



BRAND GUIDELINES · V1.0 · 2026

Precision peptide therapy, prescribed for you.

Identity, packaging, voice and compliance standards for the Peptide telehealth brand.



www.buypeptide.com



Brand essence

Peptyde is a premium telehealth brand. Patients complete an online intake, a licensed US provider decides whether treatment is appropriate, and a licensed US 503A compounding pharmacy dispenses and ships the prescription.

The identity is built on clarity: one navy band, one teal stripe with a white notch, and one color per formula. Everything feels clinical, calm and exact, never hyped.

Promise

Clear, provider-led care with nothing hidden.

Personality

Precise · calm · discreet · premium · honest

Signature

Navy band → teal stripe → white notch

Model

Intake → licensed provider → 503A pharmacy → discreet delivery

Logo

The stacked lockup ("pep / tyde") is the primary logo. The horizontal lockup is for navigation bars and tight horizontal spaces. The mark (ringed "e") is for favicons, app icons and small seals. Files: `brand/logo/` (SVG with outlined text, PNG at 512/1024/2048 px).



stacked-navy.svg



stacked-white.svg



horizontal-navy.svg



horizontal-white.svg



mark-navy.svg



mark-white-on-navy.svg

Clear space & minimum size



Clear space: keep a margin equal to the height of the letter “p” (x-height) on all sides. Nothing (text, edges, other logos) enters this zone.

Minimum size: stacked logo 18 mm / 72 px wide; horizontal 24 mm / 96 px wide; mark 6 mm / 16 px.

Approved backgrounds: paper #FAF9F5, cream #F4F2EB, white, navy #222B37, ink #171D26. Use the navy logo on light grounds and the white logo on navy.

Logo don'ts

The logo consists of the word "pep" stacked above "tyde". The "p" in "pep" has a small circle above it. The font is a clean, sans-serif typeface.

× Don't stretch or squash

The logo is rotated diagonally to the right.

× Don't rotate

The logo is colored a dark red or maroon.

× Don't recolor

The logo is shown with a soft, grey drop shadow behind it.

× Don't add effects or shadows

The logo is shown in a light grey color, making it difficult to read against the white background.

× Don't place on low contrast

The logo is shown in an italicized, slanted font style.

× Don't skew or retype the wordmark

Typography

WORDMARK & HEADLINES

Onest

Onest (Google Fonts, OFL) at weight 600–700 with -0.035em tracking matches the logo's rounded geometry and single-story "y". Use it for headlines, product names and prices.

Precision peptide
therapy, prescribed for
you.

BODY & INTERFACE

Inter

Inter (OFL) for body copy, forms, labels and legal text. 15–17 px body, 12–13 px legal minimum.

Display	Onest 600 · 64–76 px · -0.035em
H2	Onest 600 · 40–48 px
H3	Onest 600 · 19–22 px
Eyebrow	Inter 600 · 12 px · caps · $+0.14\text{em}$ · teal
Body	Inter 400 · 16 px · 1.6
Legal	Inter 400 · 12.5 px

Fonts: `brand/fonts/`

Core palette

**Navy**

#222B37 · RGB 34 43 55

Primary. Bands, logo, buttons

**Ink**

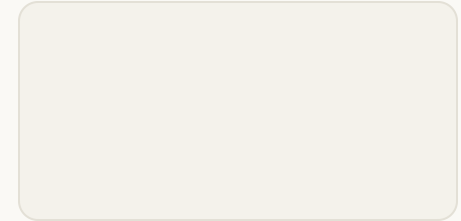
#171D26 · RGB 23 29 38

Deep backgrounds, hero

**Teal**

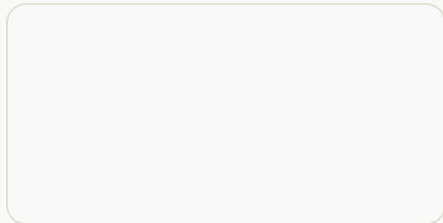
#3A8371 · RGB 58 131 113

Signature stripe, accents, CTAs on navy

**Cream**

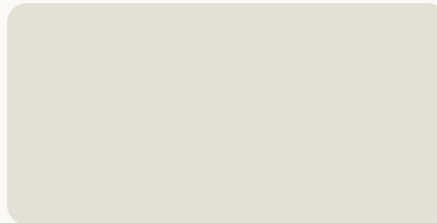
#F4F2EB · RGB 244 242 235

Labels, panels

**Paper**

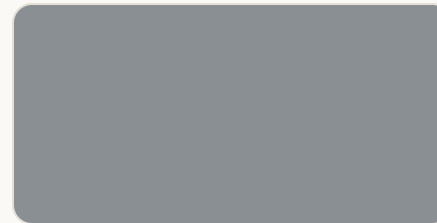
#FAF9F5 · RGB 250 249 245

Page background

**Line**

#E3E0D6 · RGB 227 224 214

Borders, dividers

**Stone**

#8A8F94 · RGB 138 143 148

Secondary text

Ratio guide: ~60% paper/cream, 25% navy/ink, 10% white, 5% teal. Teal is an accent, never a background flood.

