



BRAND GUIDELINES

DL.MD
Version 1.0
2019

Web — www.thedlmd.com
Instagram — @thedlmd

These guidelines outline the elements that make up the DL.MD brand. They include an overview of the identity and all the rules to allow consistency across all applications.

This will help in designing and producing exciting DL.MD brand communication with a high degree of creative flexibility.

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Brand

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1.1

Brand STORY

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DL.MD is a doctor developed, high performance, bioavailable supplement based on scientifically proven research. Clean formulas, independently tested.

It came to a point where I was taking 15 supplements a day — I thought to myself “this needs to stop.” There is no FDA regulation in this industry, and I was shocked when I read the ingredients closely and found that some of my top-of-the-line vitamins and minerals were cheap salts of cyanide. When did this ever become healthy? Coupled with no information about bioavailability (how much of the pill you take is actually absorbed by the body), I decided to create my own multivitamin, for me and everyone out there who wants a safe, highly absorbable multivitamin that is effective in nourishing and giving our body what it requires to function at an elevated level. This is my story.

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Brand CORE VALUES

DL.MD has four core values and these core values define the brand and inform it's staff as to how to operate as the face of the brand. It is important that not only are they defined but are adhered to in order to maintain company standard and brand equity.

INDEPENDENT LAB TESTING

Before bringing anything to market, I send my products to independent labs to test for heavy metals, lead, cadmium, arsenic. They are also tested to make sure they contain the % of ingredient that is written on the label.

NO B.S.

Full transparency is key, from our communication to our product. We want the public to know everything and be able to decide for themselves with all of the facts and nothing hidden.

Brand CORE VALUES

CLEAN SUSTAINABILITY

In order to maintain both the integrity of our supplements, as well as, our own brand integrity we have chosen to not only use miron glass bottles, but also sustainable and fully recyclable packing for shipping.

OPTIMAL HEALTH

At DLMD we want optimal health, which means correcting nutritional deficiencies even at the early stages. We need to make sure your body is getting enough vitamins and minerals for its cells to function effectively. While a nutritional deficiency at this stage might not give you any outward changes, it still silently effects your overall health and wellbeing.

Brand PERSONALITY

A brand personality is something to which the consumer can relate. DL.MD's personality is clever and intelligent. It is important that we communicate that DL.MD is a lifestyle. It is not the status quo it bucks the status quo. It is liquid innovation.

CONFIDENT & CLEVER

INNOVATIVE & ACCESSIBLE

HOLISTIC & SCIENTIFIC

A DREAMER & PRACTICAL

Brand CHANNELS

The different channels in which DL.MD communicates are important because each is different and speaks to not only a different face of DL.MD but to a different interest per audience or individual consumer. There are 7 different channels, 4 of which are engagement based and 3 which are vibe based.

Did You Know?:

- Interesting medical insights which should always be coupled with questions asking for feedback or opinions. Our goal is to educate and converse.

Full Transparency:

- X-rays with information about the product as it relates to its health benefit in that aspect of the body.

This Vs. That:

- Comparison posts about natural vs. science with copy-write that invites conversation.

Ask DL.MD:

- IG Stories driven content, where medical professionals answer questions about a certain topic. (IG Takeover) As well as video content for the feed where we choose topics which are most engaging and medical professional answer a list of questions.

Lifestyle Images:

- Edgy, cool, young, sexy, refined, vanilla, product focused, gym, fitness, healthy living.

Product Images:

- Clean and neutral product images.

Conceptual Images:

- Flowers, palm trees, beach, mountains, food as art.



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Verbal

TONE OF VOICE

At DL.MD, we define our tone of voice as 'edgy & inclusive'. We try to demonstrate this through the language that we use and the style we adopt.

- | | |
|----------|----------------|
| CLEVER | INCLUSIVE |
| POSITIVE | CONVERSATIONAL |
| WITTY | EDGY |

Verbal

LEXICON

At DL.MD we define our tone of voice as 'edgy & inclusive'. We try to demonstrate this through the language that we use and the style we adopt.

ADVENTUROUS
AUTHENTIC
CHIC
CREATIVE
CURRENT
DISTINCTIVE
EXPRESSION
FASHIONABLE
INDEPENDENT
INSIDER
INTRIGUING
LESS
ORDINARY
PROACTIVE
UNIQUE

Verbal

SHORT FORM

Continuity is key for DL.MD. The short form language should always be uniform.

FACEBOOK | INSTAGRAM

For all social media platforms, the following #HASHTAGS should be used:

1. #THEDLMD
2. #ThisVsThat
3. #AskDLMD
4. #DidYouKnow
5. #FullTransparency

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3.1



The DL.MD is the primary signature of the DL.MD brand. The identity can only make a positive impact if used consistently and correctly throughout all brand communications.

There is only one variation of the DL.MD logo. The logo is always either black on a white background or white on a black background. It must be legible and maintain the integrity of its form. Never show the DL.MD logo in any other colors.

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Description

The main icon is an integral part of the DL.MD brand. It is clean and simple and originates from Dr. Lamees MD. It however has a much larger meaning, or shall we say spans many more individuals. DL.MD is an idea. It encompasses different perspectives, expertises and backgrounds. It is doctors who are naturalists as well as scientists. DL.MD is here to innovate, educate and spark discussions that open minds and hearts.

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DL.MD

DL.MD



CLEAR SPACE & MIN. SIZE REQUIREMENTS

Spacing

The empty space around the logo should be at least 150% of the width of the logo (125% for the right-aligned logo) and 300% of the height of the logo. To ensure the logo maintains its visual impact and is legible, do not make it any smaller than indicated on this page.



