



W E B U I L D C H A M P I O N S ®

THE ADVOCARE STANDARD



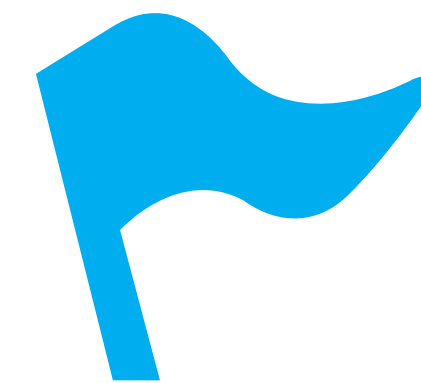
SCIENCE

AdvoCare relies on the latest scientific knowledge to create safe and effective products. The AdvoCare Science Team includes professionals dedicated to product research and development.



INGREDIENTS

Based on proven and effective science and nutrition, AdvoCare product ingredients are specifically chosen for quality and purity from reputable suppliers



EXCELLENCE

With a proven track record, AdvoCare has implemented processes to ensure that the services, materials and ingredients provided to AdvoCare meet all Federal requirements.

ADVOCARE PRIMARY LOGO

Tag should sit at the top of the trim or containing shape.



Maintain at least the same space from the swoosh logo to the edge of tag from any object or edge of page

LOGOS & WORDMARKS

ADVOCARE SWOOSH



ADVOCARE WORDMARK



ADVOCARE WORDMARK FILL

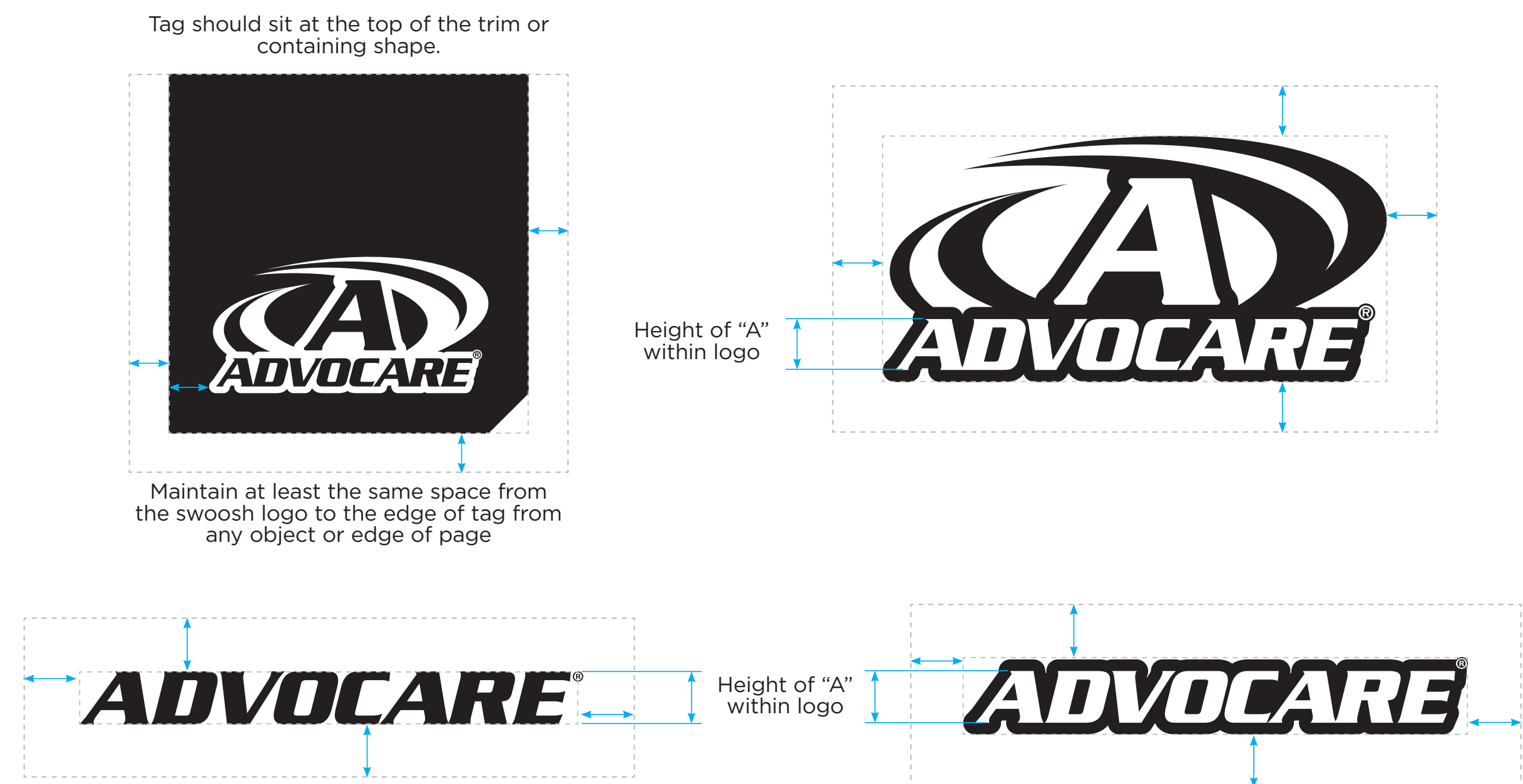


LOGOS & WORDMARKS

The AdvoCare® Primary Logo and Wordmarks always need to be legibly and accurately reproduced. Below are minimum spacing guidelines and minimum sizing guidelines.

