

NUTRIENTSTAR

# BRAND IDENTITY GUIDE



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A brand identity consists of multiple elements coming together to communicate a unique look and feel.

The brand identity for NutrientStar contains elements including the logos, color palette, typography, illustrations, and photographic style.

Following these guidelines helps to maintain a consistent and cohesive visual identity across all applications.



# Logos

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## Stacked Logo

The stacked logo is composed of the NutrientStar icon above the NutrientStar 'wordmark.' It is recommended that the stacked logo be used when the logo is the primary feature of a design and when there is enough vertical space.



This logo should be placed in the center of the design when possible.



# NutrientStar

# Logos

## Stacked Logo Spacing

The "clear space" refers to the area around the logo that must remain free from any text or design elements to ensure that the logo is not obscured. The preferred clear space for the stacked logo is 2x the width of the circle around the icon. When there is limited space, the minimum clear space, which is half that distance, may be used. The 'dead zone' (denoted by the diagonal lines) must also always remain free of any other design elements or text.



Minimum Clear Space

Preferred Clear Space

# Logos

## Horizontal Logo

The horizontal logo should be designated for use when there is limited space or when the logo is not the focal point of the design and is relegated to the corner.



This logo should be used in the upper or lower left of a design, or in the center of a horizontal space.



# Logos

## Horizontal Logo Spacing & Layout

The preferred clear space for the horizontal logo is 4x the width of the circle around the icon. The minimum clear space is 2x the width of the circle. The minimum clear space should only be used when space is limited.



Minimum Clear Space

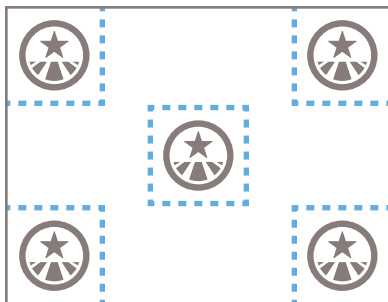
Preferred Clear Space

# Logos

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## Icon

The icon may also be used on its own in limited circumstances, such as minimal space or small scale.



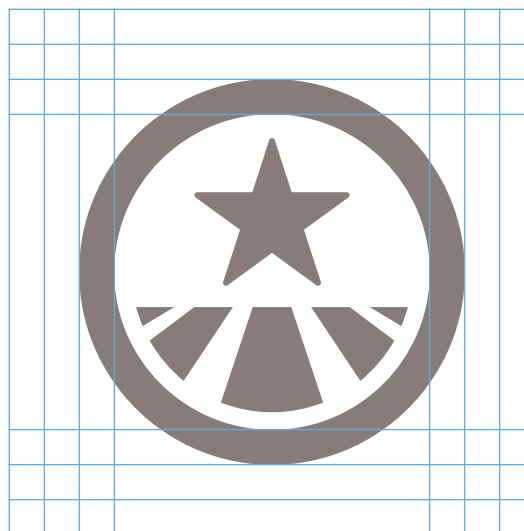
The icon may be used in the center of a design or in any of the corners.



# Logos

## Icon Spacing

The preferred clear space for the icon is 2x the width of the circle around it.  
The minimum clear space is the width of the circle.  
The minimum clear space should only be used when space is limited.



Minimum Clear Space

Preferred Clear Space



# Logos

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## Seal

The NutrientStar seal is only to be used on physical products that have been certified by the program. The seal should only be used in very limited quantities and **never** in place of the standard logos or icon.



# Logos

## Correct Usage

The following color schemes are only correct ways for the logo to appear. These rules apply to the stacked logo, horizontal logo, and the icon. The primary color scheme should be used whenever possible. The logo should never appear in any way that is not on this list except for use on photographs (see [page 19](#)).

### Primary Color Scheme



40%



Approved

# Logos

## Incorrect Usage

The following logos are incorrect variations.

