



# STYLE GUIDE

**DATE:** JUNE 2018



The More About Marijuana style guide explains how to maintain a consistent and identifiable brand presence. Adhering to this guide also ensures that our brand is representative of the More About Marijuana philosophy and goals. Refer to this brand standards manual often to maintain consistent visuals and messaging such as allowable typefaces and styles, color palettes, image use, text and tone, and the feel of the brand.

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# BRAND MARK

**Logo should always appear in full color within digital and printed communication**

(e.g. emails signatures and electronically distributed documents) or web-based applications.

Print Color Profile: CMYK

Digital Color Profile: RGB



# SPACE/SIZE

## SPACE REQUIREMENTS

To ensure the integrity and visual impact of the logo, the appropriate “clear space” must be maintained on all sides. There should always be 1/2 the distance “x” between any part of the logo and any other page element or the edge of the page, where “x” is equal to the height of the well.

## SIZE REQUIREMENTS

The logo must be resized proportionally and as a group (logomark, divider rule and logotype); therefore, measurements for all elements in the logo are relative to each other.

The minimum size for the logo is 1 inch wide.



# REVERSE BRAND MARK

The reversed option should always be all white or black and preferably sit on top of a brand color. This applies to all printed and online materials. When possible, the reversed option is preferred over one color, grayscale and black options.

## EXAMPLE USE:

Promotional items such as a table cloth used at a trade show or a pen with the More About Marijuana logo printed on it. In the case of the table cloth, the logo would be printed in white on a blue tablecloth, preferably a blue tablecloth that is as close to the brand's blue. If the logo were printed on a white pen, the logo should match the brand's blue or green.



# INCORRECT USAGE

Proper brandmark usage is vital to maintaining the strength and integrity of the More About Marijuana brand. When designing materials, be judicious in combining the brandmark with other graphic elements. Improper use dilutes the brand value. The following are examples of how **NOT** to use the brandmark.

1. Do not alter colors.
2. Do not reproduce full color mark on color backgrounds.
3. Do not use special effects such as drop shadows.
4. Do not distort – always maintain proper ratio.
5. Do not reproduce as a tint or transparency.
6. Do not rotate mark to use vertically.
7. Do not configure the elements into a different logo.
8. Do not alter the proportions of the logo typography.



# USING PARTNER LOGOS

Partner Logos must be present in some capacity on all brand communications. There are two options for usage of partner logos:

1. General Public Materials: Any materials targeted to the general public about Marijuana should be sure to use the **Cannabis Control Commission's logo in addition to the More About Marijuana logo.**

2. Parent/Prevention Materials: Any materials developed for prevention efforts and/or targeted to parents should include the **Massachusetts Department of Public Health and Cannabis Control Commission's logo.**

## General Public Materials Examples



## Parent/Prevention Materials Examples





# COLOR PALETTE

Adhering to the following color reproduction guidelines will help in creating a consistent image and maintaining the impact of the visual identity.

Whenever possible, the logo should appear in full color.

The secondary color should be used sparingly and only within printed documents or website.

## Primary



HEX:  
# 1f4796

R: 31  
G: 71  
B: 150

C: 99  
M: 85  
Y: 6  
K: 0



HEX:  
# 307b80

R: 48  
G: 123  
B: 128

C: 81  
M: 36  
Y: 45  
K: 10

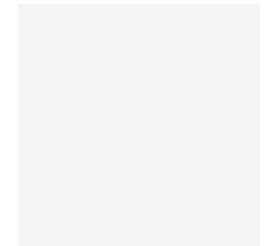


HEX:  
# 7caf42

R: 124  
G: 175  
B: 66

C: 58  
M: 12  
Y: 100  
K: 0

## Secondary



HEX:  
# d2d6ce

R: 209  
G: 211  
B: 212

C: 17  
M: 10  
Y: 17  
K: 0

# TYPOGRAPHY /FONTS

Preferred brand font for display copy is Gotham Bold.

**Subheadlines:** Gotham Bold

**Body Copy:** Gotham Book

All brand assets are available for download at

**<https://spaces.hightail.com/space/qcdlrHf98N>**

To purchase the font Gotham, go to **<https://www.typography.com/fonts/gotham/styles>**

## **Alternate Font Usage:**

For use in Word/PPT documents please use Calibri.

## **Gotham Bold** (Headline & Subheads)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## **Gotham Book** (Body Copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

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## **Calibri Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
0123456789

## **Calibri Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
0123456789

# USING PHOTOGRAPHY

The appropriate and approved photography style is natural, clean, crisp, honest, candid, comfortable and approachable. Images should reflect a natural background with warm lighting and fresh appeal.

The people in the images should be friendly, inviting and positive to give the feeling of optimism.

If new stock photos are purchased, select only royalty-free photos.

**Photos should only be used for print materials and must be a minimum of 300 dpi resolution.**

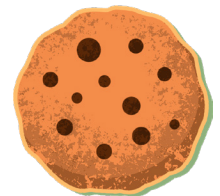


# USING ANIMATED ELEMENTS

A multitude of animated videos and gifs have been created to educate and illustrate the More about Marijuana brand in a visually welcoming and modern way. The illustrations have a unified style and to ensure consistency **no outside illustrations should be used.**

In both print and digital formats, illustrations can be used as individual elements or together to create a scene.

## Animated Elements





If you have questions about the More About Marijuana Brand,  
please contact Julia Gould at **[jgould@moreadvertising.com](mailto:jgould@moreadvertising.com)**  
or call **617-558-6850**.