



Brand Manual

VERSION 1.0

Orra, created by nutritionist and founder Sam Tahan, R.D., is a daily wellness supplement designed to support digestive balance, immune function, and liver detoxification.

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**SECTION 01**

# About Orra



**Sam Tahan** is a Registered Dietitian and functional health expert dedicated to helping those seeking wellness reach their goals and gain nutrition knowledge.

“My background spans both traditional and integrative health practices, allowing me to bring a unique approach to wellness that combines the best of both.”

Partnering with world-class formulators to create Orra, aiming to provide a foundational wellness solution that benefits individuals at any stage of their health journey. Orra features premium extracts and compounds from her favorite health foods and supplements,

including nutrients from carrots and broccoli, as well as beneficial probiotics. Orra is an extension of her practice at The Well Society, where she offers personalized nutritional counseling, bio-individualized protocols, and wellness coaching.

## ABOUT ORRA: THE SUPPLEMENT

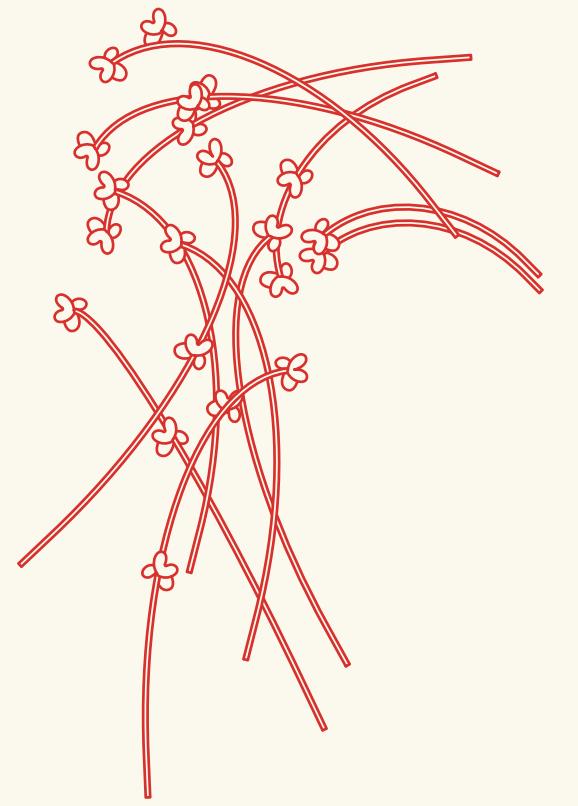
Orra is a daily gut health supplement designed to support digestive balance, immune function, and liver detoxification. Orra is a blend of 3 premium, clinically-studied, patented ingredients.



Orra uses Benicaros®

### Carrot Pomace Prebiotic

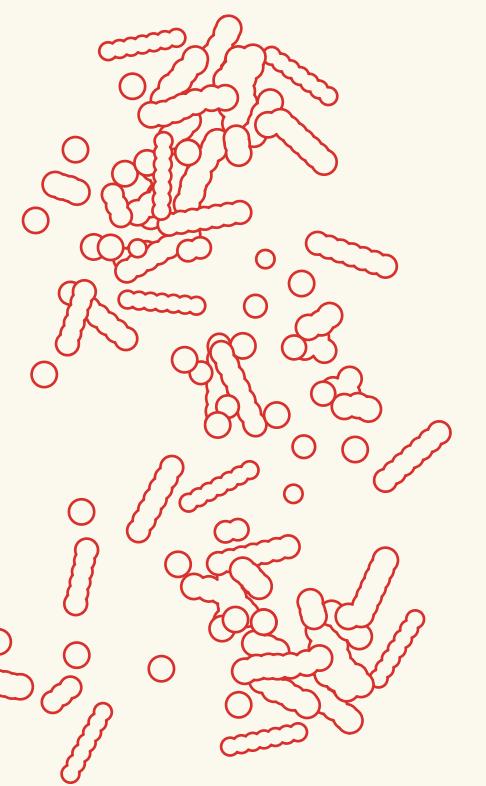
A prebiotic fiber that supports digestive health and trains the immune system.



Orra uses BroccoPhane®

### Broccoli Sprout Concentrate

A concentrated nutrient that reinforces the body's natural responses to oxidative stress.



Orra uses DE111®

### Bacillus Subtilis Probiotic

Supports the balance of gut flora and maintains the gut barrier.



SECTION 02

# Orra's Values

## ORRA'S VALUES

Orra's values reflect Sam's own philosophy on wellness—an approachable path to health.



### Balance

Balance is at the core of Orra, starting with the combination of ancient wisdom and modern science. True wellness doesn't require extreme measures—it comes from supporting your body's natural rhythms.



