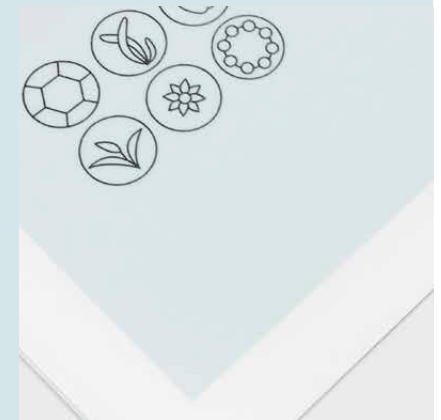


BRAND GUIDE
MARCH 2019

**time
block**[®]
swiss
botanical
science



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- 02 **BRAND LOGO** & BRAND MARK
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INTRODUCTION
TO THE BRAND

THE timeblock® STORY

Developed over 20 years by a group of leading scientists in Switzerland, timeblock® began as a research project with a view to cultivate and produce an exceptionally high quality and potent phytonutrient supplement. Many years of testing culminated in the discovery that selected plants and grasses grown at ultra-high altitudes and in precise environmental conditions and locations, produced nutritional density many thousand times higher than the same plants and seeds grown elsewhere. These ingredients formed the basis of the timeblock® Nutrition (Day and Night) range. As undertaken to ensure results were backed by science and evidence based. With this dedication and commitment, timeblock® has created a perfect nutricosmetic system, to optimise inner and outer health, longevity and life quality.



Not content with this evidence alone, the founders of timeblock® ordered a human clinical trial to test the ingredients of timeblock® and their effect on cell methylation, gene expression and overall health. Conducted by Vienna University in 2017 the trial conclusively demonstrated that the active ingredients in timeblock®, when taken daily, reversed recognised key biological ageing markers – namely, the DNA telomeres, on average, 17.8% percent over a six-month trial period (in 110 volunteers). A remarkable result.

Armed with this knowledge, and a commitment to create a complete system that could target aging both inside and out, a unique skincare range was further developed. Again, rigorous research and testing was undertaken to ensure results were backed by science and evidence based.

With this dedication and commitment, timeblock® has created a perfect nutricosmetic system, to optimise inner and outer health, longevity and life quality.

CONSUMER INSIGHTS

Young women are thinking and worrying about age more than other generation. But no one is talking about it. We address the challenge of getting older among young women and provide a more realistic, optimistic view of age.



**PEOPLE
IN THEIR
70s
WORRY LEAST
ABOUT AGING**



**PEOPLE
IN THEIR
20s
FEAR DEATH
THE MOST**



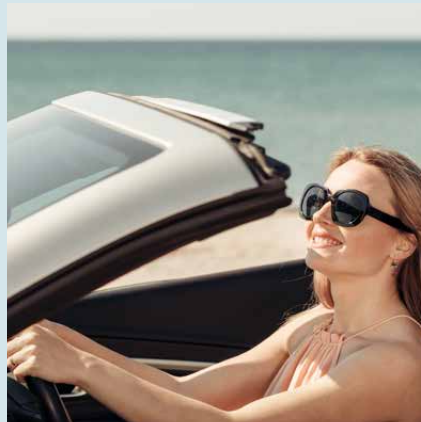
**PEOPLE
IN THEIR
30s
THINK ABOUT
AGING THE
MOST**

OUR TARGET AUDIENCE

'Best-self Seekers'

Their needs in relation to our category:

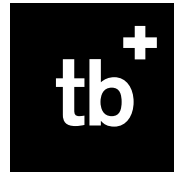
- I'm unique, I need brands to understand my specific needs, and that my needs will change over time.
- I need support to complement what I'm already doing.
- I need to be my best self. I need results I can feel/see.
- Convenience is important as well as a total holistic package of benefits. I'm busy so the product must be easily accessible.



- I must have faith/trust in the brands I choose to have a relationship with.
- I like a feeling of exclusivity with brands and I value an appealing experience.
- I need evidence that the product does what it says it will, and I value brands with knowledge and experience.
- I want exclusive, quality, smart, credible brands.
- I am not looking for short-term fixes – I want results I can see/feel and that I know are designed for the long-term.

THE DESIGN LOOK AND FEEL

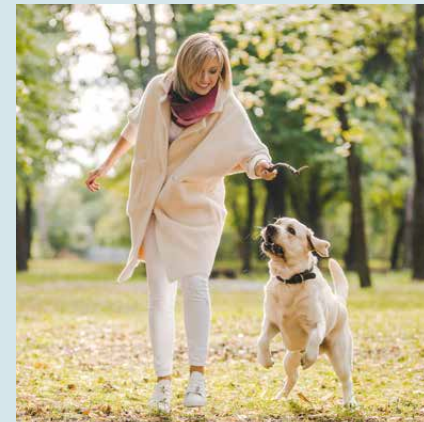
The design direction of the timeblock® brand visual is simple yet sophisticated. Clean, transparent, straight lines, cubistic structure and shapes are applied throughout all the brand assets. Imagery used must not be cluttered or complicated, and it is important to maintain a sense of space in the overall outlook of the collateral design.



TONE OF VOICE

Marketing materials

Timeblock® provides the perfect balance between inner health and aesthetics. Approaching the consumer with a relatable, personable yet knowledgeable tone of voice, our aim is to start a new conversation with women and men of all ages. Timeblock® aims to always be responsible, transparent and truly authentic, with the ultimate goal of peak health and performance for each and every consumer.



Social media

The copy direction for social aims to always be relatable and like that of a trusted and knowledgeable friend telling the story of the products, even when describing complex topics, such as the science behind our formulations and ingredients. Guided by our core principles of pro-aging, good health, longevity and peak performance, our voice and messaging is always positive - we talk about what we are, and never focus on what we are not.

