
Brand Guidelines

**Nutrifeeds
Eu project**



**Funded by
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This manual contains the constituent elements of the brand. As constituent elements, it establishes the construction guidelines, the use of typographies and the chromatic applications of the brand.



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Imagotype

The Nutrifeds logo integrates a clean and organic design, where the initial letter is transformed into a stylized leaf, symbolizing freshness, nature, and sustainability. The use of green tones reinforces the connection to growth and vitality, while the brown typography evokes stability, fertile soil, and trust.

The rounded typeface adds warmth and approachability, balancing a professional identity with a friendly and accessible look. Together with the leaf icon, it conveys values of nutrition, eco-consciousness, and environmental responsibility.

Its minimalist and harmonious style ensures versatility and adaptability across different applications, delivering strong recognition in both digital and print media. Overall, the logo projects a modern, trustworthy brand committed to health and nature.



Logo Security Area

To ensure the proper visibility and impact of the Nutrifeds logotype, a clear space must be maintained around it, free of any graphic, photographic, or textual elements. This exclusion zone is defined by the height of the letter "X" in the logotype. This unit should be applied equally on all sides, establishing a minimum margin that preserves legibility and ensures the logo is always presented with clarity and visual balance across all formats.



Colour palette

Colour palette

The primary color of the identity is a warm earthy brown, symbolizing reliability, warmth, and a strong connection to the soil. It serves as the dominant tone across brand applications, reinforcing stability and authenticity.

Supporting tones include a deep green, which conveys depth, resilience, and balance, along with a softer olive green that adds freshness and a natural touch to the palette.

Together, these shades create harmony while highlighting the brand's organic essence. A light off-white is reserved for backgrounds and situations where clarity and legibility are needed, ensuring a clean and approachable visual presence.

Earth Ground

HEX BC6C23
RGB 2 99 36
CMYK 89 35 72 30

Dark Green

HEX 29371C
RGB 4 35 33
CMYK 93 58 64 77

Olive Green

HEX 616D38
RGB 90 182 119
CMYK 66 0 67 0

Soft White

HEX FEFBE2
RGB 241 247 246
CMYK 7 15 0

Typography

Alpino Variable is a versatile and contemporary sans-serif typeface, designed to balance modernity with warmth and approachability. Its clean geometry, subtle humanist details, and flexible variable weights make it highly adaptable across a wide range of applications. The typeface conveys clarity and reliability while maintaining a distinctive character, making it suitable for projects that emphasize both professionalism and accessibility.

We will use Alpino Variable—primarily in its Bold weight—as a central element of our visual identity. It will be applied across titles, headings, and key communication materials—including posters, presentations, and videos—ensuring a cohesive and recognizable look that reinforces the project’s approachable yet modern vision.

Alpino Variable

Aa Bb Cb Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Quicksand is a rounded geometric sans-serif typeface designed for clarity and friendliness across both digital and print formats. Its smooth curves, open letterforms, and balanced proportions make it highly versatile and an ideal complement to our display typeface, Alpino Variable. The typeface ensures readability and approachability, supporting effective communication in a wide range of applications.

To maintain consistency and simplicity, we will use only the Regular and Bold weights of Quicksand. Regular will serve as the primary style for body text, while Bold will be applied to highlight key information within our visual system.

Quicksand

Aa Bb Cb Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Uses and variations

Whenever possible, the mark shall be applied in its main version with its respective colours. If this is not possible for technical reasons, the positive or negative version shall be used.



Monochrome Versions

This is the version of the logo that, due to reproduction or application needs, is presented as a continuous blob only, without gradients or shadows.

It will be used in many media and applications that require a monochrome version of the logo.



The aim should be to achieve maximum visibility when applying the identity in a graphic environment.

In the case of solid, non-corporate backgrounds, we will use the corporate version or the white version depending on whether it is light or dark. In the case of photographic backgrounds, the same rule applies.

The black version of the logo will only be used when the corporate image coexists with other images that are applied in a similar way. (E.g. at the bottom of a poster where all the partners are shown in this way for graphic and design reasons.)



The sizes and proportions of the logo are determined by criteria of composition, hierarchy and functionality.

Under no circumstances should these sizes and proportions be modified. This restriction also applies to the brand colours.



Do not distort



Do not alter colours



Do not outline



Do not alter proportions



Do not reduce opacity



Do not use gradients



Nutrifed



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