



CORPORATE STYLE GUIDE





LOGO

The standard PrestoVita logo below is to be used on all online and print material. One colour logos are also available upon request.

Primary Logo



Crest on top



Crest on top (BW)



Primary Logo (BW)



Primary Logo on
coloured background



Reversed logo on
preferred coloured background



Reversed logo on
K=60% background



Reversed logo on
K=100% background





COLOR CHART

C100 M22 Y0 K0 R0 G147 B216



C0 M0 Y0 K85 R77 G77 B79



C30 M0 Y100 K0 R191 G215 B48



C67 M95 Y0 K8 R107 G48 B138



C0 M50 Y100 K8 R247 G148 B30



C100 M22 Y0 K0 C18 M5 Y0 K0



C52 M0 Y100 K0 C26 M0 Y100 K0



C0 M0 Y0 K60 C0 M0 Y0 K20



To select these colours in Word and PowerPoint, go to 'More Colours' and select the 'Custom' tab. Add the RGB number as detailed on the colour chart.



TYPEFACE

abcABC

EXO Family

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%^&*()

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%^&*()

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%^&*()

Exo is a free-to-use font from dafont.com
Exo must be used as header style for all of
PrestoVita's print & presentation collateral.
However, Exo is not a websafe font.
I suggest we must render it as jpeg or png
output for website's header style.

abcABC

Verdana Family

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%^&*()

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%^&*()

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#\$\$%^&*()

Verdana is a web-safe font.
This must be use for all copy styles in all print
collaterals, presentation & website content of
PrestoVita.

STYLE GUIDE

Header Style

Everitas estes dolendis
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Header Style

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dion esto berum ut fuga.*** Nam
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verum quamusc.



ABSTRACT IMAGERY



PRESTOVITA FLOWER

is a group of 'V' symbol that depicts trust, integrity, honesty, health, energy, nutrition and exercise, fun, vitality, life fulfilment.

Use this and incorporate with some of PrestoVita's collaterals. Have this on a subtle transparency on pics, background, etc.



Sample: Stock photo with subtle PrestoVita Flower & caption



CORPORATE IMAGERY

NUTRITION

Maintaining Health (Knowledge)
Starting a Healthy Life (No knowledge)
Health Problem (Disease/ Allergy)
Lacking Energy
Weight Problem
Pregnancy
Stressed & Fatigued
Women's Health
Men's Health
Children's Health
50 years +

ENERGY

Maintaining Health (Knowledge)
Starting a Healthy Life (No knowledge)
Health Problem (Disease/ Allergy)
Lacking Energy
Weight Problem
Pregnancy
Stressed & Fatigued
Women's Health
Men's Health
Children's Health
50 years +

WELLNESS

Maintaining Health (Knowledge)
Starting a Healthy Life (No knowledge)
Health Problem (Disease/ Allergy)
Lacking Energy
Weight Problem
Pregnancy
Stressed & Fatigued
Women's Health
Men's Health
Children's Health
50 years +

EXERCISE

Maintaining Health (Knowledge)
Starting a Healthy Life (No knowledge)
Health Problem (Disease/ Allergy)
Lacking Energy
Weight Problem
Pregnancy
Stressed & Fatigued
Women's Health
Men's Health
Children's Health
50 years +

MIND

Maintaining Health (Knowledge)
Starting a Healthy Life (No knowledge)
Health Problem (Disease/ Allergy)
Lacking Energy
Weight Problem
Pregnancy
Stressed & Fatigued
Women's Health
Men's Health
Children's Health
50 years +

NUTRITION

MAINTAINING HEALTH
(KNOWLEDGE)



#148027358

STARTING A HEALTHY LIFE
(NO KNOWLEDGE)



#148122298

HEALTH PROBLEM
(DISEASE/ ALLERGY)



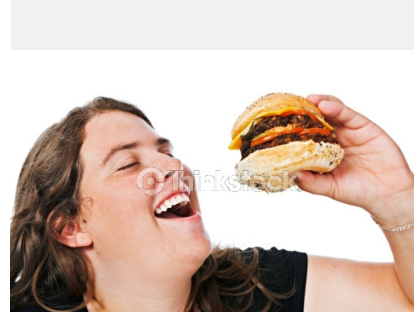
#99826888

LACKING ENERGY



#147288656

WEIGHT PROBLEM



#148122257

PREGNANCY



#148025458

STRESSED & FATIGUED



#100903693

WOMEN'S HEALTH



#148164958

MEN'S HEALTH



#146771482

CHILDREN'S HEALTH



#147985053

50+ HEALTH



#148155167



ENERGY

MAINTAINING ENERGY
(KNOWLEDGE)



#148473441

STARTING A HEALTHY LIFE
(NO KNOWLEDGE)



#149283041

HEALTH PROBLEM
(DISEASE/ ALLERGY)



#149062506

LACKING ENERGY



#121906710



#147688097

WEIGHT PROBLEM



#139938564

PREGNANCY



#99137954

STRESSED & FATIGUED



#148312182

WOMEN'S HEALTH



#148460021

MEN'S HEALTH



#147788774

CHILDREN'S HEALTH



#147669039

50+ HEALTH



#148128525



WELLNESS

MAINTAINING HEALTH
(KNOWLEDGE)



#148656283

STARTING A HEALTHY LIFE
(NO KNOWLEDGE)



#147673696

HEALTH PROBLEM
(DISEASE/ ALLERGY)



#148577878

LACKING ENERGY



#148591708

WEIGHT PROBLEM



#147283886

PREGNANCY



#146904429

STRESSED & FATIGUED



#140306279

WOMEN'S HEALTH



#148401592

MEN'S HEALTH



#147487762

CHILDREN'S HEALTH



#149096056

50+ HEALTH



#148493213

EXERCISE

MAINTAINING WELLNESS
(KNOWLEDGE)



#1484832553

STARTING A HEALTHY LIFE
(NO KNOWLEDGE)



#149213151

HEALTH PROBLEM
(DISEASE/ ALLERGY)



#148945150

LACKING ENERGY



#144958220

WEIGHT PROBLEM



#141952925

PREGNANCY



#148101386

WOMEN'S HEALTH



#147978393

MEN'S HEALTH



#148087612

MEN'S HEALTH



#147785249

CHILDREN'S HEALTH



#147518019

CHILDREN'S HEALTH



#148081628

50+ HEALTH



#147890993

50+ HEALTH



#147526883



MIND

MAINTAINING HEALTH
(KNOWLEDGE)



#148467440

STARTING A HEALTHY LIFE
(NO KNOWLEDGE)



#149353992

HEALTH PROBLEM
(DISEASE/ ALLERGY)



#149015581

LACKING ENERGY



#147353895

WEIGHT PROBLEM



#147958283

PREGNANCY



#147985338

STRESSED & FATIGUED



#148302466

WOMEN'S HEALTH



#147333177

MEN'S HEALTH



#147296137

CHILDREN'S HEALTH



#149121724

50+ HEALTH



#147446379