

v10

2021

Pontus Protein
Brand Guidelines Document

Q4
2021



Brand Guidelines Document
Pontus Protein



Have you ever thought about the future of food?

We do it all the time. Join us.

Pontus™

and so
protein

Did we
plant-l

Pontus™

We love saving water.

So we invented a system that uses 95% less water than traditional agriculture.

Pontus™

What d
a veget
carnivo
commo

They al
save th

Pontus™

Less land, less time and less water consumption?

That sounds like a win, win, win to us.

Pontus™

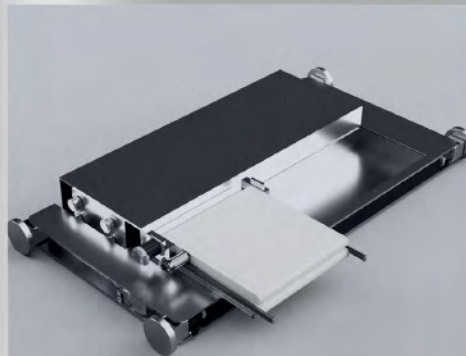
We make it possible to grow food in Antarctica, Deserts, and even in Outer Space.

Got a space station? Give us a call.

Pontus™

We mak
to grow
Antartic
and eve
Space.

Got a sp



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Section

Brand Overview



We are growing a Sustainable aquaponic food company to meet the world's need for food security, clean, nutritious, and delicious food.

**A positive
food choice
for consumers
and the planet.**



Pontus wants to make it easy for people to eat well. Unite people behind a global change in sustainable food.

We are a young Canadian company that is making a progressive change to the food industry.

We want to promote a sustainable lifestyle and educate our customers to make healthier choices without compromise.

We believe that pursuing a sustainable lifestyle is often seen as a big commitment.

Pontus hopes to show customers that there is an effortless way to support sustainability.



2.0

2.0

2.1

Mission Statement

09

Section

Mission Statement



**The Pontus mission is to
provide the world with
environmentally sustainable
food.**

3.0

3.0

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Section

Tone of Voice

Tone of Voice

Themes & Beliefs

Themes - WHAT to say

Each theme, or value, could inspire several stories

Values	Some examples of the kinds of stories these may generate...
Safety & Security	<ul style="list-style-type: none"> – A supervisor explains how his team handled an exceptional challenge – An employee remembers a challenging part of training
Performance driven	<ul style="list-style-type: none"> – How a team just surpassed an ambitious goal set a year ago – Go behind the scenes on our facility, plants and technology
Service excellence	<ul style="list-style-type: none"> – An insight into changes made based on talking to customers – How a customer asked us to expand our services
Delighting customers	<ul style="list-style-type: none"> – A customer explains how we went 'above the call of duty' – Surprising situations that people would not normally think about
Imagination	<ul style="list-style-type: none"> – Invite the reader to visualise the complexity of our day-to-day work – How we tested something, it failed, we found a surprising solution
Respect	<ul style="list-style-type: none"> – Stories about what we do to minimise our impact on the environment – How our diverse teams work together across cultures and borders

Beliefs

Our beliefs help us find an angle for our stories.

'We understand and have affinity with those looking to make positive change'

Find something specific that will resonate with our audience.

'We make a difference to those we touch'

Show how our way of doing things makes an impact.

'We are experts and we will demonstrate this every day'

Give examples of how our expertise makes us better.

'We are the ingredient that makes things flow'

Take a process and wrap a story around it.

Tone of Voice Introduction

Finding our Voice

A consistent voice will make Pontus more distinct, memorable and trustworthy.

Most of all, it helps us engage with people better.

It's a simple idea. We just have to decide **WHAT** to say (content) and **HOW** to say it (style), then do it consistently every time we communicate.

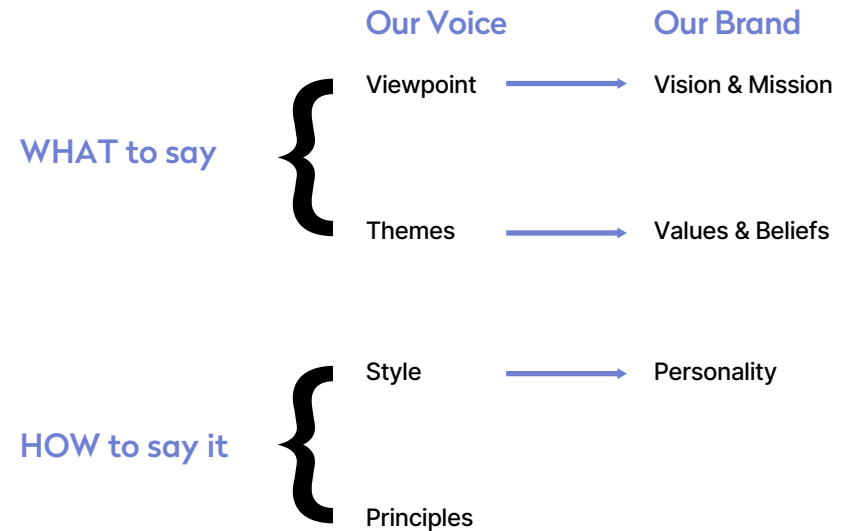
That's not always easy in practice. Which is why we have these guidelines.

Newspaper columnists, novelists, politicians and marketers all understand how to engage their audience for the greatest effect.

- Define a point of view
- Focus your themes around it
- Develop a style your audience responds to
- Use established principles to your advantage

Where does it come from?

We can build our voice from key elements of our brand. We'll look at each voice in turn.



Tone of Voice

Vision / Mission / Values

Vision

“To create plant-based protein innovations for betterment of mankind”

Proving this is at the heart of everything we say or write.

It's all about focusing on our customers' needs.

We do it by showing (not telling) people why we're admired.

Mission

“The Pontus mission is to provide the world with environmentally sustainable food.”

The focus is always on how we help the world succeed.

With authentic stories and facts, we prove that we earn their trust.

When planning what to write, keep our mission in mind.

Themes - WHAT to say

We focus our stories around themes, taken from the values. Try to combine a functional and emotional theme.

Values

- Safety & Security
- Performance Driven
- Service Excellence

- Delighting Customers
- Imagination
- Respect



Functional



Emotional

Tone of Voice Style

Style - How we say it

Our themes help define our stories and messages. Our style should come through wherever words appear. We define it by our brand personality and key principles of persuasive writing.

Our Personality:

Approachable & Engaging Write naturally

- A conversational style is ideal (but not too chatty).
- Vary sentence length. Mix in short ones. Even fragments. Like this. (Which don't even use a verb.) But balance them with longer phrases.
- Use contractions (...we're, you're, don't...).
- Generally prefer shorter words. (Longer words are sometimes more concise, though. Compare 'Get where you want to go' with 'reach your destination'.)
- Avoid jargon. It alienates your audience (unless, for them, it's everyday language).
- Think about rhythm. Make your words 'swing'. It can really help you get the right stress. (Tip: hear how it sounds by reading aloud).

Insightful & Forward Thinking Engage your reader

- Make new connections. It's where insights come from.
- Connect with the visual. Words and images together create a more emotional response ('together' is the key word—avoid obvious statements that add nothing to the image).
- Use question marks (in moderation). They involve your readers and give them a voice to hear in their heads.

Confident in our Abilities

Focus on the process

- Use strong verbs to show how data takes action.
- Use imperatives. But balance them with questions. And use exclamation marks (very) sparingly!

Punctuate for emphasis

- Use full stops with short sentences or headlines to show confidence.
- Use long dashes—like this—to back up with detail (or use parentheses).
- Use bullet points to highlight benefits clearly.

Refreshingly Different

Small, specific details

- Use facts and numbers (but don't overload).

Play with expectations

- Try using negative statements for effect (again, in moderation).
- Avoid cliché, unless... the context puts it in a new light.

Let people speak

- Use "quotation marks" to attribute words to people.

Tone of Voice Principles

Three key principles of persuasive writing

1) Always write with a reader in mind

Make it personal

- Put yourself in their shoes to find an emotional connection
- Use 'you' and 'we' (in preference to 'our customers' and 'Pontus')
- Don't overuse the company name—it's all about them, not us

2) Make what you say relevant

For Pontus, relevant means making sure it's related to our larger goals

For your reader this means:

- Is it useful?
- Is it interesting?
- Is it enjoyable?

If not, ask yourself (or the person briefing you) why you should include this

3) Grab, hold and reward your reader's attention

Use storytelling techniques

- Make your reader see/hear/feel/smell it; start in the middle; use suspense, etc.

Engage with metaphors

- Make them distinct and memorable.

Present essential info clearly

- Often (but not always) that means putting it first.

Be logical

- One thing leads naturally to another.

Come full circle

- Tie in sign-off sentences with your opening.

