



BRAND GUIDELINES

-VISUAL-

Start exploring

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Visual

A guide to representing the brand through graphics, photography, color typography, etc. Graphical elements may differ slightly across channels and media, but should be grounded in segmentation and end-user focused.

Logo

PRINCIPLES

BRAND/HOUSEHOLD & COMMERCIAL LOGO

Our master brand logo represents the Vitamix® quality, heritage, and expertise. Use the logo as the primary representation of the brand. It should be visible on every product, application, and brand piece. These principals apply to the Vitamix logos and any derivations, such as the Vitamix Commercial logo.



ANATOMY

Our Vitamix master brand logo is composed of two elements: the vortex and the wordmark—both of which are legally protected. Because our logo is unique, it may not be redrawn, modified, added to, or distorted in any way. Always start from the original Illustrator, Photoshop, or EPS file of the logo.

The version below is the preferred representation of our Vitamix logo. This version should be used whenever possible to maintain a consistent brand presence.



CLEAR SPACE

A minimum amount of clear space must surround our Vitamix logo to ensure that it is legible and instantly recognizable. The clear space is the height or width of one vortex around the perimeter of the logo. Do not violate this clear space with graphics, typography, or other elements. Use this clear space measurement when placing our logo near the edge of a document or other graphic elements.

No tagline or any other copy should appear within the clear space.



FILE TYPES AND DOTS-PER-INCH TIPS

Print—EPS, TIF, JPEG, or PDF a minimum of 150 dpi

Screen—GIF, JPEG, or PNG at 72 dpi

Web—GIF or PNG at 72 dpi

SCALING

Always scale the logo uniformly to avoid distortion. Proper logo size is vital in maintaining readability. Our logo should never appear smaller than 1 inch (2.54 cm) wide.



Minimum width: 1.0 in / 2.54 cm

Logo USAGE

The main Vitamix logo should be used to represent the overall brand and household line of business. The Commercial logo is used for commercial purposes only.

SPOT COLOR

Use these preferred logos when and wherever possible.



vortex: PMS 429
wordmark: PMS 186
background: white



vortex: PMS 429
wordmark: PMS 186
background: white

CMYK

Use these alternatives when printing is limited to CMYK or four colors.



vortex: 40% black
wordmark CMYK: 2.100.85.6
background: white



vortex: 40% black
wordmark CMYK: 2.100.85.6
background: white

BLACK & WHITE

Use these alternatives as a final resort when color printing is not available.



vortex: 40% black
wordmark: 100% black
background: white



vortex: 40% black
wordmark: 100% black
background: white

NOTE

Our Vitamix logos have been designed and formatted to represent our brand in a clear, consistent manner. Altering the logo by ignoring the usage principles or executing one of the variations below compromises our brand equity and undermines our stance as the category leader. Respecting the logo is respecting the Vitamix brand.

DO NOT



alter composition



extract elements



add tagline



alter font



outline



apply drop shadows or other effects



scale disproportionately



tilt or angle



warp



reverse colors



apply a transparency effect



alter colors aside from the options to the left



alter language



add claims, tags, names or additional, unapproved text



fill with pattern or texture



use white logo on a too light or too dark background



use full-color logo on black background



use full-color logo on a busy photo, texture or pattern



Rotate logo vertically

Logo

PRINCIPLES

VORTEX ICON

The vortex should never be used in place of the of the Vitamix logo. It can be used as a design element, (stand-alone or pattern) but only with brand-team approval.

ANATOMY

The example below shows the preferred representation of the vortex, and should be used whenever possible.



Vortex

CLEAR SPACE

When using the vortex as a stand-alone element (non-pattern), a minimum amount of clear space must surround our vortex to ensure that it is legible and instantly recognizable. The clear space is the height or width of one vortex around the perimeter of the icon. Do not violate this clear space with graphics, typography, or other elements.



Clear space

FILE TYPES AND DOTS-PER-INCH TIPS

Print—EPS, TIF, JPEG, or PDF a minimum of 150 dpi

Screen—GIF, JPEG, or PNG at 72 dpi

Web—GIF or PNG at 72 dpi

SCALING

Always scale the vortex uniformly to avoid distortion. Proper logo size is vital in maintaining readability. Our vortex should never appear smaller than a ½ inch (1.27 cm) wide.