When you're using the logo with other graphic elements, make sure you give it some room to breathe.



MISUSE

Misuse of logo

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions. To illustrate this point, some of the more likely mistakes are shown on this page.



DO NOT
APPLY OUTLINES



DO NOT
APPLY DROP SHADOW

DO NOT
APPLY EFFECT



DO NOT
MODIFY ALIGNMENT



DO NOT
MODIFY PROPORTIONS



DO NOT
MODIFY FONTS



DO NOT
REMOVE ELEMENTS



DO NOT
SKEW OR STRETCH



DO NOT
USE COLOURS OR
TONES OUTSIDE
THOSE SPECIFIED



DO NOT
USE MULTIPLE
COLOURS



DO NOT
APPLY PATTERNS

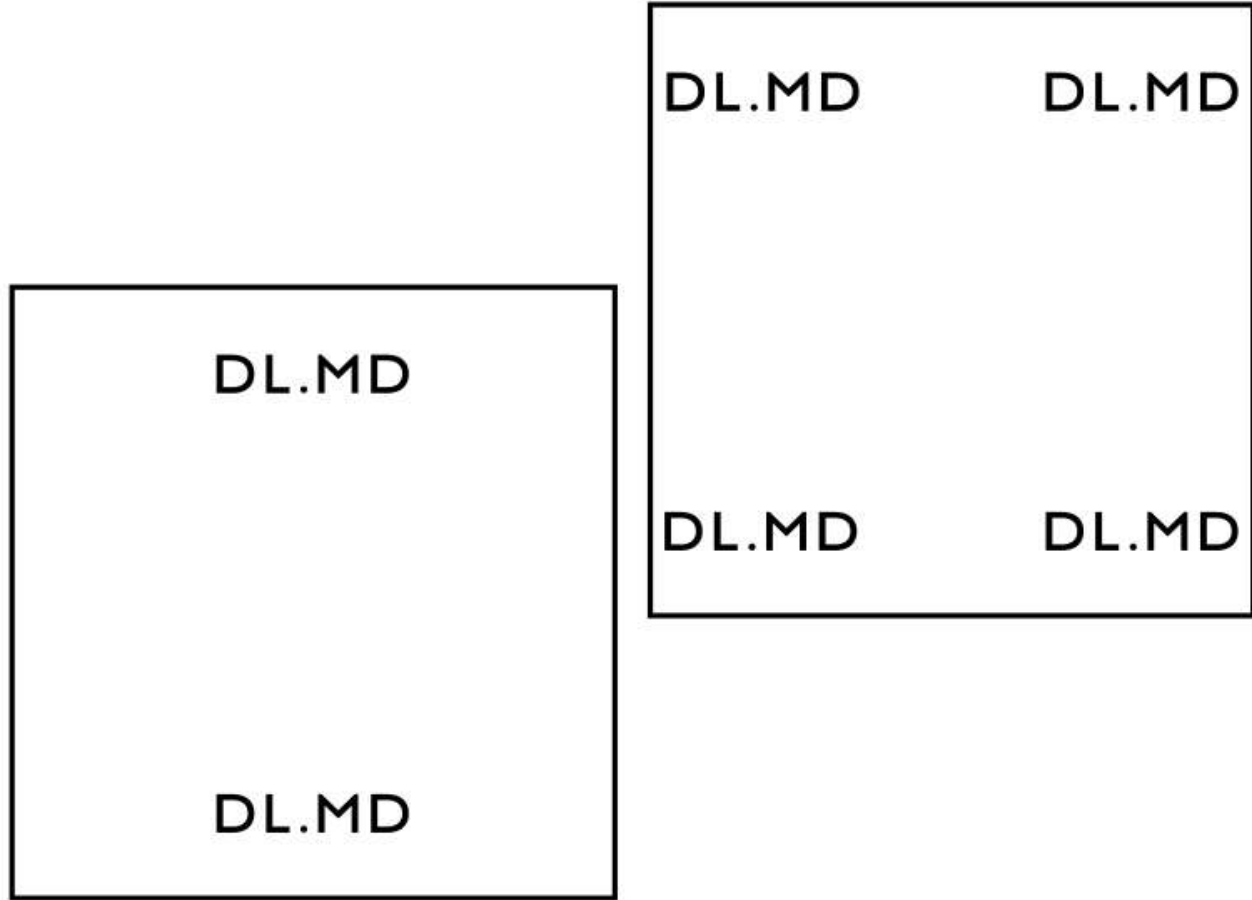


DO NOT
USE ON BUSY
BACKGROUNDS

Logo
LOCATION

Location of Logo

Regardless of communication size or dimension, the logos can only ever be placed in certain locations. This keeps logo placement simple and consistent, while allowing enough flexibility to accommodate our dynamic graphic system. Please keep in mind the logo clear space requirements (pg16).



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Color INTRODUCTION

Color is important to us. It expresses who we are and how we feel.

The DL.MD identity uses fun and bright colors mixed with the black logo intended to demand attention and distinguish the brand from its competitors. Together they help to communicate the rich, slick, multi-dimensional brand that is DL.MD.

