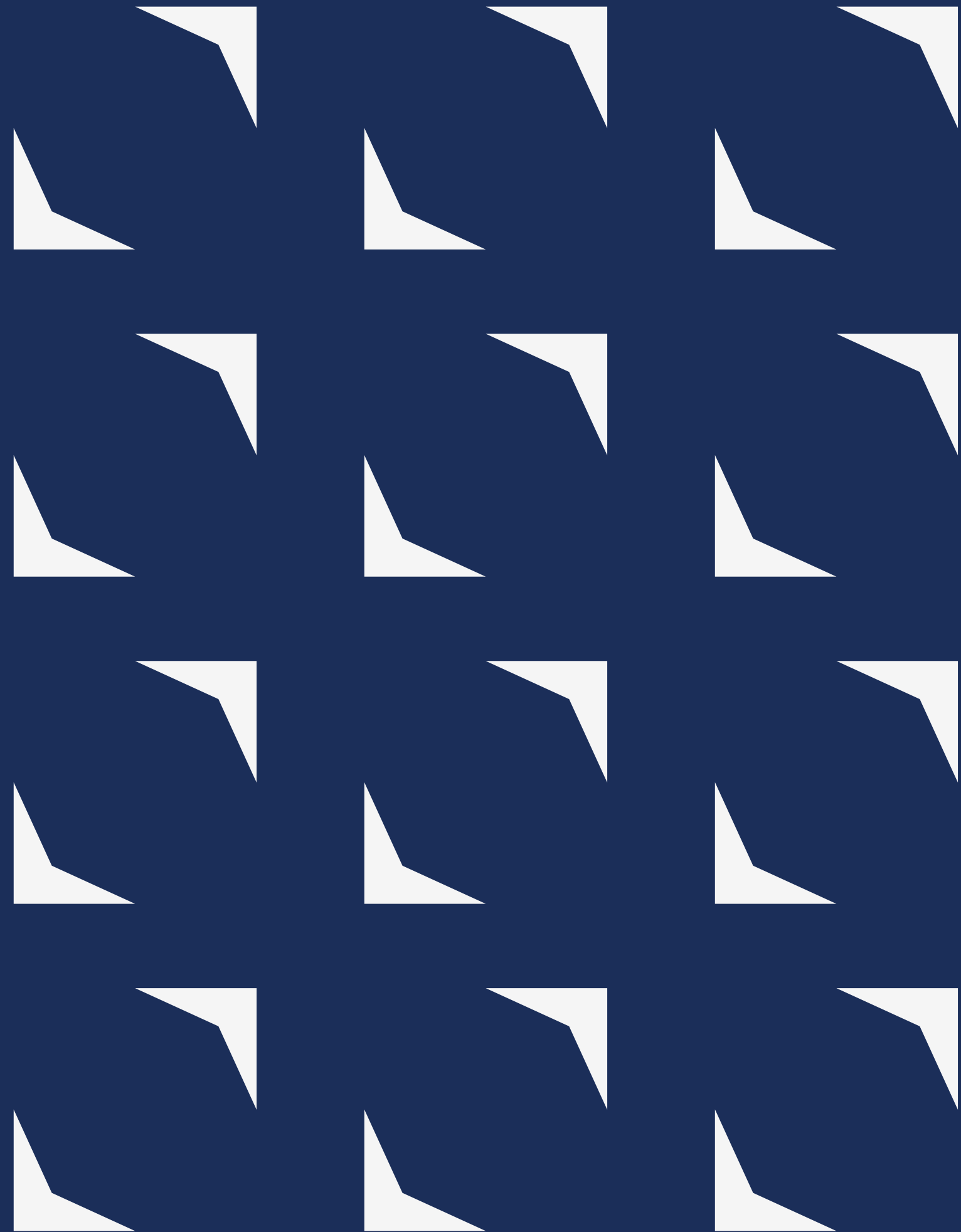# BRAND
GUIDELINES
IDENTITY MANUAL

BORN 2 GROW
CANNABIS

All of **BORN 2 GROW** brand features are proprietary.