4.0

4.0

4.1

Our Target

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Look and Feel

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Section

Strategy

Strategy

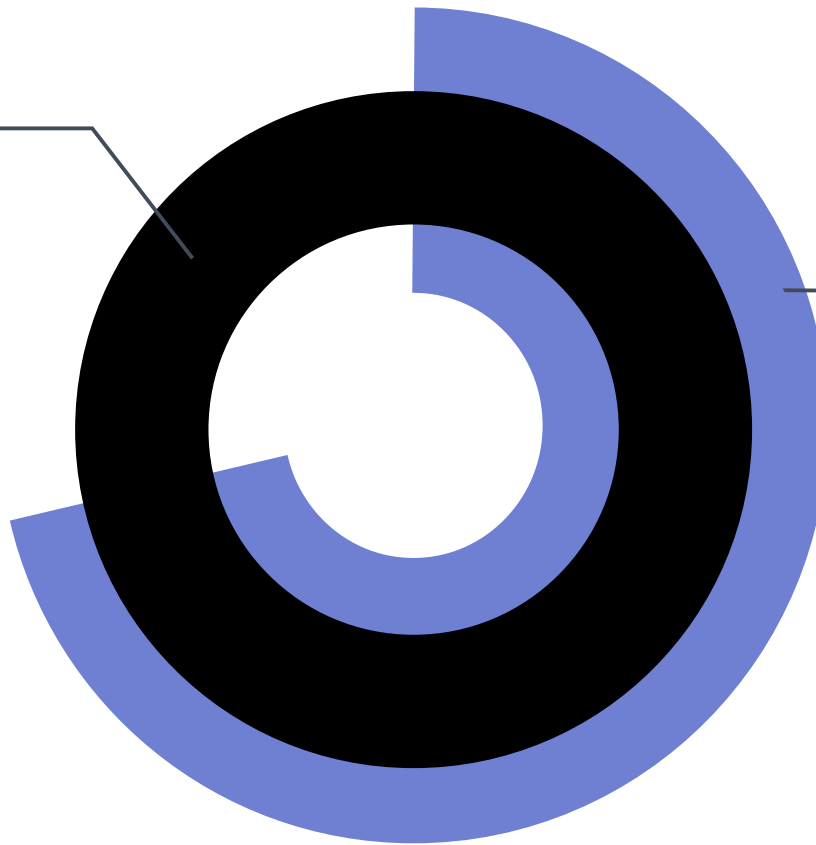
Our Target

Our target market is health conscious, planet conscious young adults, who are always looking for new, sustainable products.

As time progresses, and the Pontus names grows market share, the target demographic will expand gradually.

35-64
YEARS OLD

19-34
YEARS OLD



Strategy

Look and Feel

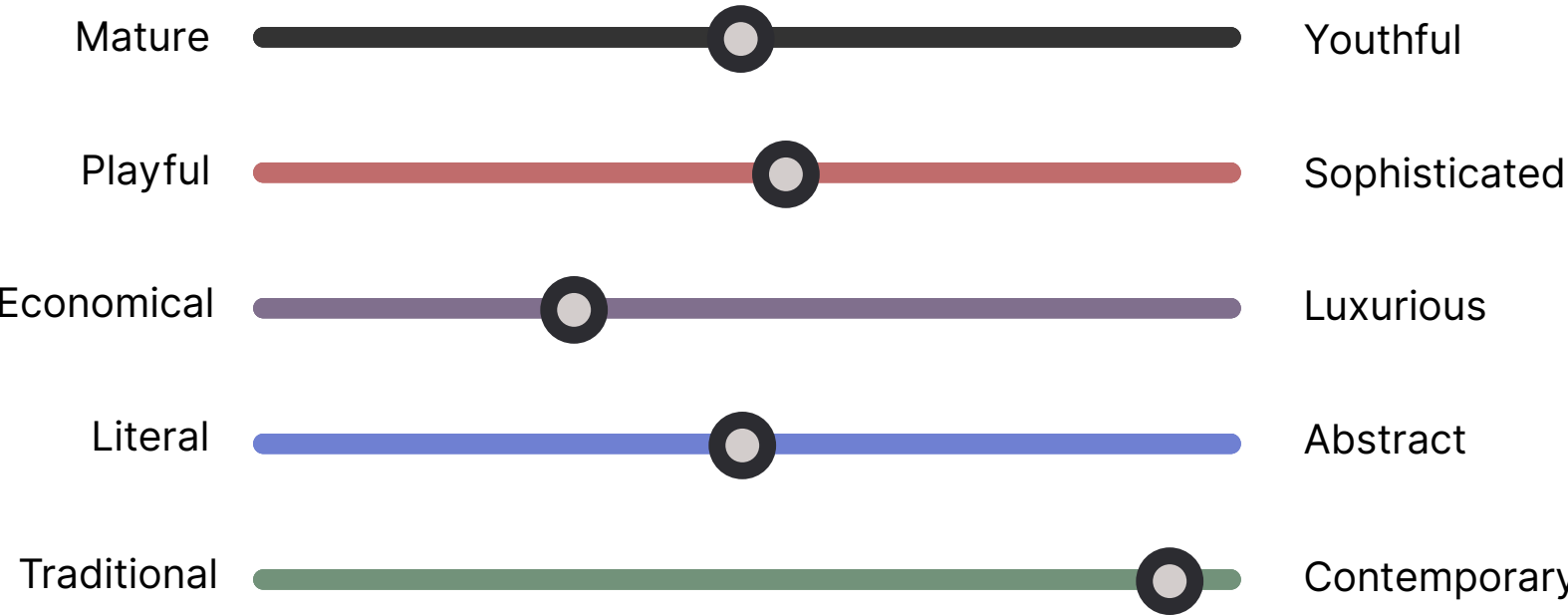
Pontus was built with a very particular look and feel. We tapered our design themes to be modern, minimalist and have strong colour usage. These themes have been proven to be most appealing to a wide demographic. By muting our graphical usage, we will open opportunities to have highly graphical sub brands and products underneath Pontus.

Our design strategy is to be broad in appeal. The following chart outlines our characteristics, themes, and graphic styling foundations. By understanding our market, and tailoring our strategy to the market, we further define ourselves as effective in the plant-based food, and latest in agro technology companies around the world.

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Pontus
Brand Book

Q4
2021



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5.0

Section

Brand Mark

Brand Mark Primary Logo

Our brandmark and wordmark were developed synergistically. The modified Radikal font, and minimized pontus logo creates a

brand environment that is calming, futuristic, optimistic and rooted in reality. Our brand always uses colour first when possible.

Visibility

With signage, merchandise and products in mind, our logo is highly visible from a distance and when shrunk very small.



Iconic Simplicity

Our iconography follows the trends seen in the worlds largest tech companies. Simple, Clean and Iconic due to the meaning and visual representation.

Brand Feature

Part of the brand visual identity is strong use of colour. Although represented here in white and black, the logo should primary seen with colour.

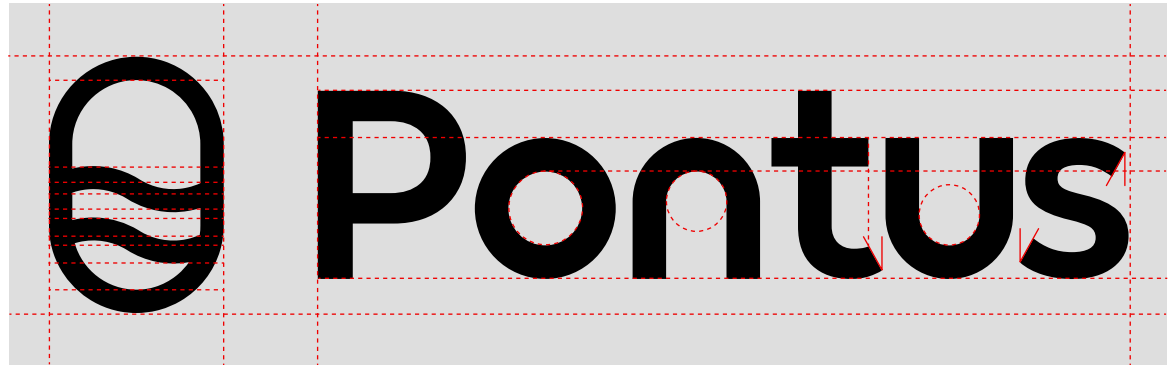


Brand Mark Logo Construction

This page shows the logo construction and details.

The heights of the letters P and T are the same, and the heights of the letters O, N, and U are also the same.

The thickness and the angle of each letter are all consistent.

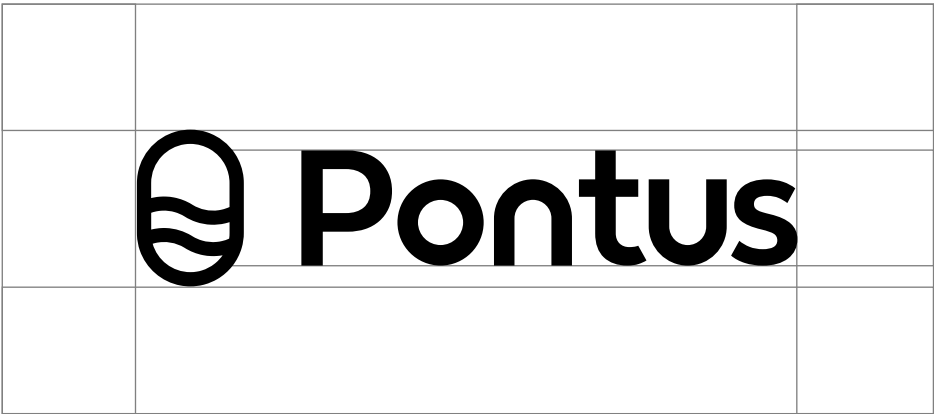


Brand Mark Minimum Logo Size

Strong Brand Visual Identity entails utilizing the logo exactly as outlines in the brand guidelines, to ensure consistency.

Clearspace is integral to viewability of the logo and overall brand visual identity. It must be adhered to at all times.

In order to ensure the best recognition and readability of the logo, please try to ensure that there is enough empty space around the logo.



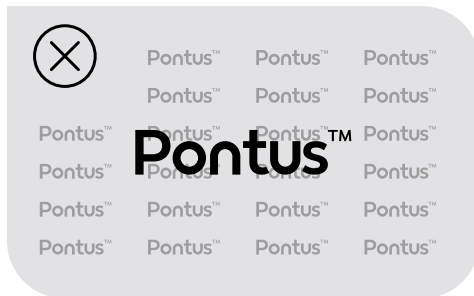
In order to ensure the best recognition and readability of the logo, please ensure that the minimum size of the logo cannot be less than 3cm x 0.6cm.



