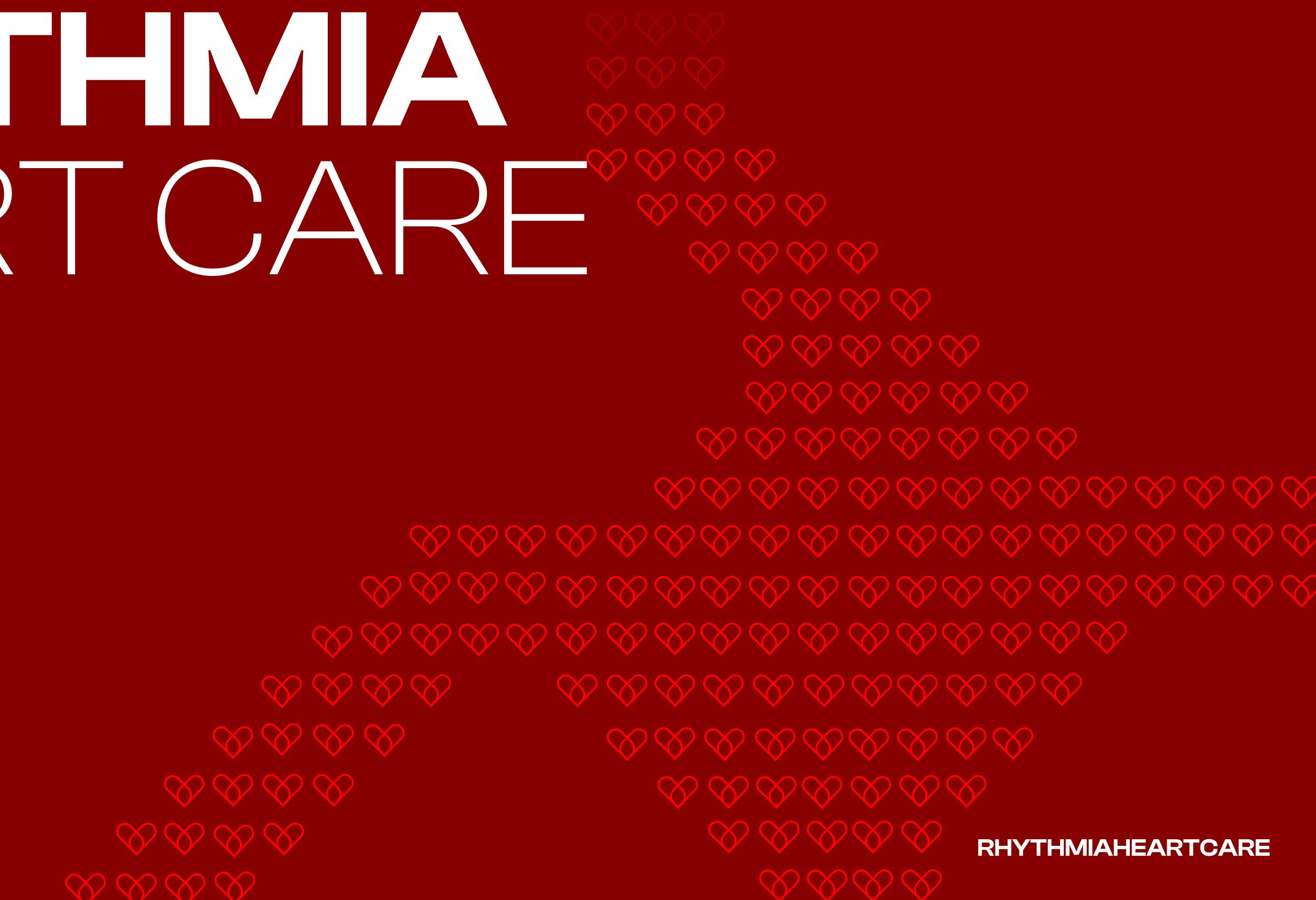


RHYTHMIA  
HEART CARE



01	<b>Who we are</b>	<b>03</b>	09	<b>Our mission</b>	<b>33</b>
02	<b>Our story</b>	<b>05</b>	10	<b>Our positioning</b>	<b>35</b>
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01

