



# Why Brand Refresh?

Elevate Nu Skin Brand

Integrate Beauty & Wellness

Look more attractive in social feeds

Digital first design

More attractive to customers

Sales leader & company branding more aligned

Use prestige brand best practices



## INTENTION

This is our brand guide v1. It is intended to unify the brand for all regions and verbally and visually communicate beauty and wellness.

Please send any feedback as we all progress the brand together.





## OUR BRAND STORY

Longing to look your best or feel  
your best?  
Why choose?

As a leader in integrated beauty and wellness, we know better than anyone that living your best requires a two-pronged approach that focuses on both external skincare and internal nutrition. So, we target both beauty and wellness to create a synergy like no other. It's our integrated innovation to give you the best results.

## OUR CORPORATE TAGLINE

Discover the best you.

### WHAT IT MEANS

You know the feeling you get when you open a brand-new ageLOC LumiSpa iO and relish the experience of a treatment? How about the joy that comes from taking ageLOC Youth and feeling your best, with the energy to embrace each day? We capture this in four small but mighty words: Discover the Best You.

No matter how you experience Nu Skin—whether you're discovering products, growing a business that suits your lifestyle, or helping to improve the lives of others—



## OUR BRAND PLATFORM

### PURPOSE

We're devoted to helping you look,  
feel, and live better.

### POSITIONING

A global integrated beauty and wellness  
brand that offers personalized solutions  
for real and lasting results.

### PERSONALITY

Inclusively Empowering  
Passionately Curious  
Boldly Optimistic  
Approachable Experts  
Insightfully Personal  
Elevated Experiences



## OUR PERSONALITY

### WE ARE

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### WHAT WE MEAN

### WHAT WE DON'T MEAN

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**Inclusively  
Empowering**

To us, empowerment isn't one-size-fits-all; we encourage you to define what living your best life means to you. No matter where you're starting or where you're headed, there's a place for you in our community.

*Exclusive  
Prescriptive  
Preachy*

**Passionately  
Curious**

Do you like sticking with the status quo? We don't. We like pushing boundaries, asking questions, and adapting to our ever-changing world. We're always seeking and discovering new ways to inspire everyone to look and feel their best—and ultimately, live their best.

*Inflexible  
Stubborn  
Old School  
Timid*

**Boldly  
Optimistic**

Let's face it. Life is better when your glass is half full rather than half empty. We keep a positive mindset and look toward the future with optimism. When we're living our best, we are resilient and stay positive, knowing that we will continue to thrive—no matter what comes our way.

*Unrealistic  
Naive  
Afraid  
Discouraging*

**Approachable  
Experts**

Beauty and wellness should be simple and approachable. With guidance that goes deeper than trends, we help navigate your journey with equal parts subject matter expertise and personal experience from trying and falling in love with the products ourselves.

*Complicated  
Out-of-Touch  
Super Serious*

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## OUR PERSONALITY

### WE ARE

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**Insightfully  
Personal**

### WHAT WE MEAN

We take the time to get to know you, understand your story, and your goals. Taking a digital approach to adding a personal touch, we're here to help you shape your journey, powered by your data and insights as building blocks, and guide you each step of the way.

### WHAT WE DON'T MEAN

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*Invasive  
Intrusive  
Aggressive*

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**Elevated  
Experiences**

You can trust us to deliver the best product and brand experience. As a beauty and wellness leader, we provide a better way to discover products, using a high-tech/high-touch approach. Plus, we are committed to supporting and rewarding our global affiliates and ensuring their Nu Skin journey is both fulfilling and life-enhancing.

*Mediocre  
Ordinary  
Mundane  
Average*

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## OUR POSITIONING

### OUR AUDIENCE

**Beauty and wellness enthusiasts who want to live their best and inspire others to do the same.**

### WHAT WE DO BEST

**An integrated beauty and wellness lifestyle brand that brings the superpowers of:**

Device Leadership

Science-Backed Products

Nu Skin Community

Force For Good

Personalized Routines

Whole-Body Approach to Beauty and Wellness

### OUR OPPORTUNITY

**An ownable whitespace of personalized, integrated holistic beauty and wellness journeys.**

### HAPPENING CULTURALLY

**A shift toward personalized experiences, a holistic lifestyle lens, and brands that align with consumer values.**

## OUR BRAND VOICE

### VOICE PRINCIPLE 1

#### **Maintain the momentum**

We channel the energy that propels you towards your goals.

### VOICE PRINCIPLE 2

#### **Talk like a friend**

We keep things simple, and talk like we would over coffee.

### VOICE PRINCIPLE 3

#### **Keep it real**

We inspire trust by keeping to the facts.

## OUR BRAND VOICE BEST PRACTICES

- Provide a solution
- Evoke positive emotions
- Personalize the experience
- Embrace uniqueness
- Handle possible objections
- Know our audience
- End with a great call to action
- Provide easy access to relevant, high-quality information
- Focus on customer benefits (what's in it for the customer)





## SAMPLE HEADLINES

Integrated beauty and wellness for  
real results.

Beauty and wellness reimaged.

Look better, feel better, live better.

Empowering you to be the best you.

Holistic solutions for your best skin  
and wellbeing.

Your expert guide for every beauty  
and wellness journey.



OUR LOGO

Our logo is our most recognizable asset; it conveys the mission and energy of our brand. Only use our official brand color codes (noted later). Never use any outdated versions. Don't rotate, stretch, or modify it in any way.

NU SKIN

This logo version is to be used for branding and consumer language.



Clear space should be included around the logo to avoid crowding.

## OUR FOUNTAIN SYMBOL

Our Fountain symbol is an iconic representation of our brand and heritage. It can be used as a standalone mark, using the guidelines below.



Should be used on product, events and buildings. Can be used in conjunction with the logo.



The symbol can be used in and over approved brand colors. It can also be used over textural image when it doesn't create legibility issues.



The symbol should not be used in or over non-brand colors. It should not be used over distracting imagery or obscure the content of an image. Only the approved Fountain symbol should be used.



## OUR LOCKUP

When locked up together, our logo and the fountain symbol can succinctly communicate our brand identity. Only use this approved lockup. As with the logo, don't rotate, stretch, or modify it in any way.



