Lucky B Nutrients

BRAND GUIDE · VERSION 1.0

Powerful nutrition. Nothing wasted.

How Lucky B Nutrients looks, sounds and labels: the script logo, Lucky B the mascot, colour, type, components and packaging for luckybnutrients.com, social, labels and trade materials.



Lucky B Nutrients
Plant-powered biofertilizers, biostimulants and growing media

02 · LOGO

A name with a smile.

Lucky B in a confident brush script, Nutrients in orange beneath. It is the client's own lettering, traced to master vectors. Always use the supplied files; never retype it.

MASTER ARTWORK · SUPPLIED PNG



Master vectors traced 2026-11-24 from the client's 1920 px logo file (IoU 0.994 Lucky B, 0.975 Nutrients).

PRIMARY LOCKUP · VECTOR FOR WEB



Lucky B in Script Green, Nutrients in Nutrient Orange. The letterforms are the original artwork, never set in a font.



ICON ANATOMY

- **Script Green** · Lucky B #094309
- **Nutrient Orange** · Nutrients #D13B00
- **Paper** · the ground #FFFAF0

Nutrients always sits under the y and the space, right of centre. The B doubles as the monogram, the app icon and the favicon.

CHARACTER LOCKUP: THE LOGO WITH LUCKY B



The character lockup: the logo with Lucky B, the mascot. Stacked for packaging and social, horizontal for headers and signage.





App icon and favicon: the icon alone, as the launcher shows it.

03 · LOGO VERSIONS

One artwork, chosen by background.

Light grounds take the colour lockup. Deep Field, Moss and photographs take white or the reverse cut. With Lucky B, it becomes the character lockup.



Colour · on Paper · primary, default everywhere



Character lockup · packaging, social, point of sale



Script Green · on Label Cream · labels, embroidery



Reverse · on Deep Field · dark bands, footer



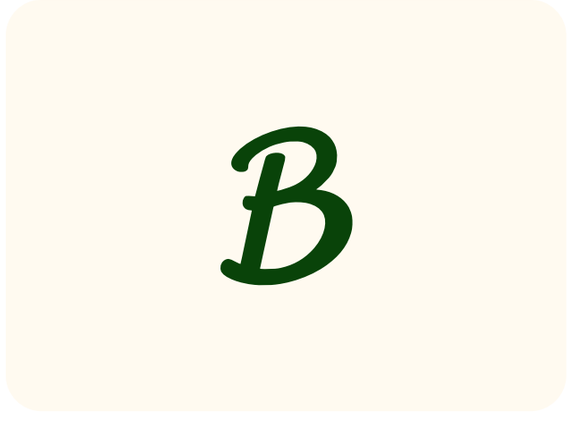
White · on Moss · brand-world band



White · on photography · always over a Deep Field scrim

Icon only

The B alone is for app icons, favicons, caps and seals. The mascot alone is for social avatars and the website hero, never a favicon.







04 · LOGO RULES

Let it breathe.

Clear space



X = the height of the N in Nutrients. No text, edges or other logos inside this zone.

Minimum sizes

Lockup · 110 px / 28 mm

Wordmark · 72 px / 18 mm

Monogram · 20 px / 5 mm

Below 110 px wide Nutrients falls under 8 px tall: use the short wordmark or the B.

Don't



✕ Stretch or squash



✕ Rotate



✕ Drop shadow or outline



✕ Recolour or retype



✕ Busy photo, no scrim



✕ Move Nutrients

05 · COLOUR

Leaf, soil and a flash of orange.

Greens from the field and the forest, cream from the label, and Nutrient Orange from the logo used once per view. Paper is the page, Forest Ink carries the words.

Script

Text 11.5:1

#094309

RGB 9 · 67 · 9

the wordmark, app tiles, the monogram

Ink

Text 11.8:1

#133F2B

RGB 19 · 63 · 43

body text, headings, primary buttons

Deep

Text 14.9:1

#0A2D20

RGB 10 · 45 · 32

dark sections, the circular-flow band, footer

Moss

Text 6.9:1

#356340

RGB 53 · 99 · 64

the brand-world band, secondary dark ground

Lime

Ink text 6.9:1

#B7D252

RGB 183 · 210 · 82

accents on dark, active tab rule, arrows in the flow

Orange

Text 4.8:1

#D13B00

RGB 209 · 59 · 0

Nutrients in the logo, the call to action, the accent word

Neutrals and tints

- **White** #FFFFFF · page
- **Paper** #FFFAF0 · sections
- **Cream** #F4E7BD · packaging labels
- **Gold** #CBA74A · label double rules
- **Muted** #627469 · secondary
- **Line** #DCDCC8 · borders

Balance

Paper 40% | White 15% | Deep

Accessible pairings (WCAG 2.2)

- Ink on White · 11.8:1 AAA
- White on Ink · 11.8:1 AAA
- Lime on Ink · 6.9:1 AA
- Ink on Lime · 6.9:1 AA
- Muted on White · 4.9:1 AA
- Ink on Paper · 11.3:1 AAA

Rule: Lime (1.70:1), Harvest Gold (2.29:1) and Shaker Orange are for dark grounds, shapes and labels, never text on light. For small coloured text use Sprout (5.07:1) or Rust (6.04:1).

