REGENESIS

PERFORMANCE BEGINS WITH RECOVERY

BRAND GUIDELINES

INTRODUCTION

Regenesis is a wellness technology brand built on a simple belief: **performance begins with recovery.**

Created for people and places serving high-performance lives, Regenesis brings advanced recovery modalities into a single immersive environment designed to reset the body, mind, and nervous system. It makes recovery less fragmented, less clinical, and more integrated into how people live, work, travel, and perform.

Built at the intersection of advanced technology, human-centred design, and science-informed recovery, Regenesis transforms recovery from something people try to fit into their schedule into a foundation for performing at their best.

The visual identity reflects this philosophy: clean, minimal, and sophisticated. Engineered yet human. Precise yet calm. Quietly powerful without excess. Designed to live seamlessly across product, space, and digital environments while communicating one idea with clarity:

Performance begins with recovery.

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01. BRAND OVERVIEW

BRAND STORY

Recovery is not a luxury.
It is the foundation of performance.

Regenesis was created for a world where stress, fatigue, overstimulation, and constant output have become normal. For high-performing people, the ability to reset is essential.

True recovery is more than rest. It restores capacity across the body, mind, and nervous system, helping people return with more clarity, energy, and control.

Regenesis brings advanced recovery modalities into a single immersive environment: light, sound, scent, vibration, PEMF, and cognitive entrainment. Each element is engineered to help people shift state with clarity, control, and ease.

Built around one principle, **performance begins with recovery**, Regenesis is a private space to reset, regulate, and restore the capacity to perform at the highest level.

VISION AND MISSION

Vision

A world where every person can shift from stress to calm, distraction to clarity, and fatigue to vitality through immersive technology.

Mission

Regenesis builds multi-modality wellness technology that helps people recover, reset, and perform at their highest level.

BRAND PILLARS

Performance Begins with Recovery

For high-performing lives, recovery is not optional. It is the infrastructure of performance, protecting clarity under pressure, sleep under stress, and capacity under load.

Engineered Recovery

Recovery should not be fragmented, passive, or improvised. Every modality, environment, and detail is designed to support a meaningful shift across the body, mind, and nervous system.

One System

The world does not need another wellness tool. It needs an integrated recovery system. Regenesis brings multiple modalities into a single immersive environment:
one synchronized system, not just a stack.

Twenty Minutes

The restorative depth of a wellness retreat, delivered in the time people actually have. Built for those who cannot afford downtime, and cannot afford to skip recovery either.

CORE MESSAGING

The modern recovery stack is broken.

High performers are surrounded by tools, treatments, protocols, and promises, yet true restoration remains fragmented, time-consuming, and inconsistent.

Regenesis is the integrated recovery system.

Multiple advanced modalities. One immersive environment. A private twenty-minute experience designed to help the body, mind, and nervous system recover, reset, and restore capacity.

No practitioner. No setup.
No fragmentation.

Recovery built to the standard performance demands.

KEY MESSAGING

Tagline

PERFORMANCE BEGINS WITH RECOVERY

Secondary Line
ACCELERATED RECOVERY FOR
FAST-PACED LIVES.

Positioning

Regenesis is an immersive recovery system that integrates advanced wellness modalities into one private environment, helping high-performing people reset, restore, and perform at their highest level.

Brand Promise

The twenty-minute performance insurance policy for high achievers. Maximum recovery in the time you actually have.

Audience Hooks

For high performers: Recover faster. Think clearer. Sustain performance.

For premium spaces: A signature recovery experience that differentiates your space and elevates the guest, member, or client experience.

For private owners: World-class recovery in your own home, whenever you need to reset.

For performance teams: Support recovery, regulation, and readiness with every legal edge available.

02.
LOGO

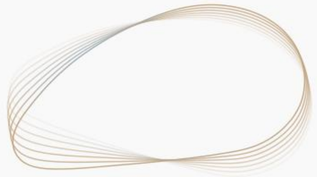
LOGO DESIGN

The Regenesis logo reflects precision and calm. A minimal, considered mark that represents engineered renewal and modern restoration.

