

BREZ

Brand
guidelines

June 2024

BREZ

The brand

BREZ is the Rolls-Royce of cannabis beverages. All visual elements should feel premium, innovative, and attractive.

We present BREZ the same way that Apple introduces the new iPhone.
If Steve Jobs wouldn't ship it, neither will we.

Tone of voice

Friendly, confident, and inspiring, with a little bit of humor. We connect with our audience through transparent and “surprisingly human” interactions, even through a standard body of text.

We’re approachable and easy to talk to, without being boring or predictable. We’re the cool guy at the party, but we’re not doing keg stands.

Core values

Our mission is to reduce human suffering and maximize human potential through Conscious Compounds.

Offering innovative net-positive products, we improve the daily lives of others and help push humanity toward a more intentional way of living.

BREZ | Logo

Our logo is a word mark representing premium quality and attention to detail.

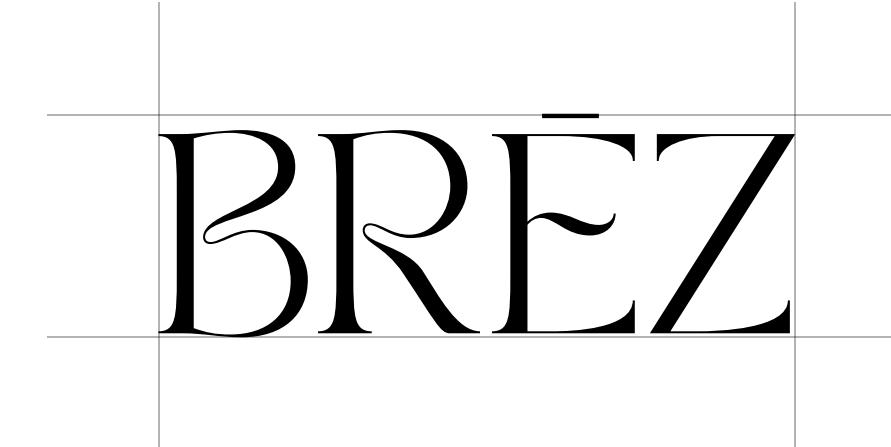
This logo may only be used in black or white variants. Choose between these two options, ensuring the logo is clearly displayed on the desired background.

Ensure that the logo is given adequate space to breathe. Do not crowd it.

Avoid overusing the logo in one scene

Ensure that correct capitalization is used when translating our word mark to text. It must be fully capitalized with a macron over the É.

BREZ



Include clear space of at least 0.5 of the logos height.



Use only white or black variants.



Don't use gradients or other visual effects on the logo.



Don't stretch, distort or rotate the logo.

BREZ | Logo

Do not use the logo on cluttered or distracting backgrounds. Ensure that the logo is visible.



BREZ | Typography

Our primary typeface is a modern stylish serif PP Eiko. Inspired by traditional Japanese design and sharp modern style, it's a statement of elegance and refinement.

We are using PP Eiko Regular for big headlines and designs with a big stylistic impact.

PP Eiko

Primary typeface: PP Eiko Regular

Microdosed cannabis & mushrooms in a can

Primary typeface: PP Eiko Regular

A euphoric, calming, and inspiring next- gen social tonic with an unparalleled effect.

Primary typeface: PP Eiko Regular

BREZ | Typography

Our secondary typeface is PP Fragment Sans Regular. It's a strong sans serif with distinctive features that complements our primary font.

We use PP Fragment Sans Regular for body, buttons and as a complementary font in other contexts.

PP Fragment Sans Regular

Secondary font: PP Fragment Sans Regular

THC, CBD, and Lion's Mane harmonize to elevate every moment. Experience brighter colors, louder laughs, and tastier snacks.

Secondary font: PP Fragment Sans Regular

Our next-gen social tonic is the experience you've been waiting for... each sip is your ticket to bliss - wherever and whenever.

