

Eat Safely. Live Freely.



Welcome to our Brand Book

This is your complete guide to how our brand communicates and presents itself to others.

You can think of this book as an owner's manual for our brand. And you're one of the owners. Everyone who works here plays an important role in making our brand stronger and more successful, every day.

This book isn't just for graphic designers who need guidance about how to use our logo or our color palette; things like that. Obviously, some of the sections in this book won't pertain to your job.

But this book is for all of us, so please take time to read through it.

It'll help ensure that all of us have a clearer, better, stronger understanding of what our brand is all about, and the good we do for families.

We'd also like your thoughts on how to make this brand book better and even more useful in the future. So if you have any suggestions, please contact Marketing@foodallergyinstitute.com.

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Who We Are

You're Part of *Something Big*

In the sometimes overhyped world of marketing, it's a cliché for some brands to talk about how they "change lives, one (fill in the blank) at a time."

It's not a cliché here. It's a statement of fact. We really do change lives, one child and one family at a time.

And it's not just something we say to feel good about ourselves. More than 8,000 families happily and gratefully agree with us.

They feel better about themselves. They are able—finally—to enjoy their lives without the constant burden of living with food allergy anxiety.

Their children can eat safely and live freely. For the rest of their lives. Their lives have changed for the good.

You're an important part of a company that doesn't just say big things. We actually do big things.



Our Noble Purpose

We help families eat safely and live freely,
without the fear and anxiety of living with
severe food allergies.

They said severe food allergies couldn't be solved. Then he solved it.

Back in 2005, a young doctor named Inderpal Randhawa was working one summer in the Intensive Care Unit in a Los Angeles area hospital.

Over just a few weeks, Dr. Randhawa saw thirteen parents come into the E.R. with their children in shock from food allergies. When eight of those young patients died despite intense efforts from the hospital, Dr. Randhawa knew what he would do with his life.


He devoted the next few years to finding a solution to a problem that most medical experts thought was unsolvable. The standard belief was that the only way to manage severe food allergies was by lifetime avoidance. Dr. Randhawa saw the danger in that thinking.

Drawing on his knowledge in lung transplant immunology, and working with leading allergy and immunology specialists, Dr. Randhawa created the Food Allergy Institute in 2015. Using artificial intelligence and machine learning, FAI is able to create a truly unique treatment program for each child.

Dr. Randhawa has five board certifications in allergy, transplant immunology, pulmonology, pediatrics and internal medicine.

But his most cherished achievement is seeing another child reach remission and be able to eat safely and live freely.

If you're reading this Brand Book, Dr. Randhawa wants you to know this, above all else: you're doing important work, by being here.

A man in a white lab coat stands in front of a modern building with large glass windows. The lab coat has a logo on the left chest that reads "TPIRC". The building's glass reflects the sky and trees. The man is smiling and has his hands in his pockets.

“The work you do here does not go unnoticed. Above all else, you’re doing important work by being here. Each patient who reaches remission has you to thank for all the hard work you put into the company. You are important and valued.”

—Dr. Inderpal Randhawa

What Makes Us Different?



We have a one-of-a-kind, lasting,
lifetime solution to severe food allergies.

It's a unique solution that's also
uniquely created for each patient.





We give each child the ability to
eat safely and live freely.

The Brand Values That Drive Us

We are:

Innovative in helping those with severe food allergies to live without the burden of food allergy anxiety.

Dedicated to educating people about our lifetime solution to a problem that many people still view as unsolvable.

Fully devoted to the patient throughout every step and stage of the journey, all the way to a successful outcome.

Empathetic and sympathetic to the never-ending challenges that patients and families struggle with, including relentless allergy anxiety. We help them through the emotional ups-and-downs.

Open and honest with families about expectations for the program, including costs, time commitment, and emotional commitment.

Continually learning by collecting and interpreting patient data so we can better serve future generations of allergy sufferers.

Humanistic, always, in how we communicate with patients and families.

How We Treat People

It's always important to remember that many people come to us at a time of great need.

They may be frustrated, stressed, or afraid. They may have experienced one or more truly scary, life-threatening situations with their child. They may be exhausted from the relentless stress of trying to avoid dangerous situations. Some may even feel desperate.

When they come to us for help, they need help in more ways than one. Beyond needing a solution, they also need a partner—a guide—in their journey.

So, in addition to providing medical help, treatment and guidance, it's our job to provide emotional support and encouragement, every step of the way.

We're not just here to help children eat freely. We're here to help families live freely—free from food allergy anxiety.

These are some key words that describe our brand character:

Positive

Encouraging

Enthusiastic

Helpful

Empathetic

Open and Honest

Who We Serve

Food Allergy Institute treats patients between the ages of 18 months to 25 years old. We specialize in treating patients with severe food allergies and with multiple allergies; we have even treated patients with as many as 20 individual allergies!

We can treat patients with other pre-existing conditions including eczema, asthma and environmental allergies, although our focus is on severe food allergies.



Our Program

Our individualized program—truly custom-designed for each patient—is called The Tolerance Induction Program™ (TIP) and can help patients achieve food freedom typically within 2.5 to 4 years (depending on each patient's situation and needs).

After completing the program, 99% of TIP patients are able to eat as freely as a non-allergic person. A large number of our patients come to us after having been told by other pediatricians and allergists that there is no permanent solution to their severe allergies.

More than 8,000 families are thrilled to say that there is.



It teaches the body. And the body learns.

When a child is enrolled in the Tolerance Induction Program™ (TIP), we're putting a massive amount of knowledge to work.

