



LAST REVISED/UPDATED
NOV. 8, 2023

B'N PB

BETTER'N PEANUT BUTTER
BRAND GUIDELINES 2023

BETTER'N PEANUT BUTTER BRAND GUIDELINES 2023

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SECTION 1 | LOGO: VERSIONS

STACKED



STACKED PINK

STACKED COBALT

STACKED BLUE

STACKED GREEN

STACKED RICH BLACK

STACKED BLACK ONLY

RGB COLOR (DIGITAL) & CMYK OR PMS COLOR (PRINT)

RGB BLACK (DIGITAL) & PROCESS BLACK (PRINT)

ONE-LINE



ONE-LINE PINK

ONE-LINE COBALT

ONE-LINE BLUE

ONE-LINE GREEN

ONE-LINE YELLOW

ONE-LINE RICH BLACK

ONE-LINE BLACK ONLY

RGB COLOR (DIGITAL) & CMYK OR PMS COLOR (PRINT)

RGB BLACK (DIGITAL) & PROCESS BLACK (PRINT)



STACKED WHITE

ONE-LINE WHITE

RGB WHITE (DIGITAL) & PROCESS WHITE (PRINT)



SOCIAL MEDIA AVATAR



SOCIAL MEDIA LOGO

SECTION 1 | LOGO: FILES ON DROPBOX / GOOGLE DRIVE

**B'N
PB**

B'NPB-STACKED-PINK.EPS
 B'NPB-STACKED-PINK.JPG
 B'NPB-STACKED-PINK.PNG

**B'N
PB**

B'NPB-STACKED-COBALT.EPS
 B'NPB-STACKED-COBALT.JPG
 B'NPB-STACKED-COBALT.PNG

**B'N
PB**

B'NPB-STACKED-BLUE.EPS
 B'NPB-STACKED-BLUE.JPG
 B'NPB-STACKED-BLUE.PNG

**B'N
PB**

B'NPB-STACKED-GREEN.EPS
 B'NPB-STACKED-GREEN.JPG
 B'NPB-STACKED-GREEN.PNG

**B'N
PB**

B'NPB-STACKED-YELLOW.EPS
 B'NPB-STACKED-YELLOW.JPG
 B'NPB-STACKED-YELLOW.PNG

**B'N
PB**

B'NPB-STACKED-RICH-BLACK.EPS
 B'NPB-STACKED-RICH-BLACK.JPG
 B'NPB-STACKED-RICH-BLACK.PNG

**B'N
PB**

B'NPB-STACKED-PROCESS-BLACK.EPS
 B'NPB-STACKED-PROCESS-BLACK.JPG
 B'NPB-STACKED-PROCESS-BLACK.PNG

B'NPB

B'NPB-ONE-LINE-PINK.EPS
 B'NPB-ONE-LINE-PINK.JPG
 B'NPB-ONE-LINE-PINK.PNG

B'NPB

B'NPB-ONE-LINE-COBALT.EPS
 B'NPB-ONE-LINE-COBALT.JPG
 B'NPB-ONE-LINE-COBALT.PNG

B'NPB

B'NPB-ONE-LINE-BLUE.EPS
 B'NPB-ONE-LINE-BLUE.JPG
 B'NPB-ONE-LINE-BLUE.PNG

B'NPB

B'NPB-ONE-LINE-GREEN.EPS
 B'NPB-ONE-LINE-GREEN.JPG
 B'NPB-ONE-LINE-GREEN.PNG

B'NPB

B'NPB-ONE-LINE-YELLOW.EPS
 B'NPB-ONE-LINE-YELLOW.JPG
 B'NPB-ONE-LINE-YELLOW.PNG

B'NPB

B'NPB-ONE-LINE-RICH-BLACK.EPS
 B'NPB-ONE-LINE-RICH-BLACK.JPG
 B'NPB-ONE-LINE-RICH-BLACK.PNG

B'NPB

B'NPB-ONE-LINE-PROCESS-BLACK.EPS
 B'NPB-ONE-LINE-PROCESS-BLACK.JPG
 B'NPB-ONE-LINE-PROCESS-BLACK.PNG

FILE TYPES:**.EPS**

Use this file type when enlargement may be necessary. An EPS file is vector-based, which allows it to be enlarged (and reduced) without loss (degradation) of resolution.

