

Brand elements

Introducing the basic visual elements of our brand

Here are some key components of our visual identity. They are the building blocks of our brand and should be used consistently and correctly. The following pages will show you how to use our brand.

These are covered individually in greater detail on pages: (p. 33 Primary colour palette) and (p.22 Our logo)

- 1 Logo and Tagline
- 2 Logo Icon
- 3 Logo Black & White
- 4 Primary Colour Palette
- 5 Secondary Light Colour Palette
- 6 Secondary Dark Colour Palette



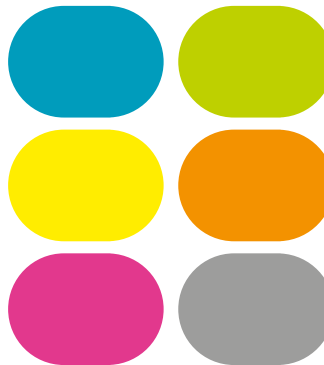
1 Logo and Tagline



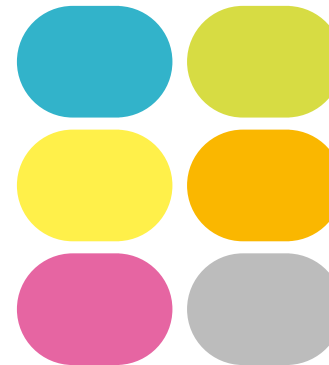
2 Logo Icon



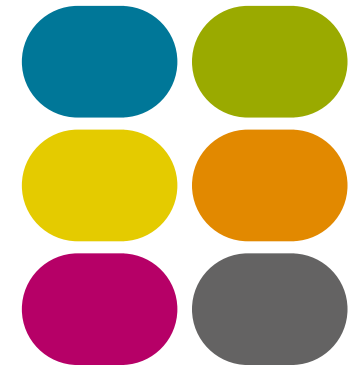
3 Logo Black & White



4 Primary Colour Palette



5 Secondary Light Colour Palette



6 Secondary Dark Colour Palette

Brand elements

Basic visual elements continued

Here is a continuation of the basic visual elements, including the photographic style, icon style, textures, fonts and communication style.

We write in an informed and friendly manner and at times varied to suit the variation in audience.

Brandon Medium
Brandon Bold
Brandon Regular
Brandon Light

Nutri Script

1 How we write our name, p.29

2 Primary typeface, p.36

3 Secondary typeface, p.37



4 Photographic Style, p.38



5 Texture Style, p.39



6 Icon Usage, p.40

Logo variations

1 Full Colour Logo

2 Icon (The Natural Pill)

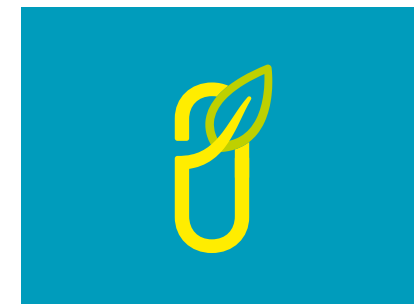
3 Single Colour Logo

4 Logo (Without Tagline)

5 Full Colour Logo Stacked



1 Full Colour Logo



2 Icon (The Natural Pill)



3 Single Colour Logo



4 Logo (Without Tagline)



4 Full Colour Logo Stacked

Our logo

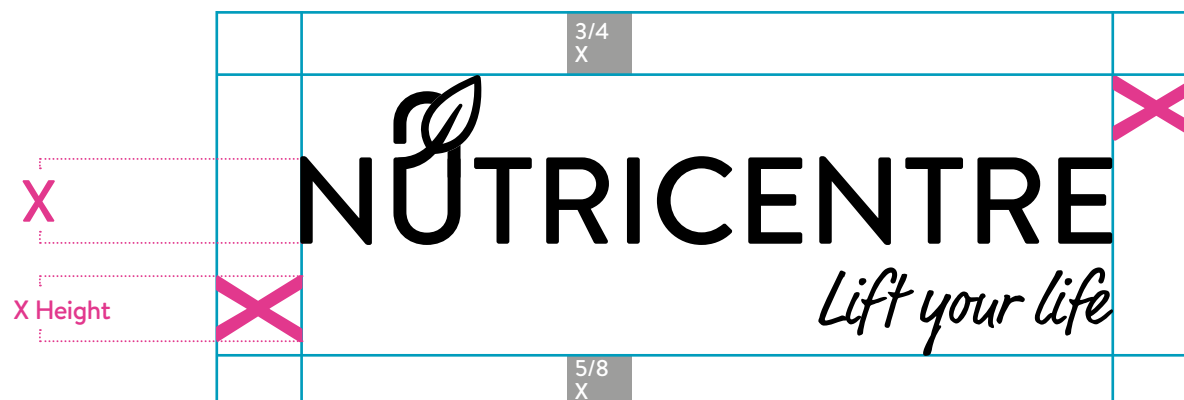
Horizontal

Let our logo breathe. Our logo is at the heart of our brand, so it shouldn't be cluttered but rather allowed to breathe. In this section the exclusion zone or clear space area is outlined.

