



TRANONT™
CHANGE LIFE

BRAND & STYLE GUIDE

OUR VISION

A world where people are more in charge of their finances, have better health options, and at the center, a group of remarkable individuals that have banded together to make it all happen!

OUR MISSION

Our goal is to change lives for over 1 billion people in the next 10 years. We want to help people to have a personal plan in place so that they can live healthier, earn more money, and be part of a family that takes care of one another and shares the vision of Health, Wealth and Community.



TRANONT[™]
CHANGE LIFE



ADVENTURE

The meaning of everything we do is about improving one's lifestyle. We want to help people on their journey to whatever they envision for themselves and their lives. This includes 3 focus areas of living: Health, Wealth and Community. With these three pillars, we offer a variety of resources to help engage each area and make it more efficient and better, one individual at a time!

OUR CLIENT

Is an Excellent Brand Ambassador

Catches Our Vision

Loves Our Prayer Flags

Wants a Jeep

Is Adventurous!

Identifies With Our Values and Beliefs

Has Integrity

Builds & Maintains Trust

Loves Our Products

Is Growing a Large Network

Is an Influencer

OUR BRAND

Global

Adventurous

People

Health

Wealth

Family

Clean

Simple

Teamwork

Leadership

& a Foundation for Positive Change

OUR LOGO

The Tranont Logo is found in two formats:

The Landscape version and the Stacked version. Each has its own unique characteristics.

Our primary logo is the Landscape version. It can be in color or reversed as shown here.

*Note: The dotted line is used only for this example and is not part of the logo.

The Primary logo (color version) is not to be altered in terms of color. The Blue, Black, and White areas are to be kept preserved in any situation. If another color is desired, the reversed logo can be used.



Ample space should surround the logo and is measured by the length of the first T in Tranont. Spacing should be equally distributed around the logo, which should be centered properly within the spacing. No other objects or text should intrude into this area.



COLORS

Vibrant

Our color palette consists of colors that speak clearly and communicate our purpose to help others achieve better lifestyle well. The Primary and Secondary Blues are calming and show depth of understanding for a connection with nature and life.

Living

Our Green is one of life and vitality. Our Red and Orange are energizing and embolden our sense of what it means to Change Life.

Balanced

The Tranont Purple is a symbol of a collective wisdom from our founders to our representatives. Our use of gray is also clear and brings a sense of warmth to our cooler colors.

PRIMARY

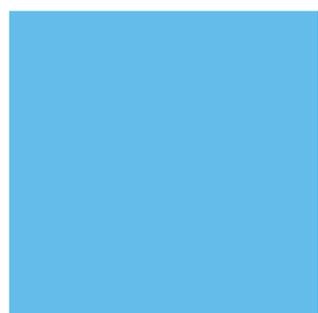


HEX #1d4cd6
RGB 29, 76, 214
CMYK 86, 73, 0, 0
PMS 2728 C



HEX #000000
RGB 0, 0, 0
CMYK 75, 68, 67, 90
PMS Black C

SECONDARY



HEX #52c1ff
RGB 82, 93, 255
CMYK 55, 9, 0, 0
PMS 2985 C

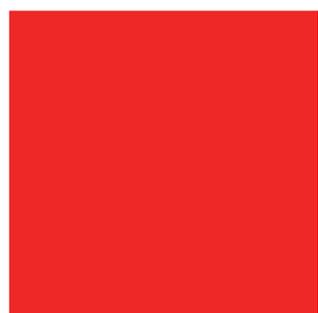


HEX #29c60e
RGB 41, 198, 14
CMYK 73, 0, 100, 0
PMS 802 C



HEX #ff9406
RGB 255, 148, 6
CMYK 0, 50, 100, 0
PMS 1495 C

TERTIARY



HEX #ff1a1a
RGB 255, 26, 26
CMYK 0, 97, 96, 0
PMS 1788 C



HEX #9138f9
RGB 145, 56, 249
CMYK 62, 72, 0, 0
PMS 7442 C



HEX #77777a
RGB 119, 119, 122
CMYK 55, 47, 44, 10
PMS Cool Gray 9 C

TYPOGRAPHY

Our typefaces are future-oriented and living but also modern and clean. We recommend to use the following typefaces for all items and products relating to the Tranont Brand & Marketing materials:

Montserrat - Our primary typeface. It is clean and indicates our look to the future for an improved lifestyle.

Avenir - A secondary Sans-serif typeface. It is also clean and elegant, giving a sense of modern design as it compliments our primary typeface.

Bembo - Our secondary Serif typeface. This helps to offset the San-serif styles of Montserrat and Avenir. It is perfect for web and print materials.