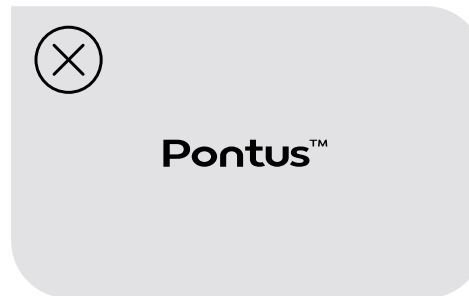
Brand Mark Logo Usage

The following examples show what NOT to do when using the pontus logo. Although seemingly common sense, it is important for

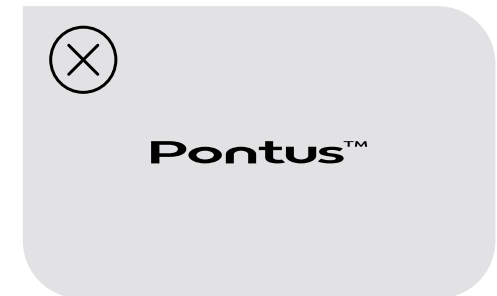
future designers, developers, partners and contractors to have very clear rules for DO's and DO NOT's.s



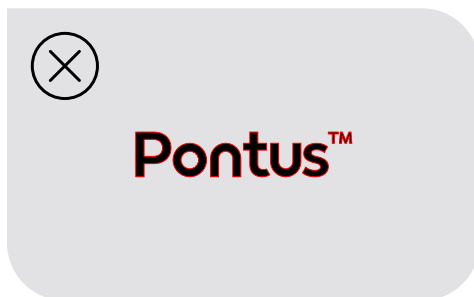
Don't place the logo over a pattern or any kind.



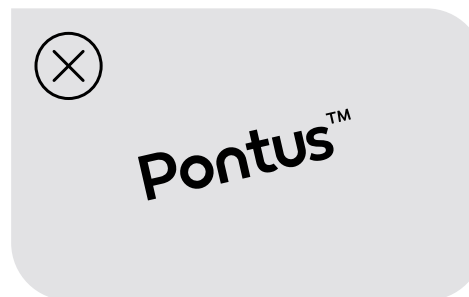
Don't distort the logo.



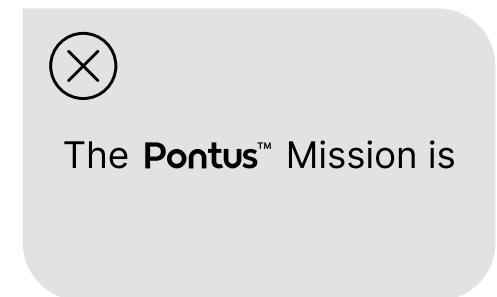
Don't skew the logo.



Don't use keyline or stroke around the logo.



Don't tilt the logo.



Don't use the logo within a sentence.

Brand Mark Iconography

Our icon was developed as a critical part of our visual identity. The minimized mark was simplified from the original legacy logo.

The icon represents cyclic technology that is water based, and uses verticality in all thinking. A complex brand with a simple icon.

In order to ensure the best recognition and readability of the logo, please try to ensure that there is enough empty space around the logo.



In order to ensure the best recognition and readability of the logo, please ensure that the minimum size of the logo cannot be less than 3cm x 0.6cm.

6.0

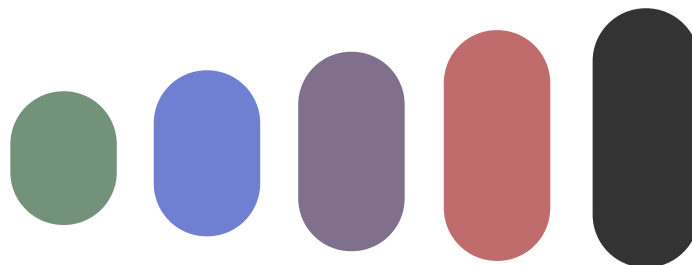
6.0

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Section

Colour

Colour Introduction



The Pontus corporate colour palette was designed to represent a harmony between plants and science.

Our usage of green represents renewability, sustainability and fresh organic life. Our blue is used to convey our mission. Purple represents our commitment to service excellence. We use red to signify our passion for innovation and creation. We use charcoal black to unify our vision of creating agricultural breakthroughs for the world. Ample usage of white is used to showcase purity in our business practices.

Our colours range throughout a wide spectrum, so that our brand can remain flexible, adaptable and will be able to evolve for different usages, most notably the social media art direction.

Colour Colour Palette



Pantone PMS
CMYK 69 / 63 / 62 / 58
RGB 51 / 51 / 51
HEX #333333



Pantone PMS
CMYK 00 / 00 / 00 / 00
RGB 255 / 255 / 255
HEX #ffffff



Pantone PMS
CMYK 53 / 31 / 00 / 00
RGB 111 / 161 / 247
HEX #6fa1f7



Pantone PMS
CMYK 49 / 63 / 00 / 00
RGB 142 / 111 / 178
HEX #8e6fb2



Pantone PMS
CMYK 59 / 06 / 68 / 00
RGB 114 / 183 / 122
HEX #72b77a



Pantone PMS
CMYK 06 / 72 / 50 / 00
RGB 299 / 108 / 108
HEX #e56c6c

Colour

Background Colours

When the logo is placed on the brand color, please use a white logo to ensure readability and recognition.

Part of our graphic device is not crop a photo, replacing the background colour with an image. This is seen in the bottom left figure.



7.0

7.0

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Section

Typography

Typography

Introduction

Our typography undertook a rigorous research and development phase. We trialled over 600 fonts to find a pairing that would stand the test of time, while remaining legible from afar, for signage, and highly visible for body text on digital applications.

Our typography is one of the core foundations of our brand visual identity. It will keep the art direction stable, when utilizing full bleed colour, and statements that represent the Pontus point of view.

Typography

Primary Typeface

About Radikal

Radikal is a geometric font dedicated to the research of purity.

Each font includes OpenType Features such as Proportional Figure, Tabular Figures, Numerator, Superscript, Denominators, Scientific Inferiors, Subscript, Ordinals, Fractions and ligatures.

The fonts have an extended characters set to support Central, Eastern and Western European languages.

Radikal is perfectly suitable for headlines, the range of styles provides flexibility for text and title.

Radikal Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$&?/+“(.,:;)

Radikal Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$&?/+“(.,:;)

Typography

Secondary Typeface

About Inter

Inter is a variable font family carefully crafted & designed for both digital and print.

Inter features a tall x-height to aid in readability of mixed-case and lower-case text.

Several OpenType features are provided as well, like contextual alternates that adjust punctuation depending on the shape of surrounding glyphs, slashed zero for when you need to disambiguate "0" from "o", tabular numbers, etc.

Inter Light

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 \$ & ? / + " (. , ; ;)

Inter Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 \$ & ? / + " (. , ; ;)

Inter Medium

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 \$ & ? / + " (. , ; ;)

Inter Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 \$ & ? / + " (. , ; ;)

Radikal Medium is our headline weight.

Radikal Regular is our subheadline weight.

Inter Medium and regular are our body copy weights

Light is used for captions and small bodies of text, it is also used on our stationery.

Typography

Typographic Hierarchy

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements.

There are a variety of ways you can create a sense of hierarchy.

HEADLINE 1

AaBbCcDdEeFf

HEADLINE 2

AaBbCcDdEeFf

HEADLINE 3

AaBbCcDdEeFf

HEADLINE 4

AaBbCcDdEeFf

HEADLINE 5

AaBbCcDdEeFf

HEADLINE 6

AaBbCcDdEeFf

8.0

8.0

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Section

Graphic Device

The Pontus graphic device is a dynamic and powerful brand tool. It can be used subtly or dramatically depending on individual application requirements.

We crop out images with textures, colours and words to stimulate emotional connection from viewers.



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9.1

Inspiration

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Mood Board

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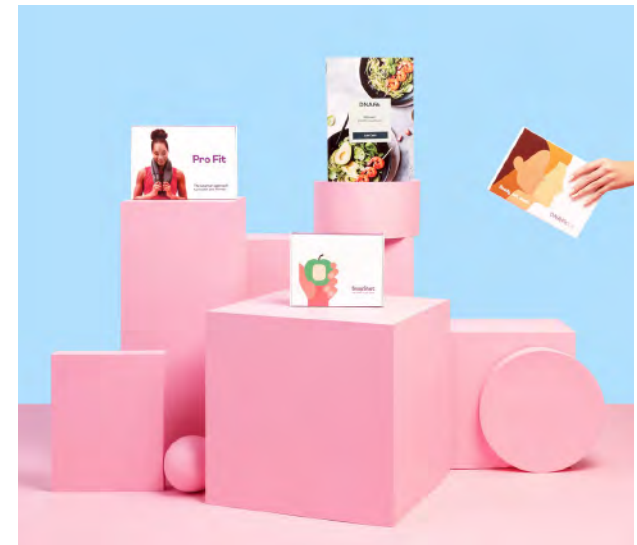
Section

Photography

Photography Inspiration

Our photography utilizes a mix of organic, health, wellness and fitness models, with the mix of geometric full colour products.

We utilize mathematical angles in our photography to keep the images fresh and appealing. Our people photography is natural.



Photography Inspiration

We will use a mix of colours, primarily green, blue, pink, white and purple to showcase our dynamic image.

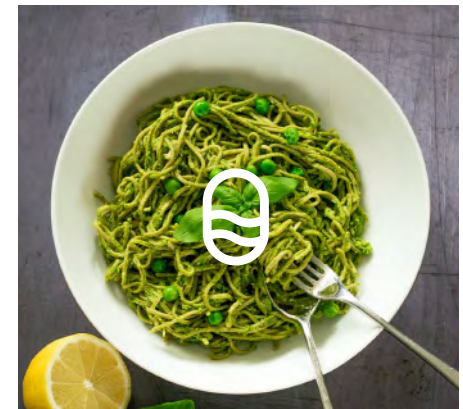
We want to research and develop new ways to showcase our unique plants and systems, in an organic and colourful way.

 Pontus



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 Pontus



10.0

10.0

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Section

Signage Guidelines

Signage Guidelines Variations

Our concept is to have an ever-changing lighting system at our facility. The colours will change on command.

