



ZO[®] SKIN HEALTH

2021 VISUAL BRANDING GUIDELINES



INTRODUCTION

At ZO® Skin Health, we strive to be the No.1 physician-dispensed, luxury medical skincare company in the world. To achieve our brand’s mission, the ZO® Skin Health image must align with our corporate goals + values.

These Brand Guidelines convey mandatory standards for integrating ZO® Skin Health branding into all communications from the brand including, but not limited to, marketing and education materials, to improve and unify overall messaging for our audiences. These standards demonstrate the correct usage of the core visual elements that define our brand’s identity and are designed to help the ZO® Skin Health brand maintain a consistent “voice.”

These Brand Guidelines may be updated or expanded upon in order to adapt to an evolving environment and to continue to align with the company’s strategy.



ELEVATE YOUR SKINCARE
WITH THE POWER OF SCIENCE™

TAGLINE

Our tagline captures the essence of our brand while perpetuating our mission and vision.

ESSENTIAL CHARACTERISTICS

- Highlights our technologically advanced formulations
- Captures the brand essence and positioning
- Unique
- Easy to say and remember
- Positive connotations
- Evokes an emotional response
- Perpetuates the brand’s goals

LOGOTYPE

The ZO® logotype family consists of three elements—ZO® Signature Symbol, the ZO® Skin Health, and the ZO Skin Health, Inc.

The brands are closely related, yet very distinct in usage and purpose. Understanding the differences between the brands is key to achieving consistency across our communications and marketing efforts.

The ZO® Signature Symbol is a legal brand identity. The symbol can only be used in isolation and cannot be combined with the ZO® Skin Health product brand logo.

The ZO® Skin Health is a master logo. This logo is reserved for all elements of the ZO® brand.

The ZO Skin Health, Inc. corporate logo is a legal brand identity. This logo reserved exclusively for corporate communications, and should not be used on any other type of communication.

The registration mark and the Inc should never be used together - the registration mark is part of the master logo and the Inc is the corporate logo.

Icon should never be used with typed logo.



ZO® SIGNATURE
SYMBOL

ZO® SKIN HEALTH

MASTER
LOGO

ZO SKIN HEALTH INC

CORPORATE
LOGO

ZO® SIGNATURE SYMBOL

Our ZO® Signature Symbol captures the essence of the ZO® brand, imparting a better understanding and appreciation of who we are and the image we want to convey.

The ZO® brand did not want to start from scratch; therefore, it sought a symbol that acknowledges the company's founder Dr. Zein Obagi, his passion, and the new thinking of skin health science.

The uppercase Z tracing a path from the foreground and stretching into the distance, draws the viewers' eyes across the logo and evokes the image of a road leading toward opportunity. The road metaphor also suggests the journey of exploring the unlimited opportunities of science.

The sweeping Z connotes a sense of motion, making the logo more dynamic and suggesting progress, innovation and a promising future.

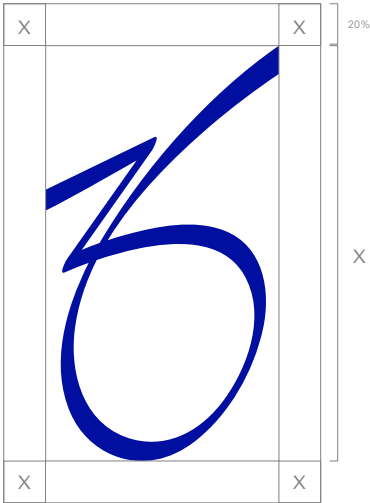
The ZO® Signature Symbol SHOULD NEVER BE USED with any other brand or company's logo, as a pattern or in any other way than specified in this guide.





ZO® SIGNATURE SYMBOL
CLEAR SPACE

A clear area around the logotype ensures that it always has maximum visibility. No other visual elements should appear within the logotype’s clear space area, indicated by a dotted line around the logotype. As illustrated, the clear space is calculated with the 20% of the X-height of the ZO® Signature Symbol.



ZO® SIGNATURE SYMBOL
MINIMUM SIZE

Used in isolation or cropped as a graphic element, the ZO® Signature Symbol should never be used smaller than its minimum height of 0.625 inches.



ZO® SKIN HEALTH

ZO® MASTER LOGO

The ZO® Skin Health Logo should be used properly in any and all materials referencing the ZO® Skin Health brand and/or product lines.

PRODUCT CATEGORIES

STEP 1: GETTING SKIN READY®

STEP 2: PREVENT + CORRECT

BRIGHTENING

ANTI-AGING

REDNESS

ACNE

STEP 3: PROTECT

SUPPLEMENTARY:

EYE

HYDRATION + CALMING

BODY

ZO® SKIN HEALTH

ZO® MASTER LOGO CLEAR SPACE

A clear area around the ZO® Skin Health logo ensures that it always has maximum visibility. No other visual elements should appear within the logo’s clear space area, indicated by a dotted line around the logo. A minimum of 0.125 inches of clear space is required, but 0.25 inches is recommended.



