

BRAND  
STYLEGUIDE



Goodness From  
Inside Out™

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# brand: Our Mission

**Goodness From Inside Out™** ALO Drink crafts deliciously-refreshing aloe vera drinks that support healthier lifestyles.

brand: Tone of Voice

Smart, Punchy Wisdom

# brand: Positioning & Audience Messaging

General/Evergreen brand message within all communications:

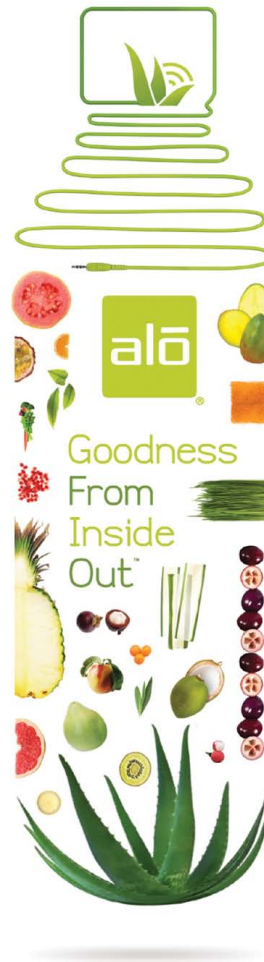
## Better Refreshment, Naturally.

Non-niche 'mass-channel' brand message(s) for communications featuring flavors with ALOtones™ music:

## 360-Degree Refreshment.

## Aloe Vera + Positive Ingredients + Music

brand: Goodness Formula



+ MUSIC

+ POSITIVE  
INGREDIENTS

+ ALOE VERA

# brand: Copywriting

## Voice & Copywriting

ALO puts a healthy, clever spin on the way the brand communicates—especially when we speak to ingredients and the natural benefits they can deliver.

## ALO as Functional Drink

*Discussing: vitamins, minerals, and nutrients.*

We never over-promise health claims, or allude to any benefits not previously cited through clinical trials. If a health benefit or claim is presented for Aloe Vera or any additional ingredients inside our drinks, then the clinical trial's report, name, or source should be cited on the communications it is presented in a fairly, and legally-sized way that's legible for consumers.

Regardless of the reason(s) for using health claims in communications, it is rather preferred that most communications focus on the drink as a new alternative to everyday refreshment—instead of a functional or performance supplement or beverage.

## Exception (To be noted)

In the case of ALO's new COCO Exposed (+Coconut Water) beverages, there is a quantifiable amount of potassium (+1 Banana's worth of potassium) in each bottle. With the support of an active ingredient of potassium, we can discuss the proven health benefits of potassium as it relates to performing functions such as re-hydration and muscle replenishment.





# Brand Identity: logo

## Preferred version:

The ALO logo should be presented in either a 4-Color Process using the formula: C: 28%, M: 0%, Y: 98%, K: 8% or a Pantone® color of 390 C if the final output uses spot colors.



## Alternate version:

The preferred application of the logotype is always on a white background, as shown above. The alternate version of the logo is displayed with the logo and background colors reversed. White logo on Alo green.



## Alternate version:

In situations where color printing is not available (as in newspapers), the logo should be printed in black.



## Alternate version:

The preferred application of the logotype is always on a white background, as shown above. In situations where color printing is not available (as in newspapers), and printing on black, the logo should be printed in white.



## Logo with tag line:



## Legacy version:

This version of the logo is to be used very sparingly in special instances.



# Brand Identity: light logo

## Preferred version:

The ALO Light logo should be presented in either a 4-Color Process using the formula: C: 28%, M: 0%, Y: 98%, K: 8% or a Pantone® color of 390 C if the final output uses spot colors.



## Alternate version:

The preferred application of the logotype is always on a white background, as shown above. The alternate version of the logo is displayed with the logo and background colors reversed. White logo on Alo green.



## Alternate version:

In situations where color printing is not available (as in newspapers), the logo should be printed in black.



## Alternate version:

The preferred application of the logotype is always on a white background, as shown above. In situations where color printing is not available (as in newspapers), and printing on black, the logo should be printed in white.