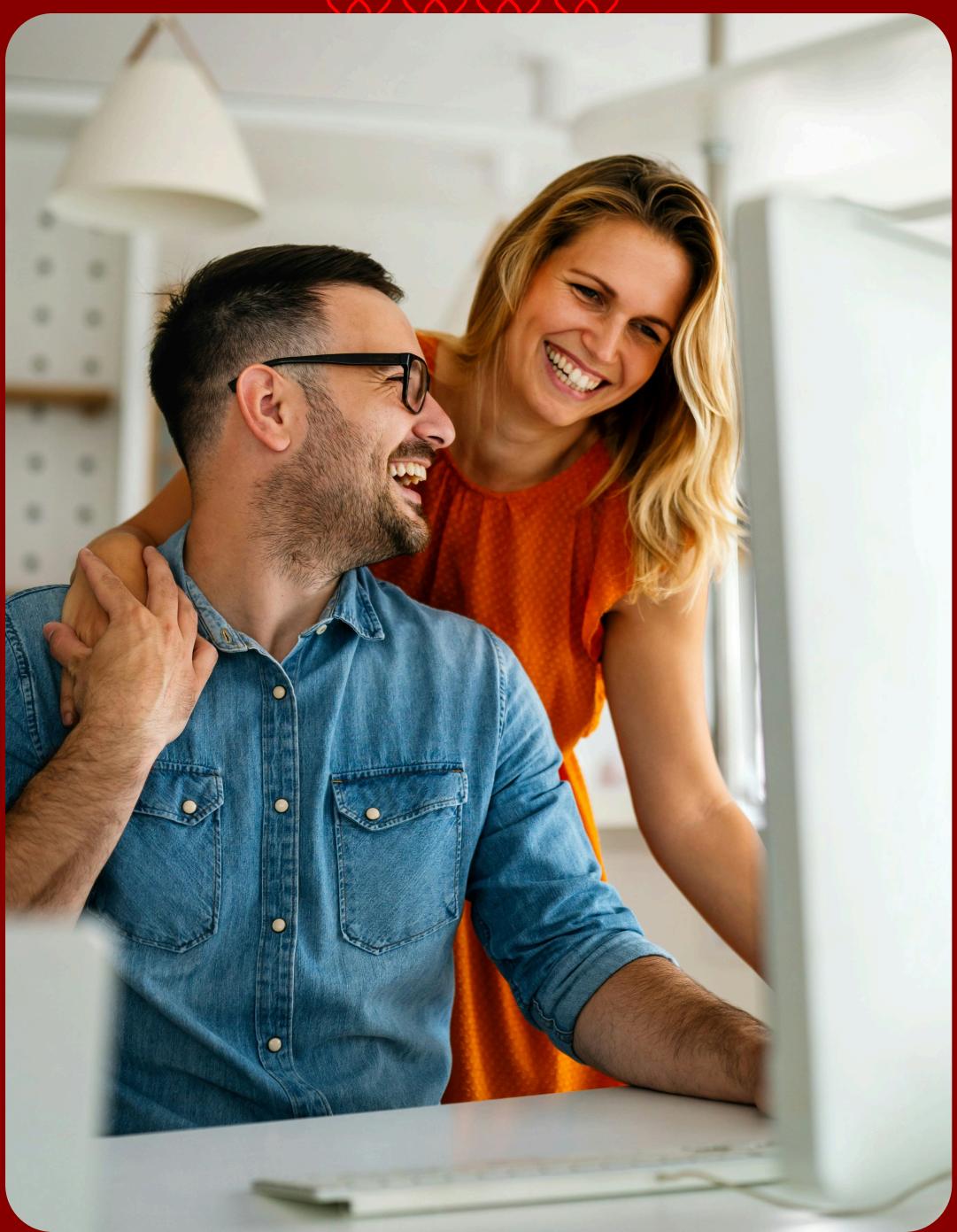
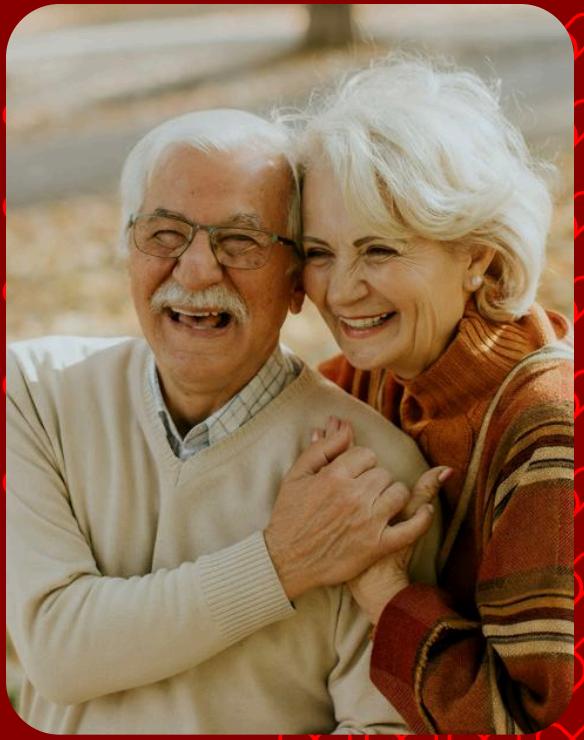
WHO WE ARE



# We're RhythmiaHeartCare, experts caring for heart rhythm

Developed by UK cardiologists,  
we deliver trusted, clinically  
informed support for the  
heart's electrical rhythm.

Each supplement combines  
proven science with natural  
ingredients for safe, effective  
daily care.



02

OUR STORY



**Every beat of the heart is powered not just by blood flow, but by an intricate electrical system that keeps rhythm and life in motion. Yet for decades, most heart health products have focused only on circulation, the “plumbing” of the heart, leaving its electrical health overlooked.**

A gap was identified by a team of UK cardiologists who saw patients struggling with arrhythmias and irregular rhythms. They repeatedly found themselves recommending the same nutrients and supplements individually, knowing their patients would face confusion, inconsistency, and unnecessary complexity.

There had to be a better way. That vision became the first all-in-one supplement created specifically to support the electrical function of the heart. Clinically formulated, precisely dosed, and manufactured in a GMP-certified UK facility. A product that was built on science, trust, and care. More than a capsule, it's a commitment: to empower patients with arrhythmias, to give confidence to those worried about their heart rhythm, and to pioneer a new era in cardiac supplements. Because true heart health goes beyond circulation, it's about caring for your heart's natural rhythm.

03

OUR DIFFERENCE



## Our difference

An all-in-one supplement created specifically to support the electrical function of the heart. Clinically formulated with natural ingredients and manufactured in the UK - GMP certified.

04

TONE OF VOICE



#### 04 - TONE OF VOICE



**Rhythmiacare speaks with warmth and assurance. It's calm, clear, and grounded in credibility, cutting through the noise of quick fixes and fear-based health talk. The tone is supportive and straightforward, guiding people to understand their heart health with confidence and care.**

