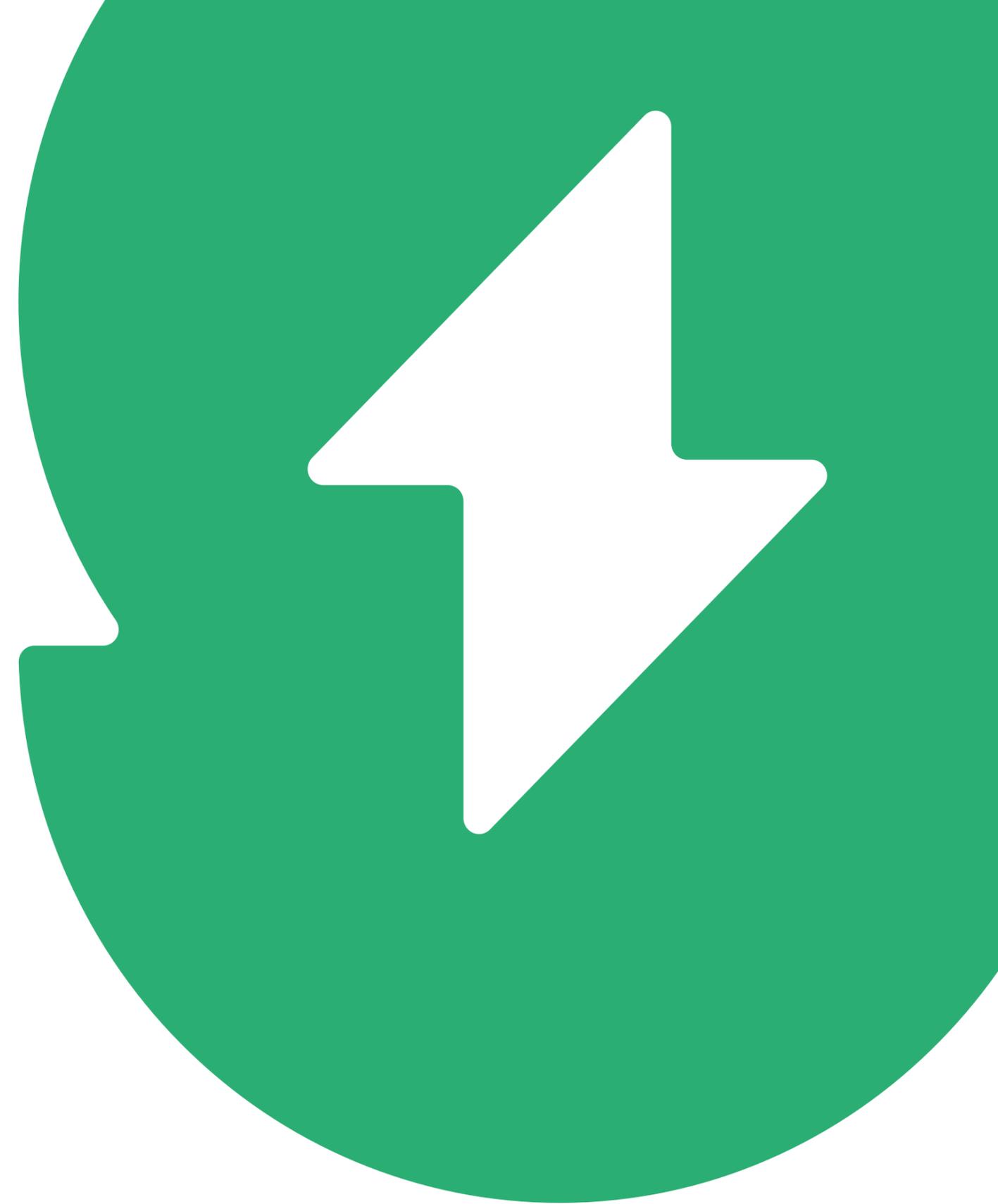




BRANDBOOK

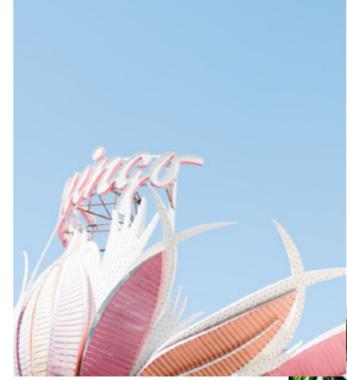


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- 02 PHOTO STYLE**
- 03 PRIMARY & SECONDARY COLORS**
- 04 GRAPHIC ELEMENTS & ICONS**
- 05 STOCK IMAGES**
- 06 FONTS**
- 07 SOCIAL MEDIA**
- 08 NEWSLETTER & BLOG IMAGES**
- 09 PHOTO ADJUSTMENT**
- 10 BRAND CHARACTER Q&A**



