

nøtteria

BRAND GUIDELINES
2025

WELCOME TO THE HEART OF OUR BRAND!

Here, we've captured the essence of who we are and how we want the world to experience us. Our brand guidelines are more than just a set of rules - they are the foundation of consistency, creativity and connection and they help us stay true to our vision and ensure that every interaction with our brand feels unified and authentic. Think of this as our blueprint for making a meaningful impact, together.

LET'S GO NUTS!

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INTRODUCTION

POSITION STATEMENT

Nutteria is redefining the way you enjoy nuts. We are committed to bring you the freshest nuts possible, roasted right before your eyes, ground into your favorite nut butters and crafted into delicious treats and lattes. We're all about mindful snacking using only natural ingredients with nothing added.

Sustainability is at the core of what we do, from responsibly sourcing our nuts to our packaging choices. We're implementing returnable packaging systems and encouraging customers to bring their own containers to help reduce waste.

At Nutteria, we combine taste, nutrition and eco-friendly practices to create a delightful, wholesome experience for nut lovers everywhere.

BRAND VALUES

HEALTH & WELLNESS

Our mission is to create delicious products that nourish the body and soul. We choose natural ingredients and prioritize nutrition so you can indulge in tasty treats while staying healthy.

SUSTAINABILITY & RESPONSIBILITY

We're nuts about the planet! That's why we embrace eco-friendly practices, from sourcing sustainably grown ingredients to packing in reusable and recyclable materials.

COMMUNITY & CONNECTION

Nutteria isn't just about nuts; it's about bringing people together by creating a warm, welcoming space where nut lovers can connect and share great food.

TONE OF VOICE

Our voice can be heard in everything we create. It informs who we are and how we present ourselves to the world.

We talk to our audience like we would to our friends - **casual**, **inviting** and **approachable**.

Our communications are infused with **humor**, making them enjoyable and memorable while still delivering key informations. We express our love for nuts and artisanal creations through our **enthusiastic** tone, highlighting our dedication to sustainability and encouraging customers to share in our excitement. As a community-focused brand we strive to make everyone feel included.

PLAYFUL

ENTHUSIASTIC

CASUAL

FRIENDLY

HUMOROUS

LOGO DESIGN

PRIMARY LOGO



nutteria

The primary logo is built from the BERLIN SANS FB Demi Bold font - with a little twist - where the letter 'u' has been taken over by a nut. The signs above the symbol created represent the steam from roasting nuts and/or the creamy flow of nut butter.

Used for website, packaging, marketing materials or whenever full brand recognition is needed.

LOGO VARIATIONS



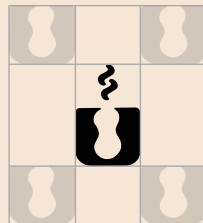
Secondary logo - used for storefront signage, menus, to go packaging, business cards and anywhere a more informative version of the logo is needed.



Brand mark - used as favicon, app icons and social media profile picture, decorative element in patterns and packaging, stamps, stickers and small scale branding where full logos aren't practical

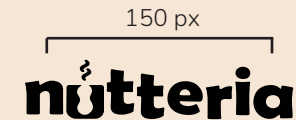
CLEARSPACE

Give it space! To preserve the integrity and visual impact of the logo, maintain enough clear space around it. This area is measured using the 'u' symbol in the logo, as shown. No other graphic elements, typography, rules or images should appear inside this clear space.



MINIMUM SIZE

The logo is pretty bold and resilient, but there is a limit to how small it should be reproduced. Below are the minimum sizes that you may use the logo.