### Simplicity

Simplicity guides every aspect of Orra. We believe wellness shouldn't be complicated—it comes from choosing purposeful ingredients that help your body do what it naturally does best.



### Sustainability

Sustainability defines Orra's philosophy, recognizing that lasting health comes from habits that fit into real life. Orra believes the best solutions are the ones that are maintainable and offers guidance to do so.

## ORRA'S VALUES: HOW THEY APPLY

SECTION 03

# Brand Communication

Orra's tone of voice sounds like a well-meaning friend that is exceptionally knowledgeable about wellness, and wants to see you achieve your health goals. It's down-to-earth approachable yet always backed by scientific facts. It offers advice, inspiration and education as a trustworthy source. Orra is always uplifting and positive, focusing on its mission of better health for all.

**"Orra is your daily dose of gut-enriching, immune-boosting vegetables and probiotics."**

### INSTEAD OF THIS

Our revolutionary formula combines powerful ingredients for optimal digestive health.

### SAY THIS

Simple, effective ingredients that work together to support your natural gut health daily.

### INSTEAD OF THIS

Transform your wellness with our scientifically-advanced gut health solution.

### SAY THIS

Supporting your body's natural balance with three carefully chosen, premium ingredients.

### INSTEAD OF THIS

The ultimate supplement for those seeking superior gut health results.

### SAY THIS

A thoughtfully crafted blend that helps your body do what it naturally does best.

## BRAND COMMUNICATION: STYLE & FORMATTING

### ACTIVE VOICE

Use active voice instead of passive voice. In active voice, the subject of the sentence does the action. In passive voice, the subject of the sentence has the action done to it.

### DO THIS

Orra supports your gut health with three simple ingredients.  
Our formula strengthens your immunity

### DON'T DO THIS

Your gut health is supported by Orra's three ingredients.  
Better immunity is achieved through our formula

### POSITIVE LANGUAGE

Use positive language rather than negative language.

Positive language also guides our approach to designing empty states. Instead of describing the absence of something, we encourage the user to take action.

### DO THIS

Ready to start your wellness journey?  
Orra helps enhance your wellness goals and supports gut health.

### DON'T DO THIS

You haven't started your wellness journey yet.

Orra relieves your health issues and fixes your wellness problems.

### CALLS TO ACTION

CTAs should be clear, action-oriented, and encouraging without being pushy or negative. Focus on benefits and positive outcomes.

### DO THIS

Explore Orra's benefits  
Join the Orra community  
Start your wellness journey

### DON'T DO THIS

Buy now to fix your gut problems  
Fix your gut problems now

# BRAND COMMUNICATION: TECHNICAL BEST PRACTICES

## NUMBERS

We use number symbols to communicate all numbers, avoiding spelling out the number. We do this for easy readability and a more casual tone.

### DO THIS

List ingredient benefits as "3 key benefits"

Use "40% off" for promotional codes (FIRST100)

### DON'T DO THIS

Do not list ingredient benefits as "three key benefits"

Write out "forty percent off"

## CAPITALIZATION

We use sentence case throughout our communication and capitalize Orra's brand name correctly. This maintains a professional and polished tone of voice.

### DO THIS

Orra

The Well Society

Carrot Pomace Prebiotic

### DON'T DO THIS

orra

sam tahan

carrot pomace prebiotic

## PERIODS

Always use periods for complete sentences and fragments. We use periods to drive home a point. We don't use periods for eyebrow text or CTAs.

### DO THIS

The supplement to your supplement.

Orra blends nourishing plant extracts with gut-enriching prebiotics and probiotics.

### DON'T DO THIS

The supplement to your supplement (missing period in complete sentence)

"TRY ORRA." (CTA with period)

## DASHES

We use em dashes to mark a related, sharp turn in thought. We use en dashes often to connect and layer descriptive words.

### DO THIS

Use the en dash: gut-enriching, stress-easing

We're simple by design—that means the highest standard ingredients

### DON'T DO THIS

Gut enriching probiotics (missing hyphen)

We're simple by design – that means (incorrect dash usage)

## PUNCTUATION

We use clean, minimal punctuation to maintain clarity and professionalism. Use exclamation points sparingly, and not more than one at a time. We use the serial comma when we write a list.

### DO THIS

Use commas in series: "supporting gut health, liver function, and immune system"

Colons for introductions: "Orra: Daily Gut Health Superblend"

### DON'T DO THIS

Multiple exclamation points!!!

Mixing question and exclamation marks (?!)

Unnecessary quotation marks around product names

SECTION 04

# Visual Brand Guidelines

SECTION 04.01

# The Orra Logo

## THE ORRA LOGO:

### WORDMARK

Orra's logo comes from the font Biz UPDMincho and has been customized for weight and spacing. The "Orra" logo, with its clean, elegant, and slightly rounded serif font, communicates a sense of refinement and trust.