Horizontal Lockup

OUR LOCKUP DON'TS



Do not use instances of the stacked logo due to legibility issues



Do not stretch or distort logo



LOCATION SHOTS FEEL LIFESTYLE-DRIVEN & ASPIRATIONAL



SOFT, GRADIENT BACKGROUNDS ARE SOOTHING, YET DYNAMIC



NATURAL SUNLIGHT SIGNALS WARMTH & CONNECTION



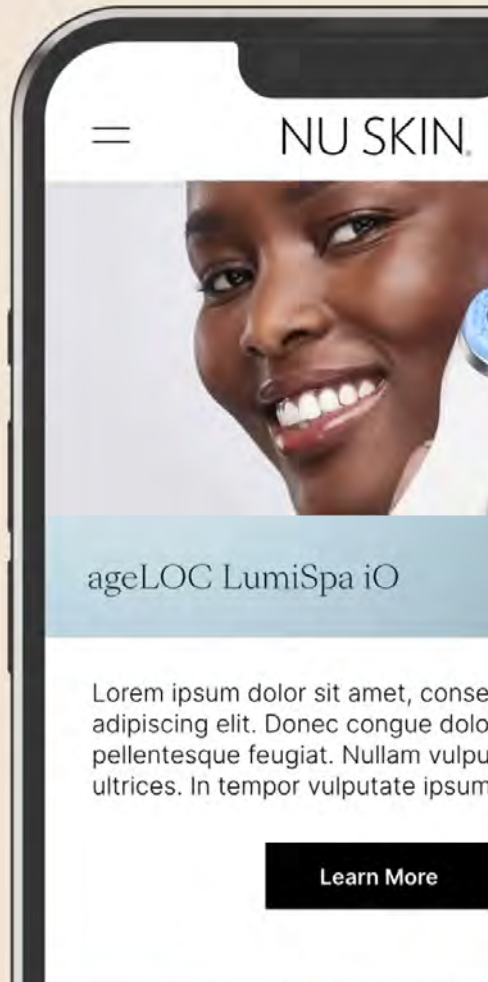
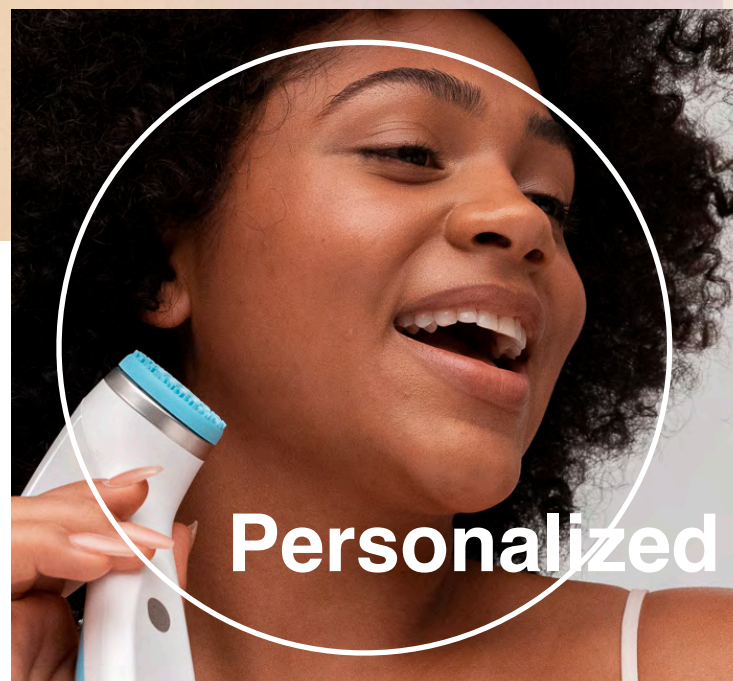
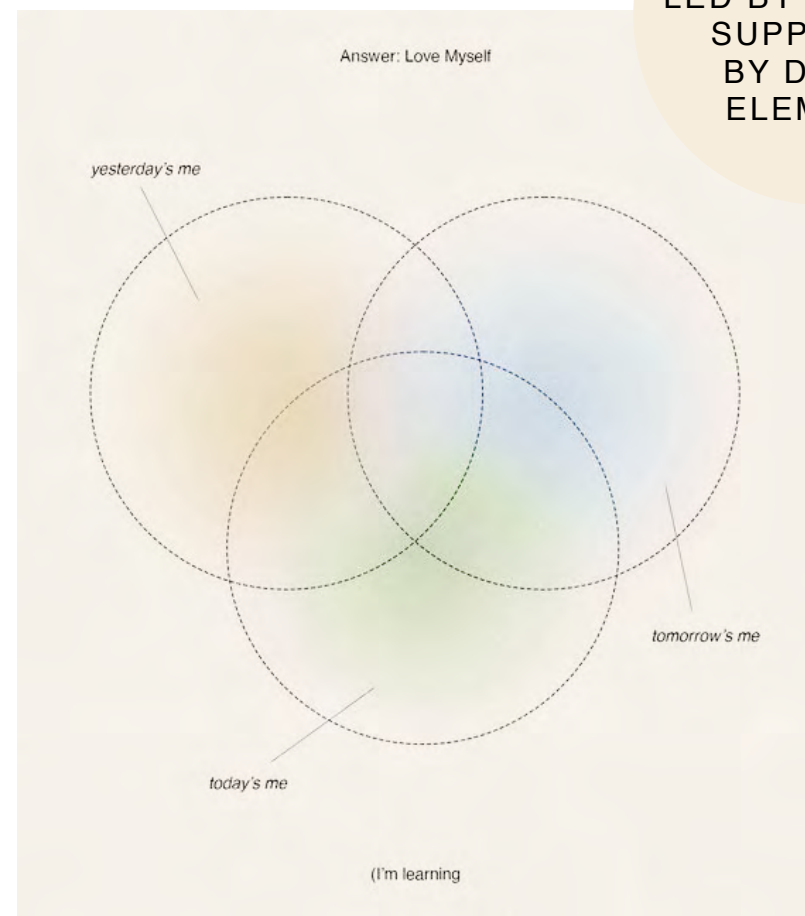
CIRCULAR ELEMENTS CUE SCIENCE IN A HOLISTIC, CONTINUOUS WAY