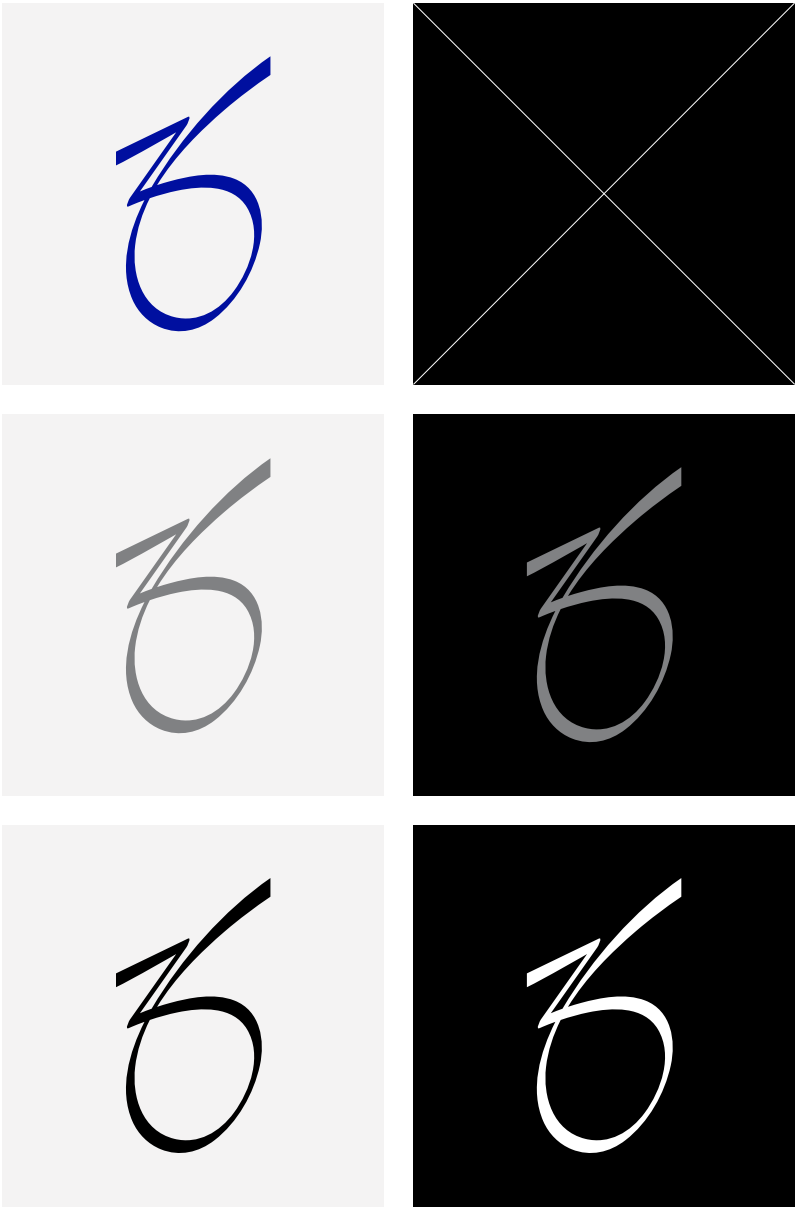
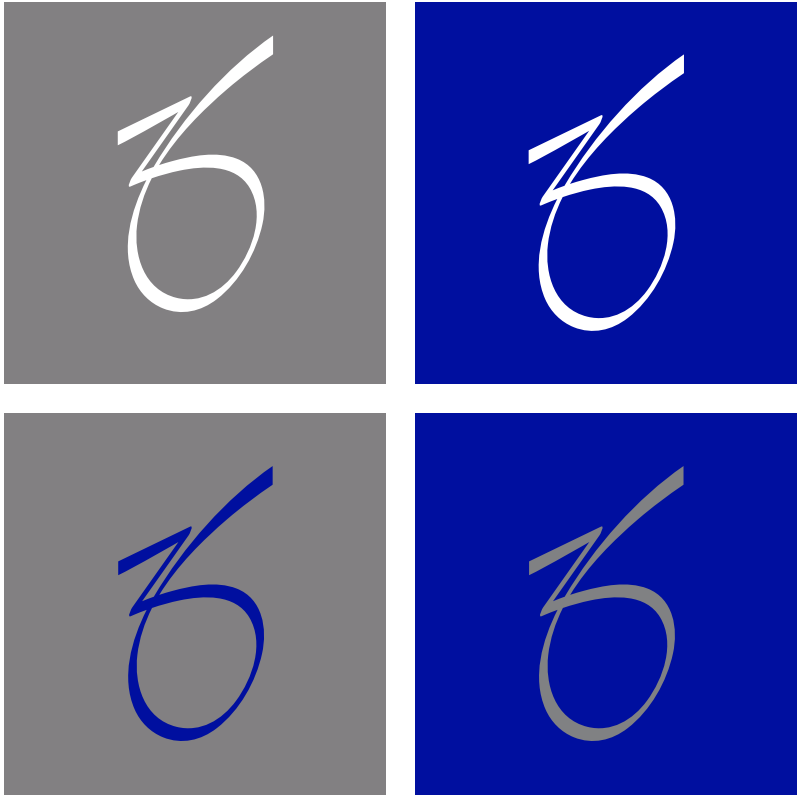
ZO® MASTER LOGO MINIMUM SIZE

The minimum size is based on the width and font size of the ZO® Skin Health master logo. To ensure that we maintain legibility of the logo, it is imperative that it is never smaller than the minimum height of 0.4 inches as indicated below. If you need a smaller version, please contact the Marketing Department.