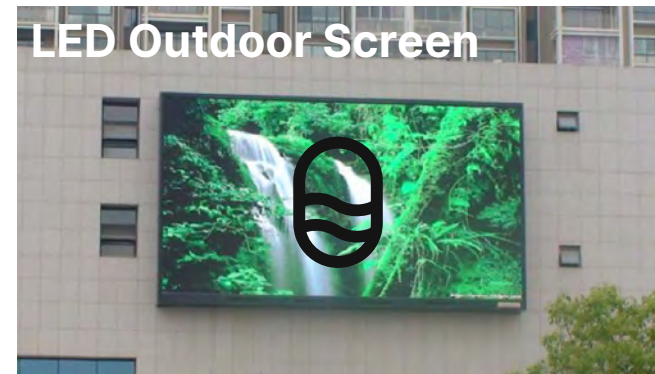
By using LED screens, and other colour changing systems, Pontus can have a dynamic signs, that can play images, video or words.



Pixel LED Acrylic Letter

Ability to live change colours using bluetooth. Ideal for presenting different colours based on investor, partner or distributor brand colours. Pontus colour can be dynamic, changing over time, or throughout the day.

LED Outdoor Screen

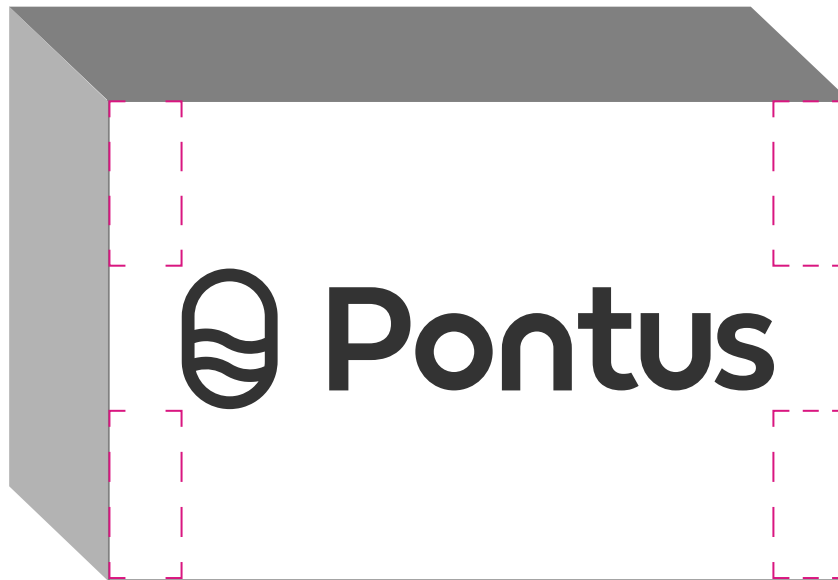


Signage Guidelines

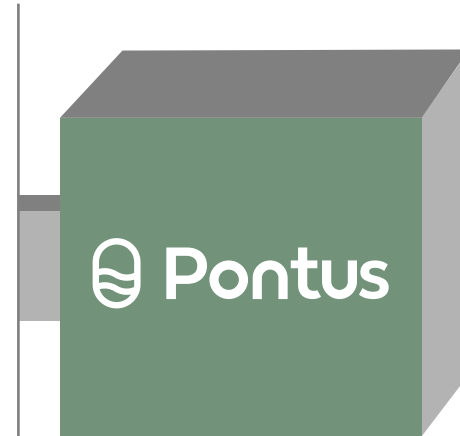
Installment

Our signage utilizes LED screens, on protruded bezzels at the Pontus facility. We use raised surface area to accentuate brand.

A permanent feature in our brand is colour adaptability. We use a wide array of colour to represent our evolving company offerings.



Single face; English only logo signage; preferred option



Dual face; English only logo signage;
preferred option on both faces



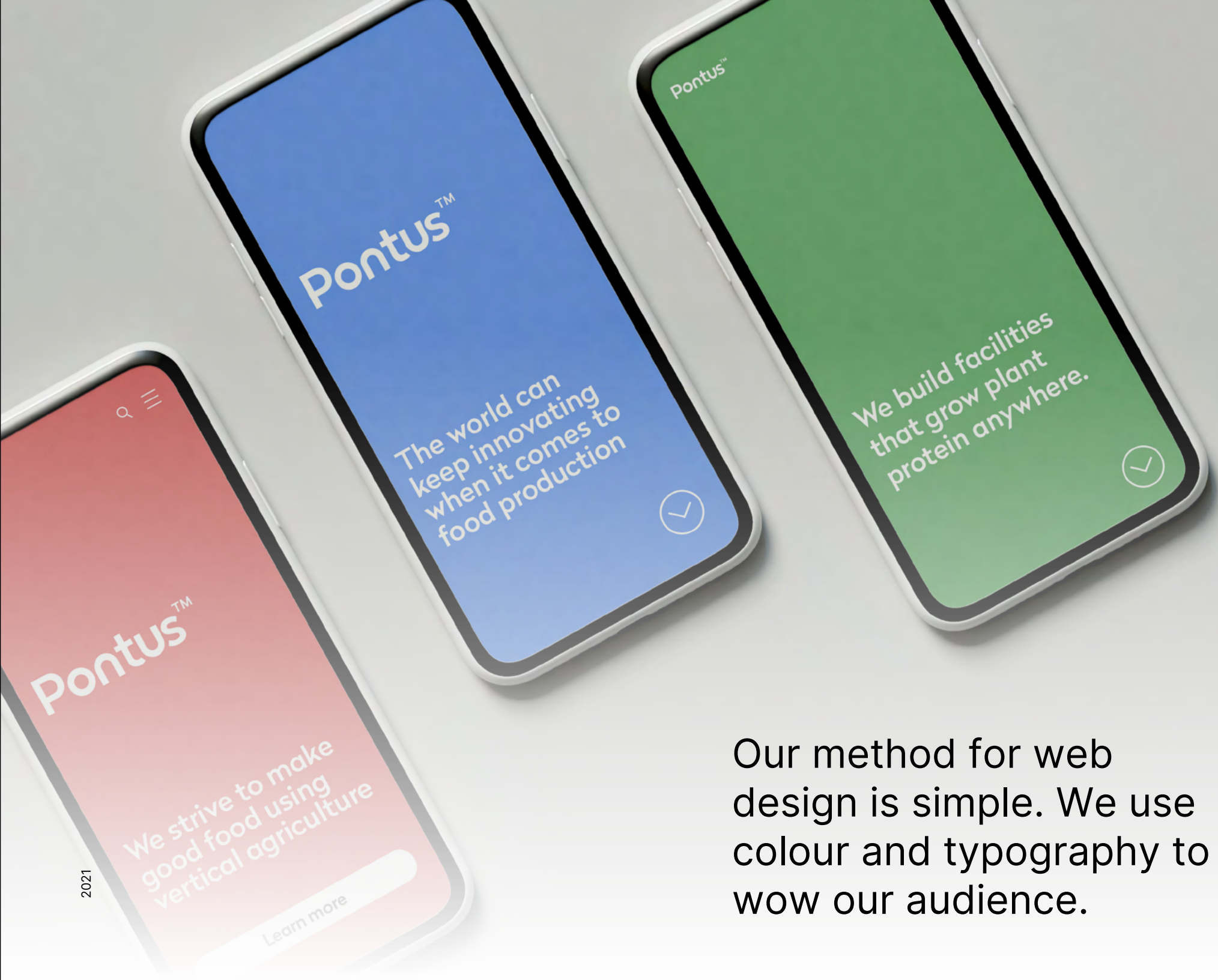
Dual face; English only logo signage;
preferred option on both faces

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11.0

Section

Digital



Our method for web design is simple. We use colour and typography to wow our audience.

Digital Web Design

Strong web design at Pontus, means ultimate ease of use, and great readability from any distance. Our usage of colour is

what takes Pontus into its own category. We use bold statements and excellent typography at all times.

Desktop

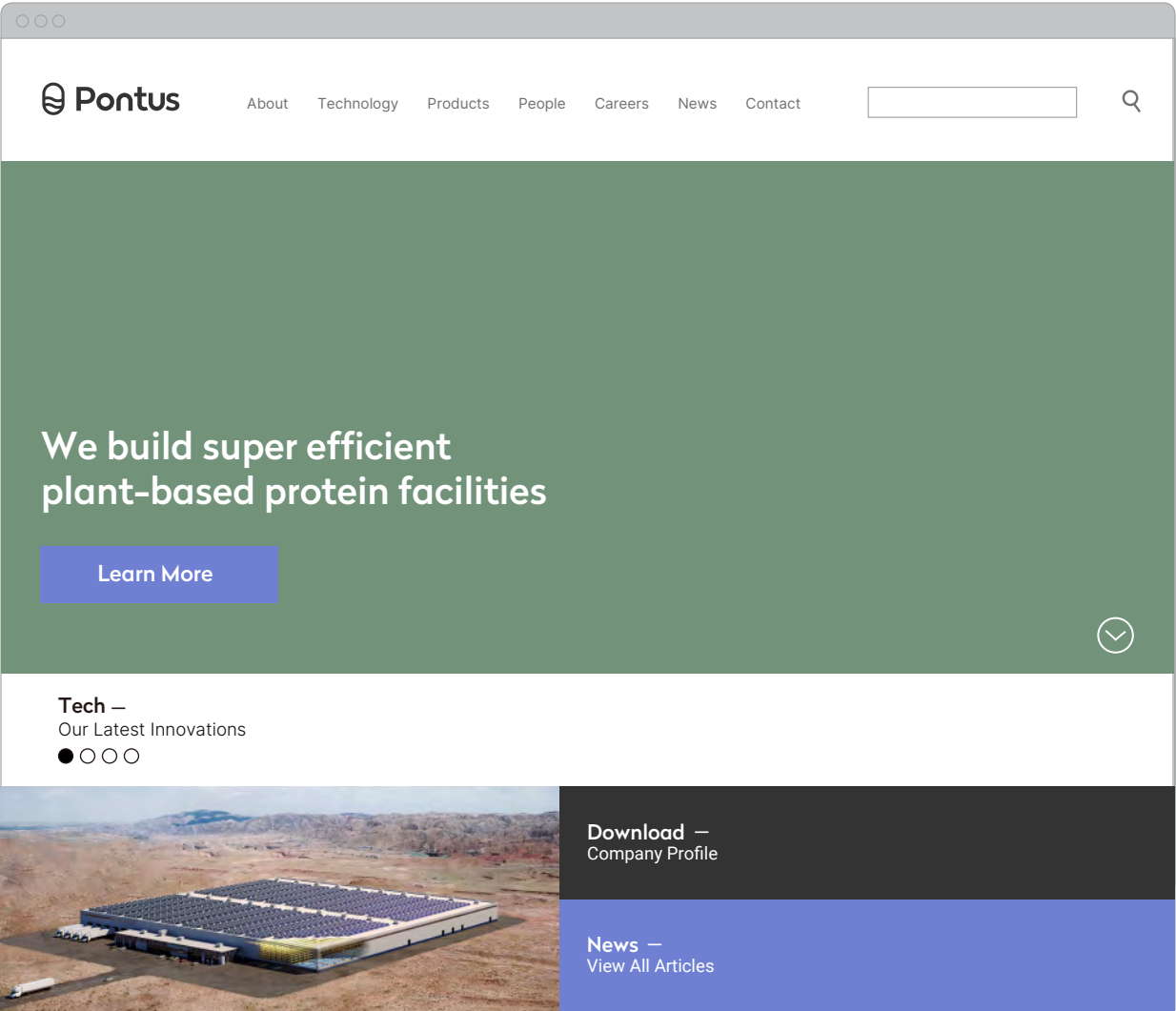
Our desktop web version shows a convenient 2 column layout, perfect for high visibility.

