



*NITRIX*

*BRAND  
GUIDELINES*

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# *01. INTRODUCTION*

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## Our Story

*Established with a love for quality and a commitment to health, **NUTRIX** was born out of the idea that a simple jar of peanut butter could be a source of joy, nourishment, and endless possibilities. We embarked on a journey to create a peanut butter experience that goes beyond the ordinary, bringing together flavor, nutrition, and authenticity in every spoonful.*

*More than just a delicious spread, **NUTRIX** Peanut Butter is a powerhouse of nutrients. Packed with protein, fiber, and essential vitamins, our peanut butter is the ideal choice for those seeking a wholesome and satisfying addition to their daily diet.*



# Our Mission

*At NUTRIX, our mission is to spread the love of pure, nutty bliss while promoting a healthier and more flavorful lifestyle. We are dedicated to providing our customers with an unparalleled peanut butter experience that transcends the ordinary.*

*We strive to be a beacon of nutrition in the food industry. Our mission is to offer a wholesome and nutrient-packed product that contributes to the well-being of our consumers. NUTRIX Peanut Butter is not just a delicious treat; it's a source of protein, fiber, and essential vitamins for a balanced diet.*

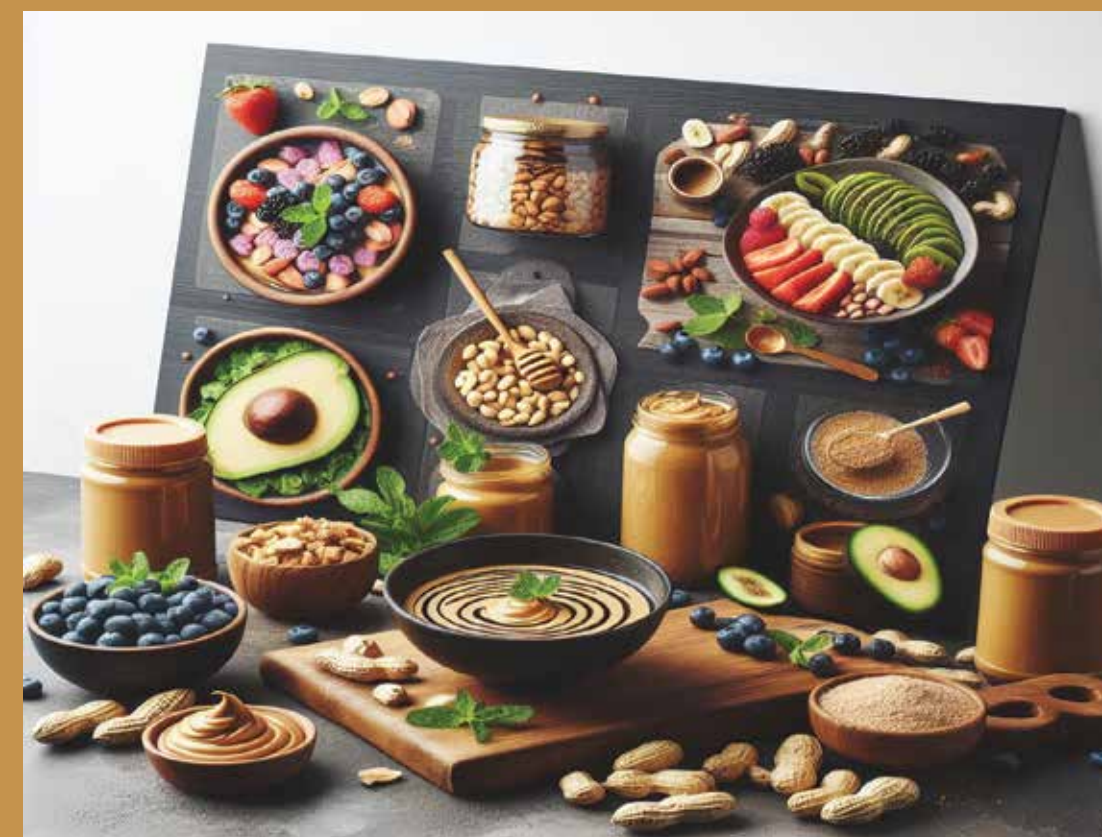




# Photography

*Explore a world of culinary creativity with NUTRIX.*

*Visualize an array of dishes where our peanut butter takes center stage, from smoothie bowls to savory recipes*







