



Reliv Brand Manual

An internal team from sales, marketing and operations collaborated with Reliv Distributors to develop this handbook of easy-to-use brand standards. This covers our values, personality, voice, look and feel. These guidelines will enable all of us to present a consistent brand experience from the corporate office and the field.

By adopting these standards, employees and Distributors will strengthen our identity, confirm our credibility and connect emotionally with our target customers and Distributors. The results will be increased sponsoring and sales, motivated buyers and loyal brand ambassadors.

Defining 'Brand'

Before we talk about brand positioning and brand standards, we should define "brand."

A brand is more than just a logo, color palette or design structure. It is a promise about what an organization is and what benefits it delivers every time people come in contact with it. A brand is delivered through every medium and every aspect of an organization — employees, products, collateral, web, events, word of mouth, etc.

Our brand is experienced by our customers and Distributors in what they see, hear, taste, read and personally encounter about Reliv. It's experienced in body, mind and spirit.

Brand Value

If we are consistent in the way we speak, sound and look, we will increase the public's understanding of who we are, what we do, why we're here and what sets us apart. We can deliver Reliv's passionate spirit to the public through everyday marketing touch points. Our messages will be strengthened, and we will build and maintain the trust that is so critical in the direct sales industry. In the long run, as we seek to acquire the next generation of leaders, a strong brand will help us become a stronger organization.

Goal of Brand Standards

Who is Reliv? Why do we do what we do? How do we communicate that?

Reliv's brand standards were created to ensure you understand the answers to these questions.

We are all Reliv and we all deliver the brand promise. We must live the brand, not just communicate it in marketing materials. These brand standards will help us create a consistent connection with the public and reach more people through our products, opportunity and mission.

Reliv's Brand Standards

What is Reliv?

Reliv is a wellness company that offers essential nutrition, fitness and weight loss and targeted solutions.

Our Mission

Reliv's mission is to Nourish Our World in body, mind and spirit.

Our Mission Statement

Reliv pursues its mission by providing nutritional products that promote optimal health, a business opportunity that offers individual freedom and personal growth and a charitable foundation that combats hunger around the world.

Our Value Proposition Statement

A value proposition is a clear statement of the tangible results people get from using your products or services.

For people of all backgrounds who want to lead healthy, enriched lives, Reliv offers advanced nutritional products, a home-based business opportunity and the power to help others.

Core Values

In all of our work we are guided by the primary principle of **"Distributors First."** The corporate office exists to serve Distributors and support them in their sponsoring and sales efforts. Distributors embrace the same philosophy in support of their downline.

In addition, we are guided by five core values:

- **Quality:** We hold ourselves to the highest standards of quality. Our ingredients come from the most reputable suppliers and undergo rigorous testing when they first enter our plant, and again at each step in the manufacturing process. And because we own our manufacturing facility, we are able to ensure product purity and potency in every can — guaranteed.
- **Trust:** We work hard to earn and maintain the trust of our Distributors, customers, employees and partners. We trust our products with our own families so you can too, and we ensure that accurate commission checks are delivered on time every month — no exceptions. We make detailed information about our products and business opportunity available to all to ensure clarity and understanding. We value transparency in everything we do.
- **Integrity:** We adhere to moral and ethical principles in all aspects of our business. People depend on our products to maintain their health and our business to maintain their livelihood. We take that responsibility very seriously.
- **Changing Lives:** We believe everyone can benefit from our products and business opportunity. We want to change lives for the better.
- **Giving Back:** As Dr. Theodore Kalogris often said: "Be ashamed to die until you have scored a victory for mankind." It's our mission to Nourish Our World, and part of this involves the charitable efforts of the Reliv Kalogris Foundation. We are proud to partner with our Independent Reliv Distributors to bring health and hope to thousands of people in need worldwide.

Brand Personality

If Reliv was a person, how would you describe him/her?

Through our mission to Nourish Our World, Reliv is changing people's lives. With both our nutritional products and our independent business opportunity, we are a company that is **genuine** and can be **trusted**.

In order to grow and attract more and more new Distributors, our brand personality is evolving:

- We are **fun** and we have fun doing this business; we have the freedom to spend our time as we choose; we meet new people and make new friends every day; we travel the world; we make a positive difference in the world and enjoy the journey.
- We are **flexible**. Each one of us is the president of our own company, so we customize the business to our personal style. Our wide range of products can be combined in many ways to fit individual health needs.
- We are **empowering**. The opportunities for personal growth and success in Reliv are limitless.
- We are **cutting-edge**. Every Reliv product is the result of first identifying a true health need in our society and then endeavoring to produce the most beneficial and scientifically advanced nutritional approach to addressing it.
- We are **healthy**. Our products provide the optimal nutrition our bodies need to thrive, and we encourage wellness and healthy and active lifestyles to match.