REGENESIS

PERFORMANCE BEGINS WITH RECOVERY

VERTICAL LOCKUP



REGENESIS

FULL HORIZONTAL LOCKUP

REGENESIS

PERFORMANCE BEGINS WITH RECOVERY

WORDMARK

REGENESIS

HORIZONTAL LOCKUP

REGENESIS

HORIZONTAL LOCKUP

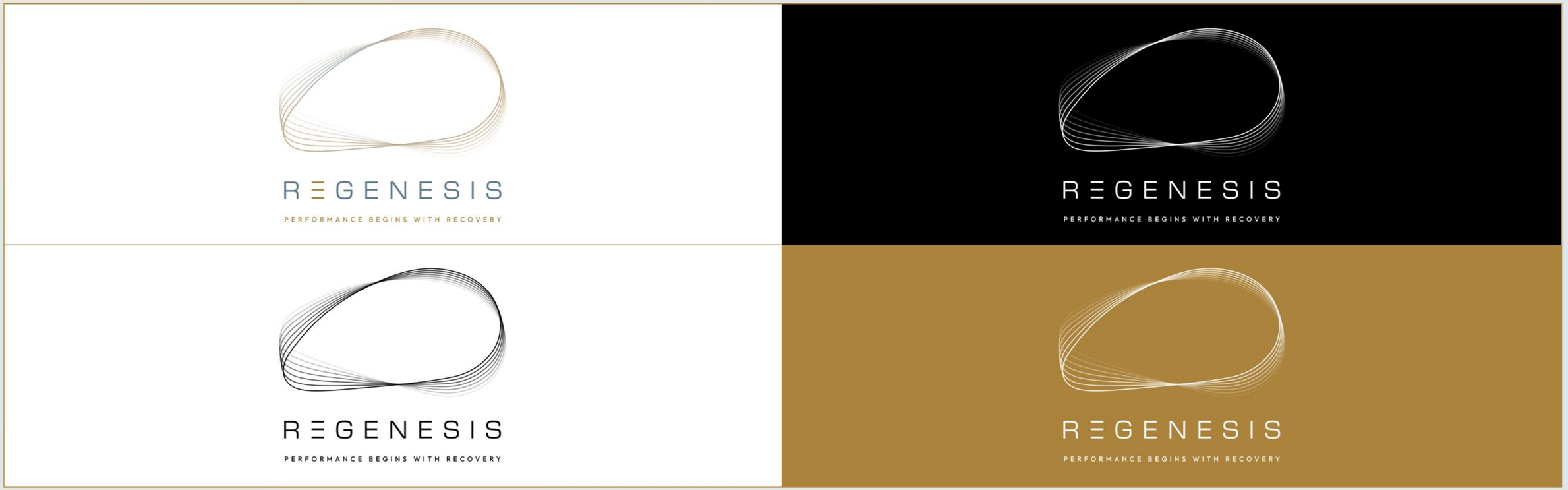
REGEN

CLEARSPACE

To maintain the visibility and impact of the logo, it should be surrounded by adequate clearspace, which is the area free of text or graphics. This space preserves the logo's integrity, preventing crowding or compromise.

LOGO VARIATIONS

To ensure flexibility and consistency across all applications, the Regenesis logo is available in four approved variations. These variations allow the brand to remain recognizable and impactful in different contexts while maintaining its integrity.

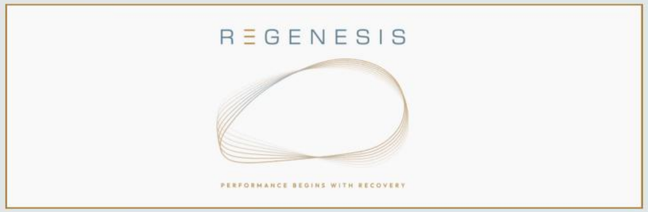


INCORRECT USAGES

01 Don’t stretch the logo

04 Don’t rotate the logo

02 Don’t change the lockup



05 Don’t use a different color

03 Don’t use gradients on the wordmark

06 Don’t add a drop shadow

03.
COLOUR PALETTE

COLOURS

The Regenesis palette of gold, slate, and warm chrome reflects quiet luxury and modern precision — balancing warmth, depth, and a refined industrial edge.