Thousands of patients have succeeded with our program because we use artificial intelligence to continually collect and interpret diagnostic data from every one of those patients.

It's one reason why our program works so well—because we've learned so much from so many.

Our highly sophisticated and personalized analysis helps us understand how each child will react to 13 specific food proteins. This becomes the foundation for our plan.

The program starts by introducing safe, non-allergic foods to the child's diet that are similar in structure to the allergens but won't create an allergic reaction.

By introducing these safe foods over time, we gradually train and teach the body to accept the allergens.

Other treatment programs from other companies simply give the child microdoses of the actual allergen from the very beginning, which can cause risky, dangerous reactions.

Our program is continually teaching the body's immune system to not react adversely when it encounters an allergen, and that's why our program takes some time.

It's also why our program is so effective over time, with a 99% success rate for families who follow the program.

The body learns. And the body remembers.

How do we describe the parts of our company?

We should describe our company as being made up of two main parts:

We have treatment centers, called Food Allergy Institute. And we have a research center, called TPIRC–The Translational Pulmonary and Immunology Research Center (TPIRC), a non-profit clinical care and research center that focuses on the development of cutting-edge, individualized treatments for rare and “un-solved” diseases.

When patients come to us for care, they come to Food Allergy Institute and our treatment centers.



Key Facts About Us

0

The number of times FAI has turned away a patient due to the severity or complexity of their allergies

18 months - 25 years

Age range of patients enrolled in TIP

99%

Success rate among patients who complete the program

2 million+

Pharmaceutical grade gummies produced per year

24/7

Provider on-call service to support patients

Key Facts About Us

<1%

Reaction rate to treatment

9+ allergens

Treats all major food allergies

50%+

Patients who come from outside of California state, including 22 countries

8,000+

Patients in remission

30

Average number of months a patient is in TIP

The 10 Freedoms

1. Freedom from allergy anxiety
2. Freedom from social isolation
3. Freedom from skipping school events
4. Freedom from reading every label and being the ingredient police
5. Freedom from Mom guilt and self-doubt
6. Freedom from bullying and teasing at school
7. Freedom from loneliness and feeling “not normal”
8. Freedom from the trauma of E.R. visits
9. Freedom from “What do I do?” moments
10. Freedom to eat what they love and love what they eat



Messaging

How to use this section of the Brand Book

This messaging section is designed for anyone who helps communicate what the FAI does, how the program works, and how we help families.

But that doesn't mean it's just for people on the "communications team." It's for all of us, because we're all communicators and advocates of the company and the program.

We should always strive to say things in a way that's easy for people to understand. So, even though what we do—from a science standpoint—is very sophisticated and complicated, the way we talk to patients and parents should be simple, human and clear.

Why is this so important? Because they're stressed and dealing with a lot. They've come to us for help.

They trust us to be the experts. They want us to show that we understand their fears and anxieties, so we always want to speak to them in an empathetic way.

Whenever you're writing copy, keep this in mind and write in a friendly, conversational, helpful way. And speaking of wanting to be helpful, that's the purpose of this document; the following pages have some examples of how we can say certain things in copy.

You can use these statements as is, or use them as a guideline and put things in your own words.

Just be clear. Be conversational. Be human.

Our tagline:

Eat safely. Live freely.

Our tagline says a whole lot in just four words. It tells people that we're devoted to helping families achieve food freedom and live free of allergy anxiety. For a lifetime.

How do we describe our point of difference?

We have a one-of-a-kind, lasting, lifetime solution to severe food allergies.

How do we describe our company?

We should describe our company as being made up of two main parts:

We have treatment centers. And we have a research center.

Note: we think "treatment center" is a better descriptor than "clinic." People think of clinics as places where you go when you need one-time care for minor issues. Treatment centers are where people go for ongoing care.



//Messaging

Here are samples of how we can talk about the commitment to the program and the journey:

Key Benefits to Parents

You can give your child a lifelong gift—food freedom and a life free from the burden of allergy anxiety

(or you can say it this way):

You can give your child a lifelong gift—food freedom and a life free from allergy anxiety.

The Commitment

Option 1

We want to be clear about this: getting to the finish line—food freedom and the end of allergy anxiety—will take a lot of commitment.

But we'll get there together. And when you're finished, you'll be giving your child an amazing gift—a lifetime of freedom from the burden of allergy anxiety.

Option 2

We want to be clear with you: defeating severe food allergies—and defeating them for good—will take some time.

But we'll get there together. Just as getting braces on teeth can take anywhere from 18 to 36 months, removing the burden of allergy anxiety takes time but will have a lifelong impact.

Option 3

This journey will take a while and you'll go through phases when it may seem challenging to stay with the program, but we will be supporting you every step—and every bite—along the way.

Option 4

Our program will take work on your part and your child's part. But when you've finished the program, you'll never have to worry and work so hard—like you do now—to avoid dangerous foods.

Option 5

There's no magic pill to fix food allergies. There's no total cure. But there is a complete, lifelong solution.

Emotional Strain and Allergy Anxiety

Option 1

Our goal is to get you and your family to a life of freedom—without the worry and allergy anxiety that can be such a burden and interfere with regular, daily life.

Option 2

Allergy anxiety is a real thing. You know it because you feel it and live with it every day, with every school event, every birthday party and holiday get-together.

It's the anxiety of never wanting to make a mistake. Never missing an ingredient on a label. Never taking anything for granted about what's okay for your child. Never wanting to take a risk.

