
Brand Identity Style Guide

UPDATED FEBRUARY 2020

iHerb®

Introduction

The purpose of a unified identity concept is to give guidance and a style framework to ensure visual consistency across all communications.

Following these visual guidelines and consistently using them strengthens the brand and enhances our competitive advantage.

Logo

The iHerb Logo is the primary identifier of the brand and must be reproduced consistently in adherence to these guidelines to maintain our equity and distinguish us from the retail brands we offer to consumers.

The logo should never be recreated or altered, which could cause inconsistencies that dilute the brand.

LOGO

OUR LOGO IS THE MOST IMPORTANT PART OF OUR BRAND IDENTITY

The new iHerb logo is the primary identifier for all branded communications.

We're still the friendly and accessible brand that our customers know and love, but our new look sees the brand more streamlined and full of life. The new design represents an evolution from where we started to the opportunities that lie ahead as we continue to evolve and grow as a brand. The type has been custom-crafted, specific to the new logo and should not be substituted with other type fonts or previous iterations of the iHerb logo.

The image shows the iHerb logo in a vibrant green color. The text 'iHerb' is written in a bold, rounded, sans-serif font. The 'i' is lowercase, while 'Herb' is uppercase. A registered trademark symbol (®) is positioned to the upper right of the 'b'.

The iHerb logo uses one shade of green: Pantone 7741 C or HEX #458500. When possible, the logo should be used on a white background for maximum impact and clarity.

LOGO COLORS

COLOR IS AN INTEGRAL PART OF OUR BRAND'S EQUITY

Through the use of select colors, we hope to ensure the consistency and integrity of our brand identity. It is important that you do not substitute colors assigned to the brand and that we maintain consistency of color across the total ecosystem.

iHerb Green



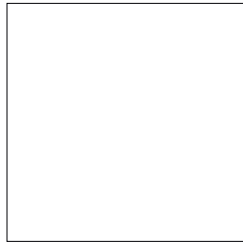
Pantone
7741 C

CMYK
C 78
M 25
Y 100
K 10

RGB
R 69
G 133
B 0

Hex
#458500

White



CMYK
C 0
M 0
Y 0
K 0

RGB
R 255
G 255
B 255

Hex
#FFFFFF

Rich Black



CMYK
C 50
M 30
Y 30
K 100

RGB
R 0
G 0
B 0

Hex
#000000

LOGO USAGE EXAMPLES

COLOR BACKGROUNDS

Though you are restricted to using the logo in only three colors, you are not restricted to using the logo on a background color that is not a part of the iHerb color palette. A scenario in which this may happen would be if the logo is being placed on partner marketing material such as a flyer or banner which showcases our logo as a sponsor for an event.

iHerb®

iHerb®

When placed on a light colored background, the logo may be shown in iHerb green or black.



When placed on a dark colored background, the logo can be shown only in white.

MINIMUM CLEAR SPACE & SIZE

RETAINING THE LOGO'S STRENGTH AND CLARITY WHEN USED

When using the iHerb logo, it is essential to maintain a clear space around the perimeter of the logo that is equal to the width of the letter 'b' at the intended size in application.

The logo has been prepared as scalable vector art – EPS and AI files – as well as hi-res JPG and PNG formats. Choose the format that works best for the intended application. EPS and AI versions are best used for scalability.

A custom version of the logo has been created for use where the logo will appear as small as 1.0 IN width. This is considered the minimum size for reproduction of the logo and should not be sized smaller.

It's important to note that the minimum-size version of the logo is not interchangeable with other versions of the logo.

CLEAR SPACE



MINIMUM LOGO SIZE



INCORRECT LOGO USAGE

WHAT NOT TO DO WITH THE LOGO

Do not attempt to recreate the iHerb logo from any type fonts or previous iterations of the logo. The use of alternate fonts, colors and any modification to the design of the logo is strictly prohibited.

Below are some examples of prohibited uses of the iHerb logo.

DISTORTION



Properly resize the logo so that no distortion occurs on output.

ALTERATIONS



To ensure consistency, do not alter, recreate or add elements to the logo.

INCORRECT COLORS



Do not alter or add colors, patterns or gradients to existing iHerb logo files.

ROTATION



Never rotate, skew or place the logo at an angle.

LEGIBILITY



Do not place the iHerb logo against backgrounds where the color or complexity of the design will compromise legibility.

TEXT SUBSTITUTION



Do not use the logo in place of writing out the brand name in headlines or body copy.

Color Palette

Color plays a leading role in promoting our brand. It is important to strive for consistency in the reproduction of the colors by using the prescribed color formulas.

