Lucky B Nutrients Brand Guide

Version 1.0.0, 2026-11-24. The Lucky B brand as it appears on luckybnutrients.com and on its packaging, written down as one system: the two-colour script logo (master vectors traced from the client's own file), the Lucky B mascot, Fraunces and DM Sans, the forest, lime, cream and nutrient-orange palette. Everything this guide adds is PROPOSED (D-LB-001…) until Lucky B ratifies it.

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01 IDENTITY

What the brand is

Lucky B Nutrients turns agricultural residues into regenerative value: plant-powered biofertilizers, biostimulants and natural-fiber growing media for growers. Plant-derived liquids become crop nutrition; recovered fibers become growing media. Every product is designed around a specific crop and growing environment, not adapted from a standard formula. The B stands for Bio.

THE EMOTION

Powerful nutrition. Nothing wasted.

The tension

The scientist

CREDIBLE · EXACT · FIELD-VALIDATED · HONEST ABOUT WHAT IS PENDING

The character

CHEERFUL · STRONG · MEMORABLE · A LITTLE LUCKY

Personality

Approachable, never dumbed down
Upbeat, never silly
Strong, never aggressive
Natural, never preachy
Circular, never wasteful
Credible, never over-claiming

IT FEELS

A greenhouse in golden light · Rich soil and new leaves · A friendly farm-store label you trust · Serious agriculture with a smile · Bilingual and at home in Latin America

IT NEVER FEELS

~~Like a chemical company · Like a supplement or a smoothie brand · Cartoonish or childish · Greenwashed or vague · Hyped: miracle yields, guaranteed results~~

The customer

Professional growers, greenhouse operations, nurseries and distributors (1,000 L totes and bulk), and home and market gardeners (1 L bottles and pouches), in English- and Spanish-speaking markets. Behind them: the regenerative-agriculture partners and communities that share in the value.

Visual references

Greenhouse rows at golden hour: tomatoes, peppers, cucumbers, rich dark soil

Vintage seed-packet and farm-store labels: cream paper, gold and green double rules, condensed caps

A soft serif with personality (Fraunces) beside a clean grotesque (DM Sans)

Hand-lettered script for the name only

Signatures: the moves only this brand makes

LUCKY B, THE MASCOT

Lucky B is the brand's character: a cheerful, leaf-crowned plant hero built from bright green leaves, flexing one arm (with the Lucky B script on his bicep) and holding up an orange-capped shaker of green nutrition. He stands for plant power, approachable science and good luck in the field. He is the client's own artwork, used exactly as supplied. He leads every retail label and every social profile.

THE SCRIPT WORDMARK

Lucky B in a confident brush script in Script Green, with Nutrients in Nutrient Orange beneath. Always the supplied files.

THE LABEL PANEL

Label Cream with a Harvest Gold and Forest double rule and rounded corners: the wordmark over Lucky B, then the product name in condensed caps. Bottles, pouches, totes and point of sale.

THE CIRCULAR FLOW

Recover → Separate → Transform → Regenerate: four numbered steps with lime arrows on Deep Field. The brand's story in one line.

THE ORANGE ACCENT

One flash of Nutrient Orange per view: the call to action, an italic word in a headline, the product number. The rest is green and cream.

THE ARCH

Hero photography sits in an arch frame (180 px top radius) with a fine Harvest Gold offset outline.

02 ASSETS

Served from the live bundle

Every mark is content-addressed: the file behind it cannot change without changing its address, so what is printed here is exactly what the estate was serving on the day this document was made.

Logo: Lucky B Nutrients script lockup LOGO · LOCKED

logo.primary

ROLE	CUT	THEME	FORMAT	SIZE	AS SERVED
inverse	inverse	dark	png	1600 × 678	 *White, one colour: on Deep Field, Moss or photos · PNG 1600 · inverse · on --lb-deep · web*
inverse	inverse	dark	png	1600 × 678	 *Reverse colour: Label Cream and Tangerine on Deep Field · PNG 1600 · inverse · on --lb-deep · web*
inverse	inverse	dark	svg	–	 *White, one colour: on Deep Field, Moss or photos · inverse · on --lb-deep · web*
inverse	inverse	dark	svg	–	 *Reverse colour: Label Cream and Tangerine on Deep Field · inverse · on --lb-deep · web*
mono	mono	light	png	1600 × 678	 *Script Green, one colour: labels, embroidery, stamps · PNG 1600 · mono · on --lb-cream · web*

ROLE	CUT	THEME	FORMAT	SIZE	AS SERVED
mono	mono	light	png	1600 × 678	 *Black, one colour: fax, newsprint, legal · PNG 1600 · mono · on --lb-white · web*
mono	mono	light	svg	–	 *Script Green, one colour: labels, embroidery, stamps · mono · on --lb-cream · web*
mono	mono	light	svg	–	 *Black, one colour: fax, newsprint, legal · mono · on --lb-white · web*
primary	full-color	light	png	1600 × 678	 *Colour: Script Green and Nutrient Orange (primary) · PNG 1600 · full-color · on --lb-paper · web*
primary	full-color	light	svg	–	 *Colour: Script Green and Nutrient Orange (primary) · full-color · on --lb-paper · web*

Licence: Lucky B Nutrients · All rights reserved. Lucky B's own logo artwork; these SVGs are master vectors traced 2026-11-24 from the client's 1920 px logo file (IoU 0.994 for Lucky B, 0.975 for Nutrients). · redistributable yes

Clear space: X on every side, where X is the height of the N in Nutrients. No text, edges or other logos inside it.

Minimum width: 110px

NEVER

Never stretch, squash, rotate or skew the logo.

Never recolour outside the approved colourways (colour, Script Green, black, white, reverse cream and tangerine).

Never retype the name in a script font or set Nutrients in another face.

Never separate Nutrients and move it elsewhere, or enlarge it.

No drop shadow, outline, glow or texture on the logo.

Never place it on a busy photo without a Deep Field scrim (then use the white or reverse cut).

Character lockup: the logo with Lucky B LOGO · LOCKED

logo.character

ROLE	CUT	THEME	FORMAT	SIZE	AS SERVED
primary	inverse	dark	png	1128 × 560	 *Horizontal · reverse, dark grounds · inverse · on --lb-deep · web*
primary	inverse	dark	png	640 × 977	 *Stacked · reverse, dark grounds · inverse · on --lb-deep · web*
primary	full-color	light	png	1128 × 560	 *Horizontal · colour, light grounds · full-color · on --lb-paper · web*
primary	full-color	light	png	640 × 977	 *Stacked · colour, light grounds · full-color · on --lb-paper · web*

Licence: Lucky B Nutrients · All rights reserved. The Lucky B mascot artwork as published on luckybnutrients.com, unaltered (trimmed and placed only). Character-sheet originals and new poses to be supplied by the artwork owner. · redistributable yes

Clear space: X (the height of the N in Nutrients) around the whole group.

