

A Brand Usage Guide for Independent Herbalife Members

Important note:

The following guidelines and policies are some of the things you should know as you build your Herbalife business.

For a complete set of guidelines and policies, please refer to the Sales and Marketing Plan and Rules of Conduct for your market.



Dear Independent Herbalife Member,

As a representative of the Herbalife brand, your words, your actions and your appearance have a powerful impact. As a Member, you have the unique advantage of using the power of our global brand in your marketing efforts. By following this guide, you will learn how to properly talk about Herbalife and the brand, and develop messaging that clearly, effectively and consistently communicates the brand.

Logo Usage

The correct use of logos strengthens the Herbalife brand and helps prevent violation of other companies' trademark rights. Trademark markings used in this guide are illustrative. Check which markings are correct for your market before referring to or using any brands or graphics in marketing and promotional materials.

1. Herbalife Nutrition and Corporate Logo

These logos are not to be used by Independent Herbalife Members.

Do not use the logo without the "Independent Herbalife Member" lockup, except on apparel. This is the only exception.

Horizontal Logo



Horizontal Logo



Stacked Logo



DON'TS

Do not use the logos shown below, as they are discontinued:



! The tri-leaf symbol must not be used by itself or separated from the word "Herbalife."

2. Independent Herbalife Member Nutrition logo (Preferred Logo)

This is a logo to build Herbalife as a nutrition brand among the general public. It helps us clarify our brand positioning since the Herbalife logo by itself does not depict this idea. This logo must be used for all Member created promotional materials (except for apparel).

*Herbalife has discontinued the use of the "Independent Herbalife Distributor" logo. Use assets with the Independent Herbalife Member logo only.

Horizontal Logo (Preferred)



Stacked Logo



! The stacked version of the Independent Herbalife Member Nutrition logo is available however, the use of the stacked logo is restricted for small or squarshaped applications only. For consistency of brand, we prefer not to use the stacked version.

Color Options

When color is used with the logo, use only the allowed color graphics below:



Preferred



DON'TS

Do not switch colours, change colours, change position and resize elements.



3. Corporate Independent Herbalife Member Logo

The Independent Herbalife Member logo that we provide is the primary means to communicate your identity as an Independent Herbalife Member to the public. It consists of three basic elements:

- a. The tri-leaf symbol
- b. The Herbalife word mark
- c. The Independent Herbalife Member tagline*

*Herbalife has discontinued the use of the "Independent Herbalife Distributor" logo. Use assets with the Independent Herbalife Member logo only.

Horizontal Logo



Stacked Logo



Registration Mark

In the logo, a marking appears next to the word Herbalife. Most often, this is a registration mark: ®. Markings let others know that Herbalife protects its brand, and they establish ownership and significant investment. Remember that you must always use the correct markings authorised for your market. To find out what is correct, consult the current product catalog for examples.

Color Options

When color is used with the logo, use only the allowed color graphics below:



Consider this information when printing materials:

Required Font

Helvetica Neue:

Helvetica Neue is the company's core brand font.

HELVETICA NEUE 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Optional Font

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Herbalife Green

PANTONE 368 C



MATERIALS

Use the Independent Herbalife Member Nutrition logo in your promotional materials.

DO'S

Business Cards



Tents



Stands



DON'TS

These outdated backgrounds are never allowed for use on materials





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Herbalife Nutrition Apparel and Accessories

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Casual Apparel and Accessories

Herbalife encourages Members to use and display the Herbalife trademarks, logos and symbols in your business, provided their use is in compliance with the rules. Use of Herbalife trademarks, including logos, is attributable to Herbalife, and the quality of the materials and the accuracy of the reproduction of the trademarks can affect their value. Displaying Herbalife marks and designs on poor-quality materials, or in a sloppy way, can damage the value and affect the reputation of Herbalife and your Herbalife business, and the operations of other Members. For this reason, any time that you display Herbalife marks, logos or other properties, including on the items listed above, as well as in advertising or marketing materials, you must:

- ✓ Use high-quality materials (including image files) that are acceptable to industry standards for the kind of item you are branding.
- ✓ Follow these brand guidelines strictly.
- ✓ Herbalife Members may not use the Herbalife Nutrition logo without the "Independent Herbalife Member" wording on apparel or promotional accessories when the Member's contact information is included.
- ✓ Members may sell business tools, such as clothing, to other Members at a price no greater than the cost to produce the product being sold.
- ✓ When making the apparel, Members should ensure to meet industry standards for quality.
- ✓ Never use the tri-leaf device on sports or fitness apparel or equipment, and on other sports garments, and never use the tri-leaf by itself.

