

Brand Style Guide

May 2022



perfecting the art of outdoor living.



naturekast weatherproof cabinetry

Weatherproof cabinets that look & feel like high-end indoor kitchens.

Feature-rich grill, base, ceramic grill, wall, tall, insert, bench & TV cabinets. Realistic panels, fillers & moldings bring design options that have previously only been available to indoor cabinetry.

Distinctive finishes & alluring door styles including our latest Rustique line.

NatureKast puts design options on the table that aren't available from any other outdoor kitchen line.

logo guidelines

Primary Logo



Icon



Colour Variations

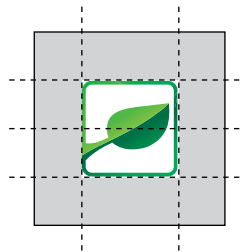
There are two typeface colour options paired with the icon's gradient icon, white and black. When placing the NatureKast logo over a light background use the black type logo, and for a dark background use the reversed type logo (shown on right)

Effects

Furthermore, to make the NatureKast logo stand out when placing over a photograph add either a white 'Outer Glow' effect to the black logo, or a subtle black 'Drop Shadow' effect to the white logo.

Exclusion zones

When placing the logo, maintain space around logo about half the height of the logo itself. This is to allow the logo breathing space



*Do not:

- Change the typeface or manipulate the leaf icon or logotype
- Change the logo typeface or icon colours
- Use the logotype without the icon
- If icon is used on its own the words "NatureKast weatherproof cabinetry" should be used on the page or screen
- Distort or rotate the logo

On white or light backgrounds



On black or dark backgrounds



secondary logo guidelines

One-colour and two-colour logo options

There are times when a simplified logo is required due to printing limitations (eg. branded items like shirts or mugs) or for an elegant impact. The logo should still feel hero on the page, but be at a size that it doesn't dominate the layout.

Important

Please ensure the rules on the previous page are still fully applied when using these logos

Secondary one-colour logo & icon on white or light backgrounds



Secondary two-colour logo & icon on white or light backgrounds



Secondary one-colour logo & icon on black or dark backgrounds



Secondary two-colour logo & icon on black or dark backgrounds



core palette

To ensure a strong brand feel and sophistication, we prefer to work with a limited palette for most applications. Brand colours should normally not compromise more than 20% of a layout as they are primarily used as an accent



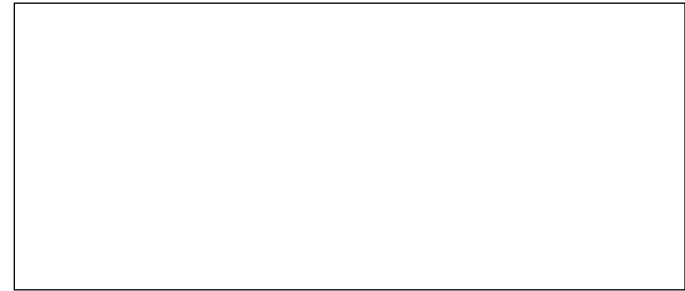
Black

Used for text

CMYK (0, 0, 0, 100)

RGB (0, 0, 0)

HEX (#000000)



White

Used for text and backgrounds

CMYK (0, 0, 0, 0)

RGB (255, 255, 255)

HEX (#FFFFFF)



Pear

Used for *special case text

CMYK (75, 5, 100, 0)

RGB (141,198,63)

HEX (#8DC63F)



Gradient

Used for backgrounds

CMYK (0, 0, 0, 35) to (0, 0, 0, 0)

RGB (177, 179, 182) to (255, 255, 255)

HEX (#B1B3B6) to (#FFFFFF)

secondary palette



Deep Forest Green
Used for graphics or boxes
CMYK (100, 50, 100, 0)
RGB (0, 111, 69)
HEX (#006F45)



Grassy Green
Used for graphics or boxes
CMYK (100, 0, 100, 5)
RGB (0, 158, 77)
HEX (#009E4D)



Zesty Lemon
Used for *special case text
CMYK (55, 0, 100, 0)
RGB (128, 195, 66)
HEX (#80C342)



Spring Gradient
Used for graphics and text
CMYK (100, 50, 100, 0) to (100, 0, 100, 5) to (55, 0, 100, 0)
RGB (0, 111, 69) to (0, 158, 77) to (128, 195, 66)
HEX (#006F45) to (#009E4D) to (#80C342)

typography for print

acumin pro bold

Used for headings, lowercase
Tracking: 50

abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+{}|:"<>?