Minimum width: 160px

NEVER

Never stretch, squash, rotate or skew the logo.

Never recolour outside the approved colourways (colour, Script Green, black, white, reverse cream and tangerine).

Never retype the name in a script font or set Nutrients in another face.

Never separate Nutrients and move it elsewhere, or enlarge it.

No drop shadow, outline, glow or texture on the logo.

Never place it on a busy photo without a Deep Field scrim (then use the white or reverse cut).

Never change the scale relationship between Lucky B and the wordmark.

Never place the mascot on the left of the stacked lockup or above the wordmark.

Short wordmark: Lucky B LOGO · LOCKED

logo.wordmark

ROLE	CUT	THEME	FORMAT	SIZE	AS SERVED
inverse	inverse	dark	png	1600 × 605	 *White · PNG 1600 · inverse · on --lb-deep · web*
inverse	inverse	dark	png	1600 × 605	 *Label Cream · PNG 1600 · inverse · on --lb-moss · web*
inverse	inverse	dark	svg	–	 *White · inverse · on --lb-deep · web*
inverse	inverse	dark	svg	–	 *Label Cream · inverse · on --lb-moss · web*
primary	mono	light	png	1600 × 605	 *Script Green · PNG 1600 · mono · on --lb-paper · web*
primary	mono	light	svg	–	 *Script Green · mono · on --lb-paper · web*

Licence: Lucky B Nutrients · All rights reserved. Lucky B's own logo artwork; these SVGs are master vectors traced 2026-11-24 from the client's 1920 px logo file (IoU 0.994 for Lucky B, 0.975 for Nutrients). · redistributable yes

Clear space: X = the height of the u in Lucky.

Minimum width: 72px

NEVER

Use the full lockup wherever Nutrients stays legible.

Never add Nutrients back in live type.

Monogram: the script B LOGO · LOCKED

logo.mark

ROLE	CUT	THEME	FORMAT	SIZE	AS SERVED
inverse	inverse	dark	png	865 × 1024	 *White · PNG 1024 · inverse · on --lb-deep · web*
inverse	inverse	dark	svg	–	 *White · inverse · on --lb-deep · web*
mark	full-color	light	png	865 × 1024	 *Script Green · PNG 1024 · full-color · on --lb-paper · web*
mark	full-color	light	png	865 × 1024	 *Nutrient Orange · PNG 1024 · full-color · on --lb-cream · web*
mark	full-color	light	svg	–	 *Script Green · full-color · on --lb-paper · web*

ROLE	CUT	THEME	FORMAT	SIZE	AS SERVED
mark	full-color	light	svg	–	

Nutrient Orange · full-color · on --lb-cream · web

Licence: Lucky B Nutrients · All rights reserved. Lucky B's own logo artwork; these SVGs are master vectors traced 2026-11-24 from the client's 1920 px logo file (IoU 0.994 for Lucky B, 0.975 for Nutrients). · redistributable yes

Clear space: A quarter of the B's height on every side.

Minimum width: 20px

NEVER

Never set it beside other words as a fake lockup.

Never recolour beyond Script Green, Nutrient Orange, white or Label Cream on green.

App icon and favicon APP ICON · LOCKED

appicon.pwa

Drawn as the device draws it: iOS applies its own squircle to a solid plate, a launcher may crop the maskable cut to any shape, and a tab strip gets sixteen pixels.

ON A LIGHT GROUND



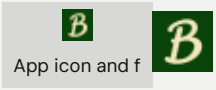
App icon and f

iOS home screen · 180 × 180



App icon and f

Android launcher · 512 × 512



Browser tab · 16 and 32

Windows tile: not provided

App icon and f

Windows tile · not provided

ON A DARK GROUND



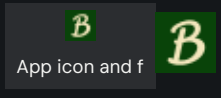
App icon and f

iOS home screen · 180 × 180



App icon and f

Android launcher · 512 × 512



Browser tab · 16 and 32

Windows tile: not provided

App icon and f

Windows tile · not provided

mono cut: not providedOne colour: black, on light



SIZE LADDER

PLATFORM	PURPOSE	SIZE	FORMAT	COLOURWAY	AS SERVED
pwa	any	512 × 512	png	inverse	PWA 512 (ANY)
pwa	maskable	512 × 512	png	inverse	PWA 512 (MASKABLE)
pwa	any	192 × 192	png	inverse	PWA 192 (ANY)
pwa	maskable	192 × 192	png	inverse	PWA 192 (MASKABLE)
ios	any	1024 × 1024	png	inverse	APP STORE 1024
ios	any	180 × 180	png	inverse	IOS 180 (APPLE-TOUCH-ICON)
web	any	48 × 48	png	inverse	FAVICON 48
web	any	32 × 32	png	inverse	FAVICON 32
web	any	16 × 16	png	inverse	FAVICON 16
web	any	–	svg	inverse	MASTER (VECTOR)
web	any	–	svg	full-color	CREAM TILE (VECTOR)
web	any	–	svg	inverse	FAVICON (VECTOR)

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Minimum width: 16px

NEVER

Never put the mascot in a favicon: below 64 px he becomes a green smudge.

Never add a border, gradient or shadow to a tile.

Photo: tote greenhouse IMAGE · LOCKED

photo.hero

ROLE	CUT	THEME	FORMAT	SIZE	AS SERVED
primary	full-color	any	jpg	1000 × 667	 JPEG 1000 × 667 · full-color · web

Licence: Lucky B Nutrients · Lucky B's own product and packaging imagery from luckybnutrients.com (concept renders, 2026). Confirm print-resolution originals before print use. · redistributable no

NEVER

Never tint or filter it.

Text on it only over a Deep Field scrim at 40 to 55%.

Keep the alt text this specific.

Photo: biofertilizer front IMAGE · LOCKED

photo.biofertilizer

ROLE	CUT	THEME	FORMAT	SIZE	AS SERVED
primary	full-color	any	jpg	667 × 1000	 JPEG 667 × 1000 · full-color · web

Licence: Lucky B Nutrients · Lucky B's own product and packaging imagery from luckybnutrients.com (concept renders, 2026). Confirm print-resolution originals before print use. · redistributable no

NEVER

Never tint or filter it.