Brand Voice

If Reliv was a person, how would he or she speak?

- We are **authentic**. We feature stories from real people who've found real success both with Reliv and Fit3.
- We are **friendly**. We welcome you to shake parties, fun events and Fit3 workouts no matter your experience in wellness or direct sales.
- Our voice is **credible**. We've been in business for over two decades. We know nutrition and we know direct sales.
- Our voice is **clear** and **simple**. We have nothing to hide. We make the science of nutrition understandable. Our words are honest and straightforward. We use real people and real results to demonstrate how our products and business opportunity change lives.
- Our voice is **optimistic**. We believe everyone should be able to live life to the fullest. We provide hope and believe in the good of our mission.
- Our voice is **motivating** and **encouraging**. You can do it! Both our products and business opportunity are proven to work. The proof is the motive. We speak from the truth. We understand what it means to have a purpose and be part of something bigger than yourself.
- Our voice is **welcoming** and **relatable**. It connects with people and communicates a sense of belonging. Everyone has a place in Reliv.
- Our voice is **fun!** We love what we do and it shows.

Reliv Logo

The Reliv logo was developed as part of the company's founding in 1988. The logo consists of two main elements — the Reliv name in our established type and the image of the three flags. The three flags represent Reliv's mission to Nourish Our World in body, mind and spirit, in that order. The two elements of the logo are inseparable.

The logo was recreated in 2011, updating the look with modern letters, shorter flags and no accent to reflect our current brand identity. Primary usage is to be reversed out of a circle. **The circle represents the globe and reinforces Reliv's mission to Nourish Our World in body, mind and spirit.**

You may not alter the logo in any way except to resize. A logo is a unit, and all elements must be scaled proportionally as a group. On the following pages you will see examples of proper, and improper, usage.

Size

The size of the logo depends on the application. As a general guide, the suggested size for an 8.5x11 (or A4) item is 1.5-2 inches (4-5 cm). The logo should not be reproduced smaller than is legible.

Exclusion zone

An exclusion zone has been established for our logo to allow it to stand out and to protect it from being undermined by other elements. This clear space provided around the logo is defined by the Reliv logo 'r' taken from the logo at usage size. This means that the space surrounding the logo will proportionately have the same amount of space around it regardless of usage size.

Primary color palette

Reliv Blue is our primary corporate color. Reliv Green is our number one sidekick.



Color	Pantone	CMYK	RGB	HEX
Reliv Blue	2995	90.11.0.0	0.164.228	00A4E4
Reliv Green	375	46.0.100.0	150.201.61	96C93D

Secondary color palette

These accent colors can be used in conjunction with the primary colors.



Color	Pantone	CMYK	RGB	HEX
Reliv Orange	144	0.48.100.0	248.151.29	F89820
Reliv Red	Warm Red	0.87.80.0	240.73.62	F0493E
Reliv Purple	266	67.83.0.0	112.76.159	704C9F
Reliv Teal	326	50.0.100.0	160.207.103	00B1B0

Neutrals

Here are Reliv neutrals. Browns and beiges should be avoided.



Preferred Usage of the Reliv Logo



Alternate Usage



The logo may be reversed out when necessary.
The interior logo should be the background color.



The interior logo may only stand alone if the circle logo does not work. This is occasionally necessary for embroidery on clothing.



Improper Usage



scaled unproportionally



scaled unproportionally



old logo with accent



letters missing



flags missing



rotated



stretched



wrong color



mixed colors



outline stroke



outline stroke



outlined logo



no square, only circle



flags missing



letters missing

Reliv Fonts

Our typeface is **Myriad Pro** (sans serif).

Adobe Garamond (serif) may be used when a serif font is needed.

Used sparingly, script fonts add energy and personality.

Myriad Pro

Myriad Pro Light Condensed

Myriad Pro Light Condensed Italic

Myriad Pro Condensed

Myriad Pro Condensed Italic

Myriad Pro Semibold Condensed

Myriad Pro Semibold Condensed Italic

Myriad Pro Bold Condensed

Myriad Pro Bold Condensed Italic

Myriad Pro Black Condensed

Myriad Pro Black Condensed Italic

Myriad Pro Light

Myriad Pro Light Italic

Myriad Pro Regular

Myriad Pro Italic

Myriad Pro Semibold

Myriad Pro Semibold Italic

Myriad Pro Bold

Myriad Pro Bold Italic

Myriad Pro Black

Myriad Pro Black Italic

Adobe Garamond

Adobe Garamond Regular

Adobe Garamond Italic

Adobe Garamond Semibold

Adobe Garamond Semibold Italic

Adobe Garamond Bold

Adobe Garamond Bold Italic

Fit3 Script

Northshire

Northshire Script

Northshire Script Slant

Handwriting Script

Pipetton

Pipetton Script

Web/PC: **Verdana** (sans serif) should be used when using a device that does not have Myriad Pro.