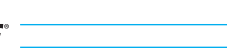
Area of Encroachment: In order to maintain consistency and legibility of the logo across all applications, the area indicated below with blue arrows, should be kept clear of all other graphics and type elements.

This area is determined by using the height of AdvoCare from the logo as a guide.



Minimum Height 11/16" (0.6875")

ADVOCARE



Minimum Height 1/8" (0.125")



Minimum Height 1/4" (0.25")

LIGHTER &
BRIGHTER

PRIMARY



PURE CYAN - HEX# 54c8e8



PANTONE 305 - HEX# 54c8e8



PANTONE 3255 - HEX# 47c0bb



PANTONE 803 - HEX# fde700



PANTONE 7549 - HEX# fdb714



PANTONE 191 - HEX# ef456d



PANTONE 807 - HEX# ce4b9b

SECONDARY

TYPOGRAPHY

Gotham is the typeface used for all AdvoCare® brand communications (online and for print). All Gotham font styles may be used.

Commonly used styles include:

Gotham - Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Gotham Condensed - Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Gotham - Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Gotham Condensed - Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Gotham - Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Gotham Condensed - Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Gotham - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Gotham Condensed - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Gotham - Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Gotham Condensed - Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

TYPOGRAPHY

Proxima Nova is the typeface used for all AdvoCare® brand communications on **advocare.com**. All Proxima Nova font styles may be used.

Commonly used styles include:

Proxima Nova - Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Proxima Nova Extra Condensed - Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Proxima Nova - Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Proxima Nova Extra Condensed - Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Proxima Nova - Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Proxima Nova Extra Condensed - Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Proxima Nova - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Proxima Nova Extra Condensed - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Proxima Nova - Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Proxima Nova Extra Condensed - Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

TYPOGRAPHY

Display fonts can be used when brand fonts will not fit the design.

Commonly used styles include:

