



# **Media Kit**

Revised 12/3/2024

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# Brand Identity

# Logotypes & Usage



Our standard logo consists of three colors (see “Color Palette” section) and has a horizontal orientation.

The standard logo works well against light backgrounds and in most compositions.



The black or white variations of the logo can be used in a composition where the standard logo would be illegible. For example, you can use the single-color white version of the logo if it's going to be overlaid on a dark background.



The Vibrant Wellness icon by itself is ideal for communicating our brand in a condensed and simplified format.

Appropriate usage includes, but is not limited to:

- Profile images for company accounts (i.e. social media accounts)
- Favicons (the graphic that goes adjacent to a web browser tab)
- App thumbnails
- A decorative graphical element in branded materials

## Alternative Formats

**Alternative versions of the Vibrant Wellness logo can be provided upon request.**

For example, if a logo is needed to fit a specific frame on a website or printed material that the standard logo cannot be adjusted for, the marketing department can provide a condensed version of the logo to fit the image constraints required.

## Download Our Logo Kit

[Click here](#) or scan the QR code to download image and vector formats of the Vibrant Wellness logo.





# Color Palette



# Brand Colors

The Vibrant Wellness brand contains three primary brand colors:



## Vibrant Teal

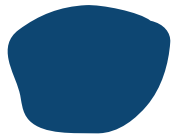
Hex Code: #5dbec6

R: 93  
G: 190  
B: 198

C: 60  
M: 4  
Y: 23  
K: 0

**PMS Coated**  
2227 C

**PMS Uncoated**  
2227 U



## Vibrant Navy

Hex Code: #044572

R: 4  
G: 69  
B: 114

C: 100  
M: 77  
Y: 31  
K: 16

**PMS Coated**  
2955 C

**PMS Uncoated**  
2955 U



## Cool Black

Hex Code: #313642

R: 49  
G: 54  
B: 66

C: 78  
M: 69  
Y: 52  
K: 48

## Brand Color Usage

### Vibrant Teal

Best used as an accent color for text, hyperlinks and graphics. It should be used sparingly—primarily to draw the eye to a focal point.

### Vibrant Navy

Best used for headings, large text, backgrounds and large fill areas.

Pairs well as a secondary accent color to Vibrant Teal.

### Cool Black

Best used for body text color. Cool Black alleviates the starkness of using solid black and also pairs well with the primarily blue Vibrant Wellness color palette.

## Other Colors & Use-Case Scenarios

The Vibrant Wellness brand should feel light and airy. We recommend backgrounds and large fill areas (such as liquid fills and frames) to be light colors with darker contrasting text and graphics above. See examples of light color swatches below:



**Hex Code:** #f0f7ff



**Hex Code:** #e3f2f5



**Hex Code:** #edfaed



**Hex Code:** #fff5d6



**Hex Code:** #ebebeb



**Hex Code:** #cedae0



**Hex Code:** #faece6



**Hex Code:** #faf2ec



**Hex Code:** #ffeab



**Hex Code:** #f8deff



# Examples of color usage



## 1 Order Your Test

Your wellness provider orders your lab test



## 2 Activate Your Kit

Scan the QR CODE to activate your kit.



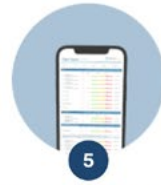
## 3 Collect Your Sample

Follow the instructions included in your test kit to collect your sample.



## 4 Ship Immediately

Ship your sample to our lab team for analysis.



## 5 Receive Personalized Results

Receive your personalized report within 2-3 weeks.



### Order Status

Order Confirmed

Vibrant America will send your kits as soon as possible.

[Prepare for your test](#)

Required Actions

- Schedule your blood draw appointment [Blood Draw Options](#) [Skip](#)
- Read how to prepare for your test [Prepare For Your Test](#)
- Read specimen collection guide for blood test [Specimen Collection Guide](#) [Skip](#)
- Read specimen collection guide for non-blood test [Specimen Collection Guide](#) [Skip](#)

Email

Dear Dr.Durland,

This is a notification that results are ready to be viewed on the provider portal for MARCY WEISLEDER.

