



## Typography

Page 31 - Replaced "Mirante" with "Poppins" for the brands primary typeface

Page 32 - Replaced "Montserrat" with "Avenir Next Pro" for the brands secondary typeface



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brand **voice**

tonum.™

## our **story**

Our journey began when our founder, Mark Brosso, vowed to help save the lives of his father and son from neurodegeneration. In this mission, he evaluated millions of compounds that could potentially prevent neurodegeneration and improve brain health. From that, 5 natural ingredients were discovered - and the basis for our formula was born.

# our **mission**

## **“Our mission is your mission”**

We believe everyone deserves to feel and perform at their best—mentally and physically—and we’re here to empower our customers journey’s every step of the way. By combining science-backed formulations, thoughtful design, and inspiring storytelling, tonum moves fast, thinks big, and fosters creativity at every turn—so our customers can embrace a healthier, more vibrant life.

brand voice



our concept

## our **concept**

Our brand and products derive from Latin root words, to encompass our proposition of addressing the root of health issues, and the natural elements that make up our formulas.

brand voice



concept - tonum

tonum.<sup>™</sup> (noun)

(to · num) ('tōnum)

Latin tonum tone · vitality · energy · strength

Derivative of *tonus*



brand voice



concept - motus

  
**motus** (noun)  
(mo • tus) (mɔ.tys mo.tys)

Latin *motus* movement • motion • progress • strength



This logomark represents forward movement, and upward progress on the journey of weight loss

brand voice



concept - nouro



**nouro** (noun)

(no • ro) ('nʊ.roʊ)

Latin *nouro* nourish • nurture • new

Derivative of *nourish*



The logomark represents new breakthroughs in neuron regeneration

brand voice



our purpose

# purpose

our reason for being

At Tonum, we strive to provide our customers the tools to reach their weight loss goals and improve their cognitive function with research-backed natural solutions to improve their whole body health.

brand voice



brand pillars

# brand pillars

our foundational values

## wellness

Provide all natural solutions to whole body health

## education

Share insight and research-backed knowledge with our customers.

## support

Offer the resources to allow our customers to thrive

brand voice



brand principles

# brand principles

our core initiatives

## instill confidence

Foster confidence in our customers  
to allow them a better life

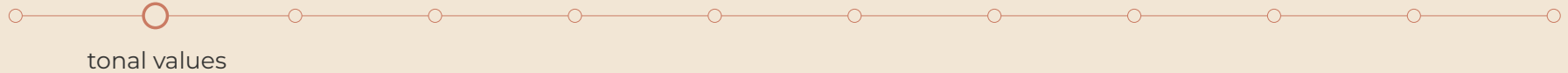
## nurture progress

Provide a basis for our customers to  
grow and thrive

## maintain success

Create a welcoming environment  
for our customers to remain on  
their path to whole body health

brand voice



# tonal values

our voice

## inspirational

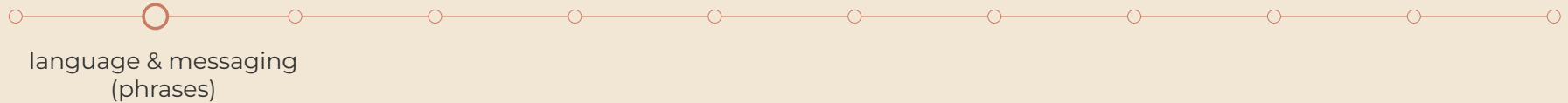
We inspire our members with our language, mission, and most importantly: proven results.

## supportive

We are here to support our members. While providing a proven and effective solution to their most sensitive issues, we must also provide an inclusive and supportive environment to ensure success on their journey to whole health.

## authentic

One of the most important qualities for an institution to inhabit, is authenticity. It is one of the most basic and innate human desires to find truth and acceptance in their search for belonging. That is why we curate an inspirational and truthful voice, qualifying statements with fact.



## **total health starts with tonum.**

Your brain, body, and metabolism are deeply connected. Tonum supports our customer's metabolic and cognitive health to help them lead a healthy life.

## **science backed ingredients.**

Formulated with rigor, not guesswork. Every ingredient in Tonum is chosen for its proven impact on cognitive and metabolic health.