Also outlined is the minimum size that the logo should be applied to any materials.

1 Logo Clear Space

Measure the height of the capital N, we will call this measurement 'X'. The space around the logo is defined, as shown, by either the 'X' height or by 3/4 'X'.



1 Logo Clear Space

2 Logo Minimum Size

Here we are making sure that our logo is not sized too small for it to be reproduced clearly. Measure from the highest point of the logo to the lowest, we call this height Z. The minimum size of the logo is set so that Z should be no less than 10mm.



2 Logo Minimum Size

Our logo

Stacked

When the logo needs to be stacked, it should still be allowed to breathe. In this section the exclusion zone or clear space area is outlined.

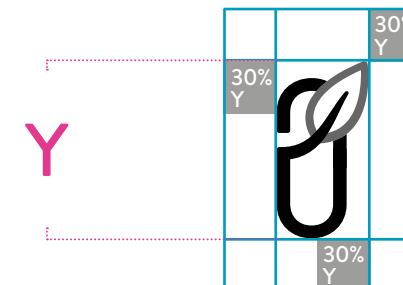
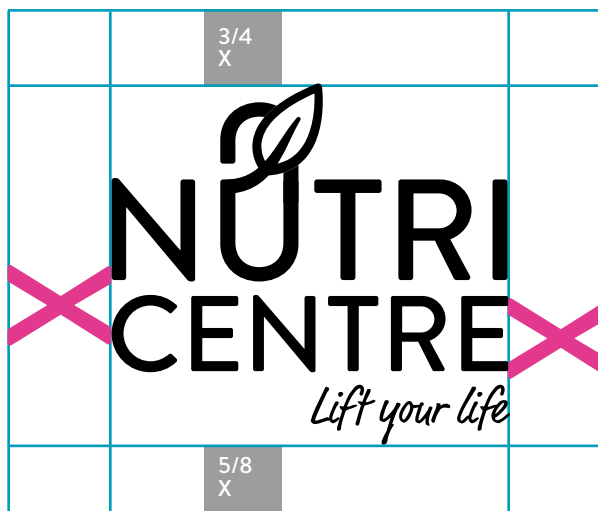
1 Logo Clear Space

Measure the height of the capital N, we will call this measurement 'X'. The space around the logo is defined, as shown, by either the 'X' height or by $\frac{3}{4}$ 'X' on the top, and $\frac{5}{8}$ of 'X' at the bottom

2 Icon Clear Space (The Natural Pill)

When the icon is used on its own, without the logo type or tagline, it has its own rules. This rule ensures that the logo icon is never placed too close to any other graphic element.

The area of clear space is set as 30% 'Y' all the way around the icon.



