



alpha hydrox

style guide 2004



table of contents

| | |
|---|-------|
| it's not just a new logo, it's a new company attitude | 4-5 |
| logo specifications. | 6-7 |
| unacceptable logo formats | 8-9 |
| the use of color. | 10-11 |
| corporate typography | 12-13 |
| packaging guidelines | 14-17 |
| other graphic elements | 18 |

“it’s not just a logo, it’s a new company attitude.”

Everything in the Alpha Hydrox system influences our identity. With all of this emphasis on the benefits of identity, you might wonder exactly what the Alpha Hydrox brand is. It’s not just a logo we slap on presentations or price lists. It’s a system of **visual communication elements** and guidelines that tells the world **who we are** as a whole. It’s also a powerful strategic tool that can influence customer buying decisions, build brand preference, and help make new product launches a success. Like any **asset**, we must carefully manage the application of our identity to get the maximum benefit from it. Only together can we achieve this goal.

To ensure long-term integrity of the Alpha Hydrox brand identity system

it is important that all employees, management, suppliers, and vendors follow the guidelines and policies contained in this Style Guide. These standards have been designed as a tool to help you achieve a high impact **quality-consistent identity** in all applications, thereby strengthening our brand identity by building lasting recognition in the marketplace.

Any deviation from approved corporate standards could undermine the effectiveness of the identity system and cause an inconsistent image of Alpha Hydrox to be transmitted to the world—in other words just don’t do it. If you have any questions after referring to the Style Guide, please contact API.

that’s right repeat after me... consistency is the key

Consistency is the key to unlocking the potential of any identity. Every time people see Alpha Hydrox they should see consistent typography, colors, and relationship of symbol to logotype—reinforcing our commitment to quality and integrity.

they can see you, the customer is watching

We compete in a crowded business environment. Our competition is right alongside us shouting for more attention. Our identity helps us cut through the clutter and noise. When we use it consistently, it conveys a powerful and memorable message that sets Alpha Hydrox apart from the competition. Our customers’ buying decisions are based on their perceptions of companies. We can positively influence perceptions by ensuring each package, letter,

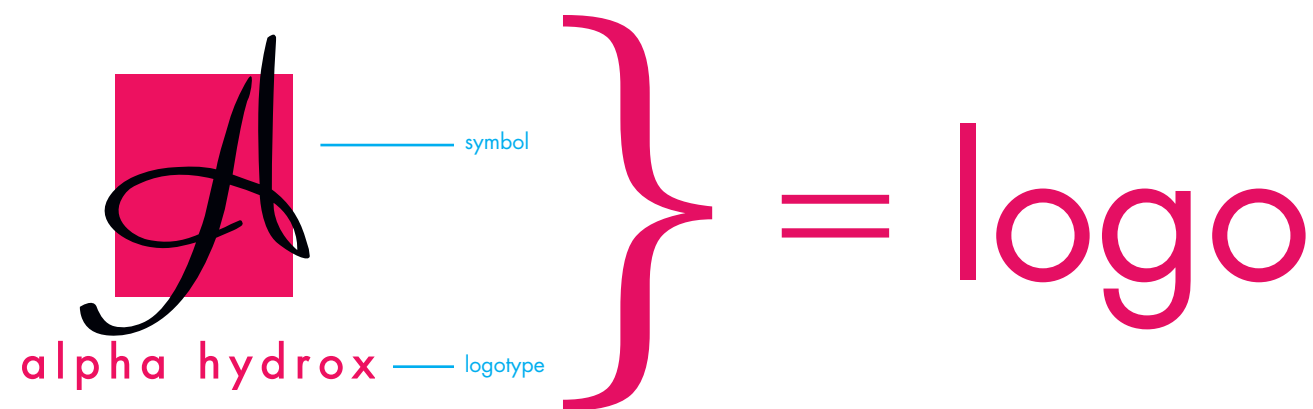
sign, display, FSI, insert, etc. has our identity uniformly applied. When reinforced by our quality products, this positive perception will foster recognition of our brand name as well as nurture customer loyalty.

don’t forget! image is important

All over the world, our stationary, brochures, signs, displays, or products wear the Alpha Hydrox logo while our identity system visually links all Alpha Hydrox items together into one family. When the company correctly uses the identity in their individual communication efforts, we enjoy greater awareness. Customers will find it easier to recognize and remember us...and to always look to Alpha Hydrox for their skin care needs.

