



nutribullet®

BRAND
GUIDELINES

The following document has been created as a reference to guide the outward communication and design of our brand. It introduces our identity and explains the guiding principles for using the elements of our brand. The nutribullet® brand identity is more than a single mark—it is a system that works to express our beliefs. The purpose of this document is to inform, instruct and guide. It will provide the necessary information needed to create communication vehicles for nutribullet®.

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Logos.

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nutribullet®

Logotype.

Our custom Logotype is built and crafted from scratch. The type has its roots in the typeface Circular but adds modified forms for nuanced and seamless integration across all applications.

Its striking stance must be retained by using only the carefully drawn version provided to you.

Logo anatomy.

The primary logo was designed with specific proportions that allows the logo to feel balanced.

Proper logo assets have been supplied, avoid altering or recreating the shape.



Product branding.

The nutribullet® logo will be paired with a product name in many applications, specifically product packaging. Spacing proportionate to the space between the cap height and x-height should be used between the logo and product name. The height of the product name is 133% the height of the spacing. The logo + product branding should appear the same size across product assortment.

The color of the product name is specific to the packaging colors detailed in the ‘Identity’ section of this guide. The general rule of thumb is that the product name should take on either the darker or lighter tone of the brand color used in packaging, priority to legibility.



nutribullet.
PRO

nutribullet.
BLENDER

nutribullet.
BLENDER
COMBO

nutribullet
JUICER™

nutribullet.
PRO

Clearspace.

Clear space is the amount space around the logo that must be kept clear from all other elements, such as typography and other graphics. It should also be the minimum distance of which to place a logo from an edge of any medium. It is one of the main cornerstones in any branding and should always be respected.

In both the logotype and logomark, the minimum clearspace is dictated by the high of the logo.

COMFORTABLE

The comfortable distance should be prioritized at all times, and it is always a good idea to leave even more space around the logo than recommended. The clear space always scales in relation with the logo.

MINIMUM

This is the minimum amount of space that should be left clear. Placing anything any closer will infringe on the integrity of the logo and will start to compete for attention. The clear space always scales in relation with the logo.



nutribullet®

nutribullet®

nutribullet®

nutribullet®

Color variations.

While the primary logo colors should be used whenever possible, in certain situations when alternate color versions of the nutribullet® logos are introduced, these examples demonstrate the correct color variations to use.

If shown on a black or gray background, logotype should be white.

Improper usage.

The success of the brand depends on the nutribullet® logos maintaining a consistent appearance in all communications.

In order to preserve the integrity of the logo, the following examples illustrate how it should not be used.

- 01 Do not substitute the letter forms for another
- 02 Do not colorize the characters of the logos
- 03 Do not fill the logo, or elements of the logo
- 04 Do not substitute the logos
- 05 Do not use logo in a container
- 06 Do not add effects or treatments to the logo



1



2



3



4



5



6

Identity.

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Typography.

Our primary typeface is Sofia Pro in Regular, Medium, and Bold weights. It is a clean and sophisticated typeface with a neutral aesthetic that works well on different mediums from print to digital. This neutrality allows for a varied expression across both corporate and consumer communications.

Designed by Olivier Gourvat of French type foundry, Mostardesign, Sofia gives an impression of both modernism, harmony and roundness. These nuances give Sofia a harmonious and sensible appearance for both texts and headlines.

Please note: In order to use these typefaces, appropriate font licenses must be purchased based on number of users and intended applications. Sofia Pro may be licensed from:

www.fontshop.com/families/sofia-pro

Available on Typekit with Adobe

PRIMARY TYPEFACE

sofia pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%?&*+(

WEIGHTS

Regular
Medium
Bold

Typography usage.

The nutribullet® typographic system is designed to achieve visual balance, while offering flexibility across the many pieces of brand communication.

Using a single color family paired with a neutral not only adds visual interest between headlines, notations, captions, and details, but provides us with a more typographic texture, a technical feelings and an overall more ownable typographic approach.

- 01 Main title or headline
Sofia Pro | Bold
Sentence case | -30pt tracking
- 02 Subheadings
Sofia Pro | Bold
Sentence case | 0pt tracking
- 03 Small body copy
Sofia Pro | Regular
Sentence case | -10pt tracking

Getting started guide.

Tips, assembly, and recipes.

Please make sure to read the enclosed User Guide prior to using your unit.

1

2

3

Typography system.

The grid system helps us to align text and objects across the horizontal plane, while the vertical grid system helps to create some guides around the vertical spacing between multiple text elements.

This spacing is determined by the vertical height of X—the Main title or headline—and using it between text elements.

Getting
started
guide.

Tips, assembly,
and recipes.

Please make sure to read the enclosed
User Guide prior to using your unit.

BASIL

BLUEBERRY

APPLE

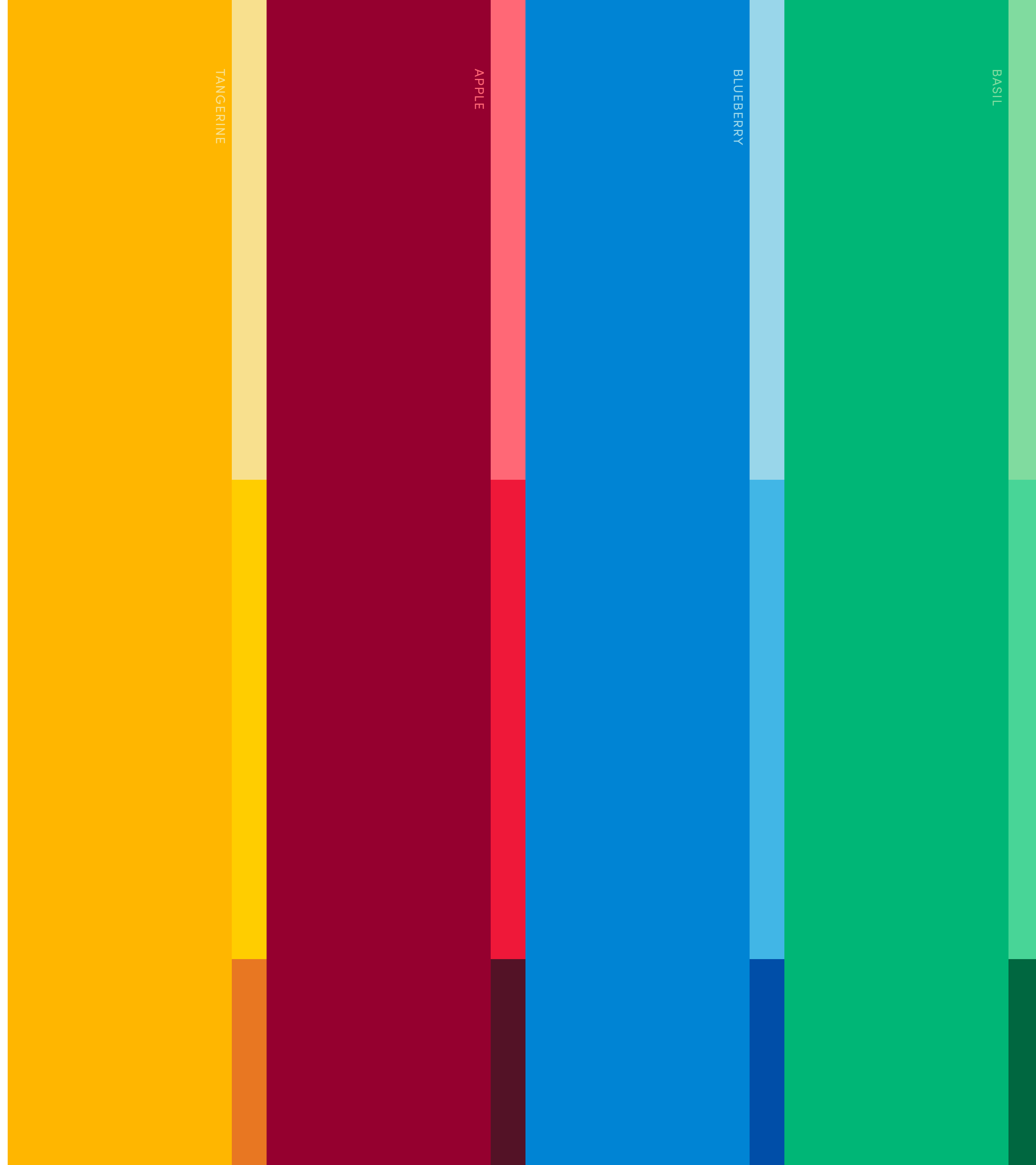
TANGERINE

Color logic.

To correctly express the nutribullet® brand, a careful balance of colors should be maintained. This color chart shows which colors to prioritize in compositions and in approximately what amounts. Apart from white, black should be the dominant color, while grey should be used as a secondary.

Each additional light or dark shade should be considered a secondary colors, while the darkest shade is tertiary and used sparingly.

This is a rough guideline — every color does not need to be represented at the same time or in the precise amount reflected here.





COLOR FAMILIES

tangerine

	1	2	3	4
RGB	248 224 142	255 205 0	255 182 0	232 119 34
HEX	#F8E08E	#FFCD00	#FFB600	#E87722
CMYK	0 4 48 0	0 18 98 0	0 22 100 0	0 62 97 0
PMS	1205 C	116 C	7549 C	158 C

Our first color family is Tangerine. Inspired by the bright, vibrant quality of our favorite blend of sour and sweet, this will be our main pop of zest for most applications.

COLOR FAMILIES

apple

	1	2	3	4	5
RGB	250 187 203	255 128 139	244 54 76	166 10 61	101 28 50
HEX	#FABBCB	#FF808B	#F4364C	#A60A3D	#651C32
CMYK	0 30 0 0	0 58 29 0	0 89 66 0	0 100 48 26	7 100 35 64
PMS	182 C	177 C	1787 C	1945 C	7421 C

Our next family is Apple. Inspired by the crisp yet warm tone of a staple fruit in our blended morning drinks.

COLOR FAMILIES

blueberry

	1	2	3	4
RGB	153 214 234	65 182 230	0 132 212	0 78 168
HEX	#99D6EA	#41B6E6	#0084D4	#004EA8
CMYK	37 0 0 0	65 3 0 0	87 32 0 0	100 71 0 2
PMS	2975 C	298 C	2184 C	2145 C

Our third family is Blueberry. The complex and cool tones of this super-food support the highly nutritious nature of our customers.

COLOR FAMILIES

basil

	1	2	3	4
RGB	143 226 176	72 213 151	0 195 137	0 122 83
HEX	#8FE2B0	#48D597	#00C389	#007A53
CMYK	37 0 38 0	56 0 56 0	77 0 67 0	95 1 75 26
PMS	352 C	2412 C	3395 C	341 C

Our last family is Basil. The fresh green tones are the garnish that completes the compliment of our four primary brand colors.

COLOR FAMILIES

Plum

1
RGB 197 180 227
HEX #C5B4E3
CMYK 21 27 0 0
PMS 2635 C

2
RGB 173 150 220
HEX #AD96DC
CMYK 34 41 0 0
PMS 2645 C

3
RGB 130 70 175
HEX #8246AF
CMYK 61 83 0 0
PMS 2587 C

4
RGB 92 6 140
HEX #5C068C
CMYK 82 100 0 4
PMS 2597 C

COLOR FAMILIES

black

RGB 45 41 38
HEX #2D2926
CMYK 65 66 68 82
PMS BLACK C

COLOR FAMILIES

grey

RGB 167 168 169
HEX #A7A8A9
CMYK 33 24 20 0
PMS COOL GRAY 6 C

COLOR FAMILIES

white

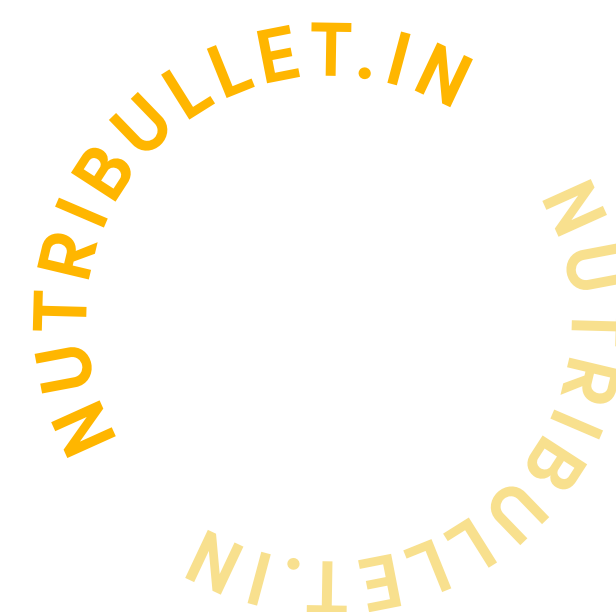
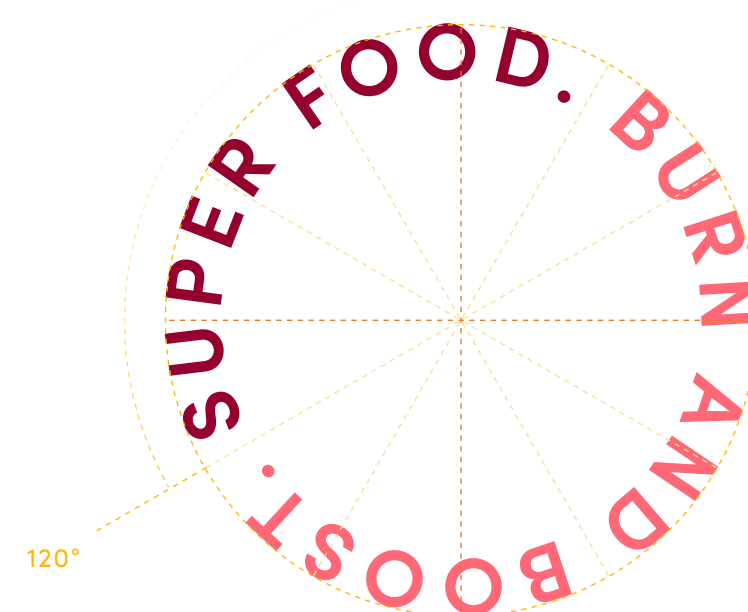
RGB 255 255 255
HEX #FFFFFF
CMYK 0 0 0 0

Supporting our primary color families are a series of neutrals consisting of Black, Grey, and White, as well as the sparing use of Plum. These will be used across all applications.

