



BRAND GUIDE

Our Brand

These are our brand guidelines which explain how to use our visual identity with confidence and clarity.

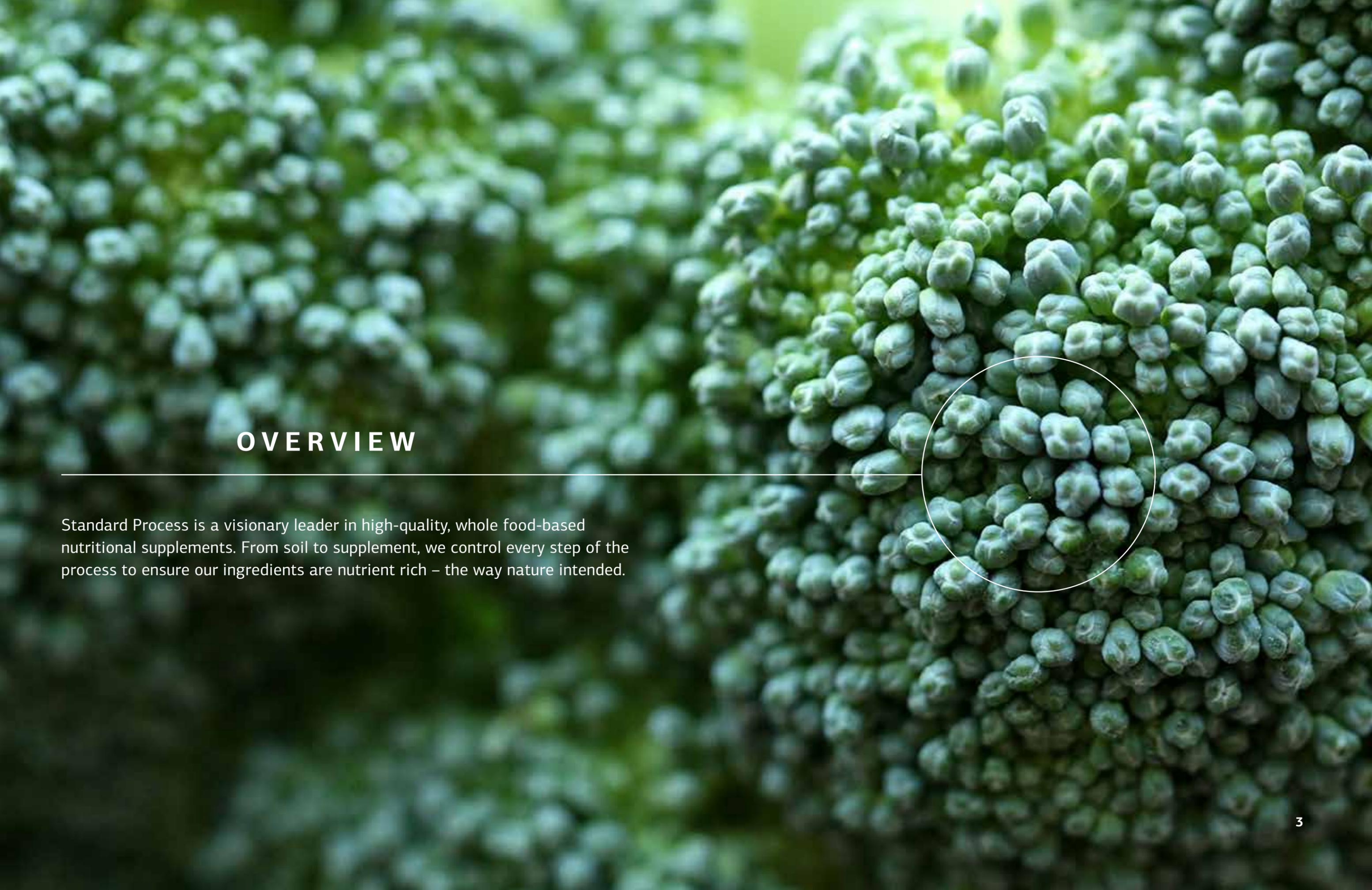
Our guidelines have been designed to ensure consistency within our brand, helping to create strong, recognizable and innovative communications.

The following pages demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression.

Our unique identity, color palette and typographic style creates distinctive frameworks which help us stand out from our competitors.

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OVERVIEW

Standard Process is a visionary leader in high-quality, whole food-based nutritional supplements. From soil to supplement, we control every step of the process to ensure our ingredients are nutrient rich – the way nature intended.

OUR CORPORATE VALUES:

We Believe in the Whole...



PERSON:

By fostering the physical, emotional, intellectual, and spiritual health of customers and employees



PRODUCT:

By emphasizing the importance of concentrated whole food ingredient sources and herbs in the product line



PROCESS:

By ensuring the highest quality in every stage of development, from farming through shipping



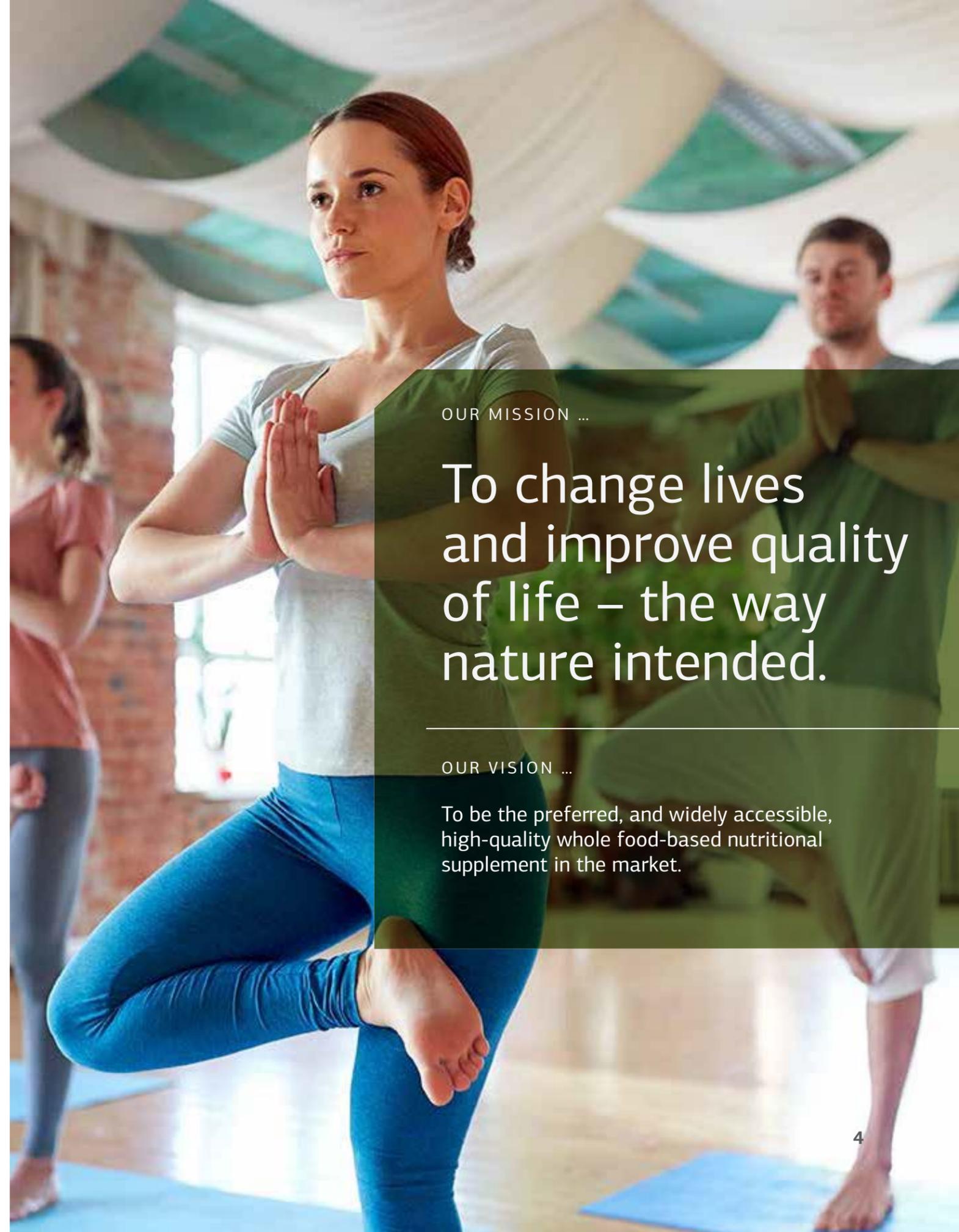
PLANET:

By utilizing environmentally safe farming, manufacturing, and business practices



POSTERITY:

By preserving and strengthening the company for all future generations



OUR MISSION ...

To change lives and improve quality of life – the way nature intended.

OUR VISION ...

To be the preferred, and widely accessible, high-quality whole food-based nutritional supplement in the market.



MESSAGING

OUR BRAND PROMISE

We deliver high-quality products that are safe and work the way nature intended.

OUR BRAND PILLARS



“Without vitality
in the soil
there is no vitality
in the bottle.”

– Dr. Royal Lee, founder

Good Nutrition Starts with Whole Foods

Since 1929, Standard Process has been dedicated to the field of nutritional supplements and the whole food philosophy introduced by Dr. Royal Lee. His goal was to provide nutrients as they are found in nature – in a whole food state where he believed their natural potency and efficacy would be realized.

Based on this philosophy, we start with whole foods and prepare these ingredients in a way that safeguards their nutritional value. We apply a holistic approach to how we farm, manufacture, and quality-assure our products. This comprehensive approach ensures that our nutritional supplements deliver their complex nutrients as nature intended.

STANDARD PROCESS EDITORIAL STYLE

Dr.

As often as possible, include letter credentials on first reference so that readers know which type of doctor a person is. After that, “Dr.” is sufficient.

“Dr.” can be used for acupuncturists who hold DOM, OMD, Dr TCM, or DAC degrees but should not be used for acupuncturists with other degree types.

From Seed to Supplement®

Use the trademark symbol. Capitalization is not necessary within a sentence.

Health Care Professional

Whenever possible and practical, we use health care professional rather than “clinician,” “doctor,” “customer,” etc. We will sometimes make an exception, but in most cases “health care professional” is the preferred term. In cases where a shorter phrase may be needed, “practitioner” can be used. “Health care professional” should not be shortened to “HCP.” Include the space between “health” and “care.”

Standard Process

Standard Process should always be written out. Never shorten it to “SP.” Exceptions to this rule are “SP News,” supplement names that include “SP,” and the names of existing sales representatives’ companies.

When the company name must be made possessive, include an apostrophe at the end.

Example: Standard Process’

Standard Process Inc.

Don’t include a trademark symbol when referring to the company with this phrase (versus when referring to the brand).

Examples: Standard Process corporate headquarters
Standard Process® supplements

APA Style Citation

Standard Process follows the American Psychological Association (APA) style for citations. When used in any Standard Process literature, both paraphrases and quotations require citations.

AP Style Writing

To ensure consistency in grammar, punctuation and other language usage, we follow AP Style guidelines. If you have any questions while writing for Standard Process, always refer to the AP Stylebook.

Website

When referring to the home page, use “standardprocess.com.”

Trademark Symbols

Use the appropriate trademark symbol with trademarked product names on first reference within a piece of literature. Also use the symbol in all instances when a product name stands alone as a heading, bulleted item, table entry, or graphic element. The trademark symbol should not be used with “Standard Process” when discussing the company but should be used on first reference (unless the logo appears on the page) when discussing the brand. Do not use the trademark symbol with “Standard Process Inc.” It is not necessary to use the trademark symbol with “Standard Process” and “MediHerb” in text when the logo, which includes the trademark symbol, appears close to the copy on the same page.

Wholistic vs. Holistic

The spelling “wholistic” should no longer be used in Standard Process materials. Instead, “holistic” is the preferred spelling and should be used in all instances. The only exception is the education brand “WholisticMatters.”

BRAND COMPLIANCE

Publicity

Positive publicity is a great way to gain credibility and exposure within the market and beyond. Standard Process actively pursues opportunities to be featured in publications and applies for recognition and awards. If you are contacted by a reporter or member of the media, direct the caller to media@standardprocess.com.

If you have news you would like to share with the media, please contact us. Do not respond to any media inquiries before contacting us.

Seminars

Seminars promoted with the Standard Process logo, pictures of products, or any mention Standard Process Inc. must be FDA compliant.

Electronic Presentations

General PowerPoint® templates will be available in the member section of our website for your use. Be sure all of your presentations are FDA compliant and use up-to-date logos and trademarks.

Exhibiting

Display materials – it is required that you dispose of any display materials that are out of date (logos, colors, etc.) or in bad shape. If you have or see any display materials that are more than two years old, please contact the brand manager to ensure they can still be used.

General setup and presence – Your trade show space should always be set up in a manner consistent with the Standard Process national display layout. We are making every effort to ensure that the entire Standard Process presence is professional, inviting, and uncluttered to maximize our customer response and experience at our booths.

Contact the brand manager for assistance with updating your trade show materials and/or displays, as well as training and guidance on appropriate setup. Your booth is not the only thing that should appear professional. Make sure you are dressed in appropriate business or Standard Process attire.

FOR MORE INFORMATION

Joy Yang | Brand Manager
262-495-6539 | jyang@standardprocess.com

WHOLE FOOD LANGUAGE

In order to stay compliant when using the terms “whole foods,” this section breaks down current definitions and best practices for use of these terms. Remember, it is always about context when using this language.

A whole food supplement is a complex formula that includes whole food-based plant ingredients and animal extracts, desiccates, or other ingredients as required to create the best dietary supplement for each health indication.

When describing Standard Process products, the recommendation is to use “whole food-based supplements” to support transparency and ensure accuracy in our claims.

Whole food ingredients include foods that are prepared in a way that safeguards their nutritional value. Some of these ingredients are grown locally on our certified organic farm, including alfalfa, barley grass, beets, Brussels sprouts, buckwheat, kale, kidney beans, oats, peavine, and Spanish black radish. This allows us to control the ingredient quality from seed to supplement. These ingredients may require chopping, dicing, juicing, and/or drying.

FDA DISCLAIMER BOX

Specifications are as follows

The text box is a 1 pt. black box with 100 percent white background. The text is 7 pt. Helvetica® Neue condensed bold text displayed at 100 percent black. If space is limited, text can run to two lines, but overall text size should not be decreased.

For example, instead of writing:

Standard Process makes whole food supplements.

Use: Standard Process makes whole food-based supplements.

However, when we are talking about our philosophy with regards to whole foods, we should use the terms “whole food nutrition.”

How we CAN use “whole food” language when talking about SUPPLEMENTS:

- Whole food and other ingredients
- Whole food ingredient sources
- Sourced from whole foods
- Whole food-based ingredients

When making product claims, an FDA disclaimer and asterisk must be included.