UNIQUE SELLING POINTS

Skin care

- Timeblock skincare range was developed by formula chemists who previously worked at luxury brands such as La Mer and La Prairie. Working with higher concentrations and unique formulas, these experts have created, in their words, a superior product.
- We have developed our own unique formulation of Equol, a super antioxidant that penetrates the skin deeper than other skincare formulations. We also hold the patent on Equol and it is the main ingredient in our skincare range.



SOCIAL MEDIA STRATEGY

Style, Mood and Aesthetics

- Choose colour palate according to Brand Guide. Photoshop if necessary.
- No bright/vibrant colours, esp. red, orange and yellow. A muted palette is okay.
- Ensure good contrast.
- Avoid busy and cluttered images. Clean and clear is best.
- Timeblock® product images must have clean backgrounds with good visual contrast.
- Ensure pack shots are current are current.
- Ensure original images suits proportions – eg: landscape or square.
- People images – minimal makeup/hair/styling. Choose natural, energetic, healthy.

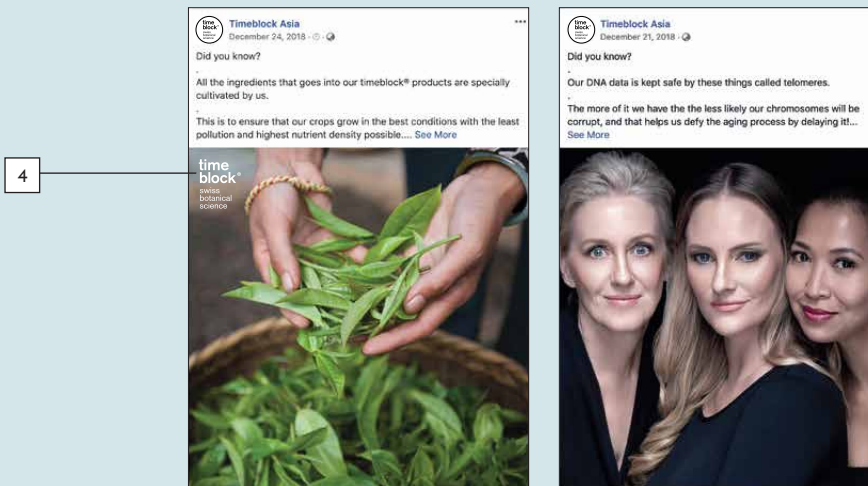
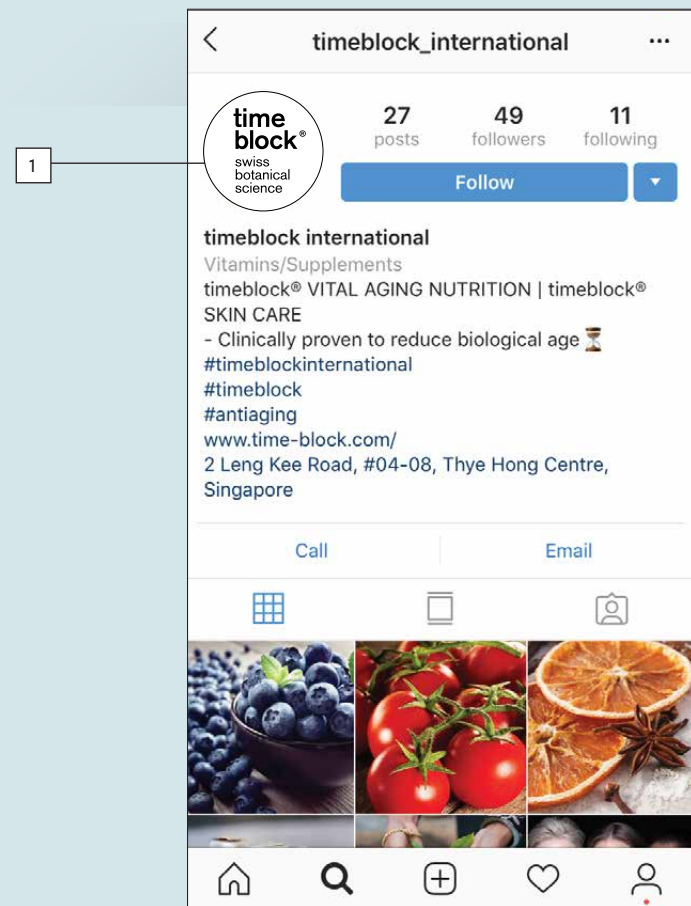


SOCIAL MEDIA

1. Full coloured logo on a white background is to be used as the profile image
2. Only leave the right and bottom parts of the border when creating the cover image
3. The brand mark should be at the bottom right.
4. Use reverse white logo if the background is in colour other than white. The background where the logo sits must not be too busy or complicated.

