

Retail Partner Brand Guidelines

Approved guidance for Nature's Potions retail partners

Use the supplied logo

Use Nature's Potions Logo-06.png without redrawing, stretching, recoloring or removing elements. A PDF reproduction is supplied for printing. A genuine editable vector logo has not been supplied.

Supporting colors and typography

Use green #4D6543, cream #F4F2E5 and dark text #222222 for supporting materials. These approved working colors are not certified print-color specifications. Use Georgia for headlines and Arial for supporting text.

Size, space and backgrounds

Minimum logo width: 120 pixels on screen or 1 inch in print, with readable lettering. Leave at least one-quarter of the logo diameter clear on every side. Use a light, uncluttered background. On dark backgrounds, place the unchanged logo on a cream panel; do not create an improvised reversed logo.

Voice and product information

Use warm, clear language about formats, ingredients and informed product selection. Follow current label information. Do not add claims that a product treats pain, migraines, insomnia, anxiety or other medical conditions. Do not claim guaranteed results or imply clinical proof.

Retailer use

Authorized retail partners may use current supplied assets to promote genuine Nature's Potions products they stock. Keep logos, labels and approved wording intact. Contact info@natures-potions.com for other uses.