MOODBOARD

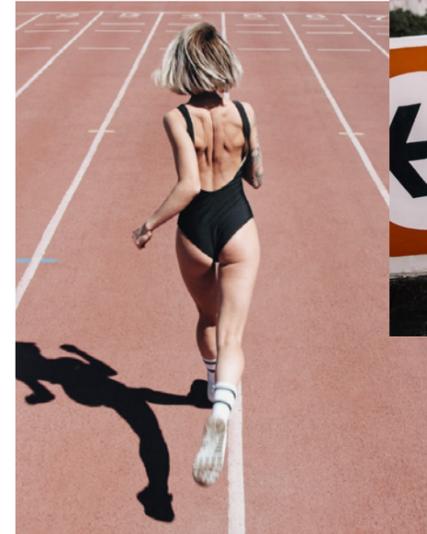


sunny
warm
california
summer



accent
money
wealth
invest to multiply
freedom

young
adventurous
fit



comfortable
natural fabrics
pastels
jeans
cotton

facial expression:
determined
focused
balanced



puma
fast
agile
works alone

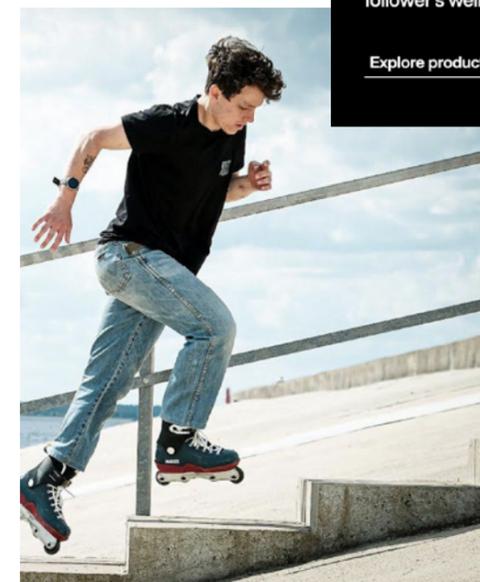
face - determined
outfit - comfortable, casual
focus - 1 person
poses - influencer style
feeling - wealth, freedom
accents - fit, sporty, nutritious
movement (not static)
include black



bali
workation



influencer
public figure
athlete
fitness coach



The world's #1
inline skater
launches his
supp brand

Nils Janosns is recognized by the Be
Mag as the world's #1 inline skater.
We're proud that we can support his
lifestyle and be partner in his
follower's wellbeing.

[Explore products](#)

movement

hero
statement
bold
black

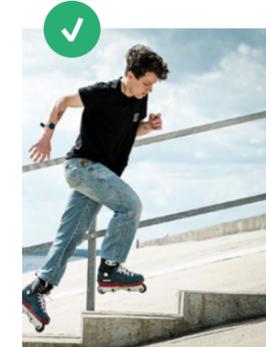


PHOTO STYLE YES / NO

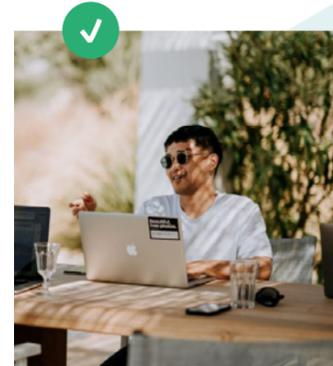
face - determined
outfit - comfortable, casual
focus - 1 person
poses - influencer style
feeling - wealth, freedom
accents - sporty, nutritious
person - movement (not static)



