



# Ministry of Nuts

Brand concept



## Introduction



This document tries to convey the brand values of Ministry of Nuts and the way we feel these values can be expressed best.

A lot of thought and attention have gone into visualizing our vision and we hope this guide will help you to help us communicate it.

Ministry of Nuts has two entities as its wholly owned subsidiaries: the Publishing House and the Ministry. Please refer to [ministryofnuts.com](http://ministryofnuts.com) for more information and background. Or, if you require any additional information, please do not hesitate to contact us at: [aboutourbrand@ministryofnuts.com](mailto:aboutourbrand@ministryofnuts.com)

## Our thoughts behind the brand



Ministry of Nuts is about Recovery. We firmly believe in Hope, Faith, Strength. This sequence of words is not random, it describes the essence of the path a person takes towards Recovery. Recovery from any serious, life influencing problem, be it a phobia, an outfall with someone close or a substance addiction.

The path that a person takes towards Recovery is a life-altering journey. That path is indiscriminate of your views on life and spirituality, but we believe your faith is key successfully completing your journey. No matter if this faith is derived from a Higher Power or your inner-self.

Ministry of Nuts aims to help whomever that wishes to undertake this journey or is already on it. We know what it takes to go down that road, we know it is not easy. There will be setbacks and downturns that will shake the faith which lead you to this road in the first place.



## Brand assets and guidelines



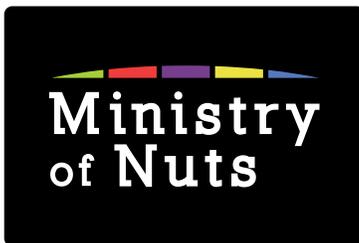
Our logo represents the path a person takes towards Recovery. It represents all those persons on the same road, maybe from a different starting point, but they all have the same goal. They are the same, no matter their background or spiritual beliefs. Ministry of Nuts tries to be a part of the roof over their heads and part of the bridge they will ultimately cross towards their goal of recovery.

Those separate colored parts together, forming the visual whole, but at the same time separated, symbolize the different backgrounds and beliefs of all those that are walking the same path. They might all be different, but they are united. United they are like one, marching on towards their goal. And when they are together, there is nothing that can stop them from reaching it.

### Formats



The Ministry of Nuts logo likes to be in a black or semi-black surrounding. Sometimes that will not be possible, or will not make sense, so there are variations.



MoN\_Logo\_Total\_CMYK



MoN\_Logo\_Total\_BLACK



MoN\_Logo\_Free\_BLACK



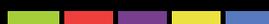
MoN\_Logo\_Free\_CMYK\_WHITE\_TXT



MoN\_Logo\_Free\_CMYK\_BLACK\_TXT



MoN\_Logo\_Free\_BW\_OUTLINE

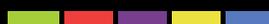
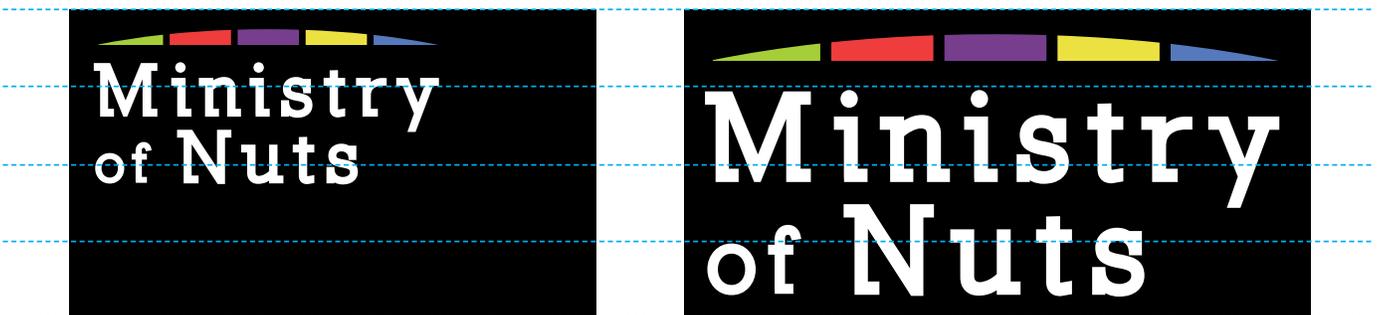
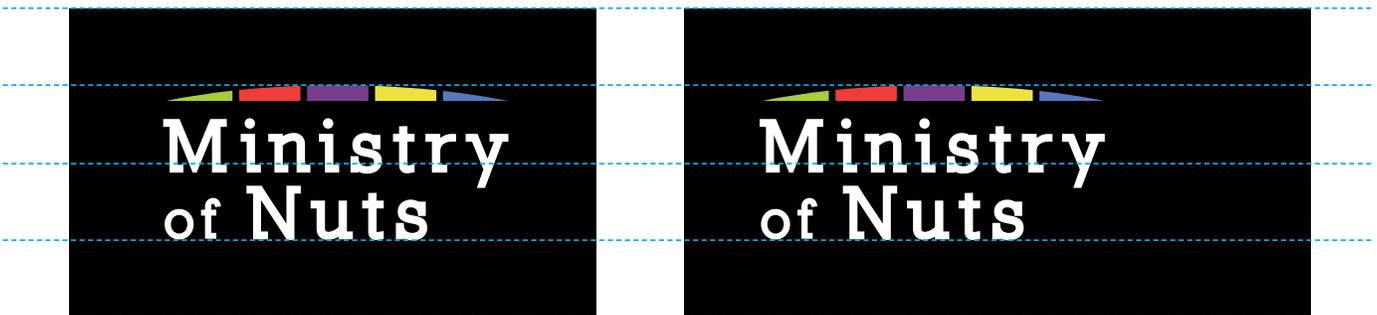


