



# Nutri Boom Brand Guidelines

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## **OUR MISSION**

To ensure healthy food to promote positive emotions and life experiences, look and confidence to increase our strength, productivity and communications, so that together we can improve our well being and change the world for better and happier.

## OUR VISION / MĒRĶI

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**to promote  
healthy eating  
habits & lifestyle**

to bring up stronger  
childrens - to build brigter  
future

to take care of the impact on  
enviorenment: to reduce food  
waste, air pollution

**to make people's lives  
simpler, pleasant and  
more productive.**

**to cultivate positive  
emotions and bring  
joy to society, who  
are creative and have  
new ideas change  
the worl for better**

**to build energetic / stronger  
society that have power  
change world for better**

(New perspectives taht healthy food brings)

to provide high nutritional  
value products, that  
contains vitamins and  
protein, as well low calories

to unite comunities around  
healthy lifestyle

# HOW WE DESCRIBE THE NEED FOR NUTRIBOOM

We use the Freeze-dried method in the preparation of fruits and vegetables. Thanks to it, there are a number of benefits, advantages.



## MORE FRUIT FOR THE SAME AMOUNT

Space effective.

Reduced delivery LDM (loading meters).



## HEALTHY & HIGH NUTRITIONAL VALUE PRODUCT

- (B6)** Source of Vitamins
- (S)** No added sugar or preservatives
- (GF)** Gluten free
- (VE)** Suitable for vegans



# HOW WE DESCRIBE THE NEED FOR NUTRIBOOM



## COST EFFECTIVE

No need for freezers.  
Reduce electricity consumption.

Eating healthy and providing the body with natural antioxidants reduces the risk of getting cancer, etc. diseases., thus reducing the costs of a doctor's visit and treatment.

More fruit in the same package. It is possible to reduce the cost of renting a room.

No special conditions for storage and transportation are required.



## VISUAL APPEAL & EXCELLENT TASTE

Color does not lose brightness.  
Even more expressive, because water is lost in the preparation process.

Crisp structure.

Taste (retains the taste characteristics of a fresh product).

Retains the properties of the smell.



## FOOD WASTE & AIR POLLUTION REDUCTION



## SIMPLIER FOOD PREPERATION PROCESS

No defrosting process is required. Open and use.



## WIDE RANGE OF APPLICATIONS

A healthy alternative in the group of sweet and salty snacks.

Making smoothies and juices.

Adding breakfast to mussels or porridge.

Salad preparation.

Including in confectionery products or in the composition of other foods.



## TAGLINE & SLOGAN

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# MASTEPIECE OF NATURE

AS \_\_\_\_\_ AS NATURE ARE

AS MAGNIFICANT..., AS SIMPLE ...,  
AS GENUINE ..., AS VIVID...,  
AS ADORABLE..., AS DELICIOS...



AS STRONG  
AS NATURE ARE



AS BEAUTIFUL  
AS NATURE ARE



AS CLEVER  
AS NATURE ARE

# BRAND VALUES

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## POZITĪVISMIS / OPTIMISMIS

Enjoy life and always put forth their best efforts.

warmth that comes through a smile, positive emotions. rich in vitamins allows you to maintain energy (good mood), feel better, happy. The taste of the fruit is so vivid that we feel real emotions. It is this emotional passion that we need to use to create positivity/well-being.

## VARIATY & CREATIVITY

Balance / your eating habits.

Available not only in winter, but in its appearance is also winter. Provide healthy food choices not only after the time of year. Wide range of applications: both in smoothies and salads, etc.

## CONVIENCE & PRODUCTIVITY

Simple. Quick. Easy.

If you prepare your own meals and don't overdo exotic ingredients, you can eat healthy on a budget. It can even cost you less than living on pizzas, hamburgers, French fries, and store-bought snacks. If you add long-term savings that come from disease prevention and increased work productivity, a healthy diet can actually save you lots of money.

## HEALTHY LIFESTYLE

sensory characteristics of the product and the amount of nutrients.

## COURAGE

Be bold, bright & energetic

## NEVILTOTĪBA (TRUTH)

Natural. No artificial supplements

"Nature is pleased with simplicity. And nature is no dummy." Isaac Newton

Thanks to the freeze-drying method, nutrients are lost. Not always perfect, but true in its original performance - as magnificent as nature are / masterpiece of nature.

## IMPACT ON NATURE

Waste-free production. Air pollution (Reduced transport delivery volume). Reduced electricity consumption. Animal protection (Production of herbal products).