PATTERN

The vortex may be used as a pattern but only on solid-color backgrounds (i.e., not on photos). When used in a pattern, do not include the registration mark. This treatment typically reserved for corporate materials. The Corporate logo must always accompany the pattern.

PRODUCT

Logo usage is documented in the Visual Brand Language document and is subject to approval by the ID Team and Brand Team.

LICENSED MATERIALS

Logo usage must be approved by the Brand and Product teams. If vortex is to be used as a standalone element, the brand logo must appear separately on the product as well.



Brand/Household

COLOR PALETTE

PRIMARY

Our primary Vitamix® colors, Vitamix Red and Gray, are the key hues associated with the brand.

VITAMIX RED
Pantone **186**
CMYK **2.100.85.6**
RGB **200.16.46**
HEX **C8102E**

VITAMIX GRAY
Pantone **429**
CMYK **21.11.9.23**
RGB **162.170.173**
HEX **A2AAAD**

SUPPORTING

Our supporting colors are white and Pantone 432.

WHITE
Print **Knockout / Paper**
CMYK **0.0.0.0**
RGB **255.255.255**
HEX **FFFFFF**

Pantone **432**
CMYK **65.43.26.78**
RGB **51.63.72**
HEX **333F48**

ACCENT

Accent colors can be derived from key colors in the background photograph (if used).

COLOR USAGE TIPS
Print—Spot (Pantone) or CMYK
Screen—RGB
Web—HEX

Commercial

COLOR PALETTE

PRIMARY

Our primary Vitamix® Commercial colors, Vitamix Red, and Brushed Stainless, are the key hues associated with the category.

VITAMIX RED
Pantone **186**
CMYK **2.100.85.6**
RGB **200.16.46**
HEX **C8102E**

BRUSHED STAINLESS
Metallic Foil **Proll Mirror M1**
Metallic Ink Pantone **877**
Gradient **white & PMS 429**
CMYK **48.39.39.3** | RGB **138.140.140**
HEX **8A8B8C**

SUPPORTING

Our supporting colors are Vitamix Gray, white and Pantone 432.

VITAMIX GRAY
Pantone **429**
CMYK **21.11.9.23**
RGB **162.170.173**
HEX **A2AAAD**

WHITE
Print **Knockout / Paper**
CMYK **0.0.0.0**
RGB **255.255.255**
HEX **FFFFFF**

Pantone **432**
CMYK **65.43.26.78**
RGB **51.63.72**
HEX **333F48**

ACCENT

Accent colors can be derived from key colors in the background photograph (if used).

COLOR USAGE TIPS
Print—Spot (Pantone) or CMYK
Screen—RGB
Web—HEX

Color

USAGE

DO

Typography

- Use white on top of contrasting, saturated colors or backgrounds like Vitamix Red, Pantone 432, and Black
- Use Vitamix Red to highlight short pieces of information and brief, Vitamix®-specific copy
- Use the supporting color palette to emphasize select moments
- Headline colors can be derived from key colors in the background photograph (if used)

Backgrounds

- Use white as a canvas for layouts with lots of copy, detail or color
- Use a Red vignette to occasionally highlight a layout specific to Vitamix
- Use Vitamix Gray or textured vignette equivalent to occasionally break up the many pages of white

DO NOT

Typography

- Do not use white on top of bright /or very light backgrounds
- Do not use Vitamix Red for large or even standard amounts of copy
- Do not use Vitamix Gray or Pantone 432 on deep or dark backgrounds
- Use multiple colors from background photography

Backgrounds

- Limit the amount of textured or flat color backgrounds in large publications (e.g. cookbooks).
- Do not use every color in the color palette together as a system of backgrounds
- Accent this system with the occasional use of a supporting color background



Photography

OVERVIEW

Photography is our strongest tool for providing our consumers a glimpse into the world of Vitamix® and expressing our brand in a way that emphasizes relationships and community over machines.

Just as we don't use two brand voices when we speak about them, we don't draw a hard line between Household and Commercial imagery. All photography should align with our Brand Attributes and Consumer Value Proposition (CVP)*:

- **THE VITAMIX DIFFERENCE**
 - BRAND
 - PRODUCT
- HEALTHY
- PERSONABLE
- APPROACHABLE
- FLEXIBLE

*We will be developing and defining the CVP in 2021

Photography

OVERVIEW

Always position our products in a premium light by employing simplicity, natural colors, and true-to-life applications.