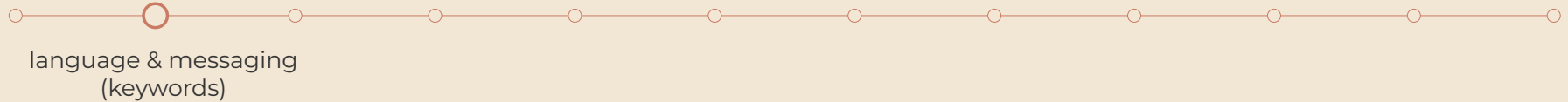
## **wellness starts from within.**

Lasting change doesn't come from shortcuts. Tonum nourishes internal systems first — because true wellness radiates outward.

## **welcome to the naturally new you.**

"This is you, supported — not transformed."  
Tonum helps restore your natural balance, so you can feel clear, energized, and wholly yourself.

## brand voice



### **trustworthy.**

Built on transparency and backed by science. From our ingredients to our research, everything we do is designed to earn the trust of our customers.

### **authentic.**

No gimmicks. No overpromises. Just real support for real people, grounded in what actually works.

### **natural.**

We harness the power of nature, guided by evidence. Our formulas support our customers cognitive and metabolic health — without harsh additives or shortcuts.

### **innovative.**

We combine cutting-edge research with time-tested ingredients to create forward-thinking solutions for total-body health.