Please [notify your patient](#) or [Schedule a appointment with your patient](#) to share the result.

[Wheat zoomer report](#)

[Glut zoomer report](#)

[Lab report](#)

[View Result](#)



**Test by Category**

Our advanced precision testing help assess genetics, body systems and environmental factors to guide you in your path to Wellness.

**Gut Health**

Assess your gut microbiome to learn if harmful microbes or digestive diseases are affecting your health.

[Gut Zoomer](#)

**Cardiovascular Health**

Understand your risk of heart disease and reveal the role genetics play in your overall health.

[Cardiovascular Health](#)

**Neural Health**

Assess neural inflammation, disease risk, and overall health of the brain.

[Neural Zoomer](#)

**Food Reaction**

Uncover allergens, sensitivities, and intolerance to everyday foods, infections.

[Wheat Zoomer, Dairy Zoomer](#)

**Toxins**

Learn if you're carrying a toxic burden from heavy metals, mold, chemicals, and more.

[Heavy Metals, Hormones](#)

**Hormones**

Determine metabolic, reproductive, and overall hormone status and detect hormonal imbalances.

[Estrogen, Hormones](#)

**Nutrients**

Assess cellular mitochondrial status and learn if nutrient deficiencies are impacting your health.

[Nutrient, Mitochondrial Health](#)

**Infection**

Detect if hidden infections and pathogens are compromising your immunity.

[Toxins & Virus Infection Panel](#)

**Autoimmune**

Detect if autoimmune disease is behind chronic inflammation and neurological symptoms.

[Celiac, Connective Tissue](#)

# Brand Typography

THIN

Roboto

BLACK SMALL CAPS

**SUNGLASSES**

ITALIC

*Self-driving robot ice cream truck*

BOLD

**Fudgesicles only 25¢**

BOLD CONDENSED

**ICE CREAM**

MEDIUM

Marshmallows & almonds

LIGHT

#9876543210

BOLD ITALIC

***Music around the block***

REGULAR

Summer heat rising up from the boardwalk



## Roboto

The standard typeface (font) for Vibrant Wellness web and print collateral is “Roboto.” This popular sans-serif comes with a wide variety of weights, making it versatile for the use of headlines and body copy. This typeface is easily accessible on most web apps and visual builders such as Google Suite, WordPress, Unbounce, Canva and more. For offline use, the entire font family can be [downloaded from Google Fonts](#). It is free for commercial use.

# Company Overview

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## Brand Story

Vibrant Wellness was founded in 2011 with a vision to transform healthcare by providing clinicians with innovative, precise lab testing that empowers truly personalized care.