The simplicity and classic feel of the logo reflect the brand's emphasis on a balanced, holistic approach to health, which is consistent with Sam Tahan's background in both traditional and integrative health practices. The distinctive terminals of the 'r's and the 'a' give the logo a special character.

The word "Orra" is written in a large, red serif font. The letter "O" is a simple circle with a thick red outline. The letters "rra" are stacked vertically, with the "r" having a distinct, slightly curved terminal on its right side, and the "a" having a similar terminal. The font has a clean, elegant, and slightly rounded appearance.

## THE ORRA LOGO:

### SPACING & MINIMUM SIZE

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Orra  


72 PIXELS WEB

0.75 INCHES PRINT

## THE ORRA LOGO:

### THE ORB

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Orra

Orra

Orra

## THE ORRA LOGO:

### VARIATIONS & CROPPING



## THE ORRA LOGO:

### DO'S & DONT'S

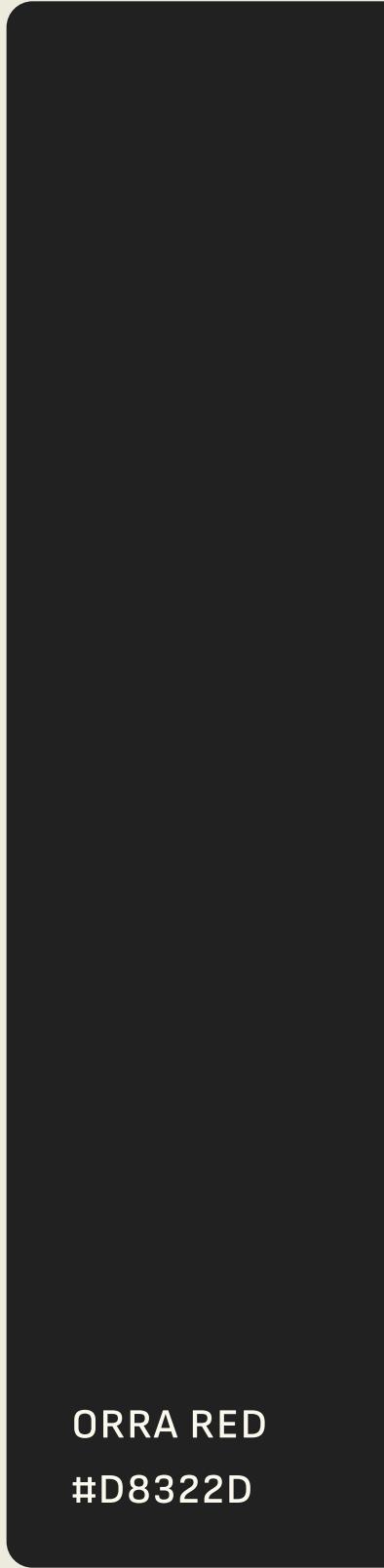
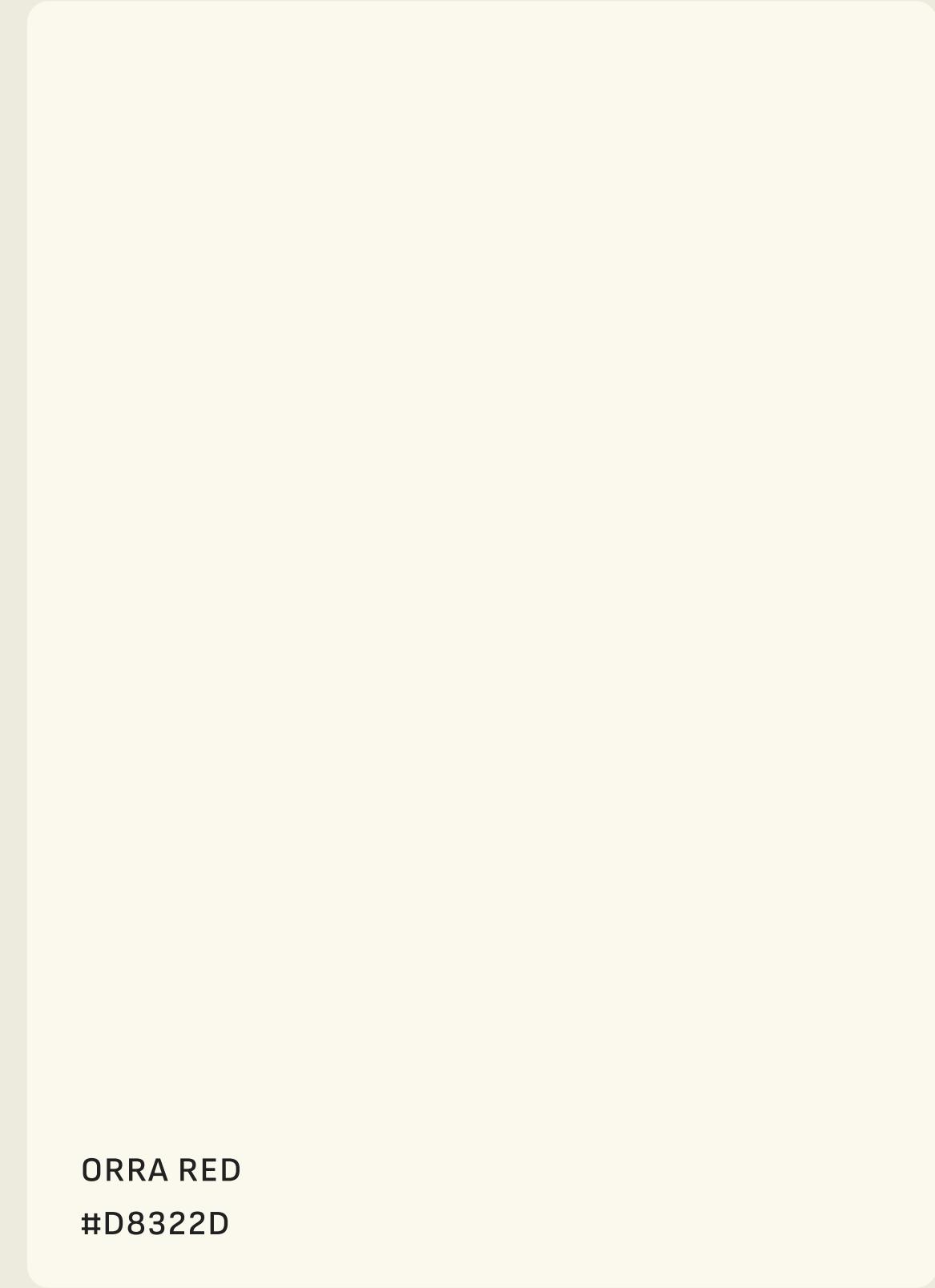
SECTION 04.02