Cover page

Cover page



Social post with logo

Social post without logo



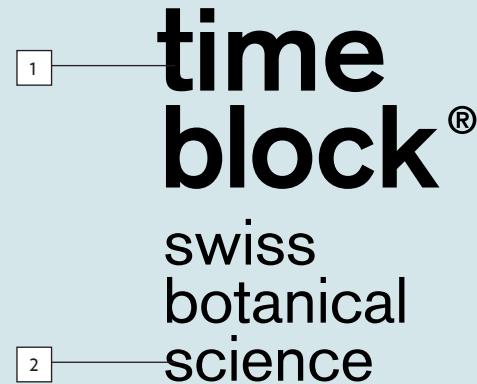
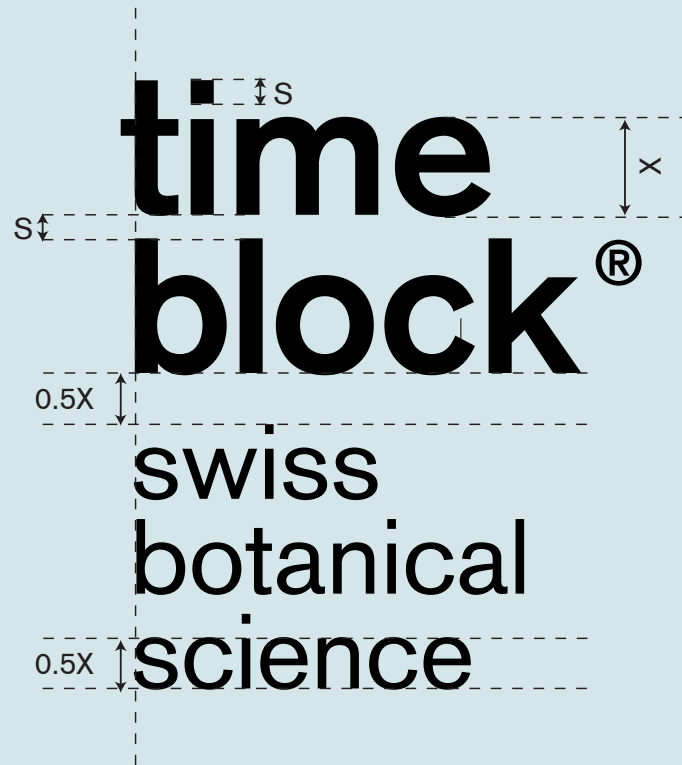
BRAND LOGO
& BRAND MARK

BRAND LOGO SPECS

The space between the words “time” and “block” is to be the same in height as the dot in the letter “i”, indicated as S in the example below. The space between “time block” and “swiss botanical science” is to be half the height of the letters of “time block” as indicated by the letter X in the example below, which is also the size of the words “swiss botanical science”.

1. Primary Font: **Akzidenz Grotesk Bold**
2. Secondary Font: Akzidenz Grotesk CE Light

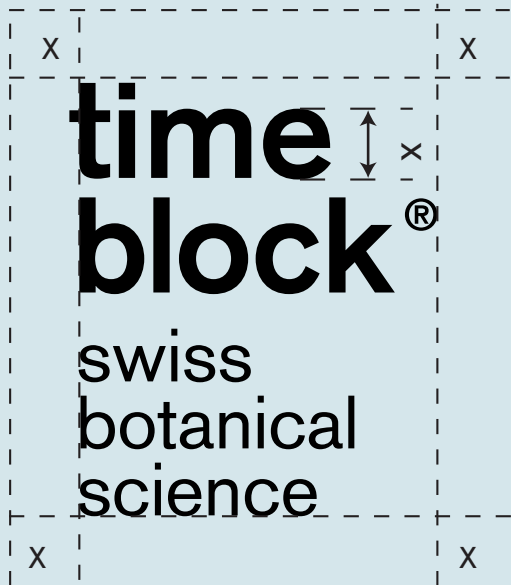
Logo spacing



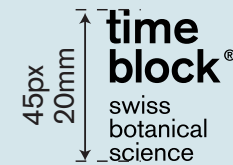
SIZE AND SPACE

There must be sufficient buffer space around the logo that is not occupied by any text or graphic elements. This clearance space is indicated by the letter “x”.

Clearance space



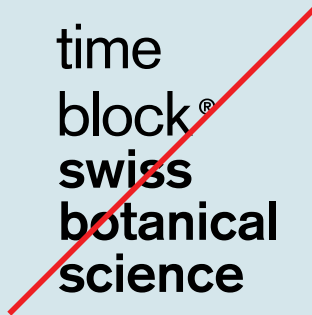
Minimum size



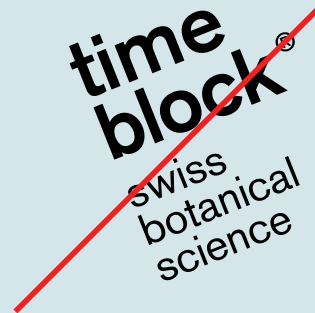
INCORRECT USAGE

1. **DO NOT** alter the weight or proportions of the font sizes
2. **DO NOT** tilt or rotate the logo in any direction
3. **DO NOT** condense or stretch the logo
4. **DO NOT** alter the colour of the logo unless indicated
5. **DO NOT** add new graphic elements to the logo
6. **DO NOT** rearrange the text elements of the logo