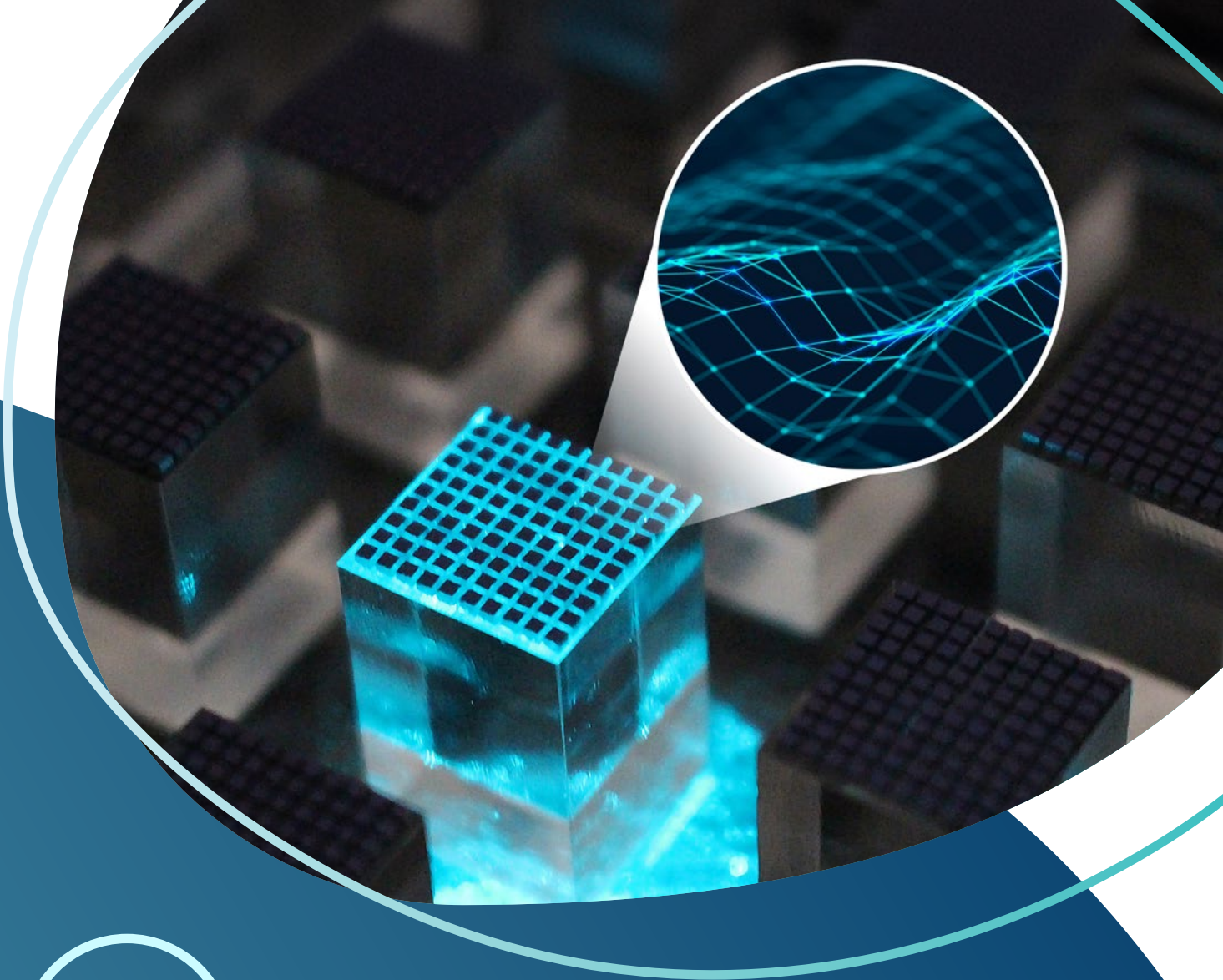
As a pioneer in comprehensive, integrative testing, we push the boundaries of what's possible in personalized wellness. Our mission is to equip healthcare providers with the insights they need to understand each patient's unique health profile, enabling individualized treatment plans that drive optimal health and longevity.

At the heart of our work is a dedication to scientific excellence and innovation. Our proprietary 3Dense microarray technology reflects this commitment, delivering highly sensitive, accurate results with minimal sample sizes and high-volume processing capacity. With a team of over 400 clinical researchers and scientists, we are redefining the future of lab testing—enabling clinicians to help patients live longer, healthier lives through precise, data-driven care.

## Boilerplate

Vibrant Wellness is a leading CLIA-certified lab testing company based in Santa Clara, CA. We have the largest selection of comprehensive integrative lab tests, trusted by over 18,000 wellness professionals who are shaping the future of health and longevity. Our precision technology enables providers to go beyond generalized treatments, delivering targeted, personalized care based on highly precise data. With this approach, practitioners can design individualized plans that optimize wellness, prevent chronic disease, and promote long-term vitality—ushering in a new era of proactive, personalized medicine.





*Tagline*

# *Advanced Lab Testing for Personalized Longevity*



# The Science Behind Our Products

Our products are powered by clinically validated, proprietary microarray technology that delivers precision and reliability in diagnostic testing. This silicon-based platform enables us to analyze a broad spectrum of biomarkers, enabling healthcare providers to identify subtle shifts in metabolic, immune, and microbiome health.

This approach helps uncover early indicators of health risks and provides actionable data for promoting longevity. Our commitment to research-driven innovation ensures every test reflects the evolving science of integrative care, empowering providers to guide their patients toward healthier, longer lives.

