



# ORYGN

BRAND • GUIDE

# M A N I F E S T O

In a healthcare landscape controlled by pharmaceutical giants and institutional barriers, we stand as pioneers of change. Our foundation is revolutionary, our innovation is unparalleled, and our purpose is unwavering: returning health sovereignty to individuals through superior, natural alternatives.

ORYGN represents more than our commitment to pure sourcing—it embodies our belief that origin matters. From molecular foundation to final delivery, every element reflects our dedication to authenticity and efficacy. We don't just create products; we forge pathways to transformation. You are singular. You deserve optimal health without compromise—free from painful procedures and concerning complications. Our relentless pursuit of innovation drives us toward one promise: "Pharma Results. Natural Delivery".

As we redefine global wellness standards, our identity must reflect this revolutionary spirit. Our voice, our vision, our values—all must align with our transformative mission.

This brand guide serves as our compass, ensuring every communication honors our story and advances our cause. It's a living framework that protects the integrity of our movement while we reshape how the world approaches health and healing.

**We are ORYGN. We are the future of wellness.**



# BRAND PILLARS

ORYGN's core identity is built on two proprietary and patented areas of distinction: Purity (Sourcing and Process Integrity) and Potency (Extraction and Delivery Efficacy).

## PURITY ANCHOR (The Source & the Process)

The Purity Anchor defines ORYGN's commitment to clean, ethical sourcing and the patented, time-sensitive processing that yields a superior, 100% pure raw material. This guarantees the unadulterated foundation of the triGLP compound.

### Core Claims (Mandatory Language):

- 🔥 Sushi-grade Salmon bones
- 🔥 Processed within a few hours of being harvested from the Norwegian Salmon Farm
- 🔥 100% pure source powder

### Associated Word List (Keywords for Content & Copy):

Pristine, Ethical, Sushi Grade, Norwegian Source, Unadulterated, 100% Pure, Foundational, Clean Processing, Within Hours, Integrity, Superior Origin.

## POTENCY ANCHOR (The Extraction & the Delivery)

The Potency Anchor validates the product's premium value by highlighting the patented manufacturing technology that achieves maximum concentration and ensures optimal bioavailability via the sublingual drop system.

### Core Claims (Mandatory Language):

- 🔥 Patented extraction process
- 🔥 10X more potent than typical extracts
- 🔥 No carrier oils, ensuring pure extraction
- 🔥 Sublingual absorption at a nearly 60% rate

### Associated Word List (Keywords for Content & Copy):

Concentrated, 10X Potency, Patented Extraction, Bioavailable, Sublingual, Quick Uptake, Pure Extracted Goodness, Maximum Absorption, Carrier Oil Free, Accelerated, High-Efficacy.

# VOICE / TONE

We master complex science and breakthrough formulations, but our customers experience this through the simple lens of better health and real solutions. Our voice conveys deep expertise while maintaining genuine human connection—because revolutionary wellness should never feel intimidating.

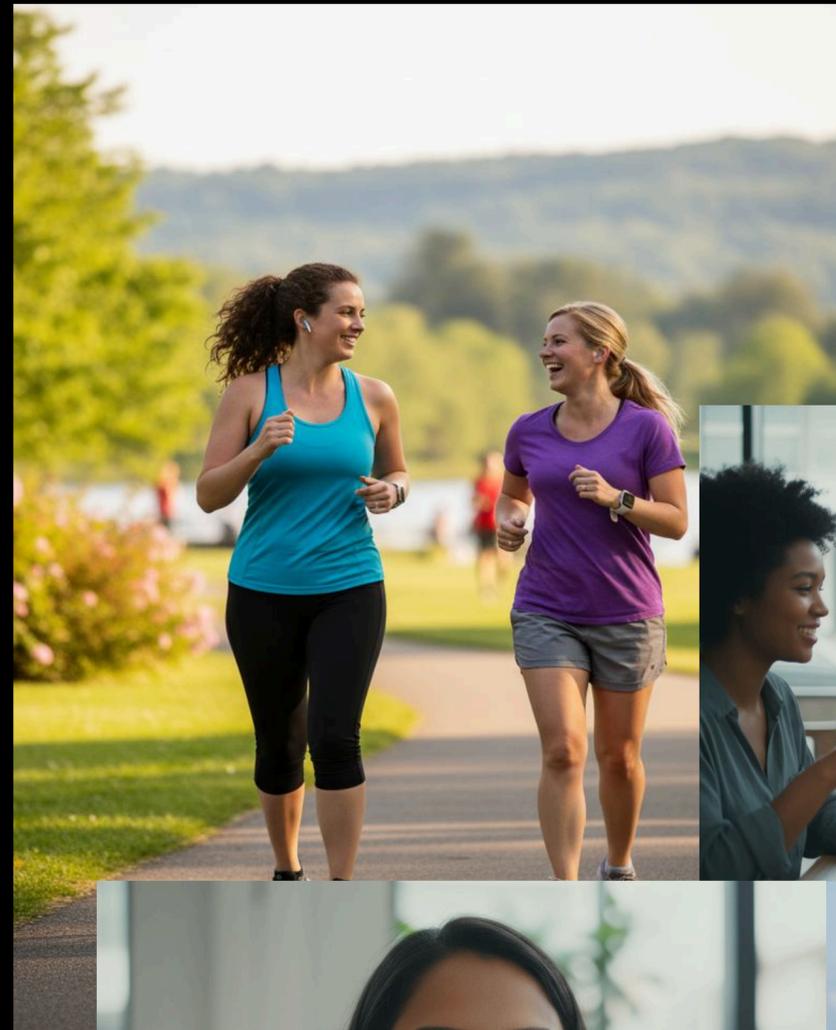
We speak as trusted guides, not distant experts. Our tone balances undeniable authority with warm accessibility, translating sophisticated innovations into clear, meaningful benefits. We demonstrate mastery through results, not jargon. We build confidence through clarity, not complexity.