Graphic elements.

A need for graphical elements separate from our iconography may come into play. These elements consist of, but is not limited to, our text seal lockup, and color bullet as shown here.

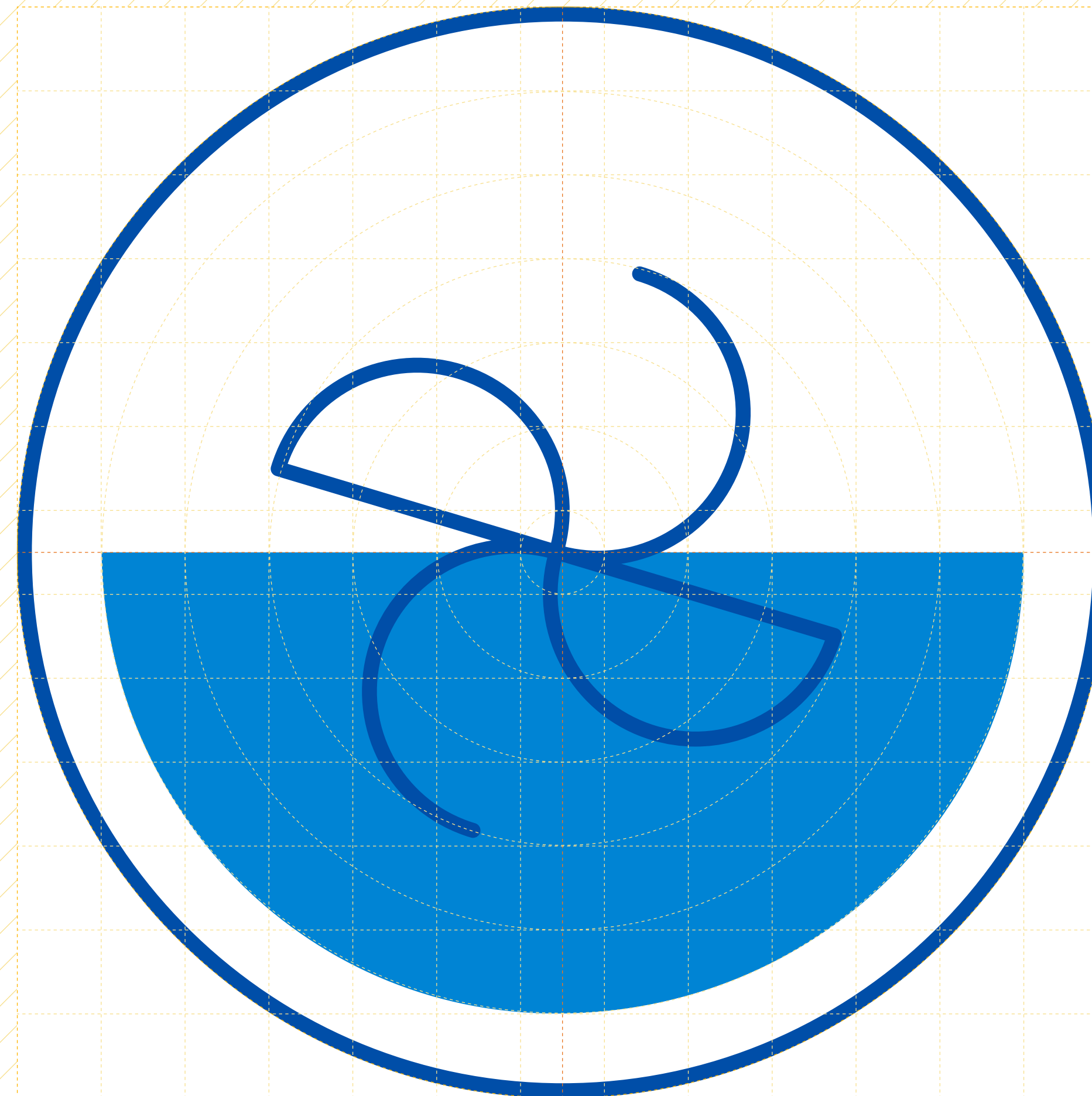
The text seal lockup uses our brand font. Limit the word count to achieve a quick, concise tag line. Always one primary color and it's corresponding lighter shades. Primary color start begins at 120°. Both text lines should appear visually balanced and even in character count. The text seal lockup uses our brand font. Limit the word count to achieve a quick, concise tag line. Always one primary color and it's corresponding lighter shades. Primary color start begins at 120°. Both text lines should appear visually balanced and even in character count.

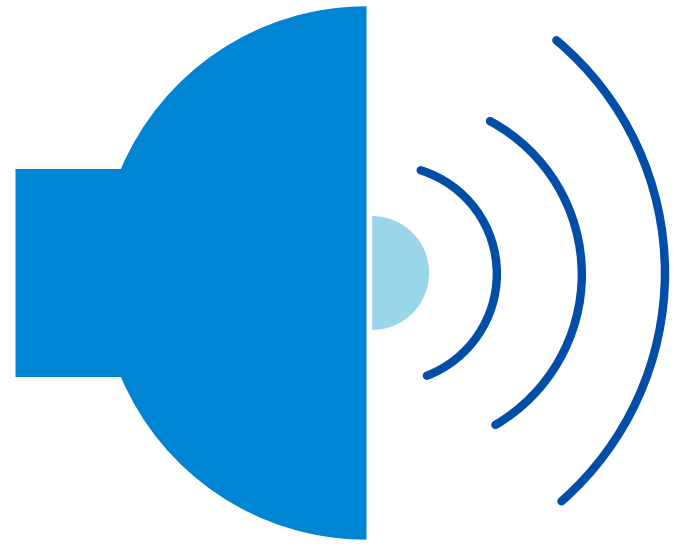


Iconography.

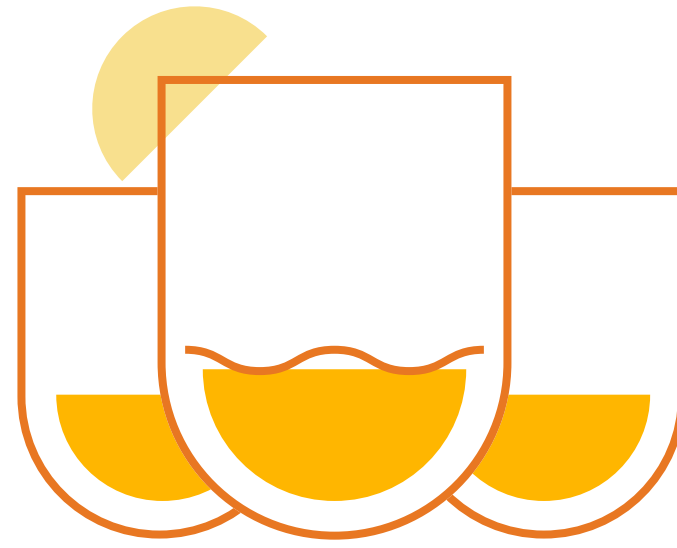
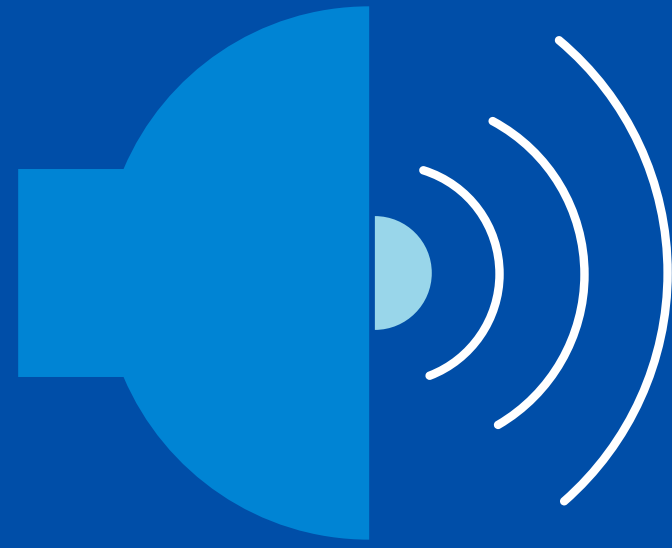
Iconography can be used as visual cues and indicators of information that highlights features or functional copy. The style of the icons should have a clean, symmetrical look with an approachable yet instructional expression. When creating new icons, employing the following considerations will help to create a unified overall look and feel.

- 01 A balance of solid shapes and line-work pick up on the established visual language.
- 02 A consistent stroke weight should be applied across all icons.
- 03 Proper spacing of elements should be employed. See grid for an example.
- 04 Each illustration has an 'on white' and an 'on color' version.

