MyGene
Creative Presentation

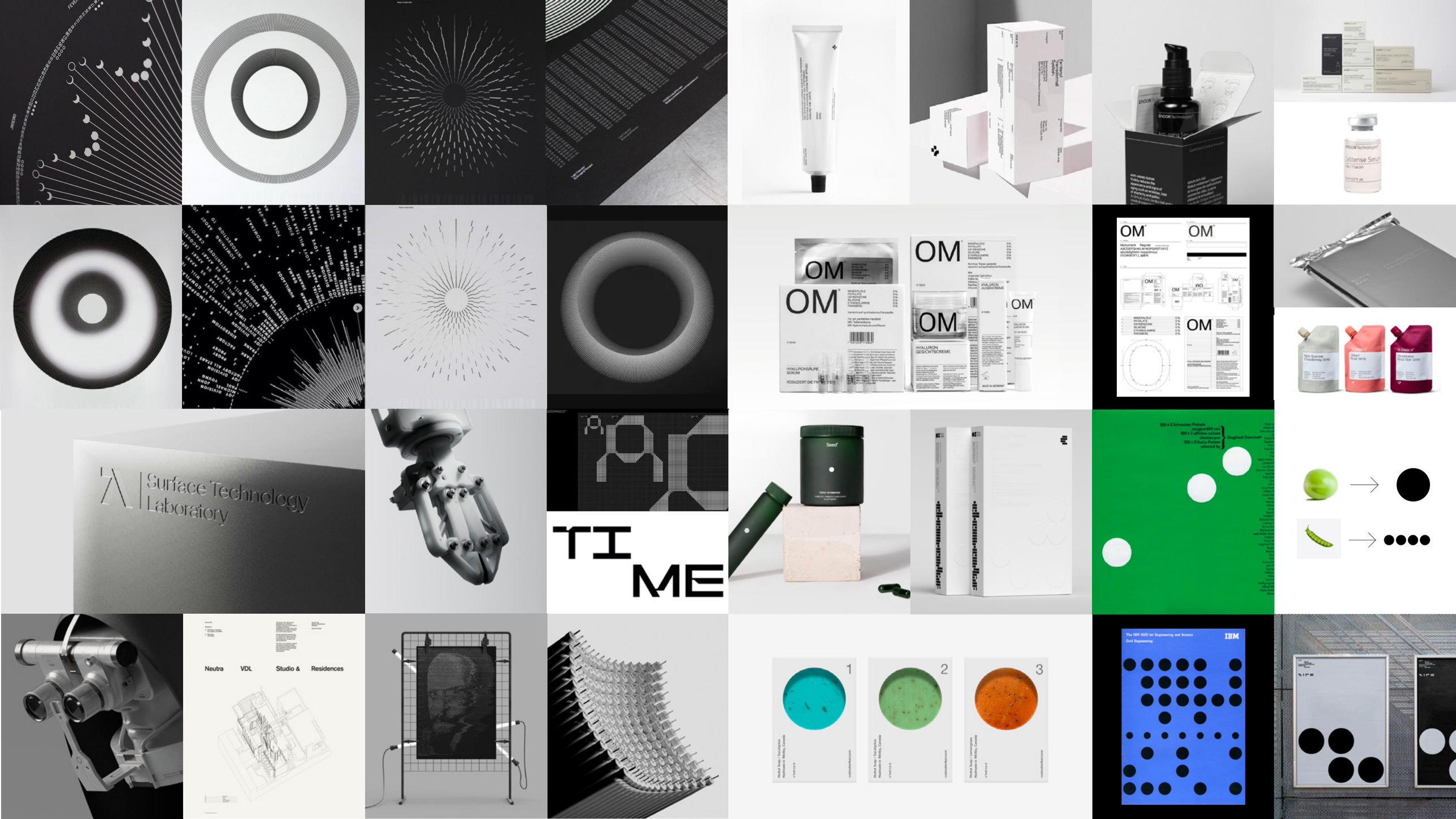
Presentation 4.0
4 November 2022

Decade

Introduction

Introduction

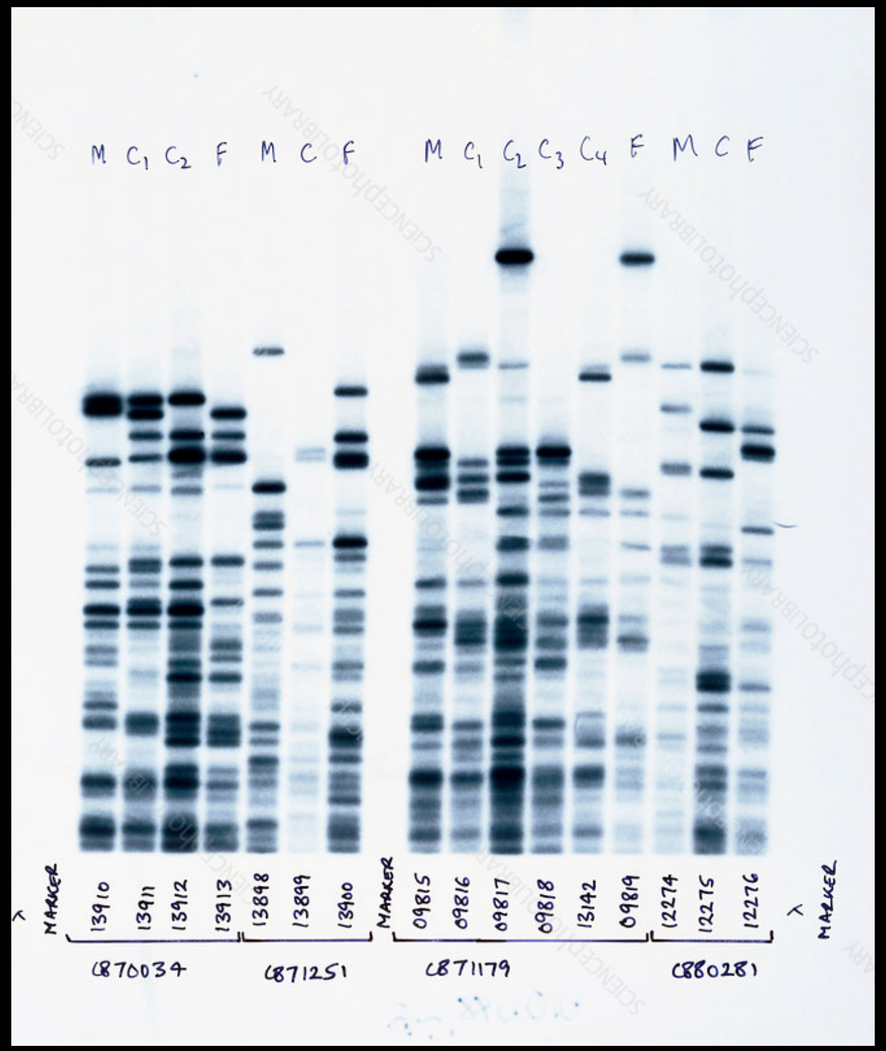
Building on the previous moodboard work we've spent 1 week creating two potential creative directions for the mygene brand. The aim of this presentation is to pick one route for further development / refinement in the next round.


OM
HYALURON GESICHTSCREME
Surface Technology Laboratory
TI
ME
Seed
Neutra
VDL
Studio &
Residences
IBM