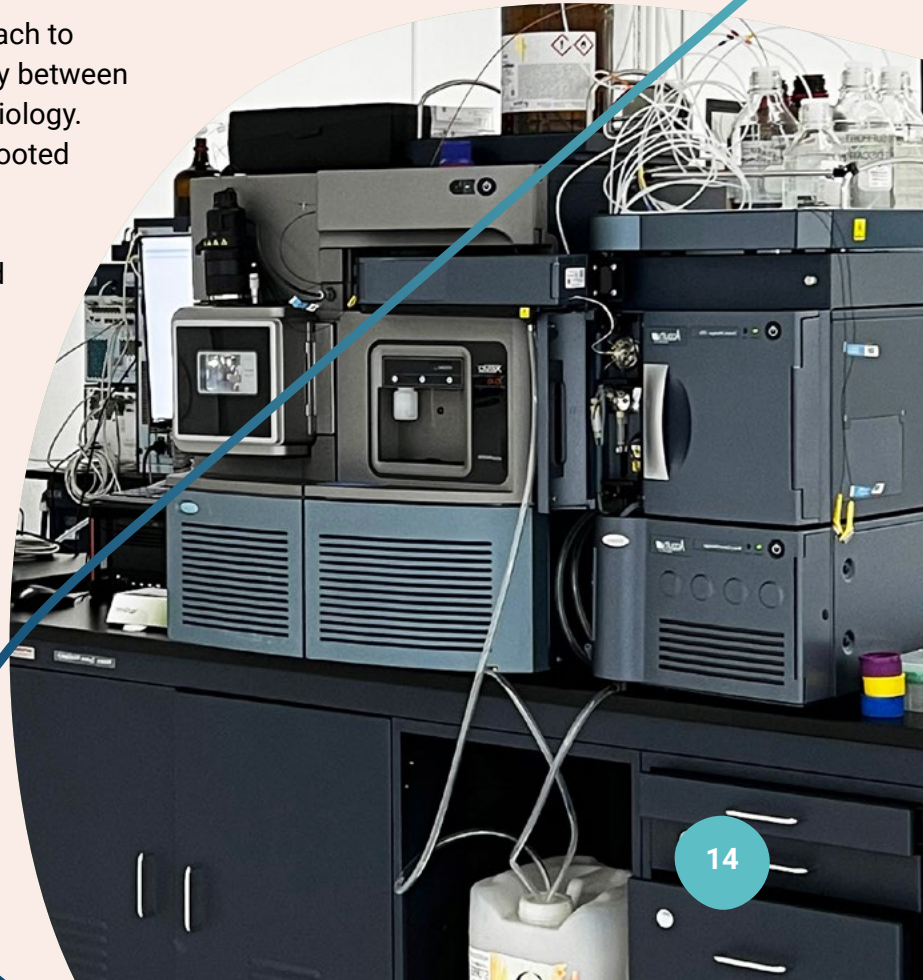


## What Makes Us Different

Vibrant Wellness is leading the new era in personalized medicine. In addition to having one of the broadest and most comprehensive test menus available, our proprietary technology allows us to deliver highly sensitive, accurate results with minimal sample sizes and high-volume processing capacity.