If you opt to use any trademarks, logos, designs, and/or other brand features, you acknowledge your acceptance of the terms in the brand guidelines.

AN OVERVIEW

This document communicates the Brand Identity
of BORN 2 GROW.

Clearly articulating the mission, values and persona
for the design of all subsequent brand artifacts.

TABLE OF CONTENTS

01

VERBAL
IDENTITY

Verbal Identity is the articulation of a brand through the use of distinct and focused language, entirely expressed through words.

OUR MISSION

CULTIVATING EXCELLENCE

Our mission is to cultivate excellence in the cannabis industry by consistently producing premium, high-quality strains and products that exceed the expectations of our customers. We are committed to innovation, sustainability, and responsible practices, ensuring a greener, healthier future for all.

OUR SLOGAN

"WE MEAN IT"

02

THE LOGO

A logo is a graphic mark, or symbol used to aid and promote public identification and recognition. It may be of an abstract or figurative design or include the text of the name it represents as in a wordmark.

PRIMARY LOGO

This is the main logo that will be used across primary brand applications. This trademark helps audiences easily identitfy BORN 2 GROW services, products, web and social media presence.

It is essential to the success of the brand that the logo is always applied with care and respect according to these brand guidelines.

CLEAR SPACING

To ensure legibility, always keep a clear space around the logo. This space isolates the mark from any competing elements like other logos or body copy that might conflict with, over crowd, and lesson the impact of the mark.

The minimum clear space is defined as the 1/2 height of the symbolic mark from the primary logo across all four directions.
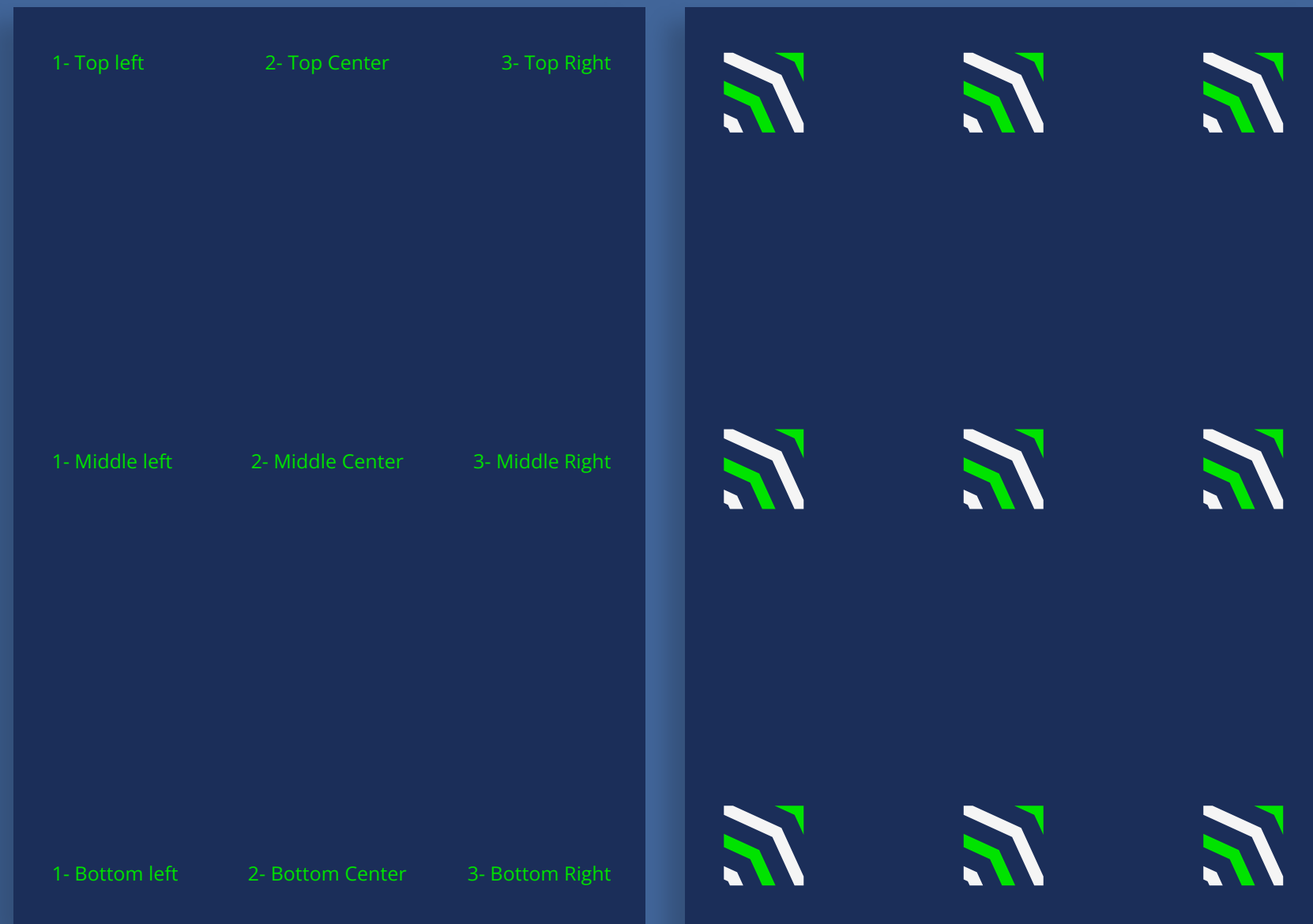
MINIMUM SIZE