**Do not** change the font

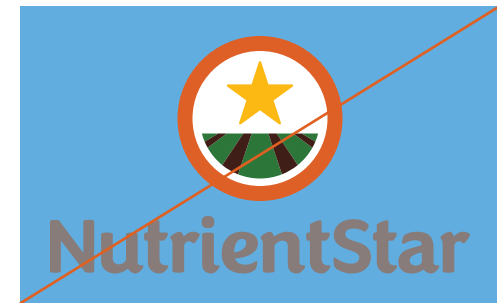
**Do not** add a drop shadow

**Do not** alter the layout of the icon and wordmark

**Do not** add an outline

**Do not** rotate the logo

**Do not** use any color scheme that is not on the approved list




Unapproved

# Colors

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## Primary Colors

PMS: 476  
CMYK: 32 67 63 78  
RGB: 76 51 39  
HEX: 401E17



PMS: 130  
CMYK: 0 30 100 0  
RGB: 240 171 0  
HEX: FDB913



## Secondary Colors

PMS: WARM GRAY 8  
CMYK: 16 23 23 44  
RGB: 139 129 120  
HEX: 877B77




PMS: 284  
CMYK: 58 17 0 0  
RGB: 106 173 228  
HEX: 61AEE1



PMS: 364  
CMYK: 73 9 94 39  
RGB: 66 119 48  
HEX: 2B7434



PMS: 159  
CMYK: 1 74 100 7  
RGB: 197 76 0  
HEX: DC5D20



# Colors

## Color Usage

While there are several options in our color palette, branded material should be primarily **white**. This allows our material to retain an airy feel with just a splash of color.

For text, the suggested colors are: **brown** for headings, **grey** for subheadings and body copy, and **gold** for numbers, though these colors can be changed as different situations arise.

## Ratio

The color pallet should primarily be used in the following ratio. Exceptions can be made for some materials.



## Text

### Headings

■ Subheadings

■ Body copy

■ Numbers

■ [Links](#) (unclicked)

■ [Links](#) (clicked)

# Typography

## Museo Slab

Museo Slab is a robust slab serif with the friendliness of the well-known Museo.

This font is designated for **headings** and **subheadings**.

**Do not** use this font for body copy.

### Museo Slab 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Museo Slab 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Museo Slab 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Museo Slab 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Museo Slab 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### Museo Slab 1000

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Typography

## Helvetica Neue

This typeface has become one of the most famous and popular typefaces in the world. It forms an integral part of many printers and operating systems.

This font is designated for **body copy** and **numbers**, although it may also be used for **subheadings** in some circumstances.

**Do not** use this font for headings.

Helvetica Neue UltraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Typography

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## System Fonts

System fonts are designated for web use and Microsoft programs. Arial replaces Helvetica Neue and Rockwell replaces Museo Slab, but the rules of usage remain the same.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Rockwell Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Rockwell Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**



# Typography

## Standard Layout

The standard layout is a suggestion for how to best format text within promotional material. Other layouts can also be used as long as they further the NutrientStar brand.

- 1 Heading:** Museo Slab 700  
(Tracking: 0)
- 2** A divider can be used between the heading and the subheading  
(2 pt stroke)
- 3 Subheading:** Museo Slab 500  
(Tracking: 10)
- 4 Copy:** Helvetica Neue Light  
(Tracking: 10)

## 1 Heading

2

## 3 Subheading

- 4** For more comfortable reading, body copy should be flush left instead of justified. It will create more consistent word spacing and help reduce eye fatigue.

Line length in body copy is also important. Lines that are too long become difficult to follow without losing your place between them. Seven to nine words per line is the optimal length for longer text where it is more important to not lose your place.

When typing 'NutrientStar', always use a capital N and a capital S with no space between the two words.



NutrientStar



Nutrient Star



Nutrientstar



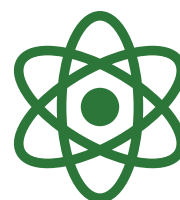
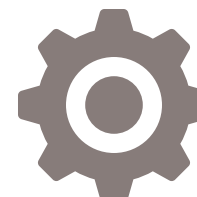
nutrientstar

# Graphic Elements

## Icons

Icons may be used in order to further NutrientStar's visual language. You may use, but are not limited to the set of icons provided. When creating icons, remember that imagery should be simple and iconic, details should be minimal, and perspective should be straight on, rather than 3/4s view.

Icons may be any color in our palette, however each icon must only be **1 color**.