COLOR PALETTE: PRIMARY

COLOR IS AN INTEGRAL PART OF A BRAND'S EQUITY

The primary color palette is used in core branding materials and owned, branded environments. The shades of green are specific to the brand and should not be substituted.

iHerb Green



Pantone
7741 C

CMYK
C 78
M 25
Y 100
K 10

RGB
R 45
G 85
B 0

Hex
#458500

Dark Green



CMYK
C 79
M 34
Y 100
K 25

RGB
R 55
G 107
B 0

Hex
#376b00

Light Green

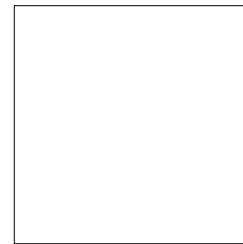


CMYK
C 46
M 0
Y 99
K 0

RGB
R 151
G 201
B 60

Hex
#97c93c

White



CMYK
C 0
M 0
Y 0
K 0

RGB
R 255
G 255
B 255

Hex
#FFFFFF

Rich Black



CMYK
C 50%
M 30%
Y 30%
K 100%







RGB
R 0
G 0
B 0

Hex
#000000

COLOR PALETTE: SECONDARY

COLOR IS AN INTEGRAL PART OF A BRAND'S EQUITY

The secondary color palette is used in branded marketing materials on owned and partner platforms. The colors have been designed to complement the core shades of green and should not be substituted.

| Sky Blue | Aqua | Purple | Red | Orange | Gold |
|---|---|---|--|---|---|
|  |  |  |  |  |  |
| Pantone 801 C | Pantone 631 C | Pantone 2405 C | Pantone Warm red C | Pantone 144 C | Pantone 7549 C |
| CMYK C 100 M 17 Y 9 K 0 | CMYK C 69 M 10 Y 18 K 0 | CMYK C 32 M 100 Y 1 K 0 | CMYK C 0 M 87 Y 80 K 0 | CMYK C 2% M 54% Y 100% K 0% | CMYK C 5% M 25% Y 100% K 0% |
| RGB R 0 G 152 B 206 | RGB R 59 G 176 B 201 | RGB R 182 G 0 B 141 | RGB R 255 G 67 B 56 | RGB R 243 G 139 B 0 | RGB R 243 G 189 B 0 |
| RGB #0097CD | RGB #3AB0C8 | RGB #B5008C | RGB #FF4337 | RGB #F38A00 | RGB #F3BD00 |

Typography

Typography is a key visual element to visual identity. It helps to provide a consistent, unified look on all communications. This unified look is an important component of an overall product brand.

FONTS FOR PRINT AND WEB MARKETING

FONTS PLAY AN INTEGRAL PART OF iHERB'S BRAND IDENTITY

Typefaces have their own personality which add to the overall look and feel of a brand. We've chosen typefaces that reflect the character of the brand we are striving for – that of a warm, trusted friend.

PRIMARY FONT

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The primary font for iHerb marketing is the Lato family. We prefer to use the Regular, Bold and Black font weights for both web and print communications.

Lato is a google font and can be downloaded from the google fonts library:

<https://www.google.com/fonts>

TRANSLATIONS

WE CHOOSE FONTS THAT COMMUNICATE OUR MESSAGE, GLOBALLY

The Lato family of fonts is used for all languages written with Latin and Cyrillic alphabets.

English - Lato

Soap
10% Off

Spanish - Lato

Jabones
10% de descuento

French - Lato

Savon
10% de réduction

German - Lato

Seife
10% Rabatt

Portuguese - Lato

Sabonete
10% de Desconto

Russian - Lato

Мыло
10% скидка

TRANSLATIONS - Continued

WE CHOOSE FONTS THAT COMMUNICATE OUR MESSAGE, GLOBALLY

Select fonts have been chosen to display languages for Middle East and Asia markets.

| | | | |
|--|--|---|--|
| Japanese - Source Han Sans ソープ 10% Off | Chinese (traditional/TW) Source Han Sans 精品皂 9折酬賓 | Chinese (simplified/CN) Source Han Sans 精品皂 9折酬宾 | Korean Source Han Sans 비누 제품 10% 할인 |
| Hindi - Poppins Medium समर रेडी! 10% की छूट | Hebrew - Myriad סבון 10% הנחה | Arabic - Myriad Arabic صابون خصم 10% | |

Imagery

The imagery we use – products, props and lifestyle imagery – all need to work together to convey an authentic story of the brand and the products we offer consumers.