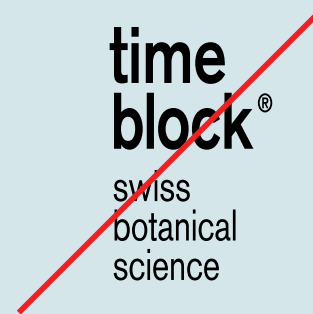
1



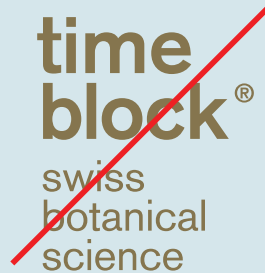
2



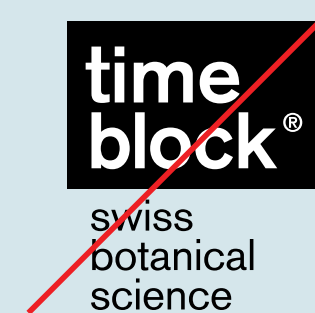
3



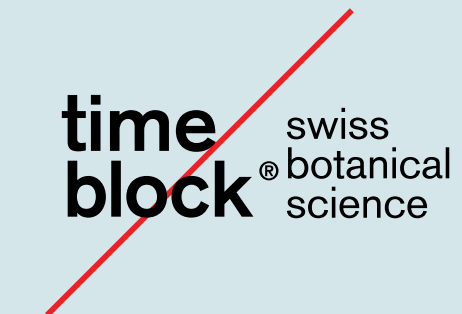
4



5



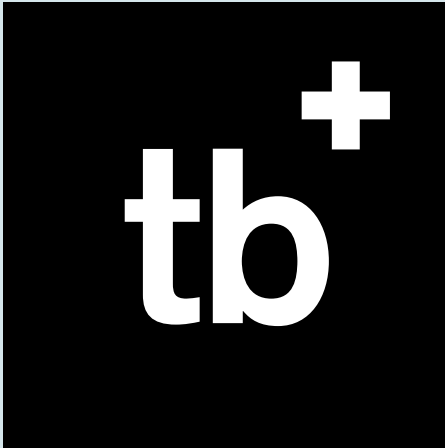
6



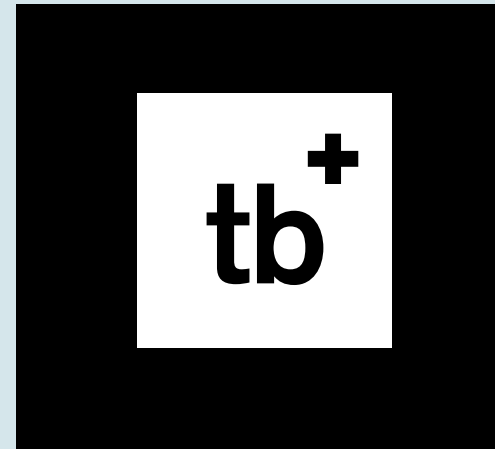
BRAND MARK

The brand mark is a secondary part of our visual identity, it is not meant to replace the brand logo in any communication materials. The brand mark should only appear in black or reverse white.

Black



Reverse white

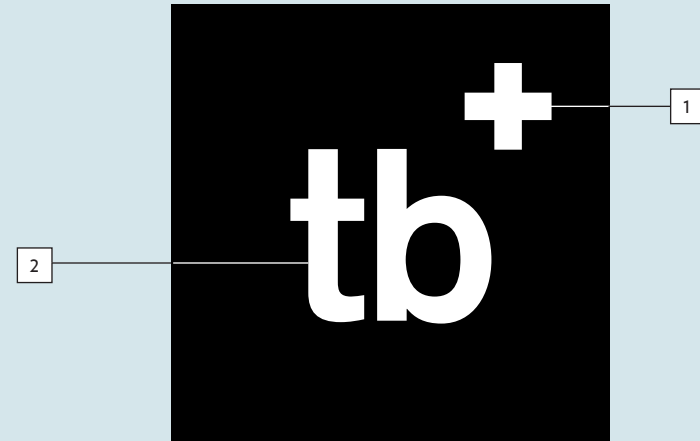
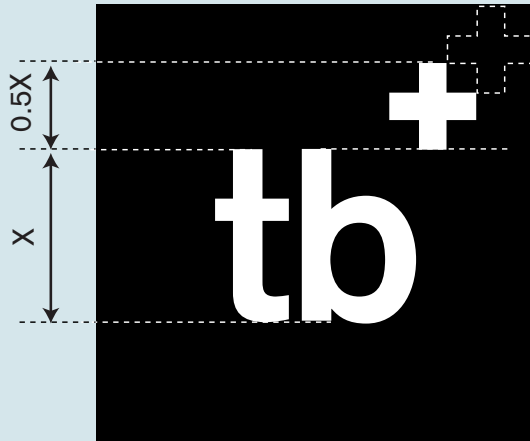


BRAND MARK SPECS

The brand mark consists of the letters “tb+” centralised in a square frame. The “+” sign is 50% of the size of the letters “tb”.

1. Primary Font: **Akzidenz Grotesk Bold**
2. Secondary Font: **Akzidenz Grotesk Light Bold**

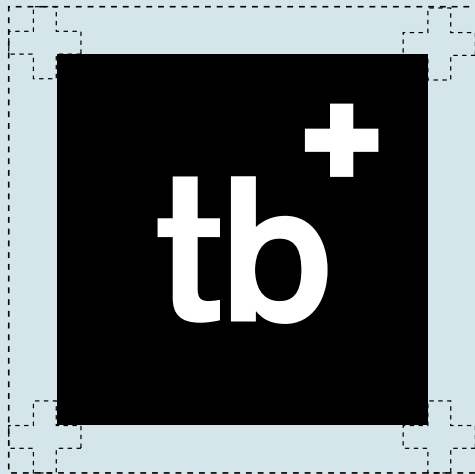
Logo Spacing



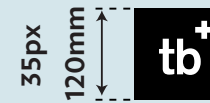
SIZE AND SPACE

There must be sufficient buffer space around the logo that is not occupied by any text or graphic elements. This clearance space is indicated by the letter “x”.