.JPG

Use this file type when it is requested. Depending on the dimensions and resolution requested, it may be necessary to open an EPS file, size it accordingly, and export it back out as a JPG file.

.PNG

Use this file type when the logo will be placed on a background other than white (such as in a Powerpoint); the PNG's background is transparent.

SECTION 1 | LOGO: VERSIONS

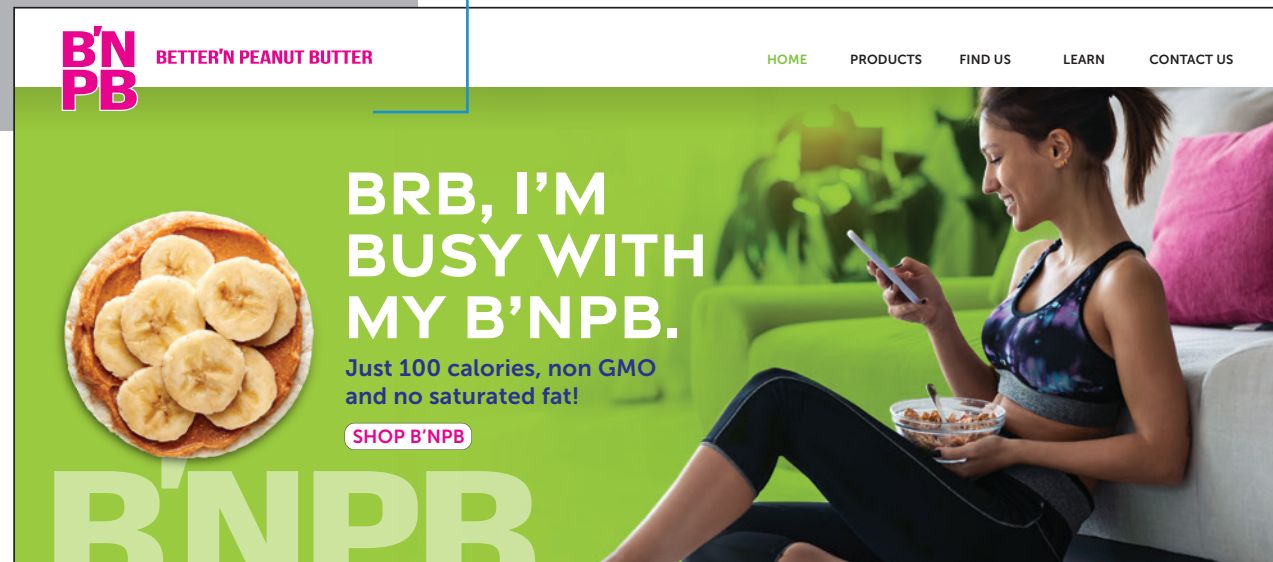
LOGO | WEB BANNER VERSION

This version of the B'NPB logo is currently approved only for the website banner.

The stacked B'NPB letters feature a white stroke that allows them to stand out against the Hero Slide below the header banner.



