



ns

NutriServ

BRAND IDENTITY GUIDE

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OUR BRAND

NutriServ, a smoothie delivery company, works to create delicious smoothies while giving back to those in need. Partnering with a wide variety of nonprofits, NutriServ donates 2% of the profit from each smoothie sale. NutriServ operates a physical store, but also an online shop via a mobile app. When NutriServ thrives, so does the world.

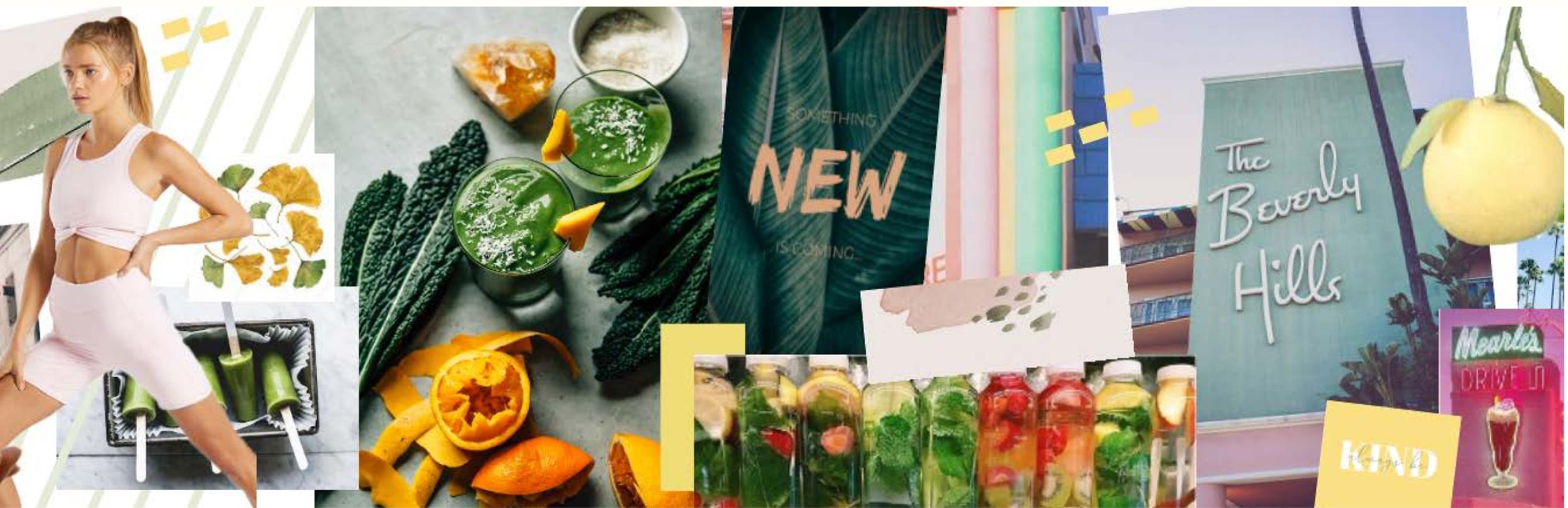
ENERGETIC ACTIVE ALTRUISTIC HEALTH-CONSCIOUS GLOBAL PROGRESSIVE

TONE WORDS

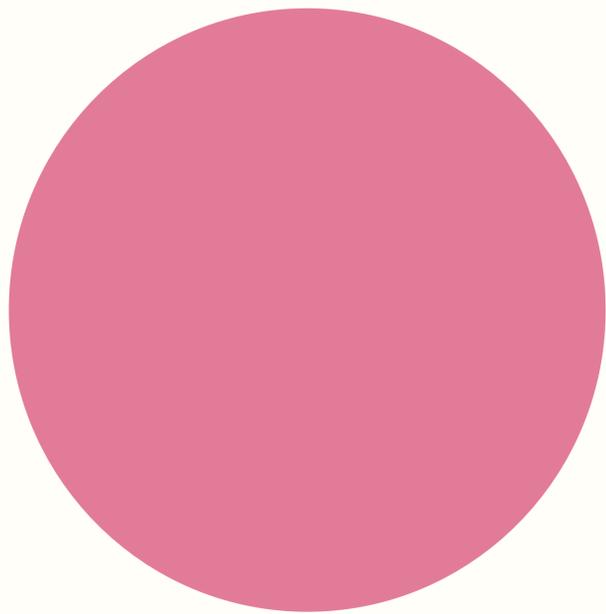
NutriServ's client base includes those selfless health-gurus, but also the casual smoothie drinkers. The brand's tone words include energetic, active, altruistic, health-conscious, global, and progressive. The brand aims to attract those that enjoy smoothies, but also giving back to those in need. The brand evokes an energetic feeling through its brightness. The color green also implies money and health, which are both components of NutriServ's mission. NutriServ's brand hopes to encourage clients to enjoy themselves while consuming smoothies but to also think about their health and the health of others through monetary donations.

