



BRAND GUIDELINES



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## Who Are We?

Micronutrition® is a proudly Australian, family-owned brand delivering premium nutritional supplements crafted from a harmonious blend of nature and science.

Founded in 2018 by the Gajda family as an extension of their specialty supplement manufacturing business, NaturaTech, Micronutrition ensures the highest quality standards from formulation to the finished product.

We are dedicated to providing top-quality, efficacious, and trusted nutritional and therapeutic supplements to people worldwide.



What  
do we do  
differently?



## Our Mission

To transform lives and enhance wellbeing through the perfect fusion of nature, scientific innovation, and preventative health.

## Our Vision

To become your go-to brand for cutting-edge health solutions you can trust.



# Our Core Values



Formulations developed in collaboration with Australian complementary practitioners



Supported by scientific evidence and extensively trialled in clinical settings



Designed with the same quality and efficacy standards as practitioner-only products



All products are formulated and manufactured in Australia and validated by third-party testing



Use minimal to no excipients to ensure purity and efficacy

# Tone of Voice



Our tone of voice is:

## **Credible and Trustworthy**

Establishes trust and reliability.

## **Conversational**

Engages customers with a friendly tone.

## **Positive and Enthusiastic**

Reflect a passion for health and wellbeing, maintaining an uplifting and encouraging tone.

## **Simple and Transparent**

Communicate in a clear, straightforward manner, ensuring customers understand the benefits and ingredients of each product.

# LOGO

There is one logo for Micronutrition, which is also available in a reversed option for use on dark coloured backgrounds.

The radiating circles must always be shown together with the word MICRONUTRITION as well as the Registered trademark.

The radiating circles may be used as a design element in advertising material, but must not be used solely to represent our brand as a logomark in itself.



# LOGO

## Correct Usage

Please adhere to the following guidelines when using the Micronutrition logo.

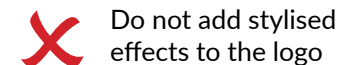
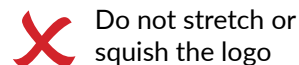
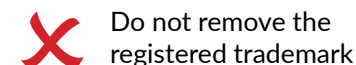
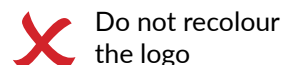
### LOGO CLEAR SPACE GUIDE

To avoid crowding, always allow an appropriate amount of space around the logo using the height of the 'M' as a guide.



### INCORRECT APPLICATIONS

Do not alter the logo, as outlined below.





# LOGO

## Correct Usage

When the logo is placed on a solid colour background, the logo must be clear and legible. Do **not** put the logo on bright colours or black. Where possible, use white or the Jet Grey brand colour.

When the logo is placed on an image, the logo must be clear and legible. Do **not** use images that are visually complex as the logo will be difficult to identify.



# APPROVED TAGLINES

The only taglines to be used with the logo are:

- Combining the best of nature & science
- Formulated & manufactured in Australia
- Experience the Results

The taglines are to be in Lato Regular in uppercase and should only be displayed as per the examples shown.



# FONTS

## Print

Micronutrition's print font is Lato in Regular & Bold weights. The font's semi-rounded details are warm and inviting, while the underlying structure provides stability. Lato's tone is serious, but friendly.

Lato is the primary font used in all Micronutrition product packaging. When used in print material, this ensures consistency across our brand.

# Lato Bold

Headings, sub-headings and short pull out text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890

# Lato Regular

Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890

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# FONTS

## Online

Micronutrition's online font is Lato Regular. It is used predominantly on our website.

Lato Bold can be used sparingly and as required for words/phrases of emphasis.