USING PRODUCTS AND PROPS TOGETHER

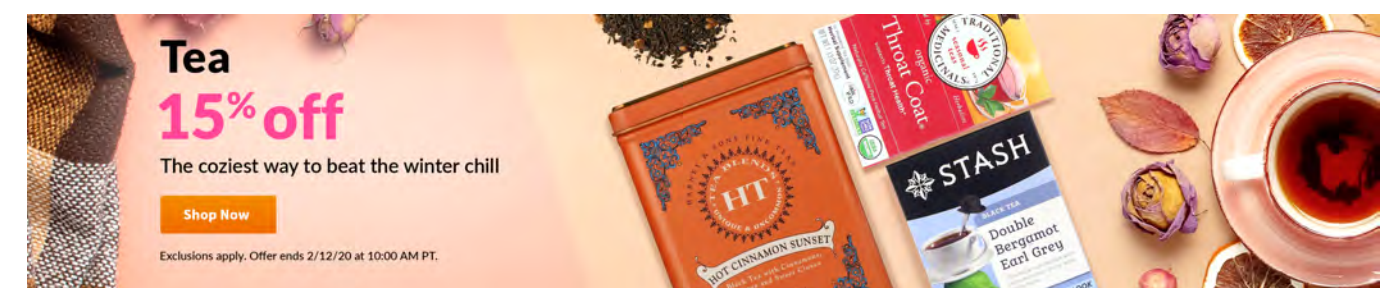
Products:

- All product images are pulled from current catalog / PDP library.
- Grouped products should be scaled proportionately to represent each product accurately
- Products can be positioned two ways: 1) standing up on a ground 2) laying flat on a surface with a top-down camera view
- Adjust grouped images so they appear to have the same perspective (check box tops, bottle tops and angles)
- Product should be removed from white backgrounds and color balanced to the same blue-white temperature

Props:

- Botanicals (leaves, flowers, seeds, etc.) should be actual ingredients of the products featured
- Individual portions of products (pills, bars, nuts, etc.) should be scaled proportionate to the full size package/product

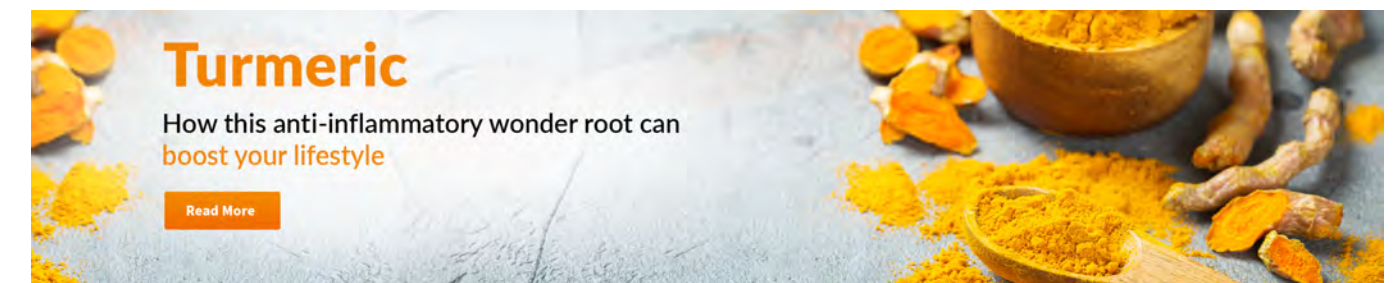
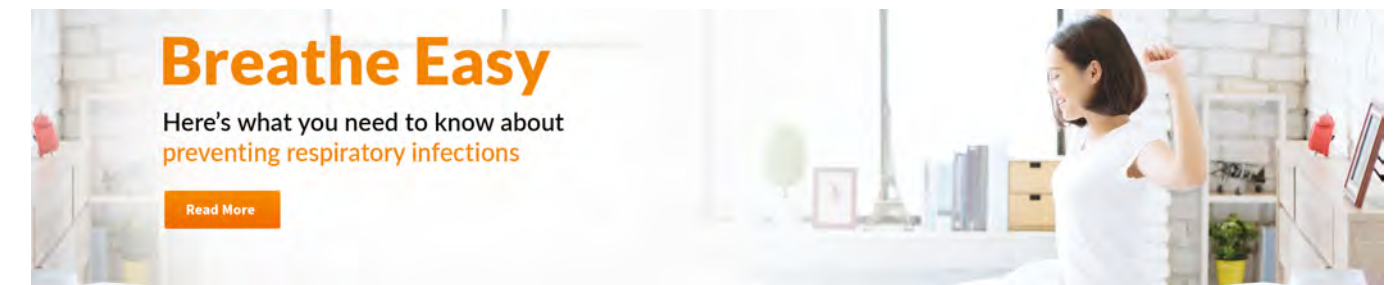
Sample Banners:



LIFESTYLE IMAGERY

- Lifestyle images should not feel like they belong to another brand, i.e. highly stylized, manipulated or exaggerated
- Activities and environments should feel authentic, attainable, natural and not overly processed or staged
- Choose themes of health and wellness, not depictions of illness or discomfort
- When showing people, consider diversity for age, gender and ethnicity and be sensitive to cultural norms in the regions where we are present
- When featuring ingredients and natural foods, use the same guidelines to show them in a simple, clear and accurate way

Sample Banners:



iHerb®