



DESIGN AND BRAND GUIDELINES

V23_1

NO GROW WITHOUT DUTCHPRO

Dutchpro Nutrients

Introduction

No Grow Without Dutchpro

Dutchpro Nutrients has more than 35+ years of experience in the hydroponics industry. We believe that plants are medicine and should be freely available to everyone that needs it. Our main goal has been to make simple and effective nutrients that will increase yield and density while lowering our growers' nutrient costs.

Currently, Dutchpro is one of the fastest-growing nutrients companies due to our simple and effective line. Our team works hard every day to uphold our core values of integrity, affordability, simplicity, and quality.



Dutchpro Nutrients

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Dutchpro Nutrients Design & Brand

For many years, Dutchpro has maintained its original logo with a shield, text, and leaf on top. This has been our landmark since forever, and in recent years, it has undergone some small adjustments to fit into the modern world of today! It doesn't matter where you are; when Dutchpro is around, you know it!

While our logo is optimized for visibility on a green background, it is certainly not limited to this context. We offer a few logo variations tailored to different backgrounds, but our preferred version is showcased on this page. We kindly request your cooperation in respecting our vision by maintaining this format for our logo and all other branding items.

Our updated logo preserves the familiar and reliable essence of the original while incorporating a modern touch. The addition of a shield on top imparts a sense of protection, reinforcing our commitment to reliability and longevity. It strikes a balance between timeless trustworthiness and a refined, modern appeal.

Whether it's our slogan, our distinctive shield, or simply our name, the essence of who we are is unmistakable. Through careful efforts in branding, we have cultivated a strong presence, ensuring that everyone recognizes and comprehends what Dutchpro stands for!



Dutchpro Nutrients

Brand Logo

For us, the heart of branding is respecting the name that has become familiar worldwide. We take the time to carefully communicate with our customers, making sure our brand truly represents who we are, what we do, and the wealth of our experience. Our logo isn't just a symbol—it perfectly encapsulates our identity.



Logo Symbol

Our name, original from our old logo in dark-green and bright red colors. Provided in a jacket of white, ensuring clear visibility on any background color or image!



Logo Text

Our name, original from our old logo in dark-green and bright red colors. Provided in a jacket of white, ensuring clear visibility on any background color or image!

Dutchpro Nutrients

Respect Spacing & Color

It's important to us that our logo will be used in the way it was designed to represent us. Please keep in mind the guidelines, and example below when working with our logo.



Logo text

The text 'Complete Nutrients' in our logo is designed to be versatile. It can be used in either black or, preferably, white. This flexibility ensures that the logo seamlessly integrates with various backgrounds, including images. If you have any concerns about ensuring the visibility of the text, please don't hesitate to reach out to Dutchpro for guidance.

Spacing & Color

Make sure you use the right Dutchpro logo, and ensure that you receive these files by the company itself. Either through e-mail contact or the download page on www.dutchpro.com

Dutchpro Nutrients

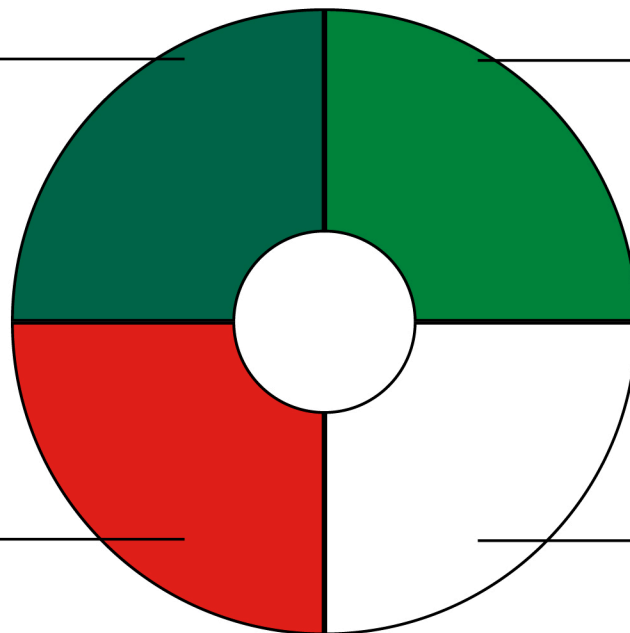
Brand Color

Dark Green

CMYK 95 - 32 - 78 - 26
RGB 0 - 102 - 72
HEX #006649

Bright Green

CMYK 94 - 19 - 96 - 6
RGB 57 - 130 - 69
HEX #008340



Red

CMYK 0 - 100 - 100 - 0
RGB 225 - 37 - 27
HEX #E3201B

White

CMYK 0 - 0 - 0 - 0
RGB 255 - 255 - 255
HEX #FFFFFF



Dutchpro Nutrients

Typography

ITC Bengulat Std Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz

ITC Bengulat Std Book

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz

Cooper hewitt Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz

Cooper hewitt Medium

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz

BARLOW CONDENSED BOLD

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**stuv**wxyz

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Disclaimer

Please ensure that you have obtained permission from Dutchpro to use its branding. We provide this guide to ensure that others who design with our brand do so properly, although we primarily handle all branding internally. If you intend to use our branding, please contact us to discuss the details.

Thank you for taking the time to review our brand guidelines; we trust that we have provided you with all the necessary information. If you believe anything is missing, please do not hesitate to contact us.

Please note that Dutchpro reserves the right to modify the information provided in this guide at any time. Stay updated and informed on the latest branding from Dutchpro.