



BRAND BOOK · A WEF PUBLICATION

The *Bioneer*

The science of becoming better.

Physician-led. Editorial.

A subsidiary publication of

Wellness Elite Fitness.

104 WHISPERING PINES AVE
FRIENDSWOOD, TX 77546

VOLUME 01
2026 EDITION

CONFIDENTIAL
FOR BRAND PARTNERS + CONTRIBUTORS

What *The Bioneer* is.

The Bioneer is the monthly editorial voice of Wellness Elite Fitness — a 48-64 page magazine on cellular optimization, longevity, and the science of becoming better. This book governs every page of it.

PARENTAGE

The Bioneer is a wholly owned subsidiary publication of **Wellness Elite Fitness**. It is not a separate company. It is not a white-labeled product. It is WEF's editorial division — the same brand, speaking in a different register.

MANDATE

Translate published longevity and performance science into practical, physician-advised protocols. Build the authority of WEF's physician team. Give members a monthly artifact worth keeping on a coffee table.

AUDIENCE

The same audience WEF itself serves: professionals aged 35-55, HHI \$165K+, who read Kinfolk and listen to Peter Attia. They are not looking for treatment. They are looking for *the next level*.

TAGLINE

The Science of Becoming Better.

The four *pillars*.

Every article, spread, and cover must stand on these four editorial pillars. If a piece doesn't deliver on at least two, it isn't The Bioneer.

I. PHYSICIAN AUTHORITY

Every protocol runs through Dr. Swet Chaudhari, MD — Double Board-Certified Medical Director of WEF. No alternative practitioners, no influencer science. The Bioneer's differentiator is medical oversight.

II. EVIDENCE-BASED

Every claim ties to a named source: PubMed PMID, FDA guidance, published trial, named physician. We reference science — we do not invent it. If we can't cite it, we don't print it.

III. EDITORIAL RESTRAINT

Kinfolk meets clinic. Quiet confidence. Editorial spacing. Matte black + cream + deep gold. No wellness clichés. No lime-green gym energy. No hype.

IV. IDENTITY FRAMING

We write to who the reader is becoming, not who they are. *"You are the kind of person who..."* never *"we will fix you."* Outcome promises create legal risk and dilute the luxury register. Identity framing compounds.

The *name* is the mark.

THE BIONEER, set in *Cormorant Garamond medium*. No frames, no rules, no ornaments, no taglines inside the mark. The wordmark alone is the identity — use it as-is, in one of three color variants, at any scale.

PRIMARY · INK ON CREAM

The
BIONEER
THE SCIENCE OF BECOMING BETTER

ACCENT · GOLD ON CREAM

The
BIONEER
THE SCIENCE OF BECOMING BETTER

INVERSE · CREAM ON INK

ON GOLD

The
BIONEER

USAGE RULES

DO

- ✓ Use the wordmark alone, unadorned
- ✓ Preserve generous clear space equal to the cap-height of "T" on all sides
- ✓ Use only the three approved color variants
- ✓ Scale proportionally — the SVG is the source of truth at any size
- ✓ Minimum display width: 180px. Below that, text will collapse.

DON'T

- ✗ Add rules, bullets, taglines, or decorative marks inside the logo
- ✗ Italicize, bold, or otherwise restyle the typography
- ✗ Stretch, skew, or outline the wordmark
- ✗ Place on busy photography without a solid color backing
- ✗ Substitute the font — *Cormorant Garamond* only

The *voice* on the page.

Identical to the WEF parent system. Cormorant Garamond for display, Jost for body and eyebrows. No secondary faces. No substitutions.

DISPLAY · CORMORANT GARAMOND · SERIF

The science of *becoming better*

300 LIGHT · 400 REGULAR · 500 MEDIUM · 600 SEMIBOLD · 400 ITALIC · 500 MEDIUM ITALIC

BODY / LABELS · JOST · SANS

Evidence-based optimization.

300 LIGHT · 400 REGULAR · 500 MEDIUM · 600 SEMIBOLD · 700 BOLD

USAGE HIERARCHY

ROLE	FAMILY	SIZE	TRACKING
Cover Title	Cormorant Garamond · 300	96-108px	-0.02em
Feature Title	Cormorant Garamond · 400	48-56px	-0.015em
Section Title	Cormorant Garamond · 500	28-32px	-0.01em
Subhead / Tag	Jost · 600	10-13px	0.2-0.3em (UPPERCASE)
Body	Jost · 300-400	14-16px	normal
Pull Quote	Cormorant Garamond · 400 italic	22-28px	normal

Three *colors*. No exceptions.

Identical to the WEF parent palette. Cream is the base. Ink is the voice. Gold is the signature — always an accent, never a fill.

