

Manifesto

One of the great breakthroughs in mental health is happening in our lifetimes, before our very eyes. The world is slowing coming around to the truth that mental illness is a disease – not a stigma to shame and hide from view – but a sickness requiring treatment and care, just as destructive as heart disease or cancer.

Now we face our next challenge, this time one of morality. Do we cling to outdated societal taboos about psychedelic drugs? Or do we face the science and choose evidence-based data over baseless prejudice?

Science is telling us in no uncertain terms that the field of psychedelics is shaping up to be one of the major medical advancements of the 21st century.

It's time to face the overwhelming evidence, listen to the case science is building and make your transformational mark on humanity.

Cybin is looking for investors with the gumption to face the science and break the chains that only delay our mission to stomp out mental illness once and for all.

A call to action...

...for investors

to face the science, listen to the overwhelming evidence and invest in the mental health revolution of our time.

...for patients

to face the science (and their demons) and allow themselves the hope that a path to 'normal again' is just over the horizon.

...for healthcare providers

to face the science and look at the evidence which is pointing toward a mental health revolution

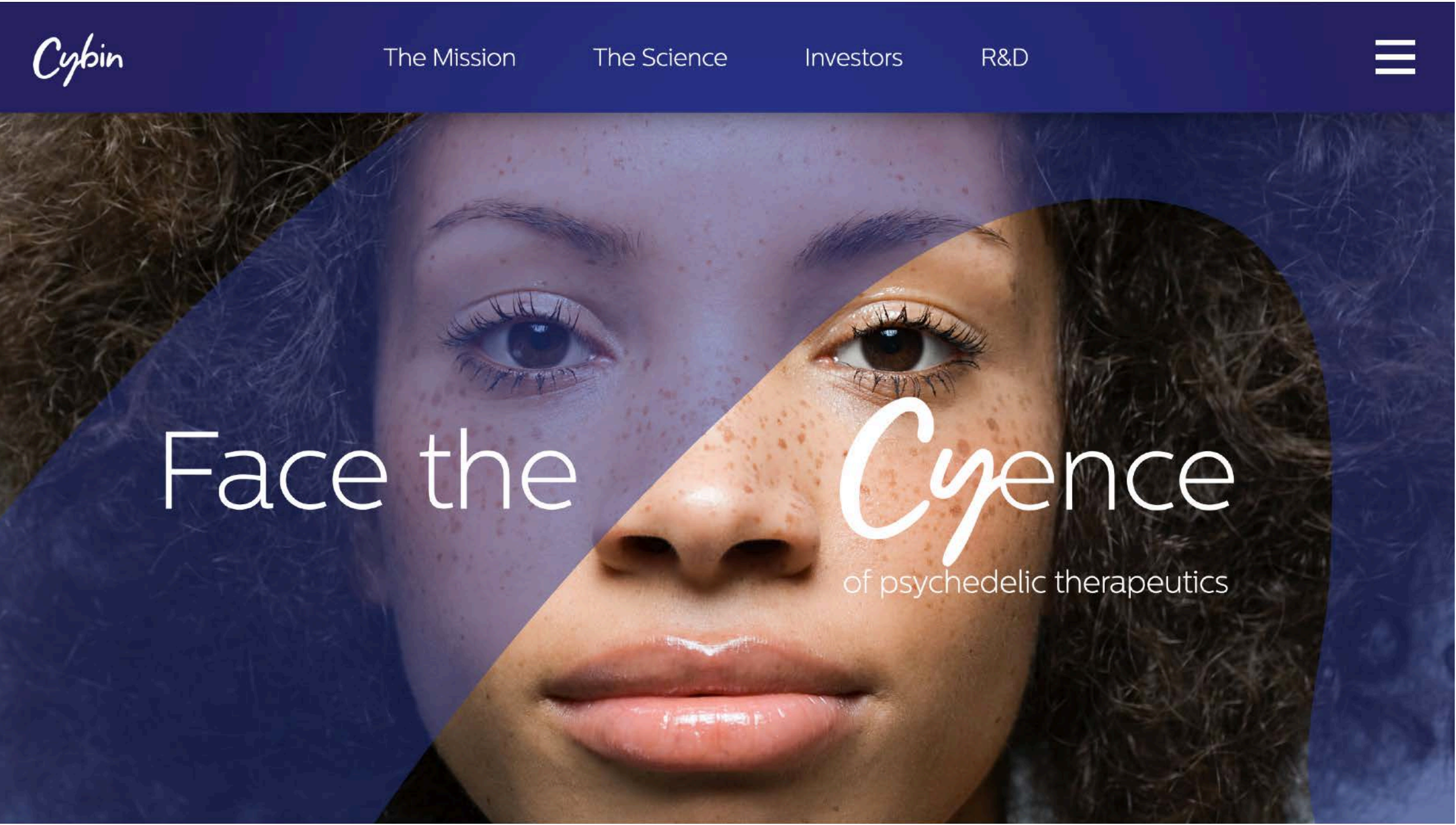
...for general public

to face the science and abandon preconceived taboos surrounding psychedelics that serve as little more than roadblocks to progress.

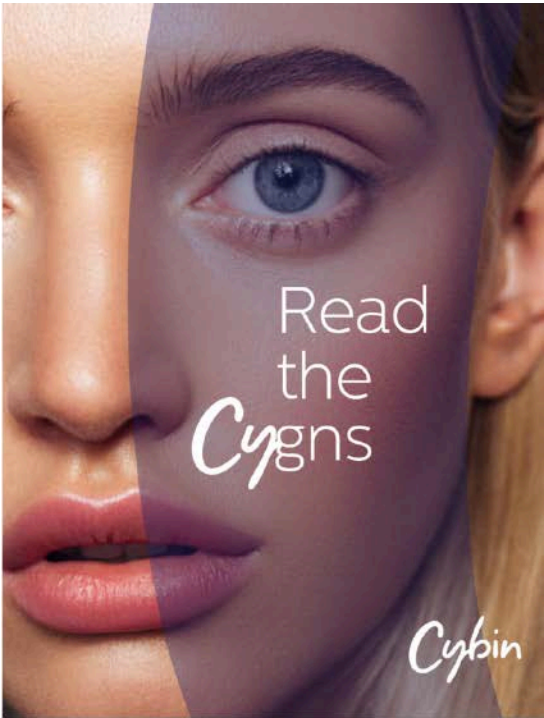
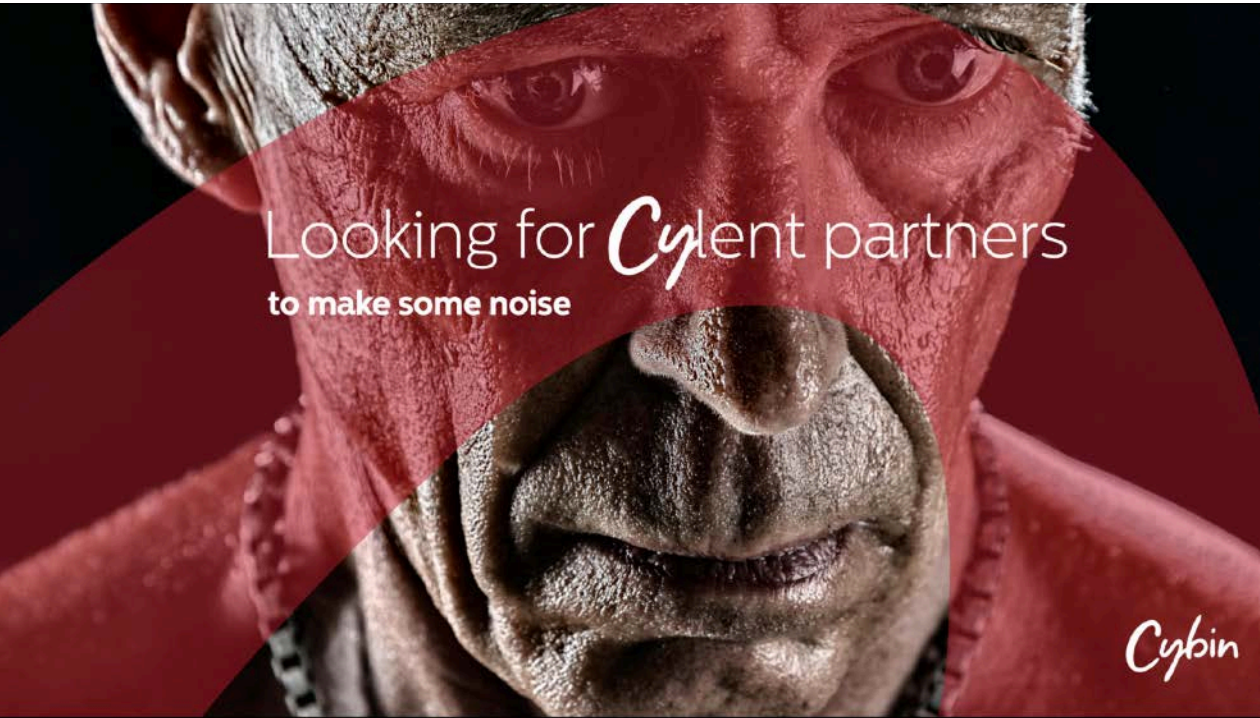


