



BY FLYDOG DIGITAL

BRAND GUIDELINES

Complete Branding Guidelines for Stacey Collins Nutrition.

BRAND GUIDELINES



WELCOME

Complete Branding Guidelines for Stacey Collins Nutrition.

Brand guidelines provide the established official policies and standards for the organization's visual identity. It is applied to all materials, whether print or digital. It includes guidelines on the proper use of Stacey Collins Nutrition's logo, colors, fonts, and official messaging.

Brand guidelines ensure that all marketing and communications for the organization are accurate and stays on-brand.



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TAGLINE

01

WHERE NUTRITION
matters most



BRAND IDENTITY

02



MISSION & VISION

MISSION

My mission is to help people with Crohn's disease, ulcerative colitis, and other Inflammatory Bowel Diseases (IBD) explore an increased quality of life through individualized nutrition. Together, we craft unique, sustainable strategies that redefine what it means to nourish the body - a celebration of life through food rather than battling disease.

VALUE STATEMENT

My vision is to make nutrition care more accessible, approachable, and applicable for people affected by Inflammatory Bowel diseases (IBD).

I aim to create a place that welcomes each person's individualized IBD journey by offering the tools, knowledge, and nourishment to live a big, full life through all the IBD peaks and valleys. I envision a world of healthcare that is refreshingly compassionate and collaborative; where people feel supported and confident in their nutrition, are able to make mindful decisions that honor their needs, celebrate their cultures, and foster participation in their vibrant communities.



CORE VALUES

03



ACCESSIBILITY

People with IBD deserve access to quality nutrition knowledge, tools, and strategies to make nourishing food choices that support their overall health, wellbeing, and quality of life.

INDIVIDUALITY

Every body is unique and requires an individualized approach. We celebrate those differences by analyzing each patient's unique nutrition-related labs, offering data-driven solutions, and tailoring each nutrition conversation to account for each person's needs, preferences, and cultural celebration.

CURIOSITY

We acknowledge that the reality of a GI disease is that celebration surrounding the experience of eating cannot occur without curiosity first, which is why we encourage an exploratory approach towards food.

RESILIENCE

We stand by our patients throughout their IBD journey, offering nutrition-related support, reassurance, and applicable tools to navigate the complexities of IBD within our broken healthcare system.

COMPASSION

We empathize deeply with our patients and their health challenges. Our approach is rooted in kindness, understanding, and non-judgement, creating a safe, nurturing environment for their wellness journey.

BRAND TONE

04



WE ARE . . .

EMPATHETIC
CURIOUS
KNOWLEDGEABLE
OPTIMISTIC
ADVENTUROUS [IN NUTRITION]
EMPOWERING
CELEBRATORY
CONVERSATIONAL
INSPIRING

WE ARE NOT . . .

PITYING
INTRUSIVE
KNOW-IT-ALLS
UNREALISTIC
RECKLESS
OVERPOWERING
EXCESSIVE
INFORMAL
OVERPROMISE

LOGOS

05



LOGO FILE TYPES

FILE TYPE	APPLICATION	RESOLUTION	COLOR MODE	BACKGROUND
jpeg	business cards, letterhead, office print jobs	raster file 300 DPI	for print	white
png	website, social media, digital products	raster file 300 DPI	for digital	transparent
eps	signage, wallpaper, letterpress	vector file will not pixelate	for print	transparent

RASTER FILES

Raster files (JPEG & PNG) are the most commonly used graphic file types. They are "flat", unscalable files. They become pixelated when they're increased to a format larger than their original size, causing a blurry effect.

CMYK: PRINT COLOR MODE

CMYK stands for Cyan Magenta Yellow Black. These are the four inks used by most color printers to create their colors.

VECTOR FILES

Vector files (EPS) are scalable, have infinite resolution, and won't become pixelated no matter how large you scale them. Vector files are ideal for larger logo applications or very specific print jobs that require precision in printing or cutting your logo.

RGB: DIGITAL COLOR MODE

Digital devices use Red, Green and Blue channels of light to produce their color spectrum (hence, "RGB").



PRIMARY LOGO

This should be your most-used and most recognizable logo mark. It is intended to live on your website, on your business cards, and anywhere a "first" impression upon a client may be imposed.

Exceptions include when less space is available, a different orientation is desired, or a departure from the primary logo helps make a unique branded impression. Recommended uses for this logo are in your website header, legal documents, pricing guides, business cards, formal advertisements, promotional materials, and packaging.