<p>Cream</p> <p>#F5FOE8</p> <p>Primary page surface. Cover backgrounds. Body text surface.</p>	<p>Ink</p> <p>#1A1409</p> <p>Body text. Display type. Dark spread backgrounds. Never a muddy mid-tone.</p>	<p>Gold</p> <p>#A8832A</p> <p>Italic accents. Hairlines. Ornamental rules. Tagline. 7–15% of visual weight.</p>
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TINTS (FOR SURFACE VARIATION)

TOKEN	HEX	USAGE
Cream Deep	#EDE6D4	Secondary surface, callout panels
Ink Soft	#1C1C1A	Footer bars, inverted blocks
Gold Light	#C9A84C	Hover states, highlights
Gold Pale	#FFD38D	Inverted eyebrows on ink callouts
Line Gold	rgba(168, 131, 42, 0.25)	Hairline rules, table dividers

How we *sound*.

Kinfolk meets Peter Attia's Outlive. Measured, confident, specific. We write for a reader who already knows a lot and wants the next increment — not the introductory course.

HOUSE VOICE

Eleven minutes of cold exposure triggers a measurable surge in norepinephrine. That's not a hack. It's a mechanism.

PHYSICIAN VOICE (DR. CHAUDHARI)

The hyperbaric protocol I run my Platinum members through is the same one I would run myself. The data in PMID 28144783 is why.

MEMBER VOICE (ATTRIBUTED)

I stopped chasing morning routines and started tracking biomarkers. The float tank is where I think now.

DO

- ✓ Lead with a factual claim, not a preamble
- ✓ Name physicians, members, studies in full
- ✓ Use italics sparingly — for the gold-accent word
- ✓ Short sentences. Varied rhythm. Active voice.
- ✓ Cite PMIDs, FDA guidance, named trials

DON'T

- ✗ Use "medical-grade" — ever
- ✗ Promise outcomes ("will", "guaranteed", "treats")
- ✗ Use wellness clichés (journey, holistic, healing)
- ✗ Write in the second person imperative ("You should...")
- ✗ Hedge claims that are actually well-evidenced

The *grid.*

The Bioneer is designed on a 12-column grid at 1080px with 48px side gutters. Every spread breathes. Negative space is not waste — it is the editorial.

STANDARD SPREAD STRUCTURE

SECTION	PAGES	CHARACTER
Cover	1	Single image + masthead + 5 teasers
Table of Contents	2-3	Numbered list + italic subtitles
From the CEO	4	Imani's editor's letter, 400 words max
The Insight	6-9	Feature science story, PMID-cited
Service Spotlight	10-15	One WEF service in editorial depth
Member Story	16-19	Portrait + quote + context, attributed
The Protocol	20-23	Physician-designed stack, week-by-week
Q&A with Dr. Chaudhari	24-27	Reader questions, full answers
Recipe	28-29	One physician-approved recipe
Friendswood Directory	IBC Spread	Curated 6-10 local business partners
Back Cover	BC	Quote + monogram + next issue teaser

RUNNING HEAD

Every left page: *The Bioneer* · [Section Name]. Every right page: [Issue Date]. Set in Jost small-caps, 10px, 0.3em tracking, muted gold.

The *light* in the frame.

Editorial photography, cinematic direction. Kinfolk meets research hospital. Peter Attia in a Met Breuer gallery. Never stock wellness.

WHAT WE SHOOT

Subjects in clinical or facility environments, paired with equipment — not candles. Physicians in motion, not posed. Members mid-session, not mid-pose. Fabrics: cotton, linen, wool. Surfaces: polished concrete, oiled wood, brushed steel, matte black. Light: low, directional, warm.

WHAT WE DON'T

NEVER

- ✗ Hands on yoga mats, green smoothies, laughing-in-leggings
- ✗ Rainbow color grading, teal/orange, Instagram filters
- ✗ Stock models. Stock poses. Stock everything.
- ✗ Text overlays on photography in the magazine
- ✗ More than one focal point in a single frame

ALWAYS

- ✓ Attribute photographer or AI tool in the colophon
- ✓ Treat every image — crop, tint, grade, tone
- ✓ Leave ~25% negative space minimum per spread
- ✓ Use gold only as accent (cropped object, tint, object in scene)
- ✓ Lead with cinematography, not decoration

The rules.

*These are not style preferences. These are legal, regulatory, and reputational standards.
No issue ships without passing this list.*

MEDICAL CLAIMS

The Bioneer does not claim that any WEF service treats, cures, diagnoses, or prevents disease. Approved language: "supports", "associated with", "research-backed", "may help". Approved framing: Dr. Chaudhari's clinical recommendations, reader-reported experiences, published research.