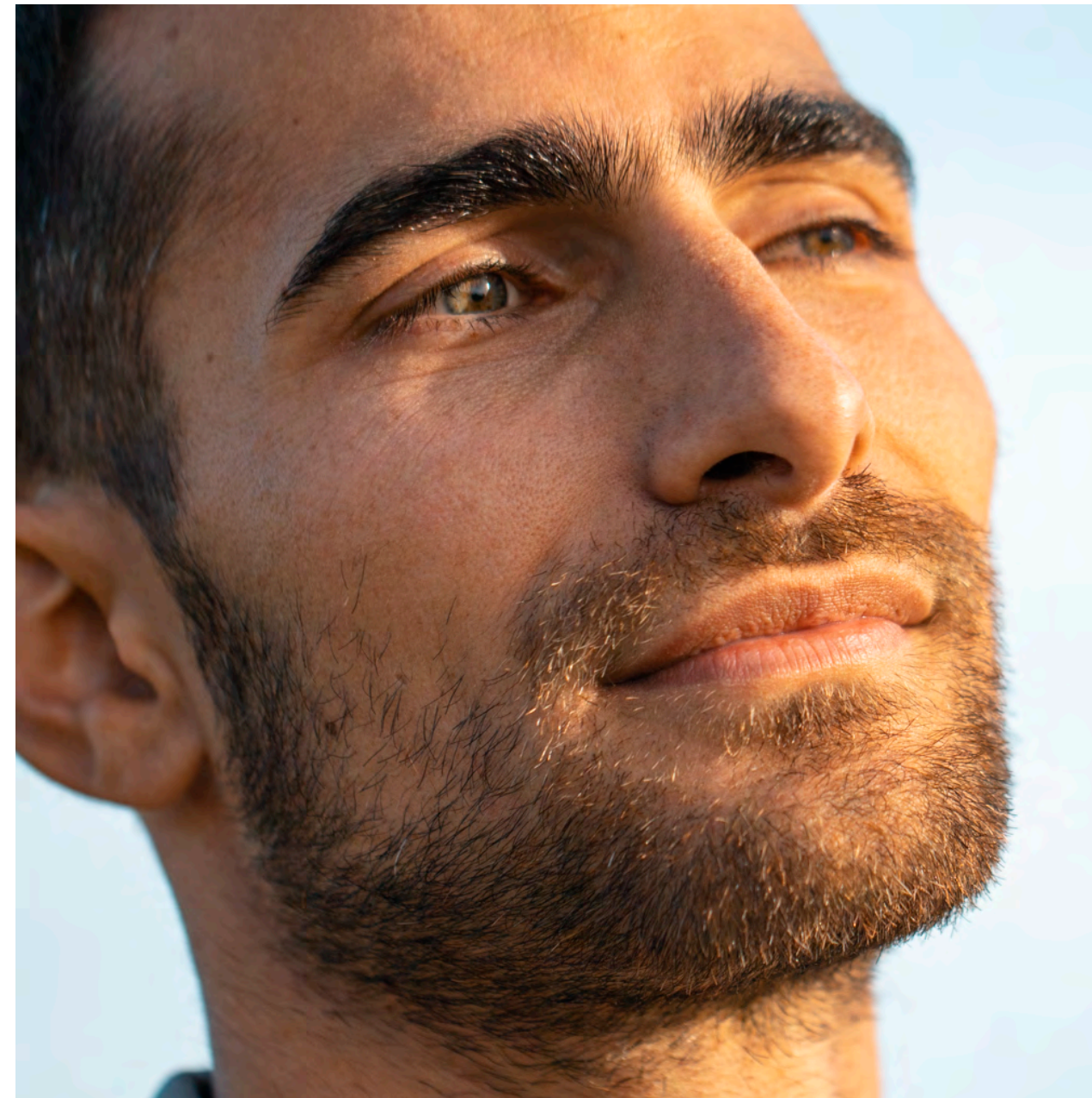
SERIF TYPE FOR APPROACHABLE ELEGANCE



BRAND MESSAGING LED BY IMAGERY, SUPPORTED BY DESIGN ELEMENTS



## OUR BEAUTY PHOTOGRAPHY



Closeups of face and skin help make the brand feel people-centric. Diversity of all kinds is critical.

## OUR WELLNESS PHOTOGRAPHY



Wellness photography should feel expressive, dynamic, and warm. Opt for outdoor, sunlit photography that is a little toned down in saturation so that playful colors still feel sophisticated and elegant.

## OUR COMMUNITY PHOTOGRAPHY



Group shots should feel authentic and diverse while incorporating activities outdoors and big smiles.

## OUR DEVICES & NUTRITION PHOTOGRAPHY



Devices should take center stage. Keeping the crops tight but focused on devices or nutrition will help tell the benefits story. Most devices should be in-use when photographed.

## OUR PRODUCT PHOTOGRAPHY



Favor shots of product open or in use. Imagery should feel expressive in a sophisticated way. Incorporate peeks of model, such as closeups of the hands or face, to humanize the product experience.



## OUR PRODUCT PHOTOGRAPHY



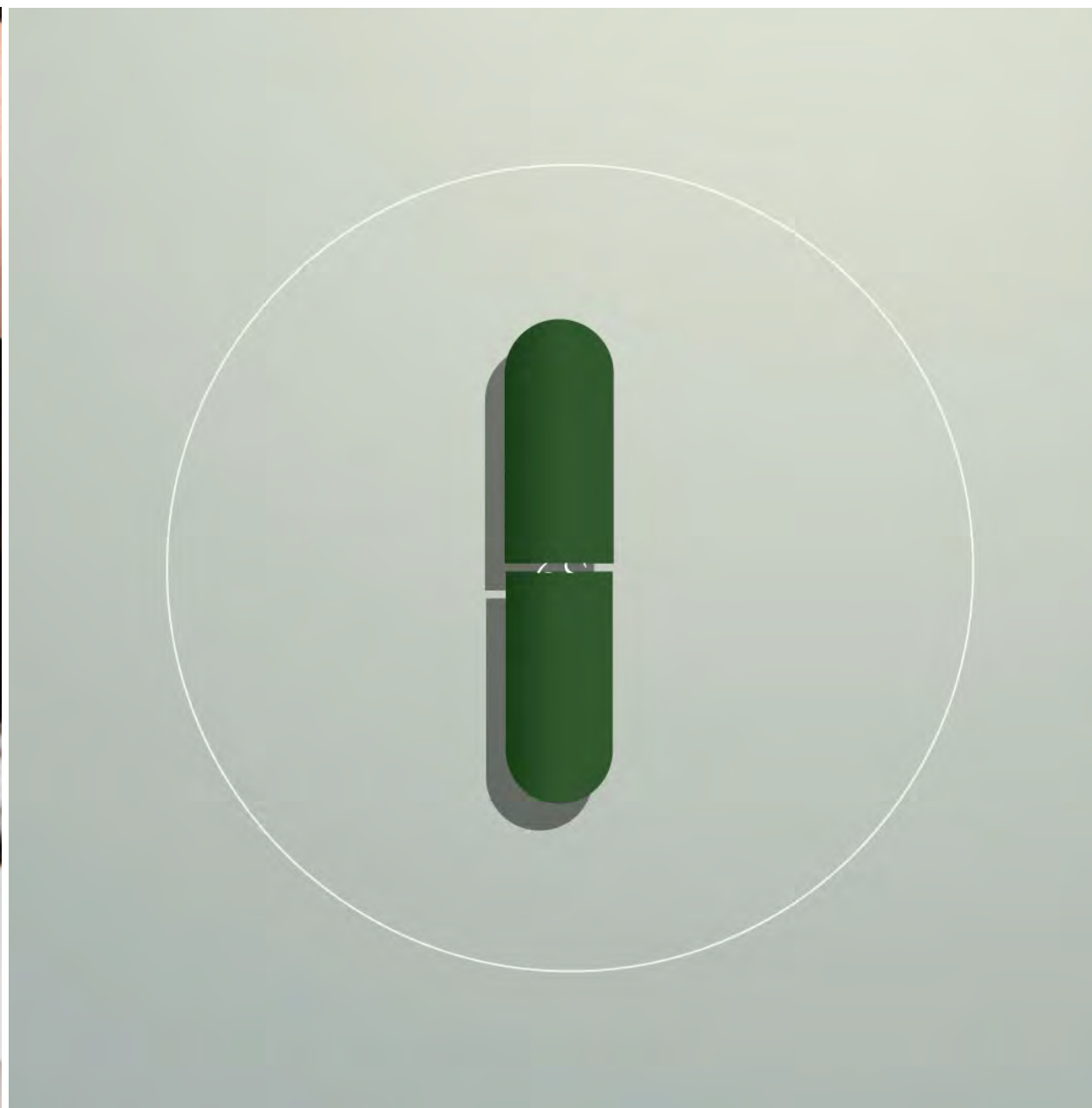
Favor shots of product open or in use. Imagery should feel expressive in a sophisticated way. Incorporate peeks of model, such as closeups of the hands or face, to humanize the product experience.