# brand identity: Do Not...

Do not squeeze or stretch the logo under any circumstances



Do not apply gradients of any kind to the logo.

Do not place the main logo on any other background color besides white



Do not rearrange the alignment of the logo with tag line.

Goodness From  
Inside Out™

Do not ever change the color of the logo



Do not place any copy or any other graphics right up against the logo. There must be an allowance of white space on all sides of the logo at least the width of the letter "O" from the logo.

Do not tilt or rotate the logo for any reason. It should always read right side up.



# brand identity: color

390 C :PMS

C: 24%, M: 0%, Y: 98%, K: 8% :CMYK

R: 195, G: 216, B: 47 :RGB

BDCC2A :HEX



Primary color:

377 C :PMS

C: 45%, M: 0%, Y: 100%, K: 24% :CMYK

R: 120, G: 162, B: 47 :RGB

78A22F :HEX



Secondary color:

N/A :PMS

C: 0%, M: 0%, Y: 0%, K: 0% :CMYK

R: 0, G: 0, B: 0 :RGB

FFFFFF :HEX



Secondary color:

# brand identity: fonts

## Primary body copy font:

Univers condensed is the primary font for body copy use

## Univers Condensed:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+<>,.;?

## Secondary body copy font:

Univers bold condensed is used in conjunction with the primary body copy font as a call out font or for sub heads.

## Univers Bold Condensed:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()\_+<>,.;?**

## Brand Font:

Doctarine is the Alo Brand font. It is used for headlines and some limited length call outs. When used, punctuation including (,;:'"! ) are substituted with Futura

## Doctarine Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+<>,.;?

## Punctuation replacement for brand font:

Futura book is used to substitute punctuation of the brand font including (,;:'"! ).

## Futura Book:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+<>,.;?

# brand identity: Mission / Tagline

## Tagline versions:

The ALO tagline can be presented in one of three ways. Stacked in 4 lines, stacked in two lines or all on one line. Use the version that best fits the space allotted.

“Goodness From” is to be presented in the main Alo logo color formula of C: 24%, M: 0%, Y: 98%, K: 8%

“Inside Out” is to be presented in the secondary Alo color, Pantone® 377C Green. When printing 4-Color Process use the formula: C: 45%, M: 0%, Y: 100%, K: 24%

Goodness  
From  
Inside  
Out™

Goodness From  
Inside Out™

Goodness From Inside Out™

# brand identity: graphic symbols

## Plus icons: Digital/Web/General

The ALO plus icon is an integral part of the brand's visual language. It is most importantly used to communicate the marriage of various fruit and or vegetable combinations for the line of ALO brand drinks. These icons are designed for usage in digital media as they act as action buttons for the viewer.



## ALODrink.com Typeset:

The ALO Drink website URL has been typeset to emphasize the brand name and create consistency with all communications. Unless in body copy, this typeset should always be used to indicate the website URL for ALO Drink.

ALODrink.com

## Aloe Vera Plant Silhouette:

The Aloe Vera plant is the foundation for the ALO Drink brand and there will be instance when the photo-realistic plant, found on the bottle and other communications, won't lend itself to a certain designs. The silhouette is an option for flatter more graphic communications. The silhouette can be found prominently on the ALO Original 12-pack cartons.





# brand design: Composition



## Overview

The overall visual brand approach is meant to emulate a 'specimens' table-with both bottles and ingredients laid out to emulate the feeling of an under-lighting effect, as if they're sitting on top of a large, illuminated light table.

# brand design: Composition



## Fruit Blossoms

How this graphical design is executed and followed with great consistency and dedication will distinguish the ALO Drink brand the most.

The fruit blossom as it's referred to, should always have a balance of evenness, yet dense enough so that the elements don't appear to be 'floating in space' or scattered randomly across the canvass.

A good first rule of the design is to refer to the following designs-noting that the spaces both between the bottles and the ingredients are equally arranged in an organic, non-geometric or overly grid-like way.

# brand design: White Space



## White Space (in communications and advertising)

With regards to white space, it's best to have a balance of strong messaging with product-centric design that maximizes the size of the product and/or ALO logo on the bottle's front-facing panel. It's recommended that the fruit blossom be utilized as a secondary design element as it should be applied around the edges of the communications as a visual aid for compositionally 'drawing-in' the viewer's eye—towards the product and short headline.

