IDENTITY GUIDELINES

CANNABIS FREEDOM
WEEDEN

Weeden Brand Guidelines

hello@weeden.com

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LOGOTYPE

This logo represents a Thai-inspired crown, shaped like a cannabis leaf petal, symbolizing natural harmony and cultural connection. The design incorporates the idea of a gateway to Eden or paradise, enriched with traditional Thai cloud patterns. These elements blend spirituality, elegance, and a nod to nature, creating a meaningful and visually striking identity.

Download >

CANNABIS FREEDOM
WEEDEN

CANNABIS FREEDOM
WEEDEN *

The logo has two variations: one featuring the crown along with the text and another with text only.
Use the logo without the crown only in exceptional cases, such as: pens or lighters, where there is little space and it is physically impossible to place it with the crown.

*These are the only design options, keeping the identity focused and versatile.

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CANNABIS FREEDOM
WEEDEN
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CANNABIS FREEDOM
WEEDEN
N
N

NOT ALLOWED

Restricted Placement:
The crown must always remain in its designated position above the text. Do not place it to the left, right, or any other side.

Proportional Integrity:
Always maintain the original proportions of the logo. It must not be stretched, squashed, or rotated.

Edge Clarity:
Ensure the edges of the logo remain crisp and clean by using vector formats like SVG or high-quality PNG files.≈

Color Consistency:
The logo must not be recolored or displayed in multiple colors. Always use the original color scheme.

ALLOWED

The logo must be easily recognizable, ensuring clear readability through proper contrast. Use dark elements on a light background or light elements on a dark background. Refer to the examples below for correct usage.

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NOT ALLOWED

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GOOD CONTRAST

NOT ALLOWED

On two-tone patterns, make an effort to find or create clear spaces for the logo placement. Since the logo often occupies a small area on materials, it may not be easily visible at a reduced size. Prioritize visibility and clarity for optimal presentation.

GOOD CONTRAST

NOT ALLOWED

For the logo on monotone patterns, there's no need to worry about the pattern's placement. Simply ensure the logo has sufficient contrast with the background to remain clear and legible.

COLOR PALETTE

PRIMARY COLORS & SHADES

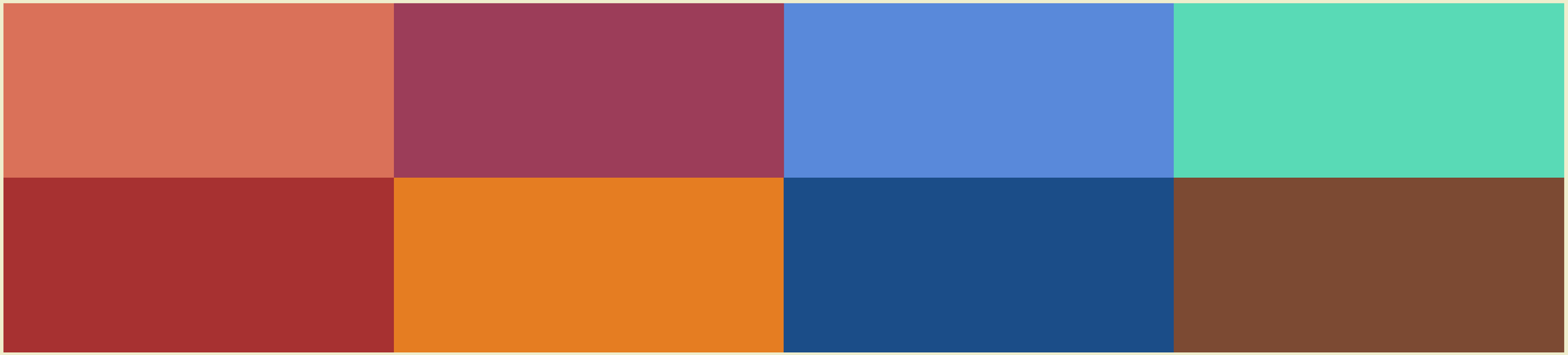
Primary Color		Pattern Color	
Emerald Leaf PMS P 147-16 C	#015B30 CMYK: 90, 37, 98, 35	Pantone PMS 349 CP	CMYK: 84, 0, 46, 56
Golden Sativa PMS PASTEL 9120	#F2EFD0 CMYK: 0, 1, 14, 5	Pantone PMS P 1-2 U	#FDF8E1 CMYK: 0, 2, 11, 1
Midnight Kush PMS BLACK C	#2D2926 CMYK: 0, 9, 16, 82	Pantone PMS	#3E362F CMYK: 0, 13, 24, 75
Lime Haze PMS P 163-7 C	#D7DA5B CMYK: 1, 0, 58, 15	Pantone PMS 386	#E3EB69 CMYK: 3, 0, 55, 8
Sunshine Gold PMS P 7-8 C	#F4C522 CMYK: 0, 19, 86, 4	Pantone PMS 13-0851 TPG	#FFD763 CMYK: 0, 16, 61, 0
Sky Bliss PMS 2128 XGC	#A3BAE7 CMYK: 29, 19, 0, 9	Pantone PMS 657 XGC	#C5D3F2 CMYK: 19, 13, 0, 5
Lavender Haze PMS P 163-7 C	#9E62BE CMYK: 17, 48, 0, 25	Pantone PMS 2582 U	#BB76CF CMYK: 10, 43, 0, 19

Our color palette is inherently diverse, with green as the dominant color. For guidance on optimal usage, please refer to the contrast examples provided on the contrast pages, which illustrate effective ways to apply these colors.