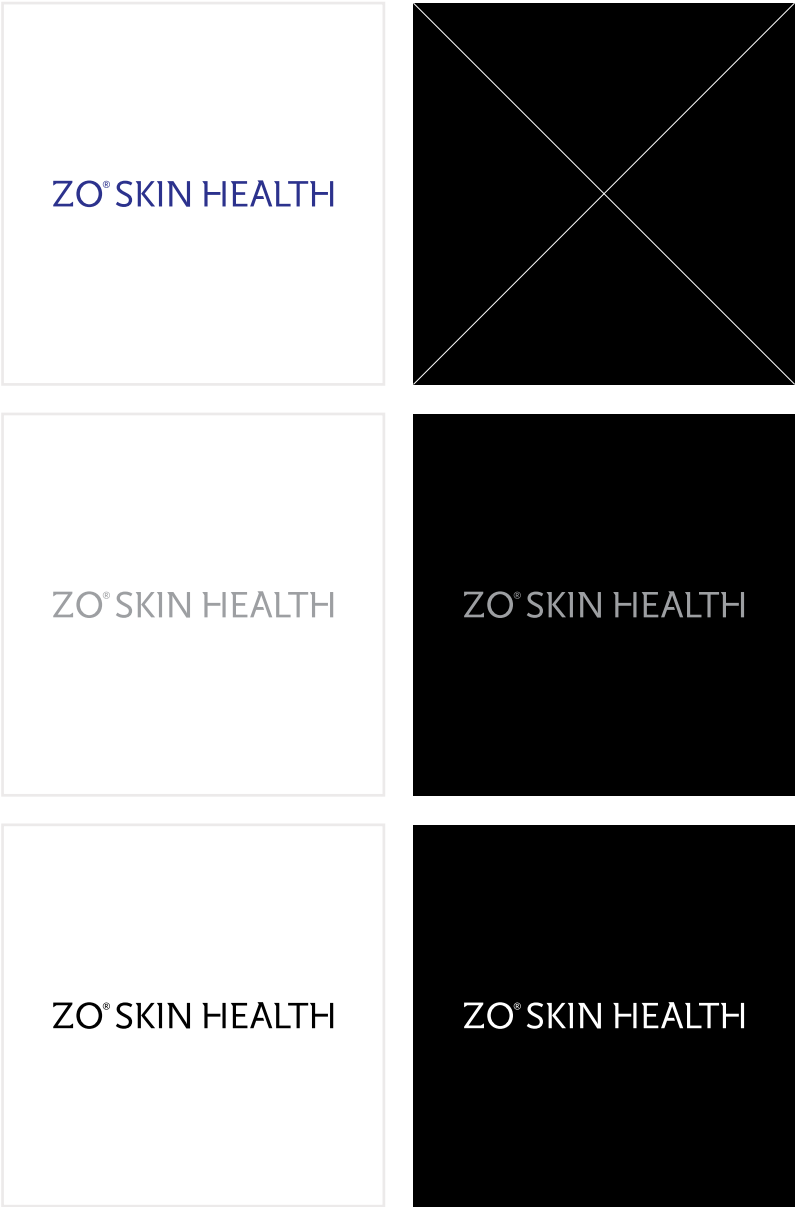
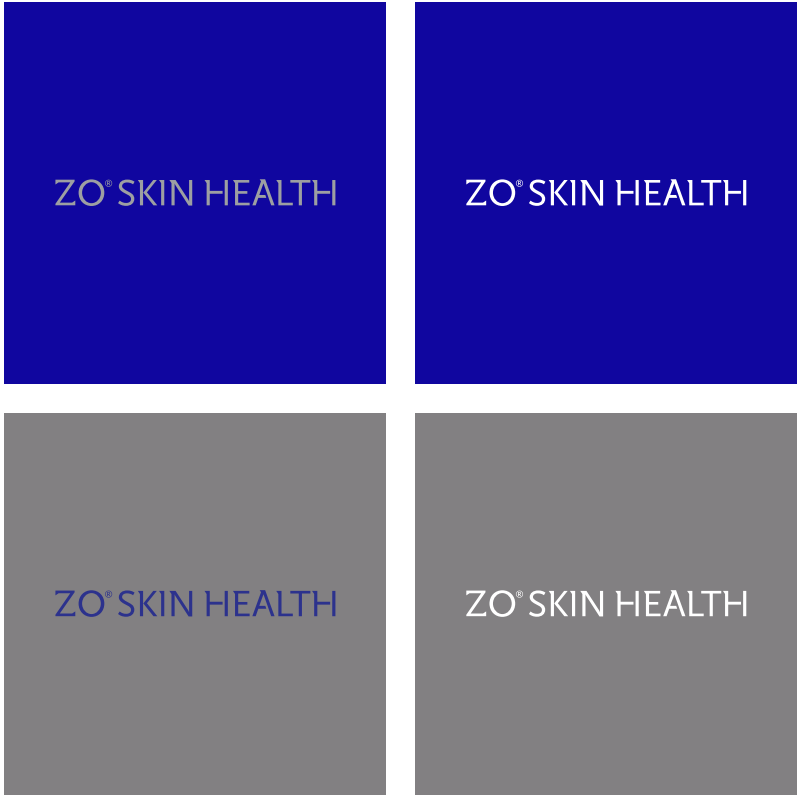
LOGOTYPE VERSIONS

The ZO® Logotype come in two colors: ZO® Signature Blue and ZO® Signature Silver. The identities can be reversed out in white on dark-colored backgrounds. Always accurately match colors, as poorly matched colors will weaken the impact and the effectiveness of our identity.



LOGOTYPE VERSIONS

Use a ZO® Signature Silver logo on a ZO® Signature Blue background.
If ZO® Signature Silver is unavailable, reverse the logo to white.
Use a ZO® Signature Blue logo on a ZO® Signature Silver background.
If ZO® Signature Blue is unavailable, reverse the logo to white.