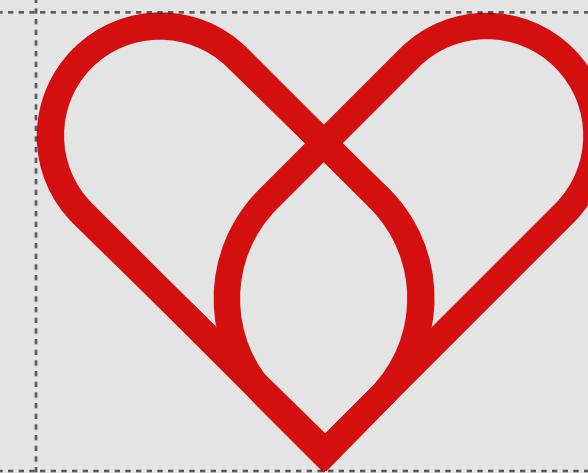
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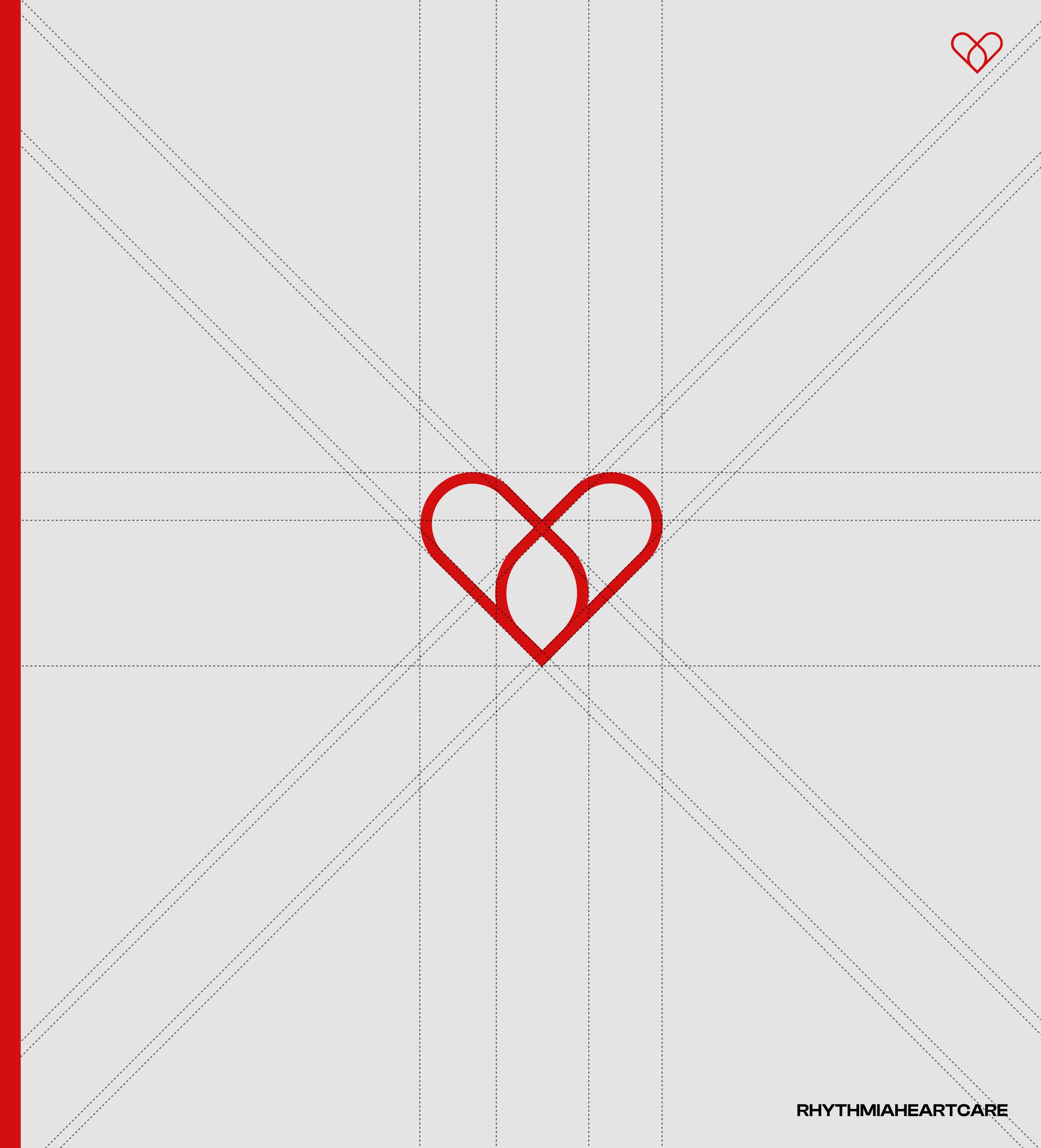
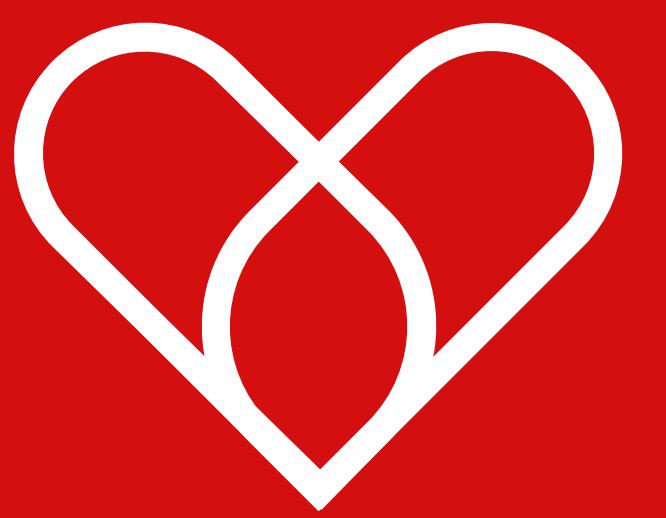
LOGO

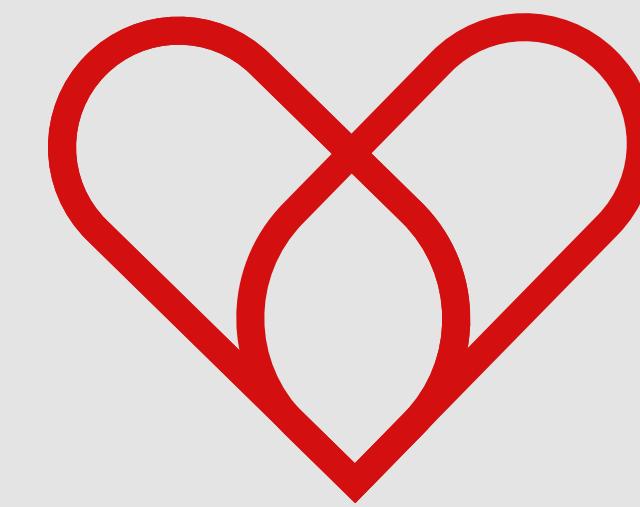


**Our logo, the heart in its outlined form, reflects the natural rhythm and flow of the heart's electrical pathways. It evolves the universal heart into a distinctive mark that symbolises balance, transparency, and support for healthy heart rhythm.**

**The dual shapes within the form also represent two pills coming together. An intentional nod to the daily dosage and the brand's commitment to consistent care.**