These shades are commonly implemented in monotone patterns and various design applications.

SECONDARY COLORS

When incorporating additional colors, please ensure that the tonal quality aligns with the brand's visual identity. However, feel free to adjust the color palette as necessary to meet specific design requirements.



Recomended

We have selected better color combinations; please ensure to use combinations from these provided examples.

Be careful

Be careful

Be careful

To avoid

Here are examples that clearly demonstrate which color combinations do not work well together, showing how poor contrast makes text difficult to read.

NOT ALLOWED

CANNABIS LEAF PATTERN

Duotone **Download**

Monotone **Download**

3 PATTERN SIZES TO SUIT ANY PURPOSE.

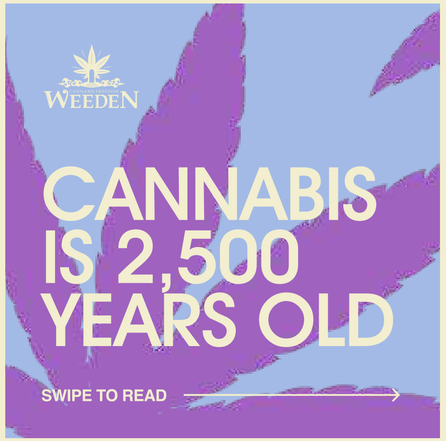
S M L

"GREAT MEN ARE NOT BORN GREAT, THEY SMOKE WEED"
A play on "The face is the index of the mind."

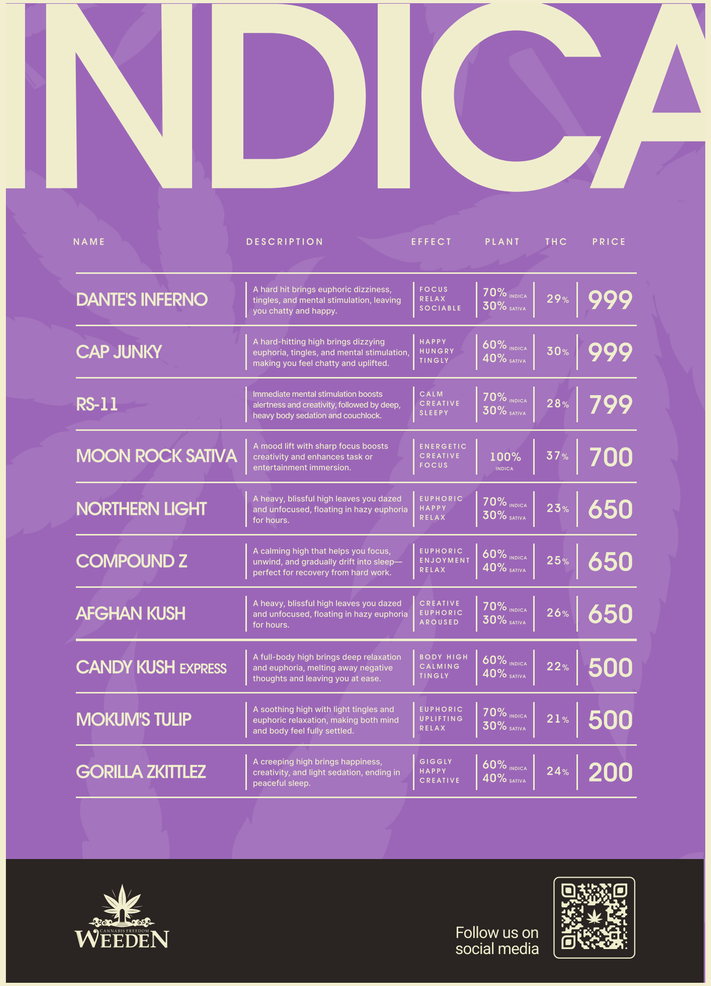
WE ARE HIRING NOW DESIGNERS!
Help Customers with product info & sales
20K - 35K THB
Bonuses
Social Security
3 days on / 3 days off
WEEDEN
www.weeden.com

WE ARE HIRING NOW DESIGNERS!
Help Customers with product info & sales
20K - 35K THB
Bonuses
Social Security
3 days on / 3 days off
WEEDEN
www.weeden.com

WEEDEN
THE WEED IS THE INDEX OF THE MIND


WEEDEN
CANNABIS IS 2,500 YEARS OLD
SWIPE TO READ

WE ARE HIRING NOW DESIGNERS!
Help Customers with product info & sales
20K - 35K THB
Bonuses
Social Security
3 days on / 3 days off
WEEDEN
www.weeden.com