Clearance space



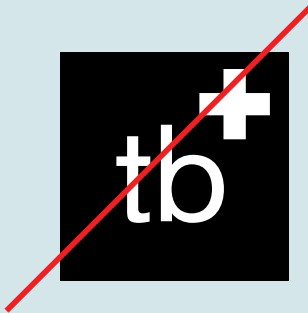
Minimum size



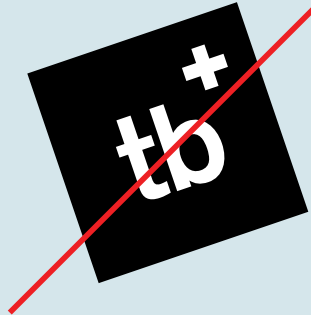
INCORRECT USAGE

1. **DO NOT** alter the weight or proportions of the font sizes
2. **DO NOT** tilt or rotate the brand mark in any direction
3. **DO NOT** condense the brand mark
4. **DO NOT** alter the colour of the brand mark unless indicated
5. **DO NOT** alter the graphic elements to the brand mark
6. **DO NOT** rearrange the text elements of the brand mark

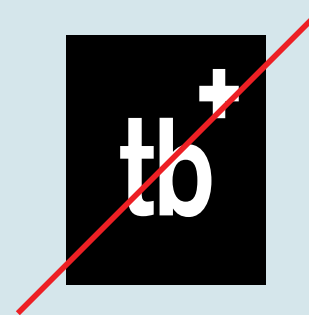
1



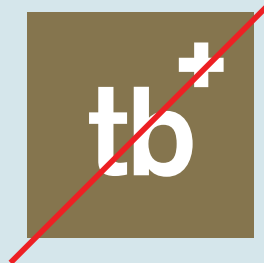
2



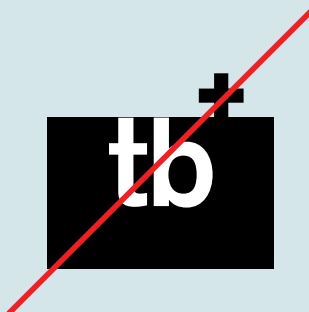
3



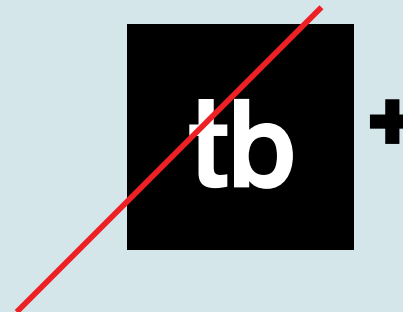
4



5



6



THE COLOUR PALETTE

The primary colour palette for timeblock® is black and white. For print and digital collaterals, the colour palette is expanded to include the colours indicated in the secondary colour palette as shown below.

