

Eden Herbalist

Brand Style Guide

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Section I BRAND IDENTITY

Our Values and Voice

Eden Herbalist is a health-conscious initiative to spread the health benefits of cannabis to the city of Austin. We aim to make the road to healing easier for those looking for a more natural method of healthcare.



At Eden Herbalist, we strive to create a safe place for those who have never ventured into the world of cannabis, be it for religious or personal reasons. We want to create an experience of professionalism--to accomplish this, all of our budtenders are trained and knowledgeable about the workings of the endocannabinoid system as well as the different aspects of various types of cannabis. Our customers trust us to be able to assist them and direct them to the best product for them. Although they will not have to deal with insurance, appointments, and pill-pushing, we aim for an environment of clean and natural healing for all of our customers, no matter what they are dealing with.



Section 2 LOGOS



The illustrative logo (top left) depicts a heart-shaped potion bottle with a cannabis leaf in the bottom and another coming out the top. The logo is meant to evoke thoughts of natural healing. Soft colors are used to give a sense of comfort as well as to the feminine aspect of Mother Nature or Gaia. Do not change the colors of any of the logos. Do not change the shape of any component of the logo and do not separate them.

There is a leaf motif (bottom left) as well as a repeated chain (bottom right) and a repeated grid pattern (top right) that may be used decoratively. The single leaf motif should only be used in the color Leaf, and the patterns should be in an alternation of Leaf and Pink Velvet and should not be changed.



Eden Herbalist

The text logo is comprised of a combination of fonts. The capital "E" in "Eden" is Angel Maleficent, and the rest of the word is lowercase Happy February. The word "Herbalist" is LovingAmbros. The "H" is altered to match the height of the "E." The Logo can be used either horizontally (above) or stacked (below).

Eden Herbalist



Clearance allows the logo to have adequate breathing space amongst other elements. The lowercase "e" in "Herbalist" is used to measure the minimum amount of space that is required as a margin around the logo.



Eden Herbalist

Eden Herbalist

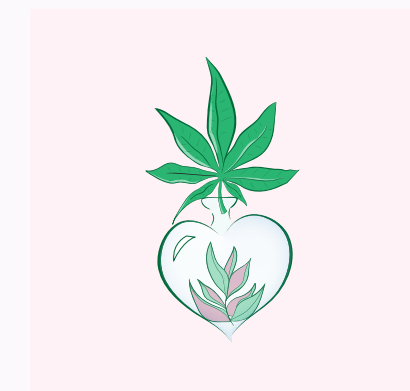


The smallest size the text or illustrative logo should be is 50 pixels high. The capital "E" with the leaf inside can be used as a favicon at 16 px high.



Logos

The text logo as well as the illustrative logo may be used on white freely, and black sparingly. Do not use the color logo on a gray background that is more than a 10% tint of black. Do not use the logo on bold, bright or harsh colors.



Do not use colors from the color palette as a background unless they are no more than a 15% tint.

The black and white text logos may be used on white, but never black. Unlike the color logo, the black and white logo may be used on a gray that is up to a 50% tint of black. The black and white illustrative logo may be used anywhere.



Section 3 COLORS

The Eden Herbalist color palette consists of natural, cozy colors meant to evoke thoughts of healing, botanicals, and a warm heart.

