

HORNY GOAT MAX

BY

bulletproof
NATURALS

BRAND BOOK

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WHO WE ARE

1.1: HORNY GOAT MAX BRAND STORY

We believe that everyone has the right to live life to the max. However, we all know that there are psychological and physiological conditions in life that will lead to a lower libido and stamina which may leave people disheartened and depressed. That is why we have created Horny Goat Max. A powerful all-in-one blend of 17 natural ingredients to help you regain and boost your libido, stamina, strength, energy and confidence so that you can live a fulfilling life.



1.2: MESSAGING FRAMEWORK

The Messaging Framework is a tool used to define the foundation of a brand, whether that brand is a person, a product, or a company. It is an integral part of messaging and serves as the foundation from which all forms of visual and verbal communications are derived. All brand decisions stem from the Messaging Framework.

One Simple Thing:

The one simple word/idea that defines Horny Goat Max.

Fulfillment

Positioning:

How we want to be perceived.

Horny Goat Max dietary supplements help people live life to the max by boosting stamina, energy, strength, and confidence.

Tagline:

A clarifying thought that associates us with our target market.

Live Life to the Max

1.3: TARGET AUDIENCE & BUYER AUDIENCE

A man who just started experiencing erectile dysfunction problems due to low testosterone levels.

A woman who just had a baby and is experiencing postpartum depression and is looking for a supplement to help her get her libido back.

A couple in their mid-to-late thirties who are in a long-term relationship. They are adventurous and constantly on the lookout for things that can spice up their sex life.

Target Audience

Primary: Men and women between the ages of 18-78 suffering from low libido for one or more of the following reasons: erectile dysfunction, low testosterone, stress, anxiety and exhaustion, depression, sleep deprivation, relationship issues, menopause, post-birth, heart disease, diabetes, endometriosis, high blood pressure, sleep apnea, obesity, underactive thyroid, low self-esteem, medication and contraception, alcohol and drugs.

A man or a woman in their thirties or forties, who exercise regularly and follow a specific dietary regime. They've tried other dietary supplements and want something more powerful.

A woman going through menopause is suffering from lower libido as a cause. She is looking for a natural supplement to boost her libido.

Secondary:

Men and women between the ages of 18-78 that exercise and want to see better results when working out in terms of leaner muscles and higher stamina, energy, and strength.

A man who is recovering from cardiovascular disease which has impaired his libido and caused erectile dysfunction. He is looking for a supplement that won't clash with his prescription medication.

A young woman who has started taking birth control pills for a few months and is experiencing low libido as a side effect. She wants to take a dietary supplement to boost her libido.

A working professional who notices that pressure from work, long hours, and sleep deprivation takes a toll on their libido and stamina in bed.

A middle-aged or senior couple who has been together for decades and want to rekindle their love life.

1.4: FUNCTIONAL BENEFITS

The reasons why our consumers benefit from us.

1.4: EMOTIONAL BENEFITS

Why do consumers believe they benefit from us; why do they tell themselves to do business with us?

POWERFUL FORMULA

Horny Goat Max features a powerful blend of 17 premium ingredients, primarily of horny goat weed, L-Arginine and maca to provide an all-encompassing boost.

BEST VALUE

Horny Goat Max provides an all-in-one formula which means you don't have to buy 7 or more bottles of different supplements.

CONVENIENT

The Horny Goat Max all-in-one formula also means that you do not have to take dozens of pills per day.

NATURAL

Horny Goat Max features all natural ingredients so customers can feel safe taking it.

CONFIDENCE

Horny Goat Max helps customers feel confident in their every day life by increasing their libido.

STAMINA

When taking Horny Goat Max, customers can go the extra distance whether it is at the gym or in the bedroom.

FULFILLMENT

Horny Goat Max makes people feel like they are living life to the max.

PREPARED

By taking Horny Goat Max daily, customers are always prepared for intimacy whenever, wherever.

1.5: STORIES

A simple way to explain how customers benefit from Horny Goat Max

A man who is recovering from cardiovascular disease which has impaired his libido and caused erectile dysfunction is looking for a supplement that won't clash with his prescription medication. He turns to Horny Goat Max for maximum results.

A working professional who notices that pressure from work, long hours, and sleep deprivation takes a toll on their libido and stamina in bed starts taking Horny Goat Max to help them feel confident again.

A woman going through menopause is suffering from lower libido as a cause. She is looking for a natural supplement to help her reestablish balance in her life. She turns to Horny Goat Max for all the benefits she can get.

An adventurous couple in a long-term relationship is constantly looking for ways to spice up their sex life. They discover that Horny Goat Max all-in-one formula is all they need to spend their entire weekend in the bedroom.

