

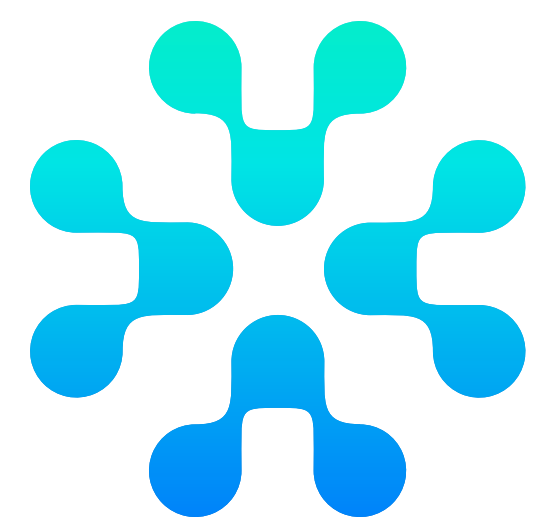


Logo guidelines

Date	Version
October 27, 2025	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.

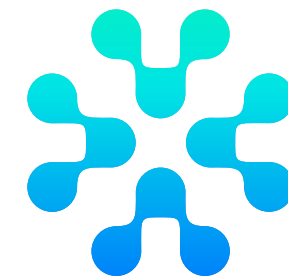
Vertical lockup – Stacked version for limited-width formats.

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.



APEX logo variant

The Fountain Life APEX logo variant embodies the pinnacle of human performance and optimization representing the brand's most advanced tier of membership.

Featuring a refined light-to-deep blue gradient, the APEX mark symbolizes clarity, vitality, and continuous progression. The palette evokes precision and confidence, reflecting the pursuit of peak physical and cognitive potential.

This variant is reserved for APEX-specific communications, digital environments, and branded experiences, ensuring consistent alignment with the primary Fountain Life identity while elevating its tone of aspiration and elite achievement.



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.



CORE logo variant

The Fountain Life CORE logo variant is an exclusive asset used only for the CORE sub-brand within the membership program. It extends the core Fountain Life identity while introducing the “CORE Vitality” gradient that transitions from Soft Sage to Teal Green, symbolizing clarity, rejuvenation, and the pursuit of optimal health.

This logo is reserved for CORE-specific communications, materials, and experiences to ensure consistent recognition and alignment within the sub-brand. It preserves the trust, sophistication, and clarity of the primary Fountain Life identity while reinforcing CORE’s role in restoring balance, vitality, and longevity.



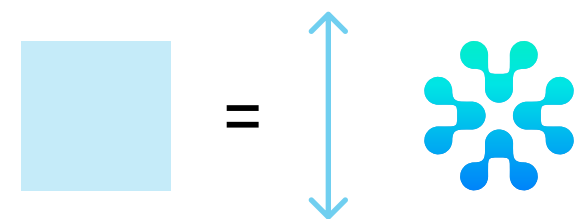
Minimum size & clearspace

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



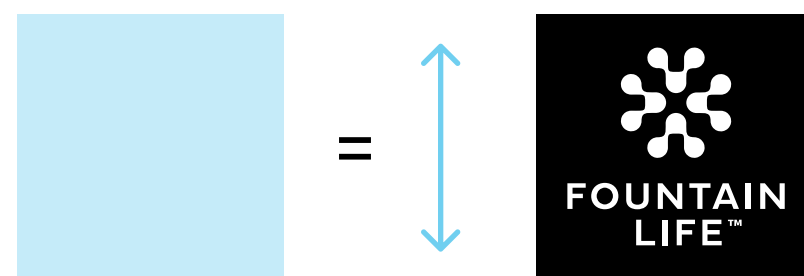
Minimum size & clearspace

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.

Almost Black

#0E0E10

CMYK: 13, 13, 0, 94

RGB: 14, 14, 16

White

#FFFFFF

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

Vivid Blue

#006FFF

CMYK: 100, 56, 0, 0

RGB: 0, 111, 255

Fountain Origin

Top color

#04EECB

Bottom color

#0184FA

APEX colors

The APEX Membership palette establishes a clear, modern identity built around clarity, contrast, and motion. Using Almost Black, White, and dynamic blues like Light Sky Blue and Fountain Blue, the system conveys energy, depth, and confidence while maintaining professional balance. These tones define moments of expression and movement across APEX visuals.

<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>#71CFF1</div> <div>CMYK: 53, 14, 0, 6</div> <div>RGB: 113, 207, 241</div>	<div>APEX Momentum</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.

