

REGIMEN

NUTRITION WITHOUT COMPROMISE

BRANDING BRIEF

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 not 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.

REGIMEN



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

Brand Name	“Regimen” or “Regimen Group”; Seeking a logo that could work with both names, but is primarily focuses on “Regimen”.
Product Branding	Individual product branding as follows: For the energy bar, for example, “Regimen Bar”.
Slogan	“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

The logo for Vega, featuring a stylized green leaf icon to the left of the word "vega" in a lowercase, sans-serif font.The Tesla logo, consisting of a stylized 'T' symbol followed by the word "TESLA" in a bold, uppercase, sans-serif font.The Rōka logo, featuring the word "RŌKA" in a bold, uppercase, sans-serif font with a macron over the 'O'.The Suunto logo, featuring a red triangle icon above the word "SUUNTO" in a bold, uppercase, sans-serif font, with the tagline "CONQUER NEW TERRITORY" below it.The Equinox logo, featuring the word "EQUINOX" in a bold, uppercase, sans-serif font.The Osmo logo, featuring the word "OSMO" in a bold, uppercase, sans-serif font, with a blue water drop icon integrated into the letter 'O'.The RxBar logo, featuring the word "RXBAR" in a bold, uppercase, sans-serif font, enclosed within a rectangular border.The Exo logo, featuring the word "EXO" in a bold, uppercase, sans-serif font, with a stylized 'X' that incorporates a geometric design.The Ryu logo, featuring the word "RYU" in a bold, uppercase, sans-serif font, with a stylized 'Y' that incorporates a geometric design, and the tagline "RESPECT YOUR UNIVERSE" below it.