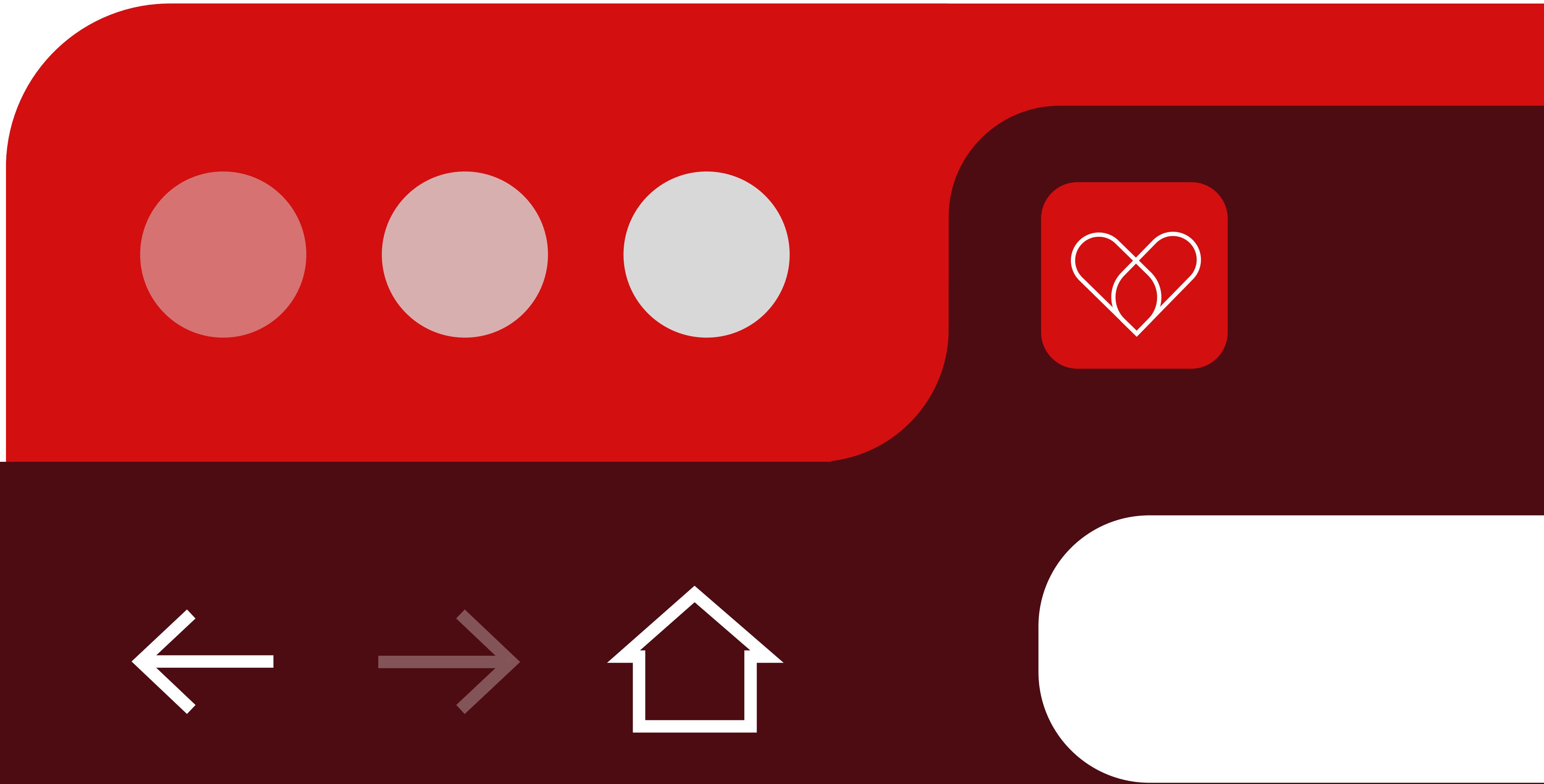




**RHYTHMIA  
HEART CARE**

SUPPORTS NORMAL HEART FUNCTION







# WE DO

- Use the outlined heart logo consistently across all brand materials.
- Maintain clear space around the logo to ensure visibility and impact.
- Use approved colour versions only primary red, white, or black, depending on background contrast.
- Scale proportionally to preserve the logo's balance and rhythm.
- Place on clean, uncluttered backgrounds for maximum clarity.

# WE DON'T

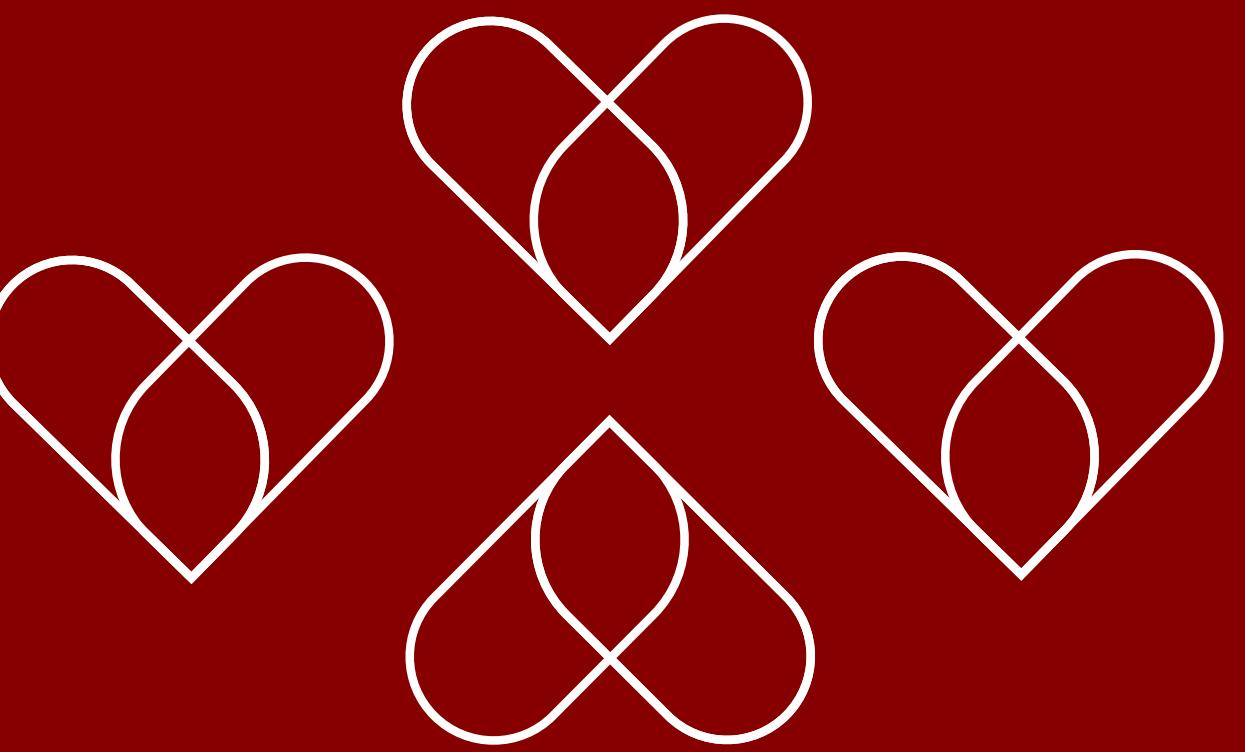
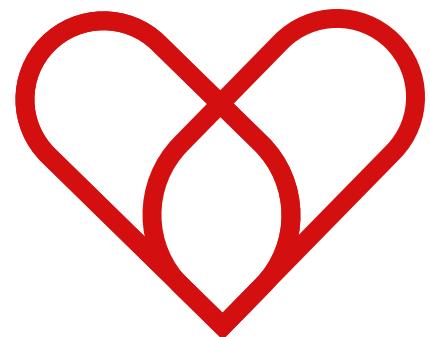
- Don't alter or redraw the heart outline or wordmark.
- Don't add effects such as shadows, gradients, or outlines.
- Don't change colours outside the approved palette.
- Don't stretch, squash, or rotate the logo.
- Don't place the logo over busy imagery or backgrounds that reduce legibility.