Cybin

Introducing Face the Cyence

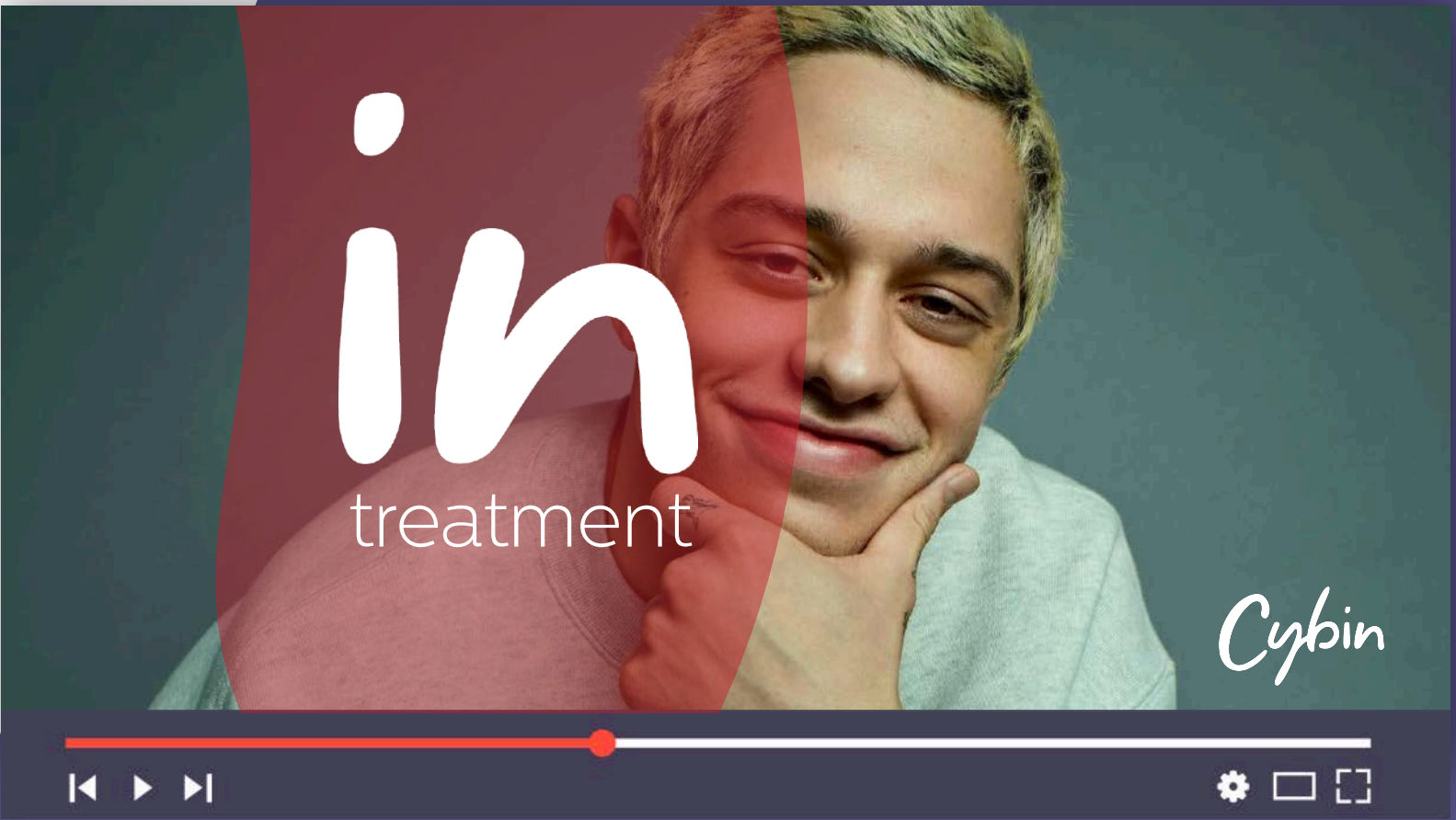


A powerful call-to-action challenging us all to face the science and look at the overwhelming evidence – that psychedelic therapies are shaping up to be one of the great medical revolutions of our time, akin to the discovery of blood groups or the polio vaccine – medical advancements that thrust humanity forward. While the afflicted face their demons, and humanity faces a global health crisis, Cybin faces the science and pushes forward in the development of breakthrough psychedelic therapies that will one day be mainstream. And that is the legacy-building opportunity facing investors with the vision to see what psychedelics promise: profound transformation.



- ➔ **Top:** web homepage mockup, **Bottom left:** investor recruitment ad, **Middle:** awareness ad, **Right:** CTA ad
- ➔ Close-up faces force the audience to face the global mental health crisis all around us.
- ➔ Portraits are enigmatic, portraying neither happiness nor sadness, yet communicating an undeniable dignity, power and allure.
- ➔ Wordplay on the name Cybin gives way to a unique brand-native writing style.
- ➔ Brand-native design nods to the expressiveness and emotion we associate with psychedelics but without the cliché 'trippy' imagery commonly linked to recreational hallucinogenics – an image we want to avoid.

Language of investor recruitment appeals to a sophisticated audience driven by status and in search of rare opportunities that carry the potential to put their name on the map.



Social idea 1 - [VIEW REFERENCE VIDEO](#)

in treatment – a video series for YouTube where Cybin challenges celebrities suffering from mental illness to face the science and participate in one of our groundbreaking treatment programs. The celebrities' high profiles and inspiring stories will help legitimise and bring status to psychedelics in the eyes of investors who seek high impact opportunities that will not only bring ROI but build their legacies.