INDICA
NAME
DESCRIPTION
EFFECT
PLANT
THC
PRICE
DANTE'S INFERNO
A hard hit brings euphoric dizziness, tingles, and mental stimulation, leaving you chatty and happy.
FOCUS RELAX SOCIABLE
70% INDICA 30% SATIVA
29%
999
CAP JUNKY
A hard-hitting high brings dizzying euphoria, tingles, and mental stimulation, making you feel chatty and uplifted.
HAPPY HUNGRY TINGLY
60% INDICA 40% SATIVA
30%
999
RS-11
Immediate mental stimulation boosts alertness and creativity, followed by deep, heavy body sedation and couchlock.
CALM CREATIVE SLEEPY
70% INDICA 30% SATIVA
28%
799
MOON ROCK SATIVA
A mood lift with sharp focus boosts creativity and enhances task or entertainment immersion.
ENERGETIC CREATIVE FOCUS
100% INDICA
37%
700
NORTHERN LIGHT
A heavy, blissful high leaves you dazed and unfocused, floating in hazy euphoria for hours.
EUPHORIC HAPPY RELAX
70% INDICA 30% SATIVA
23%
650
COMPOUND Z
A calming high that helps you focus, unwind, and gradually drift into sleep—perfect for recovery from hard work.
EUPHORIC ENJOYMENT RELAX
60% INDICA 40% SATIVA
25%
650
AFGHAN KUSH
A heavy, blissful high leaves you dazed and unfocused, floating in hazy euphoria for hours.
CREATIVE EUPHORIC AROUSED
70% INDICA 30% SATIVA
26%
650
CANDY KUSH EXPRESS
A full-body high brings deep relaxation and euphoria, melting away negative thoughts and leaving you at ease.
BODY HIGH CALMING TINGLY
60% INDICA 40% SATIVA
22%
500
MOKUM'S TULIP
A soothing high with light tingles and euphoric relaxation, making both mind and body feel fully settled.
EUPHORIC UPLIFTING RELAX
70% INDICA 30% SATIVA
21%
500
GORILLA ZKITTLEZ
A creeping high brings happiness, creativity, and light sedation, ending in peaceful sleep.
GIGGLY HAPPY CREATIVE
60% INDICA 40% SATIVA
24%
200
WEEDEN
Follow us on social media

TYPO GRAPHY

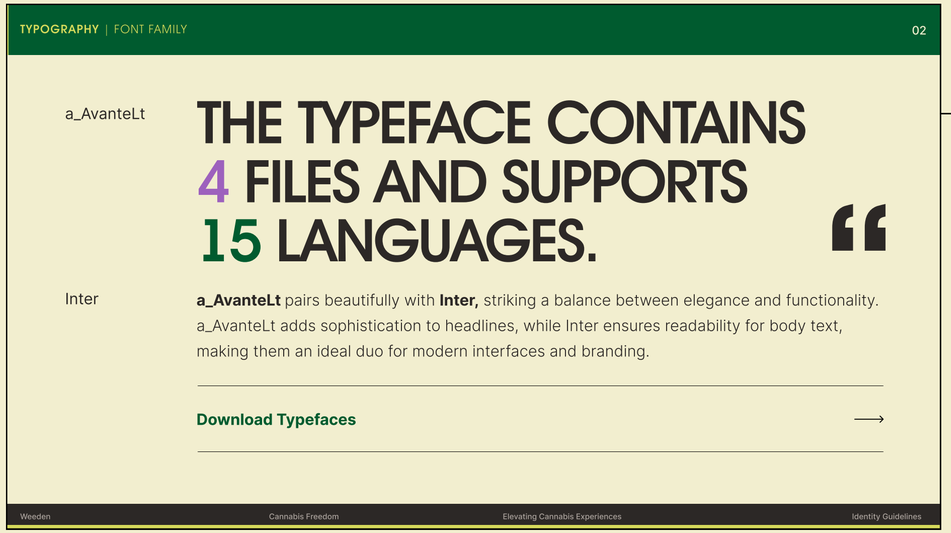
a_AvanteLt

THE TYPEFACE CONTAINS 4 FILES AND SUPPORTS 15 LANGUAGES.

Inter

a_AvanteLt pairs beautifully with **Inter,** striking a balance between elegance and functionality. a_AvanteLt adds sophistication to headlines, while Inter ensures readability for body text, making them an ideal duo for modern interfaces and branding.

Download Typefaces →



Use larger spacing if your heading contains many words.

Letter Spacing **-4%** Line Height **100%**

BOLD CATCHY HEADLINE

If it's a quote or consists of 2-3 words, you can use minimal spacing to make the text appear bolder and more eye-catching.

Letter Spacing **-6%** Line Height **90%**

THE TYPEFACE CONTAINS 4 FILES AND SUPPORTS 15 LANGUAGES.

a_AvanteLt pairs beautifully with **Inter,** striking a balance between elegance and functionality. a_AvanteLt adds sophistication to headlines, while Inter ensures readability for body text, making them an ideal duo for modern interfaces and branding.

Vertical Paper Format 1:1.41

THE TYPEFACE CONTAINS 4 FILES AND SUPPORTS 15 LANGUAGES.

a_AvanteLt pairs beautifully with **Inter,** striking a balance between elegance and functionality. a_AvanteLt adds sophistication to headlines, while Inter ensures readability for body text, making them an ideal duo for modern interfaces and branding.

Horizontal Paper Format 1.41:1

THE TYPEFACE CONTAINS 4 FILES AND SUPPORTS 15 LANGUAGES.

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Social Media 1×1

THE TYPEFACE CONTAINS 4 FILES AND SUPPORTS 15 LANGUAGES.

a_AvanteLt pairs beautifully with **Inter,** striking a balance between elegance and functionality. a_AvanteLt adds sophistication to headlines, while Inter ensures readability for body text, making them an ideal duo for modern interfaces and branding.

