

brand guidelines

May 2017



primary logo usage

The logo should never be changed. Position, size and color, along with the spatial and proportional relationships of the logo elements should not be altered.

The primary logo is 4-color with gradient logomark. The primary logo should be used on a white or light colored background to allow for contrast.

PRIMARY LOGO



MINIMUM SIZE = 1 INCH

secondary logo usage

When the primary logo cannot be used due to printing or layout color restraints, the following secondary logos may be used: 1-color, black or white.

1-color or black logos should be shown on a white or light colored background to provide contrast. White logo should be shown on a dark colored background.

1-COLOR LOGO



1-COLOR LOGO



1-COLOR LOGO



primary font raleway

This font should be used in all curaleaf brand materials to maintain a consistent visual identity. This includes website, promotional materials, advertising, digital assets and printed materials.

The font weights that should be used from this font include: Light, Regular, Medium and Bold.

An alternate font of Arial can be used for documents created with Microsoft Office programs.

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

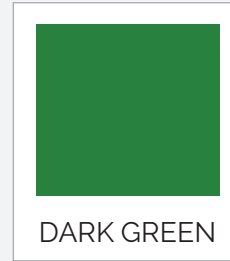
LIGHT
REGULAR
MEDIUM
BOLD

the color palette

The following palette has been selected for use in all brand materials. Colors should only be used at 100% tint.

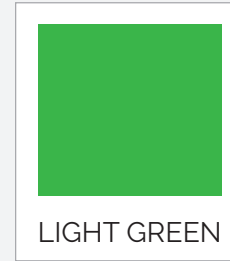
Primary colors should be prominent in brand materials with secondary colors used in moderation as accent colors.

PRIMARY COLORS



DARK GREEN

CMYK 82 | 26 | 100 | 13
RGB 49 | 129 | 62
WEB #31813F



LIGHT GREEN

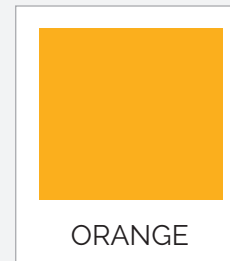
CMYK 75 | 0 | 100 | 0
RGB 57 | 181 | 74
WEB #39B54A



YELLOW

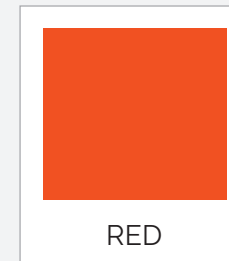
CMYK 3 | 3 | 96 | 0
RGB 252 | 230 | 18
WEB #FCE612

SECONDARY COLORS



ORANGE

CMYK 0 | 35 | 98 | 0
RGB 252 | 175 | 28
WEB #FCAF1C



RED

CMYK 0 | 83 | 100 | 0
RGB 240 | 83 | 35
WEB #F05323