Secondary font: PP Fragment Sans Regular

Naturally extracted from the highest-quality hemp, each can contains a potent blend of naturally occurring cannabinoids.

Secondary font: PP Fragment Sans Regular

ADD TO CART

Button: PP Fragment Sans Regular

BREZ | Typography

Copy may only be black or white.

Keep it elegant and simple by using
only one font width

Text must be elegantly presented
and easy to read.

The perfect effect

Our next-gen social tonic is the experience you've been waiting for... each sip is your ticket to bliss - wherever and whenever.

Headline + Body

Organic lion's mane

Craft extracted & purified from fruiting bodies, made instantly bioavailable through proprietary acoustic micronization processing technology.

Primary + Secondary

Lemon Elderflower 7.5oz

- Euphoria, clarity, and relief with no hangover or regrets.
- Sparkling with notes of Italian lemon and Elderflower.
- Subtle enough for mom to try & stackable for your ideal experience.
- 2.5mg THC + 5mg CBD
- 1600mg Lion's Mane

Primary + Secondary

Our mission is to reduce human suffering and maximize human potential through Conscious Compounds.

Primary

BREZ | Colors

Our color palette is inspired by our product and core values. Euphoria, clarity, fun and premium quality.

Mindaro Green

#E3F98A

Cold Violet

#8F6CF3

Azure

#64B7F3

Pink

#F361D3

Turquoise

#5DF1B3

Silver

#EAEDEE

BREZ | Gradients

We use gradients primarily as background elements.



