



# Corporate Identity Usage Guidelines

**At Jan Marini Skin Research, Inc., we strongly believe in the value of our brand. It is one of our most valuable assets.**

Proper usage of our visual assets is critical to protecting our brand and preserving its integrity. Our corporate identity enables customers, employees, and business partners to recognize Jan Marini Skin Research as a strong, cohesive leader in the beauty industry.

These identity guidelines are an essential component to ensure design consistency across our line of products and programs, and preserve the integrity of our brand. The goals of our identity system can only be achieved through the active support of all of our communicators, including partners, writers, design contractors, advertisers and the media.

These applications and rules must be followed without exception.

Our logos and trademarks are readily available to facilitate marketing efforts of our vendors, creative agencies, partners and channel customers. It is the responsibility of all Jan Marini Skin Research communicators to enforce and promote our brand identity accurately. These guidelines have been created to aid you in that effort.



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# Corporate Identity Usage Guidelines



## 1. The Jan Marini Skin Research Name

Jan Marini Skin Research, Inc. is the correct name of our company. Correct usage of our name throughout our communications enhances audience identification and comprehension of the brand.

Always use our complete name the first time it appears in a document.

Following the first appearance of our company name, a shorter version may be used. The preferred shortened versions of the company name are Jan Marini Skin Research and Jan Marini.

Correct company name for the first usage in a document:

**Jan Marini Skin Research, Inc.**

Acceptable versions of the company name after first usage:

**Jan Marini Skin Research**

**Jan Marini**

Notes:

- **Do not** use all lower case letters
- **Do not** use part of the name to create name variations
- **Do not** create new names with parts of the Jan Marini name
- **Do not** combine the company name with parts of other words

# Corporate Identity Usage Guidelines



## 2. Corporate Colors

Color is a powerful visual tool. It provides a strong means of visual recognition and identity.

A specific color palette has been created for use in representing general Jan Marini corporate materials.


Proper application of these colors ensures a continuous “look and feel” that strengthens both the messaging of our communications as well as our overall corporate identity.

When printing the logo on a non-white background, white must be used as an extra color for the computer screen.

### Jan Marini Skin Research Logo

Please use the following color specifications for the Jan Marini Skin Research logo:




|   | PMS           | CMYK   |
|---|---------------|--|
|  | Process Black | Cyan 0<br>Magenta 0<br>Yellow 0<br>Black 100 |


### Featured Product Line Colors

Each Jan Marini Skin Research product line has a color scheme that is particular to that line. Following are specifications for featured colors in each line.


#### Age Intervention Line

|   | PMS      | CMYK   |
|---|----------|--|
|  | PMS 294C | Cyan 100<br>Magenta 58<br>Yellow 0<br>Black 21 |

#### Antioxidant Line


|   | PMS      | CMYK  |
|---|----------|---|
|  | PMS 876C | Cyan 30<br>Magenta 50<br>Yellow 85<br>Black 0 |

#### Bioglycolic Line


|   | PMS           | CMYK   |
|---|---------------|--|
|  | Process Black | Cyan 0<br>Magenta 0<br>Yellow 0<br>Black 100 |

## Featured Product Line Colors *Continued*


### C-ESTA Line

|   | PMS           | CMYK   |
|---|---------------|--|
|  | Process Black | Cyan 0<br>Magenta 0<br>Yellow 0<br>Black 100 |


### Factor-A Line

|   | PMS       | CMYK   |
|---|-----------|--|
|  | PMS 1225C | Cyan 0<br>Magenta 17<br>Yellow 62<br>Black 0 |


### Marini Line

|   | PMS      | CMYK   |
|---|----------|--|
|  | PMS 8781 | Cyan 82<br>Magenta 75<br>Yellow 38<br>Black 25 |


### Therapeutic Line

|   | PMS           | CMYK   |
|---|---------------|--|
|  | Process Black | Cyan 0<br>Magenta 0<br>Yellow 0<br>Black 100 |