<div>Charcoal</div> <div>#171719</div> <div>CMYK: 8, 8, 0, 90</div> <div>RGB: 23, 23, 25</div>	<div>White</div> <div>#FFFFFF</div> <div>CMYK: 0, 0, 0, 0</div> <div>RGB: 255, 255, 255</div>	<div>Dusty Rose</div> <div>#C19B9A</div> <div>CMYK: 0, 18, 20, 24</div> <div>RGB: 193, 155, 154</div>	<div>EPIC Harmony</div> <div>Top color</div> <div>#D3B6B6</div> <div>Bottom color</div> <div>#A77573</div>
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CORE colors

The CORE Experience palette embodies balance, vitality, and prevention. Featuring Near Black, White, Ocean Green, and the Core Vitality gradient, these colors reflect trust, renewal, and clarity, supporting the brand’s mission to detect and prevent disease early while maintaining alignment with the primary Fountain Life identity.

<div>Near 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>Ocean Green</div> <div>#59A997</div> <div>CMYK: 47, 0, 11, 34</div> <div>RGB: 89, 169, 151</div>	<div>CORE Vitality</div> <div>Top color</div> <div>#AOC7B2</div> <div>Bottom color</div> <div>#118A7B</div>
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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.

⊗ **Live optimized**

⊗ Fountain Life is the evolution of health.

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Typography

Typography

DM Sans and Minion Pro form the foundation of Fountain Life’s typographic system — blending modern precision with timeless sophistication.

DM Sans defines the brand’s digital clarity, while Minion Pro introduces warmth and elegance in print, brochures, and storytelling moments. Together, they create a refined balance between science and humanity.

Type hierarchy

DM Sans Regular and Medium remain the core for headers, subheads, and interface copy. Minion Pro is used sparingly to add contrast — in quotes, highlights, or long-form text — reinforcing depth and character across brand touchpoints.

Type pairing

A modern sans–serif balanced by a classic serif creates a timeless, premium identity.

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

Accent copy

Reprogram Aging

Minion Pro Italic | Font Size: 36px | Line-height: 100% | Letter Spacing: 0

A dark blue background with a light blue curved line that starts from the top left, curves downwards and to the right, and then continues horizontally across the middle of the frame.

Applications
& signage

Applications & signage

Fountain Life's environments extend the brand into the physical world — transforming architecture into a living expression of vitality and precision.

Every sign, wall, and surface reinforces clarity, balance, and trust through thoughtful spatial design.

Vinyl window graphics

Purpose & philosophy

Fountain Life's vinyl window graphics embody our commitment to clarity, vitality, and longevity — turning architecture itself into a living expression of the brand.

Designed for exterior facades, these installations merge light, reflection, and typography to create an immersive visual presence. Each composition evokes calm energy — bold enough to inspire, yet refined enough to complement any environment.

Through gradient tones, subtle curvature patterns, and minimal type hierarchy, the graphics invite Members and visitors to see what others don't — a quiet reminder that longevity begins with awareness.

Key objectives

- Transform transparent surfaces into storytelling canvases
- Reinforce brand messaging through minimalist expression
- Balance openness and privacy using controlled translucency and tone
- Maintain brand consistency across multiple center locations

Design language & messaging tone

The vinyl window series extends Fountain Life's voice into the built environment through a collection of bold, human-centered statements.

