



SIMPLE PROMISE™

WE FOLLOW THE SCIENCE

BRAND STYLE GUIDE

simplepromise.com



SIMPLE PROMISE™

WE FOLLOW THE SCIENCE

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----- 1 -----
MESSAGING

Brand Mission & Philosophy

The mission statement clearly communicates why Simple Promise™ exists. It is the driving force behind everything we do.

The Simple Promise™ Philosophy stems from the belief that customers should rest assured they know what they are getting, why they are getting it and what it has done for others while under clinical scrutiny. By asking the right questions, Simple Promise™ developed an unbreakable process to ensure that every product meets these seven standards. Collectively these standards communicate the full depth and breadth of the commitment Simple Promise™ makes to simplicity, quality, purity and the customer.

Simple Promise™ aims to provide simple, quality and pure products by following scientific evidence.

- 1. Before we choose to move forward with a supplement idea, we look for the GOLD STANDARD of scientific evidence for each ingredient. That means each active ingredient used is based on multiple double-blind, placebo-controlled clinical studies on humans.**
- 2. If there are double-blind human studies on an ingredient, we put the exact same ingredient, or a scientifically equivalent ingredient, used in the research into our formulation.**
- 3. We use the clinical dose of each active ingredient. We don't try to cut costs by using less of the ingredient than what was used in the studies.**
- 4. Simple Promise™ manufactures all their supplements at facilities that are cGMP (Current Good Manufacturing Practices) certified. These are practices that the FDA requires to ensure there is no alteration. We ensure that each of our manufacturers are audited regularly just so you can rely on our simple promise of quality.**
- 5. We test our supplements for content by a 3rd party lab to make sure that what is on the label is actually what is in the bottle. We want to be certain that you're getting what we promise! Using a 3rd party lab ensures that we don't bias the lab tests.**
- 6. We vet our formulations using a 3rd party team of pharmacology, toxicology, pharmaceutical product development, clinical and regulatory affairs scientists. We do this to remove bias or cherry-picking of results.**
- 7. We make sure that our products are safe. Using the entirety of scientific literature available today, we make sure that the ingredients and manufacturing of our supplements are safe for customers.**



Brand Concept



- We are not creating supplements that are the latest and greatest.
- We are not creating supplements that will cure everything.
- We are not promising that we are even better than any other.
- We have a simple promise: We start with the science.

When we find that something has been shown, through the most rigorous clinical studies to produce a result, then:

- ✓ We show you the science.
- ✓ We use the same ingredient that was used in the study that produced that result.
- ✓ We show you the proof that we are including what produced results in the studies.
- ✓ When you buy a supplement under the Simple Promise™ brand, you will know what you are getting.
- ✓ We educate you on how to understand the science and how to make better choices.
- ✓ We are not asking you to trust us. We are showing you HOW to trust and HOW to make a choice.

This concept is based on the knowledge that customers are jaded. There was a time Americans could trust what they were putting in their bodies. That time has gone. They are not buying out of trust. They are buying because the offer has a good guarantee. We want to bring back that time where they can rest assured they know what they are getting, why they are getting it and what it has done for others while under clinical scrutiny.



Brand Tagline

The Simple Promise™ brand tagline emphasizes the core mission of providing top quality and pure products by following scientific evidence and highlights how that mission is expressed across all product offerings.

The tagline is an integrated part of the Simple Promise™ logo and none the less an inseparable part of the Simple Promise™ visual identity. The tagline does not end with a period and should always be used in Montserrat SemiBold ALL CAPS.

On light colored backgrounds, the tagline should be used in the Simple Promise™ blue color listed. On dark colored backgrounds, the tagline should be used in white as shown. See pages 9 and 11 for more brand color information.

In materials that promote Simple Promise™, the brand tagline can be used for headlines or callouts for emphasis in order to create a cohesive and mission-focused message.

SIMPLE PROMISE™ BLUE FOR LIGHT COLORED BACKGROUNDS

WE FOLLOW THE SCIENCE



Blue

PMS: 294 CP

Process: C 100, M 69, Y 7, K 30

RGB: R 4, G 55, B 105

Hex: #043769

WHITE FOR DARK COLORED BACKGROUNDS

WE FOLLOW THE SCIENCE



Customer Profile

- ✓ **Older man or woman who cares about prevention.**
They believe the world they grew up in is disappearing. Their memories have the patina of a Norman Rockwell painting and a Sinatra song rolled into one.
- ✓ **They feel invisible. Everything in marketing ignores them.** When it does speak to them, it caricatures them as weak, feeble and vulnerable people who cannot take care of themselves. At the end of it all, all marketing tells them is how little value they have to the community.
- ✓ **Disciplined with money for decades and does not make purchasing decisions the way others do.**
They are likely to know exactly how much money they have in the bank. They want a bargain on everything. But that does not mean they will not buy high quality and expensive items.
- ✓ **They WILL do their research and they WILL follow your refund policy.** They will complain and try to make themselves be heard. Remember, they are invisible people and have to make twice the amount of noise to get someone to listen.
- ✓ **They are smart and they have a lot of time to read.**
Even those who aren't smart want us to respect their intelligence. They will study and learn first before taking action. The only way they will make an impulse purchase is if the guarantee and return policy are very noticeable and unforgettable.
- ✓ **They feel they are pawns, powerless.** The word NO is their last defense to exert strength and power in the selling interaction.
- ✓ **Anything that resembles a large business, a corporation, or anything legal, is the enemy.**
They are the powerhouses deciding the fate of customers without passion, without soul, hiding behind corporate jargon and political correctness.



