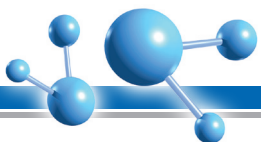


DEEP BLUE HEALTHTM
NATURE'S SECRETS

BRAND BIBLE

INTERNATIONAL
DISTRIBUTORS



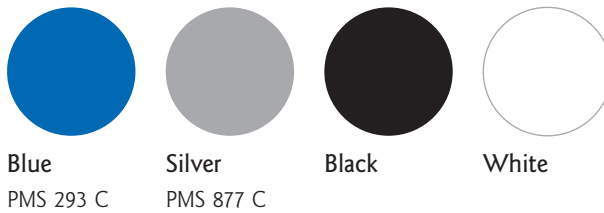
Logo

The Deep Blue Health logo must be used per the graphic files provided and always on a solid white, silver, black or clear background. Do not use on an image or broken colour background.

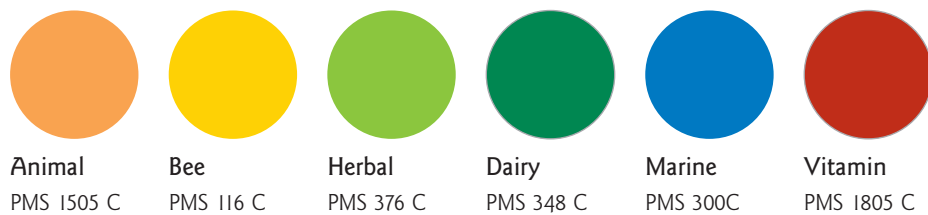


Brand Colours

Primary Colours



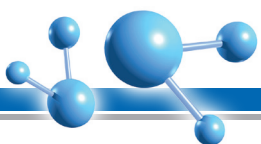
Product Series Colours



Primary Colours and Tints

At the first point engagement use a solid application of a single primary colour.

- Primary colours can appear alongside each other if required.
- Tints of the primary palette can be used if the communication piece only requires one colour.
- Please note the colours featured on this page are an example, and not necessarily a true match. To obtain a true match please refer to the Pantone reference guide.



Fonts

Primary Typeface

Goudy Sans FS

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

All body copy is to be Goudy Sans FS Regular 9pt unless otherwise necessary. it must be legible and take in to account DDA guidelines.

Headings and subheadings are to be in Goudy Sans FS **Medium** and **Bold**.

Italic variations are to be used for emphasis and not as primary body copy or headings.

Secondary Typeface

On the occasion that Goudy Sans FS is not available Trebuchet MS is to be used.

Trebuchet MS

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

