

nurish Brand Identity

Version 1—11.22.19

Our Design

Principles to build recognition and trust in our brand.





Symbol

A sunrise, a new day, moving forward with positivity—the nurish Symbol is more than an abstracted composition, it is a visual pillar that we lean on for strong communication. One top of the subtlety that is the story driver, we have imbued the form with strong recognition toward our name nurish, harnessing a lowercase “n.”

The nurish Symbol is one of two primary identifiers for the brand. It must always be displayed prominently and legibly in every instance—digital or print. Harnessing its strong simplicity, nurish’s abstracted Symbol will allow consumers to apply their own meaning and create lasting relationships with their nutritional journeys.

Never attempt to redraw or recreate this composition, its construction, positive, and negative space have been developed with longevity in mind. Always use the provided logo assets and never use a logo asset that hasn’t been approved. If you do not have access, please reach out to your nurish contact for the appropriate files.





Symbol Standards

In order to maintain strong legibility and presence wherever the Symbol appears, three standards have been applied: Negative Free Space, Minimum Sizing, and Optical Alignment.

1. Negative Free Space:

This is defined by the horizon line in the Symbol's form. Utilizing 1/2 of its width and its full height (or X), keep all other graphics and logos clear of the Symbol by this proportion.

2. Minimum Sizing:

The Symbol should never scale below 16px in either direction, but preferably stay above 32px in each direction. In print, we should keep it larger than .35 inches in its vertical direction.

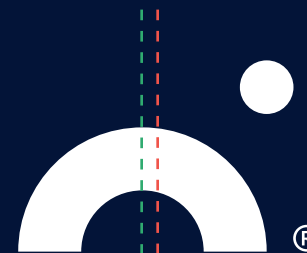
3. Optical Alignment:

Due to the Symbol's construction, simply using its mathematical center will lead to disjointed balance and structural issues. Always use the center of the horizon line, or rather, Optical Center in the diagram.



< 16/32px
< .35"

< 16/32px
< .5"



Mathematical Center
Optical Center



Wordmark

Built to resemble structural cues in the Symbol, the Wordmark has been developed for strong and approachable impact for the nurish brand. Since the brand is known as nurish By Nature Made®, there is a tagline modifier developed in tandem with the Wordmark. "By Nature Made®" should always be present when Wordmark is presented.

Like the Symbol, do not attempt to recreate or redraw the Wordmark in any manner. The composition has been intentionally developed for cohesiveness and legibility with the entire brand narrative. To modify this mark in any way will lead to identity inconsistencies.

nurish

By Nature Made®

nurish

By Nature Made®



Wordmark Standards

In order to maintain strong legibility and presence wherever the Wordmark appears, two standards have been applied—Negative Free Space and Minimum Sizing.

1. Negative Free Space:

This is defined by the typographic x-height (or X). Keep all other graphics and logos clear of the Wordmark by this proportion unless instructed otherwise.

2. Minimum Sizing:

The purpose of the Wordmark's Minimum Sizing is to keep legibility at its peak performance. Never scale below 35 x 85px or .75 x 1.83 inches—doing so will lead to brand presence inconsistencies.



< 35px
< .75"

nurish

By Nature Made®

< 85px
< 1.83"



Print Lockup

The nurish logo lockup includes both the Symbol and the Wordmark. There are two compositional orientations of the logo lockup: vertical and horizontal. The vertical composition is center-aligned and stacked with the three key elements from top to bottom. The horizontal version is composed with the three key elements from left to right, keeping the line “By Nature Made” center-aligned under “nurish.”

The version seen here is designed for print. The type size of the line “By Nature Made” is designed to work best for print-based assets.





Digital Lockup

Similar to the nurish logo lockup for print, this digital version includes both the Symbol and Wordmark in two compositional orientations: vertical and horizontal.

The key difference between this digital version and the print version is the size of the line “By Nature Made®.”

For digital assets, this line has been scaled up to address legibility in all digital executions including the website, display ads, social assets, etc. To ensure accessibility with regard to copy legibility on digital devices, this version works best in those instances.





Logo Lockup

However, we don't always use this piece as the primary communicator—beginning identity separation is an important step for the narrative. Understanding when to use the two elements together and separate is an important consideration for the structure of the nurish brand.

If the name “nurish By Nature Made®” is present, as in a social media handle @nurishbynaturemade, then we can use the symbol by itself. This is the only example where we can use the Symbol without the Wordmark somewhere on the same item. The only exception is a three-dimensional package or multipage document. If the Wordmark or Logo Lockup are used on the outside or first page, the Symbol may be used by itself inside.

If the logos are present on the same item (e.g., nurish Packaging, Stationery), then we suggest keeping them separate to build strategic memorability. There should never be an instance of the Symbol without the Wordmark somewhere on the same item.

Using the outlined frame as an “item,” you can see the approved examples of how you may be able to separate the pieces of the Logo Lockup to create strong brand equity.



Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit.

nurish
By Nature Made®

nurish
By Nature Made®

nurish

 @nurishbynaturemade





Print Vertical Lockup

The full Logo Lockup is defined by the Wordmark's presence—due to the importance of making the letters legible, refer to the Negative Free Space and Minimum Sizing rules outlined on page 11.

