

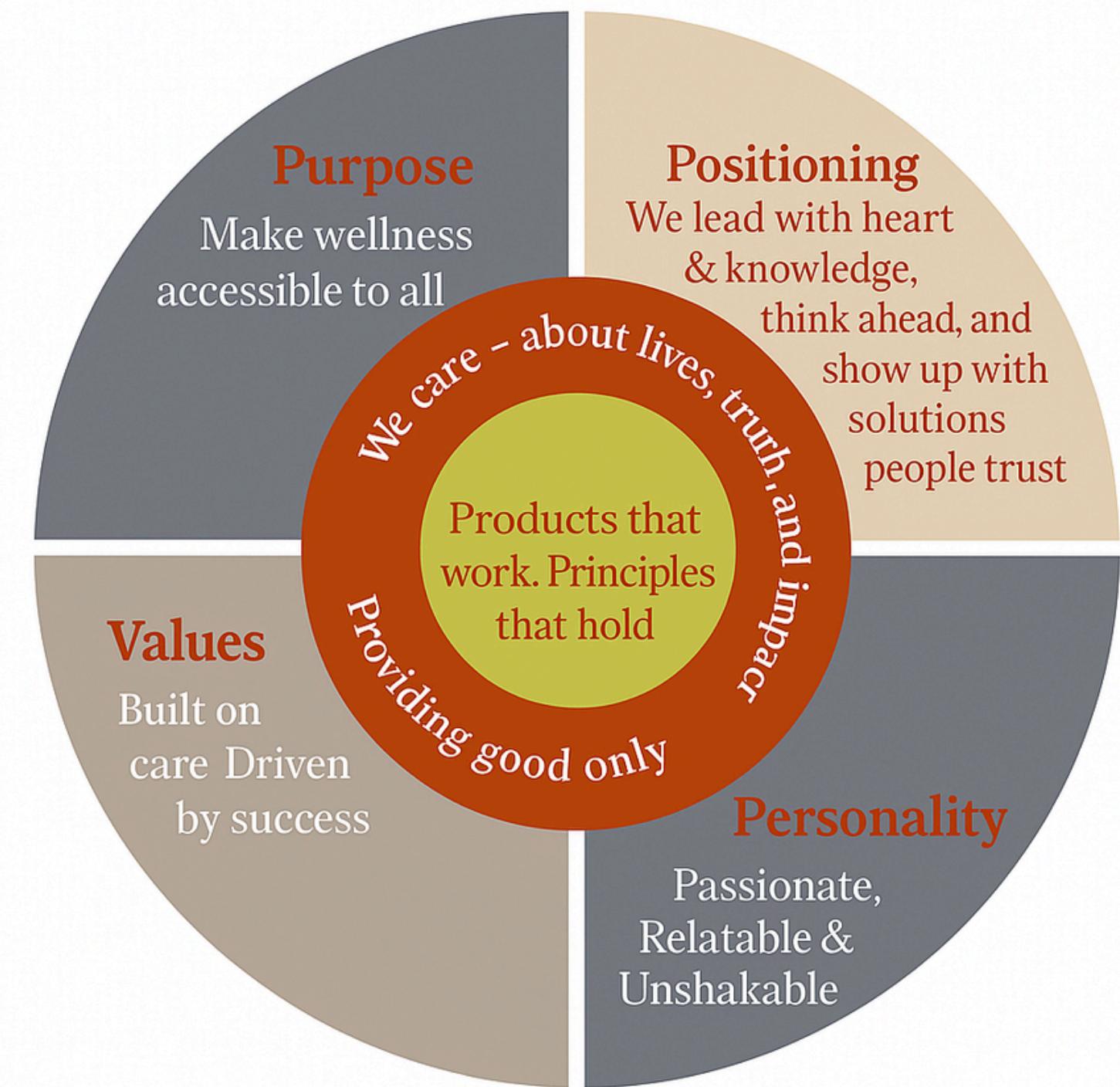
BRAND BIBLE



**Better
Being**

BRAND OVERVIEW

“Creator Brand”



STYLE SCAPE

“Earthy Pops”

‘this is open space, we like open space’