benefits

- advantage in the marketplace
- increased awareness
- brand preference and loyalty
- customer confidence
- separation from competition



logo specifications

The logo is the **first** basic building block of the Alpha Hydrox identity. *There are four essential elements in virtually all our identity applications: logo, color, typography, and design.* When used according to the Style Guide, these elements create a distinct visual personality for Alpha Hydrox, one people can recognize with just a glance. The Style Guide also leaves plenty of room for creativity, so you can build the right solution for a particular project while

retaining a consistent visual identity.

The first of these elements, the logo, is the most important. Our logo is one-of-a-kind. In order for people to recognize it, it must appear the same in all applications.

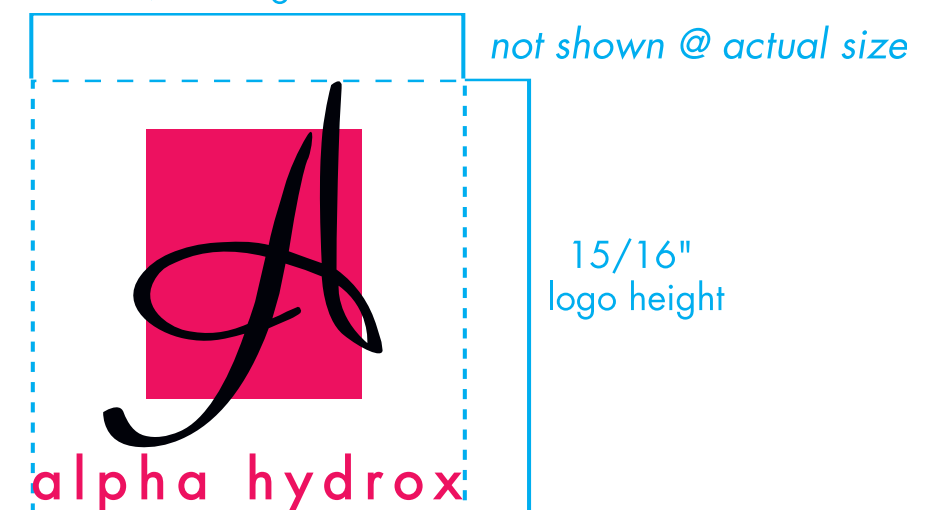
The logo is made up of two elements: the symbol and the type. These elements are designed to fit together in the spatial relationships shown below and **only** that relationship.

acceptable format



absolute minimum size (bigger is better)

15/16" logo width

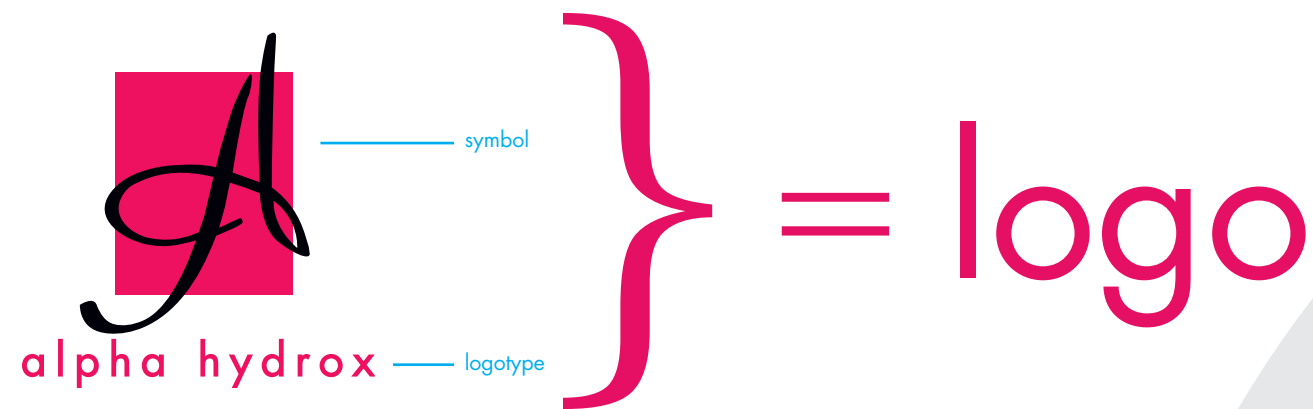


area of isolation



The clear zone surrounding the logo is determined by the height of the logotype and the space around the logo should equal half the height of the logotype, as shown to the left. This area must always remain clear of other imagery including typography, photographs, design elements, page trim and folds. Be aware that the clear area is invisible and does not print.

