brand
guidelines

GROEN
CANNABIS

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

GROEN
CANNABIS

Colour
used on white backgrounds

GROEN
CANNABIS

Colour
used on coloured backgrounds & images

GROEN
CANNABIS

White
used on coloured backgrounds & images

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.

B/W LOGO

primary font
Brandon Grotesque Bold

This font should be used in all Groen 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: Bold, Medium, Regular.

Brandon Grotuesque Bold

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u
v w x y z

1 2 3 4 5 6 7 8 9 0

the color
palette

The following palette has been selected for use in all brand materials.

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

#604b3b   #6bc048   #d6f599   #c0ddac   #c89933

logo
symbol

Logo symbol comes from a leaf design that can be used alone as a graphic element.

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