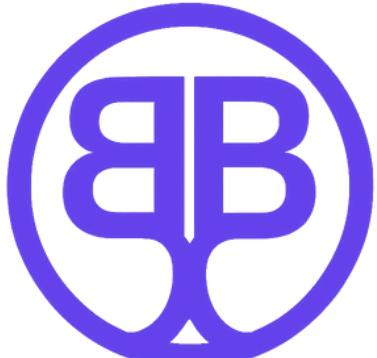
LOGO VARIATIONS



Better
Being



Better
Being



COLOUR THEORY

MAHOGONY #BB4500

CITRON #C4C240

PAYNE GRAY #626675

CHAMPAGNE #F9E7C9

BLACK BEAN #280BOB

We have one main colour that is used for our Lock Up and Logo

- Secondary colours get used in the background, not as blocked out colours but rather with the help of AI as subconsciously used for items in the background to make the foreground main colour pop.
- If we need to use our colours on a large scale we would always lean towards using Citron as it pops better large scale
- Champagne gets used for stationary or when needing a muted colour
- Black Bean gets used as alt text colour



FONTS

HEADINGS

Headings are done in League Spartan (all caps) always with a 88 pnt letter spacing

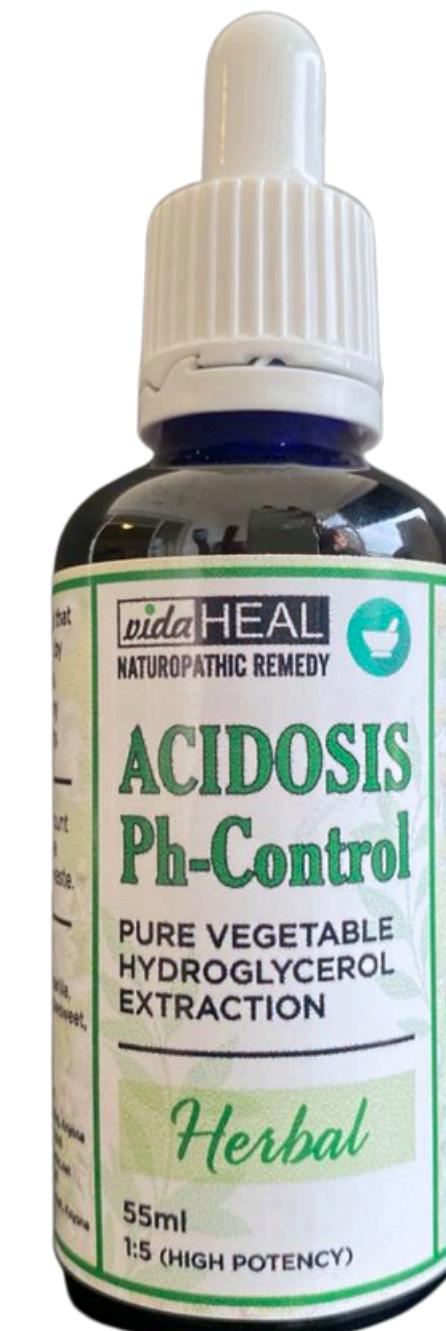
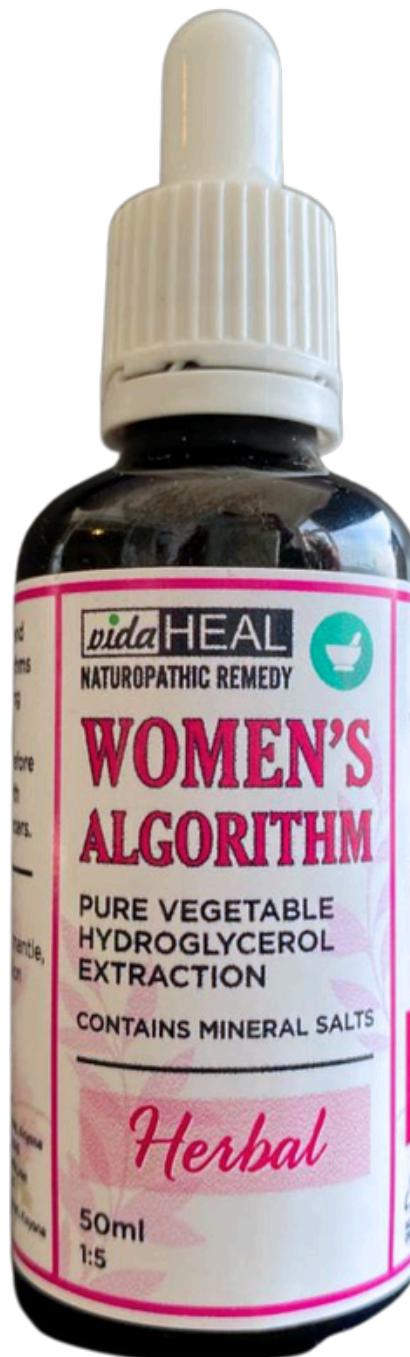
copy or short subheadings

