

BRED

BRAND STYLE GUIDE

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LOGO USAGE

BRAND GUIDELINES

ALWAYS USE APPROVED VERSIONS, MAINTAIN CLEAR SPACE AROUND THE LOGO, AND AVOID ALTERATIONS SUCH AS STRETCHING, RECOLORING, OR ADDING EFFECTS.

PRIMARY LOGO

BRED **BRED**

BRED **BRED**

PRIMARY LOGO + TAGLINE

BRED
BORN TO PERFORM.

BRED
BORN TO PERFORM.

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COLOR PALETTE



PRIMARY TYPEFACE

HORIZON

THE BRAND'S PRIMARY TYPEFACE IS A SPECIFIC FONT STYLE THAT IS USED TO CREATE A CONSISTENT AND RECOGNIZABLE LOOK FOR A COMPANY OR ORGANIZATION.

THE PRIMARY TYPEFACE IS USED ON THE LOGO, AND IT IS TO BE USED ON ALL MARKETING MATERIALS, WEBSITES, AND OTHER PROMOTIONAL MATERIALS.

LETTER SPACING: -70 TO -80

AA

A B C D E F G H I
K L M N O P Q R
S T U V W X Y Z

1234567890(,.'\$%&*)

SECONDARY TYPEFACE

AILERON BOLD
SUBHEADER
ALL CAPS
LETTER SPACING: -5

A A

A B C D E F G H I K L M
N O P Q R S T U V W X Y Z

AILERON LIGHT
BODY TEXT
REGULAR CAPITALIZATION
LETTER SPACING: -5

A a

A B C D E F G H I K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 (, . ; ' \$ % & *)

FONT HIERARCHY

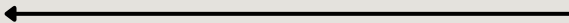
BRAND GUIDELINES

HORIZON



BRED

BORN TO PERFORM.



AILERON BOLD

AILERON LIGHT



MEET THE NEW STANDARD IN MEN’S PERFORMANCE
SUPPLEMENTS.

BOTTLE LABEL

BRAND AESTHETIC IS MINIMALISTIC WITH BOLD TEXT AND POPS OF COLOR

LABEL IS DESIGNED TO APPEAL TO MALE TARGET AUDIENCE

SUPPLEMENT FACTS SHEET IS TRANSPARENT WHICH SETS DESIGN APART FROM OTHER COMPETITORS IN THE SPACE

WHY THIS WORKS*

- ✓ Breathe easier every day
- ✓ Supports respiratory wellness in everyday environmental conditions
- ✓ Supports free & open airways
- ✓ Helps clear & calm respiratory tissues
- ✓ Supports everyday energy & breath capacity

SUGGESTED USE & SAFETY: Take 2 capsules daily with water. Do not exceed 4 capsules per day. Suitable for long-term daily use.

WARNING: Consult a healthcare professional before use if you are pregnant, nursing, taking medication, or have a medical condition. Discontinue use and consult a healthcare professional if adverse reactions occur.

STORAGE: Store in a cool, dry place. Do not use if the safety seal is broken or missing.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

BRED

BREATHE*

Cordyceps • NAC • Mullein
Leaf • Quercetin • Bromelain

RESPIRATORY SUPPORT

60 CAPSULES [30 SERVINGS]

SUPPLEMENT FACTS

Serving Size: 2 Capsules / Servings Per Container: 30

	Amount Per Serving	%DV/RDI
Vitamin E (as mixed with tocopherols)	15 mg (22.4 IU)	100%
N-Acetylcysteine	400 mg	*
Quercetin (as dihydrate)	300 mg	*
Boswellia serrata extract (standardized to contain min. 60% AKBA)	250 mg	*
Cordyceps sinensis extract (10:1)	200 mg	*
Bromelain (2,000 GDU/g)	150 mg	*

18+
Free from soy, dairy, gluten, wheat, nuts, and shellfish

MANUFACTURED FOR:
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3D MOCKUPS



SOCIAL MEDIA – USE
SIMPLIFIED LOGO WITH
CONSISTENT FILTERS AND
TYPOGRAPHY.

PACKAGING – APPLY
TEXTURES AND BRAND
MARK WITH AMPLE
WHITESPACE.