PRIMARY LOGO - ALTERNATIVE COLORS





SECONDARY LOGO

A secondary logo should be used when a different orientation is desired, or if a departure from the primary logo helps make a unique impression. Recommended use for this logo is generally the same as the primary logo, but specifically intended for when space restrictions or context makes the secondary a better fit.





SECONDARY LOGO - ALTERNATIVE COLORS





SUBMARK

A submark is used to emphasize and embellish your brand impression in contexts where your primary logo is already in use. It's designed to fit in small spaces and is perfect for packaging or collateral details. Example uses for a submark logo are packaging accents (stamps, tags, etc.), photo watermarks, email signatures, website footer, social media graphics, and profile images.





SUBMARK - ALTERNATIVE COLORS



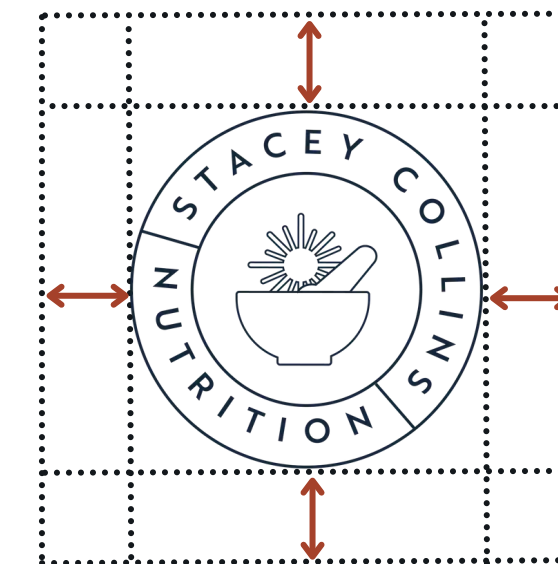


LOGO CONSTRUCTION GRID

SAFEZONE

The safe zone is a distance the logo must handle with respect to other objects that are placed around the logo.

The size of the safezone (white block) around the logo must equal to the width of the "S" in Stacey. Space will change as the size of the logo changes. Logo cannot appear smaller than 45mm wide.



GRAPHICS & TEXTURES

06



GRAPHICS & TEXTURES

Custom brand patterns are an incredible way to enhance your brand identity. They communicate personality, add depth + distinction, and strengthen your overall brand recognition. Brand patterns are intended to be used as an accent, so the context in which you use them is important! Since patterns can be busier or multi-colored, consider the appropriate balance to avoid a final design that looks cluttered or distracting.

SUGGESTED USES:

- Stationery and envelope liners
- Packaging details (tape, belly bands, box design, tissue paper, stickers, and more)
- Social media graphics or accents
- Website banners
- Business cards



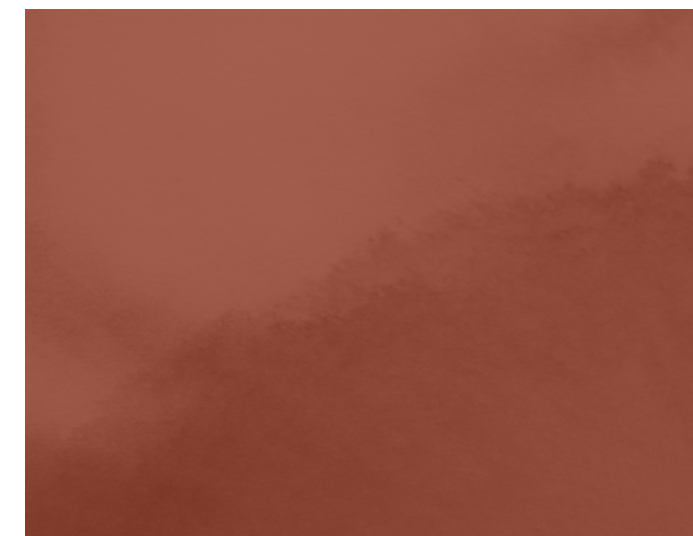
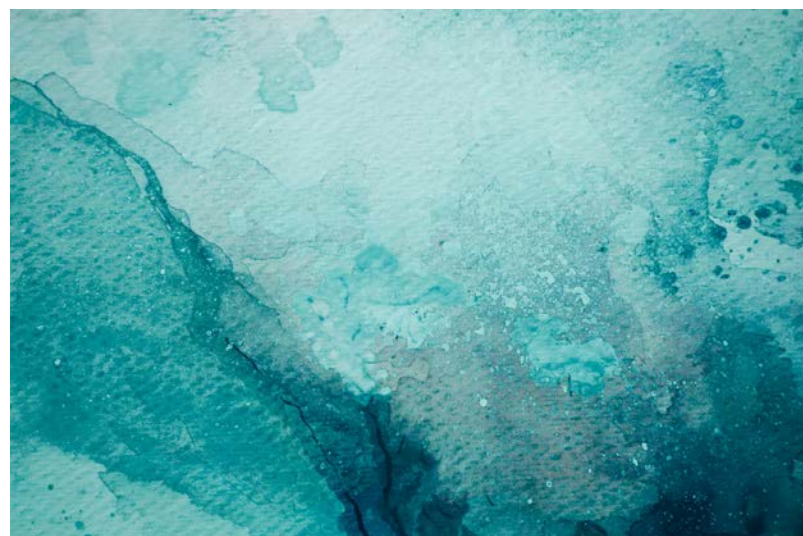