Text on it only over a Deep Field scrim at 40 to 55%.

Keep the alt text this specific.

Photo: biostimulant front IMAGE · LOCKED

photo.biostimulant

ROLE	CUT	THEME	FORMAT	SIZE	AS SERVED
primary	full-color	any	jpg	667 × 1000	

JPEG 667 × 1000 · full-color · web

Licence: Lucky B Nutrients · Lucky B's own product and packaging imagery from luckybnutrients.com (concept renders, 2026). Confirm print-resolution originals before print use. · redistributable no

NEVER

Never tint or filter it.

Text on it only over a Deep Field scrim at 40 to 55%.

Keep the alt text this specific.

Photo: substrate front IMAGE · LOCKED

photo.substrate

ROLE	CUT	THEME	FORMAT	SIZE	AS SERVED
primary	full-color	any	jpg	667 × 1000	

JPEG 667 × 1000 · full-color · web

Licence: Lucky B Nutrients · Lucky B's own product and packaging imagery from luckybnutrients.com (concept renders, 2026). Confirm print-resolution originals before print use. · redistributable no

NEVER

Never tint or filter it.

Text on it only over a Deep Field scrim at 40 to 55%.

Keep the alt text this specific.

Photo: biofertilizer back IMAGE · LOCKED

photo.label-back

ROLE	CUT	THEME	FORMAT	SIZE	AS SERVED
primary	full-color	any	jpg	667 × 1000	

JPEG 667 × 1000 · full-color · web

Licence: Lucky B Nutrients · Lucky B's own product and packaging imagery from luckybnutrients.com (concept renders, 2026). Confirm print-resolution originals before print use. · redistributable no

NEVER

Never tint or filter it.

Text on it only over a Deep Field scrim at 40 to 55%.

Keep the alt text this specific.

Mascot: Lucky B IMAGE · LOCKED

mascot.luckyb

ROLE	CUT	THEME	FORMAT	SIZE	AS SERVED
primary	full-color	any	png	1023 × 1353	 *Full figure · PNG 1023 × 1353 (transparent) · full-color · web*
primary	full-color	any	png	768 × 768	 *Bust · PNG 768 (transparent) · full-color · web*

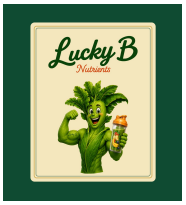
Licence: Lucky B Nutrients · All rights reserved. The Lucky B mascot artwork as published on luckybnutrients.com, unaltered (trimmed and placed only). Character-sheet originals and new poses to be supplied by the artwork owner. · redistributable yes

NEVER

- Never redraw, recolour, mirror, stretch or re-pose him; new poses come only from the artwork owner's character sheet.
- Never crop through his face or leaf crown; crop at the chest or waist only.
- Never show him drinking or serving the product, or beside food preparation: Lucky B products are not for consumption.
- Never give him a speech bubble with a performance or yield claim.
- Never place him on technical panels, safety text or legal documents.
- Never use him smaller than 120 px tall on screen or 25 mm in print; use the monogram instead.

The label panel IMAGE · LOCKED

mascot.label-panel

ROLE	CUT	THEME	FORMAT	SIZE	AS SERVED
primary	full-color	light	jpg	960 × 1200	

Label panel · JPEG 960 × 1200 · full-color · on --lb-forest · print

Licence: Lucky B Nutrients · All rights reserved. The Lucky B mascot artwork as published on luckybnutrients.com, unaltered (trimmed and placed only). Character-sheet originals and new poses to be supplied by the artwork owner. · redistributable yes

NEVER

Never swap the cream for white or the frame for black.

Product name, analysis and net contents sit below the mascot, never over him.

Social card SHARE IMAGE · LOCKED

og.social

ROLE	CUT	THEME	FORMAT	SIZE	AS SERVED
og	full-color	light	jpg	1200 × 630	

Paper, logo and Lucky B · full-color · on --lb-paper · social

Licence: Lucky B Nutrients · All rights reserved. The Lucky B mascot artwork as published on luckybnutrients.com, unaltered (trimmed and placed only). Character-sheet originals and new poses to be supplied by the artwork owner. · redistributable yes

Social avatar SOCIAL · LOCKED

social.avatar

ROLE	CUT	THEME	FORMAT	SIZE	AS SERVED
primary	full-color	dark	jpg	800 × 800	 *Avatar, Deep Field · full-color · on --lb-deep · social*
primary	full-color	light	jpg	800 × 800	 *Avatar, Lime Tint · full-color · on --lb-lime-tint · social*

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Fraunces FONT · LOCKED

font.display

ROLE	CUT	THEME	FORMAT	SIZE	AS SERVED
font	–	any	woff2	–	*600: headlines · web*
font	–	any	woff2	–	*500 italic: accent words · web*
font	–	any	woff2	–	*500: figures, quotes · web*

Licence. The font's authors (see brand/licences/) · SIL Open Font License 1.1: free to use, embed and redistribute with the licence; OS/2 fsType 0. · redistributable yes

DM Sans FONT · LOCKED

font.text

ROLE	CUT	THEME	FORMAT	SIZE	AS SERVED
font	–	any	woff2	–	*700: buttons, eyebrows · web*
font	–	any	woff2	–	*600: navigation, labels · web*
font	–	any	woff2	–	*400 italic · web*
font	–	any	woff2	–	*400: body · web*

Licence. The font's authors (see brand/licences/) · SIL Open Font License 1.1: free to use, embed and redistribute with the licence; OS/2 fsType 0. · redistributable yes

Barlow Condensed FONT · LOCKED

font.label

ROLE	CUT	THEME	FORMAT	SIZE	AS SERVED
font	–	any	woff2	–	*700: product names · web*
font	–	any	woff2	–	*600: panel heads · web*

Licence. The font's authors (see brand/licences/) · SIL Open Font License 1.1: free to use, embed and redistribute with the licence; OS/2 fsType 0. · redistributable yes

Principles

Plain and warm: short sentences a grower would say out loud. "Your crop. Your conditions. Products designed for both."

Science you can read: name the analysis (2-0-7, 2% total nitrogen, 7% soluble potash), then say what it is for.

Show the loop: residue in, nutrition out. Recover, separate, transform, regenerate.

Honest about status: "development concept", "pending validation" and the asterisk travel with every unvalidated claim.