Stories 19:6

Vertical Paper Format 1:1.41

Horizontal Paper Format 1.41:1

Social Media 1×1

Stories 19:6

QUOTES

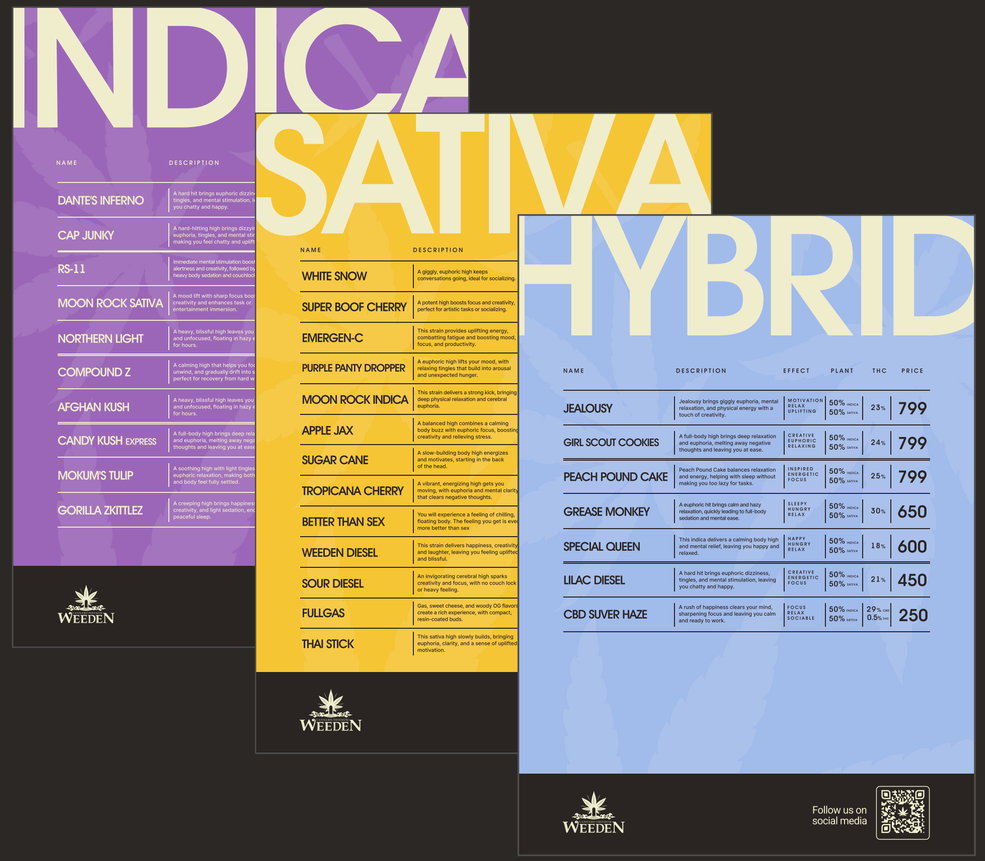
20+ LIST OF QUOTES FOR ANY PURPOSE

GOOGLE DOC LINK →

JUST DOWNLOAD PRE-MADE LAYOUTS FOR PRINT AND MEDIA

DOWNLOAD PDF JPG EDITABLE FILES

PROMO



A COLOR SYSTEM

Cannabis has three main strains: Indica, Sativa, and Hybrid. We've created a color-coding system for each strain to use in menus and other promotional materials.

Download >

STRAIN COLOR CODING

INDICA

Lavender Haze #9E62BE

PMS P 163-7 C **CMYK:** 17, 48, 0, 25

Pantone **PMS 7442 C** #B085C6 **CMYK:** 28, 48, 0, 22

OR **WHITE 20%**

SATIVA

Sunshine Gold #F4C522

PMS P 7-8 C **CMYK:** 0, 19, 86, 4

Pantone **PMS 114 C** #F6D14E **CMYK:** 0, 14, 69, 4

OR **WHITE 20%**

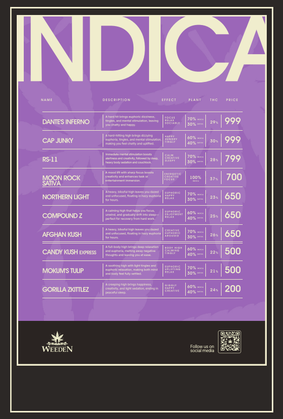
HYBRYD

Sky Bliss #A3BAE7

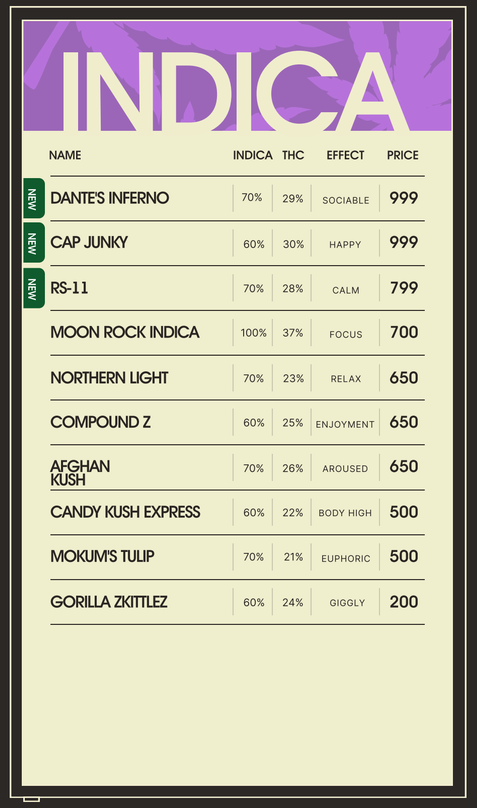
PMS 2128 XGC **CMYK:** 29, 19, 0, 9

Pantone **PMS 7452 C** #B5C8EC **CMYK:** 24, 14, 0, 7

OR **WHITE 20%**



PRINT **A4**



TV **2883×5124**

TWO FORMATS

A printed A4 version for table tents and a vertical format for in-house monitors.