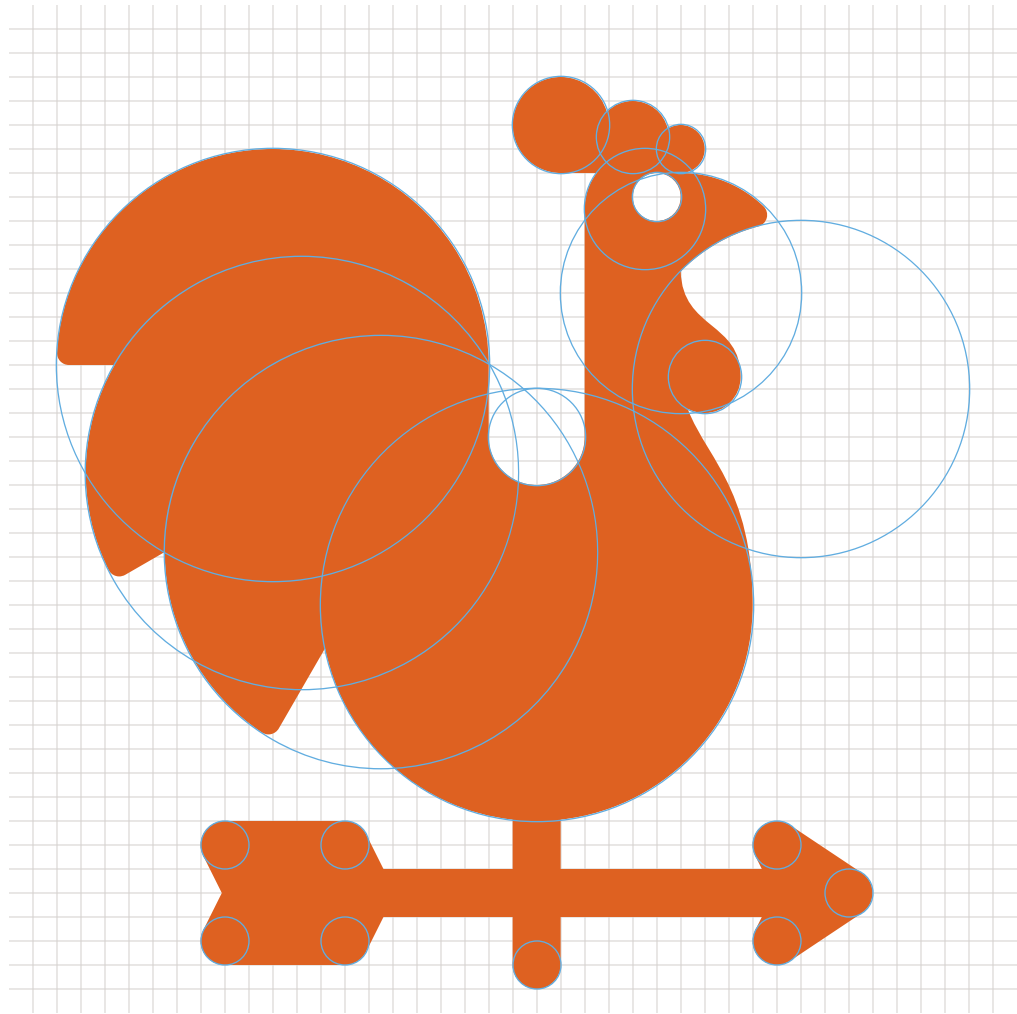
# Graphic Elements

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## Art Style

For best results when creating illustrations, the following rules should be considered:

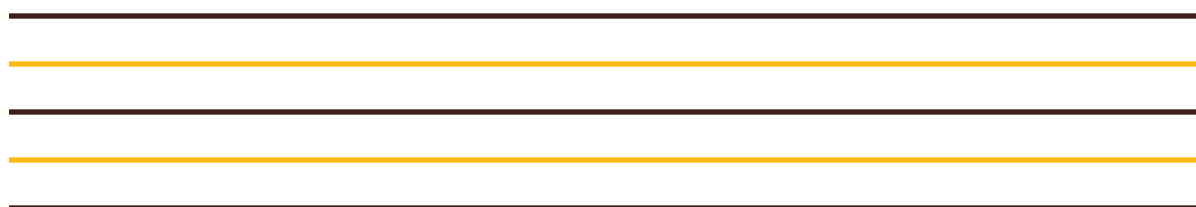
- 1 Use a grid
- 2 Use simple, geometric shapes
- 3 Curves should be made from perfect circles whenever possible
- 4 Outer edges should be soft and rounded whenever possible



