



Vyrde

BRAND STANDARDS



TABLE OF CONTENTS

3 BRAND PURPOSE & POSITIONING

4 LOGO

8 COLOR PALETTE

10 TYPOGRAPHY

11 CONTENT



ABOUT VYRDE

"Vyrde Venture Group, LLC has strategically launched businesses that are positioned to function as a financial and information nexus for the cannabis industry.

This emerging industry is facing many challenges that have surfaced since marijuana legalization has continued to spread at an exponential rate.

The regulatory frameworks of each state, fragmented infrastructure, and lack of product standardization has made it challenging for businesses, individuals and government entities to facilitate industry expansion.

Vyrde is leveraging traditional finance and blockchain technology to be the bridge that brings solutions to cannabis."





PRIMARY LOGO

The Vyrde logo consists of a triangle that has a parsley to forest green linear gradient and two alto gray mirrored check marks that also resemble the letter "V".

On a light background, the "Vyrde" text is shark gray. On a dark background, the "Vyrde" text is alto gray.

The Vyrde logo should only be used on backgrounds that are either white or a shade of gray.

LIGHT BACKGROUNDS



DARK BACKGROUNDS





SECONDARY LOGOS

The Vyrde logo can be represented by just the stand-alone triangle and mirrored check mark elements.

When the "Vyrde" text would be more aesthetically pleasing if placed under the triangle, instead of on the right, this is also an acceptable logo arrangement.





DISPLAY RULES

SPACE AROUND LOGO

Space around the logo consists of clear space that is equivalent to the length of the blue corner element. Graphic elements are strictly prohibited within this clear space.

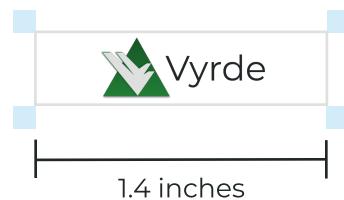
SPACE AROUND LOGO



MINIMUM DISPLAY

To ensure the clear legibility of the logo, the logo should adhere to the minimum display restrictions.

MINIMUM DISPLAY





INCORRECT USAGE

The consistent application of the Vyrde logo is essential to the building and maintaining of brand recognition. The examples on this page illustrates a few unacceptable uses of the Vyrde logo.

DO NOT ROTATE LOGO



DO NOT CHANGE THE BACKGROUND



DO NOT CHANGE THE COLORS OF THE LOGO



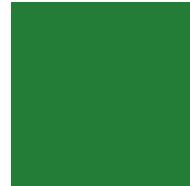


PRIMARY COLORS

The primary Vyrde colors are Forest Green and Shark.

Forest green symbolizes growth and imbues trust. The color also embodies the color that comes to mind when one thinks of "cannabis".

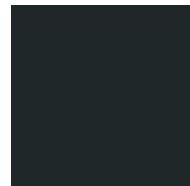
Mine Shaft is used for backgrounds, image overlays and text.



Forest Green

rgb(36,125,55)

#247d37



Shark

rgb(32,39,41)

#202729



SECONDARY COLORS

The secondary Vyrde colors are Parsley and Alto.

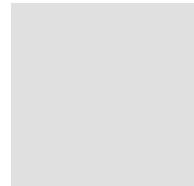
These colors are used for hover effects, overlays, or as accents to the primary colors. Alto is used for text that is on a dark background.



Parsley

rgb(26,94,41)

#1A5E29



Alto

rgb(224,224,224)

#e0e0e0



COMPANY FONTS

TITLE (Montserrat - Medium 29 pt)

Subtitle (Montserrat - Regular 14 pt)

HEADING 1 (Montserrat - Medium 19 pt)

Heading 2 (Montserrat - Bold 16 pt)

HEADING 3 (Montserrat - Bold 12 pt)

Normal Text (Open Sans 11 pt)

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_

FOOTER (Open Sans 9 pt)



BRAND PERSONALITY

Vyrde is a strategic professional enterprise in the cannabis industry - thinking outside the box and setting new industry standards.

The brand personality embodies a blend of the following characteristics:

- reliability
- intelligence
- professionalism

To embody these concepts sufficiently, the graphics used to portray the Vyrde brand personality should capture corporate business imagery with a hint of technology and cannabis.

