



BRAND GLOBAL GUIDELINES



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PURPOSE OF THIS DOCUMENT



CONSISTENCY

DISTINCTIVENESS

INSPIRATION

CHAPTER 1



BRAND VISION



NUTRO™ HISTORY

The NUTRO™ brand has always been a pioneer. In 1926, we set the standard for what pet food should be, bringing natural food to pets for the first time.

As natural became the norm, it was time to raise the bar again by offering the first clean recipes for pets.

STORY



OUR AMBITION

With our rich heritage as a leader in Naturals, and an emerging leader for Naturals in FDM and Specialty outside the US, the NUTRO™ brand fully embraces the spirit of our FEED CLEAN™ Philosophy and its benefit to pets.

1

CREATIVE EXPRESSION

A creative expression, influenced by human trends in clean eating, with a bold, modern, and vibrant look & feel.

2

EMOTIONAL CONNECTION

An emotional connection with consumers that promises a life well lived for their pets.

3

BRAND EQUITY

Growing brand equity by reinvesting in our values and purpose.

COMPASS

CATEGORY CONTEXT

Good health begins with proper nutrition, but when natural has become the norm, it's difficult to know what is truly best for our pets

ARCHETYPAL MEANING

The Standard Bearer (The Ruler) Raising the bar so pets prosper with full, active lives

BRAND BELIEF

It's not the years in our life, but the life in our years that counts

UNIVERSAL HUMAN NEED

To do the very best for those we love and are responsible for

BRAND BENEFIT

A life well lived for pet and pet parent, powered by NUTRO's clean recipes

RTBS

- Simple, Non-GMO, purposeful food that's free from what does not make pets healthier
- The purest, most nutrient-dense food, as close to the earth as possible
- A commitment to continually raising the bar on our clean journey

DMS

Logo

ARCHETYPE

Like every Ruler, we are motivated to create a prosperous community. Ours is the world of pets. And we do this by raising the bar with clean recipes, so pets prosper with full and active lives.

A RULER BRAND



OUR BRAND STORY

A LIFE WELL LIVED

As natural has become the norm, it's increasingly difficult to know what is truly best for our pets.

So we set a new standard. The NUTRO™ brand created the first clean recipes for pets, because we believe pets deserve the same benefits of clean eating as humans do.

When we feed our pets nutrient-rich foods made from real, Non-GMO ingredients, their health and well-being improves. Their energy increases, and they're able to get more out of life.

NUTRO's clean recipes give pets the energy to live their best lives.

tone

Bold, Contemporary, Inspirational

Our clean recipes power a full and active life for those we love and are responsible for.

tagline

NUTRO. FEED CLEAN™

tone

Bold, Contemporary,
Inspirational



FOOD PHILOSOPHY

**Recipes to give pets full
and active lives.**



SIMPLE

We will source exclusively Non-GMO ingredients. We will never add artificial preservatives, flavors or colors, or ingredients like chicken by-product meal, corn, wheat or soy protein.



PURPOSEFUL

We will produce nutrient-rich food, ensuring every single ingredient serves a purpose and making high-quality protein the foundation of each recipe.



TRUSTWORTHY

We will protect the integrity of the food at every stage of the process, sourcing from trusted farmers and suppliers, preparing only in trusted facilities and rigorously testing for quality and safety.

CHAPTER 2



DESIGN VISION





LOOK & FEEL

imperfectly
real
ingredients

clean white
food surfaces

black & white
with vivid,
natural hues

bold, clean
type & icons



MASTERBRAND CREATIVE PRINCIPLES

CLEAN is not just our food philosophy—it's a visual expression that inspires creative execution across touchpoints. We strive to embody these principles so that the NUTRO™ brand presents a unified expression across markets and applications.

1

BOLD, SIMPLE, CLEAN.

We use minimal colors to create a balance between vivid, natural hues, and black and white. We are as purposeful with word choice as we are with the ingredients in our recipes. We take care not to overwhelm any space with visual or verbal clutter, allowing our ingredients and clean cues to take center stage.

2

IMPERFECTLY REAL, LIT BY THE SUN.

Our philosophy is real, and it is visualized through our ingredients and lighting style. We hero the real, natural beauty of our ingredients by showing them as minimally touched in their natural state and lit with natural light.

All photography, whether lifestyle or still, should use natural light to illuminate the subject and capture the same spirit.

3

PREMIUM & MODERN.

Everything we do to visually express ourselves, our pets and our recipes should feel premium and modern.

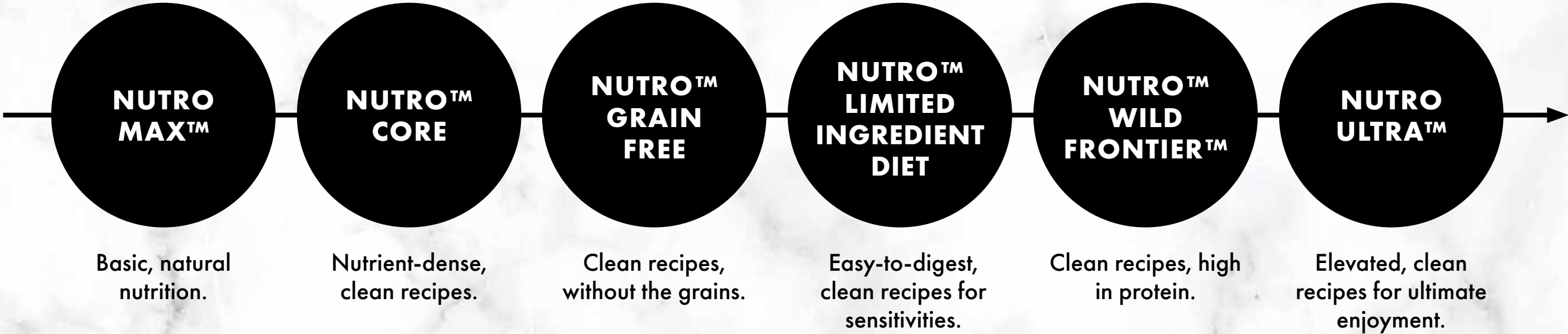
We achieve this by allowing ample breathing space within our layouts, using black with minimal color, and letting our ingredients take center stage on a marble surface.

Our lifestyle imagery is set in an aspirational, yet attainable, environment that projects the same minimal, premium aesthetic.

NUTRO™ BRAND PILLARS

Premiumization through a masterbrand
pillar architecture.

PREMIUMIZATION SCALE



Prominent, rich colors

NutroTM
NATURAL CHOICE

MAX



warm & textured icons

abundant bowl arrangements



warm, white
butcher paper



GORDON
LOCALS ONLY

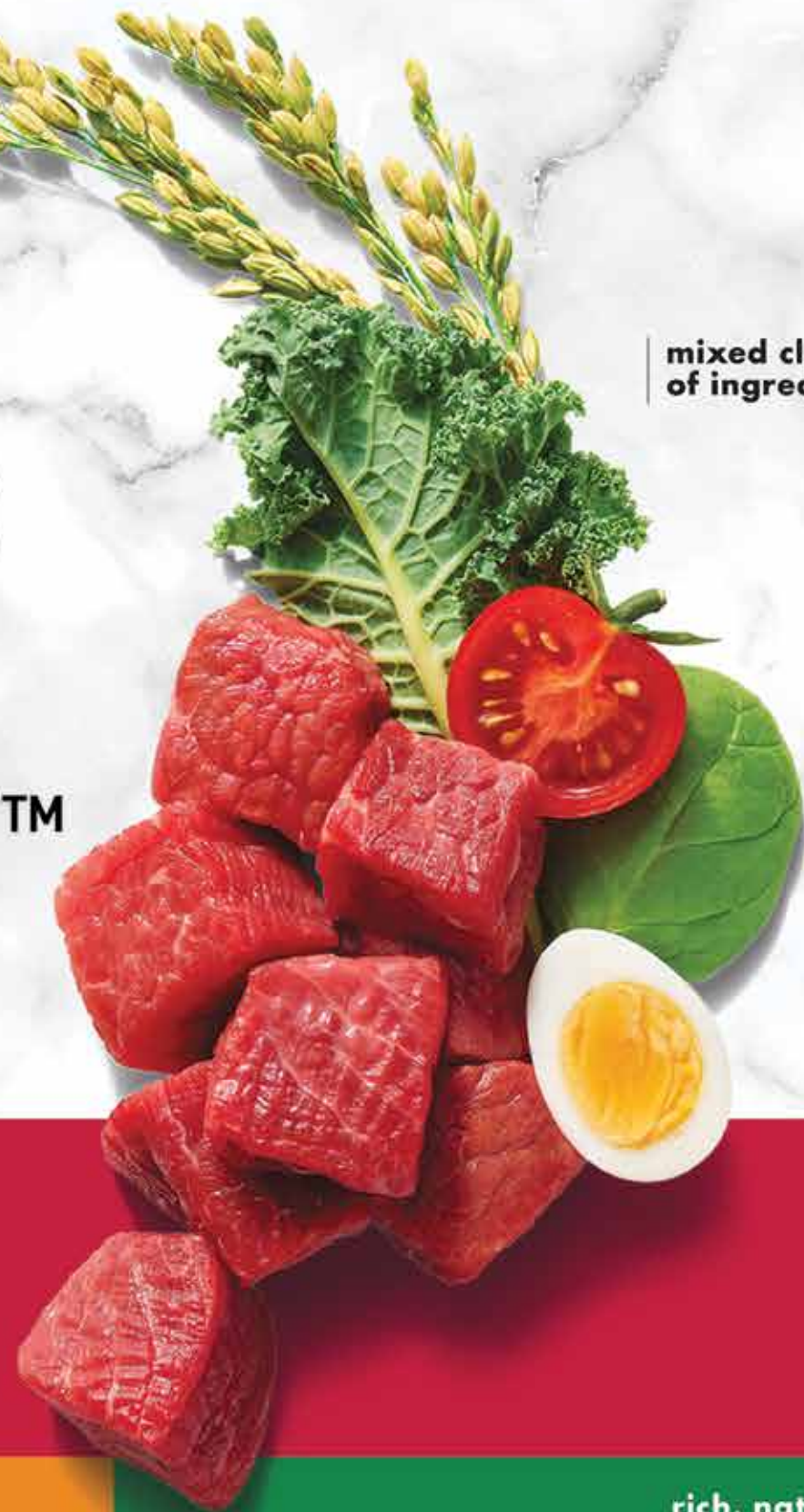
bold, friendly typography



warm, white
marble surface

mixed clusters
of ingredients

bold, confident
iconography



FUTURA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

strong, simple
type treatments



rich, natural hues



GRAINFREE 

black as a secondary color



bold, confident
iconography

rich, natural hues

warm, white
marble surface



meat-centric
clusters of
ingredients



strong, simple
type treatments

FUTURA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



LIMITED INGREDIENTS

INFORMATIVE
& TYPE-DRIVEN



4TH STAR

FIX FOOD

04



SINGULAR
HERO PROTEIN

SLEEK SEE-THROUGH
ICONOGRAPHY



MAXIMUM
10
KEY INGREDIENTS
+ MINERALS



LIGHTER
SOFTER
COLORS



WILD FRONTIER™

clean, confident & informative typography



70%

30%



bold, clean iconography

raw, black slate and our signature marble

meat-forward ingredient arrangement with source protein sketch



strong use of black supported with white and tertiary flavor color



U L T R A

*New refined editorial
type treatments*
Restaurants

L E S S O N S

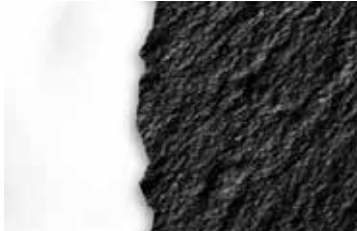
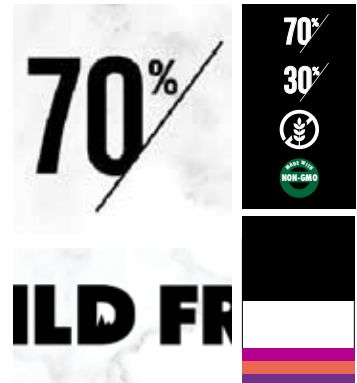
*restrained use of
rich, off-bright colors*

*monoline culinary
iconography*



*showcase
ingredients'
raw beauty*

PREMIUMIZATION CODES & CUES

Premium Level						
	NUTRO MAX™	NUTRO™ CORE	NUTRO™ GRAIN FREE	NUTRO™ LIMITED INGREDIENT DIET	NUTRO™ WILD FRONTIER™	NUTRO ULTRA™
Backgrounds Anchored in marble, bringing in additional cues to suggest accessibility (butcher paper) or the product's proposition (slate & porcelain plate).	 Butcher's paper	 Marble	 Marble	 Marble	 Marble & Slate	 Marble & Porcelain Plate
Type & icons From friendly to elevated treatments.						
Color From brighter & bolder to white & rich, secondary pops.						
Ingredients From smaller pieces & casual arrangements to whole & deliberate.						

BRAND ASSETS

These assets work in unison to create a simple, instantly recognizable memory structure.



PRIMARY ASSET

The NUTRO™ brandmark was designed to imbue the spirit and nature of our FEED CLEAN™ Philosophy.