Enjoy the Ride - Our script font. It is easy to read and has a fun, adventurous style that allows us to keep in touch with our mission and brand.



Jeep Images - We want people to know about our Rankings and Promotions. Jeeps are part of the Tranont lifestyle for successful Associates. The above image has been used to help promote this idea and to capture the vision of what it means to be one of our top ranks.



Health Images - The typical health image has to do with a healthier lifestyle, and can be shown in a variety of ways. This is just one of the few things we want to endorse in our branding. Whether it's playing with one's kids or just having more enjoyment in life, these images portray a healthy life.



Convention Images - Can be used to help communicate what our Tranont family is really all about. We love to show our conventions and real-life images taken at the latest events to help promote both future attendance and capture memories along the way.



Wealth Images - These would indicate that work and trust pay off. We are building something wonderful, a way to help individuals have more control over their finances. This is at the heart of our business and should be promoted accordingly.

IMAGERY

Our imagery matches the rest of our brand. Because it is geared toward a better lifestyle for our Agents and Associates, we typically use images that agree with the ideas of better health, stable wealth, and the Tranont community.

Tranont is first and foremost a Multi-level Marketing company. As such, there are some strict guidelines set in place by the FCC that limit what we can use. This would include showing things like jet planes (the idea of owning such materials) and other intangible lifestyles that would indicate something contrary to what we actually offer.

There are also regulations on images for Jeeps and the Jeep logo that we must adhere to.

Images chosen for Tranont materials should be clean, modern, future-oriented, and should ultimately capture the vision of our company.

Shown are some examples of image types that can be used to help promote Tranont in either print or web materials.



ICONS

Our iconography matches the rest of our brand. Icons should be simple, clean, and should indicate a better lifestyle for our Agents and Associates. We typically use icons that agree with the ideas of better health, stable wealth, and the Tranont community.

Our icons should also be flexible enough to incorporate marketing solutions, sales & business processes, digital platforms, and other future-oriented mentalities.

This means that icons chosen for Tranont materials should be clean, modern, future-oriented, and should ultimately capture the vision of our company.

Whenever possible, icons should be (but aren't limited to) our Primary Blue. Items that require different colors are permitted, as long as they fit the aesthetic of an overall design.

Shown are some examples of icon types that can be used to help promote Tranont in either print or web materials.

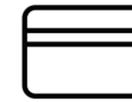


OUR ICONS ARE...

Simple



Clean



Future-oriented



Flexible



3 TRAITS

Informative

We are guides for better health, wealth and our Tranont community is a place of organized and clear communication.

From demonstrational videos to illustrative .pdfs and instructional convention talks, our voice is educational and hospitable towards our community and market audiences.

Enthusiastic

Our business is a progressive one. We look to be on the cutting-edge and our main goal is to help individuals become motivated and ambitious. The Tranont voice is one of excitement, innovation and is future-oriented. We are all about the “up-and-coming” and “personal best” of our team and individuals. This includes an upbeat energy that fills each part of our brand identity with powerful anticipation for the future!

Personal

One-on-one and exclusive, we want each member of our community to feel that they have access to our most intimate leadership. We “lead with love” and “focus on the one” to help ensure our audience knows that we’re speaking directly to them.

VOICE

Informative, Enthusiastic and Personal. Our voice consists of these three characteristics.

With these three points in mind, all of our marketing and communications should be oriented towards the focus of changing the world, one household at a time.



WEB SPACES

Tranont Web Spaces are vibrant, balanced and living! Everything we do is about helping people to Change Life.

The following are a few parameters to keep our web spaces consistent, including updates to Tranont.com, our Portal, our social media and our many other forms of web promotion.

First and foremost, it should be noted that no Associate or Agent should be posting the Tranont logo or brand in any of their social media feeds (with the exception of the authorized use of the Tranont Associate or Agent logos).

Second, when images or icons are used to represent Tranont, they should follow the current mode or campaign that is found on Tranont.com to ensure correct use of the current brand.

Last and certainly not least is the use of fonts. For printed materials, as well as web materials, the authorized fonts should be used as a guideline to ensure brand integrity is not lost. Our fonts for web spaces may include the additional use of Rock Salt and Work Sans in place of Enjoy the Ride and Avenire respectively.



WEBSITES

Fonts

Montserrat

Montserrat Alternates

ROCK SALT

Work Sans

IMAGES & LOGOS

These should be authorized images only and not to be substituted with unprofessional or personal photos.

While it is good to promote Tranont, we do not authorize our Associates or Agents to use either our logo or branding for their personal Social Media feeds without express written permission.