LIFESTYLE: HOUSEHOLD

Show people interacting with product or the product recently in use. Focus should be on the people making connections rather than the product.

- Connection over whole-foods
- Building relationships
- Healthy lifestyle
- Talent should be diverse and represent end-user segment
- Talent should be full-frame and not cropped



LIFESTYLE: COMMERCIAL

Show people interacting with Vitamix products. Product should be in use or obviously recently used (e.g. messy container)

- Community coming together
- Authentic sets/props/wardrobe
- Healthy lifestyle and whole-food focus
- Talent should be diverse and represent end-user segment
- Showcase WOW moments when possible



RECIPE

Highlight recipes that excel with the Vitamix (*See Recipe Guidelines for more information*)

- Recipe should be healthy and feature healthy alternative ingredients when necessary
- Commercial recipes shown in props specific to the industry (to-go cups)
- Use large/non-cut, whole-food ingredients as accents
- Does not need to be perfectly styled - looks authentic
- Can feature human interaction with featured food



GRABS

While shooting lifestyle photography featuring talent, try to get extra grabs of the talent interacting with the resulting recipe and/or other talent on set. This helps maximize storytelling opportunities.

- Product does not need to be included, but should show final output (i.e. recipe)
- Variety of shots can be included e.g., full talent, close up, etc



ENVIRONMENT

Use the environment to tell the story. Carefully consider the placement of the product, as well as the ingredients, prepared food, materials, and surface and how they relate to the target audiences.

- Authentic sets/props/wardrobe authentic to segments
- Healthy lifestyle
- Does not need to be perfectly styled
- Fill the product container to 3/4 of its maximum capacity with ingredients.



PRODUCT USAGE

Show step by step process to be used in tips and tricks messaging or to be used to create GIF formatted videos to ensure customer success.

- Simple background
- Focus on action
- Step by step
- Locked down framing
- Showcase The Vitamix Difference when possible

Product

PHOTOGRAPHY

PRODUCT VIEWS:

- **FRONT**
- **LEFT GLAM**
- **RIGHT GLAM**
- **PROUD**
- Shoot against a white background
- Accurately show the dimension of the product
- Do not hide parts of the product in shadows unless it is unavoidable
- Focus on the product and do not include ingredients or food in the shot

PRODUCT DETAIL

- Shoot against a white background
- Highlight unique machine features
- Focus on the product and do not include ingredients or food in the shot
- Components of products should be shot individually and the composited together when necessary

The following categories outline standards by which we showcase our product and its versatility.

PRODUCT CONTAINING INGREDIENTS

- Shoot against a white background
- Fill the product container to $\frac{3}{4}$ of its maximum capacity with ingredients. It is preferred that these ingredients are not blended. Ingredients should be large and rough cut (no pre-diced items) to show the blender helps reduce prep time.
- Prop the scene with finished food / beverage and ingredients used to make the recipe

PRODUCT HERO

- On the occasion when the product must be shown as the hero, ensure the device appears bold and stands alone.
- Food mid-preparation and a little imperfection go a long way to imply humanity without actually showing a person.
- Should be shot on both dark and light backgrounds for variety of use. Color can be used as added an option.
- Lighting can be use to emphasize key product features



front view



left glam



right glam



product with build



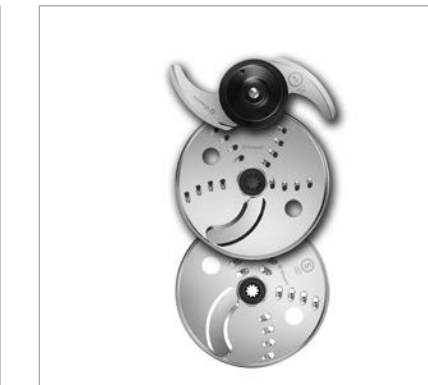
product detail



product hero



non-blender example



product component composite

Photography

STYLING

The setting, surfaces and materials that represent our brand require special attention. Follow the guidelines below to ensure our product is always shown in a context consistent with the Vitamix® lifestyle.



SETTINGS

Show products in the kitchen or commercial food-prep environment. Lighting is situation dependent, but ensure the food or product is the clear focus when environment focused. Select an accent palette to provide a cohesive look throughout the setting.

