

bioelements

BRAND GUIDELINES

bioelements – logo usage and brand guideline terms + conditions

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bioelements

the logo

The bioelements logo is the most important element of the bioelements visual brand identity. It should be used on all communications.

The logo consists of hand-drawn and modified characters based upon roman and san serif typography. Because the size and space relationships of the letters in the logo are part of a registered mark, modification of these elements of the logo, including areas of surrounding clear space is prohibited. Nor can it be used as part of another logo, identifier or graphic symbol.



minimum clear space

Clear space maximizes the visual impact of the bioelements logo. The clear space ensures legibility and eliminates over-crowding.

Do not place any other trademark, logo or logotype, or any other graphic, text, photograph or illustration in the minimum clear space area. Never attach taglines to the logo, such as "Professional Skin Care" or "THE BEST SKIN CARE"

The diagram above shows the correct amount of space that surrounds the bioelements logo. The minimum clear space is always based on the height of the "b" character (X) in the bioelements logo.

bioelements – the logo

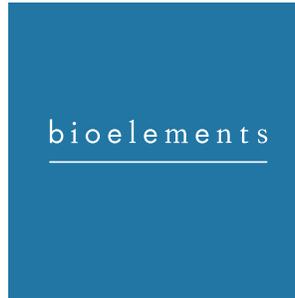
blue (on white or light colored field)

bioelements

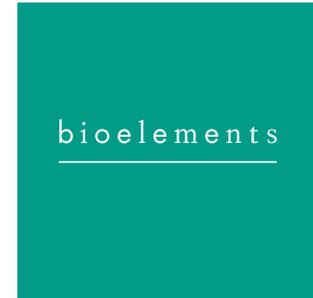
black (on white or light colored field)

bioelements

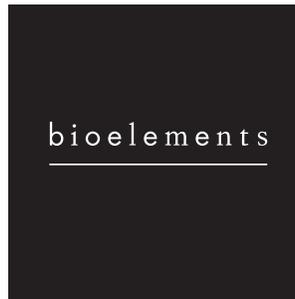
reversed (on blue field)



reversed (on green field)



reversed (on black field)



reversed (on photograph)



color treatment

Solid blue is the preferred color for the Bioelements logo. However it can also reproduce as shown above. Please see color palette page 5 for color specifications.

Blue:

The solid blue Bioelements logo is the primary color application for the brand, and moreover represents the core line of products.

Black:

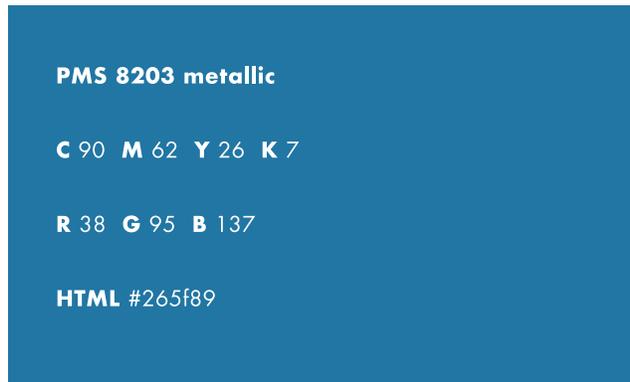
The one-color black logo is an option reserved for the rare occasion where the single color “black” is the only color. e.g. black print forms, 1 color newspaper ad.

Reversed:

The Bioelements logo should be reversed out in white against darker colored fields or photographic backgrounds. Lighter backgrounds below 30% solid will be difficult to read and should be avoided.

bioelements – the color system

primary color



accent color A



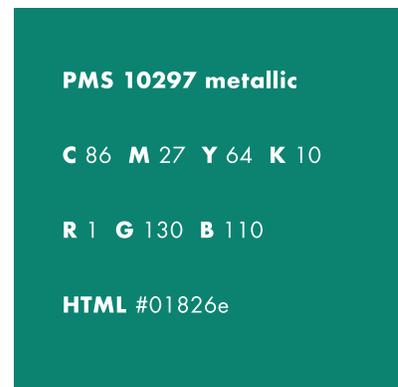
acne primary color



acne secondarycolor



sensitive category color



color palette

Use the PMS colors whenever possible in print applications. The CMYK colors can be used as an alternative to the PMS color in print applications that employ process colors only. RGB and HTML values are for use in digital applications.

bioelements – the logo

1.

bioelements

2.

bioelements

professional skin care

3.

bio
elements

4.

bioelements

5.

bioelements

6.