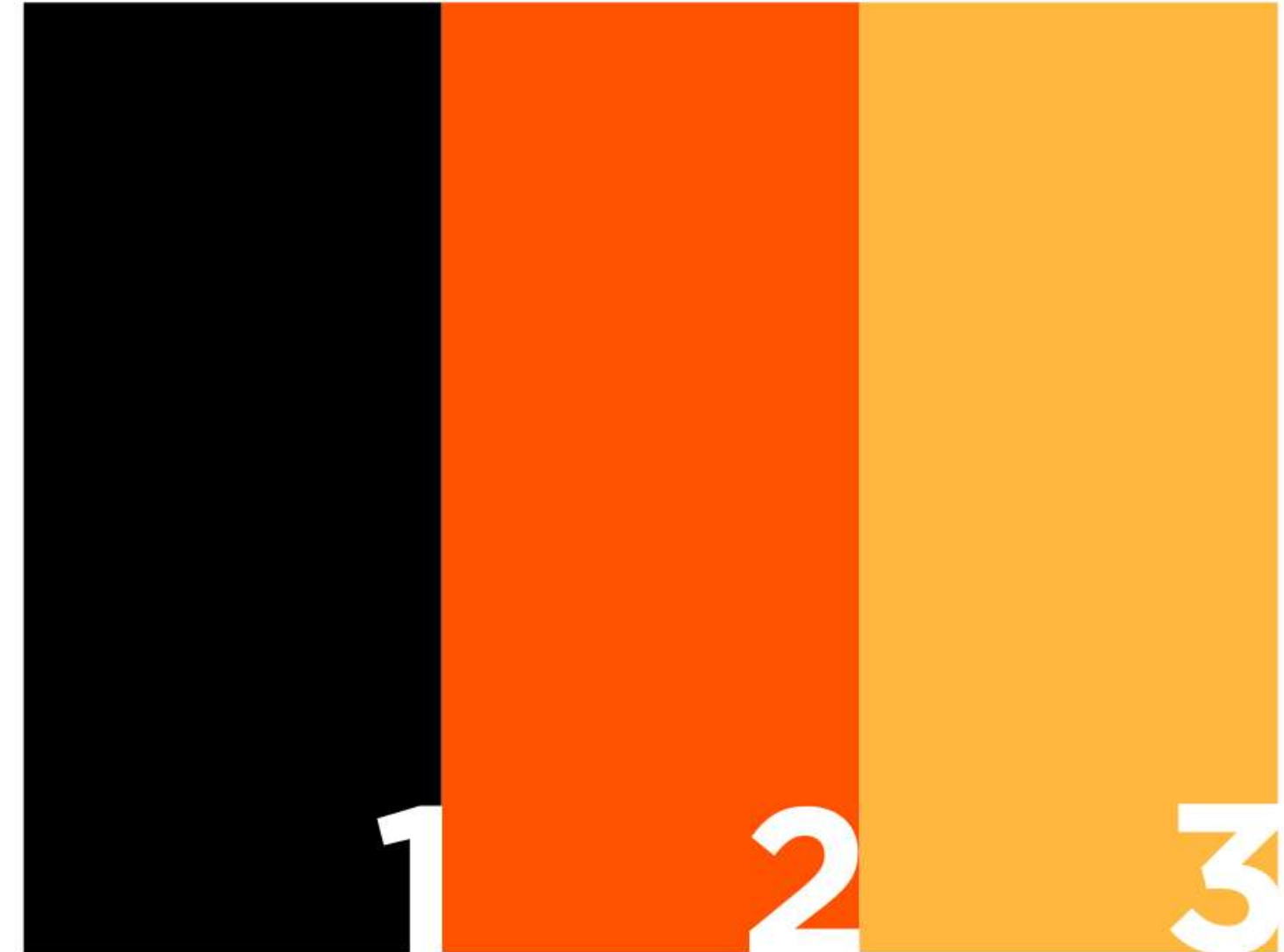
The DL.MD brand has 3 master colors: Midnight, LA Sunset, and Tangerine Dream.

Color COLOR PALETTE

1. MIDNIGHT
CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX #000000

2. LA SUNSET
CMYK 0 / 81 / 100 / 0
RGB 255 / 97 / 0
HEX #FF6100

3. TANGERINE DREAM
CMYK 0 / 35 / 71 / 0
RGB 255 / 187 / 89
HEX #FFBB59



Background Colour

The DL.MD identity uses Classy & Cool colours intended to demand attention and distinguish the brand from its competitors.

DL.MD

DL.MD

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Typography

Typography

INTRODUCTION

Gotham is our corporate typeface, it should be used in all instances where typography is required. It is a simple, clean and legible typeface that compliments our logo.

We use three weights of Gotham: Bold, Medium and Book. In addition, Cera Pro is used as a body text in place of Gotham. Reey can be used as an accent or display text.

Typography shouldn't be overlooked as a key element within our toolkit.

It is important to adhere to the leading, tracking and text arrangement specified in this document to help achieve brand consistency throughout.

Typography

PRIMARY TYPEFACE

About Gotham

Gotham celebrates the attractive and unassuming lettering of the city. New York is teeming with such letters, handmade sans serifs that share a common underlying structure, an engineer's idea of "basic lettering" that transcends both the characteristics of their materials and the mannerisms of their makers.

Gotham Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+“(.,:;)

Character Tracking: +40

Gotham Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+“(.,:;)

Character Tracking: +90

Gotham Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+“(.,:;)

Character Tracking: +170

BOOK

MEDIUM

BOLD

Typography

SECONDARY TYPEFACE

About Cera Pro

Cera Pro is distilled from elementary shapes and brings simplicity, elegance and a certain warmth wherever a contemporary geometric typeface is needed.

About Reey

Reey is a hand brushed script created with a brush and ink. Reey is perfect for fashion, e-commerce brands, trendy blogs, or any business that wants to have a handwritten touch.