Tablet

For tablet users, our app is extremely easy to use. The User Experience was tailored for simple usage, and for brand appeal using colour and movement.

Mobile

Our mobile design was developed to have smooth scroll, edge to edge colour, and great movement. Together this completes the brand look and feel.



Digital Mobile Design

Our web design principles are simple and effective. We use colour to speak volumes for the brand.

A key to our web design strategy is effective use of buttons, CTA's and information delivery, with links displayed in a simple format.

Mobile Rationale

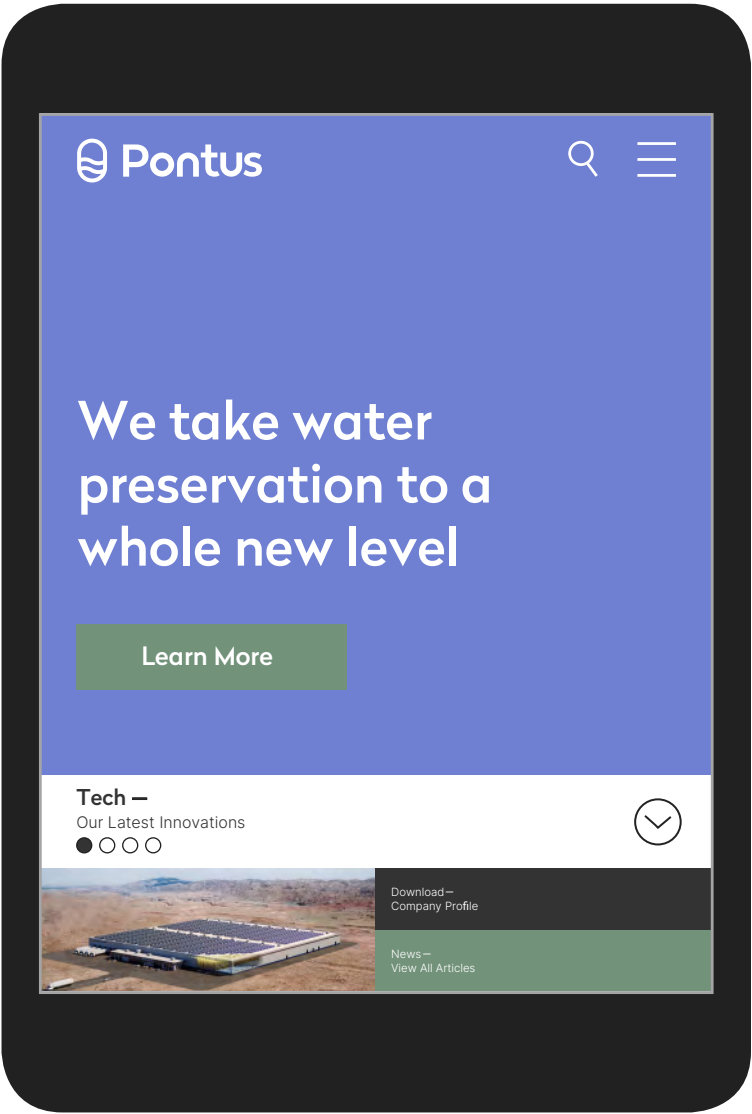
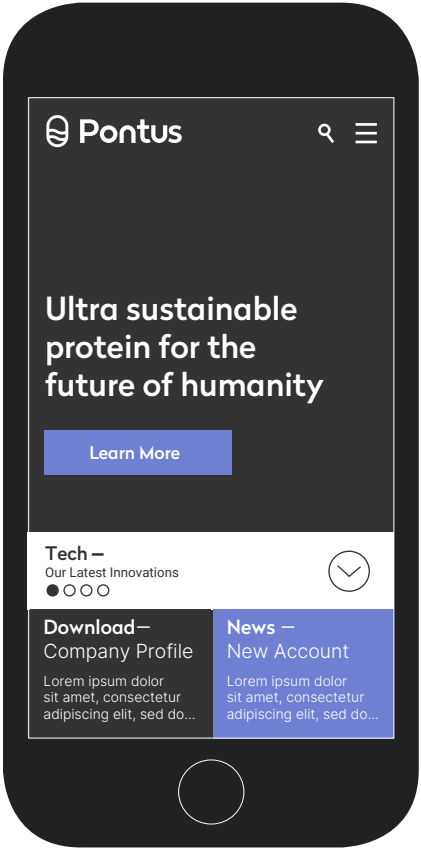
The Pontus mobile design is developed to showcase the most important information quickly. Bold statements, colour usage and quick links are the key.

Call to Action

Our Call to Action is a learn more button, that pulls users into our engaging company. They can learn about recipes, the facility and our technologies.

Burger Menu

Our menu system features a simple collapsible menu that expands to a mega menu, housing all of our robust archives of information.



12.0

12.0

12.1 Posters

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12.2 Digital

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Section

Advertising

Advertising Posters

A core piece in Pontus' advertising arsenal is the variation of posters, that use strong statements to grab viewers attention.

Our posters are strategically placed in high volume traffic areas, and are designed to generate interest.

We are the worlds
solution for fast
and sustainable
protein.

Did we mention
plant-based?

Pontus™



What does a vegan,
a vegetarian and a
carnivore have in
common?

They all want to
save the world.

Pontus™



Less land, less time
and less water
consumption?

That sounds like a
win, win, win to us.

Pontus™



We make it possible
to feed nations.

Ask us how.

Pontus™



We make it possible
to grow food in
Antartica, Deserts,
and even in Outer
Space.

Got a space station?
Give us a call.

Pontus™



We make it possible
to grow food in
Antartica, Deserts,
and even in Outer
Space.

Got a space station?
Give us a call.

Pontus™



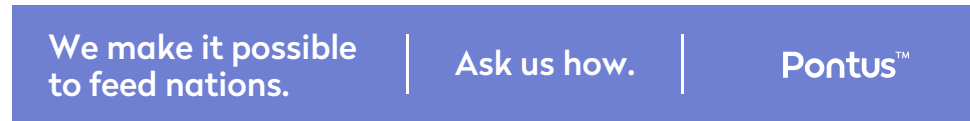
Advertising Posters

The Advertising for Pontus is bold and provocative. As the company grows, images will adorn the colourful backgrounds.

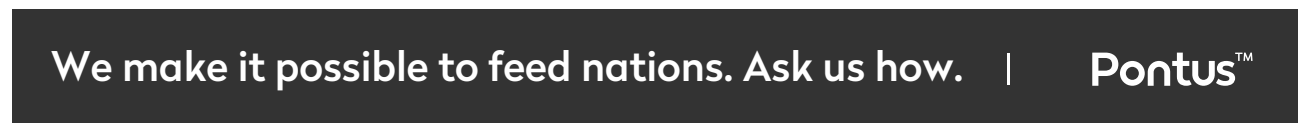
We plan to use geometric angled photography of products, food, and illustrations. Our brand will have many visual representations.



Advertising Digital Banner

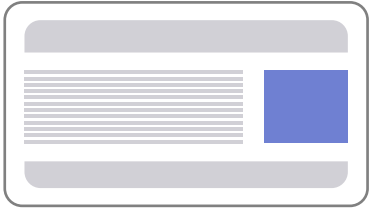
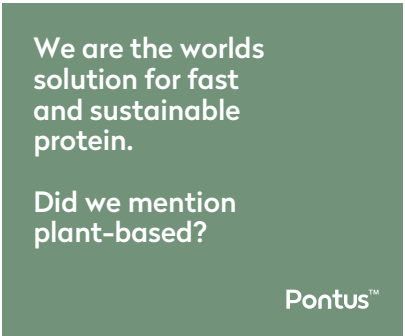


728px X 90px

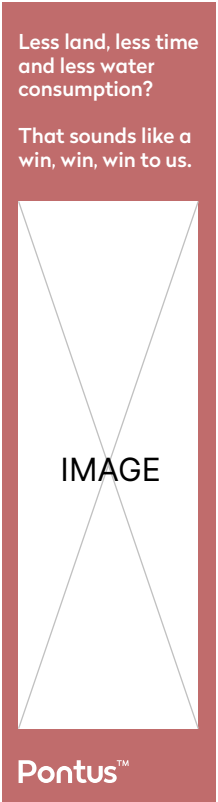


970px X 90px

Advertising
Digital Banner



300px X 250px



160px X 600px



300px X 600px

13.0

13.0

13.1

Introduction

04

Section

Merchandise

The Pontus merchandise collection utilizes the graphical device of the logo, cropped very particularly.