CMYK **15 · 3 · 5 · 0**
RGB **224 · 236 · 242**
HEX **#E0ECF2**

CMYK **100 · 100 · 100 · 100**
RGB **0 · 0 · 0**
HEX **#1D1D1B**

CMYK **0 · 0 · 0 · 0**
RGB **255 · 255 · 255**
HEX **#12100B**

CMYK **52 · 43 · 43 · 8**
RGB **137 · 133 · 131**
HEX **#898583**

CMYK **20 · 5 · 15 · 0**
RGB **214 · 227 · 221**
HEX **#D6E3DD**



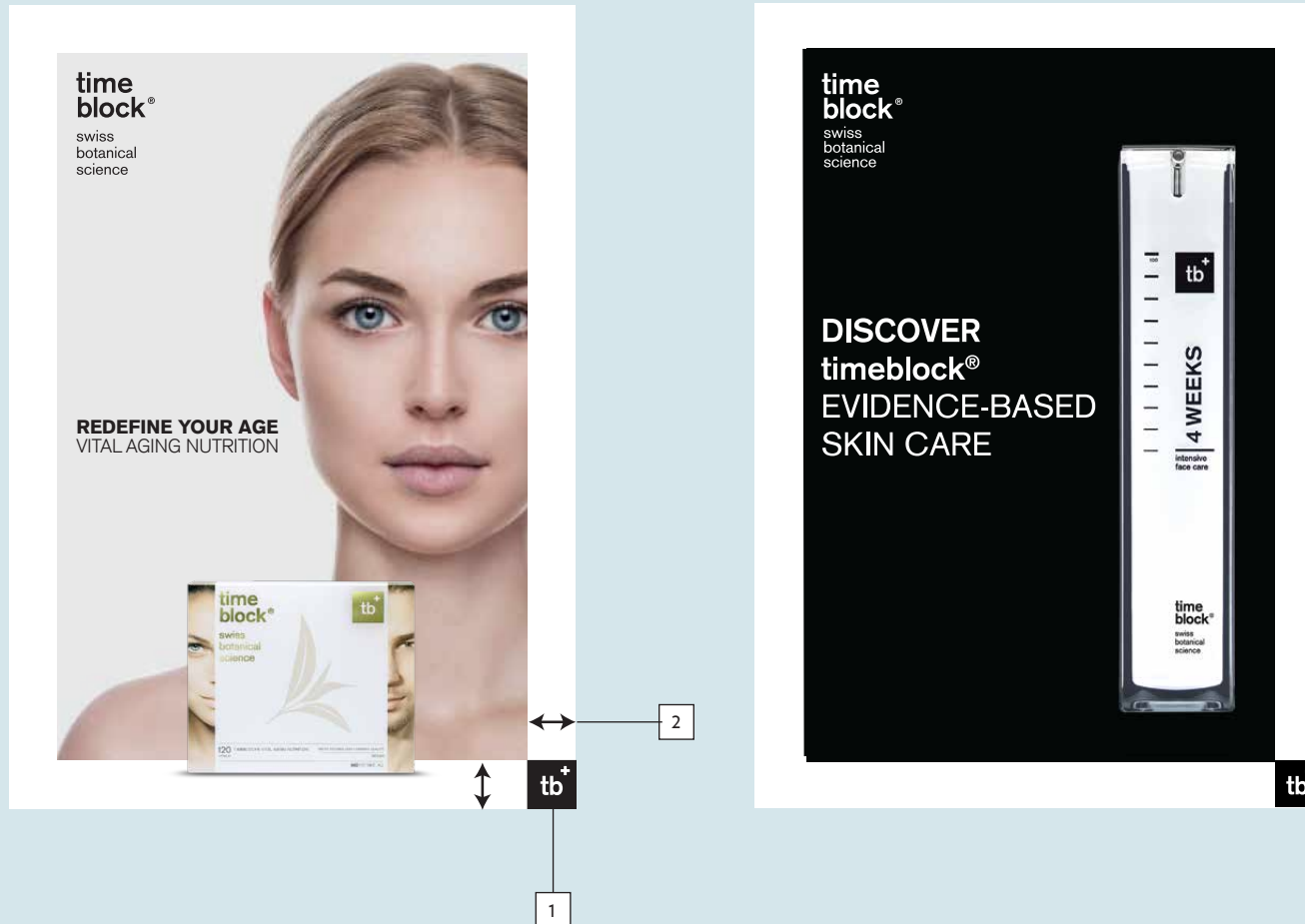
VARIOUS BRAND
APPLICATION

MARKETING BROCHURE FOR NUTRITION

The timeblock® brand logo is to be placed at the top left corner of the image while the brand mark is to be located at the bottom right corner of the page where the border runs around the image.

1. Refer to the “size and space” page for brand mark requirements
2. Border width to follow logo size

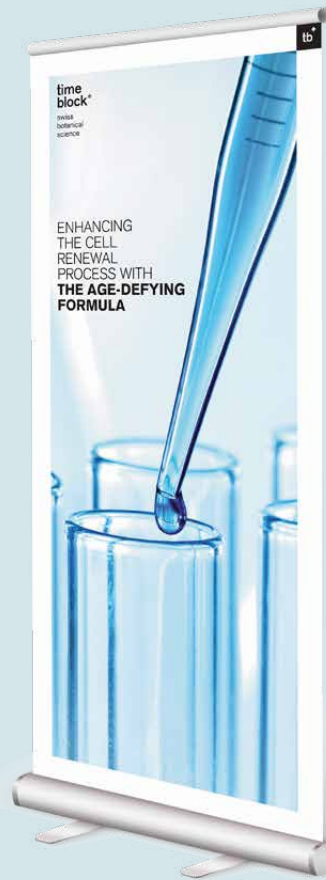
A5 brochure



OUTDOOR PRINT COLLATERALS

For outdoor or large format marketing materials like backdrop or banners, it must be visible to a certain height. The timeblock brand logo must be flushed to the top left hand side of banner and the brand mark must be at the top right hand corner of the banner with a white border running around it.

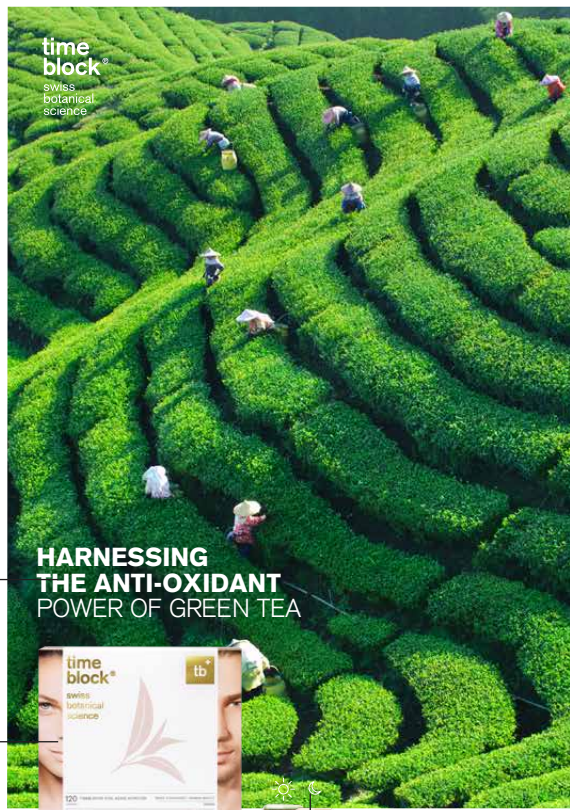
Rollup banner



PRINT ADS FOR NUTRITION

1. For the Headline, the text that we need to emphasize needs to be in Akzidenz Grotesk Bold and the rest to be in Akzidenz Grotesk Light.
2. Products are to be positioned slightly overlapping the white border to give the visual illusion of the product being in front of the ad.
3. The ☀️ 🌙 icons should only appear whenever the product is featured. Other than that it should not be used.

