



## **OUR MISSION**

to be the leader in hormone optimization.

## **OUR VISION**

for Biote Hormone Optimization to become a part of everyone's routine health care after 35.

## **OUR PURPOSE**

is to help safely and naturally improve and extend the quality of life as we age.

MISSION·PURPOSE·VIS

## BRAND PERSONALITY

**Knowledgeable.** We don't just say that we are better. We say why and back it up with science.

**Trustworthy.** We are the industry leader in hormone optimization, and are recommended by more physicians than any other hormone optimization provider. We stand behind our providers with clinical expertise and ongoing support and education.

**Authoritative.** We have translated over 80 years of research into the Biote Method and continue our research to further the science of hormone optimization.

**Transparent.** We always inform our audiences with unbiased, scientific objectivity.

TRANSPARENT  
KNOWLEDGEABLE  
TRUSTWORTHY  
AUTHORITATIVE  
TRANSPARENT  
KNOWLEDGEABLE  
TRUSTWORTHY  
AUTHORITATIVE  
TRANSPARENT  
KNOWLEDGEABLE  
TRUSTWORTHY  
AUTHORITATIVE  
TRANSPARENT  
KNOWLEDGEABLE  
TRUSTWORTHY  
AUTHORITATIVE  
TRANSPARENT



At Biote, we seek to enlighten and engage.

**Tone** is dynamic, shifting based on the situation.

**Voice** is constant, reflecting our brand's personality.

## OUR TONE

Our tone is warm, informative, confident, and knowledgeable, but never condescending. While our tone may be different in different situations (i.e., social media vs. website; patients vs. providers), our story remains consistent across channels and stakeholders.

## OUR VOICE

We are engaging, transparent, and objective. We aren't sales-y. We seek to inform, inspire, and guide with honesty and compassion. Our voice is authoritative and scientific, while remaining friendly, compassionate, and engaging and easily understood by our audiences. We are straightforward and succinct.

## VOICE KEYWORDS

**Warm**

**Engaging**

**Transparent**

**Succinct**

**Knowledgeable**

# AUDIENCES

## OUR AUDIENCES

We have two distinct audiences: **PATIENTS** and **PROVIDERS**. Our approach will be different depending upon the audience, but our voice and story remain consistent.



### PATIENTS

Anyone 35+ who wants to feel like their best self.

#### How do we speak to patients?

**Biote will positively impact their lives.** Biote-trained providers can be **trusted**. Biote is the most **complete solution** that is truly **personalized** to each patient's unique needs.

#### We communicate to patients that Biote is:

**Trustworthy**  
**Complete**  
**Personalized**



### PROVIDERS

Family physicians, general practitioners, and OB/GYNs who want to provide whole health care solutions and grow their practice.

#### How do we speak to providers?

**Biote will positively impact their practice.** Share that hormone optimization can **help their patients** feel better and might mitigate chronic conditions. And, unlike competitors, Biote **provides more support** for physicians and their practices.

# MESSAGING

## WHAT IS OUR MESSAGING?

We don't just say we're better. We say why.



### PATIENTS

#### **Most trusted.**

Biote is the industry leader, recommended by more physicians than any other hormone optimization provider. Biote has undergone more clinical and efficacy studies than any other competitor. All providers who administer Biote are trained and certified.

#### **Most complete.**

Biote does not just offer pellets, but also a full spectrum of supplements and diagnostic testing.

#### **Personalized.**

Dosed and optimized to each patient's ideal hormone health. Provides a more consistent level of hormones that last longer with fewer side effects.



### PROVIDERS

#### **More support.**

Biote offers 24/7 clinical support, comprehensive education and certification programs, peer support via a certified physician, precision dosing tools, and marketing support to help grow their practice.