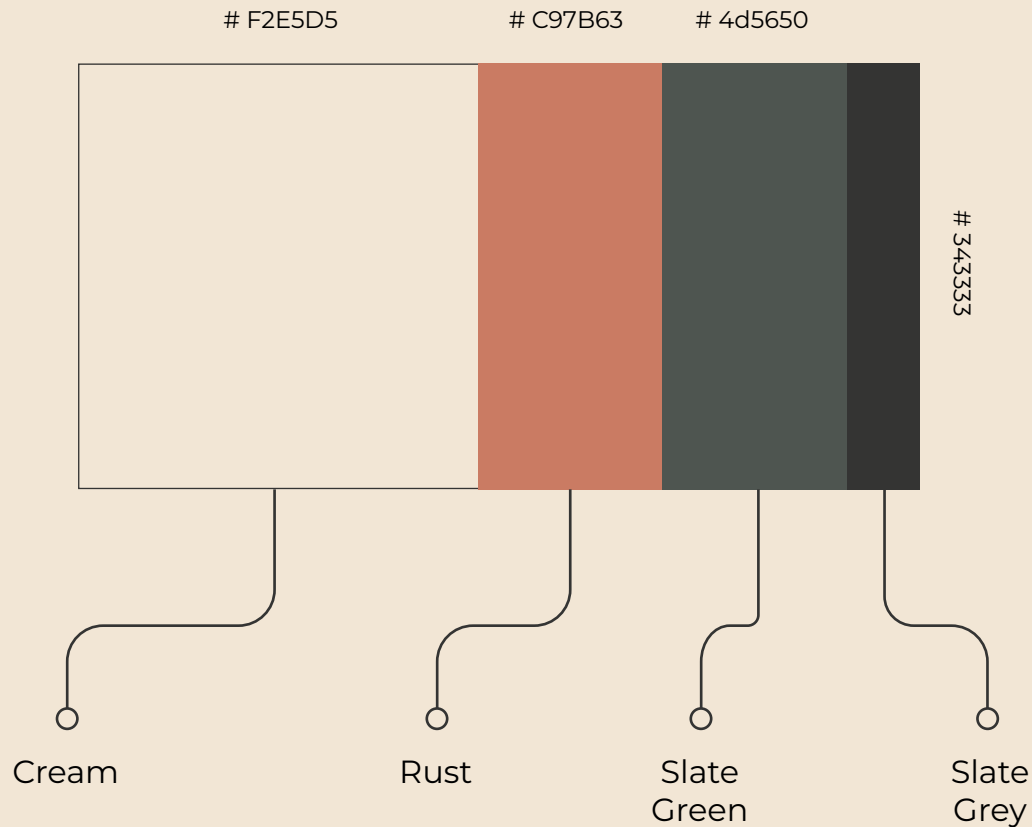


brand **color**

tonum.™

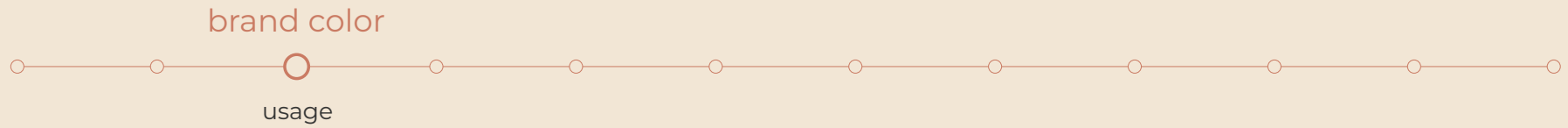
brand color

color palette



### Why these colors?

The colors that comprise our brand are derived from one of our core values to create an authentic environment that allows our members to thrive. We chose earthy tones in order to directly convey our tonal values and foundational principles while making an homage to our natural ingredients.



## Primary Logo

The primary logo can be used in either Slate-Green, Slate-Grey or Cream depending on the context of its placement.

tonum.<sup>TM</sup>

tonum.<sup>TM</sup>

tonum.<sup>TM</sup>

tonum.<sup>TM</sup>



## Product Logos

Motus' main color is Rust, while Nouro's main color is Slate-Green. In the case of the Motus Bar & Nouro Bar, both product logos use Cream against their main colors.





# brand logos

 downloadable files

tonum.™

brand logos

primary & secondary

tonum.<sup>TM</sup>

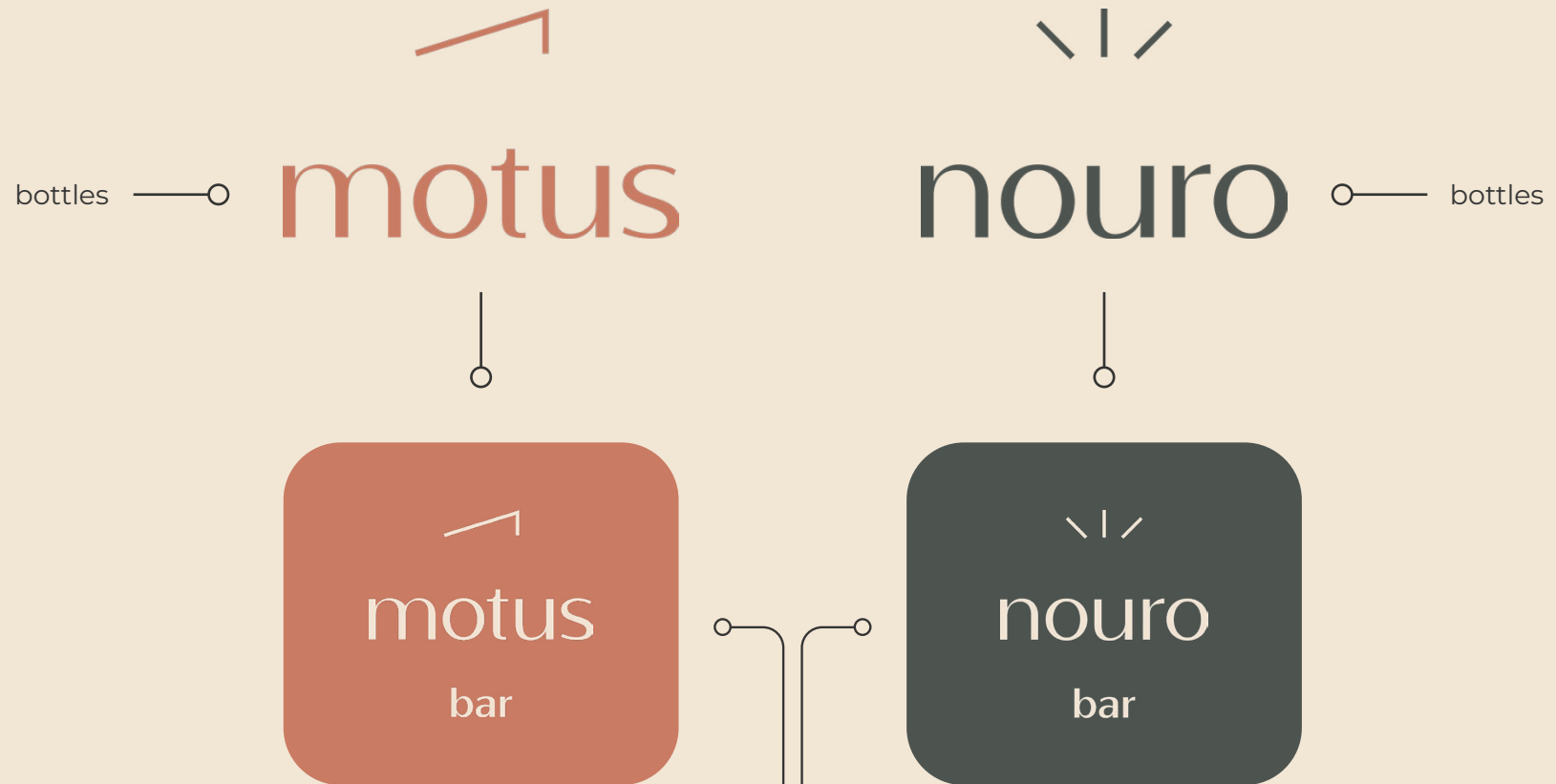
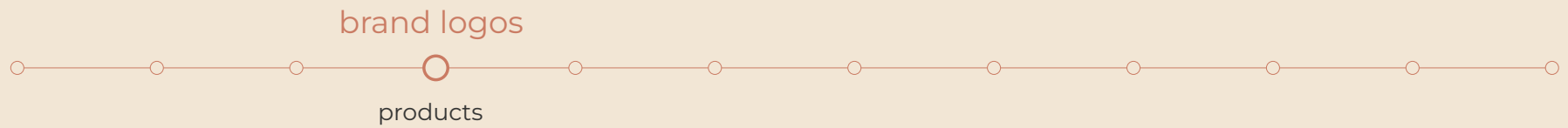
primary