determined, sporty
not sweet, cosy



lifestyle
not hardcore fitness

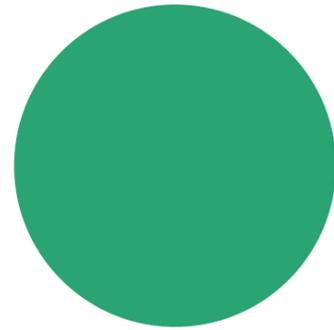


workation
not vacation



PRIMARY COLORS

sunny
warmth
pastels
natural
denim
cotton
west coast

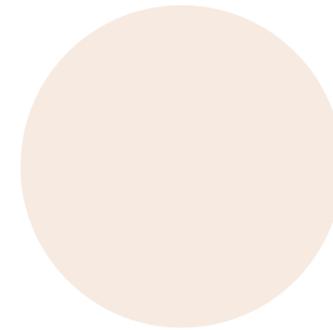


supliful green

#2AAE73

RBG 42/174/115

CMYK 77/4/74/0

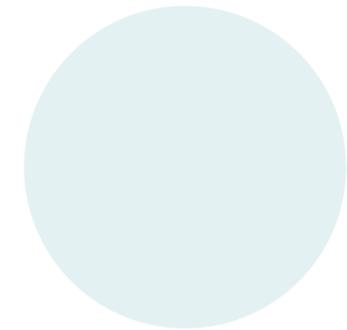


light orange

#F7EBE2

RBG 247/235/226

CMYK 2/7/9/0

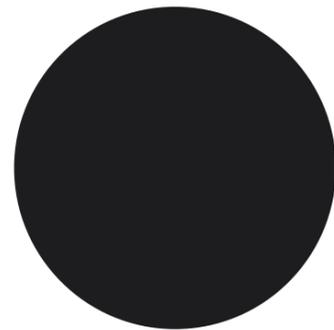


sky blue

#E4F2F4

RBG 228/242/244

CMYK 9/0/3/0

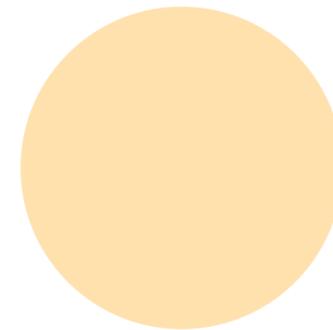


black

#1D1D1F

RBG 29/29/31

CMYK 73/67/63/75

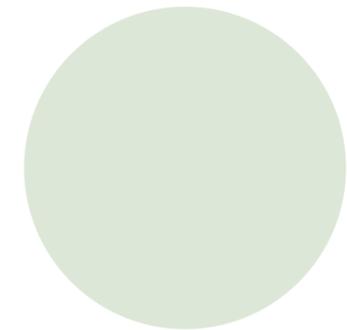


sunlight yellow

#FFEBB8

RBG 255/235/184

CMYK 0/6/32/0



ocean green

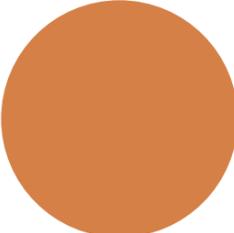
#E7F1E1

RBG 231/241/225

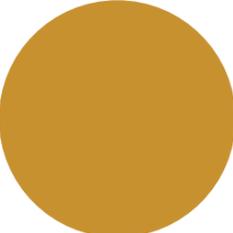
CMYK 9/0/13/0

SECONDARY COLORS

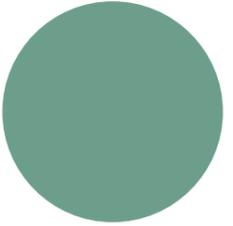
sunny
warmth
pastels
natural
denim
cotton
bali
west coast