Also, this area is only a minimum distance. Generous clear space surrounding the logo is always desirable.

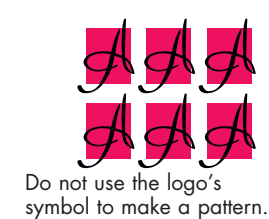
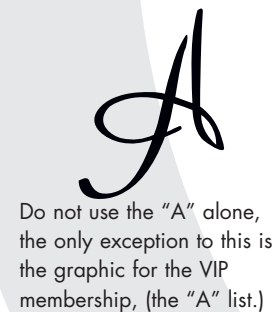


unacceptable formats

The logo is non-negotiable.

This means it is to be used at 100% each time it is applied. There is no stretching out, squeezing, squishing, rearranging of text or other elements. The use of just the "A" is strictly prohibited,

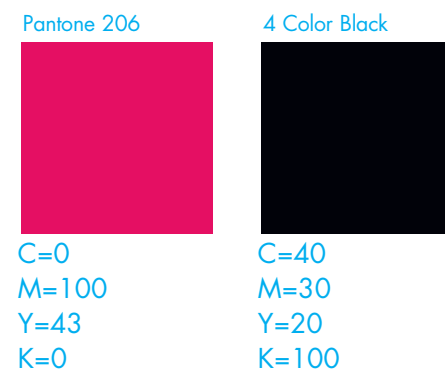
as well as the use of the "A" and logotype without the background box. If you are wondering what is acceptable please refer to the previous page or contact API with any questions.



the use of color

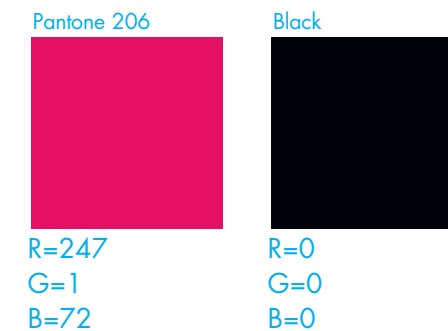
The correct use of the corporate colors is the **second** element in our identity. Color is also an important part of the visual impact of our logo and image. Consistent use of the corporate colors will establish the desired recognition of our product

C M Y K
cyan, magenta, yellow, & black

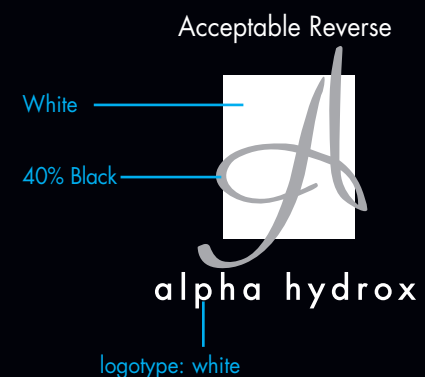
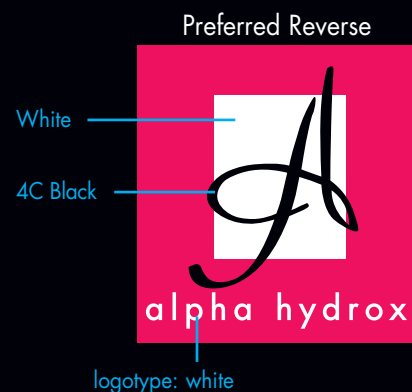


among our customers and buyers. Maintaining accurate color density is also a factor in color control. The positive and reverse color option to the right are the only approved options for use. The full or two color options are preferred.