It's a huge burden to carry. You do it willingly for your child. But it can be exhausting, and it's time to get you and your child to a better place, where you can enjoy life more and live more freely.

Commitment and the TIP Process

It can feel very lonely having a child or children with severe food allergies. Many people who don't have the problem in their family have trouble understanding how serious it can be, or how much stress it can create—for the child, and for the parents.

We want you to know this: we get it. We understand the isolation. And when you join our program, we're going to work with you every step of the way and every bite along the way.

You won't be dealing with it alone, anymore.

It won't be a simple, short journey. Each child is different, and our program is tailored specifically to each child's unique body chemistry, so there's not one, simple answer to the question, "how long does the program take?"

It can take anywhere from one year to three or four years. In general, 70% of patients graduate from the program in three years or less.

The program takes time—and can't be rushed—because we're slowly training the body's immune system to accept foods that are similar in chemical makeup to the foods your child is severely allergic to.

Over time, we're "teaching" the body that these foods are okay, so the immune system accepts them more and more, in higher doses.

Once the body accepts foods that are similar in their chemical makeup to the allergens, we slowly introduce the actual food allergens.

It has to be done carefully, over time, and we carefully monitor the body's response and progress, as new foods are introduced and amounts are increased.



Our Complete Focus on Food Allergies

We focus on only one thing here: treating severe food allergies and eliminating dangerous reactions to them. Unlike other allergy clinics and specialists, we're completely dedicated to helping families enjoy food freedom and live without allergy anxiety.

The TIP Process

Option 1

Over time, we gradually “switch off” the allergic reaction until, finally, it’s switched off for good, for a lifetime.

Option 2

We “teach” the immune system to be desensitized to the allergens. Over time, the body learns to accept the foods without any problems.

Inclusiveness of the Program

We have never turned away a patient because of the severity or complexity of their allergies. In fact, many of our patients come to us after being told by allergists or pediatricians that “nothing can be done.”

Personalization

No two immune systems are exactly alike. So, every treatment program is tailored to work with the unique body chemistry of each child.



//Messaging

TIP Compared to Other Treatment Alternatives

(These headlines/subheads refer to how we differentiate ourselves from other treatment options. We don't denigrate other solutions, but these statements help generally explain why we're different.):

The problem with other solutions is they're not really solutions.

(shorter version):

Other solutions aren't really solutions.

(or you can say it this way):

It's not a partial solution. It's a total, lifelong solution.

Various Headlines

(Here are some samples of thoughts which touch on various aspects of the program and can be used as headlines, subheads, or in other ways in marketing materials):

It's as close as science can get to a cure.



It's not just about letting them eat the foods they want.
It's about giving them the life they want.



There's no total cure for food allergies.
But this is as close as it gets.



When an allergist says nothing can be done, we can do it.



Every day, someone is being relieved of the anxiety of food allergies.

Every day, someone achieves the ability to eat safely and live freely.



People come from all over the world.
Because no other place does what we do.



We give families a life free from food allergy anxiety.



When your child can eat freely, your family can live freely.



Never let allergy anxiety control your family's life.



Never let allergy anxiety control your family's life.



We defeat food allergies by outsmarting them.



Live free of food allergies. Live free of fear.

A life without allergy anxiety—we'll help you get there.

(or):

A life without allergy anxiety—every child deserves it.



Defeat food allergies. And defeat food anxieties.



You don't have to live with food allergy limitations.



Every gummy brings you one step closer to the goal.



Enjoy a life free of food fear and allergy anxiety.



Let's conquer your child's food allergies together. And for a lifetime.



Your child can eat safely. You can breathe easy.

A few comments about the word “remission.”

We want to be careful about using the term “remission” for several reasons.

First, a lot of people don’t know what it means, and even if they do, they may associate it with cancer. Achieving remission with cancer doesn’t mean the risk of cancer is gone forever, so the term may confuse people when applied to what we do.

So when you can, try to explain what we mean, which is “free from the fear of food allergies...for life” or something like that. It’s best if we can describe the outcome, instead of just using the word remission.

A Final Note

We hope this messaging section has been helpful. As we mentioned, it's fine to when you're writing to put things in your own words; just make sure the words are friendly and conversational. Keep sentences short, uncomplicated, and easy to follow.

When you write about what we do, we want it to sound like you're talking with a good friend. And think about it from the standpoint of "what would my audience want to know from me right now?"

All this helps make it easier for people to understand what we do, how we can help them, and why we are a company that has their best interests at heart.

Let's keep spreading the word about the Food Allergy Institute and how we help people achieve food freedom and live free of allergy anxiety!

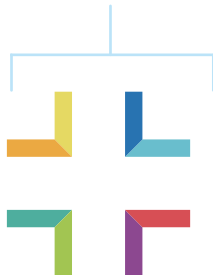


Brand Elements

Our Logo

Our logo consists of two elements: the logotype, which reads “Food Allergy Institute,” and the logo mark, known as “The Chevron,” representing our commitment to helping individuals with food allergies live healthier, safer lives. This logo mark should always accompany the logotype.

The Chevron



Food Allergy Institute

Logotype

The Chevron

In instances where our logo may be too large, you can use the logo mark in its place. This will help ensure consistency across all platforms and collateral.

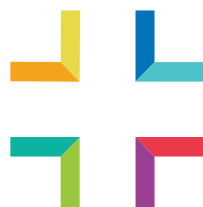
Do not alter the logo's colors, proportions, or orientation. Ensure high-resolution versions for print and optimized versions for digital use. For co-branding, give the logo equal prominence. For any special applications or if in doubt, contact the marketing team.