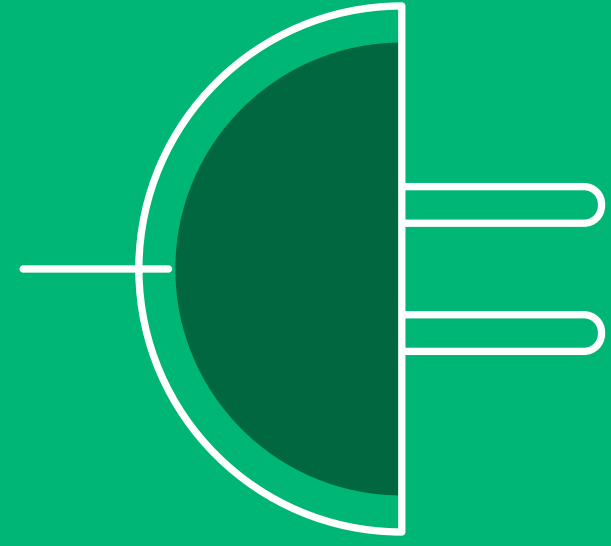




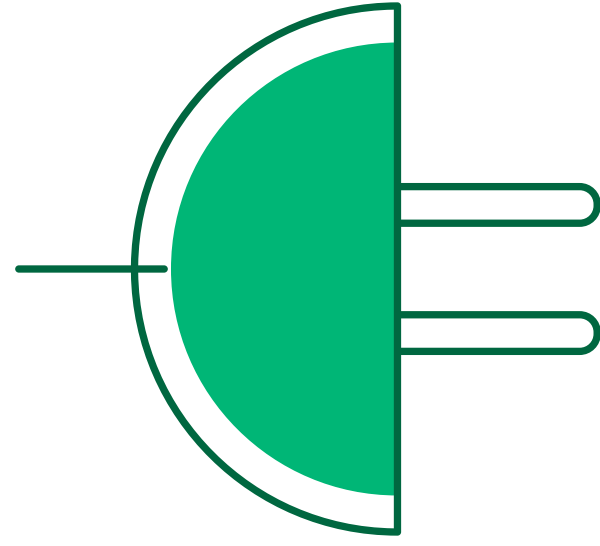
QUIETER MOTOR



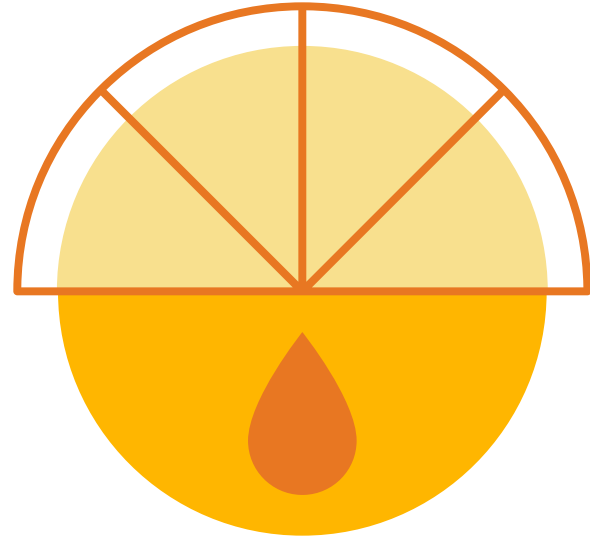
SUPERFOOD NUTRITION EXTRACTION



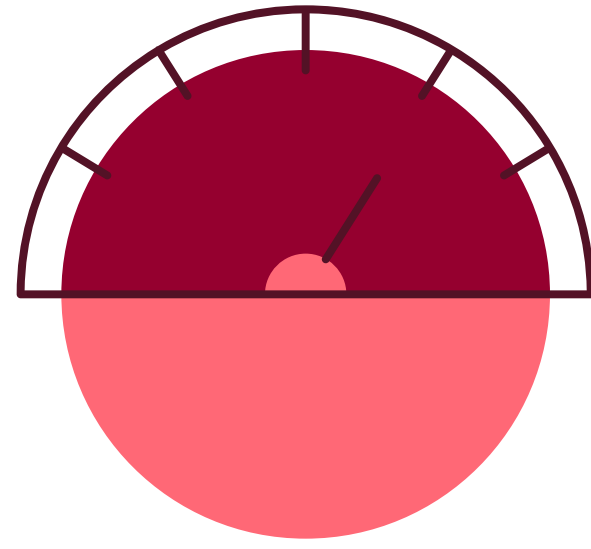
POWER / WATTAGE



SERVING CAPACITY



BLADE TECHNOLOGY



LEVEL OF CONTROL



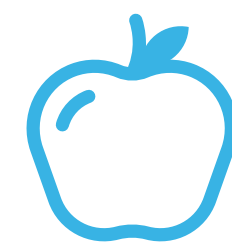
Illustration.

Our illustration style is a distilled version of our iconography look and feel. When creating new illustrations it's important to keep them uncomplicated and refined. Use a consistent stroke weight in using the brand colors.

To achieve a distinct expression and maintain consistency through all visuals, our illustrations should share the following characteristics:

- 01 Monoline and black solid shapes to define forms.
- 02 Limit palette to one color family, but in some cases, an additional brand color may be introduced sparingly.

ICONOGRAPHIC ILLUSTRATIONS



SNACK SUITABLE



HELPS WITH DIGESTION



IMMUNE BOOSTING

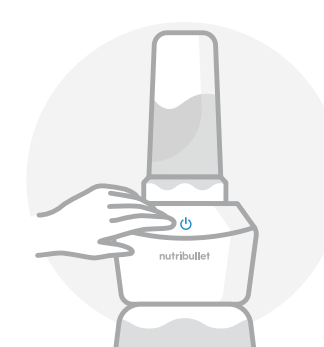
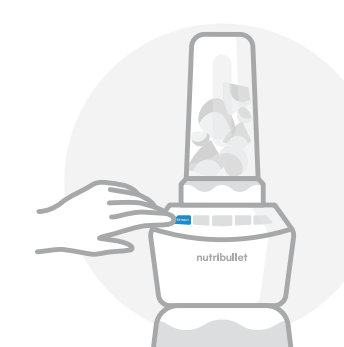
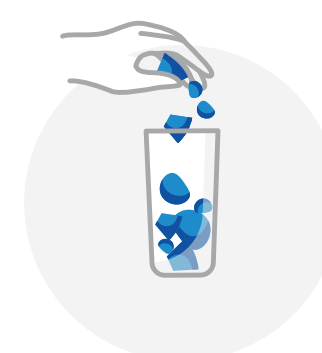
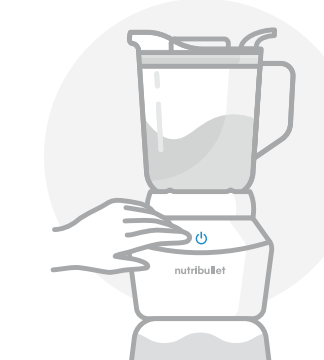


NUT-FREE



PROTEIN POWERHOUSE

INSTRUCTIONAL ILLUSTRATIONS



Product.

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Packaging palettes: core products.

With the addition of white for the logo and some body copy, there should only be a single primary color used for overall packaging and text on white, and a single secondary lighter or darker tone of that primary color used for the product name and supporting text.

nutribullet®

nutribullet®
PRO

nutribullet®
PRO 1000

nutribullet®
SELECT

nutribullet®
BLENDER

nutribullet®
BLENDER
COMBO

nutribullet
JUICER™

nutribullet
JUICER PRO™

nutribullet®
SLOW JUICER

nutribullet®
SMART TOUCH
BLENDER™

nutribullet®
SMART TOUCH
BLENDER™ COMBO

Packaging palettes: matte units.

With the matte unit packaging, those primary and secondary colors will be based off of the unit base's Pantone color to create a monochromatic pack.

The unit base's Pantone color should be used for the top of box.

A darker shade of that Pantone color will be used for headlines, icons, and side panel logos.

White may also be used when more contrast is needed.

A lighter shade of that Pantone will be used to create hero pack imagery backgrounds and as an accent color on icons.

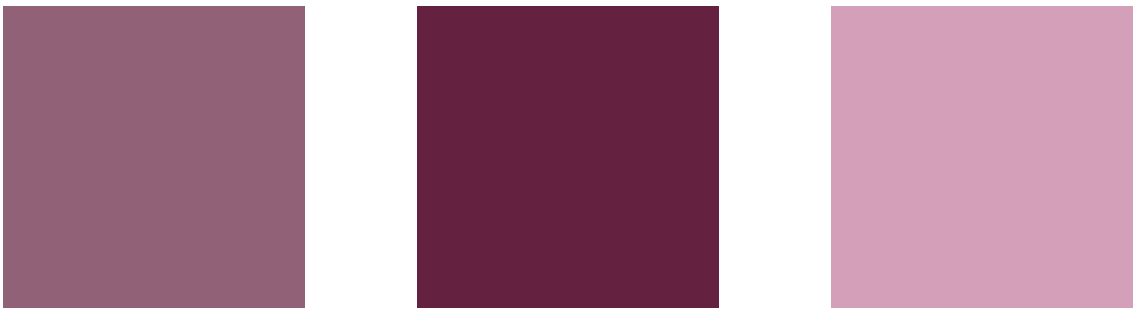
Use a contrast of at least 3:1 between colorful headlines and the background.

Check contrast here:

webaim.org/resources/contrastchecker/



LIGHT PLUM MATTE ARTWORK COLORS



PRIMARY: PANTONE 689 U #906177 C: 44 M: 67 Y: 37 K: 9	SECONDARY: PANTONE 690 C #632340 C: 47 M: 91 Y: 50 K: 41	TERTIARY: PANTONE 686 C #D2A0B8 C: 16 M: 41 Y: 11 K: 0
---	--	--

SOFT PINK MATTE ARTWORK COLORS



PRIMARY: PANTONE 508 U #E09CAD C: 9 M: 45 Y: 16 K: 0	SECONDARY: PANTONE 7425 C #BD2253 C: 20 M: 99 Y: 56 K: 6	TERTIARY: PANTONE 691 C #EFC6CF C: 4 M: 25 Y: 8 K: 0
--	--	--

MINT GREEN MATTE ARTWORK COLORS



PRIMARY: PANTONE 337 U #82CCB6 C: 49 M: 0 Y: 35 K: 0	SECONDARY: PANTONE 561 C #00594E C: 91 M: 42 Y: 67 K: 33	TERTIARY: PANTONE 573 C #B3DFD7 C: 29 M: 0 Y: 17 K: 0
--	--	---

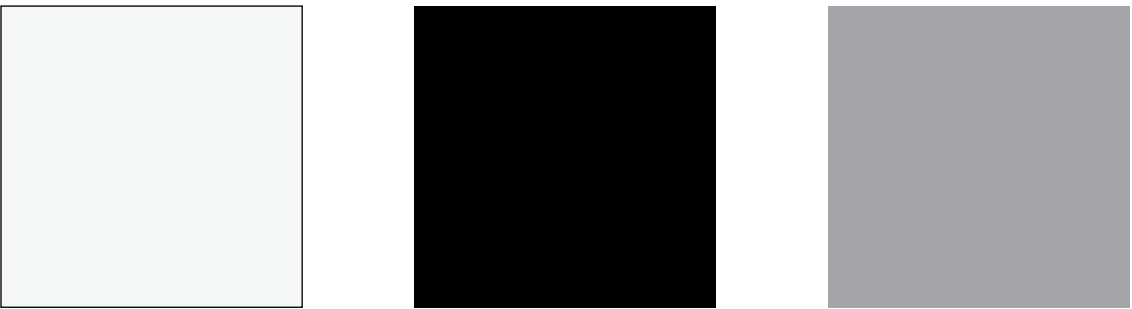
NAVY BLUE MATTE ARTWORK COLORS*



PRIMARY: PANTONE 655 C #172852 C: 100 M: 90 Y: 38 K: 36	SECONDARY: PANTONE 653 C #316195 C: 87 M: 64 Y: 18 K: 3	TERTIARY: PANTONE 652 C #7C9ABF C: 54 M: 32 Y: 11 K: 0
---	---	--

* **Exception to the rule:** Navy uses its primary color for the top of box, headlines and logos on white, and icons. White is used for all headlines and subcopy on navy. The secondary color is only used for the image backgrounds. The tertiary is still used for icon accent colors.

WHITE/BLACK/GRAY MATTE ARTWORK COLORS**



WHITE PRIMARY: #F3F3F4 C: 3 M: 2 Y: 2 K: 0	BLACK PRIMARY: #000000 C: 60 M: 40 Y: 40 K: 100	GRAY PRIMARY: PANTONE COOL GRAY 6 U #A3A4A7 C: 38 M: 31 Y: 29 K: 0
---	--	--

** **Exception to the rule:** Primary color is used for the top panel of the box. 100% black is used for all logos, headlines, icons on white or gray. White is used for all logos, headlines, or subcopy on black. All subcopy is Pantone Cool Gray 9 C.

ALL SUBCOPY ON A WHITE BACKGROUND:



PRIMARY:
PANTONE COOL GRAY 9
#76777B
C: 56 M: 46 Y: 44 K: 10

Packaging for specialty color motor base units will be black, white, and gray with the exception of the top panel. The top panel will be the same Pantone color as the motor base.

Packaging for specialty color motor base units will be black, white, and gray with the exception of the top panel. The top panel will be the same Pantone color as the motor base.

34 | BRAND GUIDELINES PRODUCT

Group photography.

PERSONAL BLENDERS

Two or more personal blenders shot together should be on a green background.

BACKGROUND: PANTONE 2412 C OR 352 C
FOREGROUND: PANTONE 3395 OR 341 C

FULL-SIZE BLENDERS

Two or more full-size blenders shot together should be on a deep blue background.

BACKGROUND: PANTONE 2184 C
FOREGROUND: PANTONE 2145 C

JUICERS

Two or more juicers shot together should be on a coral background.

BACKGROUND: PANTONE 1787 C
FOREGROUND: PANTONE 1945 C

A VARIETY OF NUTRIBULLETS

A variety of nutribullets shot together should be on a light blue background.