GRAPHICS





TEXTURES



COLOR PALETTE

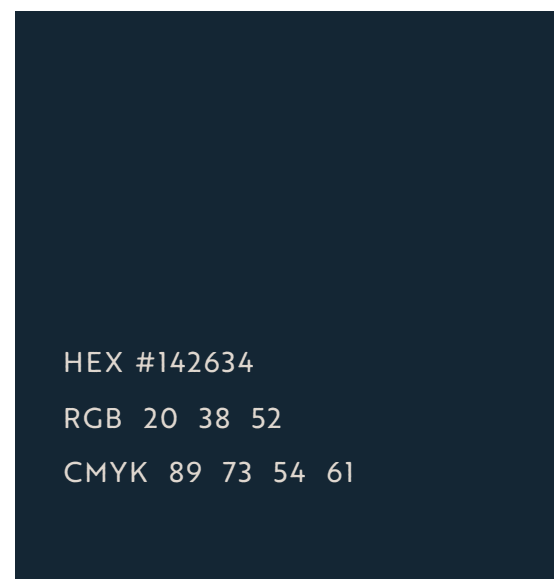
07



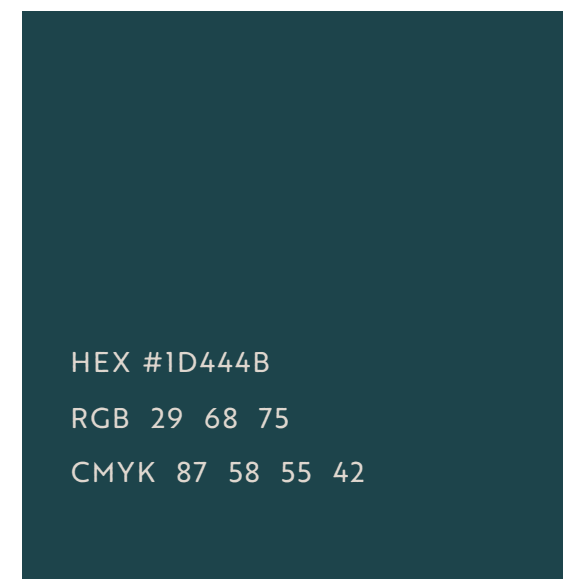
COLOR PALETTE GUIDELINES

Your primary palette is four colors. Your primary colors help people to quickly identify your brand. They should be used most often, especially for when you are making a first impression with your logo and for call-to-action buttons on a website.

For web and digital applications, use the HEX values (#xxxxxx) provided. Note that colors may vary on different computers or devices, due to inconsistent monitor color calibration. For printing, it's best to use the CMYK colors, unless an option to use HEX is given. Some printers may request a Pantone Matching System (PMS) Color Code, which we are happy to provide if needed.