Maximum Size



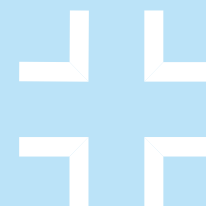
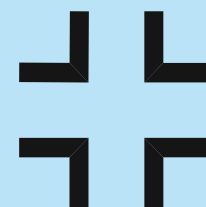
1.5 inches wide

Minimum Size



1 inch wide

One Color Applications:
Below are the approved logo mark variations. These should be used in the instance that our full multi-color logo mark is not readable.



Logo Use

We pride ourselves in the logo we created and want to make sure it stays true to the original design. We have provided some guidelines below on how you should use the logo.

Spacing

To ensure the logo gets the attention and impact it deserves, we've established clear "negative space" around it, using the Chevron. Additionally, to maintain legibility, we have specific size requirements for the logo below.



Sizing

The largest size for the logo on print materials and in digital media is 4.5" wide. However, for signage and trade show applications, it can be used larger.



4.5 inches wide

The smallest size for the logo on print materials is 3" wide, with allowances for smaller sizes in certain digital applications.



3 inches wide

Logo Variants

Using alternate logos is key to maintaining brand consistency across different applications. Variations ensure optimal visibility, legibility, and aesthetics in various contexts. This flexibility helps us adapt to different sizes and backgrounds while keeping our brand identity strong. Below, you'll find all approved logo variants and their appropriate uses.

Alternate Color Ways

Use the black and white version of our logo only when color reproduction isn't possible or practical—such as in true monochrome prints or on specific materials. Reserve this option for instances where using full color is not feasible to ensure clarity while maintaining brand recognition.



Secondary Logos

Opt for the stacked logo when space is tight but you still want the full name visible. Use the abbreviated logo for merchandise and in scenarios where space is extremely limited.



Logo Don'ts: What to Avoid for Brand Consistency

Maintaining the integrity of our logo is crucial for preserving our brand's identity and ensuring consistent recognition across all platforms. Altering the logo can dilute its impact and lead to confusion, undermining the carefully crafted image we've worked hard to establish. By adhering to our logo guidelines, we safeguard the visual strength and clarity of our brand, ensuring it remains instantly recognizable and impactful.

Do not:

Stretch or warp



Change alignment



Rotate



Place on a busy background



Logo Use with Other Brands

When collaborating with TPIRC, it's essential to adhere to the proper guidelines to maintain brand consistency and integrity. Following these guidelines ensures that both brands are represented accurately and cohesively, strengthening our shared mission and values.

Collaborating with TPIRC

Logo Lockup 1

When collaborating with TPIRC, our logo will always appear second as we are a subsidiary company.



The lockup's spacing should be the width of our logo mark.

Logo Lockup 2

When collaborating with other subsidiary companies within TPIRC, our logo will always come first.



The spacing between logos should be the width of our logo mark.

Logo Use with Other Brands

Although we rarely collaborate with brands outside of our parent company, TPIRC, we want to provide clear guidelines for using a collaborative logo lockup.

Collaborating with External Brands

Logo Lockup 1

When collaborating with external companies where their brand is dominant, their logo will take precedence and appear first.

The lockup's spacing should align with the width of one Chevron on either side of the dividing line.



Logo Lockup 2

When collaborating with outside companies where our brand is dominant, our logo will come first.

The lockup's spacing should align with the width of one Chevron on either side of the dividing line.



Our Color Identity

At the Food Allergy Institute, our color palette is a reflection of the diversity and vibrancy of the families we serve. Each color has been carefully chosen to symbolize different facets of our mission: freedom, innovation, support, and resilience. Our colors are not just visual elements—they are integral to telling the story of the journey families take, from the challenges of living with food allergies to the empowerment and freedom that comes with our Tolerance Induction Program™ (TIP). From calming blues to energizing oranges, the palette represents the many layers of experience, emotion, and progress that define the path we help our families walk.

To make the palette intuitive and easy to use, each color group is designed as a trio: light, core, and dark. These pre-built combinations ensure clarity, harmony, and visual consistency across all applications—no guesswork required. Whether you're designing for digital, print, or presentation, the trio structure keeps our brand looking cohesive and confident at every touchpoint.

The balance of these hues connects our work to the real-world impact we make, offering a visual identity that is as dynamic and multi-dimensional as the lives we strive to improve.