TRIBE PSYCHOLOGY

There are no lone wolves in this customer category. They survive as a group. They know how to organize each other and they have their own hierarchy of leadership and sub-tribes. They are less interested in being identified as an individual, or as a younger American. In fact, when they see someone acting like they need to be different, this customer regards them as immature.

In this “tribe” of elder US customers, they have seen their members killed off one by one. They know full well they will not live forever. But dying to disease, that is different. It is a matter of pride, defeat. Something KILLED the person they loved and they were not able to save them.

When these customers were young, they remember their grandparents were not dropping like flies the way their friends are today.

They know they are not crazy. They know this is unnatural. They know this is not the way it was before.

Therefore, the “Us vs Them” mentality. To the customer, Big Pharma is the nexus between the customer’s health and the political machinery that destroyed their country.

EMPOWER THE CUSTOMER

We will acknowledge who they REALLY are. Smart. Savvy. Full of hopes and dreams and desires. The only difference is our customers have a lot of disposable income. And they have this because they have been disciplined for a very long time.





----- 2 -----
BASIC ELEMENTS

Primary Logo

The Simple Promise™ logo is the graphic representation of the brand and displays the Simple Promise™ name and tagline in a distinctive and proprietary form. Please note, no component of the logo should be changed or amended under any circumstances. Any modification, either scaling in the size or use of the logo, should always be made to the logo as a whole.

The logo should always be used in the full color version, if possible. If necessary, for legibility, the logo can be placed in a white box or band with at least 0.125" clear space around the logo. See following page for usage details.

FULL COLOR LOGO

Blue

PMS: 294 CP
Process: C 100, M 69, Y 7, K 30
RGB: R 4, G 55, B 105
Hex: #043769

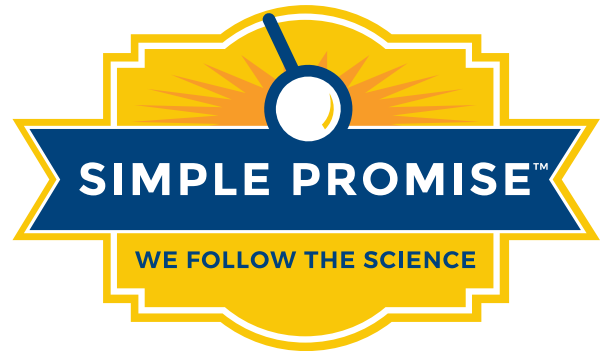
Gold

PMS: 7406 CP
Process: C 0, M 20, Y 100, K 2
RGB: R 246, G 186, B 1
Hex: #f6ba01

Orange

PMS: 1375 CP
Process: C 0, M 45, Y 94, K 0
RGB: R 240, G 143, B 39
Hex: #f08f27

FULL COLOR LOGO



FULL COLOR LOGO ON WHITE BOX



Logo Usage

LOGO MINIMUM SIZE

Although the logo can be reproduced in a variety of sizes, do not reduce the logo more than 1.125" in width. Doing so will compromise its legibility and reproduction quality.



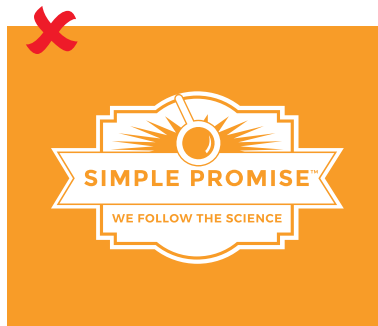
HOW TO USE ON A COLOR, PATTERNED OR PHOTO BACKGROUND

On a color or photo background, only the full color logo should be used. If the background presents itself to be too busy for logo legibility, the logo should be placed on a white background.



LOGO CLEAR SPACE

Maintaining a clear surrounding area ensures that the logo isn't crowded by other textual information. The minimum acceptable 'clear zone' is 0.125" as shown in the example below. Please keep other text and design elements outside of the defined area.



Colors & Patterns

The color palette was selected to provide continuity amongst the brand. These colors represent the brand's main focus of providing products that are developed based on scientific research.

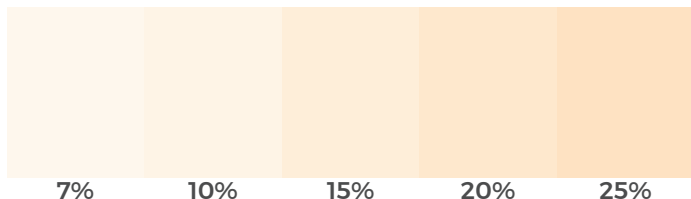
The colors are meant to be used throughout most communication efforts. The gold and blue are the primary brand colors, while the orange is meant to be a highlight color.

The gold represents positivity, happiness and energy for the customer to look forward to. The blue illustrates science and instills trust and confidence as the foundation of the relationship between the customer and Simple Promise™. The orange serves as a source of enthusiasm towards success, change, health and balance.

The beach image pattern background is used on several digital collateral pieces and serves as a landscape, putting the decision and power in perspective for the customer. It can be used at different opacities necessary for content on top of the background to stand out. However, the beach image pattern background should never be less than 20% opacity to retain legibility.

The subtle orange background used on the website and much of the digital collateral creates a warm tone. It can be used in a variety of tints, but never more than 25% when used as a subtle background.