FILE NAME:
B'NPB_logo-web-banner.eps



SECTION 2 | COLORS

	CMYK	PMS	RGB	WEB
"PINK"	C: 2 M: 100 Y: 0 K: 0	PMS 0000	R: 231 G: 0 B: 140	#e7008c
"COBALT"	C: 100 M: 97 Y: 0 K: 1	PMS 0000	R: 43 G: 52 B: 146	#2b3492
"BLUE"	C: 80 M: 30 Y: 0 K: 0	PMS 0000	R: 0 G: 145 B: 208	#0091d0
"GREEN"	C: 45 M: 0 Y: 100 K: 0	PMS 0000	R: 154 G: 202 B: 60	#9aca3c
"YELLOW"	C: 5 M: 20 Y: 100 K: 0	PMS 0000	R: 243 G: 199 B: 22	#f3c716
"RICH BLACK"	C: 10 M: 10 Y: 10 K: 100	PMS 0000	R: 26 G: 22 B: 23	#000000
"BLACK"	C: 0 M: 0 Y: 0 K: 100	PMS 0000	R: 26 G: 22 B: 23	#000000

All Brand Colors should be used at full strength, for maximum Brand impact:



Tints of Brand Colors should not be used, as this will weaken the Brand's impact:



SECTION 2 | COLORS

COLOR USAGE | WEB

All Brand Colors should be used at full strength.

A "PINK" is primary Brand Color # e7008c



"PINK" # e7008c

C SECTION BACKGROUNDS: should always be Brand Colors used at full strength



"GREEN" #9a3a3c

B COLOR OVERLAYS should always be Brand Colors used at full strength



"YELLOW" #f3c716



"BLUE" #0091d0



Better'N Peanut Butter
Products
Learn
Contact Us

Flavors
Original
Chocolate
Low Sodium
Banana

Customer Service
Store Finder
Become a Dealer
Call us Monday through Friday
7:00 AM to 5:00 PM EST
customerservice@wondernaturalfoods.com



B'NPB

SECTION 2 | COLORS

COLOR USAGE | LABELS

ORIGINAL



"PINK"
100%
MAGENTA

LOW SODIUM



"BLUE"
PMS 299

CHOCOLATE



"GREEN"
PMS 375

BANANA



"YELLOW"
PMS 7549

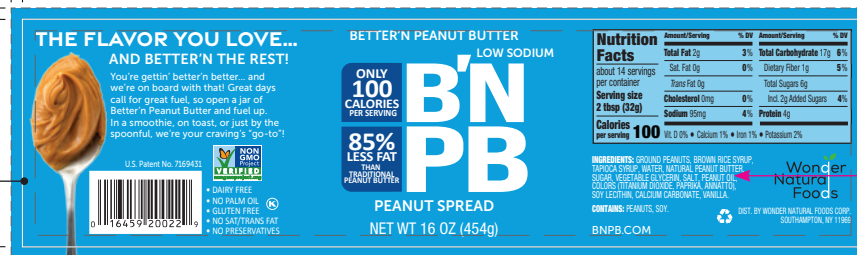
ACCENTS:



"WHITE"
CMYK
0/0/0/0 (PAPER)

"RICH BLACK"
will be achieved
by using 100%
process black and
setting to "overprint"

"COBALT"
PMS 293



SECTION 3 | TYPOGRAPHY

FONTS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

GRAVESEND SANS BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

MUSEO SANS 300

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

MUSEO SANS 300 ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

MUSEO SANS 500

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

MUSEO SANS 500 ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

MUSEO SANS 700

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

MUSEO SANS 700 ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

DUFFY SCRIPT DEMI-BOLD

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SECTION 3 | TYPOGRAPHY

FONT USAGE | WEB

A MAIN HEADLINES:
Gravesend Sans Bold
ALL CAPS

B HEADINGS AND TEXT:
Museo Sans
Choice of 3 weights in
Regular and Italic

C CALL-OUTS:
Duffy Script Demi-Bold

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B'N PB BETTER'N PEANUT BUTTER HOME PRODUCTS FIND US LEARN CONTACT US

BRB, I'M BUSY WITH MY B'NPB.
Just 100 calories, non GMO and no saturated fat!
SHOP B'NPB

B'NPB

THE EVERYDAY SPREAD THAT'S GOOD FOR EVERY BODY.