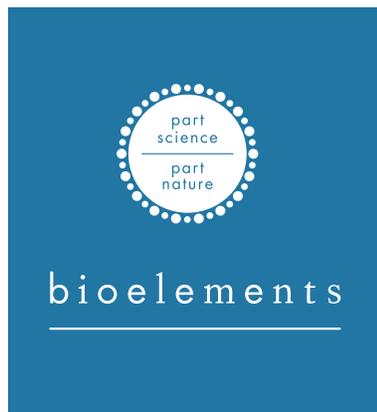
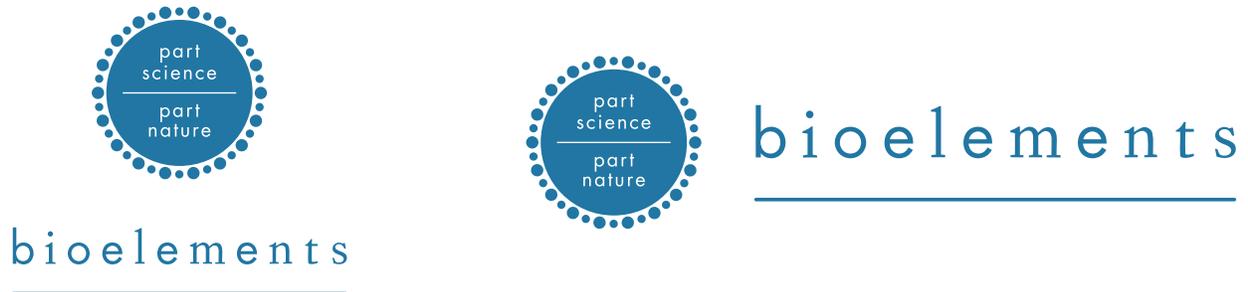
Bioelements

unacceptable usage

To preserve the integrity of the Bioelements logo, never alter wordmark, substitute elements or deviate from the guidelines outlined in this document. Examples of improper use of the Bioelements logo are shown above and listed below.

1. Do not change the approved colors.
2. Do not attach taglines or spa/salon names to the logo.
3. Do not reposition or resize any elements.
4. Do not improperly scale the logo, mutate or otherwise distort it.
5. Do not place on a background with insufficient contrast, compromising readability for any part of the logo.
6. Do not retype any logo element.

bioelements – logo and seal



the logo and seal

The logo and seal graphic symbol is used Bioelements brand philosophy “part science. part nature. entirely clean.” is a key communication goal.

The seal consists of hand-drawn and modified characters based upon roman and san serif typography. Because the size and space relationships of the letters in the seal are part of a registered mark, modification of these elements of the seal is prohibited. Nor can it be used as part of another logo, brand identifier or graphic symbol.

Support copy for the seal:

Bioelements has been consciously clean, mindful skin care scientists since 1991. This seal bears the guarantee that all products are free of phthalates, mineral oil, petrolatum, parabens, fragrance and dyes. Products are never tested on animals.

bioelements – the seal

1.

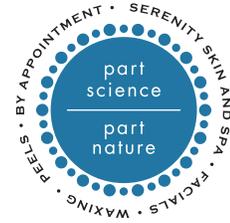


2.



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3.



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4.



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5.



6.



bioelements

unacceptable usage

To preserve the integrity of the Bioelements seal, never alter, substitute elements or deviate from the guidelines outlined in this document. Examples of improper use of the Bioelements seal are listed below and are shown above.

1. Do not use seal independent of the logo. It is meant to be used in combination only.
2. Do not modify use for accent or any other colors. approved blue or black color only.
3. Do not attach taglines or spa/salon names to the seal.
4. Do not reposition, remove or resize any elements.
5. Do not place on a background that provides insufficient contrast for any part of the seal or compromises the readability.
6. Do not retype or replace any seal element.