

brand guidelines

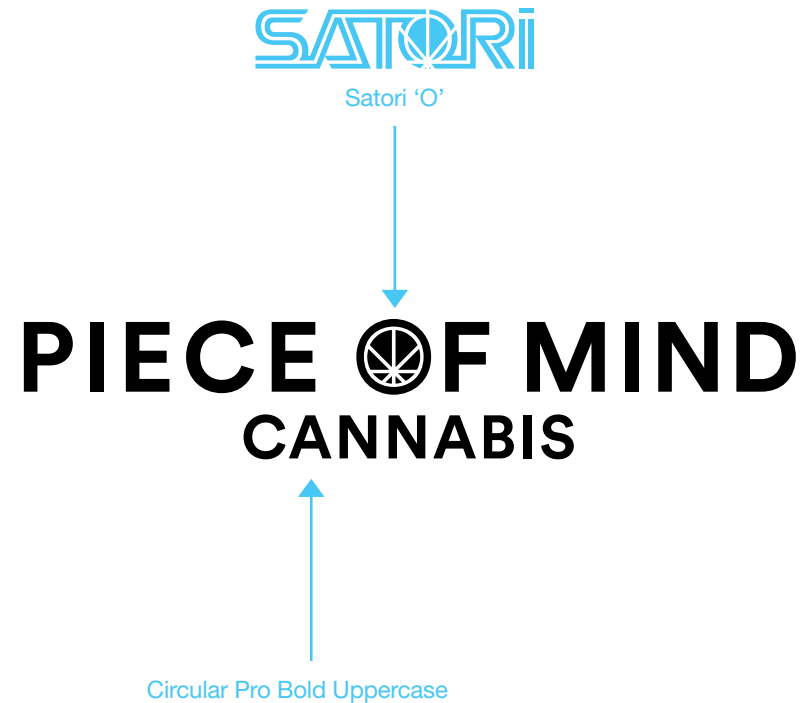
PIECE MIND CANNABIS



01 - logo and logo lockups

1.1 — logo anatomy

The main logo is a word mark. It borrows the 'O' from the original Satori branding. 'Piece of Mind' is scaled to Cannabis using the Golden Ratio. The golden ration appears recurrently in nature from the lines of a leaf to the relationship of our own facial features.



1.2— logo lockups

The following shows all logo alternatives in contrast to each other.

Main Logo —

PIECE  F MIND
CANNABIS

POM Mark —

P··M
CANNABIS

Stacked Combo —

 **PIECE
OF MIND
CANNABIS**

Long Combo —

 **PIECE OF MIND
CANNABIS**

Badge —

PIECE OF MIND

CANNABIS

RHCP —

**PIECE·OF·MIND·
CANNABIS**


1.3— logo color & background

Our logo should always contrast with backgrounds. There are multiple versions and color combinations that allow for quality reproduction in all printing processes and digital formats.

Preferred
color logos



PIECE OF MIND
CANNABIS

Below demonstrates approved
logo and background combinations.



PIECE OF MIND
CANNABIS

PIECE OF MIND
CANNABIS



1.4— using our logo

Our logo has been designed and adapted to work well across all communications. Therefore it is important to pay close attention and adhere to clear space and minimum size requirements.

Clear Space

To ensure clarity and legibility, always maintain a minimum clear space around the logo. This space is indicated by the height of the 'P'. The minimum space should be maintained as the logo is proportionately scaled.

Minimum Size

To ensure legibility the logo should never be printed smaller than .25 in tall and should never appear smaller than 18 pixels tall in web or other digital formats.

Note: Due to varying screen resolutions and view settings the example may not be to scale.

Clear Space



Minimum Size

PIECE OF MIND
CANNABIS



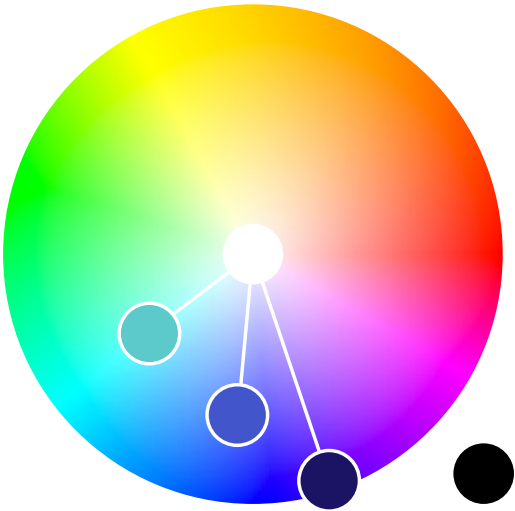
0.25" or 18 pixels tall

— 02

02— color & type

2.1 — color palette

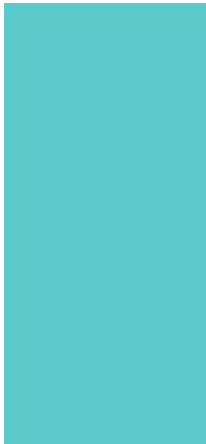
We have adapted a strict color palette to ensure consistent brand delivery.