1. Negative Free Space:

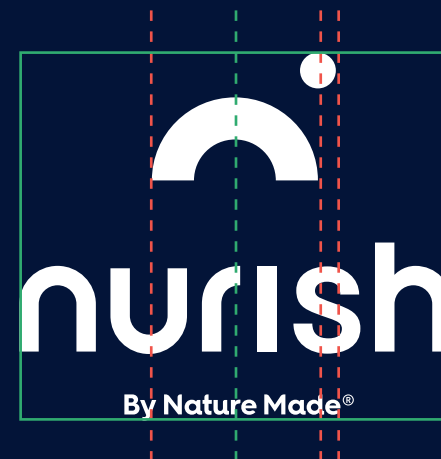
This is defined by the typographic x-height (or X). Keep all other graphics and logos clear of the Wordmark by this proportion unless otherwise instructed.

The spacing of the Symbol, Wordmark, and Tagline is defined by the x-height as well.

2. Minimum Sizing:

The purpose of the Wordmark's Minimum Sizing is to keep legibility at its peak performance. Never scale below 35 x 85px or .75 x 1.83 inches—doing so will lead to brand presence inconsistencies.

Note: This is also a great example of Optical Alignment vs. Mathematical Alignment—aligning the Symbol to the “sunrise” center gives the composition strong balance and legibility.





Print Horizontal Lockup

The full Logo Lockup is defined by the Wordmark's presence—due to the importance of making the letters legible, refer to the Negative Free Space and Minimum Sizing rules outlined on page 11.

1. Negative Free Space:

This is defined by the typographic x-height (or X). Keep all other graphics and logos clear of the Wordmark by this proportion unless otherwise instructed.

The spacing of the Symbol, Wordmark, and Tagline is defined by the x-height as well.

2. Minimum Sizing:

The purpose of the Wordmark's Minimum Sizing is to keep legibility at its peak performance. Never scale below 35 x 85px or .75 x 1.83 inches—doing so will lead to brand presence inconsistencies.

Note: Aligning the symbol to the x-height gives the composition strong balance and legibility. Secondly, aligning "By Nature Made" to the left of the wordmark gives the lockup a strong balance and alignment.





Web Vertical Lockup

The full Logo Lockup is defined by the Wordmark's presence—due to the importance of making the letters legible, refer to the Negative Free Space and Minimum Sizing rules outlined on page 11.

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This is defined by the typographic x-height (or X). Keep all other graphics and logos clear of the Wordmark by this proportion unless otherwise instructed.

The spacing of the Symbol, Wordmark, and Tagline is defined by the x-height as well.

2. Minimum Sizing:

The purpose of the Wordmark's Minimum Sizing is to keep legibility at its peak performance. Never scale below 35 x 85px or .75 x 1.83 inches—doing so will lead to brand presence inconsistencies.

Note: This is also a great example of Optical Alignment vs. Mathematical Alignment—aligning the Symbol to the “sunrise” center gives the composition strong balance and legibility.





Web Horizontal Lockup

The full Logo Lockup is defined by the Wordmark's presence—due to the importance of making the letters legible, refer to the Negative Free Space and Minimum Sizing rules outlined on page 11.

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The spacing of the Symbol, Wordmark, and Tagline is defined by the x-height as well.

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Note: Aligning the symbol to the x-height gives the composition strong balance and legibility. Secondly, aligning "By Nature Made" to the left of the wordmark gives the lockup a strong balance and alignment.



