

Solaray

WHO are we talking to?

We target wellness seekers, those who prioritize their health and make deliberate, educated choices about the products they use. This group includes those interested in health, fitness and holistic supplements. And while some are primarily ingredient focused, others are natural lifestylists who take a holistic approach to their health.

WHAT are we selling?

Effective health supplements that our consumers can rely on.

HOW are we special?

Solaray unlocks the power of nature's ingredients through an obsession with purity, integrity and science.

WHY does it matter?

We make health supplements that work. Our customers rely on Solaray to deliver the potency of nature's ingredients without compromising integrity.

Solaray

As the sun rises on each new day, we greet the opportunity to experience our lives to the fullest. To move, breathe and live to the fullest. But when we want to care for ourselves to the fullest, we look to the earth. Because nature is rich in color and life—in the wellness that we inherit when we use the earth’s ingredients to support and inspire our health.

At Solaray, we harness the power of nature in better, more effective health supplements, and we have the science to prove it. Our products are backed by high standards for precision, quality and integrity because it’s not just what’s in your health supplements—it’s what you get out of them. And just as you can rely on the sun to rise each day, so too will Solaray deliver the spectrum of products to help you live your most colorful life to the fullest.



Tone

In speaking to an audience of wellness seekers, Solaray's tone is knowledgeable, level-headed and optimistic but not overly enthusiastic. Intentional and confident, the Solaray tone seeks to communicate facts, expertise and opportunity. It is never faddish or preachy.

Mood

Color abounds, helping Solaray's aesthetic feel vibrant and eye-catching. Ordinary environments are splashed in bright color to communicate wellness, health, and the steady source of nourishment delivered by Solaray.



Photography

LIFESTYLE

Solaray's aesthetic is driven by color. As a mnemonic for the brand and its values, color is used to represent wellness, nature and natural ingredients. Bright, energetic, and eye-catching, photography uses colorful scenic elements as both a visual cue for the Solaray Brand as well as a symbol for the presence of health and wellness that the products lend to our lives.

Subjects are pictured amidst various environments in which color is featured as a prominent reminder of the wellness we inherit from nature. As each subject goes about their day, they feel confident in being surrounded by the ever-present health and wellness that they gain from using Solaray products.

Lighting: bright, white and appears daylight so that colors stand out

Subjects: casual and engaged with their environments

Color: scattered throughout the environment as part of objects, clothing and scenery

Please avoid

Overly posed or brooding subjects

Dull, dark, or unnatural lighting



*all images are for inspiration only and are not licensed for advertising use

Photography

RAW INGREDIENTS

Bold yet simple, photography leverages the Solaray palette to both support and highlight raw ingredients; color-flooded images lend prominence to the brand without distracting from the central imagery.

Raw ingredients are photographed against colorful backdrops with isolated body parts (hands, stomachs, joints, etc) and their supportive raw ingredients. Together, these elements illustrate how Solaray's product ingredients contribute to bodily wellness.

Lighting: bright and crisp; shadows are permitted, but should not be the primary focus

Color: pulled from the brand palette and floods the image

Please avoid

Dull, dark, or unnatural lighting

Use of more than three colors



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Photography

PRODUCT

In keeping with the use of scenic color cues, products are photographed amidst scenes that feature color in ordinary objects, places and scenes, helping to maintain a cohesive motif of ever-present wellness.

