Logo & Identity usage

Nutrition Innovation Group

"This innovation is globally disruptive, commercially viable and advocates better–healthier choices for everyone."

(Matthew Godfrey, CEO Nutrition Innovation Group)

Contents

01

Introduction
Meet Nucane

Nucane is:

- 100% natural cane sugar.
- Direct from food grade sugar mills.
- Low GI according to WHO standards.
- Rich source of antioxidants.
- Less process, less refined.
- GMO free.
- A 1 for 1 swap in most food and beverage recipes.
- Consistent and precise for industrial customers.

NI's patent-pending technology & algorithm allows the industrial scale production of Nucane raw low GI cane sugar. The process retains natural occurring minerals such as calcium, magnesium, potassium and many others.

02

The logo

The logo and usage

The Nucane logo combines three elements:

The NUCANE logotype, the brand mark and tagline. These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the Nucne logo elements, are predetermined and should not be altered.

Logotype

Symbol

Logo

The Nucane logo is presented through the use of colors, shapes and typography.

Black, white & grayscale

Sometimes, often due to production costs, only one color of ink is available and so the Logo must be reproduced using only one color. In this scenario, the logo must be used following the convention of using a light color type on a dark background or in a dark color type on a light background. The logotype and the symbol must be clearly distinguishable from the background color.

You must honor the Nucane logo palette when possible, using black/white/grayscale only if necessary.


100% black

70% black

100% white

If necessary, solid colored and grayscale logos can be used.

Construction & clearspace

The Nucane logo requires serperation from the other elements around it. The space required on all sides is roughly eqivalent to the letter width of the "c" and "a" in the word Nucane. It never should be less than that. The logo must always fit into the clearspace area and can not be intervened by other graphical elements which could hinder legibility of the brand.

Please note that text or pictorial figures, which have strong impact or impression, should not be placed near the logo, even though you keep the isolation area blank.
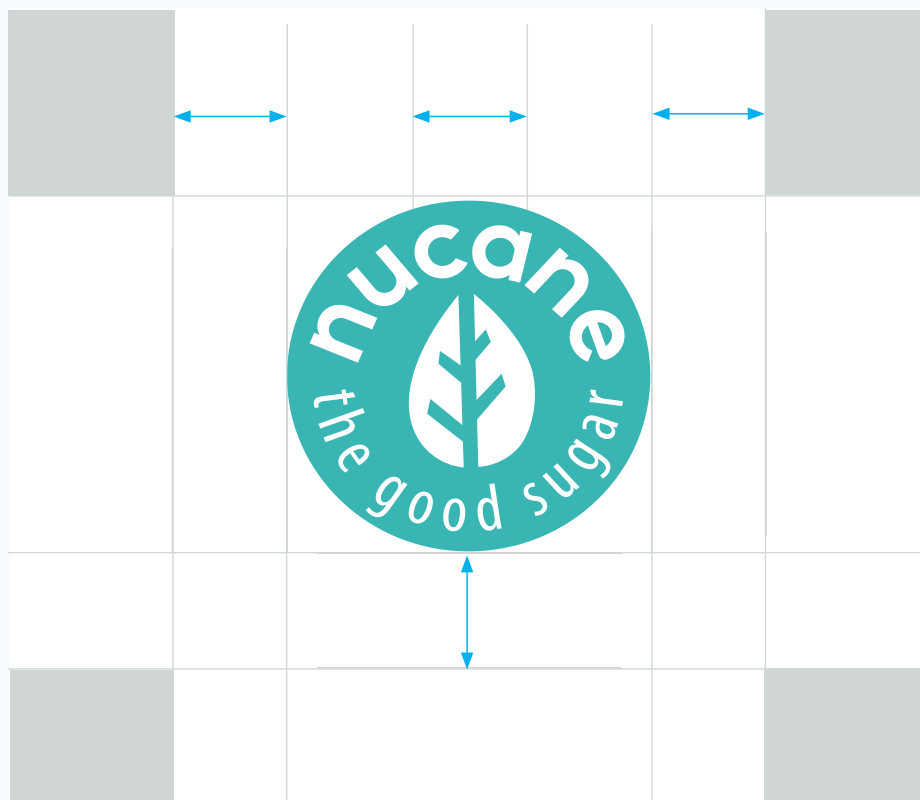
Whenever you use the logo, it must be surrounded with clearspace to ensure its visibility.

Minimum sizes

THE LOGO

Logo: Width 12 mm

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, function and visibility. In print the minimum size is 14mm.

Incorrect use

DON'T rotate the logo

DON'T add a drop shadow

DON'T rearrange the elements

DON'T use non-approved colors

DON'T stretch the logo

DON'T change the proportions

Please note: The logo cannot be changed! Although creativity is appreciated please do not alter the logo in anyway!

03

The typography

Typography is 95% of design – it's a driving force in all forms of communication art.

Logo font 01

Sentic Bold

PRIMARY FONT
Sentic

DESIGNER
Morice Kastoun

ABOUT THE FONT
Designed by Morice Kastoun, Sentic is a sans serif font family. This typeface has eighteen styles and was published by HeadFirst.

Regular

ABCDEFGHIJKLMNOPQRSTU
VWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Logo font 02

Myriad Pro Condensed

SECONDARY FONT
Myriad Pro Condensed

DESIGNER
Carol Twombly and Robert Slimbach

ABOUT THE FONT
Designed by Carol Twombly and Robert Slimbach. From Adobe Originals. regular, italic and black versions.

Condensed

ABCDEFGHIJKLMNOPQRSTU
VWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

04

Color

Logo color palette

USE OF COLOR FOR THE PRINTED & DIGITAL LOGO.

The Nucane primary color palette includes: Nucane blue and opaque white, as shown below.

Primary color

NUCANE BLUE
COLOR CODES

CMKY - 69/ 5 / 33 / 0
RGB - 60/ 181 / 180
HEX - #3cb5b4

Primary color

OPAQUE WHITE
COLOR CODES

CMKY - 0/ 0 / 0 / 0
RGB - 255/ 255 / 255
HEX - #ffffff

Help or feedback

TO PROVIDE FEEDBACK, SHARE INFORMATIONS OR SEEK ANSWERS TO QUESTIONS YOU MAY HAVE ABOUT NUCANE, PLEASE CONTACT US AT:

The Great Room Offices | One George Street #10-01
Singapore 049145

E-Mail: mathew@nutritioninnovation.com

Web: www.nutritioninnovationgroup.com