When significantly reduced, the brand's logo will become illegible. These are the pixel size units we recommend staying with to preserve the quality of the logo.

PLACEMENT

1- Top left   2- Top Center   3- Top Right

1- Middle left   2- Middle Center   3- Middle Right

1- Bottom left   2- Bottom Center   3- Bottom Right

LOGO USAGE ON
BACKGROUND

MONO COLOR

LOGO
VARIATIONS

01. Primary Logo
     Without Tagline

02. Secondary Logo

03. Symbolic Mark

BORN 2 GROW
C A N N A B I S

04. Word Mark
     With Tagline

BORN 2 GROW

05. Word Mark
     Without Tagline

INCORRECT USAGE

1. Use only the approved colors.

2. Do not stretch, squeeze or distort logo.

3. Do not space out the logo elements.

4. Do not change the opacity.

5. Do not add the drop shadows.

6. Do not add a stroke.

7. Do not add any element in the logo space.

8. Do not change the logomark or wordmark.

9. Do not rotate, reflect or shear logo.

03

BRAND
COLORS

In color theory, a color scheme is the choice of colors used in various artistic and design contexts. Color schemes are used to create style and appeal.

PRIMARY
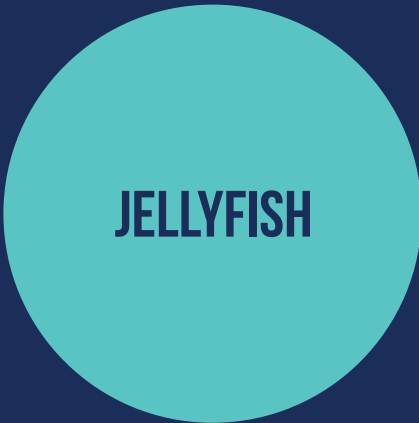# COLORS

CLOUD BURST

HEX
#1B2E59

RGB
27 46 89

CMYK
100 89 37 30

VIBRANT GREEN

HEX
#00E300

RGB
0 227 0

CMYK
69 0 100 0

JELLYFISH

HEX
#5AC4C4

RGB
96 196 96

CMYK
60 0 27 0

WHITE SMOKE

HEX
#F5F5F5

RGB
245 245 245

CMYK
3 2 2 0

COLOR USAGE

PRIMARY COLOR
(If using as background)

PRIMARY COLOR
(If using as background)