1 Logo Clear Space

2 Icon (The Natural Pill)

Our logo

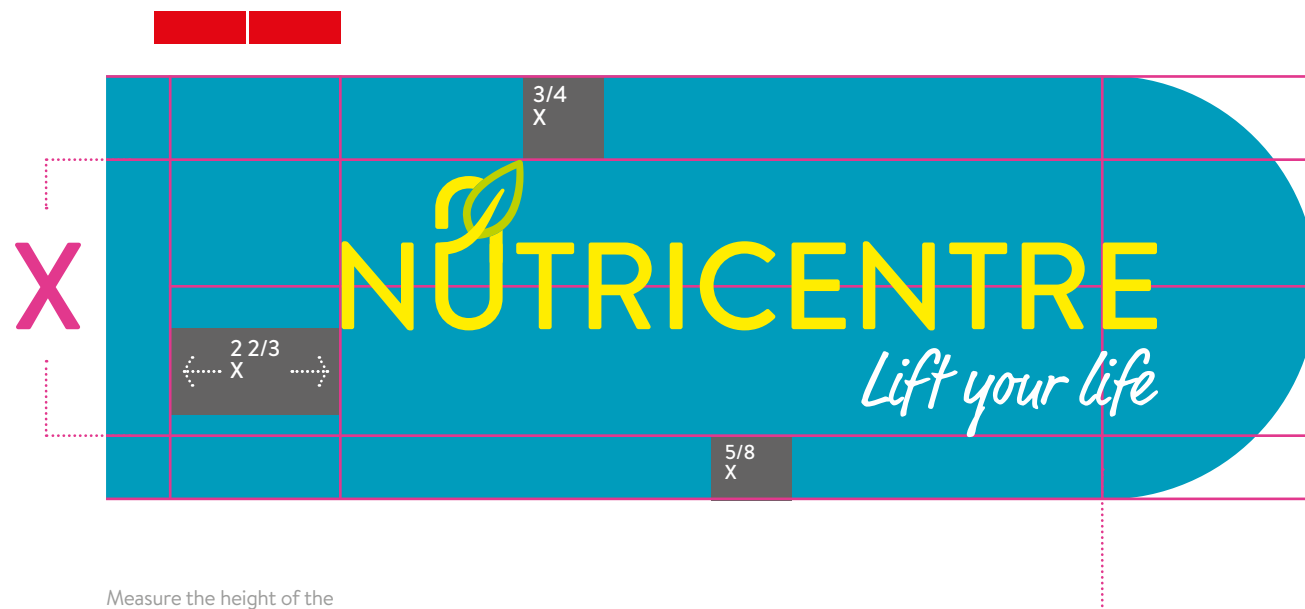
On capsule

Our logo is often placed on a blue capsule shaped graphic, as you will see on the store fascia and many brand materials. Having the yellow logo on the blue background creates contrast and makes it stand out.

1 Logo In Capsule Clear Space

When applied within a capsule shape follow these guides to ensure the logo has room to breathe.

See the following page to understand how to apply the capsule and the clear space around the capsule.



Measure the height of the overall logo, we will call this measurement 'X'.
The area of clear space is set as $\frac{3}{4}$ of X at the top
 $\frac{5}{8}$ of X at the bottom.

The minimum clear space to the left of the logo is $2 \frac{2}{3}$ of 'X'.

The NutriCentre logo is set in the centre of the capsule shape, the back of the E sits at the beginning point of the curve, as shown above

1 Logo In Capsule Clear Space

Our logo

Capsule use

In this section the capsule logo exclusion zone is outlined.

1 Logo In Capsule Clear Space

Follow this rule to ensure the capsule has enough room around it to breathe and not feel cluttered. The rule is 3x the 'X' height which is measured from the capital N in the logo. The LHS of the edge can often sit on the edge of a page or graphic.

2 Capsule Logo Usage

When setting text on materials that the capsule logo is applied to there are certain rules.

If using text below the capsule logo, the text should be aligned with the left side of the capital N at the start of the logo. The example shown is the text on a letterhead.



Measure the height of the capital N, we will call this measurement 'X'. The area of clear space is set as 3x 'X' all the way around the capsule shape.



Any text that is set below the capsule logo should hang off of the capital N as outlined here by the pink guideline.