Verdana

Verdana Regular

Verdana Italic

Verdana Bold

Verdana Bold Italic

Additional Elements

Photography and Illustration

Our photography is a mix of styles, but it is always positive, healthy, active and diverse. With this imagery we can show what kind of company we are and let the lives of Distributors come alive.

In most circumstances, illustrations are not used. Please discuss with Marketing if you feel that such illustrations are essential for your materials.

Copy Guidelines/ Use of Tag Lines

- **Nourish Our World** – As it pertains to the Reliv mission, the phrase Nourish Our World is to be capitalized in all cases. Quotation marks around the phrase are unnecessary. Any changes to the wording of the phrase are to be avoided, e.g. Nourish the World, Nourishing Our World, etc.
- **Nutrition made simple. Life made rich.** – This is Reliv's tagline. The two components of the statement are always to be written in this order with a period separating them.
- **Reliv Difference** – The *Reliv Difference* is an established set of qualities that set our products apart. The first time the term is mentioned in a piece of writing, it is to be italicized. Any further mentions within the same piece of writing should be written in standard typeface. This term is always to be capitalized.

The Reliv Difference consists of the following:

Bioavailability. The body can only use nutrients that it can readily absorb. Reliv's shakes and specially designed capsules provide the body instant access to the nutrients they contain, providing greater benefit from each serving.

Synergism. Many vitamins and minerals only perform at their best when combined with other nutrients. This is called synergism, and it's the key to why Reliv's balanced formulas work when other supplements don't.

Optimal Nutrition. Reliv goes beyond the minimum daily requirements to follow the standard of optimal nutrition, developed by researchers who have shown that higher levels of key nutrients are essential to good health and well-being.

Guaranteed Quality Ingredients. Our ingredients come from the most reputable suppliers and undergo rigorous testing when they first enter our plant, and again in each step of the manufacturing process. And because we own our manufacturing facility, we are able to ensure product purity and potency in every can — guaranteed.

The names of the four components of the Reliv Difference should always remain the same. As long as the meaning does not change, descriptions of each component can be shortened or lengthened depending on space available and purpose of the piece of writing. This is also the preferred order in presenting the components.

- **Nutritional Epigenetics Company** – This phrase should be capitalized when used in reference to Reliv.

Nutritional Formulas

Below are the approved names and spellings of Reliv's nutritional products as they should be used in any piece of writing, online or in print. Note that several require capitalization mid-word. Note also that only select products have the word Reliv in their name. To identify one of the other products with Reliv, the possessive should be used, e.g. Reliv's FibRestore not Reliv FibRestore. Also note we use title case in all text.

Reliv Classic®

Reliv Now®

Reliv Now® with Soy

Reliv Now® with Whey

Capitalization of entire word "NOW" should be avoided.

Reliv Now® for Kids

Registered trademark should always follow "Now" and not "Kids." The term "Kids Now" should be avoided. Flavor names (chocolate and vanilla) should be capitalized when preceding the product name, e.g. Chocolate Reliv Now for Kids.

LunaRich®

LunaRich X™

Slimplicity®

Ultrim-Plus® (Available in Canada and Mexico)

A hyphen, rather than a plus sign or space, should be used between the two parts of the name.

Innergize!® (Optain!® in Canada)

Product name should always include exclamation point. Flavor names (orange, lemon) should be capitalized when they precede Innergize!, e.g. Orange Innergize!

24K® or Reliv 24K®

ProVantage®

FibRestore® (Herbal Harmony® in Canada)

Arthaaffect® (a•affect® in Australia and Canada)

SoySentials®

CardioSentials®

GlucAffect®

ReversAge® (Nutriversal® in Canada and Singapore)

Reliv Delight®

Fit3™ Fit3™ Active Fit3™ Burn Fit3™ Purify

Fit Kit

No registered trademark required.

Use of Registered Trademarks

The registered trademark should always be used with the first non-headline mention of a product. It should then be left off in subsequent mentions within the same piece of writing. Each article within a newsletter, magazine or e-newsletter constitutes a new piece of writing, even if they occur on the same page. If for some reason a product name appears in a headline but not in the body copy, the registered trademark should then be used in the headline.

The Fit3 Brand

Launched on February 1, 2017, Fit3 became Reliv's first fitness and weight loss program with a line of three products: Active, Burn and Purify. Reliv is a wellness company, and to Nourish Our World as our mission states, we knew we needed to do something to address the obesity crisis. More than two-thirds of Americans are overweight or obese, which leads to many preventable health issues. This was the reason we created Fit3 and it is now one of our targeted solutions.

