

enjoy/brands

BRANDGUIDELINES

DESIGNED BY ROOLAND | 2019

OUR PROUD & HAPPY LOGO

The EnjoyBrands brand mark is identifiable by the friendly smile seen just below the 'J' which becomes a nose. It's a logo with a smile, designed to bring joy to those who behold it.

The logo can be displayed over a number of colours within the brand's colour range. If the background colour is light, the smile and text 'brands' should remain orange. There are two variations for when the background becomes dark, as shown in the example on the right.

The logos shown to the right are the correct main logos that should be applied across primary brand collateral and web material that promote EnjoyBrands. Consistent use of the EnjoyBrands logo will reinforce the brand identity.

The logo consists of the word 'enjoy' in a dark grey sans-serif font, followed by a stylized orange smile that forms the letter 'y' and a nose. To the right of the smile is the word 'brands' in an orange sans-serif font.The logo is displayed on a solid dark blue background. The word 'enjoy' is in white, the smile is orange, and the word 'brands' is in orange.The logo is displayed on a solid dark grey background. The word 'enjoy' is in white, the smile is white, and the word 'brands' is in white.

IF OUR BRAND
WAS AN ICON
IT WOULD BE
A SMILEY FACE



OUR SUB BRANDS

EnjoyOil and EnjoyDissolve are two sub brands that co-exist with our primary brand, EnjoyBrands.

EnjoyOil brandmark:

The EnjoyOil logo should only be used on products and content that contains the EnjoyOil cannabis oil and/or cartridges.

EnjoyDissolve brandmark:

The EnjoyDissolve logo should only be used on products and content that contains the EnjoyDissolve dissolvable powder.

enjoyoil

enjoydissolve

enjoyoil

enjoydissolve

enjoyoil

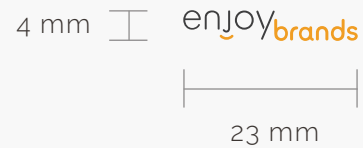
enjoydissolve

MEASUREMENTS

For the logo to maintain its readability, the logo should never shrink below the height of 4 mm and length of 23 mm.

At all times, the logo should be surrounded by a minimum of 10mm white space on all sides.

MINIMUM SIZE:



WHITE SPACE:



IT'S IMPORTANT TO KNOW THE DO'S & DONT'S OF OUR BRAND

Always use the EnjoyBrands logo and sub brand logos correctly to maintain the integrity of the brand and its professional look. Make sure the logo is always visible, clear to read and consistent.

Avoid changing the overall look of the logo by rotating, skewing or distorting it in any way.

- ✗ Don't skew, stretch or distort the logo.
- ✗ Don't add a drop shadow to the logo.
- ✗ Don't resize different elements of the logo.
- ✗ Don't change or add colours to the logo.
- ✗ Don't rearrange parts of the logo.
- ✗ Don't use background colours, patterns or images that will conflict with the readability of the logo.

OUR CLEAN, GEOMETRIC TYPEFACE ENSURES CLEAR READABILITY & UNDERSTANDING

Our fonts are to be used in conjunction with the EnjoyBrands logo and sub brands brand mark. They have been chosen for their clean, round lettering, known for their ease of readability and friendly personality.

All web fonts are available as web fonts at:
www.fonts.google.com

PRINT & WEB FONTS

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%&

Poppins Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$\$%&

WE COMMUNICATE OUR MESSAGE LOUD & CLEAR

When we communicate our message we want it to be loud and clear. That's why we use a bold uppercase sans serif with the underlying message highlighted in one of our primary colours.

ARE YOU READY TO
**EXPERIENCE THE
DIFFERENCE**

**WE ORGANIZE
TYPE IN A STACKED
FORMAT TO CREATE
A FUN & ENGAGING
BRAND EXPERIENCE**

**FROM FLOWER TO OIL
NOTHING CHANGES**

**DISSOLVABLE
POWDER
50 MG THC
FEEL IT FASTER
0 CALORIES 0 TASTE**

BRIGHT & BOLD COLORS CONVEY A CANNABIS BRAND DIFFERENT FROM THE REST

Our brand colors can be divided into three separate categories; the primary logo colors, the EnjoyDissolve color palette and the EnjoyOil color palette. Together they create the look and feel of EnjoyBrands.

Key:

C = Coated


M = Matte


U = Uncoated


	PANTONE Black C 90%	C 67 M 64 Y 67 K 70	R 42 G 39 B 35	WEB #00beb7
	PANTONE 2011 C 2011 M 7408 U	C 4 M 44 Y 98 K 0	R 240 G 156 B 35	WEB #f09c23


Primary Logo Colors:


Bright gold yellow and 90% black are the primary colors that are used across all three of our logos. When printing colors it is important to know what the paper finish will be as the pantone spot color will sometimes vary. For example the EnjoyBrands bright gold yellow has a different pantone number for printing on uncoated vs coated paper.


	PANTONE	C 41	R 163	WEB #a3ca3a
	375 C	M 2	G 202	
	375 M	Y 100	B 58	
	2291 U	K 0		

	PANTONE	C 55	R 147	WEB #9325b2
	2592 C	M 90	G 37	
	2592 M	Y 0	B 178	
	2592 U	K 0		

	PANTONE	C 0	R 253	WEB #fd4239
	Warm Red C	M 88	G 66	
	Warm Red M	Y 80	B 57	
	Warm Red U	K 0		

	PANTONE	C 87	R 0	WEB #00beb7
	3262 C	M 0	G 190	
	3262 M	Y 39	B 183	
	3262 U	K 0		

	PANTONE	C 4	R 240	WEB #f09c23
	2011 C	M 44	G 156	
	2011 M	Y 98	B 35	
	7408 M	K 0		

	PANTONE	C 98	R 28	WEB #1c29a7
	2736 C	M 93	G 41	
	2736 M	Y 0	B 167	
	2736 U	K 0		

EnjoyOil colour palette:

The green, purple and red colours shown above make up the **EnjoyOil** colour palette.

Each colour represents the type of cannabis plant that is being used in that product. For example red is commonly known for Sativa, purple for Indica or green for Hybrid.

EnjoyDissolve colour palette:

The deep blue, yellow and teal colours shown above make up the **EnjoyDissolve** colour palette.

Each colour represents the type of cannabinoids used in the EnjoyDissolve product line. For example the deep blue symbolizes the cannabinoid THC, the yellow symbolizes CBD and the teal is a combination of both.

WE USE MONOTONE GEOMETRIC PATTERNS TO CREATE A PLAYFUL BRAND EXPERIENCE

Monotone geometric patterns are used throughout the EnjoyBrands and sub brands to help distinguish between the different products and their uses. All patterns use the same repetitive diagonal rectangles to help reinforce brand identity and personality.

A border is used around the outside of text to highlight importance. For example, the three patterns shown on the right are all patterns and colours used across the EnjoyOil product line.



WE USE CLEAN,
SIMPLE LINE ICONS
TO REINFORCE
OUR HAPPY &
FRIENDLY BRAND





THANKYOU