# Graphic Elements

## Bars

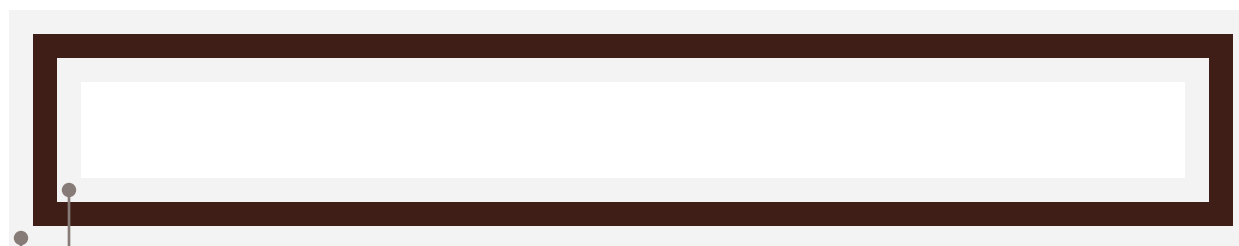
Bars may be used in conjunction with a heading. The length of each individual bar may be altered if desired.



(2 pt stroke)

## Border

Borders may be used around the edge of a document. A border requires an inner and outer clear space.



Clear Space

(9 pt stroke)

## Farmland

The farmland graphic may be used at the bottom of a document that has an excess amount of white space. It also requires the same outer clear space as the border.



Clear Space

# Photography

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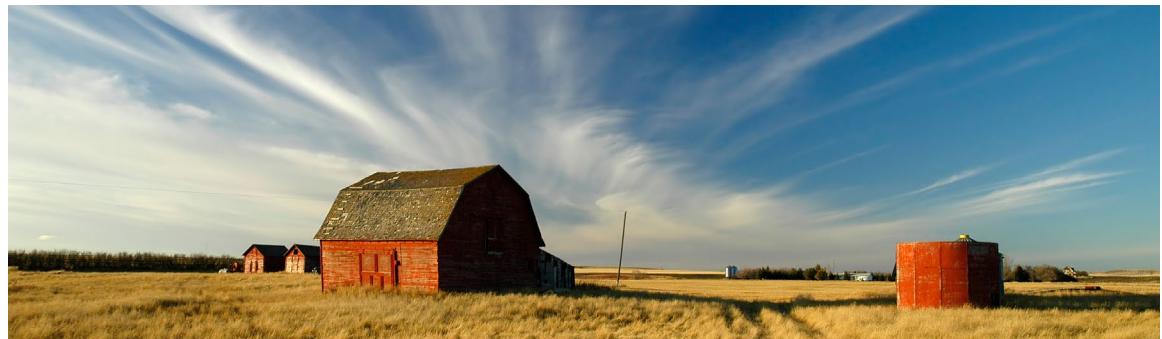
## Photographic Style

Photography is an integral part of the NutrientStar brand.

Imagery should focus on farmland and equipment, with an emphasis on the human element.

Photos should feel candid, like real moments are being captured.

Farmers should appear gritty and experienced, while farmland should be sweeping and majestic.





# Photography

## Color Tones

Photos should feel warm and vibrant. Use Photoshop to adjust color levels in order to avoid dull, desaturated photos. As a general rule of thumb, it should look good with our color palette.



