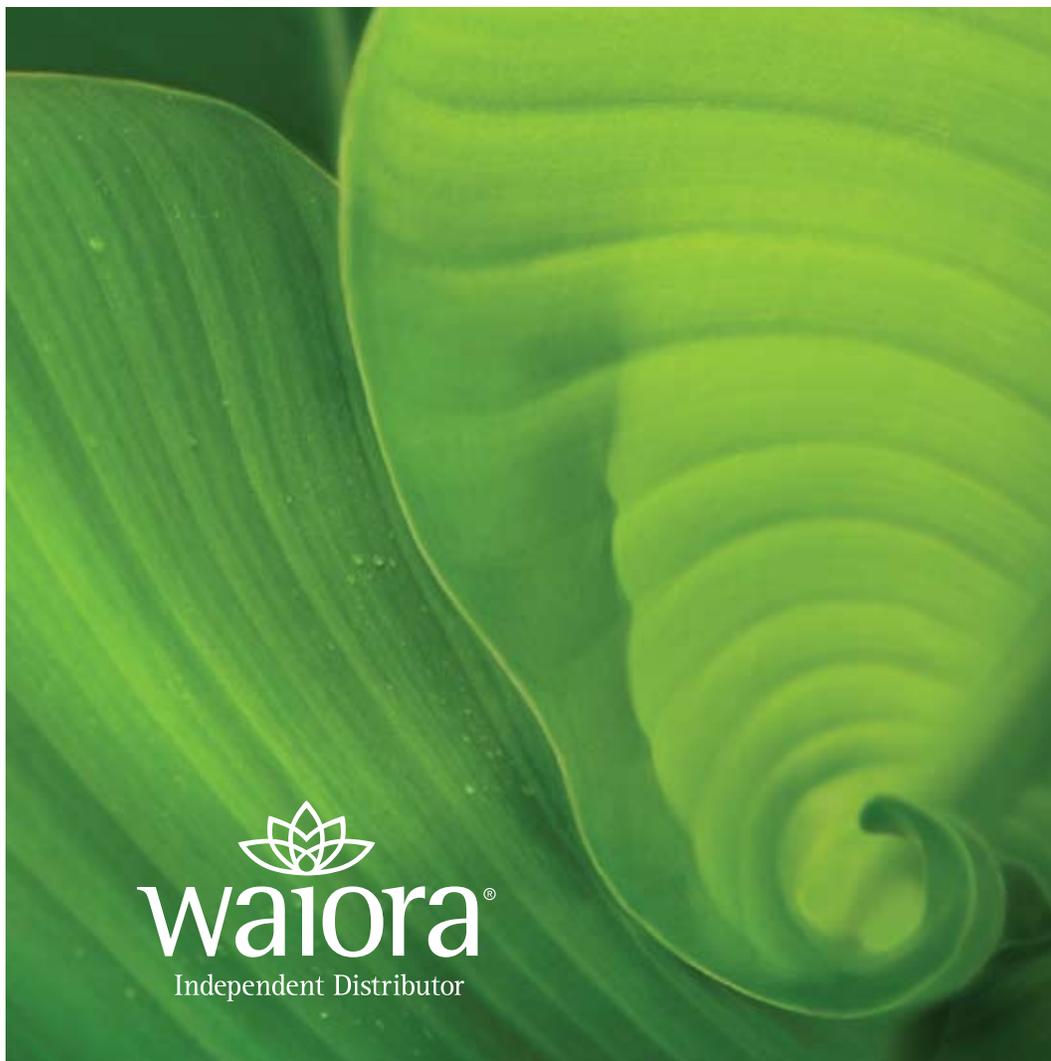


WAIORA BRAND STANDARDS:
INDEPENDENT DISTRIBUTORS AND THIRD PARTY VENDORS



MANUAL PURPOSE

Waiora relies on its identity to prosper in the marketplace. Adherence to this identity is critical for maintaining brand equity as Waiora continues to grow in the Global Market.

The purpose of this manual is to inform and help distributors and designers involved with creating additional graphics maintain a consistent image for the Waiora brand.

We are a growing, global company providing superior, natural products for better health and an unparalleled opportunity for a better lifestyle. All distributor publications should reflect our core branding terms.

Natural

Trusted

Global

Clean

Inviting

Modern

Targeted



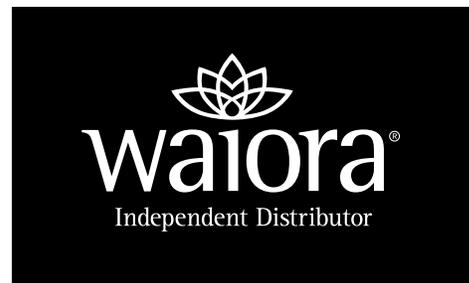
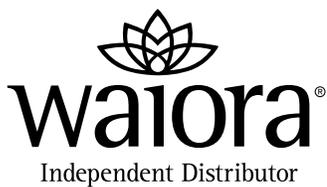
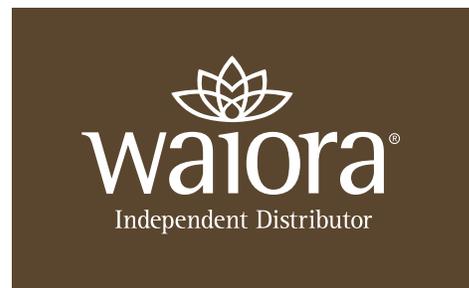
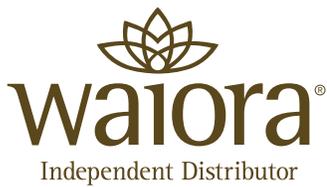
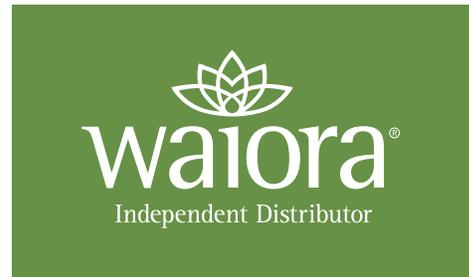
Inspired by the Polynesian goddess of health and longevity, Waiora is a company committed to helping our distributors improve their lives through our products and business opportunity.