Gold

HEX
#AC843E

RGB
172, 132, 62

CMYK
0, 23, 64, 33

Slate

HEX
#5B7A8C

RGB
91, 122, 140

CMYK
35, 13, 0, 45

Warm Chrome

HEX
#E0E7EB

RGB
224, 231, 235

CMYK
5, 2, 0, 8

HEX
#EDE6DA

RGB
237, 230, 218

CMYK
0, 3, 8, 7

Pale gold

HEX
#F3E2C4

Dark slate

HEX
#4E6776

Pearl

HEX
#F3F0EB

SECONDARY

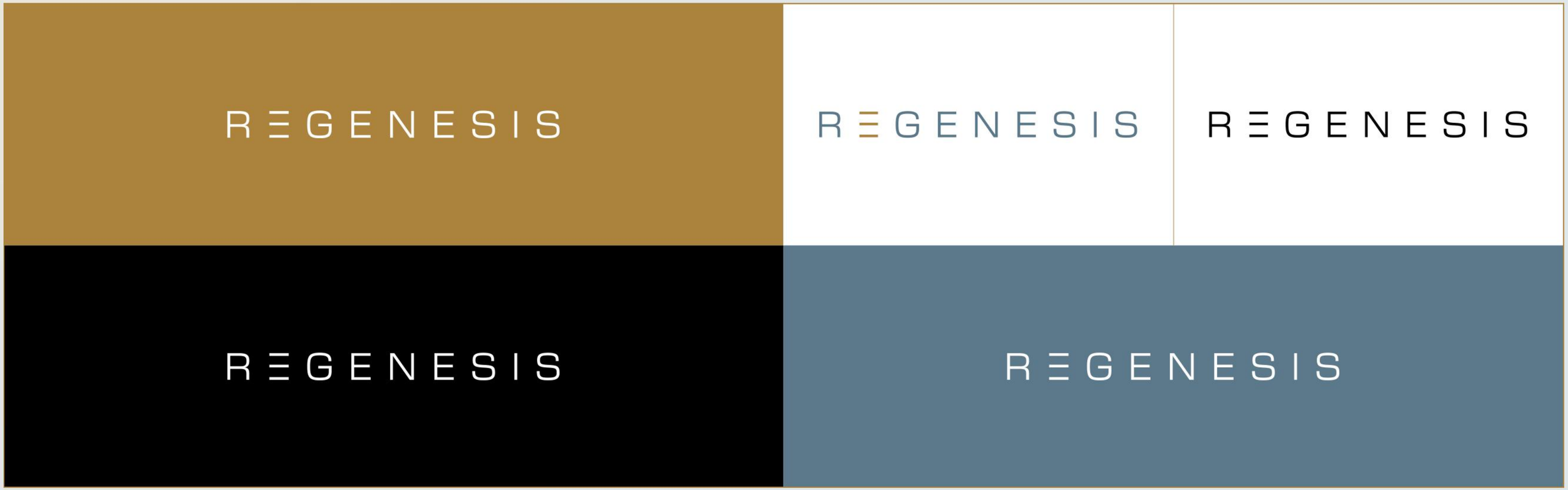
Chrome

HEX
#E4E8EC

SECONDARY

CONTRAST

Content must have strong contrast and good visibility on background. Do not use other colour combinations outside this palette.



04. TYPOGRAPHY

PRIMARY

NEW SCIENCE

Typography is a vital element of Regenesis' visual identity. It communicates our brand personality and ensures consistency across all applications—from digital platforms to printed materials.

Regenesis' primary typeface is **New Science**, chosen for it's precise, contemporary structure and understated sophistication. It's clean geometry and scientific tone reflect the brand's focus on engineered wellness, where clarity, control, and performance are central. The typeface reinforces a sense of modern intelligence and disciplined design, echoing Regenesis' commitment to restoration through precision rather than excess.

New Science is best used for headlines and key text, where it's precise, modern character creates strong impact and clear hierarchy, reinforcing Regenesis' refined and engineered identity.

Aa Bb Cc Dd

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

0123456789
!@#$%^&*()_+

SECONDARY

OUTFIT

The secondary typeface, Outfit, adds a softer layer of versatility to the system. Its modern sans-serif structure complements the precision of the primary type while introducing warmth and approachability. Used for supporting text, it ensures clarity and readability without breaking the brand's refined, controlled aesthetic.

Together, New Science and Outfit create a balanced typographic system that mirrors the Regenesis philosophy — structured yet human, precise yet adaptable. This pairing allows the brand to shift seamlessly between technical authority and approachable clarity, depending on context, without losing its sense of elevated restraint.