04
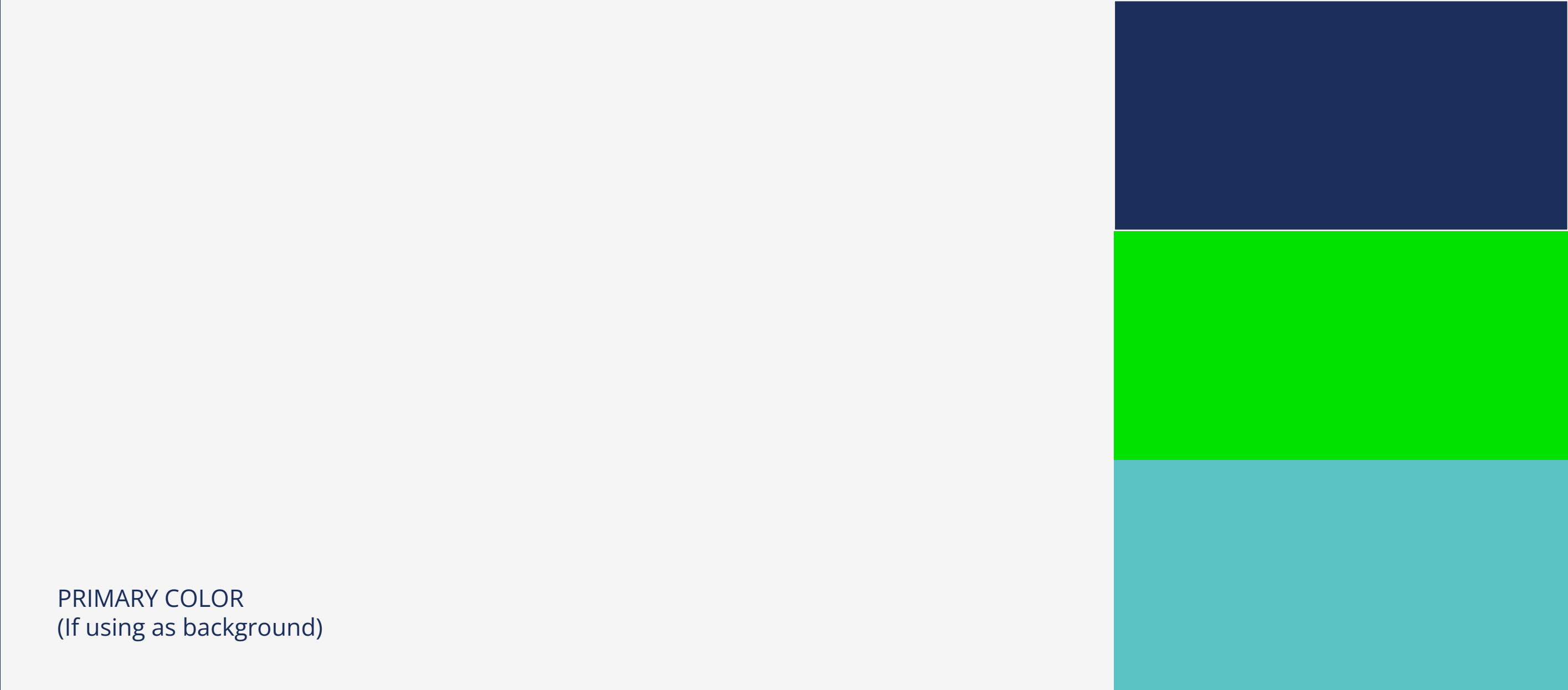
TYPO-
GRAPHY

The arrangement of type involves selecting typefaces, point sizes, line lengths, line–spacing, and letter–spacing, as well as adjusting the space between pairs of letters.

TYPEFACE

Our main typeface is
"Bebas Neue" & **"DM Sans"**.

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

DM SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TITLE

Our titles should always
be in **"Bebas Neue Bold"**.

" # AUTHENTICITY IN ACTION: BORN 2 GROW
WHERE TRUST MEETS TRANSPARENCY "

Discover our commitment to authenticity, transparency, and
trustworthiness. Born 2 Grow means it when we say we're your
dependable B2B partner.

TAGLINE

Our tagline should always be in **"DM Sans Bold"** while using it as a headline.

