



Brandmark Guidelines

for Herbalife Independent Distributors

v1.0

07.05.2023

Herbalife 

Our New Brandmark

We are excited to introduce you to the new Herbalife Brandmark. Using our logo is a great way to let people know you're part of a healthy, active community that offers high-quality products backed by science as well as an incredible business opportunity. To download our new brandmark, visit the MyHerbalife Resource Center and search for **logo**.

While you will want to use the new brandmark on any new items you create moving forward, you can continue to wear apparel and use materials with the former brandmark.

When introducing yourself to new prospects, remember to always identify yourself as an Herbalife Independent Distributor. (You can find the new Independent Distributor lockup on page 5.)

If you have any questions on how to use the brandmark or Independent Distributor lockup, please call Member Services at:

U.S.: 866-866-4744

Jamaica: 800-203-0046 (toll-free)

Trinidad and Tobago: 800-203-0005 (toll-free)

Using the Brandmark

Do's

Preferred

- ✓ Use the brandmark in our **signature Garden Green*** with or without the tagline for general branding purposes including presentations, event banners, apparel, etc.
- ✓ Use the brandmark without the tagline if the tagline is too small or otherwise not legible
- ✓ Only use the brandmark in black or white when there are technical limitations such as when printing in black and white only



Alternate

- ✓ When using the tri-leaf symbol by itself, use it in proximity of the brandmark. It will help build an association between the tri-leaf and Herbalife until the symbol becomes iconic. It also mitigates the risk for trademark infringement.
- ✓ If the preferred Garden Green isn't clearly visible from a reasonable distance, the white brandmark can be used as an alternative option



Garden Green

*The color codes are:
 PMS 7733C
 HEX #266431
 CMYK 84, 36, 100, 29
 RGB 38, 100, 49

You Are the Brand

Remember that as an Herbalife Independent Distributor, you are the Brand. Wearing Herbalife branded clothing is a great way to attract new customers and grow your business.

When introducing yourself to new prospects, remember to always identify yourself as an Herbalife Independent Distributor.

Scan the QR code below to purchase Herbalife apparel and accessories from the Company's official Herbalife Gear website.



Wearing the Brandmark

Do's

Additional options for apparel and accessories

- ✓ There are **only** two instances where it is acceptable to use the brandmark with or without the tagline in a color other than our signature Garden Green
 1. A tonal-colored logo either a few shades darker or lighter than the apparel or accessories, such as using a lighter blue logo on a darker blue shirt.
 2. A white logo on dark-colored apparel if the Garden Green or a tonal color is not visible enough, such as on a green shirt.
- ✓ When using the tri-leaf symbol by itself, use it in proximity of the brandmark. It will help build an association between the tri-leaf and Herbalife until the symbol becomes iconic. It also mitigates the risk for trademark infringement.
- ✓ The brandmark can also be engraved or embossed on accessories



Common Mistakes

Here are some examples of inappropriate ways of using the new brandmark on business materials, apparel and accessories.

Additionally, per the Distributor Rules of the Road, you may not sell Herbalife apparel and accessories.