For print: 40 mm minimum
For web: 151 pixel minimum



For print: 20 mm minimum
For web: 75 pixel minimum

WRONG USAGE

- ❶ Don't stretch or condense the logo
- ❷ Don't rotate the logo
- ❸ Don't not use gradient, overlays or other color effects
- ❹ Don't change transparency
- ❺ Don't outline
- ❻ Don't display on same color or close colors

❶

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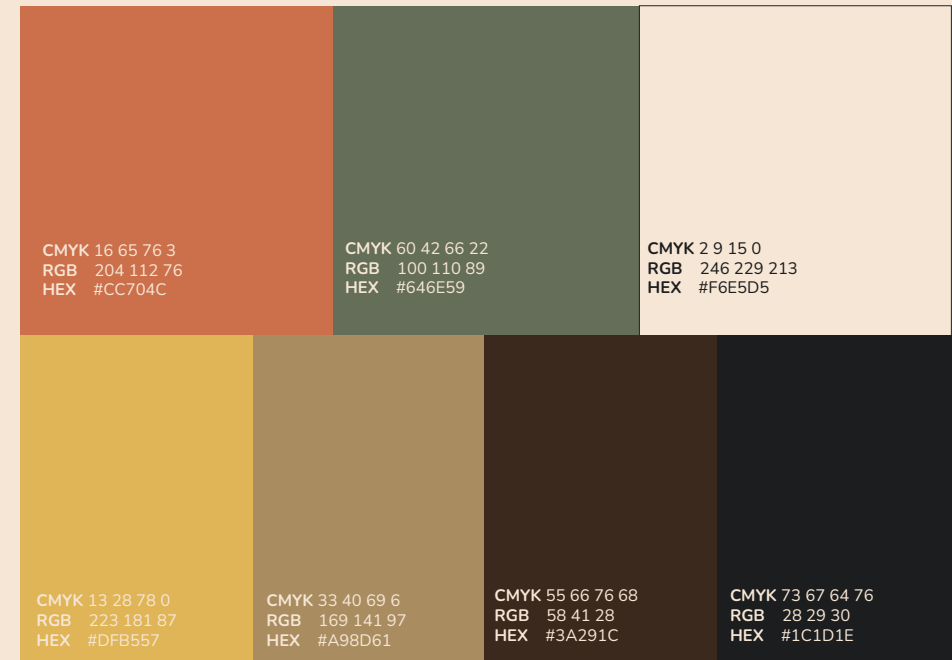
❻