DON'TS



DON'T display the marks, logos or designs on items that are branded for some other entity, without written permission from Herbalife.



DON'T use or distribute items that are damaged, soiled, defective or for any other reason would reflect poorly on the Herbalife name and business.



DON'T display the marks, logos or designs on or with items that are offensive, vulgar or demeaning to other persons or brands.

Examples

DO'S



DON'TS



DON'T use discontinued logos.



DON'T use the tri-leaf symbol on its own.



DON'T use different typefaces.



DON'T use more than one logo.

Sports Apparel and Accessories

Our Herbalife Nutrition sports logo and Herbalife sports logo should always be used for sports apparel and accessories.

HERBALIFE NUTRITION

Preferred

HERBALIFE

Preferred Branding



Optional Branding



Approved and Unapproved Use of Logos

! The tri-leaf symbol may never be used on sports apparel and sports-related items.

	PREFERRED	OPTIONAL	DON'TS
Sports bottle			
Sports Cap			
Football			
Sports Jersey			

NOTE:

- You may use the Independent Herbalife logo with the tri-leaf in banners and tents at sports events. The tri-leaf symbol cannot appear on actual sports apparel and accessories.
- Members may sell business tools, such as clothing, to other Members at a price no greater than the cost to produce the product being sold. When making the apparel, Members should ensure to meet industry standards for quality.

Brand Markings on Sport Apparel and Sport Accessories

All sport apparel pieces (sport jerseys, shorts, caps, etc.) and/or sport accessories shall not bear the Member's (or Associate's) name and contact information (including email or web addresses.) Only the Herbalife brand marks and logos may be used, without including the 'Independent Herbalife Member' tagline. No exceptions.



HERBALIFE
NUTRITION



HERBALIFE
NUTRITION
Independent Herbalife Member



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Herbalife24[®] Branding

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Independent Herbalife Member Nutrition logo



Horizontal Logo



Stacked Logo

! The stacked version of the Independent Herbalife Member Nutrition logo is available however, the use of the stacked logo is restricted for small or squareshaped applications only. For consistency of brand, we prefer not to use the stacked version.

All Herbalife names, logos and assets must be used in compliance with Herbalife Rules and local law.

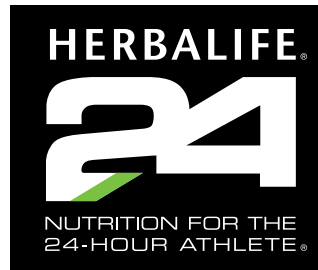
If the Herbalife24® logo is used on any material that includes the Member’s contact information, such as phone number or email address, the Independent Herbalife Member Nutrition logo or Independent Herbalife Member tagline must be included.

Herbalife24® Logo

Preferred: Stacked Logo



Black /
PMS 368
Green



White /
PMS 368
Green



White

Optional: Horizontal Logo



DON'T use the logo without the tagline. The tagline may only be removed when the logo appears as embroidery on apparel.



Using the Herbalife24® Promotional Items

Members may use Herbalife24® trademarks and logos without the "Independent Herbalife Member" wording obtained from Herbalife on apparel or promotional accessories, unless the Member's contact information is included.

If the Herbalife24® logo is used on any material that includes the Member's contact information, such as phone number or email address, the Independent Herbalife Member Nutrition logo or Independent Herbalife Member text must be included.

Herbalife24® Independent Herbalife Member Business Card

DO'S



Other Examples With Contact Information

DO'S



DON'TS



Keychain example:

Include Independent Herbalife Member text if you include your contact information.

Examples Without Contact Information

Use the Herbalife24® logo if you do not include the contact information.



Thumbdrive



T-Shirt



Cup



Pen

Herbalife24® Apparel

Safe Space

Part of protecting the legal attribution is to ensure that the logo is seen as separate from other elements.