Cera Pro Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890\$&?/+"(.,:;)

Character Tracking: +30

Cera Pro Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

01234567890\$&?/+"(.,:;)

Character Tracking: +30

Reey
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+"(.,:;)

Character Tracking: +30

Light
Medium

Regular

Typography

USE OF TYPE

Description

Gotham is suitable for headings. Do not use for body copy. To ensure Gotham maintains its visual impact and is legible, do not make it any smaller than 9pt for print and 20pt for web/mobile.

Bold is our headline weight.

Medium and Book are our body copy weights.

Cera Pro Light is used for captions and small bodies of text, it is also used on our stationery.

Thin can be used when a more delicate weight is needed.

HEADLINE 1

AaBbCcDdEeFf

HEADLINE 2

AaBbCcDdEeFf

HEADLINE 3

AaBbCcDdEeFf

HEADLINE 4

AaBbCcDdEeFf

*Layout
Application*

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Layout Application

INTRODUCTION

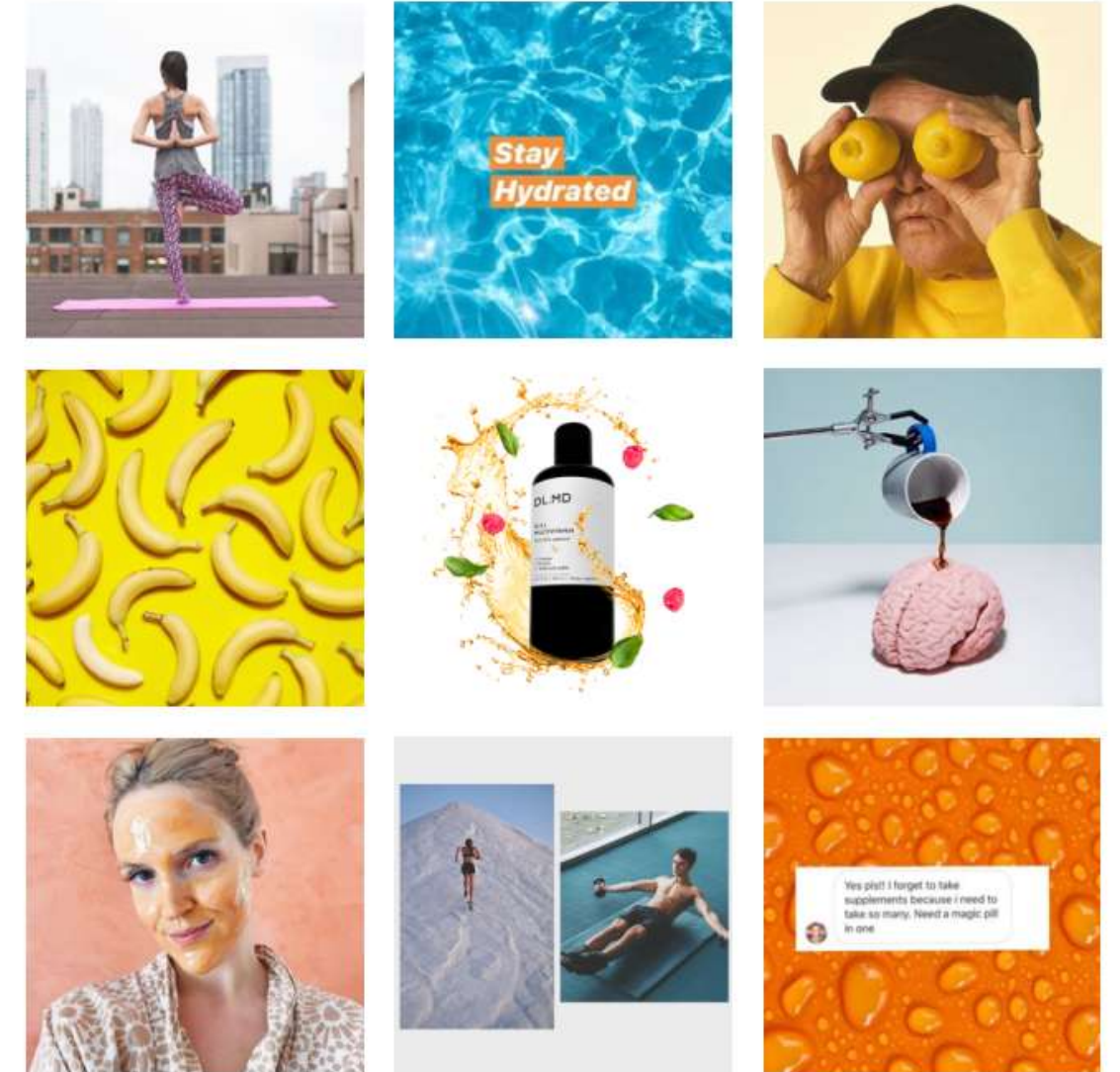
We carefully chose the layout principles as they support how our brand is viewed, these rules reflect how we should be portrayed. It is important to also have in mind all the other sections: logo, typeface, colors, and photography while creating a new asset.

Layout Application

SOCIAL MEDIA

Description

Social media is integral to building our brand, customer acquisition and engagement. It is also often the first impression a customer gets of our brand and how they gauge our brand personality. That's why it is so important to ensure we represent the brand in the best way possible. Please be mindful of logo placement, color, typography, photography and image layout. Best practice when posting on social media is to keep copy to a minimum on the social tile itself and to include full details in the copy of the post. Our ratio for brand vs product posts is three product posts to seven brand posts, with ideally two product posts being from the brand and one customer generated product post.