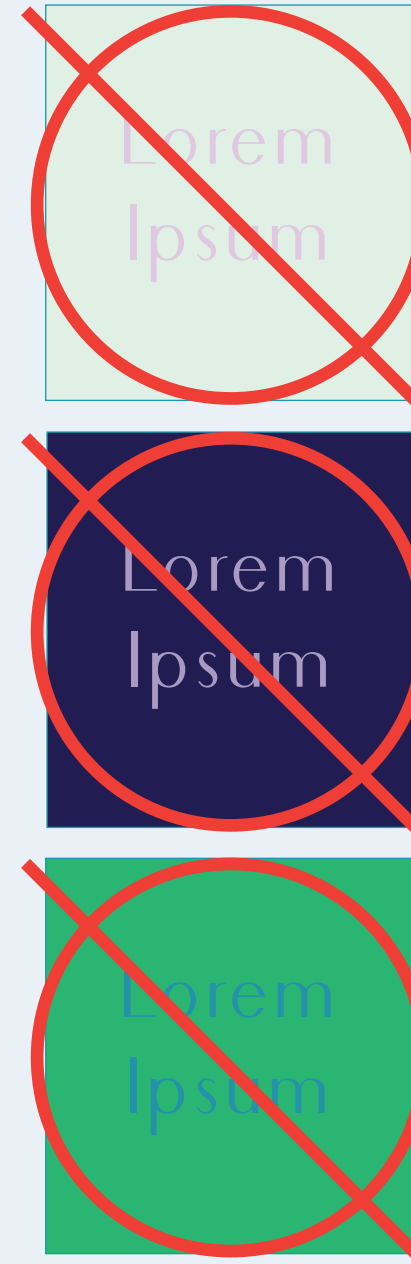
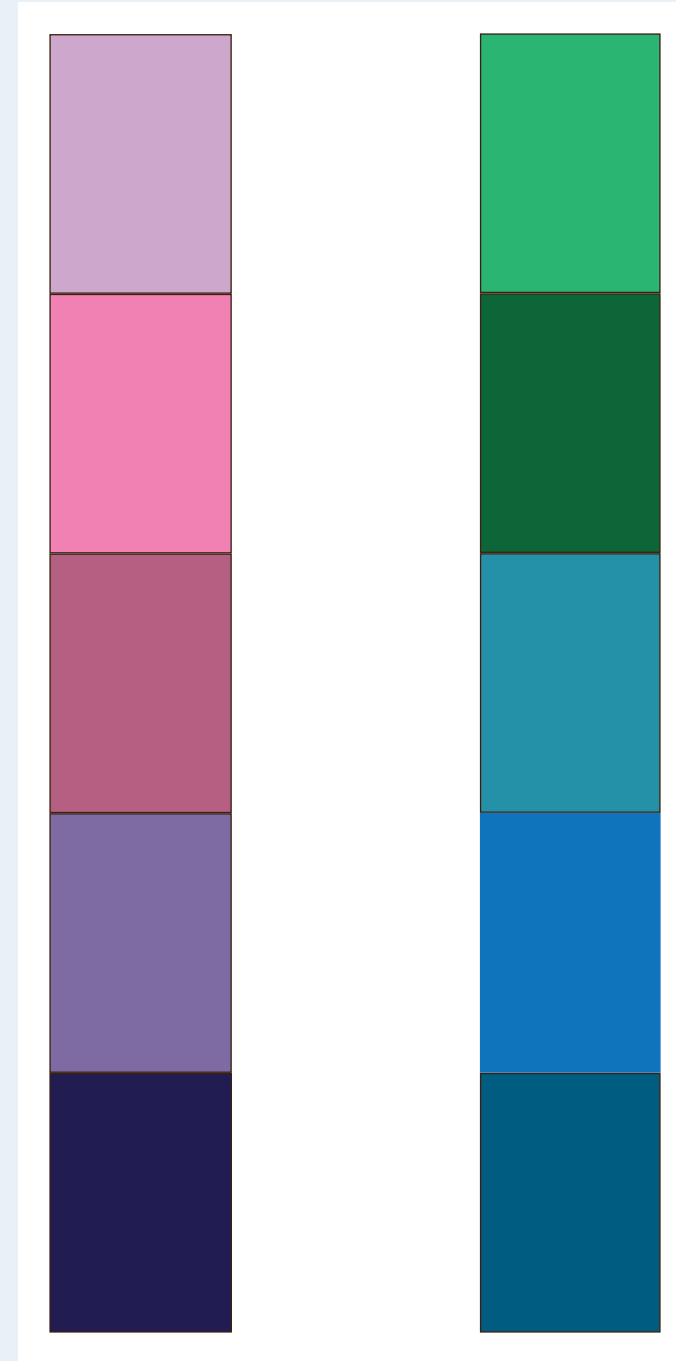


