

# REGIMEN

NUTRITION WITHOUT COMPROMISE

BRANDING BREIF

OCTOBER 28, 2019

**Regimen** (n) : A regulated course, as of diet, exercise, or manner of living, intended to preserve or restore health or to attain some result.

# Branding Ask

The careers of the founding members of Regimen have required us to be on the road for extended periods of time and with travel to remote parts of the world. Our uncompromising standards with nutrition are often challenged in these environments and have required us to pack in our own food when on assignment or in transit. Based on our own experiences and with consideration of what is currently available on the market today, Regimen has been created to provide a situation-specific product ecosystem for the health-conscious mobile consumer.

The branding ask is to develop a logo for Regimen, which will serve as the portfolio company for the product group. Where appropriate, future products may include the Regimen branding (ie. "Regimen Bar" for the protein bar). Note, given domain availability, we currently own [regimengroup.com](http://regimengroup.com) not [regimen.com](http://regimen.com). It is therefore preferred that the logo works both as "Regimen" on its own and as "Regimen Group". The following slides, provide additional supporting detail on the brand, product portfolio and preferred logo attributes.

# Product Types

*We are branding the portfolio (parent company) with the development of the following product ecosystem in mind:*



## BAR

A clean source of nutrition with a simple ingredient profile and a plant-based protein source for the consumer on the go.

## PACK

A modularized nutrition delivery system designed for the individual with limited time or access to healthy, whole-food nutrition sources.

## RTD

A single-serve, ready-to-drink (RTD) line of products designed to deliver a clean source of protein, energy, and hydration.

## DRY

A line of plant-based protein powder and nutritional supplement powders delivered in bulk and single-serve formats.

## INDIVIDUAL

Custom supplement packs designed with the needs of the individual consumer and their specific goals in mind.

# Market Segmentation

*Products will be developed and further segmented into product lines based the following consumer profiles and the unique nutritional requirements associated with each group.*

## REGIMENT



### LIFESTYLE

Business Professional  
Commuter  
On-the-Go  
Student



### OFF-GRID

Military  
Outdoorsman  
Extended Travel  
Dietary Restricted



### PERFORMANCE

Outcome-Oriented Nutrition:  
• Training & Recovery  
• Race Day  
• Body Composition Transformation

# Brand / Logo Attributes

<b>Brand Name</b>	“Regimen” or “Regimen Group”; Seeking a logo that could work with both names, but is primarily focuses on “Regimen”.
<b>Product Branding</b>	Individual product branding as follows: For the energy bar, for example, “Regimen Bar”.
<b>Slogan</b>	“Nutrition Without Compromise”; We are not attached to including slogan with logo, but included for consideration.

## Brand Characteristics

- Premium
- Performance
- Lifestyle
- Disciplined
- Militant

## Product Attributes

- Modular / On-The Go
- Organic / Natural
- Transparent (Labeling)
- Plant-Based Nutrition
- Innovative

## Logo Characteristics

- Robust
- Modern
- Clean Lines
- Versatile
- Simple
- Black & white + bright accent color

## Logos / Brands We Like

