



Brand Guidelines

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ION* Brand

Who we are



ION* Intelligence of Nature is a suite of soil-derived, microbiome-support products that seek to restore connection: cell to cell, person to planet.

Our approach



ION* is a science and nature-driven company. We focus heavily on educational content, not only in regard to our products, but in regard to general gut health and an innate wellness lifestyle. We seek to remain authentic in our approach. This means that we generally try not to:

- Overemphasize statements with too many exclamation points.
- Use all caps for statements.
- Overhype the attributes of the product, especially ones that are not compliant.
- Lead the consumer to believe that any one thing is a panacea for their ailments.

Foundational science



ION* has been shown to strengthen cellular integrity at epithelial barriers even after exposure to damaging environmental insults. This foundational support is two-fold; by creating a stronger terrain, ION* also helps to naturally diversify the microbiome. These fundamental effects lead to a myriad of other benefits, including cellular hydration and immune function.

Correct U.S. product names



Note spacing, asterisk usage, and capitalization in particular

- ION* Gut Support
- ION* Gut Support For Pets
- ION* Skin Support

General notes



- When discussing the product, capitalize “Intelligence of Nature”.
- When discussing the ideal, “intelligence of nature” should be in lower case.
- Never capitalize “of” in logo usage.



ION* Compliance

FTC/FDA Background



Compliance with both the FTC and FDA can be ambiguous and difficult to navigate but is a fundamental part of doing business. The Federal Trade Commission (FTC) and the Food and Drug Administration (FDA) work together under a long-standing liaison agreement governing the division of responsibilities between the two agencies.

As applied to dietary supplements, the FDA has primary responsibility for claims on product labeling, including packaging, inserts, and other promotional materials distributed at the point of sale. The FTC has primary responsibility for claims in advertising, including print and broadcast ads, infomercials, catalogs, and similar direct marketing materials. Marketing on the internet is subject to regulation in the same fashion as promotions through any other media.

FTC/FDA Background



Note: The FTC has taken action not just against supplement manufacturers, but also, in appropriate circumstances, against ad agencies, distributors, retailers, catalog companies, infomercial producers and others involved in deceptive promotions. Therefore, all parties who participate directly or indirectly in the marketing of dietary supplements have an obligation to make sure that claims are presented truthfully and to check the adequacy of the support behind those claims.

FTC/FDA Background



- The FTC's truth-in-advertising law can be boiled down to two common-sense propositions:
- Advertising must be truthful and not misleading
 - Before disseminating an ad, advertisers must have adequate substantiation for all objective product claims.

- Per the FDA, dietary supplements are only allowed to make:
- Structure/function claims
 - Never health claims (this includes anything implied via copy or imagery)

FTC/FDA Background



The FDA defines the difference between a health claim and a structure/function claim as such: “A health claim describes the effect a substance has on reducing the risk of or preventing a disease, e.g., ‘calcium may reduce the risk of osteoporosis.’ A structure/function claim describes the role of a substance intended to maintain the structure or function of the body.”

The FD&C Act requires the following disclaimer to appear in connection with a structure/function claim: “This/these claim(s) has/have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.”



ION* Claims

Dietary supplement claims CAN:



- Describe the role of a nutrient or dietary ingredient intended to affect normal structure or function in humans (Ex: “Humic Extract supports tight junction integrity”)
- Characterize the action by which a nutrient or dietary ingredient maintains such structure or function (Ex: “Humic Extract works via redox signaling”)
- Make references to signs and/or symptoms of natural states as long as they are not uncommon and would not cause significant harm if left untreated (Ex: “ION* Gut Support helps with bloating”).

Dietary supplement claims CANNOT:



- Suggest that the product has an effect on a specific disease or class of disease (Ex: “ION* Gut Support prevents Crohn’s”)
- Refer to a characteristic sign or symptom of a disease or class of disease (Ex: ION* Gut Support prevents diarrhea and weight loss”)
- Be disguised as a product name (Ex: ION* Cancer Prevention)
- Refer to a supplement’s formulation if the statement suggests that the product is/was an FDA-regulated drug
- Use the terms disease, diseases, antiviral, antibacterial, antiseptic, antibiotic, analgesic, diuretic, antidepressant, vaccine, analgesic, or any other word suggesting that the product belonged to a class of products intended to cure, treat, or prevent disease

Dietary supplement claims CANNOT:



- Use pictures, vignettes, symbols, or other means in a manner that would otherwise suggest the presence of a disease condition.
- Suggest that the supplement or its ingredients belong to a particular class of drugs or is a substitute for a particular therapy.
- Suggest that a product is useful as a companion to regular drug therapy, or that it prevents or treats adverse events associated with a disease if the adverse events are also disease conditions.
- Speak to benefits that have not been substantiated.
- Use testimonials that do either of the aforementioned.

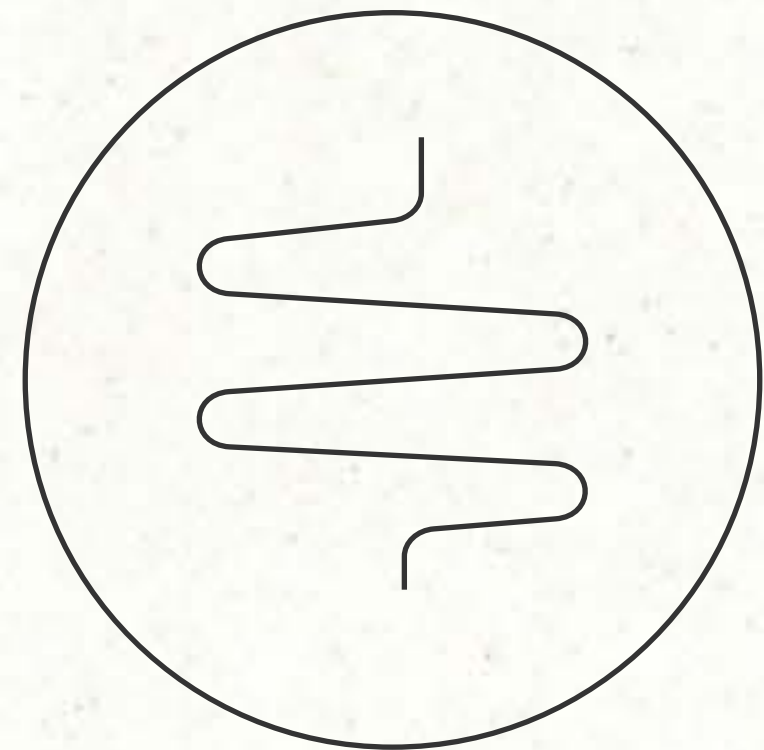
Please Note:



