

## BRAND STORY

A great tagline and brand motto is something that your brand, and only your brand, can truly own. Cybin will simply and powerfully own what it means to be 'in'. To *innovate*, use *intellect*, be *inventive*—and *in* the know.

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***in spire***

***in vent***

***in vest***

***in people***

***in science***

***in our future***

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### **The messaging has legs (it'll go a long way)**

Simply rollout the messaging to adapt to various purposes and powerfully tap into different audiences while maintaining strong brand consistency across campaigns.

Business tone (left) vs More human-centric (right)

## VISUAL AESTHETIC

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**The brand colours are modern, grounded, down-to-earth yet sophisticated: a clear contrast to the colours you expect to see in pharmaceuticals and commercial science or tech industries.**

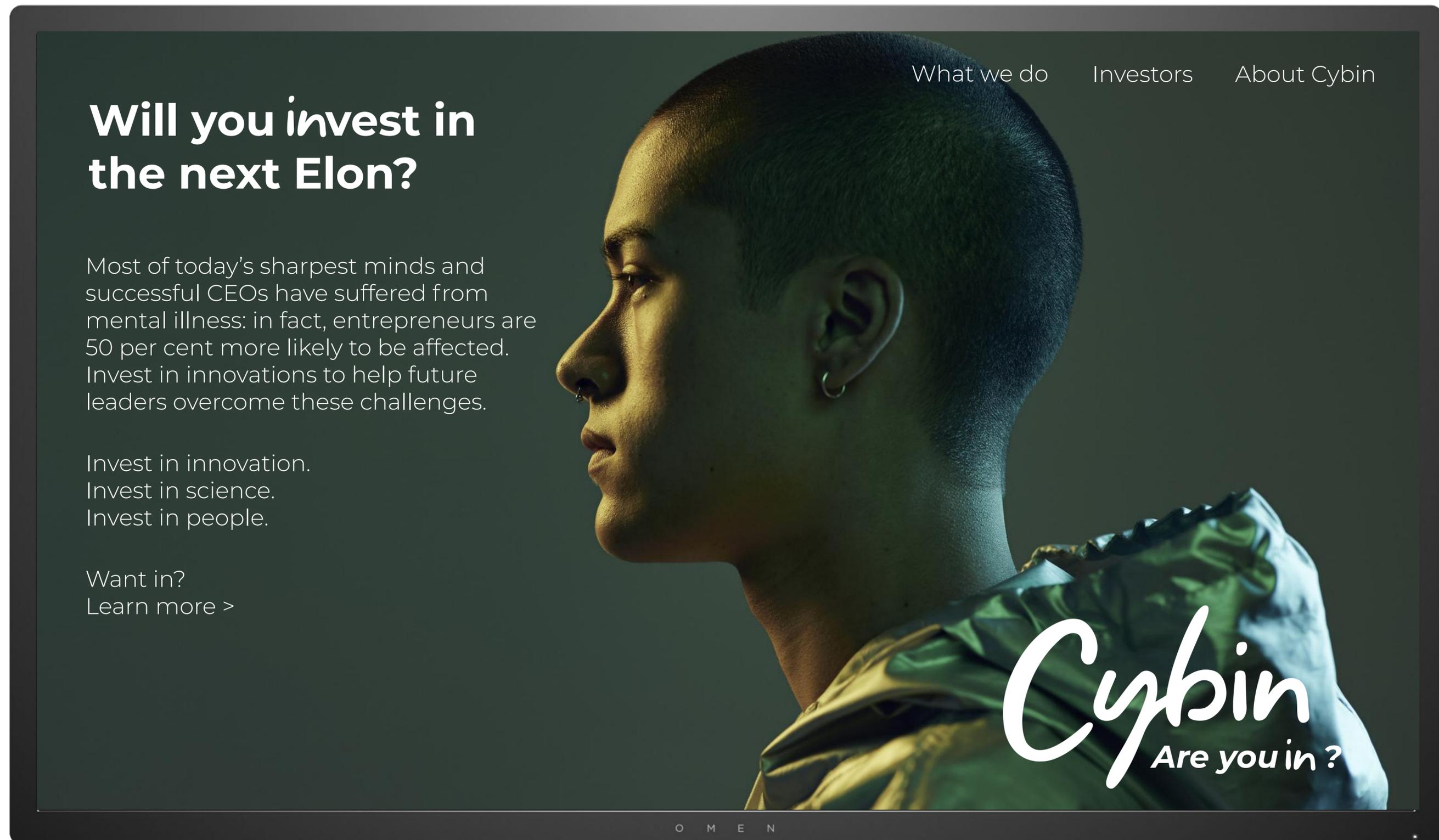
On the left we see natural, dark and emotive colours, reflecting the premium, modern brand yet also the human story in mental health. From dark berry, deep ocean, earth and ivory to grass, it's appealing with an air of exclusivity.

On the right we lean to more light, progressive, airy colours, reflecting a positive, inviting and sophisticated feel. As you'll see on the next slide, we'll combine realistic human photography with futuristic light and this colour palette to connect with the viewer and communicate Cybin's scientific leadership.

**Cybin**  
**Are you in?**

## CREATIVE EXECUTION

Website homepage example. We use realistic, impactful photography and copy to bring to life the human benefit of Cybin innovating the future of mental health—and bring it home for investors on a personal level. The brightest minds in the industry will benefit, including stakeholders, investors and recipients of Cybin products.



THANK YOU

I guess that's my three slides up. Please note these are mock up slides to communicate the idea, rather than final designs. As always, thanks for your consideration :)