Foodcycler is the exception and should be shown where it's used. (Garage, kitchen, mudroom, or basement)

SURFACES

Any surface that features food or product should feel authentic. The texture of the surface should be more recessive than dominant and complement the featured food or product, not distract from it. Avoid loud, overly textured backgrounds.

PROPS

Utilize props that are authentic to the scene and situation. Household props should reflect the target audience and various consumer segments. Commercial props should be relevant to the workspace.

ANGLES

A variety of angles can be used and are encouraged when talent is involved. For recipes, limit to overhead or straight on to focus on the texture of the recipe. For product specific angles, see page 18.

FOOD

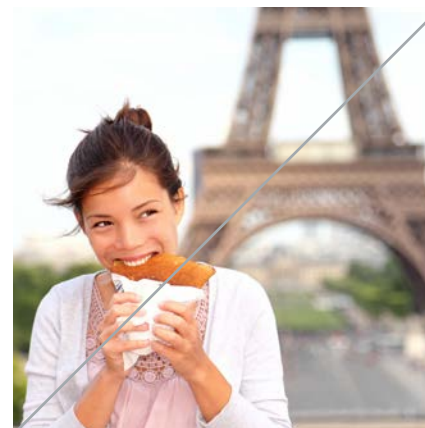
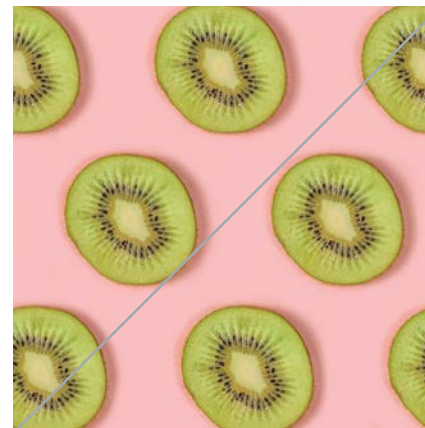
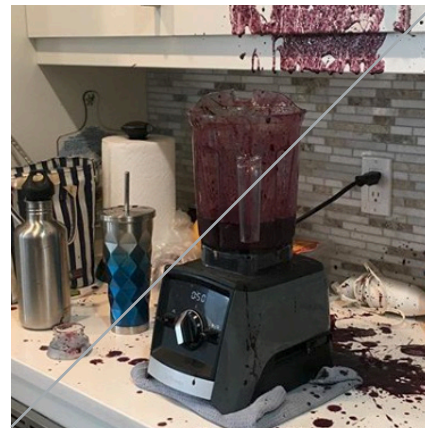
Styling should be simple and realistic for the end-user to achieve. Featured recipes should be made in a Vitamix machine and highlight the Vitamix difference. Use real food and ingredients. Can be messy to appear more authentic and lifelike. Healthy options and alternatives should be included. Use large whole-food ingredients as props.

Photography

USAGE

DO NOT

- Blend without lid
- Do not use props that are a replacement for Vitamix techniques (e.g. mortar and pestle, competitors, food processor)
- Limit large appliances in imagery
- Do not use perfectly even studio lighting
- Do not use fake food in the imagery
- Do not show obviously staged, styled, composed, or flawless situations
- Do not use food as decoration, pattern, or graphics
- Talent and sets should not be overly staged
- Do not put an overt focus on travel and location
- Vitamix is not an authority on medical claims
- Do not show dicing or small cuts as props (unless diced in the blender) or within the blending container build



Typography

PRINCIPLES

PRIMARY FONT

Gotham is our primary brand font that should be used throughout literature. Gotham should always be the body copy font.

Aa
Gotham Medium
THIS IS A HEADLINE EXAMPLE

Aa
Gotham Book
This is a body copy example

Light	<i>Light Italic</i>
Book	<i>Book Italic</i>
Medium	<i>Medium Italic</i>
Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>

Aa
Gotham Narrow Medium
THIS IS A HEADLINE EXAMPLE

Aa
Gotham Narrow Book
This is a body copy example

Light	<i>Light Italic</i>
Book	<i>Book Italic</i>
Medium	<i>Medium Italic</i>
Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>

NOTE
The fonts on this spread have been selected for their global accessibility and multilingual capabilities, Asian languages excluded.