# Orra's Colors

## ORRA'S COLORS:

### PALETTE

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## ORRA'S COLORS: COLOR PAIRINGS

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Meet  
wellness.

Meet  
wellness.

Meet  
wellness.

Meet  
wellness.

Meet  
wellness.

Meet  
wellness.

## ORRA'S COLORS:

### LOGO

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## THE ORRA LOGO:

### DO'S & DONT'S

SECTION 04.03

# Orra's Typography

## ORRA'S TYPOGRAPHY: FONTS

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0123456789  
ABCDEFGHI  
JKLMNOPQR  
STUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz

BIZ UPDMINCHO  
REGULAR

0123456789  
ABCDEFGHI  
JKLMNOPQR  
STUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz

SOFIA SANS  
REGULAR

## ORRA'S TYPOGRAPHY:

### TYPE STYLES

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### Orra: Daily Gut Health Superblend

# Meet wellness.

Orra is your daily dose of gut-enriching, immune-boosting vegetables and probiotics.

Sam Tahan, R.D

Scientifically formulated for optimal gut health. Orra combines premium carrot prebiotic, broccoli concentrate, and targeted probiotics to support your digestive balance naturally.\*

THE WELL SOCIETY

Gut Health

Immune Support

PRE-ORDER NOW

# ORRA'S TYPOGRAPHY:

## WEB

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# Meet wellness

H1 - Skanaus

# Meet wellness

H1 - DM Sans

# Meet wellness

H2 - SKANAUS

# Meet wellness

H2 - DM SANS

# Meet wellness

H3 - SKANAUS

# Meet wellness

H3 - DM SANS

## MEET WELLNESS

H4 - DM MONO

## MEET WELLNESS

H5 - DM MONO

## MEET WELLNESS

H6 - DM MONO

MEET WELLNESS

H7 - DM MONO

Lorem ipsum dolor sit amet consectetur. Pulvinar id in posuere a. Viverra pellentesque donec in ornare risus magna.

BODY LARGE - DM SANS

Lorem ipsum dolor sit amet consectetur. Pulvinar id in posuere a. Viverra pellentesque donec in ornare risus magna.

BODY REGULAR - DM SANS

Lorem ipsum dolor sit amet consectetur. Pulvinar id in posuere a. Viverra pellentesque donec in ornare risus magna.

BODY SMALL - DM SANS

Lorem ipsum dolor sit amet consectetur. Pulvinar id in posuere a. Viverra pellentesque donec in ornare risus magna.