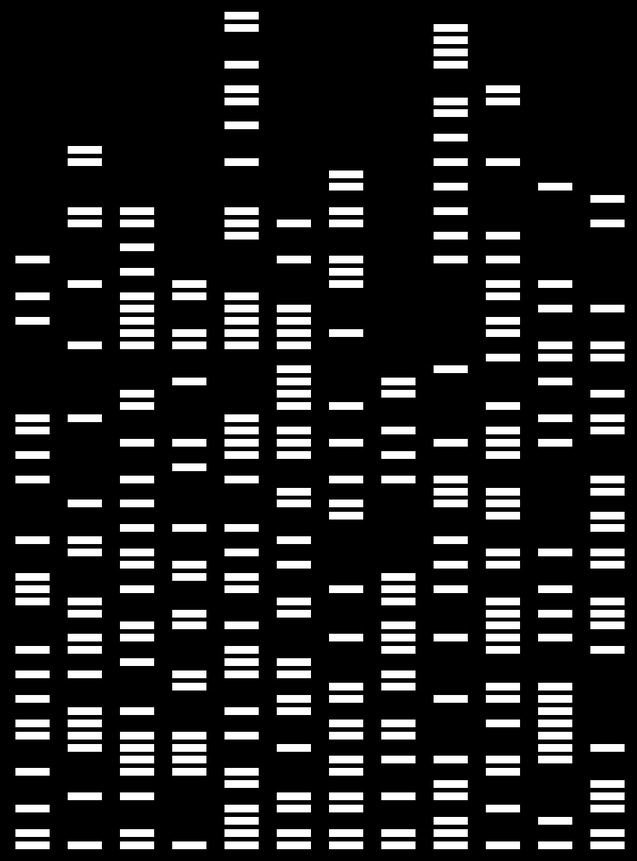
Route 1

Genetic Fingerprint / Uniqueness

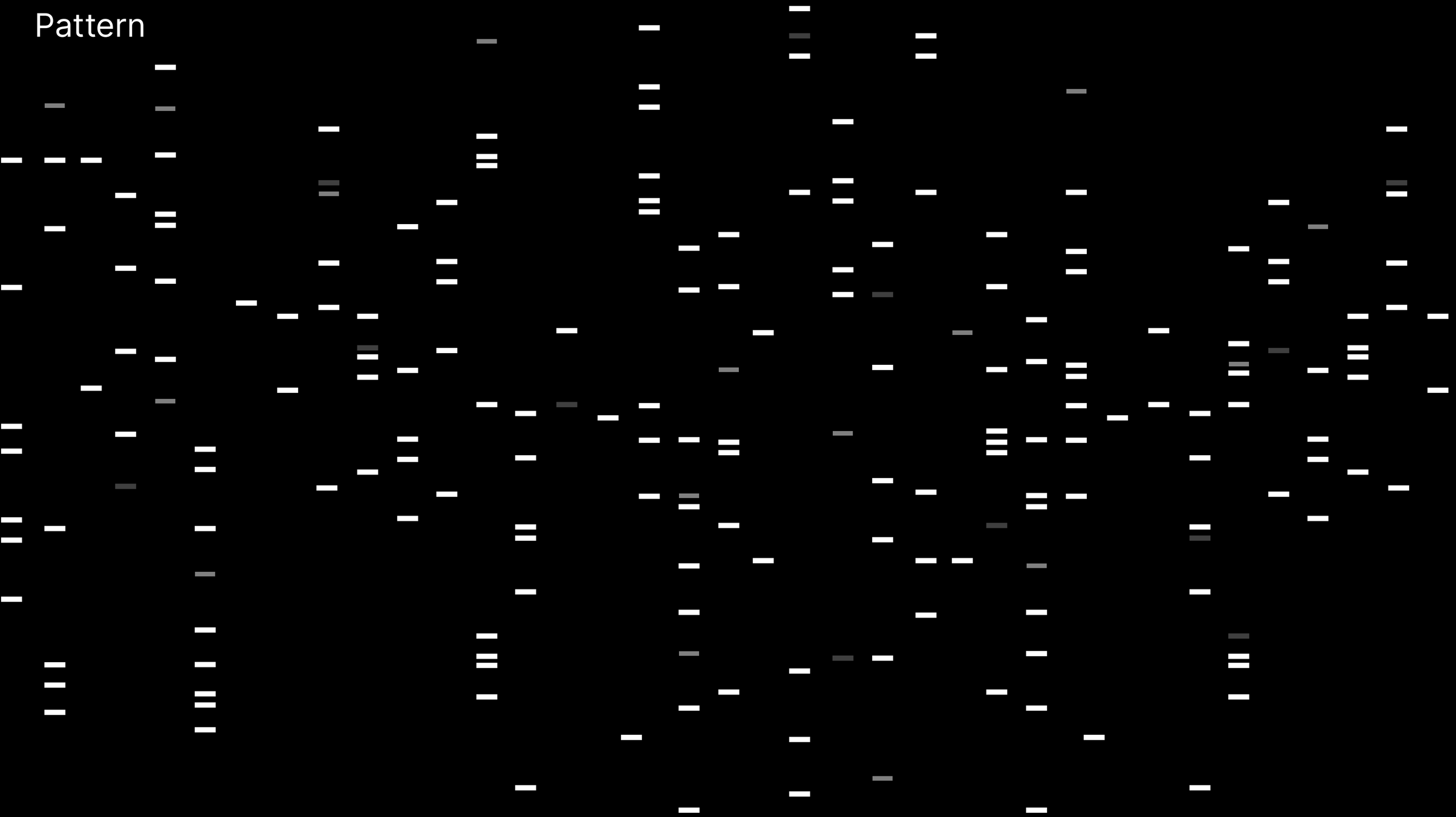
DNA Profiling



Abstraction



Pattern

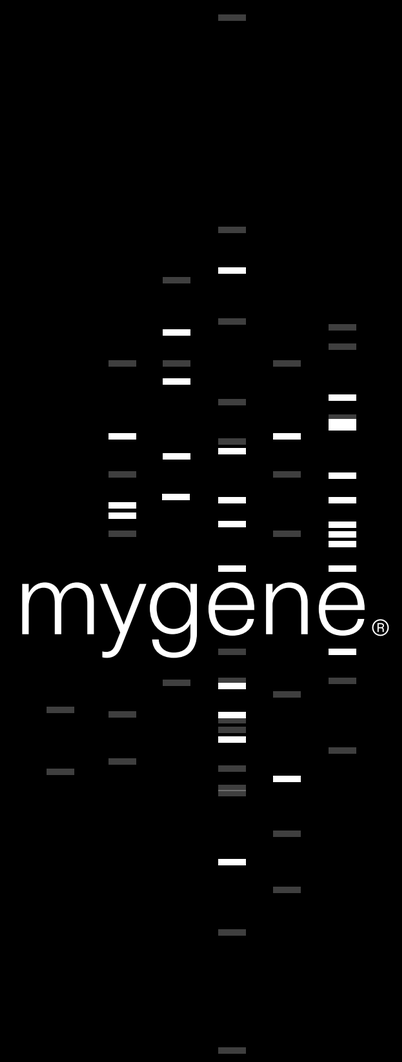


Logo

mygēnē®

Better health for everyone, everywhere.

Lends itself well to animation



Colour palette

mygēnē®

mygēnē®

mygēnē®

Silver

mygēnē®

Primary Palette

Use:
— Masterbrand (mygene)
— Primary brand comms

MG Black

MG Neutral Grey

MG White

MG Silver

Secondary Palette

Use:
— Product brands
— Single colour assigned to each product

MG Soft Blue

MG Soft Purple

MG Soft Purple

MG Soft Red

MG Soft Yello

Typography

Headlines / Body Copy

This is ABC Diatype
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*+-

Aa

Data

This is ABC Diatype Mono
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqr stuvwxyz
1234567890!@#$%^&*+-

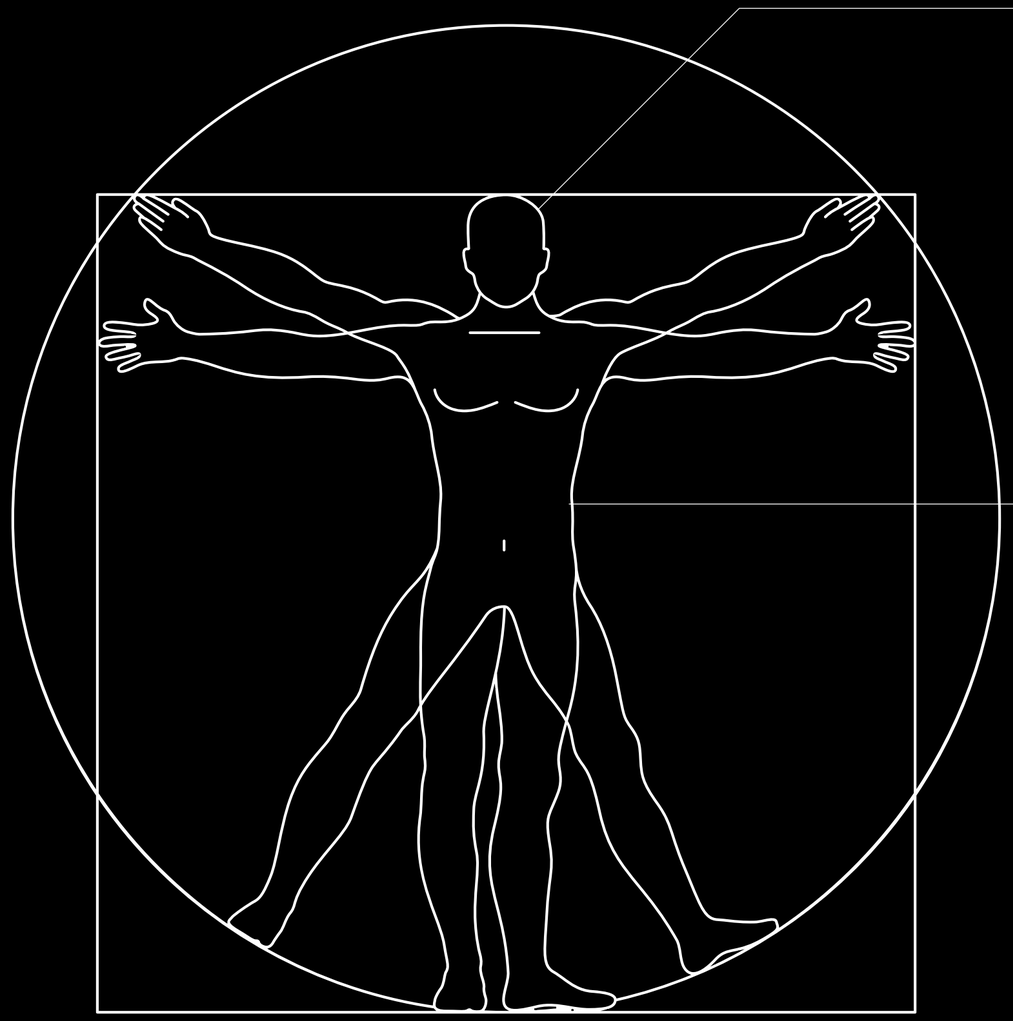
Aa

This ABC Diatype.
It is used for headlines.

This is ABC Diatype as a subhead. It has been placed here solely to demonstrate the look and feel of finished, typeset text. Only for show. He who searches for meaning here will be sorely disappointed. These words are here to provide the reader with a basic impression of how actual text will appear in its final presentation.

This is ABC Diatype as body text. It is not meant to be read. It has been placed here solely to demonstrate the look and feel of finished, typeset text. Only for show. He who searches for meaning here will be sorely disappointed. These words are here to provide the reader with a basic impression of how actual text will appear in its final presentation. Think of them merely as actors on a paper stage, in a performance devoid of content yet rich in form. That being the case, there is really no point in your continuing to read them. After all, you have many other things you should be doing. Who's paying you to waste this time, anyway? This is dummy copy. It is not meant to be read. It has been placed here solely to demonstrate the look and feel of finished, typeset text. Only for show. He who searches for meaning here will be sorely disappointed. These words are here to provide the reader with a basic

This is dummy copy. It is not meant to be read. It has been placed here solely to demonstrate the look and feel of finished, typeset text. Only for show. He who searches for meaning here will be sorely disappointed. These words are here to provide the reader with a basic impression of how actual text will appear in its final presentation. Think of them merely as actors on a paper stage, in a performance devoid of content yet rich in form. That being the case, there is really no point in your continuing to read them. After all, you have many other things you should be doing. Who's paying you to waste this time, anyway? This is dummy copy. It is not meant to be read. It has been placed here solely to demonstrate the look and feel of finished, typeset text. Only for show. He who searches for meaning here will be sorely disappointed. These words are here to provide the reader with a basic



THIS IS DIATYPE MONO. IT IS NOT MEANT TO BE READ. IT HAS BEEN PLACED HERE SOLELY TO DEMONSTRATE THE LOOK AND FEEL OF FINISHED, TYPESET TEXT.

THIS IS DIATYPE MONO. IT IS A SIMULATION OF ACTUAL TEXT AND IT HAS NO MEANING. DON'T BOTHER READING IT

In application

Genomic
Integrative
Wellness

mygēnē

Harry Banaharis
Job Title

+61 (0)412 345 678
paloma@mygene.com.au

Address Line 1
Address Line 2
City
Postcode
@mygene
mygene.com.au

Genomic
Integrative
Wellness

mygēnē

Paloma Hatami
CEO

+61 (0)412 345 678
paloma@mygene.com.au

Address Line 1
Address Line 2
City
Postcode
@mygene
mygene.com.au

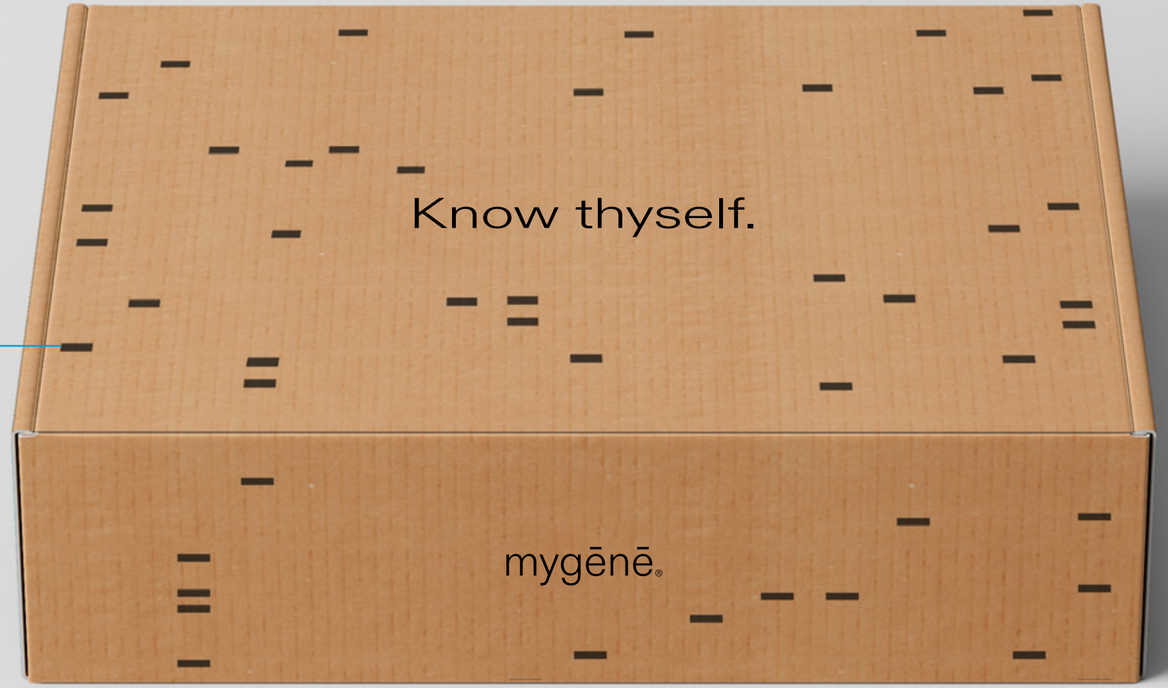
Genomic
Integrative
Wellness

mygēnē

Alannah Mezzatesta
COO

+61 (0)412 345 678
paloma@mygene.com.au

Address Line 1
Address Line 2
City
Postcode
@mygene
mygene.com.au



Living Ink™ algae ink
www.livingink.co

Paperfoam™ Cellulose Packaging
www.paperfoam.com

mygēnē.

gene report
skin

Knowledge is power

mygene.com.au

mygēnē.