Lucky B is cheerful, never clownish: he encourages, he never makes promises about yields.

Bilingual by design: every public string exists in English and Spanish (es-419), written, not machine-translated.

No miracle language: never "guaranteed results", "miracle", "chemical-free", "100% organic" (unless certified), "cure".

Microcopy, as shipped

CONTEXT	WHAT IT SAYS
Brand line	*Powerful nutrition. Nothing wasted.*
Label line	*Growing better food. Growing brighter futures.*
Name line	*The B stands for Bio.*
Mascot line	*Meet Lucky B · Powered by plants*
Hero eyebrow	*TRANSFORMING AGRICULTURAL RESIDUES INTO REGENERATIVE VALUE*
Hero lead	*Lucky B transforms regenerative agricultural feedstocks into useful products for growers: plant-powered biofertilizers, biostimulants and natural-fiber growing media.*
Primary CTA	*Meet the products*
Secondary CTA	*See the circular model*
Tailor-made heading	*Your crop. Your conditions. Products designed for both.*
Tailor-made callout	*Designed from the crop outward, not adapted from a standard formula.*
Portfolio heading	*Three product pathways. One regenerative platform.*
Substrate line	*Superfood for your roots.*
Product badges	*Natural & plant-based · Rooted in regenerative agriculture · Made from upcycled banana biomass*
Status tag	*Development concept*

CONTEXT	WHAT IT SAYS
Vision	*We envision a future where regenerative agriculture creates shared prosperity for growers and communities, while restoring the land for generations to come.*
Claims footnote (every claim page)	**All formulations, performance claims, synthetic-additive statements, shelf-life targets and application rates remain subject to final process, laboratory, field and regulatory validation.*
Use notice (every product)	*For agricultural use only. Not for human or animal consumption. Keep out of reach of children and animals.*
Social	*Follow us: @luckybnutrients · @luckybnutrients.latam*
Brand line (es-419)	*Nutrición poderosa. Nada se desperdicia.*
Label line (es-419)	*Cultivando mejores alimentos. Cultivando un futuro más brillante.*

Capitalization

Lucky B Nutrients in full at first mention; Lucky B after. Never LuckyB, Lucky Bee, Lucky-B or Lucky B's Nutrients.

The mascot is Lucky B too; when both could be meant, say "Lucky B, our mascot".

Headings and buttons are sentence case: "Meet the products".

Capitals only for eyebrows, product numbers and packaging caps.

Analysis written N-P-K with hyphens and no spaces: 2-0-7. Units with a space: 1 L, 1,000 L, 264.2 gal, 50 L.

The palette, as declared

Every value is documented in every mode the brand declares. Each swatch is painted over its own surface's ground, so an alpha value prints as what it is rather than as a flat tint.

Lucky B Nutrients: website, packaging and materials

Every Lucky B surface. Token names are this guide's own; the website's :root names map 1:1 (--ink → --lb-ink, --deep → --lb-deep, …).

LIGHT DECLARED AT :root

GREENS

TOKEN	ROLE	LIGHT
--lb-script	Script Green: the wordmark, app tiles, the monogram *11.10:1 on Paper. Logo colour first; also fine for large text.*	#094309
--lb-ink	Forest Ink: body text, headings, primary buttons *11.84:1 on white, 9.59:1 on Label Cream.*	#133F2B
--lb-deep	Deep Field: dark sections, the circular-flow band, footer *Label Cream on it 12.07:1, Lime 8.77:1.*	#0A2D20
--lb-forest	Forest: bottle green, label frames, button hover *White on it 10.13:1.*	#0F4B32
--lb-moss	Moss: the brand-world band, secondary dark ground *White 6.98:1, Label Cream 5.65:1.*	#356340
--lb-leaf	Lucky Leaf: the mascot's green; illustration and large accents *5.19:1 on white: 24 px+ only.*	#4C7902
--lb-sprout	Sprout: eyebrows and small green text on light grounds *5.07:1 on Paper, 5.27:1 on white.*	#5E7410

TOKEN	ROLE	LIGHT
--lb-lime	Lime: accents on dark, active tab rule, arrows in the flow *8.77:1 on Deep Field; never text on light (1.70:1).*	#B7D252
--lb-lime-tint	Lime Tint: tags, product stages, avatar ground *Forest Ink on it 10.07:1.*	#EAF0CF

ORANGES

TOKEN	ROLE	LIGHT
--lb-orange	Nutrient Orange: Nutrients in the logo, the call to action, the accent word *4.65:1 on Paper; white on it 4.84:1. About 5% of a page.* *In ink: Nearest PMS 1665 C; confirm with a press proof (D-LB-011).*	#D13B00
--lb-rust	Rust: small orange text on light and Apricot *6.04:1 on Paper, 4.84:1 on Apricot.*	#A3420A
--lb-shaker	Shaker Orange: the mascot's cap, bottle caps, badges on dark *Deep Field on it 6.28:1; never text on light.*	#F49015
--lb-tangerine	Tangerine: orange text and ticks on Deep Field *6.00:1 on Deep Field.*	#F18A45
--lb-apricot	Apricot: biostimulant line panels and tags *Rust on it 4.84:1.*	#F4DFC2

NEUTRALS

TOKEN	ROLE	LIGHT
--lb-paper	Paper: the default page ground *Forest Ink on it 11.38:1.*	#FFFAF0
--lb-white	White: cards, forms, documents	#FFFFFF

TOKEN	ROLE	LIGHT
--lb-cream	Label Cream: packaging labels, cream buttons on dark, headings on dark *Forest Ink on it 9.59:1.*	#F4E7BD
--lb-gold	Harvest Gold: label double rules, the arch outline, focus on dark *6.50:1 on Deep Field; decoration only on light.*	#CBA74A
--lb-soil	Soil: substrate line, earth accents *8.20:1 on Label Cream.*	#5B3A24
--lb-muted	Field Grey: secondary text *4.97:1 on white, 4.78:1 on Paper.*	#627469
--lb-line	Line: 1 px rules and card borders (decorative only)	#DCDCC8
--lb-input	Input borders (1px) *4.32:1 on white.*	#6F7D73

FOCUS

TOKEN	ROLE	LIGHT
--lb-focus	Focus outline: 2px Forest Ink, 2px offset (Harvest Gold on dark grounds) *11.84:1 on white.*	#133F2B
--focus-width	Focus outline width	2px
--focus-offset	Focus outline offset	2px