# Lato Regular

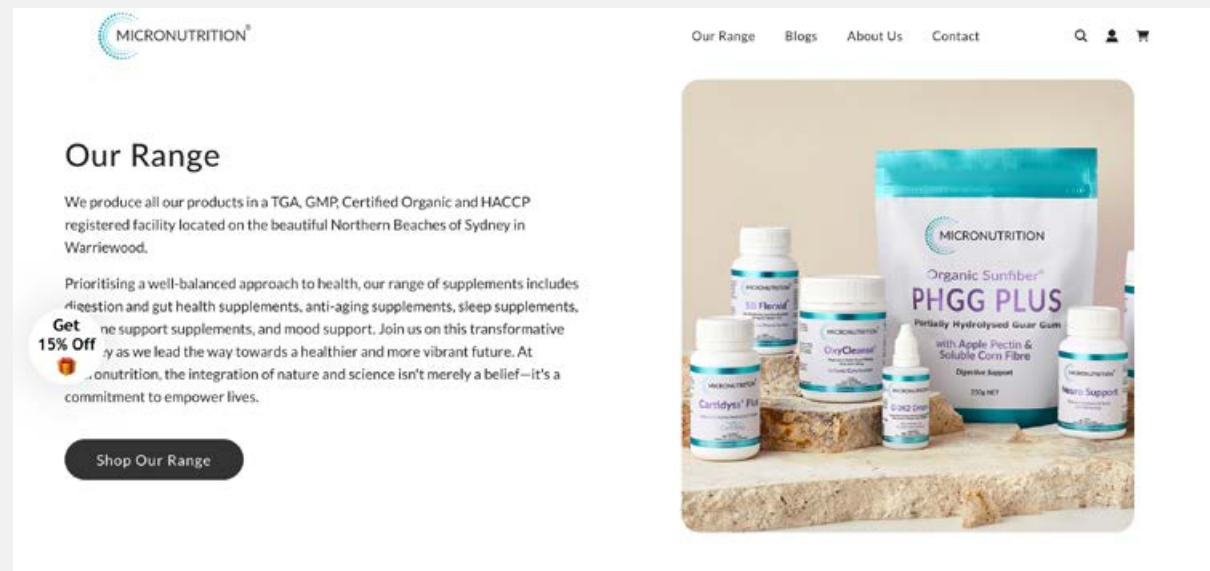
Headlines, sub-headings, body copy & buttons

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890

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# FONTS

## Microsoft Office

When creating material for Micronutrition in Microsoft Office programs, please use Open Sans. This font has been selected for its similarity to our primary brand font, Lato.

Open Sans is a Google Font which means it can be downloaded and installed for free by both Mac and PC users alike. Open Sans comes in a range of weights from Light to Heavy, but Micronutrition primarily use the Semi-Bold and Regular weights,

# Open Sans Semi Bold

Headings, sub-headings and short pull out text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890

# Open Sans Regular

body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

1234567890

Xernatur rem. Ibus qui am harchil licipsu ntotas nimin res arum vendaer cimodit, ad maion nonem. Ur? Ab illant as re sequi qui a dolorist, invenditat quatio evendaes magnatum restior itenem aut aditius autenditatem am et, everchil ipid quae. Serferibus et pe sus simolorem nistios maio.

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# COLOURS

Our primary brand colour is Ocean Teal. It is fresh, bright and has a strong association with the ocean. Tints of this colour – which are used in our logo – can be used liberally in our print and online communications.

Our palette consists of complimentary colours that can be used sparingly for accents and pops of colour as needed.

## OCEAN TEAL

Primary Colour

C76 M10 Y26 K0  
R0 G171 B189  
#00ABBD

## OCEAN TEAL 75% STRENGTH

Secondary Colour

C62 M2 Y20 K0  
R81 G192 B205  
#51C0CD

## OCEAN TEAL 50% STRENGTH

Secondary Colour

C44 M0 Y13 K0  
R139 G211 B221  
#8BD3DD

## ROYAL PURPLE | Complimentary Colour

C61 M71 Y13 K1 R120 G94 B151 #785E97

## GREEN KELP | Complimentary Colour

C74 M2 Y48 K0 R34 G181 B158 #22B59E

## COOL WHITE | Complimentary Colour

C2 M0 Y0 K0 R247 G252 B254 #F7FCFE

## JET GREY | Complimentary Colour

C68 M61 Y59 K46 R65 G65 B66 #404041

# ICONOGRAPHY

When selecting or creating icons for print and online communications, ensure the icons are inline with the examples shown.



DAIRY  
FREE



GLUTEN  
FREE



VEGAN

# PHOTOGRAPHY DIRECTION

## Scenery

When selecting scenic images to represent our brand, please choose images with cooler tones that are slightly desaturated.

Micronutrition is proudly Australian and our location imagery should be associated with beaches and other relaxed environments.





# PHOTOGRAPHY DIRECTION

## People/Lifestyle

Micronutrition products are geared more toward women aged 30-55. When selecting images of people to represent our brand, please choose a range of ethnicities.

Warm, friendly faces with clean, healthy skin support what our brand is about. Images of families, healthy activities including exercise, pilates and healthy eating help to support Micronutrition's ethos.





# PHOTOGRAPHY DIRECTION

## Clinical/Scientific

When selecting stock imagery for clinic/research/lab settings, ensure that it is generic and non-specific.





[micronutrition.com.au](http://micronutrition.com.au)