	<p>Pink Diamonds RGB: 206, 167, 206 CMYK: 17, 37, 0, 0 #CDA7CE</p>		<p>Leaf RGB: 43, 182, 115 CMYK: 75, 0, 75, 0 #2AB573</p>
	<p>Pink Kush RGB: 242, 129, 179 CMYK: 0, 63, 0, 0 #F181B3</p>		<p>Bud RGB: 0, 104, 56 CMYK: 90, 30, 95, 30 #006738</p>
	<p>Pink Velvet RGB: 181, 95, 131 CMYK: 31, 75, 30, 0 #B45F82</p>		<p>Blue Haze RGB: 28, 145, 170 CMYK: 80, 28, 27, 1 #1C91A9</p>
	<p>Purple Haze RGB: 127, 107, 164 CMYK: 57, 64, 9, 0 #7E69A2</p>		<p>Blueberry Yum Yum RGB: 27, 117, 188 CMYK: 85, 50, 0, 0 #1B75BB</p>
	<p>Purple Kush RGB: 34, 29, 83 CMYK: 100, 100, 34, 33 #1E1853</p>		<p>Ocean Grown RGB: 0, 94, 130 CMYK: 100, 21, 9, 45 #005D81</p>



Colors

The colors in the color palette may be used freely. Tints of any percentage may be made and used of any color in the color palette. Tints are preferable for backgrounds. Full hue colors should be used more carefully and sensibly. Do not change the colors in the text logo or the illustrative logo. The leaf motif should only be used in the color Leaf and the repeated leaf chain should only be used in Leaf and Pink Velvet



Color Palette Donts

Do not use similar tints on each other. Do not use a color on a background of a similar color. Do not use full hues on top of each other. Do not change the color of the leaf chain or leaf motif.



Color Palette Dos

Use contrasting colors for best visibility. Dark colors can be used on tints and tints work best on darker colors. A dark hue can be used on more saturated tints.



Section 4 TYPOGRAPHY



Happy February is used in the logo and should be used sparingly as a display font.

Happy February:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Eden Herbalist uses three different font families for different settings. The fonts listed may be customized in any way, unless being used for the company name in a design. As a wordmark, "Eden Herbalist" should always be treated as it is in the logo (see page 5).

Example:

Eden Herbalist

LovingAngelo is a font that is only to be used for headers and other areas where it is needed to separate things or to call to attention. This font should be used sparingly because it does not contain punctuation marks. Do not use LovingAngelo for body copy.

LovingAngelo
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lotus Eden is to be used any time the other two fonts are not applicable. This font can be used for anything except the logo. Only the four font styles listed should be used for this font: Medium, Light, Bold, and Ultrabold.

Lotus Eden Medium
LIGHT
BOLD
ULTRABOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

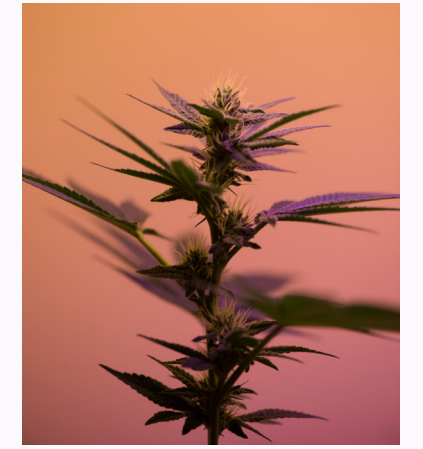
Section 5 IMAGERY

Use of Photography



Photography should follow the theme of holistic healing, safety and security, and the heart of Mother Nature. Botanicals and soft colors are always a good direction. Do not use images of dark or unpleasant things or settings. We aim to keep away from the idea that cannabis is only for "burnots" and "degenerates." The images used should relay to customers that this is a safe place of healing for everyone. Use best judgement in using images to convey Eden Herbalist as a company and as a brand.

The next page shows examples of the kind of imagery that should be used.



Section 6 PRINT

Stationery



2602 Red Leaf Lane
Austin, TX, 78745

(512) 707-9116

EdenHerbalist.com
info@edenherbalist.com

Dear Mr. Garcia,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Aliquet nec ullamcorper sit amet risus nullam eget. Nisl nisi scelerisque eu ultrices vitae auctor. Mi bibendum neque egestas congue quisque egestas. Amet venenatis urna cursus eget nunc scelerisque viverra mauris in. Nunc mattis enim ut tellus elementum. Nec ultrices dui sapien eget mi proin. Vestibulum rhoncus est pellentesque elit ullamcorper dignissim cras tincidunt lobortis. Dis parturient montes nascetur ridiculus mus mauris vitae ultricies. Quam nulla porttitor massa id neque aliquam vestibulum morbi. Odio pellentesque diam volutpat commodo sed. Justo nec ultrices dui sapien eget mi proin sed libero.