Packaging color code

Each formula owns one color, used only for the label stripe and the dose pill. The navy band, logo and cream label never change.

 <p>Retatrutide 10 mg · Signal Red #D4552E</p>	 <p>Tirzepatide 10 mg · Lime #9DBA3B</p>	 <p>MOTS-c 10 mg · Mustard #D8B23A</p>	 <p>Tesamorelin 10 mg · Lagoon #2C8C7E</p>	 <p>Ipamorelin 10 mg · Leaf Green #3E9352</p>
 <p>Glow 70 mg · Violet #5A4A9F</p>	 <p>Klow 80 mg · Ember #D9652C</p>	 <p>Wolverine 20 mg · Cobalt #3A6FB8</p>	 <p>GHK-Cu 50 mg · Sky #3C9CC4</p>	 <p>CJC-1295 + Ipamorelin 10 mg · Amber #E2852B</p>
 <p>NAD+ 500 mg · Magenta #D6457A</p>	 <p>Semax 10 mg · Graphite #8A8E93</p>	 <p>Selank 10 mg · Bronze #B08A5B</p>	 <p>PT-141 10 mg · Citron #BCC93F</p>	 <p>AOD-9604 5 mg · Royal #2D4E9C</p>

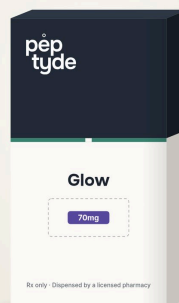
PT-141 strength (10 mg) to be confirmed against final artwork.

Packaging system



Vial

Black flip cap, silver crimp. Navy band with white logo, color stripe + notch, name, dose pill, "Rx only · Dispensed by a licensed pharmacy". Pharmacy patient label applied at dispensing.



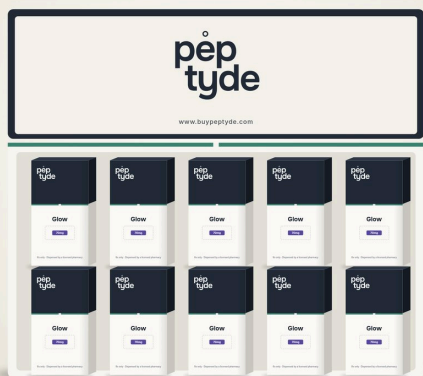
Single carton

Navy top with logo, teal stripe with white notch, white body, name and dose pill in a dashed panel, Rx line.



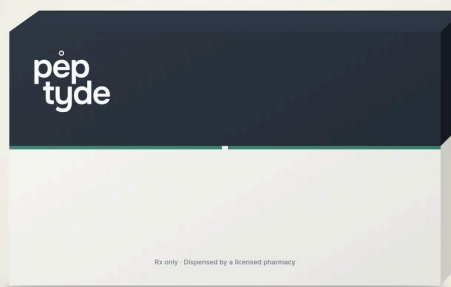
15-vial presentation case

Cream lid with navy frame and logo; tray with teal stripe. Launch/press kit.



10-carton case

Same lid language; cartons in two rows of five.



Shipper box

Rigid navy-and-white box with stripe. Outer mailer must stay plain (no product names).



Bag / welcome kit

White bag, stacked navy logo, URL at top.

Imagery & tone

Product imagery is digital-only. Use the Peptide render set ([site-concept/assets/renders/](#)): clean studio lighting, soft floor shadow, cream or deep-navy gradient backgrounds. No real-world packaging photography.

Do: calm, centered compositions; generous negative space; the teal stripe motif as a divider; deep navy “cinematic” scenes for hero moments.

Don’t: before/after images, body-transformation imagery, syringes or needles in marketing, lab-coat clichés, stock “miracle” imagery, or anything implying a guaranteed outcome.

People (future): licensed, model-released, real-feeling; never presented as patients with results unless verified and compliant.



Voice

Clinical clarity, warm delivery.

We sound like a great clinician: plain-spoken, precise, unhurried. We explain the process, not promise outcomes.

Say	Don't say
"If appropriate, your provider may prescribe..."	"Get your prescription today!"
"Results vary."	"Guaranteed results" / "miracle"
"Compounded by a licensed US 503A pharmacy."	"Pharmaceutical-grade research peptides"
"Talk to a licensed provider."	"No doctor needed."
"Supports a plan set by your provider."	"Cures", "treats", "reverses", "FDA-approved" (for compounds)

Precise

Numbers, doses and steps are exact.