Copy gets written in Playfair Display - not all caps and 0 pnt letter spacing

BRANDING



BRANDING



BRANDING



EVERY BREATH IS A NEW BEGINNING. LET THIS ONE BRING RELIEF

CONTINUE YOUR WELLNESS JOURNEY · ORDER NOW!

USE FOR

- Bronchitis
- Cough
- Sore Throat
- Anti-Viral
- Anti-Bacterial
- Weak Lungs
- Chest Cold & Flu
- Immunity

This formula has not been evaluated by the Medicine Control Council. It is not intended to diagnose, treat or prevent any illness. It is advised to consult your physician prior to using any dietary supplement, especially if you have a chronic condition or are taking any medications

NO MEDICAL CLAIMS MADE
DO NOT USE IF PREGNANT OR LACTATING

Better Being (Pty) Ltd
info@betterbeing.co.za
Knysna, South Africa
Contact 066 212 5373

SHAKE GENTLY BEFORE USE - PRODUCT MAY BE FIZZY UPON OPENING DUE TO NATURAL HONEY FERMENTATION - MAY NATURALLY SEPARATE REFRIGERATE ONCE OPENED

BRONCHIAL RELIEF PROBIOTIC HERBAL REMEDY

BB

100% NATURAL

500 ml

DOSAGE

In acute cases:
2 Tablespoons (30ml)
3x per day

Maintenance:
2 Tablespoons (30ml)
1x per day

Children under the age of 12:
Dilute 50% with water

CONTENTS

Echinacea, mistletoe, ginger, cayenne, thyme, cinnamon, citrus, raw honey, probiotics

SHAKE GENTLY BEFORE USE - PRODUCT MAY BE FIZZY UPON OPENING DUE TO NATURAL HONEY FERMENTATION - MAY NATURALLY SEPARATE REFRIGERATE ONCE OPENED

RAW PROBIOTIC GUT REPAIR

BB

100% NATURAL

500 ml

USE FOR

- Improves the body's digestive ability and usage of nutrition
- Boosts immunity
- Balances gut pH
- Promotes circulation
- Anti-inflammatory
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SPECIES

Bifidobacterium Animalis,
B. Bifidum,
B. Longum,
L. Acidophilus,
L. Buchneri,
L. Bulgaricus,
L. Casei,
L. Delbrueckii,
L. Fermentum,
L. Plantarum,
L. Diacetylactis,
L. Lactis,
Bacillus Subtilis,
Saccharomyces Cerevisiae,
Streptococcus Thermophilus,

BRANDING



CONTINUE YOUR PAIN FREE JOURNEY - ORDER NOW!



USE FOR

Anti-inflammatory
Shoulder pain
Nerve pain
Neck pain
Circulation
Arthritis pain
Osteoporosis pain
Cramps
Spasms
Restless legs
Sore feet
Sciatica
Fibromyalgia
Post operation
Headaches
Sleep aid



GOGO PAIN

Intense Pain Reliever Gel



A PRODUCT OF

Better Being (Pty) Ltd
Queen Street, Knysna
South Africa
www.betterbeing.co.za



15 HERBAL OILS

ENHANCED WITH MSM & MAGNESIUM OIL

DIRECTIONS

Apply directly to areas with pain as needed. As a sleep-aid and for headaches, massage onto the base of the neck and temple areas. Non-oily, for optimal skin absorption. Can be used as a massage base.