For use on assets and applications where the primary logo would be completely legible



secondary

For use on assets and applications where the primary logo would be illegible small



These logo-lockups are intended only for use on our protein bars.

## brand logos

logo marks



**tonum.** sunrise

This “sunrise” signifies a new dawn in whole body health.



**motus** ramp

This “ramp” signifies upward progress on the journey to wellness.

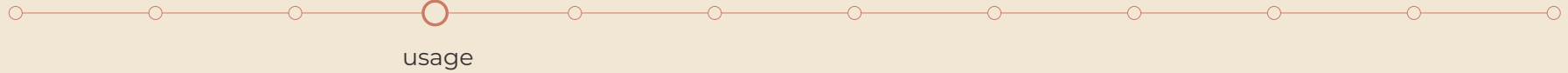


**nouro** spark

This “spark” signifies the creation and protection of our customers neurons and synapse.



## brand logos



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Do **NOT** change the color of any logo/logo marks to a hue outside of the brand color palette

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Do **NOT** add drop shadows to any logo/logo mark

tonum.™



Do **NOT** bevel and/or emboss any logo/logo mark



Do **NOT** place the logo over an image or video it blends with

tonum.™



Do **NOT** distort any logo/logo mark

tonum.™



Do **NOT** rotate any logo/logo mark

## Disclaimer:

If there is a question about whether or not the logo is compliant with usage, defer to your contact on the brand team.



nouro



Do **NOT** cut off or remove the logo-mark from the product logos.

**\*additional rules  
coming soon\***

**Disclaimer:**

If there is a question about whether or not the logo is compliant with usage, defer to your contact on the brand team.

## brand logos

scaling & placement

### social posts scaling

The **tonum™**, and product logo(s), must not exceed **25%** in width of the social post

### social posts positioning

The two approved placements for the tonum™, and product logo(s), are the **top left** and **bottom-center** of the post.



\*this rule has an exception to Instagram; due to its algorithm, we cannot place logos on reels or posts \*

brand logos

partner lockups

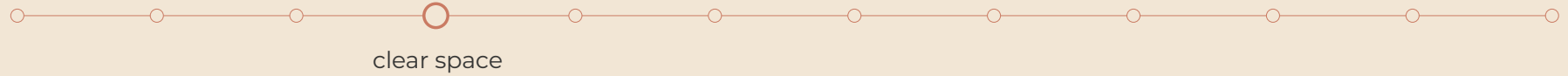


tonum.<sup>TM</sup> partner logo

### Partnership Lockup

In a situation where tonum partners with another institution for communications, the tonum logo will be aligned to the left of the dividing line. The space between the logos and dividing line will be the length of a sideways “u” from the Mirante font family.

brand logos



### Disclaimer:

Every logo requires a “u” size clear-space from the **mirante** font family.