1 Logo In Capsule Clear Space

1 Capsule Logo Usage

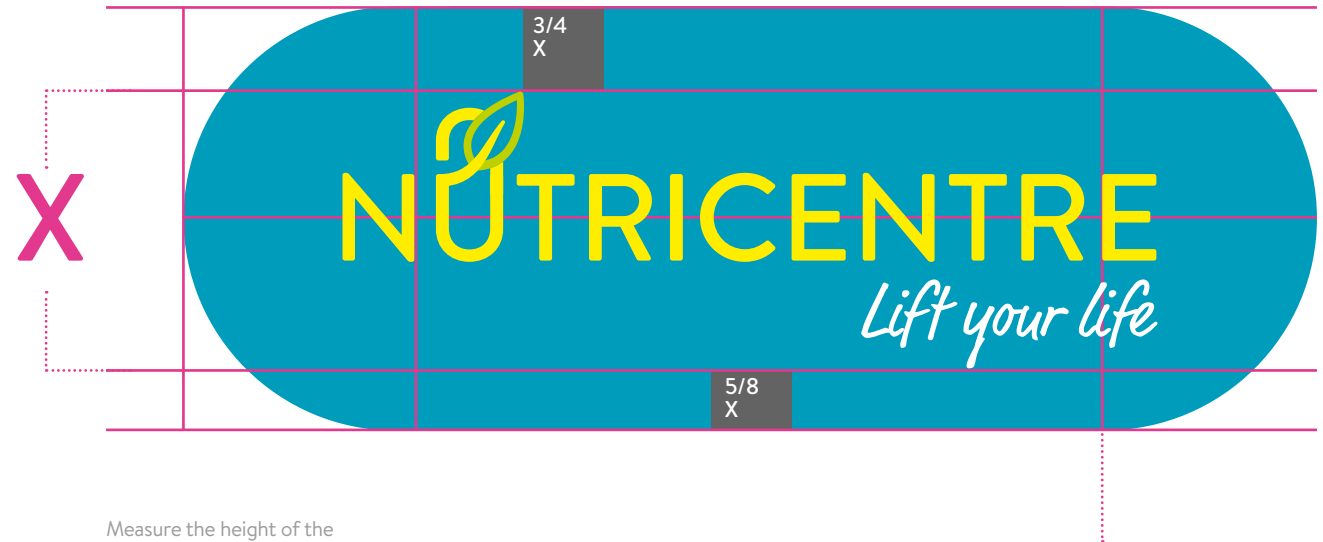
Our logo in full capsule

Let our logo breathe

When suitable, we use a complete capsule shape rather than cropped on either side.

1 Logo in capsule clear space

Follow this rule to ensure the capsule has enough room around it to breathe and not feel cluttered. The rule is 3x the 'X' height which is measured from the capital N in the logo.



Measure the height of the overall logo, we will call this measurement 'X'.

The area of clear space is set as 3/4 at the top and 5/8 at the bottom.

The NutriCentre logo is set in the centre of the capsule shape, the back of the E sits at the beginning point of the curve, as shown above

1 Logo in capsule clear space

Our logo: colours

Lets talk about colour

Apart from the NutriCentre logo one of the most distinctive aspects of the brand is in its use of colour. Here we will outline the rules for its use and application on the logo itself.

1 Logo on primary brand blue

The logo should primarily sit on the brand blue. The logo itself should be in the brand yellow with the tagline in white and the leaf in green.

2 Single colour logo on white

If the logo is placed on white then the logo type and tagline should be applied in the primary brand blue. The leaf should tint of the NC blue (C=55, M=0, Y=14, K=0).

3 Logo in capsule on white

Alternatively if the logo is on white it can also be placed in a capsule shape. The guidelines for this are on page 26.

4 Logo black & white

The logo should only ever be used on white on its own, if the document it is applied to is printed in black and white. The leaf of the icon should be applied as 70% black.



1 Logo and tagline



2 Single colour logo on white



3 Capsule logo on white



4 Logo black & white

Storefront logo

Let our logo breathe

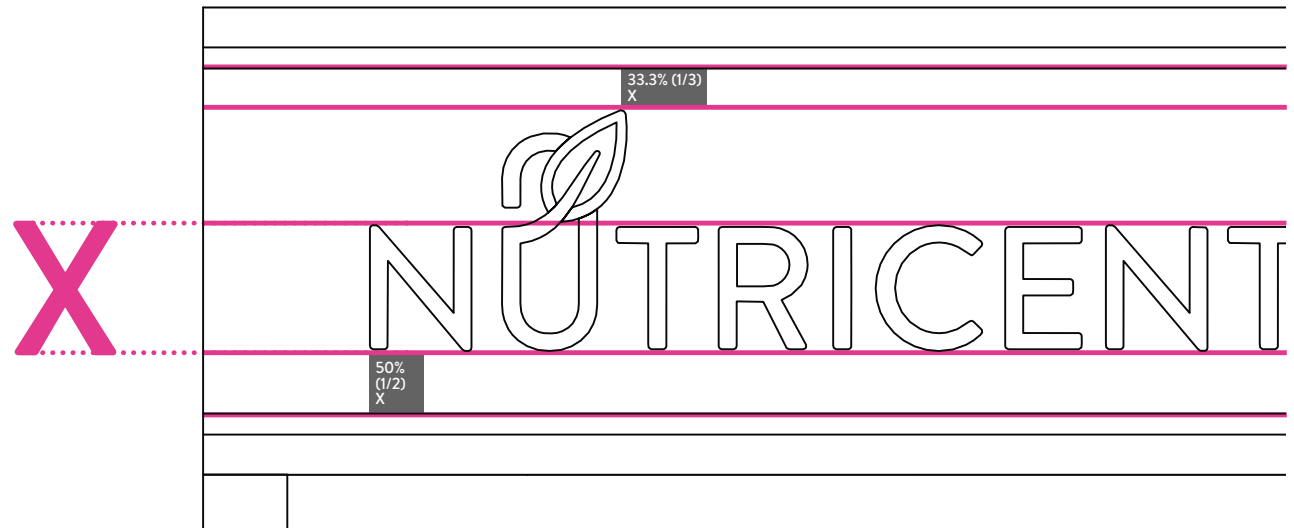
This is how our logo is used on the store fascia and blade sign.

1 Usage on fascia

On the fascia the logo is used without the tagline. A yellow keyline is used around the capsule shape to highlight it and make it stand out on top of the timber.

2 Usage on blade sign

Here is a great opportunity to use the natural pill icon on the blade sign.



