NATURES SUNSHINE 自然阳光

企业品牌指引–简化版

SIMPLIFIED CORPORATE BRAND GUIDELINES

Icon

演变/ORIGINS

Design By
Chinese Team

NATURE

SUNSHINE

NATURE'S
SUNSHINE

Icon

水印使用指引/WATERMARK

Design By
Chinese Team

左切线
Left bleed
not to exceed
this line

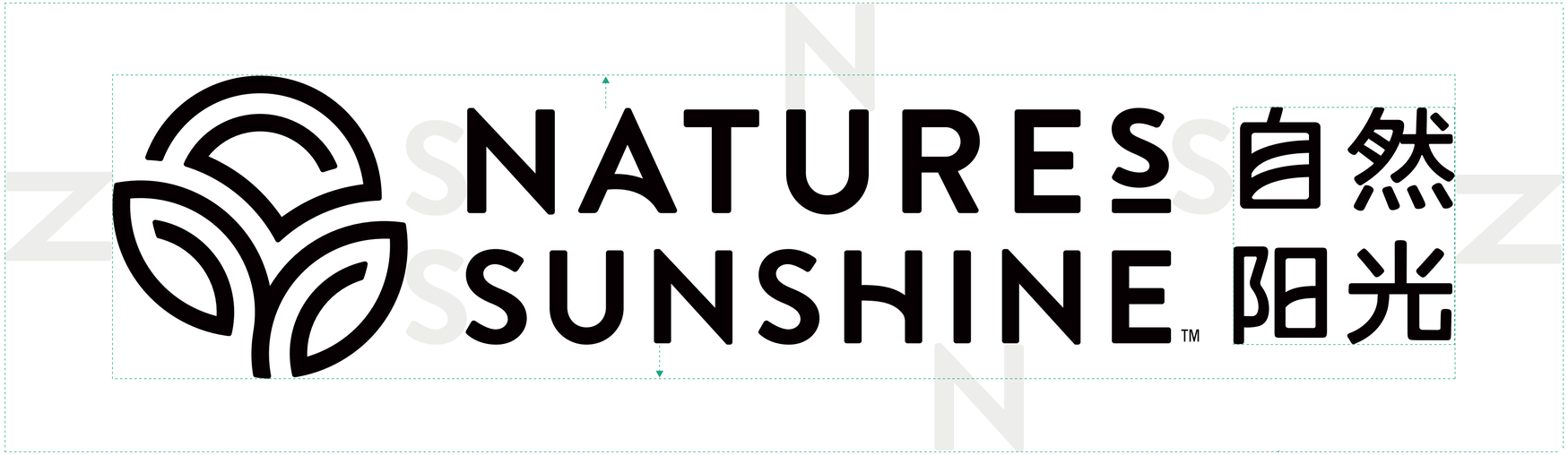
右切线
Right bleed
not to exceed
this line

Logo/中文版

正确使用方式/ACCEPTABLE USES

Design By
Chinese Team

主使用
Logo



Logo/中文版

正确使用方式/ACCEPTABLE USES

Design By
Chinese Team

NATURES SUNSHINE™
自 然 阳 光

次级使用 logo

NATURES SUNSHINE™
自 然 阳 光

限量使用 logo

Logo/英文版

正确使用方式/ACCEPTABLE USES

Design By
Chinese Team

Primary Use
Logo

Logo/英文版

正确使用方式/ACCEPTABLE USES

Design By
Chinese Team

NATURES SUNSHINE™

Secondary logo

NATURES SUNSHINE™

Limited use logo

Logo

错误使用方式/UNACCEPTABLE USES

Design By
Chinese Team

Logo

线上和线下使用/WEB AND SOCIAL

Design By
Chinese Team

在白底使用黑色
Black over white

在白底使用80%黑色
80% Black over white

图片上泛白
White over image

有颜色的底上泛白
White over color

Logo

辅助纹理/TEXTURE

Design By
Chinese Team

NATURES SUNSHINE 自然阳光

NATURES SUNSHINE

品牌色/Color

主色/PRIMARY COLORS

Design By
Chinese Team

BILLBERRY

PANTONE	548c
CMYK	100.64.50.43
RGB	0.59.77
HEX	003B4D

PEPPERMINT

PANTONE	569c
CMYK	100.26.65.9
RGB	0.127.110
HEX	007F6E

ALOE

PANTONE	337c
CMYK	44.0.32.0
RGB	141.212.189
HEX	8DD4BD

GARCINIA

PANTONE	383
CMYK	39.20.100.1
RGB	168.173.0
HEX	A8AD00

GINGER

PANTONE	7412c
CMYK	14.55.95.1
RGB	212.130.50
HEX	D48232

CAPSICUM

PANTONE	7580c
CMYK	17.80.92.6
RGB	194.81.49
HEX	C25131

品牌色/Color

全部品牌色/ALL COLORS

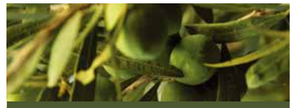
Design By
Chinese Team

BILLBERRY 蓝莓

PANTONE	548c
CMYK	100.64.50.43
RGB	0.59.77
HEX	003B4D

SAGE 鼠尾草

PANTONE	561c
CMYK	92.42.68.33
RGB	0.89.78
HEX	00594E



OLIVE LEAF 橄榄叶

PANTONE	574c
CMYK	65.44.90.35
RGB	77.90.49
HEX	4D5A31

CAPSICUM 辣椒

PANTONE	7580c
CMYK	17.80.92.6
RGB	194.81.49
HEX	C25131

LAVENDER 薰衣草

PANTONE	667c