How we CAN use “whole food” language when talking about PHILOSOPHY:

- Whole food supplementation
- Whole food philosophy
- Whole food supplements since 1929
- Whole food nutrition
- Synergistic whole food ingredients

***These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.**

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TRADEMARKS

Proper trademarks should be used when referencing company names, product names, and other protected names on all collateral, including presentations, newsletters, letters, websites, etc.

Trademarks Referenced with Initial Use

Standard Process Inc.: Never place a comma before the “Inc.” Do not use the trademark symbol with “Standard Process Inc.”

Standard Process®: Never refer to the company as “SP.” “SP” is to be used as a symbol only and for special titles as designated by the corporate office, such as the in “SP News” and product names. The trademark symbol should not be used with “Standard Process” when discussing the physical entity but should be used on first reference (unless the logo appears on the page) when discussing the brand. It is not necessary to use the trademark symbol with “Standard Process” and “MediHerb” in text when the logo, which includes the trademark symbol, appears close to the copy on the same page.

Standard Process Veterinary Formulas™

From Seed to Supplement®

Patient Direct by Standard Process®

Trademark Symbols in Product Names

Use the appropriate trademark symbol with trademarked product names on first reference within a piece of literature. Also use the symbol in all instances when a product name stands alone as a heading, bulleted item, table entry, or graphic element. Trademark usage questions can be directed to the brand manager. All other trademark questions can be directed to the in-house legal counsel.

Trademarks Referenced with Each Use

Protomorphogen™ extracts: Note that the “P” is capitalized. This should be capitalized every time the word is referenced. The ™ should be used every time the word is referenced. The “e” in extracts is not capitalized.

PMG™: Only use when referring to a specific organ (e.g., bovine heart PMG™ extract). The ™ should be used every time “PMG” is referenced.

Cytosol™ extracts: Note that the “C” is capitalized. This should be capitalized every time the word is referenced. The ™ should be used every time the word is referenced. The “e” on extracts is not capitalized.

FOR MORE INFORMATION

Joy Yang | Brand Manager

262-495-6539 | jyang@standardprocess.com

BOILER PLATE

When there's a need for an overall description of Standard Process, the following boiler plate options are available for print and digital use where needed. It is important to consider the overall tone and where it is being used when choosing the appropriate boiler plate.

ABOUT OUR COMPANY

Press release and articles:

About Standard Process Inc.

Standard Process is a family-owned, third-generation company that has been a leader in making whole food-based supplements since 1929. From the company's certified organic farm at its Palmyra, Wisconsin headquarters; to the Nutrition Innovation Center in Kannapolis, North Carolina; Standard Process is committed to clinical science that advances health and changes lives through whole food-based nutrition. Using regenerative farming practices and advanced manufacturing technologies designed to protect the vital nutrients found in each ingredient, Standard Process produces both raw materials and more than 300 high-quality supplements in its certified organic manufacturing facility. For more information about Standard Process and to find a health care professional who sells Standard Process products, visit [standardprocess.com](https://www.standardprocess.com).

Smaller marketing pieces:

We focus on achieving holistic health through nutrition. From our organic, regenerative farming practices to our Nutrition Innovation Center, we are committed to clinical science that advances health and changes lives.

Larger marketing pieces:

Together, We Can Change Lives

Changing lives is our passion and has been since our company's inception in 1929. This passion is what drove our founder, Dr. Royal Lee, to develop and pioneer the first whole food-based supplements on the market, the revolutionary Catalyn®.

At Standard Process:

- We change lives with our whole food philosophy.
- We grow ingredients on our certified organic farm in Wisconsin.
- We're serious about quality.
- We make products to support the health of the whole family.
- We partner with health care professionals.
- We've been trusted for generations. Our products have been changing lives since 1929.

Customer-facing practitioner brochures:

The Standard Process Difference Changing Lives with Nutrition

Standard Process:

- Is committed to changing lives with a whole food philosophy.
- Grows many ingredients on the Standard Process certified organic farm in Wisconsin.
- Is serious about quality.
- Makes products to support the health of the whole family.
- Partners with health care professionals.
- Has been trusted for generations products that have been transforming lives since 1929.

At our practice, we believe that given the proper nutrition, the body has the amazing ability to keep itself healthy. We also believe that nutrition should be individualized to meet each patient's needs. We recommend and trust Standard Process nutritional supplements made with whole food and other ingredients.

Marketing pieces with sourced products:

High-Quality, Holistic Clinical Nutrition

Since 1929, Standard Process has been dedicated to the field of nutritional supplements and the whole food philosophy introduced by Dr. Royal Lee.

Standard Process is committed to growing and sourcing the highest quality ingredients. For products like our *[insert product name]* that can't be grown on our organic farm, we go to great lengths to find sources that practice sustainable methods and apply high-quality standards. Standard Process *[insert product name]* products are formulated in our facility, analyzed to validate label claims, and tested for the presence of heavy metals. As a third-generation, family-owned company, we stand behind our holistic approach to nutritional health.

ABOUT OUR RESEARCH

Nutrition Innovation Center press release and articles:

About the Nutrition Innovation Center (NIC)

Standard Process' Nutrition Innovation Center (NIC) is a first-of-its-kind research and innovation facility with a mission to improve human health and well-being through whole-person clinical care, organic farming, and holistic nutritional therapies. Located on the North Carolina Research Campus (NCRC) in Kannapolis for its high level of technology and the insights available through partnerships, the Center shares the campus mission of improving human health through nutrition. The Center is focused on developing advances in nutrition-based therapeutic care as well as conducting original clinical research demonstrating improved patient outcomes – all in support of integrative and holistic healthcare practitioners. For more information including a virtual tour of the NIC visit <https://www.standardprocess.com/About-Us/Innovation>.





We are **holistic**
not unfounded

We are **passionate**
not reckless

We are **wise**
not pushy

We are **relatable**
not comical

Tone of Voice

Tone of voice guides how we express ourselves verbally and in writing. It is informed by the character of the brand and the emotion behind how the brand makes people feel. It should be distinctive, familiar and consistent – focusing on how things are said within all forms of communication.

We are **supportive**
not annoying

We are **serious**
not stodgy

We are **inspirational**
not preachy

We are **bold**
not forceful

We are **courageous**
not irresponsible

We are **scientific**
not sterile

We are **leaders**
not bullies

We are **warm**
not soft

We are **original**
not eccentric

We are **knowledgeable**
not elitist

We are **visionary**
not lofty

We are **transformative**
not quackery

FAMILY OF BRANDS



FAMILY OF BRANDS



OUR BRAND CATEGORIES



NUTRITIONAL SUPPLEMENTS

Nutrients find their potency at their source. Standard Process offers nutrient-dense supplements, many of which include ingredients cultivated right here on our certified organic farm.



VETERINARY FORMULAS

We use the same meticulous processes and ingredients found in our human supplements for our veterinary formulas. Our dog, cat, and equine products provide effective, targeted nutritional support for the beloved animals in your life.



HERBAL SUPPLEMENTS

MediHerb® products draw on the latest scientific research as well as centuries of traditional knowledge to provide high-quality herbal supplements that are safe and deliver consistent results.



ORGANIC WHOLE GRAINS

Continuing the legacy of Dr. Royal Lee, Standard Process maintains an unwavering commitment to healthful living. Royal Lee Organics® offers a wide variety of unprocessed, certified organic whole grain foods.

PRODUCTS



VISUAL BRANDING

The following pages contain a full library of custom art and branding materials available for use in most forms of print and digital formats. These pages will outline guidance on proper usage for each element and how to stay within our branding guidelines. You'll also find included information on approval processes and where to find various branding elements.