BACKGROUND: PANTONE 2975 C
FOREGROUND: PANTONE 298 C



nutribullet

JUICER™



nutribullet

JUICER™

ARTWORK COLORS



PRIMARY:
PANTONE 1787 C
#F4364C
C: 0 M: 89 Y: 66 K: 0
RGB: 244 54 76



SECONDARY:
PANTONE 1945 C
#A60A3D
C: 0 M: 100 Y: 48 K: 26
RGB: 166 10 61

HERO PHOTOGRAPHY (ALSO AVAILABLE WITH A WHITE BACKGROUND)



BOX ICONS



FEATURES



THINGS JUST
GOT JUICY



NO PREP,
NO PROBLEM



POUR
& STORE

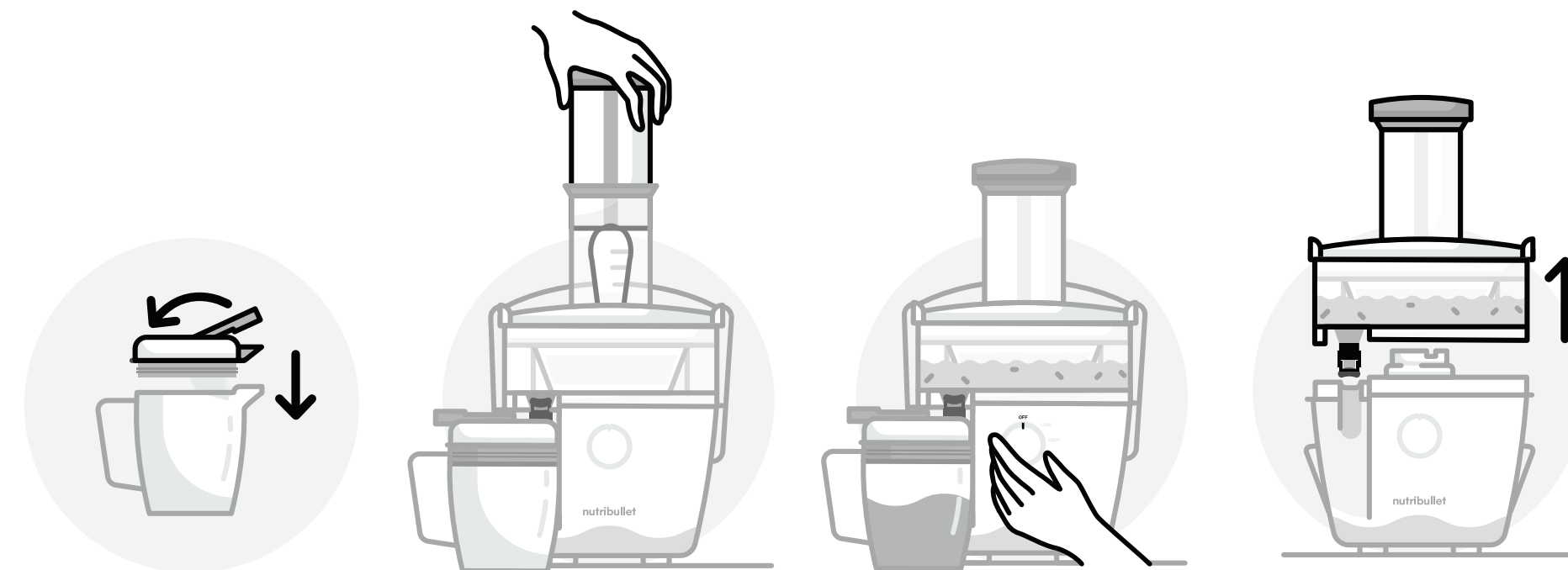


MORE PRECISION,
LESS WASTE



CLEANS LIKE
A DREAM

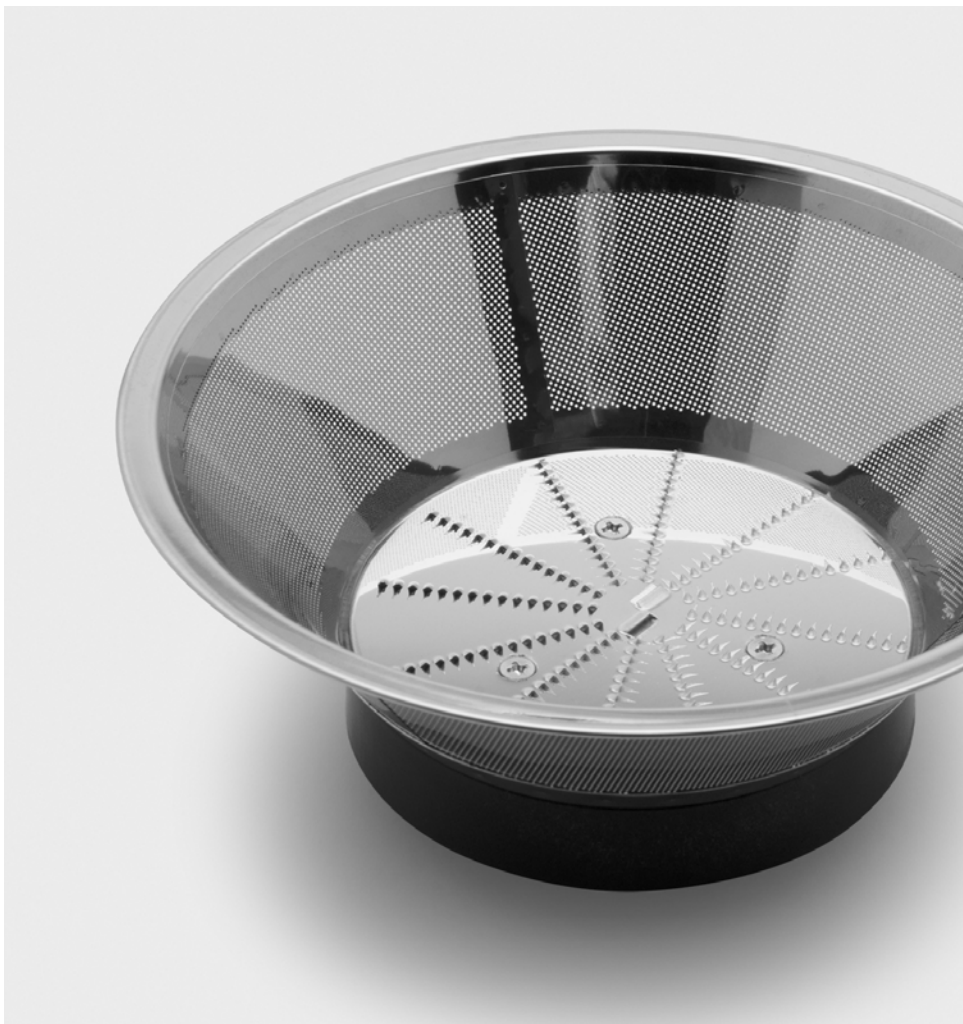
ILLUSTRATIONS

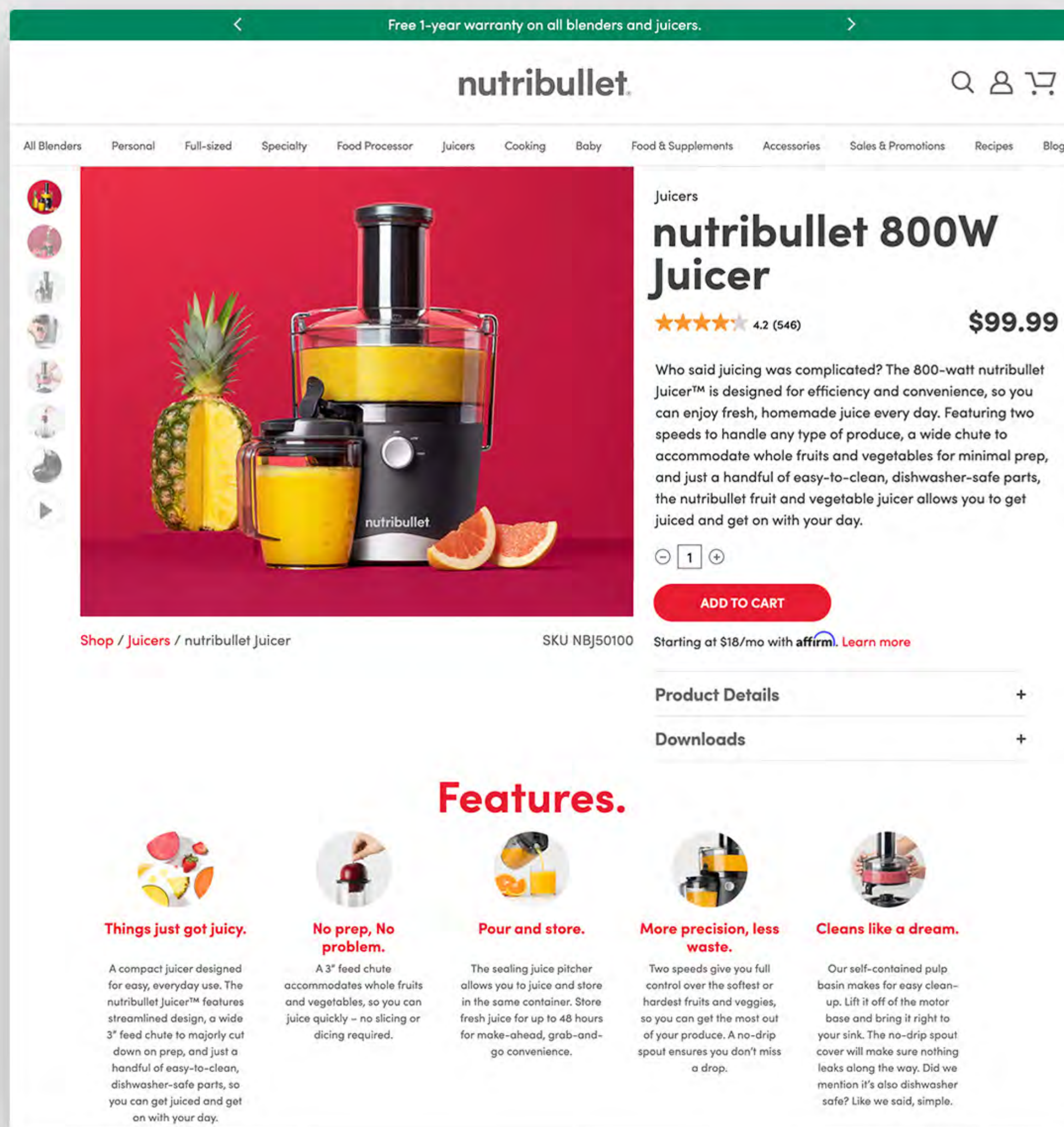


nutribullet

JUICER™







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JUICER PRO™



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JUICER PRO™

ARTWORK COLORS



PRIMARY:
PANTONE 7421 C
#651C32
C: 7 M: 100 Y: 35 K: 64
RGB: 101 28 50



SECONDARY:
PANTONE 1945 C
#A60A3D
C: 0 M: 100 Y: 48 K: 26
RGB: 166 10 61



ACCENT:
PANTONE 2339 C
#F09491
C: 0 M: 49 Y: 28 K: 0
RGB: 240 148 145

HERO PHOTOGRAPHY (ALSO AVAILABLE WITH A WHITE BACKGROUND)



BOX ICONS



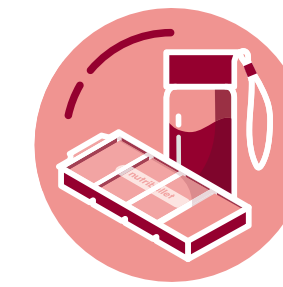
27_{oz}
juice pitcher



2_L
pulp basin



1000
watts



2 freezer trays
2 to-go bottle

FEATURES



**REFRESHINGLY
SIMPLE**



**TWO CHUTES,
ZERO PREP**



**MORE SPEEDS,
MORE CONTROL**

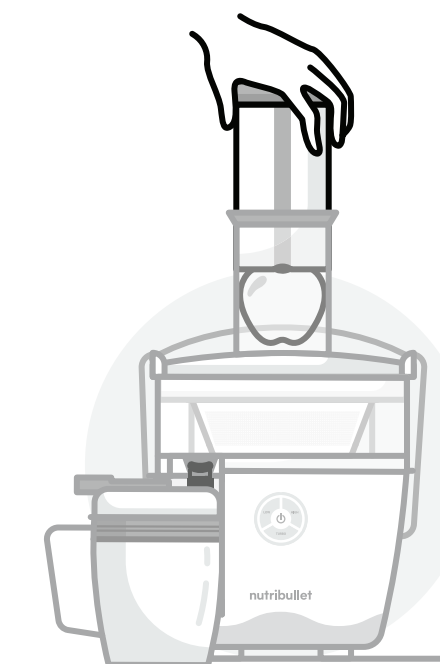
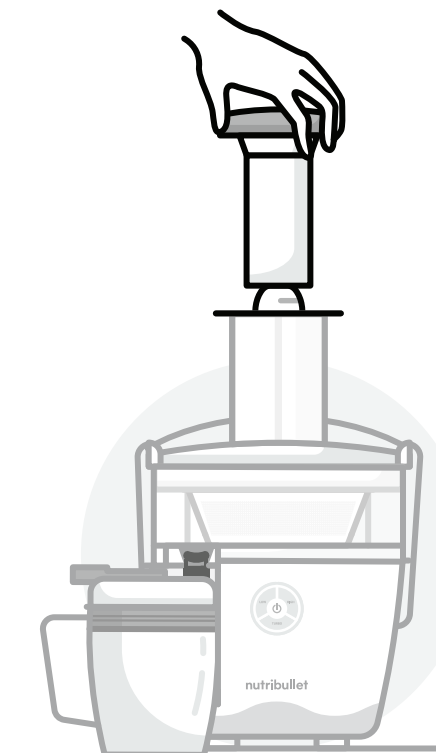
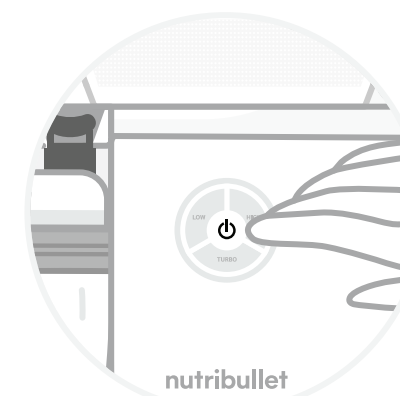


