

My X Wellness

Affiliate Marketing Guidelines

Below are general guidelines for using logos, fonts, and color schemes related to the My X Wellness brand and Affiliate Marketing Program. Please contact My X Wellness with any questions or variations to any of these guidelines, or to address unique situations that are not covered here.

1. Logos

The My X Wellness Affiliate Marketing Guidelines include both primary and secondary logos, which are essential for maintaining consistent branding across all marketing materials.

Primary Logo



Use the primary logo for most promotional materials. It consists of the company name "My X Wellness" in bold, uppercase letters (except the "y") underneath the light and dark green vector "color icon mark" and is laid out in a portrait position. This is the logo that appears on all product labels. Always maintain the aspect ratio of the logo file to ensure proper proportions on all your marketing materials related to My X Wellness.

Secondary Logo



The secondary logo is a landscape version of the primary logo, with the company name "My X Wellness" in bold, uppercase letters (except the "y") set left and under the "color icon mark". It can be used in situations where a landscape profile better fits the page or other advertising layout. Always maintain the aspect ratio of the logo file to ensure proper proportions on all your marketing materials related to My X Wellness.

Color and Monochrome Icon



much room or where the coloring is not visible or salient due to other background colors.

The color and monochrome icons are the logo without the My X Wellness written branding. These are available for use in materials where you want to feature the My X Wellness brand without using our written name. Examples of this might be in the corner of an image where there isn't

Available logos and icon marks are available for download on the My X Wellness website through the [Affiliate Resources](#) page.

2. Font Style



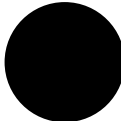
Typeface: Roboto (family font)	
Aa	abcdefghijklmnopqrstuvwxy
	ABCDEFGHIJKLMNOPQRSTUVWXYZ
123	0123456789!@#%^&

The official font for My X Wellness is “Roboto”. This font has been carefully selected to reflect the brand’s modern and approachable identity. It is recommended that you use this font to reflect direct links or information regarding My X Wellness or its products but use your judgment to maintain consistency with your page where appropriate. Please contact My X Wellness anytime you have specific questions or concerns

about the use of fonts when promoting your affiliate link, coupon offers, or when referencing My X Wellness in your advertising.

3. Color Schemes

Maintaining consistent colors is crucial for brand recognition. The official color schemes for My X Wellness are as follows:

Light Green	Dark Green	Black
		
CMYK: 51 1 42 0	CMYK: 64 36 66 16	CMYK: 75 68 67 90
RGB: 127 200 169	RGB: 95 122 97	RGB: 0 0 0
HEX: #7fc8a9	HEX: #5f7a61	HEX: #000000

4. Logo, Fonts, and Color Resources

Affiliates can access the official logos, fonts, and color schemes via the following links:

- My X Wellness Logos: visit the My X Wellness [Affiliate Resources](#) page.
- My X Wellness Fonts: visit the My X Wellness [Affiliate Resources](#) page.
- My X Wellness Color Schemes: visit the My X Wellness [Affiliate Resources](#) page.

5. Advertisement Rules and Effective Affiliate Marketing

To ensure ethical and successful affiliate marketing, please adhere to the following rules and guidelines:

Transparency and Disclosure

Always disclose your affiliate relationship with My X Wellness when promoting our products. Be transparent and honest with your audience about any financial compensation or incentives you receive.

Authenticity

Promote products and services that align with your audience's interests and needs genuinely. Put your audience's needs in front of sales or profits by being helpful and attentive to their needs.

Tell your story to genuinely connect with your audience.

Compliance with Laws and Regulations: Adhere to all applicable laws and regulations, including those related to advertising, data protection, and consumer rights.

Quality Content Creation: Create high-quality, engaging content that adds value to your audience's life. Use our provided logos and colors to maintain brand consistency in your marketing materials.

Social Media Guidelines: Be respectful and mindful when promoting on social media platforms. Avoid spammy tactics and focus on building genuine relationships with your audience.

In-Person Promotion: If promoting products in person, follow local guidelines and ensure ethical business practices.

6. Seek Support and Collaboration

If you have any questions, need assistance, or wish to collaborate on unique promotions, reach out to our dedicated Affiliate Support Team at affiliatesupport@myxwellness.com, or reach out to our Affiliate Advisor, Jeff Pearson, directly at jeff@myxwellness.com.

By adhering to these guidelines and promoting My X Wellness products with integrity and creativity, you contribute to building a strong and reputable brand that empowers individuals on their wellness journey.