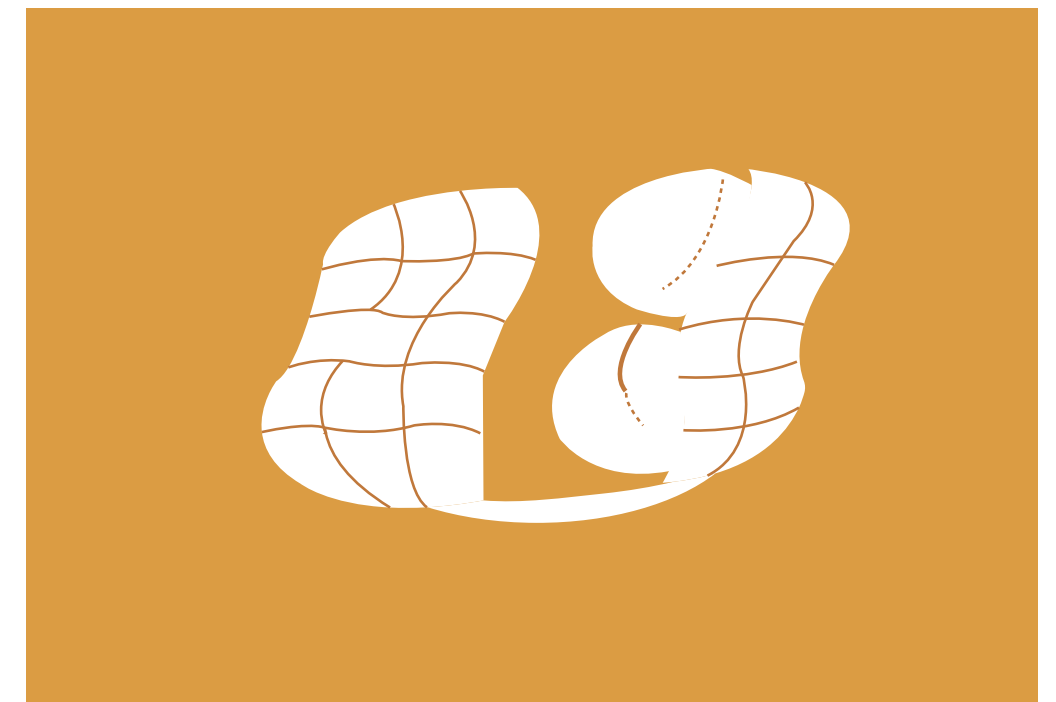
*N&TRIX*

## *02. LOGO GUIDE*

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## Logo Structure

*This Logo is created in association  
with the word U and Peanut*



## Logo Size

*If logo is used below 50x42 pixels then it will lose its clarity and beauty*

*The NUTRIX logo can be used 50x42 which will keep its legibility intact.*

NUTRIX 25%

NUTRIX 50%

NUTRIX 75%

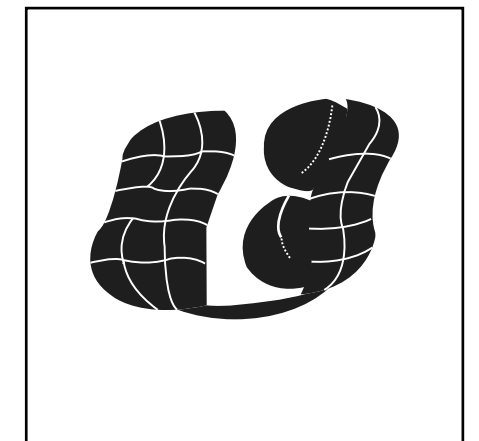
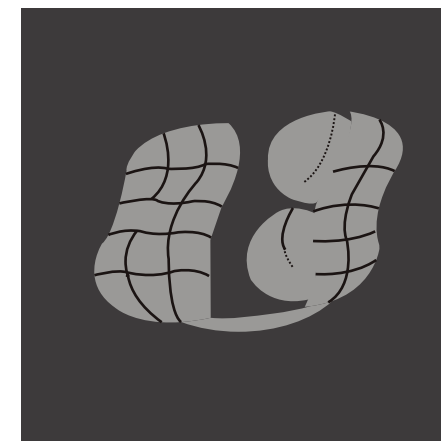
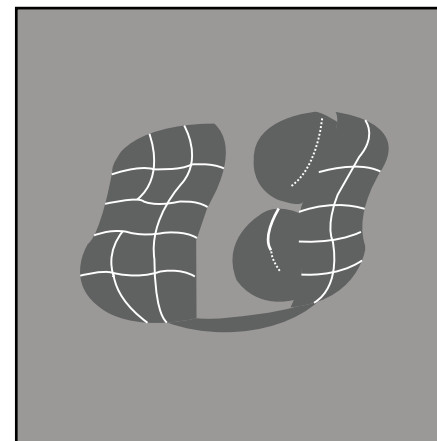
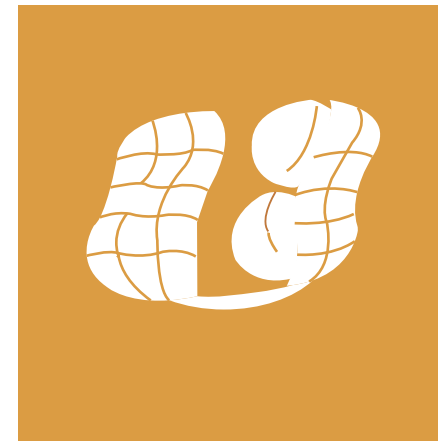
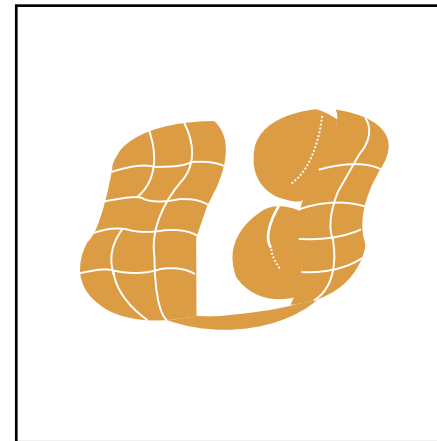
NUTRIX 100%



## Logo Mark

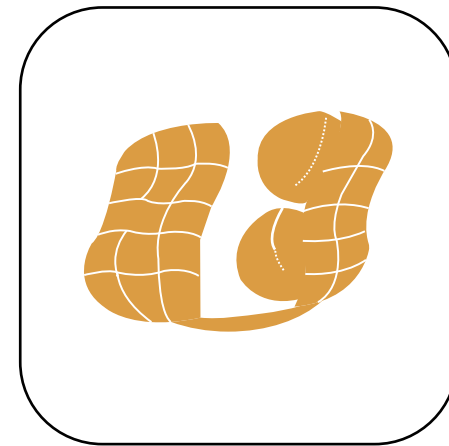
*Basic color*

*Grayscale*



## App Icon

*Nutrix logo can be used in different colors for social media, app store, and other locations.*



## Logo on alternative backgrounds

*This will give you an idea of using Nutrix logo on different color Backgrounds.*



NUTRIX



NUTRIX



NUTRIX





*NATRIX*

*03. COLOR*

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Logo Structure

The color name of hex code #DB9C41 is Solar Fusion.  
The RGB values are (215, 65, 126). The CMYK colors used, in Printers are C:13% M:41% Y:86%.

<i>SOLAR FUSION</i>	<i>Licorice</i>	<i>White</i>
<i>Hex Code</i> <i>DB9C41</i>	<i>Hex Code</i> <i>191110</i>	<i>Hex Code</i> <i>FFFFFF</i>
90%	90%	90%
70%	70%	70%
50%	50%	50%
30%	30%	30%
10%	10%	10%