# Photography

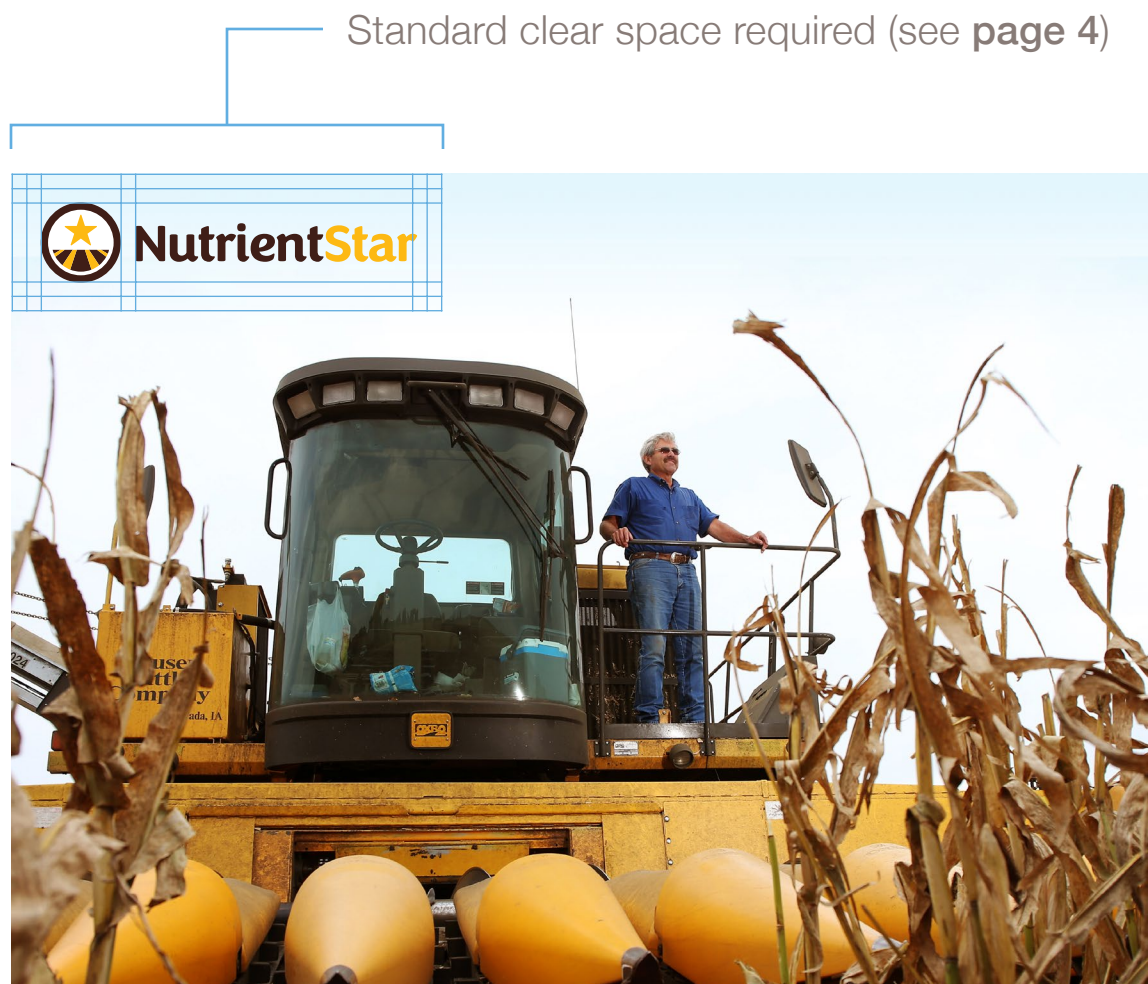
## Applying the Logo

When applying our logo to photographs, use the same spacing specifications listed on **page 4**. The logo should be large enough to be visible, but not overbearing on the photo.

Standard clear space required (see **page 4**)



**Do not** place the logo on a background where the text can be obscured. Use the white logo on dark backgrounds.





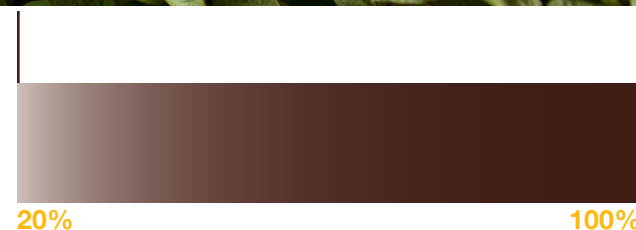
# Photography

## Text Boxes

When adding text to a photo, contain the text in a solid box in order to ensure legibility. These boxes should be anchored to an edge of the photo, and fade to transparent towards the center of the photo.



The suggested change in opacity is 100% to 20%





# Applications

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## Apparel



# Applications

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## Mobile



## Additional Information

For additional information, please contact:

