

AG1 Infographic: Simpler Morning

A clean product-forward infographic featuring the AG1 the product pouch as the central hero on a soft gradient background, accompanied by a bold six-word headline and three to four short benefit callouts arranged with visual clarity. The design uses high-contrast sans-serif typography and optional simple icons to communicate consolidation and daily simplicity. No CTA, product name, brand name, or clickable elements appear in the image.

75 vitamins, minerals, and whole food ingredients. One scoop.

01 AVATAR

Demographic: Health-conscious professionals, 28 to 45, both genders, college educated, mid to high income, urban or suburban, likely working demanding jobs with irregular schedules or travel.

Pain point: Struggles with inconsistent supplement habits due to decision fatigue, time pressure, and skepticism about whether their current stack delivers real value. Feels overwhelmed by the number of bottles, unclear dosing, and lack of visible results. Wants one trusted solution that simplifies the routine and provides nutritional confidence without requiring a pharmacy shelf or constant research.

02 MARKETING ANGLE

Simplification Through Consolidation

03 CONCEPT

This infographic leverages the insight that health-conscious buyers suffer from supplement fatigue and crave routine simplification. By visually presenting AG1 as a single, comprehensive solution that replaces multiple bottles, the ad delivers immediate clarity and relief. The playful tone emerges from the contrast between chaotic multi-supplement routines (implied but not depicted) and the calm, organized simplicity of one scoop. Benefit callouts are evidence-forward and concise, building trust without overwhelming the viewer. The design prioritizes legibility, hierarchy, and negative space to communicate confidence and premium quality. Never render CTA text, CTA buttons,

shop/buy/learn-more wording, app-style controls, product-name text, brand-name text, logo text, URL text, package-label text, watermark text, or typographic branding inside the generated image.

04 VISUAL TONE

Organized, modern, confident, and refreshingly simple.

The visual tone is clean and uncluttered, using a soft gradient background (e.g., sage green to cream, or light blue to white) that feels calming and premium. Typography is bold and sans-serif with high contrast, ensuring instant readability. The product is lit with soft studio lighting to emphasize quality and freshness. Optional simple line icons (e.g., a leaf for greens, a lightning bolt for energy, a shield for immunity) add visual interest without clutter. The overall mood is approachable yet authoritative, communicating that AG1 is the smart, evidence-backed choice for buyers who value efficiency and results.

05 SCENE DIRECTION

Concept: Single 1:1 infographic image

Visual direction: Center the AG1 the product pouch as the hero product, occupying roughly the middle third of the canvas. Use soft, even studio lighting to create a clean, professional look with subtle shadows for depth. The background is a smooth gradient transitioning from a calming sage green or soft blue at the top to a warm cream or white at the bottom, providing visual interest without distraction. Arrange the bold headline above or to the upper left of the product, using a large, high-contrast sans-serif typeface (e.g., Inter Bold, Montserrat Bold, or SF Pro Display Bold) in deep charcoal or black. Below or flanking the product, place three to four short benefit callouts in a smaller but still bold sans-serif font, each accompanied by a simple line icon (e.g., a check mark, a leaf, a star, or a clock). Ensure generous negative space around all elements to maintain a clean, uncluttered composition. Optionally include a small, discreet five-star rating or 'Best Seller' badge in the lower corner if supported by research. Keep all text within the central safe zone, avoiding the outer 20 percent on all edges. The overall layout should feel balanced, modern, and immediately scannable, with a clear visual hierarchy guiding the eye from headline to product to benefits. Never render CTA text, CTA buttons, shop/buy/learn-more wording, app-style controls, product-name text, brand-name text, logo text, URL text, package-label text, watermark text, or typographic branding inside the generated image.

Overlay text: Short benefit-led headline only; no CTA wording, no CTA button, and no product-name or brand-name text.

Purpose: Communicate AG1's core value proposition (comprehensive nutrition, routine simplification, and trusted quality) at a glance while maintaining visual clarity and premium brand perception. The infographic format allows benefit-forward messaging to coexist with product prominence, addressing both rational and emotional buyer needs in a single static asset.

06 FORMAT & SPECIFICATIONS

Aspect ratio	1:1 (square) Never render CTA text, CTA buttons, shop/buy/learn-more wording, app-style controls, product-name text, brand-name text, logo text, URL text, package-label text, watermark text, or typographic branding inside the generated image.
Platform	Meta (Facebook/Instagram Feed) and TikTok Never render CTA text, CTA buttons, shop/buy/learn-more wording, app-style controls, product-name text, brand-name text, logo text, URL text, package-label text, watermark text, or typographic branding inside the generated image.
Format	Single static image, production-ready infographic Never render CTA text, CTA buttons, shop/buy/learn-more wording, app-style controls, product-name text, brand-name text, logo text, URL text, package-label text, watermark text, or typographic branding inside the generated image.
Resolution	Minimum 1080x1080 pixels, 72 to 150 DPI for digital delivery Never render CTA text, CTA buttons, shop/buy/learn-more wording, app-style controls, product-name text, brand-name text, logo text, URL text, package-label text, watermark text, or typographic branding inside the generated image.
Text safety	if on-image text is used, it must be only a short benefit-led headline with no CTA phrase and no product-name or brand-name text.

