BRAIN IQ™

SMART FUEL

USE THIS GUIDE TO DOWNLOAD **BRAINIQ** BRAND FILES, AND GET TIPS AND IDEAS FOR CREATING CONTENT FOR **BRAINIQ**

TIPS AND FILES FOR POSTING ONLINE

AMBASSADOR & AFFILIATE GUIDELINE

BRAINIQ™
SMART FUEL

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Use the info and files found inside, to create content for BRAINIQ

OPEN ALL BRAND FILES

01. ABOUT

The “About” write-up can be used for information within caption, on reels or videos or in ads and articles. Please use the phrasing and keywords (keywords are highlighted in yellow) consistently when posting about anything related to **BRAINIQ - *SMART* Fuel**

This info can be used for captions, articles, ads, videos, etc.

BRAINIQ is the SMART fuel. Powered with **nootropics** and **all-natural ingredients**, ***BRAINIQ*** is exactly what your brain and body are craving. Experience the euphoric burst of flavors paired with the dynamic power of Energy Nootropics, for the **focus** and **energy** that your brain and body needs.

Our mission is simple: **Fuel** the world with the power they need to succeed, in all areas of life. We’re confident that ***BRAINIQ*** will do just that. Featuring **clean and healthy ingredients** to cultivate longevity of life and peace of mind, ***BRAINIQ*** is your **SMART** fuel. Join us as we continue to inspire and fuel the world with the energy and focus we all need to succeed.

OPEN “ABOUT” FILES

SMART **FUEL**

02. COLORS TO USE

OPEN COLOR PALETTE FILES

Use these specific colors when creating content related to BRAINIQ

You can use the HEX Codes to ensure the exact colors are being used

Bold Black **#000000**

Focus Yellow **#fbcf0b**

CBD Green **#aed136**

Clean White **#ffffff**

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A quick way to use these color on Instagram Reels or Stories, is to take a screenshot of these colors and then “copy” the photo from your gallery and “paste” it into a story or reel. Use the color grabber to choose the color you want to use from the palette, and delete the image once you’re done pulling the color.

BRAIN IQ™

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TIP: Use the tagline throughout copy associated to ***BRAINIQ*** products or events. You can download the logo files and tagline files in various colors and formats, using the link on this page. You can download other brand assets using the other featured links throughout this guideline PDF.

OPEN LOGO FILES

04. LOGO STYLES

Various logo styles are created for various placements and uses. The main style would be best to use on any content related to BRAINIQ, but the other styles and colors may work better in the placement needed. Use your best judgment to choose the logo style and color that will work best for the content you're creating. ***There's links to access the BRAINIQ logo files, throughout this guideline.***