Layout Application

BUSINESS CARDS

34

Description

Our branded stationery includes a letterhead and business card.
To ensure global consistency, it must be printed on: Letterhead: 200gsm uncoated stock; 250gsm uncoated stock Business card: 400gsm uncoated stock with spot varnish for the logos (front and back).



Layout Application

STATIONERY

35

Description

Our branded stationery includes a letterhead and business card.
To ensure global consistency, it must be printed on: Letterhead: 200gsm uncoated stock with compliments slip; 250gsm uncoated stock Business card: 400gsm uncoated stock with spot varnish for the logos (front and back).



6.5

Layout Application

E-SIGNATURE

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DL.MD



Dr. Lamees Hamdan

Thu 8/15, 9:00 AM

Receipient

[message]

Dr. Lamees Hamdan | CEO & Founder

DL.MD

A radical departure from the status quo.

M: +971 55 123 1234

E: DrLamees@thedlmd.comW: www.TheDLMD.com

Facebook



Instagram



LinkedIn



YouTube

6.6

Layout Application

ELECTRONIC DIRECT MAIL

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Description

EDM is used as tailored (and targeted) content to customers. It is an excellent opportunity to deliver a succinct product or brand message. It should always reflect the overall brand voice and prescribe to the same graphic and brand messaging conventions as other forms of brand communication. The most effective EDMs are driven by a strong, well composed image.

EASY EVERYDAY STEPS
TO BOOST YOUR IMMUNITY

DL.MD

STEP BY STEP TO BOOST YOUR IMMUNITY

So many people complain to me that they always get sick although they eat well. You can't take things like Echinacea every day, so here a few things I recommend to boost your immunity.

1. Tulsi tea. Known as Holy basil this can be drunk every day.
2. Probiotics. Take a capsule every day, or make your own yogurt.
3. Turmeric. Either take as capsules, freshly pressed or grated in hot water from the plant, or powdered into your food.
4. Try adding more raw garlic to your food. Once

Potato Turmeric Mask for Oily and Acne Prone Skin

Grate a white potato and a cucumber, add a few drops of rose water and 1/8 tsp turmeric. Scrub gently onto clean skin in a circular motion then allow to sit on the skin as a mask for 10 mins (avoid the under eye area).

TIP: I always use Shiffa Muslin Cloths to take off my face masks, its much cleaner, easier and takes away all the last traces of the mask.

EXTRA FACE MASK RECIPE!

Dry Skin Mask

Mix live yogurt, 1/2 tsp of honey and 1/8 tsp turmeric together. Use as a mask on clean skin.

You can use these masks up to 2 times a week.

.....

DON'T FORGET TO CHECK US OUT WEEKLY FOR NEW INFORMATION.