# BRAND PERSONALITY

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## POSITIVE & FRIENDLY

“What sunshine is to flowers, smiles are to humanity. These are but trifles, to be sure; but scattered along life’s pathway, the good they do is inconceivable.” – *Joseph Addison*

“Everyone smiles in the same language.”  
– *George Carlin*



## BRAND PERSONALITY



### ENERGETIC & VIVID

Fruits as natural antioxidants. Nutrients provide us with the nutrients and vitamins we need

### CONFIDENT & STRONG

A healthy diet affects appearance and concentration.



### CREATIVE & IMAGINATIVE (magical/harmony)



## **2: DESIGN ELEMENTS**

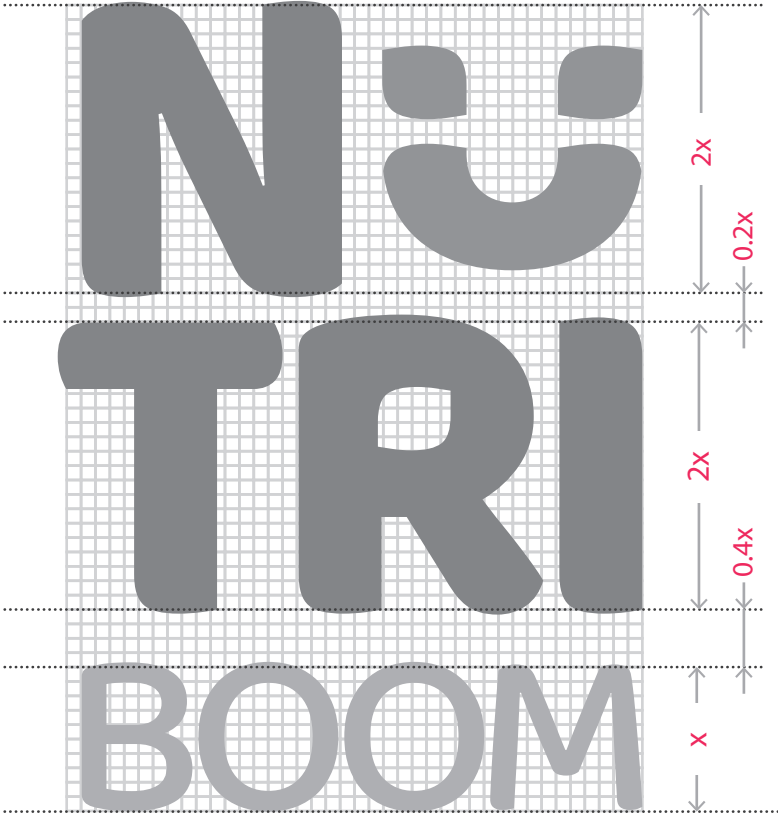
In which we outline best practices for the use of Nutriboom brand assets and offer useful examples.

# OUR LOGO

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The basic version of the logo that we use on a white background. Pink - creative & harmony. Orange - positive, energetic.



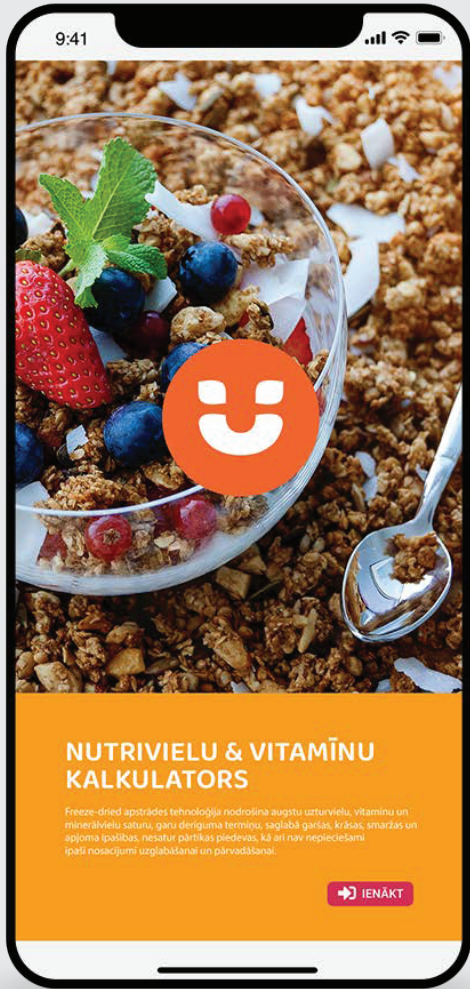
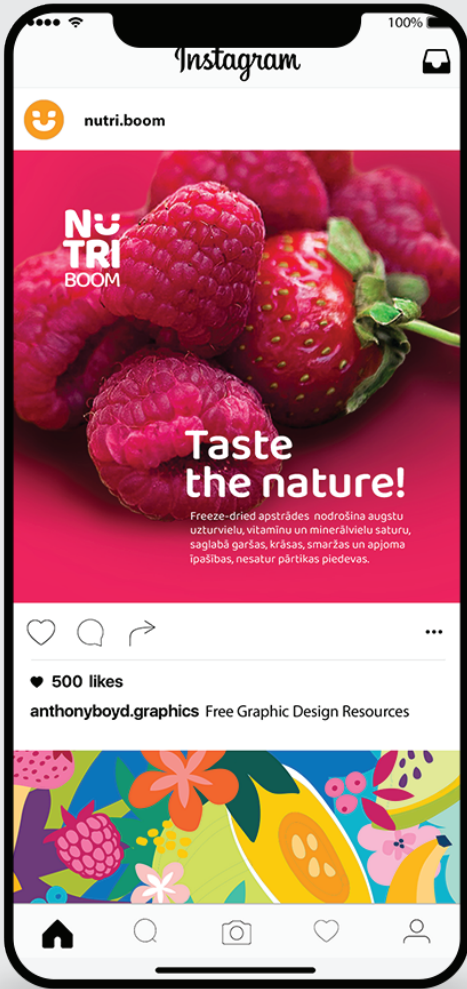