## Our Philosophy Around Integrative Testing

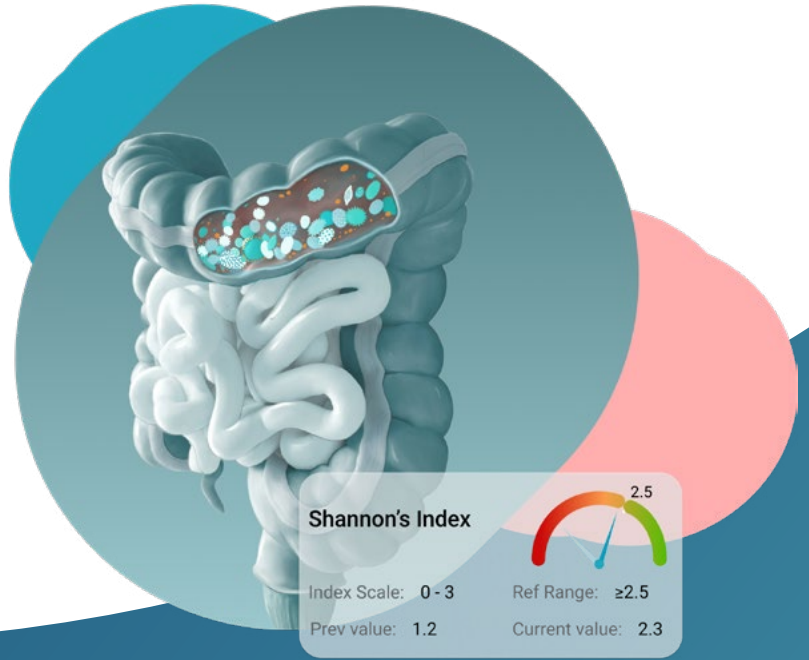
We believe in a systems-based approach to healthcare that considers the interplay between genetics, environment, lifestyle, and biology. Our integrative testing philosophy is rooted in delivering comprehensive data that fosters a deeper understanding of health and wellness. We're committed to supporting providers with tools that go beyond diagnostics, offering insights that promote long-term health optimization. Our testing solutions prioritize clarity, accuracy, and relevance, ensuring every result becomes a meaningful step toward improved outcomes.



# Flagship Products

## Gut Zoomer

A comprehensive analysis of the gut microbiome, this test identifies pathogens, dysbiosis, and functional markers affecting digestion, immunity, and overall health. With over 300 biomarkers evaluated, the Gut Zoomer equips providers with detailed insights into gastrointestinal health.



## Wheat Zoomer

This panel assesses sensitivity to gluten and other wheat-related peptides, providing a precise understanding of gluten-related disorders. The test helps identify celiac disease, wheat allergy, and non-celiac gluten sensitivity, offering clarity for patients with chronic GI symptoms.

# Total Tox Burden

Evaluate exposure to environmental toxins with this robust panel, which measures over 170 toxins, including pesticides, heavy metals, and mold mycotoxins. By highlighting cumulative toxin exposure, this test supports providers in creating tailored detoxification plans.



# Tickborne Diseases

Using proprietary microarray technology, this panel detects tickborne pathogens like Borrelia, Babesia, and Bartonella. It provides both protein and peptide-level insights into Lyme disease-induced autoimmune responses and co-infections, supporting effective, targeted care.





# Audience Profiles

Our audience includes forward-thinking healthcare providers committed to integrative care, ranging from multidisciplinary healthcare teams to innovative solo practitioners. These clinicians share a dedication to offering personalized patient care, informed by comprehensive testing and cutting-edge research. They value tools that provide clarity, streamline their processes, and enhance their ability to optimize health outcomes over a lifetime.

# What Our Providers Say

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*"I've been working with Vibrant exclusively for about three years. The best thing about Vibrant tests for me is the accuracy of them...the consistency between tests. So, I don't really let patients bring in outside labs from other places anymore."*

**— Sarah Urbanec, APRN**



*"Vibrant has quality standards that are above the rest."*

**— Carley Dykstra, PA**



*"I see Vibrant transforming my practice because it gives me empirical data. It gives me the data I need to make the best decision for that individual because it's personalized. We can pinpoint down to the molecular structure that this is what you need, rather than this is what I think you need."*

**— Charmene Vega, RD**



*"I wanted to partner with a lab that was recognizing that technology and biology can actually unite for the betterment of the human good and provide us as clinicians better, more informed information to make better decisions."*

**— Dr. Ryan Bentley, MD**

# Featured Publications

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## nature

### **An ultra-high-density protein microarray for high throughput single-tier serological detection of Lyme disease**

This study presents the Lyme ImmunoChip, a novel protein microarray that improves the detection of Lyme disease by measuring multiple serological markers in a fully automated system. The ImmunoChip demonstrated higher sensitivity and detection rates compared to traditional two-tiered tests, particularly for early Lyme disease. With enhanced accuracy, simplified workflows, and reduced costs, the Lyme ImmunoChip offers a significant advancement in Lyme disease diagnostics, with further validation ongoing.