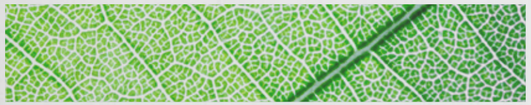
gene report
food sensitivity

Knowledge is power

mygene.com.au

mygēnē.

gene report
dummy text



Knowledge is power

mygene.com.au

mycare
repair
by mygēnē
This is dummy text.
It is intended to be read
but have no meaning.
250g

mycare
repair
by mygēnē
This is dummy text.
It is intended to be read
but have no meaning.
250g

mycare
repair
by mygēnē
This is dummy text.
It is intended to be read
but have no meaning.
250g

mycare
repair
by mygēnē
This is dummy text.
It is intended to be read
but have no meaning.
This is dummy text
250g

mycare
focus
by mygēnē
This is dummy text.
It is intended to be read
but have no meaning.
250g

mycare
repair
by mygēnē
This is dummy text.
It is intended to be read
but have no meaning.
250g

mycare
focus
by mygēnē
This is dummy text.
It is intended to be read
but have no meaning.
250g

mycare
repair
by mygēnē
This is dummy text.
It is intended to be read
but have no meaning.
250g

mycare
repair
by mygēnē
This is dummy text.
It is intended to be read
but have no meaning.
250g

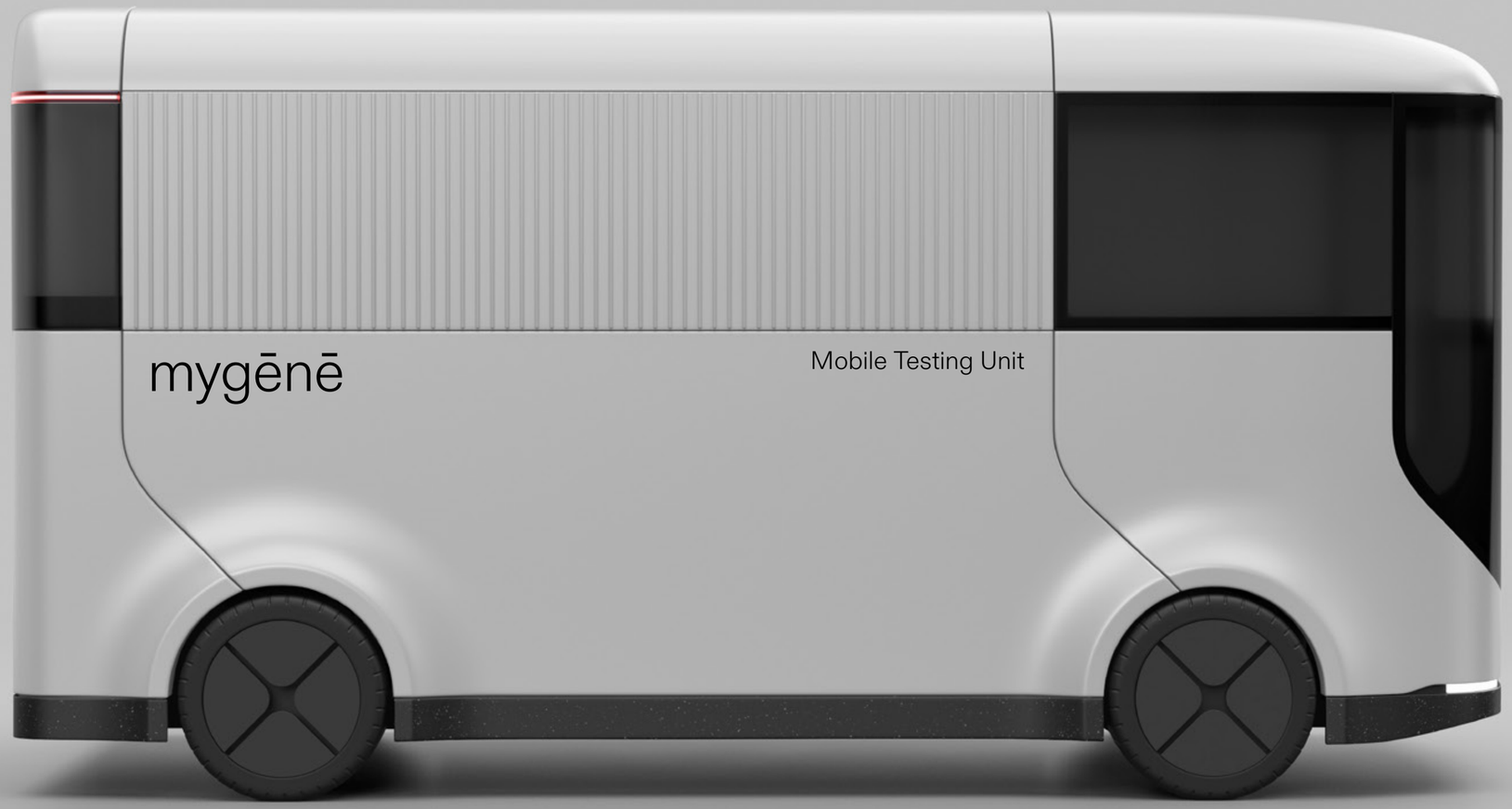
mycare
repair
by mygēnē
This is dummy text.
It is intended to be read
but have no meaning.
250g

mycare
repair
by mygēnē
This is dummy text.
It is intended to be read
but have no meaning.
This is dummy text
250g

mygēnē
Better health for everyone, everywhere.

mygēnē

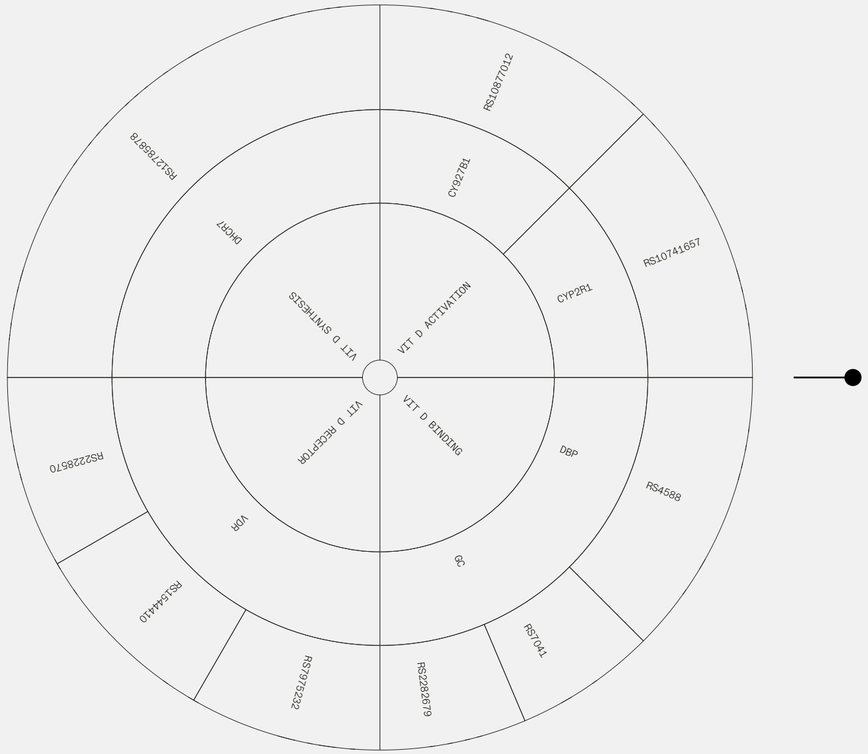
mygēnē


mygēnē
Mobile Testing Unit

Menu Item
Menu Item
Menu Item
mygēnē
Contact
Login
Cart
Better health for
everyone, everywhere.
1
2
3
4
5

Powered by AI-driven biotechnology.

It has been placed here solely to demonstrate the look and feel of finished, typeset text. Only for show. He who searches for meaning here will be sorely disappointed.

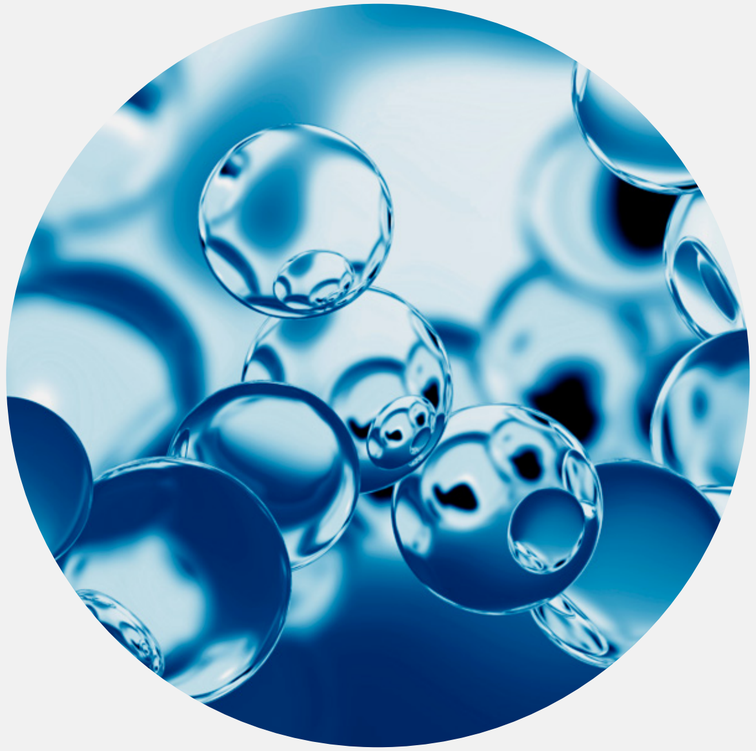


Clinically developed evidence-based formulations

It has been placed here solely to demonstrate the look and feel of finished, typeset text. Only for show. He who searches for meaning here will be sorely disappointed.

Operating at the cutting edge of biotechnology

It has been placed here solely to demonstrate the look and feel of finished, typeset text. Only for show. He who searches for meaning here will be sorely disappointed.



Products backed by serious science

—
—
—

It has been placed here solely to demonstrate the look and feel of finished, typeset text. Only for show. He who searches for meaning here will be sorely disappointed.

Your journey starts here.

It has been placed here solely to demonstrate the look and feel of finished, typeset text. Only for show. He who searches for meaning here will be sorely disappointed.

First name

Last name

Email

Phone number

1
2
3
4
5

What is your health interest?

- Anti-aging
- Genetic testing
- Weight management
- Cognitive health
- Female health
- Male health

- Anti-aging
- Genetic testing
- Weight management
- Cognitive health
- Female health
- Male health

- Anti-aging
- Genetic testing
- Weight management
- Cognitive health
- Female health
- Male health

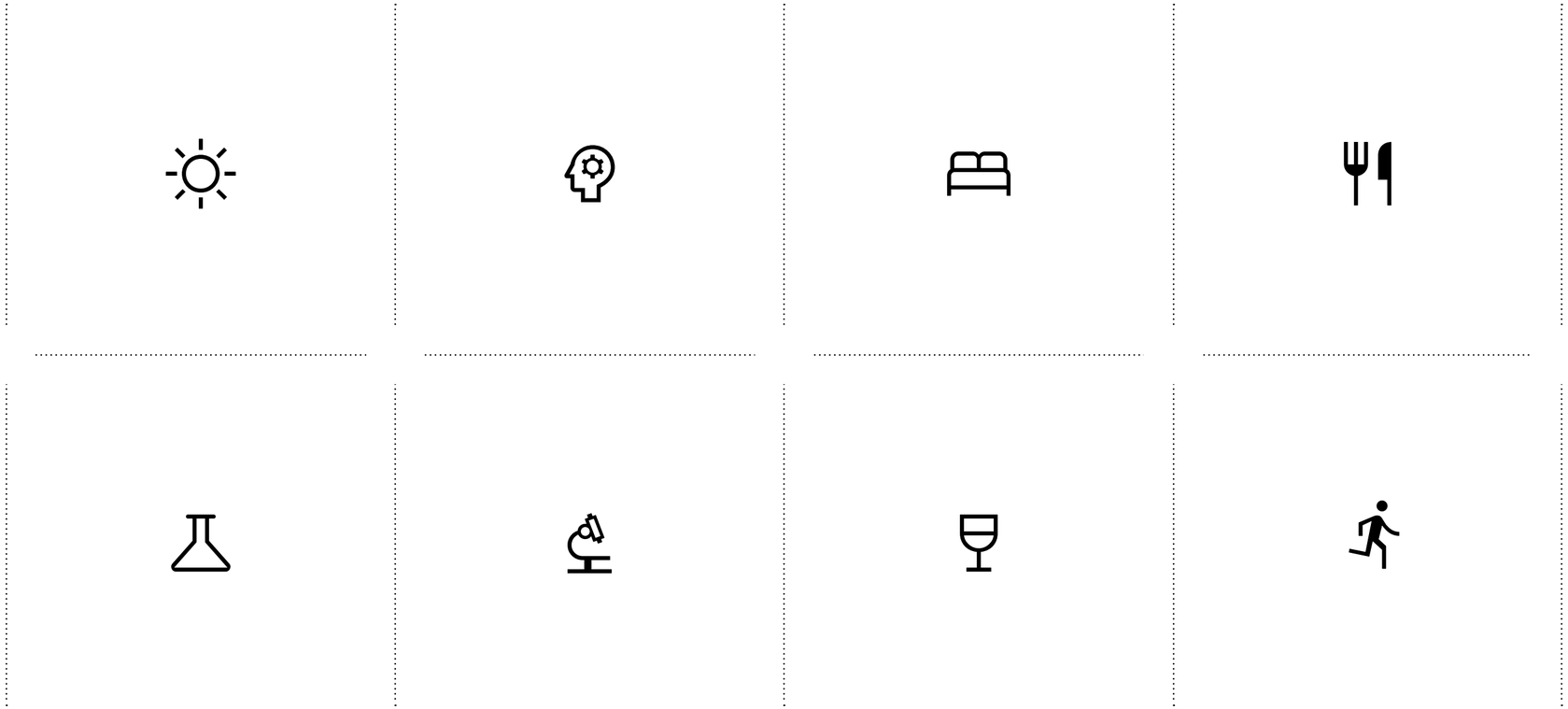
10:09
mygēnē
Congratulations
You have reached you have achieved a sleep rating of 91% this week. Abstain from alcohol to improve your rating further.