1.5: PROOFS

Proofs that support our claims

A man who experienced erectile dysfunction problems due to low testosterone levels takes Horny Goat Max to increase his libido and stamina. Now, he feels confident in and out of the bedroom.

A man in his thirties, who exercises regularly and follows a specific dietary regime used to take dozens of different dietary supplement pills every day until he discovered the all-in-one powerful Horny Goat Max supplement.

A middle-aged couple who has been together for decades and wants to rekindle their love life turned to Horny Goat Max to help boost their libido.

A young woman who started taking birth control pills for a few months and experienced low libido as a side effect began taking Horny Goat Max to bring back her libido.

LOGO ELEMENTS

2.1: HORNY GOAT MAX

LOGO

Our Logo is the key building block of our identity and the primary visual element that identifies us. The logo is a combination of the the icon itself and our wordmark – they have a fixed relationship that should never be changed in any way.

1) Icon

The HGM logo is always used as stacked text unless used in social media profile shots.

2) Wordmark

The wordmark is a stacked version of the name. The name is bold and legible to go on digital and print formats.

**The font that is used here is
Montserrat Bold.**

**HORNY
GOAT
MAX**

2.2 HORNY GOAT MAX

ICON

The new icon is an icon that is the HGM acronym to only be used in social media profile shots.



2.3: LOGO PROTECTION AND MINIMUM SIZE

The protection area prevents other elements from invading the identity, ensuring presence, hierarchy, and readability. The protection area is the height of the icon.

None of the reductions may be less than the specified size. This measure has been defined to ensure the integrity of the identity.



**HORNY
GOAT
MAX**

3.8 cm wide

2.4: LOGO VERSIONS

**HORNY
GOAT
MAX**



2.5: INCORRECT LOGO USAGE

1. Using the logo outside of the color palette
2. Using a shadow on the logo
3. Using a color stroke on the logo
4. Stretching the logo out of proportion
5. Using the logo against a dark color
6. Slanting or twisting the logo



2.6: WATERMARK

The watermark should be used in the following ways:

- As a lower border where there is information or copy.
- In business or marketing documents.

The watermark pattern is formed by a series of icons. It will be used at 5% of the original color.

It can be used for example:

- Envelope interiors
- Presentations
- Wall imagery
- Letterhead

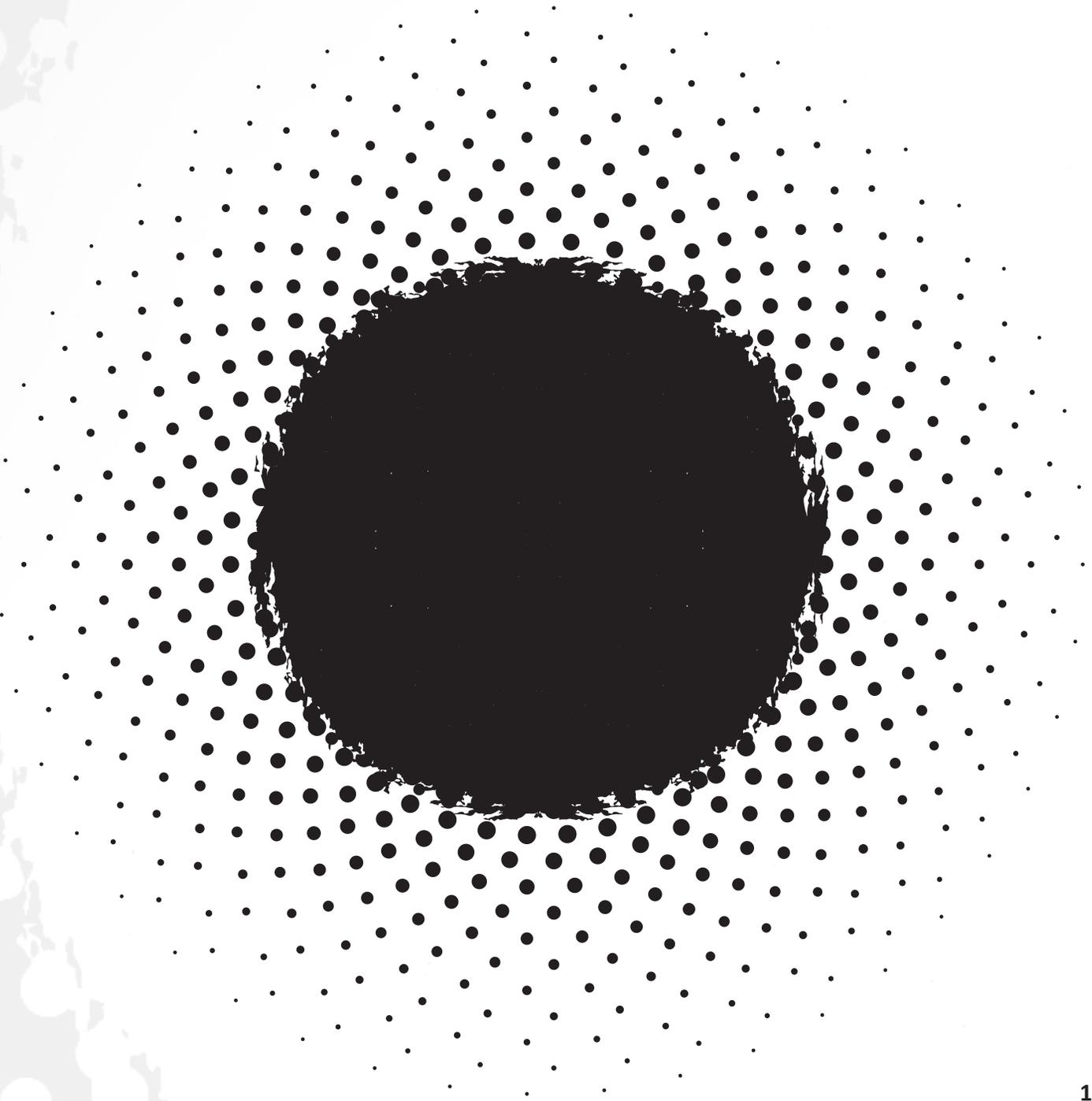


2.7: ELEMENTS

Circles:

Represents totality,
wholeness, infinite, eternity,
and cyclic movement.

This element will
be used in packaging,
web, social media,
and across photography.

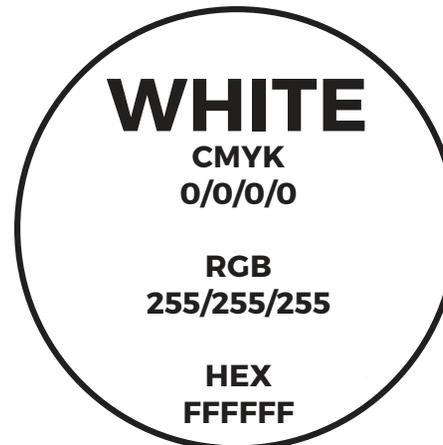
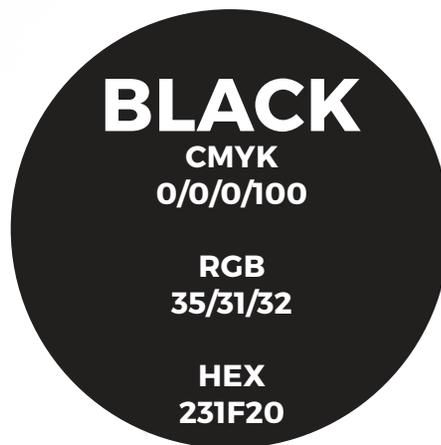




COLOR PALETTE AND TYPOGRAPHY

3.1: COLOR APPLICATIONS

PRIMARY



SECONDARY



3.2: TYPOGRAPHY

PRIMARY FONT: MONTSERRAT

Bold	A	B	C	D	E	F	G	H	I	J	K	L	M
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	a	b	c	d	e	f	g	h	i	j	k	l	m
	n	o	p	q	r	s	t	u	v	w	x	y	z
Regular	A	B	C	D	E	F	G	H	I	J	K	L	M
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	a	b	c	d	e	f	g	h	i	j	k	l	m
	n	o	p	q	r	s	t	u	v	w	x	y	z
Numbers	0	1	2	3	4	5	6	7	8	9	0		

COPY FONT: CALIBRI

Bold	A	B	C	D	E	F	G	H	I	J	K	L	M
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	a	b	c	d	e	f	g	h	i	j	k	l	m
	n	o	p	q	r	s	t	u	v	w	x	y	z
Regular	A	B	C	D	E	F	G	H	I	J	K	L	M
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	a	b	c	d	e	f	g	h	i	j	k	l	m
	n	o	p	q	r	s	t	u	v	w	x	y	z
Numbers	0	1	2	3	4	5	6	7	8	9	0		



APPLICATIONS AND STATIONERY SYSTEM

4.1: WEBSITE

The HGM website focuses on placing emphasis on product benefits in an effort to promote sales through differentiation from competitors.

The brand rules still apply in terms of color, product placement, and photography. The website should always primarily be white with copy and touches of photography.



4.2: PRODUCT

Simplicity is key! The circles radiate from the center in order to place emphasis on the product title and benefits.



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