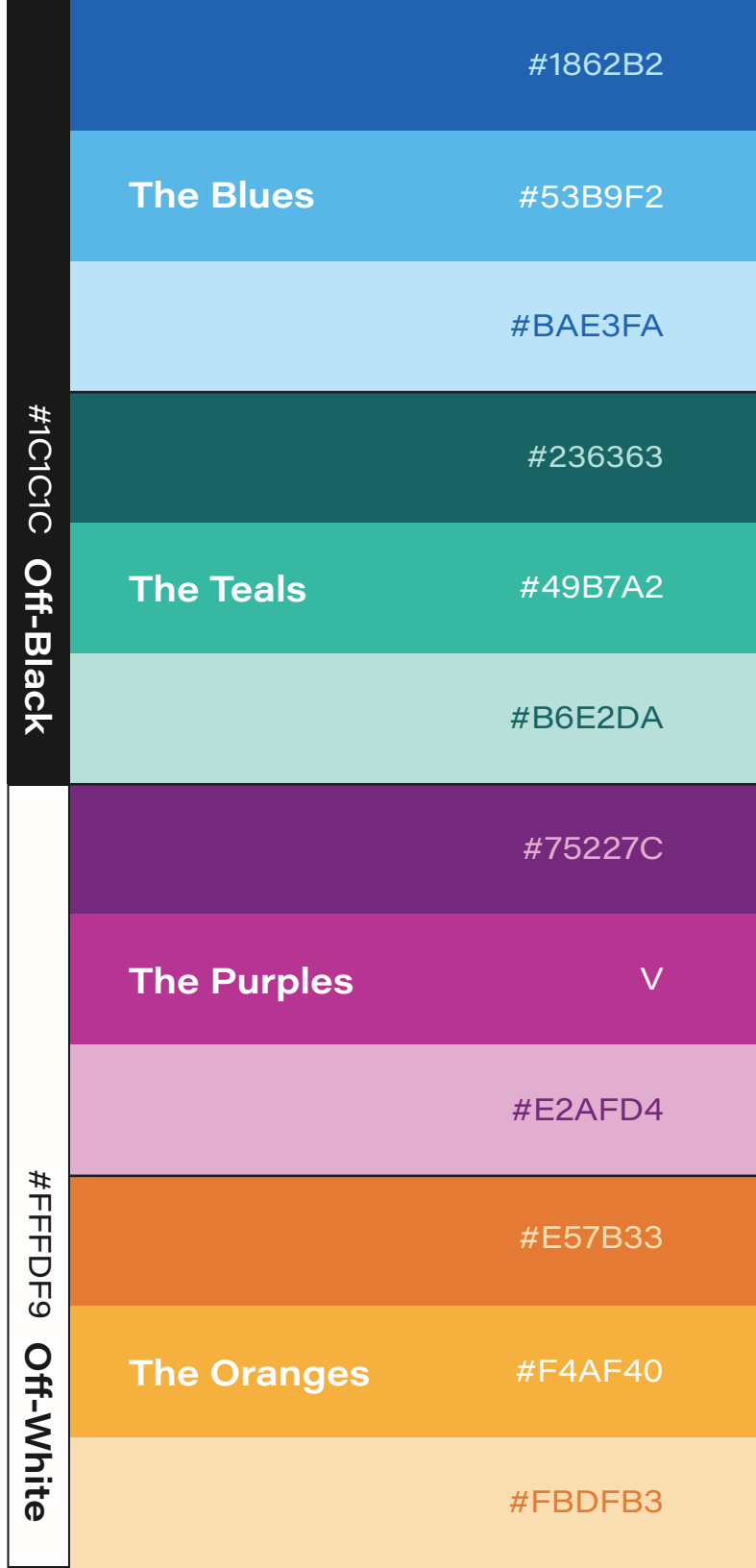
Our Color Story

The Blues convey trust, security, and professionalism. They evoke calm and stability, reflecting the steadfast support we offer families in their journey toward freedom from food allergies. The lighter shades are welcoming and approachable, while the deeper tones instill confidence and reliability.

The Teals are the heart of our brand, symbolizing the hope, innovation, and resolve we bring to the families we serve. As the universal color for food allergy awareness, teal represents both the challenges of food allergies and the possibilities of overcoming them. The varying shades of teal provide depth, reinforcing our commitment to transformative progress and support.

The Purples represent wisdom, compassion, and creativity. They reflect our unique approach to solving food allergies with empathy and expertise. The deeper purples convey the gravity of our mission, while the lighter shades inspire growth, healing, and empowerment.

The Oranges bring warmth, energy, and optimism to our palette. They embody the uplifting spirit of our work and the new beginnings families experience through our Tolerance Induction Program™ (TIP). The brighter shades represent fresh starts, while the deeper oranges reflect strength, resilience, and the courage to face challenges head-on.



Fonts

Both fonts are available in multiple weights for use across all forms of media and collateral to emphasize specific words. However, we prefer the regular version of each font whenever possible. For font file downloads, please contact Marketing@foodallergyinstitute.com.

Primary

Aa

Body

Aa

Accent

Aa

Ensure that you use the accent font intentionally, reserving it for social media, limited advertising purposes, and on the website to highlight specific items

Basic Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Acumin Wide

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

PF Reminder Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Alternate Fonts

In some cases, the main fonts may not be accessible, but don't worry—we've prepared easily accessible alternate fonts that maintain our brand identity. Consider them your reliable backup options.

Primary

Aa

Body

Aa

Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Manrope

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

[Click here to download alternate font files](#)

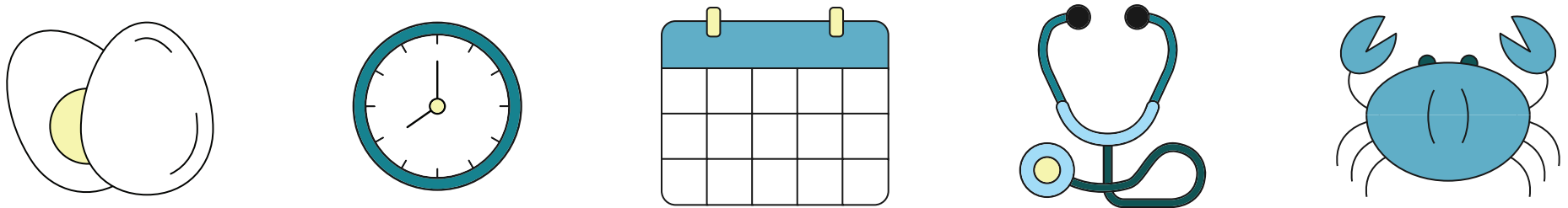
Brand Icons

Our Icon Library consists of 2 styles—compact and complex.