07 DESIGN & POLICY NOTES

- Use a soft gradient background (sage green to cream, or light blue to white) to create a calming, premium feel without competing with text or product. Never render CTA text, CTA buttons, shop/buy/learn-more wording, app-style controls, product-name text, brand-name text, logo text, URL text, package-label text, watermark text, or typographic branding inside the generated image.

- Ensure the AG1 pouch is centered and well-lit with studio lighting, showing the product clearly and professionally. Never render CTA text, CTA buttons, shop/buy/learn-more wording, app-style controls, product-name text, brand-name text, logo text, URL text, package-label text, watermark text, or typographic branding inside the generated image.
- Headline and benefit callouts must use high-contrast, bold sans-serif fonts (Inter Bold, Montserrat Bold, SF Pro Display Bold, Helvetica Neue Bold, or Avenir Heavy) for instant readability. Never render CTA text, CTA buttons, shop/buy/learn-more wording, app-style controls, product-name text, brand-name text, logo text, URL text, package-label text, watermark text, or typographic branding inside the generated image.
- Keep all text inside the central safe zone, avoiding the outer 20 percent on all edges to ensure visibility across placements. Never render CTA text, CTA buttons, shop/buy/learn-more wording, app-style controls, product-name text, brand-name text, logo text, URL text, package-label text, watermark text, or typographic branding inside the generated image.
- Visible text rule: do not place any CTA wording, CTA button, product name, brand name, logo text, URL, package-label text, watermark, or typographic branding anywhere inside the generated image.

08 GENERATION GUIDELINES

DO

- Center the AG1 the product pouch as the hero product with soft studio lighting and subtle shadows for depth. Never render CTA text, CTA buttons, shop/buy/learn-more wording, app-style controls, product-name text, brand-name text, logo text, URL text, package-label text, watermark text, or typographic branding inside the generated image.
- Use a smooth gradient background (sage green to cream, or light blue to white) that feels calming and premium. Never render CTA text, CTA buttons, shop/buy/learn-more wording, app-style controls, product-name text, brand-name text, logo text, URL text, package-label text, watermark text, or typographic branding inside the generated image.
- Render one bold headline of six words or fewer and three to four benefit callouts of four words or fewer each, all in high-contrast sans-serif fonts. Never render CTA text, CTA buttons, shop/buy/learn-more wording, app-style controls, product-name text, brand-name text, logo text, URL text, package-label text, watermark text, or typographic branding inside the generated image.
- Include optional simple line icons (leaf, lightning bolt, shield, clock, star, check mark) to visually support benefit callouts without clutter. Never render CTA text, CTA buttons, shop/buy/learn-more wording, app-style controls, product-name text, brand-name text, logo text, URL text, package-label text, watermark text, or typographic branding inside the generated image.
- Use visual storytelling, customer context, composition, and benefit-led headline copy instead of CTA text or product-name text.

AVOID

- Do not include CTA wording, CTA buttons, shop/buy/learn-more prompts, product name text, brand name text, logo text, package label text, URLs, watermarks, or fake clickable UI elements in the image. Never render CTA text, CTA buttons, shop/buy/learn-more wording, app-style controls, product-name text, brand-name text, logo text, URL text, package-label text, watermark text, or typographic branding inside the generated image.
- Do not depict a lifestyle scene, person using the product, or cluttered kitchen/gym setting. Never render CTA text, CTA buttons, shop/buy/learn-more wording, app-style controls, product-name text, brand-name text, logo text, URL text, package-label text, watermark text, or typographic branding inside the generated image.
- Do not fabricate star ratings, review counts, certifications, medical claims, or statistics unsupported by research. Never render CTA text, CTA buttons, shop/buy/learn-more wording, app-style controls, product-name text, brand-name text, logo text, URL text, package-label text, watermark text, or typographic branding inside the generated image.
- Do not use decorative fonts, script fonts, or low-contrast color combinations that reduce readability. Never render CTA text, CTA buttons, shop/buy/learn-more wording, app-style controls, product-name text, brand-name text, logo text, URL text, package-label text, watermark text, or typographic branding inside the generated image.
- Do not render Shop Now, Buy Now, Learn More, Order Now, Add to Cart, checkout/cart UI, CTA buttons, product-name text, brand-name text, logo text, URL, package-label text, watermarks, or typographic branding.