Download >

SAFE MARGINS

We leave as much safe space as possible around the edges to ensure the layout feels more open and to prevent any important text from being cut off. Except for design solutions, for example, like with the headline “INDICA”.

INFORMATIONAL BAR

We leave as much safe space as possible around the edges to ensure the layout feels more open and to prevent any important text from being cut off. Except for design solutions, for example, like with the headline “INDICA”.

DISPLAY SYSTEM: POINT-OF-SALE PROMOTIONS

Each display features a clean, two-section design with promotional messaging at top and product details or pricing structure below. The consistent black footer with white Weeden logo, social media invitation, and scannable QR code creates brand recognition while encouraging digital engagement. These freestanding acrylic displays maintain our premium aesthetic while providing essential product information in an easily updatable format, perfect for counter placement against our subtle cannabis leaf backdrop.

Google Drive >

SPLIT-FRAME DESIGN: LAYOUT SYSTEM

The Weeden outdoor advertising system employs a distinctive split-frame layout that maximizes visual impact through complementary elements. The split design allows for optimal information hierarchy while creating a consistent, recognizable template

Google Drive >

PARADISE MESSAGING: OUTDOOR ADVERTISING

The Weeden outdoor advertising campaign employs strategic placement of vibrant billboards in high-visibility tropical locations. Each billboard features our signature yellow branding block with black Weeden logo, paired with bold, conversational messaging that connects emotionally with our audience. The upper portion showcases lifestyle imagery of relaxed, happy individuals surrounded by lush cannabis plants, reinforcing our authentic connection to the plant and its benefits.

Google Drive >

FLYER LAYOUT GUIDELINES

MARGINES

Maintain x1 margins on all sides (marked with red dotted lines) Keep essential content within these margins to prevent trimming issues. **Use consistent margin spacing across all printed materials**

LOGO PLACEMENT:

Position logo at the top center of the design, Logo should be 20-25% of the flyer's width for optimal visibility.

TYPOGRAPHY HIERARCHY:

Highlight key offers/numbers using accent colors. Use colored overlays to emphasize important phrases. Keep promotional text concise and action-oriented
Include clear call-to-action

IMAGES

- Use high-resolution images (minimum 300 DPI)
- Maintain brand color palette
- Include relevant product/service imagery
- Create visual balance between text and images

QR CODE

- Place QR codes in the lower portion of the design
- Minimum size: 2.5 × 2.5 cm for optimal scanning
- Include descriptive text above QR code
- Ensure high contrast between QR code and background

TECHNICAL SPECIFICATIONS:

Bleed: 3mm on all sides
Color mode: CMYK
Resolution: 300 DPI minimum
File format: Print-ready PDF

Download This Template

FLYER LAYOUT

COLORS

On the **Swatches** tab you will find 2 folders with colors:
Folder 1 - these are the main colors
Folder 2 - the second tone (Shades)

RULERS

The ruler shows the exact size of the indents for this layout. In layers, the ruler is made a separate layer, it can be turned off.

ARCHIVE CONTENT

Download the archive from the link, and you will find:
1) This is an Ai file, not curved.
2) These are 2 pdf files - one in curves, the second not in curves.

And also a folder with a background, and a folder with fonts.

POSTER LAYOUT GUIDELINES

MARGINES

Maintain 2x margins on all sides (marked with red dotted lines) Keep essential content within these margins to prevent trimming issues. **Use consistent margin spacing across all printed materials**

LOGO PLACEMENT:

Position logo at the left bottom corner of the design, Logo should be 2x of the flyer's footer height for optimal visibility.

TYPOGRAPHY HIERARCHY:

Heading font should be 3x of the height of flyer, the text box is rotated 3 degrees and the text inside has a size y and margins 0,5y the text box is rotated by 3 degrees, and the text inside has a size and indents. The minimum indent between text blocks is x.

IMAGES

- Use high-resolution images (minimum 300 DPI)
- Maintain brand color palette
- Include relevant product/service imagery
- Create visual balance between text and images

QR CODE

- Place QR codes in the lower portion of the design
- Minimum size: 2.5 × 2.5 cm for optimal scanning
- Include descriptive text above QR code
- Ensure high contrast between QR code and background

TECHNICAL SPECIFICATIONS:

Bleed: 3mm on all sides
Color mode: CMYK
Resolution: 300 DPI minimum
File format: Print-ready PDF

DECK TEMPLATES

EFFECTIVE SLIDE LAYOUT: USING TEMPLATES

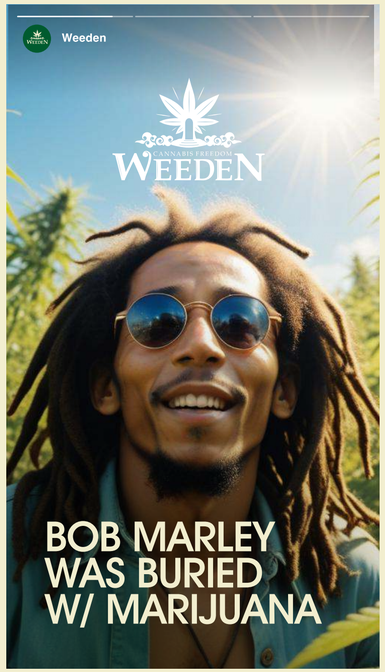
You can use a ready-made template in PowerPoint or Google Slides, copy the file and edit it as you prefer, but try to choose slides that suit your structure, to minimize layout changes.