Logos

The Standard Process logo is the most recognizable and immediate representation of our company, our people, and our brand. It is a valuable corporate asset that must be consistently used in the proper and approved forms.

This logo should only be used in conjunction with and in reference to the corporate headquarters and its products. All promotional items using the Standard Process logo must comply with Food and Drug Administration (FDA) regulations and be approved by the corporate office prior to use. Download [here](#).

For special requests or review prior to use of all literature and promotional items that use the Standard Process logo, contact **Brand Manager Joy Yang at jyang@standardprocess.com**.

APPROVED TAG LINES

The following tag lines can stand alone or be used in conjunction with our logos:

- Whole Food Nutrient Solutions
- From Seed to Supplement®
- Authorized Independent Sales Representative

Unauthorized tag lines should not be used in conjunction with Standard Process logos unless prior authorization is given by the brand manager.



 The image shows the Standard Process logo with the tagline 'WHOLE FOOD NUTRIENT SOLUTIONS' below it.	ALL product branded pieces get the tagline.
 The image shows the Standard Process logo without the tagline.	ALL corporate branded do not need the tagline. Services like inSITE that offer all brands and are a service that the "corporation/company" offers is an example of a NON-tagline use.

APPLICATION

Color

Logos may be reversed out only on 100 percent black or 100 percent white of PMS 343. When the logo is reversed out, it should be rendered in a 40 percent tint of PMS 7499

- The logo can appear on color illustrations, or photogenic backgrounds as long as the legibility and integrity of the logo are not diminished.

Clear Space and Minimum Size

It is important that the Standard Process logo be legible and visible in our communications.

- Maintain .125 inches (6.35 millimeters) of empty space on all sides on the logo.
- Do not allow text or images to penetrate the space.
- The minimum size for print use of the Standard Process logo is .75 inches (19.05 millimeters).
- Follow the same guidelines for veterinary segment logos.



Minimum size for print



.75" (19.05 mm)

Color



Black



Reverse on color background



Reverse on black



IMPROPER USAGE

Most, if not all, printed communications coming from Standard Process prominently display the corporate logo.

Incorrect Usage

Proper use of our trademarks and logos strengthens our identity and ensures its power in the marketplace. The following rules apply for all Standard Process trademarks:

1. The name "Standard Process" should never be replaced, repositioned, or retyped in relation to the logo. Do not replace the words "Standard Process" with any other word, name, or entity.
2. The logo should never be obstructed; it should be seen in its entirety and not be overpowered by other designs.
3. Do not use the logo in any way that confuses or implies ownership by any other entity than the corporate office.
4. Do not manipulate the size and shape of the logo.
5. Do not manipulate the relation of the name to the logo acronym. For example, do not put "Standard Process" under "SP" or shrink "Standard Process" vertically to fit additional text next to the "SP."
6. "SP" should never be used as letters to spell a word or phrase.
7. Do not move or remove the trademark symbol from its location of the logo.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Other Standard Process product line logos



BRAND PROTECTION

Promotional Tools and Branded Materials

Promotional tools and branded materials (promotional items, pens, clothing, etc.) using the corporate logos should be approved for artwork and color by the brand manager.

Advertising

All advertising using the corporate logos needs to be approved by the brand manager for appropriate logo use. DO NOT scan our ads for your own use. This is a copyright violation.

Digital Media

Website: The corporate website is a reflection of our identity. Members of the sales force who choose to have their own websites must comply with all requirements set forth in this guide. If desired, distributors can work with corporate headquarters technical support to set up an online ordering area that connects to the corporate website.

Email: Your assigned Standard Process email address must be used on all printed material.

Leading sales force members who are employed by or contracted with Standard Process Inc. should utilize "standardprocess" within their email address. Information in and below the signature line should be limited to name, title, contact information, social media links, and disclaimer.

Disclaimer example: This email message includes information that should be considered private, confidential, and/or exempt from disclosure under applicable law. If you have received this message in error, please immediately delete it and notify the sender or other relevant parties within Standard Process Inc. You are hereby notified that any disclosure, copying, distribution or use of the information contained herein (including any reliance thereon) is strictly prohibited. Thank you for your cooperation.

Do not include personalized messages, tag lines, quotations, or other nonessential information in the greeting, body, salutation, or any other part of any email correspondence. Additionally, personalized stationery or custom backgrounds unnecessarily consume valuable bandwidth, and we ask that you refrain from using them.

Email Signature: Email signatures should be used on all professional correspondence. Make sure your signature contains updated contact information, including your name, title, and phone number. Standard Process employees are advised to create a signature based on the example below.

Your Name | Your Position
 Standard Process Inc. | o: ###-###-#### | C: ###-###-####
 standardprocess.com

PF Centro Sans Pro

Main typeface for headlines, body copy and all communications.
Adobe font.



Whole

Food Philosophy

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ ab-
cdefghijklmnopqrstuvwxyz 1234567890
-!@#\$\$%^&*()_+[\|}{:~';<>?.,/

Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ ab-
cdefghijklmnopqrstuvwxyz 1234567890
-!@#\$\$%^&*()_+[\|}{:~';<>?.,/

Whole

Food Philosophy

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ ab-
cdefghijklmnopqrstuvwxyz 1234567890
-!@#\$\$%^&*()_+[\|}{:~';<>?.,/

Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ ab-
cdefghijklmnopqrstuvwxyz 1234567890
-!@#\$\$%^&*()_+[\|}{:~';<>?.,/

Whole

Food Philosophy

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ abcdefghijklmnopqrstuvwxyz
1234567890 -!@#\$\$%^&*()_+[\|
{:~';<>?.,/

Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ ab-
cdefghijklmnopqrstuvwxyz 1234567890
-!@#\$\$%^&*()_+[\|}{:~';<>?.,/

Whole

Food Philosophy

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z 1234567890 -!@#\$\$%^&*()_+[\|
{:~';<>?.,/

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z 1234567890 -!@#\$\$%^&*()_+[\|

Whole

Food Philosophy

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ abcdefghijklm-
nopqrstuvwxyz 1234567890
-!@#\$\$%^&*()_+[\|}{:~';<>?.,/

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z 1234567890 -!@#\$\$%^&*()_+[\|

