



Nature's Lab™

Brand Guide



ABOUT NATURE'S LAB PARAGRAPH

At Nature's Lab we believe consumers can achieve a better quality of life through proper diet, regular exercise and better nutrition. We are committed to bringing you the highest quality health supplements based on the most recent nutritional science. We pride ourselves on the quality and purity of our carefully formulated dietary supplements.

Our products are non-GMO, gluten free and contain no artificial colors or preservatives. The ingredients in each formula are carefully tested and reviewed using state-of-the-art technology to ensure safety and efficacy.



BRAND PERSONALITY – TARGET AUDIENCE



Diana, 45

“I am a Professor of English living in the suburbs of Denver with my husband and two youngest children”

“I appreciate straightforward, healthy solutions for my family’s everyday needs”

“I enjoy building an engaged and healthy community both at home and in my classroom”

Education: Master of English in Education

Family of Origin: born and raised in Columbus Ohio, mother was also a teacher, father owned grocery stores, has four siblings and a large extended family. Learned to cook from her mother.

Immediate Family:

Ben, husband – a geologist

Jenny, oldest daughter – 20 years old, attending ASU

Alex, twin – 8 years old

Ashley, twin – 8 years old

Chuck and Bear, two golden retrievers – 4 and 6 years old

Household Income: \$210,000

Shopping Style: likes to go out shopping with the kids, shops at Costco, some online... wants high quality products but also values a good deal.

English Professor. Mother of three from Denver. Upper middle class. Enjoys reading and hiking in her spare time.

BRAND PERSONALITY ABOUT DIANA

Favorite Brands: Coach, BMW, L-Occitane

Media:

TV: Not a lot of TV

Social Media: has a Facebook and Pinterest account but is only on social media once a week

News: Reads the New York Times

Blogs: does not spend much time on blogs

Books: Biographies, classic literature, secretly loves romance novels

Politics: moderate liberal, family values, but does not engage that heavily in campaigns

Interests/Hobbies: taking her golden retrievers for walks, Wine and Painting with Ben, reading, hiking, Wednesday book club
“I enjoy building an engaged and healthy community both at home and in my classroom”

Values: on the board of her HOA, values building community in the neighborhood, concerned for family’s health and wellbeing, values best quality and natural living

Needs:

Stay healthy for her career and family

Continuous learning

Always seeking to be a better person

Control and discipline



NATURE'S LAB PITCH (TO DIANA)

The Nature's Lab pitch (to Diana):

At Nature's Lab, we are committed to bringing you the highest quality health supplements based on the most recent nutritional science. Our non-GMO, gluten free products feature carefully sourced ingredients and are meticulously formulated by our team of experts in our US-based facility. We relentlessly test for quality and purity to ensure that we deliver potent and effective products you can trust, and for the right price. Take the guesswork out of your health regimen; at Nature's Lab, we stay up-to-date on the most recent nutritional science to bring you safe and effective supplements to support your healthy lifestyle. Ready to learn more? Reach out to our team of dedicated customer-service specialists to get started today.

Brand Features to attract Diana:

- High-quality, reliable
- Potency for the right Price
- Carefully sourced
- Supports a healthy lifestyle
- Excellent customer service
- Manufactured and formulated in the United States



LOGOS

Primary Logo



Primary Logo – White
For use on color background



Secondary Logo



FONTS

Myriad Pro – For use everywhere

Abcdefghijklmnopqrstuvwxyz

!@#\$%^&*()1234567890

Download Here:

<https://www.dropbox.com/sh/0pxjhb8md0pp4vn/AACniVU3INUdE391m7IPzgAha?dl=0>

TRAJAN PRO BOLD – USED FOR LABELS AND BANNERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

!@#\$%^&*()1234567890

DOWNLOAD HERE:

[HTTPS://WWW.DROPBOX.COM/SH/A6R1H3VT64O4GV9/AAAZ0LOAH4QG1S0VOJ59WDZ2A?DL=0](https://www.dropbox.com/sh/A6R1H3VT64O4GV9/AAAZ0LOAH4QG1S0VOJ59WDZ2A?DL=0)

SALE GRAPHIC & SOCIAL MEDIA FONTS

Minion Variable Concept (Regular)
& Minion Variable Concept (Semibold)
Abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()1234567890

Gotham (Medium)
& Gotham (Bold)
Abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()1234567890