**NO MEDICAL CLAIMS MADE
DO NOT USE IF PREGNANT OR LACTATION**

INGREDIENTS

Pure MSM, arnica concentrate, black seed oil, eucalyptus oil, wintergreen oil, peppermint oil, helichrysum oil, lavender oil, clove bud oil, frankincense oil, cypress oil, rosemary oil, turmeric oil, bioperine, roman chamomile extract, echinacea extract, magnesium oil, in pure gel base

250g



BRANDING



DOSAGE

Daily health dose:
1 Tablespoon (15ml)
1x per day before a meal
In chronic cases:
2 Tablespoons (30ml)
3x per day before a meal

CONTENTS

Seasonal fruits (usually 5 different kinds), molasses, kelp, slippery elm, lemon balm, peppermint, rosehips, chamomile, rooibos, ginger, fennel, fenugreek, tumeric, aloe vera

CAUTION

Excessive use can lead to diarrhea (reduce dose) DO NOT exceed daily dose. Not for pregnant women or children under 12 years of age. This formula has not been evaluated by the Medicine Control Council. It is not intended to diagnose, treat or prevent any illness. It is advised to consult your physician prior to using any dietary supplement, especially if you have a chronic condition or are taking any medications

FREE OF

Chemicals, sugar, sodium, bicarbonate, yeast, wheat, gluten, soy, dairy, animal products, artificial flavours and colourants

A PRODUCT OF

Better Being
Queen Street,
Knysna
South Africa
www.betterbeing.co.za



I AM
GUT FIX



CONTAINS PROBIOTIC ENZYMES
HERBAL HEALTH DRINK
BITTERLY GOOD

11 HERBAL OILS + ALOE

Rapid and effective improvement of most digestive issues

GENTLY SHAKE BEFORE USE
REFRIGERATE ONCE OPENED
750ml

COLON

Digestion, constipation, intestinal spasm, intestinal-inflammation, IBS, diverticulitis, fibroids, piles

STOMACH

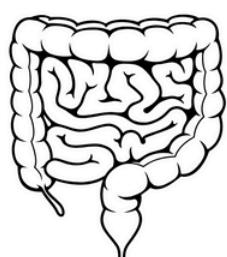
Bloating, reflux, heartburn, ulcer-stomach wall, stomach cramps, nausea, bacterial balance

BODY

Gout, gall, arthritis, liver detox, healthy blood PH (blood cleanser), kidney stones, weight and many more

USER MANUAL

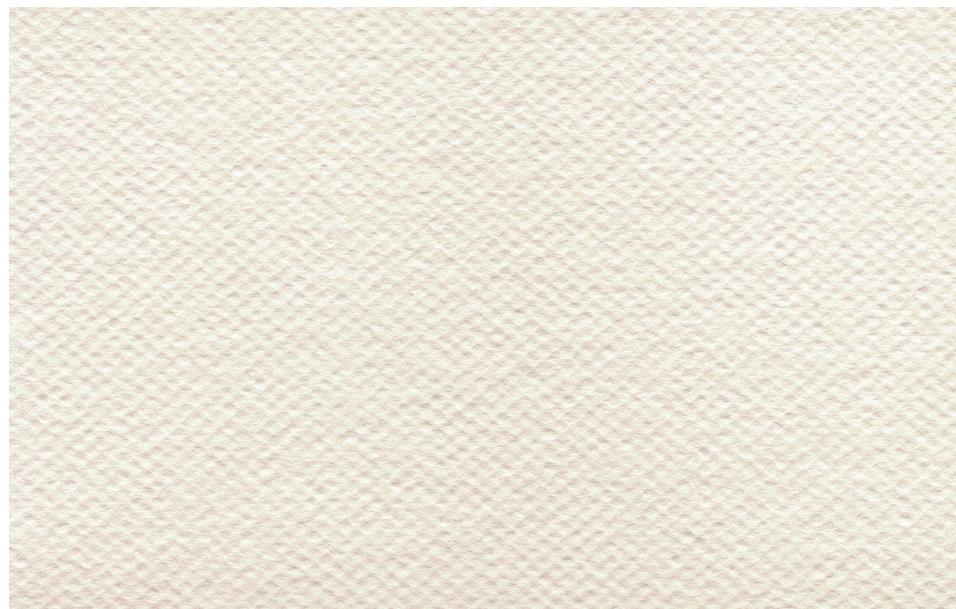
Take me, shake me, gently, so that all my herbs and live culture segments are well blended. Wait 30 seconds, then SLOWLY open me up... I can get 'bubbly' and overflow a little, if you rush me. Enjoy me, be healed and Bob's your uncle



MATERIALS



Clay perfectly illustrates how we take from nature, put hands to it and create new. It also symbolises our connection to Earth and grounded nature of the business.



Paper provides a soft yet natural feel to a background. It plays into the hand of 'the creator' to allow for free sketch



Stone, again repeating the grounded nature of BB but emphasises a strength, the unwavering, unshakable 'solid' part to the businesses core.

