

buynaturals

Brand Manual

Connecting high-performance product owners and affiliate marketers to scale compliant, conversion-driven offers in the U.S. market.

Our Vision

To be the leading global performance network for nutraceutical brands and marketers, driving unparalleled growth and success in the U.S. market.

Our Mission

To connect high-performance product owners and affiliate marketers to scale compliant, conversion-driven offers in the U.S. market.

Our Core Values

- Performance-first thinking
- Total transparency with partners
- Speed and simplicity
- Conversion optimization by default
- Compliance without compromise

Brand Identity

Buy Naturals is a global performance network built for nutraceutical brands and marketers. We are bold, direct, and relentlessly focused on driving results. Our identity is rooted in **performance**, **transparency**, and a commitment to scaling **compliant, high-converting offers** in the U.S. nutraceutical space.

buynaturals

Our Logomark



Primary Logomark



Light Green/White on Dark

The Buy Naturals logomark is the primary visual identifier of our brand. It embodies our commitment to growth and performance. Available in its primary green and a light green version (from the white logo file) for use on dark backgrounds, it must be used consistently and correctly across all applications.

Logo Applications

The logo consists of the word "buynaturals" in a bold, sans-serif font. The "buy" is in black and "naturals" is in a vibrant green color. The entire logo is centered within a light gray rectangular background.

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Primary logo on light background

The logo consists of the word "buynaturals" in a bold, sans-serif font. The "buy" is in white and "naturals" is in a light green color. The entire logo is centered within a solid black rectangular background.

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Light Green/White logo on dark background

The image shows the 'buynaturals' logo in white lowercase letters on a solid dark green background. The logo is centered horizontally and vertically within the green square.

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Light Green/White logo on brand green background

The image is a solid light gray square, intended to represent a light background for the logo.

Ensure sufficient contrast for legibility.

To ensure clarity and impact, the Buy Naturals logo should be applied thoughtfully. The primary green logo is preferred on light or white backgrounds. The light green/white logo version is designed for use on dark or brand-colored backgrounds.

Incorrect Usage

buynaturals

DON'T STRETCH

buynaturals

DON'T CHANGE COLORS



**DON'T USE ON BUSY
BACKGROUNDS**

buynaturals

DON'T ALTER OPACITY

buy naturals

DON'T USE PARTS SEPARATELY

buynaturals

DON'T ADD EFFECTS

Maintaining the integrity of the Buy Naturals logo is crucial. Avoid incorrect applications to protect the brand identity.

Color Palette

Primary Colors

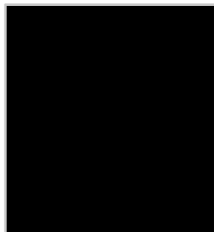


**Buy Naturals
Green**

HEX: #45884b

RGB: (69, 136, 75)

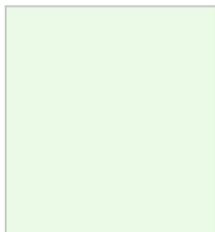
Secondary Colors



**Supporting
Dark**

HEX: #000000

RGB: (0, 0, 0)



**Logo Light
Green**

HEX: #ebfee7

RGB: (235, 255,
221)

Our color palette is vital to our brand recognition. It reflects our focus on natural products and performance-driven results.

Typography

Primary Typeface (Headings & Titles)

Montserrat Bold

Use: For impactful headlines, section titles, and key messages. Its clean and strong letterforms command attention.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Secondary Typeface (Body Text & Sub-text)

Open Sans Regular

Use: Ensures readability for all body copy, detailed information, and captions. Its open forms and neutral appearance make it highly legible across various sizes and media.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

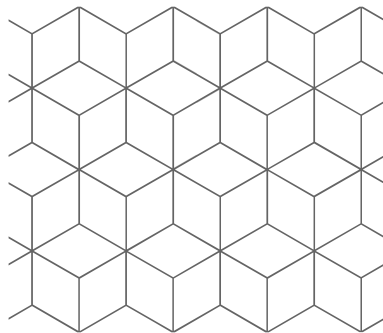
0123456789

Our typography is chosen for its clarity, impact, and modern appeal, reflecting our bold and direct communication style.

Graphic Elements

While our logo and color palette are the cornerstones of our visual identity, supporting graphic elements can be used to enhance our communications. These elements should always be clean, modern, and align with our performance-driven aesthetic.

Consider using: Clean line icons, subtle geometric patterns, or stylized arrows/graphs to represent growth and performance. All graphic elements must maintain the professional and direct tone of Buy Naturals.



Tone of Voice

Our voice is a direct reflection of our brand: **Bold, Direct, and Performance-Marketing-Driven**. We communicate with confidence, clarity, and an unwavering focus on results.

Our language is professional yet accessible, expert yet straightforward.

Key Characteristics

- Confident
- Clear & Concise
- Results-Oriented
- Transparent
- Energetic & Proactive

Keywords to Embody

Performance, Scale, Growth, Compliant, Conversion-Driven, Transparent, Efficient, Results-

Example Phrases

- "Scale your offers with confidence."
- "Unlock high-performance marketing..."
- "Drive conversions and ensure compliance..."

Get in Touch

Ready to scale your nutraceutical brand and maximize performance?

Connect with the Buy Naturals team today.

We are here to help you achieve your growth objectives in the U.S. market.

Website: www.buynaturals.com

Email: support@buynaturals.com

Phone: +1 (786) 917-3235