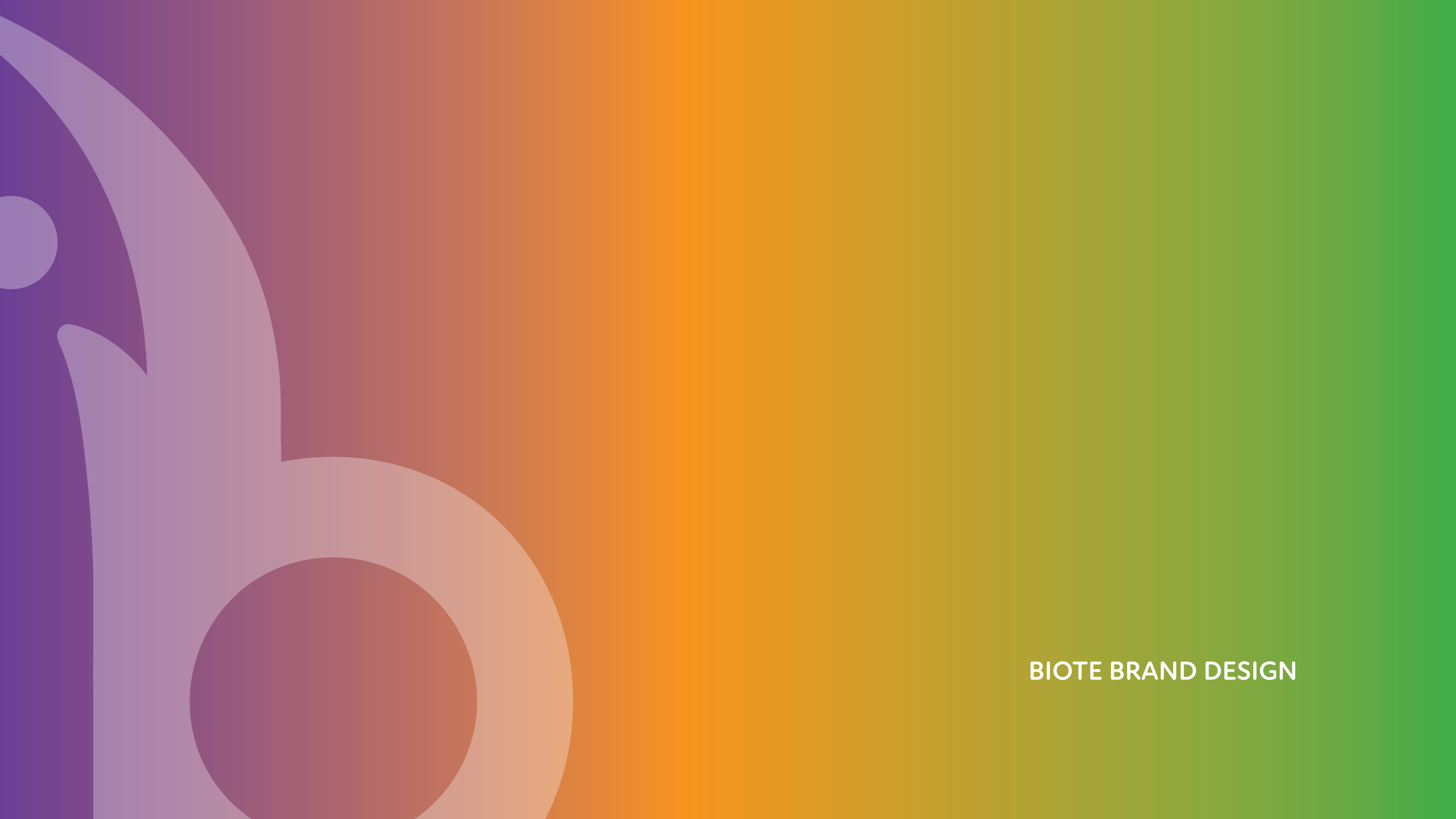
#### **More growth opportunities.**

As patients continue to use therapy, it creates recurring revenue for providers and offers a gateway for other treatments.



## 'ABOUT US' STATEMENT

Biote is the most trusted and complete hormone optimization solution for providers and their patients.