Compact icons should be used in instances where they will be smaller than 30 pixels. Some examples may be icons for a numbered list or check marks for a bulleted style list.



Complex icons should be used in instances where a graphic is needed to illustrate a point. These work perfectly for our “Who Qualifies for TIP” section on our website.





Media

Videography

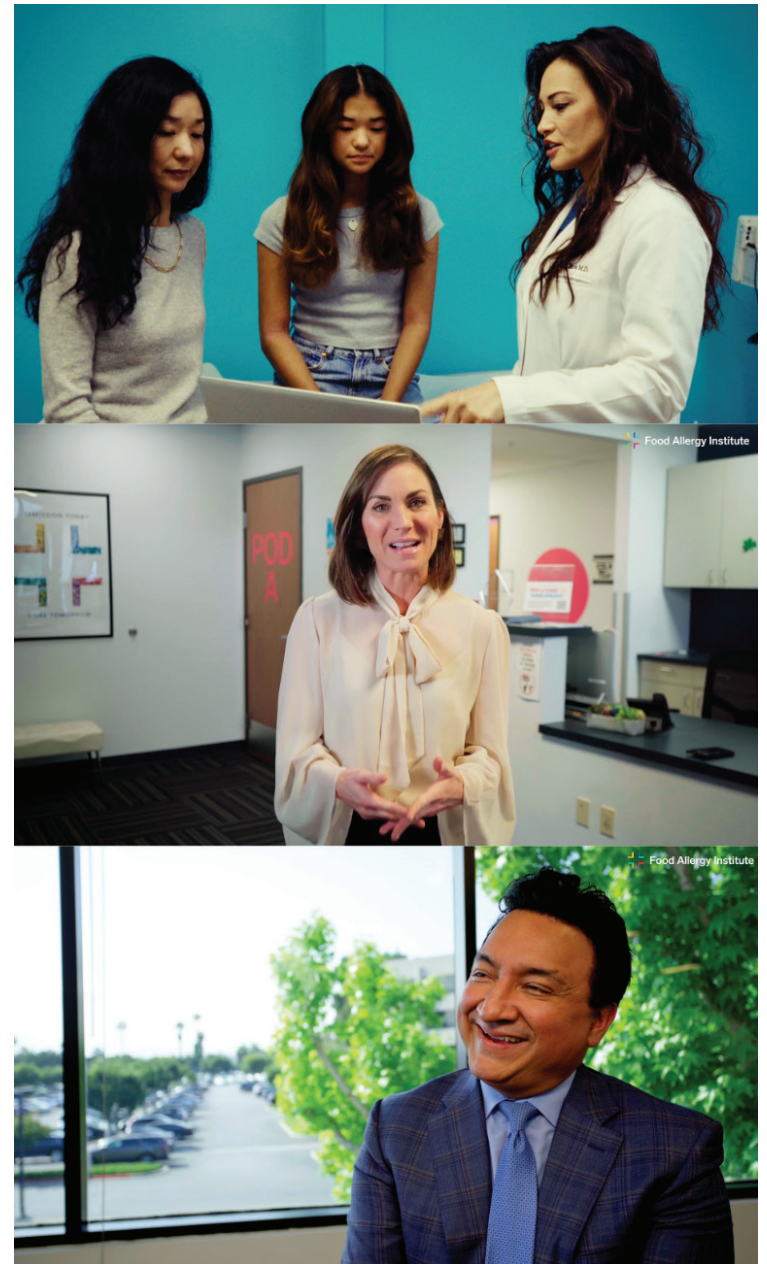
We use videos to help patient families learn more about the program and guide them through their journey to food freedom.

Videos help tell our story in a very friendly and human way while still conveying important information. People get more engaged and learn faster when visuals are involved.

Our video content should always be clear, focused and easy to understand, while presented in a warm and empathetic way. Keep the language simple enough for the average person to understand. And try to always approach things from the patient's mindset; think about your video and script from a standpoint of "what would they want to know next?"

When we create videos, we're storytellers, so think about the best way to tell the story from beginning to middle to end. Like any good story.

Be willing to be a harsh editor of our scripts and rough edits. Eliminate anything unnecessary that gets in the way of clear communication.



We have a lot of video b-roll in our library that we've shot ourselves, so use our own footage wherever you can. But it's also fine to supplement with b-roll from stock sources like ArtGrid or Envato. When using stock, choose footage that feels authentic and natural.

Casting for videos

We like to include actual patient families in videos, where it makes sense. For non-speaking roles, look for patients and family members who are relaxed and comfortable on camera, and not overly self-conscious.

For speaking roles that are testimonials, be selective about who gets used, since they need to be able to speak in an authentic and believable way on camera. Try to audition them on video beforehand, so you can see how they come across when speaking on camera.

Generally, speaking roles should be limited to patients who are ten years old or older.

Using employees in videos

We love to feature our own team members in videos; just follow the same overall guidelines that apply to patient families. Look for people who are likeable and comfortable on camera, and if they have a speaking role, make sure they come across in a natural way. Do a quick test shoot or audition with them before you cast them, if possible.

If you'd like to recommend a team member or patient family for any upcoming video projects, please contact Marketing@foodallergyinstitute.com.

Voiceovers

If your video requires a voiceover, voices that sound in the 30-45 year-old age range work best. And generally, we like using female voiceovers since they work well in conveying likeability and empathy.

If you're targeting a very specific audience with your video, pick the voiceover that works best for that group.

