The Nug Co

BRAND GUIDELINES

The Brand

The mind sees the design as a whole before it sees the components individually. For this reason each design element must complement each other in order for the design to be successful.

All of the design elements work together. The texture, shape, color, and lines are perfectly in sync with each other in order to be pleasing to the eye.

Not only does it make a memorable impression on consumers but it allows our customers and clients to know what to expect from our company. It is a way of distinguishing The Nug Co from the competition and clarifying what we offer that makes us the best choice

The Logo

The Logo

First things first; the Logo is the focal point of the brand. An instantly recognizable symbol of the company. For this reason it's important to use the Logo exactly as specified in these guidelines.

Our Logo is a simple and modern wordmark inspired by graffiti fonts and street art.

We are very proud of our Logo, and would appreciate it if you could follow these guidelines to ensure it always looks as we intended.

The "Nuggy" Logo

Nuggy or Nugz or Mr. Nug, as popular as he is, has a few nicknames.

Besides helping cement our brand in the consumers mind, he creates a welcoming, more chill and more affectionate relationship with our target audience, extending the company connection with the consumer.

The Exclusion Zone

The Exclusion Zone ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics.

This zone should be considered as the absolute minimum safe distance, in most cases the Logo should be given even more room to breathe.

The exclusion zone is equal to 40% the total height of the logo.

The Nuggy Logo, which is more squared, can have the exclusion zone reduced to 30% of the total height.
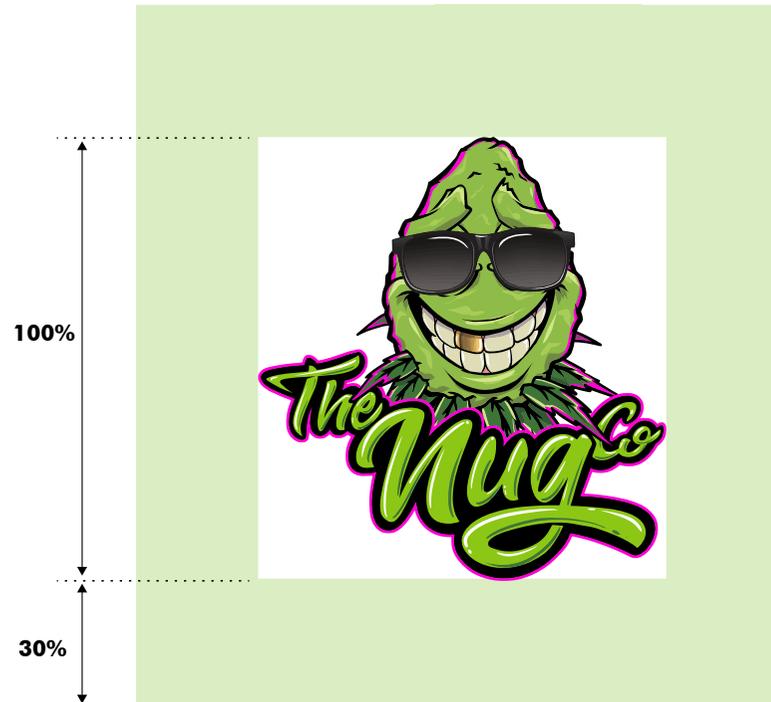
**100%**

40%

100%

30%

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The exclusion zone is equal to half the height of the Icon (marked as × in the diagram).

NO

Here the Coke logo is much too close to The Nug Co Logo.

NO

This copy line is also much too close to the Logo.

YES

Both The Nug Co and Coke Logos have enough room that they do not compete with each other.

YES

The copy has just enough room. Remember the Exclusion Zone is the minimum space given to the Logo.

Minimum Sizes

Establishing a minimum size ensures that the impact and legibility of the Logo is not compromised in application. Due to the higher resolution available in print vs that of screenbased media (300dpi vs 72dpi respectively), we are able to reproduce the Logo at a fractionally smaller size in print without any graphic deterioration.

Print

To ensure legibility and impact, the Logo should never be reproduced smaller than 20mm in any print communication**.**

Digital

To ensure legibility and impact, the Logo should never be reproduced smaller than 70px in any digital communication.

Over-Reduced

For reduced sizes like a favicon with demands sizes under 32x32 pixels we use a close-up of Nuggy.