Portrait

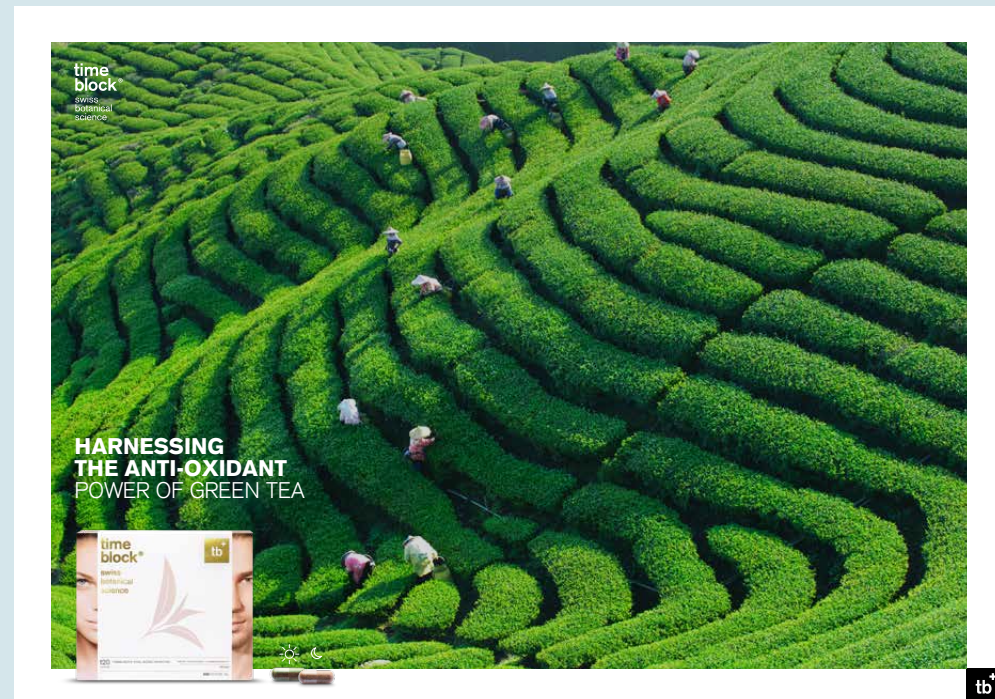


1

2

3

Landscape

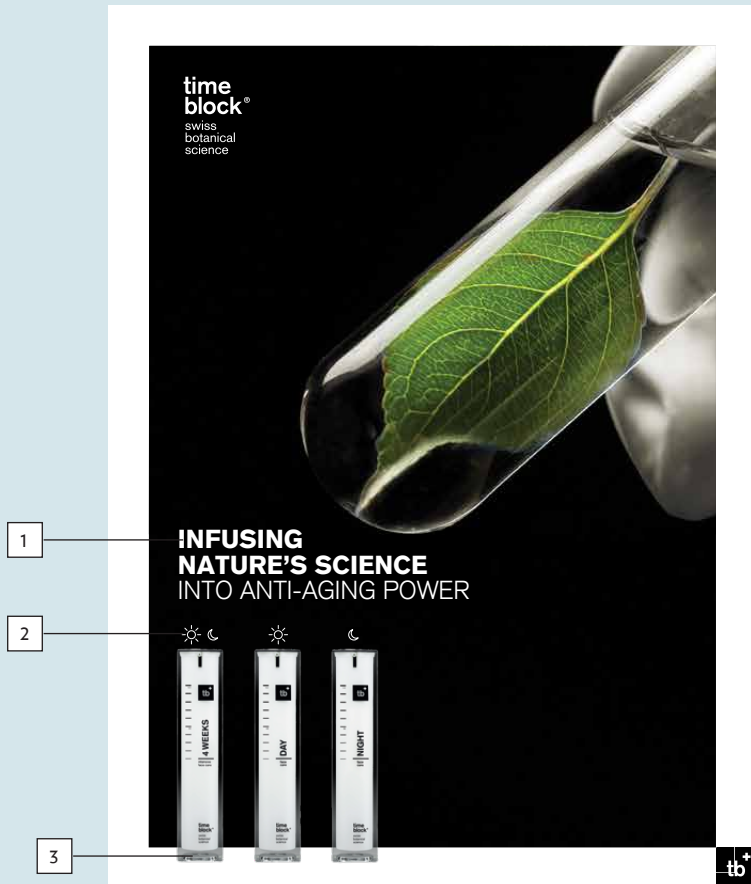


tb+

PRINT ADS FOR SKIN CARE

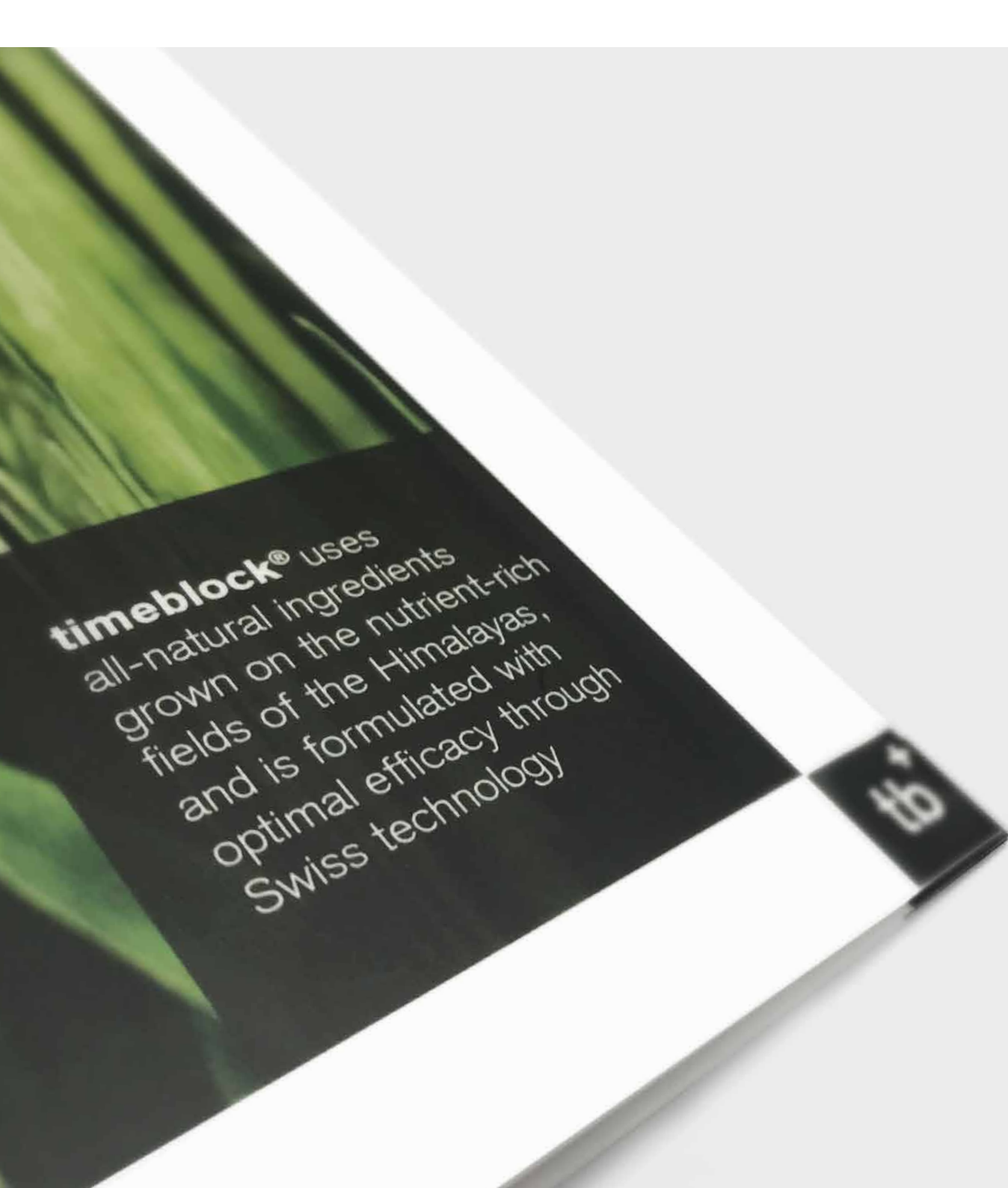
1. For the Headline, the text that we need to emphasize needs to be in Akzidenz Grotesk Bold and the rest to be in Akzidenz Grotesk Light.
2. The ☀ ☾ icons should only appear whenever the product is featured. Other than that it should not be used.
3. Products are to be positioned slightly overlapping the white border to give the visual illusion of the product being in front of the ad.

Portrait



Landscape





timeblock[®] uses
all-natural ingredients
grown on the nutrient-rich
fields of the Himalayas,
and is formulated with
optimal efficacy through
Swiss technology

tb

TYPOGRAPHY
FOR THE BRAND

TYPOGRAPHY FOR PRIMARY FONTS

The primary font is to be used on all logo and promotional materials at all times. If the font is unavailable for internal documents, please refer to the following page for the substitute font option.

Akzidenz Grotesk CE Bold Design direction

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

- Sophisticated
- Elegant
- Clean & bright
- Minimalist
- Warm & earthy

Akzidenz Grotesk CE Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Akzidenz Grotesk CE Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