ICONOGRAPHY



‘nature’s price tag’
These Icons need to be explored
more once we look at practical
application, but this is a representation
of the style of Icons used

100% natural badge
for most products

ILLUSTRATION STYLE

'The creator' create's
in a way that feels like a
hand was involved.

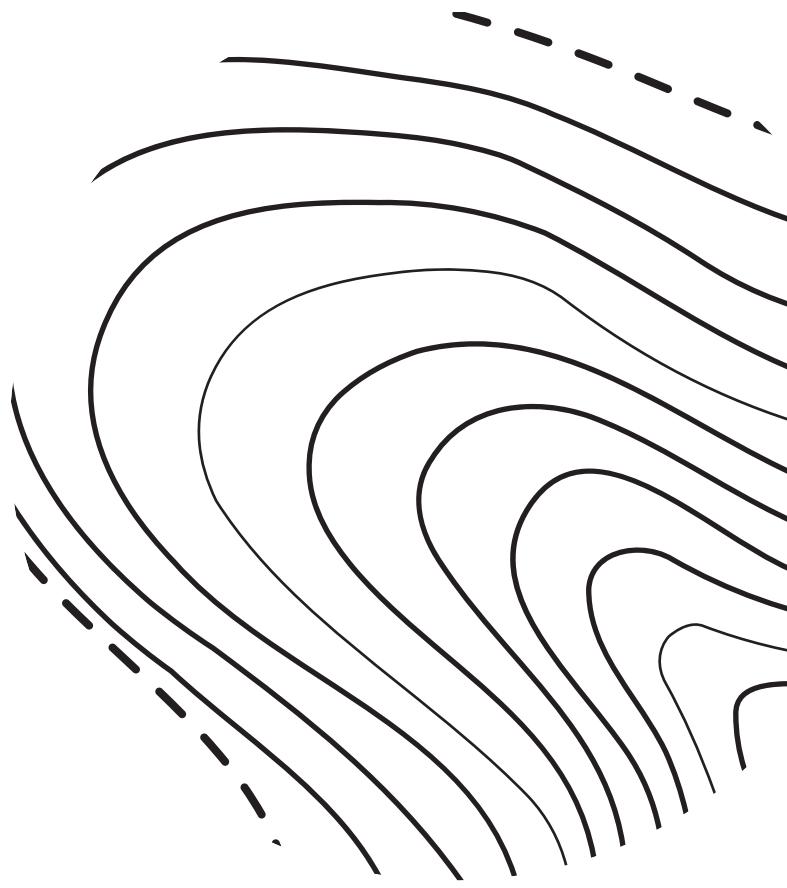
To express without giving
up our anonymity, 'the creator'
becomes the embodiment of not
only us but our fellow creators
who's products we bring in.

Like the paper clip on the original
Microsoft Windows this becomes our
user's companion in their shopping experience
It's line's and therefore our illustration style
becomes thin and hand drawn instead of perfect



'the creator'

PATTERNS



'grid type design'
structure
solid
contrasting to other pattern
modern



'finger print style ripple'
sound
resonance
frequency
growth
earth's contours



this is a visual
design pattern
not brought in
by a graphic but
rather in the way
graphics get laid
out in a design
to form this pattern

PHOTOGRAPHY STYLE

‘romantic, hyper realistic, warm’



Photo's need to always feel warm
That also means that there is a slightly
darker aesthetic.

Background to have a slight ‘blur’ with
focus drawn to the centre, or action/product
part of the photo.

Always bring in a red tone, with optional pops
of our secondary colour in the background.
Always realistic.

Feeling of luxury due to the quality and
aesthetic of the photo's.

They all have to share this visual language.

TAGLINE(S)

‘putting a price on nature’ OR ‘nature’s pricetag’

this area still needs a lot of work, but not necessary for right now - will get back to this

KEY MESSAGING / BRAND VOICE IN ACTION

this area still needs a lot of work, but not necessary for right now - will get back to this

COPYWRITING DO'S & DON'TS

this area still needs a lot of work, but not necessary for right now - will get back to this

SOCIAL MEDIA GUIDELINES

this area still needs a lot of work, but not necessary for right now - will get back to this

GRIDS FOR ADS

this area still needs a lot of work, but not necessary for right now - will get back to this