



GOEXEC

NUTRACEUTICALS

BRAND GUIDELINES



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THE BRAND IN ACTION



OUR VISION
What does it mean to GoExec?

Everyone should be able to feel great mentally and physically, whether you're a high-flying business professional, weekend-warrior or the executive of your own home. Our vision is to enable people to achieve mental and physical balance through goal-driven supplementation, arriving at their peak state.

OUR PURPOSE
Why do we do what we do?

We exist to give people the means to put their plans into action. Through synergizing mental and physical optimization, people are able to manage performance and health with equal rigor. We believe in the power to make your health an asset, rather than a liability.

FIND YOUR PEAK STATE

“ 90% OF CEOs STRUGGLE WITH WORK-LIFE BALANCE. ”

- MAYOCLINIC.ORG

According to Mayo Clinic data, the traditional executive lifestyle leads to less sleep, more work hours, struggles with work-life balance, frequent travel, and a sedentary lifestyle. These factors put executives at a greater risk for health concerns, and can hinder one's ability to perform at their very best.

Leaders need a healthy work-life balance to remain effective. We believe that your health is directly related to the expression of executive ability, and should be an asset, rather than a liability.

Leaders need high levels of energy both mentally and physically to perform at their best. Sub-optimal health (intermediate stage between health and disease) declines performance (mentally and physically) decreases vitality,

physiological function, capacity for adaptation, muscle growth/recovery, and overall potential.

We look to bridge the gap between your physical and mental health with a range of high-quality, scientifically-formulated nutraceuticals. We use functional, award-winning ingredients and partner with the best third-party vendors and manufacturers to ensure the highest standards.

We believe everyone can achieve an executive lifestyle that allows them to optimize their performance without sacrificing health and self-care.

Leaders shouldn't have to choose between their work and their health. Find your peak state.

We are proud of
OUR VALUES

- Scientifically formulated
- Functional, award-winning ingredients
- High-quality
- Supporting elite performance
- Inclusivity
- Do it better

OUR PERSONALITY
Who are we, and what is our brand voice?

- Concise
- Knowledgeable
- Adventurous
- No bullshit
- Aspirational
- Elite



COMBINATION MARK

At least double the height of the "Nutraceuticals" font should be used as clear space around the logo.



LOGO VARIANTS



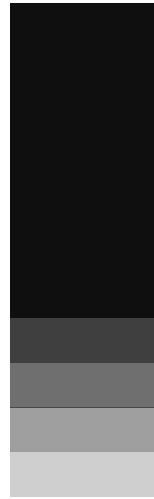
WORDMARK

BRAND IDENTITY

BRAND COLORS



WHITE
#FFFFFF



DARK SLATE
#0F0F0F



METALLIC
GOLD



STONE GREY
#6E7D88

BRAND TEXTURES

Other metallic textures will be used to designate different product lines while maintaining the feel of on-brand quality and excellence.



ROSEGOLD



PLATINUM



COPPER



SILVER

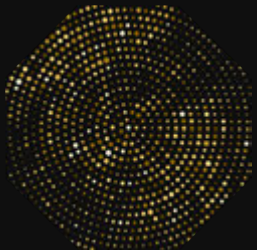
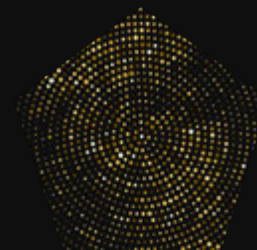
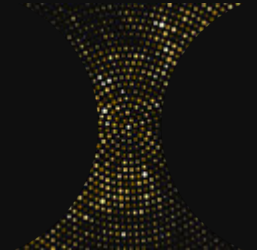
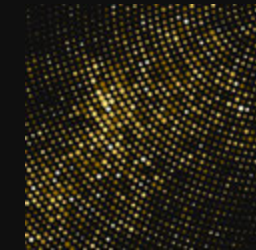
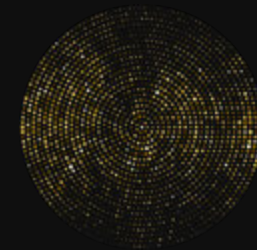
BRAND IDENTITY

PRODUCT SHAPES

Each product will be represented by a different geometric shape related to the name. These shapes will be used across a variety of media to build product awareness.



