



Reliv Brand Guide

An internal team from sales, marketing and operations collaborated with Reliv Distributors to develop this handbook of easy-to-use brand standards. This covers our values, personality, voice, look and feel. These guidelines will enable all of us to present a consistent brand experience from the corporate office and the field.

By adopting these standards, employees and Distributors will strengthen our identity, confirm our credibility and connect emotionally with our target customers and Distributors. The results will be increased sponsoring and sales, motivated buyers and loyal brand ambassadors.

Defining 'Brand'

Before we talk about brand positioning and brand standards, we should define "brand."

A brand is more than just a logo, color palette or design structure. It is a promise about what an organization is and what benefits it delivers every time people come in contact with it. A brand is delivered through every medium and every aspect of an organization — employees, products, collateral, web, events, word of mouth, etc.

Our brand is experienced by our customers and Distributors in what they see, hear, taste, read and personally encounter about Reliv. It's experienced in body, mind and spirit.

Brand Value

If we are consistent in the way we speak, sound and look, we will increase the public's understanding of who we are, what we do, why we're here and what sets us apart. We can deliver Reliv's passionate spirit to the public through everyday marketing touch points. Our messages will be strengthened, and we will build and maintain the trust that is so critical in the direct sales industry. In the long run, as we seek to acquire the next generation of leaders, a strong brand will help us become a stronger organization.

Goal of Brand Standards

Who is Reliv? Why do we do what we do? How do we communicate that?

Reliv's brand standards were created to ensure you understand the answers to these questions.

We are all Reliv and we all deliver the brand promise. We must live the brand, not just communicate it in marketing materials. These brand standards will help us create a consistent connection with the public and reach more people through our products, opportunity and mission.

RELIV VISION

nourish our world

OUR MISSION

Nourish the BODY

We provide nutrition for a healthy life.

Nourish the MIND

We empower people to live life on their own terms.

Nourish the SPIRIT

We live a fulfilled life by helping others.

RELIV Core Values

PEOPLE FIRST

First and foremost, we **invest in people** and make a positive difference in people's lives. We strive to maintain an environment where people can **grow** while building **relationships like family**. **Aligned partnership** is key to a **culture of greatness**.

HEALTHY AGING

Good health starts young and Reliv optimizes physical development and **healthy aging** with **nutrition made simple**. We demand **quality** and **excellence** with our healthy aging products that combine **science** and **nature**.

EMPOWERMENT

Reliv empowers people to achieve their best life. We provide a vehicle for **personal growth, financial opportunity** and **improved lifestyle**.

FULFILLED LIFE

Reliv is powered by **purpose**. Get what you want in life as a **steward** that **helps others** achieve better health and fulfillment. Through our Reliv Kalogris Foundation, we **give back** to communities around the world with health and hope.

Reliv Logo

The Reliv logo was developed as part of the company’s founding in 1988 and updated in 2011. The logo consists of three main elements — the Reliv name in our established type, the three flags, and the circle. The elements of the logo are inseparable.

The circle represents the globe and reinforces Reliv’s mission to Nourish Our World in body, mind and spirit. The flags represent body, mind and spirit.

You may not alter the logo in any way except to resize. A logo is a unit, and all elements must be scaled proportionally as a group. On the following pages you will see examples of proper, and improper, usage.

Size

The size of the logo depends on the application. As a general guide, the suggested size for an 8.5x11 (or A4) item is 1.5-2 inches (4-5 cm). The logo should not be reproduced smaller than is legible.

Exclusion zone

An **exclusion zone** has been established to allow our logo to stand out and to protect it from being undermined by other elements. This clear space provided around the logo must be the height of the Reliv logo ‘r’ at usage size. This means that the space surrounding the logo will proportionately have the same amount of space around it regardless of usage size. **The logo may not be layered. It may be cut out.**

Primary color palette

Reliv Blue is our primary corporate color. Reliv Green is our number one sidekick.

Reliv Blue		Reliv Green		
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Color	Pantone	CMYK	RGB	HEX
Reliv Blue	2995	90.11.0.0	0.164.228	00A4E4
Reliv Green	375	46.0.100.0	148.214.0	94D600

Secondary color palette

These accent colors can be used in conjunction with the primary colors.

Reliv Orange	Reliv Red	Reliv Purple	Reliv Teal
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Color	Pantone	CMYK	RGB	HEX
Reliv Orange	144	2.54.100.0	242.139.0	F28B00
Reliv Red	Warm Red	0.87.80.0	239.71.61	EF473D
Reliv Purple	266	67.83.0.0	112.76.159	704C9F
Reliv Teal	326	87.0.38.0	0.177.176	00B1B0

Neutrals

Here are Reliv neutrals. Browns and beiges should be avoided.

Black	White	Silver or Gray
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Preferred Usage of the Reliv Logo



Alternate Usage



The logo may be reversed out when necessary.
The interior logo should be the background color.



The interior logo may only stand alone if the circle logo does not work. This has only been necessary for embroidery.