Print
20mm / 0.8in

Digital
57px

Print
20mm / 0.8in

Digital
57px

Favicon
32 x 32 pixels
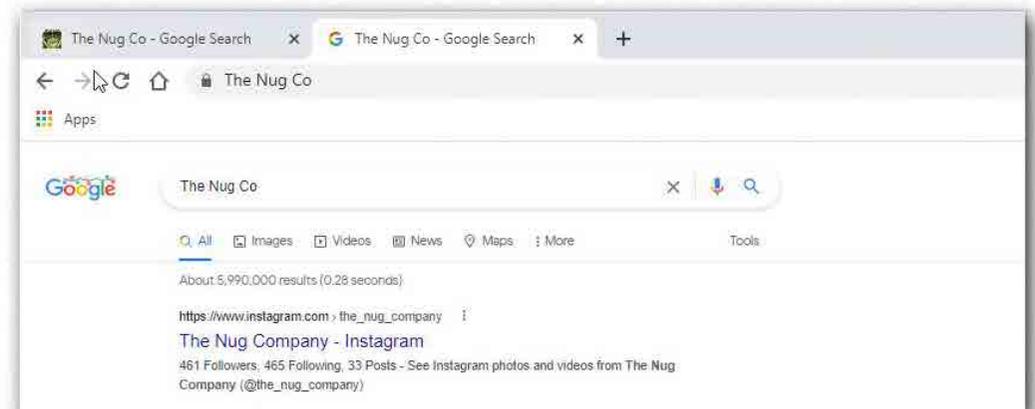
Logo colour options

The Nug Co Green Logo with magenta rim, pictured right, is our primary Logo colourway, used in every situation where the brand palette is not limited.

If colour is not an option or is limited for technical reasons or if the brand green lacks contrast or competes with other visual elements, you have permission to use either the black or green simplified Logo options.

These are the only variations that can be used to ensure the logo identity and consistency.

Due to the complexity of the design the "Nuggy" logo cannot be used with any colours other than it's intended colours. When no colours are available you may use our one colour logo.

Colour Pallete

We use a modern, distinct, vibrant, young
and lasting colour pallette.

Not to mention our beloved green which is
entirely related to our high quality products.
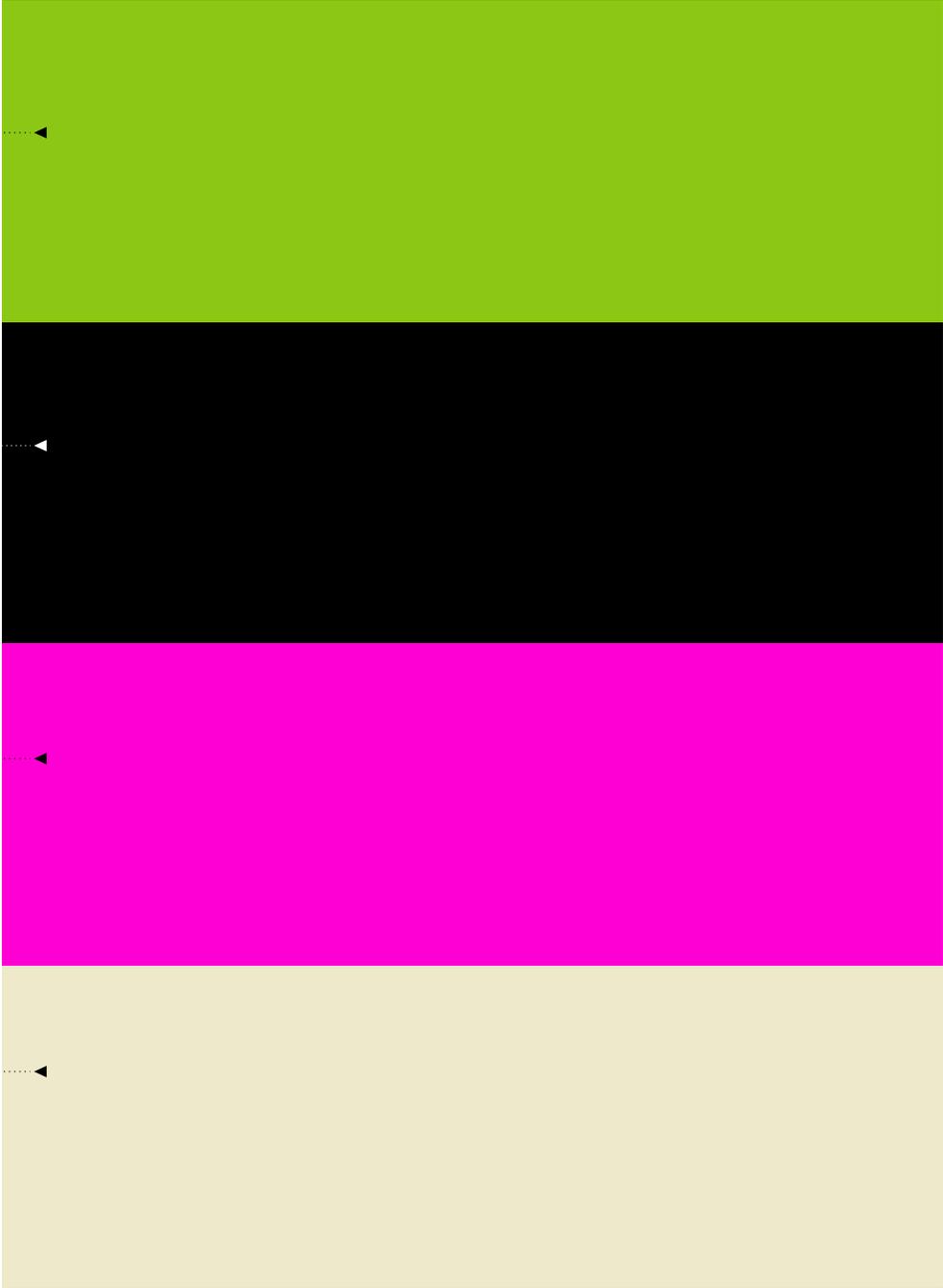
RGB: 140, 199, 21
Hex: #8cc715
Pantone 376c

