



brand guidelines

2022



LET'S START 

about us

At Naturalis, we envision a world in which people live healthier lives through the healing powers of botanicals grown in peaceful balance with Nature.



WHO WE ARE →



our mission statement

Providing the most effective, natural products to promote pain relief, health, and overall wellness.



what we do

We provide natural supplements, vitamins, and products to people to improve their overall health and wellbeing.



who we are

We're approachable, natural, and take pride in our free consult model. You can feel how much time and energy we put into sourcing our products,



where you can find us

We have retail stores, eCommerce brands, and wellness centers.

Our brand is centered around natural products that improve our clients' overall health and life. We take pride in what we sell and want our clients to feel the goodness that comes from taking natural products.

MESSAGING 

brand message



healthy

We want our clients to know that first and foremost, our brand promotes health and wellbeing.

+



natural

Our products are derived from natural ingredients and we center our brand around the importance of natural products.

+



innovative

As science and products improve, so do we. We are constantly evolving to provide you with the most up-to-trend supplements.

+



approachable

We love our clients and want them to know they are what makes our brand go round.

The brand messaging you see here signifies the tone, voice, and overall messaging that Naturalis represents. We want to promote a clean & healthy lifestyle and want our brand to signify that - transparently.

[LOGOS](#)

logo options

The Naturalis logo is inspired by nature, clean living, and organic life. Plain and simple.

Here, we present the only ways the logo should be used in all brand items such as letterheads, signage, social media, watermarks, and business cards.



color story

The official Naturalis colors are Damp Moss, Energetic Matcha, Warm Neutral, Buff Taupe, Pure White, and a pop of Electric Yellow.

This color palette is inspired by the essence of nature and wellbeing as they intertwine with organic products. The vibrant hues of green signify energy and growth. The RGB HEX color codes for web use can be seen below.

**DAMP
MOSS**



#43440A

**ENERGETIC
MATCHA**



#888B28

**WARM
NEUTRAL**

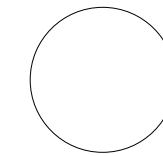


#C09876

**BUFF
TAUPE**



#EBDFD6



**PURE
WHITE**

#FFFFFF



**ELECTRIC
YELLOW**

#D6DB43

TYPEFACE →

typography

The universal typefaces for the Naturalis brand are the fonts Rayyan and Garet.

Rayyan is a bold serif font intended for strong headlines and statements. It was inspired by the modern and bold artistry of the Naturalis brand. Garet is a rounded, clean font that has a variety of weights that can be used for sub header and body copy purposes. The clean lines on this font represent the natural and clean ingredients found in our products.

1 Rayyan

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

2 Garet

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

IMAGERY





/01



/02



/03



/04



/05



/06



/07



/08

The imagery you see here is intended as a moodboard representing the color palette and overall brand feel to exude organic health, client wellbeing, and natural products.



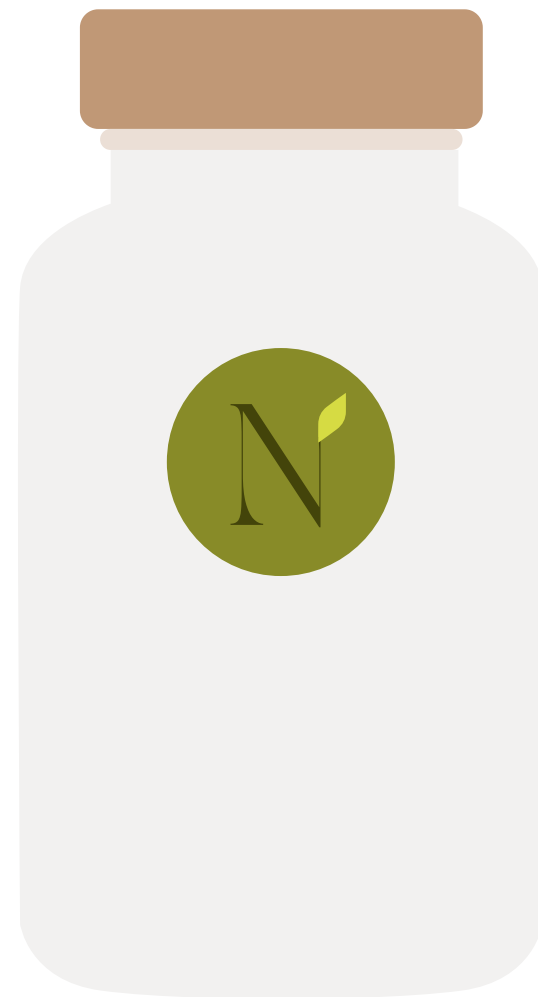
product inspo

The Naturalis brand is straight-forward just like our products. We don't hide any ingredients in our products or include any ingredients that we aren't proud of. What you see is what you get. We are here to serve you, your health, and the natural spirit of wellbeing.

- Aloe
- Spinach
- Hemp
- Vitamin C

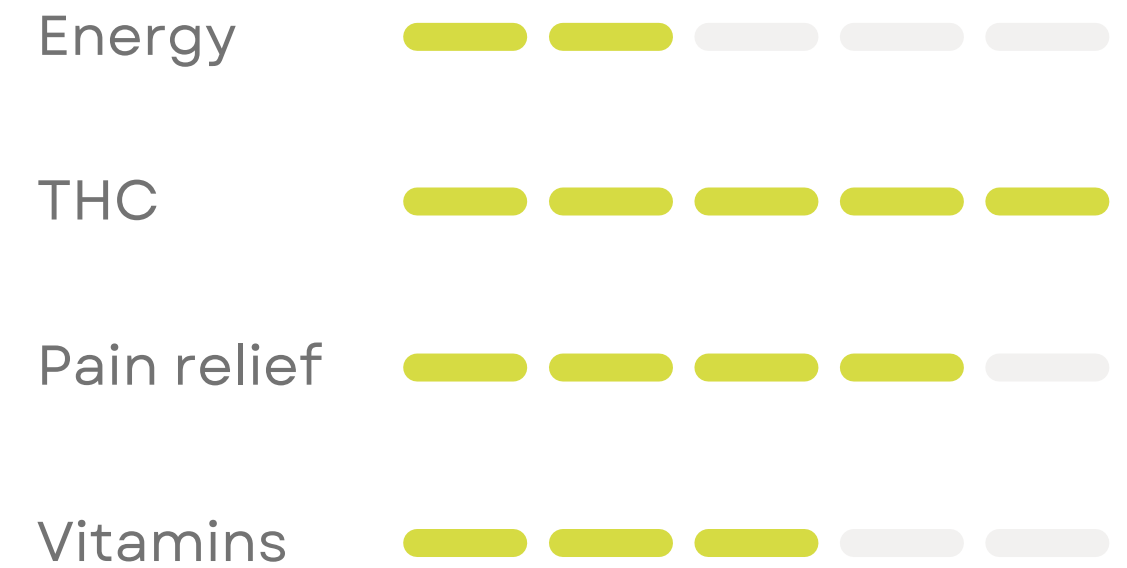
4

I N G R E D I
E N T S



4.5 stars

name



"I'll never use another brand again."

- Brad, 34 | Chicago