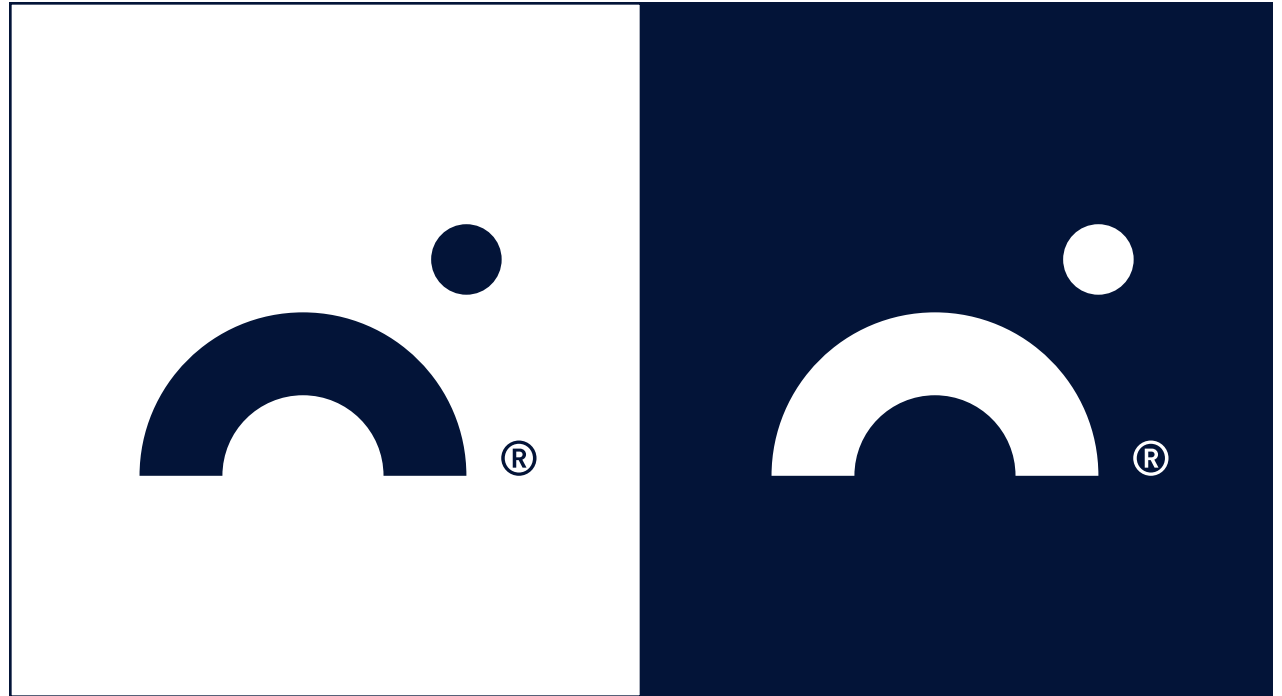


Brand Registration

The brand Registration is an important inclusion to the lockup logo formation of the nurish identity. Therefore, abide by these compositions and placements for the logo elements—Symbol by Itself, Wordmark by Itself.

When dealing with a Symbol by Itself, the Registration mark needs to be located in the bottom right of the composition. It must not move around or change positions from this approved lockup.

When dealing with the Wordmark by Itself, the Registration mark stays next to “By Nature Made” right after “Made.” The location should not move or change within the Wordmark lockup.

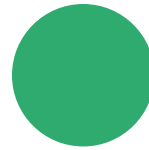




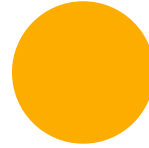
Primary Palette

The blue base provides a strong background to ensure that the primary brand colors appear more vibrant.

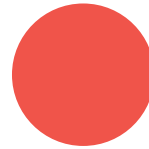
The primary brand colors bring life and energy into the brand. The dark blue serves as a strong base color for the brand. This color is present throughout the build-out of the brand to create a cohesive feeling across all elements. This color replaces the need for black in the build-out of the brand—black should never be substituted.



Green 1
#30AC71
2414C
48, 171, 112
76, 7, 75, 0

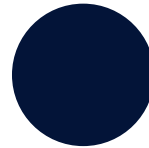


Gold 1
#FDAE00
7549C
252, 173, 0
0, 36, 100, 0



Coral 1
#EF544B
178C
240, 84, 74
0, 82, 73, 0

Primary Brand
Colors



Base Blue
#021538
282C

Base Color

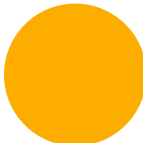
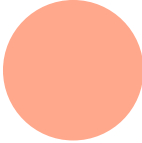
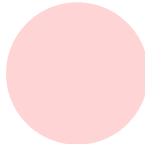


Full Palette

The full brand color palette is an important emotional communication feature of the brand. Never deviate from the values outlined on this page.

The colors are separated into two palettes—Primary and Secondary. While all of these colors are important to brand communication, the Primary colors take precedence within the core brand.

For an example of how these Primary Values inform the Core logos, review the Logo in Color section. For examples of how the Secondary Palette interacts with the brand, review the Pattern section.

	Primary Green 1 #30AC71 2414C 48, 171, 112 76, 7, 75, 0		Green 2 #68D39D 352C 99, 212, 158 56, 0, 52, 0		
	Primary Gold 1 #FDAE00 7549C 252, 173, 0 0, 36, 100, 0		Gold 2 #F7E7A8 7499C 247, 232, 168 4, 5, 41, 0		
	Primary Coral 1 #EF544B 178C 240, 84, 74 0, 82, 73, 0		Coral 2 #FFA88C 1625C 255, 168, 140 0, 42, 41, 0		Coral 3 #FFD4D4 705C 255, 212, 212 0, 20, 9, 0
	Blue 1 #1D2CA2 Blue 072C 28, 43, 163 100, 93, 0, 0		Blue 2 #3659F4 2132C 54, 89, 245 80, 67, 0, 0		Blue 3 #A3E4FF 290C 163, 227, 255 31, 0, 0, 0
	Base Blue #021538 282C 3, 20, 56, 100, 90, 44, 58				

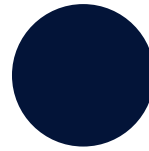


Accessibility

It is important that we test the accessibility of the full brand color palette for digital usage.

Contrast and color use are vital to accessibility. Users, including users with visual disabilities, must be able to perceive content on the page.

Contrast is a measure of the difference in perceived “luminance” or brightness between two colors. This brightness difference is expressed as a ratio ranging from 1:1 (e.g., white text on a white background) to 21:1 (e.g., black text on a white background).