Google Slides >

SOCIAL MEDIA

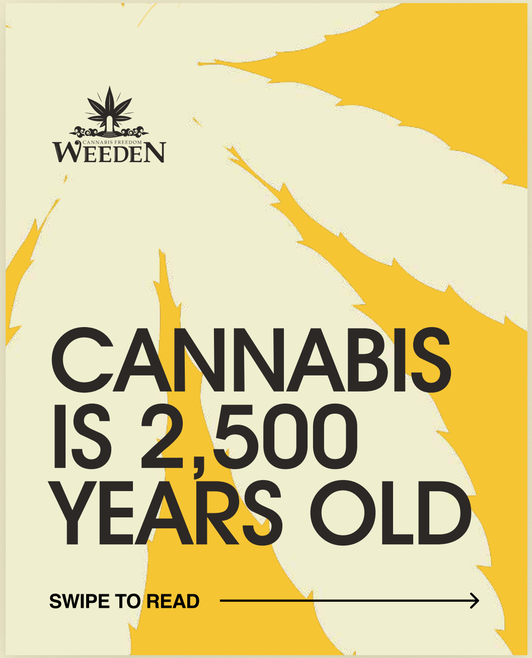
PROMOTIONAL

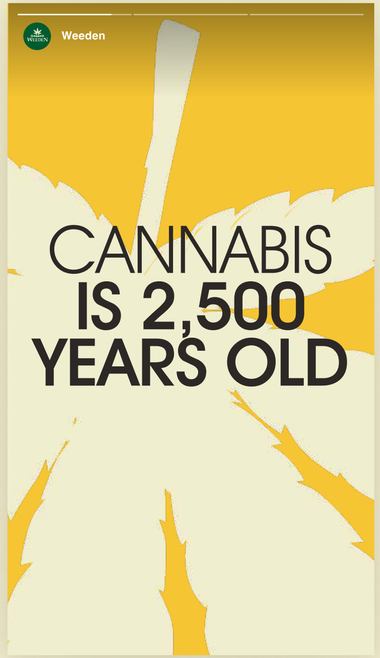
In this direction, we use visuals with people and leaves in the background. The main task is to convey emotion and capture attention.

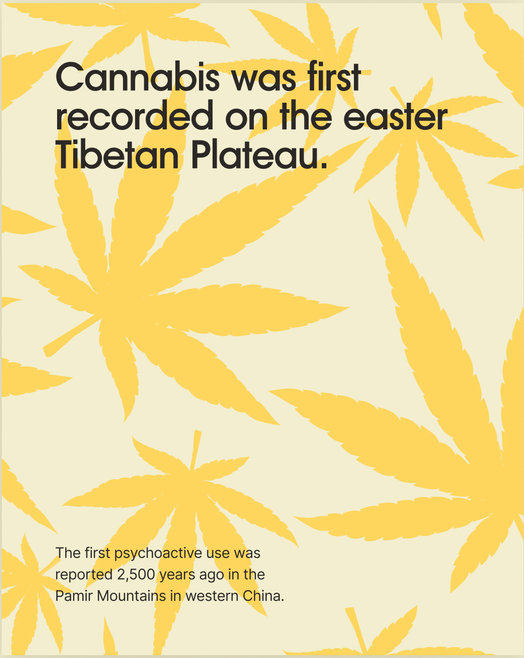


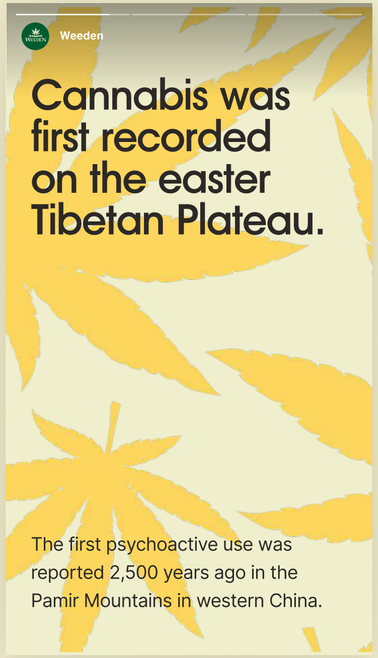
INFORMATIONAL

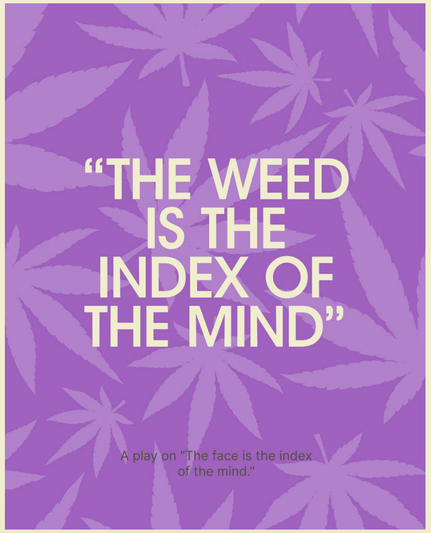
In this type of posts, we share interesting facts about
the business, niche, and everything related to it.