85% less fat — than regular peanut butter
Only 100 calories — compared to 200 in regular peanut butter
No saturated fat — compared to 3-4g in regular peanut butter
Gluten free
No preservatives
Dairy free
Pasteurized for Safety
Kosher
Palm oil free

NON GMO VERIFIED

BETTER'N PEANUT BUTTER ORIGINAL ONLY 100 CALORIES 85% LESS FAT THAN REGULAR PEANUT BUTTER PEANUT SPREAD NET WT 16 OZ (454g) SEE MORE

BETTER'N PEANUT BUTTER LOW SODIUM ONLY 100 CALORIES 85% LESS FAT THAN REGULAR PEANUT BUTTER PEANUT SPREAD NET WT 16 OZ (454g) SEE MORE

BETTER'N PEANUT BUTTER ORIGINAL ONLY 100 CALORIES 85% LESS FAT THAN REGULAR PEANUT BUTTER PEANUT SPREAD NET WT 16 OZ (454g) SEE MORE

BETTER'N PEANUT BUTTER BANANA ONLY 110 CALORIES 85% LESS FAT THAN REGULAR PEANUT BUTTER PEANUT SPREAD NET WT 16 OZ (454g) SEE MORE

Better'n Peanut Butter is a great option for breakfast, lunch, dinner, a healthy snack, or even dessert. Give it a try in a breakfast smoothie, or drizzled over a mixed fruit bowl.

SOCIAL'S BUZZ'N ABOUT B'NPB
Follow us on social media to save recipes, read lifestyle tips, laugh a little, and learn a lot!

A

C

B

SECTION 3 | TYPOGRAPHY

FONT USAGE | LABELS

HEADLINE:
Gravesend Sans Bold
ALL CAPS

TEXT:
Museo Sans
Choice of 3 weights in
Regular and Italic

FLAVOR AND PRODUCT:
Museo Sans 700

THE FLAVOR YOU LOVE... AND BETTER'N THE REST!

You're gettin' better'n better... and we're on board with that! Great days call for great fuel, so open a jar of Better'n Peanut Butter and fuel up. In a smoothie, on toast, or just by the spoonful, we're your craving's "go-to"!

U.S. Patent No. 7169431



NON GMO Project VERIFIED

- DAIRY FREE
- NO PALM OIL
- GLUTEN FREE
- NO SAT/TRANS FAT
- NO PRESERVATIVES

BETTER'N PEANUT BUTTER ORIGINAL

ONLY 100 CALORIES PER SERVING

85% LESS FAT THAN TRADITIONAL PEANUT BUTTER

B'N PB

PEANUT SPREAD

NET WT 16 OZ (454g)

Amount/Serving		% DV	Amount/Serving		% DV
Total Fat 2g		3%	Total Carbohydrate 17g		6%
about 14 servings per container	Sat. Fat 0g	0%	Dietary Fiber 1g	5%	
	Trans Fat 0g	0%	Total Sugars 6g		
Serving size 2 tbsp (32g)	Cholesterol 0mg	0%	Incl. 2g Added Sugars		4%
	Sodium 140mg	6%	Protein 4g		
Calories per serving 100	Vit. D 0% • Calcium 1% • Iron 1% • Potassium 2%				

INGREDIENTS: GROUND PEANUTS, BROWN RICE SYRUP, TAPIOCA SYRUP, WATER, NATURAL PEANUT BUTTER, SUGAR, VEGETABLE GLYCERIN, SALT, PEANUT OIL, COLORS (TITANIUM DIOXIDE, PAPRIKA, ANNATTO), SOY LECITHIN, CALCIUM CARBONATE, VANILLA.

CONTAINS: PEANUTS, SOY.

BNPB.COM

Wonder Natural Foods

DIST. BY WONDER NATURAL FOODS CORP. SOUTHAMPTON, NY 11969

THE FLAVOR YOU LOVE... AND BETTER'N THE REST!

