

# Forever Style guide



FOREVER®

## Introduction

This style guide has been designed to help you apply the Forever brand and corporate identity, appropriately.

## Our brand is our face to the world.

Whether you are a Forever employee or a Forever Business Owner, please ensure these guidelines are adhered to at all times so we can achieve a unified and consistent brand identity. Assets can be obtained from the Scandinavian image bank.

### NOTE

Before going to production with your promotional materials, please contact [scandinavia@foreverliving.se](mailto:scandinavia@foreverliving.se) for approval. Resale of promotion materials is allowed within your team, but only at cost price.

CLICK ON THE TABS BELOW TO NAVIGATE

FOREVER®

LOGOS

COLORS

TYPOGRAPHY

PHOTOGRAPHY

# Forever Logos

The Forever logos are unique and the most important visual elements of the brand. The logos are available in a variety of file formats to suit the purpose of use. Do not alter the logo elements or the relationship between them.

## Logos Key

**FOREVER EAGLE LOGO**

**WORDMARK LOGO**

**FOREVER LIVING PRODUCTS LOGO**

**SMILE LOGO**

## Forever Eagle Logo

The primary logo consists of two elements; the Forever wordmark and the Forever eagle. The Forever Eagle logo may be used for any application with a few exceptions. This is sometimes referred to as the “stacked logo”. This logo may not be used for apparel, merchandise or promo items. The size and spacial relationship between elements should remain as it appears here. ® or ™ usage will vary by country.



### Color Variations



### Minimum Size

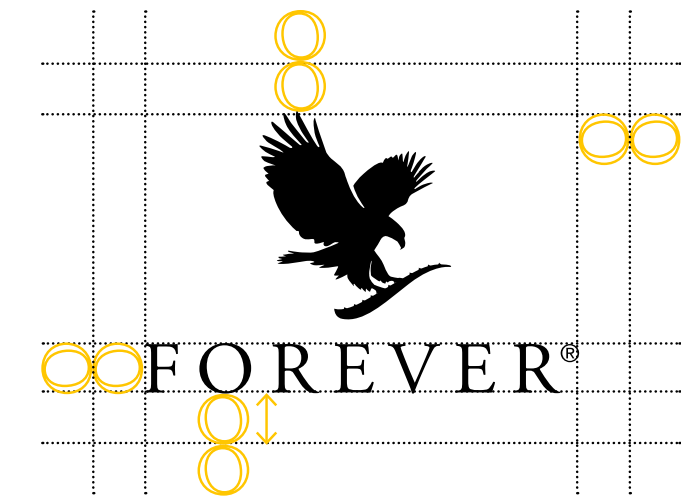


**MIN SIZE PRINT**  
0.98" / 25MM



**MIN SIZE ONLINE**  
50 PX

### Exclusion Zone



The exclusion zone for the logo is twice the height of the 'O' in 'FOREVER'. Please always ensure that the logo is placed on the bottom right or is centered on documents.

## Wordmark Logo

The Forever wordmark logo may be used for any application, **including apparel**, merchandise or promo items, website, packaging and social media. ® or ™ usage will vary by country.

# FOREVER®

### Color Variations

FOREVER®

FOREVER®

FOREVER®

FOREVER®

### Minimum Size

FOREVER®  
↔

**MIN SIZE PRINT**  
0.98" / 25MM

FOREVER®  
↔

**MIN SIZE ONLINE**  
50 PX

### Exclusion Zone



The exclusion zone for the logo is twice the height of the 'O' in 'FOREVER'. Please always ensure that the logo is placed on the bottom right or is centered on documents.

## Forever Living Products Logo

The Forever Living Products logo may be used where the primary logo may not appear, **specifically on apparel**, merchandise or promo items. In all other cases, the primary logo is the preferred logo. The Forever Living Products logo can be a solid color or the only approved combination of Aloe Gold and Forever Green. ® or ™ usage will vary by country.



### Color Variations



### Minimum Size



### Exclusion Zone



The exclusion zone for the logo is twice the height of the 'O' in 'FOREVER'. Please always ensure that the logo is placed on the bottom right or is centered on documents.