Our primary mission remains unchanged: delivering solutions that matter for people and create lasting change. We don't just solve problems—we transform lives.



# IMAGERY

While most companies lean heavily on the science, we keep to the human touch. Health and wellness is a journey, and everyone is at a different stage in their progression. Our imagery should always be candid, relaxed, and inclusive. We try and avoid “shots” of all kinds, so our imagery should never look like a shot from a stock photo shoot. We keep it natural here.



# O U R T Y P E

The primary typeface for all things ORYGN is Poppins. Poppins Black should be used only for callouts or accents in text.

## Poppins Black

**ABCĆDEFGHIJKLMNOPQRSŠ  
TUVWXYZŽabcćdefghijklm  
nopqrsštuvwxyzž123456789  
0'?'""!'"(%)[#]{@}/& \ <-+÷×  
=>®©\$€£¥¢::,,.\***

## Poppins Semi-Bold

**ABCĆDEFGHIJKLMNOPQRSŠT  
UVWXYZŽabcćdefghijklmnop  
qrsštuvwxyzž1234567890'?'""!  
"(%)[#]{@}/& \ <-+÷×=>®©\$  
€£¥¢::,,.\***

# D I S P L A Y

Poppins medium  
50% letter spacing

## SUBTITLES

Poppins Semi Bold  
10% letter spacing

## Poppins Light

ABCĆDEFGHIJKLMNOPQRSŠTUV  
WXYZŽabcćdefghijklmnopqrsš  
tuvwxyzž1234567890'?'""!'"(%)[#]  
{@}/& \ <-+÷×=>®©\$€£¥¢::,,.\*

# T H E D R O P

Our signature drop embodies everything we stand for—revolutionary delivery, pure innovation, transformative wellness. This isn't just imagery; it's the visual heart of our brand promise.

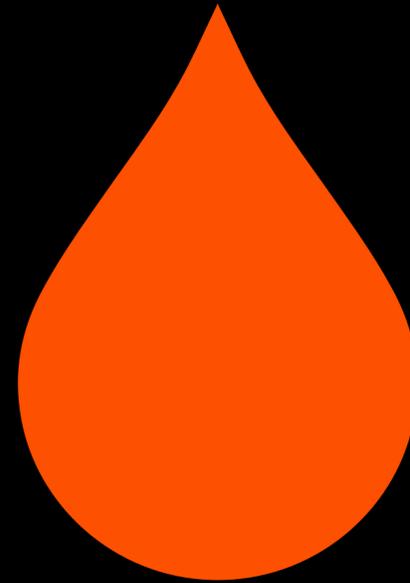
Our drop is powerful in its simplicity and consistency, just like our solutions.





# P A L E T T E

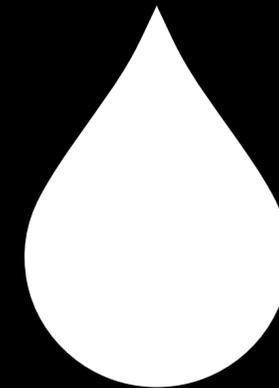
Our primary brand color is Pantone Orange 021. This is carried across all marketing assets associated with the brand. In web or graphic use it should be used on solid black (#000000) for the most impact. In print or packaging we use a Rich Black for quality (C60 M40 Y40 K100). Other brand colors will follow for each new vertical or product line and have their own primary color.