SUBTLE ORANGE TINT BACKGROUND

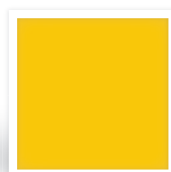


PRIMARY COLORS



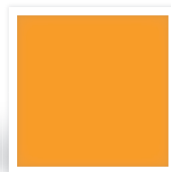
Blue

PMS: 294 CP
Process: C 100, M 69, Y 7, K 30
RGB: R 4, G 55, B 105
Hex: #043769



Gold

PMS: 7406 CP
Process: C 0, M 20, Y 100, K 2
RGB: R 246, G 186, B 1
Hex: #f6ba01



Orange

PMS: 1375 CP
Process: C 0, M 45, Y 94, K 0
RGB: R 240, G 143, B 39
Hex: #f08f27

BEACH IMAGE PATTERN BACKGROUND



Typography

Montserrat is the primary brand name font. It is a versatile font and can be used for headlines, subheads, callouts and body copy. It can be downloaded for free from Google Fonts by searching on www.google.com/fonts or using fonts.google.com/specimen/Montserrat. Since Montserrat is a Google font, it is safe for print and web purposes.

There are 18 weights and styles for Montserrat, including: Thin, Thin Italic, ExtraLight, ExtraLight Italic, Light, Light Italic, Regular, Regular Italic, Medium, Medium Italic, SemiBold, SemiBold Italic, Bold, Bold Italic, ExtraBold, ExtraBold Italic, Black, Black Italic.

On light colored backgrounds, body copy should be black, a tint of black at least 80%, or the specified blue brand color. Callouts, headlines and taglines can be one of these colors or the orange brand color.

On dark colored backgrounds, text should be white or the gold brand color only.

See page 11 for brand colors.

All disclaimers should be listed at the bottom of the page.

All citations must be in ascending order.

Montserrat Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9**

Montserrat ExtraBold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9**

Montserrat Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9**

Montserrat SemiBold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9**

Montserrat Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9**

Montserrat Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9**

Montserrat Light

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9**

Montserrat ExtraLight

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9**

Montserrat Thin

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9**



Icons & Elements

Simple Promise™ offers products based on scientific evidence. Their promise is simple: to provide products that customers know what they are getting and why they are getting it. The icons and elements are a quick way for the audience to identify the brand through consistency.

The icons and elements should always be used for general Simple Promise™ branded materials and should always be used in full color as shown here.

Please note: The dashed stroke should appear like stitching and the corners should always use the “Align dashes to corners and path ends, adjusting lengths to fit” option. This ensures that the corners have “caps”.

BADGE



DASHED RIBBON



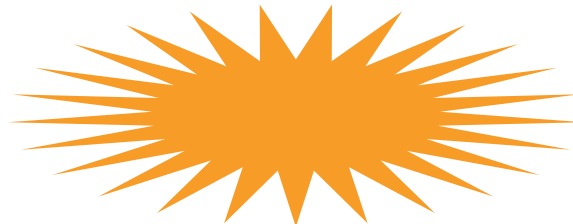
DASHED STROKE EXAMPLE



RIBBON BURST



BURST



MAGNIFYING GLASS



MAGNIFYING GLASSES SET



Delivery



Guarantee



Payment



Quality





----- 3 -----
PACKAGING

Packaging

Below are examples of the Simple Promise™ logo used on packaging for the Bioleptin™ supplement in a bottle and tub. The layout of the package should be reproduced faithfully in other media; packaging elements should be kept in their respective positions. Avoid placing the elements of the packaging in different arrangements horizontally or vertically.



SUPPLEMENT BOTTLE



SUPPLEMENT TUB





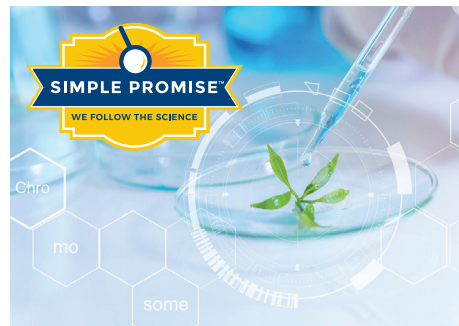
----- 4 -----
PHOTOGRAPHY

Photography

Simple Promise™ photography should have an overall bright, scientific feel with a mix of human element/emotion to connect to the customer and make them feel empowered. Photos should be wholesome, positive and when utilizing people feature older Caucasians. When possible illustrate a path or journey to showcase the foundation of Simple Promise™ following the science. When necessary, photos should be cropped in close to the subject for drama. It is best to have a “quiet zone” designated for the logo. Otherwise, add a white box or band for the logo to be placed. See page 9 for details on using the full color logo on a white box.

Avoid: Images must avoid disease, suffering, or any disease states such as open wounds/people taking medication/or images implying that their disease will be cured. Also avoid snapshots and people with their backs to the camera.

NOTE: These photo rules apply to videos, B-Roll and any form of visual representation for the Simple Promise™ brand.





