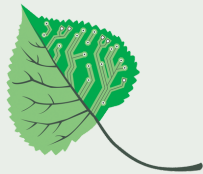


AAT BRAND STYLE GUIDE



ADVANCED ALLERGY THERAPEUTICS

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Advanced Allergy Therapeutics Brand Style Guide

These guidelines have been crafted to ensure that the AAT brand maintains a consistent, professional, and trustworthy identity across all communications and platforms. We understand that many of our practitioners own their clinics and have developed their own branding and logos. However, this information specifically applies when creating content related to AAT.

These guidelines serve as a comprehensive resource for all aspects of the AAT brand, from visual elements like logos and color palettes to the tone of voice and writing style used in your content. By adhering to these standards, we can effectively communicate AAT's mission, values, and innovative treatments, ensuring that every piece of content reflects the high standards and compassionate care that define our approach. This consistency not only reinforces our credibility but also helps build stronger connections with our audience, fostering trust and recognition in the effectiveness of our treatments.

1. Brand Overview

Mission Statement:

At Advanced Allergy Therapeutics (AAT), our mission is to enhance the quality of life for individuals by relieving the symptoms associated with allergies and sensitivities. We provide a safe, natural, and effective solution that targets the root cause of these symptoms using our cutting-edge, non-invasive treatment system.

Our innovative approach offers relief to those suffering from sneezing, itchy eyes, and discomfort from common foods and environmental factors, enabling them to enjoy life without avoidance, fear, or discomfort. By addressing the underlying causes of allergy and sensitivity symptoms, AAT helps the body respond more appropriately.

We believe everyone deserves to live life to the fullest, free from the limitations of allergy and sensitivity symptoms. Our extensively trained practitioners, experts in various medical fields, utilize our state-of-the-art technology to deliver personalized treatment plans tailored to each individual's specific needs and goals. With nearly 30 years of successful treatments and a continually updated database of over 65,000 substances, AAT ensures the most effective and targeted care available.

AAT's comprehensive treatment approach not only addresses typical allergy symptoms but also aids in managing related health conditions such as asthma, eczema, IBS, headaches, and autoimmune disorders. By identifying and targeting specific triggers, we work to retrain the body to respond more appropriately, fostering long-term relief.

We are dedicated to helping individuals live free from the constraints of allergy and sensitivity symptoms. Our non-invasive, effective system empowers people to explore new foods, travel to new places, and engage in new activities without fear of allergic reactions. Choosing Advanced Allergy Therapeutics means taking control of your symptoms and leading a happier, healthier, and more enriched life.

Core Values:

- **Innovation:** We are dedicated to revolutionizing the approach to treating allergy and sensitivity symptoms through cutting-edge, non-invasive technology. Our commitment to continuous research and development ensures that we stay at the forefront of advancements in allergy and sensitivity-related treatment.
- **Empowerment:** We strive to equip healthcare professionals with the necessary tools, training, and resources to enhance their treatment capabilities. By empowering practitioners, we enable them to provide personalized, holistic, and effective treatments, ensuring the best possible outcomes for their patients.
- **Excellence:** Our methodology is rooted in practical clinical outcomes, and we are dedicated to building a worldwide network of exemplary practitioners. We prioritize ongoing professional development and support to position our practitioners at the forefront of their field, ensuring they deliver exceptional care.
- **Compassion:** We believe in the transformative power of our technology to improve patient care and enhance the lives of those suffering from the many symptoms associated with allergies and sensitivities. Our commitment is to create a world where individuals can enjoy life fully without the constraints of symptoms, fostering happier, healthier, and more enriched lives for all.
- **Integrity:** We conduct our business with honesty, transparency, and ethical practices. Our commitment to integrity ensures that we build

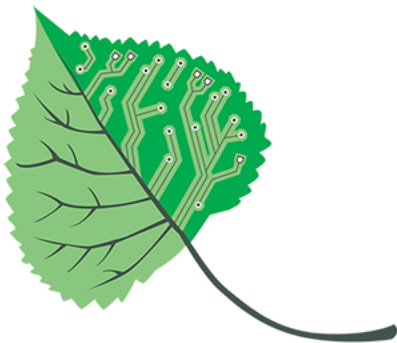
trust with our practitioners, patients, and partners, maintaining the highest standards of professionalism and accountability.

2. AAT Logos

Various sizes of the three AAT logos can be downloaded from the AAT Practitioner Portal.

