



BRAND USAGE GUIDELINES

We're Soul Rebel Cannabis Company. A Canadian-owned and operated cannabis dispensary featuring premium products that have been carefully curated for a wide-range of cannabis user types. Whether you're new to cannabis, or have been enjoying its nurturing effects for years, Soul Rebel Cannabis Company has something to get your soul to rise up and enjoy.

This document outlines the brand logo, colours, and associated assets that make up the visual entity that is Soul Rebel Cannabis Company.

GRAPHIC DESIGN CONTACT

If you have any questions about the items outlined in this document, please contact:

Eryn Corbeil, Graphic Designer
416-845-1020 • eryn@eryncorbeil.com

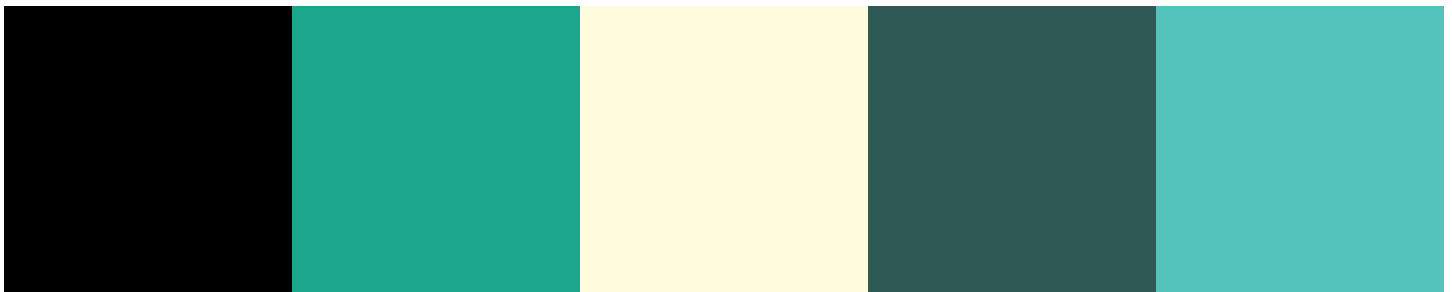
OUR FONTS

HEADLINE FONT: Montserrat Bold (Caps)

Body Copy Font: New Spirit Light

OUR COLOURS

PRIMARY



BLACK

CMYK: 0 0 0 100
RGB: 35 31 32
HEX: 231F20
PMS: P 179-16 C

GREEN

CMYK: 78 10 55 0
RGB: 26 167 142
HEX: 1AA78E
PMS: P 130-6 C

CREAM

CMYK: 0 0 16 0
RGB: 255 252 221
HEX: FFFCDD
PMS: P 1-2 C

FORREST

CMYK: 82 47 60 31
RGB: 46 89 85
HEX: 2E5955
PMS: P 135-14 C

TEAL

CMYK: 62 0 32 0
RGB: 84 195 187
HEX: 54C3BB
PMS: P 124-5 C

OUR LOGO

Please also refer to the logo files included with this document.

LOGO 1 - SOUL REBEL VERTICAL CMYK

Soul Rebel
CANNABIS CO.

LOGO 3 - SOUL REBEL HORIZONTAL CMYK
FOR USE ONLY AS AN ELEMENT IN CONJUNCTION WITH
LOGO 1 OR 2



LOGO 2 - SOUL REBEL HORIZONTAL CMYK

Soul Rebel **CANNABIS CO.**

LOGO 1 - SOUL REBEL VERTICAL REVERSE CMYK

Soul Rebel
CANNABIS CO.

LOGO 3 - SOUL REBEL HORIZONTAL REVERSE CMYK
FOR USE ONLY AS AN ELEMENT IN CONJUNCTION WITH
LOGO 1 OR 2



LOGO 2 - SOUL REBEL HORIZONTAL REVERSE CMYK

Soul Rebel **CANNABIS CO.**

OUR LOGO

Please also refer to the logo files included with this document.

LOGO 1 - SOUL REBEL VERTICAL

Soul Rebel
CANNABIS CO.

LOGO 3 - SOUL REBEL SIGNATURE BW
FOR USE ONLY AS AN ELEMENT IN CONJUNCTION WITH
LOGO 1 OR 2



LOGO 2 - SOUL REBEL HORIZONTAL

Soul Rebel **CANNABIS CO.**

LOGO 1 - SOUL REBEL VERTICAL REVERSE BW

Soul Rebel
CANNABIS CO.

LOGO 3 - SOUL REBEL SIGNATURE REVERSE BW
FOR USE ONLY AS AN ELEMENT IN CONJUNCTION WITH
LOGO 1 OR 2



LOGO 2 - SOUL REBEL HORIZONTAL REVERSE BW

Soul Rebel **CANNABIS CO.**

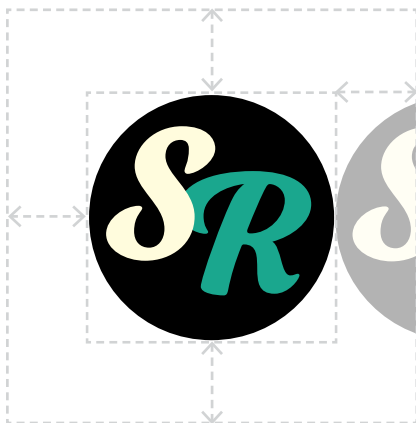
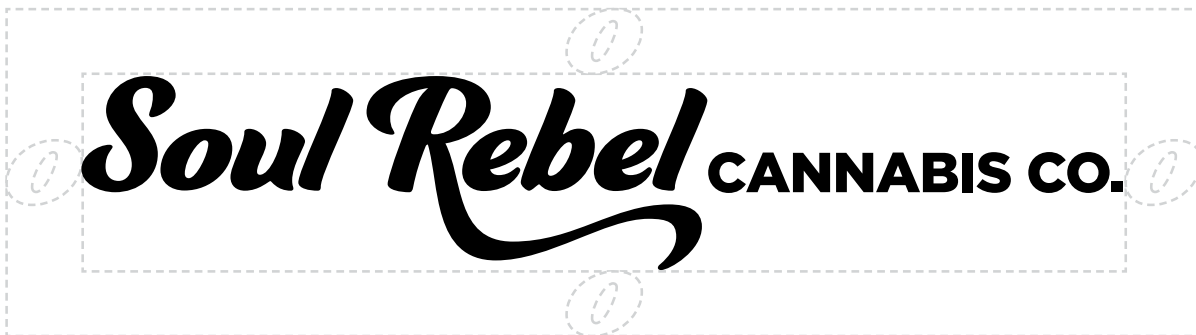
OUR LOGO

Please ensure the following is adhered to when using our brand.



SPACE

Please ensure there is adequate space around the logo graphic. Using the width and height of the O from the logo graphic can be used as a reference point for space.



When using the signature graphic, approx. 1/3 of the width of the circle can be used as reference point for space.

FULL WIDTH AND HEIGHT

Always ensure the logo graphic is displayed at 100% of it's original ratio. Never squish or truncate the logo graphic, and always ensure the 100% of the logo graphic is displayed.



OUR LOGO

Please ensure the following is adhered to when using our brand.

COLOUR

Please ensure the brand colours are used wherever possible. If in doubt, white or black background colour is preferred, brand colours can be used behind the logo graphic with approval. Never place the logo graphic on a non-brand colour. Never change the colour of the logo.



ORIENTATION

Always ensure the logo is on a 0° plain. Never tilt, warp, skew, or add drop shadows.