343

PMS 343 Coated
STANDARD PROCESS GREEN

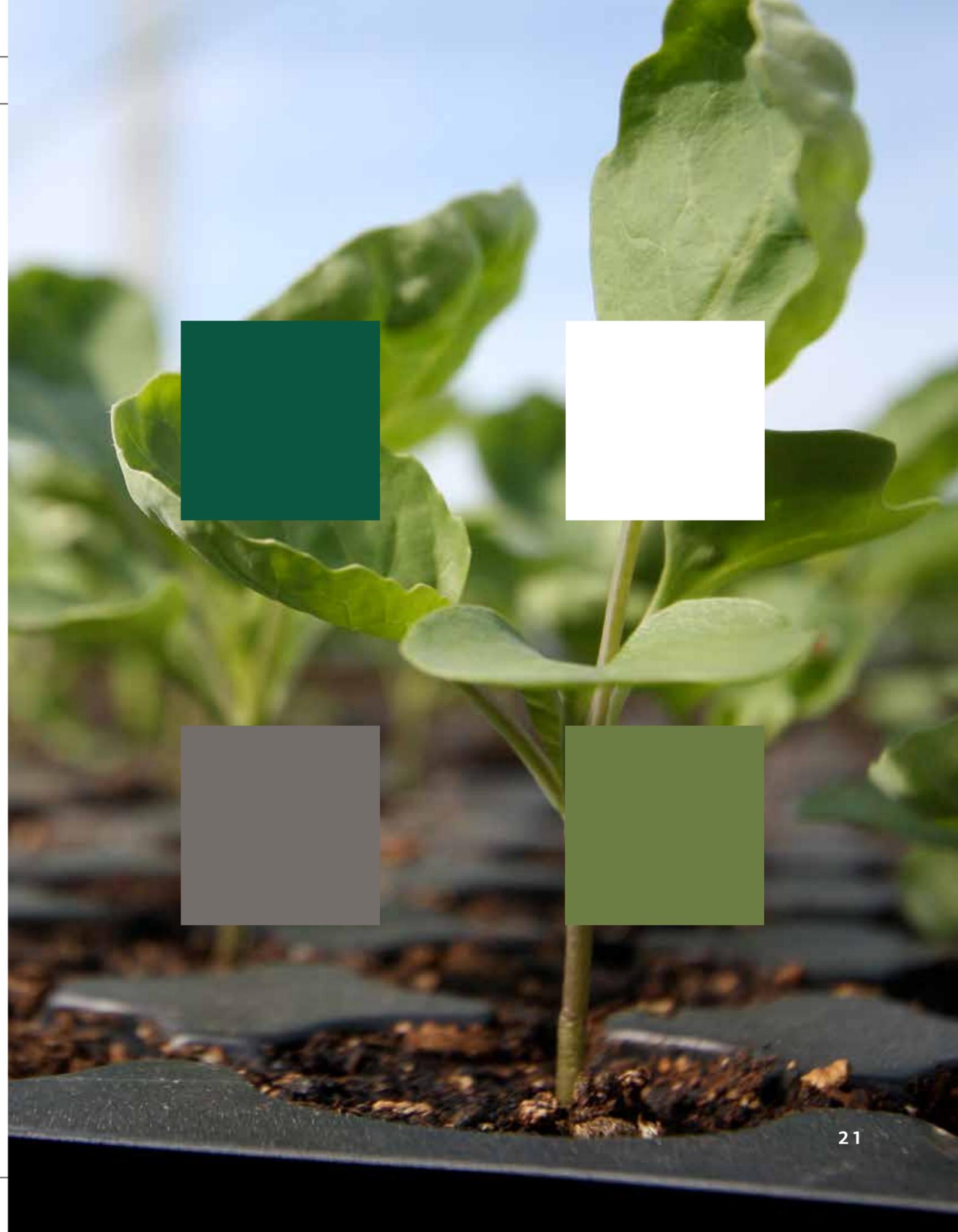
This color should be used to represent the brand at all times, on all marketing and promotional tools, including internet material, newsletters, company announcements, etc.

Color can trigger an emotion and evoke a brand association. All treatment of color is grounded through consistent use of our primary color, Standard Process Green. As our visual touchstone, this deep hue evokes the notions of growth and freshness that resonate throughout our brand expression. This color also provides a sense of stability and safety. When our customers see our green, it should immediately bring the Standard Process brand to mind.



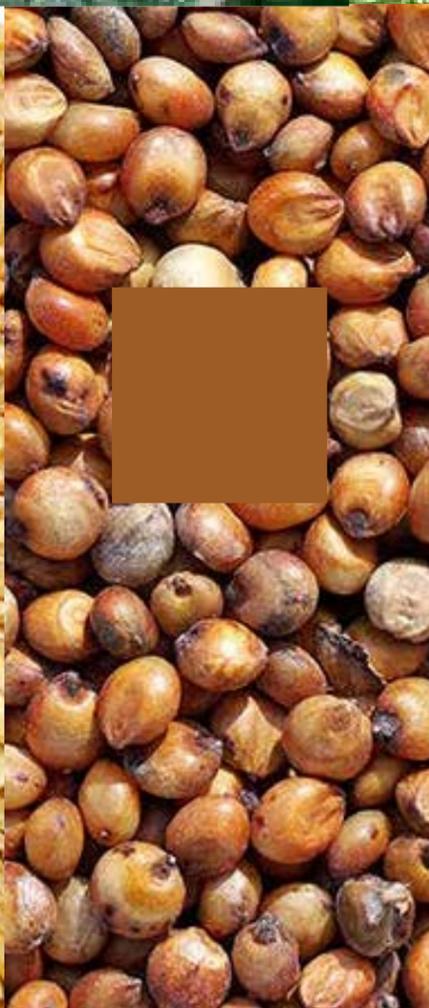
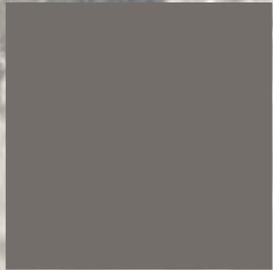
Our Primary Colors

Standard Process Green, White, Grey, and Leaf



FOUND IN NATURE

The full palette of primary and secondary colors

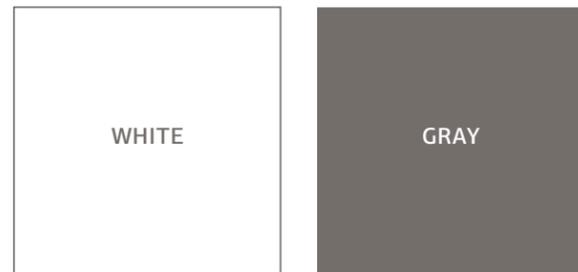


PRIMARY COLORS



LEAF
 HEX #6D7E44
 RGB 109, 126, 68
 COATED
 CMYK 58, 34, 87, 16
 PMS 10332 C 5763 C
 UNCOATED
 CMYK 56 40 78 20
 PMS 378 U

STANDARD PROCESS GREEN
 HEX #00573D
 RGB 10, 86, 64
 COATED
 CMYK 98, 0, 72, 61
 PMS 343
 UNCOATED
 CMYK 75, 40, 63, 22
 PMS 7484 U



WHITE
 HEX #000000
 RGB 00, 00, 00
 COATED
 CMYK 0, 0, 0, 0
 PMS 000
 UNCOATED
 CMYK 00, 00, 00, 00
 PMS 000 U

GRAY
 HEX #736F6B
 RGB 115, 111, 107
 COATED
 CMYK 2, 8, 10, 65
 PMS 424
 UNCOATED
 CMYK 58, 53, 60, 17
 PMS PantoneBlack7 U

SECONDARY COLORS



BEET
 HEX #951737
 RGB 149, 23, 55
 COATED
 CMYK 26, 100, 71, 21
 PMS 1955 C
 UNCOATED
 CMYK 5, 92, 43, 17
 PMS 1945 U

FLAXEN
 HEX #A89237
 RGB 168, 146, 55
 COATED
 CMYK 29, 29, 83, 2
 PMS 618 C
 UNCOATED
 CMYK 29, 29, 83, 2
 PMS 612 U

SWEET POTATO
 HEX #BE5531
 RGB 190, 85, 49
 COATED
 CMYK 19, 78, 91, 8
 PMS 7583 C
 UNCOATED
 CMYK 16, 63, 78, 2
 PMS 159 U

ALFALFA
 HEX #5F3D69
 RGB 95, 61, 105
 COATED
 CMYK 68, 84, 31, 20
 PMS C 520
 UNCOATED
 CMYK 56, 75, 17, 12
 PMS U 2603



WHEAT
 HEX C3882C
 RGB 195, 136, 44
 COATED
 CMYK 14, 30, 78, 0
 PMS C 7407 (DARK)
 UNCOATED
 CMYK 0, 19, 71, 11
 PMS U 7406 (HEAVY YELLOW)

