

Logo/Wordmark brief:

1) Design Objective:

Primary Objective: NuYugen Wordmark and logo

2) Background:

Who we are:

NuYugen is the first brand launched by Granite Ridge Life Sciences (GRLS) – a start-up phyto-pharmaceutical company that makes health and wellness products from co-extracted plant molecules to pharmaceutical standards.

NuYugen is a brand of health and wellness products distributed through an MLM / direct marketing channel. We sell products that work and are viral in nature because their effects are remarkable.

3) About the name NuYugen:

The name NuYugen was birthed as a hybrid of 2 concepts:

a) **Yuga** in Hinduism is an epoch or era within a four-age cycle: <https://en.wikipedia.org/wiki/Yuga>

and

b) Yugen (a Japanese concept) an appreciation for the mysteries and secrets of the universe : <https://creativesystemsthinking.wordpress.com/2014/12/13/yugen-%E5%B9%BD%E7...>

With the rise of cannabis and the fall from grace of pharmaceuticals, we believe we are in a new age where plants and plant molecules will gain popularity. Our first product is called "Lera" - we think of the name of this product as representative of the emerging "Longevity Era – L era"

Our current tagline is “Where Ancient Wisdom meets Modern Science”

4) Brand Vision:

The world is on the cusp of a revolution in human wellness coming from plant-based compounds such as cannabinoids, flavinoids and terpenes. NuYugen is on the forefront of the science, producing leading edge plant-based compounds of the highest quality.

Many of our products contain complex cannabinoids, hemp-based compounds. NuYugen products contain some of the most powerful plant-based compounds known for the wellness of the body.

In addition we have available products for daily living which provide superior performance in all respects to the toxic products generally available to consumers. Our products lack the dangerous side effects of many of these over-the-counter grocery store products. Join NuYugen in experiencing the next revolution and wellness.

5) Brand Mission:

To provide our customers a foundation (framework) for healthy abundance. Wellness is wealth. Sustained wealth and wellness. Doing good for others.

6) Colour references:

Blue (Royal) & Gold

Premium/Regal/Elevated/ Knowledgable/ Japanese / Egyptian Energies

Image File Attached:

Please see the following references:

1. "Maina" image: Please use the minimalist gold embossed feel as a reference here. As you can see it looks very regal, but simple. Please use the "thickness" of the gold font as a reference here NOT the font type itself. The symbol is too big compared to the font, so please do not use that as a reference, although the beauty and simplicity of the symbol is nice; however, it should be placed properly and sized accordingly, we don't want the symbol to dominate the font.
2. Colour swatch images (2 attached). Please use these colours as a reference for the blue colouring. We want it to captivate the eye, it should be as "royal" or "rich" hued as these references, nothing less.
3. The gold coloured heart image. This is a reference on how minimalist the symbol should be. The thickness of the gold lines should be referenced. The gold colour should be used as a reference.

You can use that with the two inverted triangles as a start for the image corresponding to "Create your own reality." Take that viking reference and make it more impactful and capturing to the eye akin to the heart. You see the heart has some sacred geometry there as well. Please use that sort of vibe, the Viking symbol of "create your own reality" and put a unique spin on the symbol. The two inverted triangles are boring. Don't overdo it, again simple, gold, regal and understated, yet impactful.

The other option could be a butterfly (very simple in gold) as a symbol. And the tagline could be "The Butterfly Effect"

Please avoid using multi-colors, strange alignment. If anything, you may separate

Nu
Yugen

Or you may do NuYugen

Or NUYUGEN

You may use a special style on the first "N" of Nuyugen and also the "Y"
- please see what Rob used for the Y.

See what the movie Black Panther did for their "N" in the trailer - use that or copy it directly.

Thank you!