----- 5 -----

DIGITAL COLLATERAL

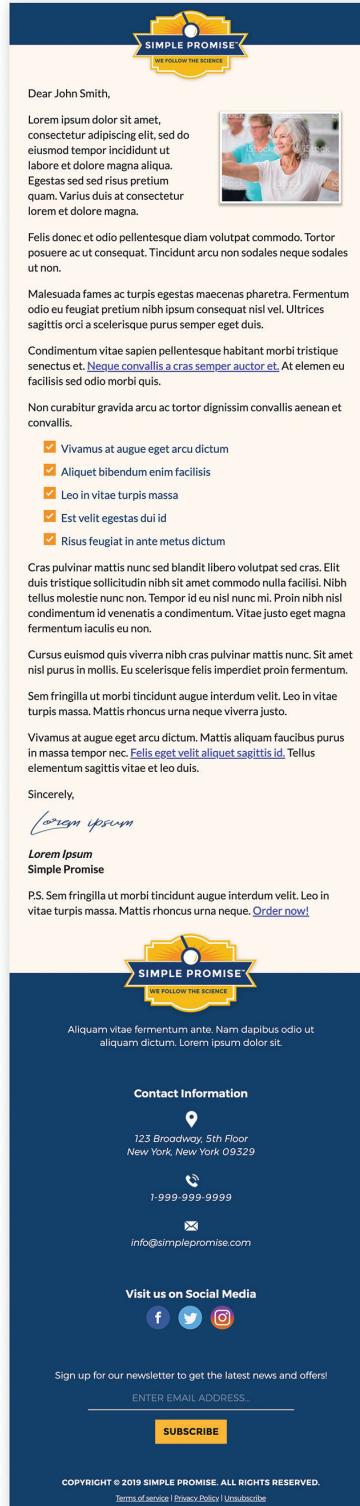
Email Templates

The email templates convey the Simple Promise™ brand in a clean and uncluttered fashion. The brand font, Montserrat, is used throughout.

The orange is used for a pop of color for the checkmark box bullet list and a tint of the orange in the background provides a warm tone. The email templates feature the logo, an area for content that allows for an image, a bulleted list and a proper signature for trust and contact information.

Within the contact area is a section for highlighted content and social media links. The difference between the two templates is that (A) includes an optional newsletter sign up area and (B) does not.


A



Simple Promise™ logo: WE FOLLOW THE SCIENCE

Dear John Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Egestas sed sed risus pretium quam. Varius duis at consectetur lorem et dolore magna.



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Non curabitur gravida arcu ac tortor dignissim convallis aenean et convallis.

- ✓ Vivamus at augue eget arcu dictum
- ✓ Aliquet bibendum enim facilisis
- ✓ Leo in vitae turpis massa
- ✓ Est velit egestas dui id
- ✓ Risus feugiat in ante metus dictum


Cras pulvinar mattis nunc sed blandit libero volutpat sed cras. Elit duis tristique sollicitudin nibh sit amet commodo nulla facilisi. Nibh tellus molestie nunc non. Tempor id eu nisl nunc mi. Proin nibh nisl condimentum id venenatis a condimentum. Vitae justo eget magna fermentum iaculis eu non.

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Vivamus at augue eget arcu dictum. Mattis aliquam faucibus purus in massa tempor nec. [Felis eget velit aliquet sagittis id.](#) Tellus elementum sagittis vitae et leo duis.

Sincerely,



**Lorem Ipsum
 Simple Promise**

P.S. Sem fringilla ut morbi tincidunt augue interdum velit. Leo in vitae turpis massa. Mattis rhoncus urna neque. [Order now!](#)

Simple Promise™ logo: WE FOLLOW THE SCIENCE

Aliquam vitae fermentum ante. Nam dapibus odio ut aliquam dictum. Lorem ipsum dolor sit.

Contact Information

123 Broadway, 5th Floor
New York, New York 09329

1-999-999-9999

info@simplepromise.com

Visit us on Social Media

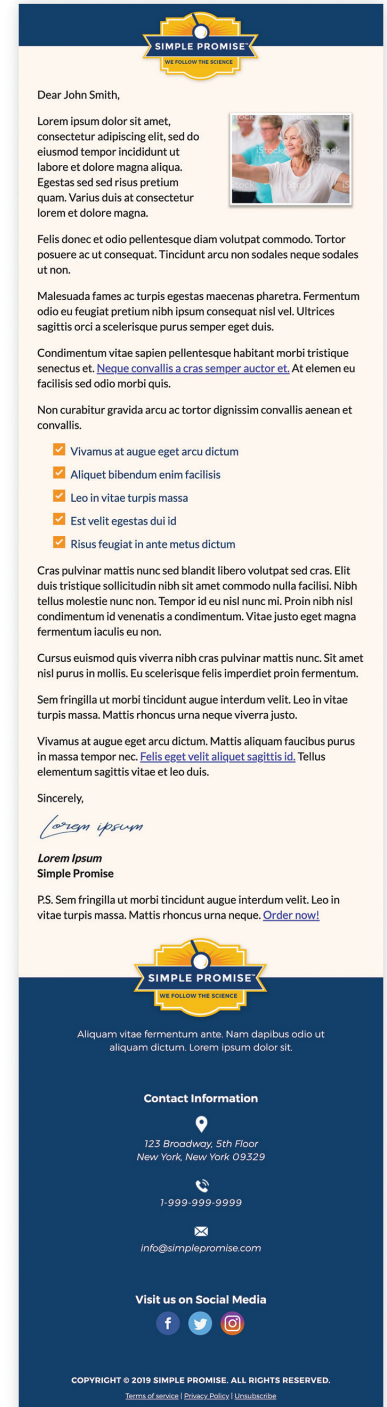
Sign up for our newsletter to get the latest news and offers!

ENTER EMAIL ADDRESS.