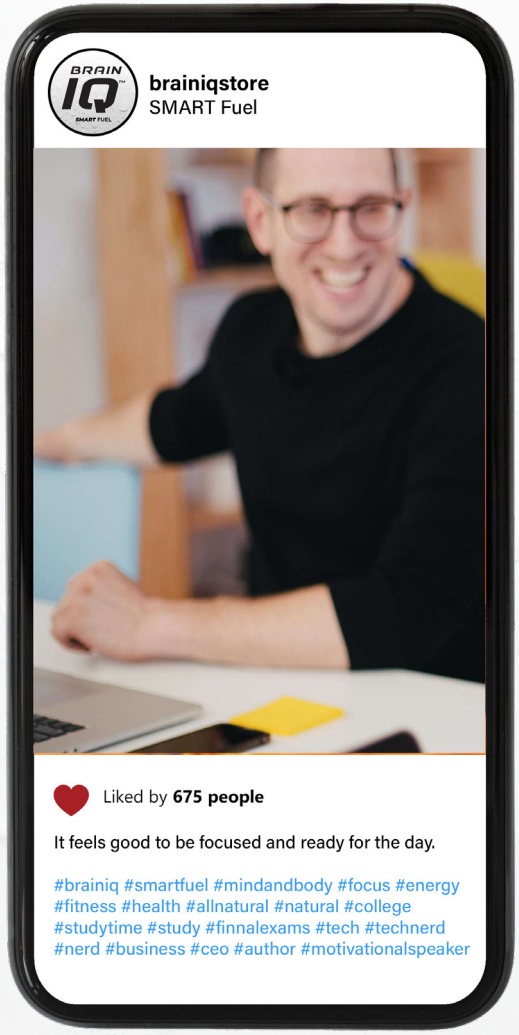
05. LOGO COLORS & STYLE VARIATIONS

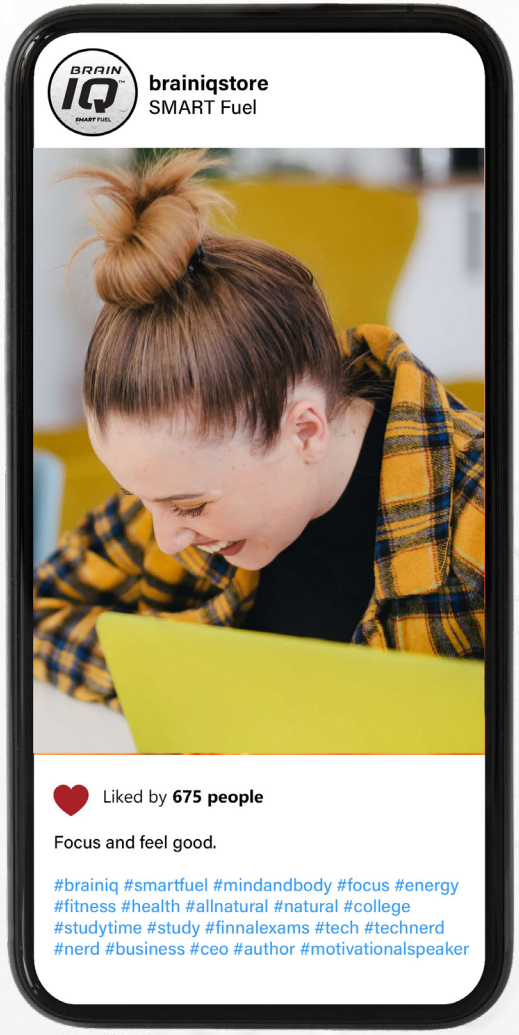
The color variations for the **BRAINIQ** logo are variations of the colors from the **BRAIN** Color Palette (page 4: “Color Palette”).

These color variation examples can serve as a guide to know which logo color/style should be placed on various background options for content related to **BRAINIQ.**

OPEN LOGO FILES

06. INSTAGRAM STYLE





The imagery used on social media should a consistent color palette that matches or compliments the **BRAINIQ** Color Palette. The subject matter should relate to learning, business, tech, sports, family, school, fitness or gaming. The image library is a good style guide for content being created for BRAINIQ. Open the image gallery to get inspired!

OPEN IMAGE LIBRARY

07. CAPTIONS & HASHTAGS

CAPTION

CAPTION EXAMPLE

BRAINIQ is called SMART Fuel for a reason. With all-natural ingredients like nootropics and all the awesome health benefits, BRAINIQ is what your mind and body need to succeed! Check out the link in my bio now to get yours, while supplies last!

HASHTAGS

HASHTAGS TO USE

#BRAINIQ # SMARTFUEL #NOOTROPICS # ENERGYDRINK #ENERGY #ALLNATURAL #BESMART #SMARTYPANTS #ENTREPRENEUR #FOCUSED #FOCUS #ALLNATURALLIFESTYLE #NATURAL #NATUREMADE #CLEANINGREDIENTS #HEALTHY #HEALTHYLIFESTYLE #FITNESS #FITLIFE

KEYWORDS

KEYWORDS TO USE

Nootropics, all-natural, energy drink, euphoric feeling, focus and energy, brain & eye health, SMART Fuel, Smart choice.

