



WAKE UP SENSE

Living Beyond Your Pharmacy

STYLE GUIDE

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This style guide was created in March, 2021
in collaboration with Angel Investors Network

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1. LOGO:

The Wake Up Sense logo is a strong and powerful element of Wake Up Sense identity and has specific use guidelines that were created to maintain consistency across mediums.

WAKE UP SENSE Logotype



Minimum Size
The smallest the logo should be represented is 1" in height.

CLEAR SPACING:

It is important not to jam and leave equal spacing on each side and give it some room to breathe. The logo should not be represented smaller than 1" in width



UNACCEPTABLE USAGE:

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo and monogram by rotating, skewing or distorting in any way that includes adding unnecessary and unattractive text decorations like drop shadow and outlines.

Here are a few examples of some ways we should compromise.



a. Don't rotate the logo or monogram in odd ways.



b. Don't squash or stretch.



c. Don't resize any part.



d. Don't add drop shadows or other text styles.



f. Don't use off-brand colors.
Reference the color usage section

2. COLOR PALETTE:

Correct color usage is essential to portraying and maintaining Wake Up Sense across mediums. Since the colors are strong combining them in incorrect ways can throw off the image of Wake Up Sense.

#F17C21	C	M	Y	K
	2	63	100	0
	R	G	B	
	241	124	33	

#02538C	C	M	Y	K
	99	73	19	4
	R	G	B	
	2	83	140	



3. TYPOGRAPHY:

Typography is a powerful brand tool when used consistently. This set of typefaces best represents the bold and modern feel of the brand and should be used across all print and web applications.

LOGO
FONT
MONTSERRAT

AB

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

ab

abcdefghijklmno
pqrstuvwxyz

HEADING 72 Pt

Sub Heading 42 Pt

Buisness Card:

Single Side Design
Minimislitic



Social Headers:

Facebook



Twitter



LinkedIn



Labels:

Recommendation: 1 Capsule twice a day with meals.

Formulated by a leading orthomolecular doctor.

Wake Up Sense LLC guarantees this completely natural formulation is free from gluten, dairy, lactose, gmo or any dangerous synthetics. All naturally based and synergistic natural ingredients.

This dietary product has not been evaluated by the FDA. It is not intended to diagnose, treat or cure any diseases. Women who are pregnant, or may become pregnant should consult their doctor. Keep in a cool, dry location. Keep out of the reach of children.

Wake Up Sense LLC
PO Box 961, Ogden UT 84402

www.WakeUpSense.com

BP+Detox

All Natural Blood Pressure Normalizer and Liver Detoxification

DIETARY SUPPLEMENT

60 Capsules

4 : 1 Organic Milk Thistle-Cinnamon Bark Powder
All Natural Blood Pressure Normalizer and Liver Detoxification

Supplement Facts
Serving Size 1 Capsules
Servings Per Container: 60

	Amount per serv.	%DV
Cinnamon Bark	500mg	**
Milk Thistle 4:1 PE	125mg	**

Based on a 2,000 calorie diet. ** Daily value not established.

Other Ingredients: Gelatin, Water.

Allergy Warnings: Made in a facility that also processes milk, nuts and barks.

TM



Labels:


Recommendation: 1 Capsule twice a day with meals.

Formulated by a leading orthomolecular doctor.

Wake Up Sense LLC guarantees this completely natural formulation is free from gluten, dairy, lactose, gmo or any dangerous synthetics. All naturally based and synergistic natural ingredients.


This dietary product has not been evaluated by the FDA. It is not intended to diagnose, treat or cure any diseases. Women who are pregnant, or may become pregnant should consult their doctor. Keep in a cool, dry location. Keep out of the reach of children.

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WAKE UP SENSE
Living Beyond Your Pharmacy

DK - Ultra

All Natural Vitamin D Penetrates the Cell with Maximum Absorption

5000IU mix K2 in the form of Mk-7 180mcg

DIETARY SUPPLEMENT

60 Capsules

Vitamin D3 & K2
Intera- Cellular Absorption for Mental clarity and wellness


Supplement Facts
Serving Size 1 Capsules
Servings Per Container: 60

	Amount per serv.	%DV
Vitamin D3 (as Pantothenic Acid)	5,000IU	1,250%
Vitamin K2 (as Mk-7)	180mcg	225%

Based on a 2,000 calorie diet.

Other Ingredients: Gelatin, Magnesium Stearate, Water.

Allergy Warnings: Made in a facility that also processes milk, nuts and barks.





Labels:


Recommendation: 1 Capsule twice a day with meals.

Formulated by a leading orthomolecular doctor.