### Transformation Line


|   | PMS       | CMYK   |
|---|-----------|--|
|  | PMS 8960C | Cyan 35<br>Magenta 54<br>Yellow 95<br>Black 18 |

### Teen Clean

|   | PMS      | CMYK  |
|---|----------|---|
|  | PMS 382C | Cyan 29<br>Magenta 0<br>Yellow 100<br>Black 0 |

## Featured Product Line Colors *Continued*

### Clinical/Professional Line

|   | PMS           | CMYK   |
|---|---------------|--|
|  | Process Black | Cyan 0<br>Magenta 0<br>Yellow 0<br>Black 100 |

# Corporate Identity Usage Guidelines



## 3. The Jan Marini Skin Research Logo

The Jan Marini Skin Research logo is the most visible and recognizable symbol of our brand. It should appear on every piece of communication from or representing Jan Marini Skin Research – from internal memo to the web site and all other communications platforms.

The corporate logo should always be placed in an unobstructed area on a clean, clear, solid background that provides maximum clarity and visibility.

Generally, the logo should be positioned on the right-hand side of the field in which it is being printed or relative to other graphical elements.

The following logo format should be used for all applications:



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## 3.1 Corporate Logo Sizing

The size of the Jan Marini Skin Research logo, when used in communications and signage, depends on many variables such as environment, emphasis, audience, etc.

Always consider the logo as an integral part of the design, rather than as an element to be added after the design is complete. If there is a question, make the logo larger rather than smaller.

With visibility and clarity as objectives in the use of the corporate logo, a minimum acceptable size has been established to ensure readability.

When appearing in conjunction with other company brands in an equal relationship, the Jan Marini Skin Research corporate logo should be at least the same size and in an equally prominent position in the layout.

The **minimum size** for the Jan Marini Skin Research logo is 1.0 inches wide:



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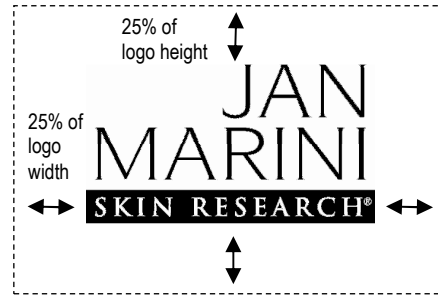


## 3.2 Corporate Logo Clear Space Requirements

Always give the Jan Marini Skin Research logo sufficient clear space to garner “presence” on the page. A proper amount of clear space ensures that the logo will not be crowded by other elements and can be identified immediately.

Illustrations, photography or type should not enter the clear space area around the logo.

Mandatory clear space around the corporate logo:



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## 3.3 Corporate Tagline

The Jan Marini Skin Research corporate tagline varies. Examples:

Jan Marini Skin Research...  
Because Everyone Wants  
Beautiful Skin

*or*

Remarkable Products...  
Amazing Results

A tagline is often used with the company logo. It should always be used in the approximate proportion to the company logo as shown on the right.

The JMSR corporate typeface is Helvetica. Tagline copy should be set in initial caps. Ellipses should be used as shown.

The tagline is centered under the horizontal format logo in the proportions shown:



Jan Marini Skin Research...  
Because Everyone Wants Beautiful Skin

The tagline may also be centered under the horizontal format logo on one line in the proportions shown:



Jan Marini Skin Research... Because Everyone Wants Beautiful Skin

# Corporate Identity Usage Guidelines



## 4. Unacceptable Uses of the Corporate Logo

These graphic standards have been created to protect our brand and our trademarks. They help define both authorized and unauthorized uses of the corporate logo.

Graphic treatments such as outlines, blurs and speed lines dilute the Jan Marini Skin Research brand and lessen the value of our logo as a recognizable visual identity.

When you use the logo in a layout, do not alter the proportions, colors or angles. Such deviations weaken our brand and negatively impact our identity.