Think of the ingredients much as you would that of a PinBall Game—with angles and pointers that help to move the ball (viewer's eye) towards the center.

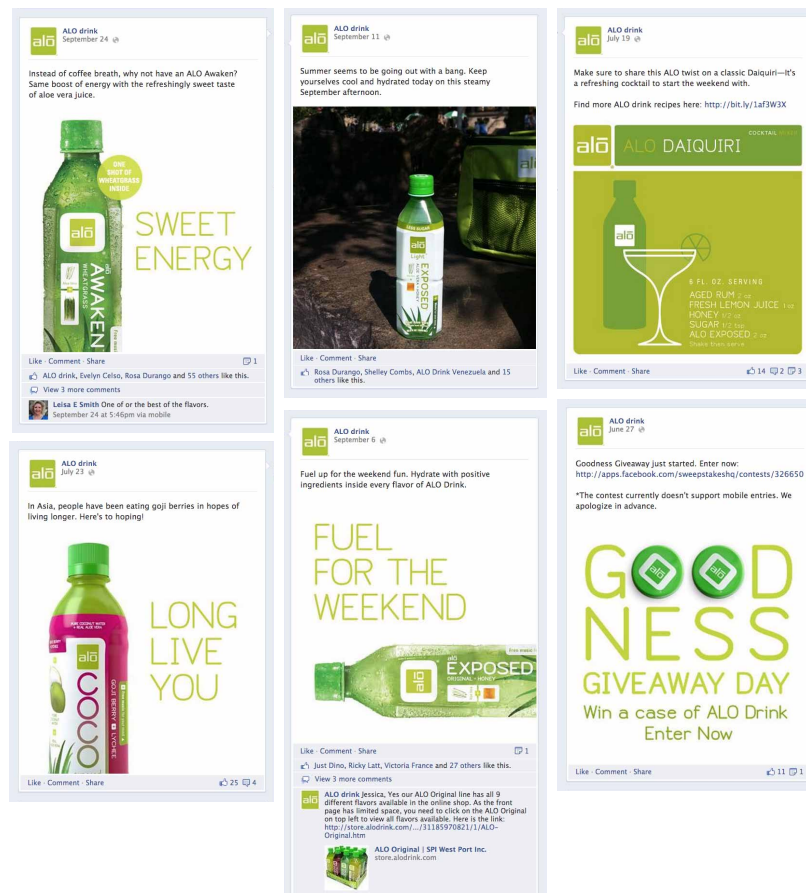
## Product Orientation(s)

Always show the product vertical, or horizontal with or without casting drop-shadows. Never tilt or distort the product in any way.

## EXAMPLE SHOWN:

ALO Advertisements & Communications

# Social Media Creative Media & Best Practices



Standard Feed Posts (403 pixels x 403 pixels)

## Best Practices: Social Media Imagery

The same guidelines for composition and white space should be used when creating social media imagery

Facebook currently has pre-defined image dimensions for a variety of image uses on the site which should be taken into account when creating imagery. For instance, posted images seen in a news feed are automatically cropped to a 403x403 square image. Therefore it is important to create imagery in a square format or consider how the image will be viewed in a news feed when cropped. This prevents important text or focal points from being cropped out.

Please note that Facebook standards are ever-changing and it is highly recommended to regularly check: <https://www.facebook.com/CheatSheetSizesDimensions>

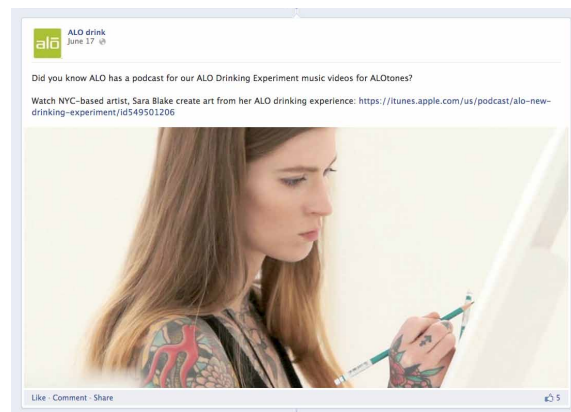
## EXAMPLES SHOWN:

Assortment of posts from ALO Drink Facebook Page

# Social Media Creative Media & Best Practices



Cover Image (851 pixels x 315 pixels)



Highlighted Post (843 pixels x 403 pixels)

## Best Practices: Social Media Imagery

Other image dimensions to be aware of are cover images and highlighted posts. The cover image is featured at the top of fan page at a size of 851x315 and the overlapping profile image in the lower left corner should be considered when creating cover images. Facebook allows you to highlight specific posts on a fan page at a size of 843x403 which creates emphasis when a user is scrolling down the page.

\*Please note that Facebook standards are ever-changing and it is highly recommended to regularly check: <https://www.facebook.com/CheatSheetSizesDimensions>

## EXAMPLES SHOWN:

Assortment of posts from ALO Drink Facebook Page

# Social Media Voice & Post Styles



## SELECTED FACEBOOK POSTS

It's International Talk Like a Pirate Day. Pirates were known to keep cranberries, a great source of vitamin C, aboard their ships to prevent scurvy. So celebrate with your best impersonation and a healthy dose of cranberries.

AHOY,  
VITAMIN C



Don't let Mondays get you down, recharge with the positive ingredients found in every ALO flavor.



Instead of coffee breath, why not have an ALO Awaken? Same boost of energy with the refreshingly sweet taste of aloe vera juice.



Happy Honey Month! In September, we celebrate our sweet partner in our very first ALO flavor, ALO Exposed. Have one with us!



It's that time of the week again— Congratulations on surviving. Good times ahead



Assorted Posts from 2013

# General Promotions & Social Media Giveaways

ALO CHILLpak and branded mug is now available.



LIKE US FOR YOUR CHANCE TO WIN AN  
**alo CHILLpak**



Click 'Like' above to access our sweepstakes



COMING SOON  
**GOODNESS GIVEAWAY**  
FREE  
**alo CHILLpak**  
FOR OUR FANS.

Go 'Like' us and check back soon to enter.

WIN AN  
**alo CHILLpak**

Includes:  
ALO Drinks  
ALO Cooler Bag  
ALO Lip Balm  
ALOTones™ Album

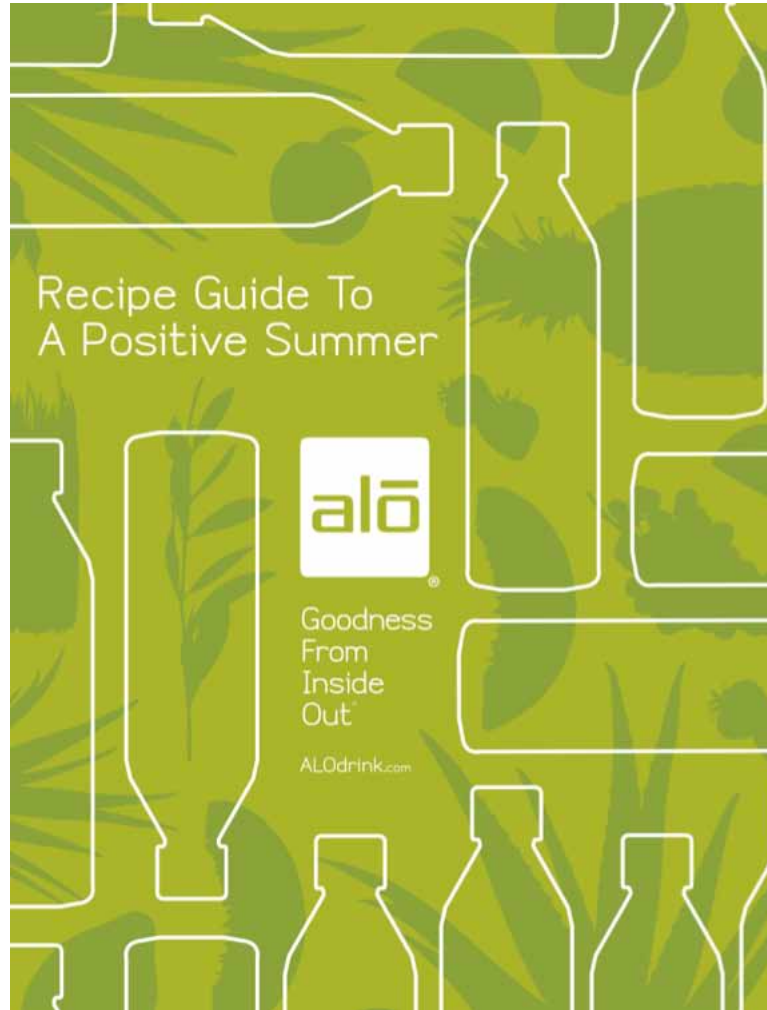
Type in your email below and click 'Enter'