1 Logo on fascia



2 Blade sign



Logo and tagline usage

Our logo without a tagline

There are some instances when we show our logo without the tagline.

1 NutriCentre rewards card

In this case we take out the tagline and use 'rewards'. This adds a personal touch to the card, as customers would use it often.

2 NutriCentre uniform

In this instance we place the tagline on the back of the shirt, so it's more visible when customers are in-store, and the employees look more approachable and welcoming.



1 NutriCentre cards



2 NutriCentre employee uniform

How we write our name

How we use our
brand in text

When using our name in text rather than our logo, it should be written **NutriCentre**, with a capital N and a capital C all as one word.

1 Brand name used in text

Our logo: Things to avoid

Some things to avoid

Here is a selection of classic mistakes that we'd like you to avoid making when using the NutriCentre logo.



✗ Don't use our old logo



✗ Don't attempt to recreate our logo



✗ Don't re-colour our logo



✗ Don't bend, stretch or rotate our logo



✗ Don't place our logo on patterned backgrounds



✗ Don't add any special effects to our logo



✗ Don't add messages to our logo other than lift your life



✗ Don't use our black logo on colour printing



✗ Don't scale less than the minimum size

Our logo in print

Logo Sizes To Printed Materials

To work out what size to make our capsule logo onto printed materials, use the calculations shown below.

1 Standard size formats

The logo width should be equivalent to 1/5 of the diagonal dimension of the page. These are the common standard sizes:

Document	Diagonal measurements	Logo width
A5	257mm	51.4mm
A4	363mm	72.6mm
A3	514mm	102.8mm

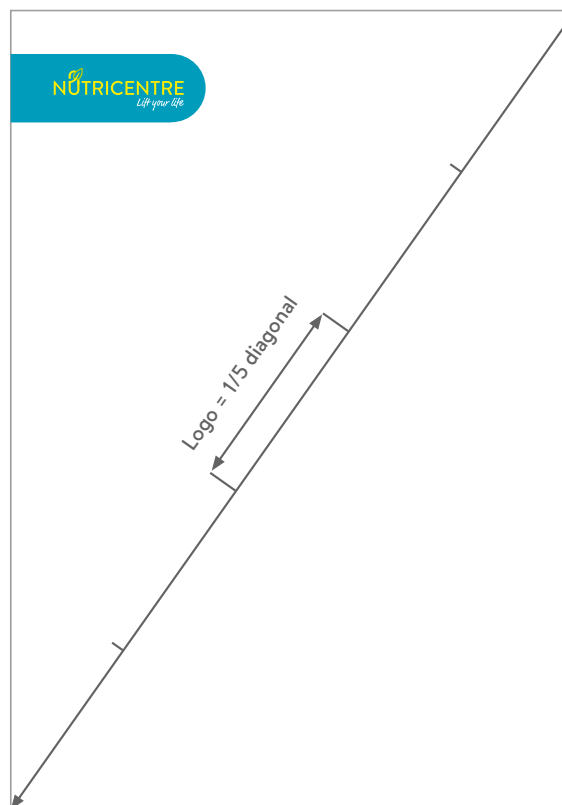
2 Small size formats

On formats that are A6 (105mm x 148.5mm) or below, the logo width should be sized at 1/4 of the page diagonal

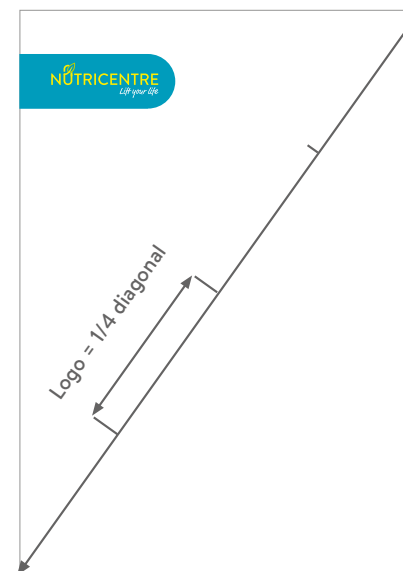
3 Extra wide or tall formats

On formats where one edge is more than 3 times greater than the shorter edge, the icon width should be sized at 1/5 of the page diagonal.

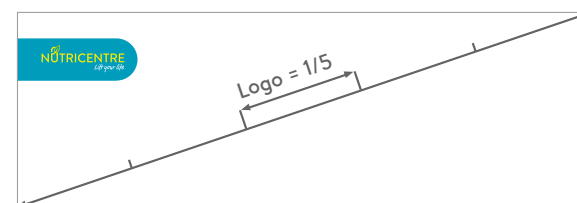
1



2



3



1 Logo and Tagline

Primary colour palette

Let's talk about colour

A bright and colourful look is as important to the brand as a natural feel, so the correct use of colour is very important in achieving this.