R G B
red, green & blue

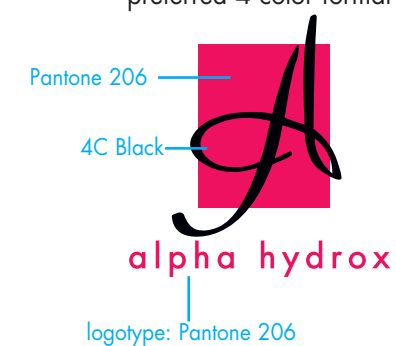


reverse

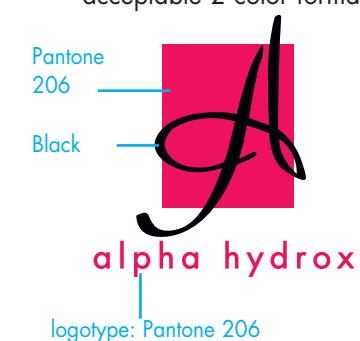


positive

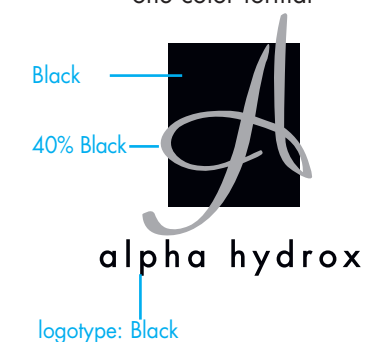
preferred 4 color format



acceptable 2 color format



one color format



Pantone 206 and black are Alpha Hydrox's core colors.

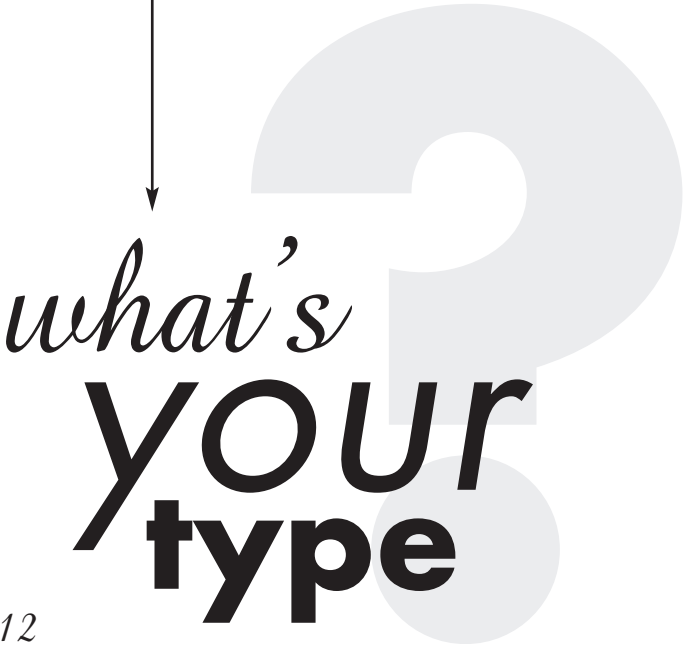
PANTONE 206 Red. Always make sure the Alpha Hydrox colors look the same in every application.

4C Black is to be used whenever possible and only to be replaced by black for 2 color process, and 40% Black for Black & White applications.

corporate typography

The application of our corporate typography is the **third** basic element used in the development of Alpha Hydrox communications. Typography makes a powerful statement—just as our logo and colors impact the brand impression. Over time, customers and buyers will begin to associate our typographic

style with Alpha Hydrox products. One font family has been chosen based upon its ability to convey a sense of integrity, strength, and timelessness. This font is: Futura. The weights and styles to your right are approved for use. All applications requiring the use of typography must incorporate these fonts.



- futura book**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
- futura book oblique**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
- futura bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
- futura bold oblique**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
- futura light**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
- futura light oblique**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890



file name:
alpha_theonethatworks.eps
100% centered within the top
of the box

name of product:
should always appear in the
upper left corner. At least
1/4" away from the top of the
fold line and should be cen-
tered between the left fold line
and the edge of the big "A".
Type is made in illustrator start-
ing with 14pt type and then
applying a stroke of .03pt