Wake Up Sense LLC guarantees this completely natural formulation is free from gluten, dairy, lactose, gmo or any dangerous synthetics. All naturally based and synergistic natural ingredients.


This dietary product has not been evaluated by the FDA. It is not intended to diagnose, treat or cure any diseases. Women who are pregnant, or may become pregnant should consult their doctor. Keep in a cool, dry location. Keep out of the reach of children.

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WAKE UP SENSE
Living Beyond Your Pharmacy

◀ **Revive** ▶

All Natural Mood Stabilizer and Metabolic Support
Synergistic Ingredient % for Maximum Absorption

DIETARY SUPPLEMENT
60 Capsules

5 HTP & Magnesium
Intra-cellular Absorption for Mental Clarity and Wellness


Supplement Facts
Serving Size 1 Capsules
Servings Per Container: 60

	Amount per Serving	%DV
Vitamin C (as Ascorbic Acid)	200mg	41.67%
Vitamin E (as d-Alpha-Tocopherol, Natural)	400IU	800%
Vitamin B1 (as Thiamine HCl)	50mg	2,500%
Vitamin B2 (as Riboflavin 5-Phosphate)	10mg	2,000%
Vitamin B3 (as Nicotinamide)	25 mg	125%
Vitamin B5 (as Panthoic Acid)	100mg	200%
Vitamin B6 (as Pyridoxine Hydrochloride)	10mg	2,000%
Vitamin B9 (as Methylcobalamin)	1000mcg	20%
Biotin	1000mcg	2,000%
Vitamin B12 (as Methylcobalamin)	2000mcg	80,000%
5-HTP	100mg	100%
Magnesium (as Citrate 20%)	100mg	20%
Zinc (as Chelated Zinc 20%)	10mg	66.67%

Based on a 2,000 calorie diet.

Other Ingredients: Omega 3 Fatty Acid Complex, St.Johns Wort (Aerial Parts) 5- HTP 40% Inositol, Choline Bitartrate, L-Theanine

Allergy Warnings: Made in a facility that also processes milk, nuts and barks.






Labels:

Suggested use
1 full pump dispenses about 13g of cream, providing 20mg of usp progesterone this container yields approximately 65 pumps apply to inner forearm and rub both arms to gather use 1x or 2x daily for external only.

For more information
Free ebook @www.wakeup-sense.com
Miracle of bio-identical hormones recommended to properly balance hormone levels.

Warning
Discontinue use if irritation or red skin develops and consult a physician application is intended for external cosmetic use consult a health care professional before using any product during pregnancy or if you have serious medical condition do not use with any other progesterone or progestins do not use around eye area do not use if tamper – evident seal is broken or missing.

California proposition 65 warning
This product contain progesterone a chemical known to the state of california to cause of cancer consult with your physician before using product



WAKE UP SENSE
Living Beyond Your Pharmacy

Natural Progesterone Cream



20mg Per Pump
No Phenoxyethanol Added
2% Progesterone Liposome Technology

Net Wt. 3.25 oz. (85g)

**BALANCING FOR MEN & WOMEN
OF ALL AGES BIO-IDENTICAL
PROGESTERONE CREAM**

Ingredients: Water (Aqua), Aloe Barbadensis Leaf Juice*, Glycerin SE, Glycerin, Stearic Acid (vegetable source), Cetearyl Alcohol, Caprylic/Capric Triglyceride, Cetearyl Glycoside, Helianthus Annuus (Sunflower) Seed Oil, Simmondsia Chinensis (Jojoba) Seed Oil, Natural Progesterone (USP Grade), Caprylic Acid, Propanediol, Lauric Acid, Potassium Sorbate, Xanthan Gum, Panthenol, Retinyl Palmitate (Vitamin A), Daucus Carota Sativa (Carrot) Seed Oil, Tocopherol (Vitamin E) (Soy Free), Smilax Aristolochiaefolia (Sarsaparilla) Root Extract, Angelica Polymorpha Sinesis (Dong Quai) Root Extract, Serenoa Serrulata (Saw Palmetto) Fruit Extract, Chamomilla Recutita (Matricaria) Flower Extract, Citric Acid, Cymbopogon Flexuosus (lemongrass) Oil.

***Organic Ingredients:** Gluten-Free, Vegan, Non-GMO



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PHOTO BACKGROUNDS:

There are a couple of ways the logo can be used on photographic backgrounds , but each option should be exercised with care, making sure the logo and type are not obstructed by the image.



TIPS:

- a. Avoid busy images with too much detail.
- b. Applying a darker or lighter transparent overlay on an image helps make text more readable.





These guidelines are fairly flexible and should allow for enough creative freedom to use the logo as you see while still making sure the brand looks its best across all mediums.

www.wakeupsense.com
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