Lighting: bright, white and appears daylight so that colors stand out

Color: scattered throughout the environment as part of objects and scenery

Please avoid

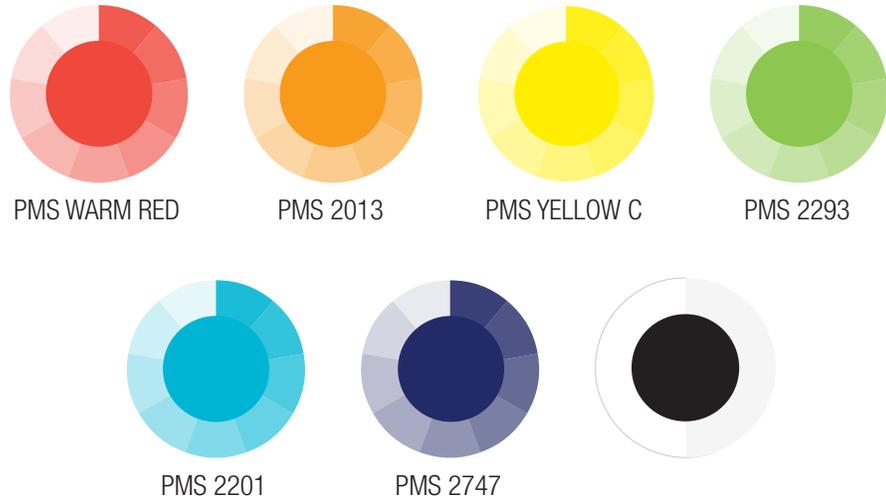
Dull, dark, or unnatural lighting

Monochromatic color



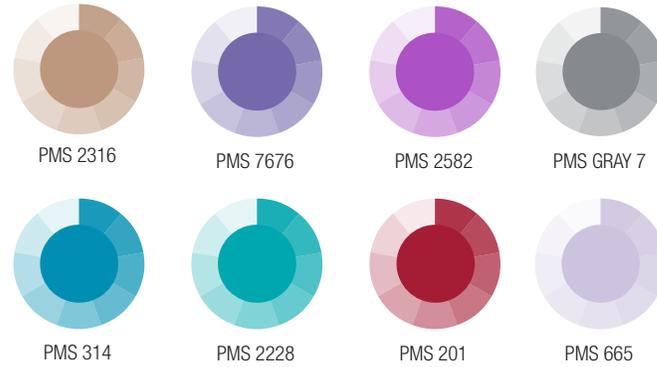
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PALETTE



Inspired by nature and Solaray's legacy colors, the brand palette uses the spectrum of colors represented in the rainbow. Warm red, orange and yellow are complemented by cooler green, blue and purple, and they unite to create a cohesive reflection of nature's abundance.

SECONDARY



The secondary colors are pulled from Solaray's packaging. As variations of the core palette, these values help delineate product families and contents.

VALUE EXAMPLES



Value examples span a wide variety of tints, shades and tones, and can be used in an endless array of combinations across brand communications.

Fonts

A reflection of the Solaray brand, these fonts contribute to a well-rounded brand narrative. Together, they culminate in a harmonic balance akin to nature and science.

Helvetica Neue, a modernized take on one of the most classic fonts, is slightly more refined and harmonious than its older sibling, Helvetica. It is both legible and versatile, making it one of the most popular fonts in modern usage across various mediums. Its universal appeal is consistent with Solaray's broad spectrum of products for a wide range of consumers.

Inspired by Roman typography, **Trajan Bold** is a sans serif font with elegant, sweeping curves. This uppercase font family recalls stone-chiseled letters and is a strong presence that lends authority to the Solaray brand.

Steady Regular is a script font with flowing characters and a more whimsical character. It is an excellent display font and makes for attractive messaging that rounds out Solaray's brand.

Helvetica Neue LT Std 47 Light Condensed
Helvetica Neue LT Std 47 Light Condensed Oblique
Helvetica Neue LT Std 57 Condensed
Helvetica Neue LT Std 57 Condensed Oblique
Helvetica Neue LT Std 77 Bold Condensed
Helvetica Neue LT Std 77 Bold Condensed Oblique
Helvetica Neue LT Std 85 Heavy
Helvetica Neue LT Std 97 Black Condensed
Helvetica Neue LT Std 107 Extra Black Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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123456789!&%?

TRAJAN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Steady Regular

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“The proper use of science is not
to conquer nature, but to live in it.”

-Barry Commoner