Photography

Our photos come from three general sources: we have photos we've shot ourselves; we have photos that have been submitted by patient families; and we use stock photos where needed.

The same general guidelines apply to photos that apply to video. Look for images that convey authenticity and humanity in a natural way. They can be the kind of images that someone might proudly post on their social media.

When using stock images, avoid shots that feel too contrived, too cliché, or not believable. A couple of good sources for the kind of stock images we like are unsplash.com and iStock.com.

And when using images submitted by patient families, the quality of these shots will vary, obviously. Look for the ones that feel most authentic and come close to matching the feel and style of our other images.

If you'd like any guidance on the kind of photos to use, contact Marketing@foodallergyinstitute.com.



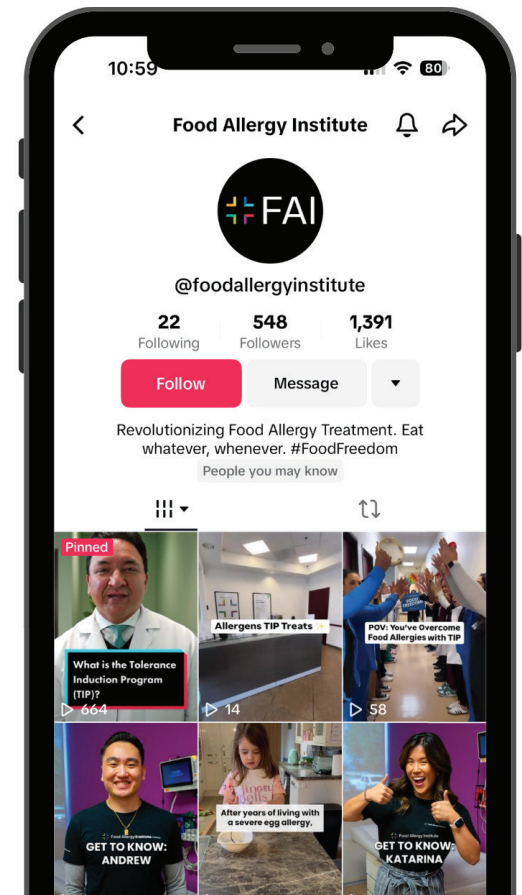
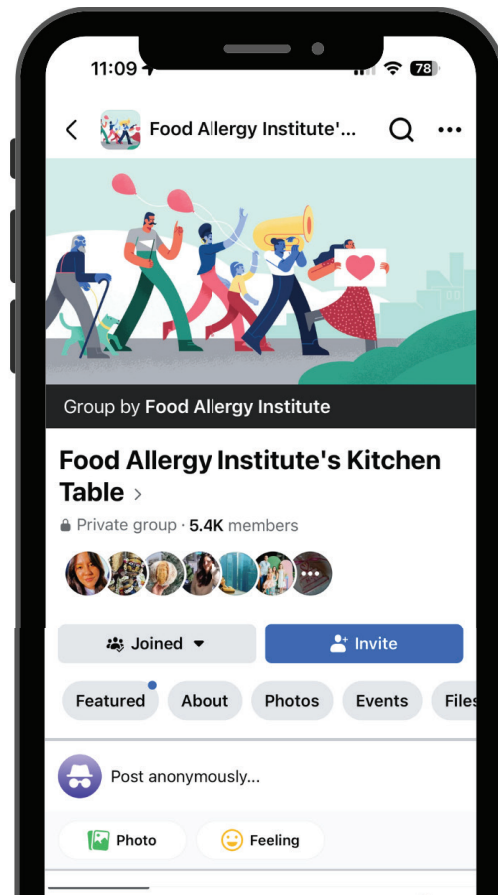
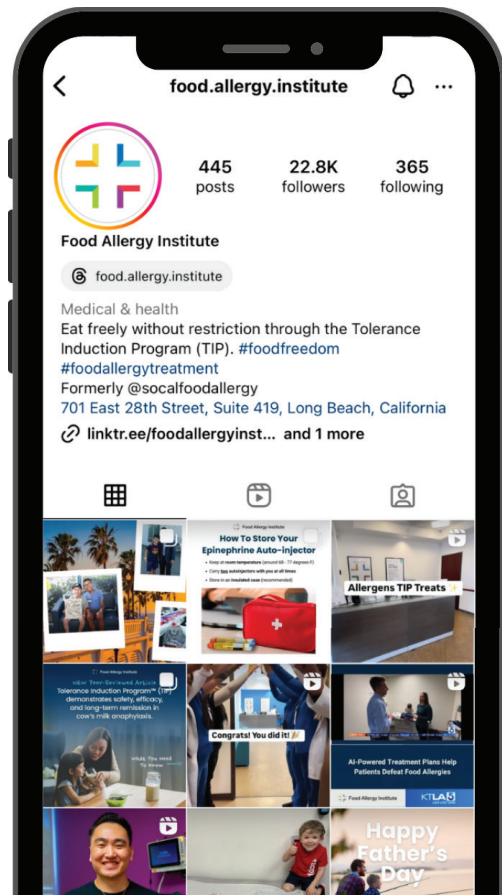


Digital Presence

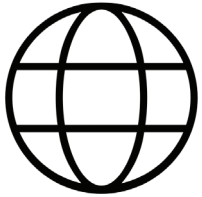
Food Allergy Institute Social Media

All social media channels should convey the brand story of food freedom in an inspirational, empathetic, and engaging way. These guidelines serve to:

- Ensure a clear, consistent, and on-brand social presence
- A guide for onboarding new team members
- Provide clear direction on social best practices and strategies



How We Show Up



Website
In-depth Resource



Instagram
Visual Storyteller



Facebook
Driver of Acquisition
& Community Building



TikTok
Short-form
Video Content



LinkedIn
Provider Messaging,
Industry Leadership,
Company Culture
and Careers



YouTube
Video Content

Platforms we currently do not own:

- User Generated Content/ Influencers
- Employee Amplification
- Industry Partnerships

Social Media Strategy

Objective: Food Allergy Institute's social strategy aims to increase brand awareness, build authority, and educate the target audience on our food allergy solution, the Tolerance Induction Program™ (TIP).

