WELL, THIS IS EXCITING.

Welcome to our brand guidelines.
If you're here, it means we're working together to make the next generation of products – things that will advance the health of people and the planet.

These guidelines describe permissible uses of our brand names and trademarks, assuming that we've provided you express written permission to use them.

If you haven't gotten that express written permission and would like it, please contact your Evolved by Nature representative.

PROGRESS IS POSSIBLE IN A LOT OF WAYS.

Our goal is to advance health and sustainability across all aspects of the human ecosystem, so our biotechnology has many, many... many many many applications.

If you find that a use case isn't covered in these guidelines, or if you have questions on how they can be applied, please reach out to your Evolved By Nature person and they can help.

OUR LOGO

Our logo exists in both an inline and stacked configurations, in both black and white.
Please contact your Evolved by Nature representative for our logos in .ai, .eps, .png, and .svg formats in both CMYK and RGB.

*EVOLVED BY NATURE™

*EVOLVED BY NATURE™

*EVOLVED BY NATURE™

*EVOLVED BY NATURE™

Our logo should never be stretched, skewed or converted to colors other than black and white.

*EVOLVED BY NATURE™

*EVOLVED BY NATURE™

Our logo should have a measurable amount of clear space on all sides.





Our logo should never be placed on busy backgrounds that make it not legible, or on background colors that create low contrast, affecting legibility.

COPY GUIDELINES

As a partner,it's likely that you will want to mention Evolved By Nature or describe **Activated Silk™** biotechnology in your communications. We are always happy to work with you to craft the best message catered on your particular situation, but here are some starting points that you can use.

WHO IS

EVOLVED BY NATURE?

We are Evolved By Nature; pioneers in natural peptide chemistry.

Unlocking the bioactive properties of nature's most powerful ingredients.

Supplying safer, more sustainable* chemical solutions across several commercial channels.

Creating higher performance, CO2 reductive products designed for safety and profitability.

Innovating peptides to advance the health of people and the planet.

WHAT IS

ACTIVATED SILK™ BIOTECHNOLOGY?

Activated Silk™ biotechnology is Evolved By Nature's proprietary peptide platform biofharvested and designed from natural, renewable resources.

WHAT DOES

ACTIVATED SILK™ BIOTECHNOLOGY DO?

Activated Silk™ biotechnology has the near limitless ability to protect and enhance the barrier function of almost anything with a surface. It's already being used to:

- Reduce reliance on problematic chemicals
- Build sustainable supply chains
- Vastly increase product performance potentials
- Expand the boundaries of biomedicine.
- Take us beyond the limits of petrochemistry

CORRECT USE OF TRADEMARKS

Please don't give us nicknames.

We're always excited to engage in meaningful partnerships, and we put a lot of energy into understanding you and your needs. But no matter how closely we work together, please always refer to us and our biotechnology by our full name.

EVOLVED BY NATURE™

"Evolved By Nature"® is the name of our company, and we should never be shortened to "EBN",or articulated as anything other than "Evolved By Nature".

ACTIVATED SILK™ BIOTECHNOLOGY

Activated Silk™ biotechnology is the name of our proprietary, sustainable peptide platform.

"ACTIVATED SILK" should always be followed by a ™

"ACTIVATED SILK" should always be followed by a noun.

We permit the use of:
- Activated Silk™ biotechnology
- Activated Silk™ technology
- Activated Silk™ peptides

In the case of a specific peptide:
- Activated Silk™ 33B (example of a specific peptide designation)

If a different noun is preferred to follow **"ACTIVATED SILK™"** please reach out to your Evolved By Nature contact to discuss the possibilities.

You do not have permission to refer to it as:
- Liquid silk
- Natural silk
- Silk
- Or anything other than **"ACTIVATED SILK™"** + noun.

You do not have permission to change the name of **"ACTIVATED SILK™"** in a way that indicates a proprietary performance-enhancing silk product - example: "Silk Tech" "Smart-Silk".

Any violation of these guidelines may result in the succession of supply.

If using **"ACTIVATED SILK™"** + noun is not ideal, then please refer to our product as "ingredient","peptide","silk peptide","chemical","material" or other generic term to describe it as a part of your own product's makeup.

You won't need to mention **Activated Silk™** biotechnology in content, but a reminder that you do not have permission to refer to it as liquid silk, activated silk, natural silk, silk, or even Activated Silk as a noun. It can only be referred to exactly as Activated Silk™ biotechnology.

TYPOGRAPHY

OUR TYPEFACES

Our proprietary typeface, **Evolved**, should be used for "Activated Silk™ biotechnology" as much as possible. It comes in 3 styles, with 4 weights each, to allow for easy use with your brand's design system.

Serif Light
AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

Serif Book
AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

Serif Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

Serif Black
AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

Semi Light
AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

Semi Book
AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

Semi Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

Semi Black
AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

Sans Light
AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

Sans Book
AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

Sans Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

Sans Black
AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

Please contact your Evolved By Nature representative for the full family of fonts contained in the Evolved typeface.