The structure of the serif typography and the tail under the wordmark harkens back to the brand's heritage and provides a solid foundation. The circle holding shapes speaks to the clean and natural totality of our recipes. The phrase "NATURAL CHOICE" serves as reinforcement.

BRANDMARK



SECONDARY ASSETS

These secondary brand assets provide supporting visual information to our audience, helping to call out and distinguish our key product claim and visualize the end benefit of a life well lived.



† Trace amounts of genetically modified material may be present due to cross-contact during manufacturing.

- Reinforces our FEED CLEAN™ Philosophy.
- Borrowed memory structure from human food.

MASTERBRAND DESIGN TENETS

Principles and guidance for
brand design elements.



BRANDMARK

The brandmark should always be printed in black and preferably shown on a marble background. When marble cannot be replicated, a flat white background should be used.

It is not encouraged to use the mark over an image. If absolutely necessary, the mark can be placed on a holding device to place over an image.

USAGE



CLEARSPACE

The mark should always maintain a clear stay-away equal to the width of the letter "o" in NUTRO™.



REVERSE PRINT

For use in secondary occasions when the mark needs to be reproduced over a dark background or photography.

BRANDMARK

The smallest size the brandmark can be and remain completely legible is 39mm across the width of the brandmark.

In cases where the mark needs to be smaller than 39mm, the small usage mark should be used.



USAGE

MINIMUM SIZE

Mark should not be smaller than 39mm across the width of the brandmark.

If the mark needs to be smaller than 39mm, use small usage logo.

SMALL USAGE

Modifications have been made to "NATURAL CHOICE" to ensure it is printable and legible when reproduced smaller than 39mm.

MINIMUM SMALL USAGE SIZE

The mark should never be smaller than 20mm.

BRANDMARK

MISUSAGE



DO NOT change mark colors.



DO NOT use unapproved colors.



DO NOT change hierarchy between "NUTRO™" and "NATURAL CHOICE."



DO NOT add effects:

- Drop shadows
- Strokes



DO NOT warp, squeeze or pull the mark.



DO NOT remove "NATURAL CHOICE."

MADE WITH NON-GMO

The Made with Non-GMO seal should have consistent application and representation across all touchpoints.

USAGE



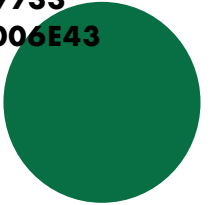
† Trace amounts of genetically modified material may be present due to cross-contact during manufacturing.

"Made with Non-GMO ingredients" claim must be used verbatim. It must appear on the package in a conspicuous and legible font size. It cannot be shortened or modified in any way other than the approved use.

COLOR

The seal is always printed in PMS 7733 with white type.

PMS 7733
HEX 006E43



USAGE

When overlaying food, the center of the seal must be clear to the background surface.



† Trace amounts of genetically modified material may be present due to cross-contact during manufacturing.

PLACEMENT

To reinforce our quality ingredients, the seal should be placed in proximity to ingredient imagery and/or a recipe name.

NON-GMO

MISUSAGE



† Trace amounts of genetically modified material may be present due to cross-contact during manufacturing.

Do not change hierarchy between "Non-GMO" and "Made With... Ingredients."



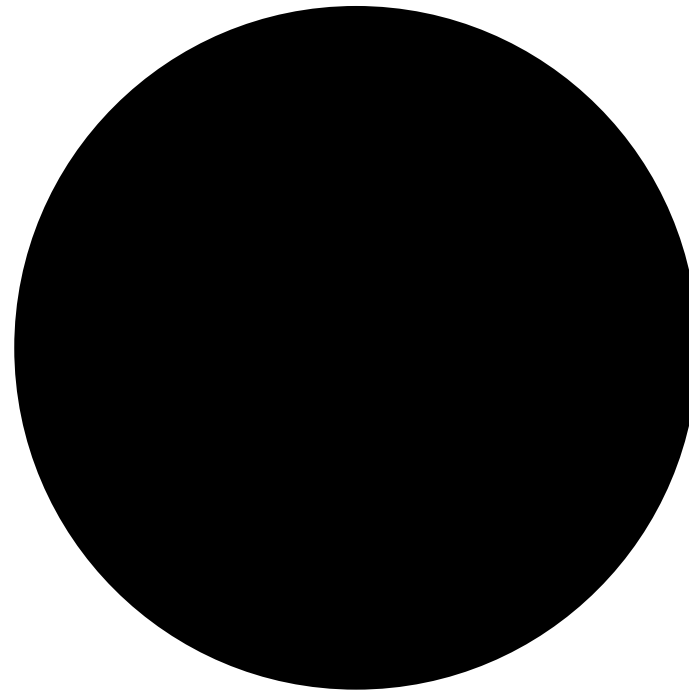
† Trace amounts of genetically modified material may be present due to cross-contact during manufacturing.

Do not change seal color from PMS 7733.

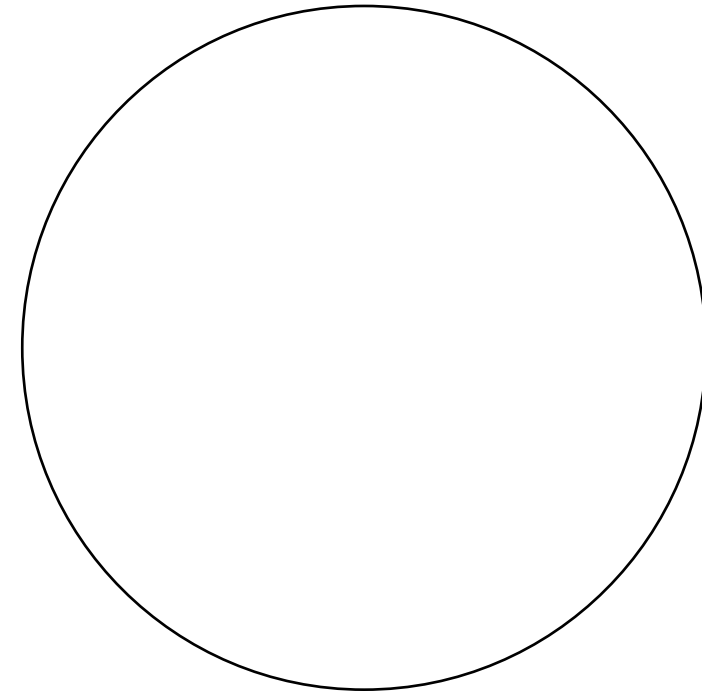
COLORS

Our color palette is rooted in the modern simplicity of black and white, with accents of vivid, natural hues that bring to life the vibrancy of the ingredients in our recipes.

PRIMARY



LOGO, TYPE, ICONS
PANTONE BLACK
HEX 231F20

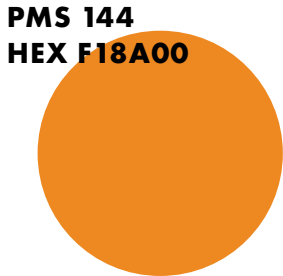


BACKGROUND
PANTONE WHITE
HEX FFEF9

COLORS

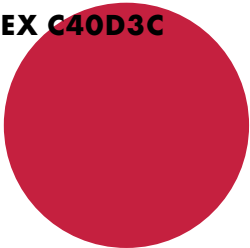
Our secondary color palette captures the bright vibrancy of the ingredients in our recipes.

SECONDARY



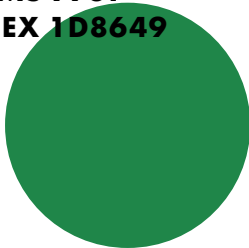
PMS 144
HEX F18A00

CHICKEN



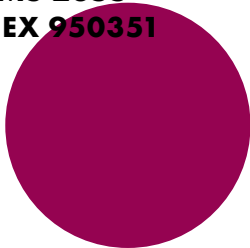
PMS 193
HEX C40D3C

BEEF



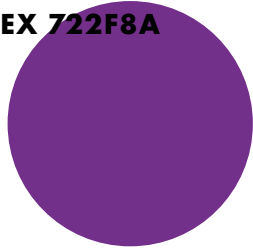
PMS 7731
HEX 1D8649

LAMB



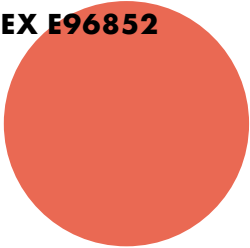
PMS 2355
HEX 950351

VENISON
MEAL



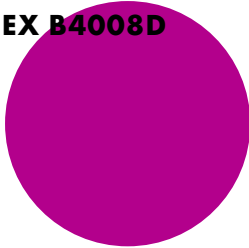
PMS 536
HEX 722F8A

WILD FRONTIER™
VENISON
FRESH BEEF



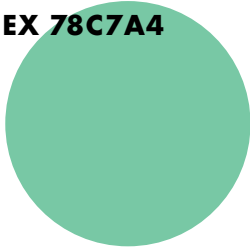
PMS 7416
HEX E96852

WILD FRONTIER™
SALMON &
WHITEFISH



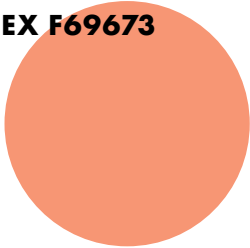
PMS 2405
HEX B4008D

WILD FRONTIER™
TURKEY &
FRESH CHICKEN



PMS 2247
HEX 78C7A4

LIMITED
INGREDIENTS
LAMB



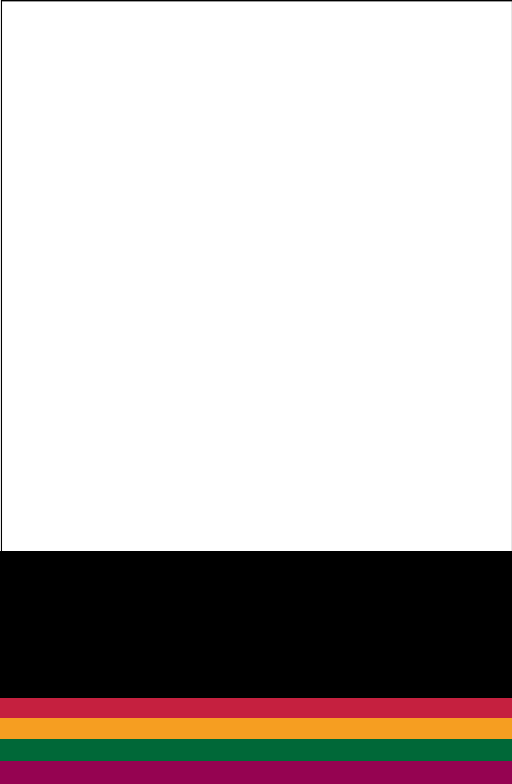
PMS 2247
HEX F69673

LIMITED
INGREDIENTS
SALMON

COLORS

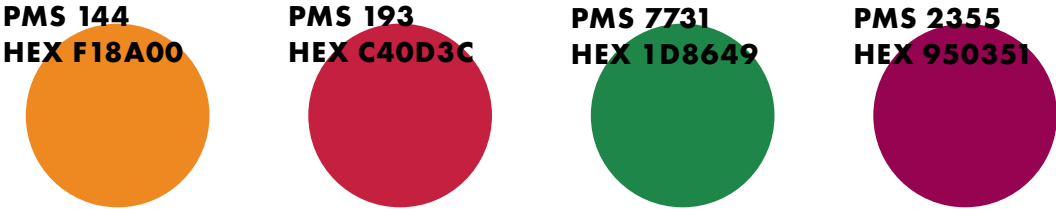
Secondary colors should be used to add vibrancy and vitality to the core black and white palette.

COLOR PERCENT USAGE



70% WHITE
20% BLACK
10% COLOR

LEAD COLORS



- To add additional vibrancy, and to illustrate our range of recipes, colors can be shown in combination in a color bar.
- No more than four colors should be featured.
- Colors should be chosen based on the recipes featured in the communication.



- Color can be used to add accents to communication points.
- Colors should be chosen based on the recipes featured.

LIFESTYLE PHOTOGRAPHY PRINCIPLES



LIGHTING STYLE

- Match strong, natural light of ingredient photography to cue close to outdoors and nature.
- Singular and consistent light source that unifies scene and reinforces realness and vitality.

PERSPECTIVE

- Mix of low perspectives that showcase the pet getting 100% out of life.

LOCATION

- Showing pets in and out of doors where pet parent is implicitly nearby.

SUBJECT MATTER

- Dogs that are active and giving 100%.
- Cats that are confident, curious and attentive.
- 20% of imagery can be pets after giving their peak performances.

LIFESTYLE PHOTOGRAPHY PRINCIPLES

DO'S AND DON'T'S



DO NOT Clear, bright blue skies with no clouds and even lighting.
DO NOT Grey skies with heavy shadows and dark lighting.



DO Sunny, diffused and warm light. Blue skies with a hint of white clouds with sun peeking through.



DO NOT Pets looking directly at the camera, posing.



DO Pets caught candidly in their natural states of movement.



DO NOT Overhead angles from the pet parent's perspective.



DO Lower camera angles caught from the pet's vantage point.