## OUR SCIENCE INFOGRAPHICS



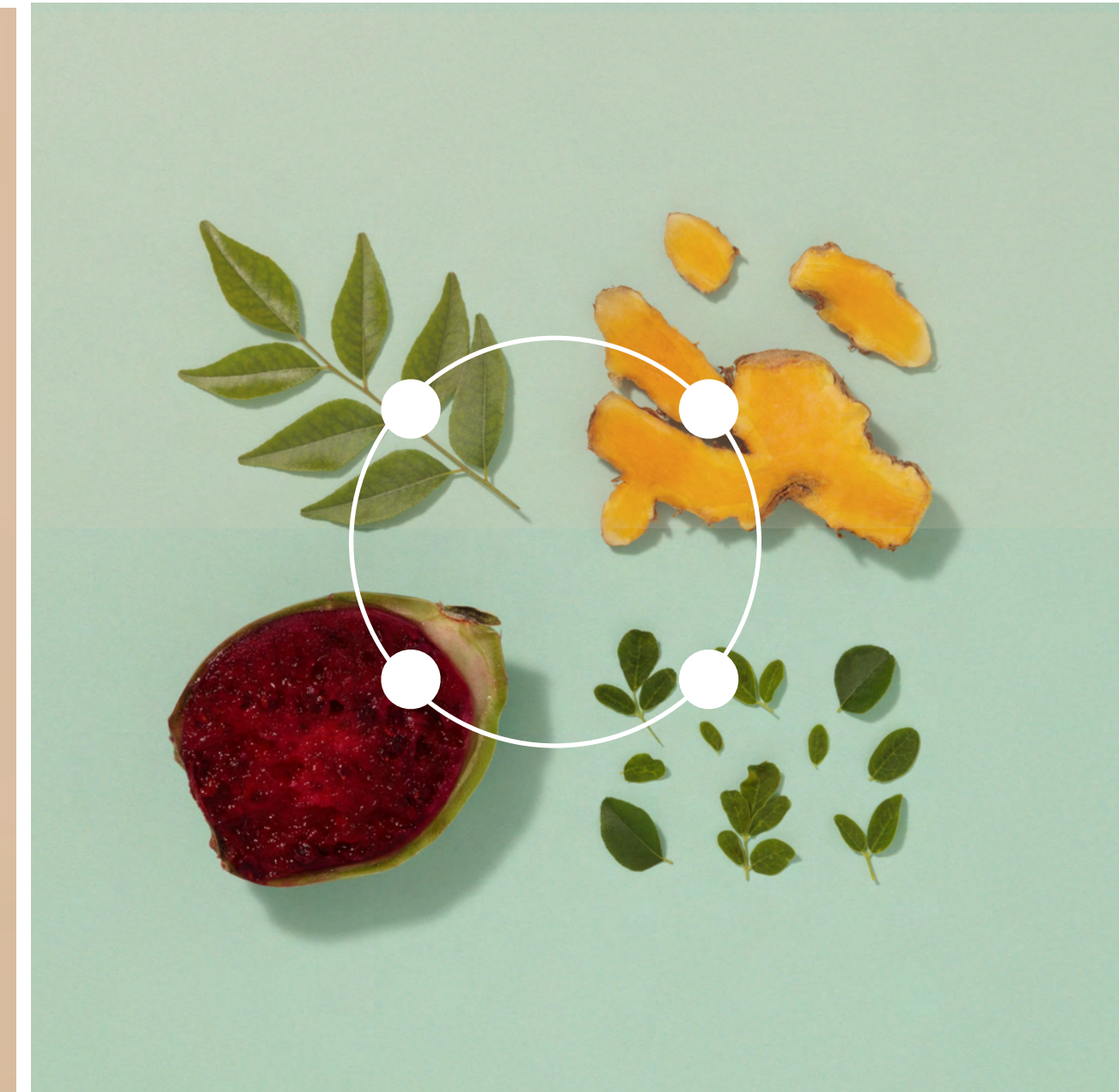
Use circles intentionally and sparingly in infographics to call out important pieces of information or visuals. Weight of lines should be thin and consistent.