BODY EXTRA SMALL - DM SANS

SHOP NOW

CALL TO ACTION - DM MONO

SECTION 04.04

# Orra's Illustrations

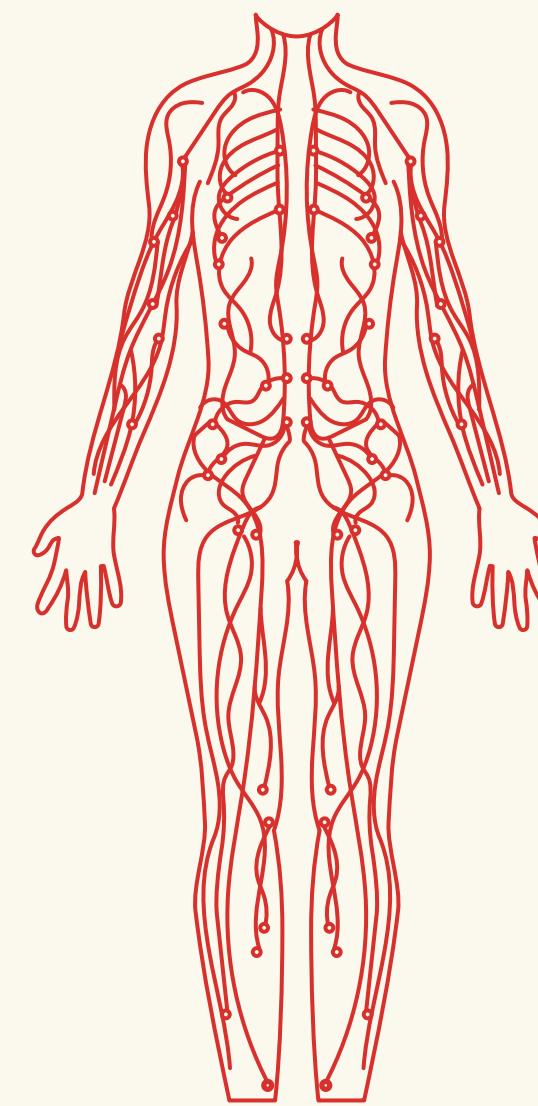
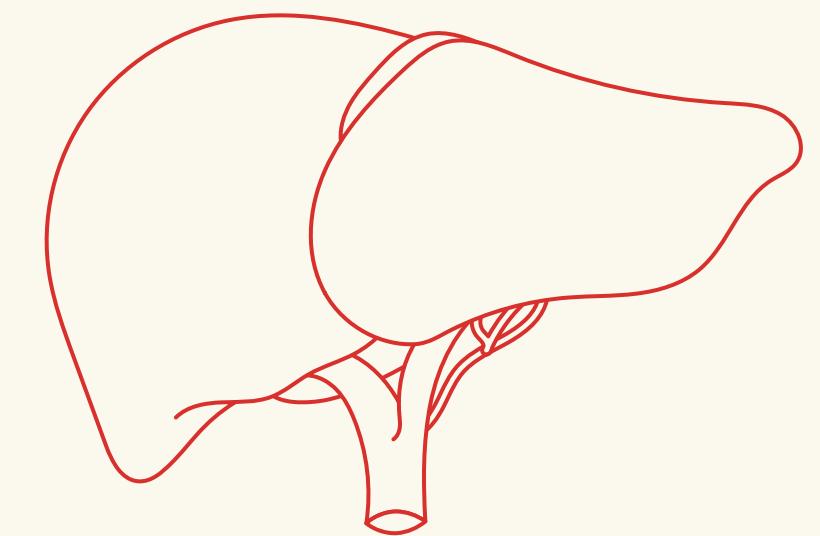