1 NutriCentre Blue: Hero Colour

This is our hero colour, it should be used on the majority of materials we produce.

2 NutriCentre Yellow: Hero Colour

This is our secondary hero colour, it should be used on the majority of materials we produce.

3 NutriCentre Green

The NutriCentre green is more of an accent or highlight colour, it is used to emphasise natural elements.

4 NutriCentre Orange

The NutriCentre orange is more of an accent colour and can also be used specific to sports.

5 NutriCentre Pink

The NutriCentre Pink is more of an accent colour and can also be used specific to beauty.

6 NutriCentre Grey

The NutriCentre grey is more of an accent colour.



Primary Colour Palette Proportions

NutriCentre Blue	NutriCentre Yellow	NutriCentre Green	NutriCentre Orange	NutriCentre Pink	NutriCentre Grey
Pantone 7467 C	Pantone Yellow C	Pantone 382 C	Pantone 144 C	Pantone 205 C	Pantone Cool Grey 9 C
C: 100 M: 0 Y: 25 K: 0 R: 0 G: 158 B: 185	C: 0 M: 0 Y: 100 K: 0 R: 255 G: 240 B: 0	C: 34 M: 0 Y: 100 K: 0 R: 170 G: 204 B: 24	C: 0 M: 50 Y: 100 K: 0 R: 240 G: 127 B: 10	C: 4 M: 88 Y: 0 K: 0 R: 213 G: 40 B: 136	C: 0 M: 0 Y: 0 K: 50 R: 129 G: 131 B: 134

Primary Colour Values







Secondary colour palettes

Let's talk about colour


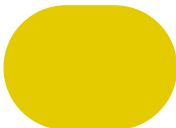

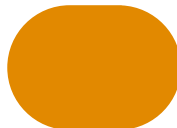


Secondary colours are also very important, having highlights and darker tones of the same colours is useful to add a level of flexibility when applying the primary colour palette. If one of the primary colours is struggling against another colour it might work better using its lighter or darker tone.

1 Secondary Light Colour Palette

2 Secondary Dark Colour Palette

					
NutriCentre Blue C: 70 M: 5 Y: 20 K: 0	NutriCentre Yellow C: 0 M: 0 Y: 78 K: 0	NutriCentre Green C: 23 M: 0 Y: 83 K: 0	NutriCentre Orange C: 0 M: 32 Y: 95 K: 0	NutriCentre Pink C: 4 M: 73 Y: 0 K: 0	NutriCentre Grey C: 0 M: 0 Y: 0 K: 35
R: 50 G: 169 B: 190	R: 255 G: 242 B: 57	R: 197 G: 216 B: 58	R: 248 G: 165 B: 10	R: 216 G: 81 B: 153	R: 162 G: 164 B: 167

Secondary Light Colour Palette

					
NutriCentre Blue C: 100 M: 0 Y: 17 K: 33	NutriCentre Yellow C: 0 M: 4 Y: 100 K: 16	NutriCentre Green C: 34 M: 0 Y: 100 K: 25	NutriCentre Orange C: 0 M: 50 Y: 100 K: 9	NutriCentre Pink C: 4 M: 100 Y: 0 K: 25	NutriCentre Grey C: 0 M: 0 Y: 0 K: 75
R: 0 G: 109 B: 137	R: 215 G: 189 B: 0	R: 125 G: 152 B: 18	R: 214 G: 115 B: 9	R: 157 G: 0 B: 94	R: 80 G: 81 B: 84

Secondary Dark Colour Palette

Colour usage rules

Let's talk about colour

Colour is important to the brand categories and should be used correctly throughout the store as an aid to navigation.

1 Headers

Always grey in text on white background, except in beauty where it's pink on white.

2 Mid Floor

Always grey in text on yellow background.

3 Product Highlighter

Yellow background, NutriCentre Blue header with NC grey text as body copy.

4 Sports Highlighter

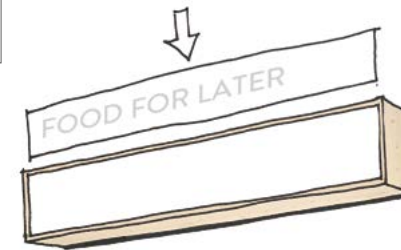
Orange background with NC dark grey header and white body copy.

FOOD FOR LATER

COSMETICS

1

Navigation



VITAMINS

2

IRON

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sed tincidunt nisi. Sed hendrerit facilisis malesuada.