Aa Bb Cc Dd

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

0123456789
!@#$%^&*()_+

HEADLINE STRUCTURE

The headline structure for Regenesis splits into two types: Single Headline and Headline with Subheadline. The headline uses New Science Bold in upper case or sentence case format, while the subheadline uses Outfit Medium.

New Science Bold

Outfit Medium

Outfit Regular

Recovery, Engineered for Performance

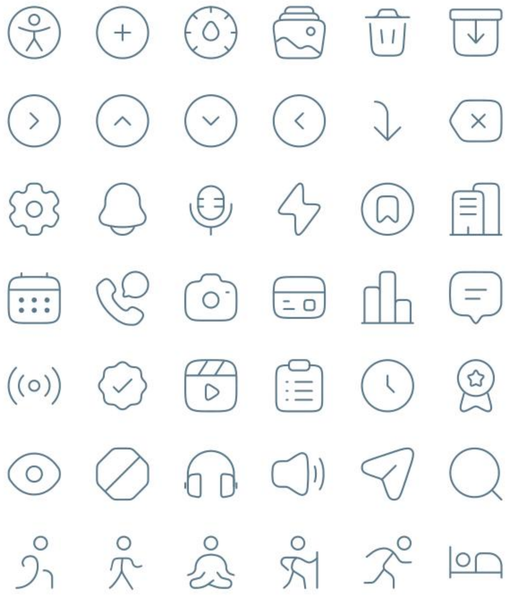
Where precision replaces passive wellness

Regenesis transforms recovery into a structured system of restoration. Through advanced wellness technology and intentionally designed environments, we create spaces that restore balance across body and mind. This is not relaxation — it is engineered reset, built to support sustained performance and clarity.

05. ICONOGRAPHY

ICONOGRAPHY

Light Luxury. Luxury lives in restraint and light, not heaviness. Chrome whites and warm pearl tones communicate premium through purity. The single gold accent functions as a calibration mark — precise, not decorative.



PEMF THERAPY
Reduces inflammation & accelerates recovery

STROBOSCOPIC LIGHT THERAPY
Precision visual priming for deep mental reset and clarity

TARGETED NEAR INFRA-RED LIGHT
Oxygenates the neural environment to prime the brain for restoration

IMMERSIVE AUDIO
Spatial soundscapes regulate mood, focus and flow

SOMATIC VIBRATION
Resonant low-frequency haptics release muscle tension and settle the system

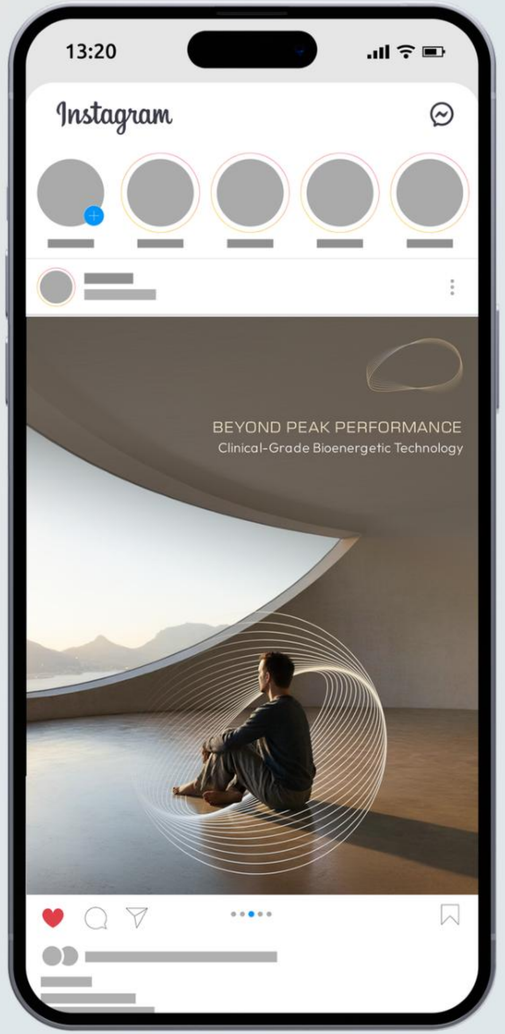
PRECISION OLFACTORY
Timed aromatics to anchor calm and memory-based recall