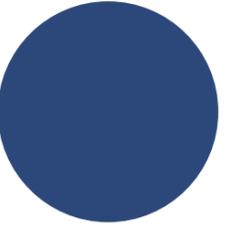
#d58046
RBG 213/128/70
CMYK 14/57/82/1



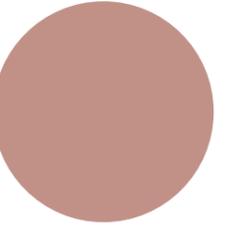
#CF9830
RBG 207/152/48
CMYK 15/43/100/1



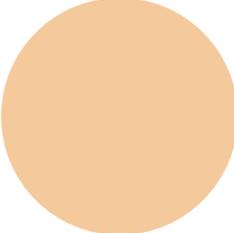
#6DA593
RBG 109/165/147
CMYK 66/15/50/0



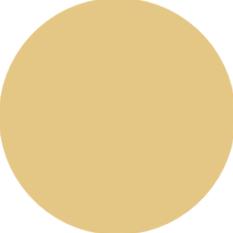
#2C4779
RBG 44/71/121
CMYK 96/80/24/9



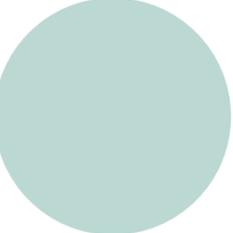
#C8988E
RBG 200/152/142
CMYK 18/46/40/0



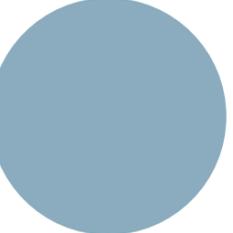
#F4C99B
RBG 244/201/155
CMYK 3/22/41/0



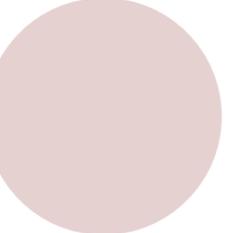
#ECCE8C
RBG 236/206/140
CMYK 5/18/57/0



#C2DFDA
RBG 194/223/218
CMYK 26/1/15/0



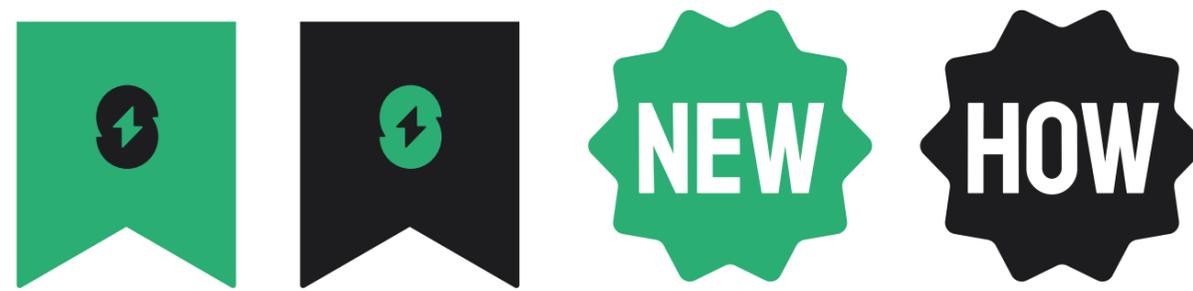
#91B3C5
RBG 145/179/197
CMYK 47/18/15/0



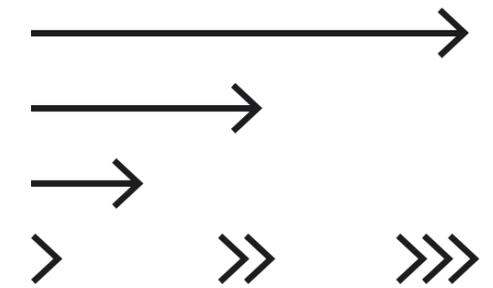
#EDD8D8
RBG 237/216/216
CMYK 3/16/9/0

GRAPHIC ELEMENTS

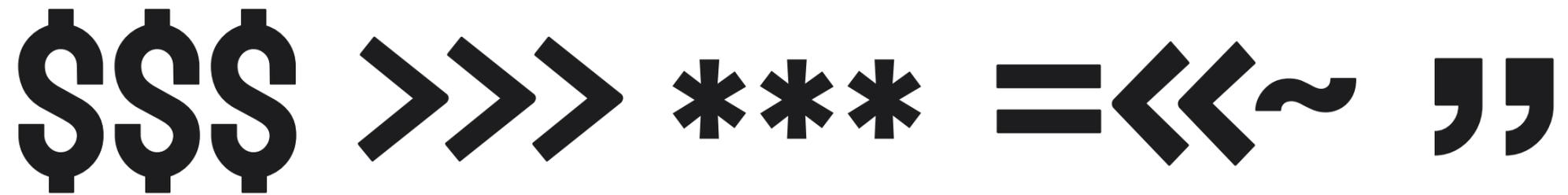
bookmark & badges



arrows



bold text graphics



shapes



*combine to create unique shapes for text background & patterns



*apply dotted patterns to the shapes, use brand colors



smooth
rounded
clean
minimal
bold

ICONS

bold
rounded
line
one color

product icons



Sugar-free



Vegan



GMO

web icons



navigation

social media

app icons



notification



like

health benefits

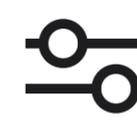