CMYK	57.63.22.3
RGB	124.105.144
HEX	7C6990

ALOE 芦荟

PANTONE	337c
CMYK	44.0.32.0
RGB	141.212.189
HEX	8DD4BD

ST. JOHN'S WORT 圣约翰草

PANTONE	129c
CMYK	4.16.87.0
RGB	245.206.62
HEX	F5CE3E

GRAPEFRUIT 西柚

PANTONE	712c
CMYK	0.23.41.0
RGB	253.201.154
HEX	FDC99A

JUNIPER 刺柏

PANTONE	549c
CMYK	53.23.29.0
RGB	124.167.173
HEX	7CA7AD

PEPPERMINT 薄荷

PANTONE	569c
CMYK	100.26.65.9
RGB	0.127.110
HEX	007F6E

GARCINIA 藤黄瓜

PANTONE	383c
CMYK	39.20.100.1
RGB	168.173.0
HEX	A8AD00

TURMERIC 姜黄

PANTONE	1635c
CMYK	0.56.56.0
RGB	255.141.107
HEX	FF8D6B

MILK THISTLE 水飞蓟

PANTONE	7430c
CMYK	10.38.9.0
RGB	223.168.190
HEX	DFA8BE

DONG QUAI 当归

PANTONE	7538c
CMYK	45.32.42.2
RGB	146.153.144
HEX	929990

GINGER 生姜

PANTONE	7412c
CMYK	14.55.95.1
RGB	212.130.50
HEX	D48232

NONI 诺丽果

PANTONE	7499c
CMYK	5.7.34.0
RGB	241.228.178
HEX	F1E4B2

品牌色/Color

全部品牌色/ALL COLORS

Design By
Chinese Team

75%	50%	25%	
			PANTONE 548c
			PANTONE 549c
			PANTONE 7499c
			PANTONE 7580c
			PANTONE 1635c
			PANTONE 712c
			PANTONE 574c
			PANTONE 383c
			PANTONE 129c
			PANTONE 7412c
			PANTONE 561c
			PANTONE 569c
			PANTONE 337c
			PANTONE 7430c
			PANTONE 667c
			PANTONE 7538c

BILBERRY 蓝莓

JUNIPER 刺柏

NONI 诺丽果

CAPSICUM 辣椒

TURMERIC 姜黄

GRAPEFRUIT 西柚

OLIVE LEAF 橄榄叶

GARCINIA 藤黄瓜

ST. JOHN'S WORT 圣约翰草

GINGER 生姜

SAGE 鼠尾草

PEPPERMINT 薄荷

ALOE 芦荟

MILK THISTLE 水飞蓟

LAVENDER 薰衣草

DONG QUAI 当归

品牌色/Color

全部品牌色/ALL COLORS

Design By
Chinese Team

品牌图/Photography

宏观植物/HERO MACRO BOTANICAL

Design By
Chinese Team

品牌图/Photography

生活与社交/AUTHENTIC LIFESTYLE, COMMUNITY

Design By
Chinese Team

品牌图/Photography

生活与社交/AUTHENTIC LIFESTYLE, COMMUNITY

Design By
Chinese Team

品牌图/Photography

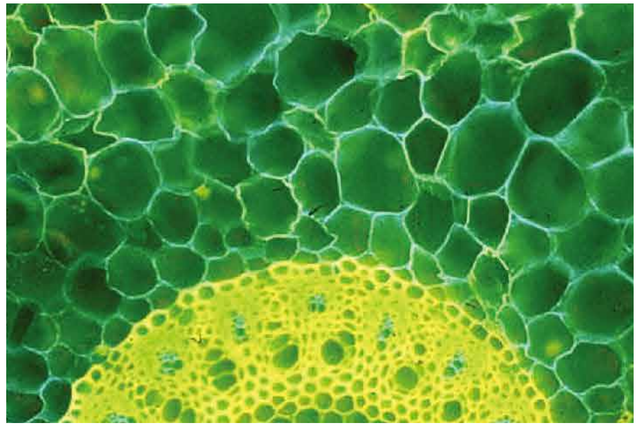
列表/SHOT LIST

Design By
Chinese Team

30% Macro Botanical

50% Lifestyle (20% Hero, 20% Communicty, 10% Product)

10% Product Form (powder, caps, etc)



10% Science Macro