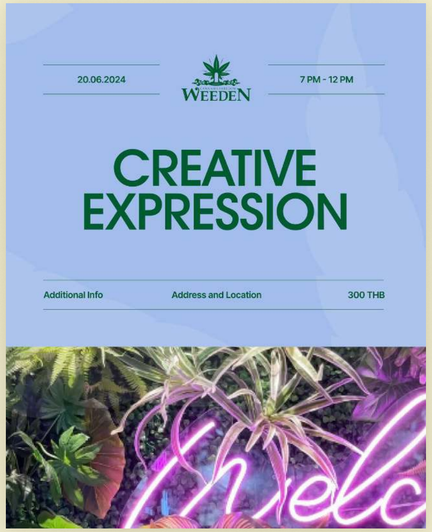


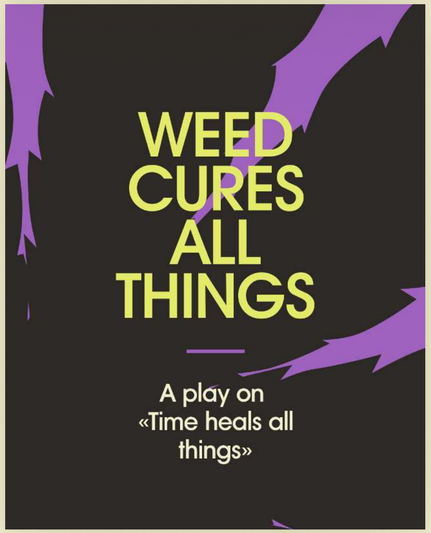


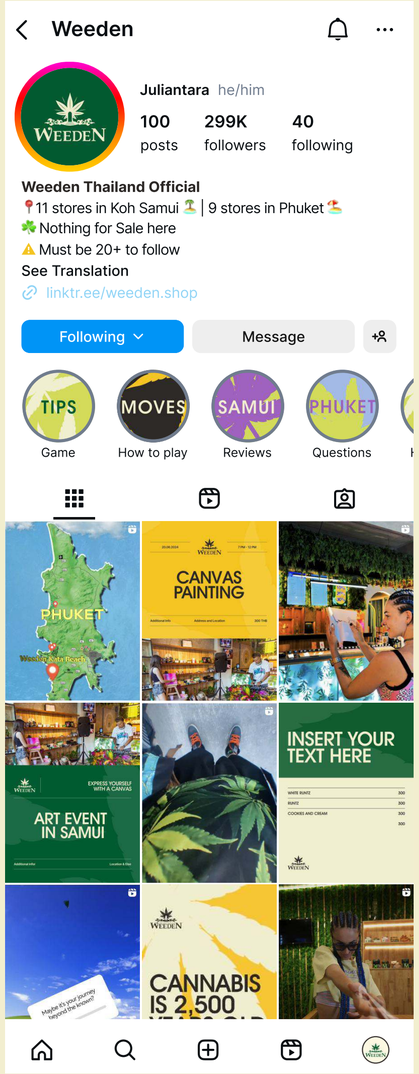


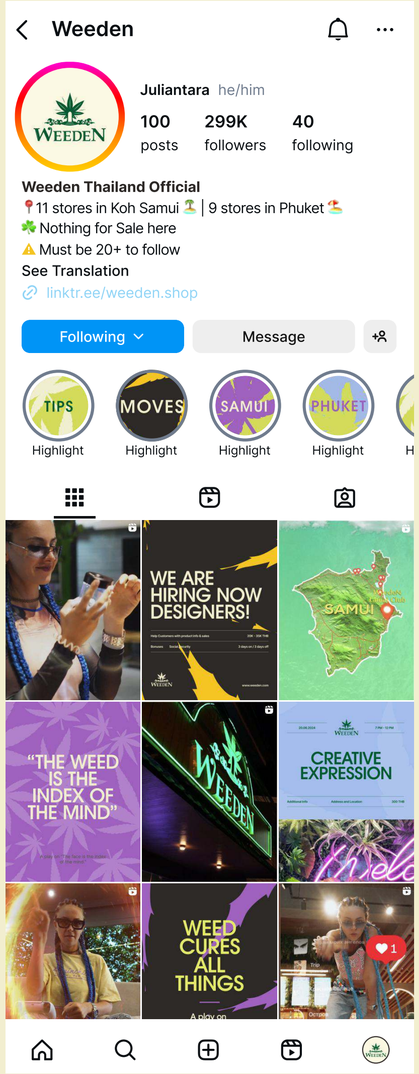

"THE WEED IS THE INDEX OF THE MIND"
A play on "The face is the index of the mind."

INSERT YOUR TEXT HERE
WHITE RUNTZ 300
RUNTZ 300
COOKIES AND CREAM 300
300
WEEDEN


20.06.2024
WEEDEN
7 PM - 12 PM
CREATIVE EXPRESSION
Additional Info
Address and Location
300 THB


WEED CURES ALL THINGS
A play on «Time heals all things»


Weeden
Juliantara he/him
100 posts
299K followers
40 following
Weeden Thailand Official
11 stores in Koh Samui | 9 stores in Phuket
Nothing for Sale here
Must be 20+ to follow
See Translation
linktr.ee/weeden.shop
Following
Message
TIPS Game
MOVES How to play
SAMUI Reviews
PHUKET Questions
PHUKET
CANVAS PAINTING
ART EVENT IN SAMUI
INSERT YOUR TEXT HERE
CANNABIS IS 2,500