recover
faster



improve
immunity

other

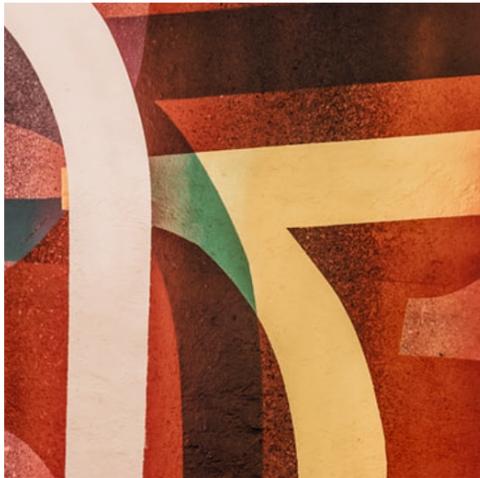


STOCK IMAGES

clean
minimal
creativity
design
launch
income
freedom

examples:
<https://unsplash.com/collections/SAPcVw7Mjxw/supliful>

adjust photo to match
supliful color palette or use
color overlay effect



FONTS

V1

hero
all caps
bold
+
easy
rounded
simple

headlines

**STAATLICHES
REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!?:./" _()&*@\$%

paragraph

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?:./" _()&*@\$%

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?:./" _()&*@\$%

FONTS

V2

hero
all caps
bold
+
easy
rounded
simple

headlines

**STAATLICHES
REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!?:./" _()&*@\$%

paragraph

DM Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?:./" _()&*@\$%

DM Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?:./" _()&*@\$%

SOCIAL MEDIA

adjust the greens to match the greens in color palette

photos of people:
have something white and black in the photo

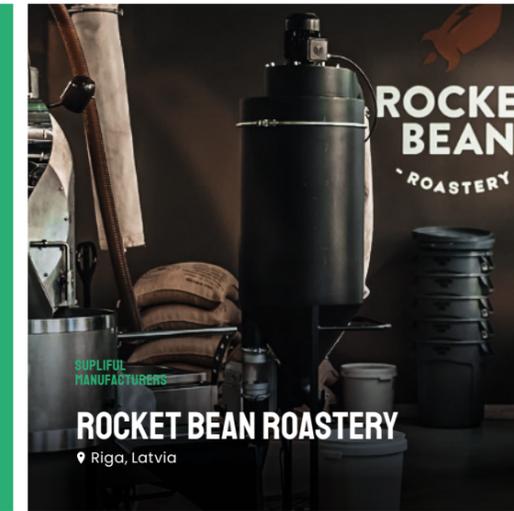
font:
Staatliches + Poppins



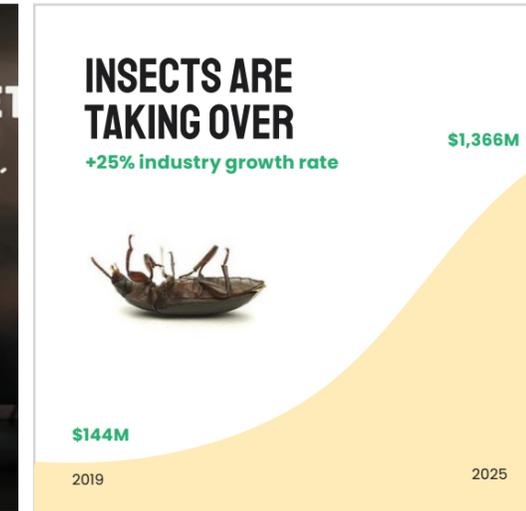
How to



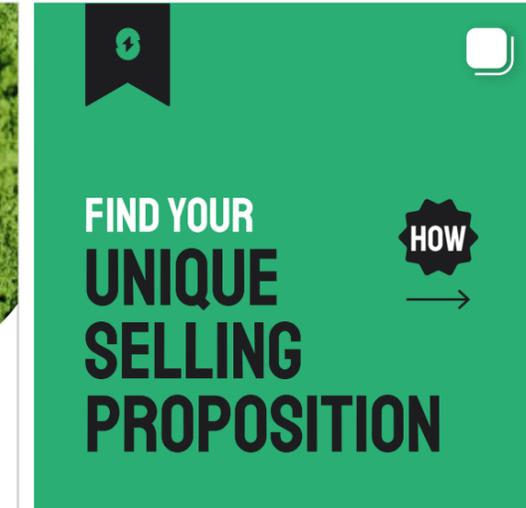
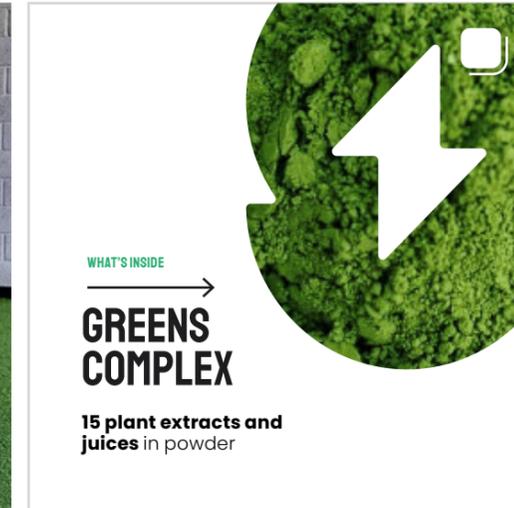
Manufacturing



