



BRAND STYLE GUIDE

STANDARD LOGOS



The solid "NUTRITION" logos should be used only for small sized logos and reversed logos to improve legibility. (Example: jersey pocket)

LOGOS REVERSED



Clear Space



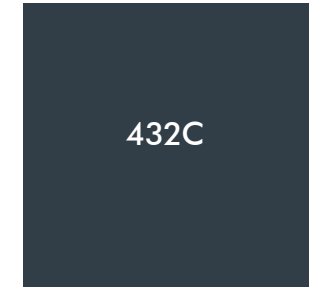
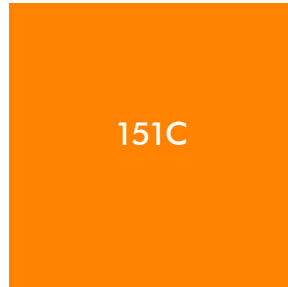
The height of the letter "B" in the logo is size of the padding or clearance the logo should receive in most settings.

Social Icons



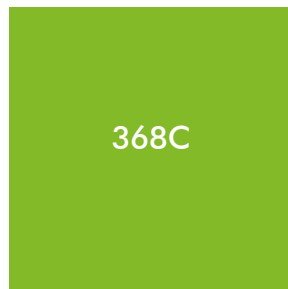
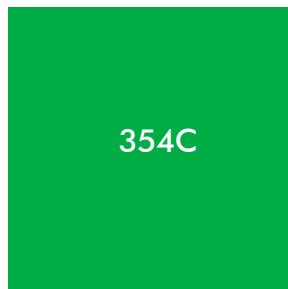
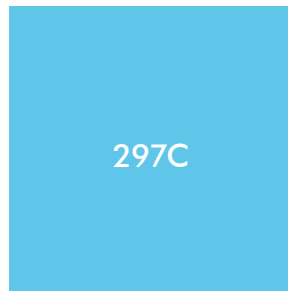
COLORS

Primary Brand Colors



Secondary Brand Colors

Additional colors can be added based on flavor needs. They should adhere to the spirit of the matching tone colors found in this guide.



Pure black is unappetizing and not a brand color.



FONTS

Ab

Futura Extra Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*()**

Ab

Futura Extra Black Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*()**

Ab

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*()

Ab

Futura Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*()**

Ab

Futura Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&^*()

THIS IS A HEADLINE.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque nisi arcu, aliquam et porta ac, venenatis quis odio. Suspendisse tincidunt libero urna, in lobortis lorem luctus eu. Quisque placerat lacinia enim, quis tempus tellus dapibus in. Praesent at lectus nec lorem iaculis lacinia. Donec sagittis magna nunc, vel venenatis erat tristique vel. Donec ut massa at dolor tempus ullamcorper. In dapibus mi a finibus sagittis. Nullam tristique facilisis turpis.

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Praesent at lectus nec lorem iaculis lacinia. Donec sagittis magna nunc, vel venenatis erat tristique vel. Donec ut massa at dolor tempus ullamcorper. In dapibus mi a finibus sagittis. Nullam tristique.

Product Icons



- Futura Extra Black Condensed
- Futura Medium Condensed

Product Labels