nutteria

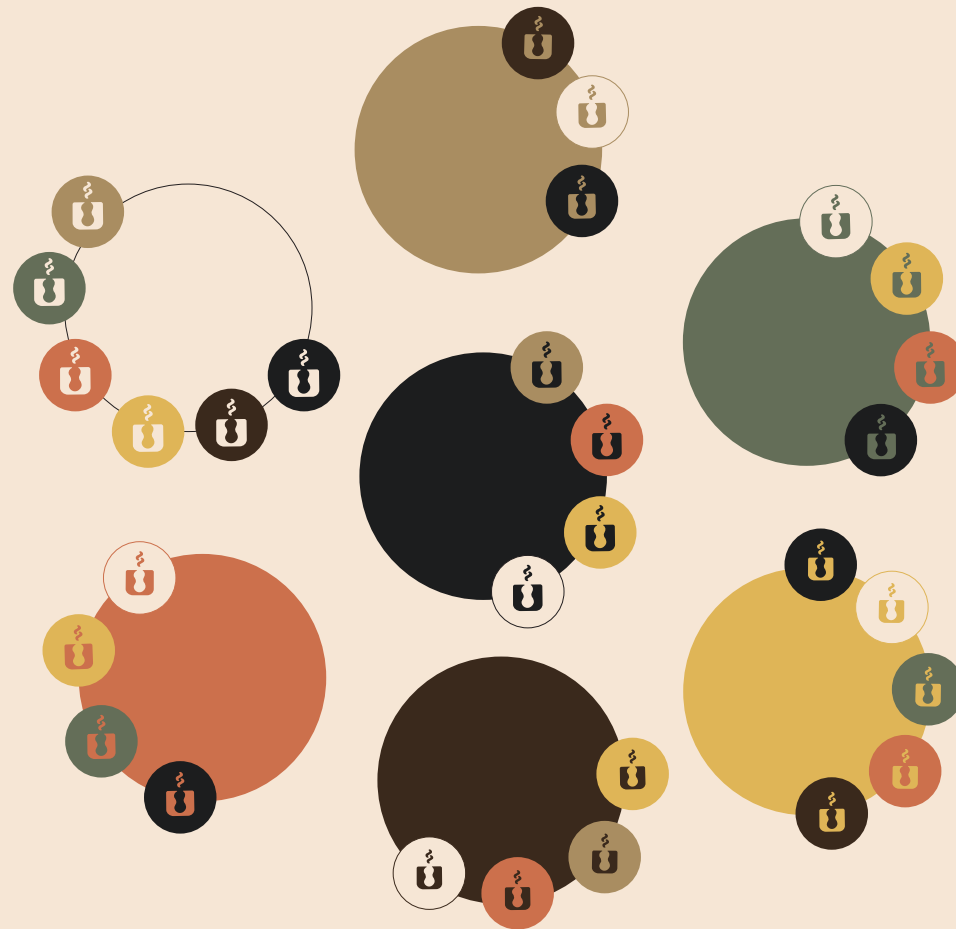
COLOR

COLOR PALETTE

The color palette is flexible, allowing for creative freedom in usage as long as visibility and contrast are maintained when colors are overlaid. There are no strict rules regarding proportions; colors can be applied based on context, mood, and the specific emphasis needed in a design. To maintain brand coherence, designers are encouraged to pair colors thoughtfully, considering how they complement the brand's tone and personality. The primary focus is on ensuring that all colors remain accessible and readable, especially when layered together, without rigid guidelines on their exact use. As a general rule avoid using dark colors together as the brand needs to be bright and fun.



EXAMPLES OF USE



TYPOGRAPHY

TYPEFACES

The main typefaces are Sawyer for headlines and Nunito for text.

Sawyer is a typeface that embodies artisanal charm with a modern twist. Its hand-crafted feel and organic details evoke authenticity and warmth while maintaining clarity.

Nunito is a rounded sans-serif typeface known for its friendly and approachable design. It offers excellent readability and versatility, making it a great choice for both headings and body text.

SAWER

**A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z**

1 2 3 4 5 6 7 8 9

Nunito

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

123456789

TYPE SYSTEM

We use Sawyer for headlines, large text or accent words.

We can also use “Nunito Bold/Extra Bold for headlines. The choice between Nunito and Sawyer for headlines allows you to adapt to different contexts while keeping a clear visual emphasis.

For sub-headlines we use “Nunito Bold/Semi-Bold” and for body text we use “Nunito Regular.”

HEADLINES _____ Sawyer

Sub-headlines _____ Nunito Bold

Paragraph _____ Nunito Regular

Captions _____ Nunito Regular

GRAPHICS

ILLUSTRATIONS

Our nut characters bring personality and playfulness to the brand while staying true to our natural aesthetic.

Design Approach

The base elements should be real, high-quality images of nuts (almonds, cashews, walnuts etc.).