Embroidery – without tagline

Screenprinted – with tagline



DO'S



DON'TS

DON'T use unauthorised taglines.



DON'T alter the Herbalife24® logo.



NOTE:

Members may sell business tools, such as clothing, to other Members at a price no greater than the cost to produce the product being sold. When making the apparel, Members should ensure to meet industry standards for quality.



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Herbalife SKIN Branding

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Independent Herbalife Member Nutrition logo



Horizontal Logo



Stacked Logo

! The stacked version of the Independent Herbalife Member Nutrition logo is available however, the use of the stacked logo is restricted for small or squarshaped applications only. For consistency of brand, we prefer not to use the stacked version.

All Herbalife names, logos and assets must be used in compliance with Herbalife Rules and local law.

If the Herbalife SKIN is used on any material that includes the Member's contact information, such as phone number or email address, the Independent Herbalife Member Nutrition logo or Independent Herbalife Member text must be included.

Herbalife SKIN Logos



**Silver
PMS 8420**



**Grey
PMS 430**



White

DON'T remove the Herbalife logo.



Herbalife SKIN Apparel

DO'S



DON'TS

DON'T remove the Herbalife logo.



DON'T use unapproved colors.



DON'T display the negative logo on a light background.



DON'T change the Herbalife SKIN logo lockup.



OVERVIEW

Herbalife SKIN is a luxurious line of skincare that is clinically-tested to help you achieve softer, smoother and more radiant skin¹ in just 7 days². Sulphate-free and with no added parabens³, our unique formulas are packed with the daily goodness of over 15 vitamins and botanicals; combining soothing textures, silky soft lathers and fresh, captivating fragrances to enrich your skin every day. The marketing materials are designed to capture this luxurious feel, with clean lines and natural imagery throughout.

ADVERTISEMENTS FOR DIFFERENT AUDIENCES

Target 7 signs of ageing in 7 days

The Anti-ageing Serum



- ◆ Clinically tested to reduce the common signs of ageing after 7 days*
- ◆ Diminishes the appearance of fine lines and wrinkles**
- ◆ Increase skins firmness & elasticity
- ◆ Evens skin tone
- ◆ Smoothes and softens
- ◆ Restores radiance and glow

Exclusively formulated with:
Vitamin B₃, antioxidant Vitamins C and E and Aloe Vera, Chestnut seed extract, Peptide.

**HERBALIFE
SKIN**

Intelligent Skin Nutrition

Results in 7 Days.

With our expert blend of vitamins and botanicals our formulas are clinically tested to provide you with optimum results.

HERBALIFE.

*Test on 30 subjects: smoothness, softness, glow, radiance and luminosity measured by visual expert grading at intervals of 2, 4 and 7 days.
**Test on 30 subjects: skin roughness measured by VisiScan at intervals of 0, 7 and 42 days.

**HERBALIFE
SKIN**

Challenge Yourself to Healthier Looking Skin


Reveal, radiant, smoother younger looking skin in 7 days*

Intelligent Skin Nutrition

With our expert blend of vitamins and botanicals our formulas are clinically tested to provide you with optimum results.

HERBALIFE.

*Results applicable to Line Minimising Serum, Replenishing Night Cream, Daily Glow Moisturiser, SPF 30 Protective Moisturiser, Hydrating Eye Cream and Firming Eye Gel.



1 Test on 30 subjects: smoothness, softness, glow, radiance and luminosity measured by visual expert grading at intervals of 2, 4 and 7 days.

2 Results applicable to Line Minimising Serum, Replenishing Night Cream, Daily Glow Moisturiser, SPF 30 Protective Moisturiser, Hydrating Eye Cream and Firming Eye Gel.

3 Sulphate-free applies to foaming, cleansing products: Soothing Aloe Cleanser, Polishing Citrus Cleanser and Instant Reveal Berry Scrub.

DO'S

Business Card Front



DO'S



DON'TS



Don't change the logo color to a color that is not approved for logo usage.

Don't change the typeface or make the copy all caps. The color is also not the approved typeface color.

Don't delete Independent Herbalife Member logo.

Don't add a corporate color bar to Herbalife SKIN pull-up banner assets.