Who Is This Brand Targeting?

Fit3 is for everyone whether you're in your 20's or 60's, man or woman, fit or seeking to become fit. We have seen people of all demographics and ages find success on the program. The goal was to create a program that would help real people who live in the real world get real results... a world where cake still exists. While there are fitness modifications available for all levels, this program was never designed for the extreme athlete. It's not a "quick fix" for weight loss or a diet. Instead it's a sustainable weight loss program that has helped people lose the weight and keep it off for years. That's what makes it unique in the marketplace. The Fit3 community continues to grow on Facebook and like the Reliv brand, we're seeing more women engage with us as women like the social component. However, we are also seeing men participating and getting great results too. In many cases, a wife, friend or girlfriend will be the first to start the program. We're also seeing Fit3 teams continue to grow and we will continue to come out with new challenges to keep the momentum going.

The Fit3 Tagline

Fit3 was created to help people "Get Fit. Feel Fit. Stay Fit."

Titles and Terms

All titles should be capitalized. Do not include “Reliv” in title of either corporate or field leaders. Distributor and corporate executive titles should precede the name, e.g. President Ryan Montgomery, Presidential Four-Time Platinum Ambassador Tom Pinnock.

In the first mention, the person’s name should be in bold, but not the title. First mention should include full title; subsequent mentions should use first name only. Exception: When writing for or submitting material to third-party media, follow AP style guidelines by using last names in subsequent mentions.

Distributors

Master Affiliate is a title only until a Distributor reaches the Director level, after which the Director level becomes the title — **Director, Key Director, Senior Director, Master Director, Presidential Director**.

Star Director levels should be included in the title only until a Distributor reaches Key Director or above, e.g. 3-Star Director Mary Jones or Key Director John Smith, not 3-Star Key Director John Smith. The Star Director level should be written numerically (6-Star Director) unless it begins a sentence (Six-Star Director).

Director levels other than Presidential should not be included in the title once a Distributor reaches Ambassador, e.g. Bronze Ambassadors John and Jane Doe.

Once an Ambassador reaches Presidential, Presidential precedes Ambassador in the title, e.g. Presidential Silver Ambassador Sue Johnson.

Executives *(need updated titles)*

Chairman and CEO Robert L. Montgomery, Bob on subsequent references

Vice Chairman and Chief Scientific Officer Dr. Carl W. Hastings, Dr. Carl on subsequent references

President Ryan Montgomery

President of Reliv Asia-Pacific R. Scott Montgomery, Scott on subsequent references

In any written piece exclusively about the Reliv Kalogris Foundation use:

Reliv Kalogris Foundation Chairman R. Scott Montgomery.

Executive Vice President of Sales & Marketing Steve Hastings

Senior Vice President and Chief Operating Officer Brett Hastings

Senior Vice President and General Counsel Stephen M. Merrick, Steve on subsequent references

Senior Vice President and Chief Financial Officer Steve Albright

Executive Vice President of US Sales Tom Pinnock

Vice President of Operations Debra Hellweg

Vice President of Marketing Kurt Wulff

Managing Director Reliv Australia and New Zealand Sue Stone

Managing Director Reliv Europe Eric Vill

US Hispanic Sales Director Javier Ramirez

Sales Manager Reliv Asia-Pacific Bernie Birch

Additional Guidelines

Dr. Theodore Kalogris and Dr. Carl Hastings

Full name should be used on first mention, Dr. Ted or Dr. Carl after that. This rule applies to the Dr. Theodore Kalogris Plaque and Dr. Theodore Kalogris Humanitarian Award as well.

Reliv Kalogris Foundation

Full name should be used on first mention. Subsequent references may use Kalogris Foundation, the Foundation and/or RKF.

Events

Conference

Uppercase "Conference" when it pertains to a specific event, e.g. International Conference. Lowercase "conference" when talking about conferences in general, e.g. "Attending conference is a must for business builders."

Capitalize: **Leadership Celebration, New Leader Weekend Retreat, Special Event, Opportunity Meeting, Saturday Training**

Tools

Capitalize: **Fit Kit, Distributor Kit, Podcast, Opportunity Presentation Book and brochure names (e.g. Epigenetics and Reliv Brochure)**

Additional Reliv Terms

Capitalize: **Distributor, Reliv Success System** (shorten to "the System" after first mention), **Direct Advantage Autoship Program, Distributor Dashboards**

Lowercase: **upline, downline, sponsor, compensation plan, personal website**

Lifestyle is to be italicized when referring to the Reliv publication.