TYPE ROLES

TOKEN	ROLE	LIGHT
--font-display	Display: Fraunces	"Fraunces", Georgia, serif

TOKEN	ROLE	LIGHT
--font-body	Text and UI: DM Sans	"DM Sans", system-ui, sans-serif
--font-label	Packaging caps: Barlow Condensed	"Barlow Condensed", "Arial Narrow", sans-serif

TYPE SCALE

TOKEN	ROLE	LIGHT
--t-display	Display / h1 (Fraunces 600, lh 1.05, −0.035em)	clamp(52px, 7vw, 114px)
--t-h2	h2 (Fraunces 600, lh 1.04, −0.035em)	clamp(40px, 5vw, 80px)
--t-h3	h3 and product names (Fraunces 600, lh 1.1)	clamp(26px, 2vw + 14px, 40px)
--t-lead	Leads (DM Sans 400, lh 1.6, Forest Ink 85%)	20px
--t-body	Body (DM Sans 400, lh 1.6)	16px
--t-small	Captions, notes, footnotes	14px
--t-eyebrow	Eyebrows (DM Sans 700, +0.16em, caps, Sprout)	12px
--t-label	Packaging caps (Barlow Condensed 700, +0.01em)	clamp(20px, 2vw, 32px)

RADIUS

TOKEN	ROLE	LIGHT
--radius-pill	Buttons, chips, tags: always a pill	999px

TOKEN	ROLE	LIGHT
--radius-card	Cards and pillars	18px
--radius-panel	Product stages and large panels	28px
--radius-arch	The arch photo frame (hero imagery)	180px 180px 22px 22px

SPACING

TOKEN	ROLE	LIGHT
--space-1	Tight stack	8px
--space-2	Default stack	16px
--space-3	Card padding, grid gap	24px
--space-4	Block gap	40px
--space-5	Large block gap	72px
--space-6	Section rhythm on desktop	110px
--space-7	Hero and manifesto breaks	140px

LAYOUT

TOKEN	ROLE	LIGHT
--container	Content max width	1280px

TOKEN	ROLE	LIGHT
--container-reading	Reading width	720px
--gutter	Section side padding	clamp(22px, 7vw, 110px)
--section-pad	Section padding	clamp(70px, 10vw, 135px)
--header-h	Sticky header height (66px on phones)	76px
--target-min	Minimum touch target	48px

ELEVATION

TOKEN	ROLE	LIGHT
--shadow-hero	The hero photo and mascot drop shadow	0 30px 80px rgba(10, 45, 32, 0.22)
--shadow-card	Raised callouts on dark	0 12px 32px rgba(10, 45, 32, 0.20)

MOTION

TOKEN	ROLE	LIGHT
--duration	Hover and colour transitions	160ms
--duration-reveal	Section reveal (rise 16px)	800ms

Set in the real faces, at true size

The faces

Fraunces --font-display 500 TO 600 IN USE (VARIABLE 400 TO 700); ITALIC · ROMAN + ITALIC

Headlines, product names, figures, pull quotes and the italic accent word ("Nothing wasted.").

Bundled with this guide: Fraunces roman and italic variable (opsz, wght 400 to 700; SOFT and WONK pinned at 0), converted to WOFF2, SIL OFL 1.1, from google/fonts ofl/fraunces. The website already loads it.

"Fraunces", Georgia, serif

600 for headlines, 500 italic for the accent word.

Leading 1.02 to 1.1, tracking -0.035em at display sizes.

Never set the wordmark in live type: use the logo files.

DM Sans --font-body 400, 500, 600, 700 (VARIABLE AXIS) · ROMAN + ITALIC

Text and interface: body, navigation, buttons, forms, tables, eyebrows, technical copy.

Bundled with this guide: DMSans[opsz,wght] roman and italic variable, converted to WOFF2, SIL OFL 1.1, from google/fonts ofl/dmsans. The website already loads it.

"DM Sans", system-ui, sans-serif

Body 16 px, line height 1.6.

Eyebrows 700, caps, +0.16em, in Sprout on light or Lime on dark.

Buttons 700, 14 to 15 px.

Barlow Condensed --font-label 600, 700 · UPRIGHT ONLY

Packaging only: product names in caps (BIOFERTILIZER 2-0-7), panel heads (GUARANTEED ANALYSIS), net contents, badges.

Bundled with this guide: Barlow Condensed 600 and 700, WOFF2, SIL OFL 1.1, from google/fonts ofl/barlowcondensed. PROPOSED to formalise the condensed caps already on the packaging (D-LB-004).

"Barlow Condensed", "Arial Narrow", sans-serif

Caps only, tracking 0 to +0.02em.

Never for web body text or headings.

Minimum 6 pt on labels.

The scale

TOKEN	VALUE	SPENT BY
--t-display	clamp(52px, 7vw, 114px)	Display / h1 (Fraunces 600, lh 1.05, −0.035em)
--t-h2	clamp(40px, 5vw, 80px)	h2 (Fraunces 600, lh 1.04, −0.035em)
--t-h3	clamp(26px, 2vw + 14px, 40px)	h3 and product names (Fraunces 600, lh 1.1)
--t-lead	20px	Leads (DM Sans 400, lh 1.6, Forest Ink 85%)
--t-body	16px	Body (DM Sans 400, lh 1.6)
--t-small	14px	Captions, notes, footnotes
--t-eyebrow	12px	Eyebrows (DM Sans 700, +0.16em, caps, Sprout)
--t-label	clamp(20px, 2vw, 32px)	Packaging caps (Barlow Condensed 700, +0.01em)

Specimens

DISPLAY (H1)

Powerful nutrition. Nothing wasted.

FRAUNCES · 600 · 52 → 114PX · LH 1.05 · −0.035EM · FOREST INK; THE ACCENT PHRASE 500 ITALIC IN SPROUT

H2

A better ending for agricultural waste.

FRAUNCES · 600 · 40 → 80PX · LH 1.04

H3 / PRODUCT NAME

Plant-Based Biofertilizer 2-0-7

FRAUNCES · 600 · 26 → 40PX · LH 1.1

ACCENT ITALIC

Nothing wasted.

FRAUNCES · ITALIC 500 · SPROUT ON LIGHT, TANGERINE ON DARK

EYEBROW

THE FIRST LUCKY B PORTFOLIO

DM SANS · 700 · 12PX · +0.16EM · CAPS · SPROUT

LEAD

Every crop is different. Lucky B develops purpose-designed biofertilizers, biostimulants and growing media around the specific needs of each crop and growing environment.