# F E 5 0 0 0

PANTONE ORANGE 021

CMYK:0/82/100/0

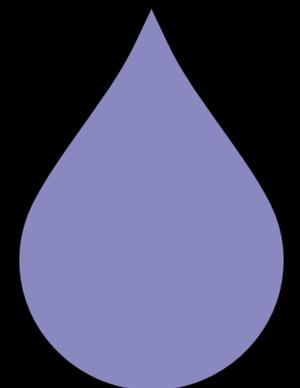


# F F F F F F

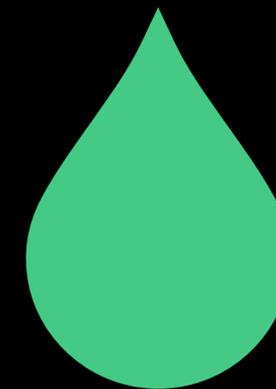
CMYK:0/82/100/0



# 1 D 1 E 2 C



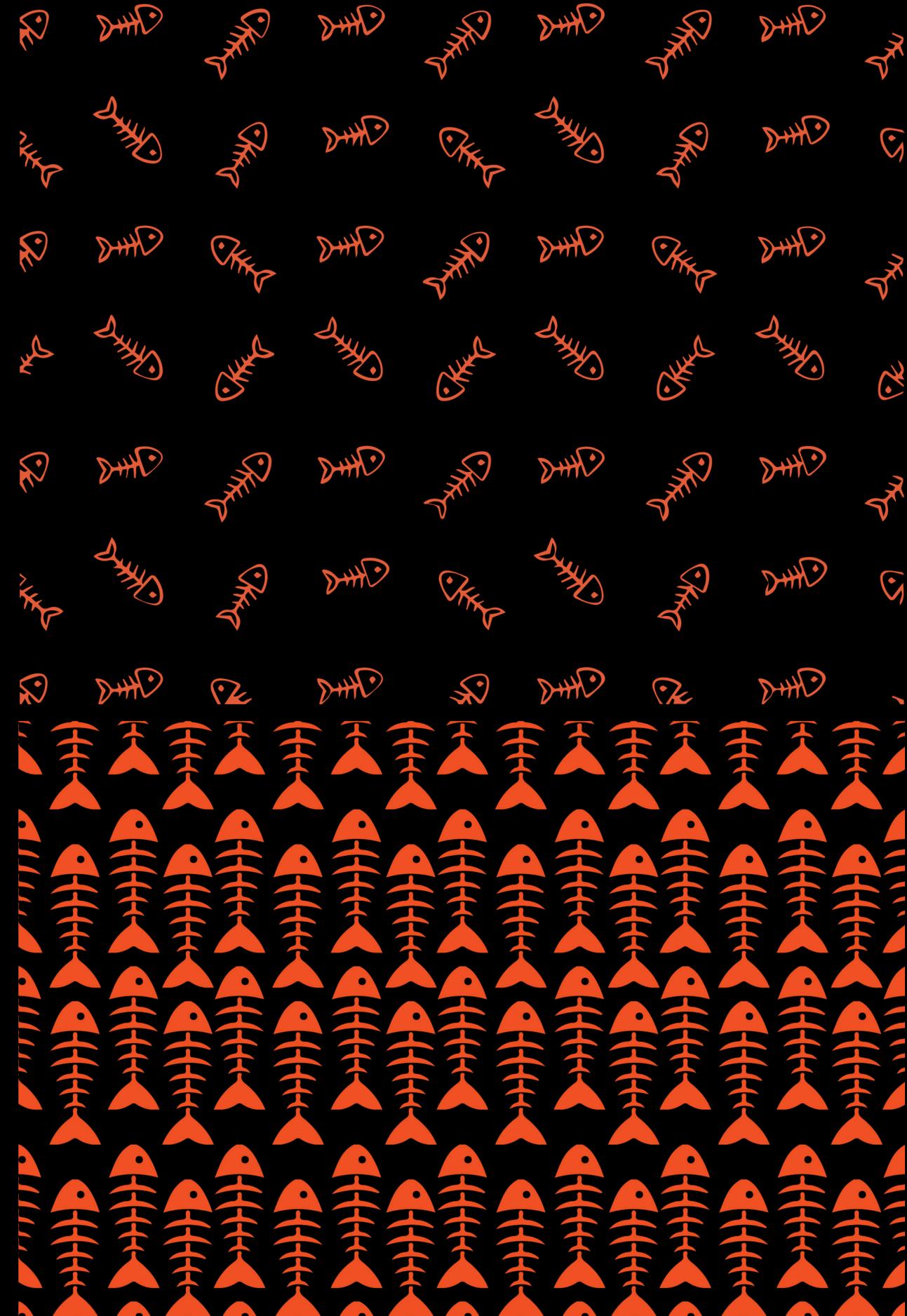
# 8 A 8 9 C 0



# 4 5 C B 8 5

# P A T T E R N S

Backgrounds and packaging are the only real use cases for patterns, and they should be used sparingly for adding visual interest.



# LOGO

The ORYGN logo and any associated brand verticals are carefully crafted to reflect our brand. They should not be altered in any way- color, aspect ratio, etc. The ORYGN mark always has an orange accent unless it is accompanying a vertical with a different color. When used in plain text it is presented in all caps (ORYGN).

When used on light or colored backgrounds the texts are shown in a charcoal color (not black)- #434344

ORYGN™

ORYGN™



## product guidelines:

The following guidelines define the mandatory usage rules for the triGLP product wordmark. These rules must be followed strictly to ensure consistency and regulatory clarity.

### 1. Official Wordmark & Capitalization

The wordmark refers to the proprietary triple-peptide compound (GLP-1, GLP-2, GIP) derived from ORYGN's patented process.

\* Official Spelling: triGLP

\* Mandatory Rule: The capitalization must be strictly adhered to: lowercase "t" followed immediately by capitalized "G," "L," and "P." This specific styling ensures product distinction and brand recognition.

Correct Usage: triGLP

Incorrect Usage: TriGLP, TRIGLP, tri-GLP, Tri GLP, triGLP drops, TRIGLP DROPS (All Strictly Prohibited)

### 2. Clear Space and Minimum Size

\* Clear Space: The minimum clear space surrounding the triGLP wordmark must be equal to or greater than the height of the letter "L" in the wordmark. No other graphic elements, text, or border lines may intrude into this zone.

\* Minimum Size: The wordmark must remain legible at all display sizes. The minimum physical reproduction size should be equivalent to 6pt font (print) or 20 pixels (digital) to ensure clear readability.