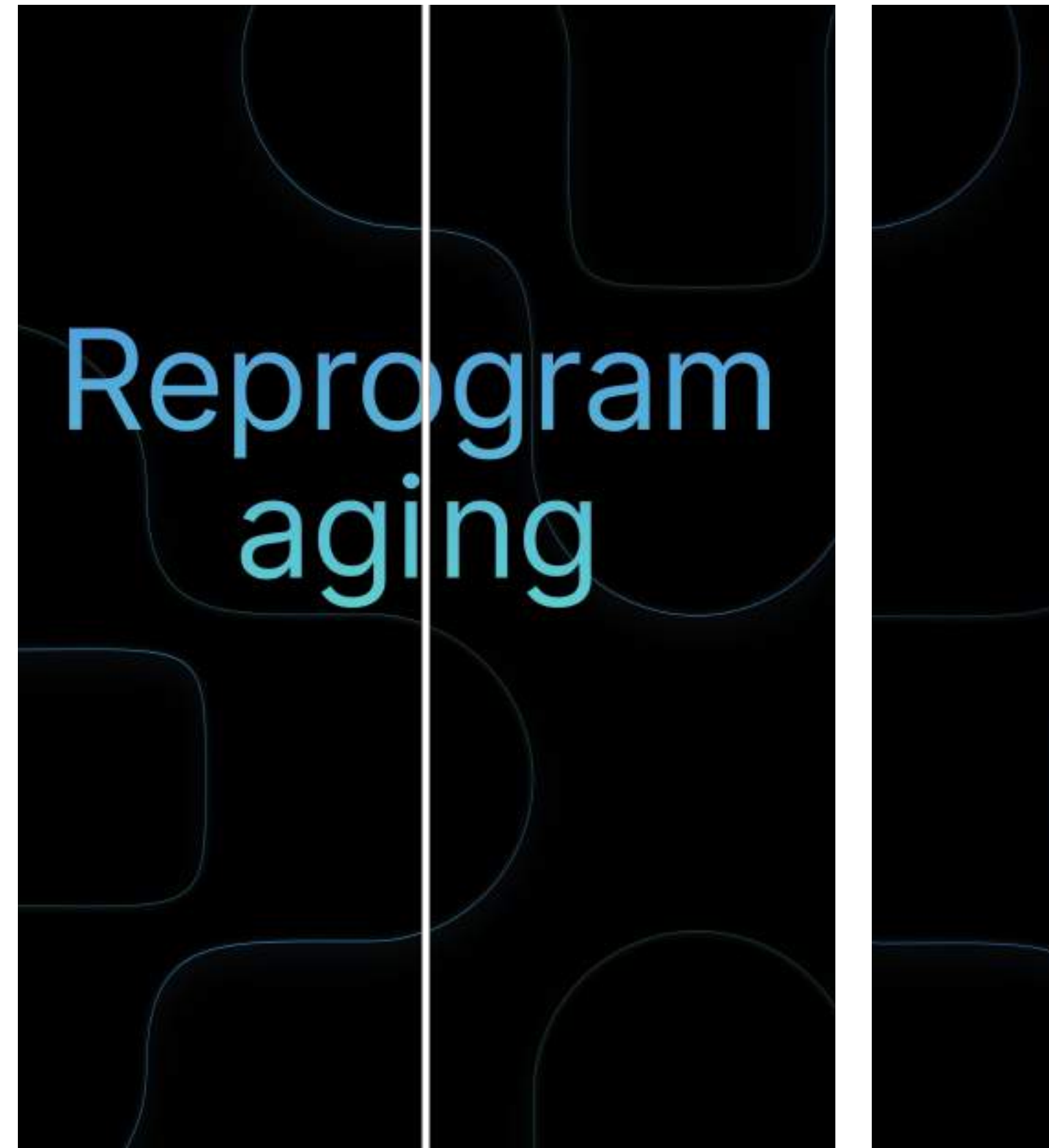
Each message captures a distinct aspect of the brand experience, encouraging optimism, scientific confidence, and personal transformation. The clean typography and line patterns are designed to be read both up close and at a distance, ensuring clarity without distraction.

Text and pattern compositions remain minimal: large DM Sans letterforms float across soft gradients or deep neutrals, accompanied by the signature DNA-inspired curvature motif. The result is a visual rhythm that feels calm, intelligent, and timeless.

2' 11 7/16" → 1054 px

2' 11 5/8" → 1059 px

1'1' 5 9/16"
→ 522 px



Application zone : Entry & reception areas

2' 11/ 9/16 → 1058 px

2' 11/ 9/16 → 1058 px



Application zone : Exit zones or member lounges

2' 11 3/4" → 1,063 px

3' 11/16" → 1,102 px

2' 11 3/4" → 1,063 px

2' 9 1/2" → 996 px

1' 7 11/16"
→ 586 px

2' 7 3/4" → 944 px

2' 7 1/2" → 937 px

2' 11 5/8" → 1059 px



Application Zone : Main hallways or open spaces



Application Zone : Diagnostics & screening corridors

Production guidelines

The following specifications ensure quality, durability, and visual consistency across all Fountain Life centers. Vinyl window graphics should be printed and installed using premium materials that maintain color integrity under direct light and variable temperature conditions.

Always reference approved color values and confirm print proofs under natural daylight before production.

Specification table

Parameter	Guideline
Material	3M IJ40C or Avery Dennison MPI 2528 matte vinyl
Finish	Low-reflective laminate with UV protection
Print method	High-resolution digital UV print (300 DPI or higher)
Opacity	70 % coverage for balanced translucency
Panel widths	Range varies by section: <ul style="list-style-type: none">• 1-panel : 2' 9½" – 2' 11¾" (≈ 850–900 mm)• 2-panel sets : each ≈ 2' 11½" (≈ 895 mm)• 3-panel sets : 2' 11¾" + 3' 1" + 2' 11¾" (≈ 900 + 940 + 900 mm)• Door set with sidelights : (2' 11⅝" + door 2' 8" + 2' 11⅝") (≈ 900 + 810 + 900 mm)• Narrow window : 1' 5 9/16" (≈ 450 mm)
Panel heights	Consistent across sets – 8' 2" to 8' 4" (≈ 2490–2550 mm)
Typography zone	Centered vertically and horizontally within each panel frame
Gradient direction	Top → bottom transition (light to deep Fountain Blue)
QR code area	Maintain 1 inch (25 mm) clearspace · Position 48–60" (1220–1525 mm) from floor
Bleed & trim	Add ¼ inch (6 mm) bleed per edge · Avoid cropping type or pattern
Installation	Apply on interior surface (reverse print if needed) · Align across mullions for continuous flow · Clean surface with isopropyl alcohol before mount
Lighting recommendation	Edge-lit or indirect downlight · 4000–4500 K neutral white temperature