# Smile Logo

The Smile logo may be used only for presentations and social media. The size and spacial relationship between elements should remain as it appears here. **The Forever logo must always accompany the Smile logo.**



## Color Variations



## Minimum Size



MIN SIZE PRINT  
0.75" / 19.05MM



MIN SIZE ONLINE  
72 PX

## Exclusion Zone



The exclusion zone for the logo is twice the height of the 'O' in 'FOREVER'. Please always ensure that the logo is placed on the bottom right or is centered on documents.

CLICK ON THE TABS BELOW TO NAVIGATE

FOREVER®

LOGOS

COLORS

TYPOGRAPHY

PHOTOGRAPHY

# Colors

The Forever brand colors consists of two palettes; the primary and the secondary palettes.

## Please note:

Do not use any colors which are not specified within these guidelines.

## Colors Key

---

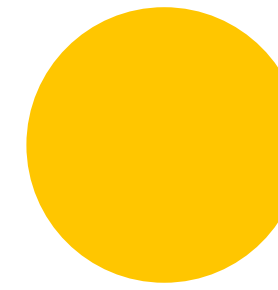
**PRIMARY COLOR PALETTE**

**SECONDARY COLOR PALETTE**

## Primary Color Palette

Forever's Primary palette is aloe gold, brown, black and white. These colors should be used across all outward facing collateral.

All colors may be used in even tints (10%, 20% etc.).



**ALOE GOLD COATED**

PMS 7548 C  
PMS 123 CP

CMYK  
0 19 89 0

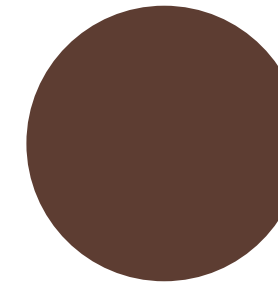
**UNCOATED**

PMS 109 U  
PMS 7404 UP

CMYK  
0 10 100 0

**SCREEN**

RGB  
255 198 0  
#FFC600



**FOREVER BROWN COATED**

PMS 7596 C  
PMS 7603 CP

CMYK  
28 79 90 76

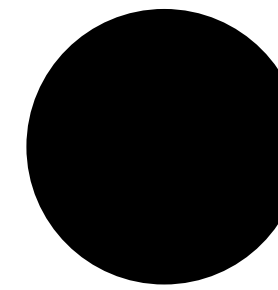
**UNCOATED**

PMS 4695 U  
PMS 4695 UP

CMYK  
23 58 88 45

**SCREEN**

RGB  
92 61 49  
#5C3D31



**FOREVER BLACK COATED**

PROCESS BLACK C

CMYK  
0 0 0 100

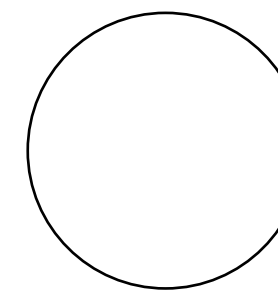
**UNCOATED**

PROCESS BLACK U

CMYK  
0 0 0 100

**SCREEN**

RGB  
0 0 0  
#000000



**FOREVER WHITE WHITE**

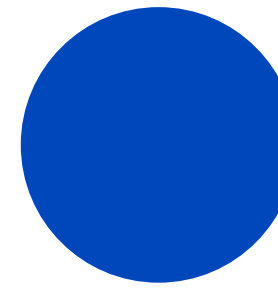
CMYK  
0 0 0 0

**SCREEN**

RGB  
255 255 255  
#FFFFFF

## Secondary Color Palette

Forever's Secondary palette is navy, teal and green. These colors should always be used in a way that complements the primary colors. It should not be the dominate color in a piece. All colors may be used in even tints (10%, 20% etc.).