**CLEANS LIKE
A DREAM**



**THE TOTAL
PACKAGE**

ILLUSTRATIONS



nutribullet

JUICER PRO™



PMS 7421





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nutribullet®

nutribullet®

**Justin
Giouzepis.**

EVP/Chief Marketing Officer
310.996.7200
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Los Angeles, CA 90025
nutribullet.com

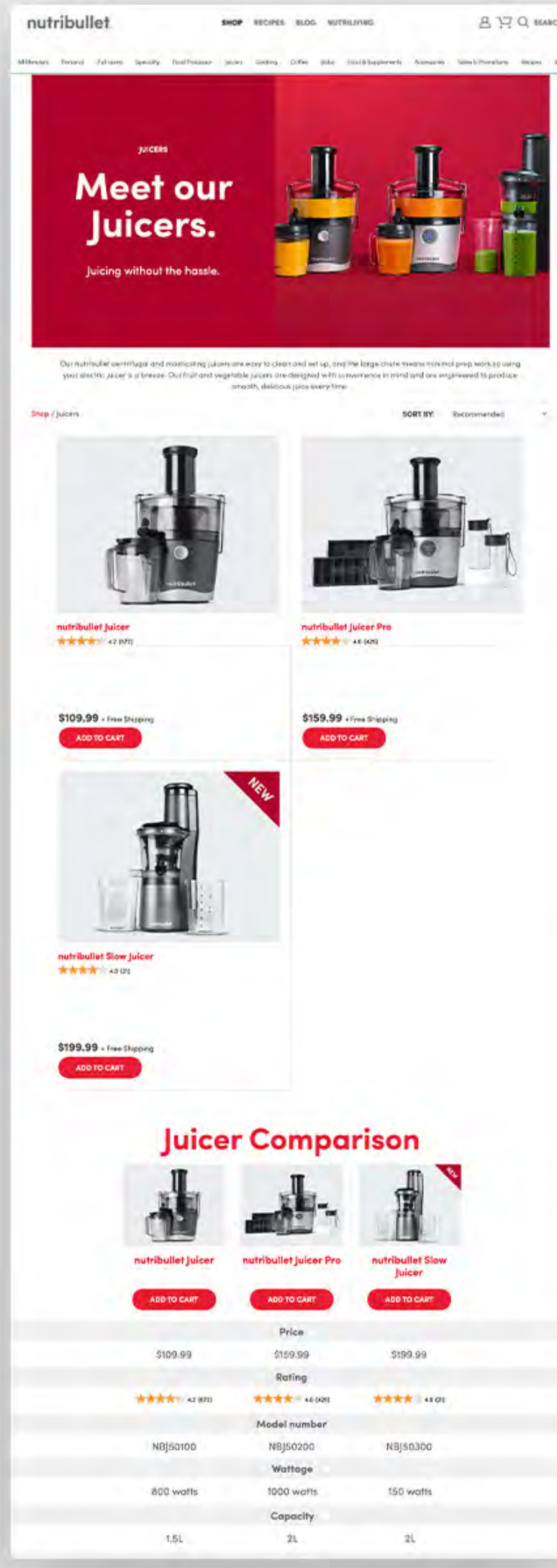
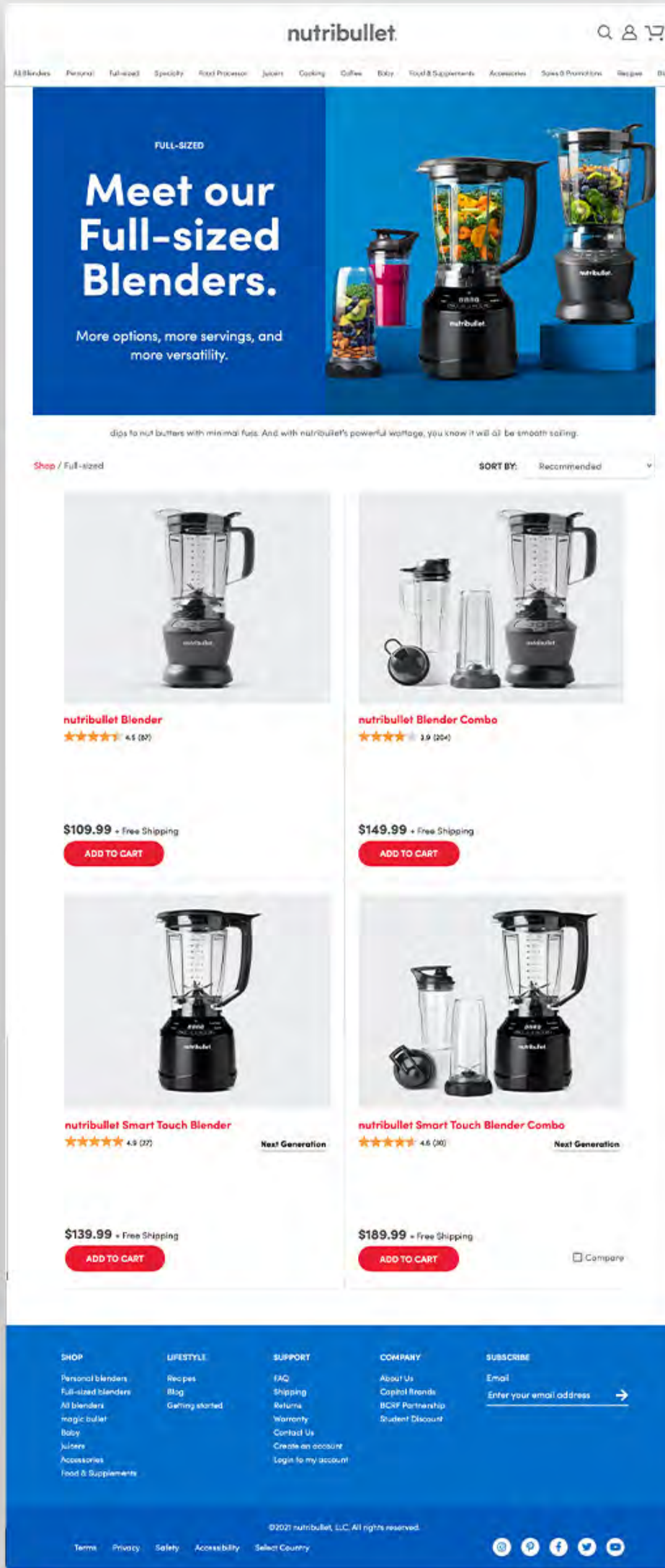
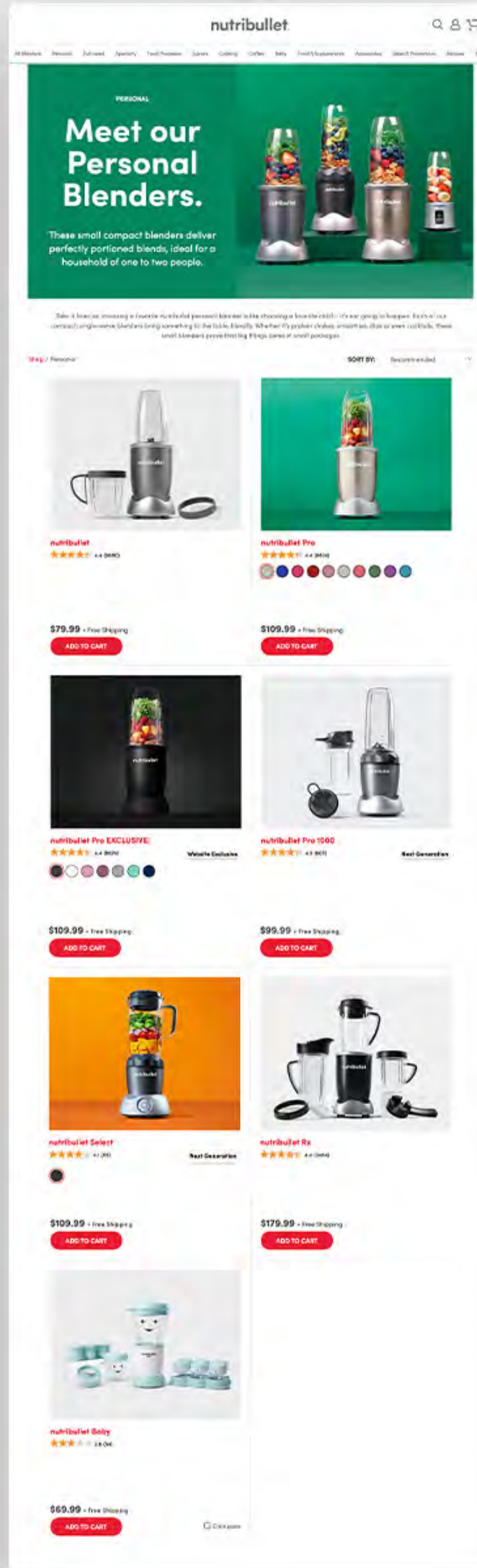
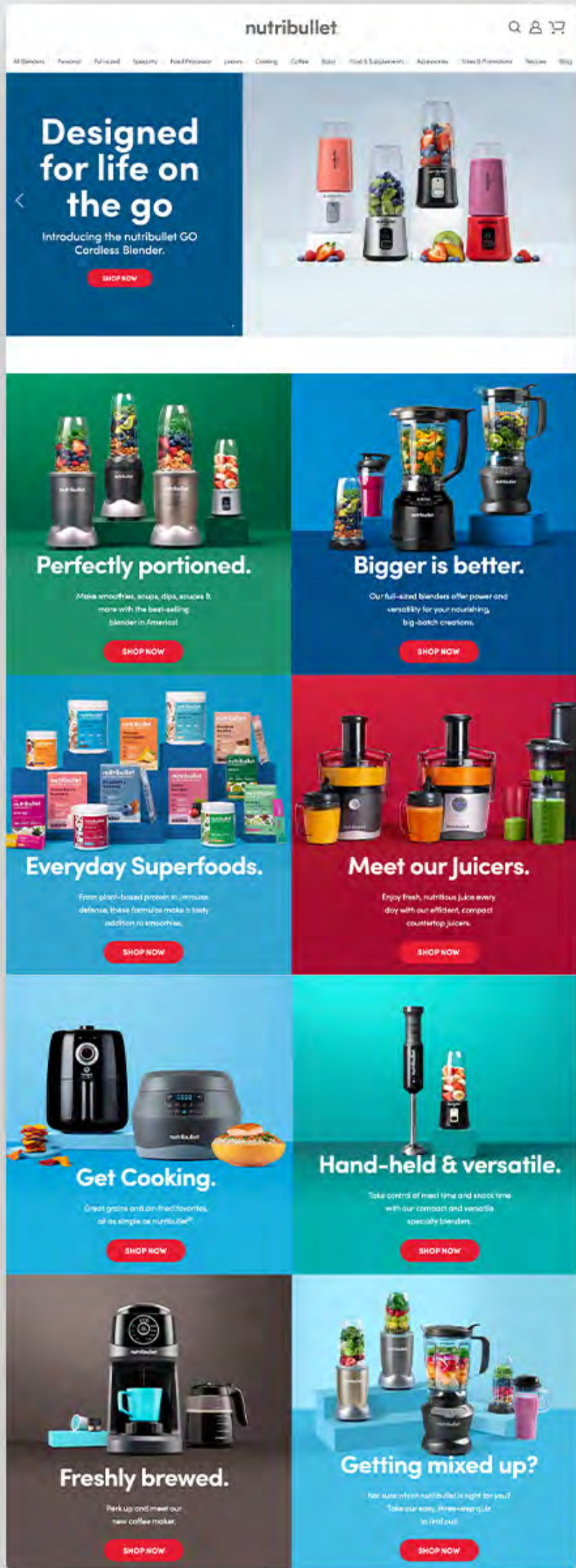
**Peter
Huh.**