LOGOTYPE TREATMENT

The logotype should NEVER be manipulated from the original form. The following examples provide an overview of some of the most common issues to watch for.

The following restrictions apply to the ZO® Signature Symbol, ZO® Skin Health Product Brands Logo, and ZO Skin Health Inc. Corporate Logo. Make sure to always use the ZO® identities according to the usage rules outlined in this guide.

DON'T ALTER COLORATION



ZO® SKIN HEALTH

DON'T ALTER ARRANGEMENT



ZO® SKIN HEALTH®

DON'T REMOVE ELEMENTS



ZO® SKIN HEALTH

DON'T MIX B&W AND COLOR



ZO® SKIN HEALTH

DON'T ATTEMPT TO RECREATE THE LOGO



ZO
SKIN HEALTH

DON'T CHANGETHE LOGO'S ORIENTATION



ZO® SKIN HEALTH

DON'T CROP THE LOGO



ZO® SKIN HEALTH

DON'T ADD SPECIAL EFFECTS



ZO® SKIN HEALTH

DON'T STRETCH THE LOGO TO DISTORT PROPORTIONS



ZO® SKIN HEALTH

DON'T DISPLAY THE LOGO AS AN OUTLINE



ZO® SKIN HEALTH

DON'T USE THE LOGO ON TOP OF BUSY PHOTOGRAPHY



ZO® SKIN HEALTH

DON'T ALTER ARRANGEMENT OF FONTS

»



DON'T USE NUMBERS IN DIFFERENT FONTS

»



DON'T USE IMAGES IN OUTLINED FONTS

»



DON'T USE DIFFERENT FONTS FOR QUOTES

»



DON'T USE ICON AND LOGO TOGETHER

»



TYPOGRAPHY TYPE TREATMENT

The logotype should NEVER be manipulated from the original form. The following examples provide an overview of some of the most common issues to watch for.

The following restrictions apply to the ZO® Signature Symbol, ZO® Skin Health Product Brands Logo, and ZO Skin Health Inc. Corporate Logo. Make sure to always use the ZO® identities according to the usage rules outlined in this guide.



