



BRAND GUIDELINES

Version 1.2

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INTRODUCTION

Our Story

Vitality Biopharma was founded with the goal of developing cannabinoid prodrug pharmaceuticals, and unlocking the power of cannabinoids for treatment of serious neurological and inflammatory disorders.

2016: Discoveries in Science

Vitality Biopharma co-founders bio-engineer Robert Brooke and scientific researcher Dr. Brandon Zipp unlock novel pharmaceuticals with the potential to make meaningful change in health.

2019: Innovative Care

Vitality Healthtech, Inc., a wholly-owned subsidiary, is founded and led by a team of physicians and psychologists dedicated to use of cannabinoid therapies as an alternative to opiate painkillers. Vitality Healthtech begins launching a network of specialty care treatment centers focused on opiate reduction, and pioneering use of cannabinoid therapies to help patients safely taper or eliminate use of opioid painkillers

2020: Engineering an End to the Opioid Epidemic

We are focused on eliminating opioid dependence for more than 100,000 Americans by 2020.

Our Brands

- Vitality Biopharma
- Vitality Healthtech
- Vitality Control Centers
- The Control Center
- Opioid Safety Now
- Science of Addiction

PERSONALITY

Brand personality is what we want our investors, patients, and audience to associate with our brand every time they interact with us.

Vitality Biopharma is

Innovative

We are creating new treatments.

Disruptive

We are gearing towards the future of pharma.

Vitality Healthtech is

Impactful

We are making meaningful change the quality of life for millions of individuals.

Growth

We are building the infrastructure for a scaleable operation.

Vitality Control Centers / The Control Center is

Patient Centered

We are focused on helping our patients achieve sustainable results.

Opioid Safety Now is

Revolutionary

We created a tool and resource for millions of people - doctors and patients.

Science of Addiction is

Knowledgeable

We are talking about issues often overlooked by traditional science and medicine.

VOICE & TONE

Our “voice” communicates our brand personality traits. The voice is consistent and unchanging. The “tone” changes based on audience and emotional state.

OUR VOICE

Innovative

We demonstrate we’re creating a new tomorrow.

Disruptive

We are passionate about revolutionizing pharma.

Impactful

We appeal to the potential benefits and elicit an emotional response.

Growth

Demonstrate a course of action

Patient Centered

Be real. Use plain English.

Revolutionary

Be the friend or colleague they need.

Knowledgeable

We communicate and create a community

OUR TONE

Vitality Control Centers / The Control Center

Copy: Be clear and easy to understand. Anticipate questions in copy.

Reader: Looking for answers, feeling anxious

Tone: Calm, empathetic, helpful, educational

Opioid Safety Now

Copy: Use straightforward language that makes it easy to understand the tool and directions.

Tone: Objective, hopeful, urgent,

TAG LINES

VITALITY BIOPHARMA:
UNLOCKING THE POWER OF CANNABINOIDS FOR TREATMENT OF SERIOUS NEUROLOGICAL
AND INFLAMMATORY CONDITIONS

VITALITY HEALTHTECH
AN INNOVATIVE SPECIALTY CARE OPERATION HARNESSING CANNABINOIDS FOR OPIATE REDUCTION

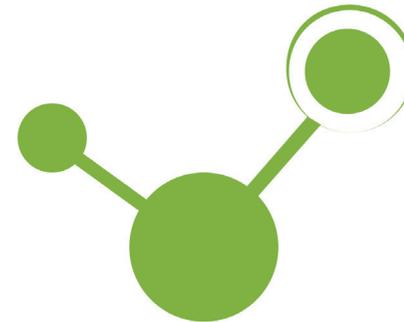
VITALITY CONTROL CENTERS / THE CONTROL CENTER
INNOVATIVE SOLUTIONS TO THE OPIOID EPIDEMIC

LOGOS

Primary



Symbol





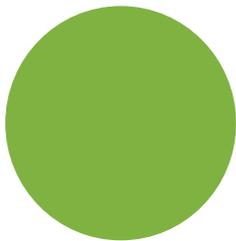
LOGOS

Vitality Logos



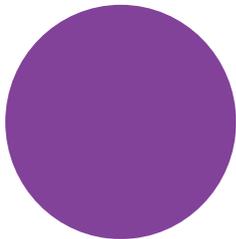
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Primary



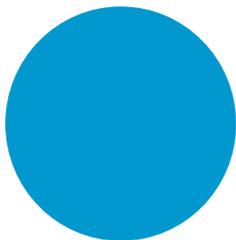
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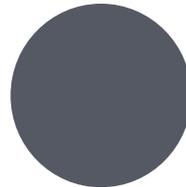
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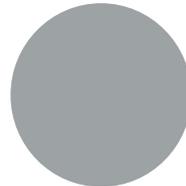
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Secondary



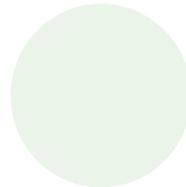
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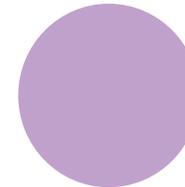
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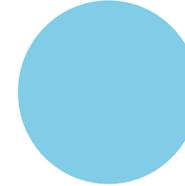
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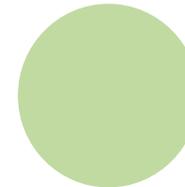
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B: 231

Hex: 80cce7



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Hex: c0d9a1

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz 1 2 3 4

TYPOGRAPHY

Vitality uses two main typefaces. Roboto Condensed is used for headings and is usually capitalized. Open San Regular is used for body text. Additional fonts for logo and print materials: Arial Regular and Ariel Bold.

Headings

Roboto Condensed Regular

“The most beautiful thing we can experience is the mysterious. It is the source of all true art and all science. He to whom this emotion is a stranger, who can no longer pause to wonder and stand rapt in awe, is as good as dead: his eyes are closed.”

— Albert Einstein

Body

Open Sans Regular

“The most beautiful thing we can experience is the mysterious. It is the source of all true art and all science. He to whom this emotion is a stranger, who can no longer pause to wonder and stand rapt in awe, is as good as dead: his eyes are closed.”

— Albert Einstein

Print

Arial Regular

“The most beautiful thing we can experience is the mysterious. It is the source of all true art and all science. He to whom this emotion is a stranger, who can no longer pause to wonder and stand rapt in awe, is as good as dead: his eyes are closed.”

— Albert Einstein

EMAIL SIGNATURE

All email signatures should include the following:

Full Name

Position

Company | Website

Email | Phone Number

Appropriate Logo

Confidentiality Notice

Karina Munoz
Marketing Manager
Vitality Healthtech | vitality.bio
karina@vitality.bio | 213.806.0461



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PRINT

Business Cards





PRINT

Letterhead



530.231.7800
INFO@VITALITY.DIO
8383 WILSHIRE BLVD SUITE 228
BEVERLY HILLS, CA 90211

VITALITY.DIO