Calm

No urgency tricks, no countdowns on medication.

Discreet

Private by default; plain packaging language.

Honest

Risks and eligibility stated as clearly as benefits.

Telehealth compliance copy

Required on every treatment page, cart/checkout and footer. Final language must be approved by healthcare counsel, the medical director and the pharmacy partner.

"Prescription required. Eligibility determined by a licensed provider."

"Compounded medications are not FDA-approved and have not been evaluated by the FDA for safety or effectiveness."

"Results vary." · No cure, treatment-outcome or guarantee claims.

"Provider network: [partner TBD]" · "Pharmacy partner: [503A partner TBD]"

"If you are experiencing a medical emergency, call 911."

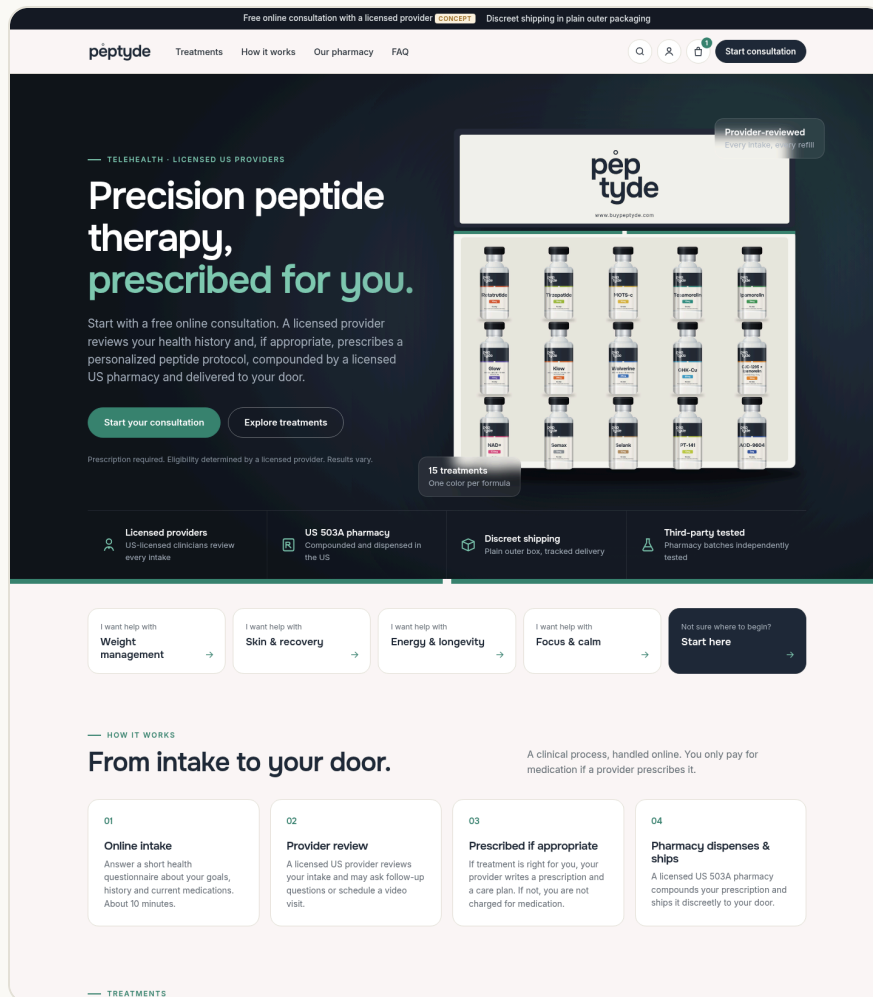
RULES

- Prices shown as "Starting at \$X/mo"; charge for medication only after provider approval.
- Every treatment page carries an Important Safety Information box.
- No research-use / RUO language anywhere.
- Never call compounded products FDA-approved, generic or equivalent to a branded drug.
- Testimonials only with consent, typicality disclosure and counsel review.

LABELS

- Vials and cartons: "Rx only · Dispensed by a licensed pharmacy".
- Patient-specific pharmacy label applied by the pharmacy at dispensing.
- Outer shipper: plain, no product names.
- Intake runs on a HIPAA-compliant vendor [TBD].

Digital application



The website pairs a cinematic navy hero (digital 15-vial case, teal glow) with light paper sections. Buttons are pill-shaped; navy primary, teal on dark. Cards carry the formula color as a 3 px stripe under the image.

Core pages: Home · Treatments · Treatment detail · How it works / Our pharmacy · Consultation · Checkout.

Footer: "© 2026 Peptide. All rights reserved." No street address.