LIFESTYLE IMAGERY

PRIMARY USAGE



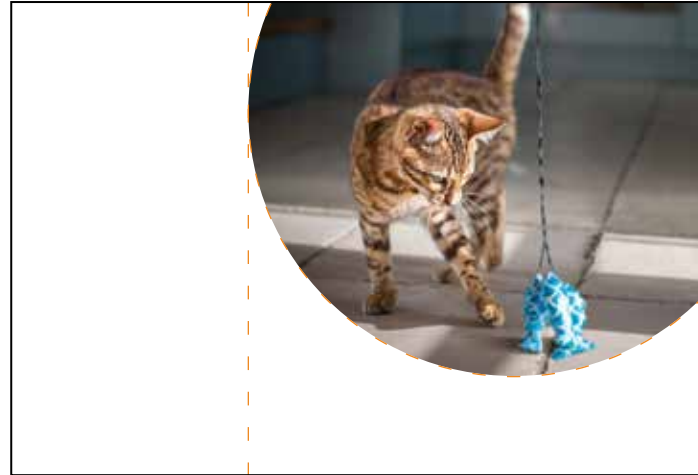
- The images should be scaled up so the animal is front and center, and not overwhelmed by background imagery.
- Images should have enough color and saturation for white type to read when placed on top of it.
- Headline should be placed left justified in the upper left-hand corner.
- The total message should only take up 1/4 of the visual .



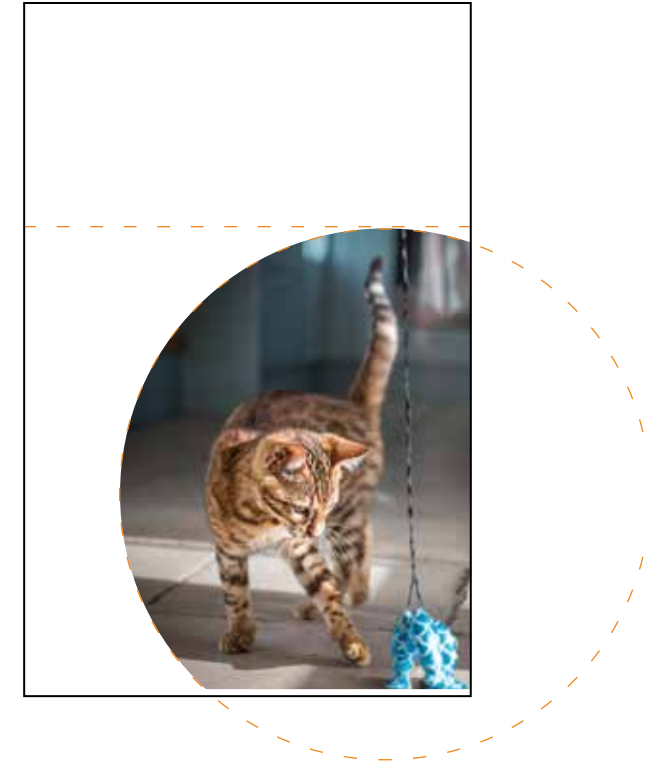
- When packaging must be shown alongside a message, full bleed images may be cropped at the bottom to allow room for a headline.
- The packaging should not be bigger than 1/3 of the visual.
- A rule, the color of the packaging's flavor bar, should be used to delineate the fullbleed image from the headline.
- The rule should match the height of the flavor bar on the packaging and align vertically as an extension off the pack.

LIFESTYLE IMAGERY

SECONDARY USAGE



- When showcasing a pet, the preferred method is to crop within a circle.
- The image should be scaled up so that the animal is front and center, and not overwhelmed by background imagery.
- Images of pets should be placed on a white background.
- Depending on the size and format of the visual, the circle can be cropped to show as much of the pet and circle as possible.
- The circle should never take up more than 2/3 of the visual.



- When the visual is more vertically structured, the circle should take up the top or bottom 2/3 and leave room for text on the top or bottom 1/3.

MARBLE

Marble is a borrowed memory structure (BMS) that we use to connote our premium position in the marketplace. It serves as a backdrop for our food photography, establishing a sense of place and the suggestion of a clean, modern kitchen.



**CLEAN,
MODERN
KITCHEN**

MARBLE

USAGE



Marble should always be used as a background when showing food imagery.



Marble should be placed at a scale relative to size of food images.

MARBLE

MISUSAGE



Avoid marble packaging on marble background.
Instead, place on white background to help packaging pop.



Marble should not be used in combination with animal lifestyle imagery alone.

PACKAGING PHOTOGRAPHY

For use in digital and print applications where packaging imagery needs to be showcased.

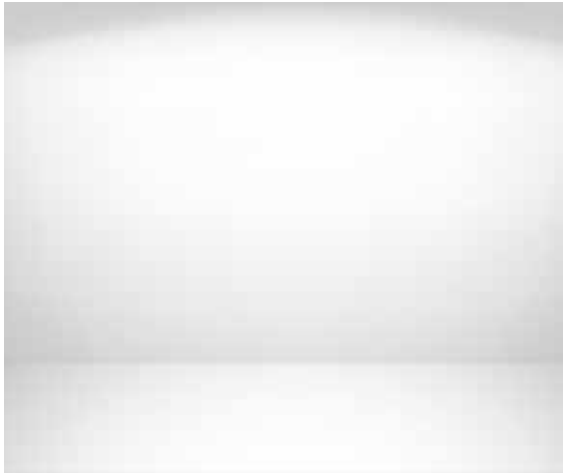
USAGE



- Packaging images should have a downward surface reflection.
- When set in context to messaging, packaging should be placed in the lower right quadrant on the media.



- To add extra dynamism, the flavor bar may be extended off pack to the edge of the frame.
- If showing multiple packages, only one flavor bar should be extended.



- To set context and ground images, place packaging photography on the NUTRO™ brand studio background.

TYPOGRAPHY

Our typography library is clean, bold and simple. Futura provides a streamlined structure, and its family of weights provides contrast for hierarchy of messaging.

FONTS

HEADER/SUBHEAD FONT

FUTURA PT BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY COPY FONT

FUTURA PT MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CLAIMS CALLOUT FONT

FUTURA PT COND MEDIUM CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

USAGE



- Messaging should always be left-justified.
- Large statements should be Futura PT Bold.
- Text should primarily be in black and never in a color.

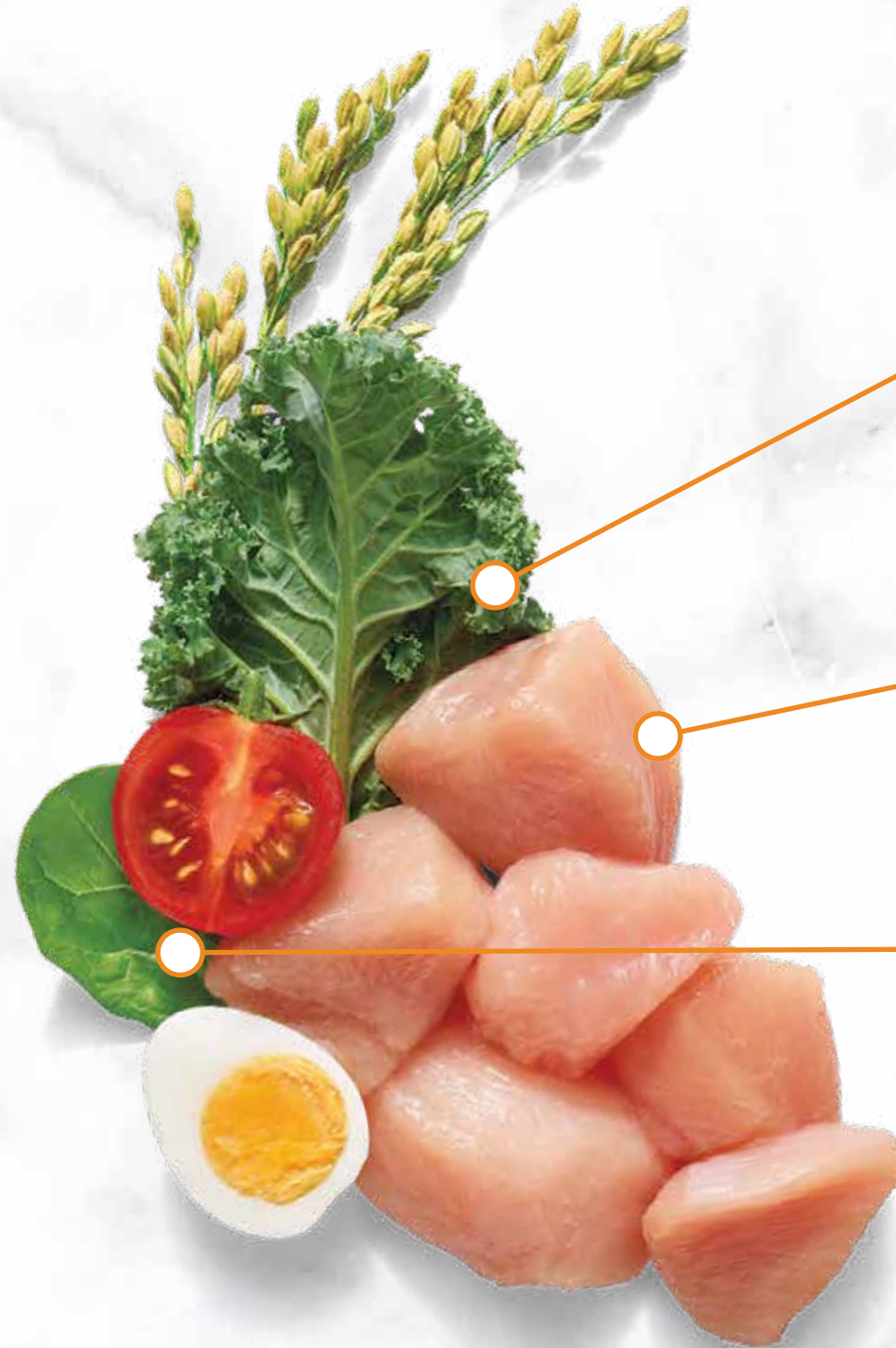


- Small Scale Media Example
 - When a full-bleed image is used, all text should knock out to white.

FOOD PHOTOGRAPHY

Our food photography is real and naturally illuminated by the sun. It is always photographed overhead and grounded with strong cast shadows on a marble surface.

Ingredients are styled with purpose and are always shown in their most natural, beautiful and fresh states.



ARRANGEMENT

- Arranged with movement and flow that feels natural.
- Front-of-pack imagery depicts hero recipe ingredients, with an emphasis on proteins.

PROTEIN

- Always cut into naturally "rough" cubes.
- Should always remain the hero ingredient in cluster arrangements.

NATURAL INGREDIENTS

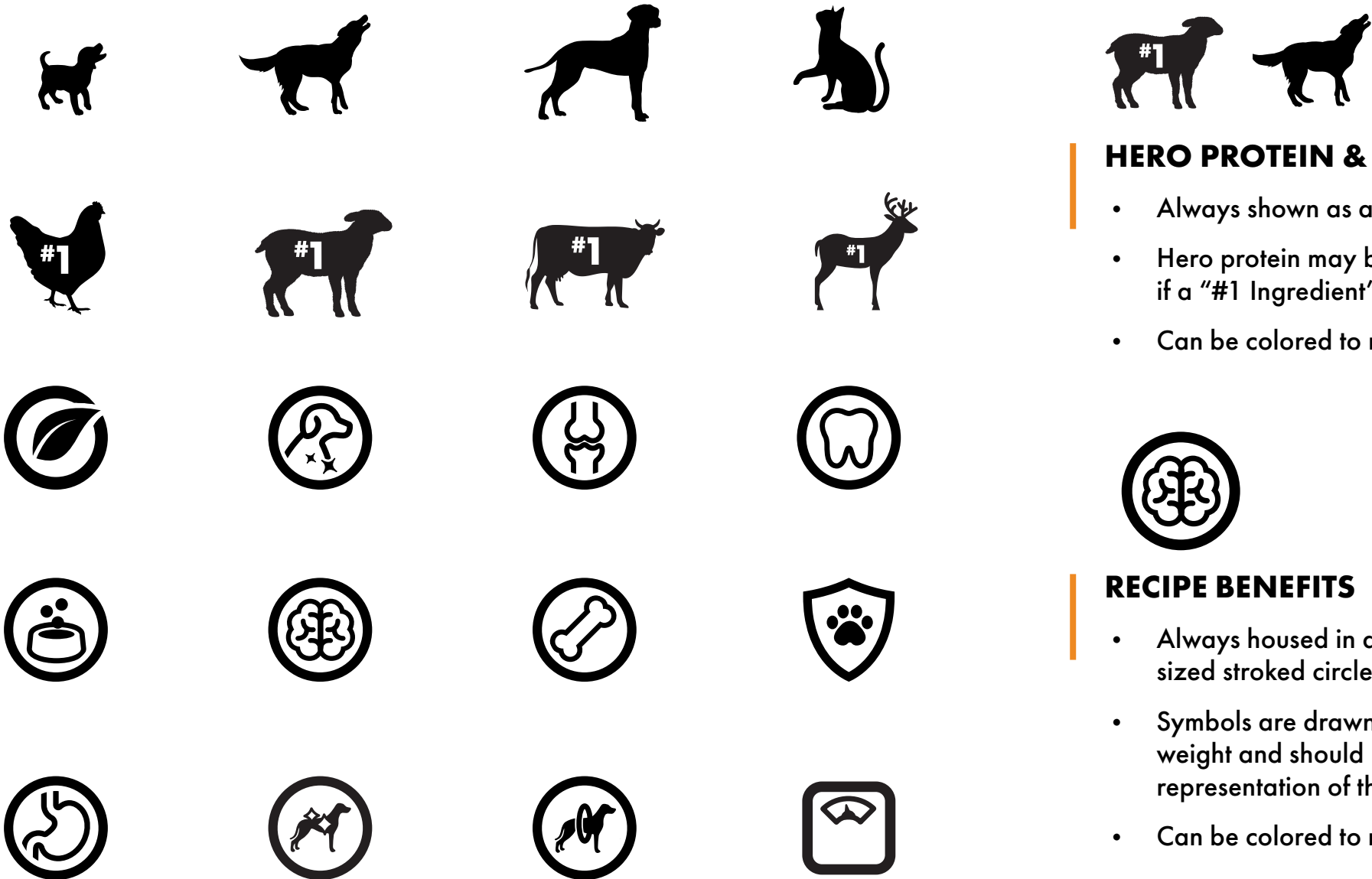
- Minimally touched, natural ingredients convey their ingredient origins.