ACCENT FONTS

Sentinel is primarily used as an accent font for Commercial but can be used to highlight important information in household. See examples page 26. Use to highlight positive brand expressions or sentiments like customer quotes or brand differentiators. Call outs and headlines only.

Aa
Sentinel Medium
This is a Headline example

Aa
Sentinel Book
This is a body copy example

Light	<i>Light Italic</i>
Book	<i>Book Italic</i>
Medium	<i>Medium Italic</i>
Semi-Bold	<i>Semi-Bold Italic</i>
Bold	<i>Bold Italic</i>

Aa
Freeland
Call out Example

NOTE
Freeland only comes in one style. Should be used minimally in headlines and call outs only. Max 5 words.

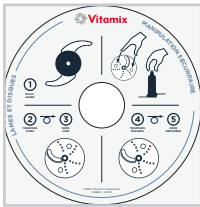
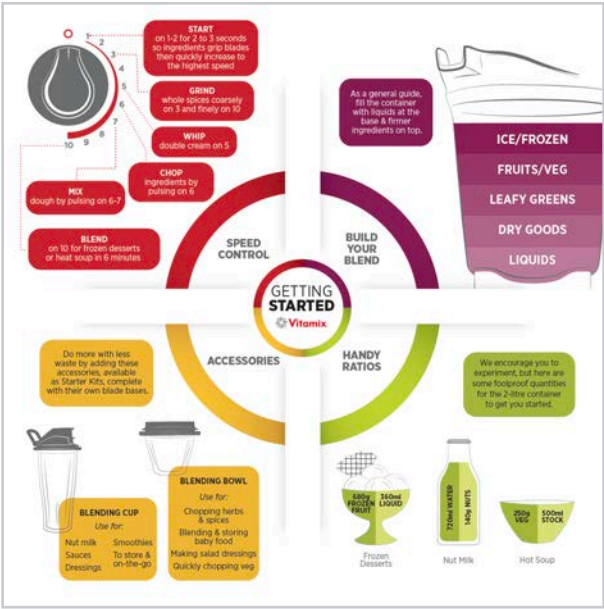
Illustration

PRINCIPLES

ILLUSTRATION

Illustration can be used when the application lends itself to a more creative execution, as a way to emphasize important information, or as an option when photography isn't available. Illustration should be utilized in infographics with simplistic and easy-to-understand graphics that are colorful and eye catching. For projects that are meant to be expressive and playful, illustration can appear more natural and gestural. Illustration can be used as an opportunity to represent fun and Joy.

EXAMPLES



ICONS

Icons should be used to represent easily identifiable concepts or used when photography is otherwise unavailable. Icons can accompany copy to make their meaning more impactful but should be able to stand on their own.

EXAMPLES

Let's Make Something Tasty

RINSE & BLEND
With a quick wash, this product is ready to use out of the box.

EARN & LEARN
Join Vitamix Rewards, and get points for your purchase and more

ASK & SHARE
Our Customer Experience Team is ready to help.

YEAR IN REVIEW

IT'S INSPIRING THAT SO MANY PEOPLE JOINED AND PARTICIPATED IN VITAMIX REWARDS THIS YEAR. THANK YOU FOR BEING A MEMBER!

96,000
NEW MEMBERS

15,400
REWARDS REDEEMED

1,100,000
ACTIVITIES COMPLETED

202 MILLION
POINTS EARNED

LOG INTO VITAMIX REWARDS

STEP 1:
CHOOSE 1 LIQUID.
Try non-dairy milk, juice, or water.

OPTIONAL STEP:
CHOOSE 1 GREEN.
Maybe spinach, kale, or broccoli?
(Trust us, these ingredients can add some serious nutritional value!)

STEP 2:
CHOOSE 2 FRUITS OR VEGGIES.
Combine flavors like berries, grapes, celery, or cucumber.

STEP 3:
BLEND!
Place your ingredients and some ice cubes in the container and secure the lid. Then just blend on the highest speed for 40-50 seconds, or use your Smoothie program.



Household

LAYOUT EXAMPLES

MORE REWARDS FOR LESS POINTS

FOR A LIMITED TIME ONLY, GET 30% OFF SOME OF OUR MOST POPULAR REWARDS.