# brand **typography**

tonum.

# Poppins

Light Regular Medium

**Semi-Bold Bold Extra-Bold**

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

 downloadable files

# Avenir Next Pro

Regular Medium Demi **Bold**

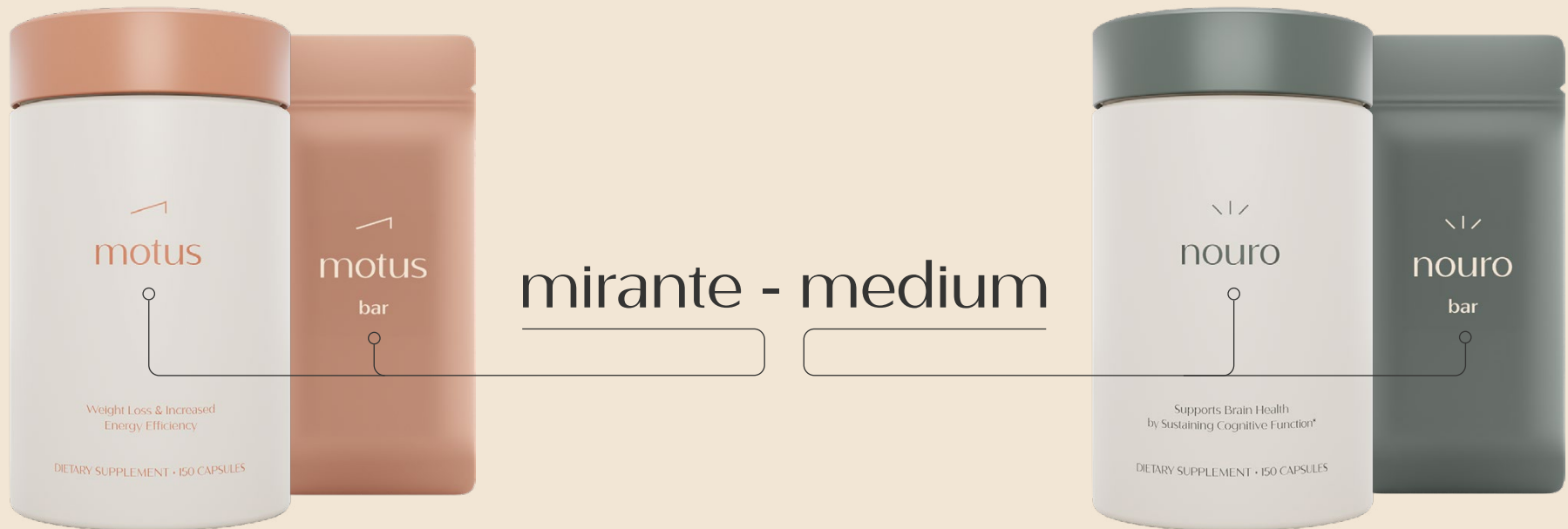
1234567890 !@#\$%^&\*()

 downloadable files



## brand typography

usage



### Products - 'Mirante'

Mirante is intended for use on products. For example, all logos associated with tonum (as well as any sub copy) are typed in Mirante.

## brand typography

usage

Product Card



Landing Page Callout



Journey Highlight



## Web - 'Montserrat'

Montserrat is intended for use on our website headers, and body copy.