SORGHUM
 HEX #9D5B25
 RGB 157, 91, 37
 COATED
 CMYK 10, 55, 89, 33
 PMS C 7573
 UNCOATED
 CMYK 0, 55, 86, 43
 PMS U 167

SEA
 HEX #346C87
 RGB 52, 108, 135
 COATED
 CMYK 83, 50, 33, 9
 PMS C 7698
 UNCOATED
 CMYK 80, 45, 29, 5
 PMS U 7468

ADDED WEB COLORS

KHAKI	RGB 126, 106, 86 CMYK 46, 51, 65, 21 HEX #7E6A56 PMS 4244 C
BACKGROUND	RGB 244, 244, 244 CMYK 3, 2, 2, 0 HEX #F4F4F4 PMS C
BUTTON OUTLINE	RGB 199, 199, 199 CMYK 22, 17, 17, 0 HEX #C7C7C7 PMS C
FOR TEXT	RGB 64, 64, 64 CMYK 68, 61, 60, 47 HEX #404040 PMS C



PHOTOGRAPHY

Our imagery conveys the vibrant, healthy element within the subject we are capturing. It should be authentic and warm while adhering to the brand tone of voice: warm, original, holistic, inspirational. Never over produced.

PHOTOGRAPHY

Photos and graphics help us tell the important story of our brand and the quality of our products from seed to supplement®.

Farm photos in particular are key to many of our digital and print deliverables, as they highlight one of the biggest differentiators for Standard Process, the certified organic farm just down the road from our corporate headquarters in Palmyra, Wisconsin. We are proud to grow a great majority of the raw plant ingredients used in our products on our 623-acre farm. Our talented in-house photographers provide gorgeous photography year-round.

To access available corporate imagery, visit standardprocess.com/resources/corporate-imagery.

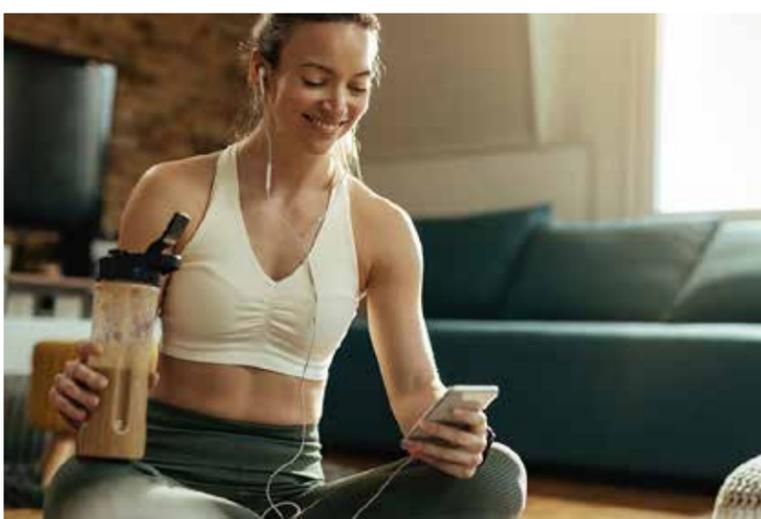
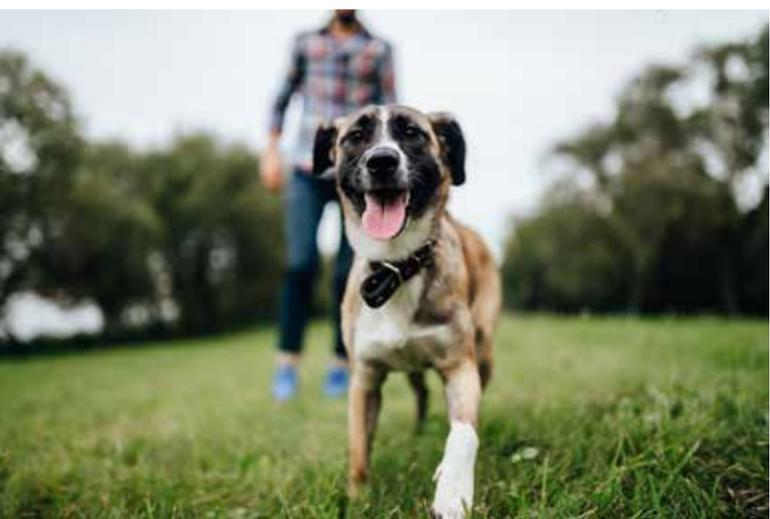
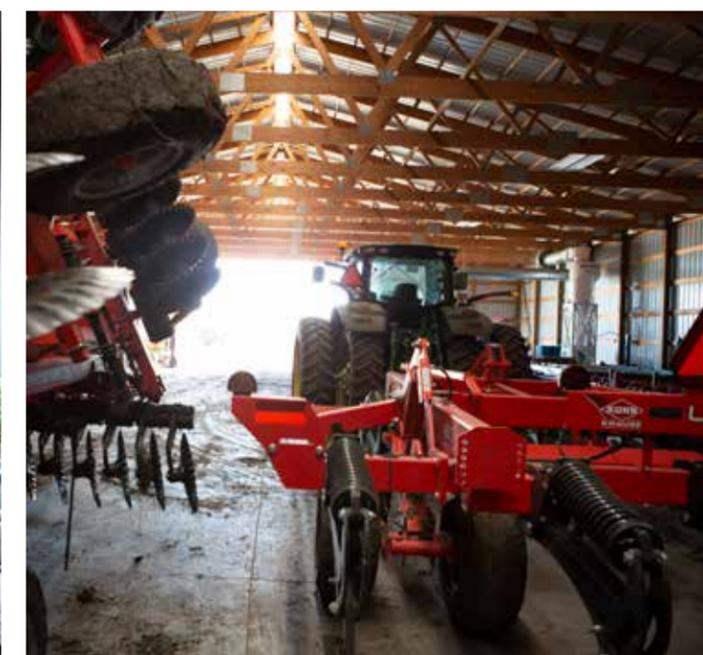
You will find:

- Corporate logos for Standard Process, MediHerb®, and Standard Process Veterinary Formulas™ lines
- A select variety of farm photos, including ingredients like beetroot and peavine
- A full library of product imagery, including bottle shots, packets, and kits

It is a copyright violation to reproduce or borrow any imagery used by Standard Process Inc. These images are protected by copyright laws for both Standard Process Inc. as well as any image supplier contracted or licensed by Standard Process Inc.