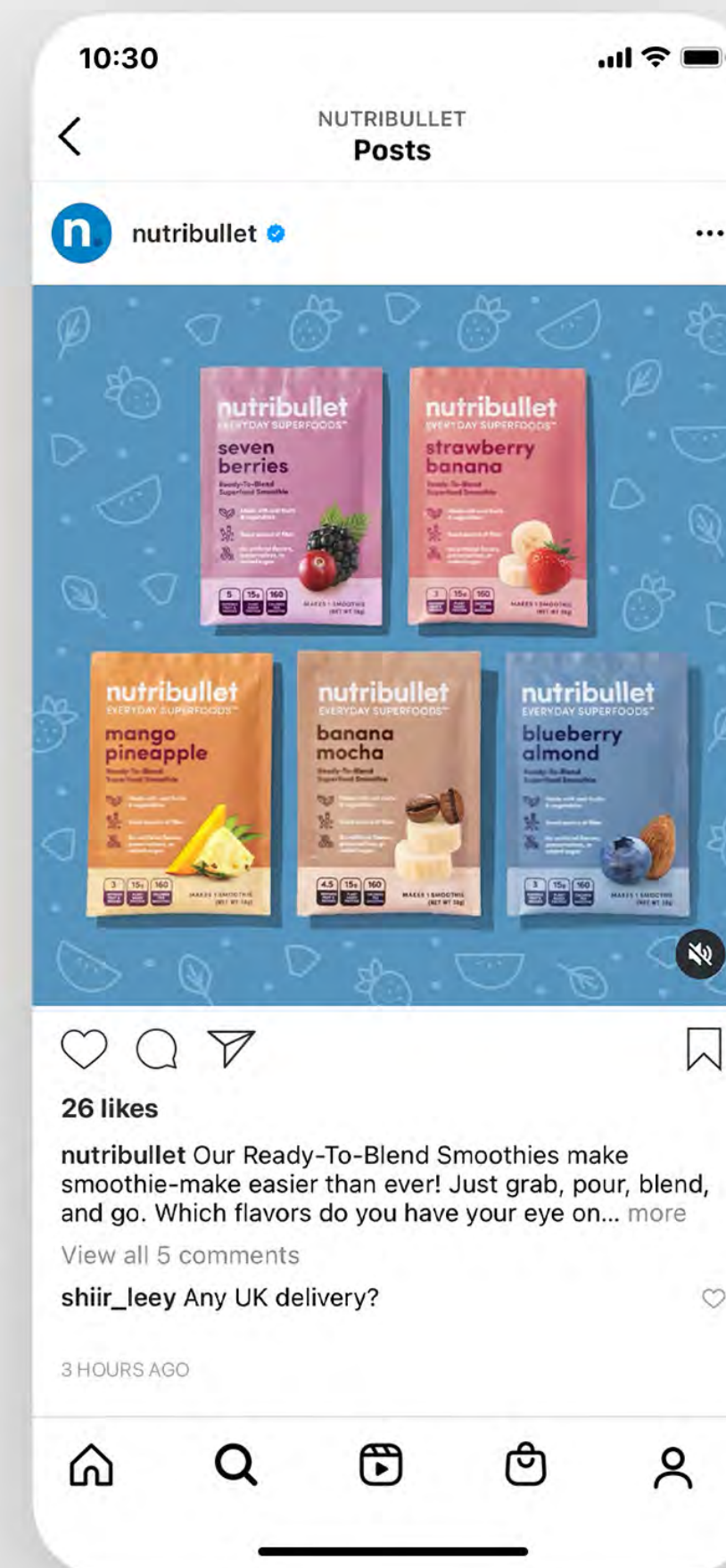
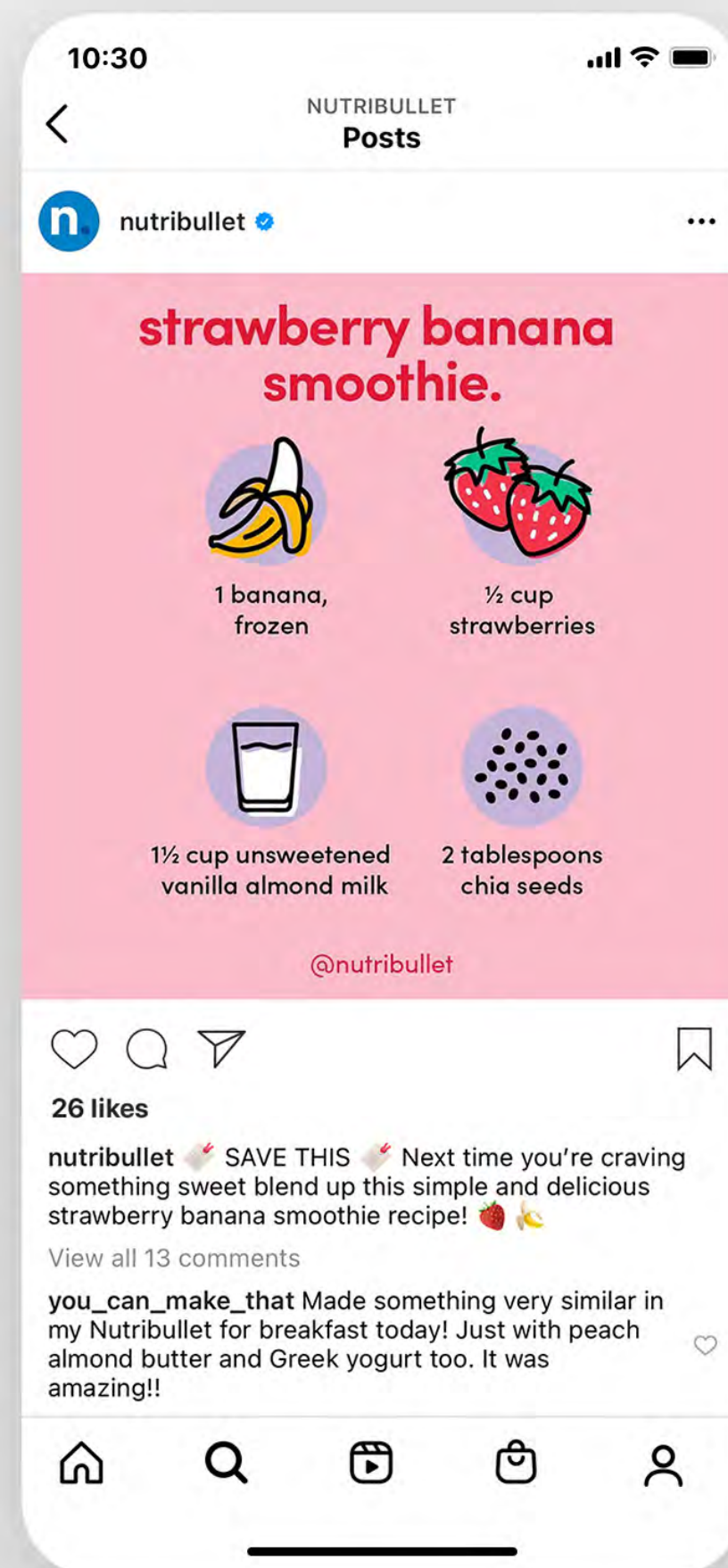
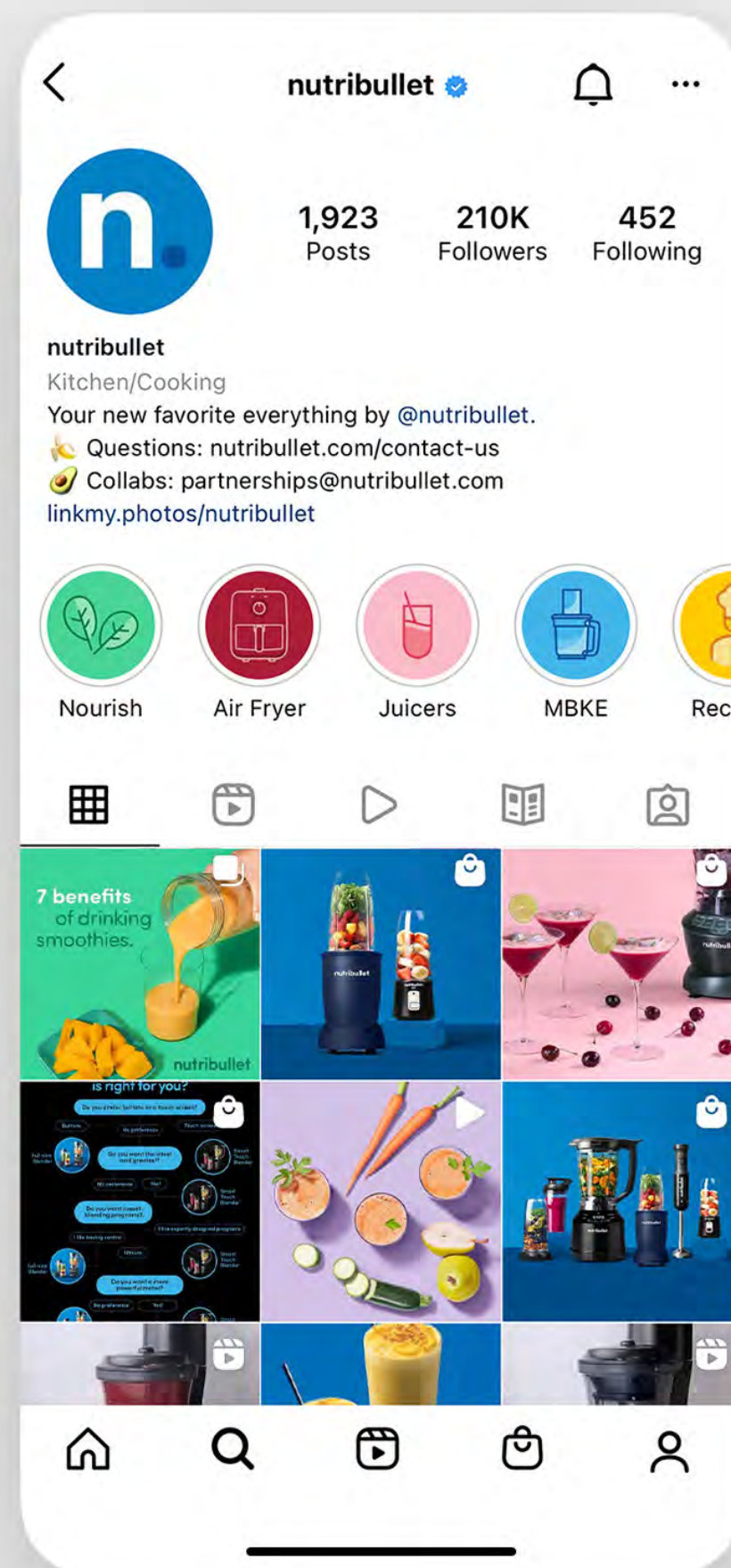
CIO/CTO
310.996.7200
peter.huh@capitalbrands.com

11601 Wilshire Blvd, 23rd Floor
Los Angeles, CA 90025
nutribullet.com









Art direction.

Social	53
Overall direction	56
Product photography	57
Food photography	63
Lifestyle photography	71



ART DIRECTION

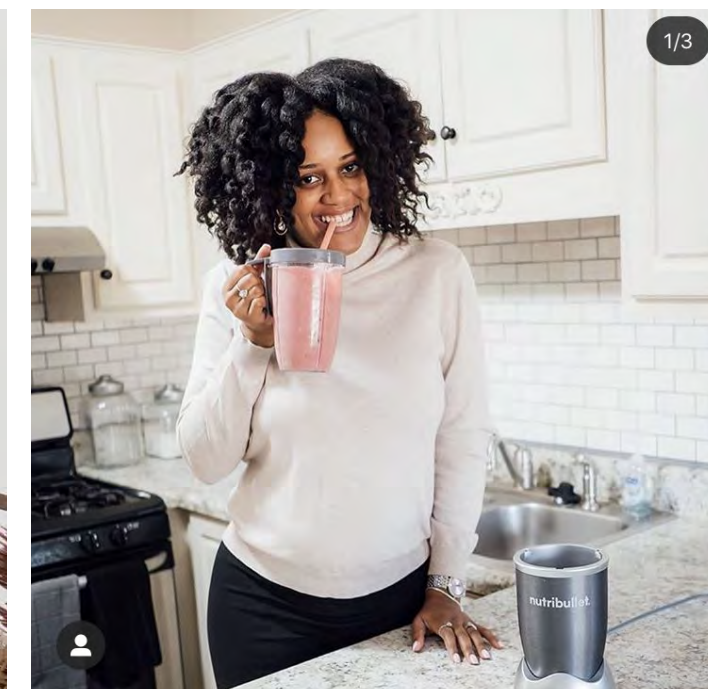
Social.

