



Brand guidelines

Date
September 25, 2025

Version
1

Our logo

The Fountain Life logo features a sleek and modern design. The icon is built with four interlaced triangle dots representing the DNA bases and the interconnectedness of all life. The simple and elegant typography reinforces our brand's commitment to clarity and simplicity.



FOUNTAIN LIFE™

Logo variations

The logo should always be displayed in its main lockup when space allows. If space is limited, we can use the brandmark, the horizontal lockup alternative, or the Vertical lockup.

To support different applications, the Fountain Life logo has approved variations:

Main lockup – Standard wordmark with brandmark.

Wordmark – Standalone typography.

Brandmark – Icon only, for compact use.

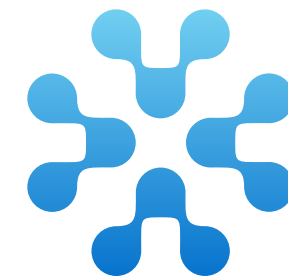
Vertical lockup – Stacked version for limited-width formats.

These options provide flexibility while maintaining brand consistency.

Main lockup



Brandmark



Wordmark

FOUNTAIN LIFE™

Horizontal lockup alternative



Vertical lockup



Logo colors

The Fountain Life logo features a refined light to deep blue gradient that symbolizes trust, vitality, and clarity. While the gradient version is the preferred application for maintaining brand recognition, monochrome options in black and white are also available for high-contrast or single-color uses. Regardless of format, the logo should always be placed on backgrounds that preserve strong visibility and legibility.



EPIC logo variant

The Fountain Life EPIC logo variant is an exclusive asset used only for the EPIC sub-brand within the membership program. It extends the core Fountain Life identity while incorporating the Dusty Rose color palette to establish a distinct yet cohesive visual connection to the parent brand.

This logo is reserved for EPIC-specific communications, materials, and experiences to ensure consistent recognition and alignment within the sub-brand. It maintains the trust, sophistication, and clarity of the primary Fountain Life identity while reinforcing EPIC's unique positioning.



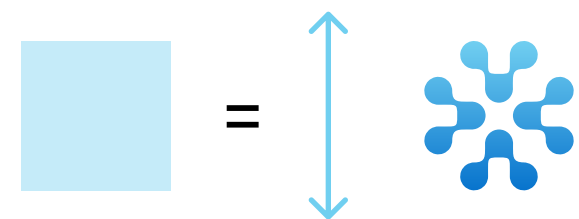
Minimum size & clearspace

Minimum size

A minimum size requirement should be followed when displaying the logo to ensure its legibility and visual impact. The logo should never be smaller than the specified minimum size.

Clearspace

The logo margin is crucial for giving the logo some breathing room from the rest of the content. Keep this area free of graphics to ensure its effectiveness. When fully displayed, the margin matches the wordmark size.



Screen | 30 pixels height



Print | 1/4 inches height



Clearspace



Misuse

Misuse of the logo is evident in all images on this page. Alterations such as stretching, skewing, color changes, capitalization edits, and effects or borders are strictly prohibited. The logo must be displayed in its original form at all times.

Don't change our logo lockup



Don't add effects



Don't change logo proportions



Don't add borders



Don't change our logo colors



Don't rotate



Don't change our typography



Logo lock-ups for The Estate brand

The Estate Brand lock-ups ensure consistency while offering flexibility across different formats.

Vertical lockup – works best in narrow or stacked spaces such as social media or event signage.

Horizontal lockup – balances both brands side by side, recommended for co-branded materials and wide layouts.

Always use lock-ups as provided, without altering proportions, alignment, or spacing.

Vertical lockup



Horizontal lockup



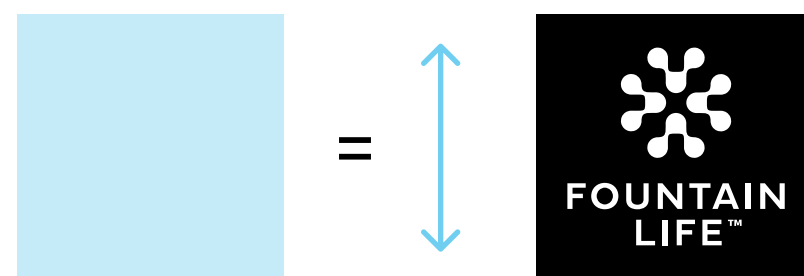
Minimum size & clearspace

Minimum size

To maintain legibility and impact, the logo must never appear smaller than the specified minimum size. This ensures clarity across both digital and print applications.

