

DOCJOHNSON[®]

Wellness Center

Powered by  **VERSÉA[™] HEALTH**

BRAND STYLE BOOK

Table of Contents

DOC JOHNSON® Wellness Center	1
VERSÉA™ Health	2
VERSÉA™ Easy Lab	6
Empowered Choice™	8
Alpha Boost	9
Party Safe™	10





DOC JOHNSON® Wellness Center

Logo

DOCJOHNSON®
Wellness Center
Powered by  **VERSÉA**™ HEALTH

DOCJOHNSON®
Wellness Center
Powered by  **VERSÉA**™ HEALTH

Colors

			
HEX: 1E398D RGB: 30 57 141 CMYK: 75 68 67 90	HEX: 797988 RGB: 121 121 136 CMYK: 56 49 35 6	HEX: 2A3782 RGB: 42 55 130 CMYK: 100 95 15 4	HEX: FFFFFFFF RGB: 255 255 255 CMYK: 0 0 0 0

Primary promotional icon



Primary promotional logo



Secondary promotional logo



Improper Usage



DO NOT change any logo's colors.



DO NOT place color logo over colored background.*



DO NOT change any logo's proportions.



DO NOT add drop-shadow or other effects to any logos.

* To ensure its visibility, the blue VERSÉA™ logo should only be placed against a white background or any other approved color.

Please use the white logo on approved, dark backgrounds.

Colors



Logo Typography

VERSÉA™

Bree Serif - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

HEALTH

Montserrat - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Brand Typography

TEXT HEADLINE

Montserrat - Bold

SMALL HEADLINE

Montserrat - Bold

Body Copy

Montserrat - Medium

Body Copy

Montserrat - Regular

VERSÉA™ Easy Lab

Logo*



Easy Lab

Easy Lab

Easy Lab



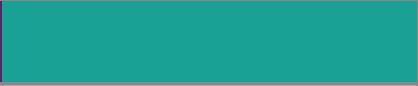
Product Samples


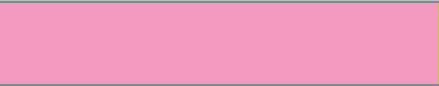
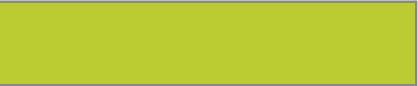


* The white logo lockups must be used on an approved backgrounds, such as this example featuring the VERSÉA™ Easy Lab Pregnancy Test pattern.

The Easy Lab logos must be used with one of these approved color configurations.

Colors

		
HEX: 9F4872 RGB: 159 72 114 CMYK: 37 84 33 7	HEX: 592468 RGB: 89 36 104 CMYK: 75 100 25 16	HEX: 00A195 RGB: 0 161 149 CMYK: 80 13 48 1

		
HEX: ED6DA7 RGB: 237 109 167 CMYK: 1 72 1 0	HEX: F49AC1 RGB: 244 154 193 CMYK: 0 50 0 0	HEX: B9CB33 RGB: 185 203 51 CMYK: 32 5 99 0





HEX: FFFFFFFF RGB: 255 255 255 CMYK: 0 0 0 0

Empowered Choice™

Logo



Colors

		
HEX: 813A95 RGB: 129 58 149 CMYK: 59 93 1 0	HEX: ED79AE RGB: 237 121 174 CMYK: 1 67 1 0	HEX: FFFFFFFF RGB: 255 255 255 CMYK: 0 0 0 0

Packaging Samples



Alpha Boost

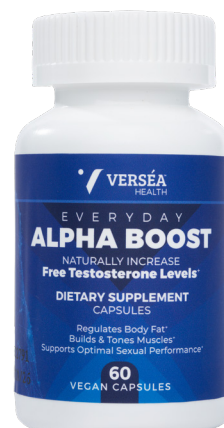
Logo



Colors

HEX: 0F70B6 RGB: 15 112 182 CMYK: 88 54 1 0	HEX: 214391 RGB: 33 67 145 CMYK: 99 87 8 1	HEX: 2A3782 RGB: 42 55 130 CMYK: 100 95 15 4	HEX: FFFFFFFF RGB: 255 255 255 CMYK: 0 0 0 0

Packaging Samples



Party Safe™

Logo



Colors

HEX: 004579 RGB: 0 69 121 CMYK: 100 61 5 36	HEX: 0065AA RGB: 0 101 170 CMYK: 93 62 4 0	HEX: 27AADF RGB: 39 170 223 CMYK: 71 15 1 0	HEX: FFFFFFFF RGB: 255 255 255 CMYK: 0 0 0 0

Packaging Samples



DOC JOHNSON[®]
Wellness Center
Powered by  **VERSÉA**[™] HEALTH

