



STYLE GUIDE:
V.1 2023

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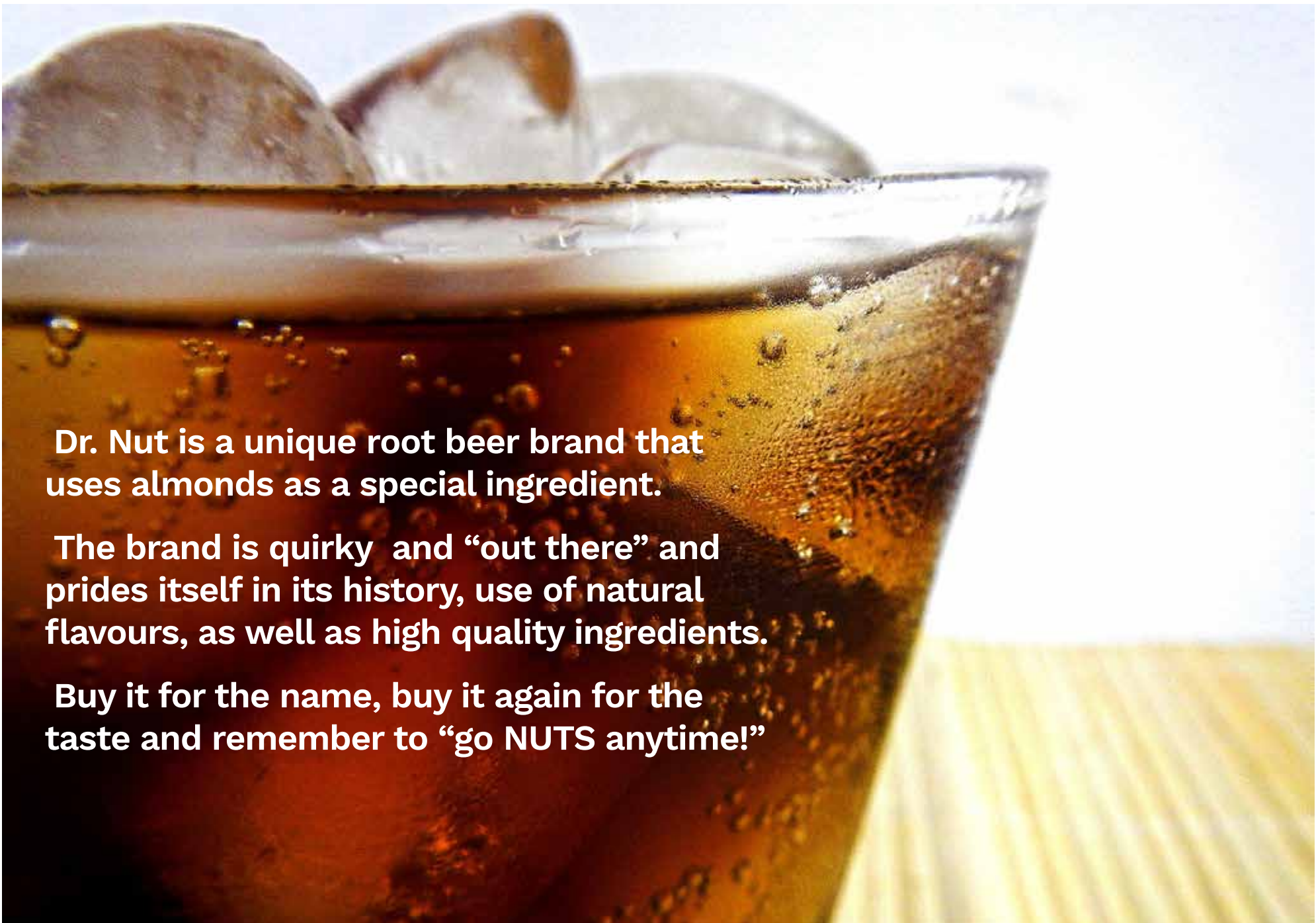
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