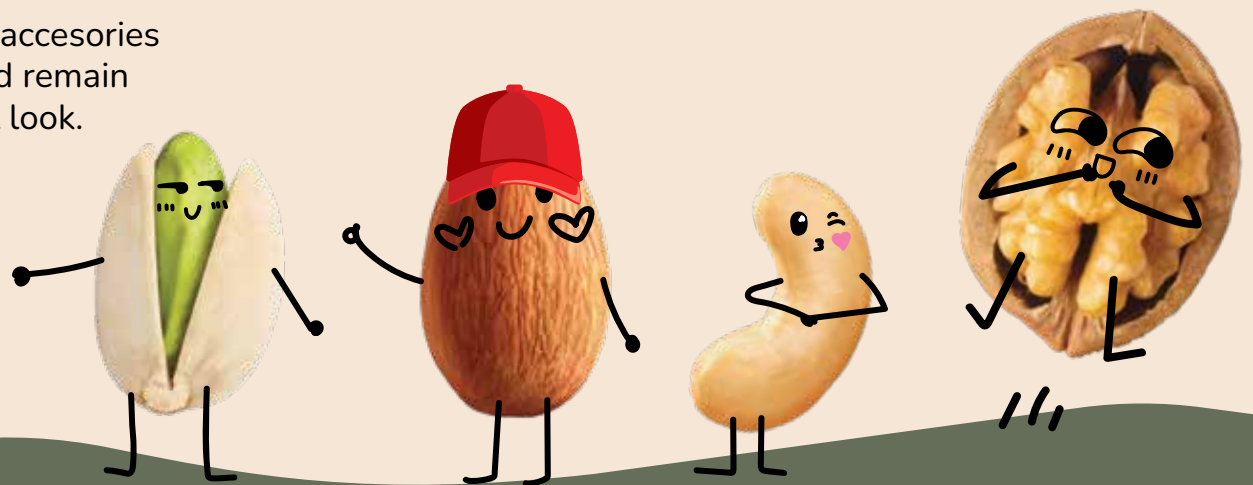
Their facial expressions minimalist, hand-drawn features (eyes, mouth) with subtle emotions to reflect a friendly and engaging tone and thin, clean stroke lines for arms and legs.

Colors are mostly black and white, with small accents (e.g. a red tongue or blush)

To add personality can be used simple accessories (glasses, hats, bow ties etc.), but should remain minimal and not overpower the natural look.

Usage Guidelines

- Used only for raw and roasted nuts packaging, as well as marketing and social media content.
- Expressions and accessories should be varied but maintain a cohesive style.
- Avoid over-complicating designs, keep the natural feel of the nuts intact.
- Ensure they complement, not overpower, the overall brand aesthetic.



PATTERNS

The brand patterns add depth and consistency to our designs. They should be used strategically on packaging, social media, and marketing materials without overpowering other elements. Patterns must follow the brand color palette and maintain proportional scaling. Avoid distorting, overcrowding, or using them in ways that reduce text readability. Proper application enhances brand identity while keeping designs visually harmonious and engaging.