AER™ DISC CONTAINER
BLISS (NORMALLY \$1,700)



DRY GRAINS CONTAINER
BLISS (NORMALLY \$1,700)



DAILY HARVEST
BLISS (NORMALLY \$1,600)



\$100 VOUCHER
BLISS (NORMALLY \$1,000)

LOG IN TO REDEEM

Vitamix

"I Made it With Mom"



BLENDING TOGETHER

Healthy habits start early, but they don't always come easily. With Vitamix®, you can incorporate more whole foods into your family's favorite meals while spending some quality time with your kids in the kitchen. Give it a shot - you'll be surprised when they try when they helped make it.

Learn how to make simple, whole food, picky-eater-pleasing meals at [Vitamix.com](#).



MANGO MINT SMOOTHIE

INGREDIENTS

- 2 cups (480 mL) coconut milk
- 2 cups (50 g) spinach
- 1/2 cup (120 g) frozen mango chunks

SERVE 2

INSTRUCTIONS

Place all ingredients in the Vitamix container in the order listed and secure the lid.

Choose your resolution (see program list). Choose the Smoothie program, start the machine, and let the program complete.

Change manual controls: Select Variable 1, start the machine, and quickly increase to its highest speed for 40 to 60 seconds, until smooth.

Instead of spinach, you can also use kale or other leafy greens. If you want a thicker smoothie, try coconut water instead of milk!



Comfort & Joy

ASPARAGUS

GREEN BEANS

GARLIC

GINGER ROOT

SOY SAUCE

CORIANDER

BROAD BEANS

ROASTED PEANUTS


SESAME OIL

SESAME SEEDS

Vitamix

ASCENT SERIES™ BLENDERS

Quick Start smart commercial use functions



10

Vitamix

E320

EXPLOSION™ SERIES HIGH-PERFORMANCE BLENDER



5

Vitamix

FALL FLAVORS


STAINLESS STEEL CONTAINER



Commercial

LAYOUT EXAMPLES

Vitamix
COMMERCIAL



Strength. Durability. Resilience.

The same qualities you rely on in our products, are set in you. We remain dedicated to developing the best blending solutions to help you reach your goals, no matter how they might change.

[www.vitamix.commercial](#) | [Instagram: @VitamixCommercial](#)

WE WERE Built for This

Can your blender turn tough ingredients into silky smooth purées?

Vitamix® Commercial machines can.

Transform textures and create innovative menu offerings. Amplify the power and precision of your Vitamix Commercial machine with the right tools for your blend after blend, for years to come.

Learn more at [www.vitamix.com](#)



Advance® Blade Removal & Replacement
For Vitamix® Commercial Advance® Containers

ADVANCE® BLADE ASSEMBLY REMOVAL

1. Make sure the container is empty and the gear on the blade assembly is cool to the touch. Place the container on its side and insert the Vitamix® Delivered Nut Wrench (sold separately) between the lid in the release slot.
2. Press down firmly on the wrench in a counterclockwise direction. Once the nut comes free, repeat this action until the nut is completely free from the blade assembly.
3. Make sure the flat side of the blade assembly is aligned with the hole in the bottom of the container. To remove the blade assembly, take a towel (or wear heavy gloves) and pull it straight out of the container.
4. If the blade assembly feels tight or stuck, you may need to tap firmly on it to apply pressure.

USE CAUTION. Blades are sharp.

NOTE: Check that the retainer nut is clean, and the rubber seal is not damaged or dried out. If the rubber seal becomes separated from the retainer nut, wipe it dry and press it back into the groove.

(Replacement instructions on back)



Commercial Products

These products are designed to help you reach your goals, no matter how they might change.

COFFEE BEVERAGE BLENDERS

- **Model C400**
- **Model C450**
- **Model C500**
- **Model C600**
- **Model C700**
- **Model C800**
- **Model C900**
- **Model C1000**

HEAVY DUTY BLENDERS

- **Model E320**
- **Model E350**
- **Model E380**
- **Model E400**
- **Model E450**
- **Model E500**
- **Model E550**
- **Model E600**
- **Model E650**
- **Model E700**
- **Model E750**
- **Model E800**
- **Model E850**
- **Model E900**
- **Model E950**
- **Model E1000**

FOOD PREP BLENDERS

- **Model F320**
- **Model F350**
- **Model F380**
- **Model F400**
- **Model F450**
- **Model F500**
- **Model F550**
- **Model F600**
- **Model F650**
- **Model F700**
- **Model F750**
- **Model F800**
- **Model F850**
- **Model F900**
- **Model F950**
- **Model F1000**


PAULING TEST MODELS

- **Model P320**
- **Model P350**
- **Model P380**
- **Model P400**
- **Model P450**
- **Model P500**
- **Model P550**
- **Model P600**
- **Model P650**
- **Model P700**
- **Model P750**
- **Model P800**
- **Model P850**
- **Model P900**
- **Model P950**
- **Model P1000**

Vitamix
COMMERCIAL

Blend Boldly

BOOTH #4048-SOUTH HALL



Commercial Blenders

These blenders are designed to help you reach your goals, no matter how they might change.