### FOREVER NAVY

#### COATED

PMS 2728 C  
PMS 286 CP

CMYK  
90 68 0 0

#### UNCOATED

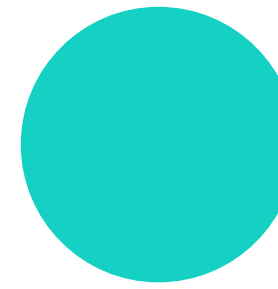
PMS 286 U  
PMS 286 UP

CMYK  
92 62 0 0

#### SCREEN

RGB  
0 71 187

#0047BB



### FOREVER TEAL

#### COATED

PMS 3255 C  
PMS 3265 CP

CMYK  
48 0 25 0

#### UNCOATED

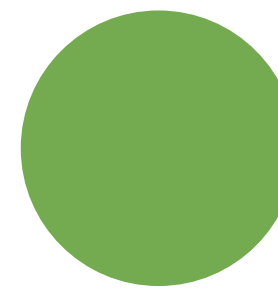
PMS 3255 U  
PMS 3265 UP

CMYK  
58 0 32 0

#### SCREEN

RGB  
44 213 196

#2CD5C4



### FOREVER GREEN

#### COATED

PMS 7489 C  
PMS 7489 CP

CMYK  
56 2 78 5

#### UNCOATED

PMS 7489 U  
PMS 7489 UP

CMYK  
56 2 85 3

#### SCREEN

RGB  
116 170 80

#74AA50

CLICK ON THE TABS BELOW TO NAVIGATE

FOREVER®

LOGOS

COLORS

TYPOGRAPHY

PHOTOGRAPHY

# Typography

The Forever typefaces have been carefully selected. Please only use these to ensure consistency in all countries.

## Please note:

Do not use any fonts which are not specified within these guidelines.

## Typography

PRIMARY TYPEFACE

PRIMARY SUPPORTING TYPEFACE

SECONDARY SUPPORTING TYPEFACE

WHAT NOT TO DO

# Primary Typeface

Helvetica Neue is our primary typeface. It is to be used in all instances of body copy and can use used as headers and call outs as an option if a supporting typeface does not work. Helvetica Neue always be the main font used in an asset. If you must use a system font, use Arial. Helvetica Neue is available for purchase at myfonts.com

# HELVETICA NEUE



## HELVETICA NEUE CONDENSED

### Condensed Bold

## CHARACTER FAMILY

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG. the quick brown fox jumped over the lazy dog. 1234567890!?!#

## HELVETICA NEUE

Light & *light italic.*  
Regular & *italic.*  
Medium & *medium italic.*  
Bold & *bold italic.*

## CHARACTER FAMILY

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG. the quick brown fox jumped over the lazy dog. 1234567890!?!#

## ARIAL WEIGHTS ONLY

\*\*WHEN HELVETICA CANNOT BE USED\*\*

Regular & *Regular Italic.*  
Bold & *bold italic.*

## CHARACTER FAMILY

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG. the quick brown fox jumped over the lazy dog. 1234567890!?!#

# Primary Supporting Typeface

Forever's Primary Supporting Typeface is Scriptorama Tradeshow JF. It can be used over ingredients, for headlines and titles. Scriptorama JF is a Typekit font at typekit.com. It is also available for purchase at jukeboxfonts.com and fontbros.com

# Scriptorama



## NOTE

- Text can be tilted at 5°-10° for visual impact.
- Text should only run over 2-3 lines.
- Do not use for copy under 20pt or for body copy as it will be illegible.

### SCRIPTORAMA

*Regular*

### CHARACTER FAMILY

*The quick brown fox jumped over the lazy dog.  
1234567890!?!#*

## Secondary Supporting Typeface

Forever's Secondary Supporting Typeface is Just Lovely. Just Lovely provides an additional font option for a softer/more personal touch. This can be used on graphics related to individual people, FBO facing content and messages, holidays, Forever Giving and other areas where the content requires a more personal approach. Just Lovely can be found at font at fonts.com and linotype.com

*Just Lovely*



### NOTE

- Text can be tilted at 5°-10° for visual impact.
- Text should only run over 2-3 lines.
- Do not use for copy under 20pt or for body copy as it will be illegible.