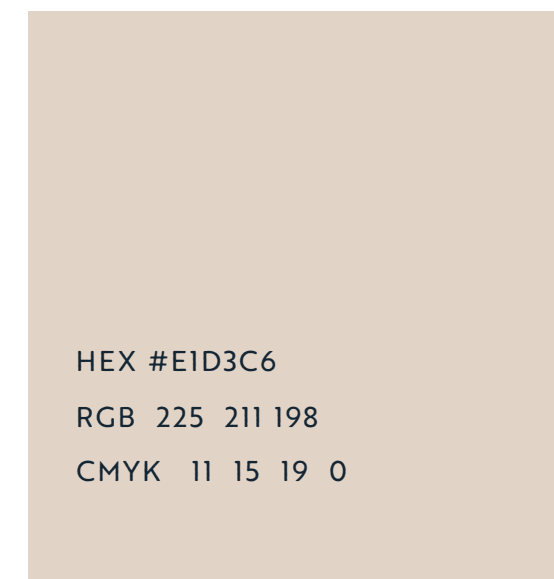
DARK JADE



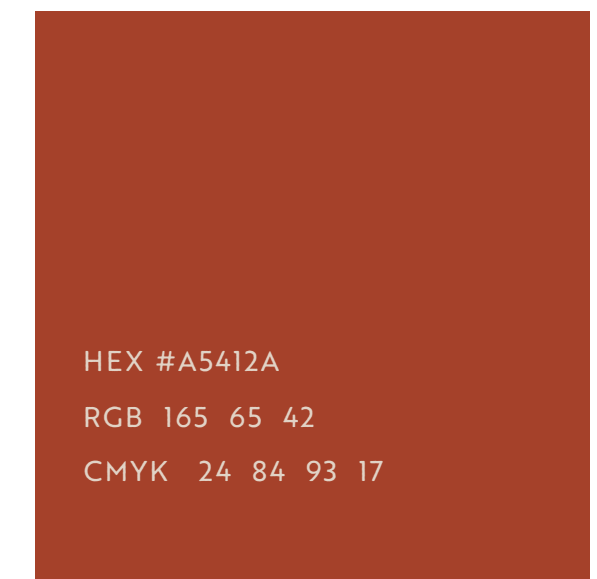
JADE



STONE



SAND

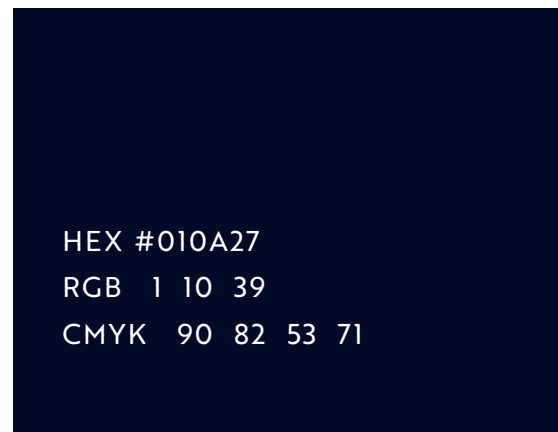


SUNRISE

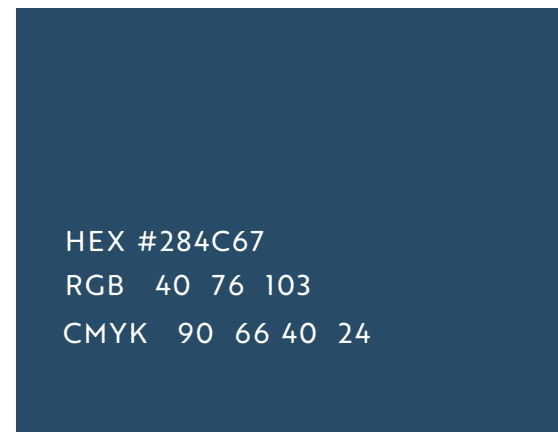


SECONDARY COLOR PALETTE

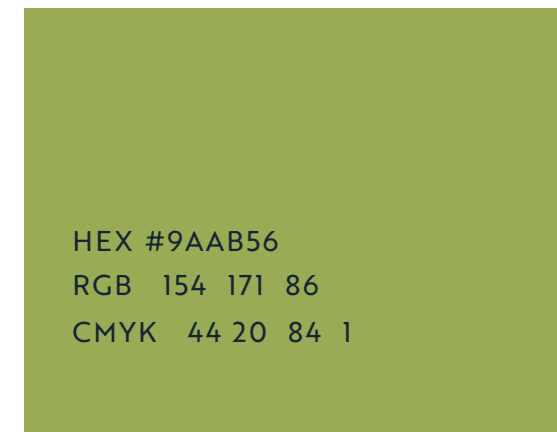
A secondary color palette may be used to complement the primary palette but never to substitute.