## OUR VIDEOS



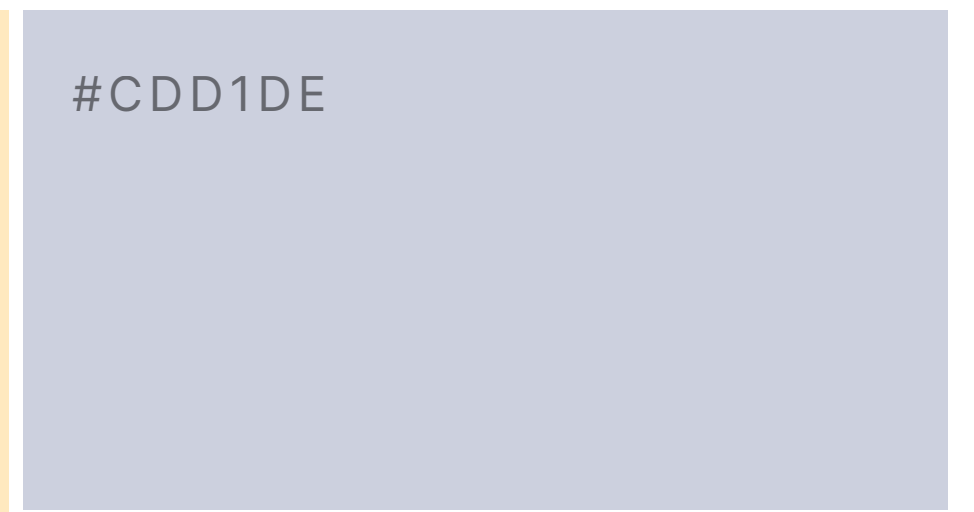
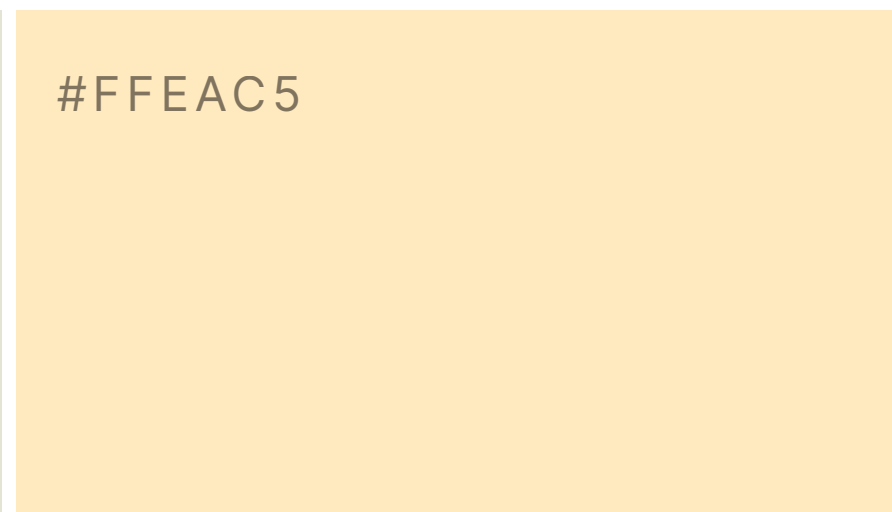
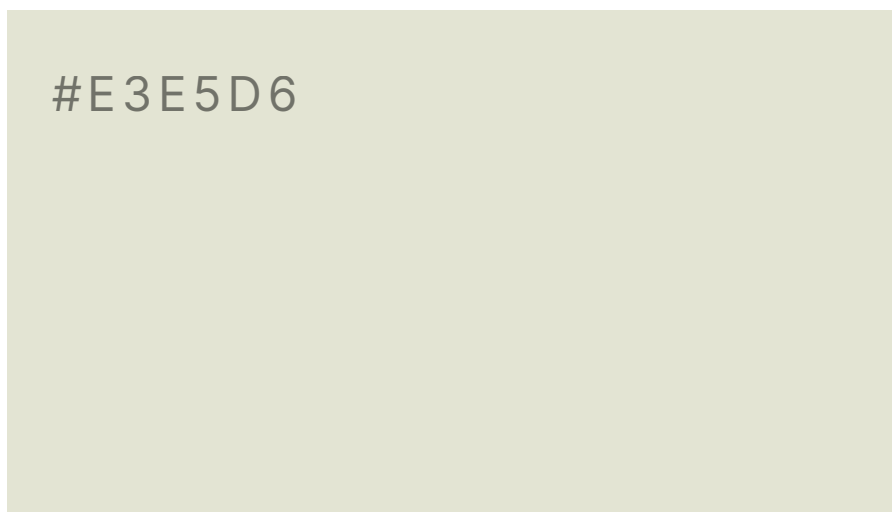
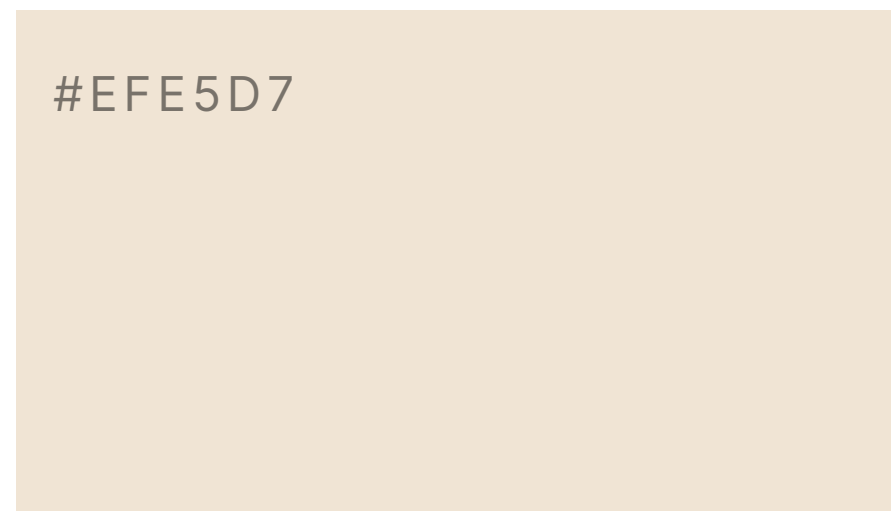
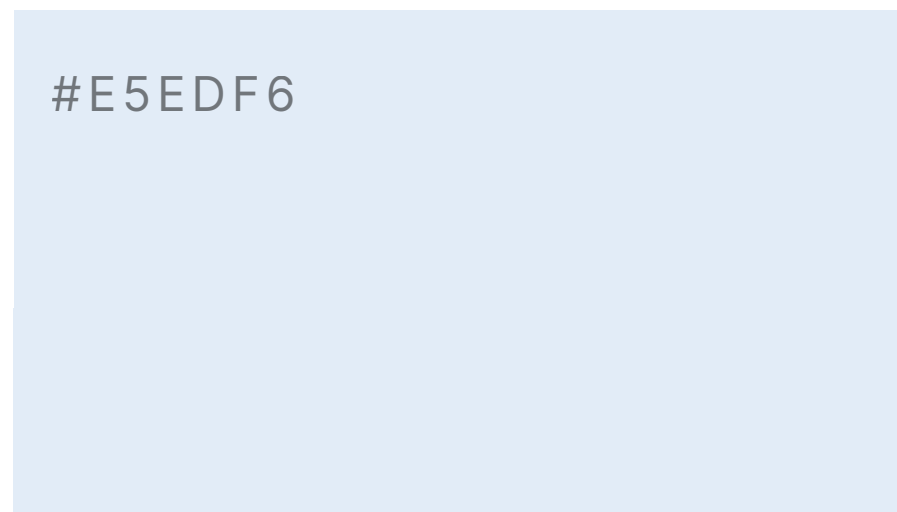
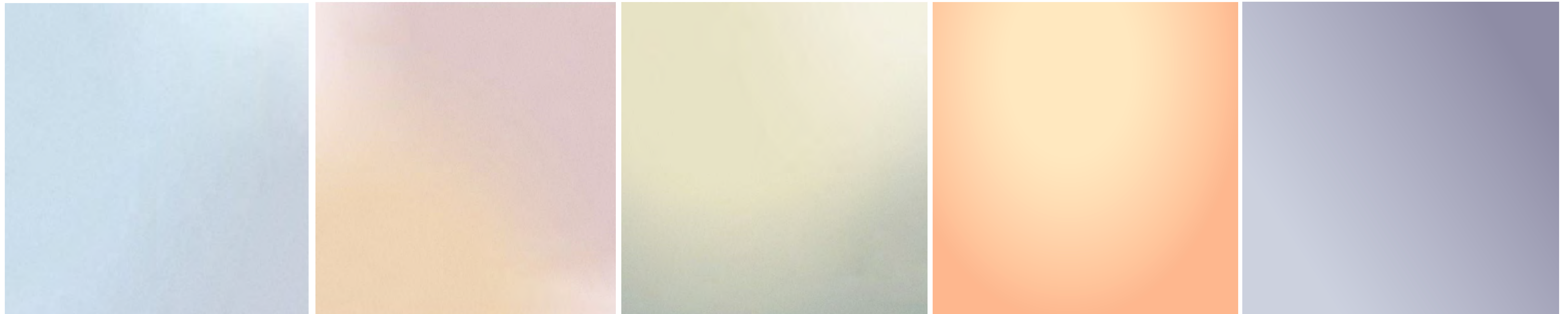
Videos will vary in storytelling; some textured to bring infographics to life, others will feature lifestyle and wellness. Products will be focused and close up. Videos should follow same photography rules.

## OUR CIRCLE TREATMENT



Used to highlight a certain area or focus of the photo. The circle can also be used to illustrate or make a point about connected beauty and wellness or looking at the entire ecosystem of products.

# OUR COLOR PALETTE



## OUR TYPOGRAPHY

Strong and simple typography equals a strong brand in the beauty and wellness category.

HEADLINES / SANGBLEU KINGDOM (PREFER LIGHT TO MEDIUM)

Powered by innovation.  
Personalized for you.

SUBHEADS / INTER EXTRA (PREFER THIN TO SEMI BOLD)

**Connected. Customized. Confident.**

BODY COPY / INTER LIGHT (PREFER THIN TO SEMI BOLD)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Please let Marco Santa Maria ([msantama@nuskin.com](mailto:msantama@nuskin.com)) how many SangBleu licenses are needed for your market.