Do not enclose the logo in a box or in any other shape.



Do not alter or substitute any colors of the corporate logo.



Do not add or replace the graphical elements with other graphics.



Do not use typefaces other than the approved standard for the logotype.



Do not alter the proportions of the logotype or graphics in any way.



Do not transpose the logotype and the graphics in any way.



Do not place the logo on a busy background or any solid background that does not provide strong contrast with the logo colors.

## 5. Typography

Typography is a key component of the Jan Marini Skin Research identity that creates a recognizable look in our written communications. It is extremely important to use our typography consistently.

Our corporate typeface, Helvetica, has been chosen for both distinctiveness and legibility.

When working with any communications agency, always specify this typeface to be used in materials being produced.

For taglines, body copy, and other applications, use:

**Helvetica**

For ad headings, trade show graphics, signage, and other applications, use:

**Helvetica or Helvetica Bold**

## 6. Trademark and Copyright Usage

Every Jan Marini Skin Research employee, partner and third party that creates communications of any kind plays an important role in protecting our trademarks.

Always refer to the adjacent list for current trademarks.

Here are general rules:

- Always add the proper trademark symbol the first time it appears in text.
- Never use trademarks as nouns, in the plural or possessive.
- Always spell and capitalize trademarked names correctly. Never modify a trademarked name in any way.
- Always acknowledge third-party trademarks at the end of credit lines.

Always add a legal notice (also known as “mouse type” or “credit lines”) somewhere in your document. Here are some examples of legal notices:

### Copyright Notice

The following copyright notice must appear on all material.

© 2008 Jan Marini Skin Research, Inc. All rights reserved.

### Trademarks

A trademark notice must appear when Jan Marini Skin Research trademarks are mentioned in material to be copied or distributed. For space reasons, it is acceptable to list only the Jan Marini Skin Research products that were mentioned. Example of a trademark notice on a document mentioning only C-ESTAMINS and Age Intervention products are registered trademarks of Jan Marini Skin Research, Inc.

The copyright notice and full Jan Marini Skin Research trademark notice must appear on the copyright page of lengthy material being produced in mass quantities. Example of a full Jan Marini Skin Research trademark notice:

© 2008 Jan Marini Skin Research, Inc. All rights reserved. Jan Marini Skin Research, the Jan Marini Skin Research logo, Age Intervention, C-ESTA, C-ESTAMINS, SKIN IS MY LIFE [etc.] are trademarks or registered trademarks of Jan Marini Skin Research, Inc.

Some Jan Marini Skin Research products are also protected by U.S. patents, foreign patents, or pending applications.

## 6.1 Trademark and Copyright Usage

Our trademarked names can only be protected as long as we follow the trademark guidelines. Failure to follow trademark guidelines could result in loss of trademark protection for our product and service names, allowing others to adopt or misuse them.

Trademarks and the guidelines for their use are subject to change. These guidelines address general trademark issues and list current trademarked product names.

Consult the Marketing Department at Jan Marini Skin Research for the most current guidelines.

Each registered trademark should be properly superscripted with the appropriate registration (®) when it appears in subject material at the first point of reference.

### Registered Trademarks

Age Intervention®  
Better Skin Through Science And Technology®  
Bioclean®  
Bioclear®  
Bioglycolic®  
C-ESTA®  
C-ESTAMINS®  
C THE DIFFERENCE®  
DAE Complex®  
Factor-A®  
Factor-A Plus®  
Jan Marini®  
Jan Marini Skin Research®  
Need A Lift?®

Each claimed rights trademark should be properly superscripted with the appropriate registration (TM) when it appears in subject material at the first point of reference.

### Claimed Trademark Rights

C-ESSENCE™  
Laserzyme™  
Micro Mask™  
Skinporium™  
Lash Explosion™  
Marini Lash™  
Marini Hair™  
Marini Mascara™  
Masses of Lashes™  
Miracle Lash™  
SKIN IS MY LIFE™