RGB: 0,0,0
Hex: #000000
Pantone Black 6c

RGB: 255, 0, 212
Hex: #ff00d4
Pantone 807c

RGB: 237, 233, 202
Hex: #ede9ca
Pantone 7499c

Logo over colours

Our logo works over any of our colours, but we use it preferably over our main green colour, sometimes when green it's not available we can use it over black or white and have to avoid using it over the magenta and cream, using only when there's no other option available.
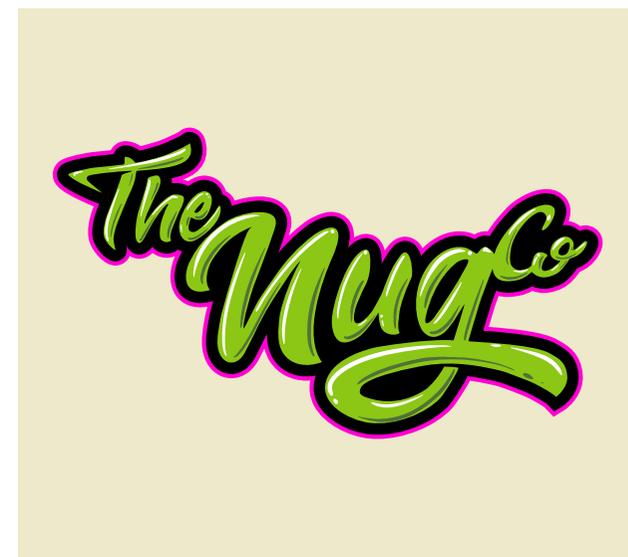
Nuggy logo over colours

The Nuggy logo version follows the same rules of the main logo:

We can use it over any of our colours, but we use it prefer over our main green colour, sometimes when green is not available we can use it over black or white and prefer to avoid using it over the magenta and cream, using only when there's no other option available.

Logo misuse

It is important that the integrity of the appearance of the Logo remains consistent.

The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.

The Mascot

Hello Nuggy

Meet our friend and mascot, Nuggy (a.k.a Nugz, Mr. Nug).

He has a personality as unique as our brand. He's part hippy, part hip hop part business magnate and he is of course perpetually sampling his own products to ensure nothing but the finest quality.

You will find Nuggy in all sorts of different situations and circumstances in store and on our website.

The Typography

Consistency with text

As well as the use of colour in branding, the choice of font is equally important.

It is yet another form of non-verbal messaging you are sending out about your brand.

Our typographic palette helps to tie all communications together, from the copy on your website, direct mail through to our storefront; creating brand consistency and memorability.

Cera Stencil Pro Bold

Headlines

Cera Stencil Pro Light

TAGLINES

Futura Md Bold

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Futura Md Book

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

The Store

The Place

Branding is a pivotal element of your business. Branded interior design is a critical tool to enforce and strengthen your business, re-enforcing your customer bond, and improve the overall experience.

Our company brand communicates what makes us unique and helps to stand out against competition.

Offering customers a relaxing and enjoyable experience.

The experiential aspect of the brand have to be consistently and effectively implemented in all stores.

Key features

Establishing key features we can replicate the overall interior design through different places and architecture styles.

1. Black walls help the products to stand out and add contrast to The Nug Co green.

2. Interior backlight. Always using the Nuggy Logo preferably behind a POS and with a green background wall

3. Exterior Backlight. Always in black with the main logo lit and the tagline respecting our brand typography

4. Green portal at the entrance.

5. Wood flooring and wood shelves to keep the store welcoming, warm and fashionable.

6. Black cabinets with The Nug Co green background.

7. Like our logo we keep a Magenta highlight throughout the store, it has to be small and secondary like a background wall, a fillet in the cabinets a stripe in a wall.