Brand identity Style guides

Design	Logo & Brand Identity Guidelines
Company	Canadian Cannabis Consulting Group
Date	22/02/2022

LOGO

Logomark

Primary Logomark

Logo Usage

CANADIAN CANNABIS
CONSULTING GROUP

CANADIAN CANNABIS
CONSULTING GROUP

LOGO USAGE

TYPOGRAPHY

Logo Typefaces

Family

LOGO TYPEFACES

Aa

Proxima Soft Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0

Aa

Proxima Soft Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0

COLOR GUIDE

Brand Colors

Color Combinations

BRAND COLORS

Our colors define our brand. They are boho, tropical beaches, nature friendly and represent our values.
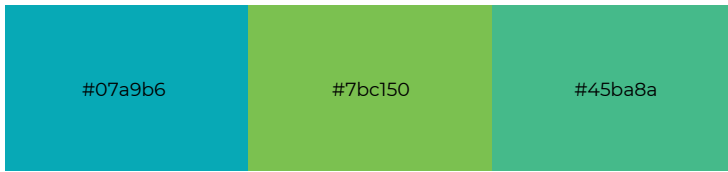
Also, references for CMYK, RGB, names and codes for uniformity on different media are included.

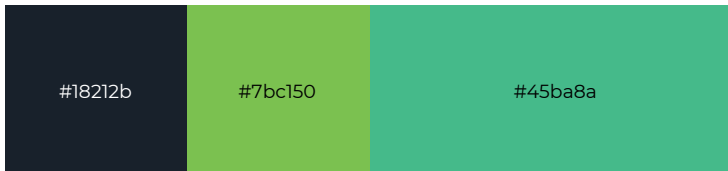| #07a9b6	#7bc150	#45ba8a	#18212b
RGB	RGB	RGB	RGB
3/66/71	48/76/31	27/73/54	9/13/17
CMYK	CMYK	CMYK	CMYK
96/7/0/29	36/0/59/24	63/0/26/27	44/23/0/83

COLOR COMBINATIONS

Despite the fact that our brand has 4 main colors, without black and white, we cannot use them all together. To avoid a color mess, we will use three or two primary colors, as indicated below, as well as black and white.

Triple colors combinations

| #07a9b6 | #7bc150 | #45ba8a |

In these combinations, we can use colors in equal quantities as indicated above and also less or more as indicated below, this will not affect the quality of the design.

| #18212b | #7bc150 | #45ba8a |

Double colors combinations