## Safety space



When using the logo always try to give it enough space with regard to its surrounding. If you place the "Total\_Logo" it will be encompassed with its natural black padding. In this case it will be placed correctly regardless. Just as long you do not scale it disproportionately.

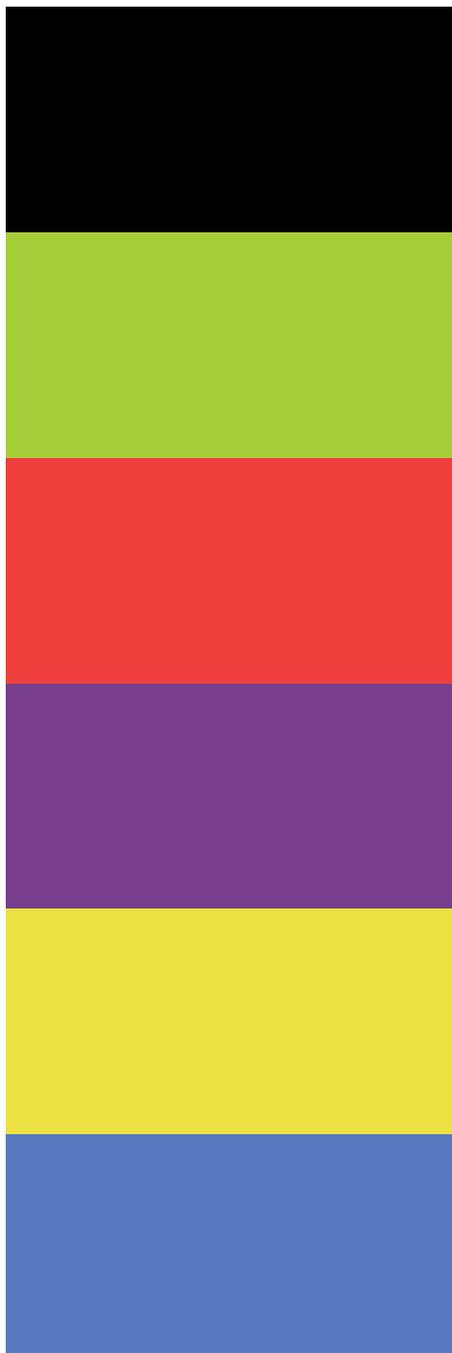
Should you need to place the "Free\_Logo" in a bar or bigger black area, divide the logo horizontally in two equal parts. Then add one part above and one part below the logo. This is your minimal padding. If you are able to free up more space, by all means do.



## Colors



Every separate color in the range is based on a CMYK color where the ink number is rounded to the nearest 5. The exception is the black, we have chosen a full color black to make the tones deeper and more varied. This full color black is only meant for full-service areas and is not really suitable for text only. In that case you are best of using true black ink.



**HEX:** #020000  
**CMYK:** C89 M83 Y78 K100  
**RGB:** R2 G0 B0

**HEX:** #a6ce39  
**CMYK:** C40 M0 Y100 K0  
**RGB:** R166 G206 B57

**HEX:** #ef413d  
**CMYK:** C0 M90 Y80 K0  
**RGB:** R239 G65 B61

**HEX:** #77408d  
**CMYK:** C65 M90 Y10 K0  
**RGB:** R119 G64 B141

**HEX:** #ebe141  
**CMYK:** C5 M0 Y85 K5  
**RGB:** R235 G225 B65

**HEX:** #597abc  
**CMYK:** C70 M50 Y0 K0  
**RGB:** R89 G122 B188



## Do's and dont's<sup>1</sup>



Avoid placing the "Logo\_Free" in an area where it disappears in the background, use the "Logo\_Total" instead.



Avoid Placing the "Logo\_Free" in a background color that is similar or close to one used in the logo. Use the White or Black version instead.



<sup>1</sup> We actually researched how to spell this because grammar is important to us. We are part Publishing House after all ;) <http://tinyurl.com/qfnwarv>

