



Supradyn[®]

Brand World



DESIGN IDEA

Unlocking Energy

With Supradyn, energy flows as a vital source of everyday power. Our design uplifts you into a space that empowers you and where possibilities expand.

Our brand world encourages you to be your best, fueling your journey with passion and capability, so you feel energized to take on what truly matters.



DESIGN IDEA

Unlocking Energy

DESIGN PRINCIPLES

Dynamic Motion

Fueled by a continuous, uplifting flow of energy that adapts and supports.

Empowering Uplift

A brand world that uplifts and connects at every touchpoint.

Science you can Feel

Science communicated with simplicity and precision.

DESIGN PRINCIPLE

Dynamic Motion

Our Brand World is fueled by a continuous, uplifting flow of energy that adapts and supports, sustained by resilient drive. Every element extends outward, symbolising the unstoppable drive that empowers people to ignite their best, every day. This energy is both instantaneous and enduring: it uplifts and persists, representing the ever-present force that helps unlock life's possibilities.



DESIGN PRINCIPLE

Empowering Uplift

We craft a brand world that uplifts and connects, inviting people into an optimistic and inspiring experience at every touchpoint.

Evoking genuine emotion through vibrant visuals and immersive storytelling, we create a multisensorial journey that invigorates your inner strength and ignites your best, everyday.

DESIGN PRINCIPLE

Science you can **Feel**

At Supradyn, we specialize in energy you can feel good about. Every sip is more than uplifting: it's a simple, enjoyable step towards unlocking your full potential. Backed by robust science you can trust.

Our signature fizz delivers a refreshing burst of vitality that wakes up your senses, through a healthier take on energy that ignites your best. A multisensory journey, grounded in proven efficacy.

When it comes to our science, there is no overstatement or clutter. Just proven science, that's HCP recommended. Empowering consumers with the confidence that they can always trust our products to best meet their needs.





Supradyn[®]

**Distinctive
Brand Assets**





Key Brand Assets

The Surge

Our surge embodies the core point from which all of Supradyn's energy radiates from.

As a bold, fluid framing device, the surge injects movement and uplift into every brand touchpoint, ensuring our energy is always in motion, always empowering. on the products that best meet their needs.



Distinctive Brand Assets

Yellow with an **Orange** **Glow**

A radiant yellow with an orange glow is the distinctive essence of the Supradyn brand. Warm and uplifting, this illuminating yet approachable hue embodies our promise of positivity, sustained vitality and Supradyn's ability to brighten your day and help ignite your best.



Distinctive Brand Assets

Energising Fizz

The Supradyn experience is a multi-sensory celebration, where fizz, flavour and ritual come together in a moment of transformation. From the lively effervescence to the crisp and uplifting taste, every moment radiates the core energy that defines Supradyn.

It's not just about the benefits you feel later; it's about a revitalizing experience that powers you from the very first sip.