#B7CEFA 0%
#EBEBFF 30%
#FFFFFF 100%

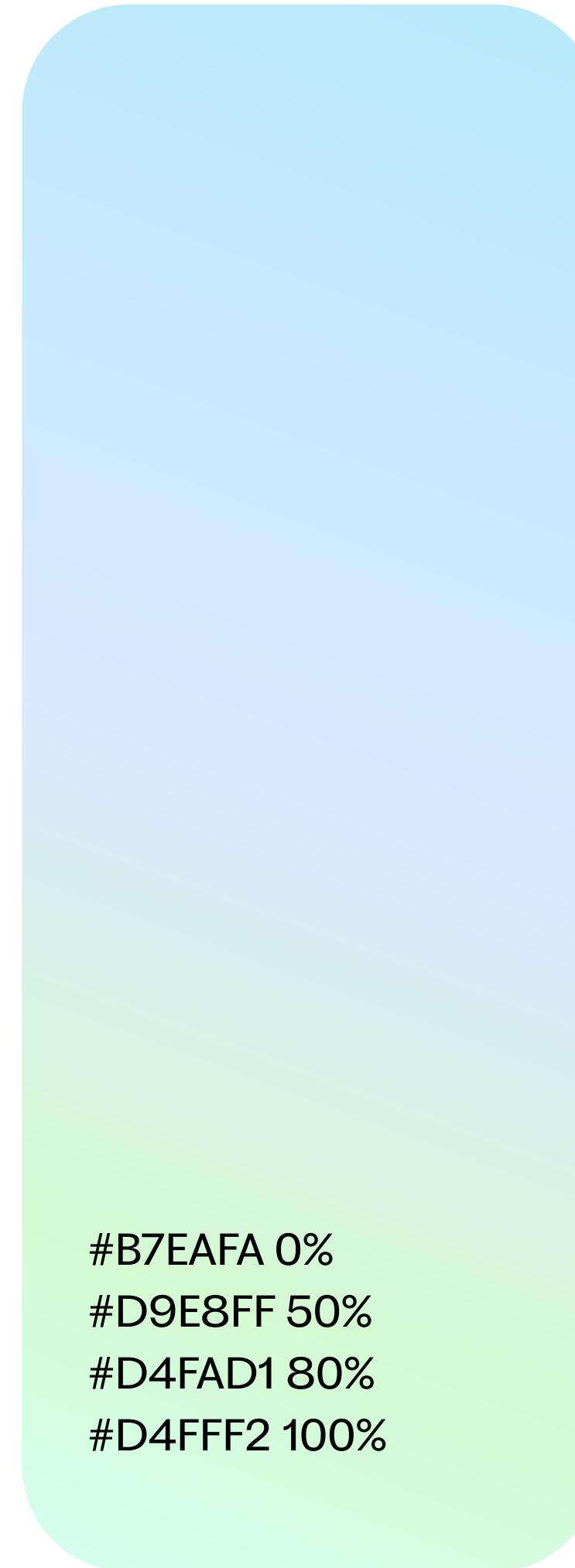
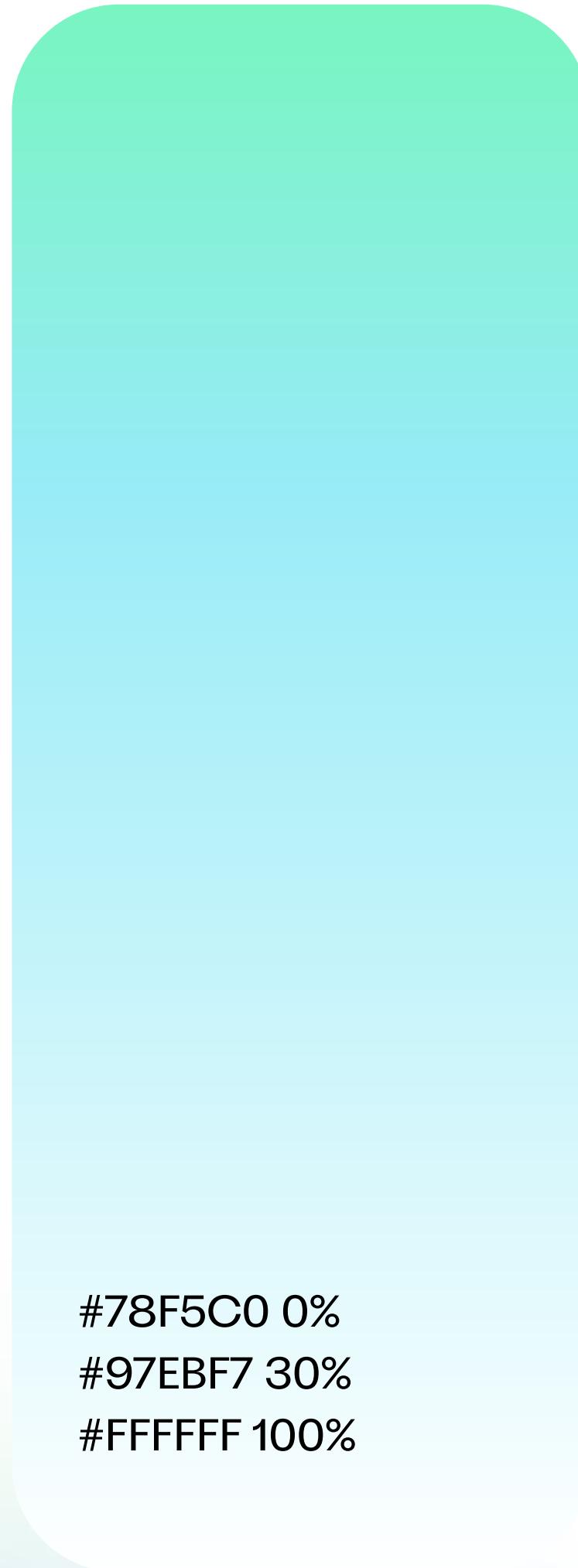


#E5B7FA 0%
#EBFFE 30%
#FFFFFF 100%



#6CD3F3 0%
#9DF7EC 30%
#FFFFFF 100%

BREZ | Gradients



BREZ | Gradients

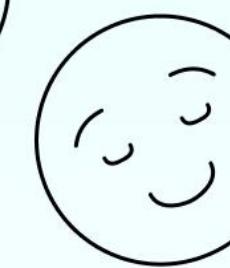
Gradients work well with our assets and design elements like typography, text bubbles, icons and product visualisations.