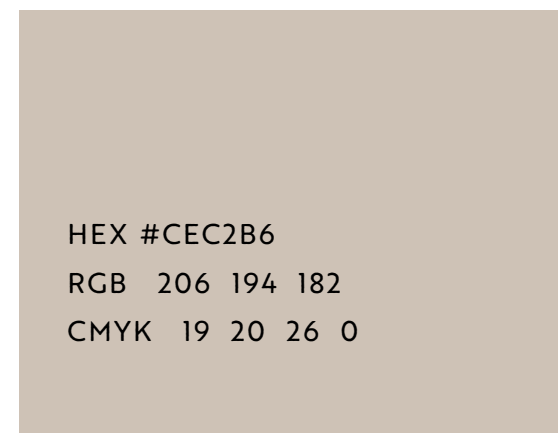
NIGHT SKY



OCEAN



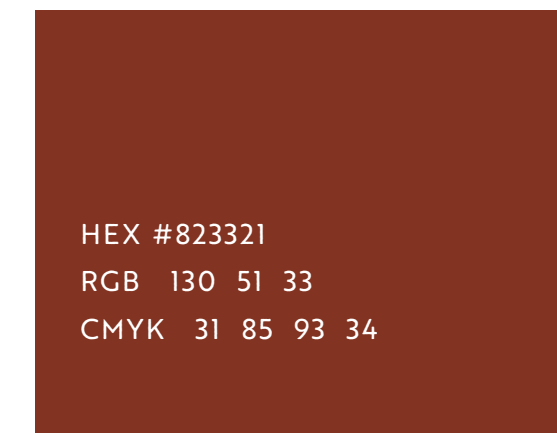
LIME



DUNE



CIDER



RUST



COLOR PAIRINGS

EFFECTIVE COLOR PAIRINGS:

These examples represent examples of the brand colors that pair well together.

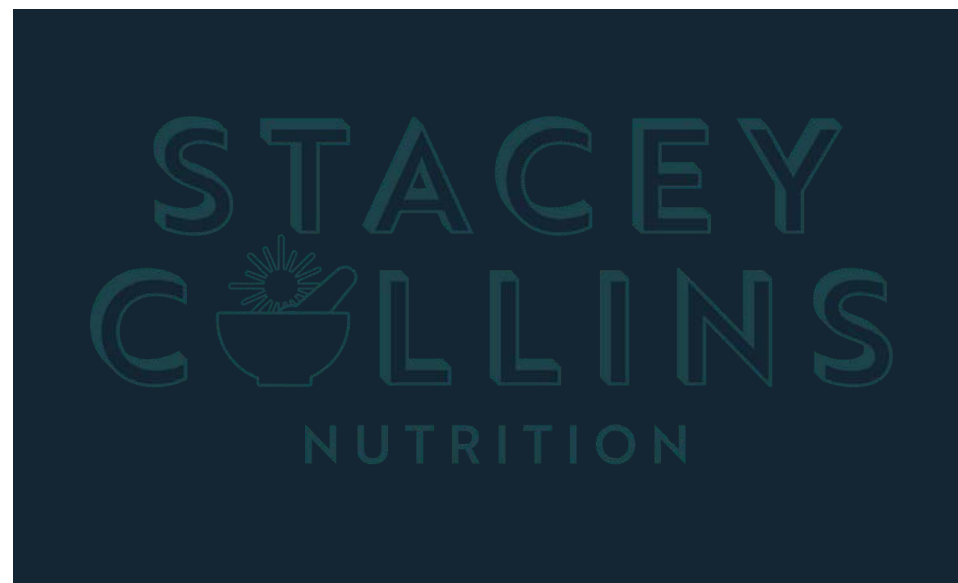




COLOR PAIRINGS

INEFFECTIVE COLOR PAIRINGS:

These examples represent examples of the brand colors that do not pair well together.



TYPOGRAPHY

08



HEADING FONT

Brother 1816, Medium

Letter Spacing: 200 pts.

Minimum: 20 pts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*

Aa Bb



ACCENT FONT

Bestermind

Letter Spacing: 0 pts.

Minimum: 50pts.

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

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.