Primary Logo:

- **Usage:** The primary logo, featuring the AAT leaf, should be used in most instances.
- **Minimum Size:** The logo should never be smaller than 1 inch in width for print or 72 pixels for digital.



Secondary Logo:

- The secondary logo, which includes the AAT Leaf Logo and a stacked version of "Advanced Allergy Therapeutics," is the preferred version when including the name.



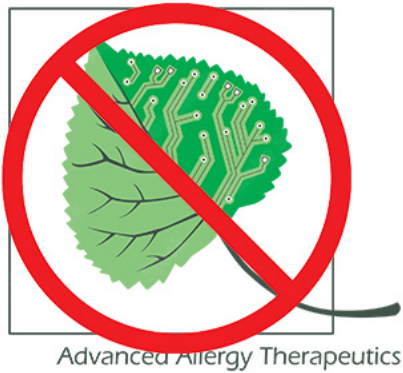
Tertiary Logo:

- The tertiary logo, which includes the AAT Leaf Logo and the name "Advanced Allergy Therapeutics" on one line, should be used when a horizontal format is required.



Retired AAT Logo:

- The previous AAT logo with the box around it has been retired and is no longer acceptable for use in any materials or communications. Please do not use it.



3. AAT Color Palette

We are providing the color codes for the AAT color palette to ensure consistent and accurate representation of the AAT brand across all materials and platforms.

PRIMARY COLORS:

Light Green:

- **Hex:** #87c87e
- **RGB:** R: 135, G: 200 B: 126
- **CMYK:** C: 50, M: 0, Y: 67, K: 0



Dark Green:

- **Hex:** #00ab4f
- **RGB:** R: 0, G: 171 B: 79
- **CMYK:** C: 82, M: 4, Y: 97, K: 0



SECONDARY COLORS:

Dark Gray (Logo Stem):

- **Hex:** #3c3f3e
- **RGB:** R: 60, G: 63 B: 62
- **CMYK:** C: 69, M: 60, Y: 61, K: 48



Website Gray:

- **Hex:** #8c8c8c
- **RGB:** R: 140, G: 140 B: 140
- **CMYK:** C: 47, M: 39, Y: 40, K: 3



ACCENT COLOR:

Orange:

- **Hex:** # eb8a4b
- **RGB:** R: 235, G: 138 B: 75
- **CMYK:** C: 5, M: 55, Y: 79, K: 0



4. Typography

The following is the font family used with the AAT logo and on the corporate website

Primary Font:

Font Family: Montserrat

- **Weights:** Light, Regular, Medium, Semi Bold
- **Usage:** Used for headings, subheadings, and body text.

5. Photography/Image Style:

When creating content around AAT where a photograph or image is used, we recommend the following guidelines:

- **Focus:** Images should feature happy, healthy individuals enjoying life without allergy symptoms.
- **Tone:** Bright, natural lighting with a focus on wellness and vitality.
- **Content:** Diverse representation of age, ethnicity, and activities to reflect inclusivity.

6. Brand Voice for AAT Content Creation:

When creating content for AAT, we recommend adopting the following brand voice guidelines:

- **Professional and Trustworthy:** Ensure all communications reflect AAT's credibility and expertise. Use formal language that instills confidence.
- **Clear and Concise: Present** information in a straightforward manner. Avoid jargon and complex terms to ensure accessibility for all audiences.
- **Supportive and Encouraging:** Foster a tone of encouragement and support, emphasizing AAT's role in assisting and guiding individuals.
- **Friendly:** Use a conversational tone that is approachable and supportive.
- **Expert:** Provide clear, accurate information with a confident, knowledgeable tone.
- **Empathetic:** Show understanding and compassion for the struggles of those with allergy and sensitivity symptoms.

7. Writing Style for AAT Content:

When creating content for AAT, adopt the following writing style guidelines:

- **Use Short, Clear Sentences: Ensure** that the language is straightforward and easy to follow.
- **Avoid Jargon:** Utilize simple, accessible language to make information easy to understand for everyone.
- **Address the Reader Directly: Create** a personal connection by speaking directly to the reader.
- **Focus on Benefits:** Highlight how our treatments can improve the reader's quality of life, emphasizing relief from symptoms and the ability to enjoy life fully.

Contact Information:

For any questions or support regarding brand usage, contact the AAT marketing team at admin@aat.com.

By following this Brand Style Guide, Advanced Allergy Therapeutics (AAT) will maintain a consistent, professional, and recognizable brand identity across all platforms and communications.