When creating new merchandise for the brand, it is crucial to use the brand guidelines document for exact usage instructions, or as close as possible in abnormal cases.

14.0

14.0

14.1

Tag Line

56

Section

Promotional

Promotional Tagline

Corporate

- Pontus - Reinventing Agriculture
- Tech, innovation, feed the world

50

Products/Foods

- Pontus – Living your best life
- Greening up your food
- For those who value what they feed their bodies,
and what we feed the earth

15.0	15.1	Introduction	58
	15.2	Business Card	59
	15.3	Letterhead	60

15.0

Section

Internal

The way we display our ourselves, is very important to how the brand is perceived. Even the paper of the business card warrants careful thought. We recommend thick, heavy paper, to represent a company that is substantial, realistic and epic.

Internal Business Card

We use a triplex business card produced by MOO.COM. The central core of the card is blue. This thick card gives first time

viewers a great first impression. We promote thick materials, that can be environmentally safe whenever possible.



Pontus
Email Adress
000.000.000
000.000.000

17686 66A Ave, Surrey, BC V3S 2A7



Pontus
Email Adress
000.000.000
000.000.000

17686 66A Ave, Surrey, BC V3S 2A7

Internal Letterhead

Large Envelope

Letterhead



DL Envelope

Pontus
Email Adress
000.000.000
17686 66A Ave, Surrey, BC V3S 2A7

Pontus
Email Adress
000.000.000
17686 66A Ave, Surrey, BC V3S 2A7

16.0

16.0

16.1

Introduction + Files

62

Section

Resources

Resources

Introduction + Files

In order to ensure a unified brand style, please use the correct logo file and font. Click the button below to access Pontus files (logos, fonts, colours).

Resources

17.0

17.0

17.1 File Naming Structure 64

Section

File Naming Structure

File Naming Structure

Introduction

In order to ensure that all digital files are kept in order, please name the files according to the specified naming format. This can avoid the loss of very important files and make file management more efficient.



Pontus - Brand Assets



Finance Data Analysis - 2021-08-15



2021marketingbudget



2021 Budget - South - Marketing



data20210715

18.0

18.0

18.1

Style Guide

66

.

Section

Tradeshow Setup

Tradeshow Setup Style Guide

Pontus' tradeshow should maintain a unified style, with a simple and futuristic design, while incorporating some plant elements and brand colors.



Tradeshow Setup Style Guide



19.0

19.0

19.1	Introduction	69
19.2	Example	70

Section

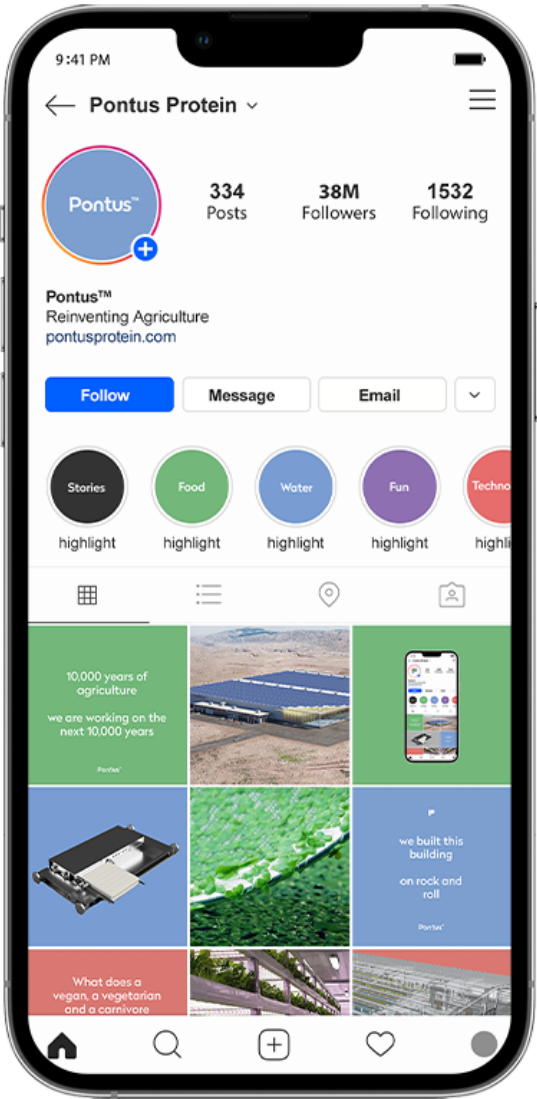
Social Media

Our primary goal for social media is to inspire. We use a wide spectrum of colours to stimulate our audience. Bold statements with great typography is a key to our strategy. Our imagery is bright and provocative.

Social Media
Example

The colour spectrum utilizes our bold approach to introducing a stimulating style across social media. Our instagram grid must be

planned in advance, to ensure that a great variety of colourful images is seen at first glance by all users. This will keep us fresh for years,



20.0

20.0

20.1	Introduction	72
20.2	Examples	73

Section

Art Direction

The art direction for Pontus uses the latest in photographic techniques. We utilize geometric layouts to promote the various products in the Pontus brand house. Strong usage of white, beautiful colour play and emphasis on typography will keep our art direction unified.

Art Direction Examples

35

Pontus
Brand BookQ4
2021

21.0

21.0

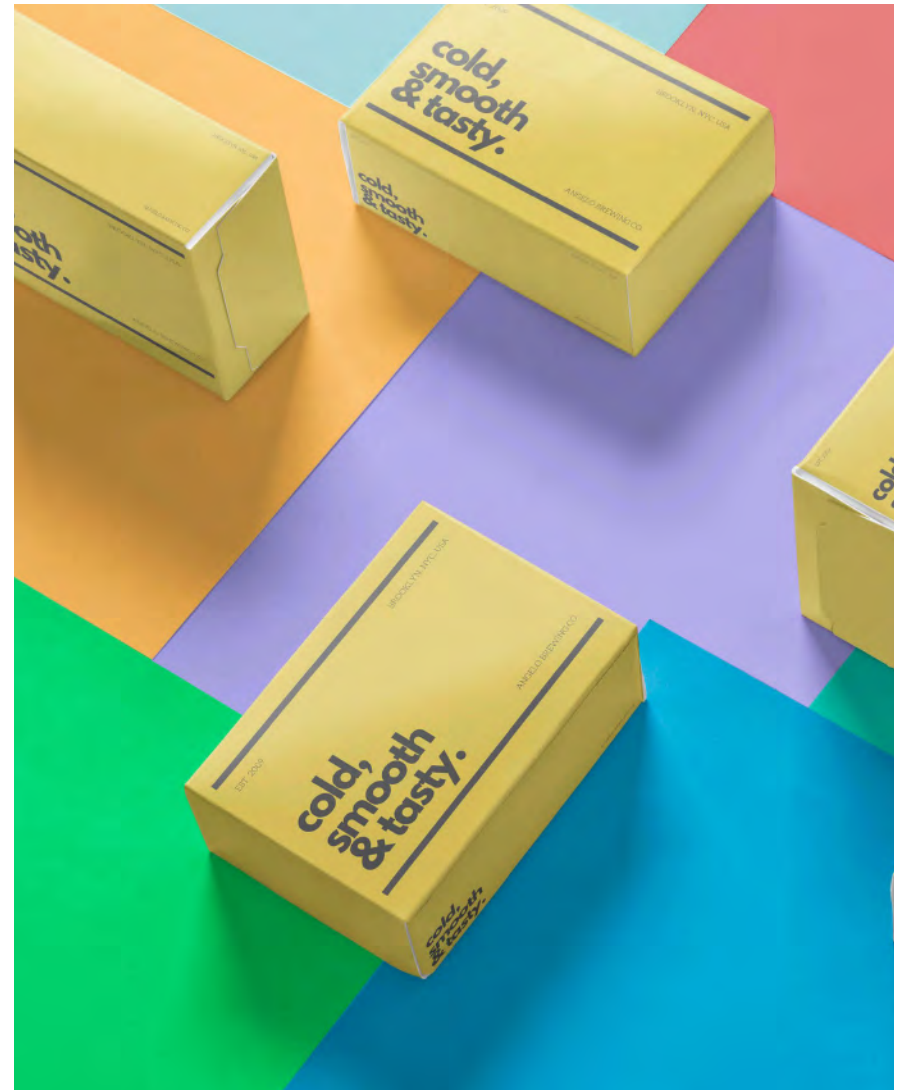
21.1	Style	75
21.2	Background	76

Section

Product Photography

Product Photography Style

Product photography should maintain the same style, simple, stylish, and modern. In order to ensure that the style of product photos is consistent, the images must be high-definition and have consistent lighting.



Product Photography Background

In addition to high-definition pictures and consistent lighting, the background of the product is also very important. The background of the picture should be kept simple and clean. You can use one brand color or a combination of multiple brand colors together.

42



22.0

22.0

22.1 Cooking & Recipes

78

22.2 Commercial

79

Section

Cinematography

Cinematography Cooking & Recipes

Our recipe videos are important to educating our potential customers. By showing how easy it is to cook with Pontus as a daily dietary supplement, all viewers can learn about this new product. Tight shots of the particles, ingredients and powder is how we roll.



Cinematography Commercial

When shooting food, products, powder, models or facility, we think of three aspects. Modern design, colour and motion.

When combined, we are able to follow our photographic styling and fuse it into our cinematography and video capture.



23.0

23.0

23.1 Introduction 81

Section

Sales Assets

Our sales assets will grow over time. Everything from blenders, merchandise, swag, giveaways and branded gifts will sit in this section. Contact the CXO for more sales and marketing assets.