# OUR SIMBOL



24 X 24 GRID

We can use it in places where there is little space. For example, social network avatars, pencil or other.

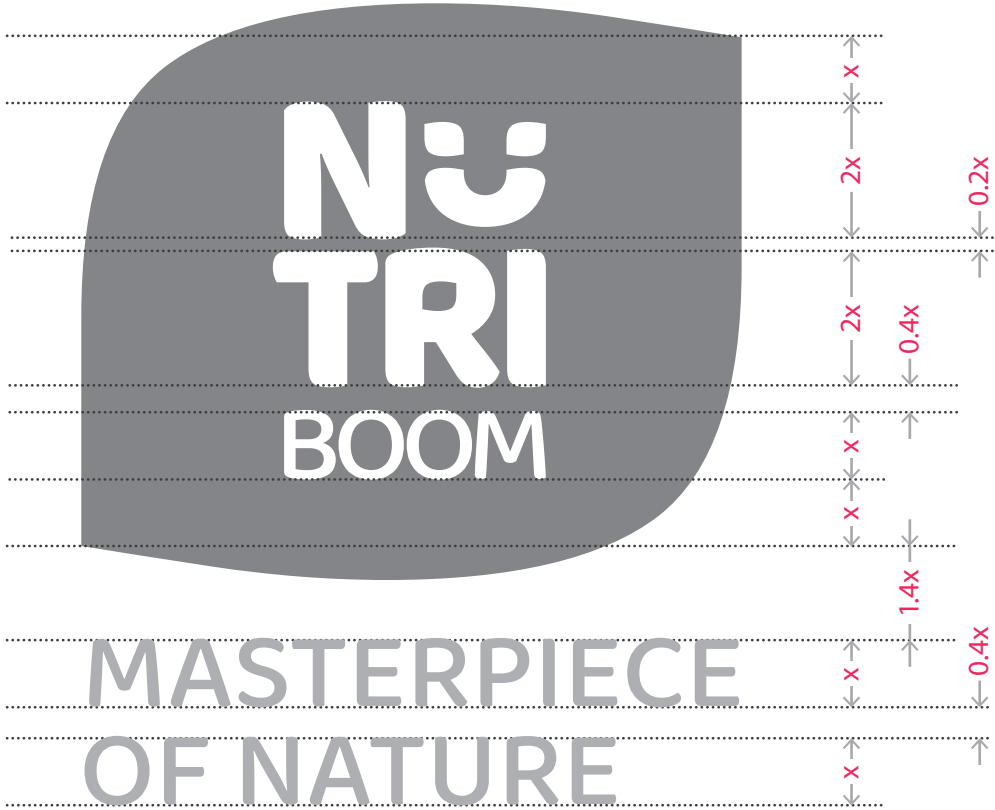


# OUR LOGO WITH TAGLINE



MASTERPIECE  
OF NATURE

The basic version of the logo with the slogan, which we use on a white background



## CLEAR SPACE



What personal space is to people is what clear space is to our logo. Try to keep enough distance from any other graphic elements to ensure that the logo appears distinctly in any environment.

## MINIMUM LOGO SIZE

	Digital	Print
	H 70px	H 20mm
	H 16px	H 5mm
	H 100px	H 32mm

To ensure legibility of the logo, the minimum height of the Nutriboom logo should be no less than

# LOGO & SYMBOL ONE COLOR USE

## BLACK & WHITE



The solid white or black versions should be used only where the (ful) color logo is not an option.

## DONT'S



We prefer white logo on colour bacround, because it leaves more light / positive feeling than black.