Base Blue
#021538
282C

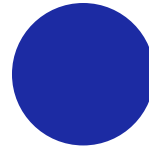
Contrast Ratio: 17.99:1

Normal Text
WCAG AA: Pass
WCAG AAA: Pass

Large Text
WCAG AA: Pass
WCAG AAA: Pass

Graphical Objects and User Interface Components
WCAG AA: Pass

Text Input



Blue 1
#1D2CA2
Blue 072C

Contrast Ratio: 10.85:1

Normal Text
WCAG AA: Pass
WCAG AAA: Pass

Large Text
WCAG AA: Pass
WCAG AAA: Pass

Graphical Objects and User Interface Components
WCAG AA: Pass

Text Input



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Blue 2
#3659F4
2132C

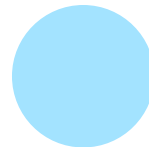
Contrast Ratio: 5.39:1

Normal Text
WCAG AA: Pass
WCAG AAA: Fail

Large Text
WCAG AA: Pass
WCAG AAA: Pass

Graphical Objects and User Interface Components
WCAG AA: Pass

Text Input



Blue 3
#A3E4FF
290C

Contrast Ratio: 12.93:1

Normal Text
WCAG AA: Pass
WCAG AAA: Pass

Large Text
WCAG AA: Pass
WCAG AAA: Pass

Graphical Objects and User Interface Components
WCAG AA: Pass

Text Input



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Green 1
#30AC71
2414C

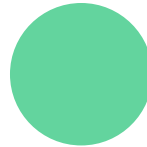
Contrast Ratio: 6.22:1

Normal Text
WCAG AA: Pass
WCAG AAA: Fail

Large Text
WCAG AA: Pass
WCAG AAA: Pass

Graphical Objects and User Interface Components
WCAG AA: Pass

Text Input



Green 2
#68D39D
352C

Contrast Ratio: 9.76:1

Normal Text
WCAG AA: Pass
WCAG AAA: Pass

Large Text
WCAG AA: Pass
WCAG AAA: Pass

Graphical Objects and User Interface Components
WCAG AA: Pass

Text Input

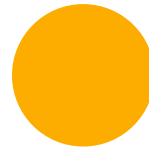


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Gold 1
#FDAE00
7548C

Contrast Ratio: 9.62:1

Normal Text

WCAG AA: Pass
WCAG AAA: Pass

Large Text

WCAG AA: Pass
WCAG AAA: Pass

Graphical Objects and User Interface Components

WCAG AA: Pass

Text Input



Gold 2
#F7E7A8
7499C

Contrast Ratio: 14.52:1

Normal Text

WCAG AA: Pass
WCAG AAA: Pass

Large Text

WCAG AA: Pass
WCAG AAA: Pass

Graphical Objects and User Interface Components

WCAG AA: Pass

Text Input

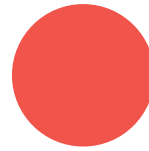


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Coral 1
#EF544B
178C

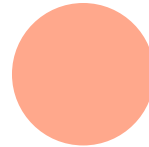
Contrast Ratio: 5.17:1

Normal Text
WCAG AA: Pass
WCAG AAA: Fail

Large Text
WCAG AA: Pass
WCAG AAA: Pass

Graphical Objects and User Interface Components
WCAG AA: Pass

Text Input



Coral 2
#FFA88C
1625C

Contrast Ratio: 9.62:1

Normal Text
WCAG AA: Pass
WCAG AAA: Pass

Large Text
WCAG AA: Pass
WCAG AAA: Pass

Graphical Objects and User Interface Components
WCAG AA: Pass

Text Input

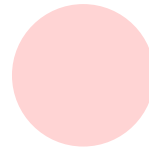


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Coral 3
#FFD4D4
705C

Contrast Ratio: 13.38:1

Normal Text
WCAG AA: Pass
WCAG AAA: Pass

Large Text
WCAG AA: Pass
WCAG AAA: Pass

Graphical Objects and User Interface Components
WCAG AA: Pass

Text Input



Single Color

The Logo assets including the Symbol, Wordmark, and Full Logo Lockup have two ways of interacting with color. One is the use of singular color—in this case, if the colors are used on white (no background) then the blue should be used. If the Logos are utilized on a swatch of color (background) then only white can be used.

Note: The white-only rule is an important guideline to follow. Across the entire identity, if the core identity is used on a background, color or photography, it must only be used in white.





Double Color

The two color logos are a combination of the primary color values. Since we must abide by the white identity on backgrounds, then the two color options can only be used on a white composition. The Wordmark should always appear in the dark base of the brand palette, while the Symbol can adjust for Green, Gold, and Red.

The use of single color vs. two color is a judgment call. While there are no strict rules between the use of single or two color, look at the composition as a whole and ask yourself, "Which option will create the most recognition for the identity?"





Double Color

The two color logos are a combination of the primary color values. Since we must abide by the white identity on backgrounds, then the two color options can only be used on a white composition. The Wordmark should always appear in the dark base of the brand palette, while the Symbol can adjust for Green, Gold, and Red.