You're gettin' better'n better... and we're on board with that! Great days call for great fuel, so open a jar of Better'n Peanut Butter and fuel up. In a smoothie, on toast, or just by the spoonful, we're your craving's "go-to"!

U.S. Patent No. 7169431



NON GMO Project VERIFIED

- DAIRY FREE
- NO PALM OIL
- GLUTEN FREE
- NO SAT/TRANS FAT
- NO PRESERVATIVES

BETTER'N PEANUT BUTTER LOW SODIUM

ONLY 100 CALORIES PER SERVING

85% LESS FAT THAN TRADITIONAL PEANUT BUTTER

B'N PB

PEANUT SPREAD

NET WT 16 OZ (454g)

Amount/Serving		% DV	Amount/Serving		% DV
Total Fat 2g		3%	Total Carbohydrate 17g		6%
about 14 servings per container	Sat. Fat 0g	0%	Dietary Fiber 1g	5%	
	Trans Fat 0g	0%	Total Sugars 6g		
Serving size 2 tbsp (32g)	Cholesterol 0mg	0%	Incl. 2g Added Sugars		4%
	Sodium 95mg	4%	Protein 4g		
Calories per serving 100	Vit. D 0% • Calcium 1% • Iron 1% • Potassium 2%				

INGREDIENTS: GROUND PEANUTS, BROWN RICE SYRUP, TAPIOCA SYRUP, WATER, NATURAL PEANUT BUTTER, SUGAR, VEGETABLE GLYCERIN, SALT, PEANUT OIL, COLORS (TITANIUM DIOXIDE, PAPRIKA, ANNATTO), SOY LECITHIN, CALCIUM CARBONATE, VANILLA.

CONTAINS: PEANUTS, SOY.

BNPB.COM

Wonder Natural Foods

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THE FLAVOR YOU LOVE... AND BETTER'N THE REST!

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U.S. Patent No. 7169431



NON GMO Project VERIFIED

- DAIRY FREE
- NO PALM OIL
- GLUTEN FREE
- NO SAT/TRANS FAT
- NO PRESERVATIVES

BETTER'N PEANUT BUTTER CHOCOLATE

ONLY 100 CALORIES PER SERVING

85% LESS FAT THAN TRADITIONAL PEANUT BUTTER

B'N PB

PEANUT SPREAD

NET WT 16 OZ (454g)

Amount/Serving		% DV	Amount/Serving		% DV
Total Fat 2.5g		3%	Total Carbohydrate 17g		6%
about 14 servings per container	Sat. Fat 0g	0%	Dietary Fiber 1g	5%	
	Trans Fat 0g	0%	Total Sugars 6g		
Serving size 2 tbsp (32g)	Cholesterol 0mg	0%	Incl. 2g Added Sugars		4%
	Sodium 95mg	4%	Protein 4g		
Calories per serving 100	Vit. D 0% • Calcium 1% • Iron 1% • Potassium 2%				

INGREDIENTS: GROUND PEANUTS, BROWN RICE SYRUP, TAPIOCA SYRUP, WATER, NATURAL PEANUT BUTTER, SUGAR, VEGETABLE GLYCERIN, COCOA, CHOCOLATE, SALT, SOY LECITHIN, CALCIUM CARBONATE, VANILLA.

CONTAINS: PEANUTS, SOY.

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THE FLAVOR YOU LOVE... AND BETTER'N THE REST!

You're gettin' better'n better... and we're on board with that! Great days call for great fuel, so open a jar of Better'n Peanut Butter and fuel up. In a smoothie, on toast, or just by the spoonful, we're your craving's "go-to"!