Feugiat vivamus at augue eget. Suspendisse potenti nullam ac tortor vitae. Mi sit amet mauris commodo. Felis imperdiet proin fermentum leo vel orci porta non. Rhoncus dolor purus non enim. Risus quis varius quam quisque id diam vel quam. Vel fringilla est ullamcorper eget. Pharetra magna ac placerat vestibulum lectus mauris ultrices. Consequat nisl vel pretium lectus quam id leo in. Non arcu risus quis varius quam quisque id diam vel. Ornare massa eget egestas purus viverra accumsan in.

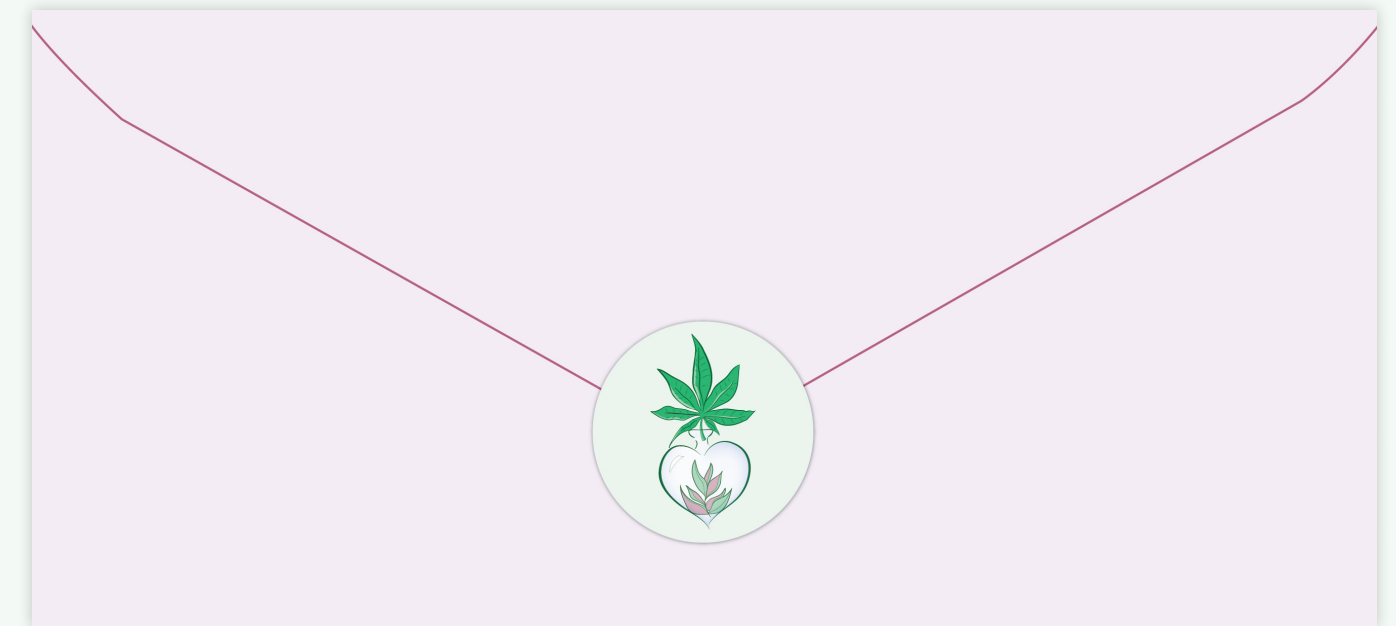
Cursus sit amet dictum sit amet. Ipsum suspendisse ultrices gravida dictum fusce ut placerat orci nulla. Bibendum neque egestas congue quisque egestas. Lobortis mattis aliquam faucibus purus. Nisi scelerisque eu ultrices vitae auctor eu augue. Ipsum consequat nisl vel pretium. Viverra maecenas accumsan lacus vel facilisis volutpat est. Consectetur a erat nam at lectus urna dui convallis. Consectetur a erat nam at lectus urna dui convallis convallis. Auctor urna nunc id cursus metus aliquam eleifend mi in. In egestas erat imperdiet sed euismod nisi. Nibh tortor id aliquet lectus proin nibh nisl.

Sincerely,

Laura James
Owner
Eden Herbalist

2602 RED LEAF LANE
AUSTIN, TX, 78745

JERRY GARCIA
710 ASHBURY ST
SAN FRANCISCO, CA, 94117



Section 7 TOUCHPOINTS





Contact Information

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