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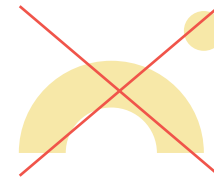
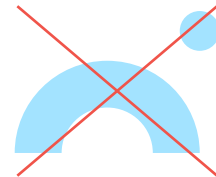
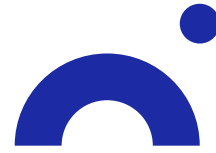
Symbol in Color

Unlike the Full Logo Lockup and the Wordmark color rules, the Symbol can be used in the full color palette. This will allow for a broader usability spectrum and a more expressive identity system over time. However, the selection and use of these colors isn't a "select your favorite" approach. Instead, it should be informed by the graphic composition of the material it appears on. For example, if you are designing within the Coral Pattern Palette then the identity should be present in coral to fit in seamlessly—this color usage rule is very similar to the rules outlined under the Pattern section.

The following examples outline how these secondary colors can interact with a white/clear background, the dark base background, and the individual core color palettes (i.e., Coral, Gold, Green).

When using the symbols on top of the white, all colors other than Blue 3, Gold 3, and Coral 3 can be used (as shown to the right).

These color symbols should not be used because there is not enough contrast between the base and the symbol color in this composition.





Symbol on Color

When using the Symbols on top of the blue base, all colors other than Blue 1 can be used (as shown to the right).

This color symbols should not be used because there is not enough contrast between the base and the symbol color in this composition.

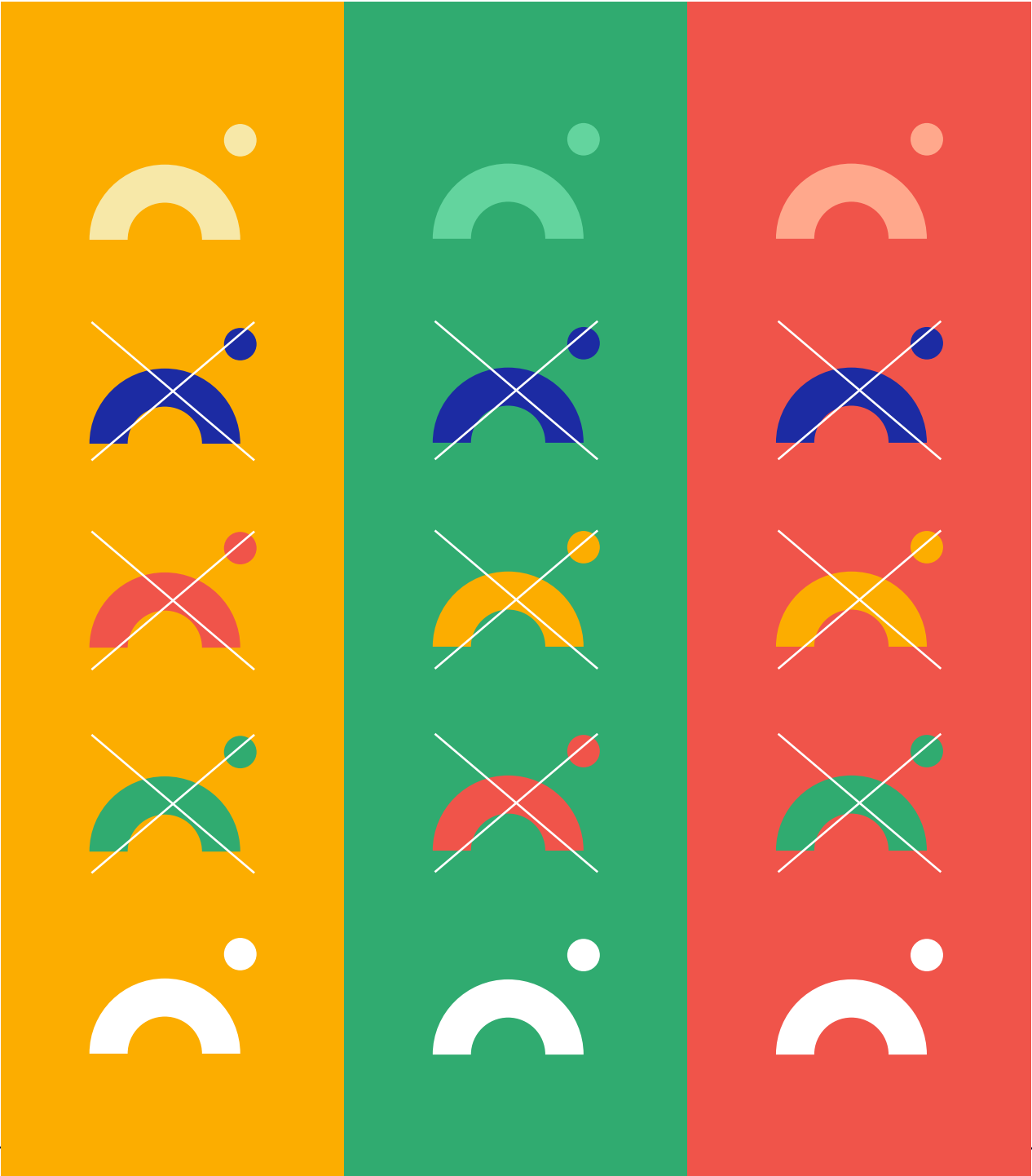




Symbol on Color

When working in the color verticals, the colors should never cross over. For example, if the vertical is gold, the logos should always be in that vertical or used in white. When in doubt, default to using the logo in white.