COFFEE BEVERAGE BLENDERS

- **Model C400**
- **Model C450**
- **Model C500**
- **Model C600**
- **Model C700**
- **Model C800**
- **Model C900**
- **Model C1000**

HEAVY DUTY BLENDERS

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PAULING TEST MODELS

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- **Model P650**
- **Model P700**
- **Model P750**
- **Model P800**
- **Model P850**
- **Model P900**
- **Model P950**
- **Model P1000**

Video

GUIDELINES

LEGAL APPROVAL

- Prior to shoot, contact the Vitamix legal team to discuss the content of the planned video and determine the extent of legal approval required. Note: All competitive claims must be approved prior to video production)

SETS & CASTING

- Sets should be globally relevant, with special consideration paid to kitchen sets and appliances
- Casting should reflect diversity in a natural, authentic way, and be culturally ambiguous—not suggesting a particular region or country. Casting should be reflect end-use segments when applicable.
- Always check talent usage rights before using or posting existing videos
- Frames and cropping with vary throughout the video but include a full frame/uncropped image of the talent when possible (e.g., enjoying final completed recipe, using the machine)

ANIMATION

- Does not overpower live action but used a to emphasize actions
- Full animation videos should be used to show complicated storytelling that is hard to represent through live action
- Use as a way to emphasize fun and joy

PROPER LANGUAGE

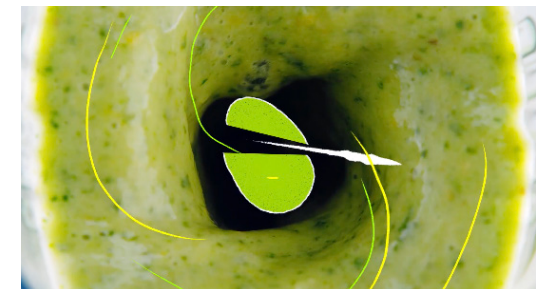
- The product should always be referred to as a Vitamix® machine, Vitamix blender, or as its individual model name. Never call the product a “Vitamixer” or any other name
- The proper names of other features/components are: motor base, container, tamper, lid, lid plug, lid plug opening. Do not call the machine features by different names
- Refer to program settings as “programs,” not “speeds” or “presets”
- Make sure all proper trademark symbols are included with product names that appear on screen. (Note: Local trademark registrations should be considered for each market where the video will be used)

PROPER MACHINE USE

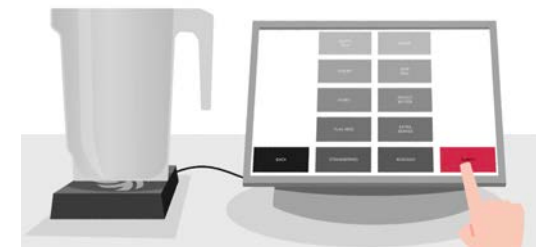
- Always have the lid securely fastened and straight when the machine is in use. Lid flaps should be perpendicular to the spout
- Attempt to show the front of the machine as frequently as possible. But the talent should interact with the machine comfortably and naturally
- Clean any dust, fingerprints, and smudges off the machine(s) prior to shooting

Follow these production guidelines to create branded video content successfully.

- If shooting the blending vortex inside the container, do so through the lid plug only. Do not shoot the machine in use without the lid in place
- Do not use the tamper without the lid securely in place
- Make sure the dial is set to 0 and the on/off switch is in the off position before blending
- Ensure sound covers are securely closed, if applicable, while recording
- When possible, avoid straining blended mixtures through a chinois, mill, cheesecloth, etc. Chefs use these tools more often in recipes, which is acceptable
- Do not use any other competitive blender on set



EXAMPLES



Digital

GUIDELINES

Please follow these guidelines when creating digital marketing assets.