**BIOTE BRAND DESIGN**





PRIMARY LOGO



SECONDARY LOGO

biote®



biote®



biote®



NUTRACEUTICAL LOGO



COSMECEUTICAL LOGO



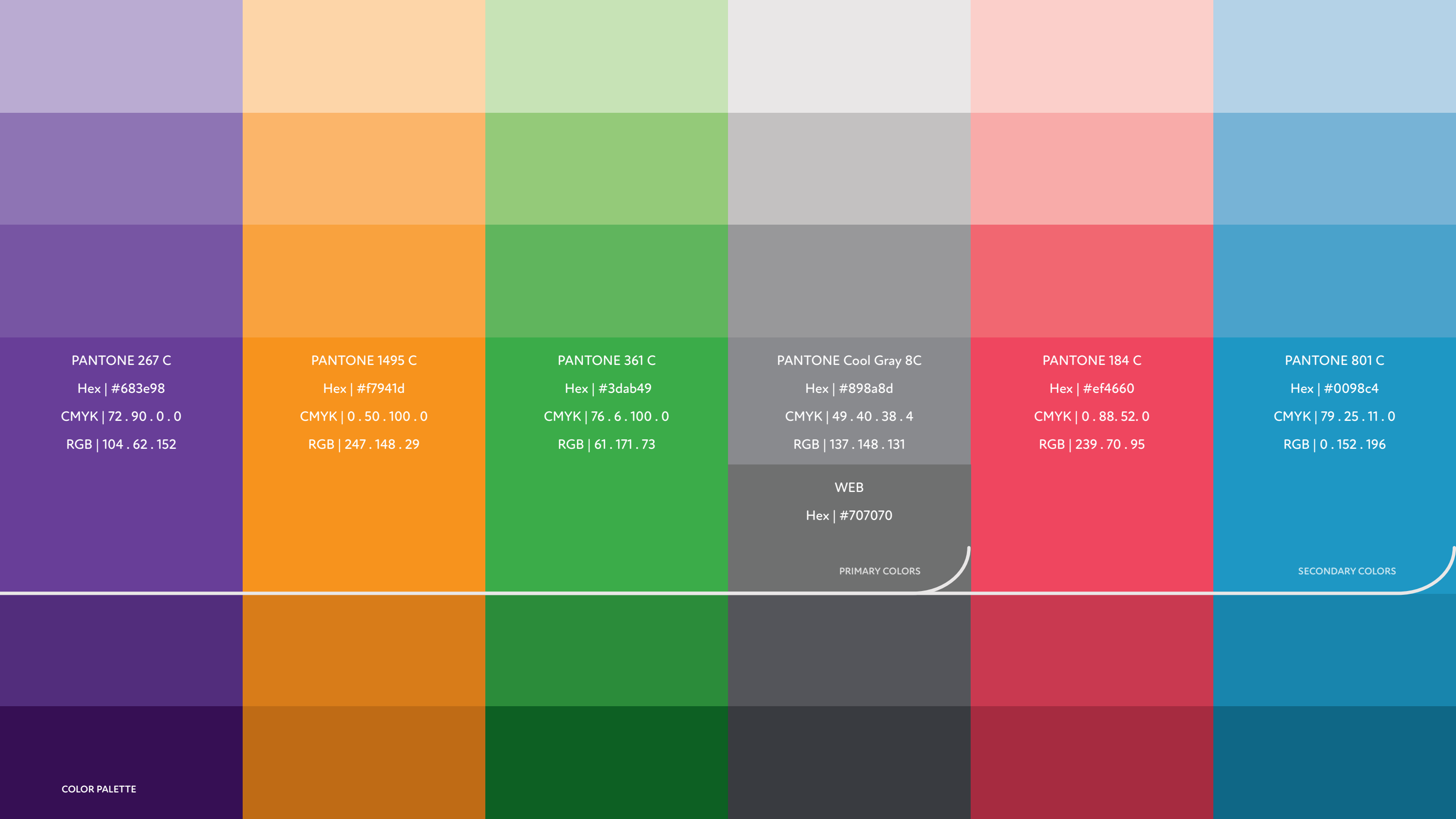
PRODUCT LOGOS





DON'TS





PANTONE 267 C

Hex | #683e98

CMYK | 72 . 90 . 0 . 0

RGB | 104 . 62 . 152

PANTONE 1495 C

Hex | #f7941d

CMYK | 0 . 50 . 100 . 0

RGB | 247 . 148 . 29

PANTONE 361 C

Hex | #3dab49

CMYK | 76 . 6 . 100 . 0

RGB | 61 . 171 . 73

PANTONE Cool Gray 8C

Hex | #898a8d

CMYK | 49 . 40 . 38 . 4

RGB | 137 . 148 . 131

PANTONE 184 C

Hex | #ef4660

CMYK | 0 . 88 . 52 . 0

RGB | 239 . 70 . 95

PANTONE 801 C

Hex | #0098c4

CMYK | 79 . 25 . 11 . 0

RGB | 0 . 152 . 196

WEB

Hex | #707070

PRIMARY COLORS