## brand typography

heirarchy

**montserrat - bold**

header

body

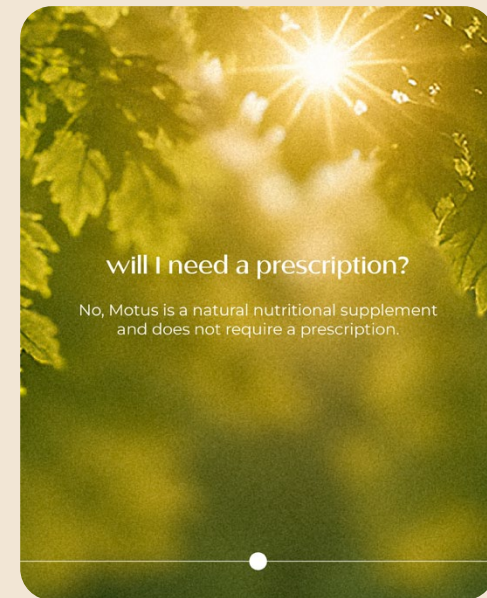
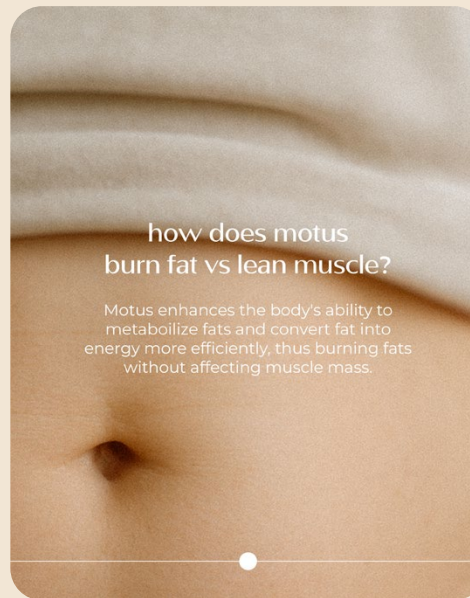
montserrat - light

# motus

Tem erundam, consequunt et, tenihicid  
ea voluptatius, te maio. Ore vellatur si  
aut harum volupta tiatur moles aciumet  
placcum dolorpo repelesequi odipsam  
et quiditiaie odicae labo.

## lower case rule

Aside from specific use cases, we use 'lower case' for headers instead of title case to imbue a calm and inviting tone.



**Example:** Organic social post from instagram – June, 2025



# brand elements

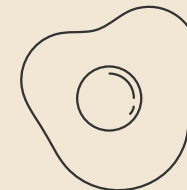
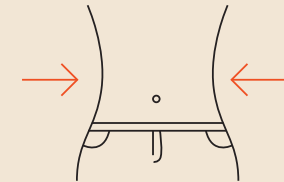
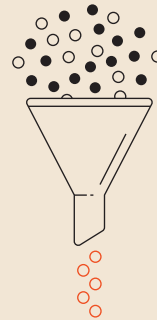
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## Style

Our iconography style consists of simple outlined silhouettes with spot-colors used in specific use cases.

## Reasoning

Tying into our mission, we want the style of our icons to reflect our promise to provide transparent support to our customers on their health journeys.



## brand elements

usage

Packaging

Journey Highlight

### what worked for brain health...

Researchers found that nouro™ had profound improvements in preventing neurodegeneration. During this discovery, they found an exciting and unexpected benefit.



Icons can be paired with meaningful (and related) information and statistics



Logomarks can be used as a semi-transparent background pattern in approved contexts

## Disclaimer:

**Never** use brand elements sparingly. It is important to be intentional about our use of all elements related to the brand.



# brand **photography**

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## the **style & tone**

We want our customers to feel inspired and supported. Through our brand photography, we provide a natural and authentic vibe that communicates a science backed solution to whole body health.



