

A photograph of a very muscular man in a gym, shirtless, with his hands on his hips. The background shows gym equipment like a squat rack. A red horizontal bar is overlaid on the image, containing the company logo.

NUTREND[®]

Company Logotype
Design Manual

Colour Version

Positive & Negative / Red Background



NUTREND[®]



NUTREND[®]

Colour Version

Positive & Negative / Black & White



Logotype

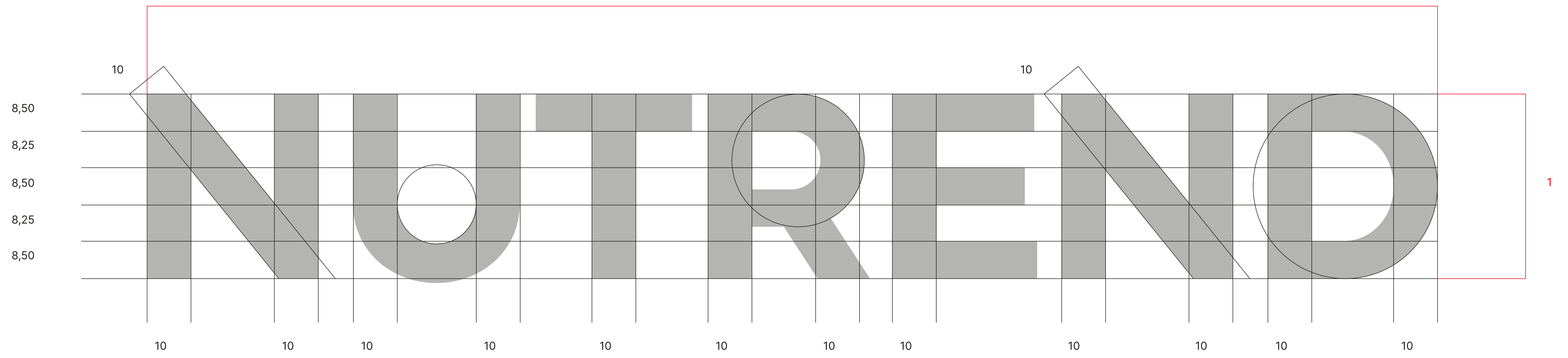
Safe Zone



X is height of logotype box. The protective zone defines a space guaranteeing good readability when other graphic elements are used. At the same time, it defines the minimum space from the edges of prints / images.