SECONDARY COLORS

PRIMARY FONT (HEADLINES, HEADERS, ETC)

## Atten Round New

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

SECONDARY FONT - PRINT (SUBHEADLINES, BODY COPY)

## Gotham

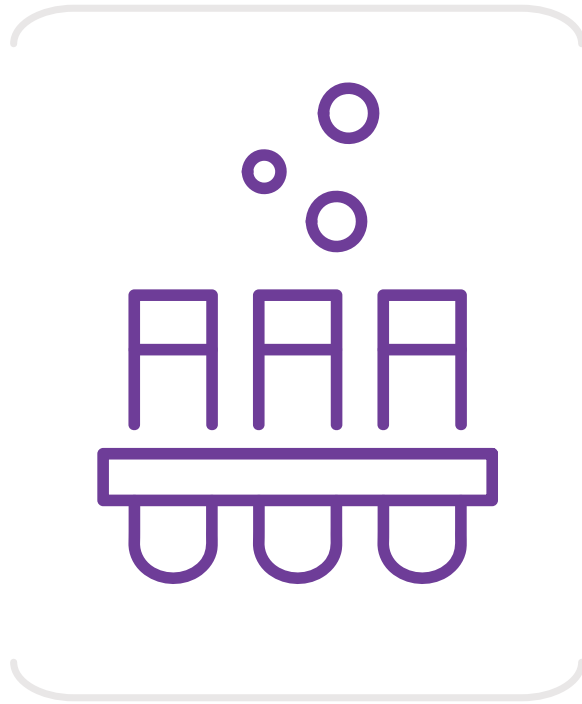
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

SECONDARY FONT - DIGITAL (BOLD-H2 COPY; LIGHT- BODY COPY)

## Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ICON FAMILY

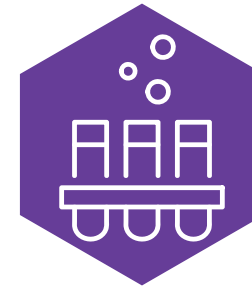


Fixed width, rounded edges, can be any color from Biote palette

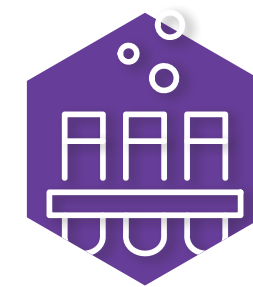
ALTERNATIVES

Hexagons

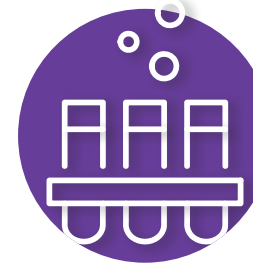
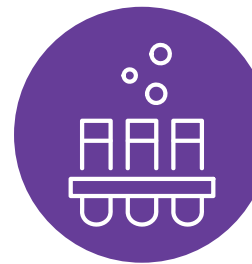
Icon fits in holding shape