brand photography

mood board





brand photography

mood board

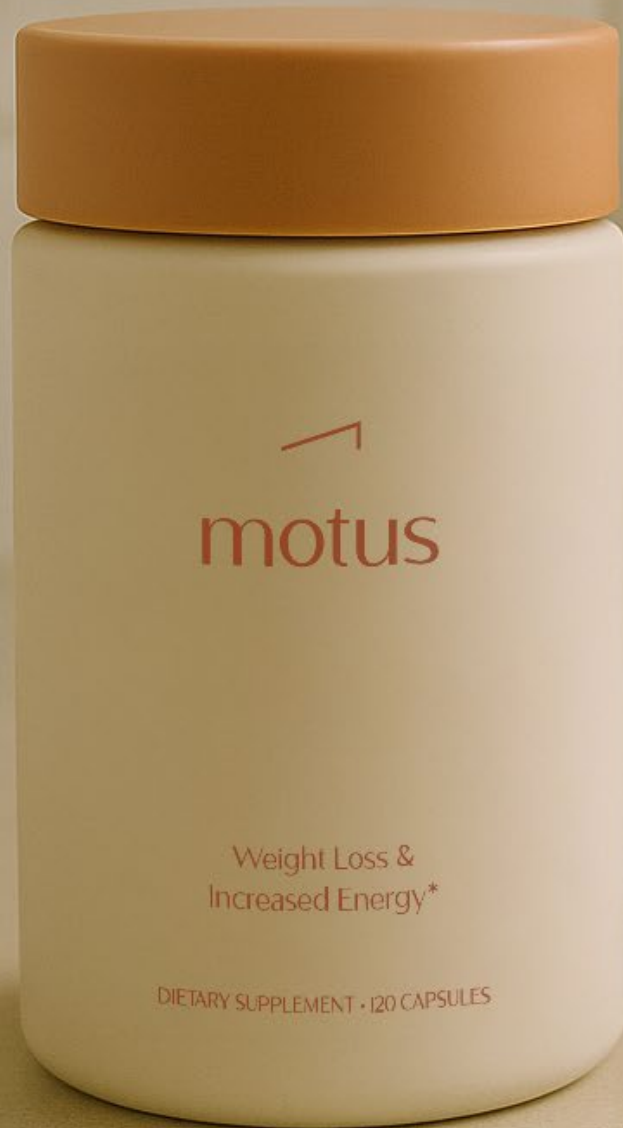
  
motus

Weight Loss &  
Increased Energy\*

DIETARY SUPPLEMENT • 120 CAPSULES

brand photography

mood board



  
motus

Weight Loss &  
Increased Energy\*

DIETARY SUPPLEMENT • 120 CAPSULES





brand photography

mood board





brand photography

mood board

—  
motus

Weight Loss &  
Increased Energy\*



brand photography

mood board

  
motus

Weight Loss &  
Increased Energy\*

DIETARY SUPPLEMENT • 120 CAPSULES

brand photography

mood board





brand photography

mood board



brand photography

mood board

\|/  
nouro

Brain Performance  
& Protection\*

DIETARY SUPPLEMENT • 120 CAPSULES





brand photography

mood board





brand photography

mood board





brand photography

mood board





# product **packaging**

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## the **experience**

We want our product packaging to encompass and elevate our style and tone. Providing a premium unboxing experience is essential to letting our customers know that we are intentional down to the finest details.



packaging

look & feel

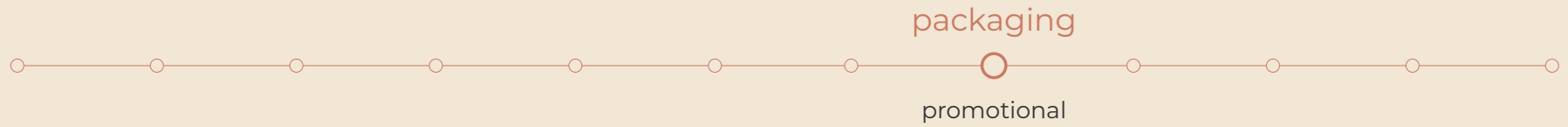




## packaging

look & feel





**\*coming soon\***

packaging

thank you card

front



back

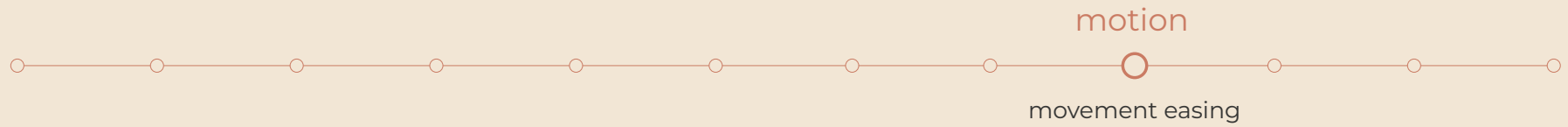






motion

tonum.



**\*coming soon\***





web experience

tonum.



motion

movement easing

**\*coming soon\***



# brand **presentation**

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**\*coming soon\***



# creative & art **direction**

tonum.

# creative direction

With these principles, we are shaping the big-picture vision of a Tonum, our campaigns, and products. Our creative is strategic, cross-disciplinary, and deeply tied to messaging and goals.

## reframe preventative health as a lifestyle

We want to frame Tonum not just as a supplement, but as a proactive decision in whole-body wellness. Our campaigns focus on long-term care, not just short-term results.