SYMBOLOLOGY

We use symbols and icons to visualize recipe benefits, hero proteins, and to designate species.

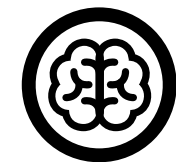
Each icon is designed to be simple, bold, and telegraphic. They are made up of a combination of clean, continuous lines and solid shapes, to clearly telegraph without the need for words.

Contact your market to understand appropriate claims and usage.



HERO PROTEIN & SPECIES

- Always shown as a silhouette.
- Hero protein may be shown with a “#1” if a “#1 Ingredient” claim can be made.
- Can be colored to match recipe color.



RECIPE BENEFITS

- Always housed in an 8pt sized stroked circle.
- Symbols are drawn with a 4pt weight and should be the simplest representation of the benefit.
- Can be colored to match recipe color.

DESIGN TENETS

Each pillar of the NUTRO™ brand has a set of design tenets that align to the masterbrand vision and work to differentiate the needs of the pillar's positioning.



NUTRO MAX™



INGREDIENTS

Abundant bowl arrangements.



TEXTURE

Warm, white butcher paper.



COLOR

Prominent, rich colors.



TYPOGRAPHY

Slightly textured to suggest naturality.



ICONS

Warm and textured iconography.

NUTRO™ CORE



INGREDIENTS

Mixed clusters of ingredients.



TEXTURE

Warm, white marble surface.



COLOR

White balanced with rich, natural hues.



TYPOGRAPHY

Strong, simple type treatments.



ICONS

Bold, confident iconography.

NUTRO™ CORE

Each of our four recipes has a key hero arrangement that is used to represent the balance of ingredients. These images are used on front of packaging, but can also be leveraged in other communications when you are describing recipes. Each recipe also has a deconstructed arrangement, used for back of pack, that can also be leveraged.

PHOTOGRAPHY



**CHICKEN
& BROWN RICE RECIPE**



**BEEF
& BROWN RICE RECIPE**



**LAMB
& BROWN RICE RECIPE**



**VENISON MEAL
& BROWN RICE RECIPE**

NUTRO™ CORE

These arrangements are used on the back of our packaging and can be used as an alternate presentation of our hero recipes.

PHOTOGRAPHY



**CHICKEN
& BROWN RICE RECIPE**



**BEEF
& BROWN RICE RECIPE**



**LAMB
& BROWN RICE RECIPE**



**VENISON MEAL
& BROWN RICE RECIPE**

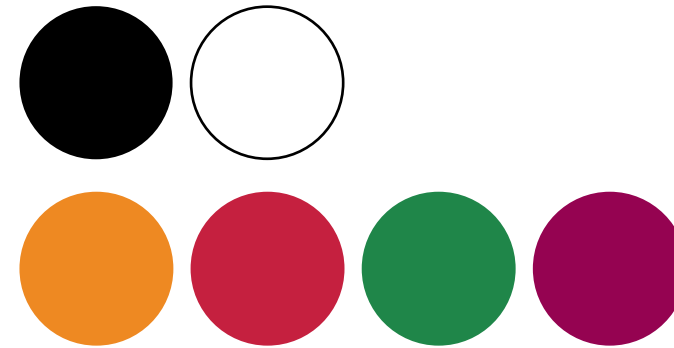
NUTRO™ CORE

These secondary brand assets provide supporting visual information to our audience, helping to call out key messages and indicate recipe flavors.

SECONDARY ASSETS

COLORS

- Black provides a strong, clean contrast and is used for primary messaging.
- Secondary flavor colors are made of rich, vibrant hues and are used to visualize our recipe flavors.



MARBLE

- Marble helps set context and is a clean, contemporary, and premium background for our food visuals.
- Helps communicate our premium positioning.



ICONS

- Used to communicate our main recipe claims that support our FEED CLEAN™ Philosophy.
- Always shown in black.
- Cannot be used without supporting/qualifying approved claim.



NUTRO™ GRAIN FREE

CODES & CUES



INGREDIENTS

Meat-centric clusters of ingredients.



TEXTURE

Warm, white marble surface.



COLOR

White balanced with rich, natural hues.

Use of black as distinguishing color to highlight.



TYPOGRAPHY

Strong, simple type treatments.



ICONS

Bold, confident iconography.

NUTRO™ GRAIN FREE

The NUTRO™ GRAIN FREE wordmark was designed to show a simplified recipe for grain-sensitive pets and show the spirit and nature of our FEED CLEAN™ Philosophy.

The structure of the sans serif typography speaks to the simple and clean recipes, while emphasizing the lack of grain by boldening “FREE.” The typography is punctuated with a Grain Free icon to further reinforce the recipe.

WORDMARK

DOG



- Always white copy in a black box.
- Always locks up with the Grain Free violator.
- Never disconnect “Grain” from “Free.”

CAT



- Cat color should match recipe color.

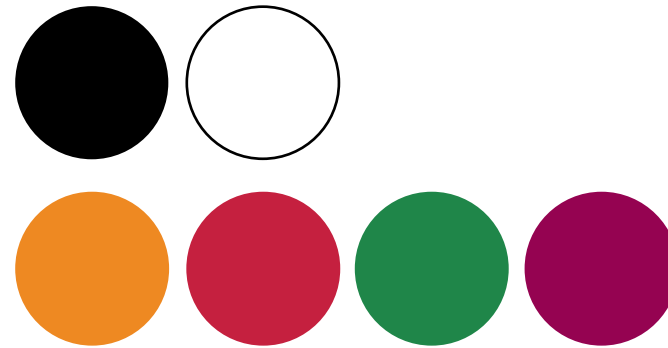
NUTRO™ GRAIN FREE

These secondary brand assets provide supporting visual information to our audience, helping to call out key messages and indicate recipe flavors.

SECONDARY ASSETS

COLORS

- Black provides a strong, clean contrast and is used for primary messaging.
- Secondary flavor colors are made of rich, vibrant hues and are used to visualize our recipe flavors.



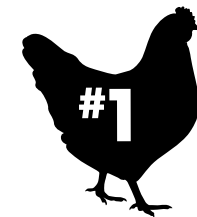
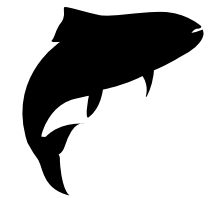
MARBLE

- Marble helps set context, and is a clean, contemporary and premium background for our food visuals.
- Helps communicate our premium positioning.



ICONS

- Used to communicate our main recipe claims that support our FEED CLEAN™ Philosophy and grain free diet benefits.
- Always shown in black.
- Cannot be used without supporting/qualifying approved claim.



NUTRO™ LIMITED INGREDIENT DIET



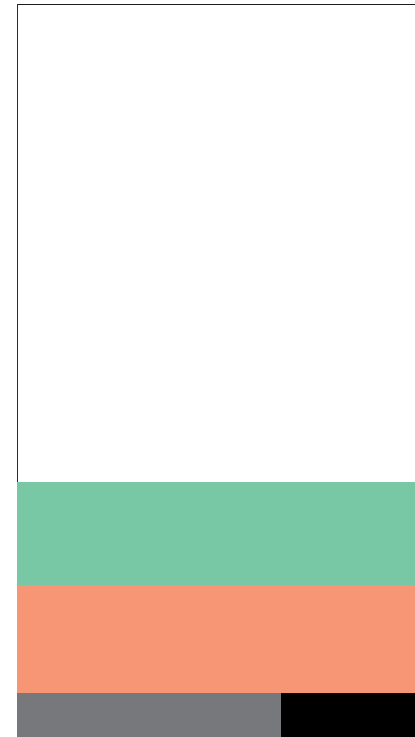
INGREDIENTS

Singular, whole, raw protein alone as hero.



TEXTURE

Warm, white marble surface.



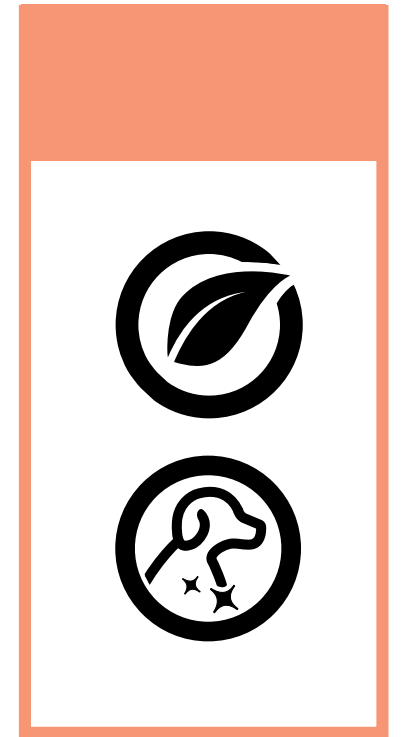
COLOR

Primarily white with lighter, softer colors.



TYPOGRAPHY

Simple, streamlined typefaces.
Prominent use within informational layouts.



ICONS & GRAPHICS

Sleek, see-through iconography.
Organizational box used to house elements.

NUTRO™ LIMITED INGREDIENT DIET

The NUTRO™ Limited Ingredient wordmark was designed to show a clean and simplified recipe for sensitive diets and show the spirit and nature of our FEED CLEAN™ Philosophy.

The softer structure of the sans serif typography speaks to the care that goes into the Limited Ingredients while still remaining premium.

WORDMARK

LIMITED INGREDIENTS

-
- Always show in Black.
 - Always keep “Limited” and “Ingredients” on one line.

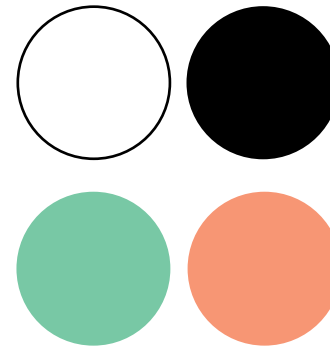
NUTRO™ LIMITED INGREDIENT DIET

These secondary brand assets provide supporting visual information to our audience, helping to call out key messages and indicate recipe flavors.

SECONDARY ASSETS

COLORS

- Primary use of white with black for primary messaging.
- Secondary flavor colors are made of lighter, softer colors and are used to visualize our recipe flavors.



MARBLE

- Marble helps set context, and is a clean, contemporary and premium background for our food visuals.
- Helps communicate our premium positioning.



ICONS

- Used to communicate our main recipe claims that support our FEED CLEAN™ Philosophy and Limited Ingredient recipe benefits.
- Always shown in black.
- Cannot be used without supporting/qualifying approved claim.



ORGANIZATIONAL BOX

- Used to house elements and information.
- Always shown in flavor colors with accents of black and white.



NUTRO™ WILD FRONTIER™

CODES & CUES



INGREDIENTS

Meat-centric clusters of ingredients.
See regulatory variance chapter for alternative ingredient depictions in markets where meat on packaging is restricted.



TEXTURE

Warm, white marble surface and raw black slate.



COLOR

Strong use of black supported with white and tertiary flavor color.

70% / 30%

ILD FRO

TYPOGRAPHY

Clean, confident and informative typography.



ICONS

Strong, see-through iconography.

NUTRO™ WILD FRONTIER™

The NUTRO™ WILD FRONTIER™ wordmark was designed to speak to an ancestral diet while still keeping the spirit and nature of our FEED CLEAN™ Philosophy.

The clean, bold sans serif typography speaks to the naturality of ingredients. The Mountain peaks showing through the “D” represent the wilderness used to inspire the recipes.

WORDMARK

DOG

WILD FRONTIER™

-
- Always show in Black.
 - Never disconnect “WILD” from “FRONTIER”.

CAT

WILD FRONTIER™



-
- Cat color should match recipe color.

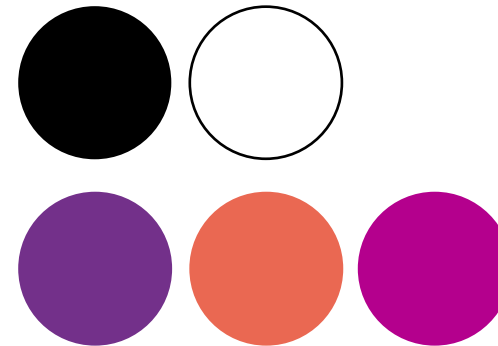
NUTRO™ WILD FRONTIER™

These secondary brand assets provide supporting visual information to our audience, helping to call out key messages and indicate recipe flavors.