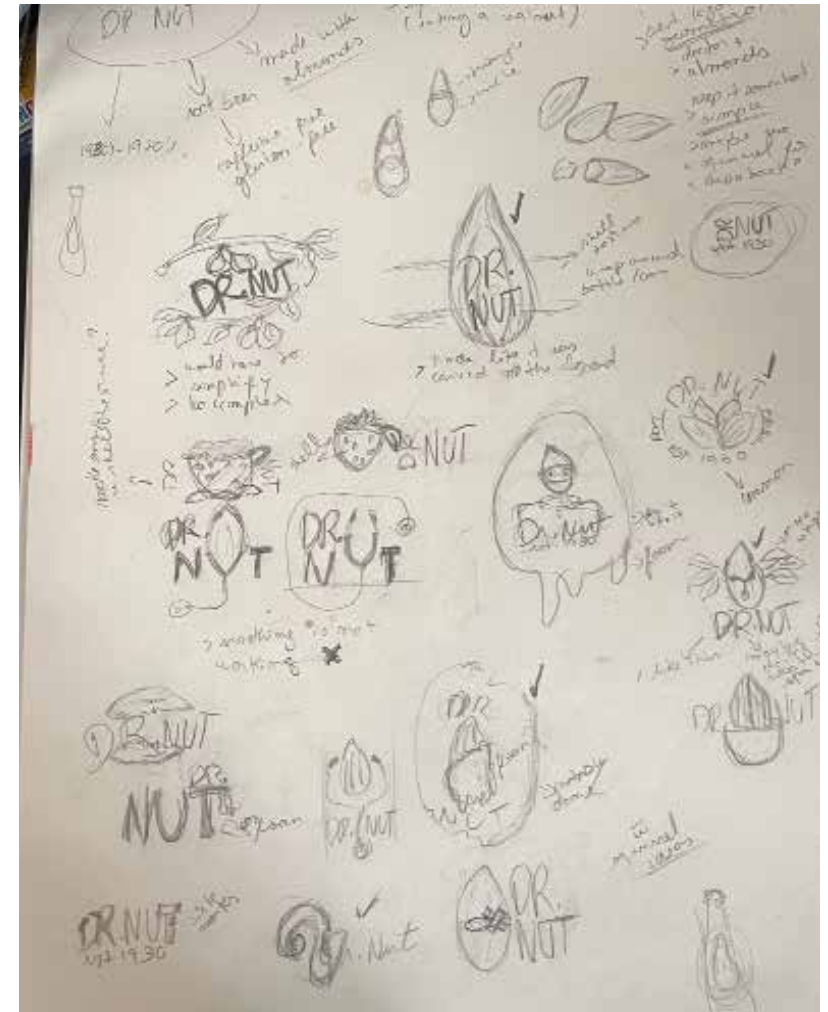
Dr. Nut is a unique root beer brand that uses almonds as a special ingredient.