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & *

A a B b



BODY FONT

Brother 1816 Regular
Letter Spacing: 0 pts.
Minimum: 12 pts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.
0123456789!@#\$%^&*

Aa Bb

SOCIAL MEDIA

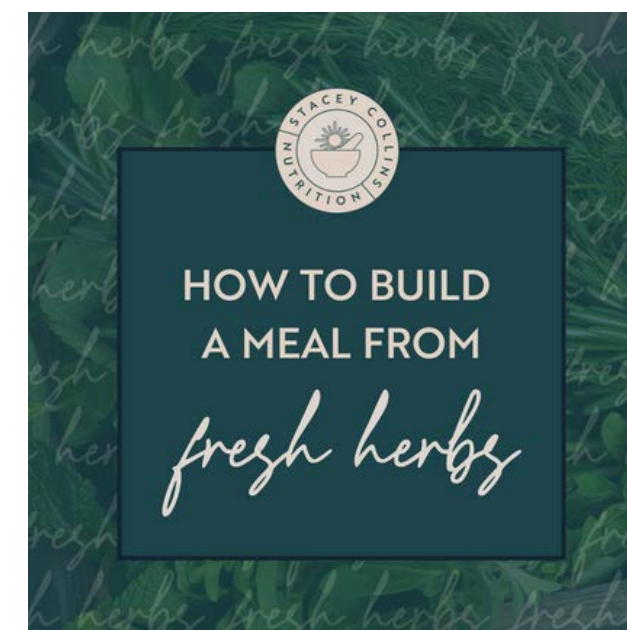
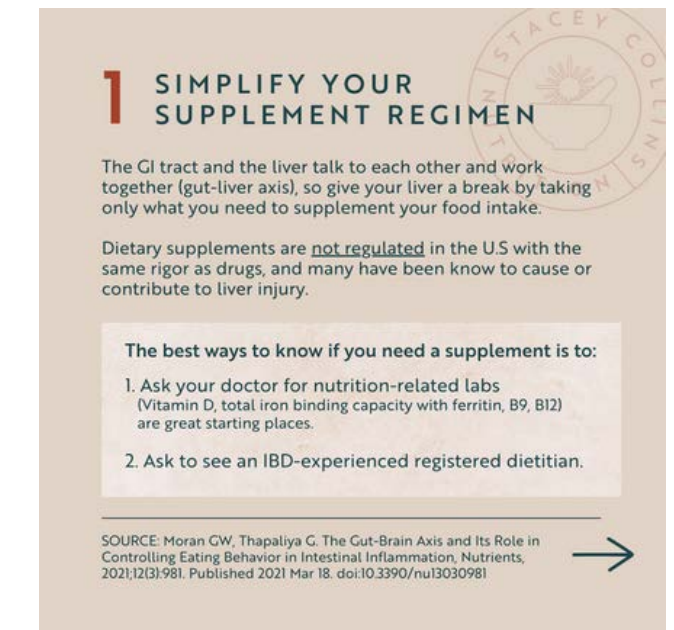
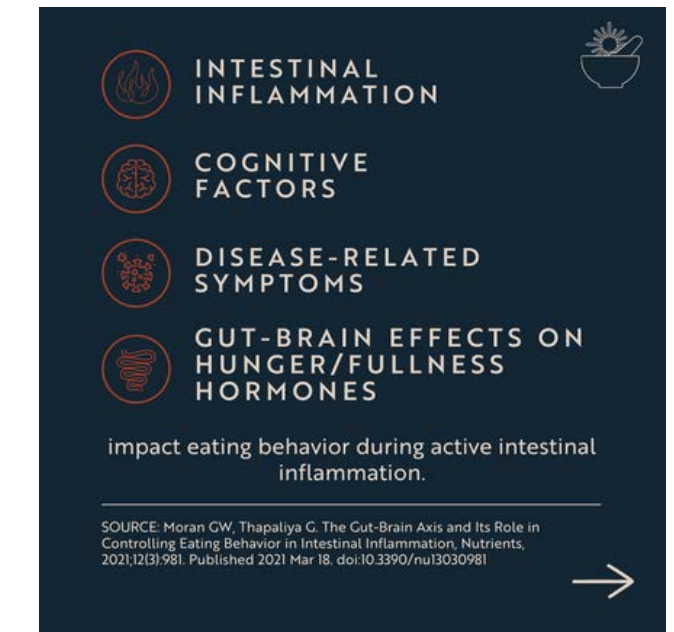
09



SOCIAL MEDIA

Your social media and other marketing efforts are an extension of your brand and should be treated as such. Your target audience should easily be able to tie your website and social presence.