SECONDARY ASSETS

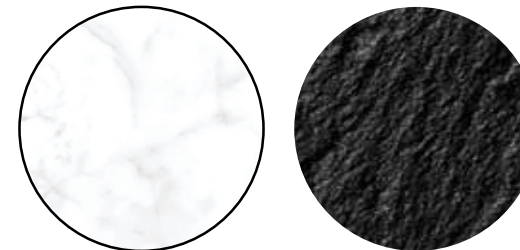
COLORS

- Black provides a strong, clean contrast and is used for primary messaging.
- Secondary flavor colors are made of bright, vibrant, jewel-toned hues and are used to visualize our recipe flavors.



MARBLE & SLATE

- Marble surface contrasted with raw black slate to set context while showing the wild inspiration behind each recipe.



ICONS

- Use to communicate our main recipe claims that support our FEED CLEAN™ Philosophy and the key benefits of the ancestral diet recipes.
- Shown in white on a black or slate background.



NUTRO ULTRA™



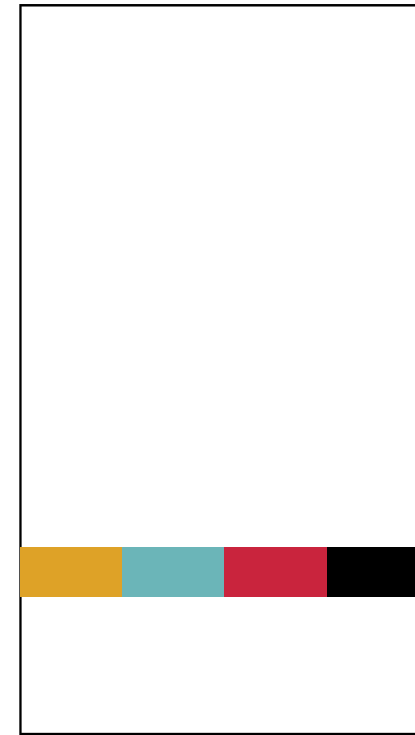
INGREDIENTS

Meat-centric clusters of ingredients.



TEXTURE

Warm, white marble surface and a porcelain plate as a staging area for ingredients.



COLOR

Primarily white with tertiary rich, off-bright flavor colors.



TYPOGRAPHY

Refined, editorial type treatments.



ICONS

Lighter, monoline iconography.

CHAPTER 3



REGULATORY VARIANCE

For countries with legal restrictions on ingredient depiction, alternate protein imagery may be used as a substitute.



ALTERNATE PROTEIN DEPICTIONS

When raw meat cannot be shown, animal images can be used as a substitute to depict the main protein in each recipe.

The animals are photo-realistically illustrated, and always shown in front of their native landscapes. They are cropped into a circle and placed to emphasize the beauty and uniqueness of their species.

Do not show protein depictions without their ingredient photography pairing.



NUTRO™ CORE

Each of our recipes has a key hero arrangement that is used to represent the balance of ingredients. These images are used on front of packaging, but can also be leveraged in other communications when you are describing recipes.

Protein visuals are represented by animal illustrations that are always depicted in a circle and shown over the corresponding vegetables in the recipe.

PHOTOGRAPHY

DOG



with Fresh Chicken & Rice

- All Life Stages
- All Breed Sizes

Main Core Recipe Flavor
used to represent pillar.



with Lamb & Rice

- All Life Stages
- Small & Large Breeds only



with Lamb & Rice

- All Life Stages
- Medium Breed Only

NUTRO™ GRAIN FREE

Each of our recipes has a key hero arrangement that is used to represent the balance of ingredients. These images are used on front of packaging, but can also be leveraged in other communications when you are describing recipes.

Protein visuals are represented by animal illustrations that are always depicted in a circle and shown over the corresponding vegetables in the recipe.

PHOTOGRAPHY

DOG



- with Lamb
- Puppy Only
 - All Breed Sizes



- with Lamb
- Adult & Senior
 - All Breed Sizes



- with Fresh Chicken
- All Life Stages
 - All Breed Sizes

**Main GRAIN FREE
Recipe Flavor used to
represent pillar.**

CAT



- with Fresh Chicken
- Main GRAIN FREE
Recipe Flavor used to
represent pillar.**



- with Whitefish & Salmon

NUTRO™ LIMITED INGREDIENT DIET

Each of our recipes has a key hero arrangement that is used to represent the balance of ingredients. These images are used on front of packaging, but can also be leveraged in other communications when you are describing recipes.

To highlight the select nature of the LIMITED INGREDIENT recipes, vegetables are individually placed and neatly arranged. Protein visuals are represented by animal illustrations that are always depicted in a circle.

PHOTOGRAPHY

DOG



Lamb

Main LIMITED INGREDIENT Recipe
Flavor used to represent pillar.



Salmon

NUTRO™
WILD FRONTIER™

Each of our recipes has a key hero arrangement that is used to represent the balance of ingredients. These images are used on front of packaging, but can also be leveraged in other communications when you are describing recipes.

Protein visuals are represented by animal illustrations that are always depicted in a circle and shown over the corresponding vegetables in the recipe.

PHOTOGRAPHY

DOG



with Venison & Fresh Beef
Main WILD FRONTIER™ Recipe
Flavor used to represent pillar.

Rich in Turkey & Fresh
Chicken

CAT



Rich in Turkey &
Fresh Chicken
Main WILD FRONTIER™ Recipe
Flavor used to represent pillar.

with Fresh Salmon &
Whitefish

CHAPTER 4



PACKAGING

A concise articulation of our creative principles is shown across our range of packaging. Focus is placed on the bountiful, real, and clean representation of ingredients. Simple navigation, iconography and communication support our FEED CLEAN™ Philosophy.

**For specific guidance on execution, follow each region's Rollout Toolkit document.*



LIFE STAGE & BREED SIZE

Our recipes are available in a variety of life stages and breed sizes that each have their own color designation.

For packaging purposes, there is also a hierarchy of information, presented as a cohesive lockup.

ADULT DOG 100% K #231F20	ADULT CAT 100% K #231F20
PUPPY 100% C #00B3ED	KITTEN 100% C #00B3ED
SENIOR DOG PMS 2124 #8A87C0	STERILE CAT PMS 631 #45C1C0
SMALL BREED 100% M #E90E8B	LARGE BREED PMS 2390 #2C6C9B
HEALTHY WEIGHT PMS 368 #80C342	LIGHT RECIPE PMS 631 #45C1C0
SMALL BITES Violet C #60269E	

PACKAGING HIERARCHY OF INFORMATION

Chicken & Brown Rice Recipe	Chicken & Brown Rice Recipe	Recipe name bar always sits on top
ADULT DOG	ADULT CAT	Life stage bar always sits below
Chicken & Brown Rice Recipe	STERILE CAT	
Chicken & Brown Rice Recipe	ADULT DOG SMALL BITES	Breed size, life stage and recipe modifiers sit below and are each half the size of the recipe name bar.
Chicken & Brown Rice Recipe	LARGE BREED ADULT DOG HEALTHY WEIGHT	

BREED SIZE INDICATORS

	Dog size indicators print OK for selected dog, 50K for unselected dogs		Dog size indicators print 100%K for selected dog, 50K for unselected dogs
--	--	--	---

NUTRO™ CORE DOG PREFERRED

PACKAGING



US DESIGN SYSTEM

NUTRO™ CORE DOG

DESIGN BREAKDOWN

BRANDMARK

- Always in black
- Always sits on white/marble
- Always sits at top of pack, within proximity of hero recipe arrangement

PHOTOGRAPHY

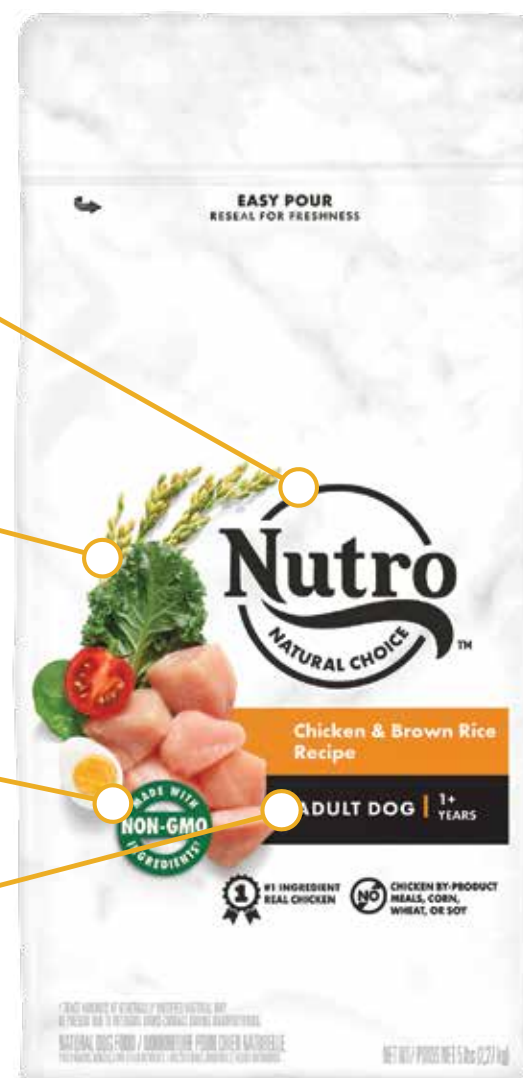
- Always positioned on left side of pack, as hero visual, in proximity to brandmark and flavor device

NON-GMO SEAL

- Sits on lower left of ingredient cluster, overlapping protein
- Always in green

FLAVOR DEVICE

- Always rectangular
- Color-coded to flavor
- Always sits behind ingredient cluster
- Connected to life stage/breed size



FEED CLEAN™ PHILOSOPHY

- Always in black
- Always sits on white/marble
- Always sits at top of back of pack, within proximity of brandmark

PROTEIN CLAIM

- Changes color and icon to match protein

ALT RECIPE VISUAL

- Always sits to left of FEED CLEAN™ Philosophy and protein claim

RECIPE CLAIMS

- Specific to life stage/breed size
- Icon color matches protein flavor
- Always housed in a box with a rule matching the protein color

US DESIGN SYSTEM

CLAIMS BY RECIPE

CLAIMS

- Used to communicate claims that support our different recipes
- Can be shown in black or in a flavor color
- If showing multiple claims, they should be a consistent color
- The icon, title and subline locked up together (the long-form claim) is the preferred usage for the claims, but depending on the touch point, the icon and title (the short form), can be used as needed

PUPPY	 BRAIN & EYE DEVELOPMENT OMEGA-3 FATTY ACIDS like DHA to Support Brain and Eye Development	 STRONG BONES & JOINTS CALCIUM to Build Strong Bones and Healthy Joints	 HEALTHY IMMUNITY ESSENTIAL ANTIOXIDANTS for Healthy Immunity
ADULT	 HEALTHY IMMUNITY ESSENTIAL ANTIOXIDANTS for Healthy Immunity	 HEALTHY DIGESTION NATURAL FIBER for Healthy Digestion	 HEALTHY SKIN & COAT OMEGA 3 & 6 Fatty Acids to Promote Healthy Skin and a Soft, Shiny Coat
SENIOR	 STRONG BONES & JOINTS CALCIUM to Support Strong Bones and Healthy Joints	 HEALTHY IMMUNITY ESSENTIAL ANTIOXIDANTS to Support Your Dog's Aging Immune System	 HEALTHY DIGESTION NATURAL FIBER for Healthy Digestion
SMALL BREED ADULT	 DENTAL HEALTH CRUNCHY TEXTURE Helps Clean Teeth to Help Control Plaque Buildup	 HEALTHY IMMUNITY ESSENTIAL ANTIOXIDANTS for Healthy Immunity	 HEALTHY DIGESTION NATURAL FIBER for Healthy Digestion
SMALL BREED SENIOR	 STRONG BONES & JOINTS CALCIUM to Support Strong Bones and Healthy Joints	 HEALTHY IMMUNITY ESSENTIAL ANTIOXIDANTS to Support Your Dog's Aging Immune System	 HEALTHY DIGESTION NATURAL FIBER for Healthy Digestion
HEALTHY WEIGHT ADULT	 HEALTHY WEIGHT LOSS Tailored Blend of PROTEIN and FIBER to Support Healthy Weight Loss	 HEALTHY IMMUNITY ESSENTIAL ANTIOXIDANTS for Healthy Immunity	 HEALTHY DIGESTION NATURAL FIBER for Healthy Digestion
LARGE BREED PUPPY	 BRAIN & EYE DEVELOPMENT OMEGA-3 FATTY ACIDS like DHA to Support Brain and Eye Development	 HEALTHY JOINTS Contains Natural Sources of Glucosamine & Chondroitin. Formulated to Support Healthy Joints.	 HEALTHY IMMUNITY ESSENTIAL ANTIOXIDANTS for Healthy Immunity
LARGE BREED ADULT	 TRIM & FIT Designed to Help Keep Your Large Breed Dog Trim & Fit	 HEALTHY IMMUNITY ESSENTIAL ANTIOXIDANTS for Healthy Immunity	 HEALTHY JOINTS Contains Natural Sources of Glucosamine & Chondroitin. Formulated to Support Healthy Joints.
LARGE BREED SENIOR	 HEALTHY JOINTS Contains Natural Sources of Glucosamine & Chondroitin. Formulated to Support Healthy Joints.	 HEALTHY IMMUNITY ESSENTIAL ANTIOXIDANTS for Healthy Immunity	 HEALTHY DIGESTION NATURAL FIBER for Healthy Digestion
LARGE BREED ADULT HEALTHY WEIGHT	 HEALTHY WEIGHT LOSS Tailored Blend of PROTEIN and FIBER to Support Healthy Weight Loss	 HEALTHY IMMUNITY ESSENTIAL ANTIOXIDANTS for Healthy Immunity	 HEALTHY DIGESTION NATURAL FIBER for Healthy Digestion
ADULT SMALL BITES	 SMALL BITES Small Bites for Dogs that Prefer Smaller Kibble	 HEALTHY IMMUNITY ESSENTIAL ANTIOXIDANTS for Healthy Immunity	 HEALTHY DIGESTION NATURAL FIBER for Healthy Digestion