24.0

24.0

24.1	Design	83
24.2	Inspiration	84

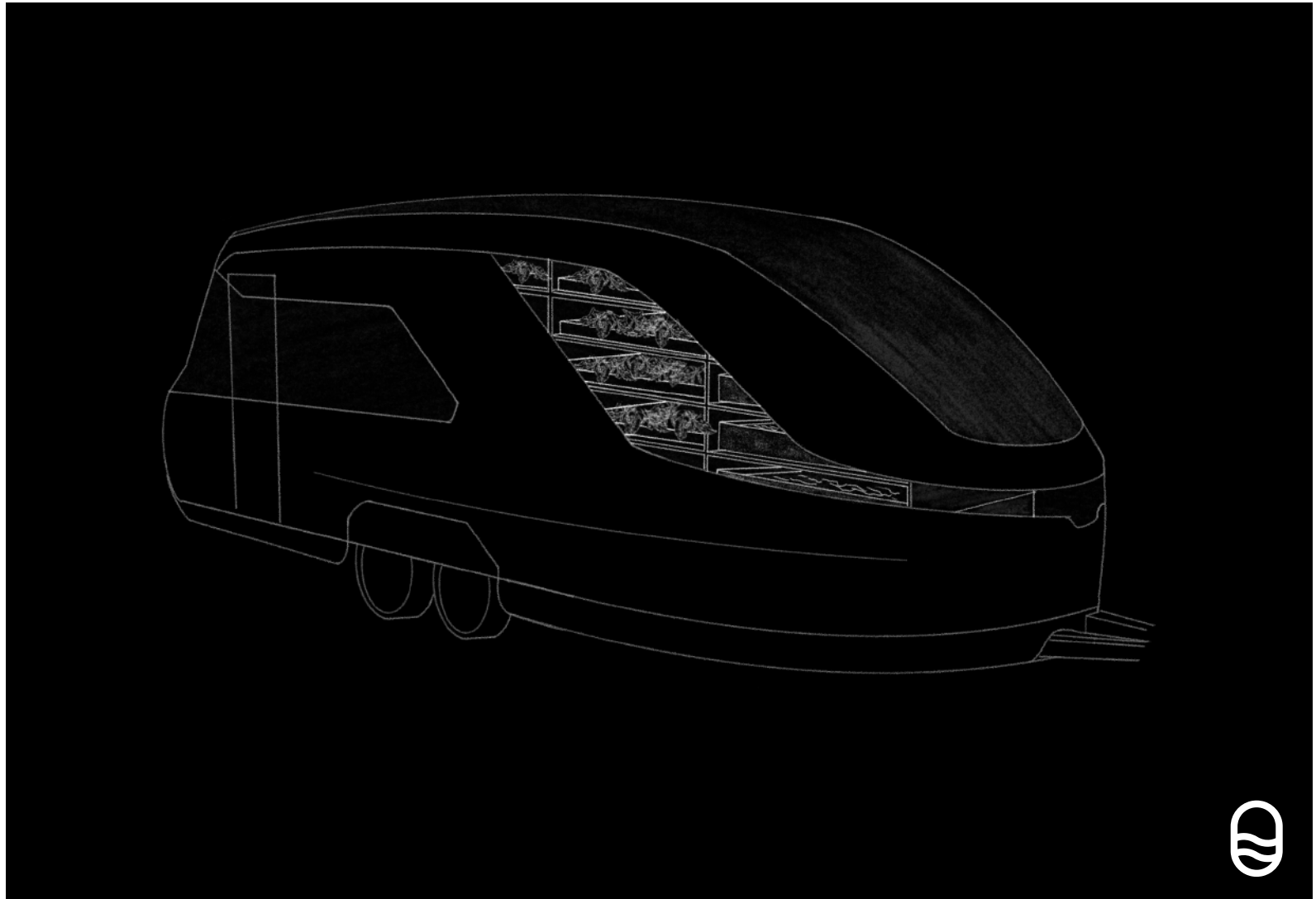
Section

Processing Vehicle

Processing Vehicle Design

Pontus will constantly develop innovative new machines, vehicles, and products. A core in our business is inventions and the

integration of these new ideas into human society. The betterment of mankind is always in our hearts and minds, and are reflected here.



Processing Vehicle Inspiration

Our processing vehicle is built to be a portable tradeshow asset. It will feature a pod that has water lentils growth and harvesting all

on board. This is a simple prototype design at this stage, but will go into production in 2022. This processing vehicle is modular.

30



25.0

25.0

25.1 Introduction 86

25.2 Style 87

Section

Interior Decoration

Interior Decoration Introduction

Pontus is a agri-tech company, so the interior design style should be minimal, futuristic, decorated with brand colors and nature elements.



25.3

Interior Decoration
Style

33



26.0 26.1 Introduction 90

57

Pontus
Brand Book

Q4
2021

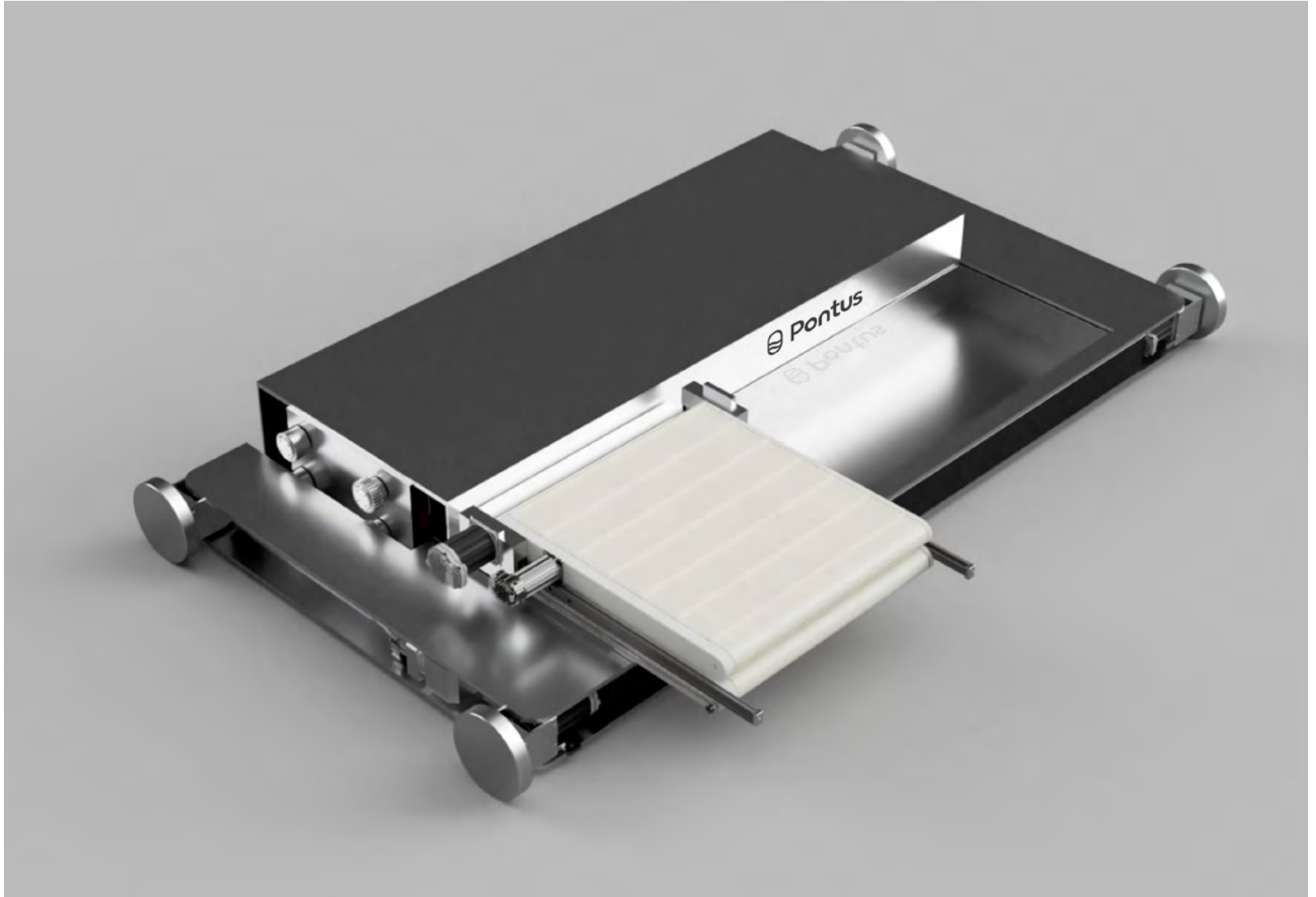
26.0

Section

HARV

HARV Introduction

HARV is an automatic robot in the CEVAS system. Through HARV, Pontus's verticle planting can be harvested more easily and effectively.



27.0	27.1	Current Facility	92
	27.2	Future Facility	93

27.0

Section

Facility

Facility Current Facility

Our facility is over 20,000 sq ft of prime production space. With high ceilings, a custom HVAC system, and a sterile environment.

Based in Surrey, BC, the facility is 25 minutes away from the airport, 35 minutes away from downtown and 15 minutes from the USA.

42



Facility Future Facility

Our future facilities will be based in deserts, arctic climates, and in other very hostile environments. Anywhere that has trouble with

agriculture of certain products, will benefit from having a Pontus facility. Below shows a 'Giga Factory' of over 200,000 sq ft.



28.0

28.1 Introduction

04

28.2 Structure

04

57

Pontus
Brand Book

Q4
2021

28.0

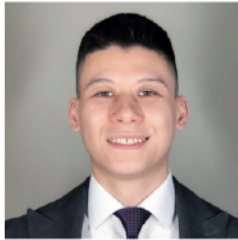
Section

Corporate



Our model is unlimitedly scalable. We have a plethora of sub brands and products in development.