3

SPORTS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce sed tincidunt nisi. Sed hendrerit facilisis malesuada.

4

Sports/Product Highlighter



Colour usage rules

Let's talk about colour

Colour rules need to be applied to promotions, information, quality and legal messages.

1 New Items

Green background with white text.

2 Sales/Offers

Red background with white text.
Used for percentage discounts,
2 for 1, deals and offers

3 Information About The Product

NutriCentre blue background
with white text

4 Quality message

Yellow text on a blue background, and
a background textured image.

5 Legal message

Legal messages have white text on
a grey background.



1

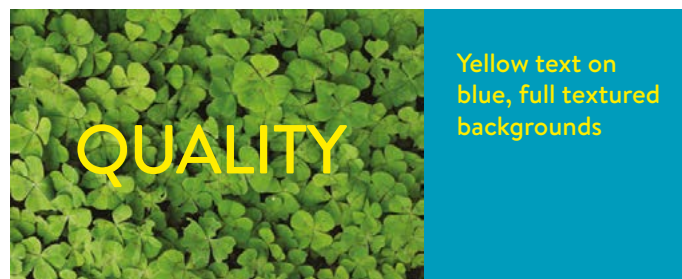


2



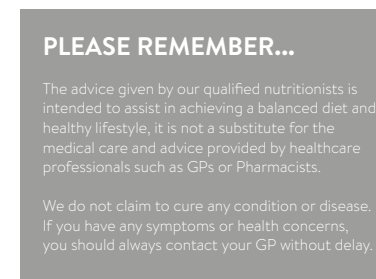
3

Promotions



4

Quality Message



5

Legal

Primary typeface

Primary Typeface

Brandon is the NutriCentre primary typeface. It can be used in all its weights, Bold, Regular and Light.

1 Primary Typeface

A strong bold, font that is clear, legible and dynamic. It communicates confidence and credibility while feeling approachable. The sharp angles communicate confidence and credibility, and the geometric round edges give it a friendly feel.

2 Typeface Weights

Brandon Medium – From the same ‘Brandon Text’ with a slightly lighter face, which makes it more legible when reading long lengths of text

Brandon Regular – From the same ‘Brandon Text’ in a lighter face.

Brandon Light – From the same ‘Brandon Text’ in an even lighter face.

3 Type Case Usage

Brandon Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz(!@£%&,.;’”/#*•–}

1 Primary Typeface

Brandon Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz(!@£%&,.;’”/#*•–}

Brandon Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz(!@£%&,.;’”/#*•–}

2 Typeface Weights

**WE USE ALL CAPITALS IN OUR ENVIRONMENTAL
GRAPHICS, SO THEY ARE CLEAR AND EASY TO SEE**

We use sentence case for body copy.

3 Type Case Usage

Secondary typeface

Typefaces

Nutri Script is our secondary, custom designed font that we use for slightly different text.

1 Conversational Typeface

Nutri Script is for the tagline, friendly comments and recommendations for the consumer only. The hand written style is complementary to hand drawing illustration style and is approachable, lively and energetic – acting as a sign off or signature.

The proportion of the script to primary should be no more than 25% of total text.

Note on typeface usage:

Before using the Brandon Text family or the NutriScript font, all licences must be bought. Also, as NutriScript is based of a font called 'Soli PX', a liscense for this font must be purchased as well before any usage.

Nutri Script

*ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890
abcdefghijklmnopqrstuvwxyz(!@£%&,.;"/#*●-}*

1 Conversational Typeface

Photographic style

Photographic Style

The photographic style is meant to appear both natural and euphoric, showing people interacting with their environment and enjoying themselves. They are feeling healthy and full of vitality through physical activity or just everyday life.

1 Photographic Style

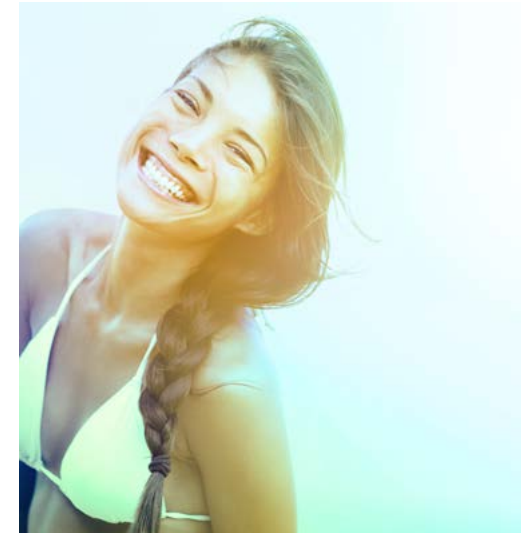
Images of people can be shot either at eye level, slightly above or below, and can feature a cropped close-up or a full figure in the middle distance.