US DESIGN SYSTEM

NUTRO™ CORE DOG
REGULATORY VARIANCE



NUTRO™ CORE DOG

BRANDMARK

- Always in black
- Always sits on white/marble

PHOTOGRAPHY & ILLUSTRATIONS

- Always positioned on left side of pack, as hero visual, in proximity to flavor device

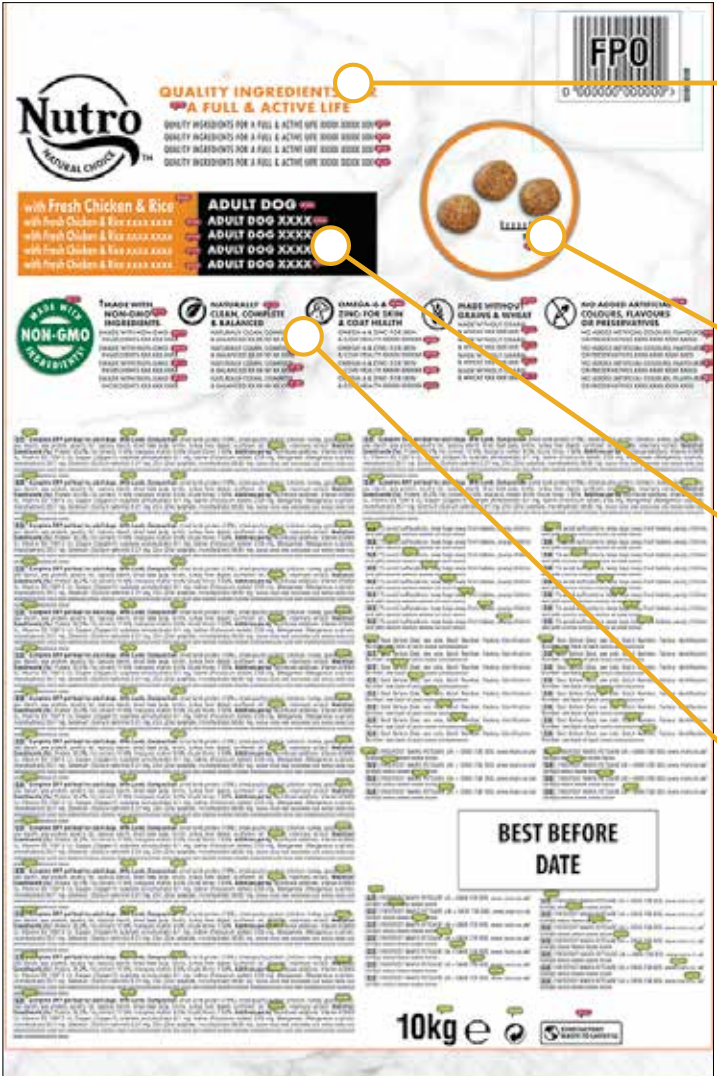
FLAVOR & LIFE STAGE DEVICE

- Changes color to match flavor and life stage
- Always sits behind ingredient cluster

NON-GMO SEAL

- Sits on lower right of ingredient cluster, overlapping protein
- Always in green

BREED SIZE INDICATOR



BRAND LOCKUP

- Always sits at top left corner of pack

KIBBLE SIZE INDICATOR

- Three kibble pieces
- Bordered with flavor color

FLAVOR & LIFE STAGE DEVICE

- Changes color to match flavor and life stage

ADDITIONAL INGREDIENT CLAIMS

- Specific to life stage/breed size
- Icons in black

NUTRO™ CORE
DOG

CLAIMS



 **NATURALLY
CLEAN, COMPLETE
& BALANCED**
NATURALLY CLEAN,
COMPLETE & BALANCED
XXXXX XXXXXX
NATURALLY CLEAN,
COMPLETE & BALANCED
XXXXX XXXXXX

 **OMEGA-6 &
ZINC: FOR SKIN
& COAT HEALTH**
OMEGA-6 & ZINC: FOR
SKIN & COAT HEALTH
XXXXX XXXXXX
OMEGA-6 & ZINC: FOR
SKIN & COAT HEALTH
XXXXX XXXXXX

ADDITIONAL CLAIMS FROM THE BACK & SIDE PANELS:

 **MADE
WITHOUT WHEAT**
MADE WITHOUT
WHEAT XXX XXX XXX
MADE WITHOUT
WHEAT XXX XXX XXX

 **NO ADDED ARTIFICIAL
COLOURS, FLAVOURS
OR PRESERVATIVES**
NO ADDED ARTIFICIAL COLOURS, FLAVOURS
OR PRESERVATIVES XXXX XXXX XXXX XXXX
NO ADDED ARTIFICIAL COLOURS, FLAVOURS
OR PRESERVATIVES XXXX XXXX XXXX XXXX

CLAIMS

- All Core products have the same claims
- Claims are printed in 0 0 0 100
- English copy is printed in Futura PT Bold; translation copy is printed in Futura PT Medium
- Claim text is aligned flush left

NUTRO™
GRAIN FREE
DOG



 **NATURALLY CLEAN, COMPLETE & BALANCED**
NATURALLY CLEAN,
COMPLETE & BALANCED
XXXXX XXXXXX
NATURALLY CLEAN,
COMPLETE & BALANCED
XXXXX XXXXXX

 **CHICKEN IS THE #1 INGREDIENT**
CHICKEN IS THE
#1 INGREDIENT
XXX XXX XXX
CHICKEN IS THE
#1 INGREDIENT
XXX XXX XXX

 **LAMB IS THE #1 INGREDIENT**
LAMB IS THE
#1 INGREDIENT
XXX XXX XXX
LAMB IS THE
#1 INGREDIENT
XXX XXX XXX

#1 Ingredient claim changes per protein type

ADDITIONAL CLAIMS FROM THE BACK & SIDE PANELS:

 **MADE WITHOUT WHEAT**
MADE WITHOUT
WHEAT XXX XXX XXX
MADE WITHOUT
WHEAT XXX XXX XXX

 **NO ADDED ARTIFICIAL COLOURS, FLAVOURS OR PRESERVATIVES**
NO ADDED ARTIFICIAL COLOURS, FLAVOURS
OR PRESERVATIVES XXXX XXXX XXXX XXXXX
NO ADDED ARTIFICIAL COLOURS, FLAVOURS
OR PRESERVATIVES XXXX XXXX XXXX XXXXX

CLAIMS

- All GRAIN FREE products have the “Naturally Clean...” claim; the “#1 Ingredient” claim changes per protein type
- Claims are printed in 0 0 0 100
- English copy is printed in Futura PT Bold; translation copy is printed in Futura PT Medium
- Claim text is aligned flush left

NUTRO™
GRAIN FREE
DOG & CAT

PACKAGING



EU DESIGN SYSTEM

NUTRO™
GRAIN FREE
DOG

DESIGN
BREAKDOWN

BRANDMARK

- Always in black
- Always sits on white/marble

PILLAR DESCRIPTOR

- Sits directly under logo

FLAVOR & LIFE STAGE DEVICE

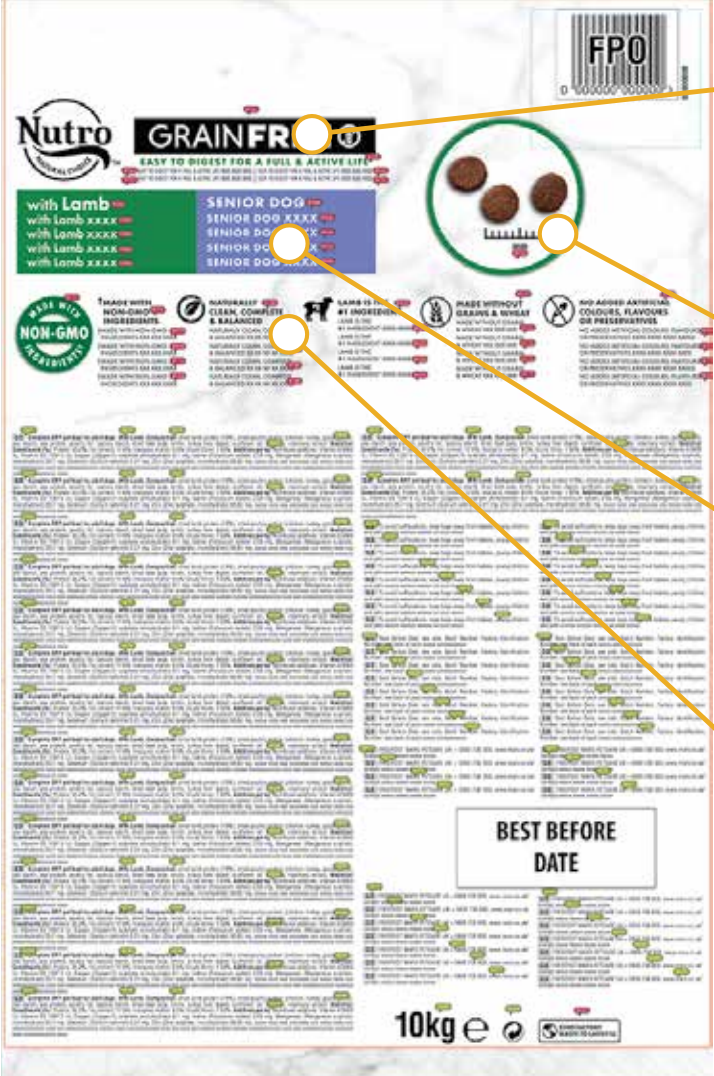
- Changes color to match flavor and life stage
- Always sits behind ingredient cluster

PHOTOGRAPHY & ILLUSTRATIONS

- Always positioned on left side of pack, as hero visual, in proximity to flavor device

NON-GMO SEAL

BREED SIZE INDICATOR



BRAND LOCKUP

- Always sits at top left corner of pack

KIBBLE SIZE INDICATOR

- Three kibble pieces
- Bordered with flavor color

FLAVOR & LIFE STAGE DEVICE

- Changes color to match flavor and life stage

ADDITIONAL INGREDIENT CLAIMS

- Specific to life stage/breed size
- Icons in black

NUTRO™ GRAIN FREE CAT

DESIGN BREAKDOWN

BRANDMARK

- Always in black
- Always sits on white/marble

PILLAR DESCRIPTOR

- Sits directly under logo
- Cat icon in flavor color

FLAVOR & LIFE STAGE DEVICE

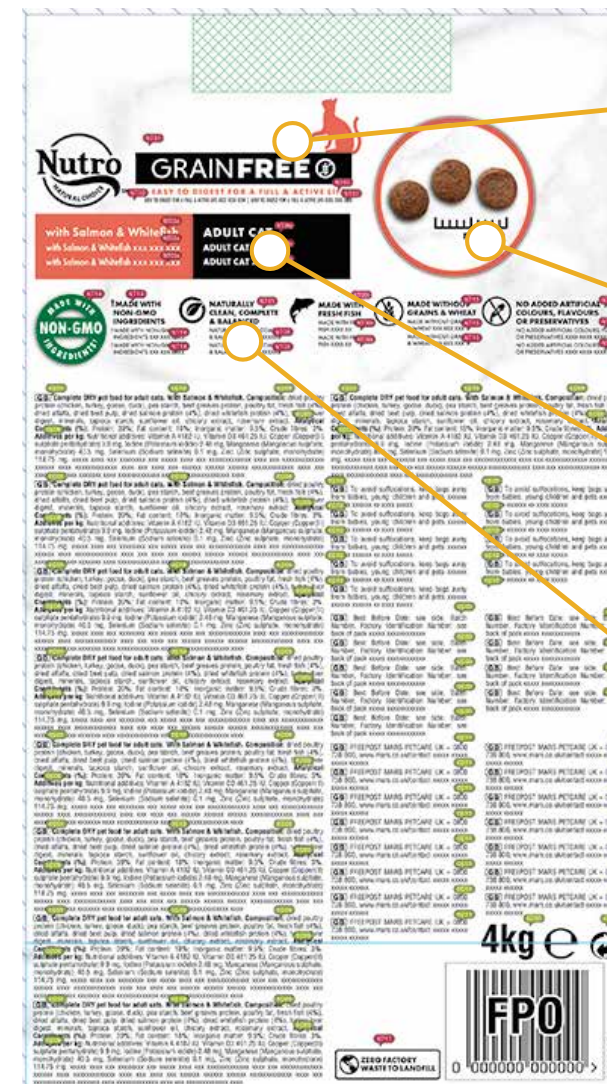
- Changes color to match flavor and life stage
- Always sits behind ingredient cluster

