AstraGin®

Brand Guide

What is it?

AstraGin® is a US patented 100% natural compound composed of two highly purified extracts from *Astragalus membranaceus* and *Panax notoginseng* produced by a NuLiv Science pharmaceutical-grade extraction and processing technology.

Panax notoginseng

Astragalus membranaceus

How Does it Work?

Enhancing Absorption
AstraGin® allows specific mRNA and transport proteins like SGLT1 and CAT1 to increase their uptake, allowing more nutrients to pass through the intestinal lumen.

Improving Gut Health and Immune Functions
AstraGin® reduces inflammation in the intestinal lining and lamina propria, where many immune cells reside. This provides an optimal environment for healthy gut bacteria to thrive and thus providing you a stronger immune system.

Highlights

- Informed Ingredient Certified
- GRAS Affirmed
- Novel Food Status
- Multiple Patents
- All-natural

The Breakdown

AstraGin® is most known to amplify nutrient absorption and promote gut health

Applications

Poorly Absorbed Nutrients
Such as curcumin & plant-based proteins

Sports Nutrition
Popular in many amino-based products such as pre-workouts, BCAAs, and proteins

Gut Health
Probiotics & other products that focus on GI health

Cannabis
A study demonstrated increased uptake

Vitamins & Minerals
Omega-3, Folate, Glucosamine, & more

Ready-To-Drink (RTD) Beverages
Coffee, energy drinks, teas, & more

Pets
Can be applied to pet foods & supplements

Logo

Our Logo

Our Logo
(For Small Use)

The AstraGin® logo must perform well at all sizes. Use the guidelines below for proper implementation of the small logos, which are legible at small sizes.

The small logo should be used when it will be rendered at a size between 60px and 100px wide.

Primary logo as reference

Small Logo

Maximum Sizing for Small Use Logo

Minimum Sizing for Small Use Logo

100px max
(approx. 1.4 inches)

60px min
(approx. 0.8 inches)

Usage on Backgrounds

The full-color logos should be used only on white, black, or solid color, high contrasted backgrounds. Avoid using full-color logos on photographs unless the logo sits on a dark or light whitespace area of the image.

One-Color Use

The full-color logo will not perform well on photography and various background colors. In those cases, the one-color logo should be used.

The one-color logo should only be used in black and white color ways, as shown below.

Logo Padding

Ensure there is adequate space between the logo and surrounding elements.

For the horizontal logo, the clear space around it should always be greater than or equal to half the height of the logo.

Alignment

Follow the spacing and alignment specifications below when placing the AstraGin® logo with affiliated logos.

Always maintain the clear space guidelines, keeping partner logos at a distance greater than or equal to half the height of the logo.

Partner logos should be aligned to the optical baseline of AstraGin®'s logotype.

Clear space equals half the height of the logo
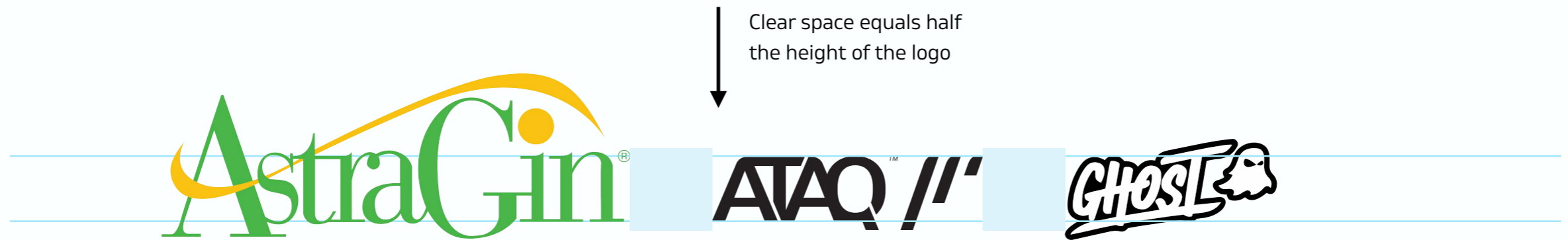
Logo Misuse

Ensure there is adequate space between the logo and surrounding elements.

For the horizontal logo, the clear space around it should always be greater than or equal to the size of the leaf.

Do not crop the logo

Do not change the transparency of the logo

Do not use different colors

Do not use drop shadow or any other effects (Drop shadow can only be applied sparingly in video)

Do not outline the logotype

Do not rotate any part of the logo

You may not:

- Use any logos or similar imagery to represent AstraGin® other than the examples provided in the Brand folder
- Use a AstraGin® asset as substitute for your own - if you do not have a logo, please do not co-opt ours
- Overprint or obstruct any part of the logo
- Add special effects to the logo
- Use old versions or any other marks or logos to represent our brand
- Distribute or otherwise make available our logos, marks, or assets

Colors

Our Palette

Below is the official AstraGin® color palette. Avoid deviating from this core set of colors or creating tints of these values.

Green

PMS   361

CMYK   72-2-100-0

RBG   76-180-72

HEX   4CB448

Yellow

PMS   7408

CMYK   2-24-100-0

RBG   248-194-20

HEX   F8C214

Typography

Brand Headlines and Text

Headlines are set in Gilam, shown below.

When using Gilam to create headlines and paragraph text on embedded or printed collateral, always typeset it with Optical kerning and set the tracking to 0. Do not set in all-lowercase.

Gilam Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Family

Regular
Regular Italic
Light
Light Italic
Medium
Medium Italic
Semi Bold
Semi Bold Italic
Bold
Bold Italic
Extra Bold
Black
Black Italic

Specimen

Lorem ipsum dolor sit amet.
Consectetur adipiscing elit.
Sed do eiusmod tempor incididunt.
Ut labore et dolore magna aliqua.
Ut enim ad minim veniam.
Quis nostrud exercitation ullamco laboris nisi.
Aliquip ex ea commodo consequat.
Duis aute irure dolor in reprehenderit.
Voluptate velit esse cillum dolore.
Wu fugiat nulla pariatur.
Excepteur sint occaecat cupidatat non.
Proident, sunt in culpa qui officia.
Deserunt mollit anim id est laborum.

**Web Substitute:
Arial**

Arial is the web-safe font to use on all headlines and text when brand fonts are not available (Google Docs, Slides, etc.).

Arial Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Family

Regular
Regular Italic
Bold
Bold Italic

Specimen

Lorem ipsum dolor sit amet.
Consectetur adipiscing elit.
Voluptate velit esse cillum dolore.
Wu fugiat nulla pariatur.

Visual Identity

Visual Guidelines

Photography and imagery that is representative of AstraGin® should be clean. Having consistent lighting and contrasts should be able to smoothly transition photos of everyday life to sports nutrition. When possible, stick with similar green and yellow tints to keep visuals on brand.

Iconography

Icons are often used to quickly explain our research and products. Styles will be minimalistic, one color, and same line weights for consistency.

Correct styles

Incorrect styles