



SOCIAL BRAND GUIDELINES

LOVE YOUR GUT

EST. 2017



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WELCOME

This working document is an interim guide to the Biomel brand and assets.

How our brand is perceived and valued can be measured by how we present ourselves to the outside world. Consistency in the usage of the brand will allow us the freedom to create more creative and engaging messaging.

Enjoy



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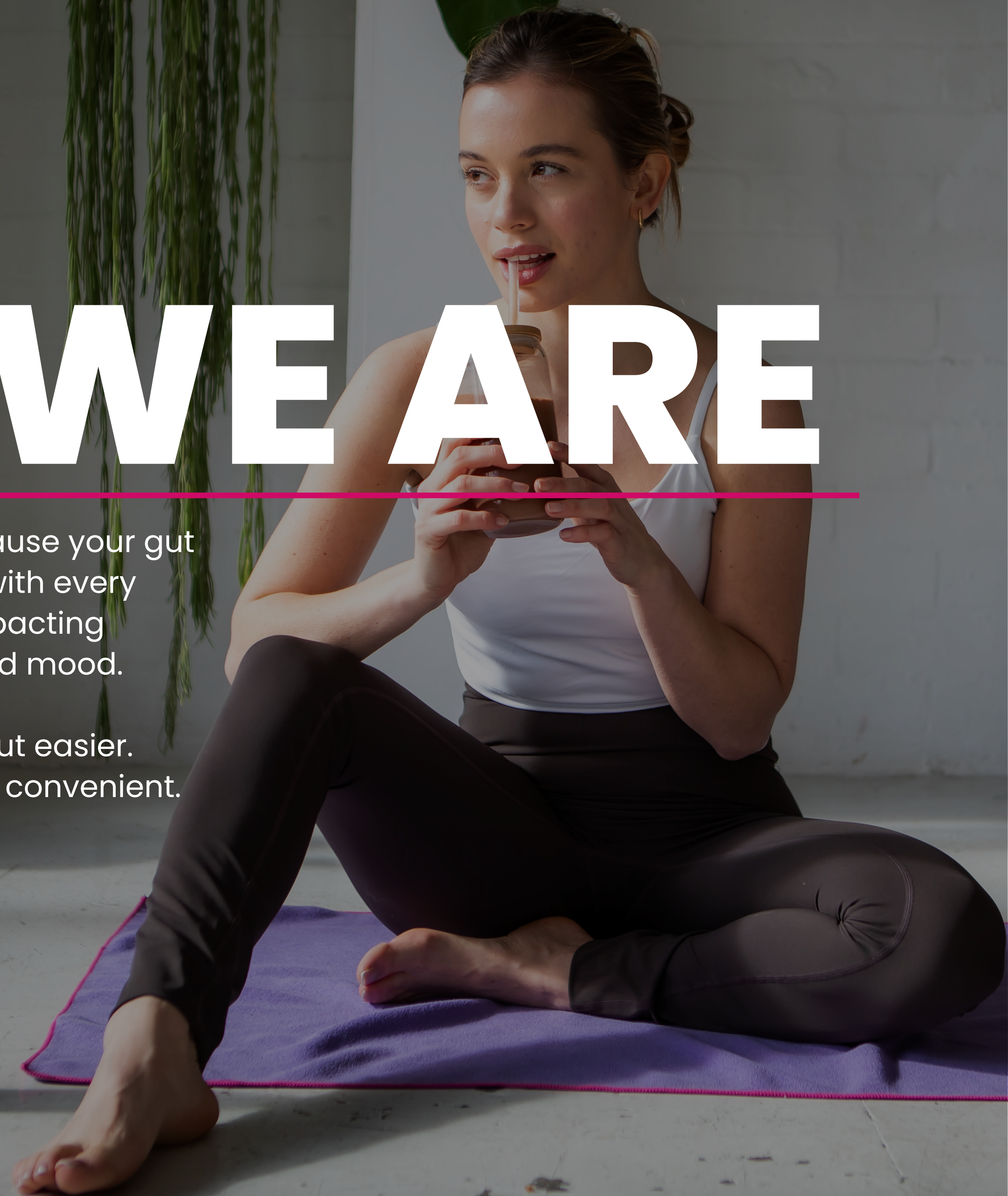
EXAMPLES

LOVE YOUR GUT

WHO WE ARE

We are passionate about gut health because your gut is at the heart of your health. It interacts with every aspect of your health and well-being. Impacting your digestive health, immune system and mood.

We created Biomel to make loving your gut easier. This meant, being delicious, effective and convenient.





