

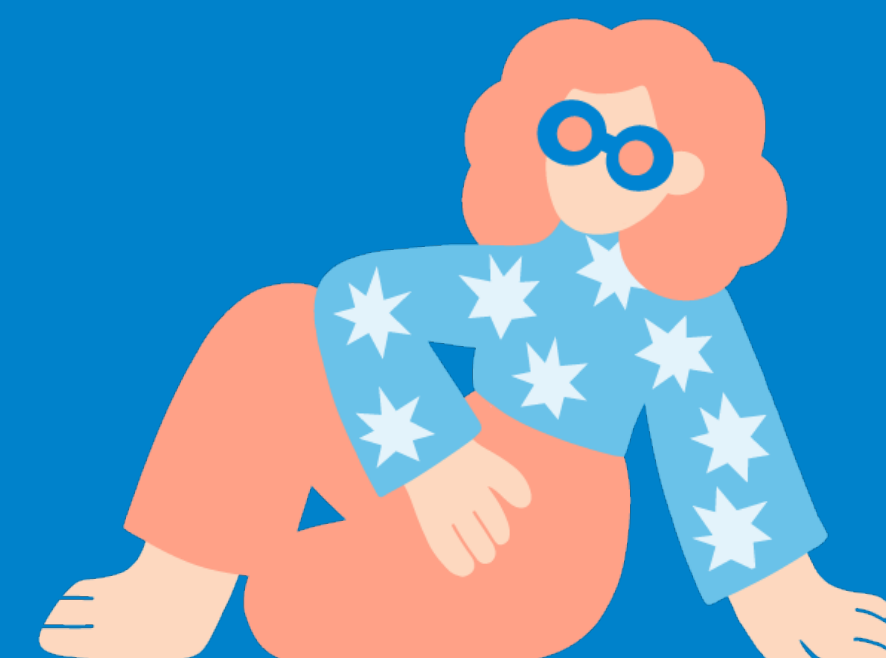


Pep Brand



Brand Guide

26.01.2021



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Brand Story

For 30 years, we've owned gut balance and restoration, helping millions of Aussies naturally treat a wide range of conditions with evidence-based products that actually work. But the fact is, most consumers still don't get the link between good gut health and better overall health. They see probiotics as a quick fix, not a long term strategy. So, we've decided to set the record straight.

We're here to let you know that feeling 'blah' doesn't have to be your default setting. From supercharging your energy levels to sharpening your mind, probiotics can make a huge difference to the way you feel on a daily basis. But whole body health is a long game. It requires consistency. Commitment. Having the right motivation, mindset and support matters. Because let's face it: the last thing you need is to feel like a failure for forgetting about that little brown bottle for the third day in a row.

We're on a mission to inspire and empower you to take control of your own wellbeing. To keep you on track without bogging you down. To cheer you on and pump you up. What's more, we're going to do it in a way that feels authentic, relatable and (dare we say it) FUN.

No judgment. No expectations. No finger-wagging. Just a daily dose of positivity, humour and support.

Brand Idea

Wingwoman

Noun. A female friend who accompanies one to offer support

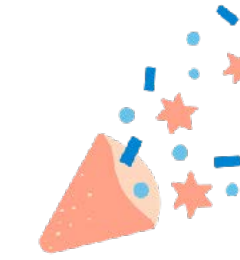
Brand behaviours

Be their cheerleader



We're optimistic & upbeat (without being annoyingly so.) We celebrate our users' wins, no matter how small. Our pompoms are always at the ready.

Mama, don't preach



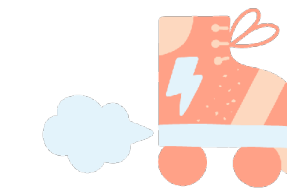
We know what we're talking about – but we don't preach or patronise. We share science & useful intel in a way that's easy to grasp, adds value & never feels like spam.

Get in the friend zone



We talk to our users the way they'd talk to their girlfriends. We're there for them on the good days and the crap days. We've always got their back.