A P E X



FUTURE PRODUCTS

EX

FILSON PRO (LOGO FONT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
?!&@%0 | 0123456789

MEDIUM - CAPITALIZED

EX

MONTERRAT SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
?!&@%0 | 0123456789

BOLD 600PT SPACING - CAPITALIZED

Montserrat Medium

Ex

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
?!&@%0 | 0123456789

MEDIUM - SENTENCE CASE

HEADER : MONTSERRAT SEMIBOLD 600PT SPACING

HEADERS AND BODY COPY
WILL LOOK LIKE THIS

THIS IS A SUBHEADING

Estoruptas di imporib erepudi tiusti arit officatus, ni officietur arupta aut prorume pratia nos moditem. Et ma sit unto quas etum et audia non cusam rerovid ut voluptae lam fugit iusdae. Nequia volupta quamus sandem. Torempo ea vent esequodis ma vollabo rescisist endi volendi officid essumet quam utem rem qui te nobis pa sequia con nemoluptur,

SUBHEADER : MONTSERRAT SEMIBOLD 600PT SPACING

BODY COPY : MONTSERRAT MEDIUM

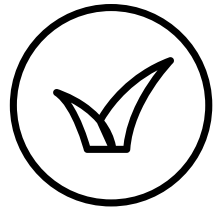


Estoruptas di imporib erepudi tiusti arit officatus, ni officietur arupta aut prorume pratia nos moditem. Et ma sit unto quas etum et audia non cusam rerovid ut voluptae lam fugit iusdae.

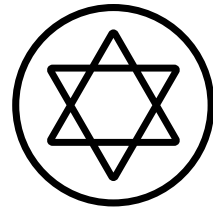
FOOTNOTE: MONTSERRAT MEDIUM

BRAND IDENTITY - ICONOGRAPHY

The GoExec iconography family is used across a variety of media to succinctly communicate our unique selling points.



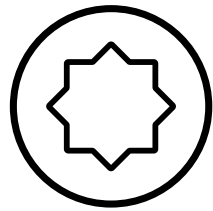
NON-GMO



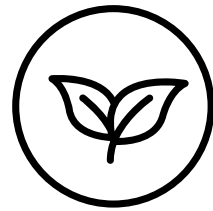
KOSHER



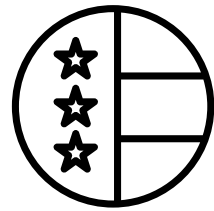
GMP CERTIFIED



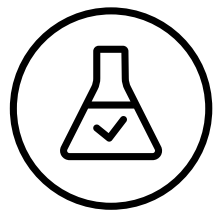
HALAL



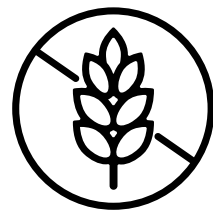
ORGANIC



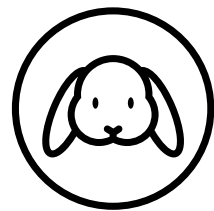
MANUFACTURED
IN THE USA



SCIENTIFICALLY
FORMULATED



GLUTEN FREE



CRUELTY FREE

BRAND IDENTITY - ICONOGRAPHY



NON-GMO



KOSHER



GMP CERTIFIED



HALAL



ORGANIC



MANUFACTURED
IN THE USA



SCIENTIFICALLY
FORMULATED



GLUTEN FREE



CRUELTY FREE

BRAND IDENTITY - IMAGERY

ADVENTUROUS, ELITE PERFORMANCE

The imagery used in any marketing materials (digital or print) should represent the executive, elite nature of the company. The core values of adventure and inclusivity.

Photography should inspire and feel aspirational, but never cheesy. Models should never look directly at the camera.



BRAND IDENTITY - IMAGERY



THE BRAND IN ACTION