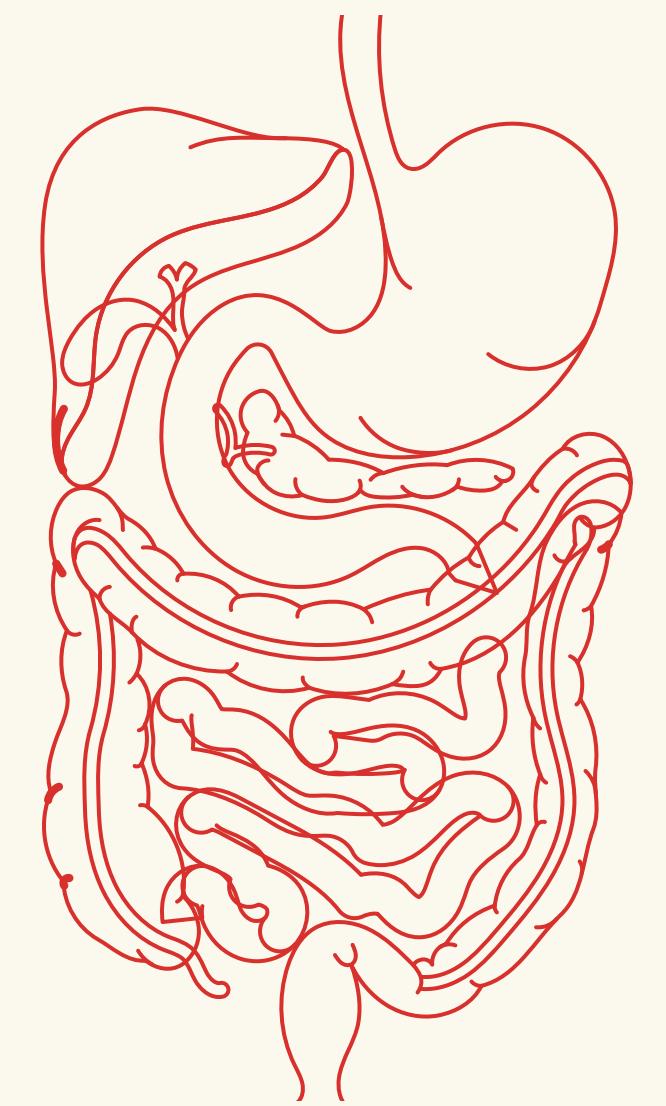
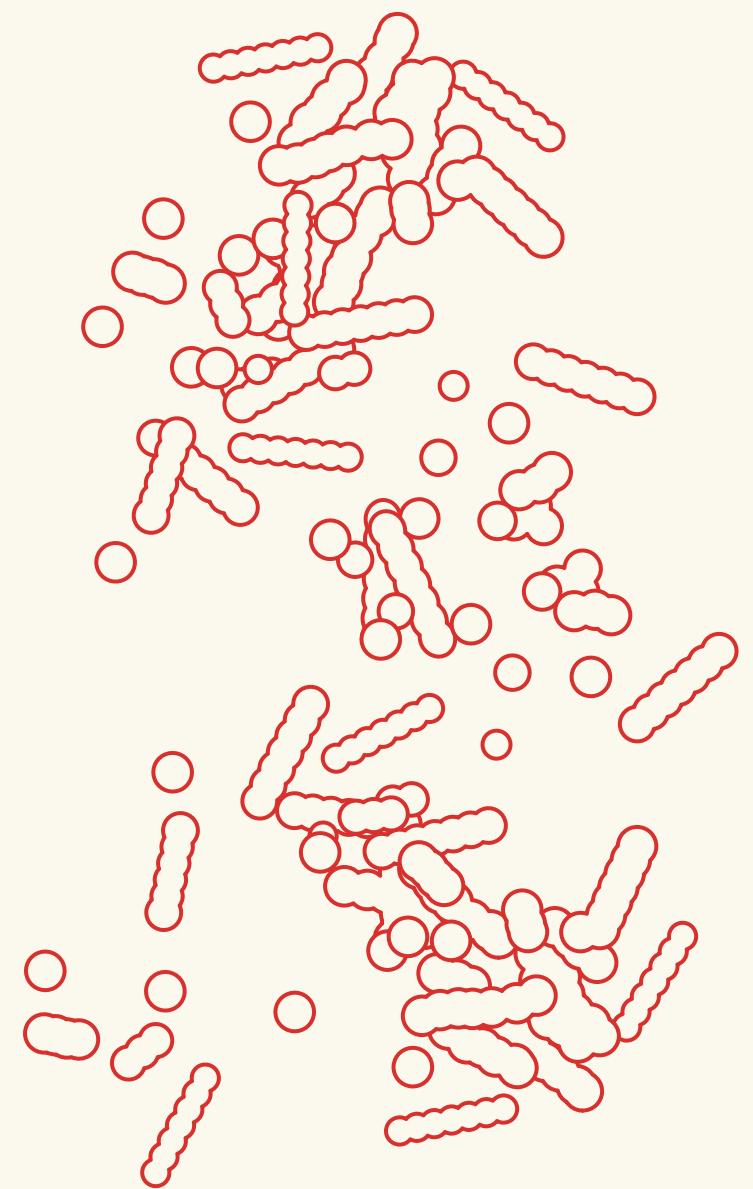
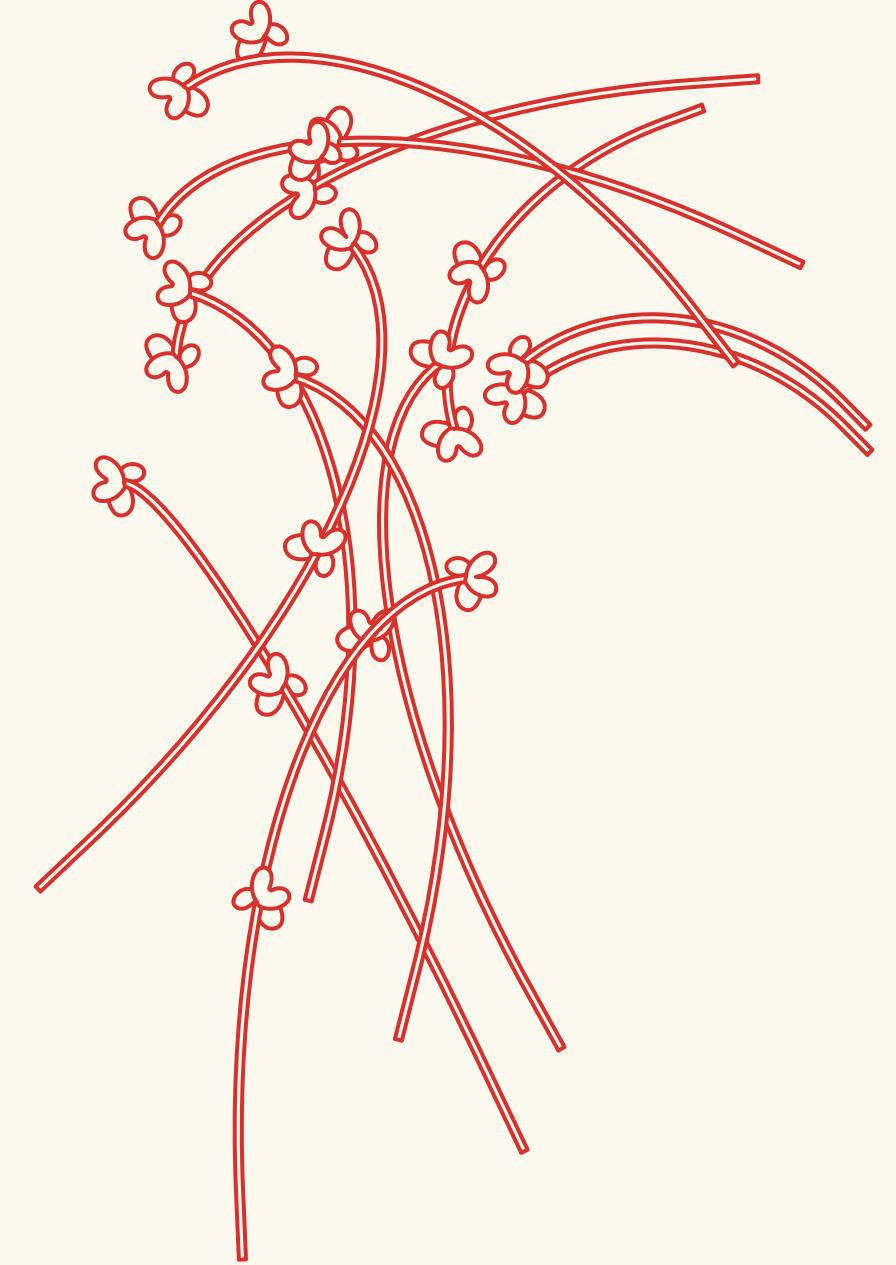
## ORRA'S ILLUSTRATIONS