U.S. Patent No. 7169431



NON GMO Project VERIFIED

- DAIRY FREE
- NO PALM OIL
- GLUTEN FREE
- NO SAT/TRANS FAT
- NO PRESERVATIVES

BETTER'N PEANUT BUTTER BANANA

ONLY 110 CALORIES PER SERVING

85% LESS FAT THAN TRADITIONAL PEANUT BUTTER

B'N PB

PEANUT SPREAD

NET WT 16 OZ (454g)

Amount/Serving		% DV	Amount/Serving		% DV
Total Fat 2g		3%	Total Carbohydrate 17g		6%
about 14 servings per container	Sat. Fat 0g	0%	Dietary Fiber 2g	5%	
	Trans Fat 0g	0%	Total Sugars 6g		
Serving size 2 tbsp (32g)	Cholesterol 0mg	0%	Incl. 2g Added Sugars		4%
	Sodium 95mg	4%	Protein 4g		
Calories per serving 110	Vit. D 0% • Calcium 1% • Iron 1% • Potassium 2%				

INGREDIENTS: GROUND PEANUTS, BROWN RICE SYRUP, TAPIOCA SYRUP, WATER, NATURAL PEANUT BUTTER, SUGAR, VEGETABLE GLYCERIN, BANANA PUREE, NATURAL BANANA FLAVOR, SALT, PEANUT OIL, COLOR (TITANIUM DIOXIDE, PAPRIKA, ANNATTO), SOY LECITHIN, CALCIUM CARBONATE, VANILLA.

CONTAINS: PEANUTS, SOY.

BNPB.COM

Wonder Natural Foods

DIST. BY WONDER NATURAL FOODS CORP. SOUTHAMPTON, NY 11969

Nutrition facts and Ingredients: Helvetica Condensed

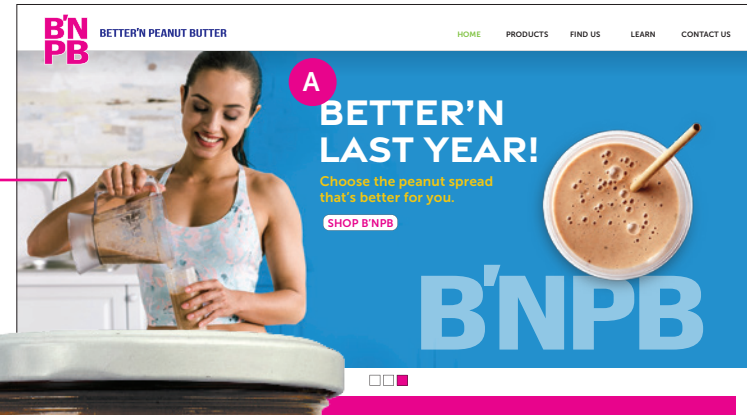
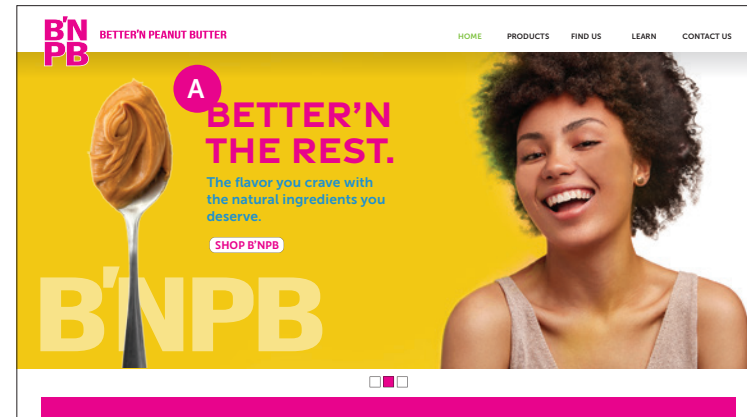
SECTION 4 | LANGUAGE

COPYWRITING GUIDELINES

The 'N in Better'n Peanut Butter stands, of course, for "than."

When writing headlines and copy, the 'N can be used in two ways:

A — in place of the word "than"...
as in *better'n the rest*, or *better'n last year!*



B — in place of the word "and"...
as in *you're gettin' better'n better*