GET IT WHILE IT'S HOT



# Social Content Digital Media & Print



ALO Recipe Guide is available for print and online for tablets.





# Brand Communications ALO Brand Creative & Usage Suggestions

**TURN OVER  
A \_\_\_\_\_ LEAF.**

9 flavors. Available in 16.5 FL OZ (473 mL).

**alo** Goodness From Inside Out™ when real aloe vera—straight from the leaf—meets with positive ingredients you love. ALO Drink—the top aloe vera brand. With perfectly balanced, award-winning formulas that excite customers worldwide—perhaps it's time you tried ALO Drink.

Now with ALOtones™ music made for the flavor, inside select bottles. [ALODrink.com](http://ALODrink.com)  
Contact Us @ [info@ALODrink.com](mailto:info@ALODrink.com)

Assorted print ads designed for approx. 9x 12. Also can be used for posters.

**alo** #1 Aloe Vera Brand

## Goodness From Inside Out™

At ALO Drink, we start with the natural benefits of real aloe vera pulp and juice. Then mix in other natural fruits, vegetables and other positive ingredients. ALO is better refreshment, perfectly balanced for body and mind.

**alo EXPOSED ORIGINAL + HONEY**  
Free music for your mind. 100% All Natural Aloe Vera Pulp & Juice Drink. 16.5 FL OZ (473 mL)

**ALO COCO Exposed\***  
Pure Aloe Vera and Coconut Water inside every bottle.

**ALO Original\***  
Pure Aloe Vera Pulp & Juice Drink  
• Award-Winning Flavors  
• ALOtones® music inside every bottle.

**alo** Goodness From Inside Out™

**alo EXPOSED ORIGINAL + HONEY**  
100% All Natural Aloe Vera Pulp & Juice Drink. 16.5 FL OZ (473 mL)

**alo BRIGHT ORANGE + PINEAPPLE FLAVOR**  
100% All Natural Aloe Vera Pulp & Juice Drink. 16.5 FL OZ (473 mL)

**alo Light™**  
LESS SUGAR  
100% All Natural Aloe Vera Pulp & Juice Drink. 16.5 FL OZ (473 mL)

**ALO Original™** 9 Flavors  
Real Aloe Vera Pulp & Juice Drink  
**#1 Aloe Vera Brand**

# Brand Communications ALO Brand Creative (Digital)



# Brand Communications ALO Light Creative & Usage Suggestions



Vertical design for various uses.  
Trade show panels, vertical ads,  
retail floor screens, booth panels,  
vertical web banners.



1/2 page print ads example



Small space print ad example with  
2013 award mention.

# Brand Point Of Sale Creative



Retail pop-up stand for passive displays and in-store demos.

## ALO Drink: Brand Contacts:



### ALO Drink General Inquiries (Sales & Marketing)

Brian Choi / Vice President, ALO Drink

E. [BrianChoi@spi-westport.com](mailto:BrianChoi@spi-westport.com)

P: 1.800.223.4438 x231

F: 1.650.616 4808

### ALO Drink Creative Asset Requests

Send requests to Agency Magma NYC

E. [alocreative@agencymagma.com](mailto:alocreative@agencymagma.com)

P: 917.520-2892