



# *NutriServ*

BRAND IDENTITY GUIDE



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# *Visual Identity*

NutriServ's visual identity centers around a clean, modern look. As a smoothie delivery company, the goal was to emphasize the clean ingredients and fun spirit of the company with a simple pattern.

The overall aesthetics of the brand aim to capture the health-conscious and active personalities of the brand itself through combining the variety of shapes of fruit in the logo to the soft yet colorful palettes chosen. The off-set color acts as a backdrop for the logo adds some personality and energy.

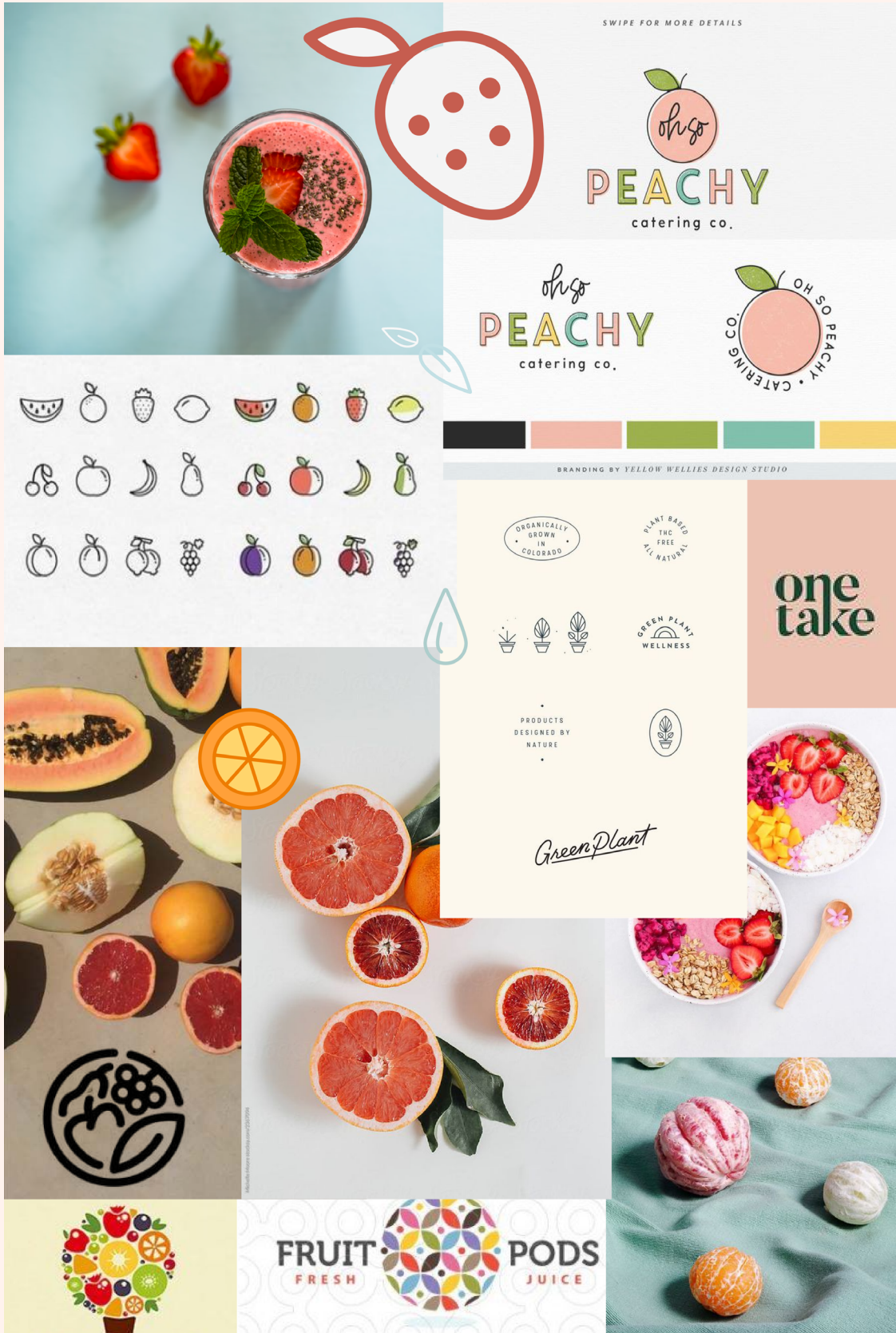
PROGRESSIVE • ENERGETIC • HEALTH CONSCIOUS  
ACTIVE • ALTRUISTIC • GLOBAL

The ingredients featured in the logo form a globe to feature the global aspects of the tone words as well as create a sense of togetherness. The brand aims to capture the health conscious and progressive nature of NutriServ through its fun-spirited design.



# Stylescape

Inspired by clean and soft-colored fruit aesthetics and simple lineart logos found in other health and wellness aware brands. The inspiration for this stylescape was largely taken from exploring other brands and imagery surrounding smoothies and health products.





# Colors



The color scheme was inspired by natural, softer versions of colors found throughout many different types of fruit. The pastel colors are a gentle but fun approach and similar color schemes can be found throughout other wellness brands.

NutriServ's primary colors are its dark black and light salmon pink found in its logo design. It also features other colors such as yellow, green, . These colors should be used only as accents to emphasize the use of the main color scheme.

# *Typefaces*

## *Headers*

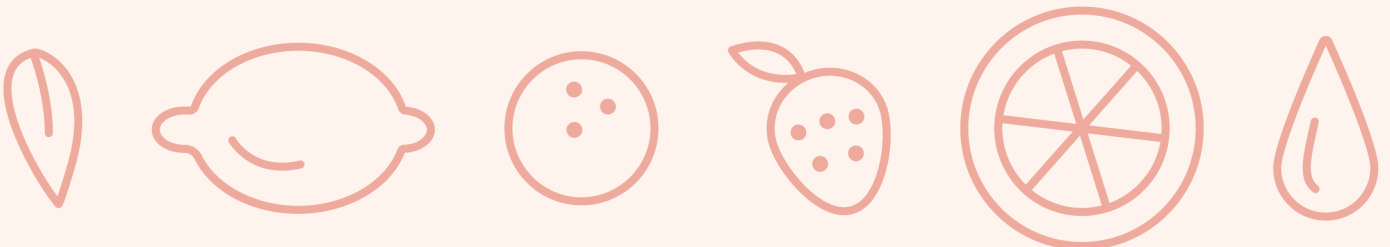
*Benton Modern Display - Ultra Italic*

SUBHEADERS

Zeitung Micro Pro - Extra Light - All Caps

Paragraph Text

Zeitung Micro Pro - Light



# Logo

The logo design for NutriServ was inspired by the ingredients of the smoothie brought together to make one delicious drink.

The different fruits are a reflection of the different types of ingredients that may be found in their product, and the droplet at the bottom is meant to symbolize the liquid smoothie as the final product.

The logo colorization should be the branded black with a color backdrop.

If placed on a darker color, the colored backdrop should be removed to have a solid lighter version of the logo.

The logo may appear as any different color in the brand palette, but the text and pattern should both be the same color. The color backdrop is only visible if the text and iconography appear in the branded black.



**NutriServ**



**NutriServ**



**NutriServ**

SMOOTHIE DELIVERY COMPANY



**NutriServ**

SMOOTHIE DELIVERY COMPANY

INCORRECT



**NutriServ**

CORRECT



**NutriServ**

INCORRECT



**NutriServ**

CORRECT



**NutriServ**