Bee Three - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

Bee Four - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

CANADIAN LOGOS & WORDMARKS

ADVOCARE SWOOSH



ADVOCARE WORDMARK



ADVOCARE MAPLE LEAF

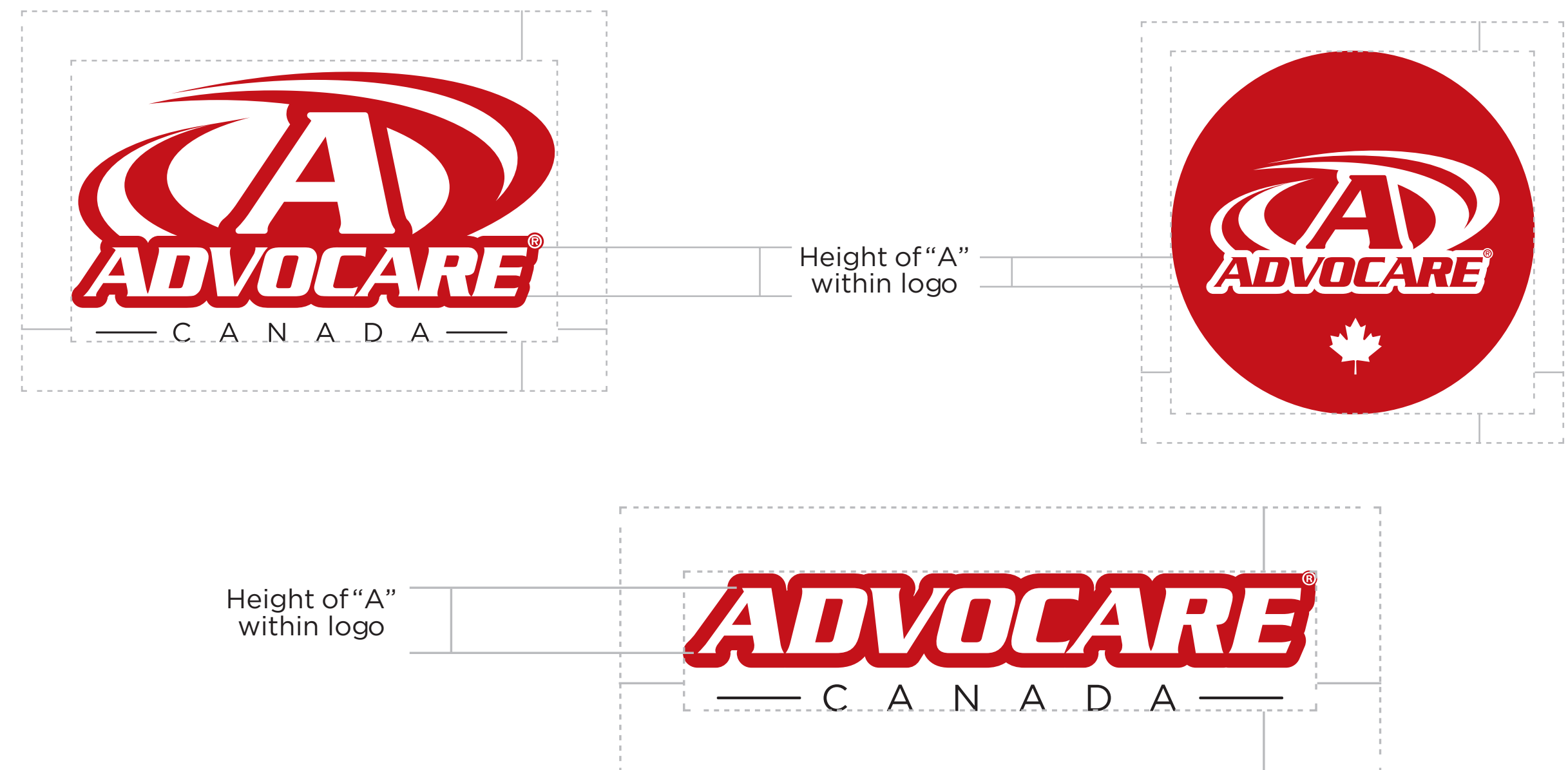


CANADIAN LOGOS & WORDMARKS

The AdvoCare® Canada Logo and AdvoCare Canada Maple Leaf Logo always need to be legibly and accurately reproduced. Below are minimum spacing guidelines and minimum sizing guidelines.

Area of Encroachment: In order to maintain consistency and legibility of the logo across all applications, the area indicated below with blue arrows, should be kept clear of all other graphics and type elements.

This area is determined by using the height of AdvoCare from the logo as a guide.



CANADIAN COLORS

In addition to the AdvoCare® corporate color palette, AdvoCare Canada uses two colors: red and black.

Correct color for the medium: Whenever possible, use PANTONE colors for print materials. CMYK is an alternative option, primarily to be used in digital print. For all electronic applications please use RGB or websafe HEX colors.



PANTONE 2350 - HEX# af231c



Pure Black - HEX# 231f20



ADVOCARE
SPARK
ENERGY

NUTRITIONALLY
ADVANCED
ENERGY*



CAFFEINE
— FOR A —
**QUICK
BOOST***

B
VITAMINS
TO ENHANCE YOUR
BODY'S NATURAL
ABILITY TO
PRODUCE AND
SUSTAIN ITS
OWN ENERGY



10 FLAVORS

20 VITAMINS
MINERALS &
NUTRIENTS

15 CALORIES

FUEL +
FOCUS



ADVOCARE
SPARK
ENERGY

**SUGAR
FREE**

HELPS YOU
STAY FOCUSED AND ALERT

WE ALWAYS TALK ABOUT THE PRODUCT AND THEN THE FLAVOR.

WE SAY – SPARK® FRUIT PUNCH
WE DON'T SAY – FRUIT PUNCH SPARK®

THE BRAND IN USE



**FIND YOUR
SPARK®**

advocare.com/tryspark

ADVOCARE®

shown as prepared



**SUMMER OF
SPARK**

**SUMMER
JUST GOT
SWEETER**

Start your day with Sunrise Grapefruit Spark!
Sweetened with Stevia so you can skip the calorie count.

\$22⁹⁵
\$29.95 Regular Retail Price

ORDER NOW

Available while supplies last.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



**SUMMER OF
SPARK**

Your Summer of Spark® starts today!
Discover how to earn prizes all summer long and see
the full list of rules by clicking learn more below.

LEARN MORE

\$8
**SPARK®
SAMPLE PACK**

Share your love of Spark® with Spark® Sample Packs!
This summer, invite your friends to try
your favorite flavors.

New customers can get the Spark® Sample Pack
for only \$8 plus free shipping. This is the perfect way
to try Spark® for the very first time!
They'll be ready to become a preferred customer by
their second order!

Want to try the Spark Sample Pack, too?
We've saved one for you!

ORDER NOW



ADVOCARE SPARK
2020 OFFICIAL ENERGY DRINK

ENERGY. FUEL. FOCUS.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



ADVOCARE®

#SUMMEROFSPARK



LOOK BETTER. FEEL BETTER. PERFORM BETTER.