Icon breaks out holding shape with drop shadow



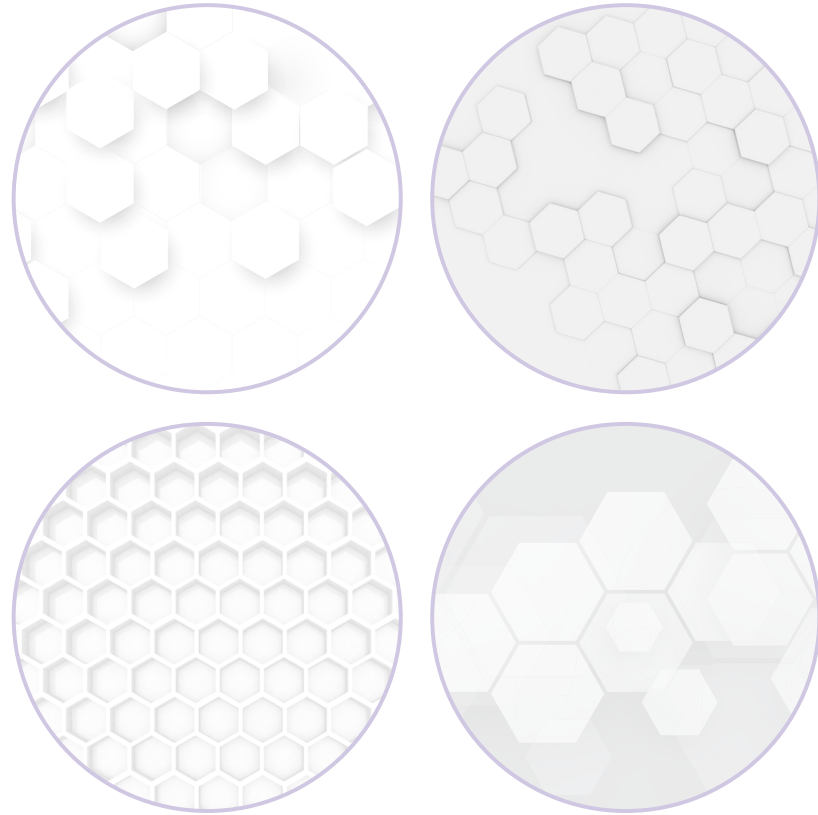
Circles



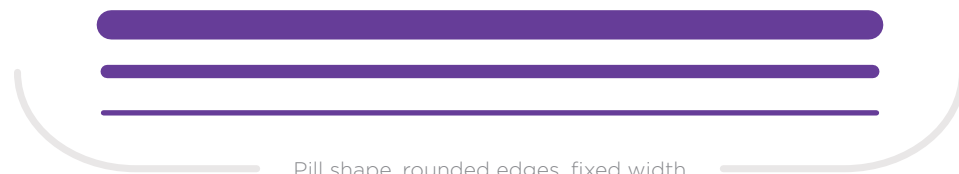
DESIGN MOTIFS

**PATTERNS:**

Dimensional, subtle



**STROKE APPEARANCE**

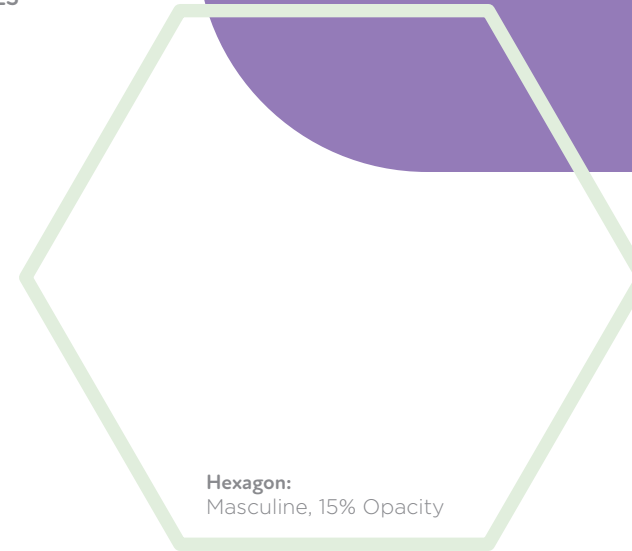


Pill shape, rounded edges, fixed width used in illustrations & iconography

**SHAPES**

**Pill Form:**

Used in buttons and visual separation



**Hexagon:**

Masculine, 15% Opacity

**Circles:**

Feminine, 15% Opacity

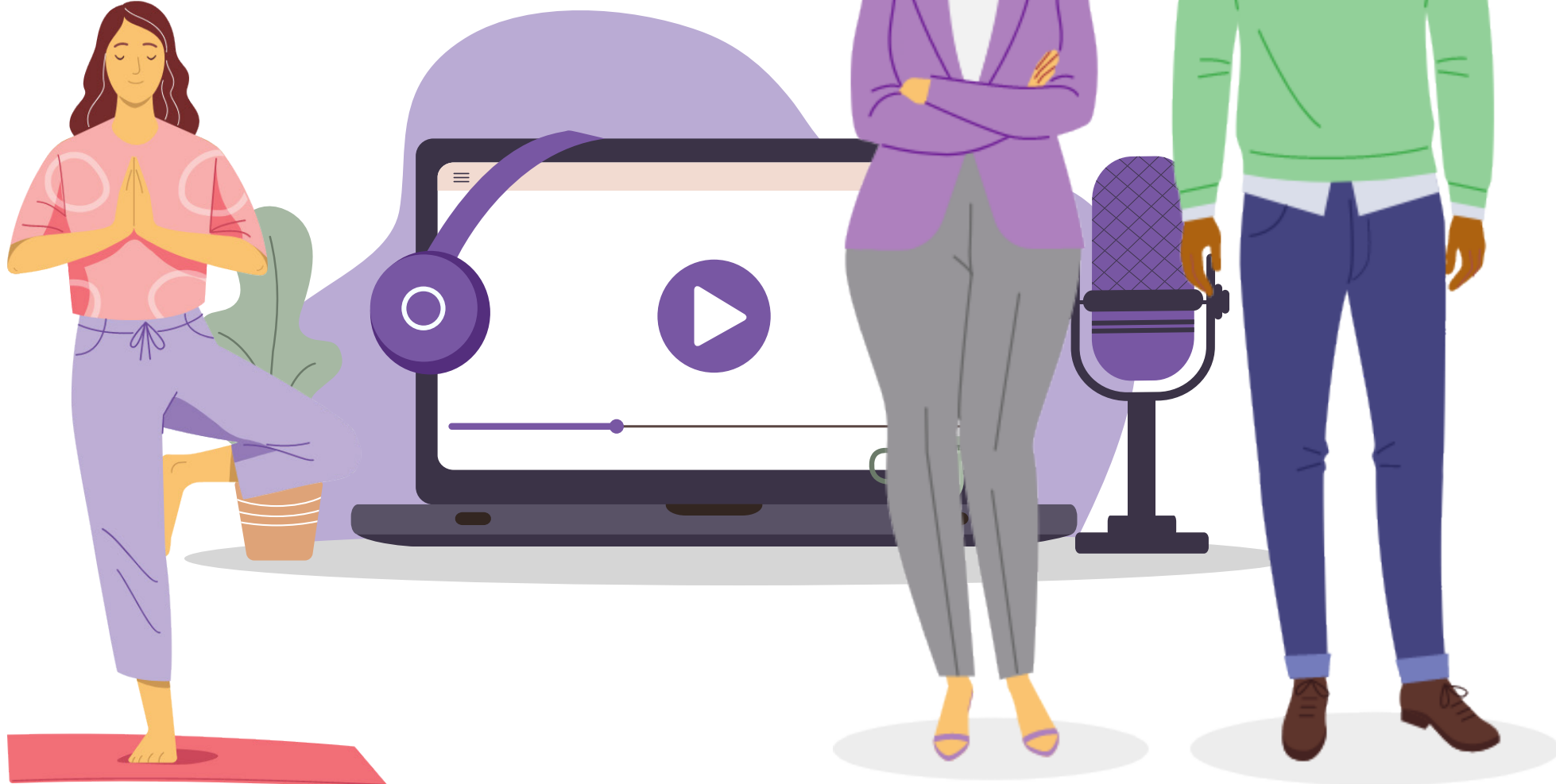


Shapes Overlay Image:  
Shape is masked  
around the subject.



# ILLUSTRATIONS

Chosen illustrations represent a range of ages and ethnicities. The details are minimal, but they show emotion, movement, and stay true to our brand colors and rounded, modern edges.





## PHOTOGRAPHY

Stock photography exhibits calm, happy, emotions with bright, airy environments to convey the feelings represented by pelleted patients. Biote product photography and photoshoots are dynamic, energetic, and clean to really bring to the product and bottle to light.