mygēnē

mygēnē
10:09
BMI
21.2
Glucose
92%
For more detailed your results please view the mygene app.

mygēnē

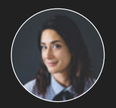
mygēnē® iconograpy



mygēnē

Menu Item | Menu Item | Menu Item | Menu Item | Menu Item | Menu Item

Search

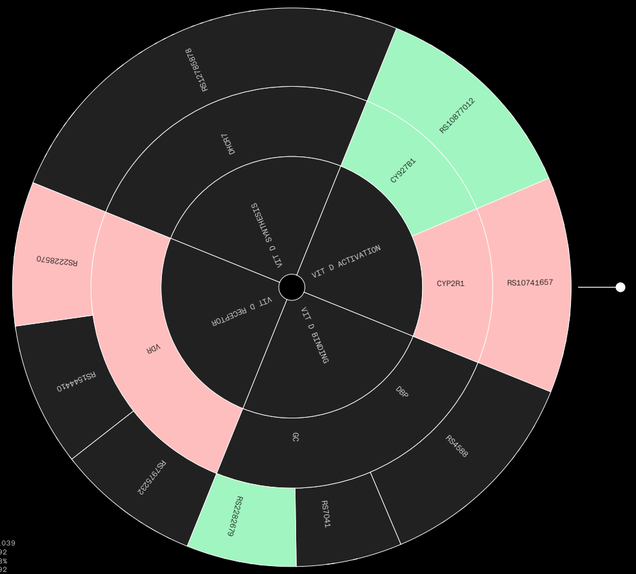


Paloma H

ACTIONABLE INTERVENTIONS

- Aging
- Cardiovascular
- Cognitive
- Detoxification
- Inflammation
- Immune Response
- Oral Health
- Covid 19
- Macro Nutrients
- Micro Nutrients
- Methylation
- Vitamin D
- Food Sensitivity
- Weight Management
- Female Hormone Health
- Aging
- Cardiovascular
- Cognitive

Vitamin D



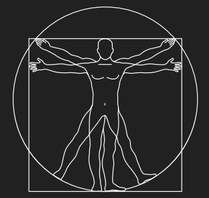
DUMMY	1,039
MORE TEXT	192
DUMMY	83%
STATS	192
DUMMYZ	1,039
MORE TEXT	192
DUMMY	1,039
MORE TEXT	192
DUMMY	83%
STATS	192
DUMMY	1,039
MORE TEXT	192

SUMMARY | DUMMY | »

Vitamin D, also known as calciferol, comprises a group of fat-soluble seco-sterols. The two major forms are vitamin D2 and vitamin D3. Vitamin D2 (ergocalciferol) is largely human-made and added to foods, whereas vitamin D3 (cholecalciferol) is synthesized in the skin from 7-dehydrocholesterol and is also consumed in the diet via the intake of animal-based foods.

The differences do not affect metabolism (i.e., activation), and both forms function as prohormones. When activated, the D2 and D3 forms exhibit identical responses in the body, and the potency related to the ability to cure vitamin D–deficiency rickets is the same

DUMMY | DUMMY | »



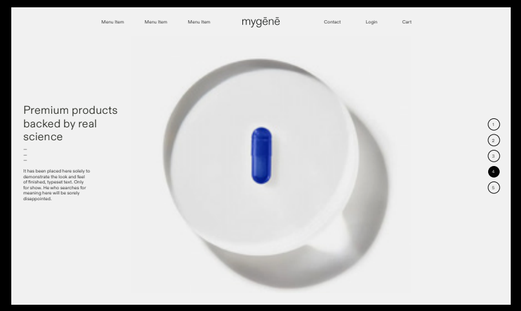
Summary

mygēnē®

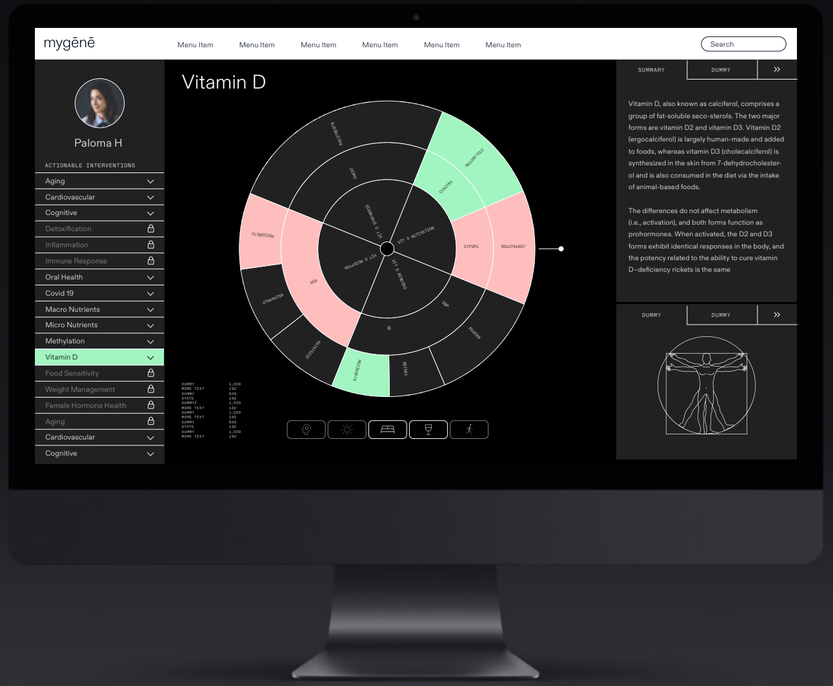
mycare
repair
by mygēnē
This is dummy text.
It is intended to be read
but have no meaning.
250g

mycare
repair
by mygēnē
This is dummy text.
It is intended to be read
but have no meaning.
This is dummy text
250g

mygēnē

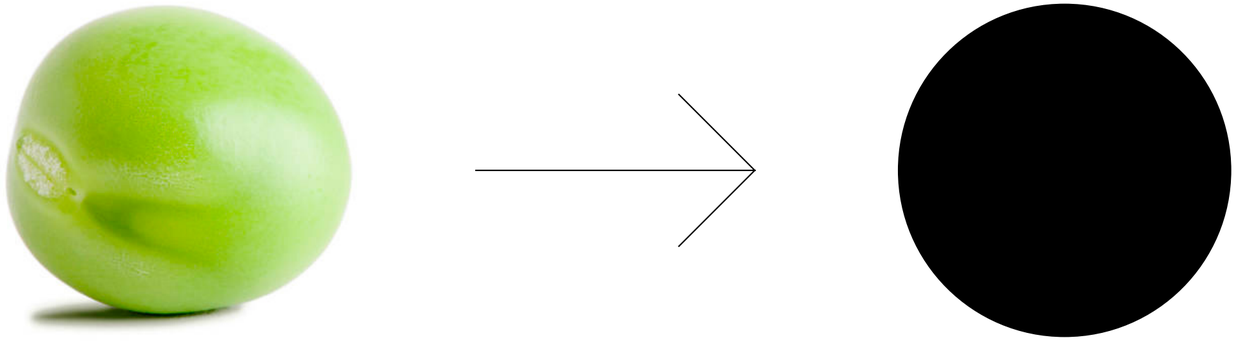

Menu Item
Menu Item
Menu Item
mygēnē
Contact
Login
Cart
Premium products backed by real science
It has been placed here solely to demonstrate the look and feel of the site. Anyone who is here for show, the who searches for meaning here will be sorely disappointed.

mygēnē

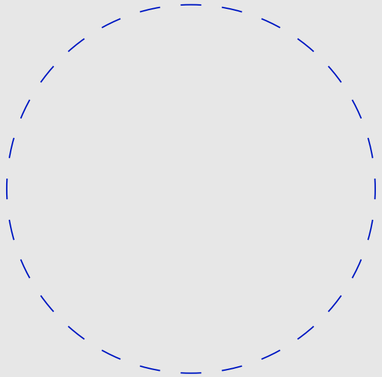

mygēnē
Menu Item
Menu Item
Menu Item
Menu Item
Menu Item
Menu Item
Search
Paloma H
ACTIONABLE INTERVENTIONS
Aging
Cardiovascular
Cognitive
Detoxification
Inflammation
Immune Response
Oral Health
Covid 19
Macro Nutrients
Micro Nutrients
Methylation
Vitamin D
Food Sensitivity
Weight Management
Female Hormone Health
Aging
Cardiovascular
Cognitive
Vitamin D
SUMMARY
DUMMY
Vitamin D, also known as calciferol, comprises a group of fat-soluble seco-sterols. The two major forms are vitamin D2 and vitamin D3. Vitamin D2 (ergocalciferol) is largely human-made and added to foods, whereas vitamin D3 (cholecalciferol) is synthesized in the skin from 7-dehydrocholesterol and is also consumed in the diet via the intake of animal-based foods.
The differences do not affect metabolism (i.e., activation), and both forms function as prohormones. When activated, the D2 and D3 forms exhibit identical responses in the body, and the potency related to the ability to cure vitamin D-deficiency rickets is the same
DUMMY
DUMMY

Route 2

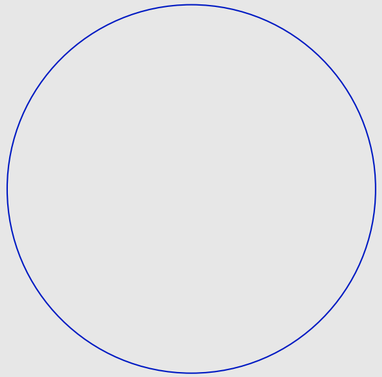
A symbol of wholeness, eternity & strength