LOGO APPLICATION IN PRINT COLLATERAL

LOGO APPLICATION IN DIGITAL MARKETING

ZO® SKIN HEALTH

FREE
SHIPPING

on orders of \$175+

SHOP NOW



ZO® SKIN HEALTH

FREE
SHIPPING

for NEW customers

SHOP NOW





LOGO APPLICATION IN PRODUCT PACKAGING



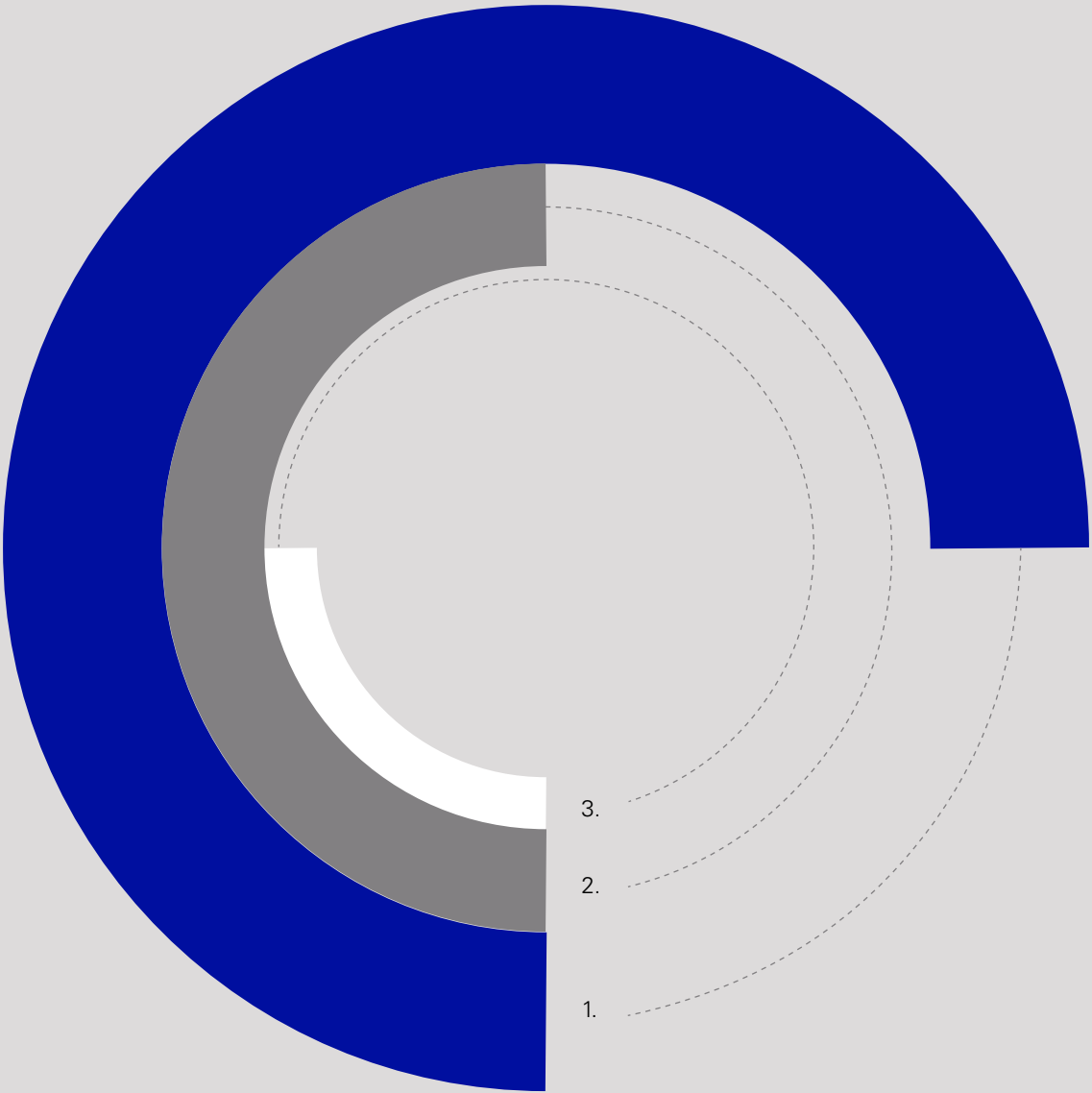
VISUAL LANGUAGE

It takes more than a logo to create a brand. It takes words, images, colors, and typography to establish a consistent voice and appeal. This section provides you with the tools you need to express and communicate our brand visually.

PRIMARY COLOR PALETTE

The primary colors of the ZO® brand are ZO® Signature Blue, ZO® Signature Silver and White. 45% tint of Black could be used then ZO® Signature Silver is not available.

1.	2.	2.
ZO® SIGNATURE BLUE	ZO® SIGNATURE SILVER	WHITE
PMS 072C	PMS 8400C	PMS N/A
C100 M95 Y0 K8	C52 M43 Y42 K7	C0 M0 Y0 K0
R0 G24 B168	R127 G128 B130	R255 G255 B255
#0A0F9E	#7E8081	#FFFFFF



ZO® COLORS APPLICATIONS

The following examples demonstrate the appropriate use of available backgrounds. The visual elements of the backgrounds are specifically configured, with each element placed, sized, and rendered in precise relationship to the others. It creates a unique visual character and it is recommended not to modify the original artwork.

Remember, contrast between background and logotype must be sufficient and not compromise legibility. Always accurately match colors, as poorly matched colors will weaken the impact and effectiveness of our identity, as well as the message that we wish to convey.

This page showcases the ZO® Signature Backgrounds available in vertical and horizontal formats. These options are ideally suited for general purpose advertisement in print and web environments.

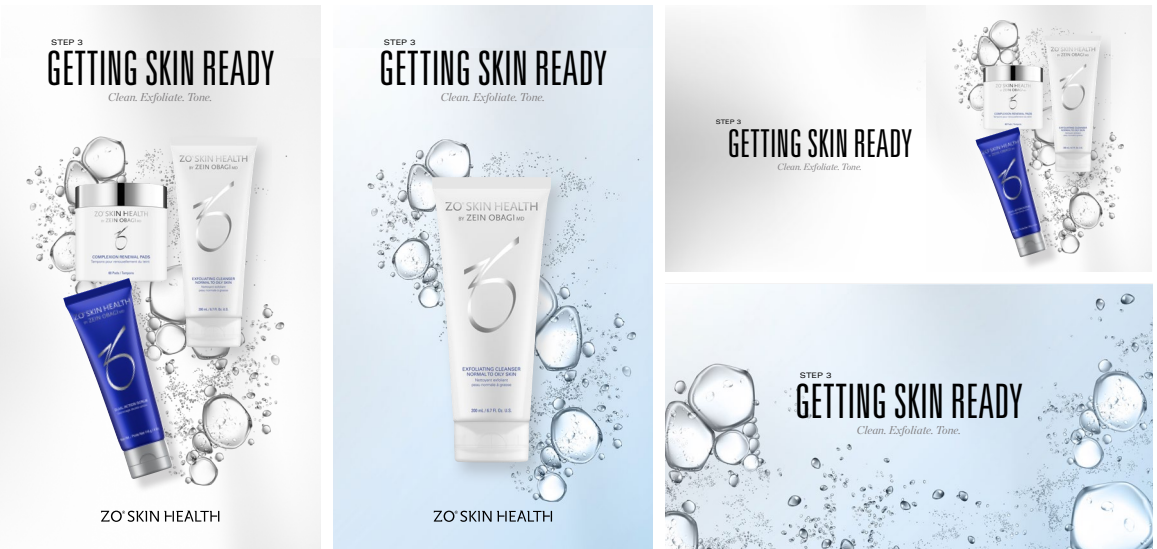




This background option is reserved exclusively for the Getting Skin Ready® Product Line Category.
The Getting Skin Ready® background is available in following specifications:

RESOLUTIONS: HIGH / LOW
FORMAT: VERTICAL / HORIZONTAL
COLOR: WHITE / PMS 292C

It is recommended not to modify the original artwork.