PHOTOGRAPHY & ILLUSTRATIONS

- Always positioned on left side of pack, as hero visual, in proximity to brandmark and flavor device

NON-GMO SEAL

- Sits on lower right of ingredient cluster, overlapping protein
- Always in green



BRAND LOCKUP

- Always sits at top left corner of pack

KIBBLE SIZE INDICATOR

- Three kibble pieces
- Bordered with flavor color

FLAVOR & LIFE STAGE DEVICE

- Changes color to match flavor and life stage

ADDITIONAL INGREDIENT CLAIMS

- Specific to life stage/breed size
- Icons in black

NUTRO™
GRAIN FREE
CAT

CLAIMS



**NATURALLY
CLEAN, COMPLETE
& BALANCED**
NATURALLY CLEAN,
COMPLETE & BALANCED
XXXXX XXXXXX
NATURALLY CLEAN,
COMPLETE & BALANCED
XXXXX XXXXXX



**CHICKEN IS THE
#1 INGREDIENT**
CHICKEN IS THE
#1 INGREDIENT
XXX XXX XXX
CHICKEN IS THE
#1 INGREDIENT
XXX XXX XXX



**MADE WITH
FRESH FISH**
MADE WITH FRESH
FISH XXXX XX
MADE WITH FRESH
FISH XXXX XX

#1 Ingredient claim changes per protein type

ADDITIONAL CLAIMS FROM THE BACK & SIDE PANELS:



**MADE
WITHOUT WHEAT**
MADE WITHOUT
WHEAT XXX XXX XXX
MADE WITHOUT
WHEAT XXX XXX XXX



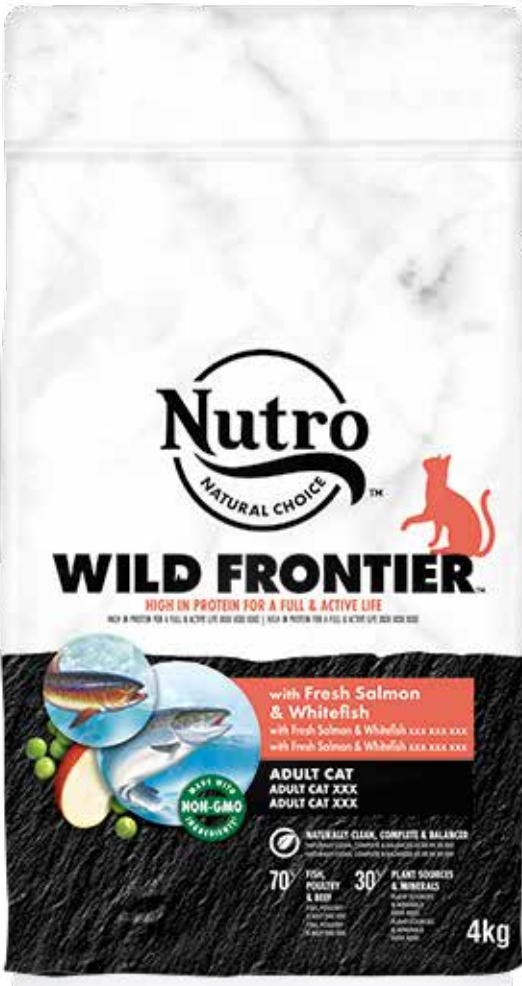
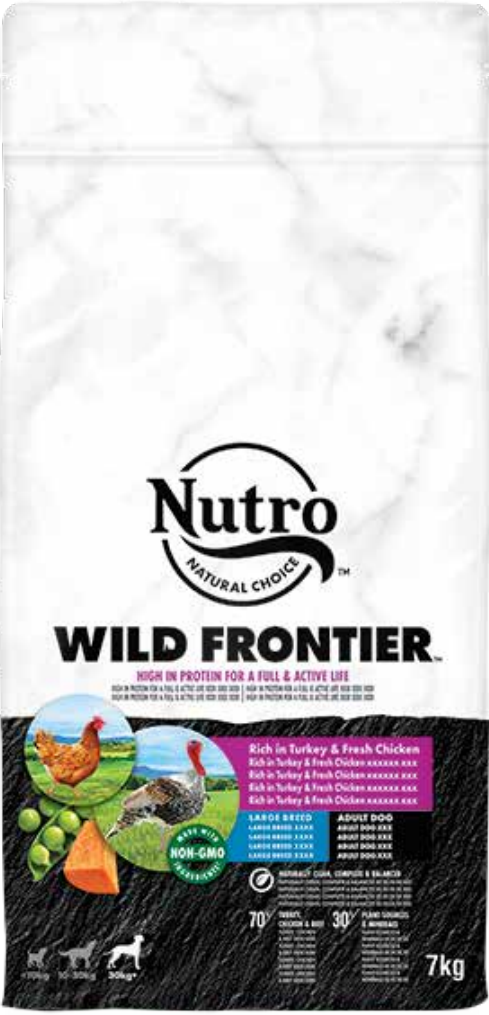
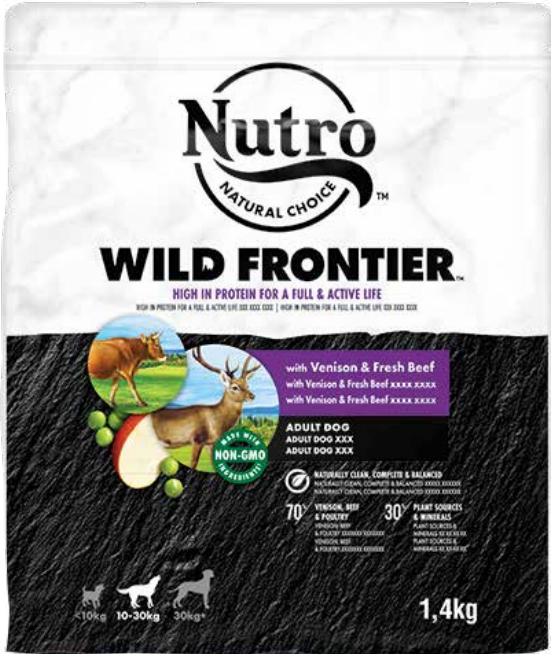
**NO ADDED ARTIFICIAL
COLOURS, FLAVOURS
OR PRESERVATIVES**
NO ADDED ARTIFICIAL COLOURS, FLAVOURS
OR PRESERVATIVES XXXX XXXX XXXX XXXX
NO ADDED ARTIFICIAL COLOURS, FLAVOURS
OR PRESERVATIVES XXXX XXXX XXXX XXXX

CLAIMS

- All GRAIN FREE products have the “Naturally Clean...” claim; the ingredient claim changes per protein type
- Claims are printed in 0 0 0 100
- English copy is printed in Futura PT Bold; translation copy is printed in Futura PT Medium
- Claim text is aligned flush left

EU DESIGN SYSTEM

NUTRO™
WILD FRONTIER™
DOG & CAT



EU DESIGN SYSTEM

NUTRO™ WILD FRONTIER™ DOG

DESIGN BREAKDOWN

BRANDMARK

- Always in black
- Always sits on white/marble

PILLAR DESCRIPTOR

- Sits directly under logo

FLAVOR & LIFE STAGE DEVICE

- Changes color to match flavor and life stage
- Always sits behind ingredient cluster

PHOTOGRAPHY & ILLUSTRATIONS

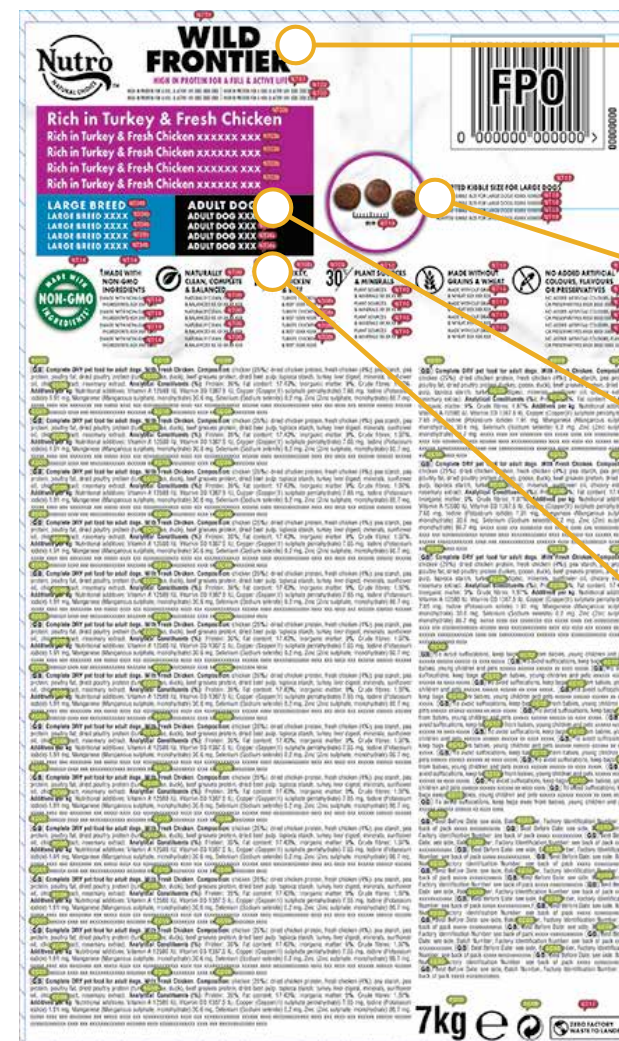
- Always positioned on left side of pack, as hero visual, in proximity to flavor device

SLATE BACKGROUND

- Covers lower part of pack, up to the pillar descriptor

NON-GMO SEAL

BREED SIZE INDICATOR



BRAND LOCKUP

- Always sits at top left corner of pack

KIBBLE SIZE INDICATOR

- Three kibble pieces
- Bordered with flavor color

FLAVOR & LIFE STAGE DEVICE

- Changes color to match flavor and life stage

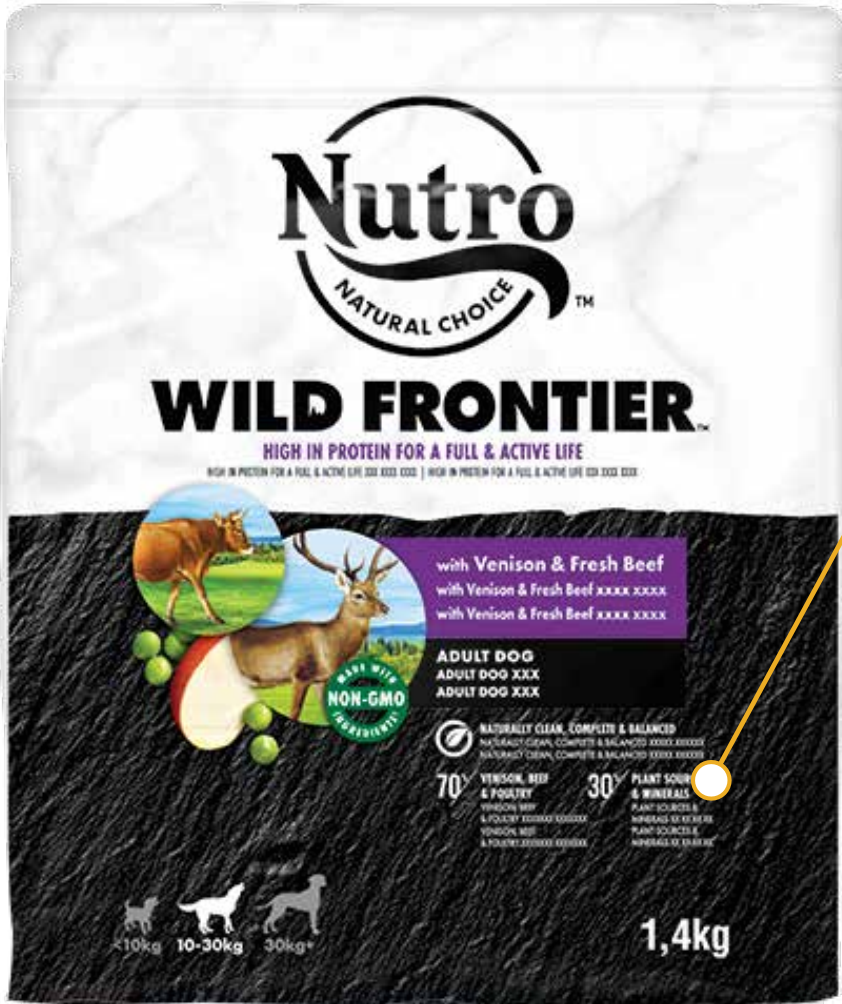
ADDITIONAL INGREDIENT CLAIMS

- Specific to life stage/breed size
- Icons in black

EU DESIGN SYSTEM

NUTRO™
WILD FRONTIER™
DOG

CLAIMS



NATURALLY CLEAN, COMPLETE & BALANCED
NATURALLY CLEAN, COMPLETE & BALANCED XXXXX XXXXXX
NATURALLY CLEAN, COMPLETE & BALANCED XXXXX XXXXXX