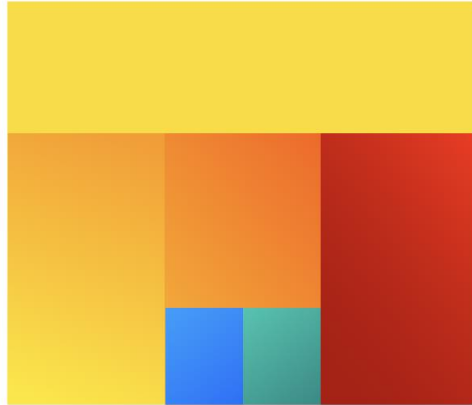


Key Brand Assets

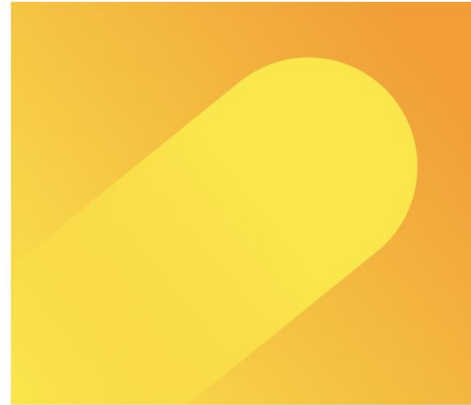
Brandmark



Colours



Power Surge



Energising Fizz



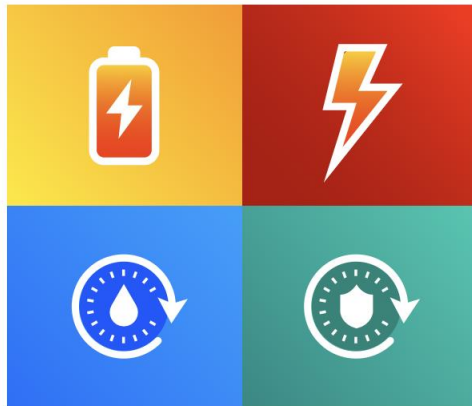
Packaging Visuals



Photography



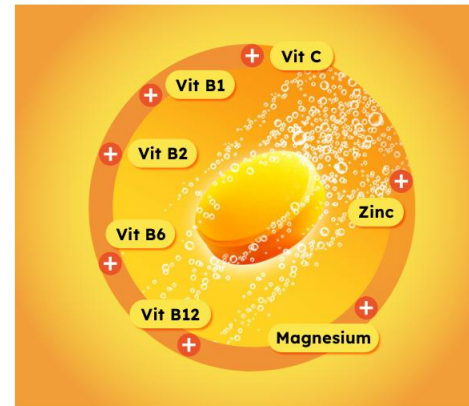
Iconography



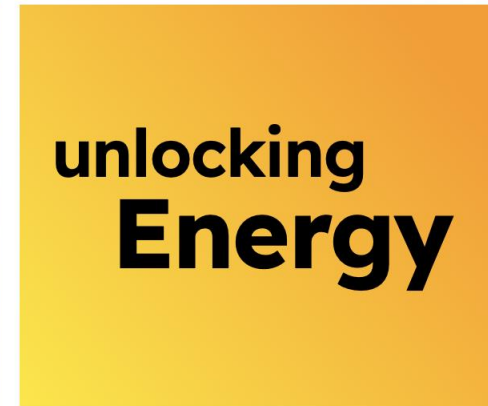
Pillar Illustrations



Science Illustrations



Typography





Principles



- Brand led photography consists of simple and spacious backgrounds, allowing the power surge to be placed easily within the photo without obscuring any elements.
- A person should always feature in the foreground, with the intention of placing the power surge behind them.
- Where possible, the brand and pillar colours should be represented within the photo. For example, the yellow bike or the purple top.
- No more than three people should be featured.

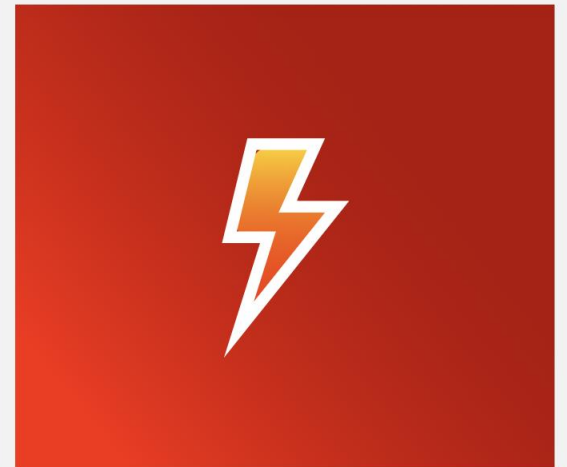
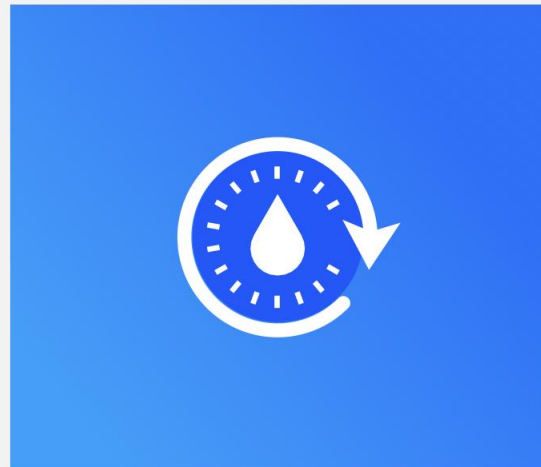
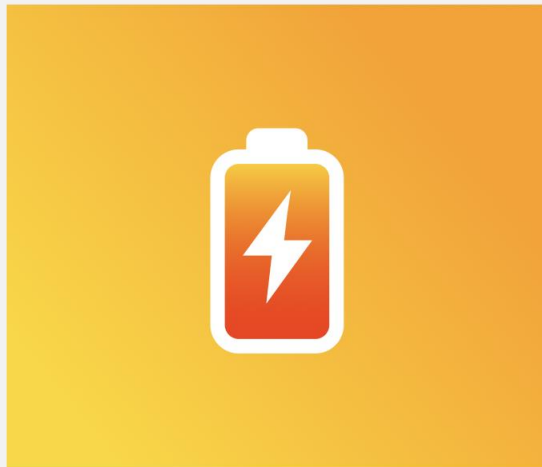


Photography





Iconography





Typeface

**unlocking
Energy**

Helping to restore your daily
energy and immunity power

Lexend

- The typeface is Lexend.
- Two weights are used – Semi bold and medium.
- Lexend can be accessed via Google fonts.

Accessibility

x-height

Larger x-height to enhance visibility and legibility at any size.

I | 1

Emphasises elements with character identifiers

create

Letter forms are distinct enough to be easily identified i.e. open spaces within the characters

- Lexend is a clean San serif which has been designed specifically to be highly readable and accessible for individuals with dyslexia.



Packaging