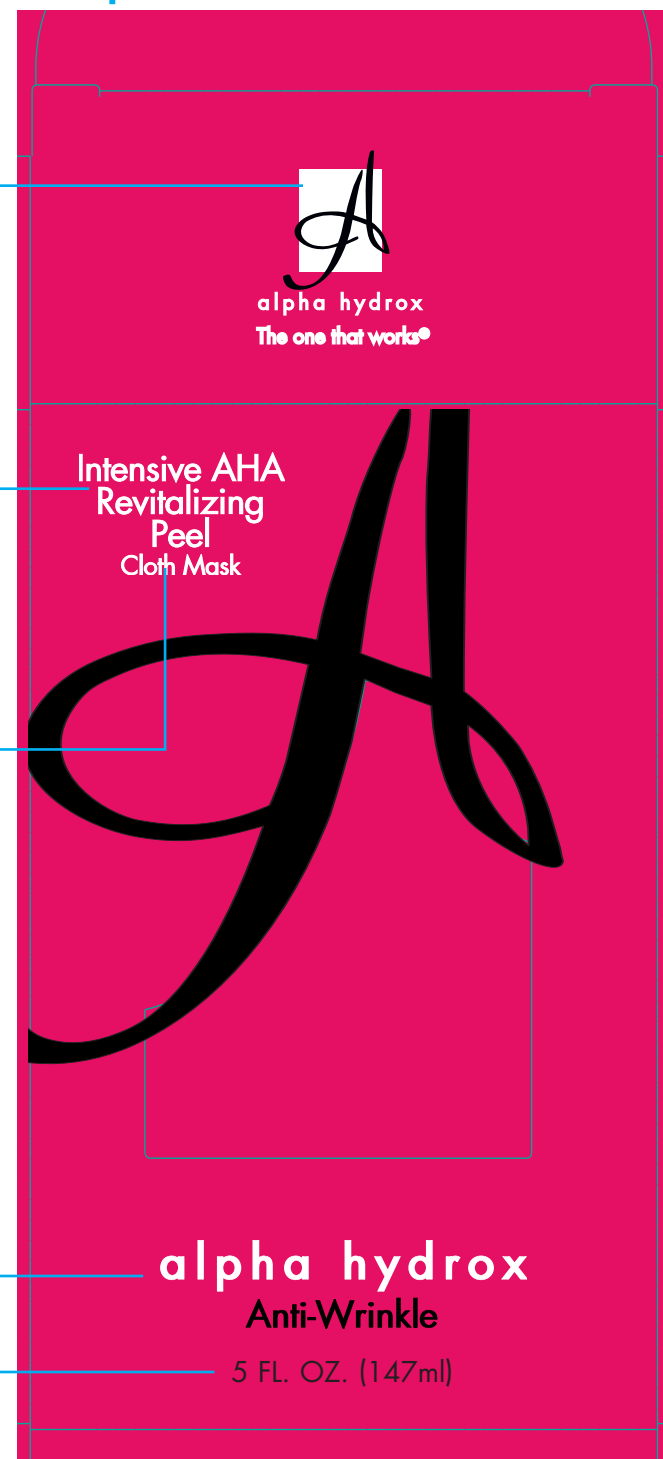
secondary title:
made in Illustrator starting
with 10pt type and then
applying a stroke of .03pt

margin:
1/4" margin on top.

file name:
alpha_anti-wrinkle.eps
100%, centered from the the
bottom of the window to the
bottom of the box fold and
side to side

contents line:
11pt, 12pt leading
baseline .25" up
from the bottom of
the box.

front panel



right side panel (directions)



futura, bold, 11pt, 12pt leading, centered

futura, bold oblique, 8.5pt, 9.5pt leading
centered, space after .08"

rule below, black, 1pt, offset .05"

futura book, 8pt, 9pt leading, aligned left,
space after .08"

SUNBURN ALERT:
futura bold 8pt, 9pt leading, all caps

margin:
1/8" margin on left and right sides, 1/4"
margin on top and bottom.

packaging

it is important to keep a
consistent "billboard" look
in order to achieve product
recognition and prevent private
label ripoffs.

margin:
1/4" margin on all sides

IF for all skin types:
indicate under title, centered,
futura oblique, 9pt 10pt
leading, centered

product name:
futura bold, 11pt. 12pt leading,
centered

selling points:
after all skin types (if applicable,
otherwise after title). futura book,
9pt, 10pt leading, space after .1"

rule below:
indents, offset .08", black

bullets:
format: left indent .1", space after
.05", to get bullet spacing:
option+8 for bullet, then a space.
Next to align the text put cursor in
front of the "R", in this case now
hit command +"\", this will align
the text underneath in until you
make a hard return or you may
use the "bullet" style sheet

