

# BRAND

Guidelines





**BioWellth**

# About Us

## About Us

BioWellth bridges modern wellness with scientific precision. In a saturated market of generic health products, it offers purpose-built, performance-driven supplements tailored to specific outcomes hydration, sleep, energy, and recovery.

## Mission & Vision

To empower individuals to perform, recover, and live better through premium, scientifically formulated supplements tailored to their unique goals.

To become South Africa's most trusted wellness supplement brand synonymous with precision science, daily vitality, and targeted wellness.

## Brand Promise



Scientifically Formulated

Precision  
Dosed

Goal-  
Specific

Premium  
Quality

## Brand Values



Science & Integrity

Performance  
& Results

Modern  
Wellness

Premium  
Experience

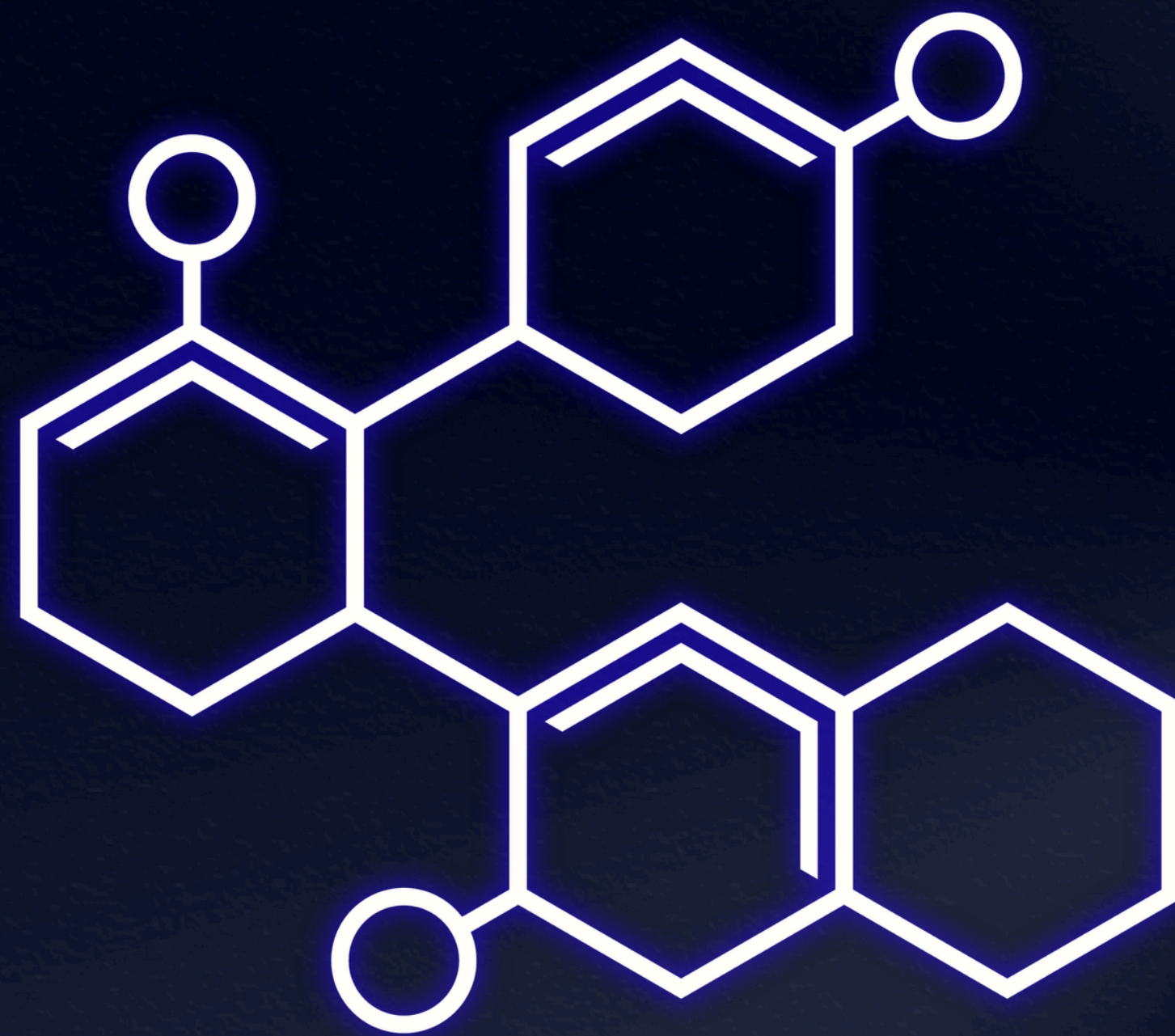
Sustainability  
& Responsibility

### **Target Audience:**

Urban professionals, athletes, lifestyle-driven wellness consumers (LSM 7–10)

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Built on  
Science  
Made for  
Results!



Logo Branding



**BioWellth**

**BUILT ON SCIENCE. MADE FOR RESULTS.**



**BioWellth**

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**BioWellth**  
BUILT ON SCIENCE. MADE FOR RESULTS.



# COMING SOON

DEC

2025

SOON, WELLNESS WILL MAKE SENSE.

Stay Tuned!