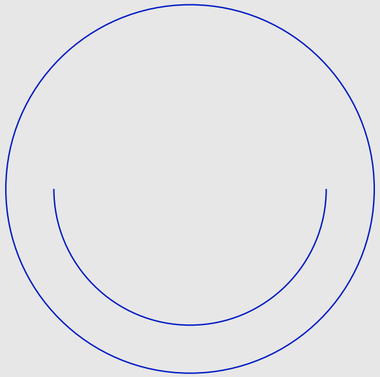
The Planet



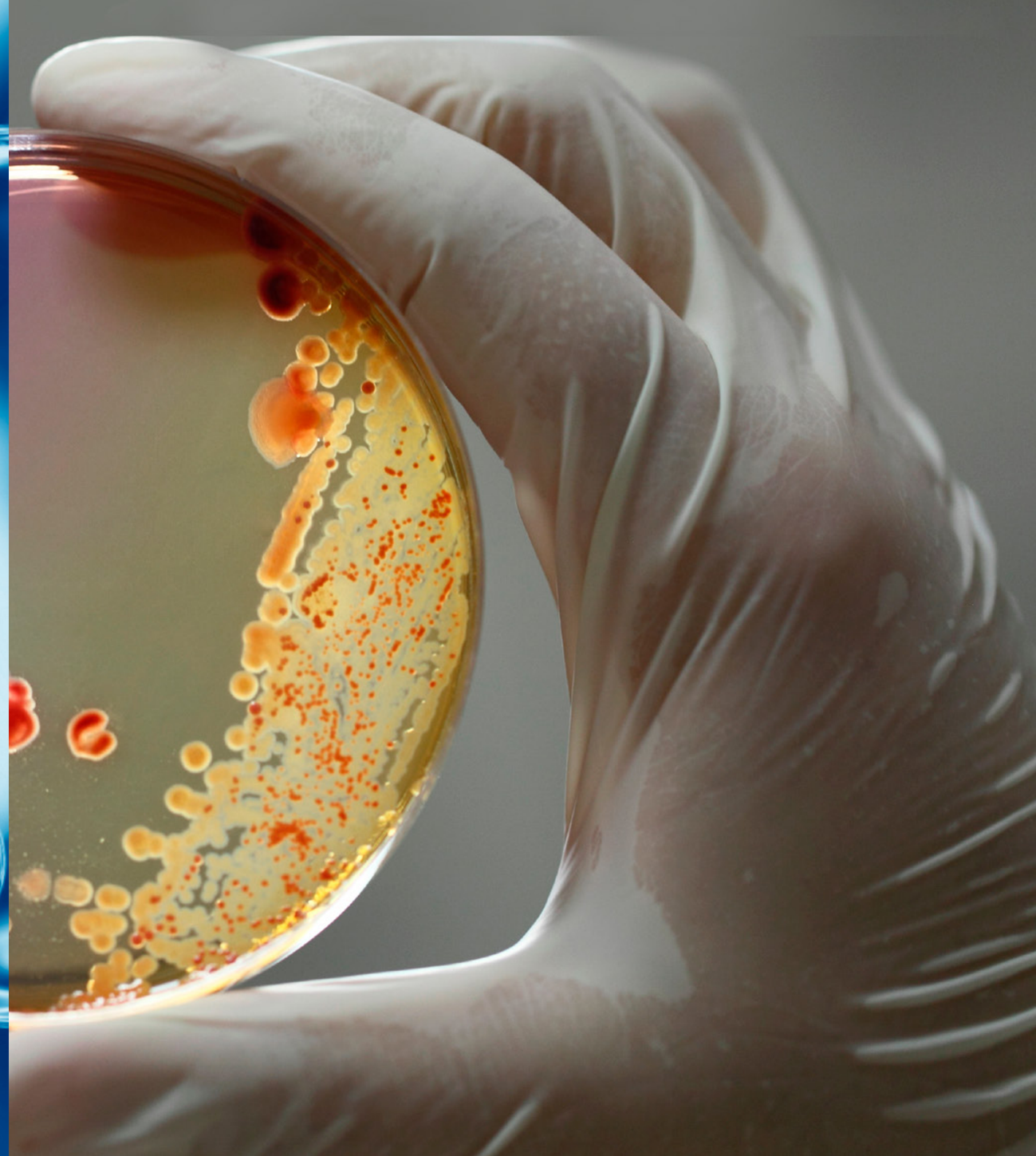
Collective Health

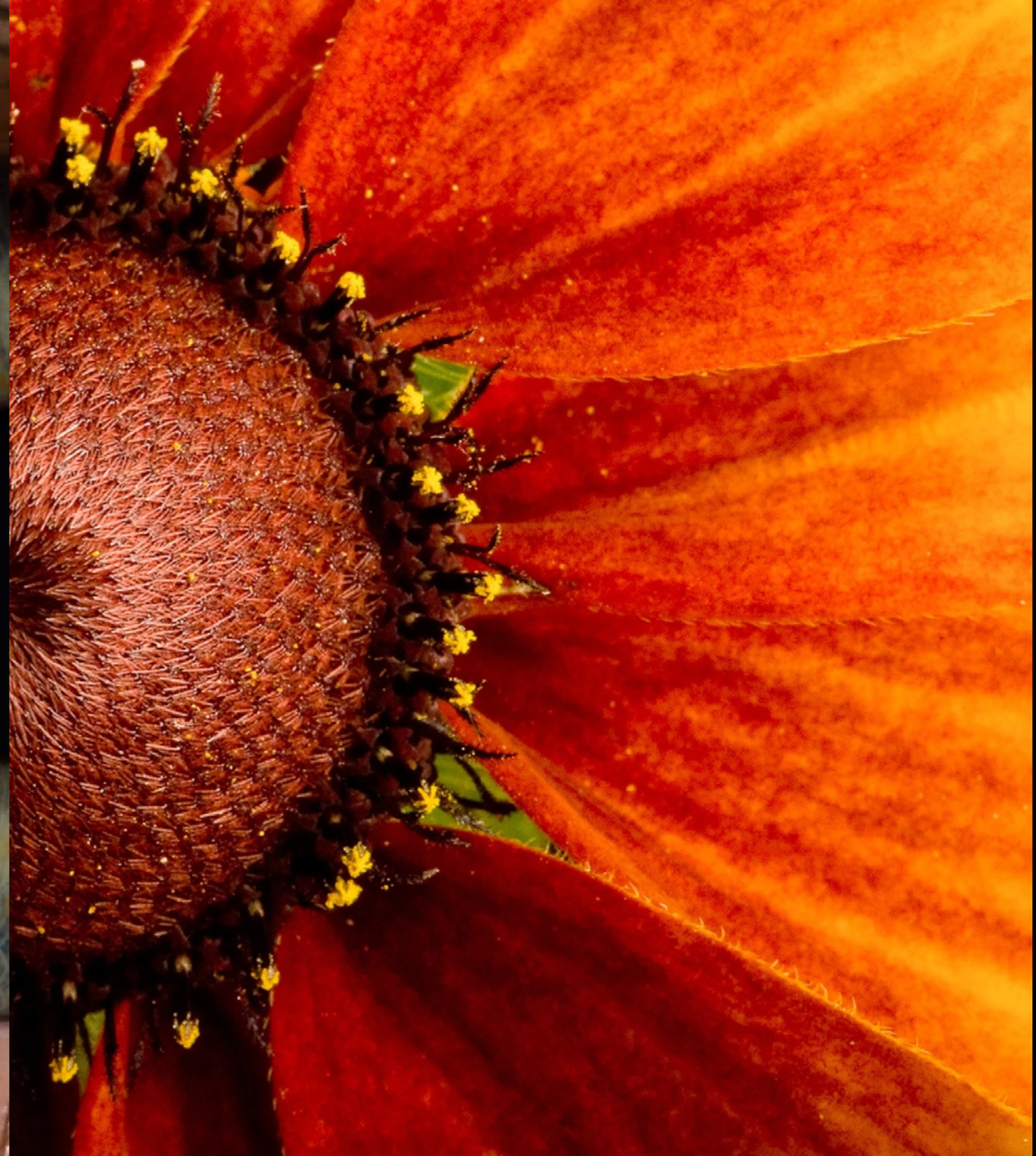


Mendellian Pea



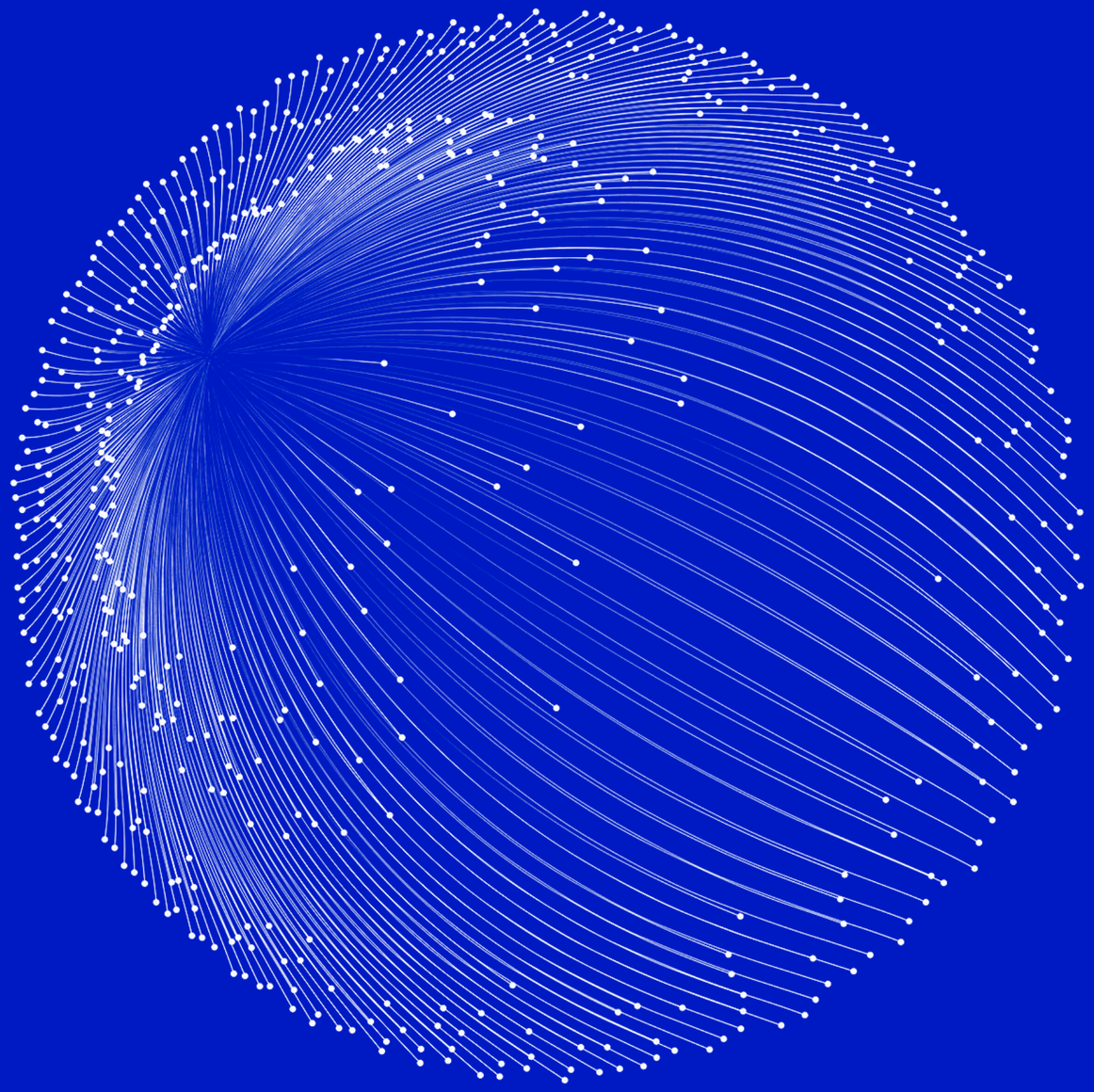
Wellbeing

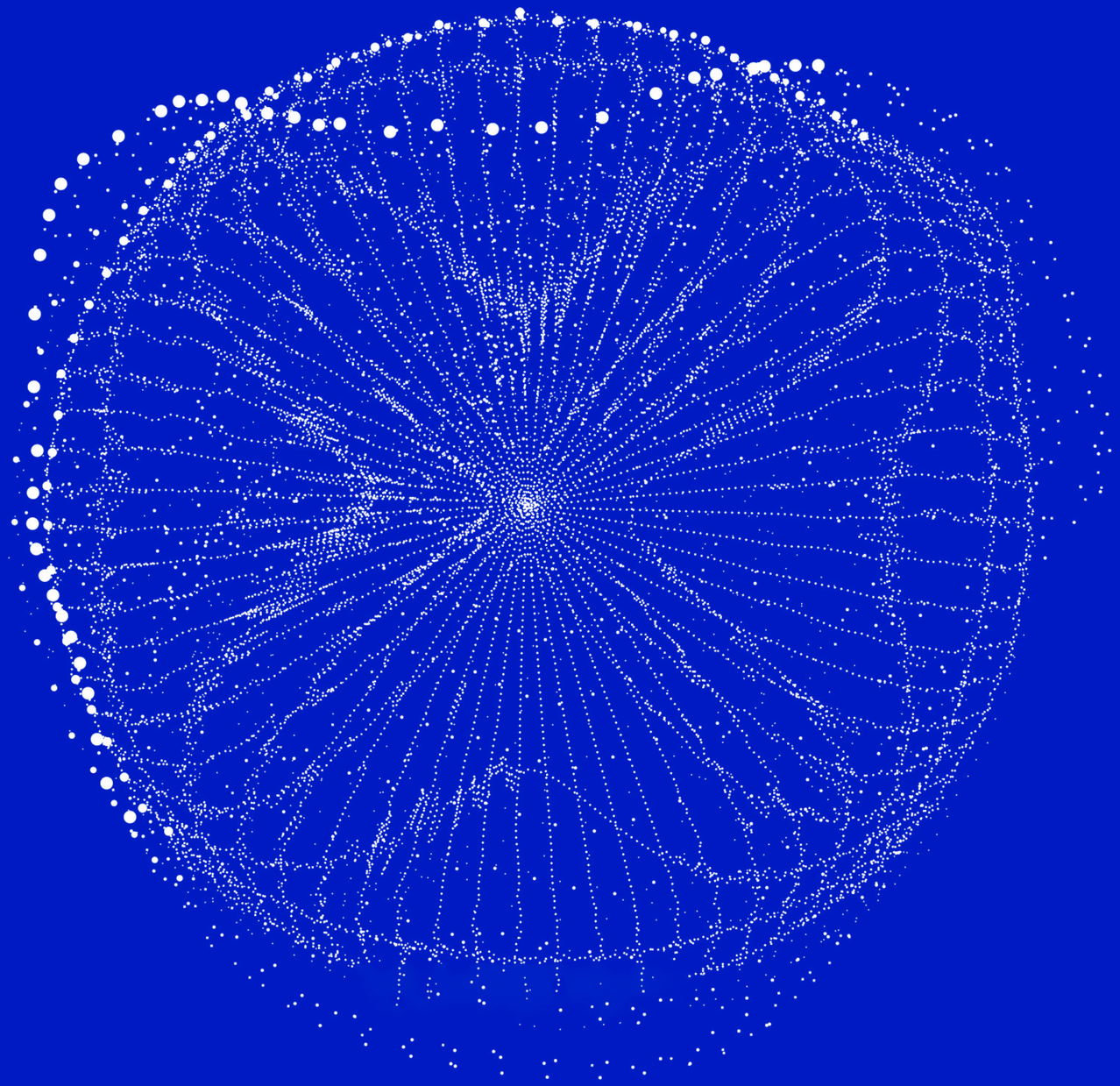


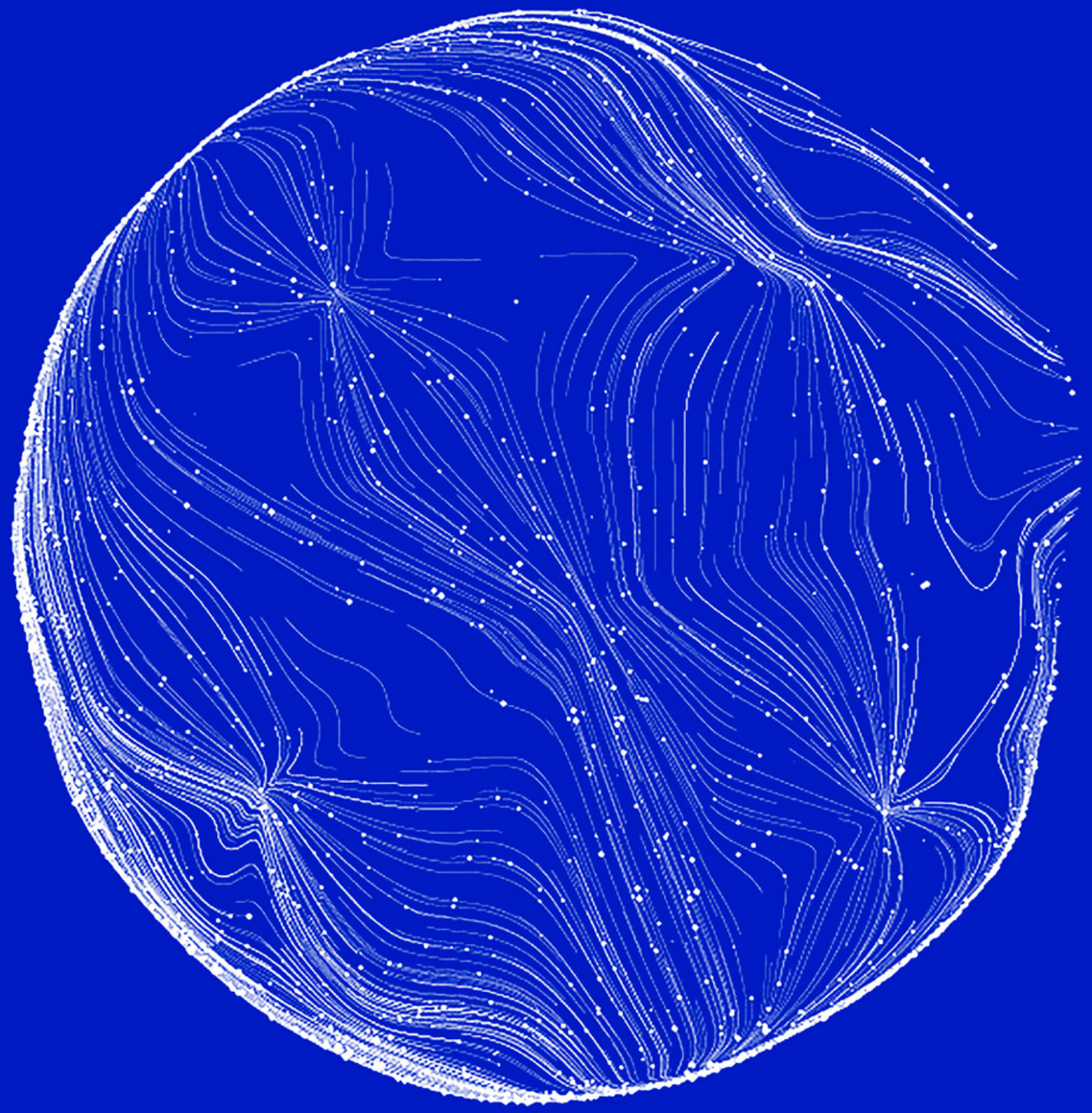


mygene®

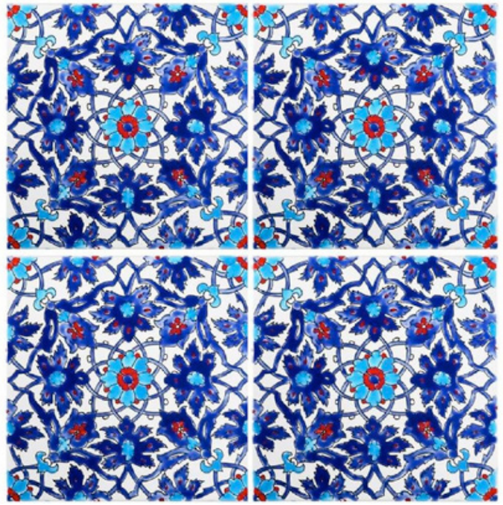
Holistic Genomic Integrative Wellness







Persian blue + Labs



mygene®

mygene®

mygene®

mygene®

