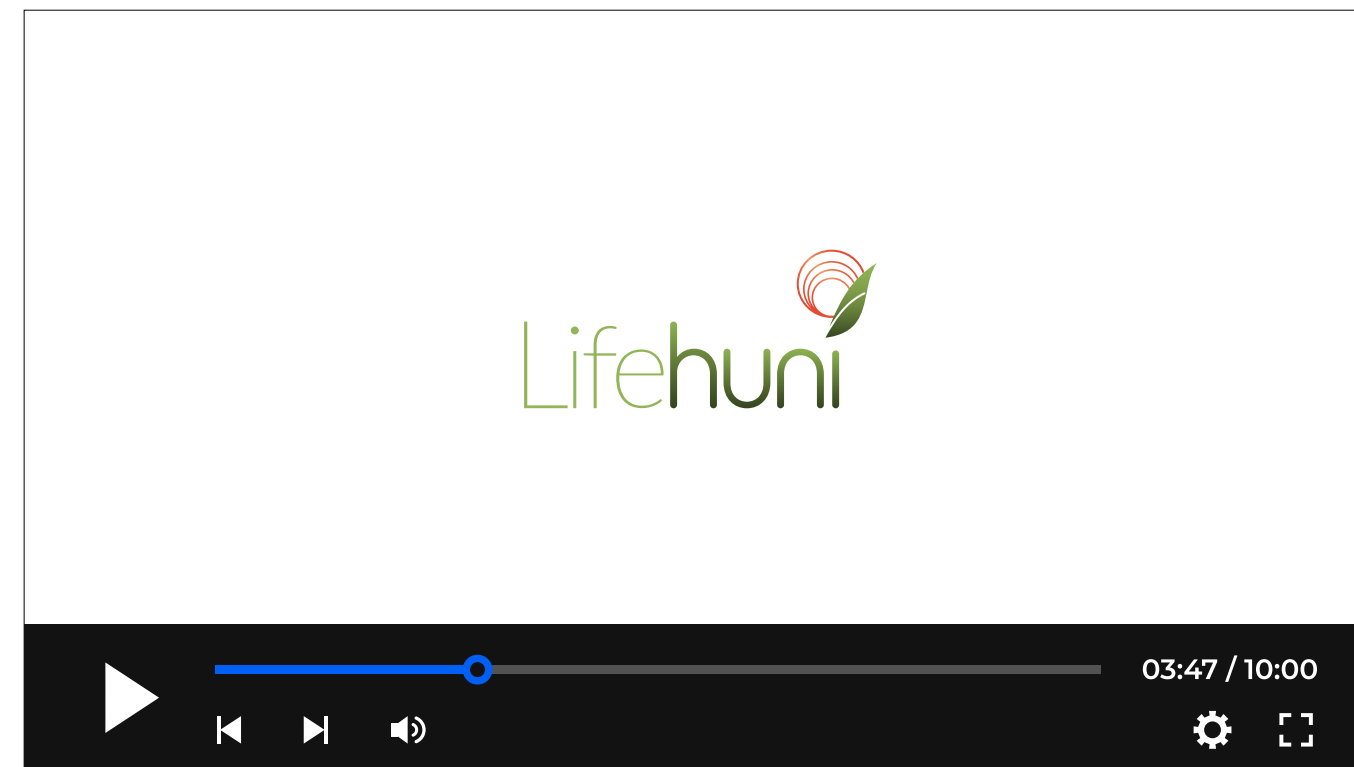
The size of the avatars is given by the social networks themselves.

The colors will be the same Lifehuni brand.



10.4. Digital brand environment/ Video Signing

Lifehuni videos will maintain the following corporate elements:
-Start: With the brand that is the protagonist of the audiovisual piece.
-End: Lifehuni main brand inspiring lives.
All development frames
The video will be presented with the Lifehuni signature in the lower right margin.



10.5. Digital brand environment/Newsletter

The newsletter presents, as a function of Lifehuni's communication as a brand.

The structure:

-Main image heading the content.

Explanatory texts including RRSS links and contact points such as: email, phone numbers, website.



Inspirando VIDAS

Ponte en contacto

- ☎ 0000 00 0000
- 🌐 www.lifehuni.com
E: info@lifehuni.com
- 📍 Ven y únete a nosotros
Av. Bolivia, Armenia, Q. Indio

📷 📺 📧 📱

NUESTRA HISTORIA

En esta ocasión, el mundo del marketing digital se ha convertido en un desafío para la empresa. El objetivo es crear una estrategia de marketing digital que permita a la empresa alcanzar sus objetivos de negocio. Para ello, es necesario tener en cuenta los siguientes aspectos:

- ALTA CALIDAD**
La empresa debe ofrecer productos y servicios de alta calidad, que sean capaces de satisfacer las necesidades de los clientes.
- CRECIMIENTO**
La empresa debe buscar nuevas oportunidades de negocio y expandirse a nuevos mercados.
- PREMIOS Y BENEFICIOS**
La empresa debe ofrecer incentivos y beneficios a los clientes, que les permitan obtener ventajas adicionales.