Biowellth's colour palette combines deep, confident blues with warm, golden tones and a clean light yellow. The rich Dark Azure shades convey trust and stability, while the Gray Orange tones add sophistication and warmth. The Light Yellow accent brings clarity and balance, creating a premium, harmonious visual identity.

## Colours



**#06253D**  
**Dark Azure**



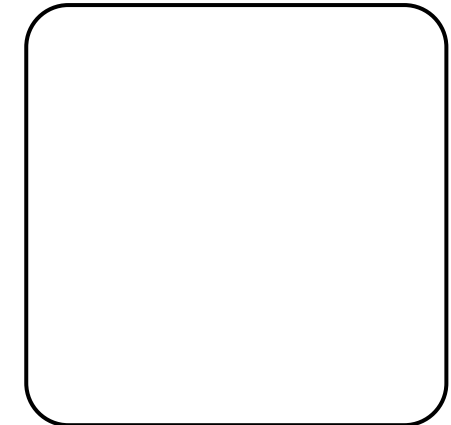
**#041C2F**  
**Dark Azure**



**#AC8230**  
**Gray Orange**



**#C9A379**  
**Gray Orange**



**#FFFFFF3**  
**Light Yellow**

# Typography

ROMA BOLD

Ab

**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910

A sophisticated, timeless serif typeface with clean lines and balanced proportions. Its bold weight conveys strength, confidence, and premium quality, making it ideal for impactful headlines and key brand statements in Biowellth's visual identity.

## Typography

A clean, modern sans-serif typeface that balances professionalism with approachability. Its bold weight delivers impact for headings and calls to action, while the regular weight ensures clarity and readability in body text. Perfect for maintaining a consistent, premium look across all Biowellth communications.

# Montserrat Classic

**Ab**

**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910

**Ab**

**Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910

## Typography

# Proxima Nova

Ab

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910

A timeless, geometric sans-serif typeface that combines precision with warmth. Its clean, balanced letterforms offer exceptional readability across both print and digital platforms. Avenir brings a refined modernity to Biowellth's visual identity, making it ideal for body text, headings, and branded communications.

## Typography

# NOTO SERIF DISPLAY

Ab

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

12345678910

Noto Serif Display is an elegant, high-contrast serif typeface that blends sophistication with strong visual presence. Its refined letterforms make it perfect for eye-catching headlines, premium product highlights, and striking social media visuals."

# Stationery



Mockups

**BioWellth**  
**RESTWELL**

Your nightly ritual for better mornings.

**RestWell**  
SLEEP & RECOVERY FORMULA

REISHI MAGNESIUM GABA  
L-THEANINE

BELGIUM CHOCOLATE FLAVOUR

- RELIEVES STRESS & ANXIETY
- IMPROVES SLEEP QUALITY
- SUPPORTS MUSCLE RECOVERY
- DELICIOUS BELGIUM CHOCOLATE FLAVOUR

Built on Science Made for Results! [www.biowellth.co.za](http://www.biowellth.co.za)

**BioWellth**  
**PLANTWELL**  
VEGAN GOODNESS

RICH IN NUTRIENTS

COMPLETE PLANT PROTEIN

**PLANTWELL**  
Smooth Taste. Clean fuel.

20g Protein | Vegan

Your go-to daily protein boost

500g

100% NATURAL

DELICIOUS!

Your clean, vegan boost every scoop fuels better living.

Built on Science Made for Results! [www.biowellth.co.za](http://www.biowellth.co.za)

**BioWellth**  
**HAIRWELL**  
SERUM

**HAIRWELL**  
with MCT  
Hair Growth Serum  
Science-Backed Growth, Visible Results.  
100ml

- INFUSED WITH MCT, BIOTIN & CAFFEINE
- FOR THICKER, STRONGER, HEALTHIER HAIR
- STIMULATES FOLLICLES FOR FASTER GROWTH

Built on Science Made for Results! [www.biowellth.co.za](http://www.biowellth.co.za)



# Product Mockups

Made  
for  
the  
Grind.





More Than Merch.  
This Is BioGear





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BUILT ON SCIENCE. MADE FOR RESULTS.

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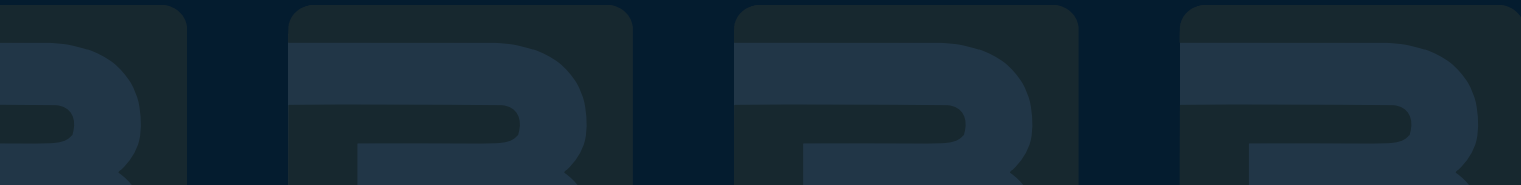
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**Biowellth**  
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Real Formulas.  
Real People.  
**Real Results!**



# Get In Touch

Website:  
[www.biowellth.co.za](http://www.biowellth.co.za)

Email:  
[info@biowellth.co.za](mailto:info@biowellth.co.za)

# THANK YOU