You can see some examples to the right. If you have questions on color pairings or color verticals, contact someone from the nurish creative team.





Typography

Sofia is the workhorse typeface for the nurish brand. It will be used to fulfill large-scale brand communication and expression, and also used in body copy and small-scale elements like business cards. The full family display is shown on the right side of the page. It's a complete character set and is a powerful tool for the nurish brand.

The nurish brand will utilize Sofia Pro Light and Sofia Pro Regular as the main typographic weights for the brand.

Light should be used for headlines and large callouts, whereas regular should be used for all other instances.

Note: If Sofia Pro is unavailable, the typographic default is Arial. Arial will be used for email, clients, and other instances where Sofia Pro is not available.

Sofia Pro Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Sofia Pro Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890



Patterns

The pattern is one of the most recognizable elements of the nurish brand and should not be altered in any way. The approved colors may only be used in the approved color verticals.

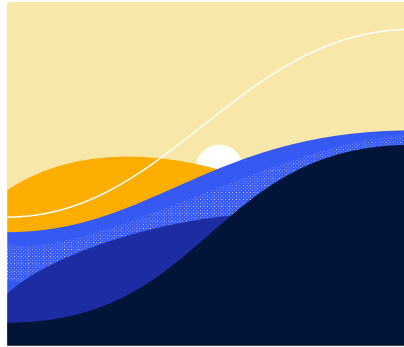
You will see more examples of the approved color verticals on the following pages. They will always be used dark to light, which mimics the color gradation found in nature.

The patterns will feature dark blue foreground colors, which are the base for all patterns. The base will be followed by mid-tones and sky colors.

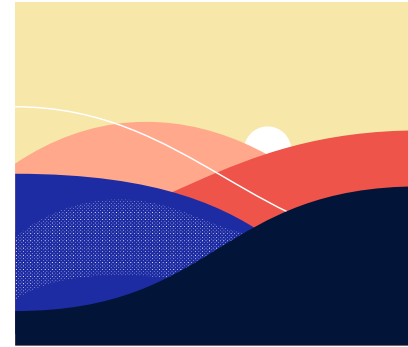
The sky colors can change to reflect the unique sunrise/noon/sunset color pairings.

Each pattern will also include a dotted cloud, a jet stream line, and a sun. The placement of the cloud and jet stream are free-form and should work in harmony with the pattern.

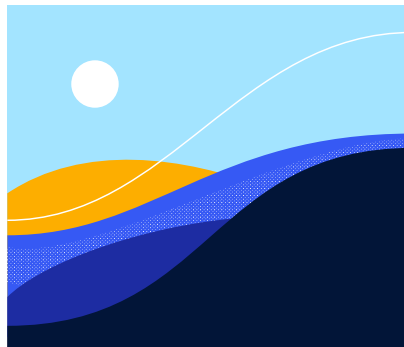
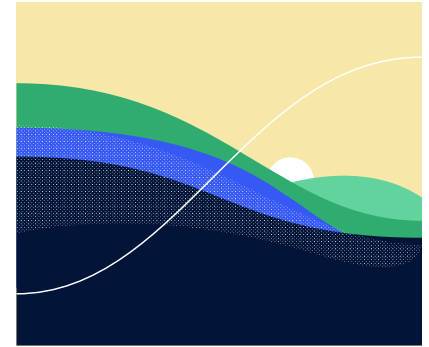
The sun will always be lower in the sky, obscured by the farthest hill for sunrise, complete at noon, and just dipping below the farthest hill for sunset.



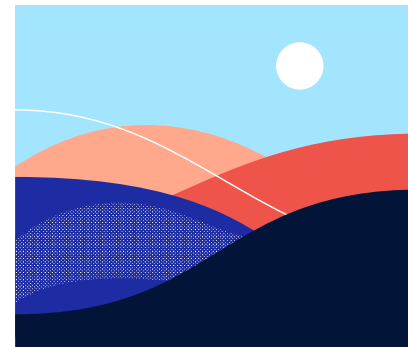
Sunrise Color Pairings



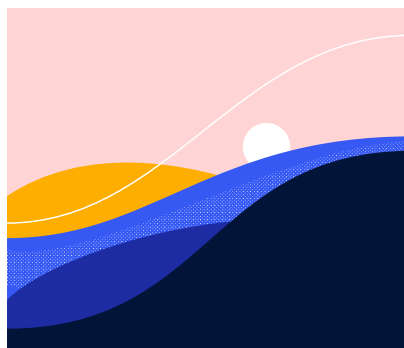
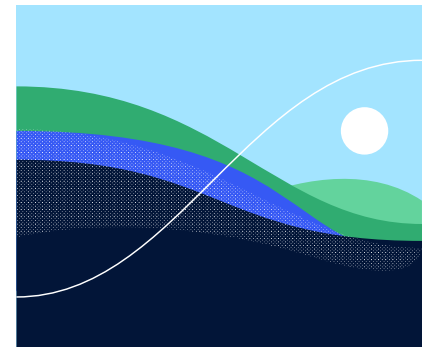
The sun is always obscured by the farthest hill