06

# VISUAL IDENTITY



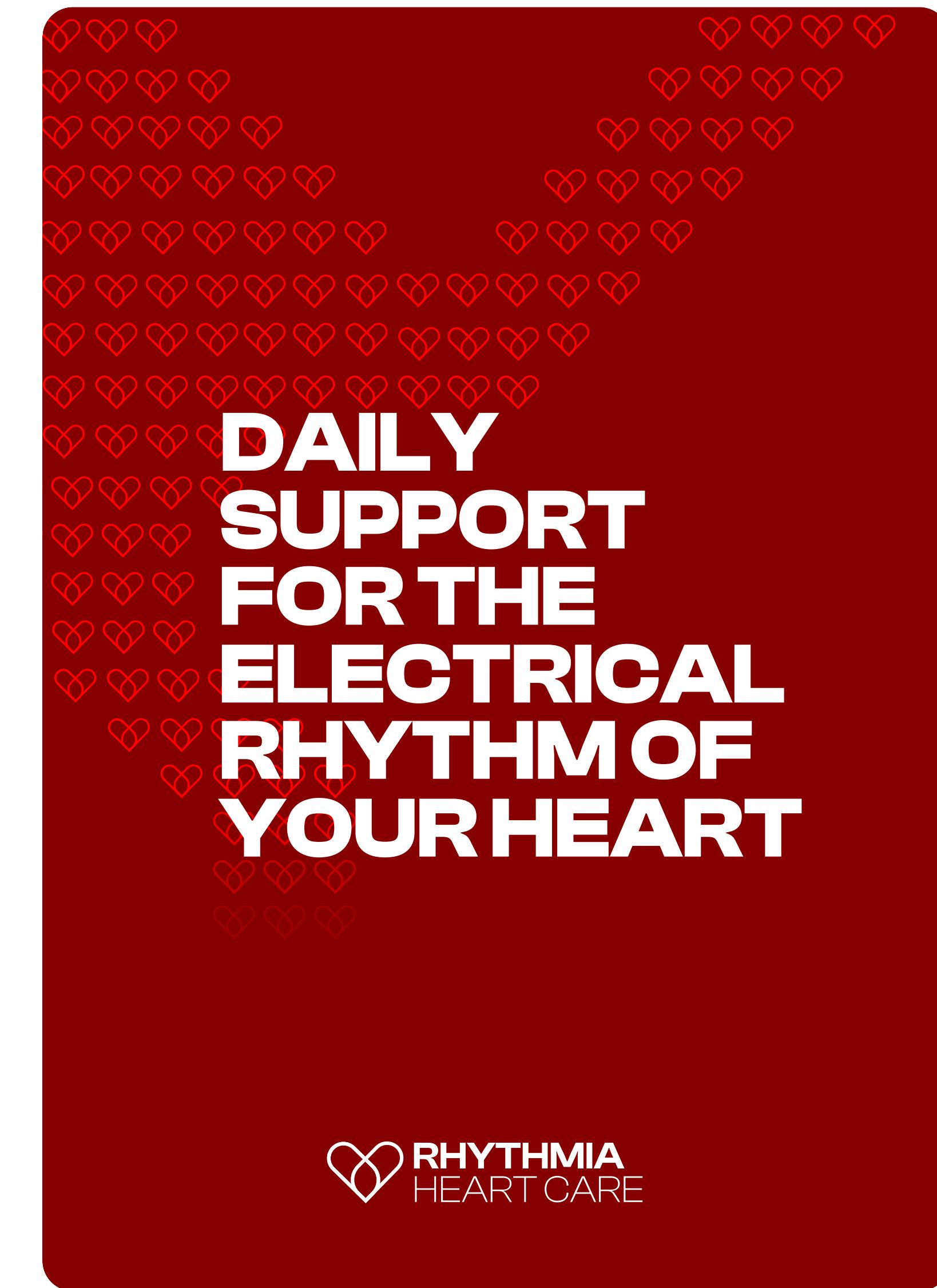
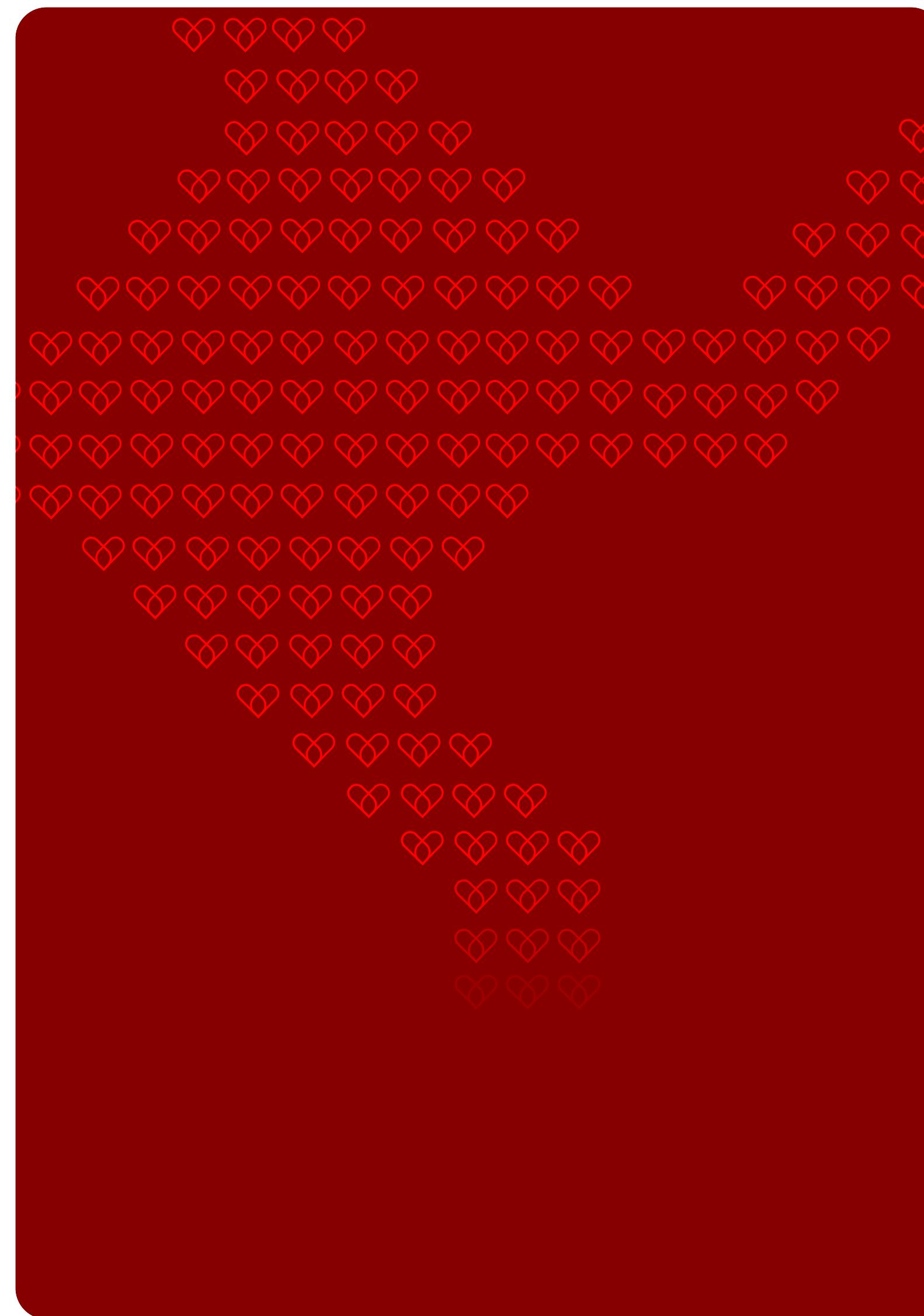
**RHYTHMIA**  
HEART CARE



