



LIFETECH RESOURCES
beauty enhancing technologies

Style Guide 2023



Lifetech Resources

At Lifetech Resources, we're dedicated to providing exceptional service and products to our clients. As a pioneering beauty company, Lifetech Resources has cracked the code to science-backed beauty solutions to become a bona fide industry giant. Always at the helm of next-generation developments, LTR has built a reputation for lean processes and high-quality, effective formulations using trusted and proven-effective ingredients.

The Style Guide

This style guide will help us ensure that our brand remains consistent and cohesive across all platforms, reflecting our values and expertise. By maintaining a unified visual identity and messaging, we can continue to set ourselves apart in a competitive industry. This guide will be released and approved prior to a comprehensive website redesign to reflect these same goals. The style guide will help ensure our website, marketing assets, and collateral maintain a consistent look and feel while reflecting our values and capabilities.

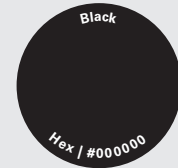
Primary Logos



Secondary Marks



Colors



Typefaces

Print

- Univers - 75 Black** | The quick brown fox jumps over the lazy dog.
- Univers - 65 Bold** | The quick brown fox jumps over the lazy dog.
- Univers - 55 Roman | The quick brown fox jumps over the lazy dog.
- Univers - 45 Light | The quick brown fox jumps over the lazy dog.

Web

- Montserrat - Bold** | The quick brown fox jumps over the lazy dog.
- Open Sans - Regular | The quick brown fox jumps over the lazy dog.

Improper Logo Usage

Stretch: If you must shrink or enlarge our logo to accommodate space on marketing collateral or other documents, please do not stretch or alter the original proportions.



Color: Please maintain all Lifetech Resources logo colors in our signature gradient, black, or white. No other color variants may be used.



Typeface: Please do not change, bold, italicize, or underline logo fonts in any circumstance. These elements were chosen with care and must remain consistent.



Elements: Please do not shift, replace, or change elements of the logo to accommodate the space you need. Descriptors should not be attached, removed, or repositioned. Elements should never change in appearance or placement.



Unlock the power of innovation

Contact Us

Calls to Action: Keep CTAs clear, concise, and compelling.

Competitive advantage made easy.

Text Frames: Consider highlighting copy that demonstrates what makes your product stand out from the crowd.

Images Overlays: Use images that reflect your customers' lifestyle and beauty aspirations.

Show the world who you are.

Innovative solutions for exceptional results.

Gradient Lines: Remind clients of the exceptional results they desire with this subtle lash-shaped element.



State-of-the-art facilities. Trustworthy processes.

When using images to illustrate Lifetech Resources employees or operations, select images that feature clean, well-groomed professionals to reflect our commitment to high-quality products.

Look and Feel

A comprehensive toolkit for end-to-end innovation

Lifetech Resources's comprehensive cosmetic manufacturing services provide you with everything you'll need from concept to finished product that customers consider a must-have for their cosmetic toolkit.



Industry leaders for over 30 years

Custom formulations

Production

Warehousing

Filling & shipping



Let's grow, innovate, and thrive together!

Contact Us

Fully operational 195,000+ square-foot production facility ready to serve your needs.

See How We Work

Brand Voice

Professional Voice

Our brand voice must resonate with our customers. We sound proud, calm, collected, and firmly science-oriented in every way. Language greatly affects our ability to reach our target audience. We create written and spoken content with care and consideration. We are thorough in the details, educated in our language, and concise in our message. We hope to encourage everyone to live life to the fullest while empowering them with confidence in their natural features.

Writing Checklist

- Are we writing in a concise way that confidently illustrates our core capabilities?
- Are we emphasizing lean processes, innovative techniques, and exceptional processes and results?
- Does this reflect the exceptional results our brand promises?
- Does the copy fit the platform?
- Does this copy inspire confidence in our processes and client experience?

Welcome to the frontier of beauty innovation! Lifetech Resources specializes in scientific formulations that deliver real results. Blazing a trail in the beauty industry, our expert researchers and scientists use the most innovative processes and techniques to create highest-quality, cruelty-free formulas that do what they say they're going to do. From skin serums to hair treatments, bottling to shipping, our unparalleled capabilities are designed to meet your brand's unique needs.

Sample Post

We've all been there: we rush home from picking up our recent beauty haul, excited to try out all of our new goodies, only to find that it doesn't work — or worse, causes a breakout. Maybe it's too oily, too dry, or not the advertised shade. It's enough to ruin your day, right? That's why we're here to talk about the importance of quality control in cosmetic manufacturing and how it benefits not only the consumer, but your brand, as well.



First and foremost, quality control ensures that the products that consumers are using are safe for their skin. Without proper quality control measures in place, cosmetics could contain harmful chemicals or other impurities that could cause blemishes or other damage. By adhering to strict quality control guidelines and scientifically proven processes, we at Lifetech Resources ensure that your products are safe and free of damaging ingredients or other problems that may render your products unusable for consumers.

While safety is the primary concern, quality control also plays a crucial role in ensuring that the products that consumers buy actually work as advertised. There's nothing more frustrating than spending your hard-earned money on a product that doesn't deliver its promised results, right? Your consumers feel the same way. Quality control processes help beauty manufacturers test their

products to ensure that they perform as promised. This means you can be confident that the beauty products you label with your brand will actually work as promised.

Finally, quality control helps cosmetic manufacturers identify and address any potential issues with their products or processes before products find their way to shelves — and into the consumer's cart. This means that any defects or inconsistencies can be caught and corrected before the product ever makes it out the door. This not only saves you, the manufacturer, time and money, but it also ensures that the consumer receives a high-quality product that they can trust. Preventing problem products from even leaving the facility protects the consumer from unwanted issues and protects your brand from negative user reviews and consumer complaints.

Still, quality control is only as helpful as the manufacturer is trustworthy. That's why Lifetech Resources is committed to providing transparent, safety-first quality control to put products you can be proud of into the hands of consumers.



For questions about brand assets, styles, and copy or to request new marketing materials, reach out to the Director of Marketing.

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