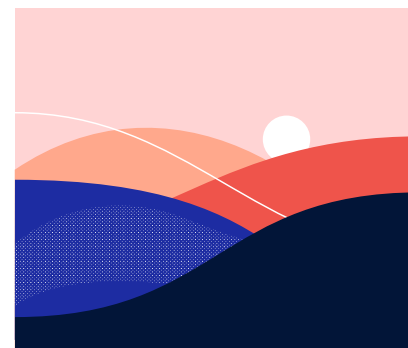
Noon Color Pairings



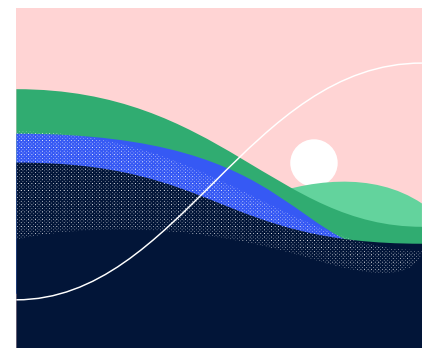
The sun is always complete and not obstructed.



Sunset Color Pairings



The sun is always dipping just below the farthest hill





Pattern Palette

The dark blue base color in the foreground, mid-tones, and sky colors are all constants that will never change.

The colors shown to the right feature the approved color pairing verticals.

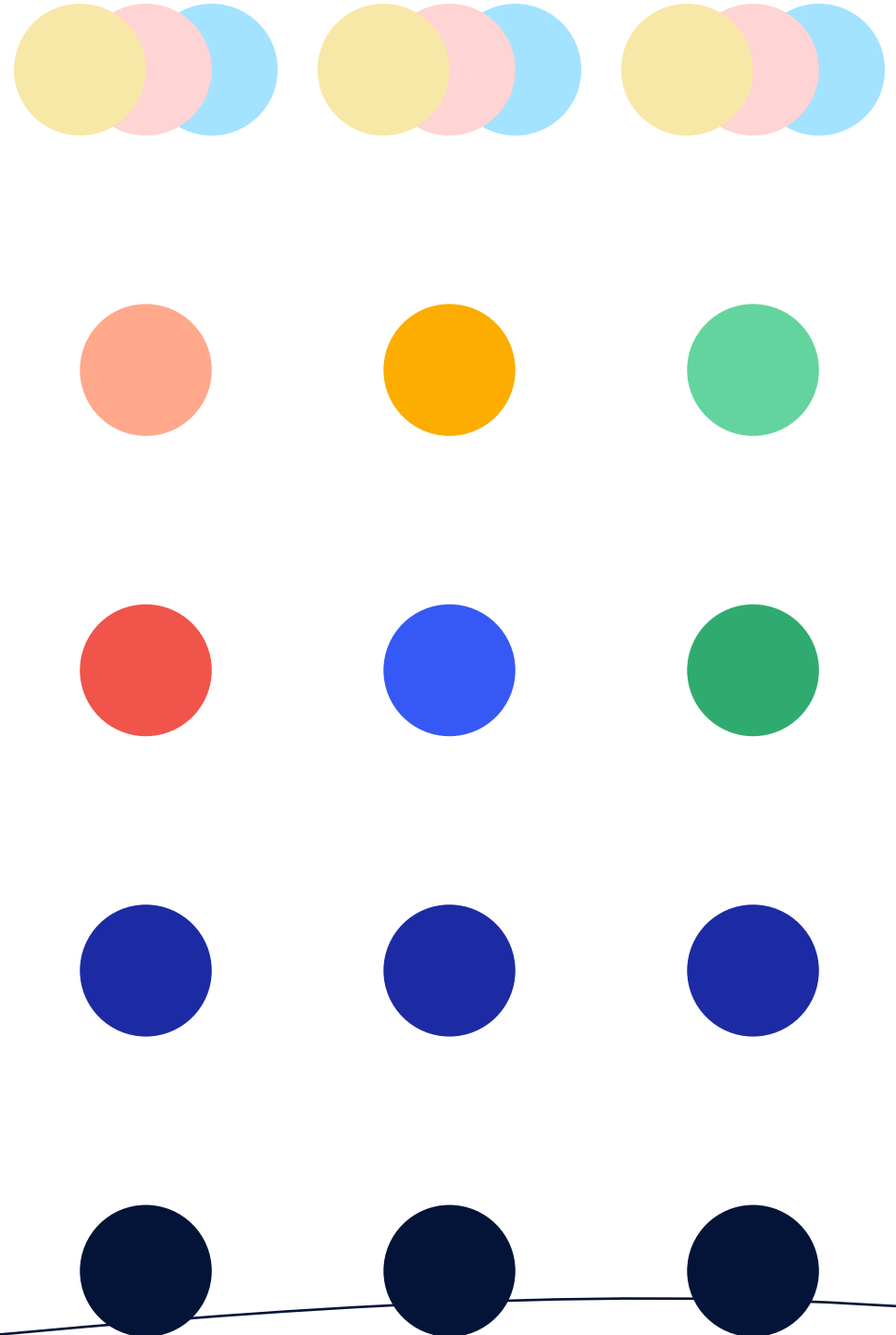
The patterns should only utilize the approved color selections. These colors should not be swapped or moved around to create new color pairings. The only colors that may be changed are the sky colors.