Images of nature and landscapes should be taken from interesting angles and cropped in an abstract way.

The imagery in general should contain a natural setting with sunshine in which the photographic style has a sun-drenched feel, giving a positive, healthy glow.

We like to show people in happy, candid, and natural ways, not too forced or smiley.

We also like to use pictures of people looking upwards, which follows with our 'lifted' theme.



1 Photographic Style

Photographic style

Still life photography

These images have a natural feel. We use images of fresh and healthy ingredients found in our products. The photography style is slightly rustic, using all natural materials, and no artificial lighting or photography treatments.

1 Settings

Natural ingredients can be shown from an aerial view, on a rustic flat surface. This allows ample space to place any text.

Also, when using less text over top of an image, the image can be more detailed, but there should be a rustic element. In the image of the asparagus, we still see a view of the straw basket it's carried in.



1 Settings



Texture style

Texture Style

Textures found in nature are important to our brand as it reminds us where our ingredients come from. It is used in brand materials and as an accent texture in the store environment. These natural textures are predominantly used in brand-based materials, such as stationery and brand messaging.

1 Texture Style

The textural style will predominantly be close-ups of natural materials such as bark, grains, leaf veins and fruit, all of which are rich in colour and surface texture.

Alternatively, close-ups of trees, grass, fruit and leaves can be shown in their natural settings, where there is a rich texture with a single colour dominance.

2 Improving visibility of text on image

When required, the image can be shown with a semi-transparent layer on top to increase visibility of any text. Opacity should be no more than 10% in these situations.



1 Texture Style

2 Improving visibility of text on image

Icon style

Icon style

We have a family of icons that communicate specific features of a product in-store. The icons are bold and confident, yet soft and friendly. The illustrative style incorporates smooth rounded edges, and matches the approach in the NutriCentre logo.

1 Price guarantee

2 Complying with legislation

3 Sleep remedies

4 Cold and flu

5 Health foods

6 Sports

7 Beauty

8 Certified

9 Cholesterol

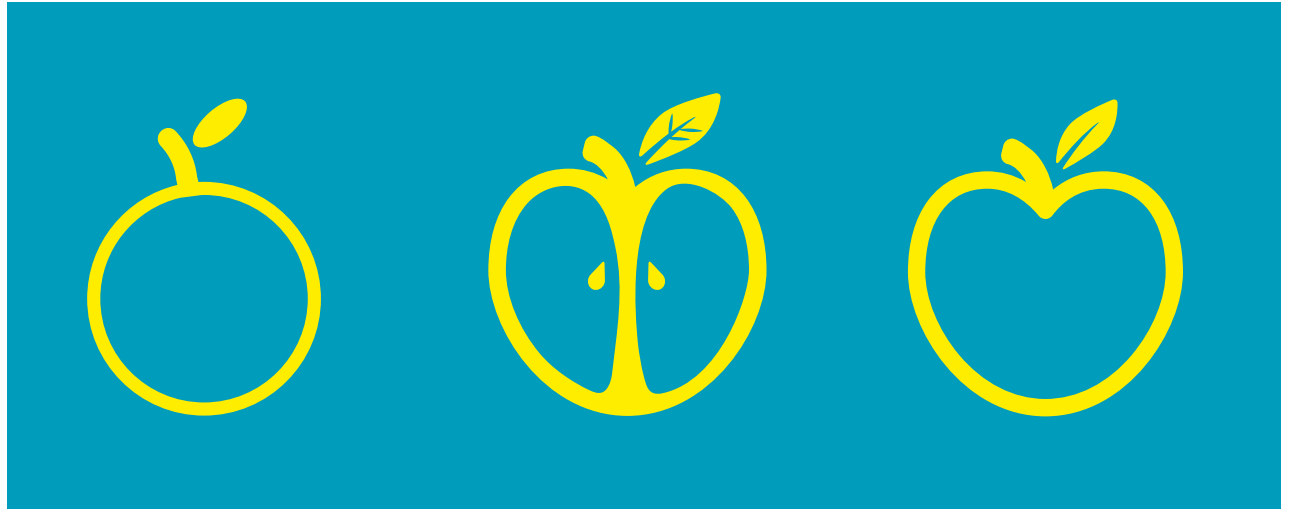


Icon style

Icon creation

Creating new icons

We like to keep our icons clean and simple. Here is a brief guide to how to design a new icon.



1 Don't be too simple

2 Don't over complicate

3 Strike a nice balance where it is easily recognisable with the minimal component parts