"
AUTHENTICITY IN ACTION: BORN 2 GROW
WHERE TRUST MEETS TRANSPARENCY„

BORN 2 GROW: WHERE COMMITMENT MEETS CANNABIS

Discover our commitment to authenticity, transparency, and trustworthiness. Born 2 Grow means it when we say we're your dependable B2B partner.

HIERARCHY

SIZE & WEIGHT
Headline and subheadline point size is 2:1 (eg: 30 pt size headline, 15 pt size subheadline).

LEADING
Leading refers to space between type. Small type sizes use auto leading.

Medium type sizes add 3 points of leading on top of the type size (eg: 30 pt size. 23 leading).

Large type uses add 20 points of leading to the size of the type (eg: 120 pt size. 140 leading).

TRACKING
Tracking refers to space between letters. Tracking is 25 (maximum).

JUSTIFICATION
Type should always be set to flush left or centered.

Header | Title
BEBAS NEUE BOLD

Tagline | Highlight
DM SANS BOLD

Subheadline | CTA
DM SANS MEDIUM

Body | Description
DM SANS REGULAR

LOREM IPSUM DOLOR

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen.
It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.
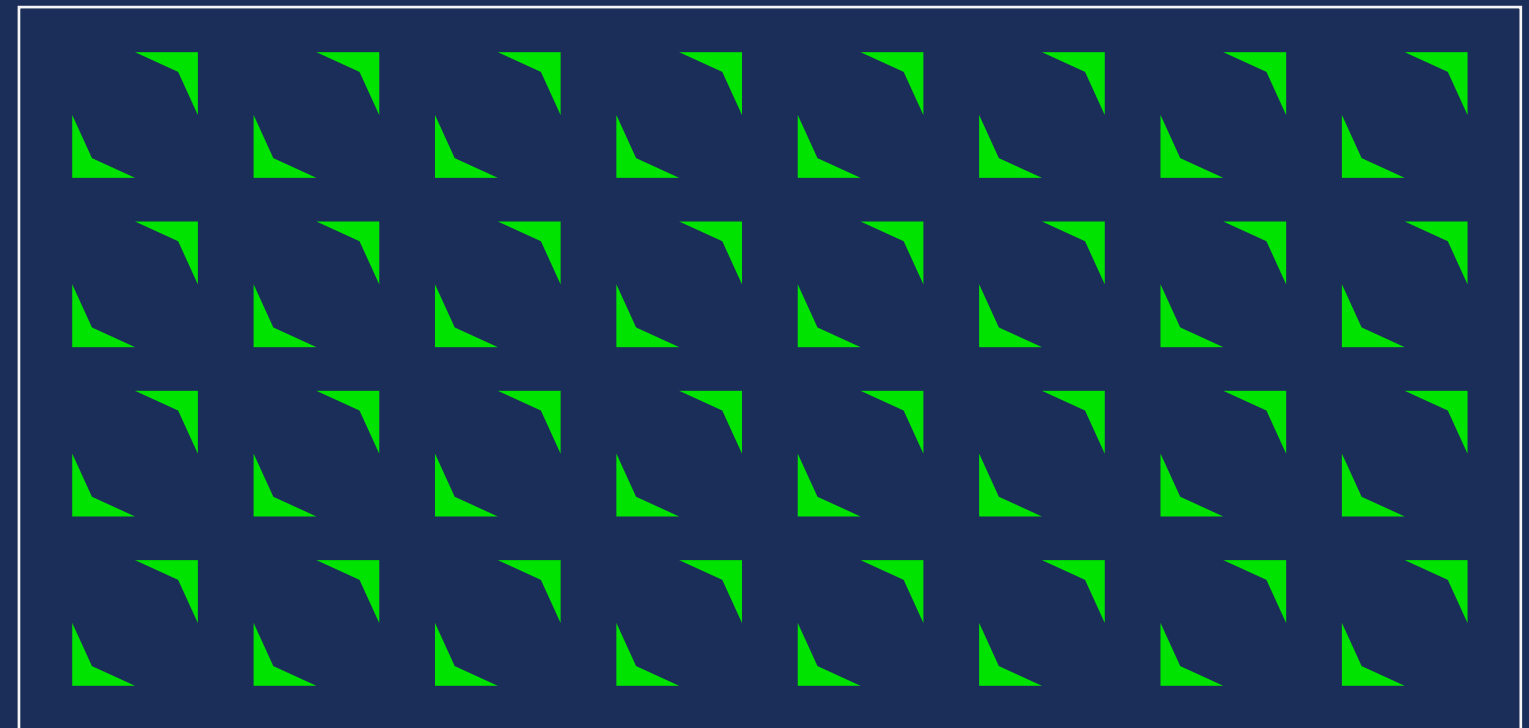
05