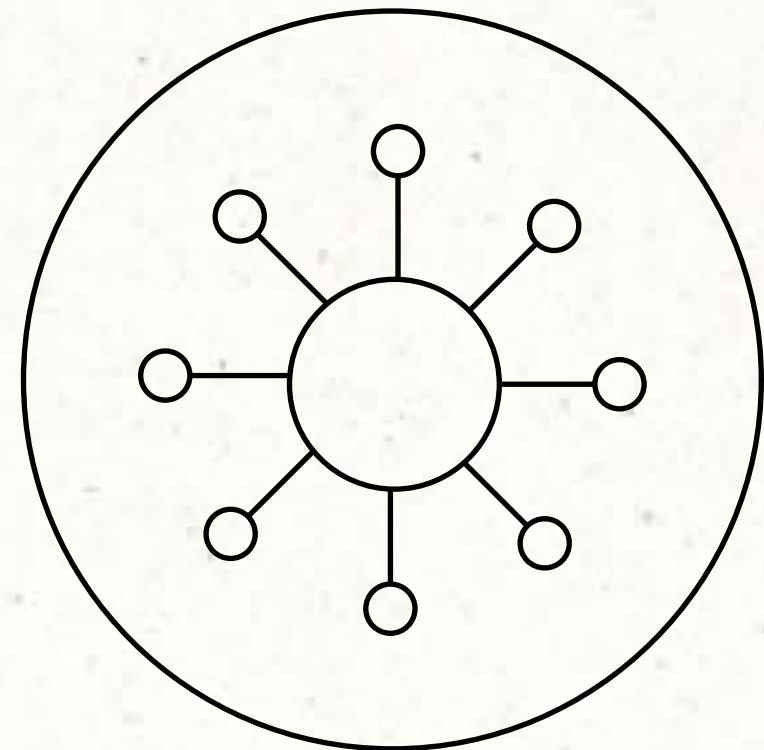
Even compliant structure/function claims must be substantiated by scientific data. If we have not made the claim in any of our marketing materials, please assume that we have yet to substantiate it. Any claims, copy, general info, etc. used on the label, website, or any of our marketing materials are acceptable for use.

Cosmetics, while also regulated by the FDA and FTC, are not allowed to utilize structure/function claims, and instead must stick to appearance, beautifying, and cleansing claims.

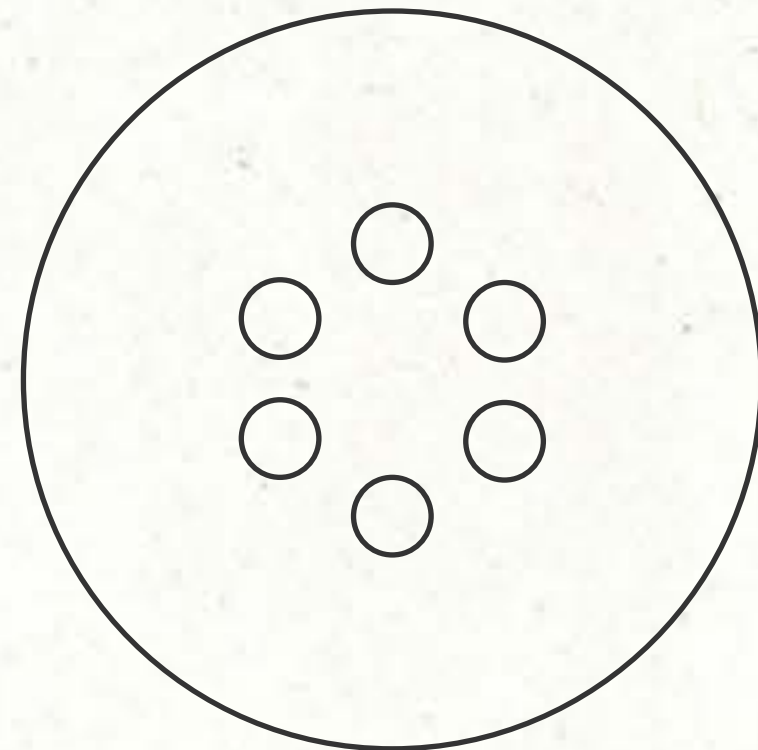
Key benefits for ION* Gut Support:



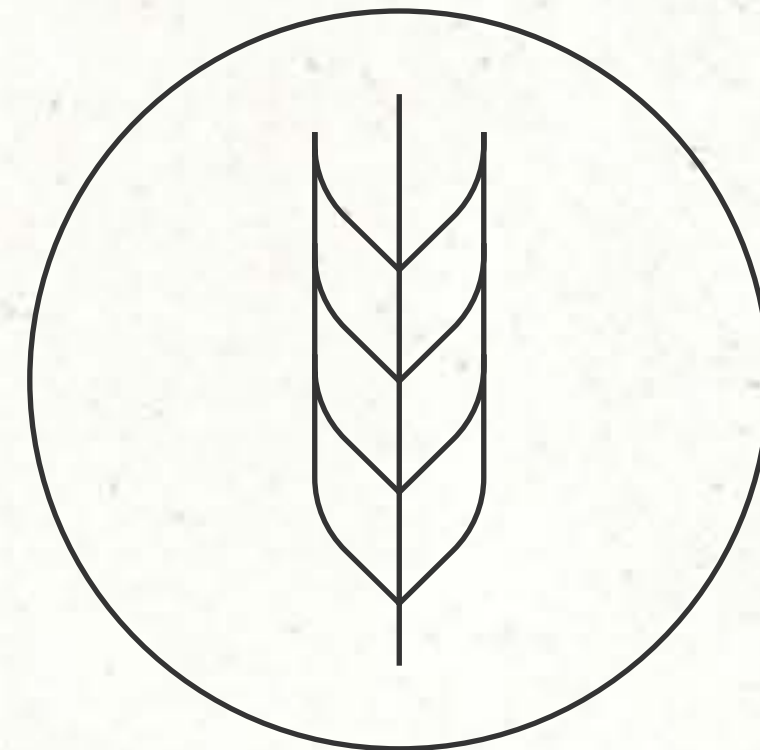
Digestive Support



Immune Function



Nutrient Absorption

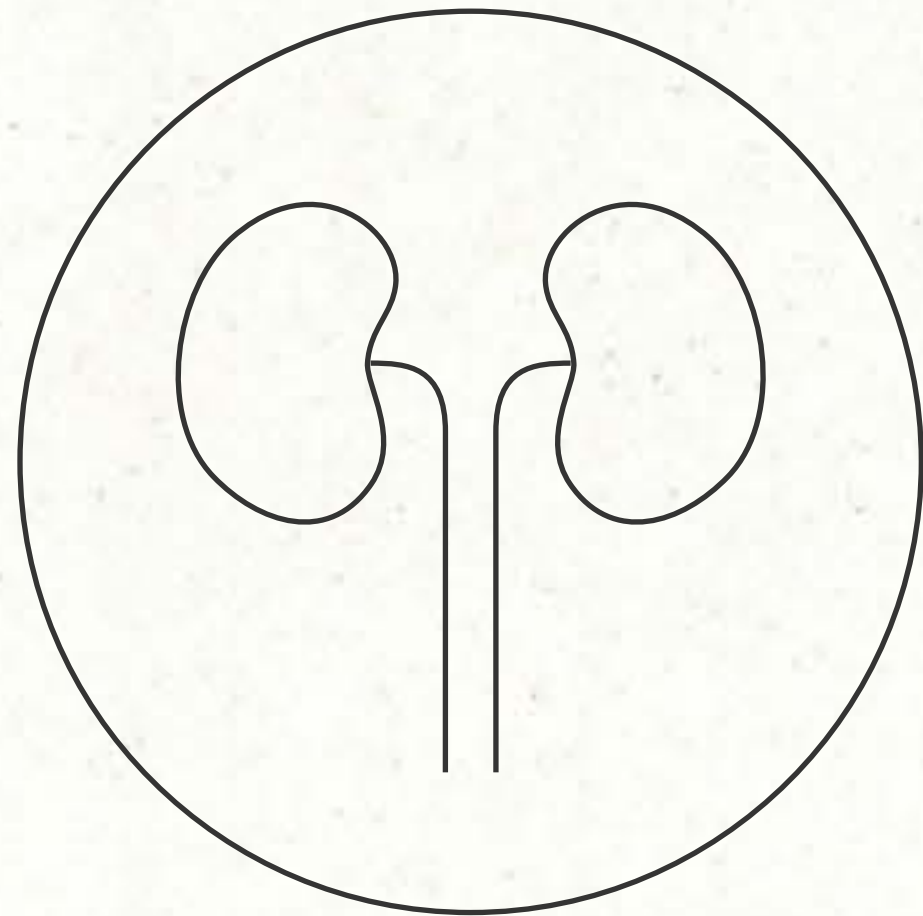


Gluten Defense

