SIMPLE BRAND GUIDELINES

Thanks for your interest in Akai. We have a few simple guidelines for using Akai’s brand resources.

Please take a moment to familiarize yourself with them. You can download individual assets here: https://www.akailife.com/downloads/Akai_Brand_Guidelines.zip
OUR PURPOSE: THE TOTAL HEALTH OF HUMANITY

We will share the Akai vision of health and well being with the world. Our focus is the total health of humanity. We want people to embrace not only others but encourage self-love and total happiness. We will create a place for people to learn, grow, share and communicate.

Our Identity and Voice - The Compassionate Expert

Akai will consistently provide passion, humility and a sense of caring for all humanity. We will be portrayed as the insightful yet humble experts in all aspects of the full spectrum hemp industry.

We will always be truthful, factual, clear and concise and never rely on complicated explanations or a corporate tone.

We will never state medical claims that are not 100% verifiable. Since there is still some mystery behind how aspects of the products work, we will focus on real results with real human beings.

We will communicate personally and conversationally, with education that is playful yet accurate and easily digestible. Our “nano bites” of information will also allow deeper exploration for those that want more technical answers.
WE ACHIEVE OUR IDENTITY BY

• Always being willing to share insights and health benefits anytime, anywhere.
• Always making diligence and accuracy a priority.
• Offering high performance solutions through vetted, knowledgeable reseller channels.
• Prioritizing the reseller expertise over profits for safe consumer experiences.
• Keep messaging honest without hype or overstatements.
• Always being accessible to the consumer.
• Maintaining friendliness and warmth in all we do.
• Individual people - individual results.
• Distilling complicated information into comprehensive story.
OUR MESSAGING WILL PROVIDE THE FOLLOWING THOUGHTS AND CONCEPTS

• Akai manufactures products through sustainable and earth-friendly methods.

• We maintain 100% control over all aspects of the product life cycle from plant to shelf.

• We assure plant growth, harvest, processing, formulation, distribution and reseller vetting provides consistency, high quality and safety.

• We maintain strict standards in our product formulations, thus guaranteeing precise cannabinoid content that is verified by third party lab testing.

• We use 100% non GMO hemp.

• Our priority is “health over profits” since we limit distribution to vetted resellers who provide quality education to customers.

• Your genetic fingerprint is unique therefore your experience with our products will be unique and personal as well.
• Our emphasis is on the individual and their unique experience with the products.
• We will provide education without confusion and will not overwhelm.
• We will utilize the personal touch in everything from social marketing to support and emails.
• We will work with influencers, experts and nutritionists to spread the word organically.
• Through reference studies, research and offsite links we will provide a library of information at the consumer’s fingertips.
• We will provide inspirational success and personal growth stories demonstrating the metamorphosis of the individual along their journey.
• Our telling of the company origins and stakeholder backgrounds informs and connects the public to us.
• We will emphasize methods for people to relate to others who may also have challenges.
• We will identify customer stories that not only show the benefits but also how the benefits are unique to everyone.
• We will create a feeling of community through our tone and philosophies possibly including a forum at the right time.
• We will always stay away from undocumented medical claims and focus on verifiable research and real world results with actual people.
• We will create “I am Akai” documentaries demonstrating personal growth.
• We will create holistic messages of farmers, scientists, company employees plus the public - all working together to reinforce the “I am Akai” message spoken by all.
• We will encourage people to take that first step to “feel the fear and do it anyway.”
• We won’t shy away from the term “CDB” even though it’s a little more risky.
OUR IDEAL CUSTOMER: CREATIVE, ADVENTUROUS

Our ideal customer is interested in creativity, art, great music, attends festivals, interested in self discovery and continuing education, environmentally and socially aware. They are yoga enthusiasts, fitness enthusiasts, interested in nutrition and healthy diets.

They are educated with a degree, (some with specialty degrees) between the ages of 30 and 60 with disposable income and have a new awareness for personal growth and health.

They are open to adventure and exploring. They drive an Outback or an SUV and enjoy road trips, the outdoors and camping.

Our ideal customer is open to new things, new challenges and they are drawn to the beauty of life. They donate to charities and have pets. They are always interested in the greater good for humanity.
OUR LOGO

It’s so much more than just how our name is written, the Akai logo is a statement about who we are and what we stand for.

It’s crucial in helping us stand out, boosts our brand recognition and is associated with trust by our supporters.

Our logo is available for download at: https://www.akailife.com/downloads/Akai_Brand_Guidelines.zip
PLEASE USE AKAI’S LOGO AS Follows
OUR LOGO COMES IN THREE VARIATIONS

Logotype And Tag
Use whenever possible

Logotype
Use with limited space

Icon
Use with limited space and visibility
As with our logo, consistent use of our corporate typefaces—Arca Major 3 and Raleway reinforces Akai’s brand identity.

