

# Amway | Achievers

MIAMI BEACH, FL 2013



## StyleGuide 2013





## Amway Achievers Event Overview

Amway Achievers is the largest Amway North America business conference of the year and one of the single-largest budget spends of the affiliate. Held annually, Amway Achievers provides an excellent forum for Amway executives and staff to interact with approximately 4,000 of the top IBO leaders in North America. As such, the Amway Achievers event is the most expansive opportunity to educate IBO leaders, personally inspire them, and recognize and reward them for their loyalty, best-business practices, philanthropy, and dedication. Amway Achievers also offers the largest opportunity to gain support for the cultural and business-building changes that must be made to support the growth of the Amway™ business going forward.

During the Amway Achievers program, IBO leaders receive all the latest business information and resources to help them maximize the growth and success of their businesses. The duplicatable education and tools provided to Amway Achievers attendees for use with downline IBOs, plus the generational messaging, help to unify and build credibility for the Amway business now, and with the participation of their children, into the future.

## Positioning

Amway Achievers offers the opportunity for Amway North America and IBO attendees to come together in a celebratory atmosphere that encourages communication, collaboration, and unity. The event provides inspiration, information, and preparation for leaders to grow their businesses and continue their success.

Attendees experience world-class training, informative and inspirational presentations, and the opportunity to interact with Amway North America executives and fellow IBO leaders. There is also time set aside to have some fun together and celebrate all the new pin levels achieved.

## Event Objectives

Amway Achievers is a business conference designed to inspire, motivate, and educate IBOs about how to build successful businesses through duplicatable messaging, tools, and training that support IBOs in succession planning, leadership development, recruiting, and optimizing their income.

## Event Look, Tone, and Feel

Each year, the Amway Achievers business conference should be fresh, new, and exciting, with a theme that recognizes and inspires human achievement, while remaining grounded in the foundation of the basic principles of the Amway business: Freedom, Family, Hope, and Reward.

- All messaging, education, and tools shared to promote business growth should be easily duplicatable in some way with IBO groups when leaders arrive home.
- Family inclusion should be an important consideration when developing programs, messaging, and materials for Amway Achievers. Amway is a family business, as are many IBOs' independent businesses. In fact, Amway independent businesses can and have become generational, with IBOs' children becoming IBOs themselves. Also, many IBO families will use this conference as their only vacation during the year.
- Promotional pieces should be exciting, encouraging, and inspiring. Many IBOs will anticipate these promotional pieces and use them to encourage themselves and others to continue the hard work to earn qualification.
- Event communications should emphasize the exclusivity of the Amway Achievers event. IBOs have a competitive spirit. Play to their desire to not be left out and their drive to qualify for this experience.

For specific details on color, font style and usage, logos, graphics, images, and signage for Amway Achievers, please refer to the following pages of this guide.

## Key Event Messaging Take-Aways

All event materials should convey and be consistent with the following messages:

- You've picked the right business. The Amway business is strong and poised to create a favorable environment for you to build your business.
- You are appreciated. You've worked hard to reach this level and deserve admiration, respect, and congratulations.
- An incredible Amway Achievers program has been developed for you in partnership with your IBO leaders. You will leave invigorated, with confidence, knowledge, and tools you can use immediately to help lead your teams and optimize your business. You'll feel a renewed motivation in continuing your efforts to inspire human achievement in yourself, your families, and everyone you touch.



## Graphics

Use this color scheme for pieces that pertain to both the Fontainebleau and Eden Roc hotels.



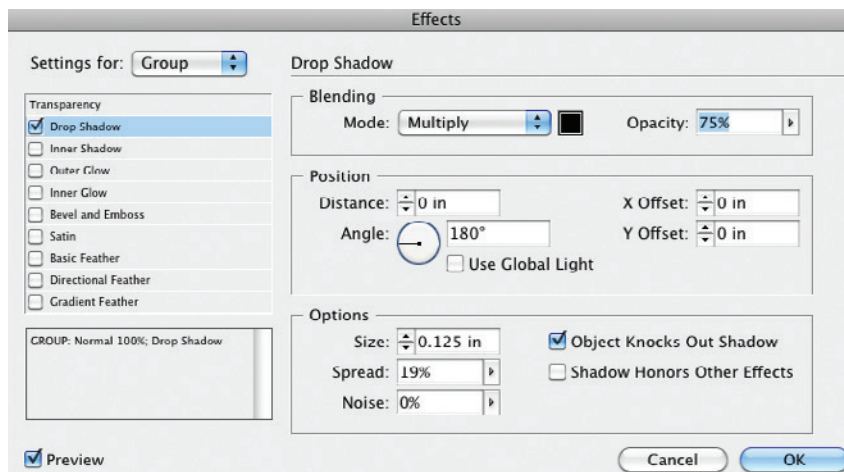
Use this color scheme for Eden Roc pieces.



Use this color scheme for Fontainebleau pieces



Use these settings as a guide to maintain an accurate drop shadow if needed.