THEDLMD.com

@thedlmd



6.7

Layout Application

MERCHANDISE



6.7

Layout Application

MERCHANDISE



Imagery

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7.1

Imagery INTRODUCTION

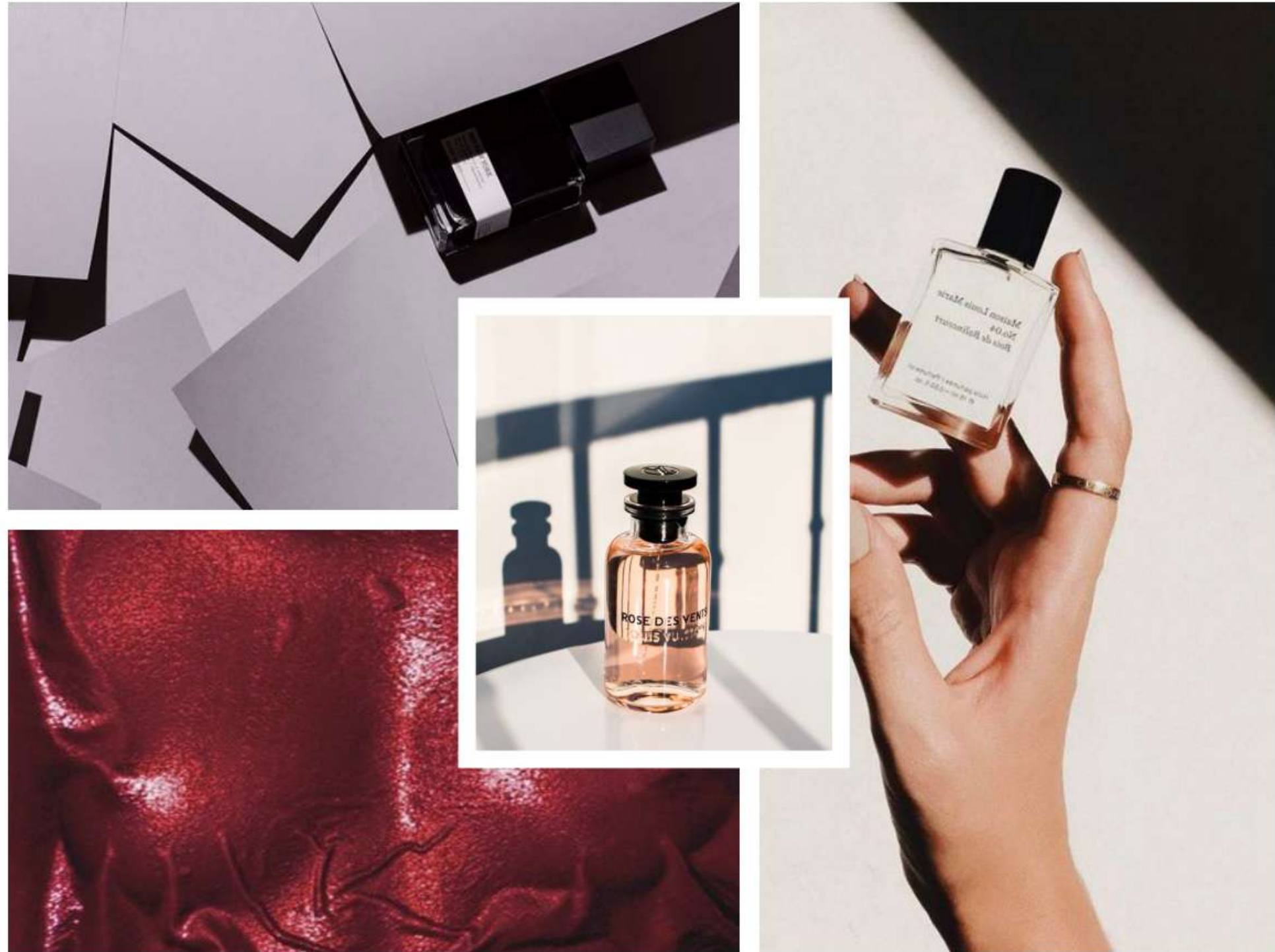
41

Choosing the right images and composition for brand communication is very important.

Capturing dynamic postures can enhance the authenticity of the image and indicate intended use. Be mindful of remaining natural and ensuring that the product remains the hero.

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Imagery PHOTOGRAPHY

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Imagery

Product lifestyle images should always communicate to the intended consumer based on demographic. If the buyer is young the picture should be funky and cool, if they are fitness-centric then the image should speak to fitness, and if the buyer is more of an everyday person then the image should communicate a more generalized message. We communicate to every consumer through lifestyle infused brand awareness images.



Imagery PHOTOGRAPHY

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Imagery

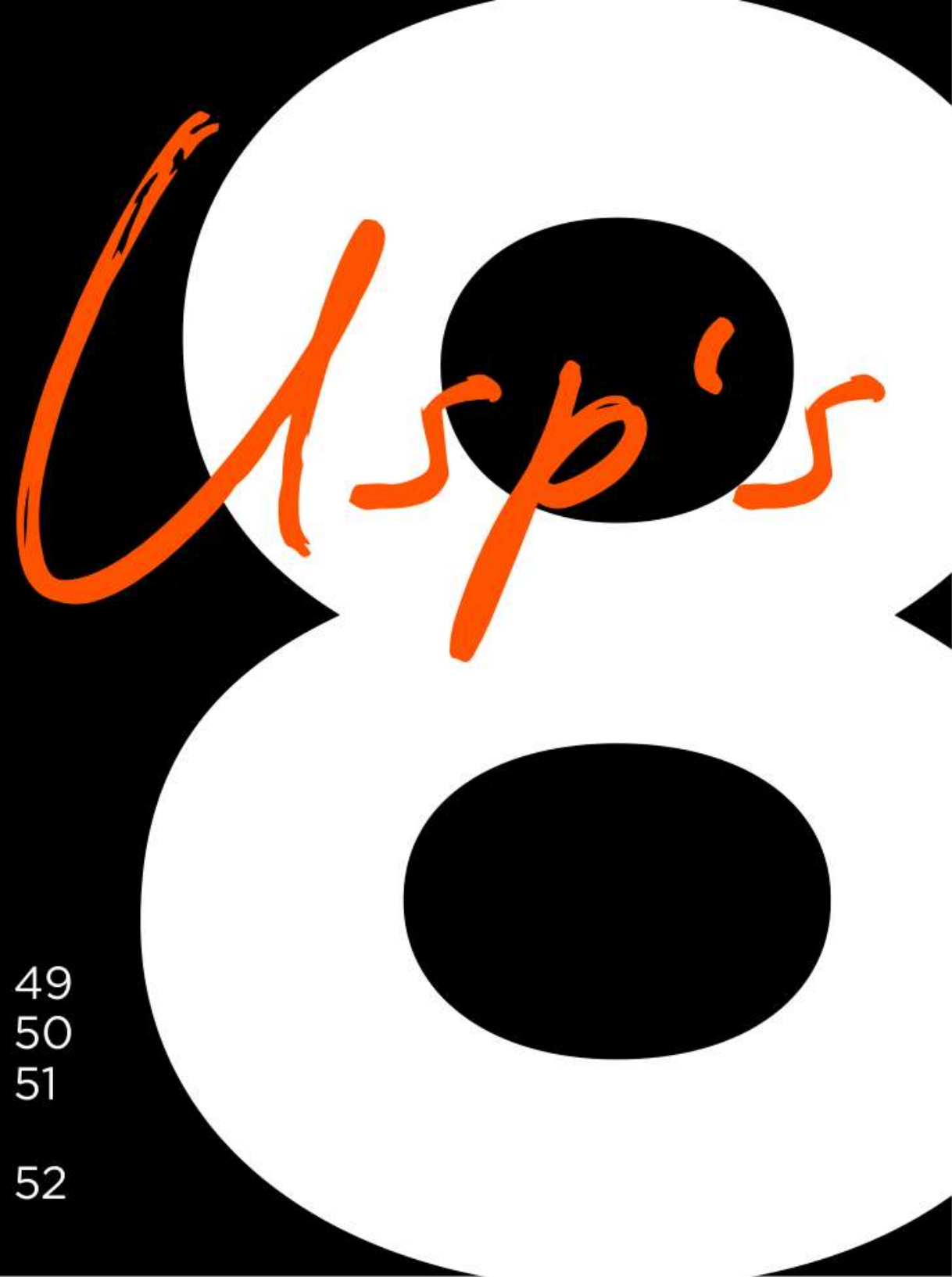
PHOTOGRAPHY



Imagery

PHOTOGRAPHY





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Usp's INTRODUCTION

A well-crafted USP can help you communicate your brand's advantage in a clear and persuasive manner and differentiate your company from the rest of your competitors.