Make 'em laugh



Our users don't take themselves too seriously – & nor do we. From our visual cues to our tone of voice, we aim to bring a smile with every engagement. (No pressure.)

Brand voice

Talk like this...



Conversational

Warm

Genuine

Humorous & self-deprecating

Charming & quirky

Real

Smart

Practical

Not like this...



Bland

Overly earnest

Cliche motivational speak

Pushy or bossy

Contrived

Condescending

Spiritual





Pep Brand Vibe

[Mark](#)

Brand mark application

Typically the logo is applied in one of three ways - full colour, reversed white or black and white.

Simple rules to follow:

Blue version for white backgrounds and complimentary background colours

White version for blue backgrounds or backgrounds that don't compliment the blue.

B&W version to be used when the brand is being presented in a black and white piece of collateral.

Use the endorsed logo when it can be presented large enough to read the supporting text. Otherwise use the independent mark.

Use the 'p' monogram only in the digital channel, for responsive and social channels.



Monogram



Independent



Endorsed



Illustration

Playful illustrated moments

Pep's brand personality is expressed through our original illustration suite. Our illustrations are flat vector. Proportions are intentionally distorted to add a sense of playfulness, originality and deliver brand ownership.

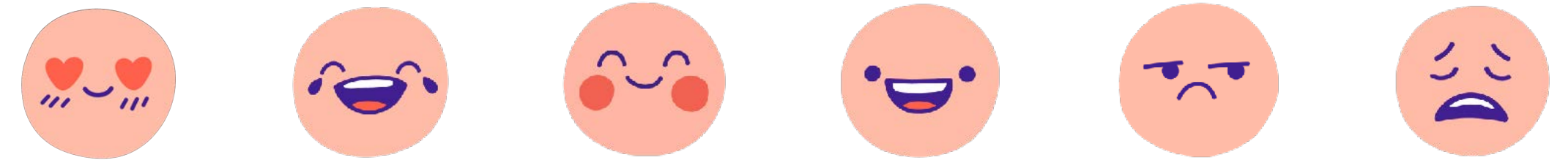
Simple rules:

3-4 colours


Avoid too much detail

Be playful

Create interesting compositions



p.



Pep.


By INNER HEALTH

Start your journey from blah to yay.

Sign up

Login

p.




Enough about us.

Let's talk about you

First: a few quick questions to help you keep track of how you're feeling. Answer them daily, once a week or whenever you feel like it (even if that's never). It's basically up to you.

Continue

p.




Are you getting enough sleep?

As if! I get by Hell yes

Your Dashboard

p.

Hey Liz,
Let's do this thing.




Start your journey from blah to yay!