## COLOR DON'TS



'Graffiti' designs are now retired from Nu Skin branding

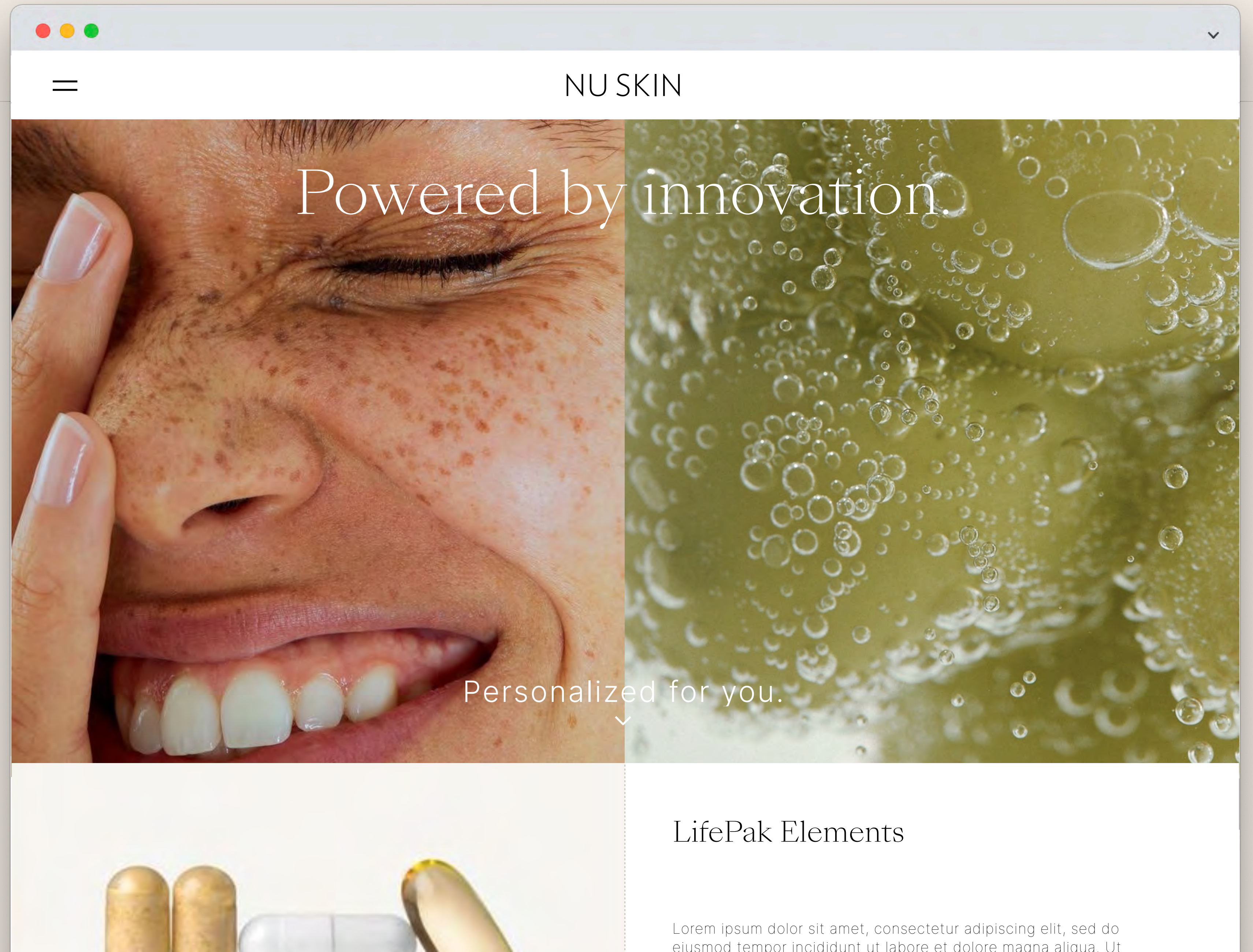
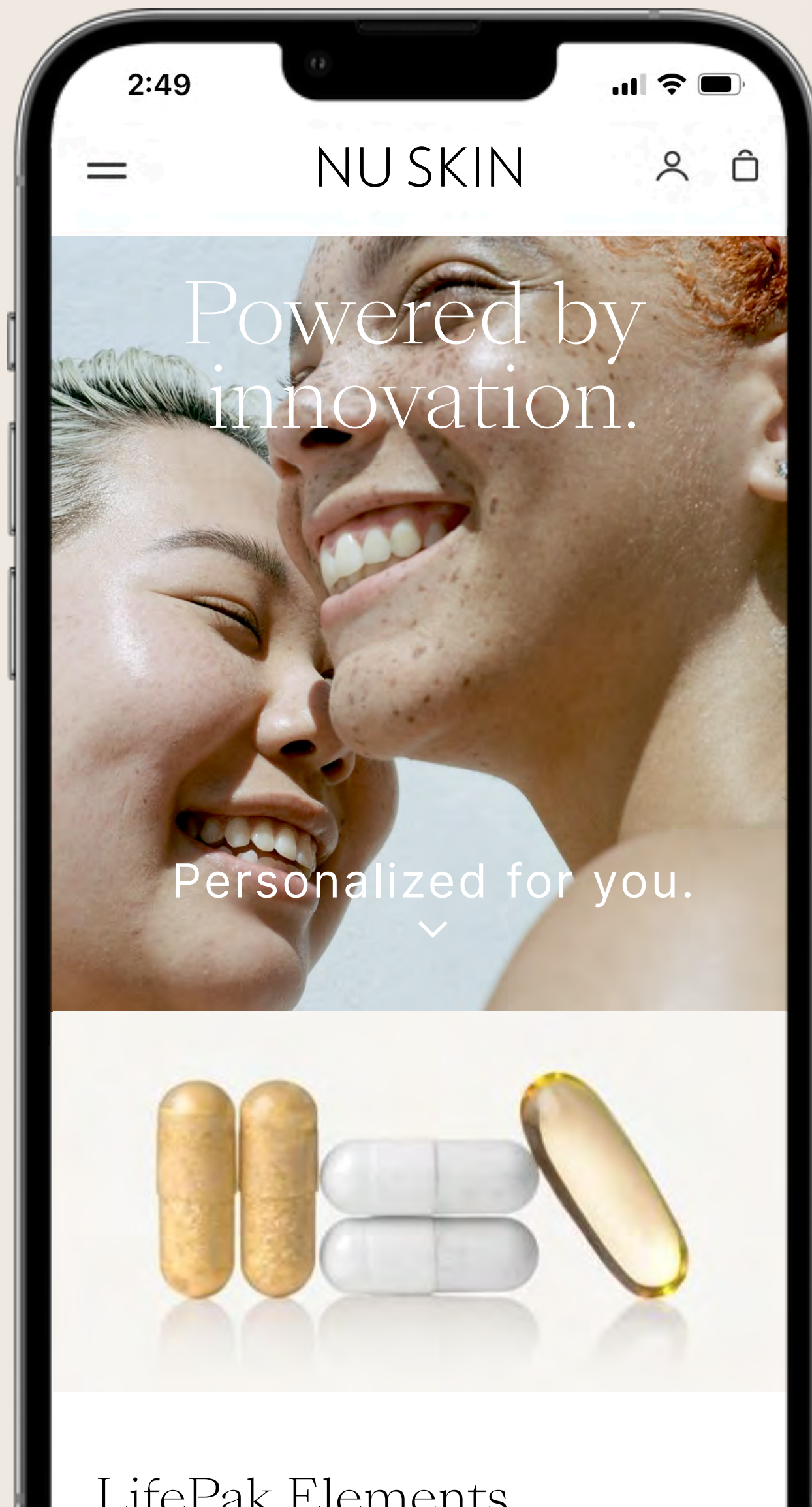
## TYPOGRAPHY DON'TS