This is LL Circular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*+–

Aa

mygene®

Harry Banaharis
Job Title
+61 (0)412 345 678
paloma@mygene.com.au

Address Line 1
Address Line 2
City
Postcode
@mygene
mygene.com.au

mygene®

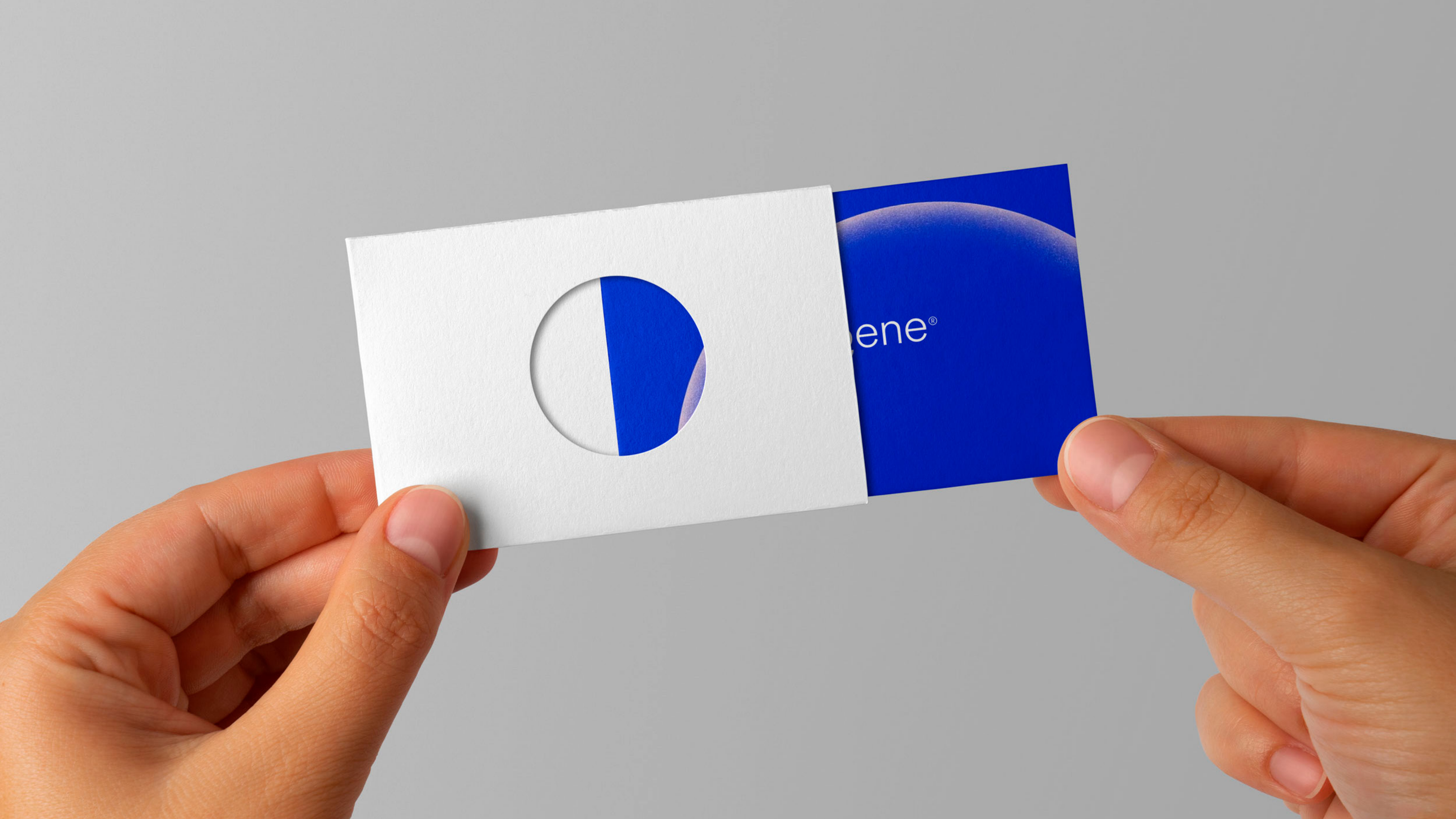
Paloma Hatami LLB BCom
Chief Executive Officer
+61 (0)412 345 678
paloma@mygene.com.au

Address Line 1
Address Line 2
City
Postcode
@mygene
mygene.com.au

mygene®

Alannah Mezzatesta BSci
Chief Operating Office
+61 (0)412 345 678
am@mygene.com.au