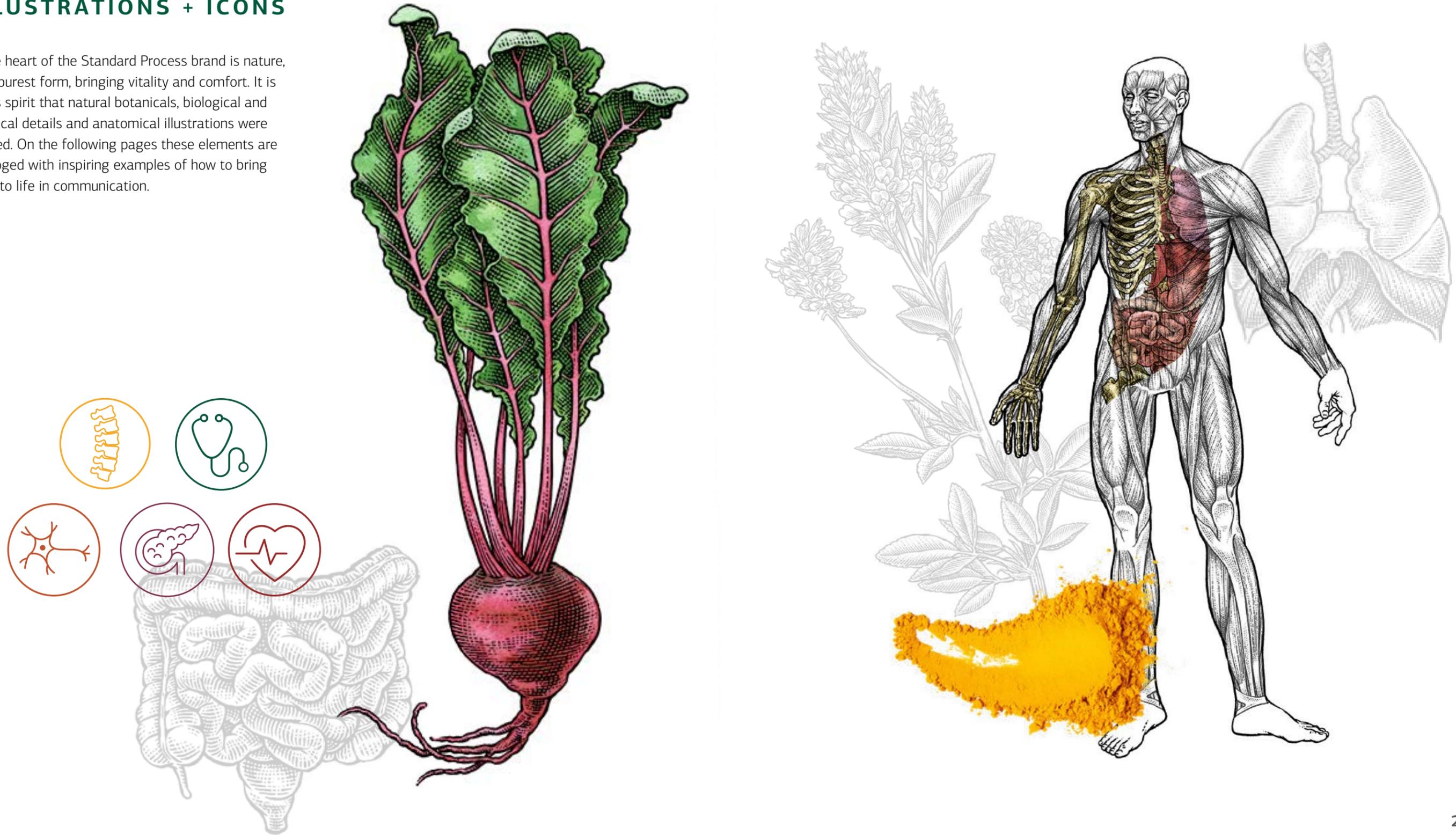
You'll find examples of the way we use imagery in Standard Process corporate materials.





ILLUSTRATIONS + ICONS

At the heart of the Standard Process brand is nature, in its purest form, bringing vitality and comfort. It is in this spirit that natural botanicals, biological and chemical details and anatomical illustrations were created. On the following pages these elements are cataloged with inspiring examples of how to bring them to life in communication.



Iconography

Body Systems



Cardiovascular



Endocrine/Lymphatic



Nervous



Musculoskeletal



General Health and Wellness



Inflammation/Immune



Digestive



Sports



Cognitive



Urinary

Farm Sequence



Dietary Restrictions



High-Quality Standards



Rigorously Tested



Sustainably Sourced



Pure



(Must weave through opening or lay inside)

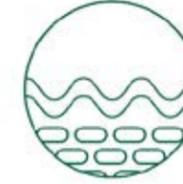
Hemp Oil



Antioxidant Activity



Endocannabinoid System Support*



Healthy Inflammatory Reponse*

VISUAL BRANDING





Musculoskeletal Support Supplements

Staying active is important to overall well-being and a healthy musculoskeletal system keeps the body active. Whole food nutrition plays a key role in supporting the normal body functions that support the musculoskeletal system by providing the nutrient components that are helpful in maintaining full functionality and movement. Explore Standard Process bone health supplements and learn which products support normal function for healthy movement, activity, and more.



V

GF

E-Z Mg™

E-Z Mg™ is a plant-based, multiform magnesium (Mg) developed to support patients with inadequate dietary magnesium intake.

30 - Stick Packs - \$58.00

How To Order

Compare

Refine Product Search

[Reset](#)

Product Type v

Body Systems ^

Cardiovascular System v

Digestive Health v

Nervous System v

Endocrine & Lymphatic Systems v

General Health and Wellness v

Inflammation and Immune System v

Musculoskeletal Support v

Nervous System ^

Brain Support (11)

Central Nervous System (12)

Nerve Function (8)

Sports v

Urinary Health v

Product Name ^

O-9 (8)

A-B (19)

C (52)

D-F (22)

G-L (29)

[+ More](#)

Dietary Needs v

Product Search 🔍

Body System Nervous System

31 Results



Product Name

Aliquam erleidend einem lingual, egget vulputate Leo vulpat sit amen. Einem lingual, egget vulputate Leo vulpat.

From: \$00.00

Learn More

Compare



Product Name

Aliquam erleidend einem lingual, egget vulputate Leo vulpat sit amen. Einem lingual, egget vulputate Leo vulpat.

From: \$00.00

Learn More

Compare



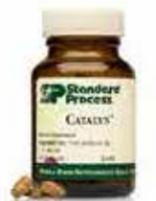
Product Name

Aliquam erleidend einem lingual, egget vulputate Leo vulpat sit amen. Einem lingual, egget vulputate Leo vulpat.

From: \$00.00

Learn More

Compare



Product Name

Aliquam erleidend einem lingual, egget vulputate Leo vulpat sit amen. Einem lingual, egget vulputate Leo vulpat.

From: \$00.00

Learn More

Compare



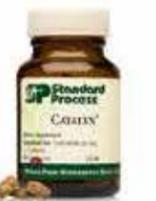
Product Name

Aliquam erleidend einem lingual, egget vulputate Leo vulpat sit amen. Einem lingual, egget vulputate Leo vulpat.

From: \$00.00

Learn More

Compare



Product Name

Aliquam erleidend einem lingual, egget vulputate Leo vulpat sit amen. Einem lingual, egget vulputate Leo vulpat.

From: \$00.00

Learn More

Compare



CALAMARI OIL

- Skin Health
- Nail Health
- Hair Health



HEMP OIL

- Healthy Inflammation Response
- Stress Relief
- Tension Relief



TRUBROC®

- Antioxidant activity
- Detoxification support
- Immune system support

2-FL

Herbal digestive and elimination support

COLLINSONIA ROOT

BEET ROOT

Whole foods with fiber

OKRA

Standard Process
GI STABILITY™
 With Probiotic 2-FL
 DIETARY SUPPLEMENT 4690
 Suggested Use: One to three servings per day or as directed. This product should be stored in its original container.
90 WAXERS
 WHOLE FOOD SUPPLEMENTS SINCE 1939

Olprima DHA
 Lorem ipsum dolor sit amet, labore et dolore magna aliqua. Ut enim ad minim ve dolore magna aliqua. Ut enim ad minim veniam, quis nostr.

Cardio-Plus
 Lorem ipsum dolor sit amet, labore et dolore magna aliqua. Ut enim ad minim ve dolore magna aliqua. Ut enim ad minim veniam, quis nostr.

Neurotrophin PMG
 Lorem ipsum dolor sit amet, labore et dolore magna aliqua. Ut enim ad minim ve dolore magna aliqua. Ut enim ad minim veniam, quis nostr.