STYLESCAPE

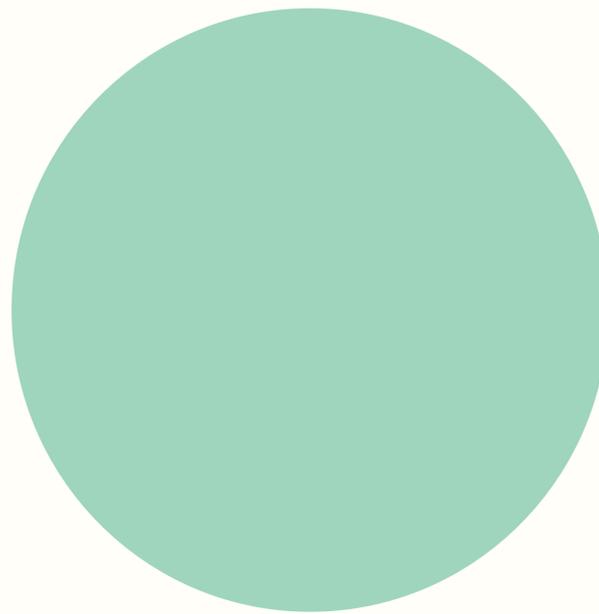
When thinking about the brand identity of NutriServ, the clients were the first to be considered. There are typically two types of smoothie drinkers: those that drink smoothies for health purposes, and those that drink them for pleasure. The color green evokes a feeling of health in many different settings, including other smoothie businesses, therefore, green was an obvious color choice for the brand. When thinking of those that drink smoothies for pleasure, the diners of the 1950s came to mind; those restaurants were often known for their milkshakes and the happiness they brought to people, much like smoothies. The colors of the 1950s were the inspiration for the color scheme of the brand, creating a pastel color palette.



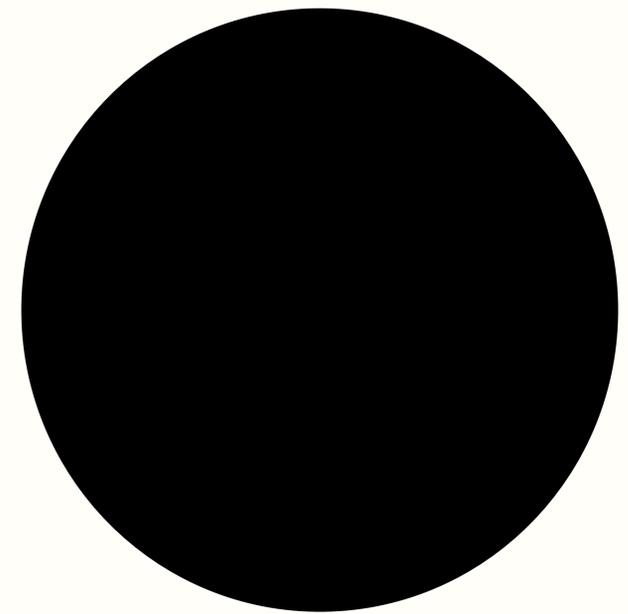
COLOR SCHEME



CMYK: 7, 64, 19, 0
RGB: 227, 123, 152
Hex: #e37b98



CMYK: 38, 0, 32, 0
RGB: 158, 213, 188
Hex: #9ed5bc



CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
Hex: #231f20

The pink shade acts as the base color; it creates the energetic feeling that NutriServ clients, whether they are healthy or not, feel when they drink smoothies. The accent color chosen was green; green is related to health and money in many different instances, creating a great connection to the brand's goal of making donations as a part of their health regimen. Lastly, black acts as the neutral color. Black is important for text and headlines used for the brand. The colors chosen relate closely to the colors of fruit, like strawberries, which are regularly included in smoothies. The pastel color scheme was chosen to elicit a feeling of nostalgia; the color scheme was regularly found in 1950s diners and color schemes.

TYPOGRAPHY

AVENIR NEXT CONDENSED

Use for logo and company name.

lowercase for logo

Sentence case for company name

avenir next condensed

regular

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

TREBUCHET MS

Use for headlines.

UPPERCASE

TREBUCHET MS

REGULAR

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

WHITNEY

Use for body copy.

Sentence case

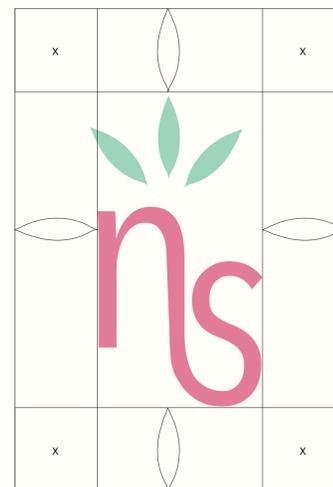
Whitney

Light

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

LOGO

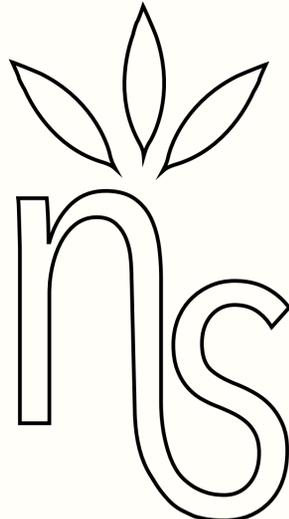
While many different designs were considered, ultimately only one succeeded. The brand works to equally include the aspects of health and service in their business. The design works to show the equality of health and service by connecting the two letters in the logo. To imply health, leaves were added atop the letters, creating the look of a berry when looking at the logo as a whole.



The minimum clear space is defined as the height of a single leaf.



The company name should be placed below the left side of the letter "n" when used. The smallest the company name should ever be when used with the logo is 19 pt.



The brand versions shown are the only versions that should be used for the brand's identity.

APPLICATION

