Style Guide Version 1.2

eDiets.com™

1.1 *PURPOSE*

This manual is provided as a tool to help achieve and maintain consistency in the reproduction of the eDiets.com identity.
A rigid adherence to these standards will ensure that all eDiets.com materials reinforce a homogenous visual brand.

1.2 *CONTENTS*

1.3 *DISCLAIMER*

The color accuracy of the reproduction of this manual cannot be guaranteed, please refer to Pantone® color chips
for consistent color-matching standards.

This is a dynamic document. The most recent version of this document may be found at:
www.dimasssimo.com/ediets/styleguide. Please refer to this location frequently to ensure that the most recent
standards are being followed.

2.1 *THE LOGO*

The corporate logo is the primary visual identifier of eDiets.com. It is the first association many customers will have to the eDiets.com name, and must exemplify or symbolize the brand's distinguishing traits:

> *At its core, eDiets.com promotes a healthier way of life in order to assist Members in meeting their weight-loss goals and maintaining them over time.*

The consistent reproduction of the eDiets.com identity is critical to the perception of the brand's visual continuity, while the misapplication of these standards will dilute the strength of the eDiets.com corporate image. The highlighted background eDiets.com identity should be used whenever possible as the preferred identity as shown in the two examples below.

WHITE BACKGROUND

COLORED BACKGROUND

2.2 *NOMENCLATURE STANDARDS*

In all instances, the company name is to be typeset as follows: eDiets.com, wherein the "e" is always lowercase, while the "D" is capital. In no instance is eDiets.com to be truncated to eDiets. In the logotype, "eDiets" is never to be separated from the ".com" portion of the mark.

2.3 *COPYRIGHT INFORMATION*

Copyright © 2000 eDiets.com, Inc. All rights reserved.

2.4 *TRADEMARKS*

eDiets.com is a trademark of eDiets.com, Inc. All other trademarks or registered trademarks are the property of their respective owners.

3.1 *COLOR USAGE*

The color palette of eDiets.com is a central identity element. At its heart are the blue hues which form the preferred color usage combination.

In other circumstances, when legibility or hierarchy concerns dictate, it is acceptable to substitute the preferred color assignments with one of the suggested combinations in section 4.1 Logo Reproduction.

PANTONE	C/M/Y/K
R/G/B	WEB#

Please use the matrix at left as a reference for the color breakdown tables below. Each square in the matrix represents a separate color-reproduction technique which should be taken into consideration when viewing this guide on a screen or in print.

- -

PANTONE 302 CVC
c100 m50 y30 k15
R0 G64 B90
WEB# 006699

This is eDiets.com dark blue, it represents one of the two colors used in the eDiets.com logo.

PANTONE 549 CVC
c60 m0 y0 k30
R72 G139 B155
WEB# 663333

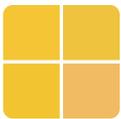This is eDiets.com light blue, it represents one of the two colors used in the eDiets.com logo.

PANTONE 401 CVC (55%)
c10 m11 y14 k0
R223 G216 B201
WEB# CCCCCC

A 55% tint of Pantone 401 CVC is the preferred background color for the logo. Pantone 401 is never to be used at full opacity, only at 55% or the 8% tint specified below. Neutral grey (20%K, web# CCCCCC) is another option applicable for both print and online usage.

PANTONE 401 CVC (8%)
NO 4/C USE
R250 G249 B246
WEB# FFFFFF

An 8% tint of Pantone 401 CVC is the preferred fill color for the logo box, for instances when a white fill is not preferred.

PANTONE 137 CVC
c3 m34 y89 k0
R255 G168 B20
WEB# FF9933

This is Pantone 137 CVC, it represents one of the colors used in the eDiets.com logo highlight — to be used exclusively on white background.

PANTONE 712CVC (70%)
c0 m3 y12 k0
R255 G244 B218
WEB# FFFFCC

The second color used in the eDiets.com logo highlight is a 70% tint of Pantone 137 CVC. Pantone 137 is to be used only as a 70% tint or, for a 4-color build, values of 3%M 12%Y must be substituted.

4.1 *LOGO REPRODUCTION*

To maintain consistency in the reproduction of the eDiets.com logo, these color application standards should be carefully adhered to.

BLACK & WHITE

For instances when a screen will not reproduce (i.e., fax), and small reproduction sizes, the black and white logo is the preferred application of the logo.

GRAYSCALE

In all instances when screens are available, this is the only black and white logo application that should be used.

1-COLOR (SPOT)

When only one spot color is available, the logo may be handled with either of the color treatments shown above, with the light blue represented by a 50% tint of Pantone 302. The logo may also be presented on a colored ground, provided that the white box is preserved.

2-COLOR (SPOT)

When both spot colors are available, the logo should be reproduced according to the above color-assignments.

4-COLOR (CMYK)

When using 4-color process, the logo should be reproduced according to the above color-assignments.

Please avoid the following mistakes:

DO NOT rotate the logo

DO NOT resize elements of the logo

DO NOT distort the logo

DO NOT reposition elements of the logo

DO NOT reassign colors of the logo

DO NOT assign new colors to the logo

DO NOT split the color assignment of the logo

DO NOT place the logo on either of the highlight colors

6.1 *TYPEFACE STANDARDS*

The typefaces used in conjunction with the eDiets.com logo form an important component of the eDiets.com's identity. Inconsistency in typeface usage and reproduction will detract from the strength of the eDiets.com brand.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456

This is Helvetica Neue 55 Roman. It is used in the eDiets.com logo and can be used as a headline typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456

This is Helvetica Neue 45 Light. It is the .com standard text face.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456

This is Helvetica Neue 45 Light Italic. It can be used along with the eDiets.com standard text face for comments, subheads and other similar purposes.