## empower with education, not fear

Our creative should educate users on brain aging, metabolic health, and cognitive protection without relying on scare tactics. We inspire change with hope, backed by science. Not fear.

## tell science-backed stories with soul

We pair research with emotional storytelling while highlighting real users, testimonials, and breakthrough findings in ways that feel human, not clinical.

## design for lifecycle touchpoints

Our campaign narratives should meet customers across awareness, consideration, and routine formation. We prioritize accessible language and moments of thoughtful consideration throughout their health journey.

## unify across channels, but flex for context

Social, email, landing pages, packaging — all must echo the same message and visual identity, but be tailored in tone and tempo per platform and context.

## craft a modern wellness narrative

We reposition our supplements away from dated or “biohacking” tropes and make Tonum feel progressive, inclusive, and relevant to today’s wellness-conscious consumer.

# art direction

With these principles, we guide how that creative vision is brought to life visually. It's hands-on and focused on our look, feel, style and need to meet the customer where they are on their journey.

## natural, editorial realism

Imagery should feel authentic, softly lit, and natural. We prioritize lifestyle scenes that feel candid and relatable — not stocky or staged.

## scientific confidence with softness

Visuals (diagrams, data callouts, graphs) should convey credibility without harshness. We use calm, neutral tones and elegant typography to make the science inviting.

## quiet luxury in design language

Our creative should channel elevated simplicity — clean layouts, thoughtful spacing, restrained color, and refined typography to match our premium tone and voice.

## people-first, product-supporting

We center the user's lifestyle and routine, not just the bottle. The product should live within context — on vanities, in gym bags, beside meals, etc.

## color as wellness cue

We use specific palette decisions (beiges, greens, rust-orange) to subtly elicit calmness, clarity, or energy, without being overt. In this vein, we avoid aggressive or over-saturated hues.

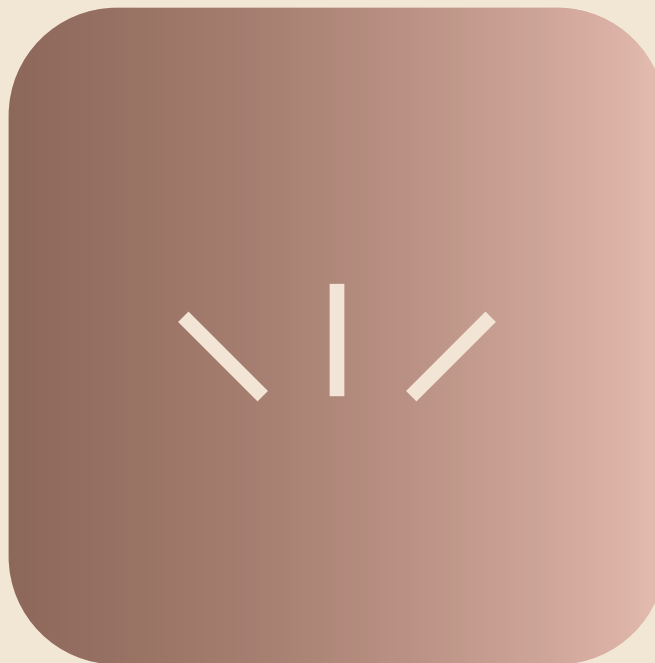
## depth and focus to guide the eye

In our creative we employ depth-of-field, soft shadows, and layered composition to lead visual storytelling. This helps hero the product while maintaining an editorial, organic tone.



# do **not** use gradients

If they must be used on photography, it will be for the purpose of making copy more visible and/or legible. It cannot be a stylistic choice.



month

**250713\_Motus\_PaidSearchCampaign\_1080x1920**

year day product job name dimensions

The diagram illustrates the components of a file name. At the top, a horizontal timeline with 12 circles represents a year. The 12th circle is highlighted in red and labeled 'creative & art direction' and 'file naming conventions'. Below this, the file name '250713\_Motus\_PaidSearchCampaign\_1080x1920' is shown. Brackets and lines connect parts of the file name to labels: '25' is labeled 'year', '07' is labeled 'month', '13' is labeled 'day', 'Motus' is labeled 'product', 'PaidSearchCampaign' is labeled 'job name', and '1080x1920' is labeled 'dimensions'.

t.