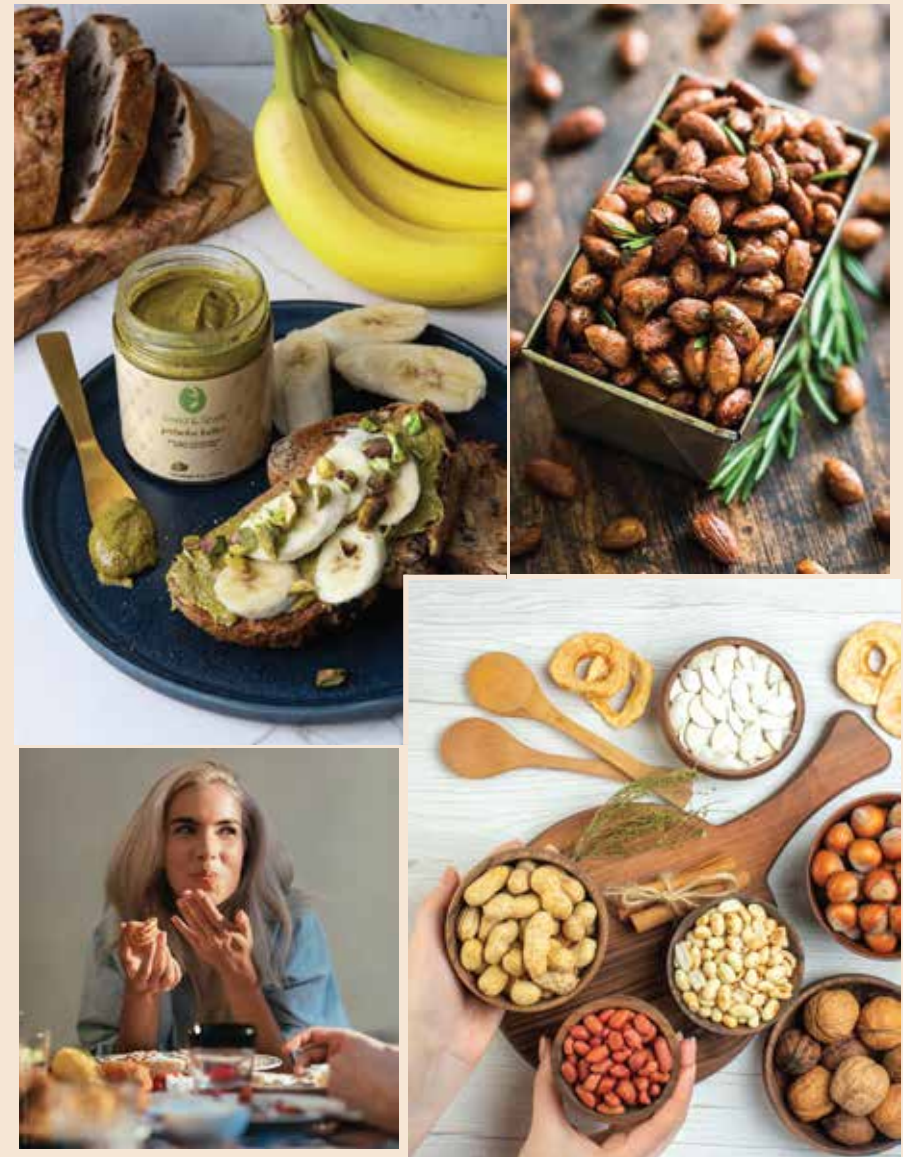
IMAGERY

GUIDELINES

We use high-quality images to capture the beauty of natural ingredients, the richness of nuts, and the joy of sharing good food. Our photography should feel warm, authentic, and full of life, highlighting the textures and natural appeal of nuts.

Images should convey a natural and organic feel, human connection, and close-up details. They should feature minimalist, clean backgrounds that keep the focus on the subject.

Choose warm, earthy tones that complement natural food. Keep edits light and natural, avoiding excessive filters. Ensure consistent lighting across all imagery for a cohesive visual identity.



BAD IMAGE EXAMPLES

To maintain consistency, we avoid low-quality or pixelated images, as they appear unprofessional and diminish visual appeal.

Overly filtered or heavily edited images should be avoided, as they can make visuals look artificial and off-brand.

Black and white or monochrome images do not align with our warm, natural aesthetic and should not be used.

Additionally, any imagery that promotes unhealthy snacking contradicts our brand values and should be excluded. Every image should reflect our commitment to high-quality, wholesome, and visually engaging content.



