NUTRITION LINK

brand guidelines

LOGO USAGE

Main Logos

The main logos should be used the most in the brand, they should be present on all print materials

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Icon

The icon should be used as the favicon on the website, and can be used in certain advertising where the brand name doesn't need to be explicitly present.

B2B Blues

The blue logos and icon are to be used for all materials related to the B2B consulting offered by Nutrition Link.

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Pantone 306C
HEX #00b2e3

Pantone 293C
HEX #003da6

B2C Oranges

The orange logos and icon are to be used for all materials related to the B2C consulting offered by Nutrition Link.

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Pantone 1365C
HEX #ffb548

Pantone 165C
HEX #ff671d

TYPOGRAPHY

BROTHER 1816 BOLD

Brother 1816 Bold should be used for main titles in all caps, with the letter spacing (kerning) set to -80 if possible in the software.

montserrat regular

Montserrat Regular should be used for subtitles in all lowercase, with the letter spacing (kerning) set to +80 if fitting.

Montserrat (All Weights)

Montserrat should be the regular font for body copy, and all weights can be used wherever necessary.