Arca Major 3 is always used for the single most important message – the headline. Raleway is used is used for all other copy in print and online.

These fonts are available for download at: https://www.akailife.com/downloads/Akai_Brand_Guidelines.zip

Arca Majora III is a Sans Serif font designed by Alfredo Marco Pradil, a professional designer from Dubai, United Arab Emirates. Arca Majora 3 is derived from Arca Majora, an all-uppercase geometric sans-serif that is great for headlines, logotypes and posters. Sharp tips and bold stems—Arca Majora is perfect for high-impact communication. Arca Majora 3 includes lowercase characters making it a highly usable font.
Secondary typeface Raleway

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 Å 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 à å é ï ò œ ð & 1 2 3 4 5 6 7 8 9 0 ($ % , . , ! ?)

Raleway is an elegant sans-serif typeface, designed in a single thin weight. It is a display face that features both old style and lining numerals, standard and discretionary ligatures, a pretty complete set of diacritics, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than it’s neo-grotesque inspired default character set.

Online Typography

For web applications, please stick to the following sizes.

**Headline 1 is Arca Major 3 Bold at 40px.**

**Headline 2 is Arca Major 3 Bold at 26px.**

**Headline 3 is Arca Major 3 Bold Bold at 18px.**

Paragraphs are Raleway Regular at 16px.
BRAND COLORS

Akai’s identity is defined by it’s ‘Akai Blue’. So it’s important that it remains the dominant colour.

Blue is a color of trust, honesty and bliss. It is sincere, reserved and quiet, and doesn’t like to make a fuss or draw attention. From a color psychology perspective, blue is reliable and responsible.

This color exhibits an inner security and confidence. You can rely on it to take control and do the right thing in difficult times.

In the meaning of colors, blue relates to one-to-one communication, especially communication using the voice - speaking the truth through verbal self-expression - it is the teacher, the leader, the healer.

Blue is the helper, the rescuer, the friend. It’s success is defined by the quality and quantity of its relationships. It is a giver, not a taker. It likes to build strong trusting relationships and becomes deeply hurt if that trust is betrayed.

Blue is healthy and predictable, a safe and non-threatening color, and the most universally liked color of all. Blue is persistent and determined to succeed in whichever endeavors it pursues.
BRAND COLORS

Akai Blue is the primary identity color. The Akai logo should never appear in any color other than Akai Blue, Black, or White.

Akai Blue
7703C
Hex #00a3c0
CMYK 80 15 20 0
SECONDARY COLORS

Akai’s secondary colours allow us to create different tones within our work. These are Akai’s brand colors. Use the HEX codes, PMS color or CMYK values.

Akai Blue
Hex #00a3c0
CMYK 80 15 20 0

Akai Goldenrod
Hex #f0cb17
CMYK 7 17 100 0

Akai Turquoise
Hex #40ba8d
CMYK 70 0 60 0

Akai Coral Light
Hex #f9a978
CMYK 0 40 55 0
USING PHOTOGRAPHY AND ILLUSTRATION

Photography should be at the heart of all Akai communications. Photography is about reality. The Akai Photographic style is all about authenticity and people.

People should be featured whenever possible, after all what good is health without people.

The brief for any commissioned work should be in line with the way we apply photography. We should look for authenticity above all else, rather than tight, contrived and overly formal styles.

Of course there will be times when we need to introduce additional elements like illustration, these should only be used in instances when a photograph will not work such as with icons, technical instructions and product renderings.
PHOTOGRAPHIC STYLE

Akai prefers imagery shot with a shallow depth of field (Blurry background or foreground). This brings the focus of the photography on exactly what we want people to focus on. Healthy people and their lifestyle.
PACKAGING

The cornerstone of the Akai Brand is its Packaging. The trademarked silver bottles and transparent caps are what visually sets Akai apart from its imitators and competitors.

The silver bottles represent strength and the transparent caps purity.
SUSTAINABILITY

Aluminum is the most recyclable of all materials. Not only does it reflect Akai’s commitment to the environment, but because utilizing recycled aluminum is 92 percent more energy efficient than making new aluminum, the practice is both a smart business choice and a powerful environmental statement.

A 10 percent increase in aluminum end-of-life recycling rates decreases industry greenhouse gas emissions by 15 percent.
PARTNERS

Akai has numerous retail partner relationships that will require putting partner names on labels. The proper wording for this is: In partnership with [partner name].

UNDER NO CIRCUMSTANCES should a partner logo be used.
Here’s our friendly legal reminder that these graphics are proprietary and protected under intellectual property laws, so please use them correctly.

**Please don’t:**

Display these graphics in a way that implies a relationship, affiliation, or endorsement by Akai of your product, service, or business.

Use these graphics as part of your own product, business, or service’s name.

Alter these graphics in any way, or combine them with any other graphics, without written consent from Akai.