EMAILS

- Only use the Freeland accent font to highlight a word or small headline of three words or less.
- Use a cinemagraph (or seamless looping) animated GIF where a video would be (as you cannot embed videos in emails), this improves engagement rates
- Include static play button overlaid on image when a GIF is not an option
- Emails should always include one button or arrow in each module to indicate a clickable call to action. Do not include more than one button per module as this is a confusing experience.
- Call to action should be clear and concise. It must be Moment-of-Truth based and should focus on the end user's benefits.

BUTTONS

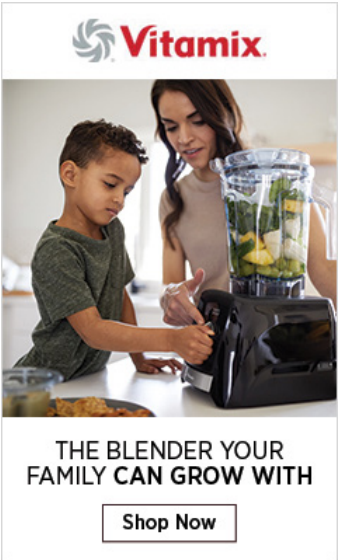
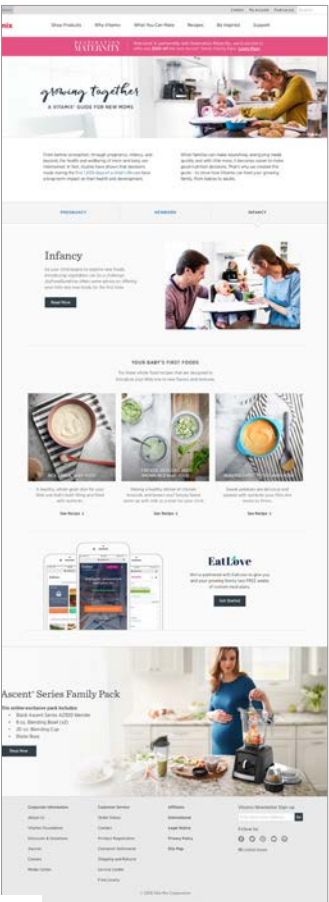
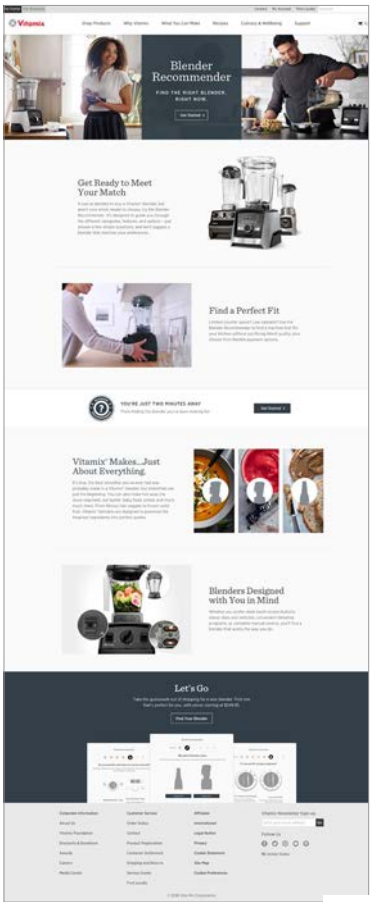
- Buttons should always be square or rectangular (without rounded corners) and use Gotham Narrow Medium in title case.
- If a button is on a white background, the button should have a solid fill of Conquer (#333F48) OR be dark text with no fill and have a 1px hairline border of Conquer (#333F48).
- If a button is on a dark background, the button should have a semi-transparent white (15% to 20% opacity) background with a white 1px hairline border of (20% to 40% opacity).

MEDIA BANNERS

- Place a 1px inset border around all media banners in #ddddd gray.
- Media banners should always include one button or arrow if space allows, to indicate that it's clickable. Do not include more than one button as this is a confusing experience.
- Do your best to follow the space requirements in the logo guidelines. If space does not allow a vortex width around the entire logo, do your best to "allow it to breathe" without placing the logo too close to other graphic elements.
- Try to use the Freeland accent font to highlight an appropriate word in the headline.

Digital

EXAMPLES





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