PATTERNS &
ELEMENTS

Patterns are simply a repetition of more than one design element working in concert with each other. Elements are part of a design style that will be utilized in designing brand assets.
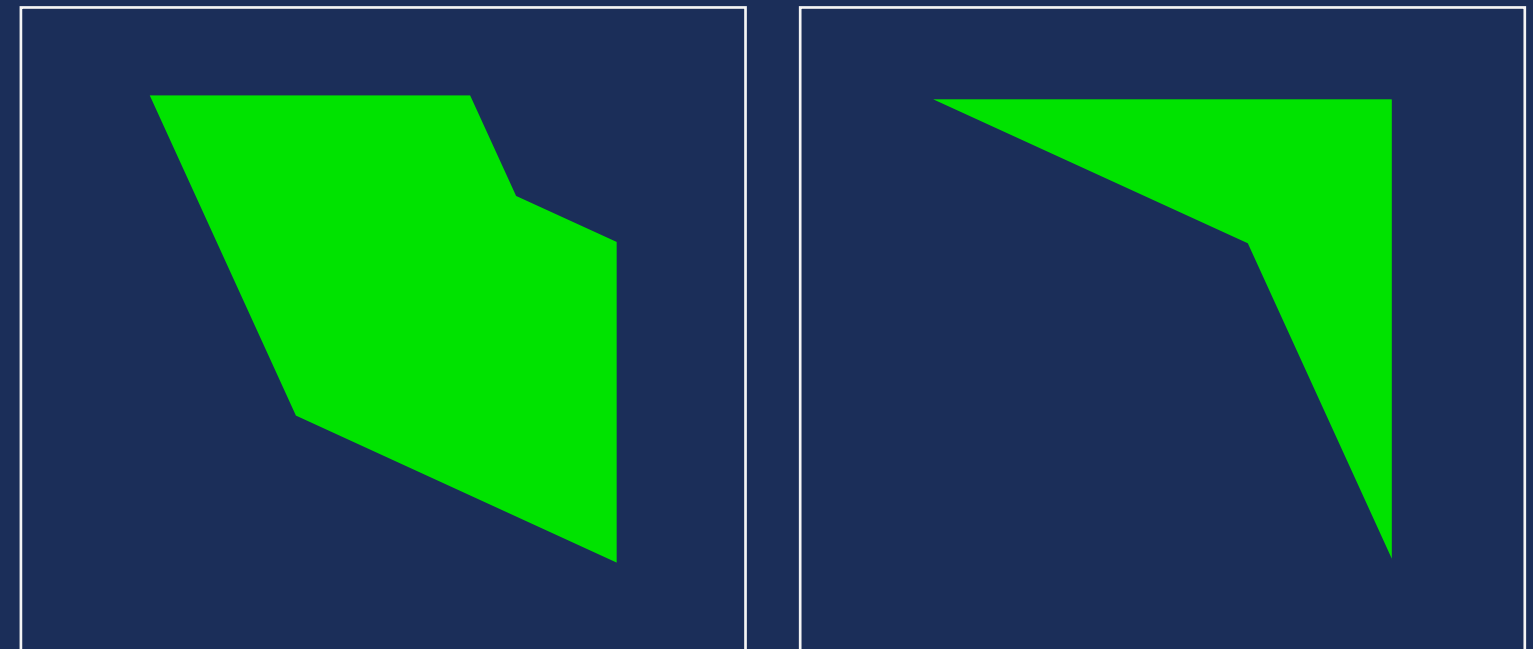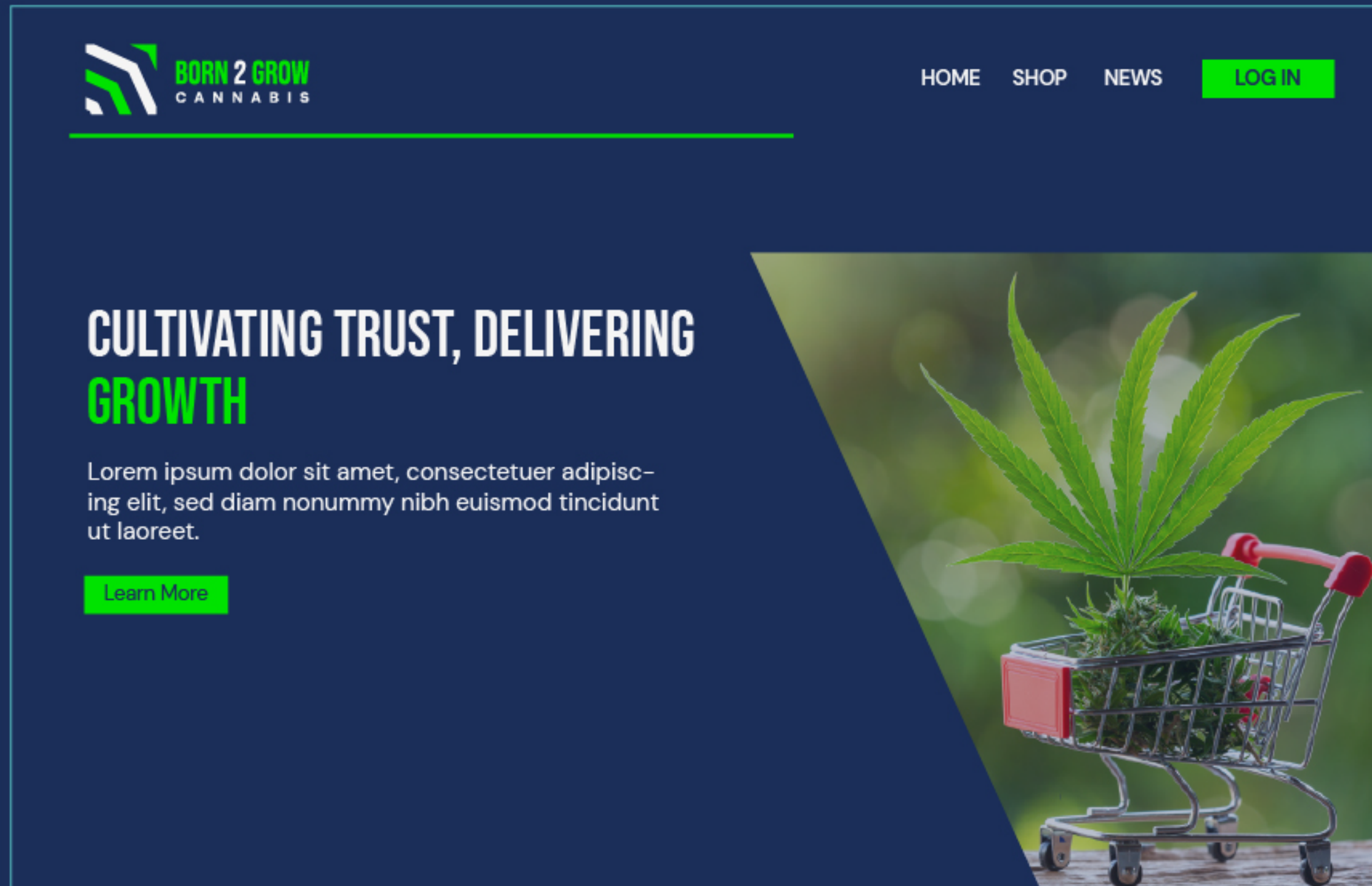
PATTERNS

BORN 2 GROW

ELEMENTS

BORN 2 GROW

CANNABIS