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## ORRA'S ILLUSTRATIONS

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## ORRA'S ILLUSTRATIONS: USAGE

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Rejuvenating ingredients, sourced from nature.

Harnessing the power of carrots and broccoli for optimal gut health and detoxification.



### Carrot Pomace Prebiotic

Nutrient-rich pulp leftover from carrot juice extraction. This fiber-packed prebiotic nourishes your gut's friendly bacteria, supporting digestive health and immunity.\*

[Gut Health](#) [Immune Support](#)

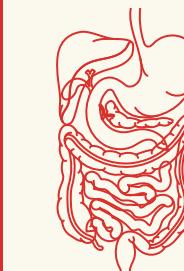
Broccoli  
Concen...  
seedlin...  
sulfur...  
boosti...

[Liver](#)

Foundational support for everyday wellness.

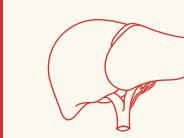
Orra blends nourishing plant extracts with gut-enriching prebiotics and probiotics.

#### GUT HEALTH +



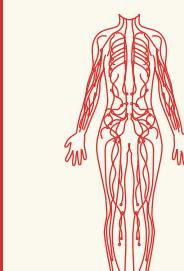
A thriving microbiome, smooth digestion, and robust immunity—the gut's golden triangle. Orra ensures it's all running healthy.