DM SANS · 400 · 20PX · LH 1.6

BODY

Plant-derived liquids become crop nutrition, while recovered fibers become growing media. More value from every harvest, with less left behind.

DM SANS · 400 · 16PX · LH 1.6 · FOREST INK

PACKAGING CAPS

PLANT-BASED BIOFERTILIZER 2-0-7

BARLOW CONDENSED · 700 · CAPS · FOREST ON LABEL CREAM

FIGURE

2-0-7 · 1,000 L · 24 months

FRAUNCES · 600 · 44 → 64PX · FOREST INK OR LABEL CREAM

Rules

- Three faces, three jobs: Fraunces tells the story, DM Sans does the work, Barlow Condensed labels the product.
- The script lettering exists only inside the logo artwork; never imitate it with a script font.
- Self-host all faces in production; no third-party font request (the current site still calls Google Fonts).
- Headings Forest Ink on light grounds, Label Cream on Deep Field and Moss; body Forest Ink; secondary Field Grey.

A system, not a folder

The system

PROPERTY	SPECIFICATION
Library	Rounded line icons in a circle, as on the packaging badges (leaf, roots, banana, recycle, drop). Inline SVG; no icon font, no third-party CDN.
Style	Outline, round caps and joins, one weight, currentColor, set inside a 1.5 px circle on labels.
Grid	24 × 24 viewBox
Stroke	1.75
Corner	Round caps and joins

Sizes, drawn at the declared value

TOKEN	VALUE	USE	AT SIZE
(inline)	20px	Links and buttons	
(badge)	40px	Benefit badges on packaging and product pages	

Rules

NOT A MATTER OF TASTE
Icons sit beside a visible word; never the only label.
The mascot and the B monogram are logos, never icons.
Instagram links use the official gradient glyph only.

Three breakpoints, everything else fluid

Spacing, drawn at the declared value

TOKEN	DECLARED	AT THIS MEASURE
--space-1 *Tight stack*	8px	
--space-2 *Default stack*	16px	
--space-3 *Card padding, grid gap*	24px	
--space-4 *Block gap*	40px	
--space-5 *Large block gap*	72px	
--space-6 *Section rhythm on desktop*	110px	
--space-7 *Hero and manifesto breaks*	140px	

Structure

TOKEN	VALUE	ROLE
--radius-pill	999px	Buttons, chips, tags: always a pill
--radius-card	18px	Cards and pillars
--radius-panel	28px	Product stages and large panels
--radius-arch	180px 180px 22px 22px	The arch photo frame (hero imagery)
--container	1280px	Content max width
--container-reading	720px	Reading width
--gutter	clamp(22px, 7vw, 110px)	Section side padding
--section-pad	clamp(70px, 10vw, 135px)	Section padding
--header-h	76px	Sticky header height (66px on phones)
--target-min	48px	Minimum touch target
--focus-width	2px	Focus outline width

TOKEN	VALUE	ROLE
--focus-offset	2px	Focus outline offset
grid	4 / 8 / 12 columns at 390 / 768 / 1280+	Side padding clamp(22px, 7vw, 110px)

The breakpoint canon

WIDTH	MEANING	NOTE
600px	Phone: one column, short wordmark in the header	–
900px	Navigation collapses; split sections stack	–
1120px	Full header with the preview tag	–
1280px	12 columns, full section padding	–

Container queries: the other axis

CONTAINER	DECLARED ON	ARMS

MAX WIDTHS

WIDTH	USED BY
1280px	Content
720px	Reading
1100px	Section headings

THE Z STACK

Z-INDEX	USED BY
30	Sticky header (Paper at 91%, 14px blur)

Policies

Phone first; one column below 900px.

Rhythm: Paper hero → Deep Field story band → Paper products → Deep Field tailor-made (orange top rule) → Moss brand world → Paper roadmap → Deep Field close.

Product pages: a two-column stage (front and technical label on Lime Tint, or Apricot for the biostimulant) beside the facts list.

Text over photos only on a Deep Field scrim or bottom gradient.

08 MOTION

Curves, durations, and what is banned

Easings

CURVE	TOKEN	VALUE	SPENT ON
	(ease)	ease	Hover, colour and the reveal

Durations

TOKEN	VALUE	SPENT ON
--duration	160ms	Hover
--duration-reveal	800ms	Section reveal, once

Keyframes

NAME	DEFINITION	USE
rise		

Choreography

HOVER

Colour only; links turn Sprout, Instagram links lift 1px.

REVEAL

Sections rise once on first view; never on scroll back.

Banned

~~Bounce, wobble or rubber-hose animation of the mascot · Autoplay video with sound · Animated counters on analysis figures · Parallax on product photos~~

Reduced motion

Under prefers-reduced-motion every transition collapses to 0.01ms. Consumers ship their own media query; brand.css carries tokens only.

Printed from the live stylesheet

Primitives

Button (pill)

DM Sans 700 14px, 48px tall, 22px padding, radius 999px. Primary: Forest Ink with white (11.84:1). Orange: the one call to action (4.84:1). Ghost: 1px Forest Ink border. Cream: Label Cream with Deep Field text on dark bands.

`.lb-btn` `.lb-btn--primary` `.lb-btn--orange` `.lb-btn--ghost` `.lb-btn--cream`

STATE	SPECIFICATION
Hover	primary → Forest; orange → Rust
Focus	2px Forest Ink outline, 2px offset; Harvest Gold on dark
Disabled	opacity .5

One orange button per view.

Plain verbs: “Meet the products”.

Proof chip

12px DM Sans 600 in a pill with a 1px Line border on white at 50%: “The B stands for Bio”, “Rooted in regenerative agriculture”.

`.lb-chip`

Product tag

Pill, 12px 700: Lime Tint with Forest Ink (biofertilizer, substrate), Apricot with Rust (biostimulant), white 10% with Label Cream on dark.

`.lb-tag` `.lb-tag--orange` `.lb-tag--dark`

Always a word.

Forms

Field

Label 14px 600 above a 48px input, 1px Input border (4.32:1), radius 12px; error = 2px Rust border plus a message in Rust.

.lb-field

Site

Site header

Sticky, 76px, Paper at 91% with a 14px blur and a 1px Line rule. Colour logo left (160 × 68), navigation centred (The opportunity, Designed for your crop, Products), EN / ES switch and the two Instagram links right.