These can be changed to create one of the approved sunrise/noon/sunset color pairings.

Sky Colors
(Variable)

Mid-tone Colors
(Constant)

Base Color
(Constant)





Patterns

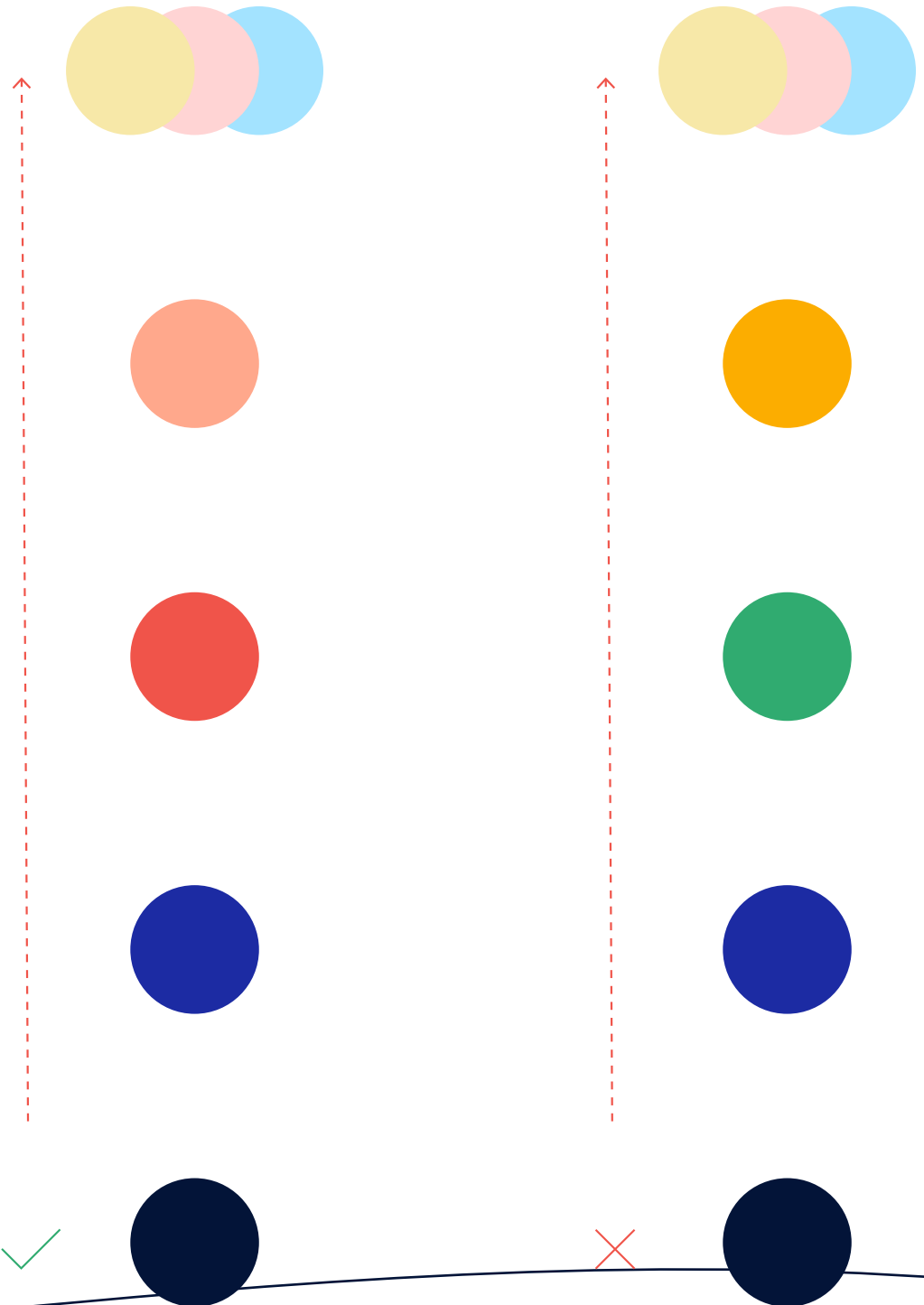
The dark blue base color in the foreground, mid-tones, and sky colors are all constants that will never change.

The colors shown to the right feature the approved color pairing verticals.

The patterns should only utilize the approved color selections. These colors should not be swapped or moved around to create new color pairings. The only colors that may be changed are the sky colors.

These can be changed to create one of the approved sunrise/noon/sunset color pairings.

Note: Colors should not be selected from other color verticals: this will create inconsistencies within the brand.





Patterns

The dark blue base color in the foreground, mid-tones, and sky colors are all constants that will never change.

The colors shown to the right feature the approved color pairing verticals.

The patterns should only utilize the approved color selections. These colors should not be swapped or moved around to create new color pairings. The only colors that may be changed are the sky colors.

These can be changed to create one of the approved sunrise/noon/sunset color pairings.

Note: Colors should not be selected from other color verticals: this will create inconsistencies within the brand.