Acumin Pro Regular

Used for subheadings, Title Case
Tracking: 50

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+{}|:"<>?

Acumin Pro Regular

Used for *special case subheadings, Title Case
Tracking: 50
Colour: Pear

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+{}|:"<>?

Important guidelines

Why typography is so important...

In order to create a consistent brand look and feel, typography needs to be used according to these guidelines, where possible.

Acumin Pro is available for Mac and Windows on the Adobe font suite. If it is unavailable, please use Roboto (on the next page) or a classic sans serif font like Arial or Helvetica.

Acumin Pro Light

Used for body text, Sentence case
Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+{}|:"<>?

Acumin Pro Light

Used for *special case body text, Sentence case
Tracking: 0
Colour: Pear

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+{}|:"<>?

typography for web/digital

Roboto Bold

Used for headings, lowercase
Tracking: 50

abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+{}|:"<>?

Roboto Regular

Used for subheadings, Title Case
Tracking: 50

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+{}|:"<>?

Roboto Regular

Used for *special case subheadings, Title Case
Tracking: 50
Colour: Pear

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+{}|:"<>?

Typography for website or digital use
Roboto is our preferred font family for digital use

However...

In order to ensure we provide the best brand experience, we
recommend using this font-family for web:
Roboto,Open+Sans,Arial,Helvetica,sans-serif.

Roboto Light

Used for body text, Sentence case
Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+{}|:"<>?

Roboto Light

Used for *special case body text, Sentence case
Tracking: 0
Colour: Pear

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+{}|:"<>?

photography guidelines

Our brand is built in backyards and showrooms where people can experience our cabinetry in person. Photography is the next best option, so it needs to be top quality to stir an emotional connection.

Environment: Full exposure is best (fully exposed to the elements), followed by under a roof or pergola, followed by an enclosed outdoor room. For a “using NatureKast indoors” angle we are happy showing NatureKast in a full interior setting (outdoor cabinets used indoors).

Seasons: Spring and summer shots are generally preferred as that is the season when most people enjoy their outdoor kitchens. We do have some great Fall and Winter photography that can be used for a four seasons theme.

Genre: We need more lifestyle shots. In the interim, staged shots of installed kitchens are the next best choice, followed by Installed (unstaged) shot .

Lighting: Natural lighting is preferred. Avoid shots harsh lighting. The mood is important. The cabinetry grain should be visible (exception mood shots)

Models (for lifestyle shots): Smiley, happy people – friends and family enjoying life around a NatureKast outdoor kitchen.

Wardrobe: unbranded and casual is best.

Framing: Wide for establishing shots, mid-shots for full cabinetry runs, low angle for hero shots, close-ups for cabinet features and texture.

Focal Depth: Mixed. For scenics, a wide depth of field is preferred. For artistic mood shots, a shallow depth of field may be used with focus on the grain, feature or subject. Cabinetry photography should be sharp and in focus unless a low depth of field is used artistically.



writing style

Words are often needed to demystify NatureKast

The biggest brand challenge we face is that people see our products (or photos of our products) and assume they know what it is: indoor cabinetry. We need to communicate the NatureKast difference simply and clearly. We find the best results when we pitch the language as if we are explaining what we offer to our favourite aunt and uncle (yes, Backyard Bob's our uncle). They don't care too much about the science behind it all, but they come alive when we explain that we can give them an outdoor kitchen that is as impressive as their indoor kitchen. That it can look and feels like real wood but is immune to the elements and requires very little maintenance.

Brand voice

We are an aspirational brand. Our brand voice is positive, upbeat and approachable. We like short sentences. We don't like verbosity or an overly formal tone. We prefer a conversational style of writing. We affirm and celebrate their right to choice, even if that means they go with a different outdoor kitchen. We avoid hard sell. We prefer to let the enjoyable experience of NatureKast do the selling for us. A picture is worth 1,000 words. Except for SEO!