.lb-header

Mascot hero

Paper to Lime Tint gradient. Left: the colour logo, a Fraunces display headline with one italic accent phrase, lead, primary and ghost pill buttons, proof chips. Right: Lucky B standing on a soft Lime glow with a drop shadow, a Deep Field caption pill “Meet Lucky B · Powered by plants”.

.lb-hero

Circular flow

On Deep Field: four steps (01 Recover, 02 Separate, 03 Transform, 04 Regenerate), each a Lime number, a Fraunces Label Cream title and a grey line, joined by Lime arrows; stacks to 2 × 2 and then 1 column.

.lb-flow

Tailor-made band

Deep Field with an 8px Nutrient Orange top rule and a giant faint TAILOR-MADE watermark; Fraunces heading with a Tangerine italic accent, factor tiles with Tangerine ticks, a Tangerine Fraunces callout.

.lb-tailored

Product panel

Tabs (active = 3px Lime underline) switch the three products. Stage: front and technical label side by side on a 28px Lime Tint panel (Apricot for the biostimulant). Copy: Sprout product number, Fraunces name, lead, a definition list (190px caps terms over 1px rules) and tags.

.lb-product

Bulk format card

A Deep Field card (radius 30px) with the 1,000 L tote photo, a Fraunces Label Cream headline “Built for the farm, not only the shelf.” and dark tags.

.lb-bulk

Brand pillar

On Moss: an 18px-radius outlined card with a Lime number, a Fraunces Label Cream title and one sentence: Approachable science · Visible circularity · Shared prosperity.

.lb-pillar

Site footer

Darkest green (#061F16, the site's own) band: “Lucky B · Brand & product concept”, the Instagram links and the claims footnote at 12px.

.lb-footer

Packaging

Front label

Label Cream panel, rounded corners, Harvest Gold and Forest double rule: logo, Lucky B, product name in Barlow Condensed caps, a line “Powered by upcycled agricultural waste”, three circular benefit badges, the green ribbon “Growing better food. Growing brighter futures.” and the net contents pill.

.lb-label

Mascot always on the front panel, never on the technical panel.

Net contents in both units (1 L / 33.8 FL OZ).

Technical label

Same panel, no mascot: product name, guaranteed analysis box, What it is, the Rooted in regenerative agriculture banner, directions, storage & caution, shelf life pill, lot / MFG / best by lines, barcode, guarantor and manufacturer.

.lb-label-tech

Every page we send, on brand

Lucky B documents print on white in DM Sans with Fraunces headings, the colour logo at the head, a Nutrient Orange rule as the one accent and Lime Tint panels for facts. Technical sheets never carry the mascot.

Page setup

	US LETTER	A4
Sheet	8.5in × 11in	210mm × 297mm
Margins (top · right · bottom · left)	0.75in · 0.8in · 0.85in · 0.8in	19mm · 20mm · 22mm · 20mm
Bleed	0.125in	3mm
Grid (columns · gutter)	12 · 0.2in	12 · 5mm
Baseline	-	-

Header, footer and page numbers

ELEMENT	BEHAVIOUR
Header	brand name + current section
Footer	footer text: “Lucky B Nutrients · luckybnutrients.com · @luckybnutrients”
Page numbers	footer, right · n-of-total
Rules	hairline under the header, over the footer
First page	shows footer

Colour on paper

ROLE	TOKEN	VALUE
page	--lb-white	#FFFFFF
ink	--lb-ink	#133F2B
inkStrong	--lb-ink	#133F2B
muted	--lb-muted	#627469
rule	--lb-line	#DCDCC8
accent	--lb-orange	#D13B00
accentInk	--lb-white	#FFFFFF

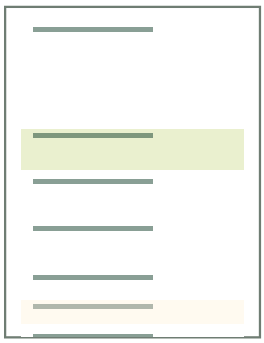
Print type scale

ROLE	FONT	SIZE / LEADING	WEIGHT
title	--font-display	32pt / 34pt	600
h1	--font-display	22pt / 25pt	600
h2	--font-display	14pt / 18pt	600
h3	--font-body	8pt / 11pt	700
lead	--font-body	12pt / 18pt	400
body	--font-body	10pt / 16pt	400
small	--font-body	8.5pt / 13pt	400
caption	--font-body	7.5pt / 10.5pt	700
eyebrow	--font-body	7.5pt / 10.5pt	700
numeral	--font-display	28pt / 30pt	600
quote	--font-display	15pt / 21pt	500

Blocks

BLOCK	KIND	PURPOSE	SLOTS
Cover .sg-doc-cover	cover	The first page of anything longer than two pages: the logo, an eyebrow, the title, one line. Colour logo at the top; no unvalidated claim on a cover.	logo · eyebrow · title* · subtitle · meta
Cover: Deep Field .sg-doc-cover-deep	cover	The cover of a distributor brief or a presentation leave-behind. White or reverse logo only.	logo · eyebrow · title* · subtitle · meta
Compact head .sg-doc-cover-compact	cover	The head of a one- or two-page document. One title, one line.	logo · eyebrow · title* · subtitle · meta
Letterhead .sg-doc-letterhead	letterhead	The head of a letter. Colour logo left, a 40px Nutrient Orange rule beneath.	logo · sender* · date* · recipient*
Section opener .sg-doc-section-opener	section-opener	A new part: eyebrow and heading. Sentence-case heading; caps eyebrow in Sprout.	number · eyebrow · heading* · lead
Text .sg-doc-body	body	Flowing prose. Ragged right; plain words.	heading · text*
Guaranteed analysis .sg-doc-analysis	data-table	The registered analysis of a product. Exactly as registered; dotted leaders; no rounding.	caption · table* · note
Product facts .sg-doc-facts	data-table	Applications, positioning, formats, status. Caps terms in Field Grey over 1px rules.	caption · table* · note
Text with a photo .sg-doc-photo-body	body	A paragraph with one product or field photo. Real growing scenes only.	heading · text*

BLOCK	KIND	PURPOSE	SLOTS
Claims footnote .sg-doc-claims-note	callout	The validation footnote on any page with a claim. Verbatim; on the same page as the claim.	label · text*
Storage & caution .sg-doc-caution	callout	Safety text on technical sheets. Never shortened; never beside the mascot.	label · text*
Signature .sg-doc-signature	signature	Who signs. Hairline signature lines.	parties*
Clause .sg-doc-legal-clause	legal-clause	A numbered clause. Counsel's text only.	number · heading* · text* · subclauses
Contact .sg-doc-contact	contact	How to reach Lucky B. Plain lines: luckybnutrients.com · @luckybnutrients · @luckybnutrients.latam.	name · lines*



PRODUCT SHEET

One page per product for growers and distributors.

product-sheet · register technical · at most 2 page(s) · header none · page numbers none

RECIPE

Compact head → Guaranteed analysis → Product facts → Text → Storage & caution → Claims footnote → Contact

DO

Lead with the analysis and what it is for.