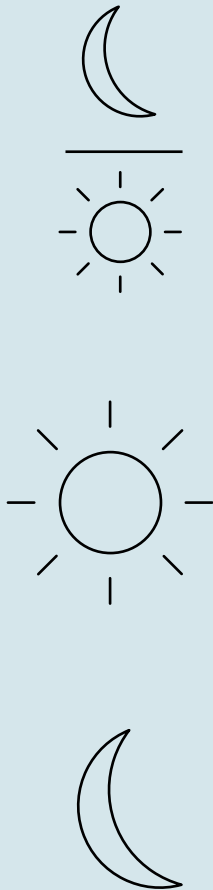


SUPPORTING
ICONS/ GRAPHICS

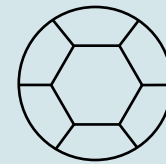
LIST OF BRAND ICONS/GRAPHICS

The day and night icons have been designed to facilitate quick visual identification for time of usage. It must be used in conjunction with the product image. The ingredient icons are designed as a visual representation of the ingredients that go into the individual products from the skin care range, and can be used in marketing materials for easy reference. The stroke of all the icons should always remain as 1pt thickness in any size or proportion.

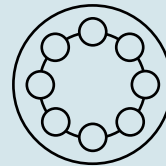
Product icons



Ingredient icons



EQUOL



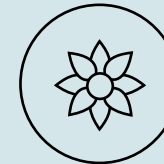
IGF-1 and EGF



PQQ



EGCG



ÂMEFLORE®



ALGAE EXTRACT



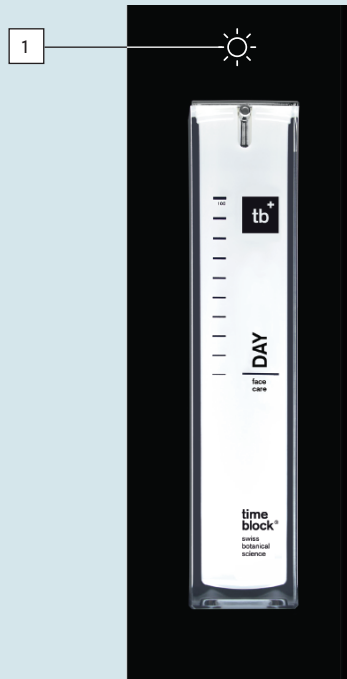
FRUIT CELL
CULTURE EXTRACT

USAGE OF BRAND ICONS/GRAPHICS

1. The ☀️ 🌙 can only be used with the product and the size must be less than half of the width of each bottle.
2. The ☀️ 🌙 need not appear on top of the product but must be prominent and on the same page.

3. The ingredients icons can be used on marketing brochures or whenever there is mention of the benefits of the product.
4. The product icon should always be spaced out from the other ingredients icon and not put them together

Example 1



Example 2