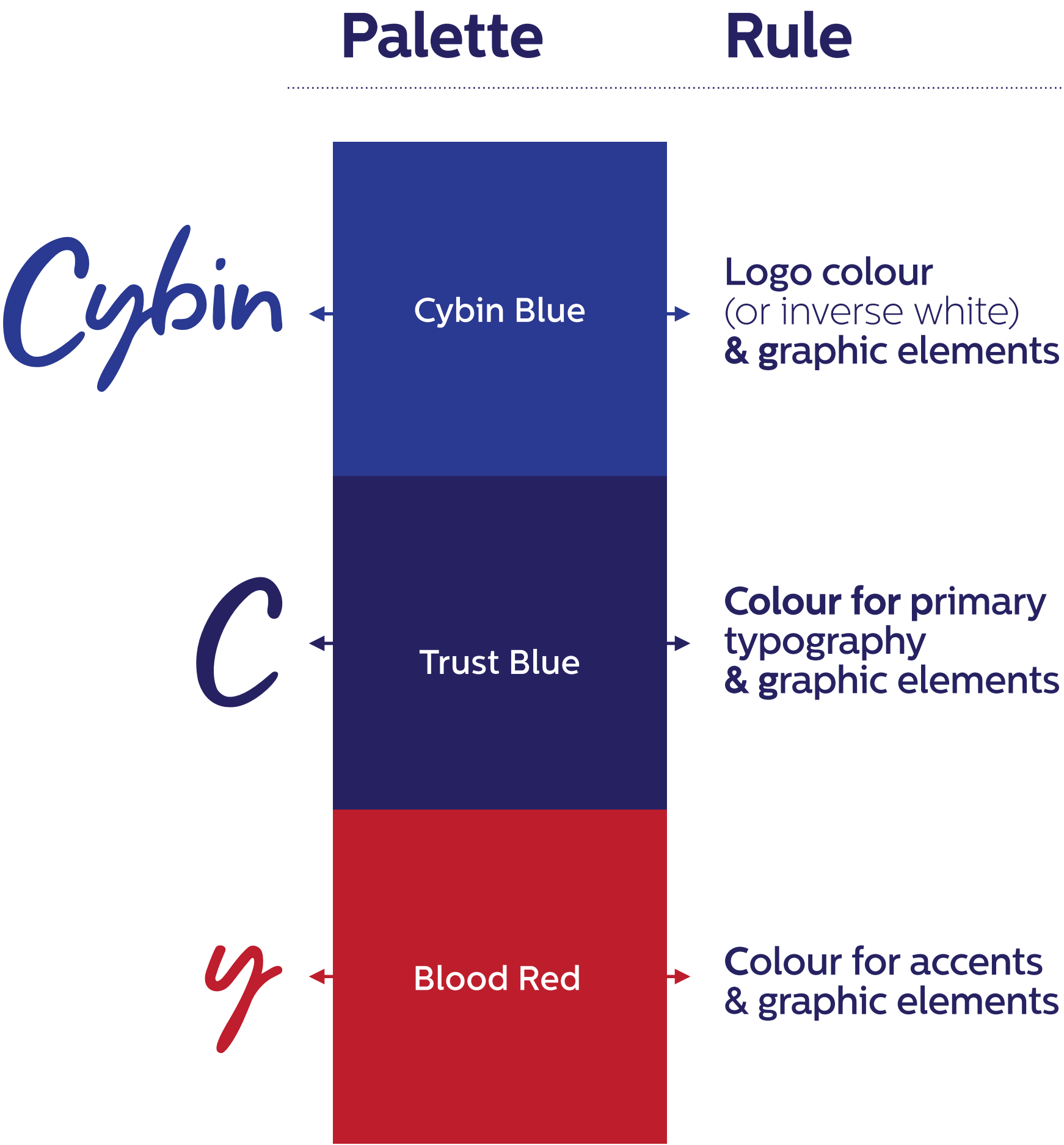


Social idea 2 - [VIEW REFERENCE VIDEO](#)

Cychedelic Saviours – until society faces the science and accepts the inevitable emergence of psychedelic therapeutics, many mental health patients like Simpa are taking their treatments into their own hands. Simpa is illegally micro-dosing LSD to treat severe depression, anxiety and BPD. In this video series, Cybin offers patients who have been forced to turn to potentially dangerous, self administered treatments the controlled science-based alternative they seek. These are their inspiring journeys.

A few branding basics

I recommend injecting a little flexibility to your colour palette and taking some responsibility off the primary Cybin Blue. The darker Trust Blue evokes security and the believability needed to ‘sell’ the efficacy of a medicinal product. And the darker shade of blue is better suited for typography. In contrast, Blood Red instills a sense of passion and will also serve to emphasise important texts and graphic elements.



Font

Centrale Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Centrale Sans Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Centrale Sans XLight

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Photography & branding



- ➡ Closeup portraits consume the frame the way mental illness consumes people’s lives.
- ➡ Photographic subjects of all races, ages and walks of life show how mental illness pays no mind to economic, social and cultural distinctions.
- ➡ Overlain sections of the logotype across images symbolise our mission to bring mental illness issues out from behind cover and into the forefront of our collective consciousness.