Application Examples



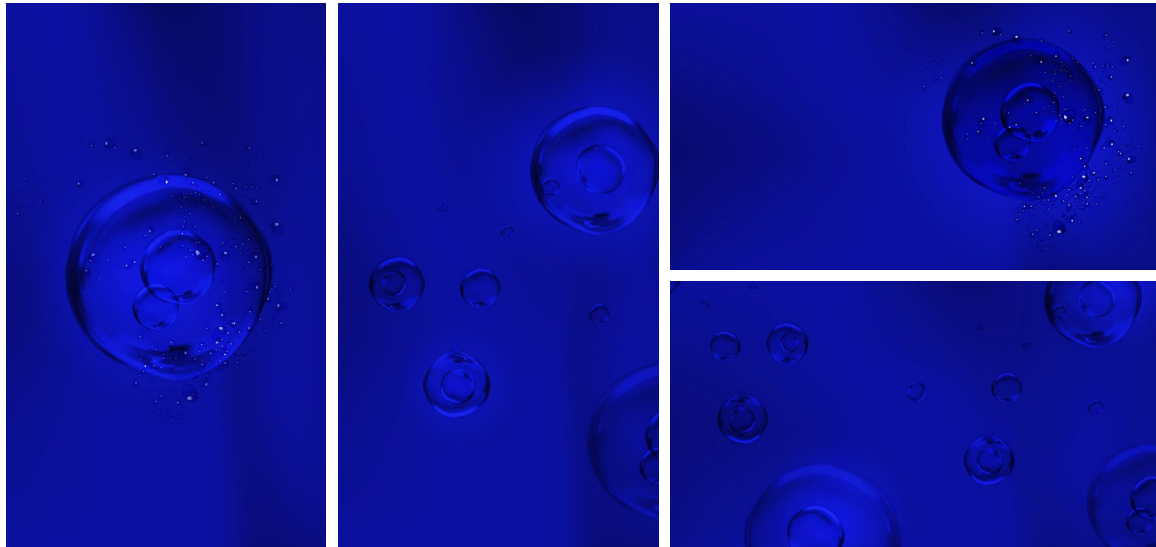
This background option is reserved exclusively for the Prevent + Correct Product Line Category.
The Prevent + Correct background is available in following specifications:

RESOLUTIONS: HIGH / LOW
FORMAT: VERTICAL / HORIZONTAL
COLOR: ZO® SIGNATURE SILVER (PMS 8400C)

It is recommended not to modify the original artwork.



Application Examples



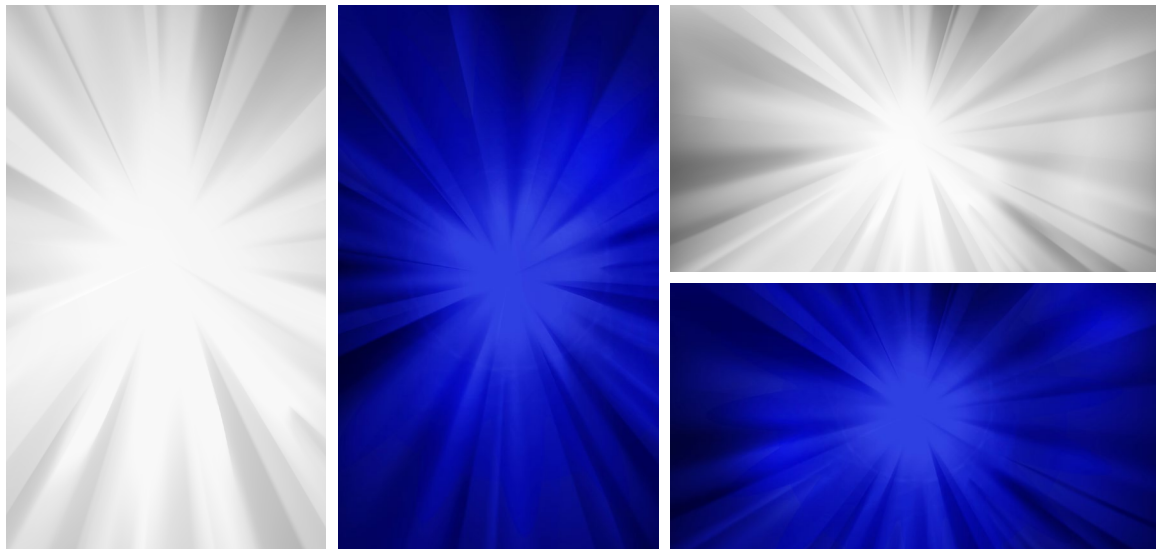
This background option reserved exclusively for the Prevent + Correct Product Line Category.
The Prevent + Correct background available in following specification:

RESOLUTIONS: HIGH / LOW
FORMAT: VERTICAL / HORIZONTAL
COLOR: WHITE / PMS 292C

It is recommended not to modify the original artwork.