12 13 14 15 16

Track your progress

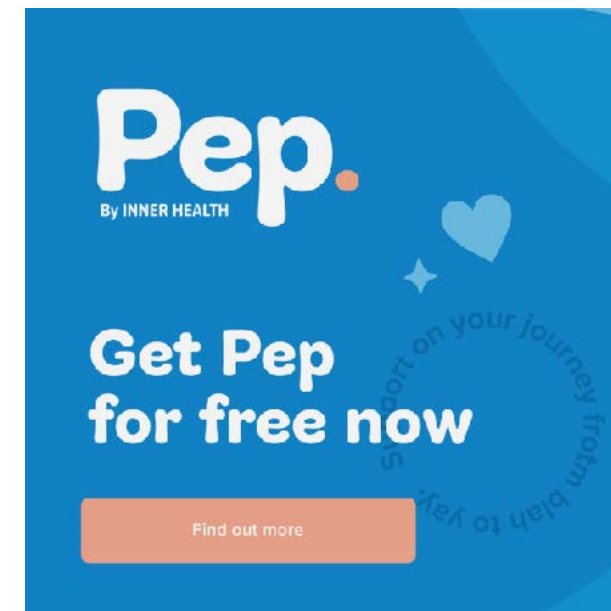
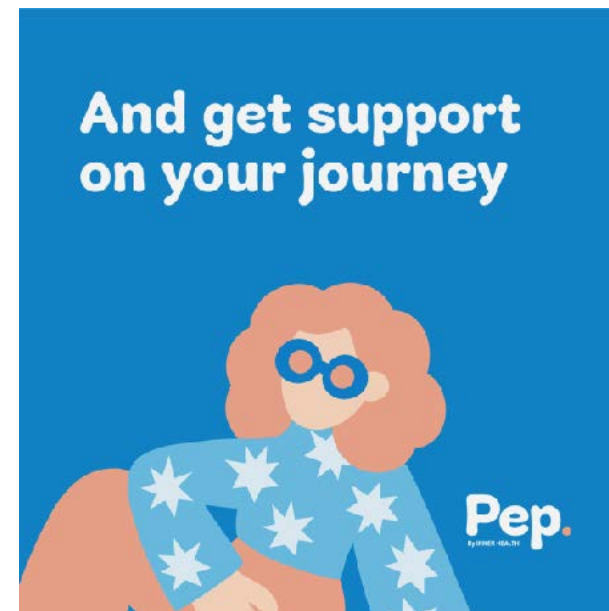
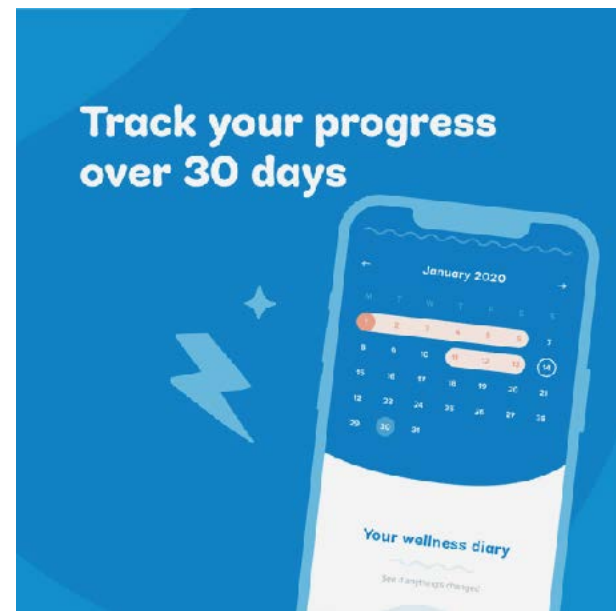
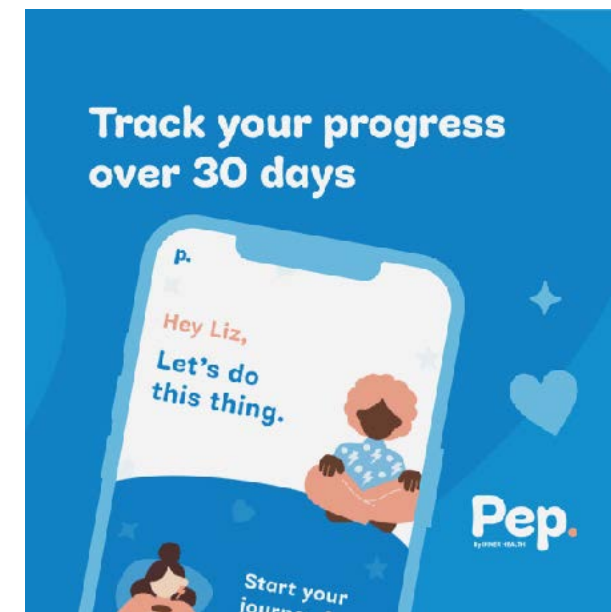
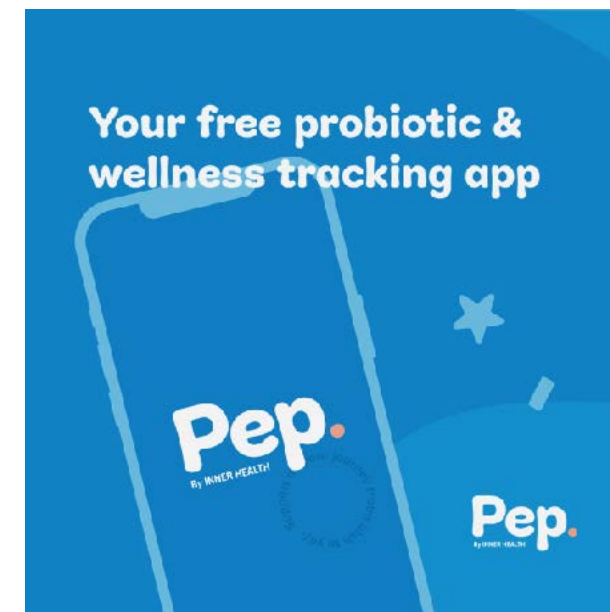
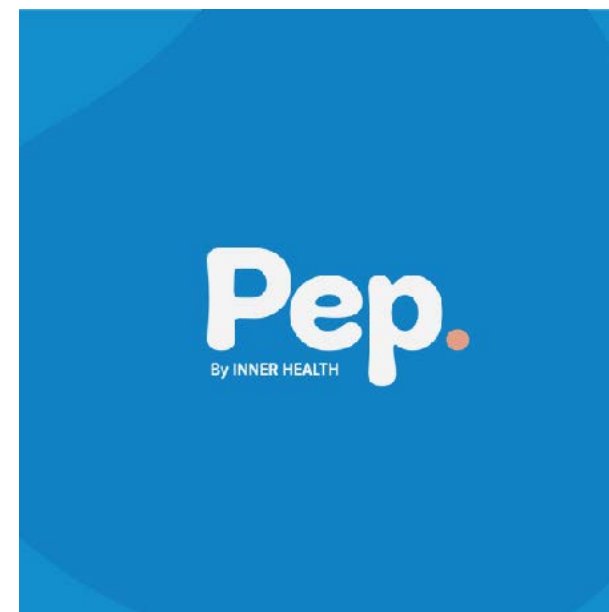
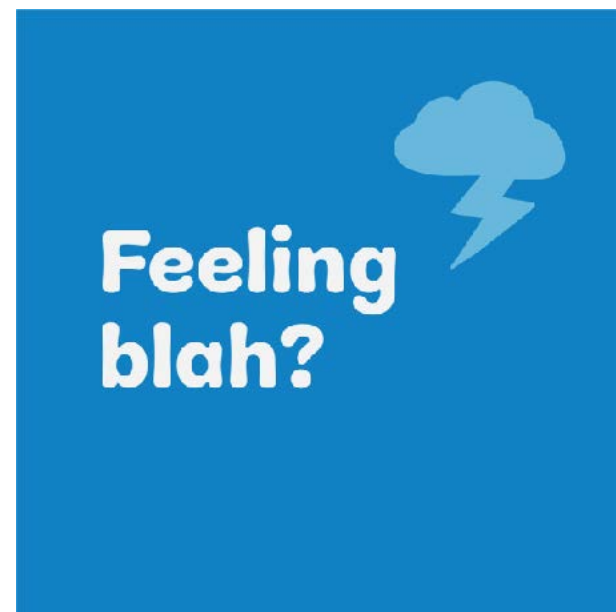
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Oh. My. Gluten.

There, we said it. The dreaded G word. If gluten makes your gut miserable, try fancy-pants grains like quinoa or amaranth instead. These super healthy wholegrains are also packed with prebiotic fibre which feeds your good gut bacteria and supports your digestion. It's a win-win.

Track your progress



Pep.
By INNER HEALTH

Taking Inner Health daily can
put some pep in your step.

Sign up to our free, 30-day
probiotic & wellness tracker

innerpep.com

*on successful completion
of 14 days product
compliance in Pep App.
T&Cs apply

Rollout - digital ads and POS



Pep brand voice