SUBSCRIBE

COPYRIGHT © 2019 SIMPLE PROMISE. ALL RIGHTS RESERVED.
Terms of service | Privacy Policy | Unsubscribe


B



Simple Promise™ logo: WE FOLLOW THE SCIENCE

Dear John Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Egestas sed sed risus pretium quam. Varius duis at consectetur lorem et dolore magna.



Felis donec et odio pellentesque diam volutpat commodo. Tortor posuere ac ut consequat. Tincidunt arcu non sodales neque sodales ut non.

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Condimentum vitae sapien pellentesque habitant morbi tristique senectus et. [Neque convallis a cras semper auctor et.](#) At elementum facilisis sed odio morbi quis.

Non curabitur gravida arcu ac tortor dignissim convallis aenean et convallis.

- ✓ Vivamus at augue eget arcu dictum
- ✓ Aliquet bibendum enim facilisis
- ✓ Leo in vitae turpis massa
- ✓ Est velit egestas dui id
- ✓ Risus feugiat in ante metus dictum


Cras pulvinar mattis nunc sed blandit libero volutpat sed cras. Elit duis tristique sollicitudin nibh sit amet commodo nulla facilisi. Nibh tellus molestie nunc non. Tempor id eu nisl nunc mi. Proin nibh nisl condimentum id venenatis a condimentum. Vitae justo eget magna fermentum iaculis eu non.

Cursus euismod quis viverra nibh cras pulvinar mattis nunc. Sit amet nisl purus in mollis. Eu scelerisque felis imperdiet proin fermentum.

Sem fringilla ut morbi tincidunt augue interdum velit. Leo in vitae turpis massa. Mattis rhoncus urna neque viverra justo.

Vivamus at augue eget arcu dictum. Mattis aliquam faucibus purus in massa tempor nec. [Felis eget velit aliquet sagittis id.](#) Tellus elementum sagittis vitae et leo duis.

Sincerely,



**Lorem Ipsum
 Simple Promise**

P.S. Sem fringilla ut morbi tincidunt augue interdum velit. Leo in vitae turpis massa. Mattis rhoncus urna neque. [Order now!](#)

Simple Promise™ logo: WE FOLLOW THE SCIENCE

Aliquam vitae fermentum ante. Nam dapibus odio ut aliquam dictum. Lorem ipsum dolor sit.

Contact Information

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New York, New York 09329

1-999-999-9999

info@simplepromise.com

Visit us on Social Media

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Terms of service | Privacy Policy | Unsubscribe



Sales Landing Pages

The sales landing page templates feature the brand, a preheadline, a headline and a mix of copy and complementary images, product callouts and testimonials.

The guarantee is close to the offer and Frequently Asked Questions are highlighted at the end of the page above the footer. The footer follows the structure of the website footer with the logo, contact info, social media and an area for the newsletter sign up.

The difference between the 3 is the content area background and the page background. (A) has no content area background and is on a subtle orange page background. (B) has a white content area background with a drop shadow and is on a subtle orange background. (C) has a white content area background with a drop shadow and is on the beach image pattern background.

All footnotes and asterisks or anything similar need be the same font/size/etc. If it shows up anywhere, it all needs to be the same format.

A

B

C



VSL Pages

The VSL page templates follow the same header and footer as the landing and thank you pages. The ALT VSL page templates feature a simpler header that fits in to the content area width, is attached to the top of the window and allows the headline to be the focus. (A), (A ALT), (D) and (D ALT) feature the beach image pattern background while (B), (B ALT), (C) and (C ALT) feature a subtle orange background.

All VSL page templates use the white content area with a drop shadow. There should be a title, subject category, date and video at the top. (A), (A ALT), (B), (B ALT), (D) and (D ALT) showcase a Featured Topics section at the top to the right with links to several articles. (C) and (C ALT) instead showcase a doctor profile in this space.

Below the top section, (A), (A ALT), (B), (B ALT), (C) and (C ALT) highlight the product(s) being offered, with the offer and price, an image, a promo callout and a button to add the product to the cart. (D) and (D ALT) use a large button below the video, but above the fold to get the customer to order faster, which is followed by product overview details with an image of the product.

After the initial product section, (A) and (A ALT) go into the product overview details with an image of the product. (B), (B ALT), (C) and (C ALT) first have a guarantee callout with the credit cards that are accepted and any additional add-on bonuses, then have the product overview details with an image of the product. (D) and (D ALT) highlight the product(s) being offered, with the offer and price, an image, a promo callout and a button to add the product to the cart and then have a guarantee callout with the credit cards that are accepted and any additional add-on bonuses.

At the bottom, all VSL page templates feature two testimonials with a title, the testimonial, the author and an image. The images alternate on the left and right. There can be more than two testimonials, but there should always be at least one.

See all VSL page template screenshots on page 22.



VSL Pages

A **B** **C** **D**

Each version (A, B, C, D) displays a vertical scrollable page layout for a product. The layout includes a header with a video player, a 'Featured Topics' sidebar, a pricing section with three options (1, 2, and 3 bottles for \$59.95, \$149.95, and \$119.95 respectively), a '100% Money Back Guarantee' badge, a 'Free Bonus' offer, a list of benefits, a testimonial section titled 'This Product is Amazing!', and a 'I Feel Young Again!' section. The footer contains contact information and social media links.

A ALT **B ALT** **C ALT** **D ALT**

These alternative versions (A ALT, B ALT, C ALT, D ALT) follow the same overall structure as the main versions but feature different visual arrangements for the pricing, benefits, and testimonial elements to test alternative designs.

