



Brand Guide

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Brand Story

NEI was created to bring traditional Eastern herbal wellness into modern life, based on the belief that true wellness starts from within. Inspired by time-tested multi-herb formulations, NEI combines traditional knowledge with modern research, rigorous quality standards and thoughtful design to create products that feel credible, premium and easy to use.

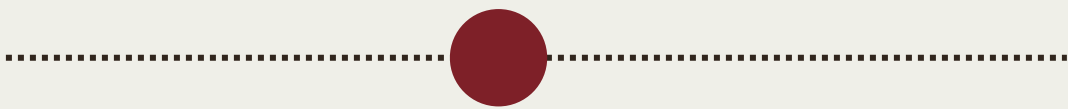
Starting with urinary wellness, the brand is built to grow across different areas of health while staying focused on the same idea: making herbal wellness feel relevant, desirable and trustworthy for a new generation.

Brand Aim

NEI aims to make herbal wellness feel modern, credible and desirable by bringing traditional Eastern herbal knowledge into everyday life through thoughtfully formulated, high-quality products.

The goal is to move herbal wellness beyond its traditional and clinical associations and create a brand that feels relevant to a new generation of health-conscious consumers.

Brand Voice

1. Professional  Casual
Polished but not rigid.
2. Confident  Playful
Say it well. Don't overdo it.
3. Calm  Loud
Present, never attention-seeking.
4. Approachable  Firm
Friendly but smart.

Tagline

Wellness
from within.

”

Wellness from within. should be used as the supporting brand statement alongside the primary NEI logo. It can be used across packaging, website headers, social content, campaigns and other brand applications where the wider brand message needs to be reinforced.

From within. is used with the secondary logo as a shorter expression of the same idea. Both taglines should be given enough space to stand on their own, allowing them to support the NEI identity without competing with the logo.



Brand Logos

Primary Logo



The primary logo is the core expression of the NEI brand. Its bold, clean letterforms create a modern and confident wordmark, while the 内 symbol adds a subtle connection to the brand's Eastern heritage and philosophy of inner wellness. The logo should be used consistently across digital, print, packaging and other brand applications to maintain strong recognition and a cohesive visual identity.

Logo Spacing

Please follow the appropriate clear space required around the logo to ensure its visual impact and integrity are maintained. Ensure there is no other element/text placed in the area shown around our logo.



Secondary Logo



The secondary logo builds on the primary NEI wordmark by adding the WELLNESS descriptor beneath it. This version provides a clearer expression of the brand category while maintaining the bold, modern character of the primary logo. It should be used where additional brand context is needed, while keeping the overall identity consistent across applications.

Logo Spacing

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Brand Mark



The NEI brand mark is built around the Chinese character 內, representing the brand's focus on inner health and wellness. Enclosed within a circular form, it creates a simple, recognisable symbol that can stand independently from the wordmark. The mark can be used across packaging, digital applications and supporting brand materials as a distinctive visual element.

Logo Spacing

Please follow the appropriate clear space required around the logo to ensure its visual impact and integrity are maintained. Ensure there is no other element/text placed in the area shown around our logo.