Teal Mint

—

325 C
rgb: 92 202 202
hex: 5ccaca

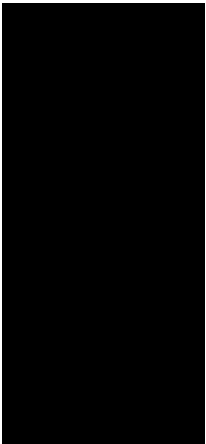


very common

Black

—

black
rgb: 0 0 0
hex: 000000

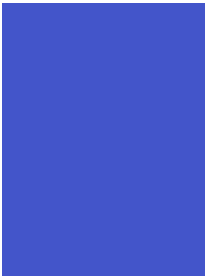


very common

Blue

—

2726 C
rgb: 67 85 202
hex: 4355ca



common

Dark Blue

—

273 C
rgb: 27 20 100
hex: 1b1464



White

—

white
rgb: 255 255 255
hex: ffffff



rare

2.2— typestyles

When used correctly and with intention, typography becomes a powerful brand tool that adds visual meaning to what is communicated.

Circular

characters

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

styles

medium
medium italic
bold

styles

Circular is a geometric Sans Serif font family built by Laurenz Brunner of Lineto in 2013 with currently sixteen weights. Circular is a geometric Sans Serif that marries purity with warmth and strikes a balance between functionality, conceptual rigour, skilled workmanship and measured idiosyncrasy. This friendly text font has both an unmistakeable character and near-universal appeal.

2.3— type hierarchy

When used correctly and with intention, type hierarchy becomes a powerful brand tool that adds visual meaning to what is communicated. Please use these guidelines to ensure that our typography is consistent and meaningful.

Within any design, you shouldn't need more than three weights. In most instances two is ideal.

Similarly, you shouldn't need to use more than two colors. Use color sparingly and with intention.

(H1) Circular Bold
48px

(H2) Circular Bold
40px

(H3) Circular Bold
32px

(H4) Circular Bold
24px

(H5) Circular Bold
18px

(H6) Circular Bold
10px

(P1) Circular Medium
16px
1.25 line height

(P2) Circular Medium
12px
1.25 line height

(P3) Circular Medium
10px
1.25 line height

(P4) Circular Medium
8px
1.25 line height

heading one

heading two

heading three

heading four

heading five

heading six (primarily used for print)

Paragraph one. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.

Paragraph two. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt.

Paragraph three (primarily used for print). Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod

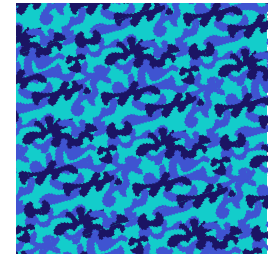
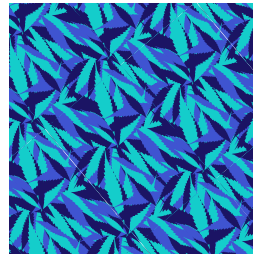
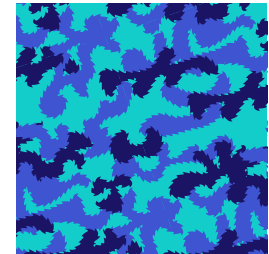
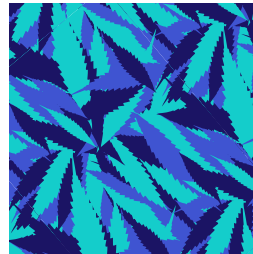
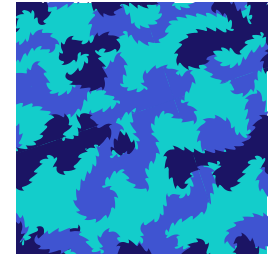
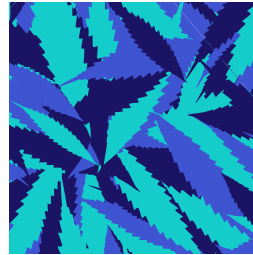
Paragraph four (primarily used for print). Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.

03

03— patterns

3.1 — Urban camo

We incorporate a cannabis leaf into a pattern to result in an urban camo using the brand colors showing below.



Random

Overlap

Edged



THANK YOU