

Brand Identity Guide

October 10th, 2019



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Our brand identity is the visual expression of our brand to the world.

The content, style, and tone of our communications all evoke emotions and create connections with our audience. In this section are guidelines for using the visual components of the Limegrove brand system.

Refer to this guide to find the elements needed to create engaging and cohesive communications for our brand.

Basic elements

Section 1.0

Basic elements

The Limegrove logo is the most visible representation of our brand. It is an expression of our personality and a distillation of all the experiences that make Limegrove unique.

Stacked and horizontal versions of the logo have been created designed to work in a variety of applications. Refer to section 2.0 for examples of which version of the logo to use in different scenarios.

Greyscale versions of the logo have also been created to be used in cases when colour printed is not available.

1.1 Our logo

Stacked version



Positive version



Negative version



Positive version with white symbol

Horizontal version



Positive version



Negative version



Positive version with white symbol

Section 1.0

Basic elements

One colour versions of the logo are available to use in cases where full colour reproduction is not available.

Our logo

One colour versions

Stacked version



One colour version - positive



One colour version - negative



Greyscale version

Horizontal version



One colour version - positive



One colour version - negative



Greyscale version

Section 1.0

Basic elements

In certain applications, the logo may be used without its cannabis descriptor. Such is the case, for example, of a shopping bag, where customers might want privacy regarding their purchases. Or, an apron worn by a staff member because it would be redundant to tell them what we sell, once they are inside one of our stores.

In other cases, certain applications will benefit from separating the logo from its descriptor to allow greater visibility. Such is the case of retail signage or our website (which will likely be viewed on small, mobile device.)

Note: Over time, as the Limegrove brand grows to become more recognized, the use of this version of the logo may become more prevalent, until it becomes the preferred version to use.

Our logo No descriptor versions

Stacked version

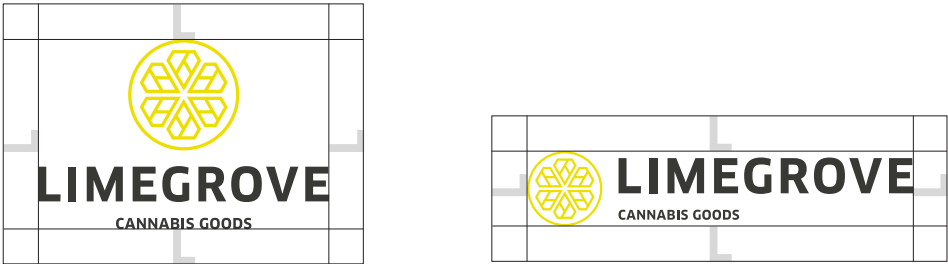


Horizontal version



Section 1.0
Basic elements

Our logo
Clear space and minimum size



To ensure maximum visibility and legibility of the logo, minimum clear space is determined by the height of an 'L'.



The minimum reproduction size for the logo in print is 0.5 in wide for the stacked version and 0.75 in for the horizontal one. The minimum width on-screen is 60 px.

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Basic elements

Our brand colours are green and grey. Two more shades of green, plus blue and white compliment the palette but should be used sparingly. Tints of all colours may be used.

The following pages and application examples show how they are used.

Color Specifications:

Since individual printers and computer screens show colours differently, the colour swatches on this page should not be used for colour-matching purposes. Always use the values provided here.

Also note that the colours specified may not be modified or substituted.

1.2 Brand colours

Brand colours

Limegrove Green
396C

CMYK: 17 0 100 0
RGB: 224 223 0
HEX#: e0df00

Limegrove Grey
447C

CMYK: 69 60 64 54
RGB: 55 58 54
HEX#: 373a36

Secondary colours

Medium Green
583C

CMYK: 33 13 100 0
RGB: 184 190 20
HEX#: b8be14

Dark Green
581C

CMYK: 86 60 49 32
RGB: 41 76 89
HEX#: 645d21

Blue
2216C

CMYK: 86 60 49 32
RGB: 41 76 89
HEX#: 294c59

White

CMYK: 0 0 0 0
RGB: 0 0 0
HEX#: ffffff

Section 1.0

Basic elements

Brix Sans is our brand typeface. It offers a wide range of weights. Combine them to establish a clear hierarchy of information.

Refer to Section 2 of this guide for application examples.

Brix Sans can be purchased here: www.myfonts.com. It is also available as a webfont provided specifically for digital use.

Office use:

Brix Sans is not commonly available on desktop computers. For daily correspondence and electronically distributed communications, use Arial as a substitute. It comes with the Microsoft Office suite of applications, which includes PowerPoint and Word.