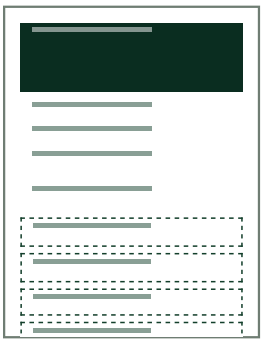
DON'T

No mascot on a technical sheet.

No yield promise.

CONTENT

≤ 350 words.



DISTRIBUTOR BRIEF

The portfolio, formats and logistics for trade partners.

distributor-brief · register trade · at most 8 page(s) · header brand-and-section · page numbers footer-right

RECIPE

Cover: Deep Field → Section opener (repeat) → Text (repeat) → Text with a photo (repeat-optional) → Product facts (repeat-optional) → Claims footnote → Contact

DO

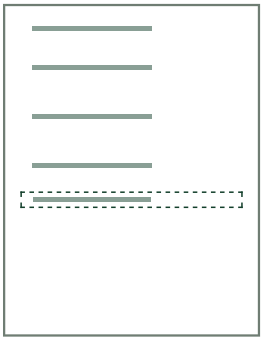
Formats first: 1 L retail, 1,000 L tote.

DON'T

No unvalidated performance figures.

CONTENT

Validated facts only.



LETTER

A letter from Lucky B to one person.

letter · register public · at most 2 page(s) · header none · page numbers none

RECIPE

Letterhead → Text (repeat) → Signature → Contact (optional)

DO

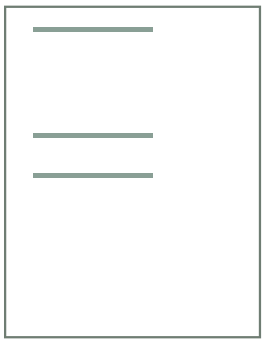
Open with the point.

DON'T

No hype.

CONTENT

≤ 350 words.



LEGAL NOTICE

Privacy and website terms.

legal · register public · at most 30 page(s) · header brand-and-section · page numbers footer-right

RECIPE

Compact head → Clause (repeat)

DO

Counsel's text.

DON'T

No marketing.

CONTENT

Final as published.

Rules

Documents print on white; Paper and Lime Tint are panels.

The colour logo heads every document; the white or reverse logo only on a Deep Field cover.

Fraunces and DM Sans only (Barlow Condensed is for packaging).

Every claim page carries the validation footnote.

The mascot never appears on technical or legal documents.

11 HARD RULES

Not a matter of taste

CLAIMS

Every formulation, performance, synthetic-additive, shelf-life or application-rate statement that is not yet validated carries the asterisk and the footnote: "*All formulations, performance claims, synthetic-additive statements, shelf-life targets and application rates remain subject to final process, laboratory, field and regulatory validation."

Guaranteed analysis is quoted exactly as registered (Biofertilizer 2-0-7: 2% total nitrogen, 7% soluble potash). Never round, never add nutrients that are not guaranteed, never promise yields.

Concepts are labelled as concepts: the substrate and biostimulant say "Development concept" until validated. Never "organic" or "certified" without the certificate.

SAFETY

Every product surface carries "For agricultural use only. Not for human or animal consumption. Keep out of reach of children and animals." Lucky B is never shown drinking, eating or serving the product, and never beside food preparation; his shaker means nutrition for plants.

LOGO

Use the supplied files only. Never retype, redraw, recolour outside the approved cuts, stretch, rotate or add effects. Nutrients always stays with Lucky B, in its place.

Clear space X = the height of the N in Nutrients. Minimum lockup 110 px / 28 mm; below that use the short wordmark (72 px) or the B monogram (20 px).

MASCOT

Lucky B is used exactly as supplied: no redraws, recolours, mirroring or new poses outside an approved character sheet. Crop at chest or waist, never through the face or leaf crown. Minimum 120 px / 25 mm tall.

One Lucky B per view. He leads retail labels, social and the website hero; he never appears on technical panels, safety text, invoices or legal documents.

COLOR

Balance: about 55% Paper and white, 25% greens (Forest Ink, Deep Field, Moss), 10% Label Cream, 5% Lime, 5% Nutrient Orange. Orange marks the one call to action per view; white on it is 4.84:1.

Lime (1.70:1 on white), Shaker Orange, Tangerine and Harvest Gold are never text on light grounds. On light grounds green text is Sprout (5.07:1) or Forest Ink, orange text is Rust (6.04:1).

TYPE

Fraunces for headlines and product names, DM Sans for everything on screen, Barlow Condensed for packaging caps only. Self-hosted.

PHOTOGRAPHY

Real growing: greenhouse rows, open fields, hands in soil, the product in use at golden hour. No lab-coat stock, no petri dishes, no blue-sky clip art. Text on photos only over a Deep Field scrim.

LANGUAGE

Every public string ships in English and Spanish (es-419) and the two main profiles stay distinct: @luckybnutrients and @luckybnutrients.latam.

ACCESSIBILITY

WCAG 2.2 AA: 48 px touch targets, a visible 2 px Forest Ink focus outline with 2 px offset (Harvest Gold on Deep Field), body ≥ 16 px, every image with specific alt text.

LUCKY B NUTRIENTS · LUCKY B NUTRIENTS BRAND GUIDE · VERSION 1.0.0, 2026-11-24. THE LUCKY B BRAND AS IT APPEARS ON LUCKYBNUTRIENTS.COM AND ON ITS PACKAGING, WRITTEN DOWN AS ONE SYSTEM: THE TWO-COLOUR SCRIPT LOGO (MASTER VECTORS TRACED FROM THE CLIENT'S OWN FILE), THE LUCKY B MASCOT, FRAUNCES AND DM SANS, THE FOREST, LIME, CREAM AND NUTRIENT-ORANGE PALETTE. EVERYTHING THIS GUIDE ADDS IS PROPOSED (D-LB-001…) UNTIL LUCKY B RATIFIES IT.