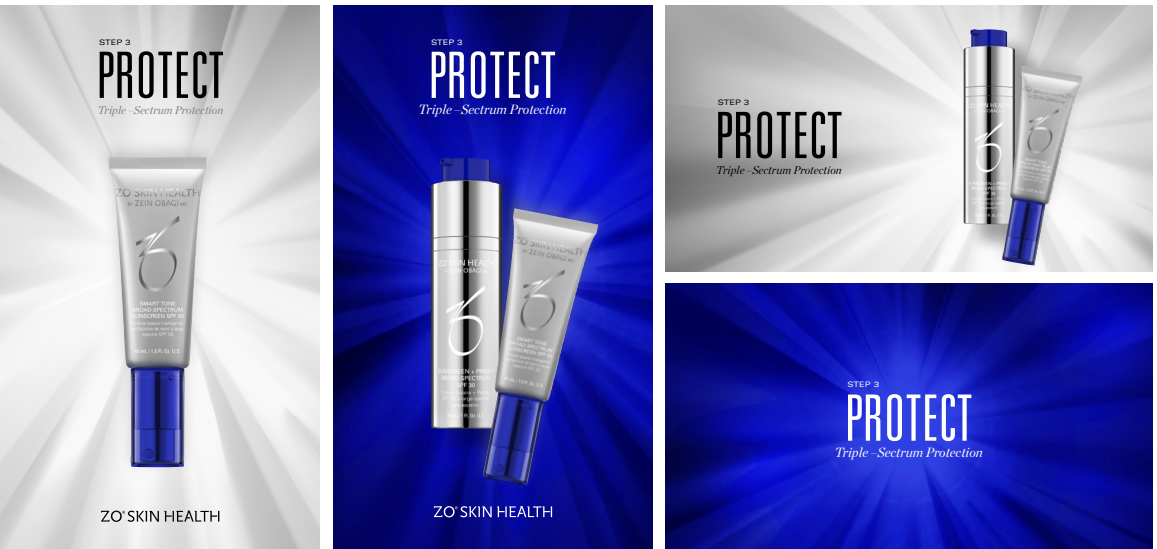


Application Examples

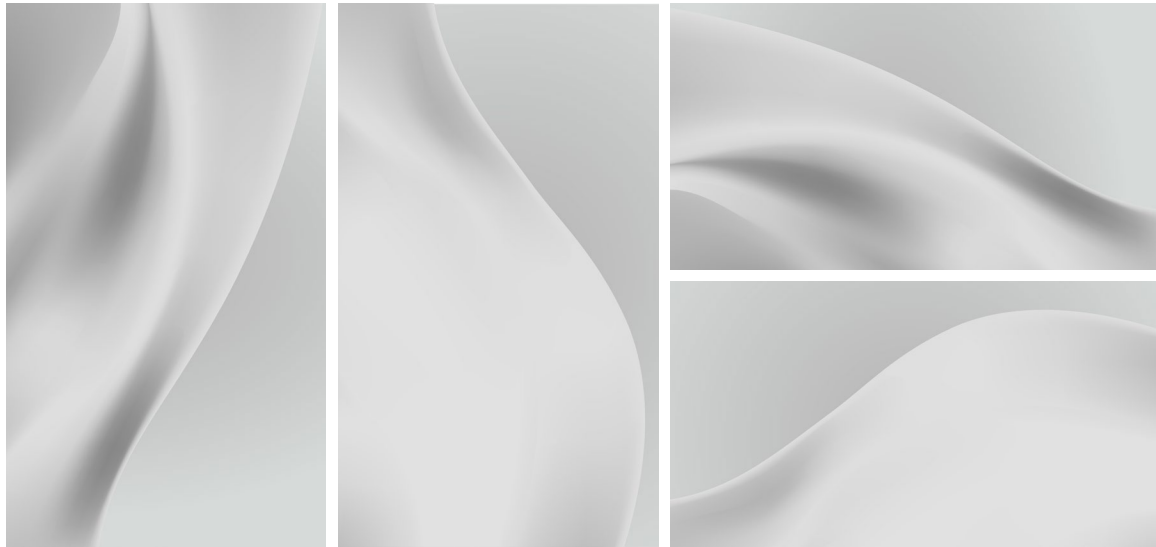


This background option is reserved exclusively for the Protect Product Line Category.
The Protect background is available in the following specifications:

RESOLUTIONS: HIGH / LOW
FORMAT: VERTICAL / HORIZONTAL
COLOR: ZO® SIGNATURE BLUE (PMS 072C) & ZO® SIGNATURE SILVER (PMS 8400C)
It is recommended not to modify the original artwork.



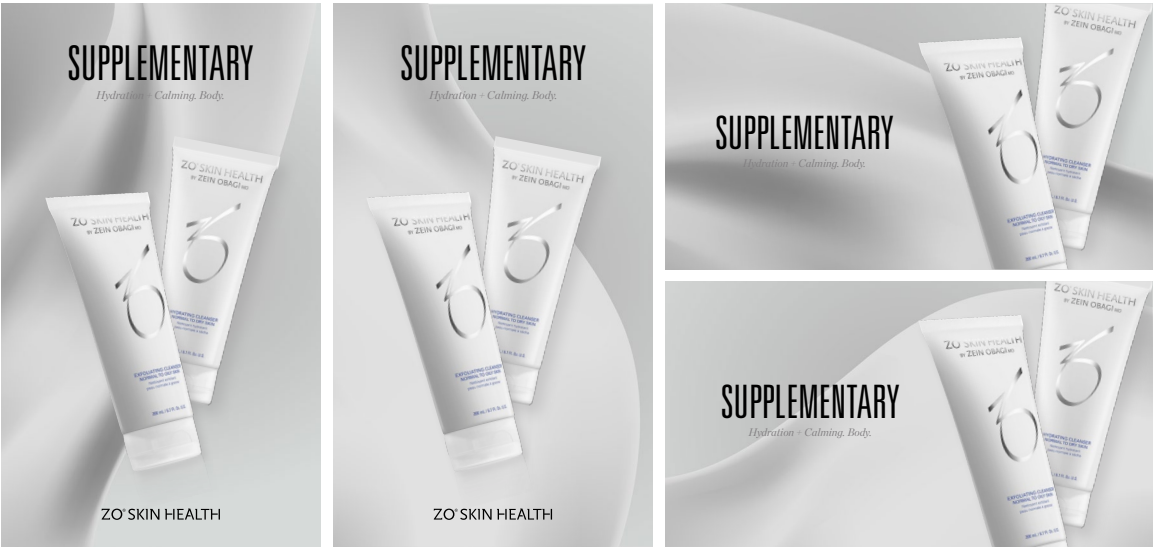
Application Examples



This background option is reserved exclusively for the Supplementary Product Line Category.
The Supplementary background is available in following specifications:

RESOLUTIONS: HIGH / LOW
FORMAT: VERTICAL / HORIZONTAL
COLOR: WHITE / PMS 292C

It is recommended not to modify the original artwork.