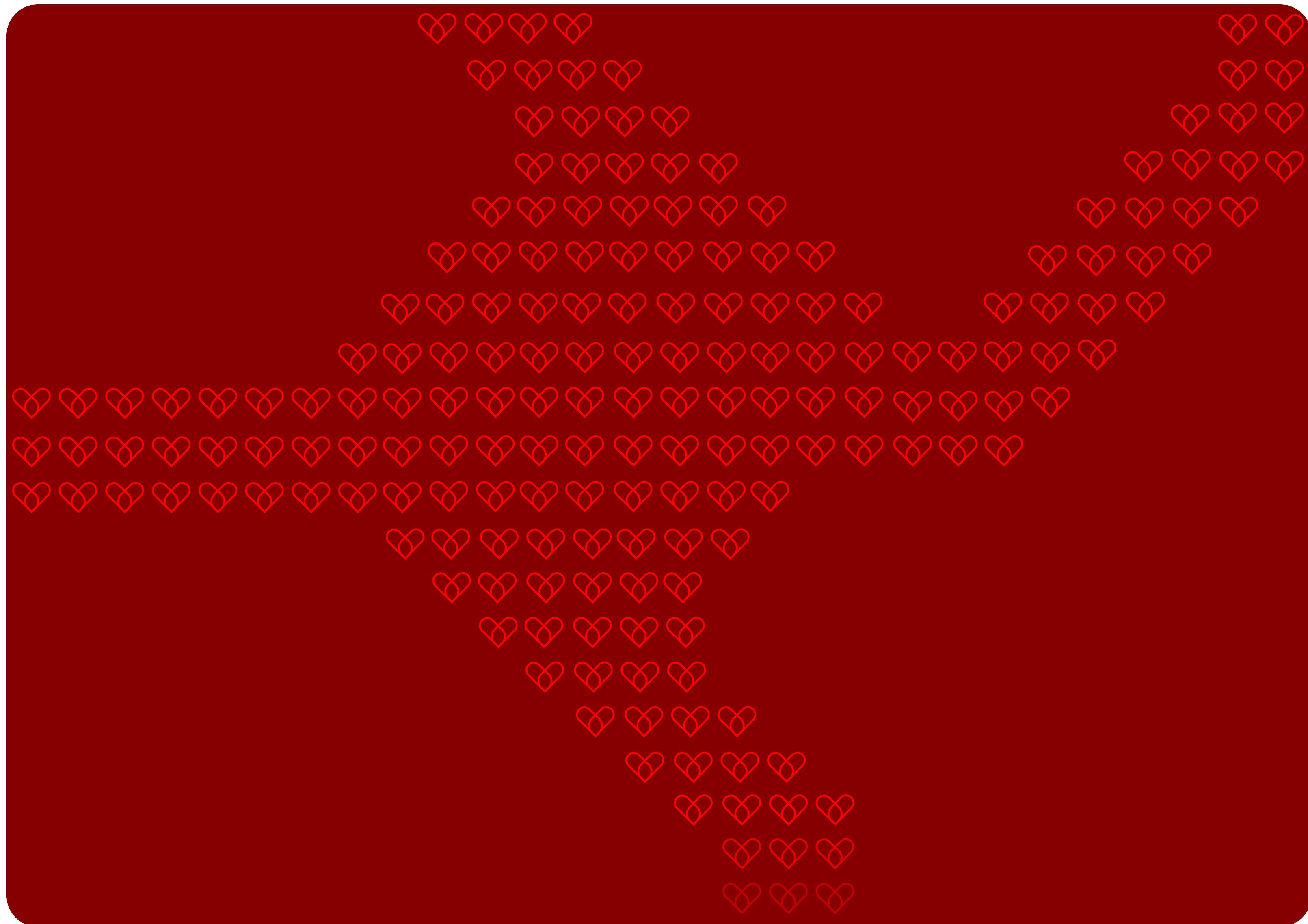


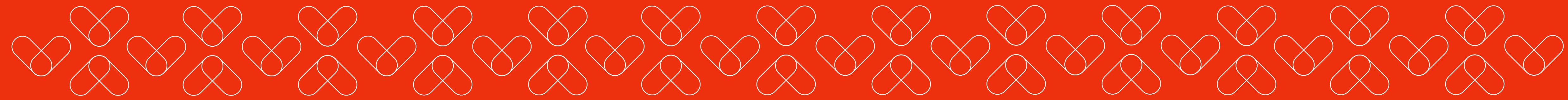
**Our pattern captures the natural rhythm and flow of the heartbeat.**

**The repeating forms echo electrical pulses, creating a sense of energy, movement, and connection.**



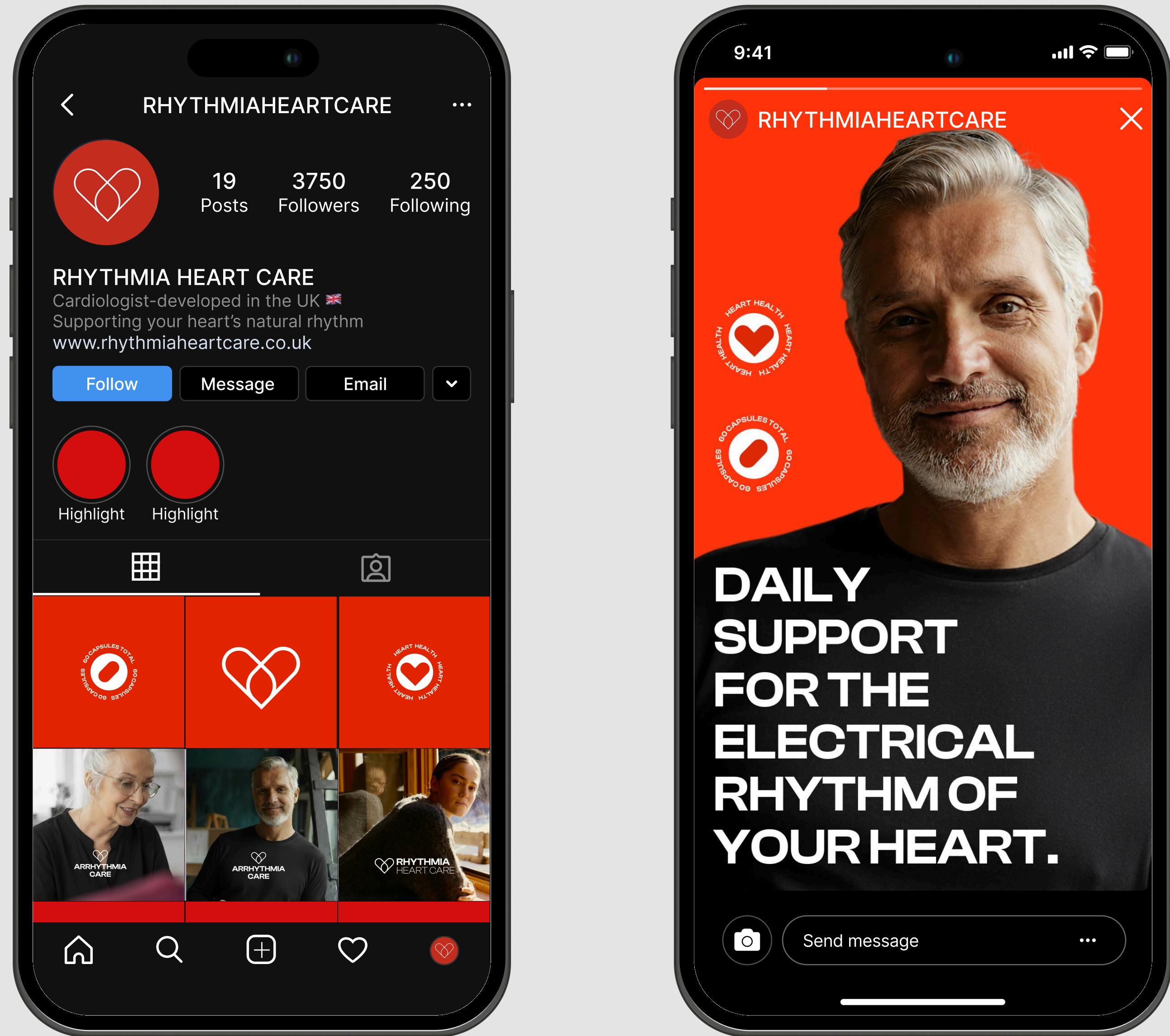
 RHYTHMIA  
HEART CARE





**Our border pattern uses the outlined heart in a continuous rhythm, symbolising flow and connection.**

**The repeated form mirrors the steady pulse of a healthy heartbeat, creating a cohesive visual link across brand applications.**







DAILY SUPPORT FOR THE ELECTRICAL RHYTHM OF YOUR HEART

An all-in-one supplement created specifically to support the electrical function of the heart. Clinically formulated with natural ingredients and manufactured in the UK - GMP certified.

RHYTHMIA HEARTCARE.COM



RHYTHMIA  
HEARTCARE.COM

HEART HEALTH GOES BEYOND CIRCULATION.

RHYTHMIA HEARTCARE.COM

AN ALL-IN-ONE SUPPLEMENT CREATED SPECIFICALLY TO SUPPORT THE ELECTRICAL FUNCTION OF THE HEART.