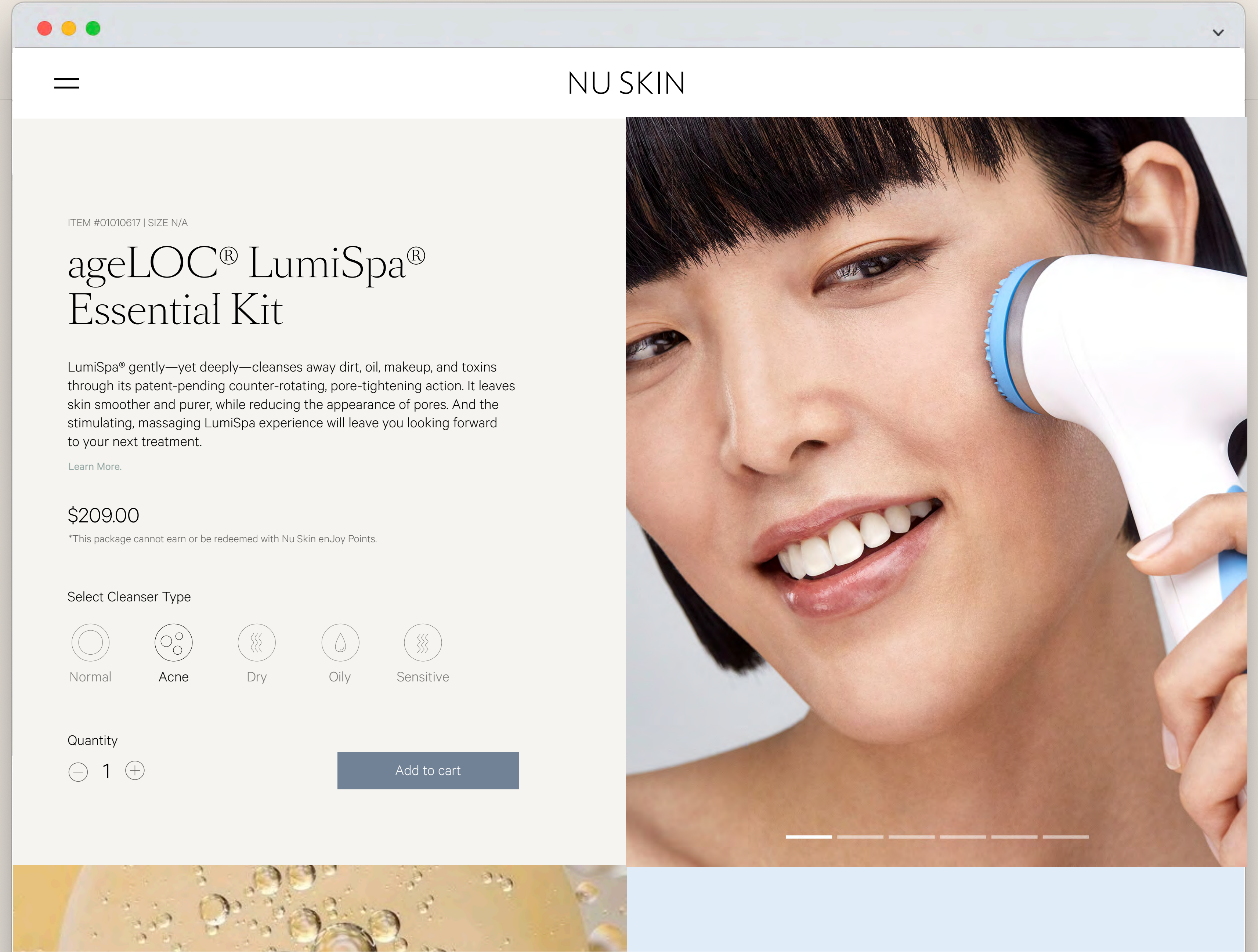
'Freeland' should no longer be used in any Nu Skin material.  
'Verlag' can be used sparingly as we transition into the new fonts.