Target Audience: High-income millennial moms with food allergic children aged 18 months to 25 years old.

ALL Content Should Consider The Target Audience & Provide Value.

Content should align with and address audience pain points, interests, lifestyle, beliefs, etc., and build confidence in Food Allergy Institute as an industry expert and trusted treatment center.



Social Media Best Practices

Create a Monthly Social Media Calendar:

- The social media calendar should align with overarching marketing initiatives/campaigns
- The calendar helps the team keep track of daily social content, and reflect on the larger content strategy per month

Post Regularly

- Post across main channels (FB & IG) for a minimum of 3 times per week
- Post at the same times (between 10 am - 1 pm)
- Maximize content reach by cross-posting whenever possible
- Create regular short-form video content

Be Consistent

- Maintain a consistent brand voice, tone, look and feel by adhering to brand guidelines
- Keep messaging consistent. Straying from key numbers or approved responses can create doubt and mistrust among audiences

Continuously Improve

- Test new content ideas and formats
- Social media is ever-evolving and the content strategy should evolve as well
- Analyze metrics regularly to refine overall strategy

Community Management & Engagement

Building community and fostering engagement is an essential component of successful social media.

- Respond to comments across all channels in a timely manner
- Post regular stories at minimum 3 times per week, ideally everyday
- End each post with an engagement CTA (i.e. Comment below, Share this post, Tag someone below, etc.)
- Repost patient content, utilize interactive features (polls, quizzes, etc.)
- Regularly schedule live streams to directly interact with followers
- Utilize Hashtag campaigns (i.e. #FoodFreedomStories, #MonumentalMoments)
- Backlink to the website whenever possible to engage the community outside of traditional social channels
- Do not engage with spam, hateful, or crude comments
- Do make an effort to dispel misinformation about TIP whenever possible



Brand Voice

Food Allergy Institute social brand voice is positive, educational, and embodies the following characteristics:

Positive

- Confident in our ability to help patients eat safely and live freely
- Optimistic about the future of food allergy treatment
- Genuinely happy to see our patients succeed

Enthusiastic

- Friendly and upbeat
- Excited about improving patient outcomes
- Driven to change the status quo

Helpful

- Clear and simple messaging
- Educate and share knowledge of our food allergy solution
- Committed and patient-centric

Encouraging

- Inspirational thought leader
- Motivational support system
- Fosters community

Empathetic

- Understanding of audience struggles
- Emotionally attuned and reassuring
- Sympathetic and empowering

Open & Honest

- Transparent communication
- Sets realist expectations
- Acknowledges questions and concerns
- Authentic storytelling

Brand Voice

Do's:

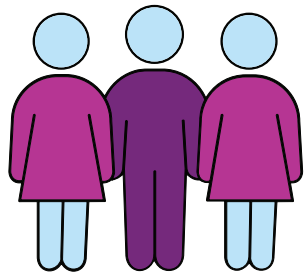
- Encourage and empower the community through uplifting and inspirational language
- Focus on patient results and share patient successes
- Instill a general feeling that FAI is an agent of positive change for the food allergy community as a whole
- Keep in mind while we want to show we care about the food allergy community, we are not an advocacy group
- Add disclaimers to any content that may be misconstrued as medical advice or content that may not apply to every case (i.e. Always check with your providers to ensure this is safe you)
- Empathize with the struggles that come with managing food allergies. Come from a place of humanity and understanding
- Be transparent. Provide answers to questions whenever possible
- Use simple language to clearly convey our message

Don'ts:

- Avoid jargon & don't be overly clinical
- Do not provide medical advice
- Do not attack other treatment options - only state the facts
- Avoid harsh, cold, condescending, dismissive, or informal language (i.e. Food Allergies suck...Food Allergies can be annoying)
- Do not tell audience what they should be doing or shame those against TIP
- Do not use "Scare Tactics" or fear monger
- Do not use non-approved answers/key numbers (i.e. 15,000 patients)

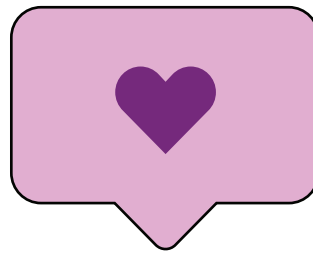
Key Performance Indicators

KPI's allow us to measure the effectiveness of our social strategy and identify areas of improvement.



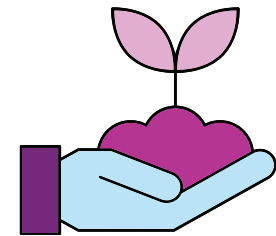
Reach

Reach measures the number of unique people who have seen a piece of content on a social media platform.



Engagement Rate

Engagement Rate represents the percentage of user who have interacted with a piece of content (i.e. likes, comments, shares).



Growth

Follower Growth measures how many new followers were gained over a set period of time.