The brand is quirky and “out there” and prides itself in its history, use of natural flavours, as well as high quality ingredients.

Buy it for the name, buy it again for the taste and remember to “go NUTS anytime!”

DR. NUT LOGO: SKETCHES

For the Dr. NUT logo, many ideas were explored such as having an almond or a squirrel which can be seen in the sketch on the right. To represent Dr. Nut, a mug with foam was the best choice with some added details such as a circle that encapsulate the logo as well as straight lines surrounding the mug.



DR. NUT LOGO: PROCESS



Final Version

DR. NUT LOGO: VALUES

The Dr. NUT logo would display as followed, on the right, in black and white, in grayscale, and in full colour.

Black and white



Grayscale



Colour



DR. NUT LOGO: SIZES

On the right, it is displayed how the Dr. NUT logo would appear when at the small size of 48 pixels and logo displayed at the bigger size of 192 pixels.



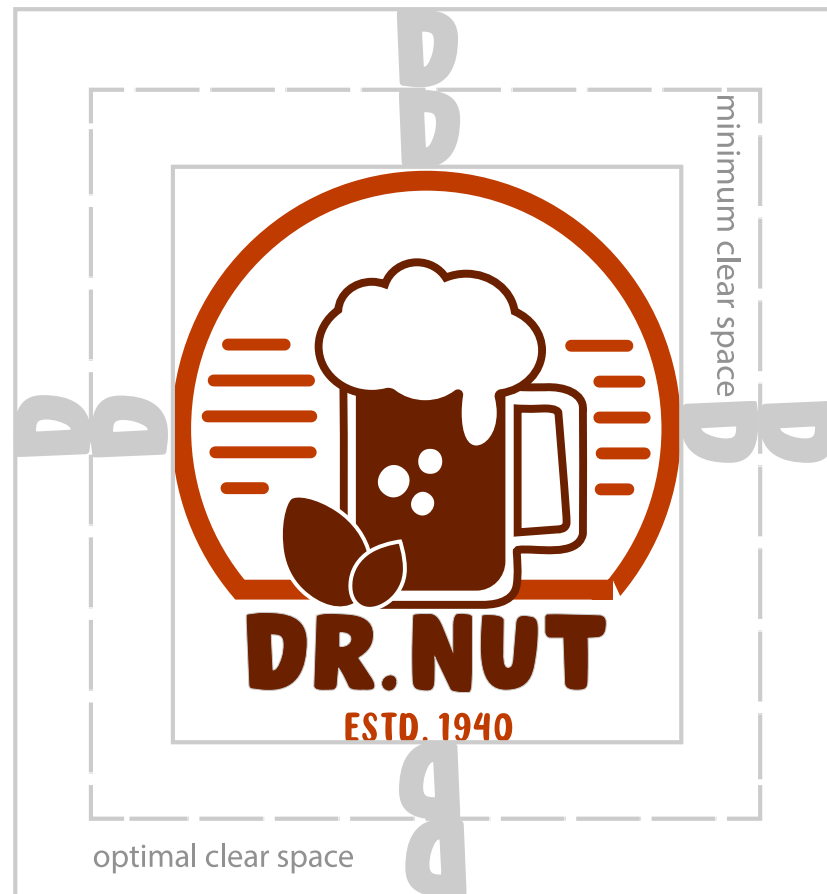
48px (.5")



192px (2")

DR. NUT LOGO: CLEAR SPACE

Logo displayed with clear space of 0.10”.



DR. NUT LOGO: SWATCHES

For the Dr. NUT logo, two colour swatches were chosen: #6b2100 and #C03B00 as the accent colour.

The brown swatch chosen for DR. NUT is a a red leaning brown (#6B2100). The colour is earthy, warm, resulting in a traditional and vintage look and feel.

For the details and EST. 1940, the colour chosen as an accent is a medium, muted orange which adds freshness, brightness, and more modern touch. Orange is a happy, friendly, and vibrant colour which is what we want our customers to feel when they think of DR. Nut.

The result is a modern yet traditional logo that is proud of its history and legacy, but has modernized to stand out in the current market.



#6B2100

CMYK: 34, 87, 100, 48

RGB: (107, 33, 0)



#C03B00

CMYK: 18, 89, 100, 8

RGB: (192, 59, 0)

DR. NUT LOGO: TYPOGRAPHY

The fonts chosen for the DR. NUT logo are Cheesecake for EST. 1940 and Cooper Black for DR. NUT.

Both fonts are rounded and friendly providing contrast to the more classic and traditional look of the mug icon.

Upper case was chosen to give the words impact and a more animated feel.

Cooper Black

Upper and lower case (at 30pt)

**A B C D E F G I J K L M N
O P Q R S T U V W X Y Z**

Numerals (at 30pt)

0 1 2 3 4 5 6 7 8 9

Special Characters (at 30pt)

\$ + - * / = % " ' # @ () , . : ; ? ! { } < > []

Cheesecake

Upper and lower case (at 30pt)

**A B C D E F G I J K L M N
O P Q R S T U V W X Y Z**

Numerals (at 30pt)

0 1 2 3 4 5 6 7 8 9

Special Characters (at 30pt)

\$ + - * / = % " ' # @ () , . : ; ? ! { } < > []



DR.NUT

ESTD. 1940

**Thank you for
supporting Dr. Nut.**