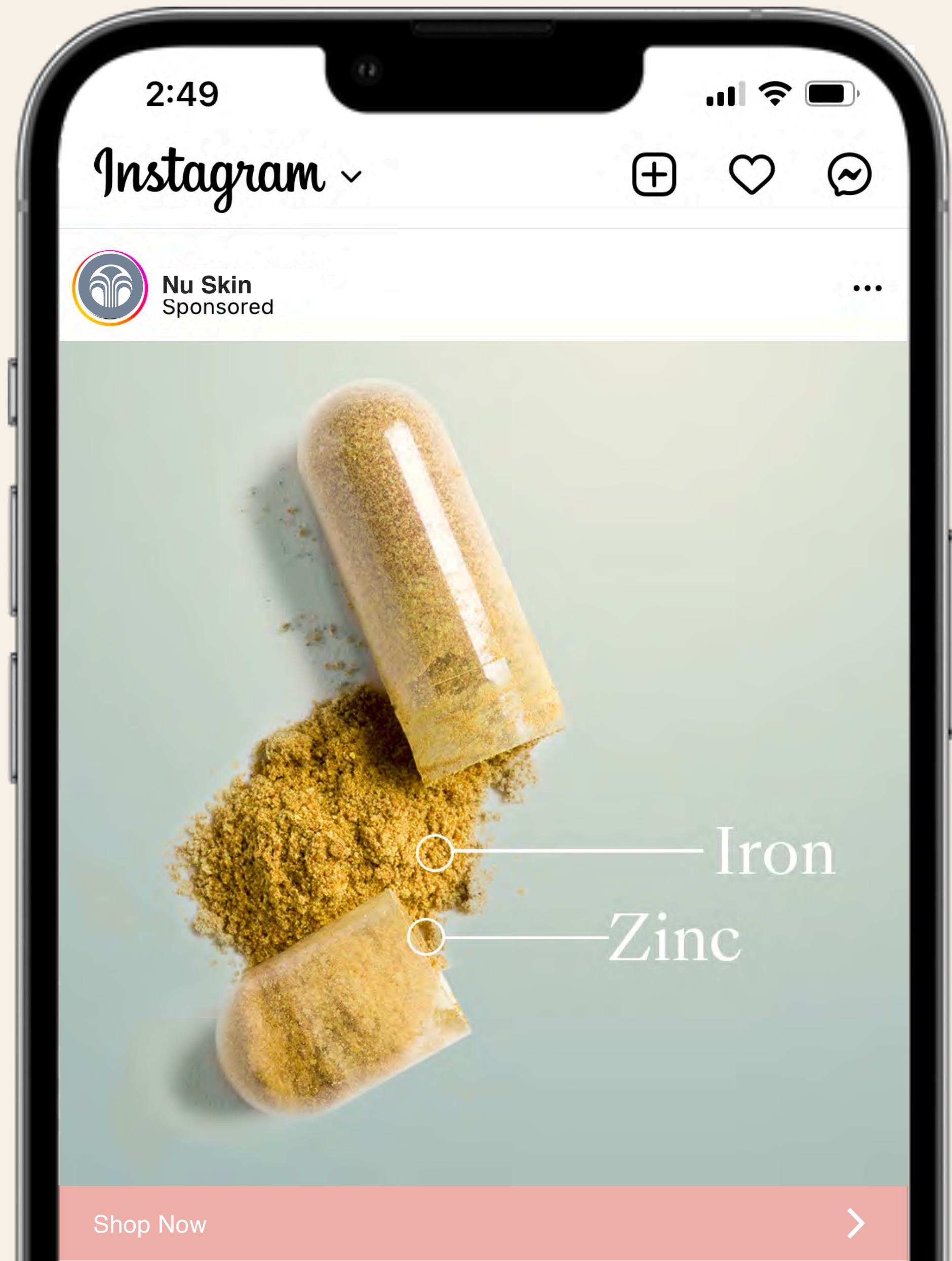
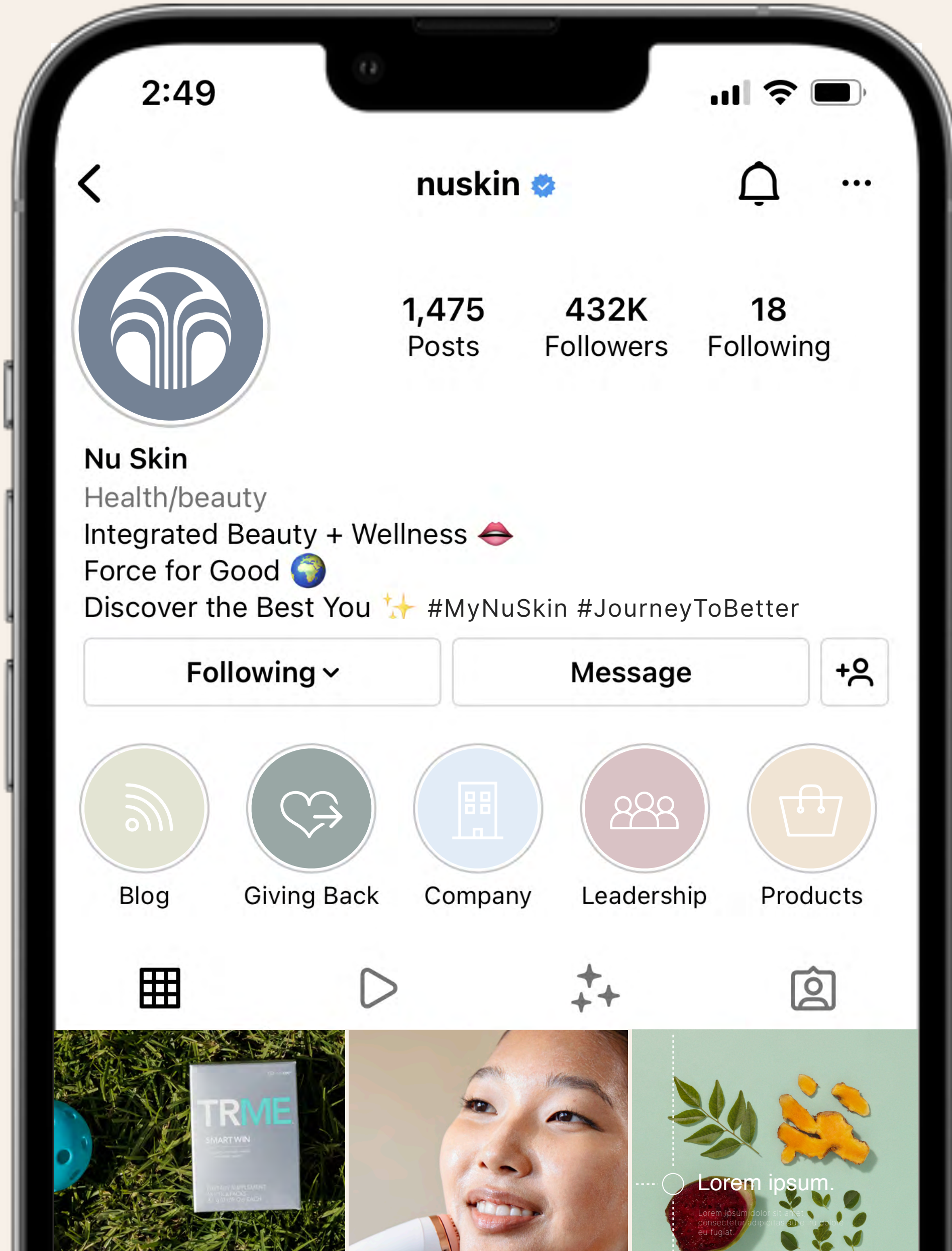
OUR HOMEPAGE



# OUR PRODUCT PAGE



OUR SOCIAL MEDIA





## SUMMARY

### What's Old

This page represents brand elements we are retiring; please do not use the following on any Nu Skin material moving forward.

#### BRAND COLORS

We are no longer using any neon or graffiti elements.



#### TYPOGRAPHY

“Freeland” and “Signature” should no longer be used.



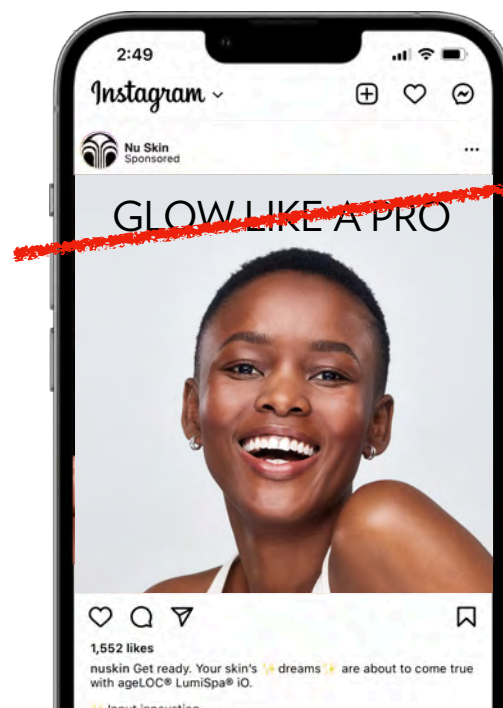
## SUMMARY

### What's Transforming

This page represents existing brand elements we are using in a new way.

#### TYPOGRAPHY

We will continue to keep “Verlag” as part of our type system, but now reserve its use for corporate/business/opportunity settings only.



#### RELATED LOGOS

Any additional logos created in the Nu Skin family should avoid resembling the Nu Skin Fountain. Already established logos can continue to be used.



#### NU SKIN LOGO TREATMENTS

We are phasing out the use of this stacked logo.



## SUMMARY

### What's New

This page represents branding elements we are introducing to the Nu Skin brand. These are the champions of Nu Skin's elevated look and feel.

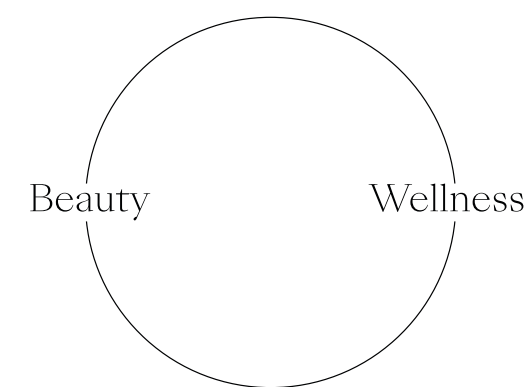
#### PHOTO TREATMENT

We now do sunlit, authentic close crops for imagery.



#### CIRCLE TREATMENT

We now use circles in our visual language.



#### NU SKIN LOGO TREATMENTS

We now use these three logos for branding and consumer language.



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NU SKIN

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#### COLOR PALETTE

We now use soft gradients and pastels.



#### TYPOGRAPHY

We now primarily use SangBleu Kingdom and Inter.