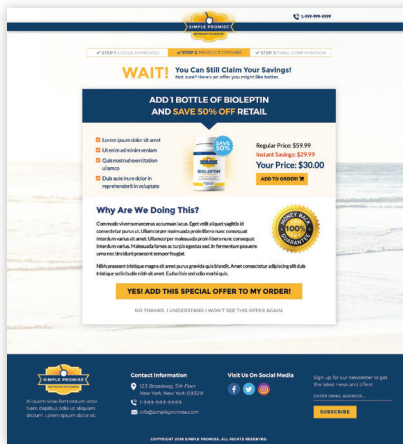


Upsell Pages

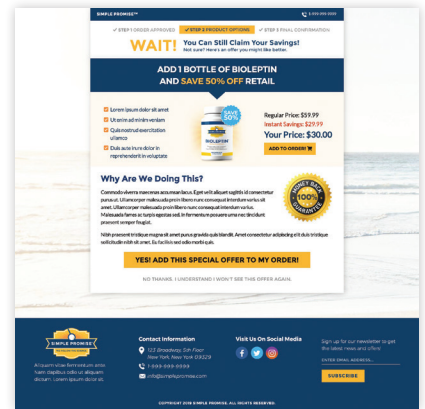
The upsell page templates utilize the same header and footer as the landing and VSL pages and showcase the beach image pattern background. There is a progress bar clearly illustrating which step the user is on and an attention grabbing call out. An upsell promotion title with promotion details, explanation about promotion, a button above and below the fold, with a guarantee seal to promote trust.

The different options keep the same overall order of content while using different strategy tactics and design to highlight certain elements. (C Alt) also adds testimonials to create a heightened sense of trust.

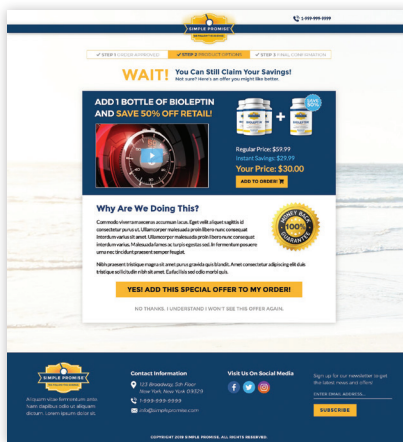
A



A ALT



B



B ALT



C



C ALT



Thank You Pages

The thank you page templates are a bright white background with the branding colors used strategically to grab the customer's attention to certain areas. They summarize the customer's order and information with instructions to complete their profile.

The difference between the two are the order of the order summary and instructions to complete the profile. (A) has the order summary first with the profile completion instructions after on the clean white background. (B) has the profile completion instructions first on the subtle orange background with the order summary following.

Always use one of the templates provided. Content can be changed, but retain styling as it is used within the template. The main content area should be no more than 906px wide on a desktop screen size. The content area width is built to be responsive for different screen sizes within the template.



A

Thank You For Your Purchase!
Your transaction is complete and your order has been placed.
ORDER #: XXXXXXXXXX

Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed egestas egestas fringilla phasellus faucibus scelerisque. Vitae turpis massa sed elementum tempus egestas sed.

Your order will be sent to:
John Smith
555 Simple Drive
Beverly Hills, California 90210
USA

QTY	DESCRIPTION	PRICE
1	Bioleptin 60-Day Supply 350mg	\$59.99
		Tax: \$0.00
		Shipping: \$0.00
		Total: \$59.99

*You will receive separate email invoice(s) for your special offer purchase(s)

CONTINUE SHOPPING

Your Profile is Nearly Complete!

Complete your profile to get:

- Lorem ipsum dolor sit amet sed do eiusmod tempor
- Ut enim ad minim veniam officis, deserunt mollit anim id
- Duis aute irure dolor in reprehenderit in voluptate velit
- And much more!

*Messaging and duration may apply. We will only send up to 4 text messages per month. Text STOP to Opt Out or HELP for help. We respect your Privacy. All Terms & Conditions apply.

Sign up for our newsletter to get the latest news and offers!

ENTER EMAIL ADDRESS... **SUBSCRIBE**

CONTACT INFORMATION: 725 Broadway, 5th Floor, New York, New York 09329 | 1-999-999-9999 | info@simplepromise.com

Visit Us On Social Media: Facebook, Twitter, Instagram

Copyright 2019 Simple Promise. All Rights Reserved.

B

Thank You For Your Purchase!
Your transaction is complete and your order has been placed.
ORDER #: XXXXXXXXXX

Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed egestas egestas fringilla phasellus faucibus scelerisque. Vitae turpis massa sed elementum tempus egestas sed.

Your Profile is Nearly Complete!

Complete your profile to get:

- Lorem ipsum dolor sit amet sed do eiusmod tempor
- Ut enim ad minim veniam officis, deserunt mollit anim id
- Duis aute irure dolor in reprehenderit in voluptate velit
- And much more!

*Messaging and duration may apply. We will only send up to 4 text messages per month. Text STOP to Opt Out or HELP for help. We respect your Privacy. All Terms & Conditions apply.

Your order will be sent to:
John Smith
555 Simple Drive
Beverly Hills, California 90210
USA

QTY	DESCRIPTION	PRICE
1	Bioleptin 60-Day Supply 350mg	\$59.99
		Tax: \$0.00
		Shipping: \$0.00
		Total: \$59.99

*You will receive separate email invoice(s) for your special offer purchase(s)

CONTINUE SHOPPING

Sign up for our newsletter to get the latest news and offers!