1.3 Typography

**Brix Sans is our
brand typeface.**

BRIX SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()+=<>?;"/

BRIX SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()+=<>?;"/

BRIX SANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()+=<>?;"/

BRIX SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()+=<>?;"/

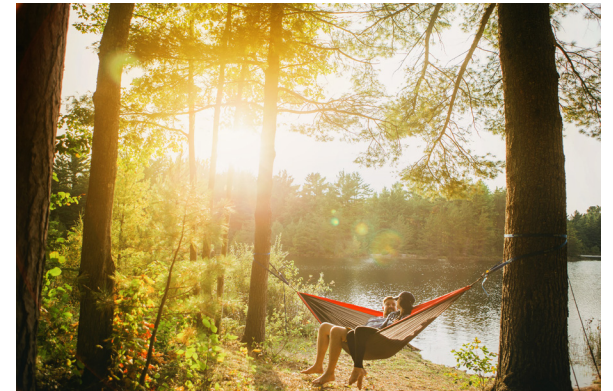
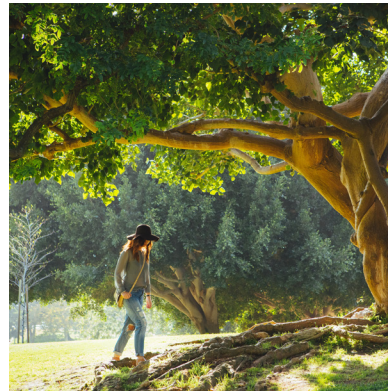
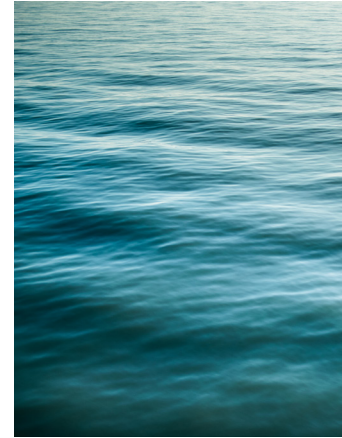
Section 1.0

Basic elements

Photography is a powerful medium that can help tell the Limegrove story. As our name suggests, nature plays an important role in our imagery. Choose images that help convey a sense of tranquility and well-being.

When images show people, they should capture intimate, candid moments that don't look staged.

1.4 Photography



Section 1.0

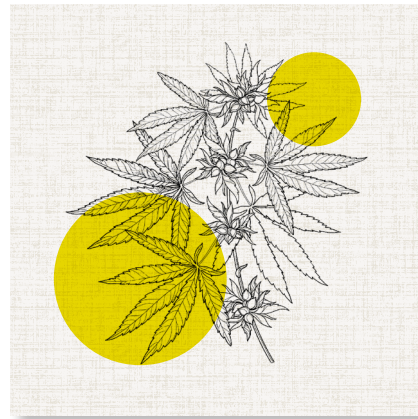
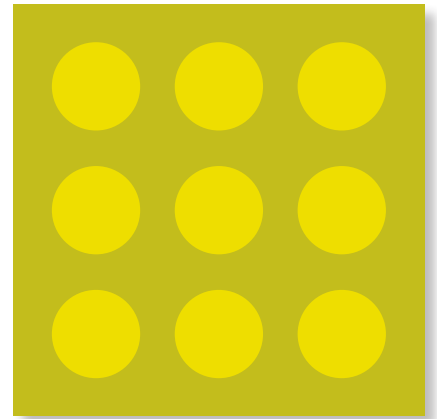
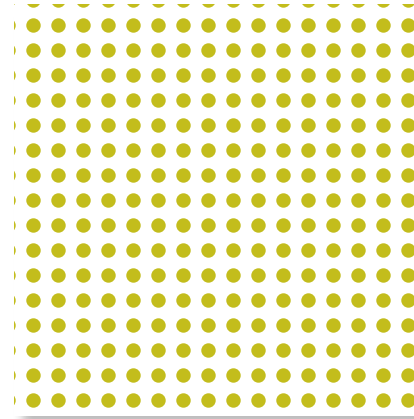
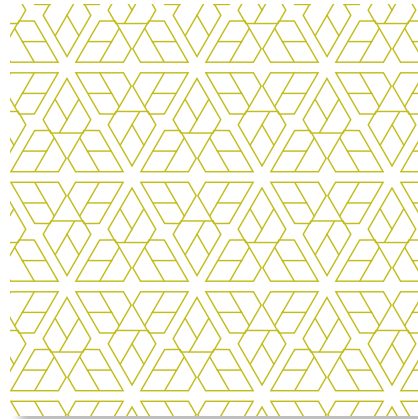
Basic elements

Limegrove uses timeless geometric shapes and patterns which can add interest to an application.

A subtle linen texture can also be added to certain backgrounds to add a hand-made quality to marketing materials.

Electronic files of these elements can be found in the Assets folder.

1.5 Secondary graphics



Brand application examples

The following section shows how to best apply the brand identity across a range of touch points in a cohesive manner.