06 · TYPOGRAPHY

Story, work and label.

Fraunces tells the story, DM Sans does the work, Barlow Condensed labels the product.

DISPLAY · FRAUNCES

Aa Gg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 $%

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

TEXT · DM SANS

Aa Gg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 $%

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

Display Fraunces · 600 · 52 → 114px	**Powerful nutrition. Nothing wasted.**
h2 Fraunces · 600 · 40 → 80px	**A better ending for agricultural waste.**
h3 / product name Fraunces · 600 · 26 → 40px	**Plant-Based Biofertilizer 2-0-7**
Eyebrow DM Sans · 700 · 12px	THE FIRST LUCKY B PORTFOLIO
Body DM Sans · 400 · 16px	Plant-derived liquids become crop nutrition, while recovered fibers become growing media. More value from every harvest, with less left behind.

07 · UI COMPONENTS

Round, warm, clear.

Pill buttons and tags, soft 18 and 28 px panels, the arch photo frame. Every target is at least 48 px; focus is a 2 px Forest Ink outline.

Buttons

Meet the products

See the circular model

Outline

Soft

Focus state

Disabled

Forms

Email

name@example.com

Focused

Status badges

Active · New · Updated

Status always pairs a word with the colour. Colour alone never carries meaning.

Alerts

- Development concept

PROFESSIONAL FORMAT

1,000 L

The 2-0-7 biofertilizer in an IBC tote: 264.2 gal.

SVG

Logo: Lucky B Nutrients script lockup

logo.primary · v1.0

Locked

01

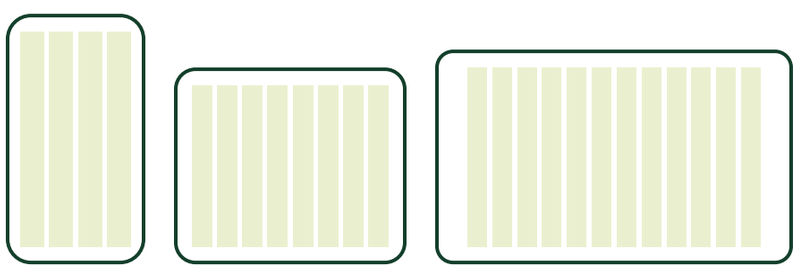
Primitives

3 components

Room to grow.

Paper sections alternate with Deep Field and Moss bands; one orange call to action per view; Lucky B leads the hero.

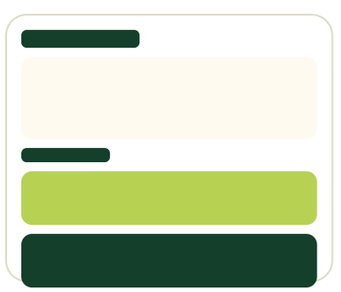
Grid and breakpoints



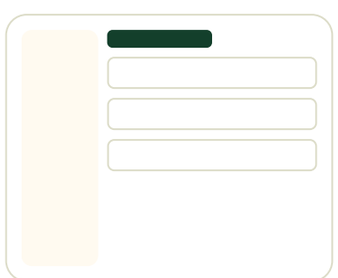
600 · 4 col 900 · 8 col 1280+ · 12 col

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

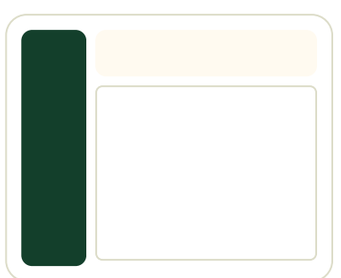
Page templates



Website · Paper hero with Lucky B, Deep Field story bands, one orange call to action



Product page · front and technical label on a Lime Tint stage, facts list



Technical sheet · white, analysis panel, caution and footnote, no mascot

Imagery: growing, in golden light







The product where it works: greenhouse rows of tomatoes, peppers and cucumbers, rich soil, warm light. Label facing the camera. No lab stock, no filters. Text over photos only on a Deep Field scrim.

Voice: approachable science

Do · Say what it is, then what it is for: "2-0-7: potassium-forward, for fruit development."

Do · Show the loop: recover, separate, transform, regenerate.

Do · Carry the asterisk on every claim still being validated.

Don't · "Guaranteed results", "miracle", "chemical-free" or any yield promise.

Don't · Lucky B drinking, eating or serving the product.