All social media (Instagram, Facebook, LinkedIn, Pinterest, etc) graphics should be on brand using the fonts, typography, color palette, and textures found in this brand guideline. We've created a few templates based on your brand to help you get started!



BRAND PATTERN

10

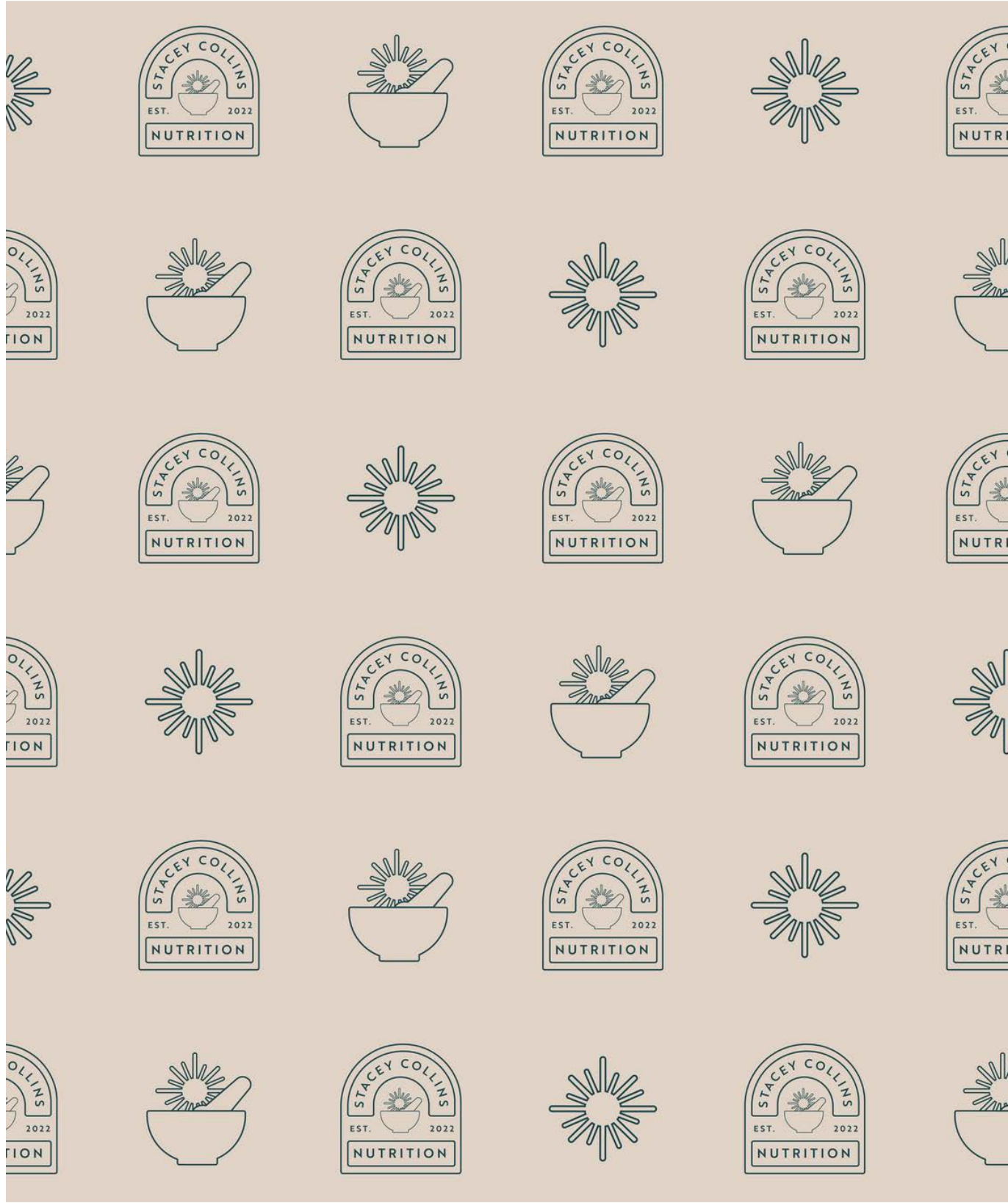


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CONTACT

BRAND GUIDE BY FLYDOG DIGITAL



email: marketing@flydogdigital.com

website: www.flydogdigital.com