Application Examples

PRIMARY TYPEFACE

TYPE FAMILY

UNIVERS LT

The Univers LT Std is ZO® primary and default typeface. The utilitarian and versatile Univers LT Std includes variations of typefaces from Roman to Extra Black character sets. This variety allows for a significant amount of flexibility and make this a legible font suitable for almost any typographic need. The following pages demonstrate the appropriate use of the Univers LT Std typefaces.

Entire Typeface

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " # \$ % & ' () * + , - . / : ; < = > ? [\] ^ _ ` { | } ~ ¢ £ ¤ ¥ ¦ § ¨ © ª « ¬

PRIMARY TYPEFACE

TYPOGRAPHY + HIERARCHY

HEADLINE TITLE

Univers LT Std - 49 Light Ultra Condensed - Capital Letters
53 pt Type / 45 Leading / Tracking 0

SUBHEAD TITLE

Univers LT Std - 53 Bold - Capital Letters
9 pt Type / 13 pt Leading / Tracking 0

The Univers LT Std 53 Extended is a font used in all print and web collateral with a small amount of text, such as subhead or product names.

Extended blocks of text, or body copy, are written with the intention of being read. When used for continuous text, both aesthetic and functional criteria come into play. Legibility becomes the key consideration. Reading is a dynamic process in which all letter forms must integrate unobtrusively into the flow of the words.

The Univers LT Std 45 Light is ZO® default typeface for all print deliverables with an extensive amount of body copy.

Univers LT Std - 45 Light
9 pt type / 13 Leading / Tracking 0

SUBHEAD TYPEFACE

TYPE FAMILY

Chronicle Display Italic

Chronicle Display Italic is the ZO® secondary subhead typeface. The following pages demonstrate the appropriate use of the Chronicle Display Italic typeface.

Entire Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Figures

01234567890

Special Characters

!“#\$%&‘()*+,-./:;£¥¦§¨©ª«¬®¯°±²³´µ¶·¸¹º»¼½¾¿ÀÁÂÃÄÅ Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã

“My mission is to create skin that is
healthy, youthful and vibrant, fulfilling
my definition of skin health.”

ZEIN OBAGI, MD

CHRONICLE DISPLAY EXTRA LIGHT ITALIC 18 PT / ALIGN CENTERED
UNIVERS LT STD 53 EXTENDED 8 PT / ALIGN CENTERED

ELEVATE YOUR SKINCARE

WITH THE POWER OF SCIENCE™

UNIVERSE LT STD ULTRA CONDENSED 63PT / ALIGN CENTERED
UNIVERSE LT STD 53 EXT 15PT / ALIGN CENTERED

ELEVATE YOUR SKINCARE

WITH THE POWER OF SCIENCE™



ZO® SKIN HEALTH

10%
SULFUR

UNIVERS LT STD 39 THIN ULTRA CONDENSED
/ ALIGN CENTERED

96%
EXPECTED
GROWTH IN
ASIA

UNIVERS LT STD 39 THIN ULTRA CONDENSED / ALIGN CENTERED
UNIVERS LT STD 53 EXTENDED / ALIGN CENTERED

STEP 2

PREVENT + CORRECT

Anti-Aging. Brightening. Redness. Acne.

UNIVERS LT STD 53 EXT 10PT / ALIGN LEFT
49 LIGHT ULTRA CONDENSED 63 PT / ALIGN CENTERED
CHRONICLE DISPLAY ITALIC 15PT / ALIGN CENTERED



PLUS SIGN: 47 LIGHT CONDENSED 63 PT /
ALIGN WITH THE CROSSBARS

STEP 2

PREVENT + CORRECT

Anti-Aging. Brightening. Redness. Acne.



IMAGE TREATMENT

It is vital for the image treatment in all channels to align to support the strength of the ZO® brand identity and messaging. By altering images it dilutes and warps the brand.

Any questions regarding image treatment should be directed to The Marketing Department.

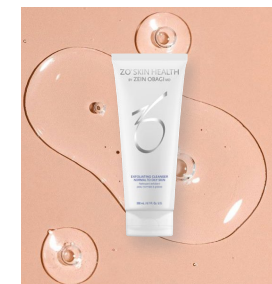
DON'T USE FLOWERS

»



DON'T USE FORMULA IN DIFFERENT COLORS

»



DON'T USE ILLUSTRATIONS OR STOCK IMAGES

»



DON'T CHANGE BRAND COLOR FIELD

»



DON'T MIX COLOR FIELDS AND PRODUCTS

»



PHOTOGRAPHY CREATIVE TREATMENT

Getting Skin Ready® is about water, pale gray blue colorations

Prevent + Correct utilizes ZO® Blue, Silver and White

Protect is about the play of light, chrome and silver tones

Supplementary plays with neutrals and pale grays

GETTING SKIN READY®



Shadows, Light and usage of Props Examples

PREVENT + CORRECT



Shadows, Light, Color and usage of Props Examples

PROTECT



Shadows, Light, Color and usage of Props Examples

LIFESTYLE PRODUCTS



Products shown in a lifestyle location, i.e. bathroom setting, vanity setting

Models using products in realistic lifestyle settings

Use of ingredients associated with products

Use of swatching with products

ZO® SKIN HEALTH

FOR FURTHER
INFORMATION PLEASE
CONTACT

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