

NUTRITIOUS LIFE





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NUTRITIOUS LIFE

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OUR STORY



Keri Glassman
Founder of Nutritious Life



MEET KERI GLASSMAN

Founder and CEO of Nutritious Life and The Nutritious Life Studio, Keri Glassman, MS, RD, CDN, is a renowned celebrity nutritionist, healthy cooking expert, and wellness thought-leader. Upon receiving her masters in clinical nutrition in 1999, she swiftly built a successful private practice as a dietitian in NYC, and now has more than 20 years of experience in counseling clients, building businesses, and mentoring up-and-coming wellness professionals.

As a nationally renowned healthy living expert and the author of four best-selling books, Keri is a prolific contributor and commentator for countless top media outlets.

Keri is a Today Show Tastemaker and a contributing editor and advisory board member for Women's Health Magazine. She is the author of four bestselling books, including The New You and Improved Diet and The O2 Diet. She's also regularly featured on national television programs like The Today Show, The Doctors, and The Rachael Ray Show and is a prolific contributor and commentator for countless other top media outlets.

Keri's success in each of her business endeavors has come as a direct result of her passion for wellness, keen business sense, and ability to build strong, authentic relationships. With Keri's guidance and support, coupled with access to her extensive network of experts throughout the health and wellness industry, you can learn to successfully build and grow the wellness business of your dreams.

At Nutritious Life, we believe that our bodies and minds—these extraordinary wonders that pump blood, transmit nerve signals, and are hungry for nourishment—instinctively crave health and balance. But it's the stuff of life—clothes, jobs, bills, cars, phones, meetings, and the endless chatter of thinner waists and thicker hair, softer skin and harder abs, more money and less time—that distracts, damages, and derails us from our true purpose.



BRAND STRATEGY

With renowned dietitian and thought-leader Keri Glassman, MS, RD, CDN at the helm, we steer people towards wellness strategies that work for them, via accessible, science-backed healthy living advice made to inspire conversations over crudites, cocktails or cardio. We make research relatable and the aspirational actionable.

Our Whole-Person Approach

We take a science-based, whole-person, nurturing approach to healthy living and guide everything we do with the understanding that while wellness feels and looks different to different people, we're all connected by the power of making informed, healthy choices and the desire to live happier lives.

For us, those healthy choices come to life via simple tools anyone can use, anytime. Because when we make one healthy, positive choice, we open the door for every additional one that follows. That's our real reward—supporting and guiding an ever-growing community on its journey to better health, deeper relationships, clearer minds, and richer lives—so together we can create a healthier world.

Our Commitment

Nutritious Life Studio (NLS) is the education platform of Nutritious Life. We provide cutting-edge nutrition and wellness education programs—including our signature Become a Nutrition Coach Course—and support a thriving community of wellness professionals in building and growing their healthy businesses. With thousands of grads across the globe learning directly from Keri and her network of wellness industry experts, the Nutritious Life Studio is the premier program for nutrition, coaching and business education. We are committed to changing the health and lives of the coaches we certify and those they share their knowledge with.



OUR AUDIENCE

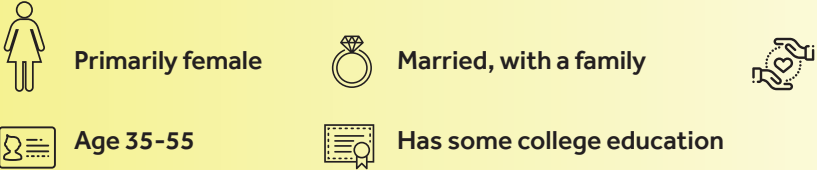


OUR AUDIENCE

I. The Nutritious Life audience consist of:

- Those who've reached a certain knowing that they want to make a change and do something meaningful + positive with their lives.
- Those who consider their personal success is as important as helping others.

II. General Demographic



Primarily female

Married, with a family

Age 35-55

Has some college education

Likely to be employed in the healthcare/wellness, or corporate field

III. Sub target audiences:

- Health & Wellness professionals (ie, yoga/pilates instructors, massage therapists, reiki masters, etc)
- Small business owners in the Health & Wellness industry
- Dietitians
- Culinary professionals
- Personal Trainers
- Pharmacists
- Farmers

And more! See our [Customer Avatars](#)



LOGOS



LOGOS

Nutritious Life

Used on all print and digital applications related to and/or marketing the Nutritious Life brand and lifestyle.