Microdosed cannabis & mushrooms in a can

Next-gen social tonic

Drinking has evolved

A cluster of six BREZ cans is arranged in a pyramid shape. The cans are silver with a rainbow gradient and feature the 'BREZ live free' logo. The background behind them is a purple gradient.

No hangovers

No regrets

BREZ
Stock your
fridge



Today's the last day to grab BREZ in time for Father's Day! Swap out that six-pack of beer for BREZ and enjoy all the fun without the downsides of alcohol.

Experience it

BREZ | Iridescence

Iridescence provides subtle
psychedelic feeling to our visuals.

The drink
you've been
waiting for



Cannabis + Mushrooms

Is this legal?

What does microdosed mean?

What does it feel like?

Will I get anxious or paranoid?

Where do you ship?

No hangovers?

BREZ | Buttons

All our buttons are fully rounded.

ADD TO CART

Add to cart button

Main action buttons should always be Mindaro Green.

Secondary action buttons should use 1px black border.

Experience it →

Experience it

Button with link arrow

Button

Use sentence case for everything except Add to cart button, which should be capitalised.

@drinkbrez
Instagram →

Read reviews >

Secondary link button

Link button with 2 lines

What does it feel like? ▾

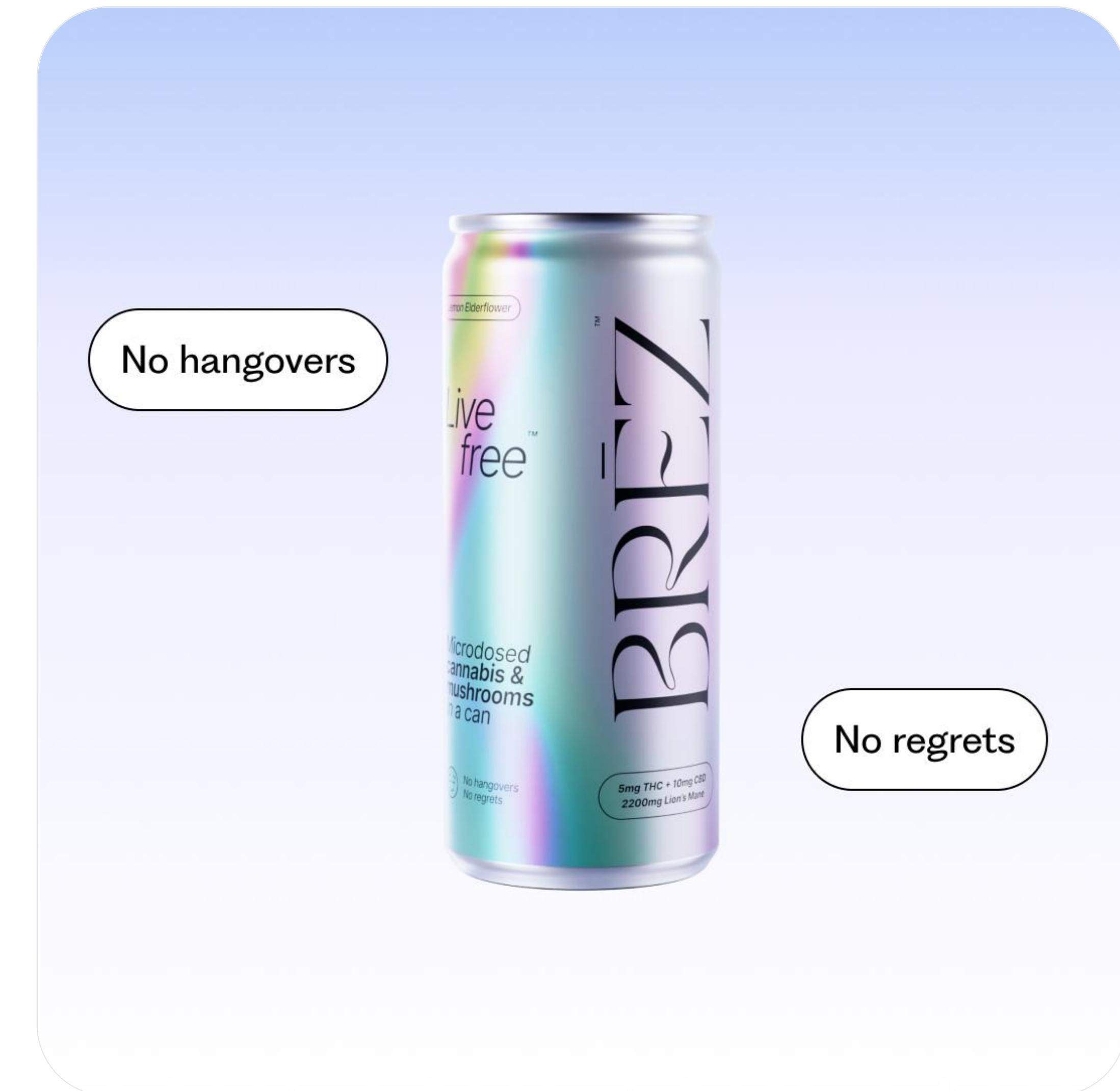
Dropdown button

BREZ | Text bubbles

Text bubbles should always be rounded with white background and black border.

Text bubbles should only be set in Secondary font.

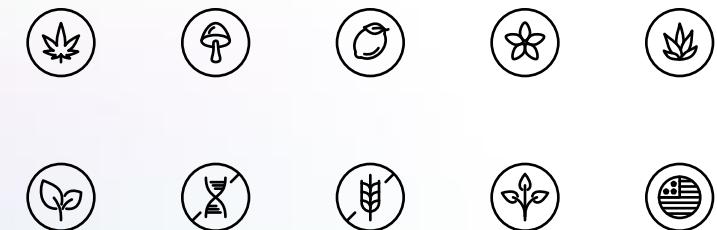
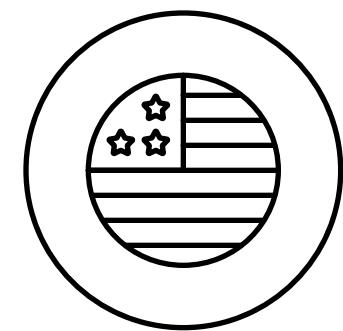
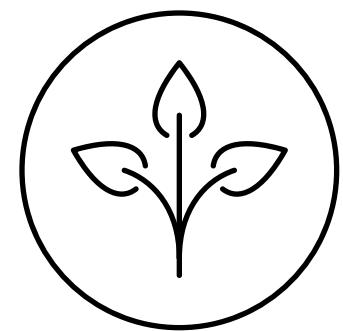
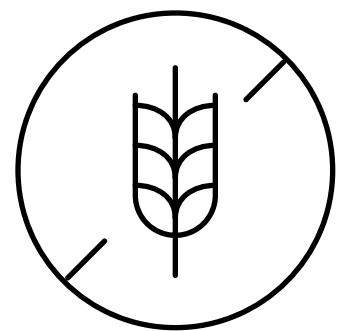
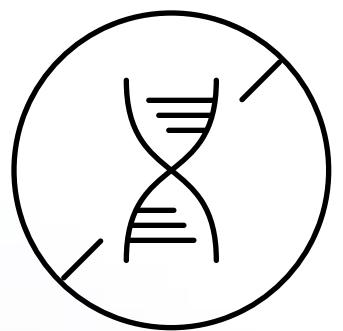
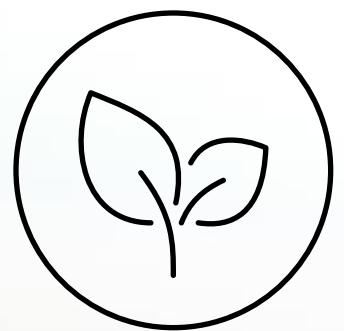
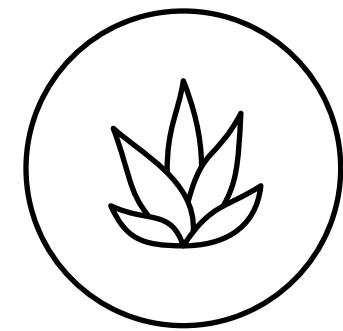
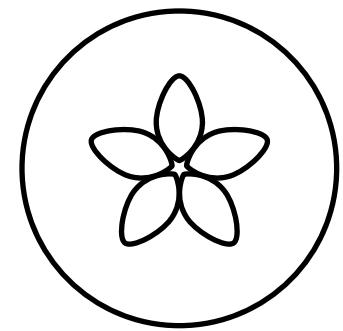
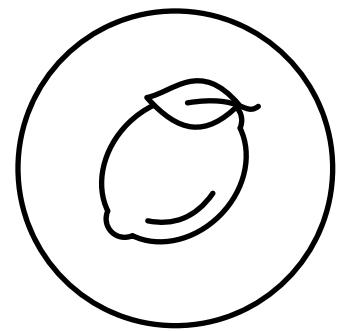
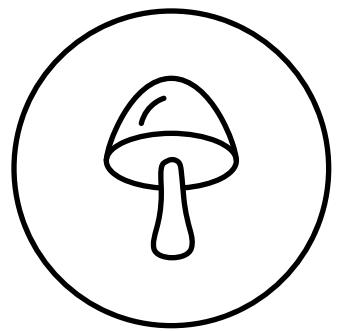
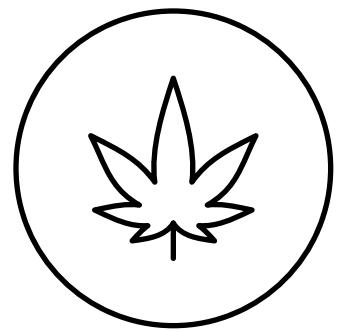
Never overlay text bubbles with product visuals.