Last bullet has a space
after of .1"

product description:
futura book, 8pt, 9pt leading,
space after .15"

asterisk notes:
futura book, 8pt, 9pt leading,
space after .08"

questions:
futura oblique bold, 8pt,
9pt leading, space after .08"

address:
futura book, 8pt, 9pt leading,
space after .08"

back panel

**Intensive AHA Revitalizing Peel
Cloth Mask**
For all skin types
"14% AHA"*** • Vitamin-enriched • Fragrance-free
Oil-free • pH 3.7 • Spa-style cloth mask

- Rapidly exfoliates as it delivers soothing natural extracts into the skin
- Enhances radiance and diminishes the appearance of fine lines and wrinkles
- Helps bring fresh new skin cells to the surface to improve skin's texture and tone
- Boosts the effects of your daily Alpha Hydrox routine
- May prolong the effects of Botox®, and Microdermabrasion
- Contains the alpha hydroxy acids highly recommended by dermatologists.

Alpha Hydrox Intensive AHA Revitalizing Peel is a revolutionary advanced treatment that refines your skin's surface, improving clarity and brightness, and diminishing the visible signs of aging. Chamomile has been added to soothe and help the skin to produce new skin cells. Green Tea helps prevent free radicals from breaking down the skin. This intensive formula provides an immediate surge of hydration, improving skin's texture and elasticity, restoring a younger-looking you.

*Please do a patch test if your skin is delicate or sensitive.
**This product conforms with the CIR Expert Panel limit of the 10% glycolic acid at final formulation.

**Questions, literature, or
VIP membership**
Call 1-800-55ALPHA

Manufactured by
Neoteric® Cosmetics, Inc.
Denver, CO 80239 USA

margin:
1/8" margin on left and right sides, 1/4"
margin on top and bottom

left side side panel (ingredients)

Ingredients:
Water,
Glycolic Acid,
Ammonium Hydroxide,
Glycerin,
Chamomile Extract,
Green Tea Extract,
Sodium Hyaluronate,
Aloe Baradensis Juice,
Hydrolyzed Wheat Protein,
Cellulose Gum,
Potasium Sorbate

ingredients title:
futura bold, 11pt, 12pt leading

ingredients list:
futura book, 8pt, 9pt leading, listed one on
a line, with commas separating each



the "billboard" look

The "billboard" look means creating a look that will act as a billboard to capture the consumer's attention at shelf level. It is meant to read across as a whole to create maximum impact. The height of the box is the same across the line. The bottom of the window is in the same position across. The large "A" is transformed proportionately to adust for the window height. All other type and/or graphics repeating themselves in the same positions on each different product.



other graphic elements

The "A" list is Alpha Hydrox's VIP club. The graphic below is to be used as the "A" list logo. It is to be applied consistently throughout all media to identify the "A" list.

tagline

The one that works!®

alpha hydrox—the one that works!®

either tagline may be used in either PMS 206, black, 4 color black, or white
filename: tag_theonethatworks.eps

Alpha Hydrox the first letter will be capitalized and the following letters in lowercase when used in text. Just like this: Alpha Hydrox. In the first instance apply the ®, you need not apply thereafter.

Alpha Hydrox—The one that works!® is to be used as shown above when using the tagline in text. Make the ® three points smaller than the text and shift it up. The ® should always appear with the tagline.

4 color
Pantone 206

4 color black



alpha hydrox
The one that works!®

4 color black

Pantone 206

2 color
Pantone 206

black



alpha hydrox
The one that works!®

black

Pantone 206

1 color
black

40% black



alpha hydrox
The one that works!®

black

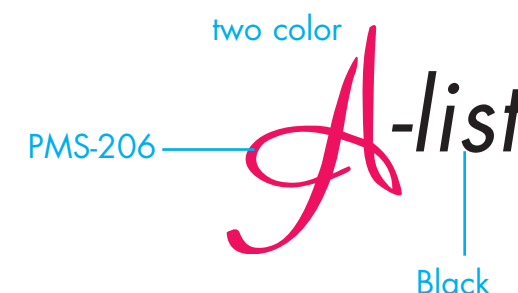
black

VIP membership graphic

one color



two color



four color

