

A background image of a muscular man in a gym, with his torso and arms visible. He is wearing a dark tank top. The gym equipment is blurred in the background.

NUTREND[®]

Company Logotype
Design Manual

Colour Version

Positive & Negative / Red Background



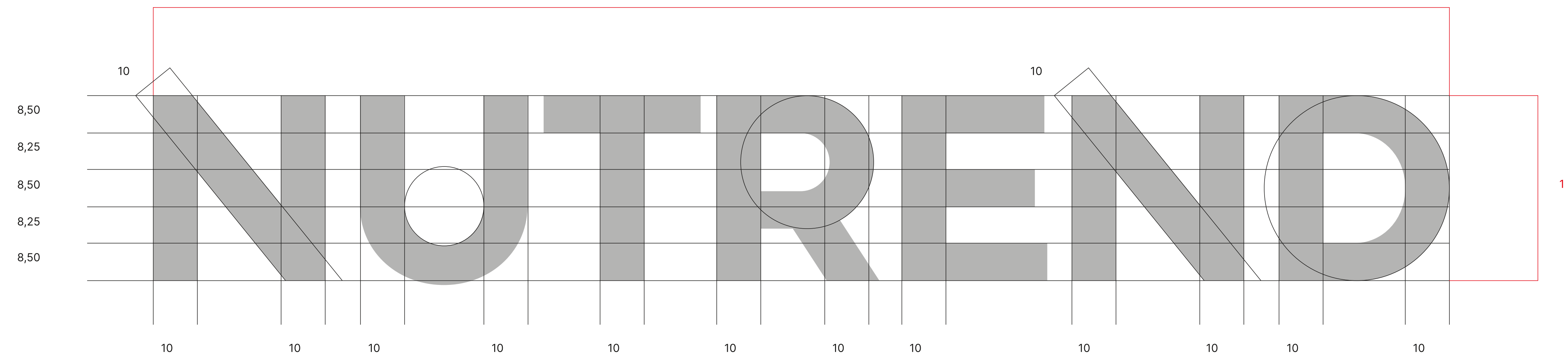
Colour Version

Positive & Negative / Black & White





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.



Size of Logo

Minimum size of the Logo



width & height
32 x 128 px
25 x 6 mm

Colours

CMYK, RGB, HEX



CMYK
0/100/100/0
RGB
227/006/019
HEX
#E30613



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



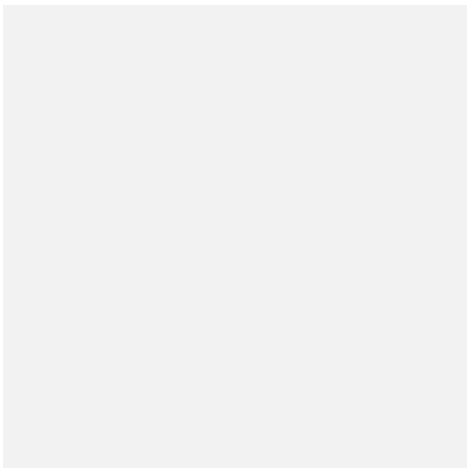
CMYK
0/0/0/80
RGB
51/51/51
HEX
#333333



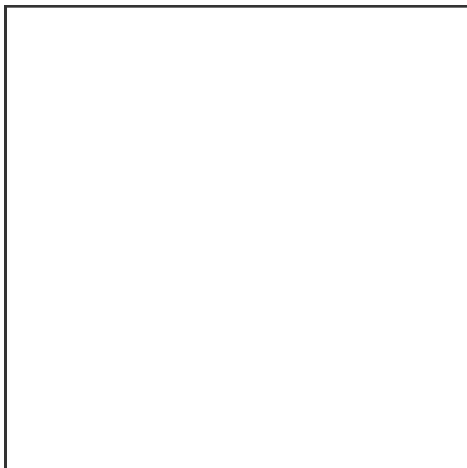
CMYK
57/47/47/38
RGB
102/102/102
HEX
#666666



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
255/000/00
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 colors based on background!