APPLICATIONS

STATIONARY



PACKAGING







ADVERTISING



nutteria
nut roastery & café

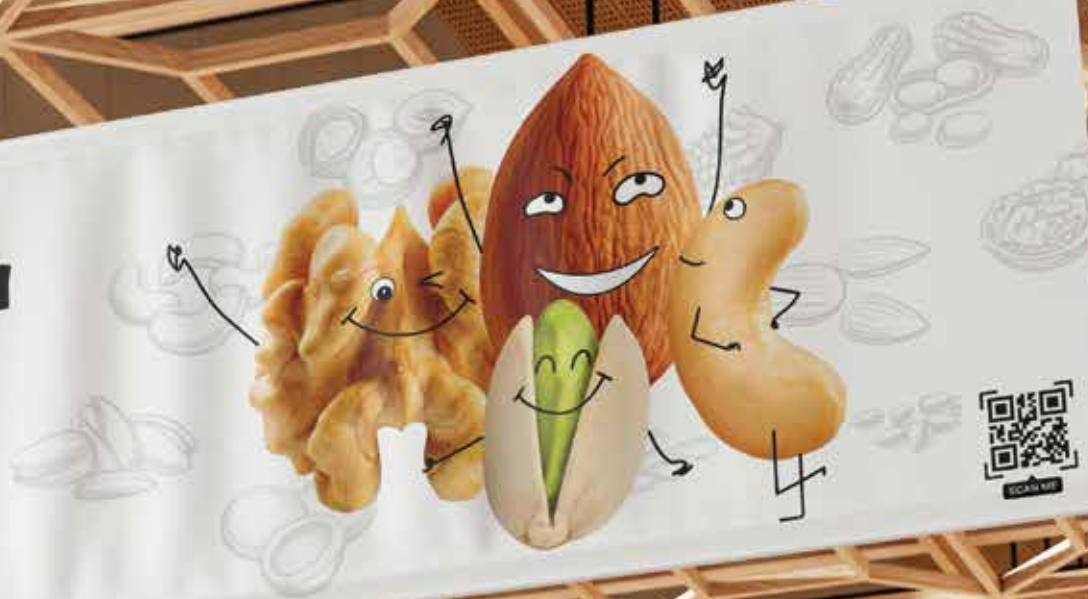
Freshly roasted nuts & mixes
Selection of creamy nut spreads
Specialty coffee & Nut butter lattes
All kind of nutty creations

www.nutteria.com

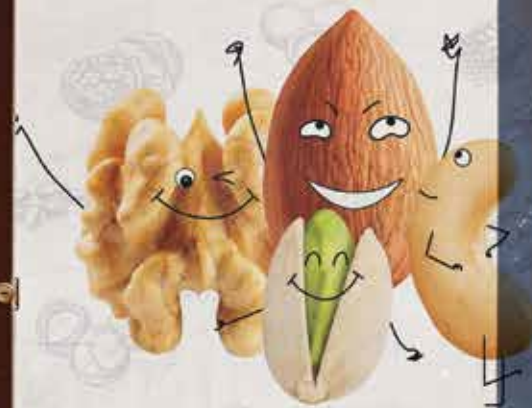
The billboard features a white background with a black border. On the left, the brand name 'nutteria' is written in a bold, lowercase sans-serif font, with a small nut icon above the 'i'. Below it, 'nut roastery & café' is written in a smaller, lowercase sans-serif font. To the right of the text is a group of four anthropomorphic nut characters. From left to right: a cluster of three golden-brown almonds with a single character's face; a large, smiling almond with a green leaf on its stem; a smaller, smiling almond; and a peanut with a smiling face. All characters have simple black outlines for eyes, mouths, and limbs. The billboard is set against a backdrop of lush green trees and a black wrought-iron fence.

nutteria
nut roastery & café

#roastingnuts
#brewingsmiles
#spreadinglove



nutteria
nut roastery & café



FRESHLY ROASTED NUTS & MIXES
SELECTION OF CREAMY NUT SPREADS
SPECIALTY COFFEE & NUT BUTTER LATTES
ALL KIND OF NUTTY CREATIONS

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nutteria

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PACKAGING







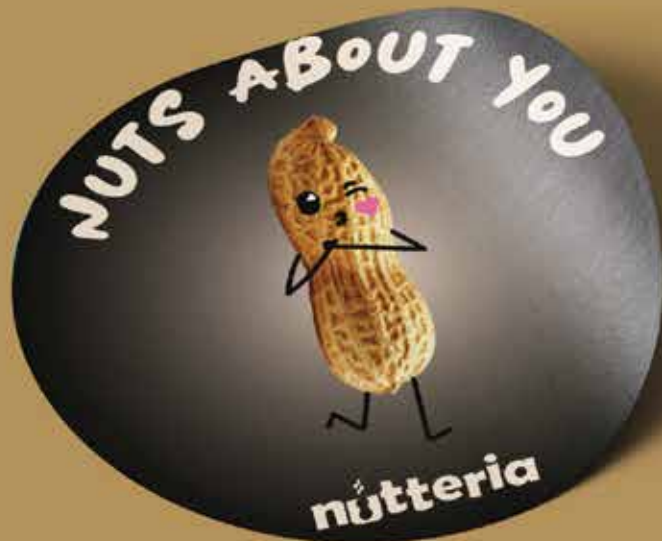
WE'RE FRIENDS
CAUSE WE'RE BOTH
NUTS!