08. TYPOGRAPHY

HEADING

POPPINS BOLD ITALIC

POPPINS Semi Bold

PARAGRAPH

Poppins Regular

MNOPQRSTUVWXYTZ

1234567890

WHEN TO USE IT

Use typography on the created content (reels, videos, graphics, etc.) that matches or looks similar to the typography featured on this page. This is important for long-term brand awareness and overall visual consistency for BRAINIQ.

OPEN FONT FILES

09. BACKGROUNDS

The background styles that should be used for the **BRAINIQ** brand are featured here for reference of style, and the files are available at the link featured on this page.

Using consistent backgrounds on content related to BRAINIQ assists with long-term brand awareness, and overall visual consistency.

You can add these backgrounds to videos, reels, stories, anything. An easy way to use these files in stories or reels, is to download them to your phone and paste them into a story or reel or video edit.

The Glossy Black background should be used consistently instead of flat black. This creates more depth to the design and a very classy exclusive/elevated look for the brand.

OPEN BACKGROUND FILES

10. GRAPHIC DESIGN STYLE

11. QR CODES & BUSINESS CARD

INSTAGRAM

BRAINIQ STORE

SHOP PAGE

CONTACT US

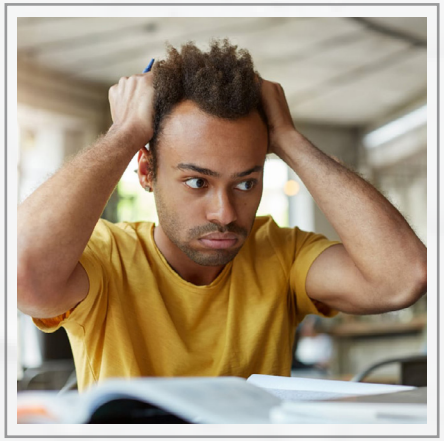
The featured QR codes are a quick and easy way to lead an audience to take an action. The featured destinations should capture them.

BUSINESS CARD FILES

QR CODE FILES

12. IMAGERY STYLE

OPEN IMAGE LIBRARY



13. IMAGERY OVERVIEW

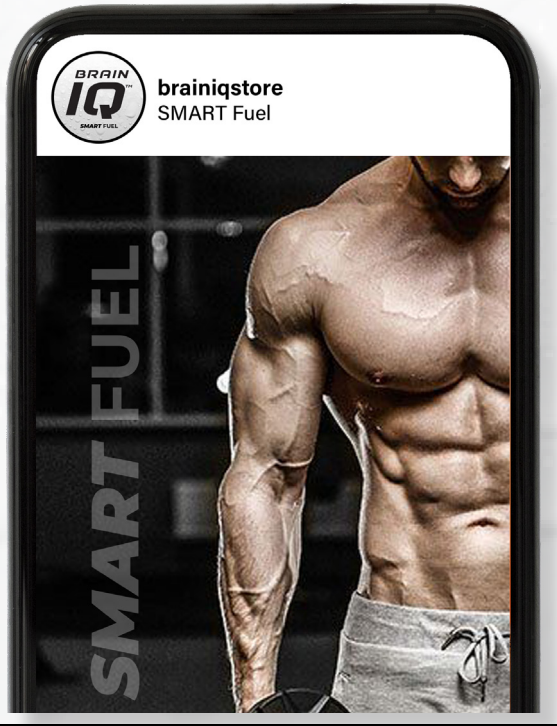
The imagery used to represent The **BRAINIQ** brand should always have subject matter featuring or related to business, learning, school/university, tech and fitness/health.

The imagery should also always feature hues or pops of Focus Yellow **#fbcf0b** to create long-term brand awareness associated to your imagery.

OPEN IMAGE LIBRARY

We've created a library full of stock images and graphics that can be used to represent **BRAINIQ** online!

14. TARGET AUDIENCE



OPEN AUDIENCE DOC

The ideal target audience for **BRAINIQ** is Men & Women between the ages 16-45 including:

Athletes

Students

Entrepreneurs & Professionals

Thought Leaders

Motivational Speakers

Parents

Gamers

Tech Community