70% VENISON, BEEF & POULTRY VENISON, BEEF & POULTRY XXXXXXXX XXXXXXXX VENISON, BEEF & POULTRY XXXXXXXX XXXXXXXX	70% TURKEY, CHICKEN & BEEF TURKEY, CHICKEN & BEEF XXXXXXXX XXXXXXXX TURKEY, CHICKEN & BEEF & POULTRY XXXXXXXX XXXXXXXX	30% PLANT SOURCES & MINERALS PLANT SOURCES & MINERALS XX XX XX XX PLANT SOURCES & MINERALS XX XX XX XX
---	--	--

70% claim changes per protein type

ADDITIONAL CLAIMS FROM THE BACK & SIDE PANELS:

 MADE WITHOUT WHEAT MADE WITHOUT WHEAT XXX XXX XXX MADE WITHOUT WHEAT XXX XXX XXX	 NO ADDED ARTIFICIAL COLOURS, FLAVOURS OR PRESERVATIVES NO ADDED ARTIFICIAL COLOURS, FLAVOURS OR PRESERVATIVES XXXX XXXX XXXX XXXX NO ADDED ARTIFICIAL COLOURS, FLAVOURS OR PRESERVATIVES XXXX XXXX XXXX XXXX
--	--

CLAIMS

- All WILD FRONTIER™ products have the “Naturally Clean...” claim and the 30% claim; the “70%” claim changes per protein type
- Claims are printed in 0 0 0 0 and trapped with 0 0 0 100
- English copy is printed in Futura PT Condensed Bold; translation copy is printed in Futura PT Medium
- Claim text is aligned flush left

EU DESIGN SYSTEM

NUTRO™ WILD FRONTIER™ CAT

DESIGN BREAKDOWN

BRANDMARK

- Always in black
- Always sits on white/marble

PILLAR DESCRIPTOR

- Sits directly under logo

FLAVOR & LIFE STAGE DEVICE

- Changes color to match flavor and life stage
- Always sits behind ingredient cluster

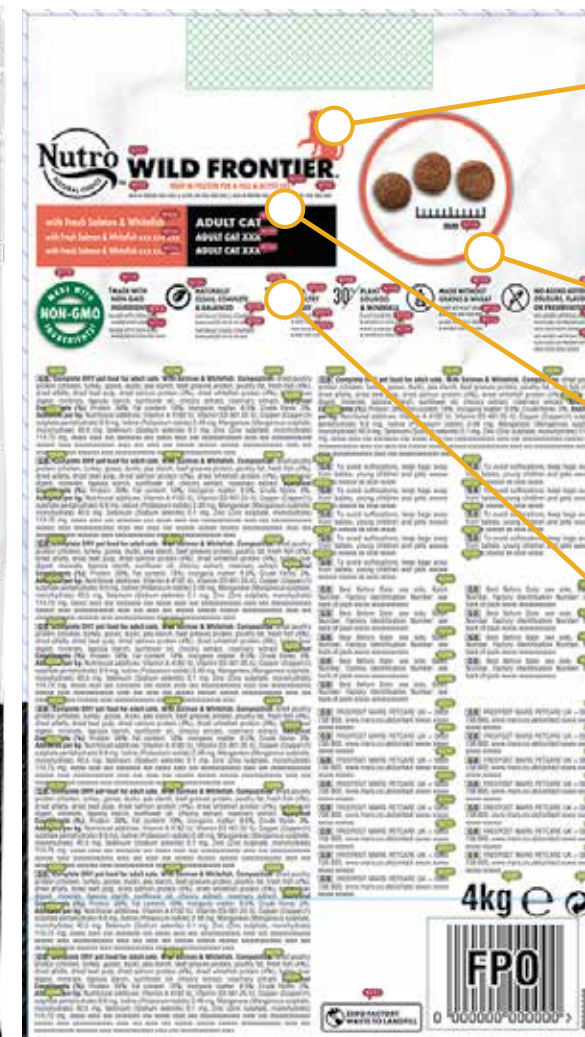
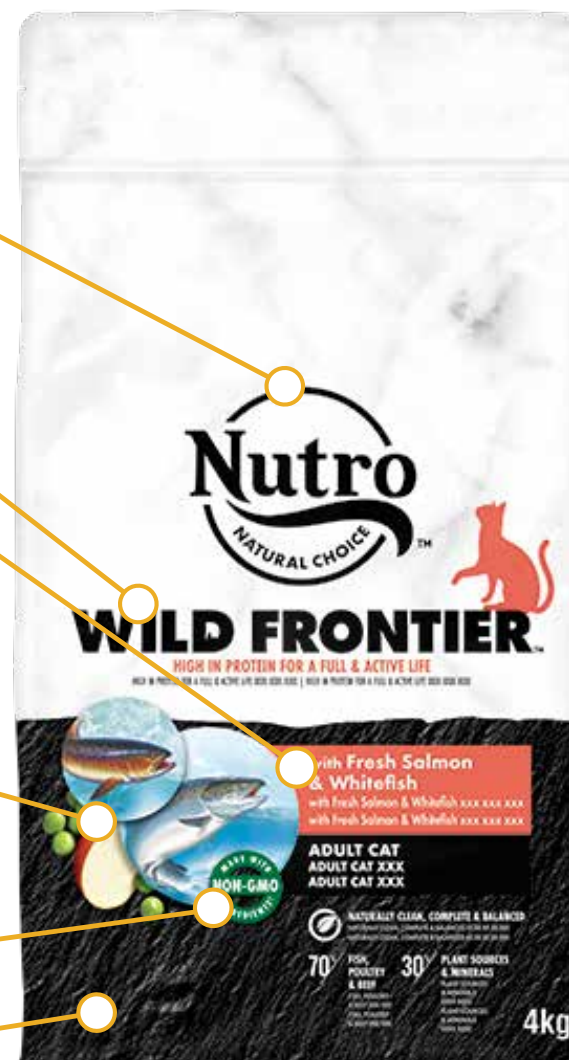
PHOTOGRAPHY & ILLUSTRATIONS

- Always positioned on left side of pack, as hero visual, in proximity to flavor device

NON-GMO SEAL

SLATE BACKGROUND

- Covers lower part of pack, up to the pillar descriptor



BRAND LOCKUP

- Always sits at top left corner of pack

KIBBLE SIZE INDICATOR

- Three kibble pieces
- Bordered with flavor color

FLAVOR & LIFE STAGE DEVICE

- Changes color to match flavor and life stage

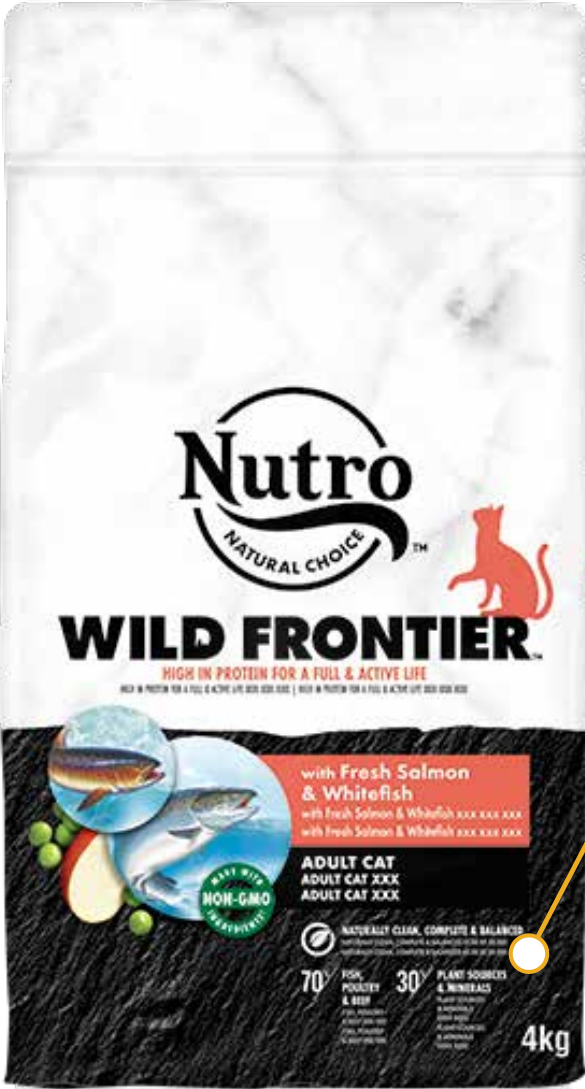
ADDITIONAL INGREDIENT CLAIMS

- Specific to life stage/breed size
- Icons in black

EU DESIGN SYSTEM

NUTRO™
WILD FRONTIER™
CAT

CLAIMS





NATURALLY CLEAN, COMPLETE & BALANCED
NATURALLY CLEAN, COMPLETE & BALANCED XXXXX XXXXXX
NATURALLY CLEAN, COMPLETE & BALANCED XXXXX XXXXXX

70% **FISH, POULTRY & BEEF**
FISH, POULTRY & BEEF XXXXXXXX XXXXXXXX
FISH, POULTRY & BEEF XXXXXXXX XXXXXXXX

70% **TURKEY, CHICKEN & BEEF**
TURKEY, CHICKEN & BEEF XXXXXXXX XXXXXXXX
TURKEY, CHICKEN & BEEF & POULTRY XXXXXXXX XXXXXXXX

30% **PLANT SOURCES & MINERALS**
PLANT SOURCES & MINERALS XX XX XX XX
PLANT SOURCES & MINERALS XX XX XX XX

70% claim changes per protein type

ADDITIONAL CLAIMS FROM THE BACK & SIDE PANELS:



MADE WITHOUT WHEAT
MADE WITHOUT WHEAT XXX XXX XXX
MADE WITHOUT WHEAT XXX XXX XXX



NO ADDED ARTIFICIAL COLOURS, FLAVOURS OR PRESERVATIVES
NO ADDED ARTIFICIAL COLOURS, FLAVOURS OR PRESERVATIVES XXXX XXXX XXXX XXXX
NO ADDED ARTIFICIAL COLOURS, FLAVOURS OR PRESERVATIVES XXXX XXXX XXXX XXXX

CLAIMS

- All WILD FRONTIER™ products have the “Naturally Clean...” claim and the 30% claim; the “70%” claim changes per protein type
- Claims are printed in 0 0 0 0 and trapped with 0 0 0 100
- English copy is printed in Futura PT Condensed Bold; translation copy is printed in Futura PT Medium
- Claim text is aligned flush left

EU DESIGN SYSTEM

NUTRO™
LIMITED INGREDIENT DIET
DOG

PACKAGING



NUTRO™ LIMITED INGREDIENT DIET DOG

DESIGN BREAKDOWN

BRANDMARK

- Always in black
- Always sits on white/marble

PILLAR DESCRIPTOR

- Sits directly under logo

FLAVOR & LIFE STAGE DEVICE

- Changes color to match flavor & life stage
- Always sits behind protein illustration

PHOTOGRAPHY & ILLUSTRATIONS

- Always positioned on left side of pack, as hero visual, in proximity to brandmark and flavor device

FLAVOR DEPICTION BOX

BREED SIZE INDICATOR



BRAND LOCKUP

- Always sits at top left corner of pack

KIBBLE SIZE INDICATOR

- Three kibble pieces
- Bordered with flavor color

FLAVOR & LIFE STAGE DEVICE

- Changes color to match flavor and life stage

ADDITIONAL INGREDIENT CLAIMS

- Specific to life stage/breed size
- Icons in black

EU DESIGN SYSTEM

NUTRO™
LIMITED INGREDIENT DIET
DOG



MAXIMUM
10
INGREDIENTS
+ MINERALS
INGREDIENTS
+ MINERALS XXXXXXXX
INGREDIENTS
+ MINERALS XXXXXXXX

 **NATURALLY CLEAN,
COMPLETE & BALANCED**
NATURALLY CLEAN, COMPLETE
& BALANCED XXXXX XXXXXX
NATURALLY CLEAN, COMPLETE
& BALANCED XXXXX XXXXXX

 **OMEGA-6 & ZINC: FOR
SKIN & COAT HEALTH**
OMEGA-6 & ZINC: FOR SKIN
& COAT HEALTH XXXXX XXXXXX
OMEGA-6 & ZINC: FOR SKIN
& COAT HEALTH XXXXX XXXXXX

ADDITIONAL CLAIMS FROM THE BACK & SIDE PANELS:

 **MADE
WITHOUT WHEAT**
MADE WITHOUT
WHEAT XXX XXX XXX
MADE WITHOUT
WHEAT XXX XXX XXX

 **NO ADDED ARTIFICIAL
COLOURS, FLAVOURS
OR PRESERVATIVES**
NO ADDED ARTIFICIAL COLOURS, FLAVOURS
OR PRESERVATIVES XXXX XXXX XXXX XXXX
NO ADDED ARTIFICIAL COLOURS, FLAVOURS
OR PRESERVATIVES XXXX XXXX XXXX XXXX

CLAIMS

- All LIMITED INGREDIENT products have the same claims
- Claims are printed in 0 0 0 100
- “Maximum 10” claim text is centered-aligned. English copy is printed in Rift Bold and Semibold; translation copy is printed in Futura PT Medium.
- Rest of claims’ text is aligned flush left. English copy is printed in Futura PT Bold; translation copy is printed in Futura PT Medium.

EU DESIGN SYSTEM