### JUST LOVELY

*Regular*

### CHARACTER FAMILY

*The quick brown fox  
jumped over the lazy dog.*

*1234567890!?!#*

## What Not To Do

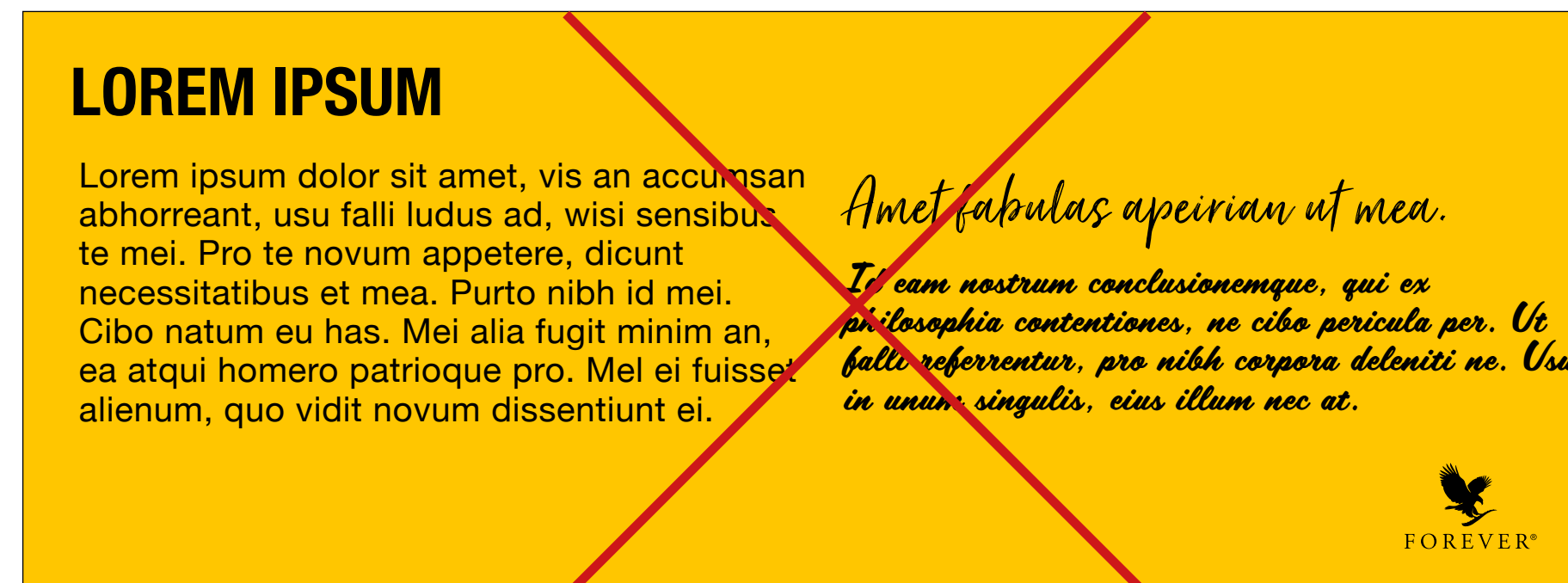
Never combine Scriptorama and Just Lovely in the same asset or campaign.

Helvetica should be the main type used in all assets with one of the supporting typefaces used only for headers or callouts.

Do not overuse the supporting typefaces, they should not run over a 2-3 lines keeping the text per line limited.

Never use all caps for the Scriptorama or Just Lovely.

Never change the tile of the supporting typefaces to be more than 10°.



# Photography

Forever's approach to photography consists of several styles. Understanding these styles will ensure you have the best type of photography to support your purposes.

All product photography including but not limited to isolated, lifestyle and stylized images will be provided by the global marketing team.

## Photography Key

**PHOTOGRAPHY STYLE**

**ISOLATED PHOTOGRAPHY**

**STYLIZED PHOTOGRAPHY**

**LIFESTYLE PHOTOGRAPHY**

**PEOPLE PHOTOGRAPHY**

# Photography Style

This style should be applied to all subject matters. This will emphasize the important brand feel by allowing all images from all areas to appear from the same family.

## KEY WORDS

Sincere, connection, depth, genuine, honest, real, relationships, quality, personal touch, trust, respected, family.

## LIGHTING

Lighting should always be neutral, bright or very bright with indoor artificial, natural daylight or golden hour sources. Avoid dark or dim lighting or any studio or flash lighting.