Corporate Structure

**Connor Yuen**

CEO

Connor Yuen's early accomplishments include climbing to the top 1% of

[READ MORE](#)

**Alson Niu**

Executive Vice President

Alson Niu has worked as a business consultant for the past several years specializing in

[READ MORE](#)

**J. R. Lopez**

CXO

J. R. is a design and strategy veteran with more than 16 years of experience in film and television.

[READ MORE](#)

**Jason Ding**

CFO

A Bachelor of Business (BBA) Graduate of Simon Fraser University, Mr. Jason Ding has been accredited with both a

[READ MORE](#)

**Steve McArthur**

CTO

As co-founder of Garden City Aquaponics Inc., Green Oasis Foods Ltd., and Pontus Protein

[READ MORE](#)

29.0

29.0

29.1 Introduction 98

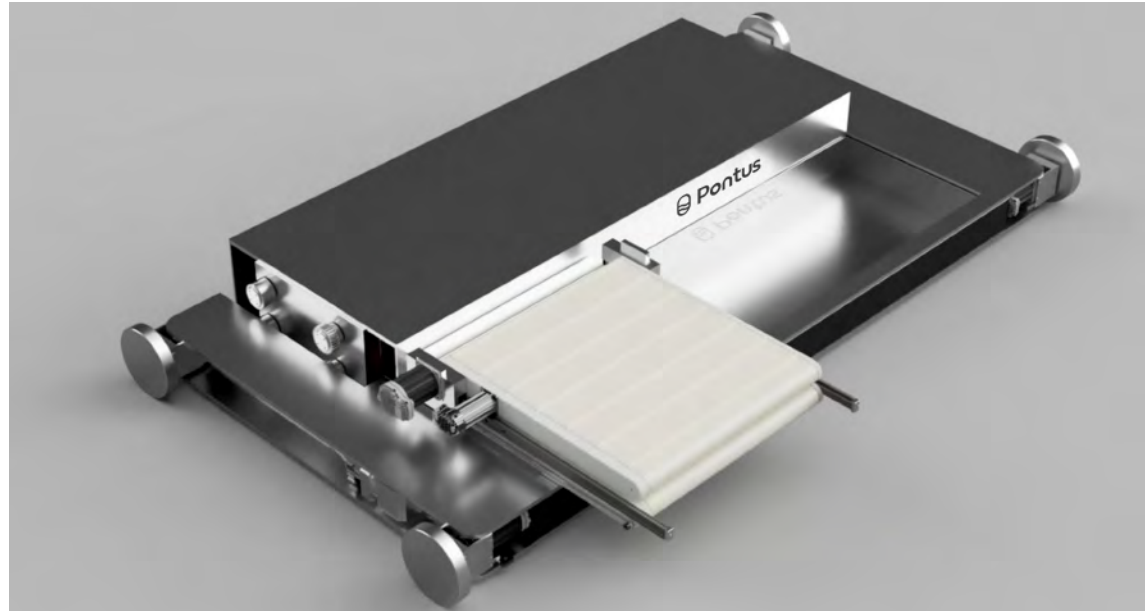
Section

Technology

Technology Introduction

HARV

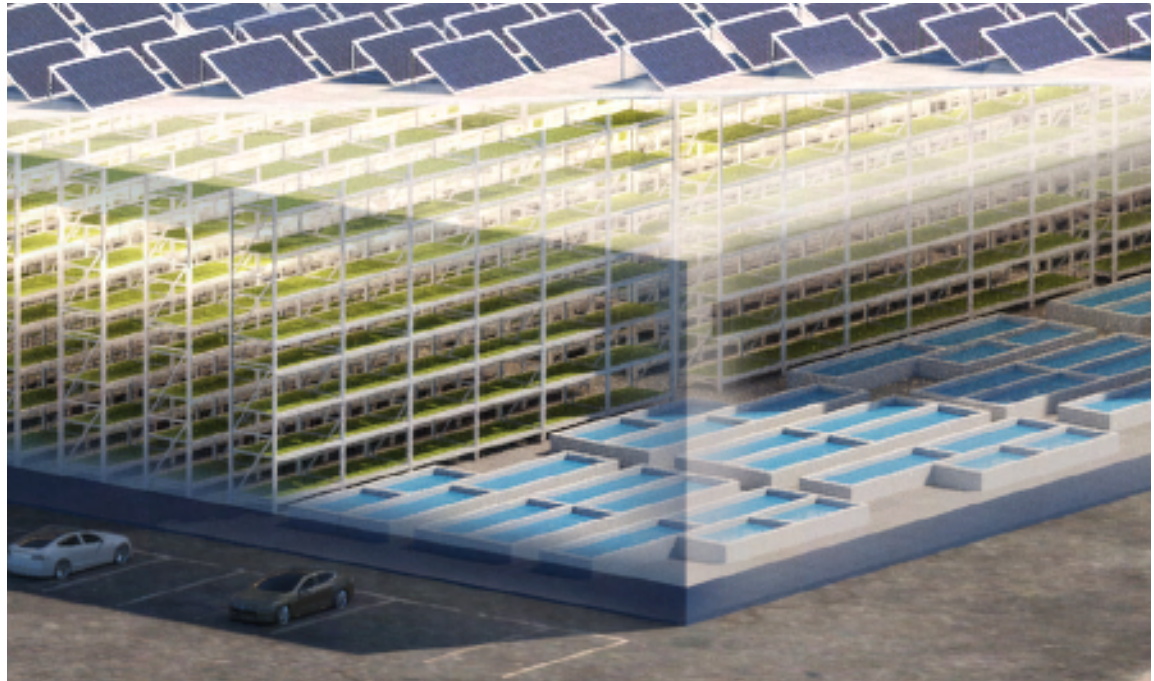
HARV is an automatic robot in the CEVAS system. Through HARV, Pontus's verticle planting can be harvested more easily and effectively.



CEVAS

CEVAS is a indoor verticle planting system invented by Pontus.

This system is in a closed environment, so that the crops grown through the CEBVAS system can grow anywhere in the world.



30.0

30.0

30.1

Introduction

100

Section

Brand Environment

“

With so much technology,
products and innovation, we
present ourselves simply.

**This conveys confidence,
and gives Pontus broad
appeal.**

31.0

31.0

31.1 List of Partnerships

04

Section

Partnerships

Partnerships

List of Partnerships

Conquest VC
BMW Consults
Evolve Branding
Amwolf Capital

Jason Ding, CPA
YVR Supper Club
Tracer Digital
Cannacord

32.0

32.0

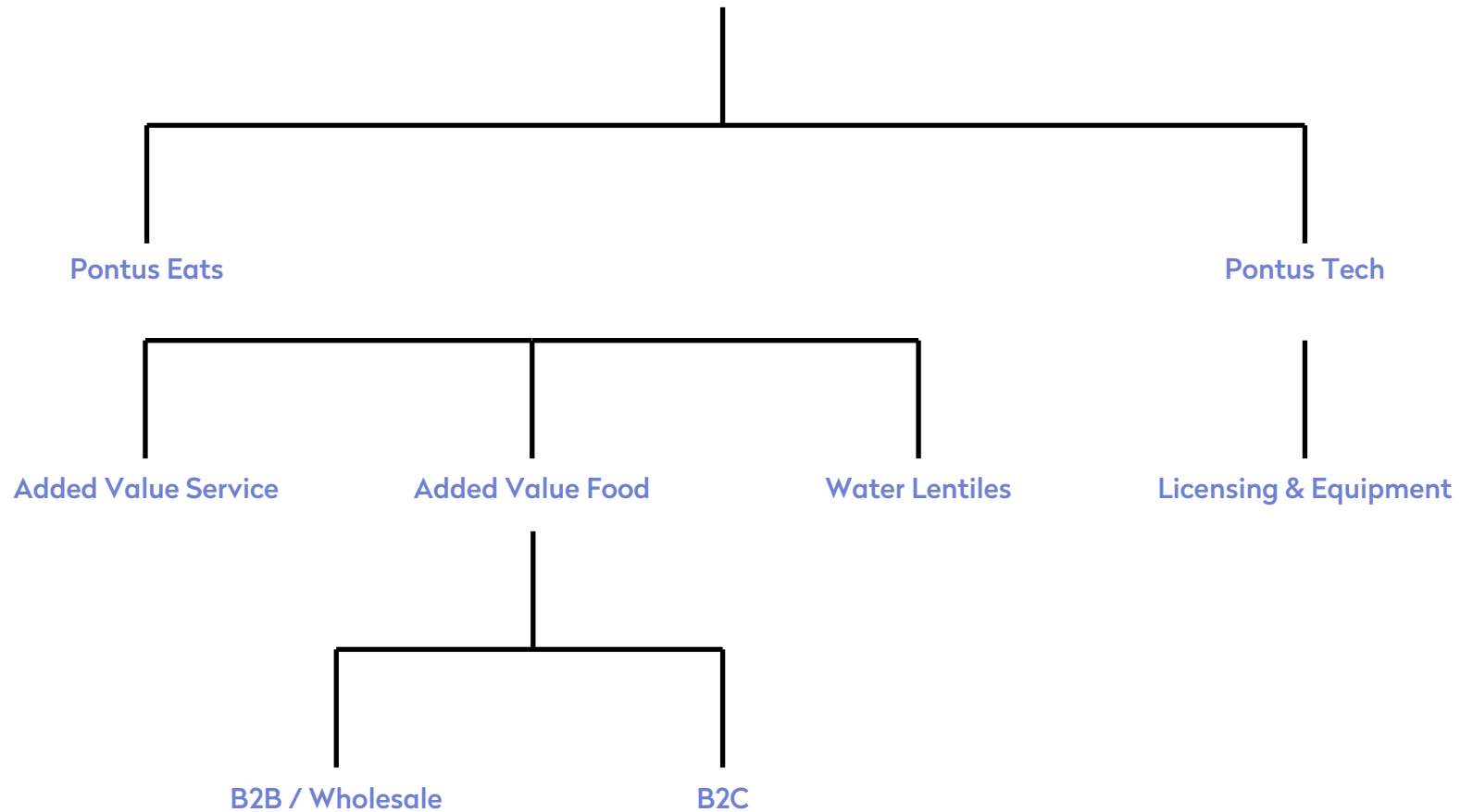
32.1 Overview

104

Section

Sub Brands

Sub Brands Overview





PontusProtein.com