Clearspace

Adequate clearspace around the logo is required to preserve visibility and emphasis. Keep this area free of text, images, or other elements. The margin should equal the height of the icon for consistent balance.



Screen | 55 pixels height



Print | 1/4 inches height



Clearspace





Color
system

Primary colors

The Fountain Life palette is built around clarity and impact. Almost Black delivers strength and contrast, while White creates openness and balance across most layouts. Light Sky Blue introduces energy and optimism, and the FL Gradient blends vibrancy with depth—moving from refreshing sky tones (#71CFF1) to a rich cobalt base (#0773CD).

Together, these colors ensure a clean, modern system that feels both dynamic and professional. Use White and Light Sky Blue for light, inviting backgrounds, Almost Black for grounding text and structure, and the FL Gradient for standout moments that call for attention and motion.

<div>Almost Black</div> <div>#OEOE10</div> <div>CMYK: 13, 13, 0, 94</div> <div>RGB: 14, 14, 16</div>	<div>White</div> <div>#FFFFFF</div> <div>CMYK: 0, 0, 0, 0</div> <div>RGB: 255, 255, 255</div>	<div>Light Sky Blue</div> <div>#006FFF</div> <div>CMYK: 53, 14, 0, 6</div> <div>RGB: 113, 207, 241</div>	<div>Fountain Blue</div> <div>Top color</div> <div>#71CFF1</div> <div>Bottom color</div> <div>#0773CD</div>
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EPIC colors

The EPIC Membership color palette establishes a modern, balanced identity using Charcoal, Dusty Rose, and gradient accents. These colors ensure consistency, highlight key information, and create a refined, trustworthy visual experience.

Charcoal

#171719

CMYK: 8, 8, 0, 90

RGB: 23, 23, 25

White

#FFFFFF

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

Dusty rose

#C19B9A

CMYK: 0, 18, 20, 24

RGB: 193, 155, 154

EPIC Harmony

Top color

#D3B6B6

Bottom color

#A77573

Contrast ratios

The following pages show dos and don'ts for contrast ratios. Maintaining proper contrast between brand colors and backgrounds is crucial for ensuring accessibility and legibility in digital and print materials. We'll provide you with clear examples of which contrasts are acceptable.

⊗ **Live Optimized**

⊗ Fountain Life is the evolution of health.

✓ **Live Optimized**

✓ Fountain Life is the evolution of health.

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Typography

Typography

DM Sans is a modern sans-serif font family that we've selected to represent our brand. Its legibility and clean design make it ideal for various digital and print mediums.

By using DM Sans in Regular and Medium, we'll maintain consistency in our brand representation while also adding hierarchy to our content.

Type Hierarchy

DM Sans Regular has to be used as the header, sub-headers, and body copy. Medium weight for pre-titles in all caps, it adds a touch of distinction while maintaining a harmonious hierarchy within your brand's typography.

To better illustrate the typographical hierarchy within your brand, the example on the right demonstrates the usage of different font sizes. Please note that the scale provided is a proportional reference and can be adjusted accordingly for your specific needs.

Headers

Command the journey

DM Sans Medium | Sentence case | Font Size: 80px | Line-height: 100% | Letter Spacing: 0

Sub headers

Command the journey

DM Sans Medium | Sentence case | Font Size: 56px | Line-height: 100% | Letter Spacing: 0

Eyebrow

COMMAND THE JOURNEY

DM Sans Medium | ALL CAPS | Font Size: 14px | Line-height: 16.8px | Letter Spacing: 1.4px

Body copy

Command the journey

DM Sans Regular | Sentence case | Font Size: 18px | Line-height: 150% | Letter Spacing: 0