Colour Palette

Primary Colors

RED DHALIA
PANTONE 19-1555 TCX

HEX: #7E2028
RGB: 126, 32, 40
CMYK: 0%, 75%, 68%, 51%

ARTICHOKE GREEN
PANTONE 18-0125 TCX

HEX: #4B7043
RGB: 75, 112, 67
CMYK: 33%, 0%, 40%, 56%

STAR WHITE
PANTONE 11-4202 TCX

HEX: #EFEFE8
RGB: 239, 239, 232
CMYK: 0%, 0%, 3%, 6%

Secondary Colors

POPCORN

PANTONE 12-0825 TCX

HEX: #FADB8C

RGB: 250, 219, 140

CMYK: 0%, 12%, 44%, 2%

SAGE

PANTONE 16-0421 TCX

HEX: #919270

RGB: 243, 244, 240

CMYK: 0%, 0%, 2%, 4%

PINK

PANTONE 20-0094 TPM

HEX: #E6B1A5

RGB: 24, 48, 40

CMYK: 50%, 0%, 17%, 81%

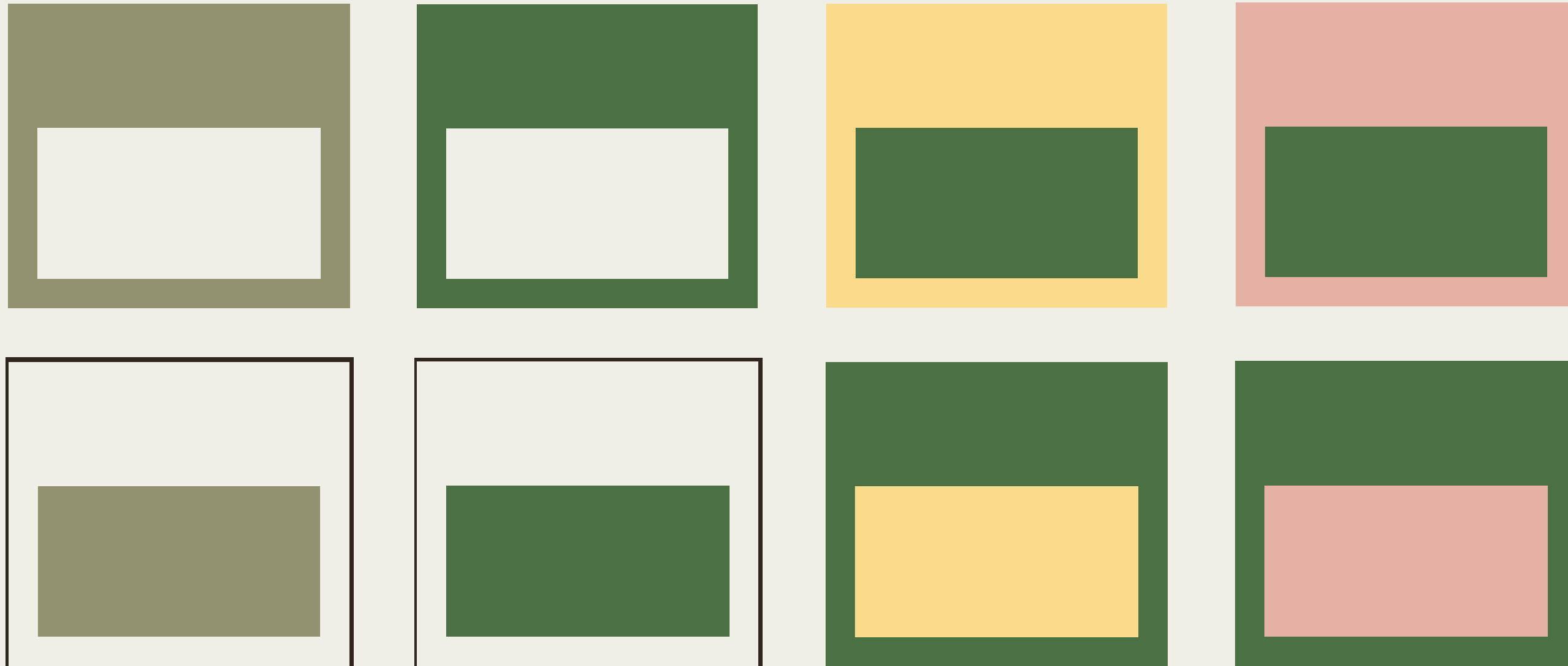
Colour Pairings

For colour usage, please ensure that only the colours in the pairings shown below are used to maintain high and appropriate contrast across all materials.



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For colour usage, please ensure that only the colours in the pairings shown below are used to maintain high and appropriate contrast across all materials.