*N**ATRIX*

## *04. TYPOGRAPHY*

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# *Typography Font Library*

For our *NUTRIX* logo used  
'Monotype Corsiva' font

*Aa* *Monotype Corsiva Bold*  
*Wordmark/header*

*Aa* *Monotype Corsiva*  
*Subheader*

# Typography Font Library

For our **NUTRIX** logo used  
'Monotype Corsiva' font

*Aa* *ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

*Aa* *ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*



*N<sub>3</sub>TRIX*

*05. Stationary*

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## Business Card







*N<sub>3</sub>TRIX*

## *06. Applications*

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## Website View





## App Icon





*NATRIX*

## *07. Merchandise*

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## Peanut Jar



*Neotrix*

*T-Shirt*





*NUTRIX*

*Bottle*



## Peanut Jar





*NiTRIX*

*08. Billboard*

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## Billboard





*N&TRIX*

## *09. Social Media*

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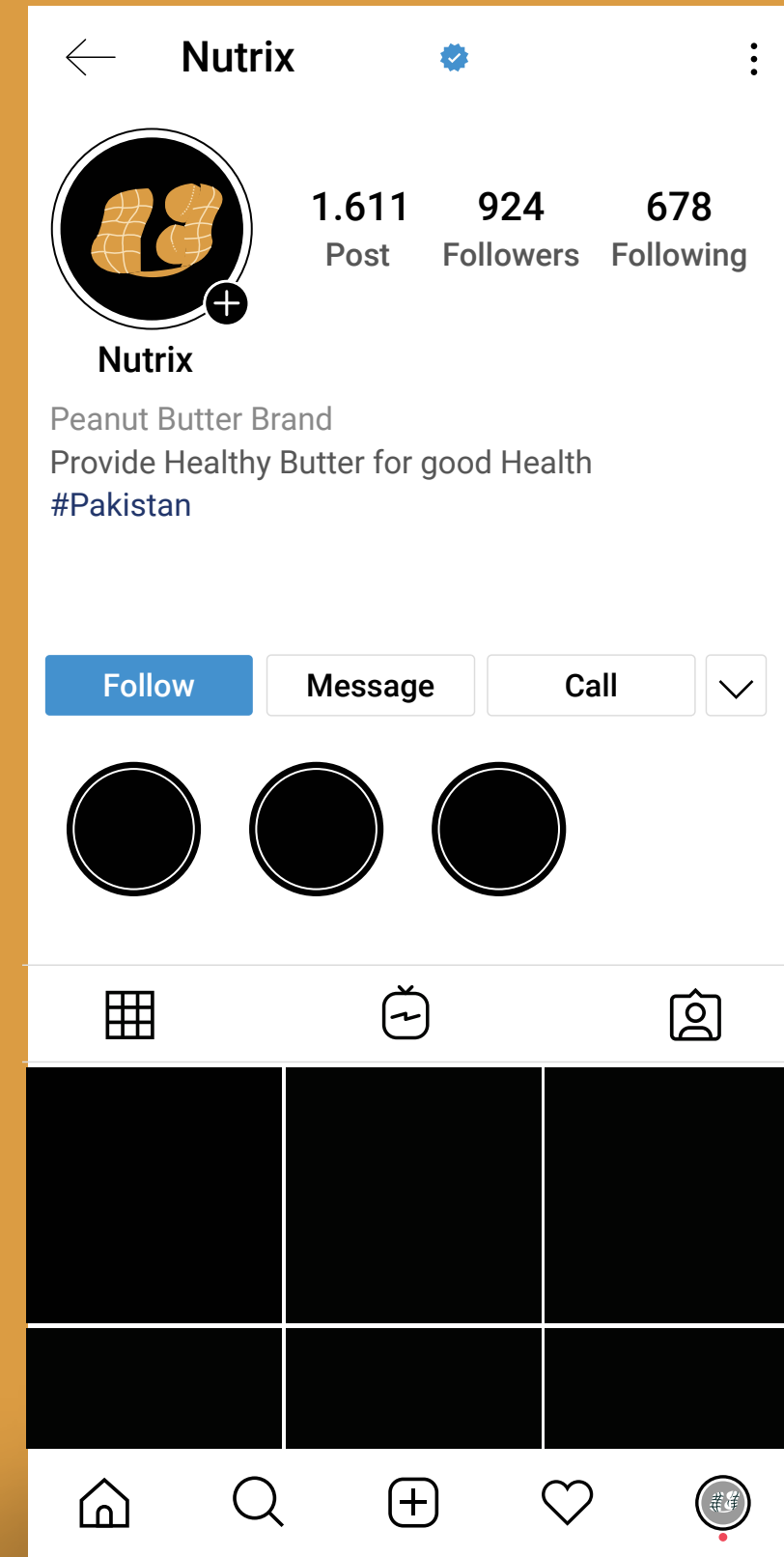
*Nutrix*

*Facebook*





## Instagram



*THANK YOU SO MUCH*