There's no friendship as strong as a peanut butter and jelly sandwich. Because let's face it, we're all a little nuts, and that's what makes us better.

Created by

nutteria

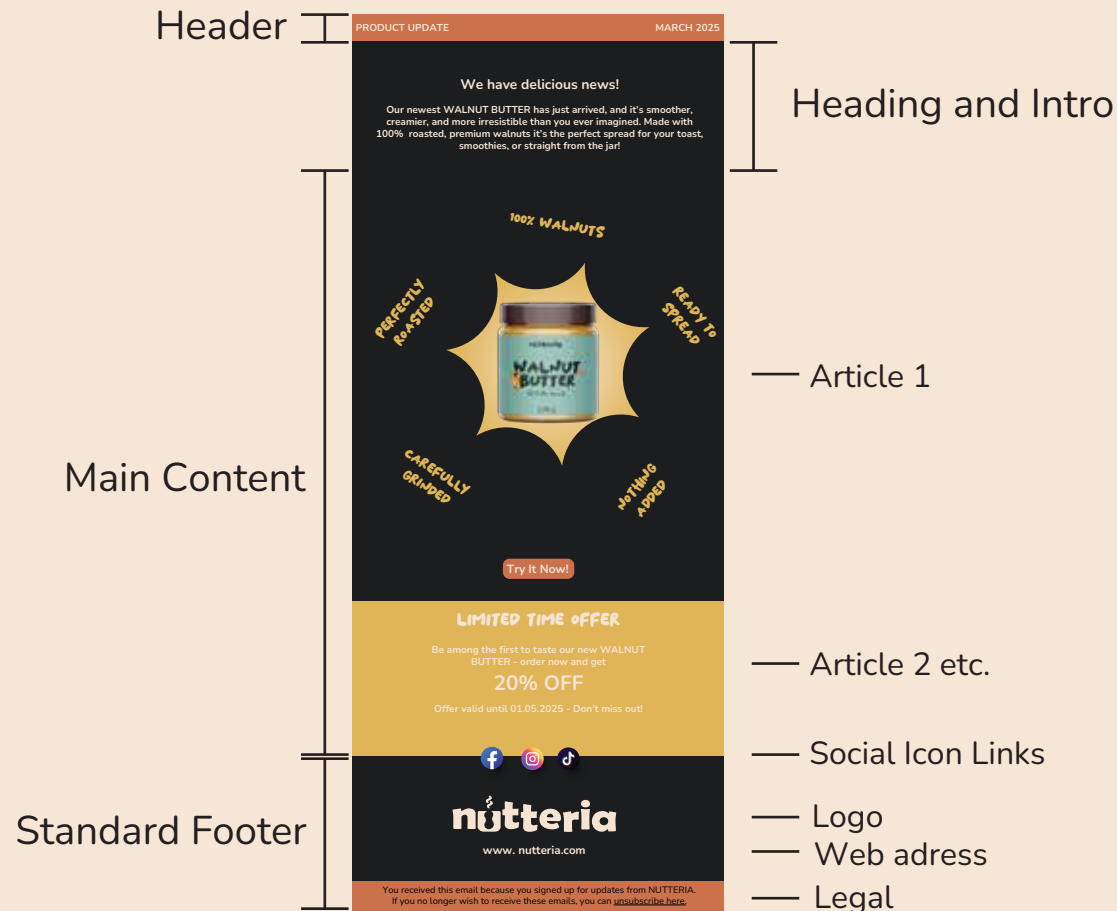


DIGITAL



Newsletter Design

When designing the newsletter, the bellow guidelines should be followed to ensure they look all consistent and on-brand. The header and footer are fixed, but of course you can recolor them using our palette.



THANK YOU!