Weeden
Juliantara he/him
100 posts
299K followers
40 following
Weeden Thailand Official
11 stores in Koh Samui | 9 stores in Phuket
Nothing for Sale here
Must be 20+ to follow
See Translation
linktr.ee/weeden.shop
Following
Message
TIPS Highlight
MOVES Highlight
SAMUI Highlight
PHUKET Highlight
WE ARE HIRING NOW DESIGNERS!
SAMUI
"THE WEED IS THE INDEX OF THE MIND"
CREATIVE EXPRESSION
WEED CURES ALL THINGS

MERCH & PACKAGING

WEED JOINT

Google Drive >

ZIP CLOUDS

Our signature cloud-shaped zip bags embody Weeden's playful spirit while providing practical functionality. Available in our core brand colors – emerald green, vibrant yellow, and rich purple – each 12.7×8 cm pouch features our logo and branding elements positioned for maximum visibility. The distinctive cloud silhouette creates immediate brand recognition while the resealable closure ensures product freshness and security. These custom-shaped containers serve as both practical packaging and conversation-starting promotional items that reinforce our "Cannabis Freedom" ethos through their whimsical, elevated design language.

Google Drive >

Google Drive >

SPEAK YOUR TRUTH

Premium cannabis-themed apparel featuring bold statements on comfortable green tees. The left design showcases our playful "GET WEED OR DIE TRYING" slogan in vibrant yellow, while the right offers the affirming "WEED CURES ALL THINGS" message in clean white typography. Both shirts feature distinctive purple quotation marks for added visual interest. Made with 100% soft cotton for all-day comfort and available in sizes XS-XXL. Let your clothing make a statement as strong as your lifestyle choices.

Google Drive >

Google Drive >

PAPER BAGS

Our premium paper bags combine elegant simplicity with practical durability. Made from high-quality materials, these bags offer a clean, classic presentation while being fully recyclable.

CLOTH BAGS

Our textile bags represent the perfect blend of sustainability and style. Crafted from natural fabrics, these reusable carriers offer lasting quality with a distinctive tactile experience. They're designed to be kept and used again, reducing environmental impact while elevating your experience.

KRAFT BAGS

Our signature kraft bags embody rustic sophistication with their distinctive brown texture and robust construction. Made from unbleached, recycled materials, they offer excellent durability while showcasing our dedication to environmental consciousness. The natural aesthetic of these bags complements our products perfectly.

INTERIOR & EXTERIOR

ELEVATE YOUR STORAGE

Modern design refrigerated displays for product storage. Available in two color options: classic green and elegant dark. Built-in LED lighting and glass shelves provide optimal product presentation.

Google Drive

SIGNAGE GUIDELINES

Our iconic Weeden signage combines vibrant yellow backgrounds with our distinctive green typography and cannabis leaf motif to create maximum visibility and brand recognition.

Google Drive >

PARADISE FOUND

Eye-catching sidewalk signs to attract customers to your dispensary. The left design features an inviting lifestyle image with bold "PARADISE FOUND" messaging and our "WALK IN & CHILL OUT" tagline. The right design offers clear directions with our "VISIT OUR CANNABIS DISPENSARY!" headline and a simple 3-step process for new visitors. Both A-frame displays feature our signature Weeden branding and are designed to convert foot traffic into loyal customers.

Google Drive >

BEACON OF FREEDOM

Commanding roadside signage that lights the way to Weeden. This sleek monolith design features our vibrant yellow branding with the distinctive cannabis leaf logo and "Cannabis Freedom" tagline. The innovative illuminated vertical strip creates a striking visual marker that's impossible to miss after dark. Standing tall against the night sky, this premium signage solution ensures your dispensary location remains visible 24/7, guiding customers directly to your doorstep.

Google Drive >

CANNABIS FREEDOM
WEEDEN

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STATIONARY KIT

NOTES OF INSPIRATION

Stylish Weeden-branded notebooks perfect for journaling, note-taking, or gifting to valued customers. This collection features three eye-catching designs with playful cannabis-themed messaging:

- Purple edition: "KEEP CALM AND TRY WEED" with striking purple and black contrast
- Yellow edition: "GET WEED OR DIE TRYING" on a vibrant yellow background
- Light blue edition: "KEEP CALM AND HELP YOURSELF" with subtle yellow leaf patterns

Each hardcover notebook includes the Weeden logo and elastic closure strap for convenience. Premium paper quality makes these perfect for everyday use while promoting your brand with style and humor.

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CULTIVATING CONNECTIONS

The Weeden business card represents our brand's premium positioning through carefully selected design elements. The card features our signature green background with subtle cannabis leaf watermark and our logo in contrasting pale yellow. The "CANNABIS FREEDOM" tagline and "WEEDEN" wordmark maintain brand consistency across all touchpoints. Cards should be printed on 350gsm matte cardstock with soft-touch lamination for a sophisticated tactile experience that reflects our commitment to quality.

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The Weeden stationery system features elegant letterhead templates that embody our brand identity while providing functional writing surfaces. The design incorporates our distinctive green logo, subtle cannabis leaf watermarks in pale yellow (first page) and white (continuation pages), and our "CANNABIS FREEDOM" tagline. Each template includes our brand statement highlighting our commitment to excellence, alongside our Koh Samui headquarters information. This cohesive system ensures all business communications maintain our premium brand positioning while offering a consistent and professional presentation.

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If you have questions, message us directly.

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