Address Line 1
Address Line 2
City
Postcode
@mygene
mygene.com.au


ene®

mygene®

mygene®
mygene®
mygene®
mygene®
mygene®
mygene®

my planet.
my body.
my future.
my health.
my choice.
mygene®

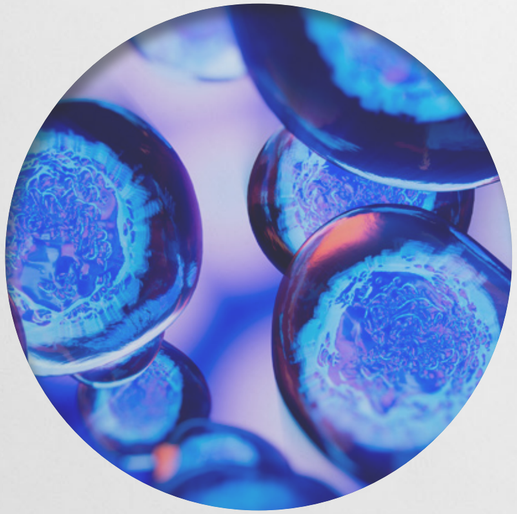
mygene

mygene®

gene report

skin

mygene®



gene report

food sensitivity

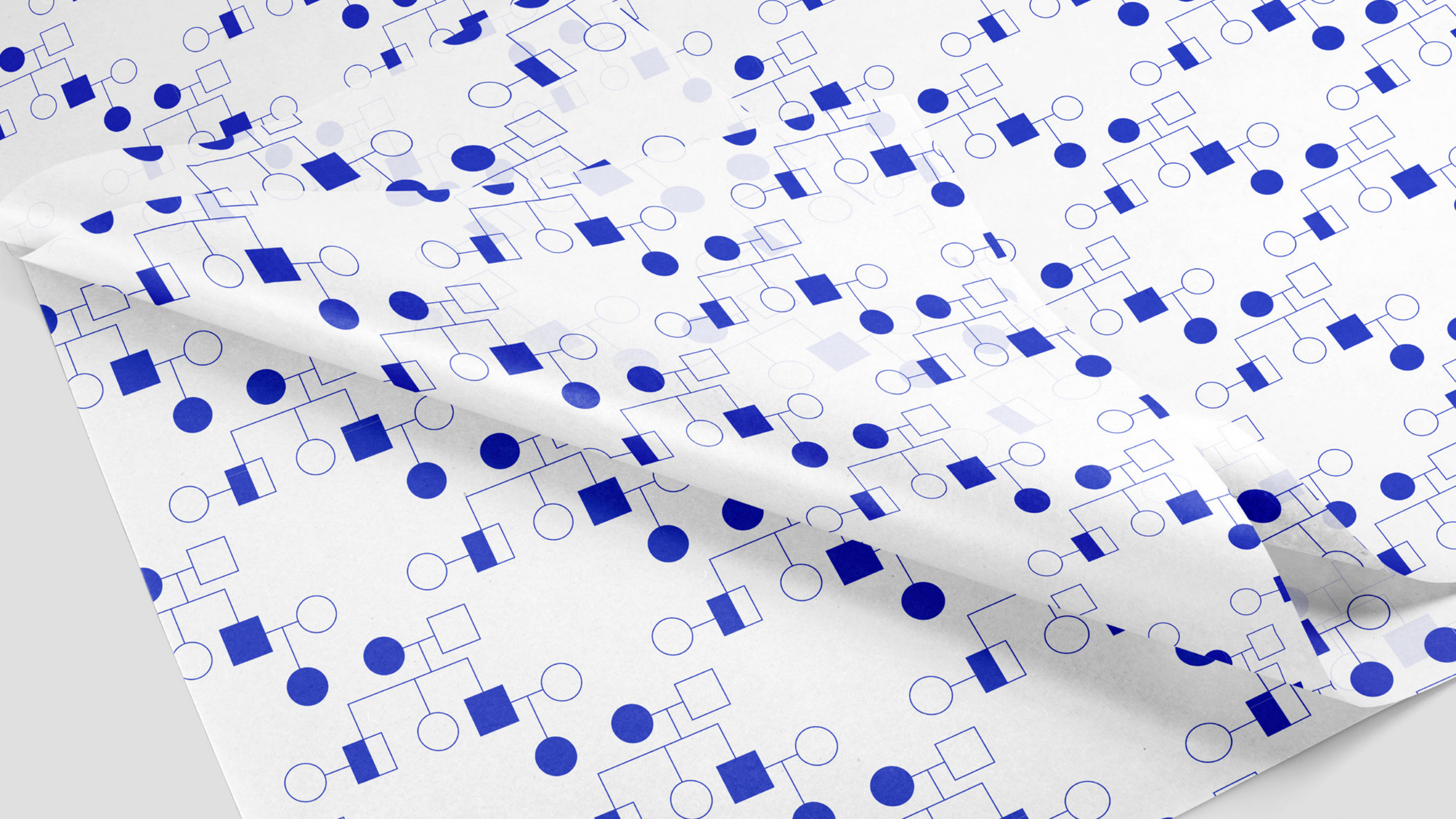
mygene®

gene report

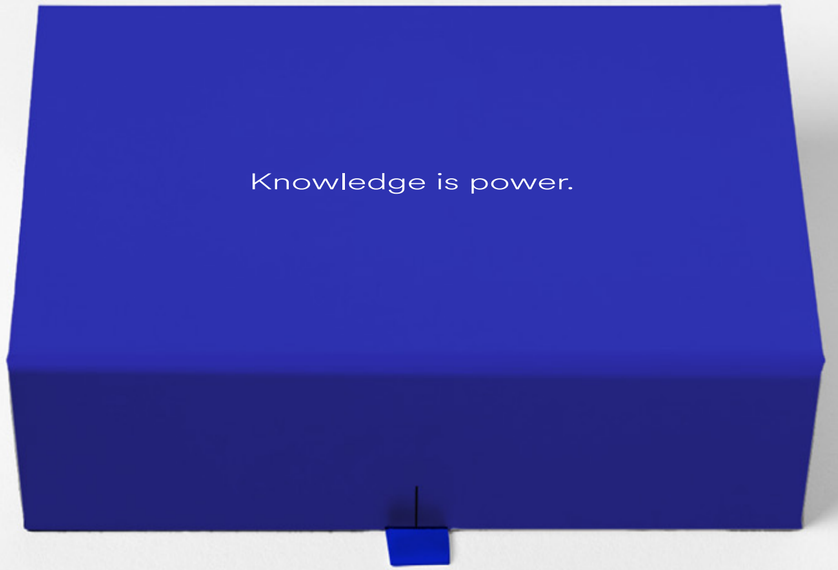
name here

mygene
gene report
skin
mygene
skin
gene report

Inspired by pedigree charts



mygene®


Knowledge is power.

mygene®
where science meets technology
mygene.com.au

mygēnē

Menu Item | Menu Item | Menu Item | Menu Item | Menu Item | Menu Item

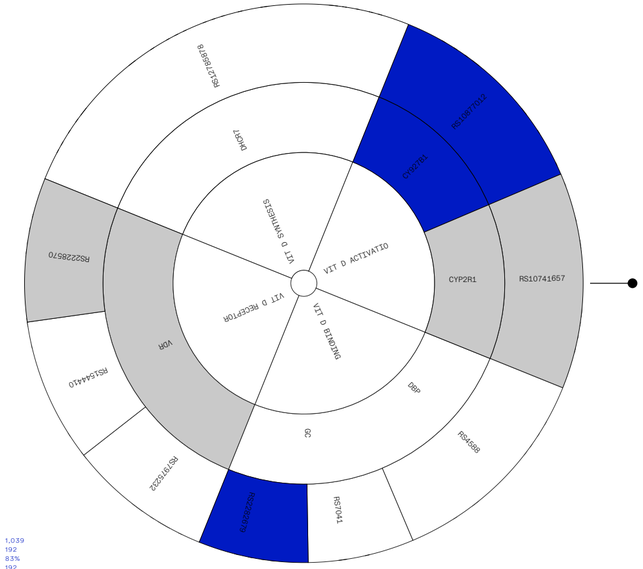
Search

Paloma H

ACTIONABLE INTERVENTIONS

- Aging
- Cardiovascular
- Cognitive
- Detoxification
- Inflammation
- Immune Response
- Oral Health
- Covid 19
- Macro Nutrients
- Micro Nutrients
- Methylation
- Vitamin D
- Food Sensitivity
- Weight Management
- Female Hormone Health
- Aging
- Cardiovascular
- Cognitive

Vitamin D



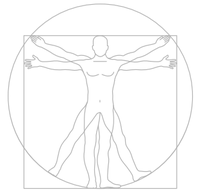
DUMMY	1,039
MORE TEXT	192
DUMMY	83%
STATS	192
DUMMYZ	1,039
MORE TEXT	192
DUMMY	1,039
MORE TEXT	192
DUMMY	83%
STATS	192
DUMMY	1,039

SUMMARY | DUMMY | »

Vitamin D, also known as calciferol, comprises a group of fat-soluble seco-sterols. The two major forms are vitamin D2 and vitamin D3. Vitamin D2 (ergocalciferol) is largely human-made and added to foods, whereas vitamin D3 (cholecalciferol) is synthesized in the skin from 7-dehydrocholesterol and is also consumed in the diet via the intake of animal-based foods.

The differences do not affect metabolism (i.e., activation), and both forms function as prohormones. When activated, the D2 and D3 forms exhibit identical responses in the body, and the potency related to the ability to cure vitamin D–deficiency rickets is the same

DUMMY | DUMMY | »

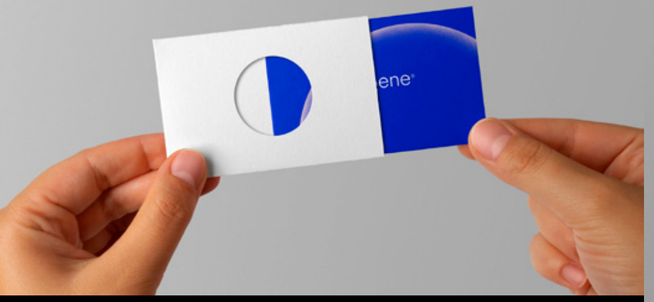


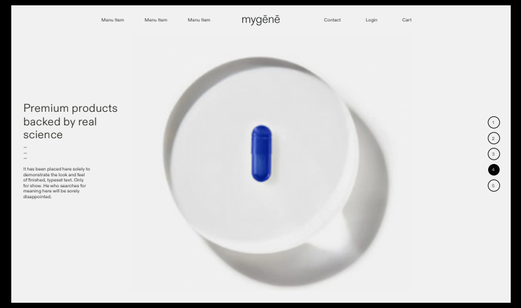
Summary

mygene®

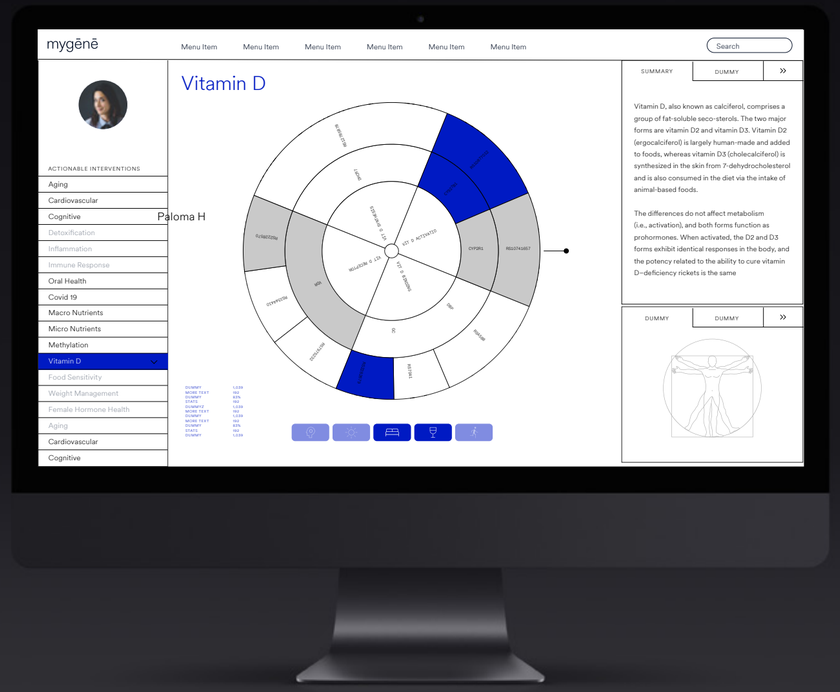
Knowledge is pow-
er.

mygene®
where science meets technology
mygene.com.au




Menu Item
Menu Item
Menu Item
mygēnē
Contact
Login
Cart
Premium products backed by real science
It has been placed here solely to demonstrate the look and feel of the site. Those who are here for show, the who searches for meaning here will be sorely disappointed.