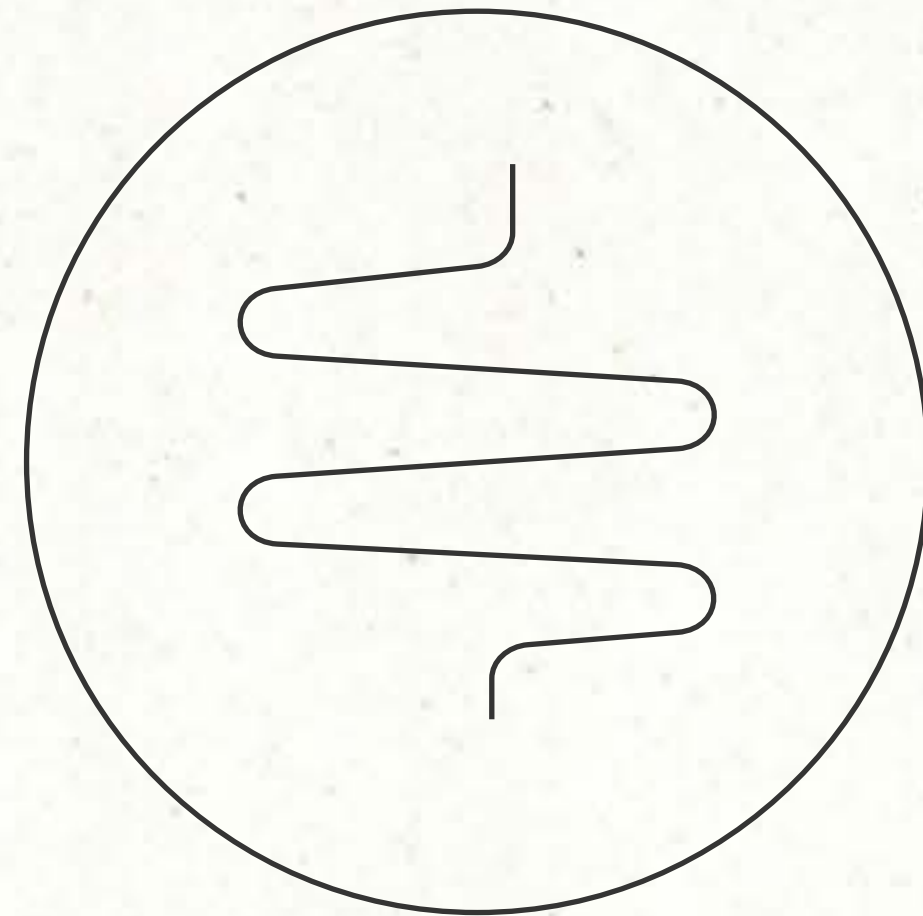


Gut-Brain Health

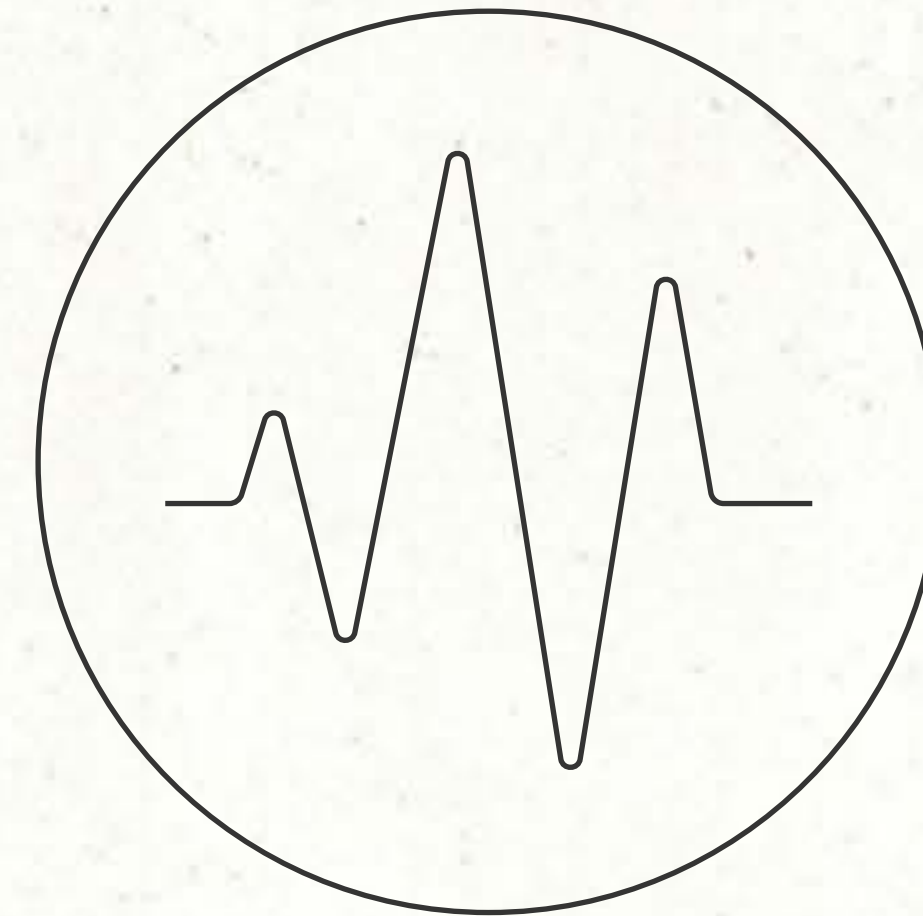
Key benefits for ION* Gut Support For Pets:



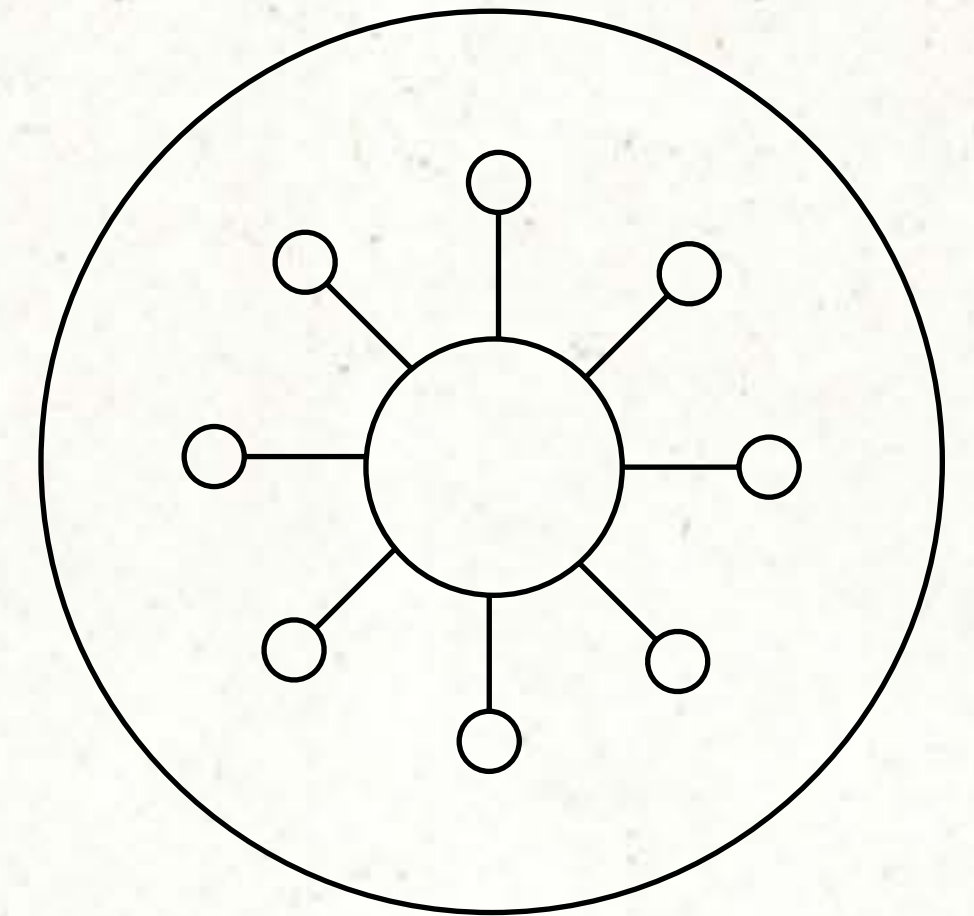
Kidney Function



Digestion



Vitality



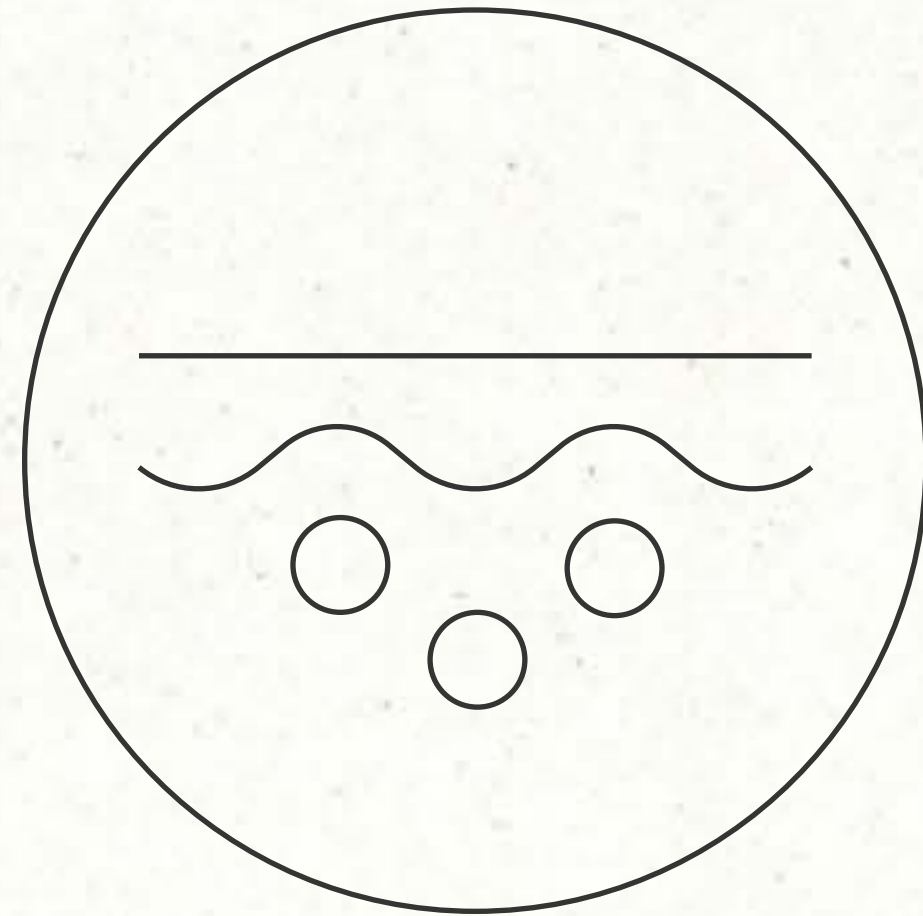
Immune Health

Note on ION* Gut Health For Pets:

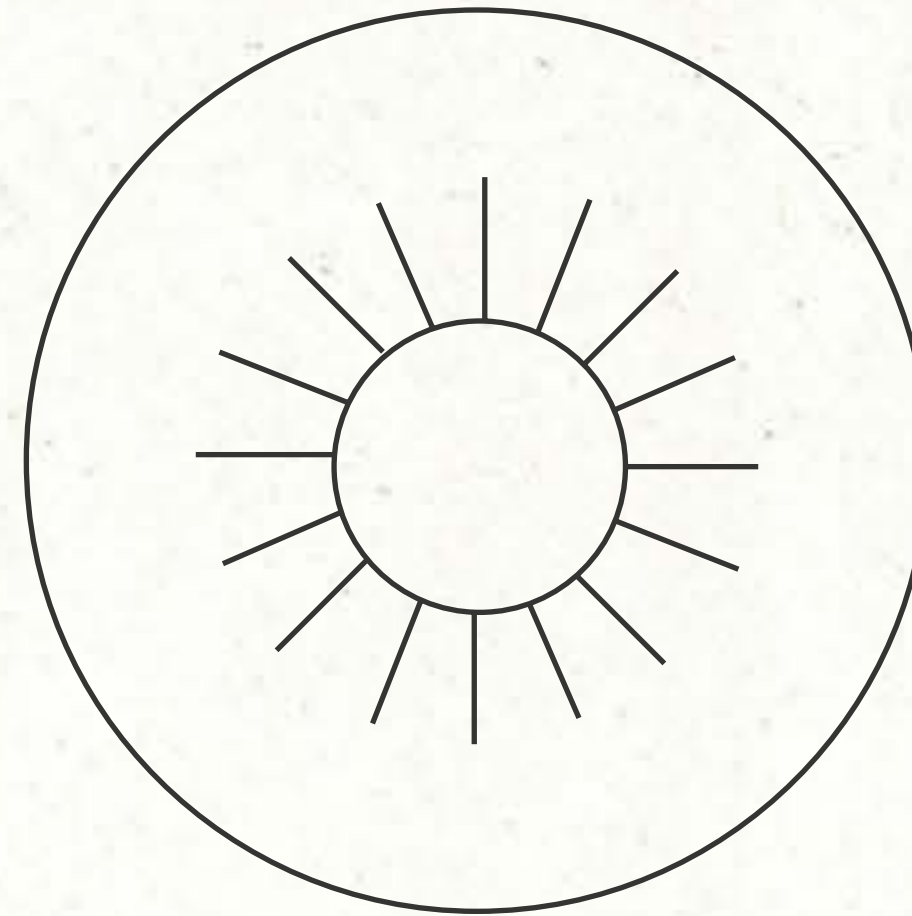


Note: ION* Gut Support For Pets adheres to many of the same regulations as the human line with a few exceptions. Because we are members of the NASC (National Animal Supplement Council) and utilize their seal on our labels, materials, etc., this signifies that we comply with all of their guidelines. As such, claims that may normally be seen as okay for a human supplement, may not be okay for our pet supplement.

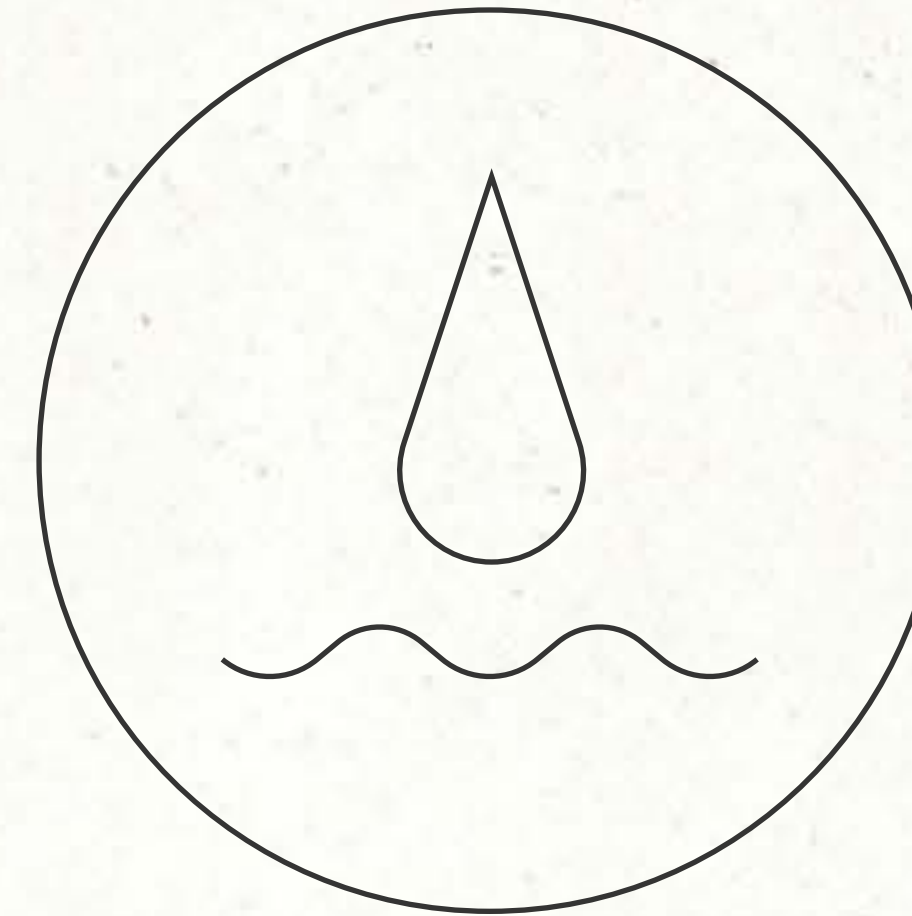
Key benefits for ION* Skin Support:



Protect Against
Toxins



Reduce Signs
of Skin Damage



Balance
Complexion

Note on ION* Skin Support:



Note: ION* Skin Support is a cosmetic, not a dietary supplement. While many of us view “cosmetic” as a general term, it is also a categorical term and one that we must adhere to in terms of FDA compliance. As such, when we speak to benefits for these two products, we make neither health nor structure/function claims.

A close-up photograph of several tea leaves, likely from a Camellia sinensis plant, set against a dark, textured green background. The leaves are vibrant green and show clear venation. One leaf in the foreground is particularly sharp, showing its serrated edge and the intricate network of veins. The lighting is soft, highlighting the natural texture and color of the foliage.

ION* Testimonials

Testimonials, like any of our other marketing efforts, are subject to the same FDA and FTC regulations. We must possess and rely upon adequate substantiation, including, when appropriate, competent and reliable scientific evidence, to support any claims made through testimonials in the same manner we would be required to do if we had made the representation directly. For example, a customer may write in stating that the product relieved menstrual cramps, but if we do not have scientific data supporting the claim, then the endorsement should not be used.

Testimonials also need to fit within the structure/function or appearance guidelines (for dietary supplements or cosmetics respectively) to be used in any marketing efforts.

Testimonials should reflect typical consumer experience. If we do not have substantiation that the experience reflected in the testimonial is representative of what consumers will generally achieve, we must clearly and conspicuously disclose the generally expected performance in the depicted circumstances and possess and rely on adequate substantiation for that representation. **“These testimonials are based on the experiences of a few people and you are not likely to have similar results”** is a good qualifying statement for testimonials that do not represent a usual benefit.

If an endorser/customer has any connection that could affect how a person would view the endorsement or has been compensated for an endorsement, that connection or compensation must be disclosed. For example, if a person works for the company or is related to someone who works for the company, that must be disclosed. If the person received any compensation—even as little as a free sample—or is part of a marketing program run by the company, that, too, must be disclosed. Such disclosure may be as simple as, ‘XYZ Company gave me their product to try, and here is what I think...’