Logotype

Construction



Size of Logo

Minimum size of the Logo



width & height

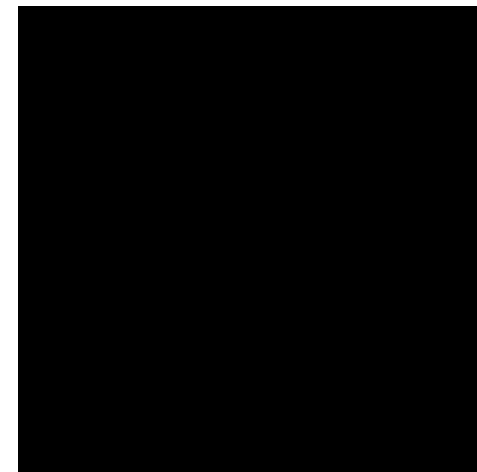
128 x 32 px
25 x 6 mm

Colours

CMYK, RGB, HEX



CMYK
0/85/80/11
RGB
227/11/23
HEX
#E30B17



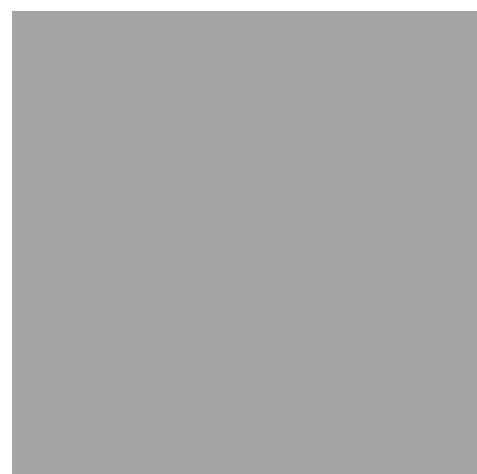
CMYK
0/0/0/100
RGB
0/0/0
HEX
#000000



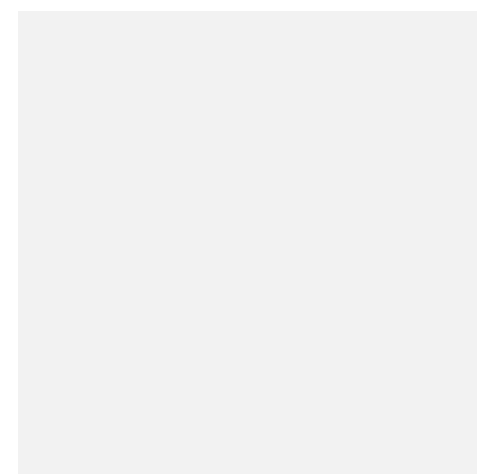
CMYK
0/0/0/80
RGB
51/51/51
HEX
#333333



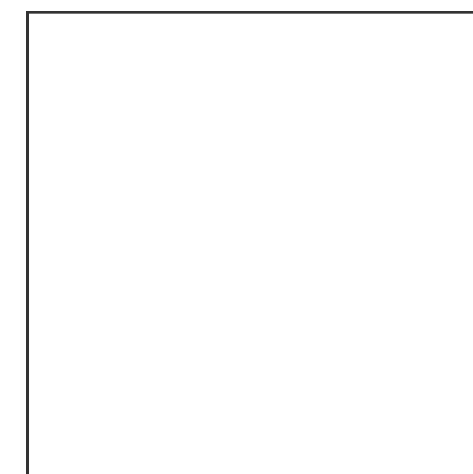
CMYK
57/47/47/38
RGB
102/102/102
HEX
#666666



CMYK
0/0/0/40
RGB
164/164/164
HEX
#A4A4A4



CMYK
0/0/0/7
RGB
242/242/242
HEX
#F2F2F2



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

Font

Main and Additional Fonts

Montserrat

Main font (Open Font License)

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 1 2 3 4 5 6 7 8 9
Medium	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 1 2 3 4 5 6 7 8 9
Semibold	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 1 2 3 4 5 6 7 8 9
Bold	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 1 2 3 4 5 6 7 8 9

Countach

Additional font (Adobe License)

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 1 2 3 4 5 6 7 8 9
Bold	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 1 2 3 4 5 6 7 8 9

Use of the Logo

How to Use Logo



Use the logo in the center or on the sides of the image...

Use of the Logo

How to Use Logo



or you can use logo on the top of picture.

Forbidden use cases

How to not use the logo.



Don't rotate logo!



Don't stretch logo!



Don't use Stroke!



Don't change or use different colours!



Don't use opacity!



Do not align the logo to the center of the image unless it is a thumbnail, ...



Do not change logo colours based on background!