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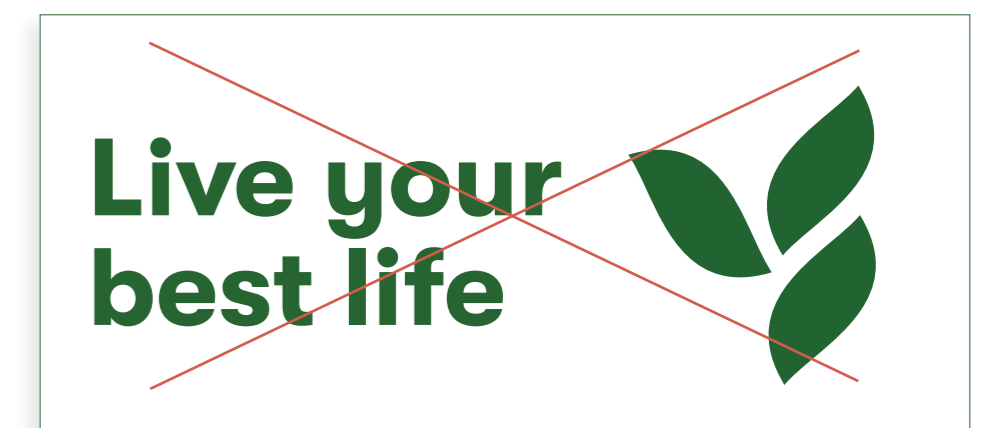
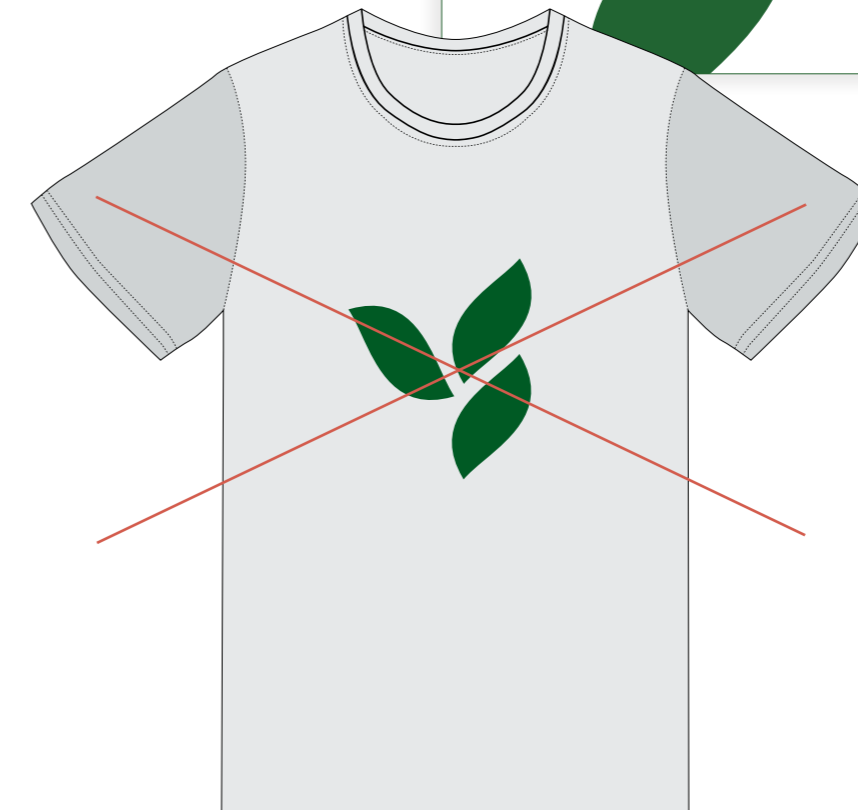
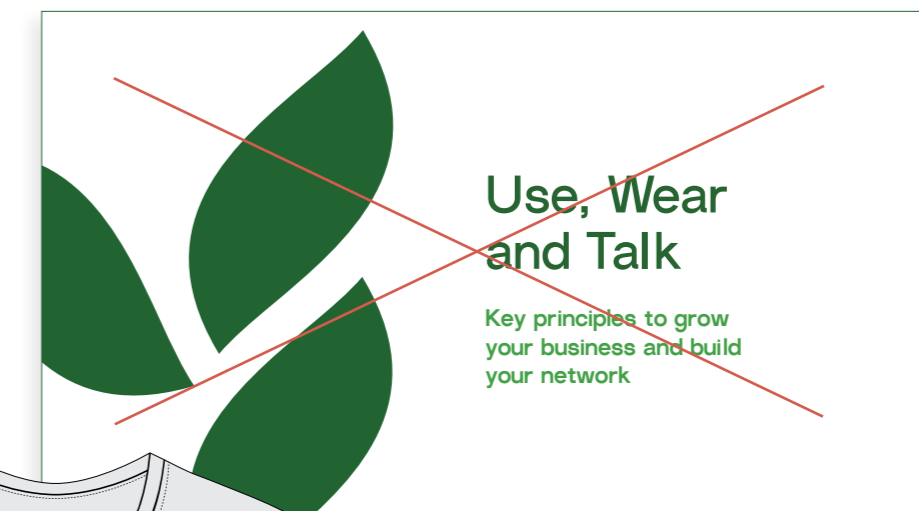
How Not to Use the Brandmark

Don't's

X Don't change, tilt or distort the Herbalife brandmark in any way. This includes changing the font, altering the design or changing the color except for when using tonal colors on apparel and accessories.



X Don't use the tri-leaf symbol by itself. Always include the entire Herbalife brandmark on your branded business materials to help build an association between the tri-leaf and Herbalife until the symbol becomes iconic. It also mitigates the risk for trademark infringement.



Our New Independent Distributor Lockup

To download our new brandmark and Independent Distributor lockup, visit the MyHerbalife Resource Center and search for logo.

If you have any questions on how to use the brandmark or Independent Distributor lockup, please call Member Services at:

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Independent Distributor Lockup

Do's

Use the Herbalife Independent Distributor lockup in our **signature Garden Green*** on advertising and business materials that include your contact information, such as web advertising, business cards, car wraps, etc.

Only use the Independent Distributor lockup in black or white when there are technical limitations, such as when printing in black and white only.



Dont's

Don't change or distort the Herbalife Independent Distributor lockup in any way. This includes changing the color, font or altering the design.