ION* Visual Guidelines

ION* Logo System



Primary Logo



Logo Alternate



Seal Logo

The minimum logo size is equal to 12pt type size of our typeface **Everett** and **Everett Seraphic Light**.

ION* Logo Alternatives



Primary Logo



Logo Alternate



Seal Logo

ION* Product Suite:



Gut Support

**Gut Support
For Pets**

Skin Support
Daily Defense Face Mist



Logo - Do's and Don'ts



NEVER:
Stretch the logo.



NEVER:
Use drop shadows.



NEVER:
Recreate the logo.



NEVER:
Create your own product logos.

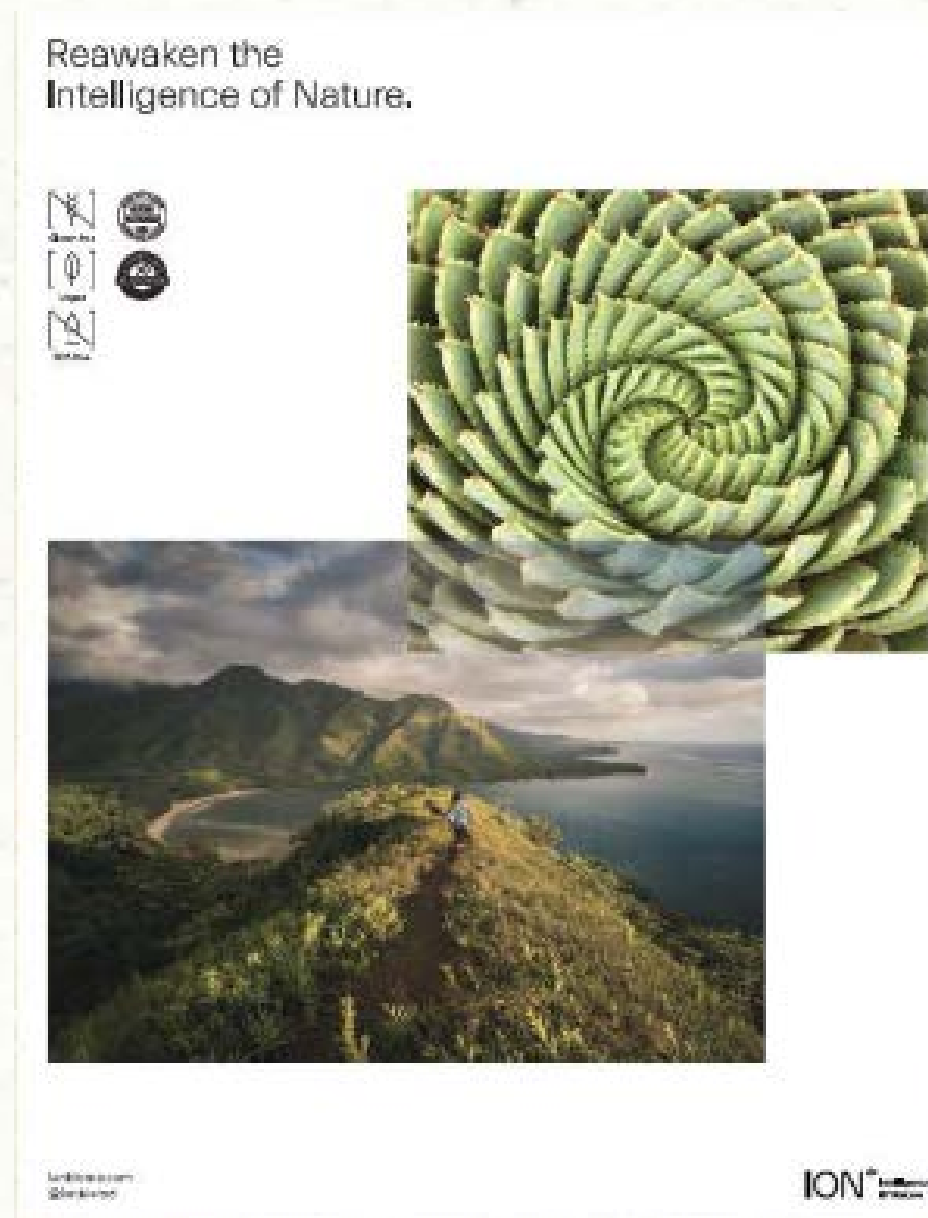


NEVER:
Change the color of the logo.



NEVER:
Separate ION* Intelligence of Nature by more than two spaces.