Cellular Vitality
 Lorem ipsum dolor sit amet, labore et dolore magna aliqua. Ut enim ad minim ve dolore magna aliqua. Ut enim ad minim veniam, quis nostr.

Magnesium Lactate
 Lorem ipsum dolor sit amet, labore et dolore magna aliqua. Ut enim ad minim ve dolore magna aliqua. Ut enim ad minim veniam, quis nostr.

Let's Break it Down

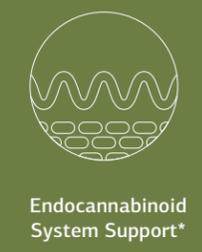
Our products include foods that are prepared in a way that safeguards their nutritional value. These highly complex combinations contain a variety of elements designed to trigger trophic effects that support the body's healthy balance and wellness

CALAMARI OIL
 Certified sustainable from the independent nonprofit group Friend of the Sea®

DHA & EPA
 Combination of natural omega-3 fatty acids

HEMP
 Non-genetically engineered

TRUEBROC®
 Phytonutrient providing antioxidant support by activating the Nrf2/ARE pathways





KOHLRABI CHIPS

- 3-4 Kohlrabi
- Olive Oil
- Salt

Toss kohlrabi with olive oil. Season with salt. Arrange in a single layer on a baking sheet lined with a nonstick mat. Bake at 250 degrees, rotating sheet, until crisp and deep golden, 35 minutes to 1 hour; transfer chips as they're done to a paper-towel-lined plate. Season with salt.



CATALYN® (pisum sativum)

Suggested Use: 3 tablets per day. Introduced in 1929

Available In: Catalyn, Catalyn GF, Chewable Catalyn

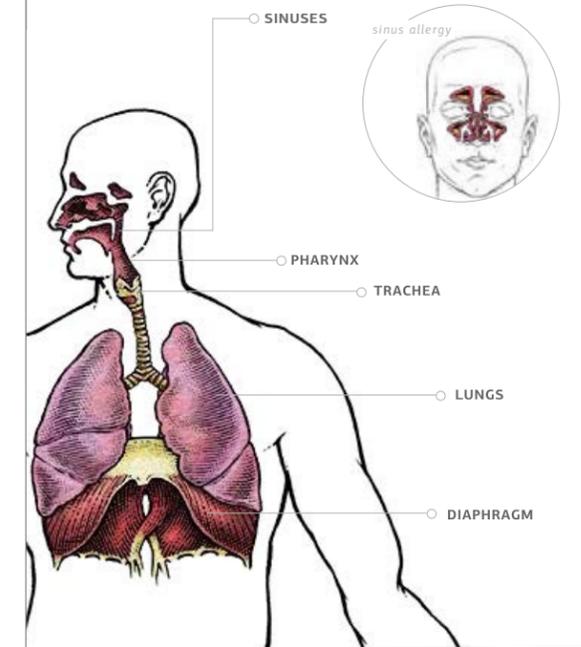
PROPRIETARY BLEND:
Defatted wheat (germ), calcium lactate, organic carrot (root), organic sweet potato, nutritional yeast, bovine adrenal, bovine liver, magnesium citrate, bovine spleen, ovine spleen, bovine kidney, **organic dried pea (vine) juice**, organic dried alfalfa (aerial parts) juice, oat flour, sunflower lecithin, organic shiitake mushroom powder, organic reishi mushroom powder, and rice (bran).

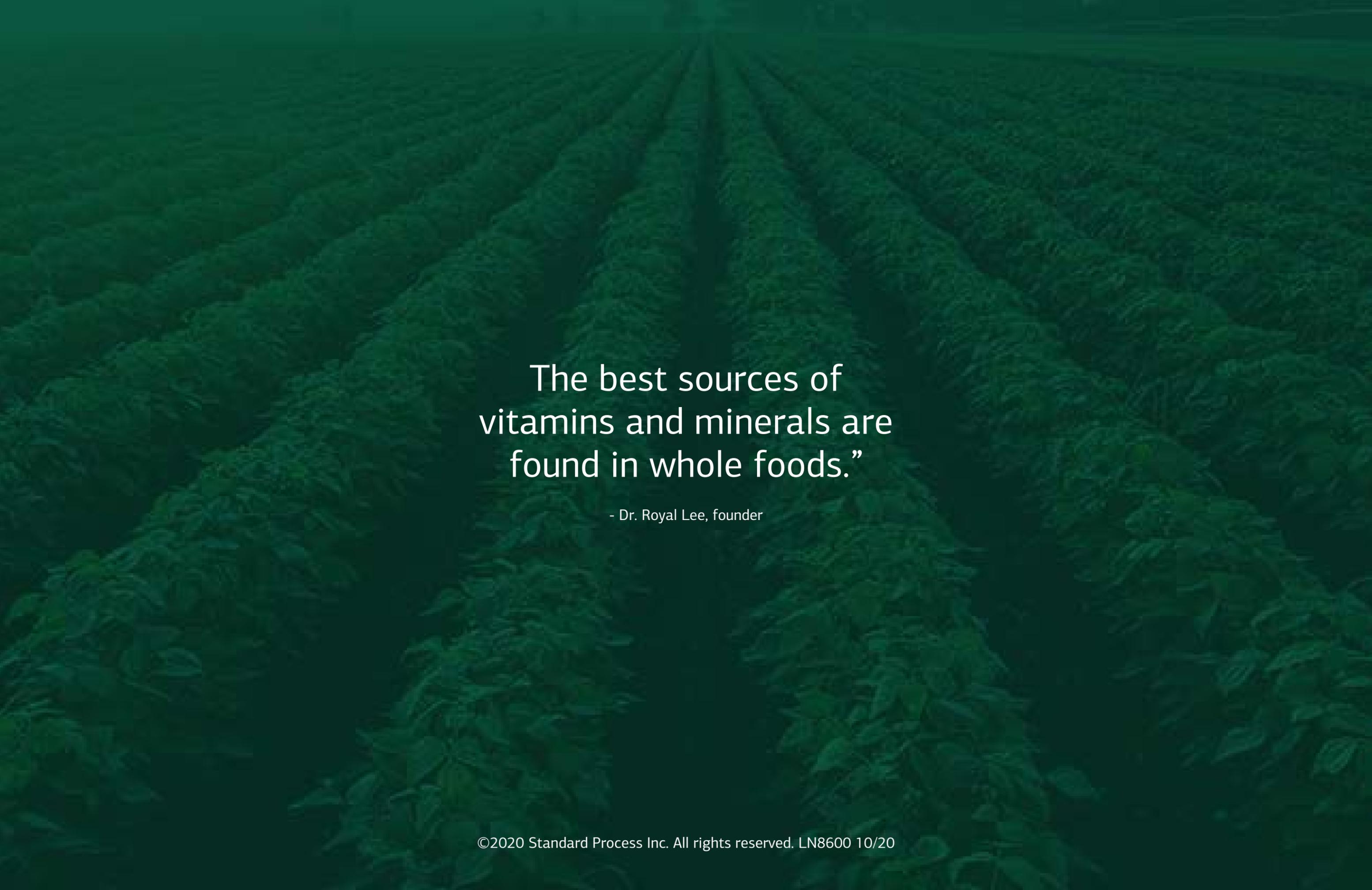


KALE

Kale a good source of vitamins C and K, carotenoids, and many other nutrients.

RESPIRATORY SYSTEM





The best sources of
vitamins and minerals are
found in whole foods.”

- Dr. Royal Lee, founder