## TONE

Tone should be neutral or warm, never cool with black and white or neutral saturation. Avoid oversaturation or muted tones.

## COMPOSITION

Use confident, clear, insightful angles and composition. Avoid staged setups.

## Isolated Photography

Isolated Photography consists of isolated product shots. Products should always be shot at eye level and over a white background or cut out to use in designed materials.



## Stylized Photography

Stylized Photography consists of product with key ingredients or in situ. These can be from overhead, eye level or high angle, but should never be shot from a low angle. Backgrounds should be neutral or white with neutral/warm textured surfaces.

Product packaging should be the hero.



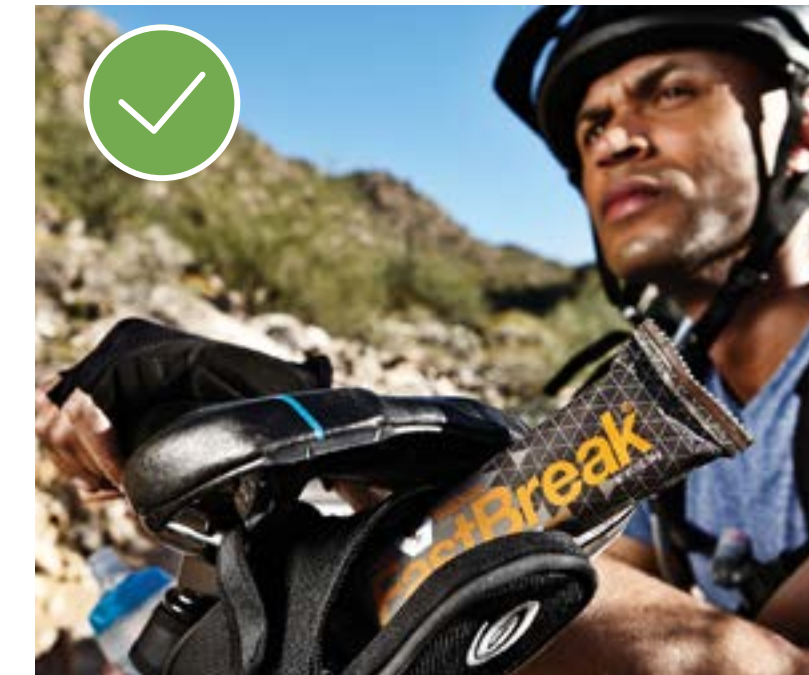
## Lifestyle Photography

Lifestyle Photography consists of product photography in situation with people.

Product should be slightly visible or fully visible in its environment and can be arranged to be the hero, integrated naturally or subtly into the environment.

Don't obscure product packaging or show the product without related packaging included.

### DO:



### DON'T:



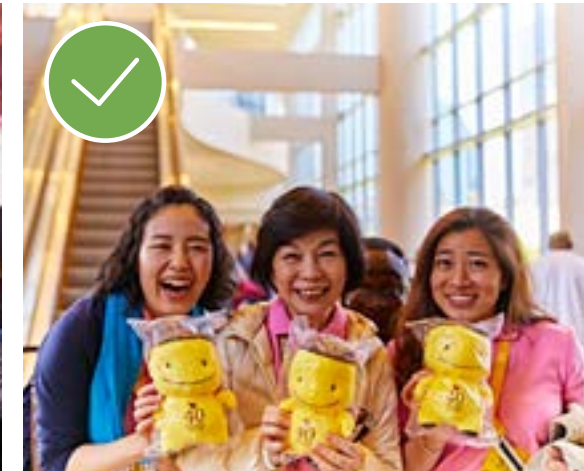
## People Photography

People are an important element in Forever photography for events, operations, recognition and lifestyle. People should come from diverse backgrounds. People should be photographed showing emotion and should be a key part of the photo in lifestyle situations.

When sourcing models or stock photography, look for people with athletic or average body types. Focus on people with healthy body types but avoid anyone overly muscular or thin.

Don't use photos that are oversaturated or too dark. Do not use photos where people are inauthentic or have unrealistic elements in the photo.

### DO:



### DON'T:





FOREVER®