01 Product

Use packaging colors. Never use grey as a background on a social post. Exception: Instagram may use product on grey in a story or carousel but only if it leads with a colorful packaging image. Can be in a kitchen setting.

02 Influencer or user content

These images should be clean and uncluttered. Simple backgrounds, light kitchens.



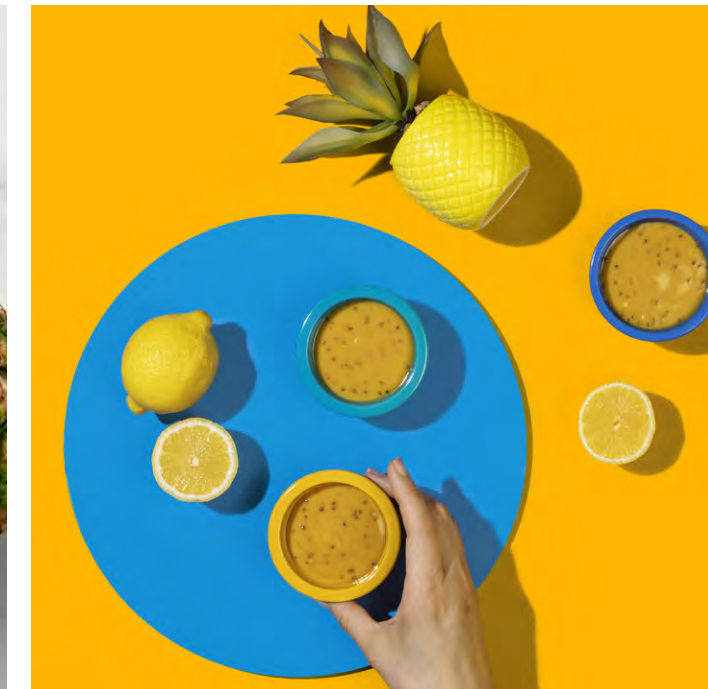


Social.

03 Recipes

These should be bright and colorful. Use bright backgrounds, colorful smoothies and juices, and/or vibrant fruits and vegetables. They can be on seamless, two-tone, marble or concrete.

They may use any variation of the palette colors.



Our photography art direction comprises three main categories, **product**, **food**, and **lifestyle**, each feeling bold, graphic, and full of life. Our three photography pillars show a range from highly stylized product studio imagery, studio shots infused with hints of life for food imagery, and documentary-style reportage shots for lifestyle.

Camera angles.

- 01 Overhead
These shots work well for displaying ingredients inside the product and for showing the blending process
- 02 Low Straight On
A simple and heroic angle that is just below shooting directly into the product
- 03 Elevated Straight On
This angle shot from slightly above with no distortion creates a graphic look that emulates a customer’s vantage point when using the product.



1



2



3

Surfaces.

Product imagery should have a hint of context through its surface angles and textures.

Use brightly colored backgrounds that tonally tie back to the system's color palette. Pedestals, tables and corners create depth and focus.

OK

- + Walls
- + Simple counter tops
- + Crisp cloths
- + Matte painted surfaces

AVOID

- Glossy or shiny
- Props



Lighting.

Lighting should feel heroic, crisp, clean, directional and artfully highlight the most flattering aspects of the product.

OK

- + Smooth light transition on metallics
- + Depth and definition
- + Strong but feathered shadows
- + Robust mid tones
- + Balanced highlights

AVOID

- Spot lighting
- Streaks of light
- Hard shadows
- Blowout highlights



PRODUCT PHOTOGRAPHY

Group + assortment.

Use pedestals and blocks staggered in height to distinguish products, accessories and accentuate priority.

Groupings should feel considered, focused and mindfully composed rather than lined up or cluttered.

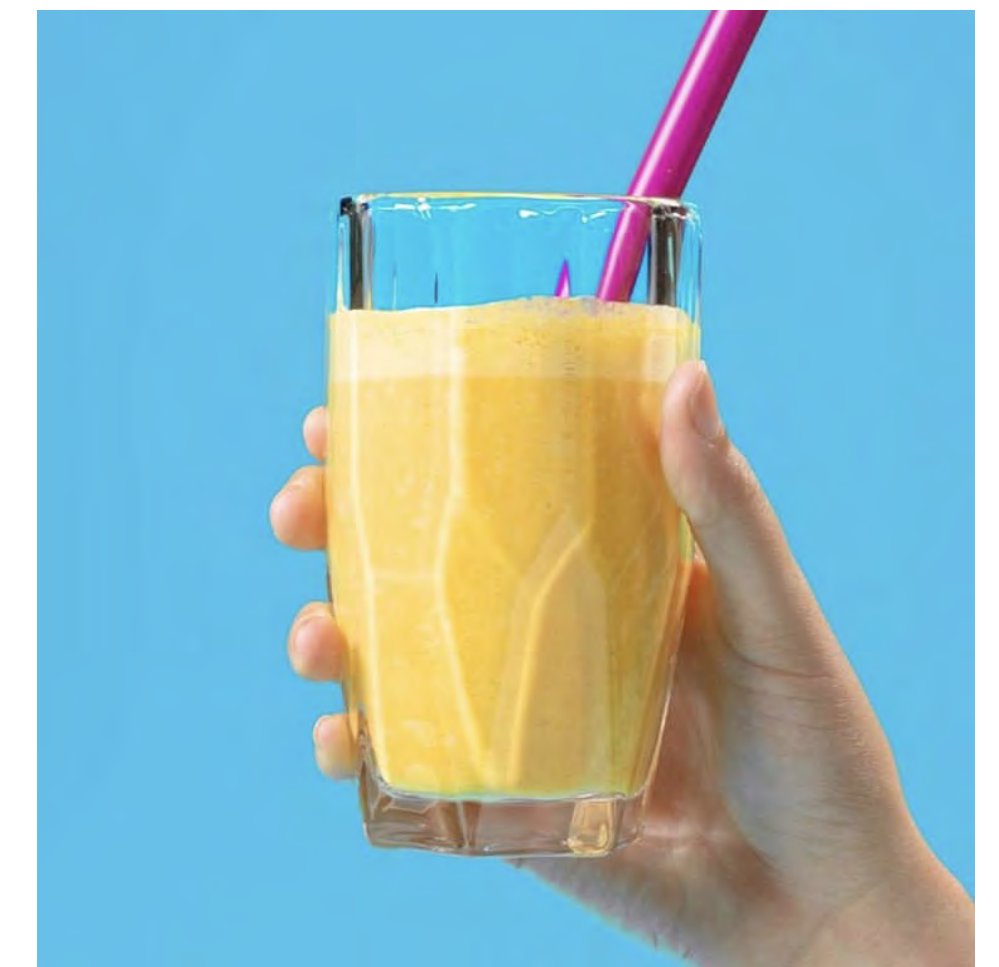
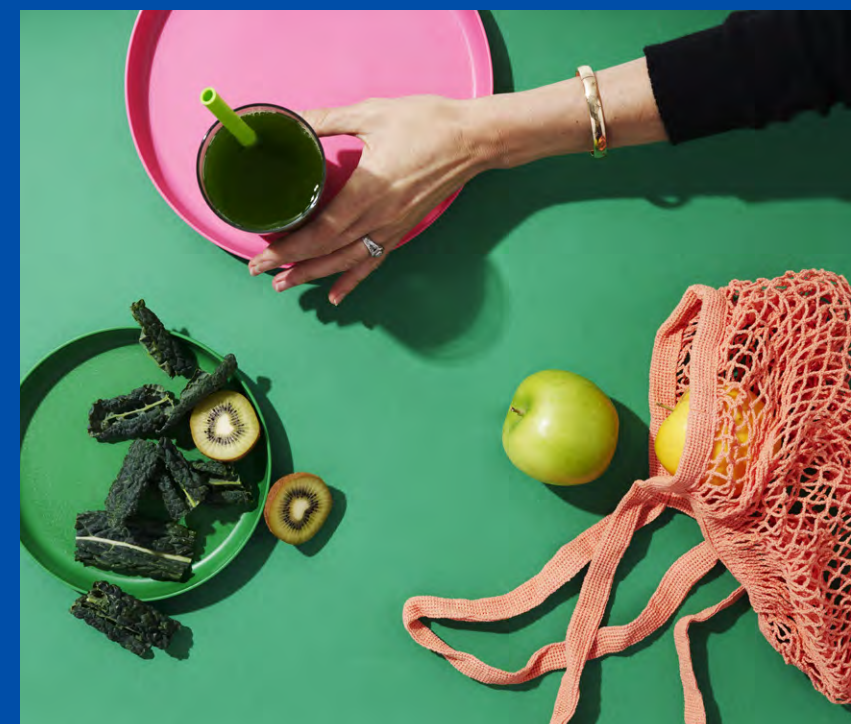


PRODUCT PHOTOGRAPHY

Studio: In-use + people.

Product shot in studio retains a lighthearted sensibility: using natural smiles and playful expressions alongside casual and natural gestures.

Individuals ranging from children to adults may be using the product, or the product may be a prop in a larger story of preparation, cleanup, or enjoying food.



Propping + accents.

The majority of imagery should have no propping in order to focus on the product. In limited cases, very minimal propping that is non distracting and feels casual, but not cluttered is allowed.

OK

- + Hands
- + Medium to small fruits and vegetables
- + Dishes in matte, solid neutral colors
- + Utensils
- + Cutting boards

AVOID

- Items with pattern
- Distracting non complimentary colors
- Shiny metals
- Unfilled glassware
- Non-brand appliances or tools
- Items that make the process look more complicated (mortar & pestle)
- Plastic items
- Napkins



Camera angles.

- 01 Overhead
These shots provide the opportunity for artful scenes when kept graphic, allowing for ample negative space
- 02 Straight On
This angle heroes an ingredient or the final product
- 03 High ¾
Provides depth, varying vantage points and allows for multiple surface textures.



1



2



3

Pulled back.

Pulled back angles should utilize loose compositions, showcasing rich textures and various colors. We should use only wholesome, fresh foods in a combination of whole, chopped, or naturally torn or broken ingredients, keeping in mind plausibility.

OK

- + Imperfections
- + Artful spills
- + Crumbs, seeds and herbs loosely placed
- + Ingredient focused
- + Balance of negative space

AVOID

- Cluttered or overfilled frame
- Unnaturally staged or stacked foods
- Pristine and/or unobtainable looking



Close up.

Detailed imagery should use organic compositions, showing both depth and texture and should celebrate appetizing qualities such as seeds, juices, textures, and fibers

OK

- + Imperfections
- + Natural juices and seeds from produce
- + Ingredient focused

AVOID

- Unnaturally staged or lined up foods
- Glossy, sprayed or over styled



Recipe how to's.

Recipe imagery should be simple, with clear compositions. Approximate measurements are discernible through the relative scale of props and other ingredients. Compositions are kept authentic with imperfections like crumbs, unfolded napkins, and carefully scattered seeds.

- OK
- + Clear distinction between ingredients
 - + Imperfections
 - + Artful spills
 - + Crumbs, seeds and herbs loosely placed
 - + Ingredient focused
 - + Balance of negative space

- AVOID
- Cluttered or overfilled frame
 - Unnaturally staged or stacked foods
 - Pristine and/or unobtainable looking



Food styling.

The styling of food within shots should feel intentionally loose but not overly messy. Food should look casual and appetizing. Always showcase the rich texture and color of the ingredients, using bright, simple and crisp backgrounds and surfaces.

OK

- + Imperfections
- + Artful spills
- + Crumbs, seeds and herbs loosely placed
- + Ingredient focus
- + Balance of negative space

AVOID

- Cluttered or overfilled frame
- Unnaturally staged or stacked foods
- Pristine and/or unobtainable looking



Surfaces.

Food photography should always hero the ingredients. To do this, we suggest using tonal studio backgrounds that have minimal to subtle textures.

Subtle context can be found in walls, simple counter tops, crisp cloths, and modern cutting boards.

OK

- + Walls
- + Simple counter tops
- + Crisp cloths
- + Matte painted surfaces
- + Simple and modern cutting boards
- + Analogous colors

AVOID

- Glossy or shiny
- Heavy or competing texture
- Pattern
- Non familled colors



Propping + additional elements.

Accent food imagery with simple graphic dishware and accessories that compliment taste and richness of the food. Use bright, fresh, heightened food tones and hues from the nutribullet® palette.