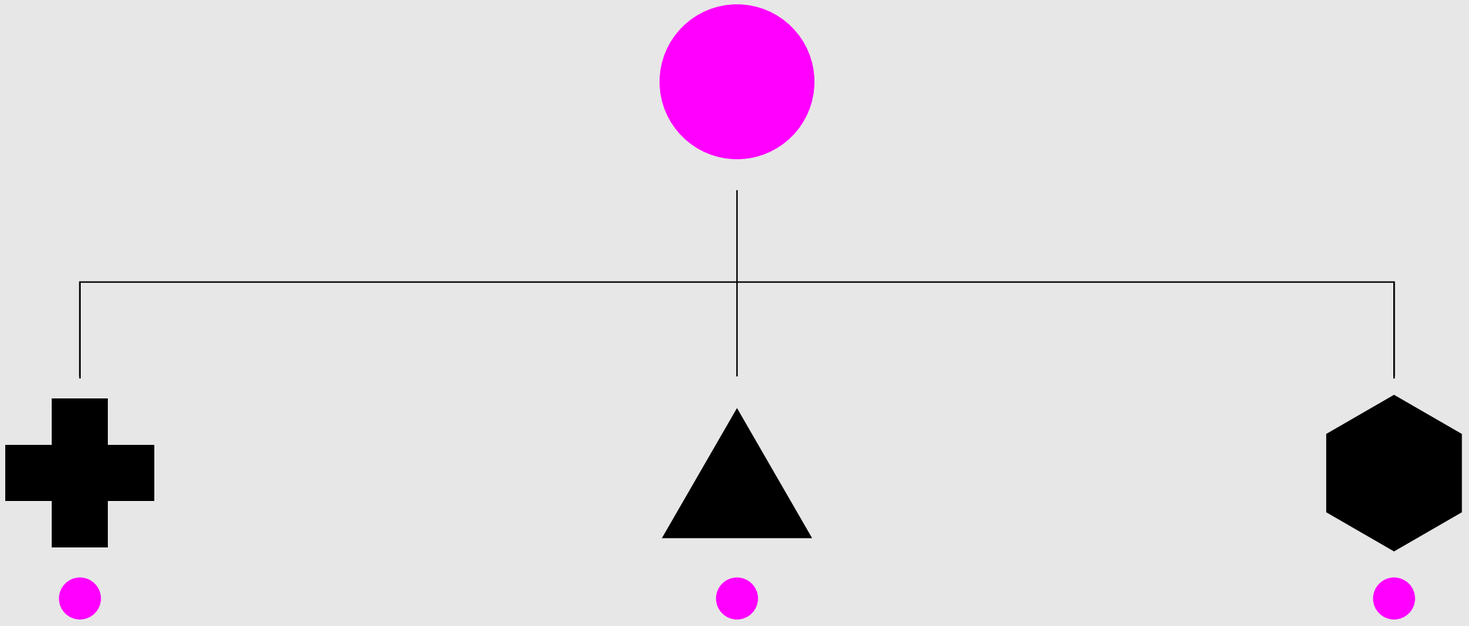
my planet.
my body.
my future.
my health.
my choice.
mygene®


mygēnē
Menu Item
Menu Item
Menu Item
Menu Item
Menu Item
Menu Item
Search
Paloma H
ACTIONABLE INTERVENTIONS
Aging
Cardiovascular
Cognitive
Detoxification
Inflammation
Immune Response
Oral Health
Covid 19
Macro Nutrients
Micro Nutrients
Methylation
Vitamin D
Food Sensitivity
Weight Management
Female Hormone Health
Aging
Cardiovascular
Cognitive
Vitamin D
SUMMARY
DUMMY
Vitamin D, also known as calciferol, comprises a group of fat-soluble seco-sterols. The two major forms are vitamin D2 and vitamin D3. Vitamin D2 (ergocalciferol) is largely human-made and added to foods, whereas vitamin D3 (cholecalciferol) is synthesized in the skin from 7-dehydrocholesterol and is also consumed in the diet via the intake of animal-based foods.
The differences do not affect metabolism (i.e., activation), and both forms function as prohormones. When activated, the D2 and D3 forms exhibit identical responses in the body, and the potency related to the ability to cure vitamin D–deficiency rickets is the same
DUMMY
DUMMY

Closer look at products

Applying the second concept
to first look and feel

In light of recent conversations, our recommended brand architecture approach would be 'Endorsed'



Endorsed brand architecture

mygene

Our recommendation would be to chage the name of 'mycare' due to it's similarity to the master brand name.

mycare
by mygene

mycare
balance for men

mycare
balance for women

mycare
repair

mycare
calm

mycare
focus

genefuel
by mygene

genefuel
muesli

genefuel
proteins

genefuel
superfoods

minu
by mygene

minu
oily

minu
men

minu
anti-aging

minu
mature

minu
HA

etc. etc.

by mygene®

Option 1 — Coloured Label / White Pouch

Although printing direct on the jars will look amazing, our recommendation at this stage of your brand would be digitally printed labels from one of our Melbourne print partners.

These are comparatively inexpensive and will look premium. We can make the dots look metallic and the background look flat to give the design some depth. There is no extra cost for different info on the labels.

This printing would need to be direct to the pouch

Option 1 — Coloured Label / White Pouch

Option 2 — White Label / Black Pouch

Option 2 — White Label / Black Pouch

Option 3 — Black Label / Black Pouch

Option 1
Coloured Label / White Pouch

Option 2
White Label / Black Pouch

Option 3
Black Label / Black Pouch

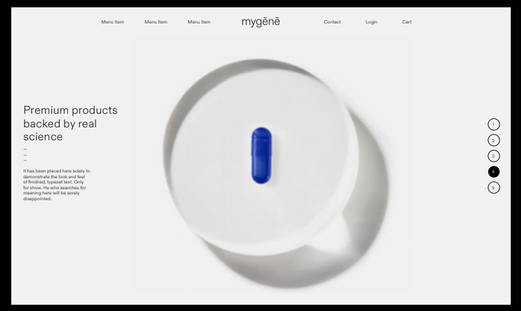
Summary

mygēnē®

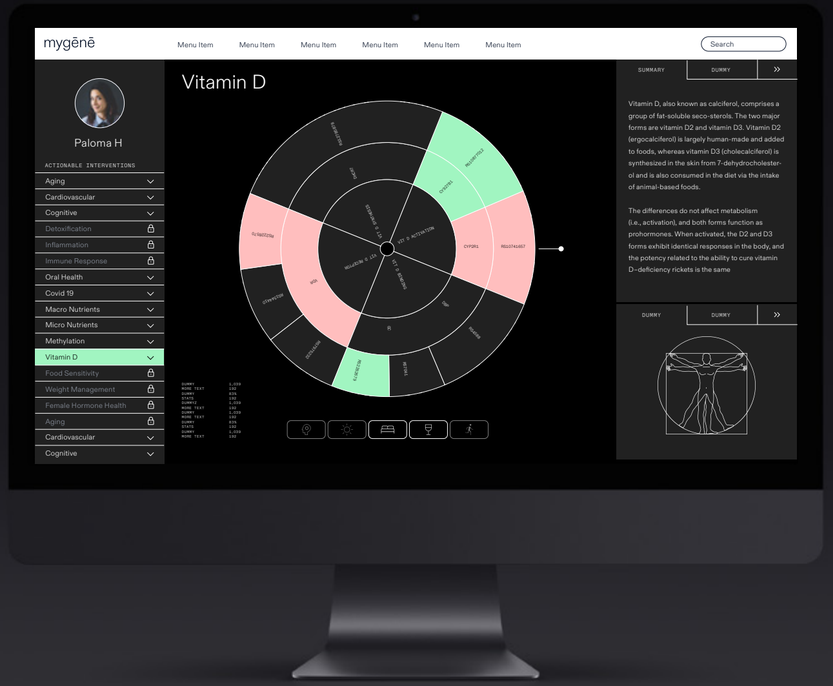
mycare
repair
by mygēnē
This is dummy text.
It is intended to be read
but have no meaning.
250g

mycare
repair
by mygēnē
This is dummy text.
It is intended to be read
but have no meaning.
This is dummy text
250g

mygēnē


Menu Item
Menu Item
Menu Item
mygēnē
Contact
Login
Cart
Premium products backed by real science
It has been placed here solely to demonstrate the look and feel of the site. Anyone who is here for show, the who searches for meaning here will be sorely disappointed.

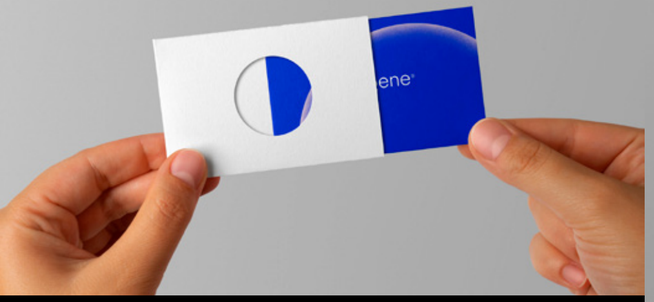
mygēnē

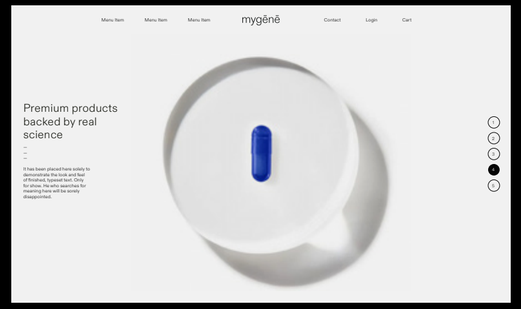

mygēnē
Menu Item
Menu Item
Menu Item
Menu Item
Menu Item
Menu Item
Search
Paloma H
ACTIONABLE INTERVENTIONS
Aging
Cardiovascular
Cognitive
Detoxification
Inflammation
Immune Response
Oral Health
Covid 19
Macro Nutrients
Micro Nutrients
Methylation
Vitamin D
Food Sensitivity
Weight Management
Female Hormone Health
Aging
Cardiovascular
Cognitive
Vitamin D
SUMMARY
DUMMY
Vitamin D, also known as calciferol, comprises a group of fat-soluble seco-sterols. The two major forms are vitamin D2 and vitamin D3. Vitamin D2 (ergocalciferol) is largely human-made and added to foods, whereas vitamin D3 (cholecalciferol) is synthesized in the skin from 7-dehydrocholesterol and is also consumed in the diet via the intake of animal-based foods.
The differences do not affect metabolism (i.e., activation), and both forms function as prohormones. When activated, the D2 and D3 forms exhibit identical responses in the body, and the potency related to the ability to cure vitamin D-deficiency rickets is the same
DUMMY
DUMMY

mygene®

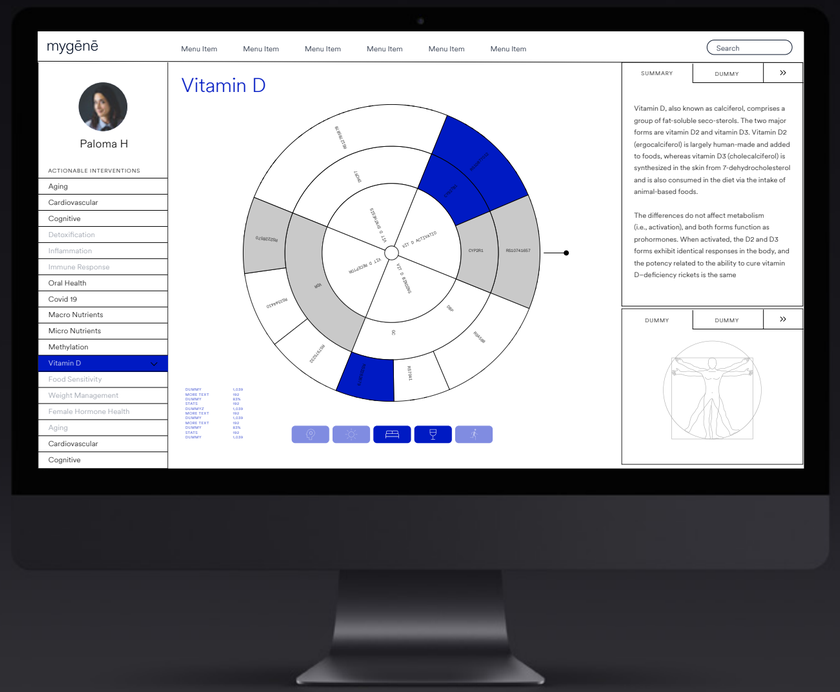
Knowledge is power.

mygene®
where science meets technology
mygene.com.au




Menu Item
Menu Item
Menu Item
mygēnē
Contact
Login
Cart
Premium products backed by real science
It has been placed here solely to demonstrate the look and feel of the site. Anyone who is here for show, the who searches for meaning here will be sorely disappointed.

my planet.
my body.
my future.
my health.
my choice.
mygene®


mygēnē
Menu Item
Menu Item
Menu Item
Menu Item
Menu Item
Menu Item
Search
Paloma H
ACTIONABLE INTERVENTIONS
Aging
Cardiovascular
Cognitive
Detoxification
Inflammation
Immune Response
Oral Health
Covid 19
Macro Nutrients
Micro Nutrients
Methylation
Vitamin D
Food Sensitivity
Weight Management
Female Hormone Health
Aging
Cardiovascular
Cognitive
Vitamin D
SUMMARY
DUMMY
Vitamin D, also known as calciferol, comprises a group of fat-soluble seco-sterols. The two major forms are vitamin D2 and vitamin D3. Vitamin D2 (ergocalciferol) is largely human-made and added to foods, whereas vitamin D3 (cholecalciferol) is synthesized in the skin from 7-dehydrocholesterol and is also consumed in the diet via the intake of animal-based foods.
The differences do not affect metabolism (i.e., activation), and both forms function as prohormones. When activated, the D2 and D3 forms exhibit identical responses in the body, and the potency related to the ability to cure vitamin D–deficiency rickets is the same
DUMMY
DUMMY

With Thanks

Studio Decade
Studio 5, Bank Arcade
First Floor, 64–68 Liverpool St.
Hobart TAS 7000
decade.studio

hello@decade.studio
03 6292 5544

© Studio Decade 2022
All Rights Reserved