Montserrat (Regular)
& Montserrat (Semibold)
Abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()1234567890

Download all of them here:

<https://www.dropbox.com/sh/4izyx475tbieo90/AABpAnvz8vQjnyldK25I6BE9a?dl=0>

COLORS



Light Blue

Hex #: 2b8dc6

CMKY Values:

C:77 M:33 Y:4 K:0

RGB Values:

R:43 G:141 B:198



Medium Blue

Hex #: 006ab1

CMYK Values:

C:100 M:52 Y:0 K:5

RGB Values:

R:0 G:170 B:225



Light Green

Hex #: 62bb46

CMYK Values:

C:65 M:0 Y:100 K:0

RGB Values:

R:98 G:187 B:70



Dark Green

Hex #: 008e3c

CMYK Values:

C:81 M:0 Y:100 K:25

RGB Values:

R:0 G:142 B:60



Dark Blue

Hex #: 053347

CMKY Values: C:97 M:72 Y:49 K:46

RGB Values: R:5 G:51 B:71



Orange

Hex #: e27807

CMKY Values: C:9 M:63 Y:100 K:1

RGB Values: R:226 G:120 B:7

STANDARD LABEL LAYOUT FRONT PANEL

1. Nature's Lab logo
2. Strength (if multiple ingredients, skip)
3. Line break
4. Health benefit(s)
5. Photo showing either the health benefit or the ingredient(s)
6. Quality logo(s) sit on bottom right corner of photo
7. Count and capsule type
8. Dietary Supplement



FLAT LABEL EXAMPLE

Mushroom 7 is a superior blend of seven mushroom species grown organically. The mushrooms are specifically selected to complement each other in supporting general wellness.¹

Mushroom 7 includes Reishi, Himematsutake, Maitake, Lion's Mane, Shiitake, Fu Ling, and Turkey Tail.

***These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.**

Warnings: Pregnant or lactating women and people with known medical conditions and/or taking drugs should consult with a qualified healthcare practitioner prior to taking dietary supplements.

Item # 1071569

 8 18014 01597 8

Manufactured for Nature's Lab
 6980 W. Warm Springs Road
 Suite 100
 Las Vegas, NV 89113
 1-888-793-0351
 NaturesLab.com

Certified Organic by QAI

 **VEGETARIAN CAPSULES**



Nature's Lab™

MUSHROOM 7

1,500 MG PER SERVING

BLEND OF 7 MUSHROOMS



MADE WITH ORGANIC MUSHROOMS

180 EASY-TO-SWALLOW VEGETARIAN CAPSULES
 DIETARY SUPPLEMENT

Suggested Use: As a dietary supplement, take 2 capsules with meal or as directed by a qualified healthcare practitioner.

Supplement Facts		
Serving Size: 2 Capsules	Servings Per Container: 90	
	Amount Per Serving	% DV
Organic Mushroom 7 Blend	1500 mg	*
Organic Reishi (<i>Ganoderma lucidum</i>) -	321 mg	
Organic Himematsutake (<i>Agaricus blazei</i>) -	214 mg	
Organic Maitake (<i>Grifola frondosa</i>) -	214 mg	
Organic Lion's Mane (<i>Hericium erinaceus</i>) -	214 mg	
Organic Shiitake (<i>Lentinula edodes</i>) -	214 mg	
Organic Fu Ling (<i>Wolfiporia cocos</i>) -	214 mg	
Organic Turkey Tail (<i>Coriolus versicolor</i>) -	107 mg	

***Daily Value (DV) not established**


Other Ingredients: Pullulan (capsule) and organic rice hull concentrate.

Free of: Sugar, Salt, Dairy, Eggs, Peanuts, Tree Nuts, Fish, Shellfish, Yeast, Wheat, Soy, Gluten, Titanium Dioxide, Artificial Colors and Flavors.

Do not use if seal is broken. Keep out of reach of children. Store in a cool, dry place.

Manufactured in a facility that also processes soy, milk, fish and shellfish.