PRICING

Only these prices may appear anywhere in the magazine:

ITEM	PRICE
Free Day Pass	Complimentary
Wellness Day Pass	\$59
Cellular Health Consult with Dana Kantara	\$100/mo
30-Day Weight Loss Challenge	\$499
EWCP · Foundation / Performance / Elite	\$299 / \$549 / \$899 per employee/mo
Group Membership Discount (3+ signing together)	15%

No per-session pricing. No promo codes. No limited-time discounts. Not "starting at \$X." Ever.

TERMINOLOGY

Members (not clients, patients, guests). **Sessions** (not appointments, visits). **Dr. Swet Chaudhari, MD · Double Board-Certified Medical Director** (full title, always). **Dana Kantara · Cellular Health Expert** (not nutritionist). **Imani Lowery · Founder & CEO. "Wellness Elite Fitness"** (spelled out; "WEF" only in editorial abbreviation after first mention).

HIPAA

No specific health conditions attributed to named members, even with consent. Member stories speak to experience, not diagnosis.

One *family.*

The Bioneer is not a separate brand. It is WEF speaking in a different register. This book enforces visual, verbal, and operational uniformity.

VISUAL HIERARCHY

The WEF ring mark always appears on The Bioneer's cover (top-left). The Bioneer masthead always credits "A WEF PUBLICATION." At small sizes where both cannot appear, the WEF ring wins — The Bioneer defers to the parent.

ATTRIBUTION

- On the cover: "A WEF PUBLICATION" in Jost small-caps beneath the masthead
- In the colophon: "The Bioneer is published monthly by Wellness Elite Fitness..."
- In social bios: "The monthly publication of Wellness Elite Fitness."
- In digital edition email: Sender = hello@wellnesselitefitness.com, not a separate Bioneer domain

TYPE & PALETTE

Identical. Cormorant Garamond + Jost. Cream #F5F0E8 · Ink #1A1409 · Gold #A8832A. No drift. No "Bioneer blue," no "Bioneer orange." If a cover designer asks for a new color, the answer is no.

VOICE REGISTER

Same voice, longer form. WEF's marketing writes 150-word captions; The Bioneer writes 2,000-word features. The rhythm, vocabulary, and principles are identical. The canvas is larger.

THE RULE

If it doesn't look, sound, and feel like WEF, it isn't The Bioneer.

Every page, every spread, every issue must reinforce the parent brand. The subsidiary exists to extend the family's authority — not to create a second identity.

Before *submission*.

Every writer, designer, photographer, or AI tool contributing to The Bioneer runs this checklist before handing work to the editor.

COPY

- ✓ Every research claim has a named source (PMID / trial / physician / FDA)
- ✓ No banned terms: "medical-grade", "treats", "cures", "guaranteed", "heal", "journey", "holistic"
- ✓ Full names + credentials for every first mention (Dr. Chaudhari, Dana Kantara, Imani Lowery)
- ✓ Pricing only from the approved list (see Compliance page)
- ✓ No promo codes. No urgency manipulation. No hype punctuation (!!!)

DESIGN

- ✓ Cormorant Garamond + Jost only. No font substitutions.
- ✓ Cream #F5F0E8 / Ink #1A1409 / Gold #A8832A only. No custom tints.
- ✓ Gold = accent only. 7-15% of visual weight. Never fill.
- ✓ Running head present on every spread (left: section, right: issue date)
- ✓ WEF ring mark on cover top-left, masthead includes "A WEF PUBLICATION"

REVIEW

Every draft goes through the Copy Editor agent before Imani sees it. Every design goes through the Design Director and Visual Designer before layout. No exceptions.

About this book.

The Bioneer Brand Book · Volume 01 · 2026 Edition. Published by Wellness Elite Fitness, Friendswood, Texas.

DOCUMENT GOVERNANCE

FIELD	VALUE
Publisher	Wellness Elite Fitness, 104 Whispering Pines Ave, Friendswood, TX 77546
Editor in Chief	Imani Lowery · Founder & CEO
Medical Director	Dr. Swet Chaudhari, MD · Double Board-Certified
Cellular Health Expert	Dana Kantara · Former Clinical Prevention Director, Baylor College of Medicine
Version	1.0 · April 2026
Canonical URLs	https://wef-kiosk.vercel.app/brand/bioneer/ · wef-agency.vercel.app/brand/bioneer/
Contact	hello@wellnesselitefitness.com

PARENT BRAND

This book inherits from and must remain aligned with the **Wellness Elite Fitness Brand Book 2026**. When in doubt, defer to the WEF brand system.