ONE BRAND ALL SPORTS



30YRS Logotype
Design Manual

Colour Version

Positive & Negative

**ONE BRAND
ALL SPORTS**

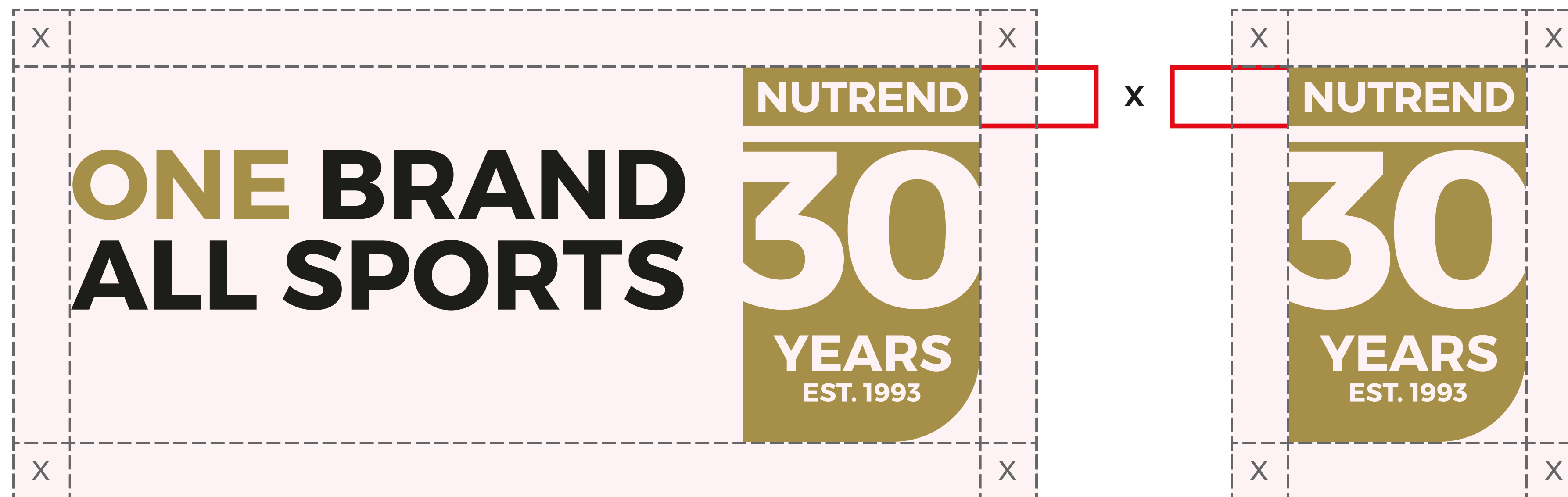


**ONE BRAND
ALL SPORTS**



Logotype

Safe Zone



X is height of NUTREND logotype box. The protective zone defines a space guaranteeing good readability when other graphic elements are used. At the same time, it defines the minimum space from the edges of prints / images.

Size of Logo

Minimum size of the Logo



width & height
232,9 x 96 px
61,652 mm x 26 mm



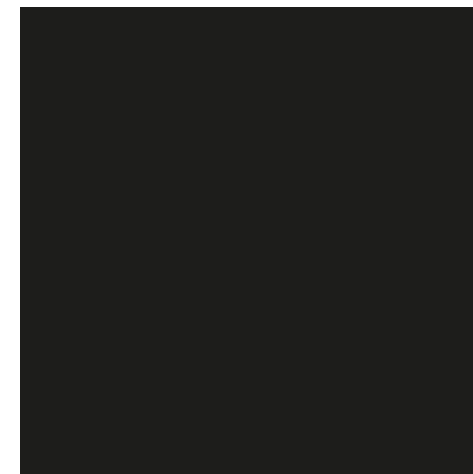
width & height
60 x 96 px
16,422 x 26 mm

Colours

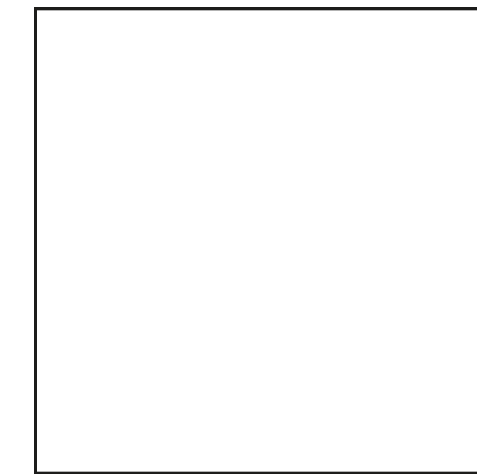
PANTONE, CMYK, RGB, HEX



PANTONE
PANTONE 10127 C
CMYK
28/35/80/15
RGB
166/144/73
HEX
#A69049



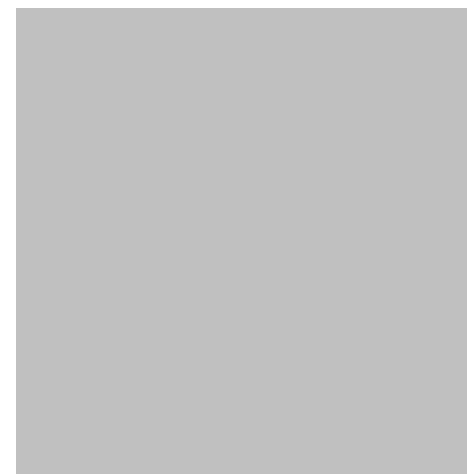
CMYK
0/0/0/100
RGB
29/29/27
HEX
#1D1D1B



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

Additional Colours

CMYK, RGB, HEX



CMYK
0/0/0/25
RGB
192/192/192
HEX
#C0C0C0



CMYK
0/0/0/50
RGB
128/128/128
HEX
#808080



CMYK
0/0/0/75
RGB
64/64/64
HEX
#404040



CMYK
0/15/61/0
RGB
254/215/99
HEX
#FED763



CMYK
0/25/99/1
RGB
253/190/2
HEX
#FDBE02



CMYK
0/25/99/20
RGB
202/152/2
HEX
#CA9802

Font

Montserrat

Open Font License

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 1 2 3 4 5 6 7 8 9
Medium	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 1 2 3 4 5 6 7 8 9
Semibold	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 1 2 3 4 5 6 7 8 9
Bold	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 1 2 3 4 5 6 7 8 9
ExtraBold	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 1 2 3 4 5 6 7 8 9

Forbidden use cases

How to not use the logo.

It is forbidden to manipulate the logo in any way, transform it, add effects or change the font, size, colour or transparency.





NUTREND D. S., a.s.

Chválkovice 604 | 779 00 Olomouc | Czech Republic

nutrend.eu | e-mail: export@nutrend.cz

Copyright © 2023