## Font Usage for 2013

Helvetica Neue LT Std 97 Black Condensed	{ <b>Aa</b>
Helvetica Neue LT Std 87 Heavy Condensed	{ <b>Aa</b>
Helvetica Neue LT Std 97 Medium Condensed	{ <b>Aa</b>
Helvetica Neue LT Std 57 Condensed	{ <b>Aa</b>
Helvetica Neue LT Std 37 Light Condensed	{ <b>Aa</b>
Helvetica Neue LT Std 27 Ultra Light Condensed	{ <b>Aa</b>

## Font Usage for General Signage

Helvetica Neue LT Std 27 Ultra Light Condensed	{ Celebration Dinner
Helvetica Neue LT Std 67 Medium Condensed	{ <b>Celebración De Bienvenida</b> <b>Célébration De Bienvenue</b>
DFPHei STD WS	{ 欢迎庆典
SM Gothic STD 45 Light	{ 환영 축하연
Myriad Pro Semi Bold	{ <b>ПРИВЕТСТВЕННОЕ МЕРОПРИЯТИЕ</b>





## Logo Usage for 2013

Use these logo lockups when you're **not** using the Amway Signature Logo.



Use these logos when you're using the Amway Signature Logo.

**Achievers**

**Achievers**  
MIAMI BEACH, FL 2013

**Achievers**

**Achievers**  
MIAMI BEACH, FL 2013

Amway Signature Logo



Amway Logo



## Graphics Usage for 2013

Sig\_Blue\_Circle



Sig\_Red\_Circle



Sig\_Green\_Circle



Sig\_Platinum\_Circle



Amway/Platinum Circle lockup is to be used on the lower right front page of all multiple-page documents.

**Amway**

Bottom-cropped Signature Logo (Sig\_Crp\_Bot\_4c) to be used on the bottom right corner of single-page documents, or the back page of multiple-page documents.

*Note: When bleeding the logo, first place the bottom-cropped logo, then re-place with Sig\_Full\_Top\_4c logo to ensure an accurate cropping.*





Acceptable Icons



Picture Yourself Here



Shuttle Bus



Diamond Meals



Meals



Cyber Cafe



Social Media



Training Workshop



Welcome Celebration



Breakouts



Expo



Activity



Departure



Hospitality



Interpretation



Breakouts



Diamond Lounge



Enter



Exit



One-on-One Meeting



Business Meeting



Acceptable Icons



Recycle



Gluten Free



Recognition Gala



Invitation Only



Amway Staff



Rehearsal



Reserved Seating



Workout Session



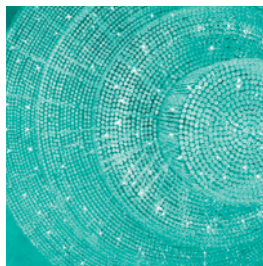
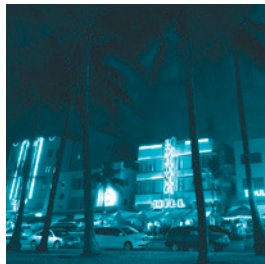
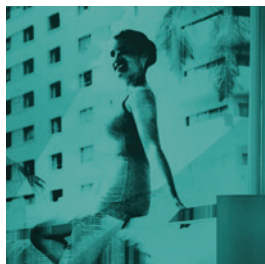
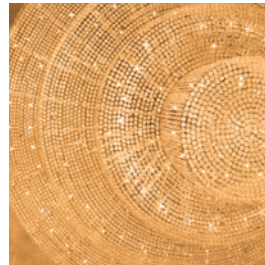
Welcome Celebration





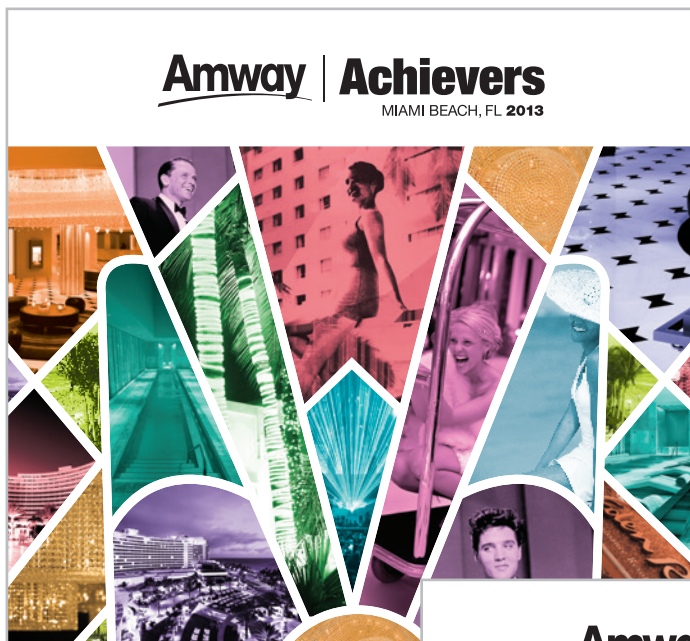
## Images Usage for 2013

All images may be used in any color combination as long as the result follows the overall event style. For a more extensive list, please preview the images located in the "Colored Images" folder.