Logo Placement Examples



Logo Lower Right



Logo Upper Left



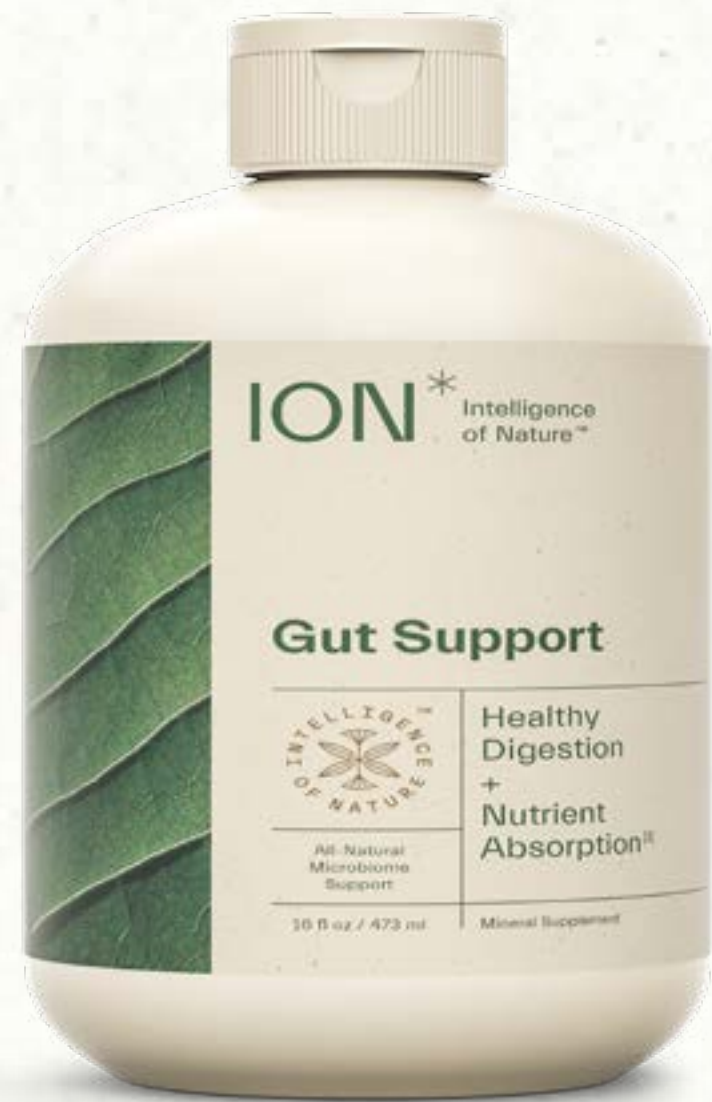
Seal Centered

Bottles - Do's and Don'ts



Always use approved assets from the library that compliment the desired communication.

Bottles - Do's and Don'ts



NEVER:

Stretch or warp bottles.



NEVER:

Use or place bottles on clashing backgrounds.



NEVER:

Alter the bottles in any way.

Fonts



Main Headers

Everett Seraphic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !?.,()[]&@-*

Fonts



Sub Headers

Everett Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !?.,()[]&@-*

Fonts



Body Copy

Everett Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !?.,()[]&@-*

Font Usage



Headers should be at least 2x the size of body copy, as permits. Example below.

Communication is key

Sourced from ancient soil, ION* functions as a conduit for communication, allowing a healthy adaptive response to your environment at a cellular level. In this way, ION* works at a foundational and even primitive level that naturally recreates what our bodies should be able to do on their own.

Color Palette



Gut Support

HEX: #467058

CMYK: 74, 37, 69, 31

RGB: 70, 112, 88

Pantone: 55 45 C



Skin Support

HEX: #6F9AAF

CMYK: 57, 34, 44, 5

RGB: 111, 154, 175

Pantone: 5425 C



Gut Support For Pets

HEX: #88674D

CMYK: 57, 34, 44, 5

RGB: 136, 103, 77

Pantone: 876 C



Gold ION* Seal

HEX: #AF8F6E

CMYK: 57, 34, 44, 5

RGB:

(Gold Foil in Print)

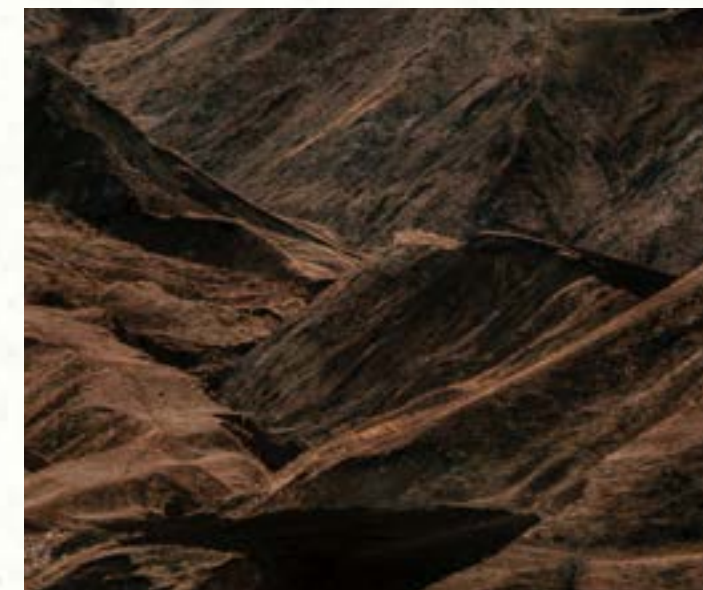
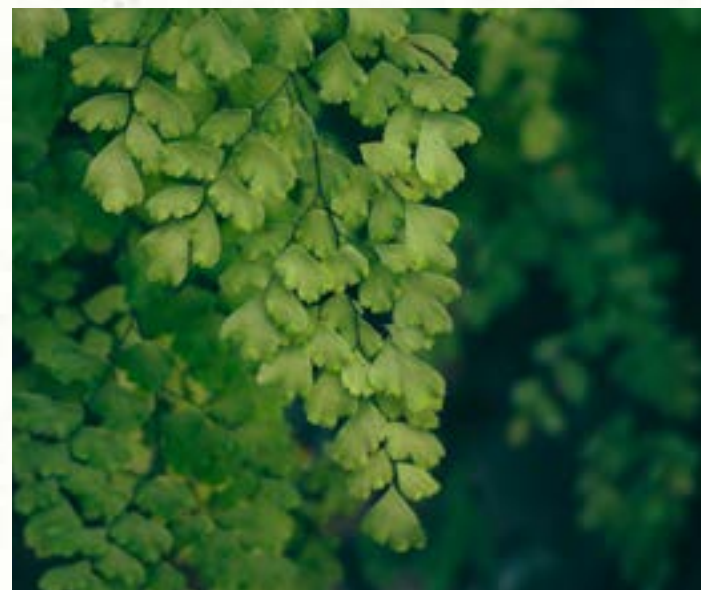
ION* Imagery



Always use imagery that is natural, human and warm feeling. Photos should utilize natural light, have strong composition complementing the beauty found in nature and our world.

Avoid stock looking imagery that is overly saturated or posed.

Examples:





Thank you*