📞 0000 00 0000 | 🌐 www.lifehuni.com | 📧 info@lifehuni.com | 📍 Av. Bolivia, Armenia, Q. Indio

11. Signage



12. Merchandising

- 12.1 Cap
- 12.2 Shaker
- 12.3 Button
- 12.4 T-shirt
- 12.5 Truck
- 12.6 Carnet
- 12.7 Power bank
- 12.8 USB
- 12.9 Pen



12.1. Merchandising/Cap



12.2. Merchandising/Shaker



12.3. Merchandising/**Button**



12.4. Merchandising/T-shirt



12.5. Merchandising/Truck



12.6. Merchandising/**Carnet**



12.7. Merchandising/Powerbank



12.8. Merchandising/**USB**



12.9. Merchandising/**Bolígrafo**



13. Catalog

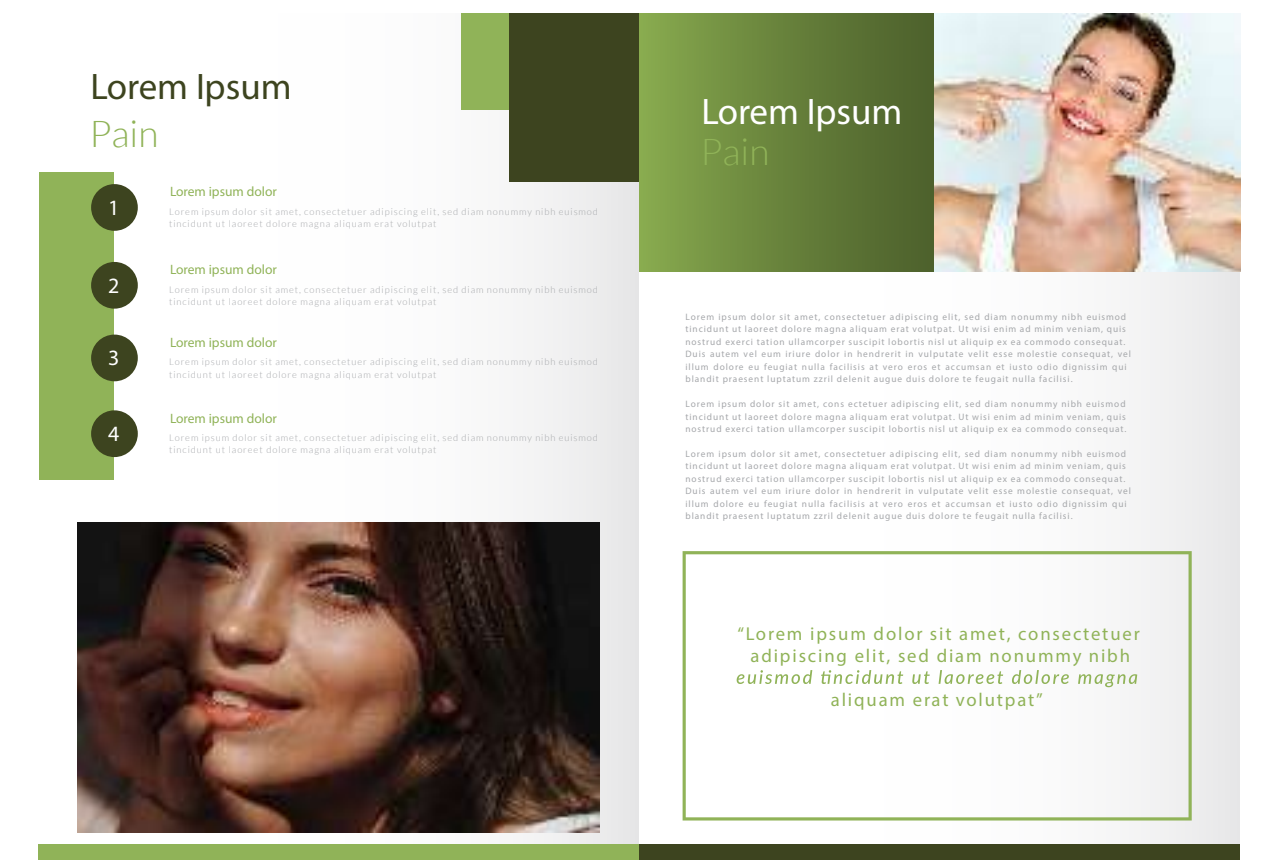
GENERAL CATALOG COVER

Size: 21 x 28 cm
The cover of the general catalog shall maintain the following structure.



CATALOG BROCHURE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



GENERAL CATALOG COVER

Size: 21 x 28 cm

The cover of the general catalog shall maintain the following structure.



CATALOG BROCHURE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