The lily on the top of the logo mark signifies a blooming lotus flower from this mythical garden. It represents the opportunity of optimal health and wealth that is possible through Waiora. The interconnecting lines signify the connection that all distributors have to each other and the company through the direct-selling industry paradigm.

Any publication or printed materials produced by a distributor or a third party company must use the “Independent Distributor” logo.

LOGO VARIATIONS: COLOR

- The logo should always appear in a single color.
- The primary corporate colors for the brand are the following:
Green: Pantone 7490 C:45 M:0 Y:80 K:35
Brown: Pantone 462 C:50 M:60 Y:90 K:45
- When not using the primary logo colors the logo should only be black or white and not appear as gray.
- It can be reversed out to white on a variety of appropriate colors (please refer to the secondary literature palette).
- The logo will should always include the tag “Independent Distributor”.
- Corporate approval is necessary for any variations to these guidelines.



LOGO VARIATIONS: SIZE/APPEARANCE

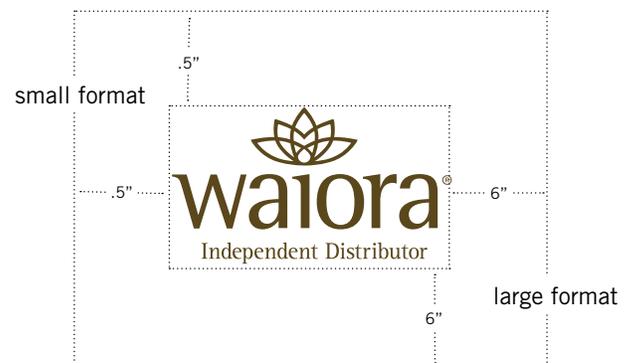
Minimum Size

The logo should never appear smaller than 1 inch (approximately 2.6 cm)



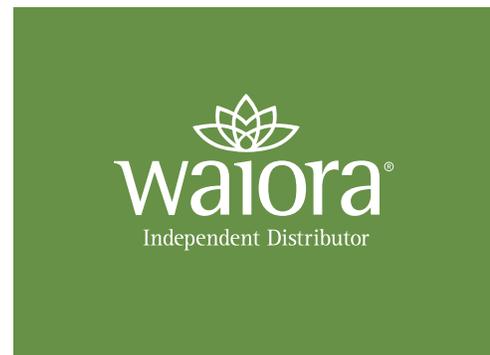
Clear Space

There should always be at least .5 inches (approximately 1.3 cm) of clear space around the logo for standard publications. For larger format printed (banners, posters etc), there should be a 6 inch clear zone.



Reverse Format

The logo can be reversed out of a variety of colors. It should always be white (or the color of the paper used) when used in this manner. There should always be enough contrast between the color and the logo to ensure legibility.



Horizontal Format

During instances where space is limited or the "Independent Distributor" tag line is not legible, the alternate horizontal format can be used.



UNACCEPTABLE LOGO USAGE

To maintain the integrity of the logo, it should never be altered. Relative proportion or position of logo elements and tag cannot be changed. Misuse of the logo, in reference to color, shape, and proportions, undermines the brand and any efforts to create brand integrity. Logo guidelines should be followed at all times. The samples shown are to illustrate improper use of the logo.

- The logo should not be stretched or expanded.



- The logo should not be condensed.



- Do not increase the size of the lily.



- Do not reduce the size "Independent Distributor".

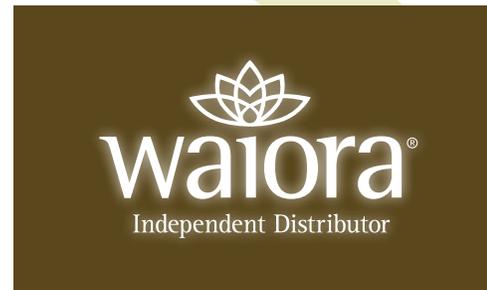


- Do not alter the proportion of any element on the horizontal logo.



UNACCEPTABLE LOGO USAGE

No additional filters or styles should be added to the logo (drop shadows, bevel, glow, etc.).



Any background which may impair legibility of the logo may not be used.



COLOR PALETTES

For consistency of the overall look of the brand, the following color guidelines should be followed when creating additional collateral materials:

Primary Corporate Palette

The primary corporate palette consists of 5 Pantone colors. Please use the the following colors when creating banners, signs, cards and promotional items.



PMS 7501



PMS 7492



PMS 7490



PMS 462



PMS 4515

Secondary Literature Palette

The secondary palette should be used as a guide to the tone of color used when creating ads, brochures and other independent literature and websites.



C: 50
M: 0
Y: 25
K: 30



C: 30
M: 50
Y: 85
K: 0



C: 20
M: 0
Y: 60
K: 20



C: 20
M: 20
Y: 50
K: 10



C: 10
M: 40
Y: 60
K: 60

IMAGES

When choosing images for additional collateral material, the following points should be considered.

- The images used in corporate literature are fresh, clean, modern, and diverse.
- Composition, color, visual as well as emotional impact should be considered when choosing images.
- Images of individuals should reflect health, vitality and a youthful attitude.
- The images should reflect the 7 core terms used to describe the brand: Natural, Trusted, Global, Clean, Inviting, Modern, Targeted