Industry trends

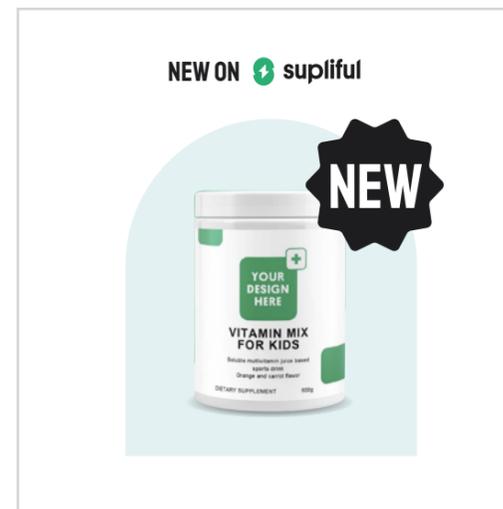


Brandholder



Tips & tricks

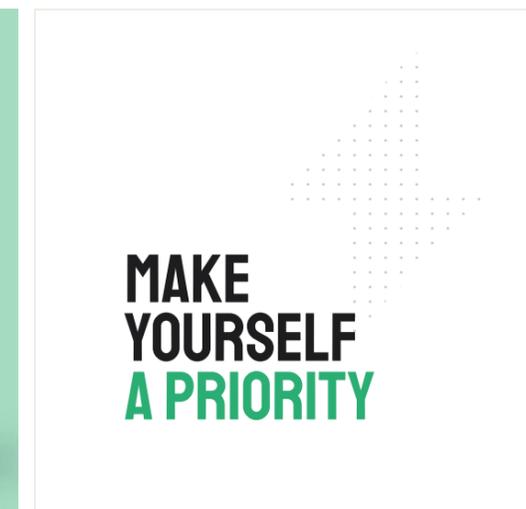
Ingredient photo (middle)



Announcement



Product mockup



Quote/ motivation

SOCIAL MEDIA

Posts (main image in feed) usually have either **white, green** or **photo** background

The following slider images have **white** background and graphic elements/icons in the background

In graphs/infographics use brand colors with **transparency/multiply** effect (see tips&tricks example)

Add **small details** like arrows/bookmark icon to middle/last sliders.



How to

The first slider has a green background with a white bookmark icon in the top left. The text reads 'HOW TO START YOUR SUPPLEMENT BRAND' with a right-pointing arrow. The second slider has a white background with a green bookmark icon in the top left. It is divided into two sections: '01 SPONSORED CONTENT' and '02 TRAINING PROGRAMS'. Each section lists 'Pros' and 'Cons' and includes a 'Reward' and 'Risk' level. The 'Sponsored Content' section has a risk level of 'low' and a reward of '\$'. The 'Training Programs' section has a risk level of 'high' and a reward of '\$\$'. Both sections have a vertical orange text on the right side that says '[+ add illustrations]'.