ENTER EMAIL ADDRESS... **SUBSCRIBE**

CONTACT INFORMATION: 725 Broadway, 5th Floor, New York, New York 09329 | 1-999-999-9999 | info@simplepromise.com

Visit Us On Social Media: Facebook, Twitter, Instagram

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----- 6 -----
WEBSITE

Website

The Simple Promise™ website brings all the elements of the Simple Promise™ brand to life in one vibrant, dynamic and easy-to-navigate interface. Titles and subtitles should be the blue color. Copy should be black and buttons should be gold with blue or black text. In-line links can be blue or orange with an underline that denotes it is a link.

The homepage design is clean, professional and organized, with tints of the brand colors used as visual accents. The banner should feature prominent brand messaging and images. See page 17 for photography information.

The featured product section highlights a desired product especially if it is new or on sale. The latest news links to breaking stories and updates. The section above the footer

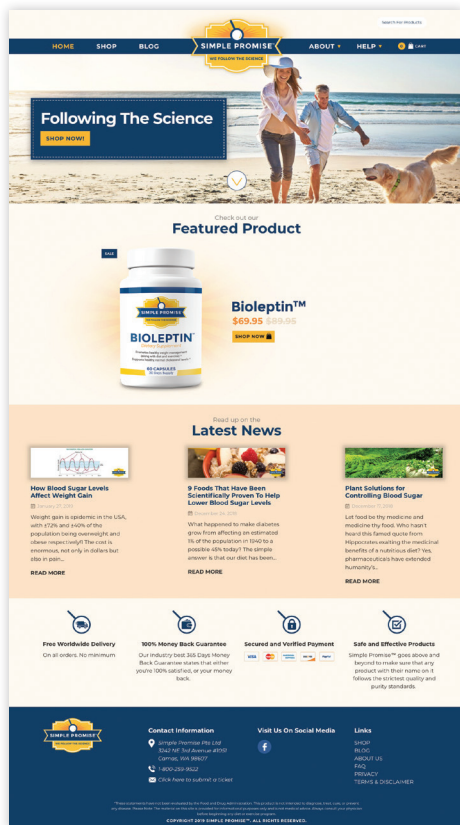
highlights key aspects of Simple Promise™. The header and footer follow a similar structure of the digital collateral.

Secondary pages are pages that you access through another page, usually by clicking a link or pushing a button. They reinforce the brand, utilizing the appropriate colors, fonts, header and footer with a content area for text and images. The secondary pages also add a corresponding side nav menu and feature boxes.

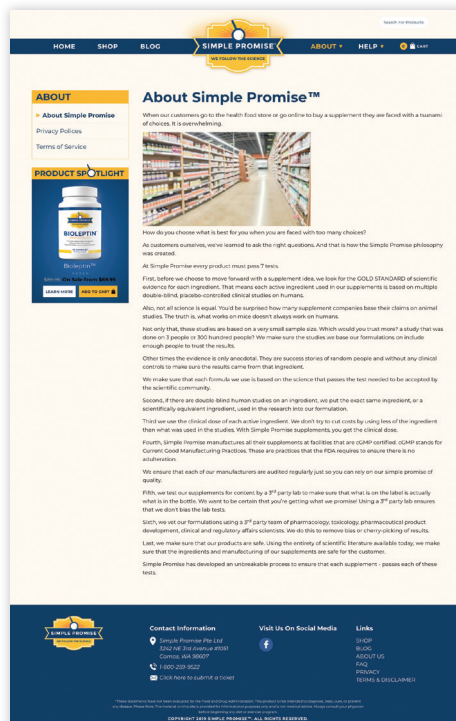
All footnotes and asterisks or anything similar need be the same font/size/etc. If it shows up anywhere, it all needs to be the same format.

Only use images that are owned by Simple Promise™.

HOMEPAGE



SECONDARY PAGE

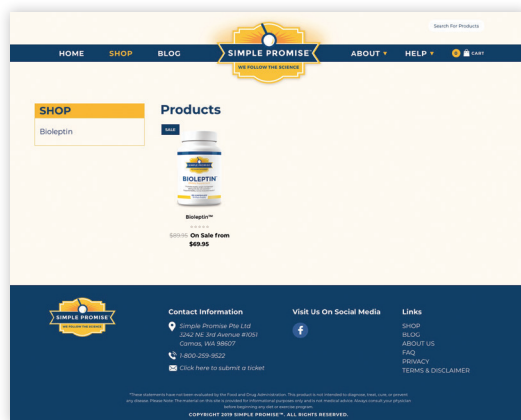


Website

The shop is set up using the secondary page structure with a list of current products in the content area.

The individual product pages feature the product with a carousel of thumbnail images, purchase info and a content area with Product Info, Ingredient and Review tabs for the user to click through. This allows for the user to be fully immersed in the product information to feel confident and empowered to purchase.

SHOP



PRODUCT PAGE



Website

The blog is set up similar to the secondary pages, however, in place of the side nav are three different ways to navigate the blog posts, including: Recent Posts, Archives and Categories. Each blog has a title, author information, with a link to view other articles posted by the same author, post date, large image, portion of copy found on the blog post page and a link to read more that links to the blog post page.