### 3. Lockup and Descriptor Mandates

When used in a headline, product title, or feature section, triGLP must be linked to its core differentiators and the overarching ORYGN brand.

\* Primary Lockup: ORYGN triGLP (Used for all product labeling and official brand identification).

\* Aspirational Descriptor: When space allows, use the official pathway descriptor (e.g., "triGLP: 3 pathways in one drop.").

\* Pathway Component Usage: When listing the specific components or their marketing nicknames, the wordmark reinforces the comprehensive nature of the formula:

\* The power of triGLP combines **The Appetite Whisperer** (GLP-1), **The Core Shield** (GLP-2), and **The Metabolic Optimizer** (GIP).

### 4. Compliance Mandate (FTC/FDA)

The wordmark must be used to clearly identify the compound making structure/function claims.

\* Claim Linkage: On packaging and product pages, the triGLP wordmark must be positioned in close proximity to the list of ingredients and their associated structure/function claims, and visibly linked to the mandatory DSHEA disclaimer.

\* Avoid Genericization: Never use the wordmark generically (e.g., "The supplement is a triGLP"). Always treat it as a proper noun and product name.

### 5. Prohibited Usage

\* Do not separate the letters or alter the kerning in the wordmark.

\* Do not combine the wordmark with unauthorized symbols, graphics, or imagery (e.g., placing a syringe graphic next to the wordmark is strictly prohibited).

\* Do not alter the color of the wordmark unless defined in the ORYGN Master Brand Guide (e.g., using a single color on a solid background).

\* Do not attempt to use the wordmark to imply FDA approval, authorization, or review beyond the legally required structure/function claim notification.

# U S A G E

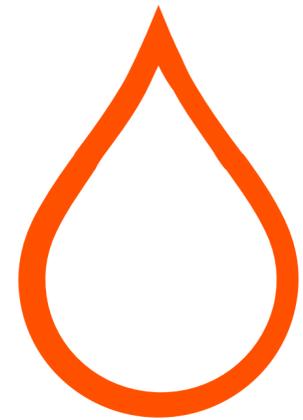
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triGLP™

3 pathways in one drop



triGLP™

3 pathways in one drop