The Evolved typeface is also available as a variable typeface, allowing for both manual and programmed customization of letterforms.

To **automatically** evolve a word or phrase, use the Evolved Display typeface.

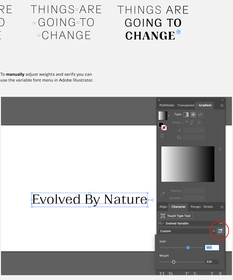
1. Type out the desired phrase: THINGS ARE GOING TO CHANGE
2. Use an ^ (caret sign) between words instead of a space.
3. Add an * (asterisk) at the end, and the phrase will automatically evolve.

1 THINGS ARE GOING TO CHANGE

2 THINGS^ARE GOING TO CHANGE

3 THINGS ARE GOING TO CHANGE*

To **manually** adjust weights and serifs you can use the variable font menu in Adobe Illustrator.



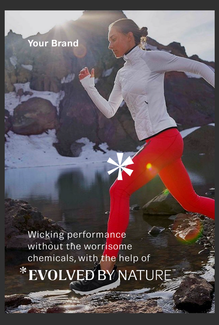
OUR ASTERISK

Since **Activated Silk™** biotechnology is a largely invisible component of next generation, sustainable products, and since it biodegrades into the environment at the end of its life cycle, it can be hard to... well... see.

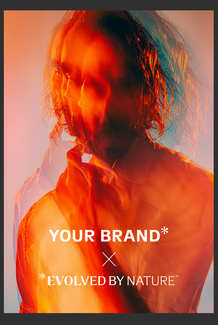
So the graphic device of our asterisk was designed to let people know there's more to learn about products.



It can be used in headlines.



It can be used to highlight products within photography.



It can be used to signal brand partnerships.

ACTIVATED SILK™ BIOTECHNOLOGY CLAIMS

These are the sustainability claims associated with **Activated Silk™** biotechnology. For specific claims about your Evolved By Nature product, molecule or formula – including performance claims – please reach out to your Evolved By Nature representative.

APPROVED CLAIMS FOR ACTIVATED SILK™ BIOTECHNOLOGY, THE INNOVATIVE INGREDIENT USED IN ALL EVOLVED BY NATURE PRODUCTS:

- Sustainable* (SEE RULES FOR USE OF "SUSTAINABLE")
- Naturally derived
- Non-toxic**
- Biodegradable
- Cruelty free / Leaping Bunny certified
- Made from a renewable resource
- Made with renewable energy
- Made from Non-GMO silk cocoons
- Supports a circular economy

*Activated Silk™ as an environmentally responsible technology developed with good work practices, which contributes to achieving U.N. Sustainable Development Goals. For info, visit https://sdgs.un.org/goals.

**Based on completion of HRIPT, heavy metal testing, ASTM D5338 biodegradability and aquatic toxicity testing.

These claims are associated specifically with **Activated Silk™** biotechnology, and are only allowed in conjunction with "Activated Silk™". If you're using a generic term like "ingredient" or "chemical" instead of "Activated Silk™", then please reach out to your Evolved By Nature contact for claims that are allowed.

These claims can be made about the Activated Silk™ biotechnology as an ingredient, and not:

- The entire Evolved By Nature formulated product.
- Your entire product – be that a textile, a sneaker, a formula or anything else created using Activated Silk™ biotechnology.

FOR EXAMPLE:

DO: Our product is made with all-natural, biodegradable Activated Silk™ biotechnology.

DON'T: Activated Silk™ 117-LS is all-natural and biodegradable.

DON'T: Our night serum is all-natural and biodegradable thanks to Activated Silk™ peptides.

DON'T: Our all-natural, biodegradable nylon with Activated Silk™ technology delivers innovative wicking performance.

USE OF "SUSTAINABLE" CLAIM

Because there is no universally agreed-upon definition of "sustainable"/"sustainability", a footnote is required to clarify our meaning. Our definition is based on the United Nations Sustainable Development Goals (UNSDG) framework. As such, a footnote symbol such as "†" should follow any "sustainable"/"sustainability" Activated Silk™ biotechnology claims.

FOR EXAMPLE:

Activated Silk™ biotechnology is sustainably† created.
Activated Silk™ biotechnology is sustainable†.
Sustainable† Activated Silk™ biotechnology.

The following footnote should be used in reasonable proximity to the claim:

†The manufacturing of Activated Silk™ biotechnology is environmentally responsible and developed with good work practices, which contributes to achieving U.N. Sustainable Development Goals. For more information, visit **evolvedbynature.com**.

THANK YOU

We're passionate about bringing healthier, more sustainable technology into the world. We're thankful for partners like you, and we look forward to helping you accomplish your goals.

If you have any questions, comments or concerns, please reach out.

*EVOLVED BY NATURE™
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