## COLOR BACKGROUND

Core colors



Secondary colors



We primarily use logo core colors. We can use the white version of the logo also on other secondary colors of the visual identity. See the color codes at Core Colors (Page 21) and secondary colors (page 22)



## LOGO & SYMBOL ONE COLOR USE

### PHOTOGRAPHY



### ✗ DONT'S



We can also use the white version of the logo on photos, as long as it does not interfere with legibility. If it is not possible to use one of the versions of the logo on a colored background - primary (on the basic color), secondly on the background of the secondary color, observing the logo clear space.

# LOGO WITH TAGLINE ONE COLOR USE

## BLACK & WHITE



MASTERPIECE OF NATURE



MASTERPIECE OF NATURE

We prefer white logo on colour bacround, because it leaves more light / positive feeling than black.

## COLOR BACKGROUND

Core colors



Secondary colors



## LOGO WITH TAGLINE ONE COLOR USE



MASTERPIECE  
OF NATURE

### DONT'S



We can also use the white version of the logo on photos, as long as it does not interfere with readability, observing the logo clear space.

# LOGO DONT'S

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Do not change transparency of the logo.



Do not tilt the logo.



Do not distort the logo.



Do not use different colors.



Do not crop the logo.



Do not skew the logo



Do not use drop shadows or any other effects



Do not outline logotype



Do not rotate any part of the logo



Do not reverse the orders of colors



## CORE COLORS

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### RED 1

PMS -  
CMYK 0-95-49-0  
RGB 205-52-94  
HEX cd345e



### ORANGE 1

PMS -  
CMYK 0-75-92-0  
RGB 213-102-54  
HEX d56636

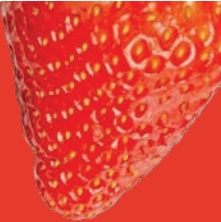


### ORANGE 2


PMS -  
CMYK 0-45-100-0  
RGB 227-155-48  
HEX e39b30

Pink - creative & harmony. Orange - positive, energetic.

# SECONDARY COLORS




**Tomato**  
PMS -  
CMYK 4-92-92-0  
RGB 197-61-48  
HEX cf4c85



**Radish**  
PMS -  
CMYK 0-86-16-0  
RGB 207-76-133  
HEX cf4c85

**Blackberry**  
PMS -  
CMYK 74-92-32-32  
RGB 78-50-96  
HEX 4e3260



**Blueberry**  
PMS -  
CMYK 9-96-33-0  
RGB 194-31-90  
HEX 315281

The palette of secondary colors defined in this section is used to represent the healthy food rainbow. Secondary colors are arrived at through natural associations with fruits and vegetables.



**Apple**  
PMS -  
CMYK 100-0-100-0  
RGB 58-166-87  
HEX 33a457



**Melon**  
PMS -  
CMYK 30-0-100-0  
RGB 197-212-68  
HEX c5d645

**Icecream**  
PMS -  
CMYK 71-0-17-0  
RGB 106-188-210  
HEX 6abcd2

**Banana**  
PMS -  
CMYK 0-30-98-0  
RGB 236-184-52  
HEX ecb834

## TYPOGRAPHY: BALOO TAMMUDU 2

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**Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Zz  
0123456789 .!?, " ) >**

<b>Extra Bold 800</b>	<b>Almost before we knew it, we had left the ground.</b>
<b>Bold 700</b>	<b>Almost before we knew it, we had left the ground.</b>
<b>Semi Bold 600</b>	<b>Almost before we knew it, we had left the ground.</b>
<b>Medium 500</b>	<b>Almost before we knew it, we had left the ground.</b>
<b>Regular 400</b>	<b>Almost before we knew it, we had left the ground.</b>



**SERIOUS + FUN  
CASUAL + PLANNED  
SOFT + SHARP**

A perfect blend of pointy paws in a coat of fur, Baloo is an affable display typeface by Ek Type. Baloo is a distinctive heavy spurless design with a subtle tinge of playfulness and all the bare necessities of type. Carefree yet confident, warm yet entertaining, sprightly yet intelligible, Baloo infuses life everywhere it goes.

We use Baloo for headings and pull quotes. Roboto in all weights can be obtained through the Google Fonts website.

## TYPOGRAPHY: ROBOTO

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Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Zz  
0123456789 . ! ? , “ ) >

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Medium 500      Almost before we knew it, we had left the ground.

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Regular 400      Almost before we knew it, we had left the ground.

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Light 300      Almost before we knew it, we had left the ground.

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### NEUTRAL, YET FRIENDLY

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

We use Roboto for body text, attribution and subheadings. Roboto in all weights can be obtained through the Google Fonts website.

Open Sans (Alternative) - if you don't have available Roboto you can use Open Sans.



**SECTION 3:  
APPLICATIONS / LIETIŠĶĀ IDENTITĀTE**

## VIZĪTKARTE

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