NUTRITIOUS LIFE



The Nutritious Life Studio

Used on all print and digital applications related to and/or marketing the *Become a Nutrition Coach* program.

the NUTRITIOUS LIFE *studio*

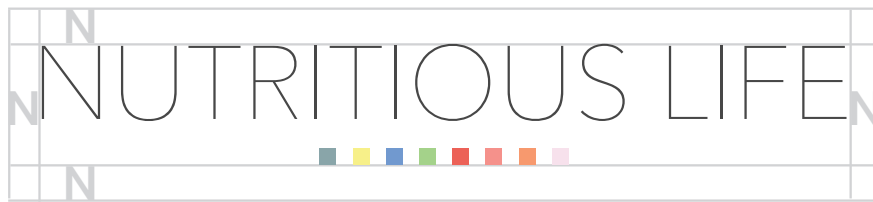


LOGOS

I. Logo Clearance

To ensure legibility, the logo should be surrounded by a minimum amount of clearspace. This helps to isolate the logo from competing elements such as photography, text, or background patterns that may detract attention.

The minimum appropriate amount of clearspace can be defined by the height of the capitalized "N" in the "Nutritious Life" logo text.



II. Minimum Size

To ensure legibility, the logos should be a minimum size of:



1.75 inches wide minimum



126 pixels wide minimum



2.4 inches wide minimum



170 pixels wide minimum

LOGOS

I. Do's

NUTRITIOUS LIFE



Use full color logo on white or very light colored backgrounds, ensuring clear legibility.

the NUTRITIOUS LIFE *studio*



NUTRITIOUS LIFE



When using a dark background use the white logo with colored squares or the all white logo.

the NUTRITIOUS LIFE *studio*



When using a brand colored background use the all white logo.

NUTRITIOUS LIFE



the NUTRITIOUS LIFE *studio*



For overlaying the logo on photos, ensure the image has enough contrast or dark areas to keep the logo legible.

the NUTRITIOUS LIFE *studio*



For photos that do not have enough dark area, avoid adding drop shadows if possible, instead...

the NUTRITIOUS LIFE *studio*



add a black-opaque gradient layer (set to the multiply effect) to ensure logo pops / is legible.

LOGOS

II. Don'ts

The logos should not be altered in any way.

NUTRITIOUS LIFE

Don't change the logo's orientation.

NUTRITIOUS LIFE

Don't crop logo in any way.

the NUTRITIOUS LIFE *studio*

Don't squish, skew or distort.

the NUTRITIOUS LIFE *studio*

Don't stretch.

the NUTRITIOUS LIFE *studio*

Don't add effects like drop shadows or bevel/emboss.



Don't overlay logo on busy photo compositions and add drop shadows.

the NUTRITIOUS LIFE *studio*

the NUTRITIOUS LIFE *studio*

Don't create or use ALL one color logos

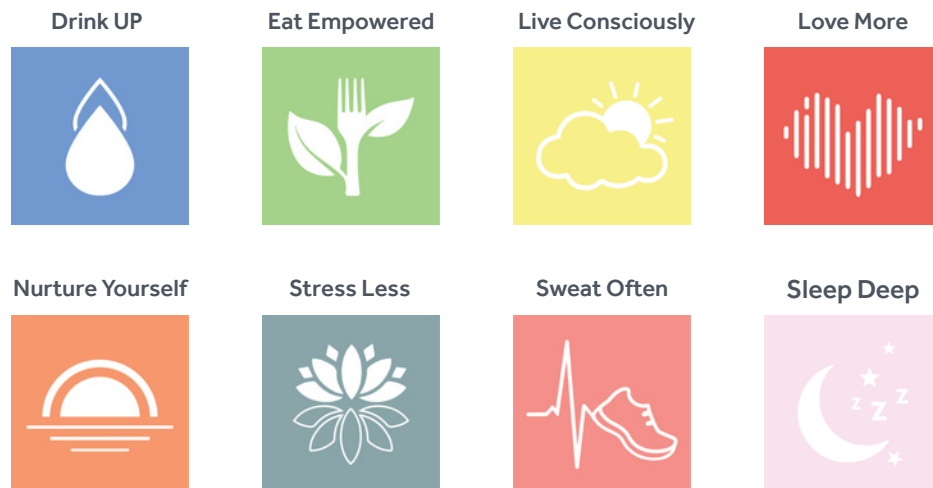
ICONS & GRAPHICS



ICONS & GRAPHICS

I. The 8 Pillars of a Nutritious Life Icons

The **Become a Nutrition Coach** curriculum consists of eight pillars that work together to create a lifestyle that works for you. Use these icons as supporting graphics when appropriate.



II. Color Bar Graphics

Nutritious Life uses the 8 pillar colors in the form of horizontal squares and a rectangular color bar as subtle accent graphics in layouts and design.



Example:



COLORS



COLORS

Primary



C0 M53 Y35 K0
#f4908a



ec7b49 f78b5a Main faa984 fcc0a5

Secondary



C56 M32 Y0 K0
#7199cf



fce759 f8ef6a Main fef6b3 fdf8d0

8 Pillars of a Nutritious Life



Drink Up

C56 M32 Y0 K0
#7199cf



Eat Empowered

C38 M0 Y60 K0
#a4d28a



Live Consciously

C5 M0 Y58 K0
#f7f089



Love More

C2 M77 Y65 K0
#ec6057



Stress Less

C49 M25 Y31 K0
#89a5a9



Nurture Yourself

C0 M48 Y59 K0
#f6986e



Sleep Deep

C0 M14 Y0 K0
#f8e2ed



Sweat Often

C0 M53 Y35 K0
#f4908a

Neutrals



C35 M30 Y30 K65
#4e4e4e



C40 M30 Y30 K35
#707577



C22 M22 Y21 K0
#c7bdbc



C0 M0 Y0 K20
#d1d2d4

Color Usage

Use CMYK for printed materials, ie.
Flyers, Postcards, Signage, Retail etc.

Use the code #'s for digital
applications, ie. Canva, Photoshop,
Figma landing pages, email (SF),
social media, digital pdfs etc.

TYPOGRAPHY



TYPOGRAPHY

Effra is the primary font that should be used in all marketing materials. Garamond is the secondary font.

I. Primary

Effra Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Effra Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
Effra Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Effra Medium Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
Effra Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Effra Bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>

II. Secondary

Garamond	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Garamond Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
Garamond Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Garamond Medium Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
Garamond Semi-bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Garamond Semi-bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>
Garamond Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
<i>Garamond Bold Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</i>

TYPOGRAPHY

III. Type Treatments & Usage

Headline

Effra Bold all caps
with increased tracking
(letter spacing)

WELCOME TO NUTRITIOUS LIFE

Headline Option

Garamond Bold
with increased tracking
(letter spacing)

Welcome to Nutritious Life

Subhead

Effra Bold or Medium

We're So Glad You're Here!

Subhead Option

Garamond Semi-bold or Bold Italic

We're So Glad You're Here!

Body Copy

Effra Regular or Medium
with increased tracking
(letter spacing)

Learn 100% online from anywhere in the world.

Learn 100% online from anywhere in the world.

Highlights / Quotes

Garamond Semi-Bold Italic

Garamond Bold Italic

or Effra Italic
(various weights)

"The BNC program and community are the best!"

"The BNC program and community are the best!"

"The BNC program and community are the best!"

TYPOGRAPHY

IV. Example



Headline

Subhead

► Unit 1: The Certification

Module 1: Science

Highlight

LESSON 1

Explanation of a Nutritious Life

The Nutritious Life philosophy is a whole person approach to health and wellness. Clients must understand that it's not just about the food. In Lesson 1 we'll get up close and personal with the 8 Pillars of a Nutritious Life: Drink Up, Eat Empowered, Live Consciously, Love More, Nurture Yourself, Sleep Deep, Stress Less and Sweat Often. We'll go over what they are, what they mean, why they're important and how they all work together in a Nutritious Life. This lesson provides the foundation for the rest of this course. After completing this lesson you will feel confident about integrating these 8 Pillars into your wellness practice.

Headline

Subhead

LESSON 2

Nutrition 101

In order to help clients make better food decisions, you need to know the basics of nutrition science. In Lesson 2, we'll review the fundamentals of carbohydrates, fats, and protein: the macronutrients. We'll go over the science and talk about what these macronutrients do in your body and why you need them. We'll also discuss the best food sources for each macronutrient and how much of each your clients should be eating. We'll then reveal the Guide to 4 Keys: How to put it all together. These are the big four things to focus on when structuring a client meal plan and the philosophy on which the entire meal plan will be based. Understanding the 4 Keys is essential to helping your clients succeed. You'll finish this lesson with a solid knowledge of nutrition science and feel ready to help your clients make better food choices.

Body & Paragraph (example)

Left aligned

10pt font size

13pt leading (line spacing)

10pt tracking (letter spacing)



Drop shadow under type = minimal
(InDesign example settings)

