



COMPANY BRAND DECK 2023



Brief History

Herbanext Laboratories, Inc. is the country's leader in spray-dried medicinal plant extracts derived from Philippine biodiversity. Using modern and advanced processing technology, Herbanext provides local health and wellness companies a market edge through a novel portfolio of standardized therapeutic-grade botanicals.

Founded in 2001 as a small agricultural enterprise focused on the cultivation and processing of the medicinal mushroom *Ganoderma lucidum*, Herbanext underwent major transformation in 2006 expanding to other medicinal plants and tapping into the country's vast botanical diversity.

Target Market



Business owners in the supplements industry

Individuals or businesses interested in developing new and innovative nutraceutical products.



Wholesale distributors for supplements

Individuals or businesses wanting to explore new products to distribute under an existing brand name.



Scientific collaborators and technopreneurs

Academics and entrepreneurial individuals wanting to explore further the potential of their ideas.

Logo

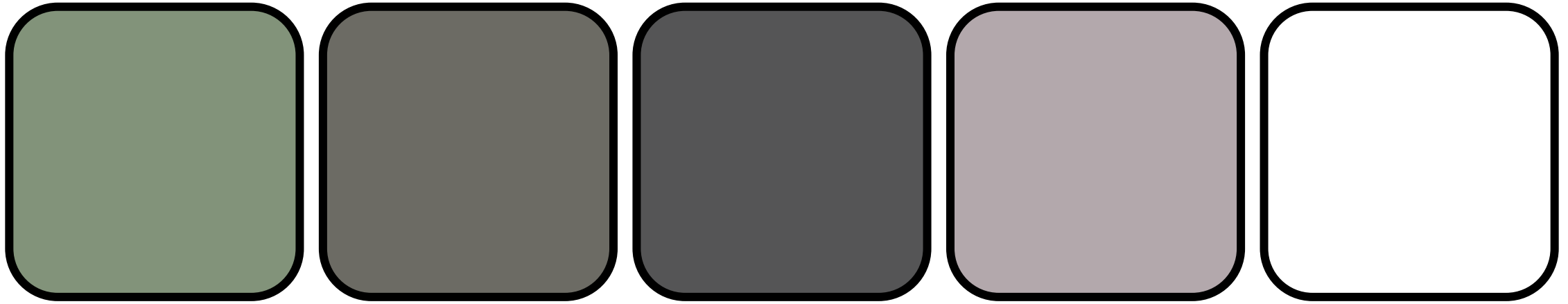


The logo exhibits the role of Herbanext, straddling between the fields of herbal medicine (the leaf) and health products (the Rx).



The inverted version of the logo simply features an all-white version of the logo for use against dark or complex backgrounds.

Color Palette



#82937A

#6C6B64

#555556

#B3A8AC

#FFFFFF

These colors are meant to reflect the boundary between what's natural (shades of green) and industrial (shades of gray). White gives more of a pharmaceutical vibe to the overall color scheme.

Typography

Font Overview

Museo 700

For headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxyz12
34567890!@#\$%^&*()

Avenir Book

For sub-headers and paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxyz12
34567890!@#\$%^&*()

Font Hierarchy

HERBANEXT

LAB SERVICES

We offer a range of laboratory services
for your testing and analysis needs.

Healthier Solutions from Nature.

At Herbanext, we are committed to the
development of science-based products
for health and wellness.

Photography



Sample Website Theme



Home

About Us

Our Products

Our Services

Responsibility

News

Contact Us

Our Mission

Our Vision and Values

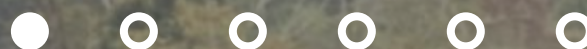
Our People

Our Science

Our Partnerships



Harnessing medicinal herbs through science & technology.



Healthier Solutions from Nature

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Website features

- Information hub for potential clients of toll manufacturing, product development, ingredient development, and analytical and laboratory services.
- Should display a portfolio of our products, ingredients, and laboratory services.
- Herbanext blog site and subscription to newsletter.
- Should have a link to the **Laboratory Services** landing page and the **Daily Apple** website.

Visit the concept site on Wix

- <https://philaidancruz.wixsite.com/herbanext>