#### LIVER HEALTH -



Efficient toxin filtration and nutrient processing are the essence of liver vitality, also known as the body's master detox system. Think of Orra as your liver's little helper.

#### IMMUNE HEALTH -



Alert defenders, quick responses, and a good memory for germs. Orra supports your immune system so it works better to protect you.

SECTION 04.05

# Brand Application

## BRAND APPLICATION: PACKAGING

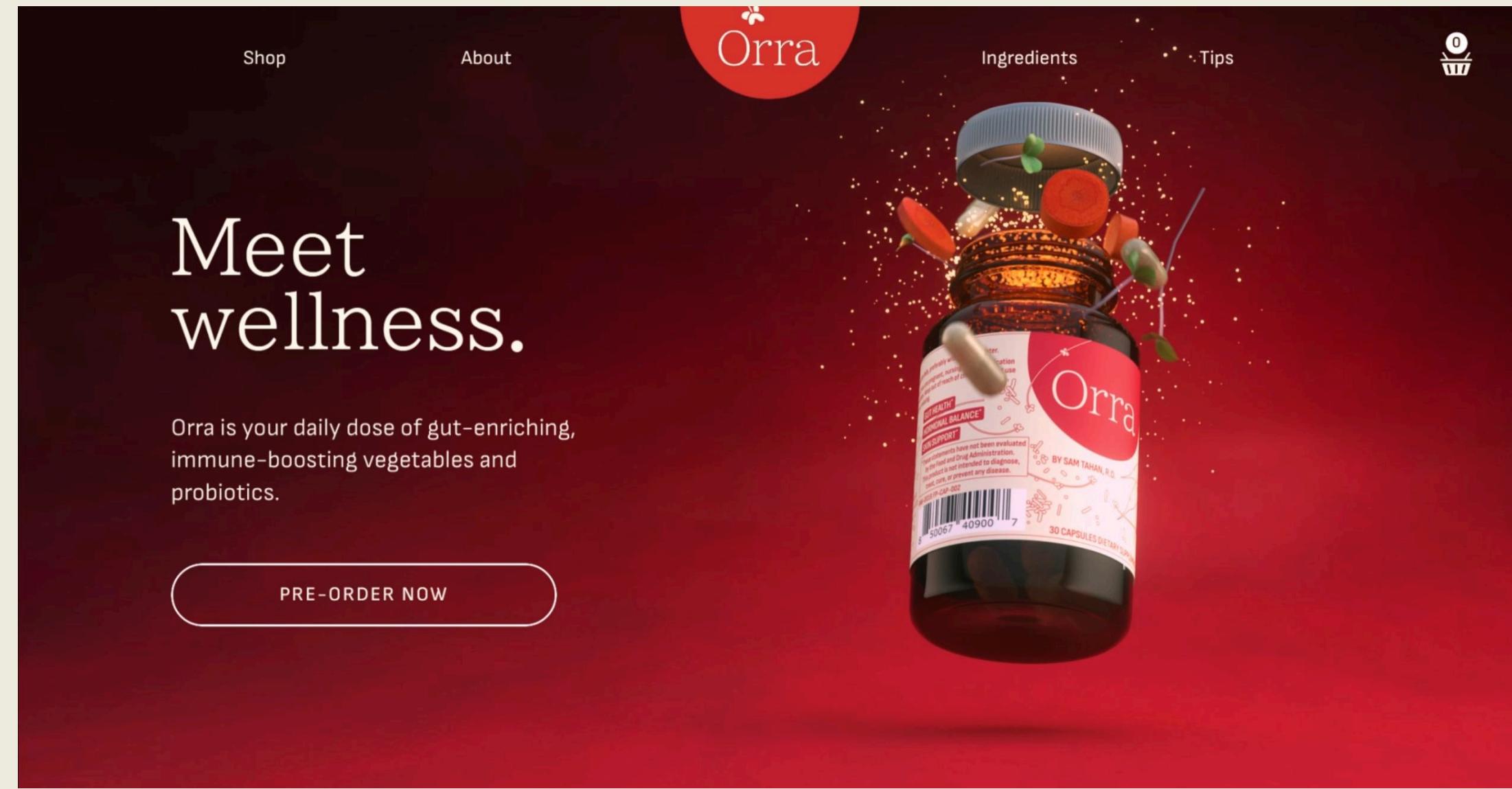
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## BRAND APPLICATION: PACKAGING

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Visit the site at [get-orra.com](http://get-orra.com).



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Visit the site at [get-orra.com](http://get-orra.com).

A large, stylized red ribbon or banner sweeps across the frame from the top left towards the bottom right. It has a thick, solid red border and a thinner, lighter red interior. A small, dark red bow is tied at the top center.

# Orra

The End

VERSION 1.0