DL.MD is a nutritional brand with a lifestyle aspect whose USP's differentiate it from every other nutritional supplement.

LIQUID INNOVATION

In the old days, we were concentrating on what happens if there is a **LACK** of a vitamin, these days, there is so much misinformation and the fact that anybody can peddle their own supplements, that we have a new age of “snake oil”, where we are actually consuming **TOO MUCH**. And just like too little vitamins is not advisable, neither is too much. We have to consider the modern diet, the vitamin and mineral content of the food, fruits and vegetables we consume nowadays, our sleep patterns, stress levels and overall air and home pollutants. Devising a multivitamin should take all of these considerations into account and allow you to self-dose independently, based on: extra stress in your life, not eating as well, or eating very healthy.

I have therefore devised a liquid multivitamin that allows you to self-dose. One teaspoon a day is what you need every day if you are eating a healthy and varied diet and aren't under extra stress. Those days, or weeks, when your food isn't what it should have been, or you feel under stress or under the weather, you can increase your daily requirement to 2 tsp (1 tsp in the morning, and one at night). Why? Some water-soluble vitamins only stay in your system for 4 hours, so when you need that little bit extra, you should space out your dosage, so your cells always have access to vital and essential nutrients to carry out their reactions effectively.

Let's aim for optimal health.

SUSTAINABLE PACKAGING

Vitamins are sensitive ingredients, and tend to disintegrate quickly. Miron glass keeps them protected, potent and fresh for months of use.

Miron glass has outstanding proof of being able to preserve substances contained within for long periods of time. Normal tap water, for instance, has been kept fresh in dark violet glasses for over 3 years without any problems and without any preservatives or other techniques being used.

Liquids stored in Miron glass stay fresher for longer and the glass also preserves the dynamic energy of what is stored inside.

The MIRON violet glass offers:

- protection in the visible spectrum from blue to red;
- quality protection for long term storage;
- preservation of bio-energy;
- 100% recyclable.

Usp's GIVE BACK

Your support of our business gives life-saving vitamin supplements to children in need. We believe business can be a force for good. We believe that good nutrition, especially in childhood, delivers important lasting gains.

Each year, more than 2 million children under 5 years of age die due to malnutrition. We believe in helping to give a healthy start to vulnerable children. DL.MD helps support nutritional programs and vitamin supplementation for those in need. Through your support of DL.MD we donate to Helen Keller International's Vitamin A Supplementation program.

Vitamin A deficiency is the leading cause of preventable blindness in children and is a prominent factor in childhood deaths in sub-Saharan Africa and South Asia. Prevention of these tragic and disabling outcomes is a longstanding pillar of Helen Keller's work across 12 African countries.