OK	AVOID
+ Matte whites, grays and neutrals	- Glossy or shinny
+ Hand thrown	- Patterned
+ Utensils	- Bright colors
+ Simple untextured glassware	- Large amounts of wood
+ Cutting boards	
+ Natural fibers and linens	



Lighting.

Food photography should always make the food look it's most appealing and aspirational.

OK

- + Directional
- + Depth
- + Detail
- + Crisp and clean feel
- + Higher contrast for particular channels: social, advertising
- + Softer shadows for recipes, complex compositions, or images with a desired relatable

AVOID

- Harsh
- Spotlighting
- Washed out
- Flat, lacking rich darks and bright highlights



SHARP



MID



SOFT

Moments at home.

This is an opportunity to compliment product and food imagery with candid and expressive moments. These snaps aim to portray healthy and active people in their homes moving through their daily routines. The focus is on genuine results of living a healthy lifestyle and does not need to include the product.

- OK
- + Eating
 - + Cooking
 - + Morning routines
 - + Genuine gestures
 - + Playing
 - + Moments of contemplation

- AVOID
- Posed
 - Looking straight at camera
 - Staged compositions



Active moments out.

These images focus more specifically on a range of realistic activities and exercises outside of the home setting. Moments should feel candid, expressive and above all, approachable.

OK

- + Casual activity
- + Running errands
- + On the way to work
- + Strolls and picnics with friends/family
- + On the beach
- + Walking
- + Hiking
- + Jogging
- + Kayaking
- + Stretching

AVOID

- Weight lifting
- Elite/pro athletes
- Aggressive sports (cross-fit, boxing etc.)
- Heavy sweat
- Looking straight at camera
- Staged compositions



SHARP

MID

SOFT

Expressions + mood.

Lifestyle imagery should capture an overall sense of contentment, showing glimpses of connection, affection and goofiness between healthy and real people. The camera should feel as though it is a fly on the wall, capturing everyday sentiments as they occur.

OK

- + Candid gestures
- + Soft smiles
- + Playfulness
- + Contentment
- + Looking off camera
- + Imperfections

AVOID

- Looking directly at camera
- Cheesy or fake smiles
- Posed



Lighting.

Lifestyle imagery should use natural lighting that feels varied by time of day yet cohesive tonally. Emphasis should be placed on flattering light that is soft but has depth and shape without being hard, harsh or blown out.

OK

- + Warm tones
- + Directional side light
- + Soft shadows
- + Light flares

AVOID

- Frontal lighting
- Hard Shadows
- Blown out skies and backgrounds
- Dappling
- Spot lighting



MORNING

MIDDAY

LATE AFTERNOON

Camera angles.

Keep camera angles graphic and at a natural eye level and focal length that avoids awkward skewing and distortion. Balance pulled out shots with closer up details and vignettes. Images naturally framed by foreground elements will feel more intimate and candid.

OK

- + Straight on
- + Profile
- + Eye level
- + Simple foreground elements
- + Crop to simplify
- + Graphic Compositions

AVOID

- Tilts
- High angles
- Extra low angles
- Wide angle lens
- Clutter



Styling + propping.

The feel of styling should be tidy but warm and lived-in, uncluttered without feeling stark. Compositions should be loose and organically clustered. Prop with neutral, simple silhouettes, natural textures, linens and an eclectic mix on mid-century and more traditional pieces.

- OK
- + Books, linens, pottery
 - + Black and white photography
 - + Simple abstract art
 - + Plants
 - + Neutrals
 - + Touches of wood
 - + Minimal single color accents

- AVOID
- Figurative or multi-colored art/photography
 - Bouquets or unnatural flower arrangements
 - Distracting, dominant colors
 - Plastics
 - Patterned glass and dishware



Home locations.

Clean, open spaces will act as simple backdrops from which to build. Rooms should have large unobstructed windows that cast warm, bright light. Homes should have a base of white offset by accents of warm, deep neutrals. Choose homes that have interesting or historic architectural details.

OK

- + Open living-kitchen areas
- + Lofts or large apartments
- + Small accents of color
- + Neutral hued walls
- + Architectural details
- + Rooms where family congregates (entry, kitchen, dining, living, bedrooms, porches and yards)

AVOID

- Dark and/or small to no windows
- Cramped or overstuffed
- Stark or too minimal
- Colored walls
- Distracting art



Outside locations.

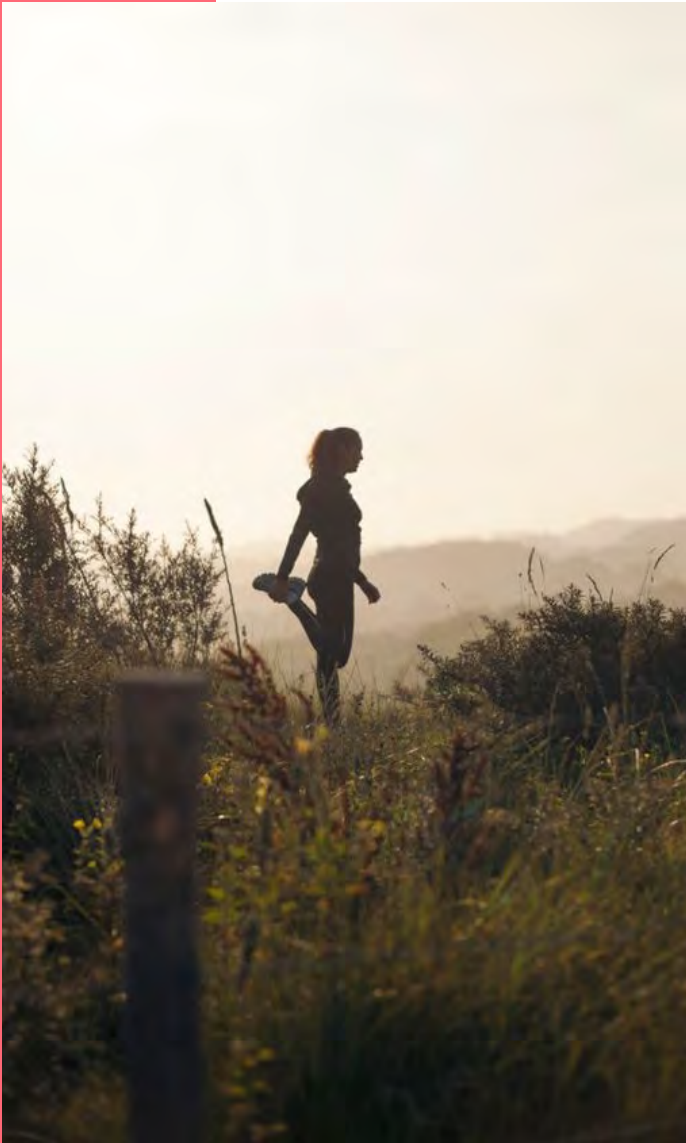
Locations should aim to create bright, simple and uncluttered backdrops that let our people be focal. We should feature a variety of geographies, localities and seasons.

OK

- + Trails, hills, lakes
- + Beach and oceans
- + Urban settings
- + Commutes (cars, trains etc)
- + Streets
- + Clean exterior walls
- + Big skies
- + Sunsets and sunrises

AVOID

- Busy or distracting backdrops
- Too many people in one shot (try to limit to 3)
- Additional subjects in the background
- Backgrounds too close to the subject



Casting.

Strive to shoot real but photogenic subjects who are comfortable acting authentic in front of the camera. It is important to have diversity in age, ethnicity, and size from groups of friends to families, couples and individuals.

Subject styling is effortless, not sloppy: bare feet, untucked shirts or casual athletic attire are all options for relevant scenarios.

OK

- + Quirky and unique features
- + Age ranging from kids to older adults

AVOID

- Homogeneity
- Stereotypes



Strategy.

Our manifesto	81
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Our beliefs	83



Our manifesto.

Too often when it comes to healthier living, the focus is on the past, or the future. The before and after. Reflecting. Expecting. Obsessing over outcomes.

But now is when we feel the power of transformation, and now is where we experience the benefits. Now is always the starting point, and now is always the goal.

With nutrition, change begins with a single choice. That decision can be small. And it doesn't need to be difficult. But it starts a chain reaction. Eating better gives you energy to exercise. Exercise makes you sleep well. Sleeping well makes you more alert. Now you've got momentum on your side.

With nutribullet®, you propel yourself forward. You don't stop and count calories. You improvise and add a handful of blueberries. You don't watch what you eat. You choose what goes into your body, and get the most out of every ingredient. Whether that's fresh greens, a scoop of almond butter, or both. It's up to you.

Make the choice. Start with one simple step.

Our persona.

The Next-Door Nutritionist eats well every day and exercises often, but they don't take it too seriously. They're the upbeat, down-to-earth, health-is-wealth person who you run into at the farmer's market, at boot camp or at the playground with their kids. They're full of simple nutrition and wellness tips, and inspires you to action simply by showing you how easy healthier living can be.



Our beliefs.

BRAND IDEA

Small step, big impact.

PURPOSE

To simplify healthier living.

BELIEF

Real is ideal.

BELIEF

It’s what you add,
not what you subtract.

BELIEF

Nutrition is both
foundational and ongoing.

Voice and tone.

Voice traits
Key messages

85
89



VOICE TRAITS

Energetic.

WHY THIS TRAIT

Our last family is Basil. The fresh green tones are the garnish that completes the compliment of our four primary brand colors.

HOW TO BRING IT TO LIFE

Make it pop! We use lots of short, snappy sentences. We're all about action-oriented verbs and calls to action. We bounce along with a propulsive cadence that evokes the mood-boosting feeling of better nutrition.

WHY THIS WORKS

When we're high-energy, we perform like our products—we're quick, we're capable and we represent momentum.



VOICE TRAITS

Supportive.

WHY THIS TRAIT

nutribullet® products are there for our customers every single day, helping them create healthier homes and more fulfilling lives. As a brand, we are too. We're there when people need us, offering support, guidance and motivation.

HOW TO BRING IT TO LIFE

We don't make false promises or tout absurd results. Instead, we inspire our customers to action by showing them how simple the steps to better nutrition really are, while offering honest words of encouragement and advice.

WHY THIS WORKS

Healthier lifestyles may be aspirational, but we help make them attainable. When we're grounded in that support role, we become essential partners in our customers' transformations.





VOICE TRAITS

Optimistic.

WHY THIS TRAIT

At nutribullet®, we believe in the power of transformation, and we know that the effects of better nutrition are real, exponential and immediate. Our confidence in that process is constant, consistent—and contagious.

HOW TO BRING IT TO LIFE

We jump right in. To communicate optimism, we encourage people to be excited about the here and now of their health journey. We say make it, we say do it, and we say go for it.

WHY THIS WORKS

Health goals get derailed when things sound over-complicated, unrealistic or too focused on the future. By trusting the inherent benefits of our products, we encourage our customers to do the same.



VOICE TRAITS

Conversational.

WHY THIS TRAIT

We're a transformative brand, but we make accessible, everyday products that live in our customer's kitchens. Our brand identity should feel just as close and familiar.

HOW TO BRING IT TO LIFE

We use everyday language to describe real benefits. We use a voice that feels informal and alive. Most of all, we are human: present, responsive and engaged.

WHY THIS WORKS

When we're open, honest and available, we build long-term consumer trust in a confident brand.

Key messages.

MESSAGE

Agency

WHY

nutribullet® offers simple tools that people can use to transform their lives. Our messaging should empower every potential customer to imagine what they’re capable of.

BEFORE

“More than juicing, more than blending, and more than chewing, nutrient extraction allows you to receive the highest degree of nutrition your food has to offer.”

BEFORE

“You choose what goes in, and get the most out of every ingredient, every day. With nutribullet®, healthier living is super simple.”

MESSAGE

Simplicity

WHY

From ease-of-use to wholesomeness, our products represent simplicity in every sense. Our messaging singles out nutribullet® as a simplifying element in a complicated world.

BEFORE

“Nutrient Extraction is the mechanism the nutribullet® uses to break down fruits, vegetables, nuts, seeds, and other plant foods down to their most absorbable state.”

BEFORE

“Easy does it. Every time. There’s just no easier way to create super nutritious meals and snacks for everyone in your home.”

MESSAGE

Transformation

WHY

We’re not about before-and-afters, but we do promote the powerful state of transformation. Our messaging should focus on the transformative ripple effect that starts now with nutribullet®.

BEFORE

“The NutriLiving Nutrition Center gathers all of our healthy living resources in one place, so you can start your journey toward a healthier life.”

BEFORE

Health is on the way. If you’re reading this, your transformation has already begun. Check out our Health Hub for advice and answers to keep you moving!

Thank you.

For questions regarding these materials or specific brand applications, please contact nutribullet® at jane@capitalbrands.com.

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