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GUT BOOSTING

Biomel supports your gut through a POWERFUL combination of probiotics, prebiotic fibres, vitamins, and vitamins. That contribute to digestive and immune health.

DELICIOUS

Biomel is an award-winning range of delicious, dairy-free probiotic drinks, bars and powders that we created to make improving your gut health delicious and easy!

PLANT BASED

Biomel is 100% natural and dairy-free. Better for you and the planet – dairy is a stomach irritant and creates three times as many greenhouse gas emissions.





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Our mission is to
make good
gut health
deliciously
easy





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LOGOS

We love bringing colour to our products but our brand logo is black and white, with an accent of pink. Black and white because we are straight-talking, principled and like keeping things simple. Pink because we are friendly, tasty and like to stand-out. So lets keep it simple and stick with that!

When writing text on presentations or in body copy use black and white, but where you want to punch the text out, for the brand use Biomel pink,



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Black logo on light background



White logo on dark background



White logo on Gradient background



Solo heart on light background



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COLOURS

We keep our brand colours minimal, to ensure our variety of products are able to stand out without the need for a clash of many colours. Our Primary stay simple like our logo, whilst our background colours compliment our content. Our accent colour can be used to create that small pop of colour when needed.



PRIMARY COLOURS

Biomet White

R: 255 G:255 B:255

#ffffff

C:0 M:0 Y:0 K:0

Biomet Black

R:0 G:0 B:0

#000000

C:40 M:40 Y:40 K:100

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BACKGROUND COLOURS

Biomet Off White

R: 247 G:247 B:247

#f7f7f7

C:0 M:0 Y:0 K:3

Biomet Brown/ Black Gradient

Brown:

R: 70 G:37 B:33

#462521

C: 50 M:77 Y:68 K:68

Black:

R:0 G:0 B:0

#000000

C:40 M:40 Y:40 K:100

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ACCENT COLOUR (USED IN MINIMAL AMOUNTS)

Biomel Pink

R: 207 G:10 B:102

#cf0a66

C: 15 M:100 Y:30 K:0

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FONTS

We use Poppins as our Primary Font. Depending on the layout of the imagery beneath, a variety of three weights can be used to help the text stand out.

In the case of using a headline, use Poppins SemiBold or Bold, with Poppins Medium for any sub copy or use the secondary font.

Both of our fonts are Adobe fonts and can be downloaded from the adobe font library. Please reach out if you are unable to access these fonts.



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PRIMARY FONT

Poppins

Poppins Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ & £ ? /

Poppins SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ & £ ? /

Poppins SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ & £ ? /



SECONDARY FONT

Miller Banner Condensed

*Miller Banner
Condensed Semi Bold Italic*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ & £ ? /*

*Miller Banner
Condensed Semi Bold Italic*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ & £ ? /*

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FONT BEST PRACTISE

Your gut routine shouldn't
be this *inconsistent*

For the purpose of adding extra emphasis to words in our copy, we add our secondary to certain words. The font size of this font must be scaled up in order to match the height of the primary font, as exemplified above.



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We use a minimal amount of Graphic elements in social content. These are included to enhance the message, the following elements can help illustrate the point we're pushing.



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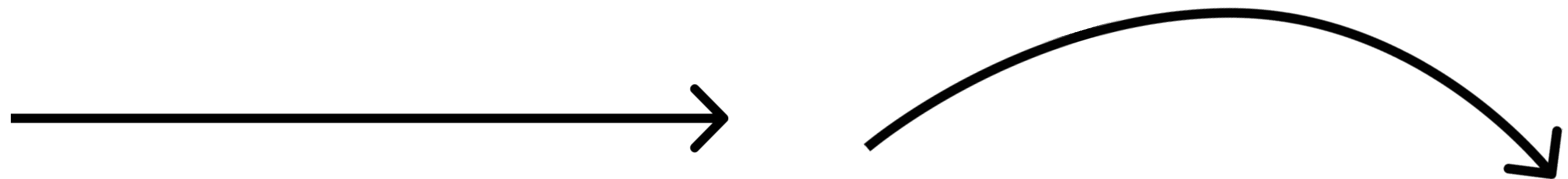
CTAS

Start your gut health journey

START YOUR GUT HEALTH JOURNEY

CTAS can be used in Poppins Medium or Semibold, in small caps or all caps, depending on what helps it stand out. Always in a rounded rectangle, 12px stroke weight in either our Primary colours or accent colour

ARROWS



Arrows can be a great way to point out specific product points and highlight what the copy is referring to. We use simple arrows in either our Primary colours or accent colour



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The following are examples of social ads we have produced recently. Please find these as inspiration for our style and use these as a guide to fit our tone of voice.



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