[Read More](#)



## WILEY

### **Significance of anti TPO as an early predictive marker in thyroid disease**

This study reveals that testing for anti-TPO antibodies can predict thyroid dysfunction months before hormone levels become abnormal. In a study of 4,581 subjects, those who developed hypothyroidism or hyperthyroidism showed elevated anti-TPO levels up to 277 days before clinical symptoms appeared. The findings suggest that incorporating anti-TPO testing with traditional markers like TSH could improve early detection and intervention for thyroid disorders, potentially reducing long-term health risks. Anti-Tg was not found to be as effective as a predictive marker.

[Read More](#)



## PLOS ONE

### **Determination of B-cell epitopes in patients with celiac disease: peptide microarrays**

This study presents a novel silicon-based peptide microarray method combined with computational techniques to identify discontinuous B-cell epitopes in celiac disease (CD). The approach identified novel epitopes with 99% sensitivity and 100% specificity, outperforming standard tests. This high-density microarray platform offers a cost-effective, accurate method for diagnosing CD and potentially other autoimmune diseases, representing a significant advancement in bioscience and diagnostic testing.

[Read More](#)



## Research Collaboration

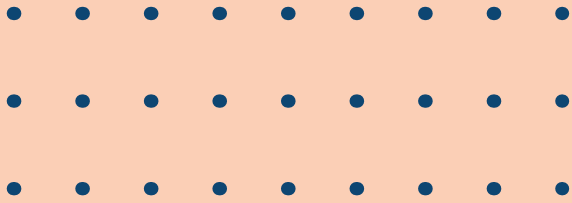
### **A customizable multiplex protein microarray for antibody testing and its application for tick-borne and other infectious diseases**

*Collaborators:* CDC, NY Department of Health, Parasitology Laboratory/Wadsworth Center (NYSDOH)

The study presents the key performance metrics of the Tickborne immunochip's analytical performance—including precision, sensitivity, reportable range, and linearity, along with matrix equivalency studies, paving the way for a paradigm shift in tickborne disease diagnosis.

[Read More](#)











# Press Information

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## Website & Social Handles

-  [vibrant-wellness.com](https://vibrant-wellness.com)
-  [@VibrantWellnessLabs](https://www.youtube.com/VibrantWellnessLabs)
-  [@vibrantlabs](https://www.instagram.com/vibrantlabs)
-  [/VibrantAmerica](https://www.facebook.com/VibrantAmerica)
-  [/company/vibrantwellness](https://www.linkedin.com/company/vibrantwellness)

## Press Contact Info

- Tyana Smith**  
Senior Content & Brand Manager
-  [Tyana@wellproz.com](mailto:Tyana@wellproz.com)



## Recent Press Coverage

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[Vibrant Wellness Advances Food Sensitivity Research With New Clinical Trial](#)

[Vibrant Wellness Improves Turnaround Times for Key Lab Tests](#)

[Vibrant Wellness Announces UK Expansion,  
Elevating Personalized Health With Advanced Lab Technology](#)

[Vibrant Wellness Tickborne Testing Granted New York State Approval](#)

[Vibrant Wellness introduces new Toxin Genetics Test](#)



# Calls to Action

(CTAs)

## CTA for Patients

*(e.g., how patients can learn more or get started)*

- Take the first step toward personalized care by consulting with a licensed healthcare provider. Vibrant testing is available exclusively through medical professionals with a valid NPI number, ensuring expert guidance every step of the way.
- Your provider will recommend the most relevant tests for your needs, interpret your results, and create a tailored plan to help you achieve your health goals.



[Find a Provider to Get Started](https://www.vibrant-wellness.com/Signup/Patient)

URL ([www.vibrant-wellness.com/Signup/Patient](https://www.vibrant-wellness.com/Signup/Patient))

# CTA for Providers

*(e.g., inviting providers to partner or utilize testing)*

- Elevate your practice with advanced integrative testing solutions. Open a provider account today for access to innovative tools, actionable insights, and exclusive resources to enhance patient care and support your clinical goals.



[Open Your Free Provider Account](#)

URL ([portal.vibrant-wellness.com/#/sign-up](https://portal.vibrant-wellness.com/#/sign-up))



# Get in Touch with Vibrant



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