How to (with photo background)



Tips & tricks

V1 - green only

V2 - with more color

The first Venn diagram (V1) has a green background with a white bookmark icon in the top left. The text reads 'FIND YOUR UNIQUE SELLING PROPOSITION' with a right-pointing arrow and a 'HOW' icon. The Venn diagram consists of three overlapping circles: 'WHAT THE CONSUMER WANTS' (top), 'WHAT YOUR BRAND DOES WELL' (right), and 'WHAT YOUR COMPETITOR DOES WELL' (bottom). The intersection of all three is labeled 'WINNING ZONE' with the text 'Focus on making this zone bigger!'. The intersection of 'Consumer Wants' and 'Brand Does Well' is labeled 'LOSING ZONE' with the text 'Your competitor meets your needs better than you do.'. The intersection of 'Brand Does Well' and 'Competitor Does Well' is labeled 'WHO CARES?' with the text 'Don't waste your time!'. The intersection of 'Consumer Wants' and 'Competitor Does Well' is labeled 'RISKY' with the text 'Win with innovation, speed or emotion!'. The second Venn diagram (V2) is identical in layout but uses different colors for the circles: light blue for 'Consumer Wants', yellow for 'Brand Does Well', and light green for 'Competitor Does Well'.

SOCIAL MEDIA

Keep images clean and light, adding just a few graphic elements.

Fulfilment



HOW DOES ON DEMAND FULFILMENT WORK

HOLD NO INVENTORY AND SHIP PRODUCTS DIRECTLY TO YOUR CUSTOMERS 

- 01 Register
- 02 Pick the products you wish to sell
- 03 Customize your product label (or we can do it for you!)
- 04 Publish your products to your online shop and start selling!

 **We will dropship the incoming orders under your brand directly to your customers.**

Label design inspo/examples



Motivation



MINDSET FOR SUCCESS DO YOU HAVE IT?

?

DO YOU HAVE A LONG TERM VISION?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

You got this!

?

ARE YOU SCARED OF FAILURE?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, **sed diam nonummy** nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

?

HAVE YOU DEVELOPED YOUR OWN DAILY ROUTINE?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad **minim veniam**, quis nostrud exerci tation.

SOCIAL MEDIA

Keep images clean and light, adding just a few graphic elements.

Quotes



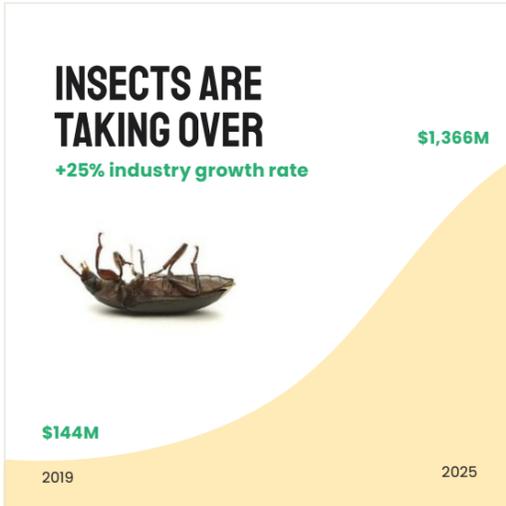
Webinar



Ingredient photo



Industry trends



SOCIAL MEDIA

For **behind the scenes** photos (manufacturing, team) and **brandholder photos** use Lightroom photo filter **Coconut**

Manufacturing



Brandholder



photo of the person and their product

Team photo



New product

V1



V2



V3



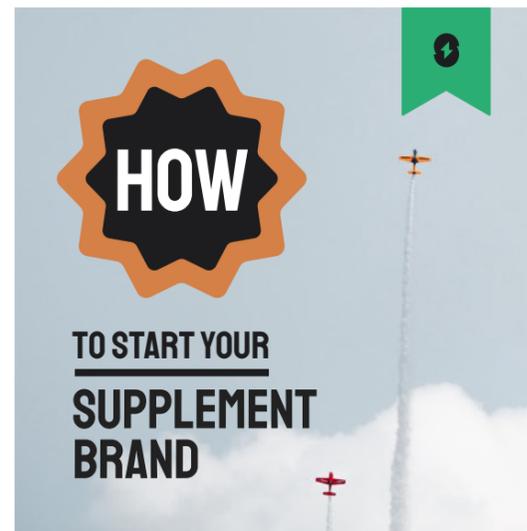
BLOG IMAGES

proportion:
square

use primary/secondary
colors in images

use graphic elements

underline the important keywords
and/or make them bigger



How to start your own
supplement company with
Supliful



A fitness app without a
supplements line = a wasted
opportunity to profit



5 reasons why you should
create your own product line
instead of doing sponsored
deals (+ product promotion
tips)

