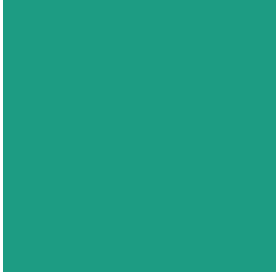




Be Natural Nutrition

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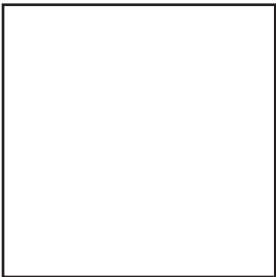
# COLORS



## Vert BeNN

R : 0                      C : 70  
G : 153                  M : 0  
B : 122                  Y : 50  
                                 K : 20

#009988



## Blanc BeNN

R : 255                  C : 0  
G : 255                  M : 0  
B : 255                  Y : 0  
                                 K : 0

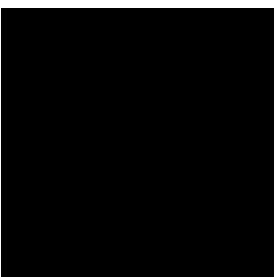
#FFFFFF



## Noir BeNN

R : 0                      C : 100  
G : 0                      M : 100  
B : 0                      Y : 100  
                                 K : 100

#000000



## Absolut Black BeNN

R : 0                      C : 60  
G : 0                      M : 40  
B : 0                      Y : 40  
                                 K : 100

#020a0a

# TYPOGRAPHY

## GENERAL TYPOGRAPHY

### **Gotham Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890()#&%\*-/ \_**

### Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890()#&%\*-/ \_

## WEB SITE

### **Avenir Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890()#&%\*-/ \_**

### Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890()#&%\*-/ \_

# TYPOGRAPHY

## PACKAGING

### CAPTURE IT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890()#&%\*-/ \_

### Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890()#&%\*-/ \_

### MOON FLOWER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890()#&%\*-/ \_

LOGO



LOGO



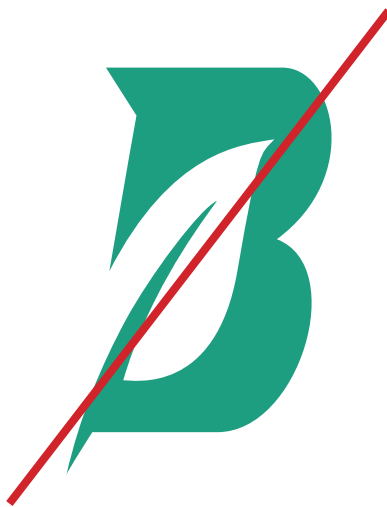
# LOGO

Use of « B » only



# LOGO

Use of « B » only





# LOGO

## Application on background

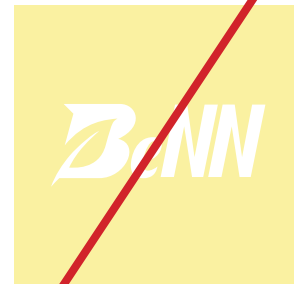
### CLEAR BACKGROUNDS

The logo must be applied with its initial version («B» green, «eNN» black) on white backgrounds or sufficiently clear to ensure a good reading contrast.



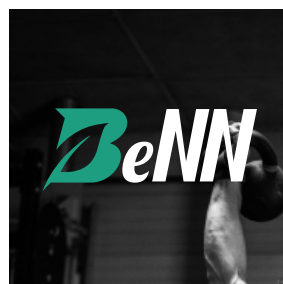
### DARK BACKGROUNDS

The logo is applied as a white reserve on the dark backgrounds guaranteeing a good reading contrast.



### PHOTO BACKGROUNDS

The two previous rules apply to photo backgrounds. The surface of the image must be sufficiently homogeneous and undisturbed for an optimal reading of the logo.



### BLACK & WHITE

The logo is applied in the initial version («B» green, «eNN» black) on a white background. It is applied in white version with green B on a black background.



# BUSINESS CARDS





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