MADE IN THE UK  
VEGAN AND SUITABLE FOR VEGANS





RHYTHMIA  
HEART CARE

DAILY SUPPORT FOR THE  
ELECTRICAL RHYTHM OF  
YOUR HEART

RHYTHMIA  
HEARTCARE.COM



SUPPORTS NORMAL HEART FUNCTION.

07

# OUR PURPOSE

**To empower people living with arrhythmias or irregular rhythms to feel supported every day, by addressing an often-overlooked aspect of cardiac care and electrical heart health.**



08

OUR VISION

To be the leading and most trusted daily supplement for heart rhythm support, delivering natural, high-quality ingredients in one convenient capsule, backed by clinical expertise.



09

OUR MISSION

**With clinically informed, uniquely formulated supplements, we support the electrical rhythm of the heart through safe, effective daily care. Found in pharmacies and trusted as the go-to heart health supplement online.**



10

# OUR POSITIONING

**Developed by UK cardiologists, we  
are the first all-in-one supplement  
clinically formulated to support  
cardiac electrical health, giving daily,  
trusted support for people with  
arrhythmias and irregular rhythms.**





**DAILY  
SUPPORT  
FOR THE  
ELECTRICAL  
RHYTHM OF  
YOUR HEART**



12

# OUR PERSONALITY

**Professional and trustworthy, yet approachable. Clinical expertise delivered with authenticity, clarity & a human touch.**



13

TYPOGRAPHY



Our typography embodies strength, clarity, and credibility, reflecting the brand's core values.

With confident, modern forms and refined detailing, it balances reliability with care, creating a look that feels trustworthy, contemporary, and aligned with our focus on wellness and confidence.

## Clash Display

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Light

Regular

Medium

Semibold

**Bold**

# AaBbCc

Clean, confident, and purposeful.  
Clear to read and simple to recognise.  
Typography that carries strength  
and clarity on pack, on screen, and in  
every heartbeat of the brand.



## Clash Display Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

## Clash Display Semibold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

## Clash Display Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789





Colour 1

HEX: D9D9D9

Colour 2

HEX: D50F0F

Colour 4

HEX: 860000

Colour 4

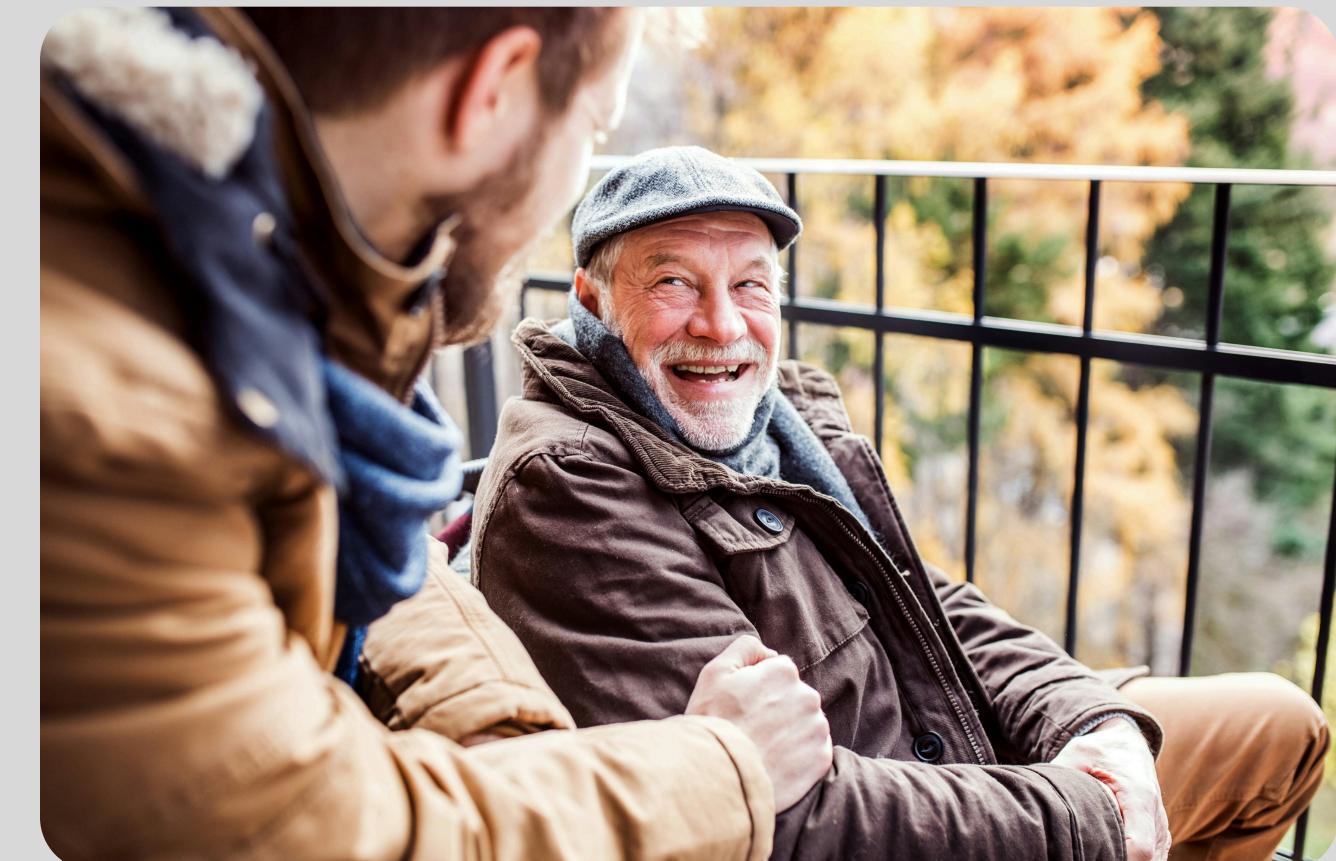
HEX: 4D0D12

15

IMAGERY



We showcase real people of all ages, backgrounds, and lifestyles from those managing heart conditions to those focused on everyday wellbeing.



**For every heartbeat,  
every day.**



**Supporting  
every beat.**



**Rhythmia Heart Care is for everyone  
who values balance, heart health,  
and living life in rhythm.**

# FURTHER INFORMATION

If you have any questions about anything in the brand guidelines please contact our marketing agency.

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