Typography

Primary Font

Poppins

Font Style

Heading

Use in REGULAR

Medium

Letter Spacing: -68
Line Spacing: 0.88



Secondary Font

Avenir

Font Style

Body / Sub-text

Regular

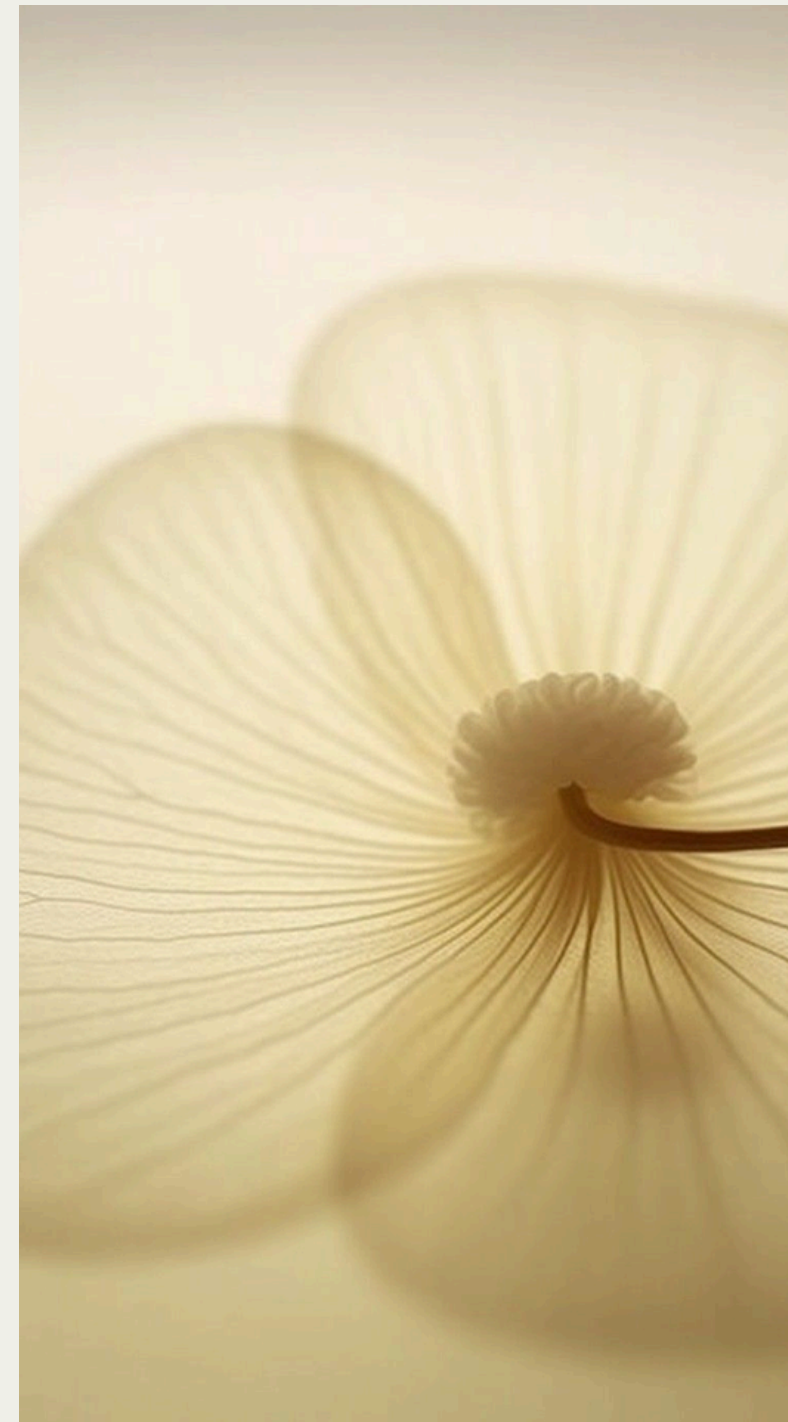
Letter Spacing: -23
Line Spacing: 1.17

Aa



Brand Imagery

NEI's imagery should feel warm, natural and elevated, with a focus on the ingredients, products and rituals behind the brand. Use natural light, close-up details, interesting textures and simple compositions to make the products feel premium without looking overly styled. Photography can move between ingredients, product still lifes and everyday wellness moments, keeping everything clean and intentional. Avoid anything that feels too clinical, overly staged, overly earthy or like typical supplement advertising.





Brand in Action



from within.

NEI 内
WELLNESS



from within.

NEI 内
WELLNESS



NEI[®]
WELLNESS

FROM WITHIN

NEI[®]
WELLNESS

FROM WITHIN

NEI[®]
WELLNESS

FROM WITHIN





Legal Guidelines

Legal Guidelines

Legal protection is a fundamental foundation in maintaining the strength and integrity of our brand. Below are some basic legal principles that must always be followed:

Copyright

All materials produced related to our brand are protected by copyright. Always ensure to obtain permission before using third-party owned materials.

Licensing

Some assets may be used under specific licenses. Ensure to follow all terms of these licenses, including usage, attribution, and restrictions.

Objections & Violations

Immediately report any objections or violations against our brand to our legal department.

Trademark

Logos, slogans, and other brand elements have been registered as trademarks. The use of the TM or ® symbols must always follow established rules.

Unauthorised Use

Avoid unauthorised or potentially brand-damaging use of our brand assets.

Marketing Material Approval

All marketing materials must be approved by the legal department before distribution to ensure compliance with applicable guidelines and legal regulations.