In each example, note how the logo, typography, color, photography and graphic expressions work together to best represent everything Limegrove stands for.

Section 2.0

Brand application examples

Business card

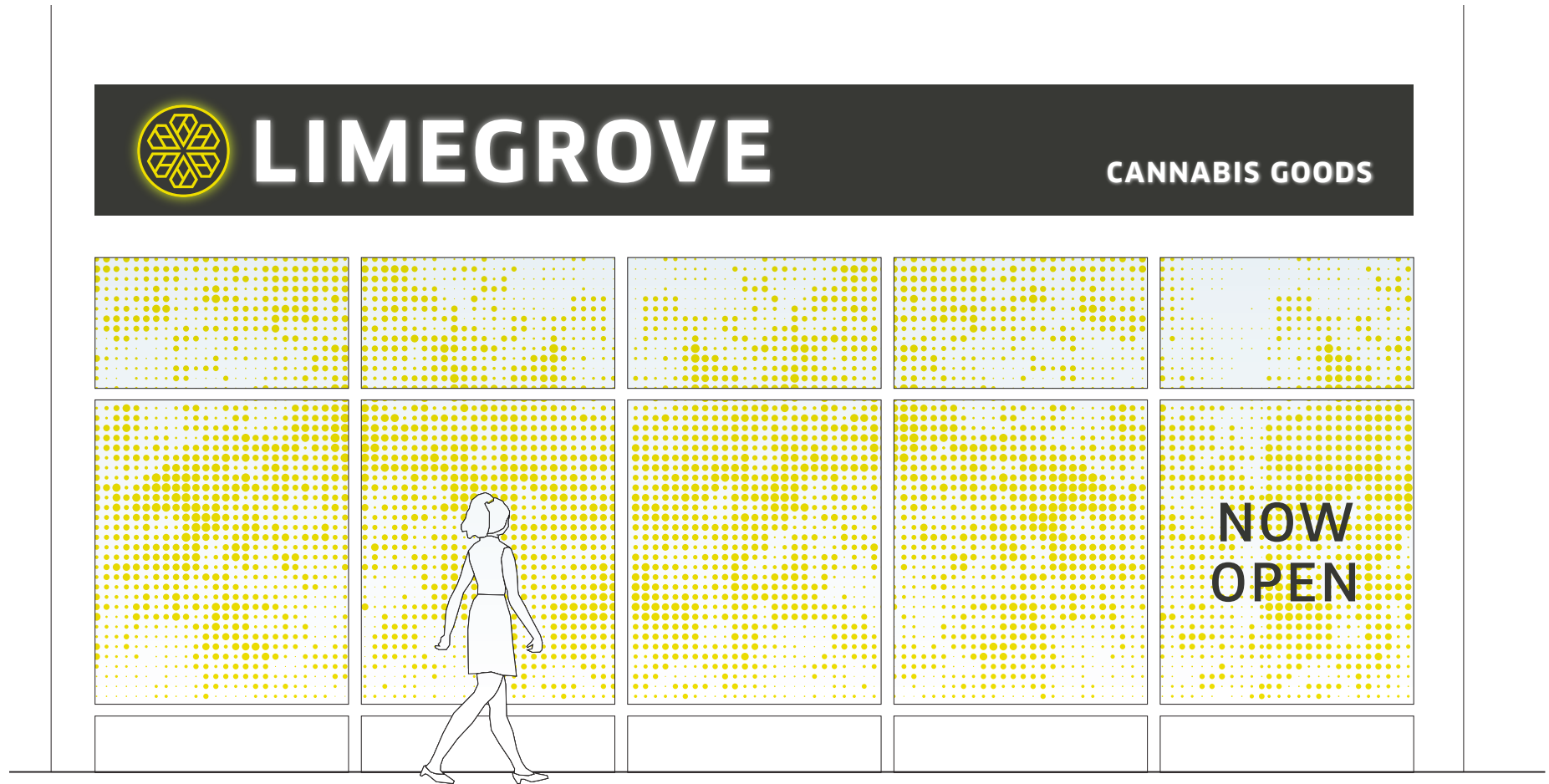


Paper informs our customers about the quality of our brand. When printing any stationery items, use ultra white uncoated stocks such as Cougar.

Section 2.0

Brand application examples

Store Front



The example above shows the exterior signage scheme of our stores. A custom version of the logo has been created to better occupy the space commonly allocated to the primary sign. To conform with government regulations, all windows and doors are to be covered with the dot texture shown above. An electronic file of this element can be found in the Assets folder.

Catherine



Section 2.0

Brand application examples

Shopping bag



Temporary, fast turn around option



Preferred design

Our shopping bags use the Limegrove logo without its descriptor. Not everyone might want to advertise that they consume cannabis.