BREZ | Icons

Our branded icons are designed to be clean and legible at multiple sizes.

When using additional icons make sure to use iconsets in similar style.



BREZ | Product presentation

Never place copy or design elements over BREZ Products.

Never place BREZ products over a distracting background.

Never warp or adjust the opacity of BREZ products.



BREZ | Copy

We speak and write in a friendly, approachable way, simple and straightforward, clear, yet conversational and with a touch of humor.

We do say

"We'll keep you up to date on your order. If you have any concerns or need to make any changes - please reach out! We're here for you."

"A euphoric, calming, and inspiring next-gen social tonic with an unparalleled effect."

"Today marks one year since we launched, and we're feeling extra grateful for you. Here's \$15 store credit towards your next order!"

"You're in the driver's seat - not your drink. Experience pure fun minus the hangover. Just click [here](#) to learn more."

We don't say

"Your order is on the way. Keep an eye out for some more updates. Please reach out with any questions or concerns."

"An exciting, relaxing, and healthy drink with an incredible effect!"

"We're officially one year older, and it's time to celebrate! Here's \$15 OFF your NEXT ORDER!"

"Our 7.5oz blend is perfect for pure fun without any hangovers. Experience drinking like never before. Click [here](#) to learn more."

If all else fails...

DO: Educate, inspire, and entertain

DO: Lead with the customer benefit

DO: Surprise and delight

DO: Say more with less

DO: Be transparent

DO: Let the humanity shine through

DON'T: Lead with the negative

DON'T: Fluff copy (Everyone can tell... especially our customers)

DON'T: Overuse brand name (If it's right there in the headline, let's not wear it out!)

DON'T: Make it too complex

DON'T: Put the product before the benefits

DON'T: Sound like everyone else