The blog post page features the title, author information, post date, social share options, image, content and a comment area. The main image that is used for the blog post on the homepage and blog page must be included somewhere near the top of the blog post, but does not have to be directly under the heading. It should remain full width. Place a small Simple Promise™ logo 130px wide in the bottom right corner of the main blog images.

BLOG

The screenshot shows the 'BLOG' page on the Simple Promise website. The navigation bar includes 'HOME', 'SHOP', 'BLOG', 'SIMPLE PROMISE', 'ABOUT', 'HELP', and 'CONTACT'. The main content area features a 'RECENT POSTS' section with three articles:

- How Blood Sugar Levels Affect Weight Gain** (January 27, 2019) - Includes a line graph showing blood sugar levels over time.
- 9 Foods That Have Been Scientifically Proven To Help Lower Blood Sugar Levels** (December 24, 2018) - Includes an image of a bowl of fruit.
- Plant Solutions for Controlling Blood Sugar** (December 17, 2018) - Includes an image of green leafy vegetables.

Below these are three more articles:

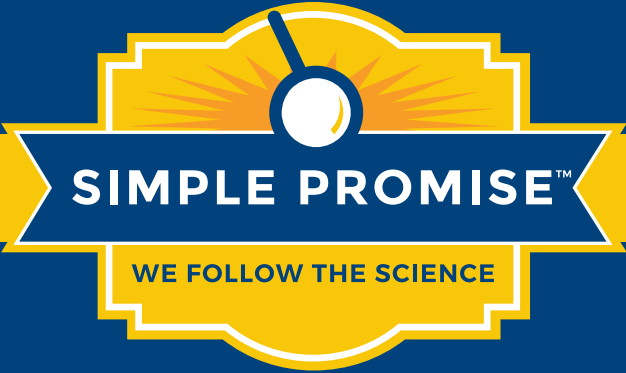
- The Link Between Blood Sugar and ADHD** (December 12, 2018) - Includes an image of a hand holding a spoon with sugar.
- Diabetes Explained** (November 03, 2018) - Includes an image of a 'Diabetes' book.

The footer contains contact information, social media links, and a copyright notice for Simple Promise.

BLOG POST

The screenshot shows the 'BLOG POST' page for the article 'How Blood Sugar Levels Affect Weight Gain'. The layout is consistent with the blog page, but the main content area is expanded to show the full text of the article. The article includes a line graph, a 'READ MORE' link, and a 'PRODUCT SPOTLIGHT' section for 'HOLEFTIN'. The footer is identical to the blog page screenshot.





--- 7 ---
USAGE

Brand Name Usage

OFFICIAL NAME

Simple Promise™

THE USE OF “THE”

Use “the” before Simple Promise™ when referring to something about the brand rather than adding a possessive “s”. (Ex: The Simple Promise™ Philosophy)

Capitalize “The” when used at the beginning of a sentence only. (Ex: The Simple Promise™, the Simple Promise™)

Use “the” in the Simple Promise™ singular products.

Drop “the” in the Simple Promise™ plural products.

When used as an adjective, “the” can be dropped, but not when using an official title “the Simple Promise™ Facebook page, the Simple Promise™ website”. (Ex: Simple Promise™ customer)



Terms

CONTACT INFORMATION

address
email
phone (don't use "telephone")
social media

DESCRIPTORS

cGMP certified
distributor
manufacturer
quality

ORGANIZATIONS

3rd party lab
Big Pharma
FDA

PEOPLE/TITLES

customer
scientists

PRODUCTS

Bioleptin™

SCIENTIFIC

active ingredient
anecdotal
animal studies
clinical
control
dose
double-blind
evidence
formula
formulations
pharmaceutical
pharmacology
placebo-controlled
regulated
sample size
studies
toxicology

MISCELLANEOUS

dietary
health
health food store
ingredient
science
scientific
standards
supplement

DISCLAIMER

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Style Conventions

HYPHEN USAGE

- Refer to dictionary
- Phrases that have verb, noun and adjective forms should appear as separate words when used as verbs and one word when used as nouns or adjectives (Ex: it will break down, a breakdown in communication)
- Generally, use a hyphen between two or more adjectives when they come before a noun and act as a single idea (Ex: well-known speaker)

PHONE NUMBERS

- Use dashes: 1-800-259-9522
- If adding extension: Ext. XXX

DIGITAL

simplepromise.com

eBlast

Newsletter

At the beginning of a line or sentence, use Email, otherwise use email

Facebook.com/Simple-Promise-295793731357296

When referring to a file extension, use all caps (Ex: AI, EPS, JPEG, TIFF, BMP, GIF)

PUNCTUATION

- Periods do not appear at the end of a bulleted item, unless it is a complete sentence
- Single space, not double, after sentence period
- Fractions should be written in numerals (Ex: 1/3)

- Ordinal numbers should be spelled out (Ex: first, second, third, etc.) with flexibility when using in headlines
- Use dashes in phone numbers
- No serial commas
CORRECT: apples, oranges and bananas
INCORRECT: apples, oranges, and bananas

PAGES

When referring to a page, use page (Ex: page 7)

When referring to multiple pages, use pages (Ex: pages 5-10)

NAMES & SPEAKERS

First name, Last name, Credentials
Affiliation

Ex:

David A. Wilkie, DVM, MS, DACVO
The Ohio State University

Add comma before and period after Jr. or Sr.
(Ex: Dr. Earl Rippie, Jr.)

TIMES

9:00 AM - 10:00 PM

9:00 - 10:00 AM

Noon, Midnight can also be used

VERSUS

Use vs