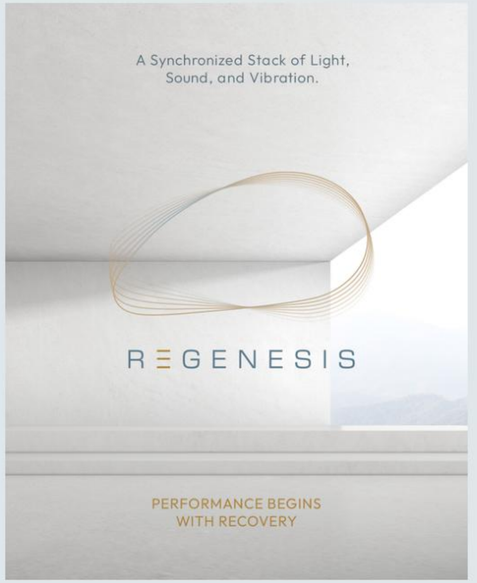
RESONANT WAVEFORMS
Grounding frequencies to stabilize and harmonize the biological field

HARMONIZED ARCHITECTURE
Coherent spatial design enhances restoration & resilience

05. BRAND APPLICATION

SOCIAL MEDIA POSTS



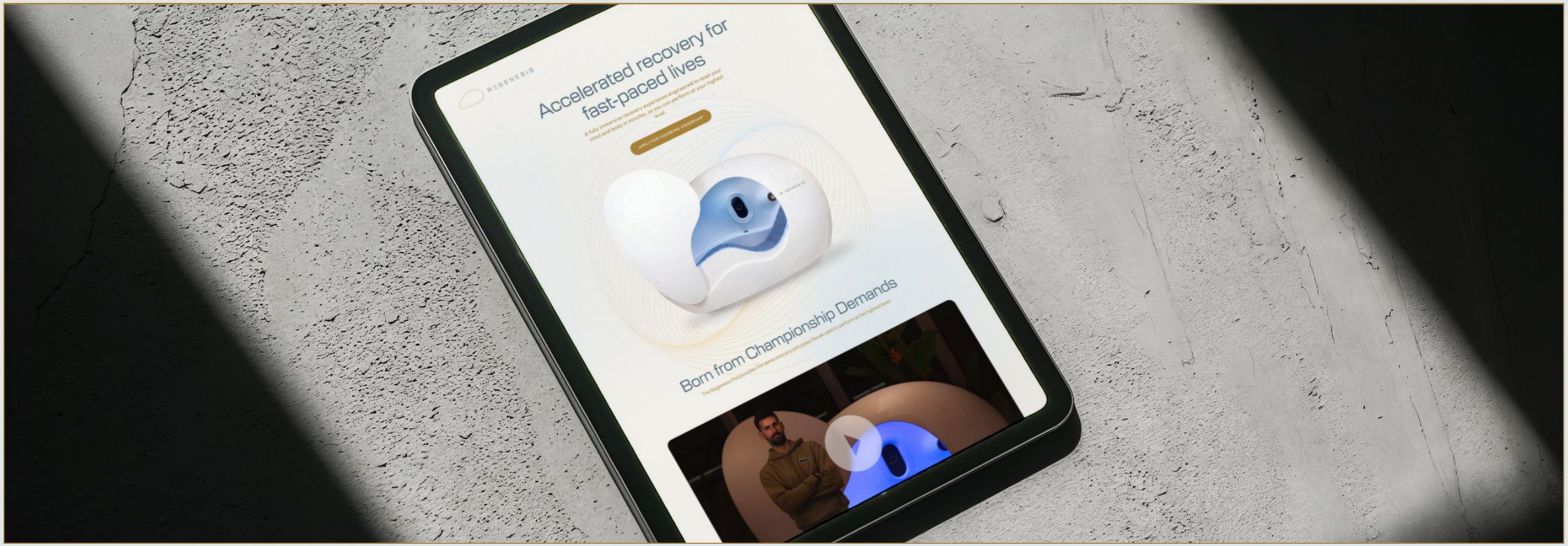


OOH ADVERTISEMENT

COVER

REGENESIS
PERFORMANCE BEGINS WITH RECOVERY
ENGINEERED
LUMINOUS
PRECISION
LUXURY

WEBSITE


Accelerated recovery for fast-paced lives
Born from Championship Demands

MOBILE SPLASH

BUSINESS CARD

POD DESIGN (PRODUCT-FEATURE)

POD DESIGN (PRODUCT-FEATURE)

PEMF MAT

THANK YOU

REGENESIS

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2026