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+ Digital Face

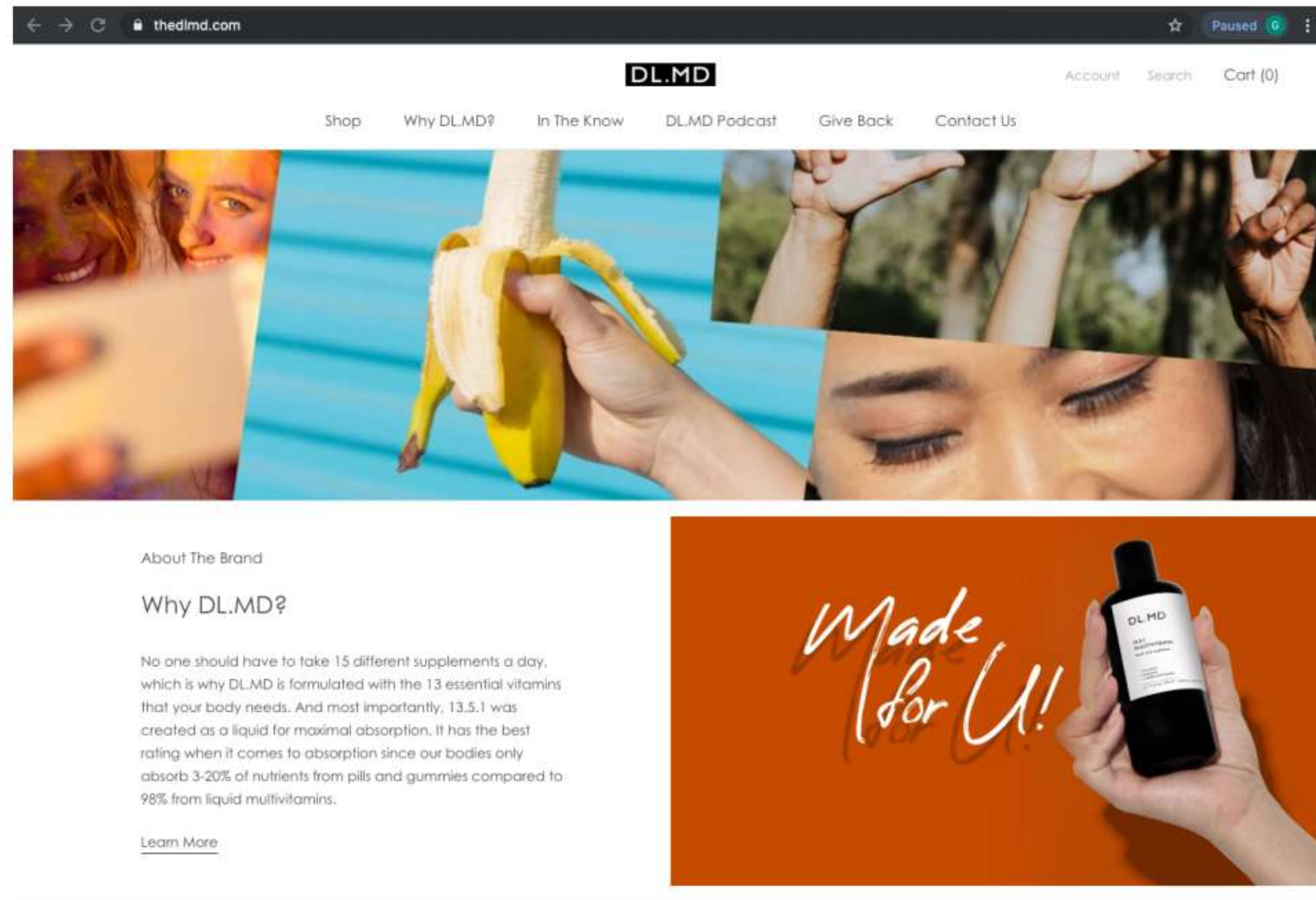
INTRODUCTION

Choosing the right images for your digital introduction to the potential consumer base is very important.

Capturing dynamic images showcasing the brands most unique selling points while also communicating the brands identity and is key for DL.MD.

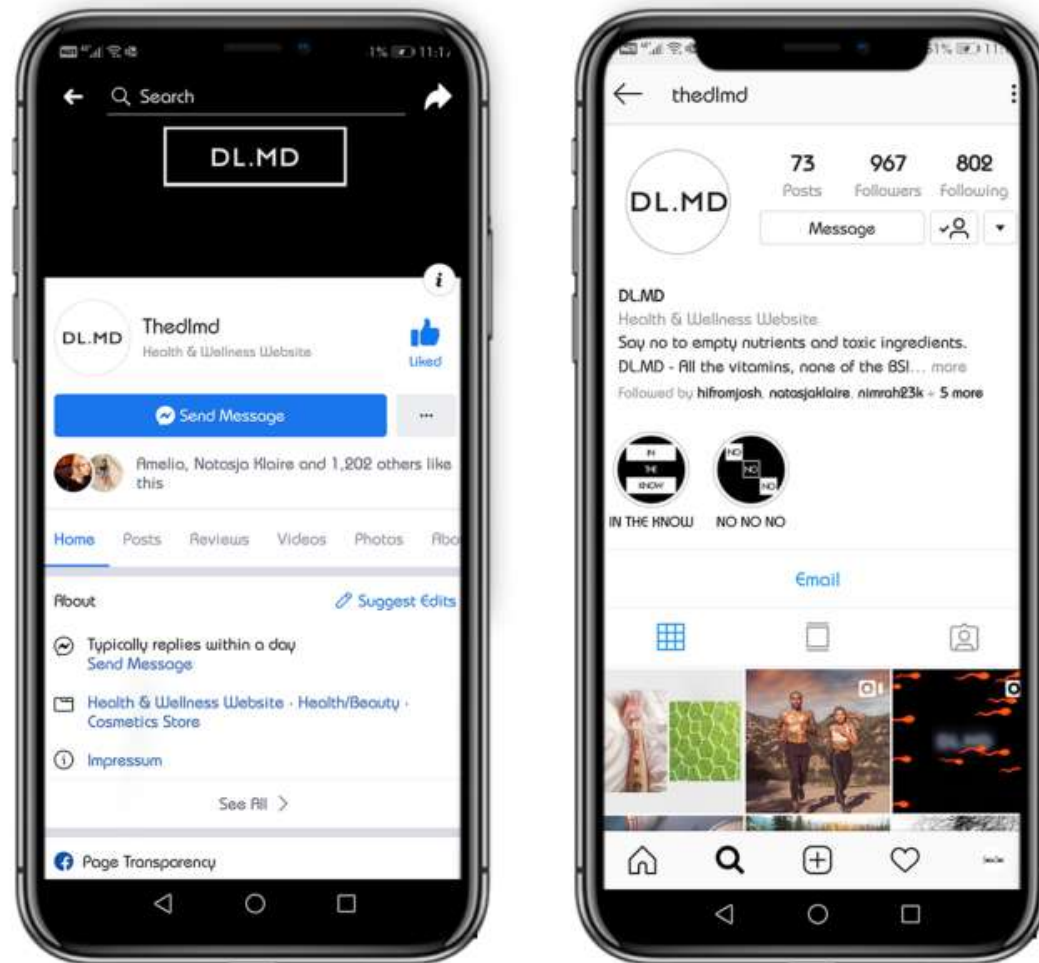
+ Digital Face

WEBSITE



SOCIAL MEDIA

FACEBOOK | INSTAGRAM



USA

PO BOX
Deleware
Tel

Web – www.thedlmd.com

Email – info@thedlmd.com

Instagram – @TheDLMD

Facebook – @TheDLMD

Twitter – @TheDLMD

YouTube – @TheDLMD

LinkedIn – @TheDLMD

Podcast (Itunes, Spotify, SoundCloud):
DL.MD On Air