NEWSLETTER IMAGES

proportion:
3:2

use primary/secondary
colors in images

use graphic elements

underline the important keywords
and/or make them bigger

graphics background with text



photo background with text



photo background with color overlay / without text

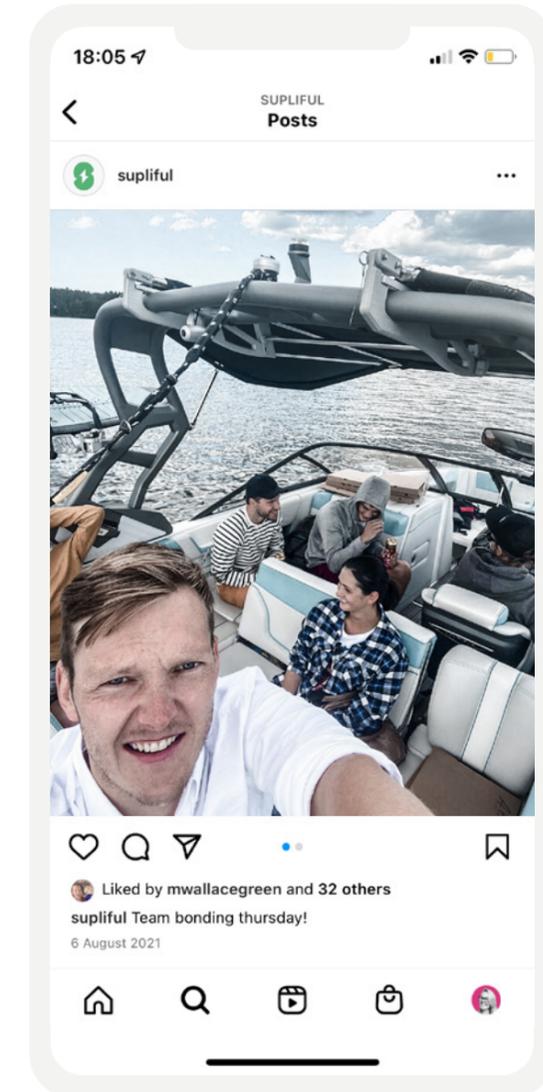


PHOTOS ADJUSTMENT

Lightroom preset:
Coconut 1

composition:
max straight against
the background

background:
max neutral



BRAND CHARACTER Q&A

Age
20+ / young, adventurous

Song
Remember the name

Thinking
How to avoid rat race, gain freedom

Facial expression
determined, focused, balanced

What is the character's favorite outfit? What are the colors?
Casual and comfortable. Pastel tones with some accents. Natural fabric (jeans, cotton).

What might the character want to avoid? What is he or she against?
Too much commitment, boredom, someone limiting him

What would the character never leave home without?
mobile phone (used for payments, calling, email, planing, emailing and basically managing life)

If the character were an animal, what might it be? And why?
Puma, because it's fast, agile and works alone.

What is the character known for or famous about?
For always finding a solution or occupation.

What's the first thing the character would do with \$10k?
Invest to multiply it.

What might the character want to change in the world?
Make it more libertarian, reduce government role, remove bureaucracy.

Where is the character? Draw the background and surroundings.
In Bali, on workation. Working on laptop in a bungalow next to the beach.

Is the character with someone? Who is he with and why?
He's with his significant other.

Is there anything else you would like to add? Finetune the drawing.
The character values good design and user experience. For the sake of perfection and a professionally done job (He's a minimalist and doesn't see inherent value in it and could do without it easily but appreciates it when sees it).

Archetype:
**HERO
+ CREATOR**

Values:
advancement, achievement, curiosity, efficiency, health, honesty, transformation, trust, wealth, wellbeing, self-realization, transparency, consistency, trustful, helpful



BRANDBOOK

Designed by Arta Citko / arta@citko.lv