NON GMO, GLUTEN FREE

 **Rev. 002**

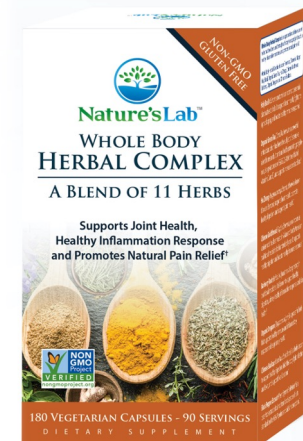
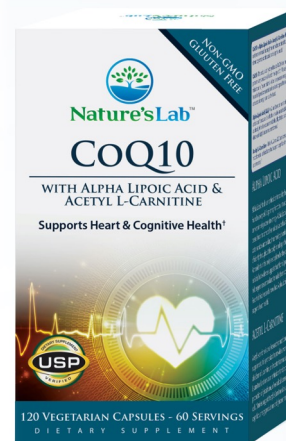
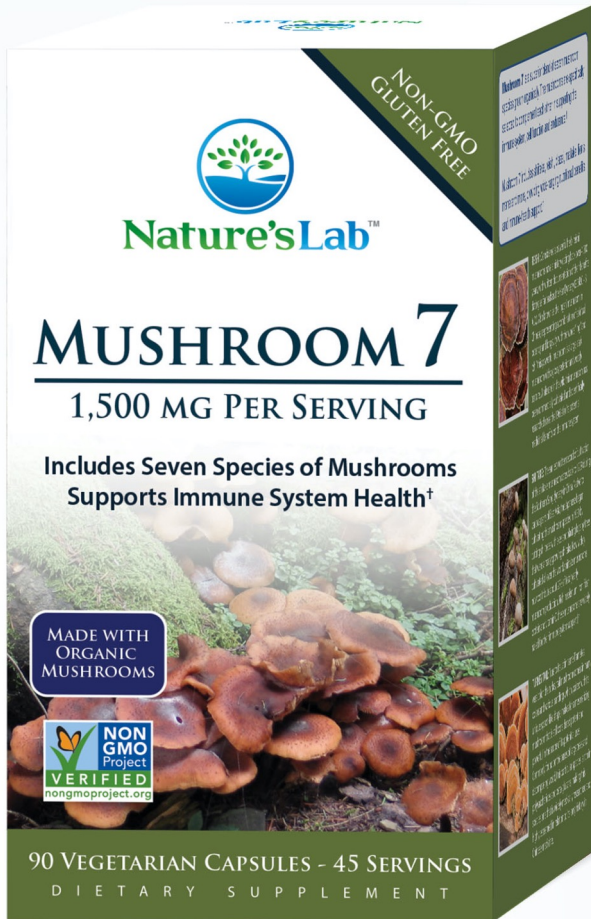
Left Panel:

1. Romance Copy
2. FDA Statement
3. Warning(s)
4. SKU and UPC
5. Manufacturing info
6. Image of capsule and capsule type

Right Panel:

1. Suggested Use
2. Supplement Facts
3. Other Ingredients
4. Free of Statement
5. Do Not Use Statement
6. Manufactured in a facility statement
7. NON GMO, GLUTEN FREE
8. Revision number

BOX PACKAGING STYLE



WITH LOVE FROM NEVADA LOGOS

Primary Logo



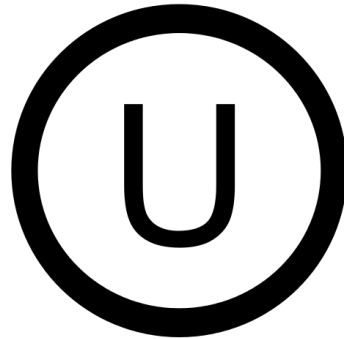
Primary Logo – White
For use on color background



MANUFACTURING STATEMENT

Manufactured in the USA with imported and US ingredients.

CERTIFICATION LOGOS



BRANDED INGREDIENT LOGOS



NATURE'S LAB GOLD

LOGO

Primary Logo

(for use on dark and light-colored backgrounds)



COLORS



NLG Dark Blue

Hex #: 143144

CMKY Values:

C:93 M:73 Y:49 K:48

RGB Values:

R:20 G:49 B:68

FONTS

Montserrat (Black)

Abcdefghijklmnopqrstuvwxyz

!@#\$%^&*()1234567890

Montserrat (Bold)

Abcdefghijklmnopqrstuvwxyz

!@#\$%^&*()1234567890

Download all of them here:

<https://www.dropbox.com/sh/81ufe4vi6waftz4/AAAJzadYzBG2gBUMxfTETyQVa?dl=0>