## Signage Easels

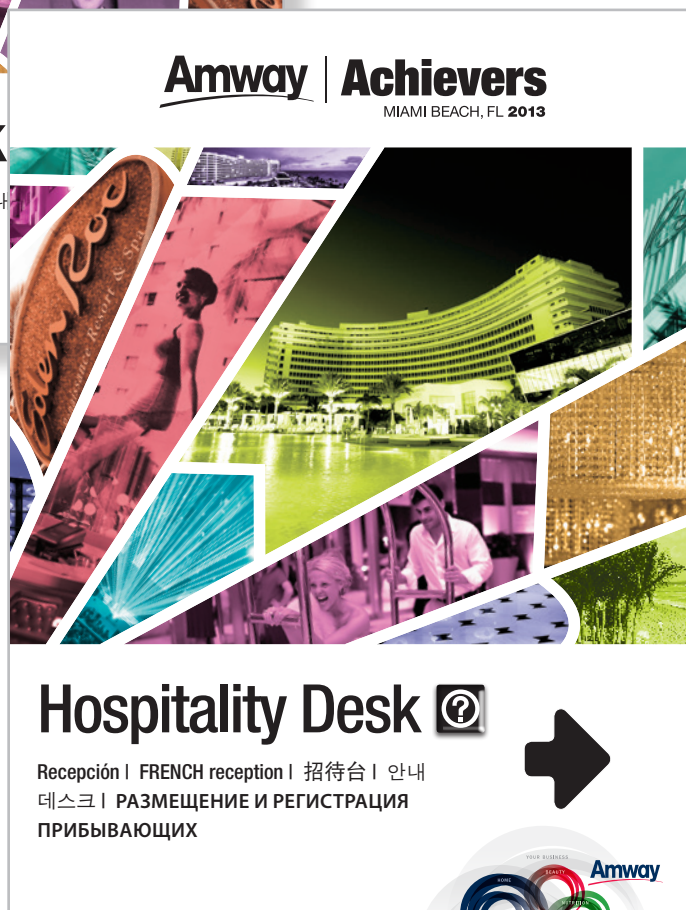


**Amway | Achievers**

MIAMI BEACH, FL 2013

### Hospitality Desk

Recepción | FRENCH reception | 招待台 | 안내  
데스크 | РАЗМЕЩЕНИЕ И РЕГИСТРАЦИЯ  
ПРИБЫВАЮЩИХ



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Blank Notecards



Luggage Tags



Eden Roc

Fontainebleau

Staff

Key Cards



Eden Roc

Fontainebleau





## Name Badges



Double sided

## Postcards

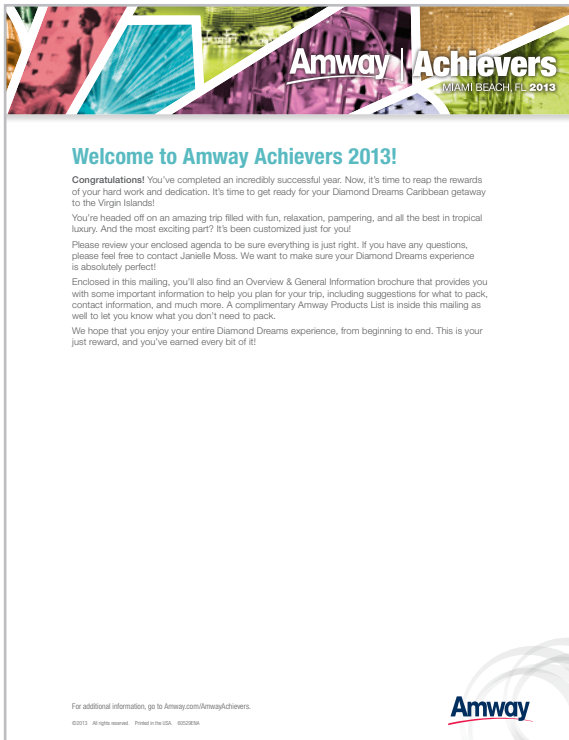




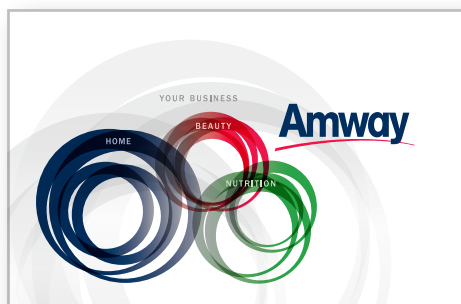
## PDFs and Emails

- Use the Masthead below for all PDFs and emails unless otherwise requested.
- Use the Amway Signature Logo at the bottom of single-page PDFs.
- Use the Amway/Achievers Logo lockup on the first page and the Signature Logo on the last page of multiple-page PDFs.

## Masthead



## Flag



## Teardrop Banners



## Welcome Banner





## CONTACTS

### REQUESTS FOR INFORMATION OR QUESTIONS ABOUT ...

- PRODUCTION ISSUES
- GRAPHIC IMAGES
- STYLE AND COLOR
- LOGOS

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