Improper Usage



scaled unproportionally



scaled unproportionally



old logo with accent



letters missing



flags missing



rotated



stretched



wrong color



mixed colors



outline stroke



outline stroke



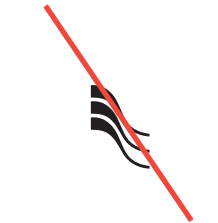
outlined logo



no square, only circle



flags missing



letters missing

Reliv Fonts

Our typeface is **Myriad Pro** (sans serif).

Adobe Garamond (serif) may be used when a serif font is needed.

Used sparingly as accents, script fonts add energy and personality.

Myriad Pro

Myriad Pro Light Condensed

Myriad Pro Light Condensed Italic

Myriad Pro Condensed

Myriad Pro Condensed Italic

Myriad Pro Semibold Condensed

Myriad Pro Semibold Condensed Italic

Myriad Pro Bold Condensed

Myriad Pro Bold Condensed Italic

Myriad Pro Black Condensed

Myriad Pro Black Condensed Italic

Myriad Pro Light

Myriad Pro Light Italic

Myriad Pro Regular

Myriad Pro Italic

Myriad Pro Semibold

Myriad Pro Semibold Italic

Myriad Pro Bold

Myriad Pro Bold Italic

Myriad Pro Black

Myriad Pro Black Italic

Energetic Script

Northshire

Northshire Script

Handwriting Script

Hello

Hello Script

Web/PC: **Verdana** (sans serif) should be used when using a device that does not have Myriad Pro.

Verdana

Verdana Regular

Verdana Italic

Verdana Bold

Verdana Bold Italic

Additional Elements

Photography

Our photography is a mix of styles, but it is always positive, healthy, active, family friendly, and diverse. With this imagery we can show what kind of company we are and let the lives of Distributors shine.

Tag Lines

- **Nourish Our World**

As it pertains to the Reliv mission, the phrase Nourish Our World is to be capitalized in copy. Quotation marks around the phrase are unnecessary. Any changes to the wording of the phrase are to be avoided. For example, do not use: Nourish the World, Nourishing Our World, etc.

Nutritional Formulas

Below are the approved names and spellings of Reliv's nutritional products as they should be used in any piece of writing, online or in print. Note that several require capitalization mid-word. Note also that only select products have the word Reliv in their name. To identify one of the other products with Reliv, the possessive should be used, e.g. Reliv's FibRestore not Reliv FibRestore. Also note we use title case in text.

Reliv Now® with Soy and Reliv Now® with Whey

Capitalization of entire word "NOW" should be avoided.

Reliv Classic®

Reliv Now® for Kids and Reliv Now® for Kids 1

Registered trademark should always follow "Now" and not "Kids." The term "Kids Now" should be avoided. Flavor names (chocolate and vanilla) should be capitalized when preceding the product name, e.g. Chocolate Reliv Now for Kids.

LunaRich® X

LunaRich®

Innergize!®, Innergize!® Lower Sugar and Innergize!® Go

Product name should always include exclamation point. Flavor names (orange, lemon) should be capitalized when they precede Innergize!, e.g. Orange Innergize!

FibRestore®

Reliv Defense

24K®

Arthaaffect® (a•affect® in Australia)

ProVantage®

ReversAge® (Nutraiversal® in Mexico)

GlucAffect®

CardioSentials®

SoySentials®

RLV Protect Hemp + LunaRich® X

RLV Hemp + Melatonin

RLV Full Spectrum Hemp Extract 750 mg

RLV Hemp Balm

Ultrim-Plus® (Available in Mexico)

A hyphen, rather than a plus sign or space, should be used between the two parts of the name.

Use of Registered Trademarks

The registered trademark should always be used with the first non-headline mention of a product. It should then be left off in subsequent mentions within the same piece of writing. Each article within a piece constitutes a new writing, even if they occur on the same page. If for some reason a product name appears in a headline but not in the body, the registered trademark should then be used in the headline.

Titles and Terms

All titles should be capitalized. Do not include “Reliv” in title of either corporate or field leaders. Distributor and corporate executive titles should precede the name, e.g. President Ryan Montgomery.

In the first mention, the person’s name should be in bold, but not the title. First mention should include full title; subsequent mentions should use first name only. Exception: When writing for or submitting material to third-party media, follow AP style guidelines by using last names in subsequent mentions.

Distributors

Master Affiliate is a title only until a Distributor reaches the Director level, after which the Director level becomes the title. **OneReliv Director, OneReliv Key Director, OneReliv Senior Director, OneReliv Master Director, OneReliv Presidential Director, OneReliv Bronze Director, OneReliv Silver Director, OneReliv Gold Director, OneReliv Platinum Director.**

Additional Guidelines

Reliv Kalogris Foundation

Full name should be used on first mention. Subsequent references may use Kalogris Foundation, the Foundation and/or RKF.

Additional Reliv Terms

Capitalize: **Distributor, Direct Select, Distributor Dashboards, Conference** (when it pertains to a specific event)

Lowercase: **upline, downline, sponsor, compensation plan, personal website**