

brand guide.



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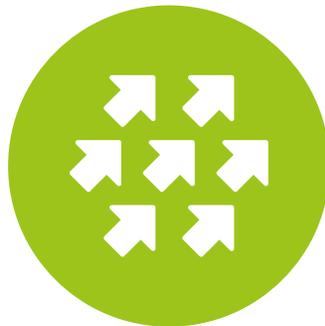
**our
culture,
mission,
vision &
values.**

our culture.



We are innovative, professional stewards of the local retail cannabis industry who succeed because we build authentic and trustworthy relationships through education and needs-based sales to foster connections and empower communities.

our mission.



To contribute positively to the communities we serve by providing a share-worthy cannabis experience that's inclusive and appealing to anyone seeking the right-fit education, products or neighbour.

our vision.



A brand recognized for our professional polish, catering to a continually growing customer base whose loyalty stems from an appreciation of our branded products and exceptional customer and community service.

our values.



CONVENIENT

We believe in bringing a safe, professionally run business to the communities where everyday consumers can enjoy the same conveniences they do when buying groceries or alcohol.



COMFORTABLE

Friendly staff, naturally inviting layouts and pleasant aromas will define the store space. It is non-intimidating and service-focused; appealing to all the senses.



CLEAN

Never cluttered or tacky, the store, its brand representation and its employees will be the epitome of professionalism, polish and cleanliness.

our values.



COMMUNITY-FOCUSED

A belief that is the responsibility of every member of a community to add value; ensuring they contribute positively in a way that is in direct response to an identified need or challenge.



SMART

Educated staff, user-friendly shopping experiences and a well-rounded, curated product selection that reflects a keen understanding of the market and how it stays in tune with evolving customer needs.



INNOVATIVE

Offering the latest and greatest in both products and equipment sold, via savvy shopping and digital user experiences that remain engaging and appropriate.

our values.



GROWTH-FOCUSED

Be it the effect we have on our community or the nature of our business in general, we are committed to growth that is natural and beneficial to all we touch.

our logo.

our logo.

The NewLeaf Cannabis logo is comprised of a leaf and rounded, friendly typography. Our icon, a leaf is a distinctive symbol of our company. We have established a strong set of values listed in the previous section, and our logo is representative of all these values.



LOGO VERSIONS

Hero logo



Stacked logo



White & green



Stacked white & green



White



Stacked white



Black



Stacked black



minimum size.

As our most recognisable visual asset we want our logo to feature prominently on all applications without dominating the page. Oversizing of our logo shows a lack of confidence and can weaken the message we are trying to communicate, so getting the proportion and size correct is an important part of every NewLeaf communication.

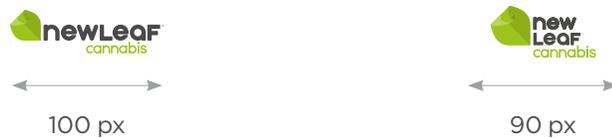
PRINT

For print, the minimum size of our horizontal wordmark logo is 35 mm. For our stacked version of our logo, the minimum size is 25 mm.



DIGITAL

In situations where available space is limited – on digital media that can be viewed on a small smart-phone screen for example – the absolute minimum width is 100 pixels.



KERNING



our icon.

If the wordmark is the longform, the leaf icon is considered the shorthand. It is preferred to use the complete logo if possible, however the icon may be used in brand materials as a supporting element to represent the brand.

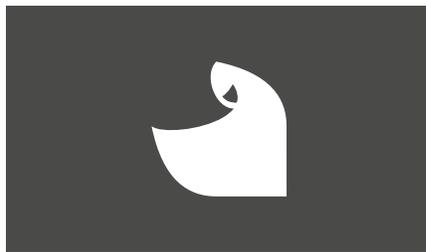


ICON VERSIONS

Full colour



White



Black



MINIMUM SIZE

Our leaf in isolation should not be used smaller than 10mm to maintain the structure of our curl.



15 mm

brand palette.

our colours.

CMYK

CMYK refers to the four inks used in some colour printing: cyan, magenta, yellow, and black. Although it varies by print house, press operator, press manufacturer, and press run, ink is typically applied in the order of the abbreviation. This colour system should be used in printing when pantones are not available.

RGB

The RGB colour model is an additive colour model in which red, green and blue light are added together in various ways to reproduce a broad array of colors. The main purpose of the RGB colour model is for the sensing, representation and display of images in electronic systems, such as televisions and computers.

HEX

A hex triplet is a six-digit, three-byte hexadecimal number used in HTML, CSS, SVG, and other computing applications to represent colours. This colour system is ideal for various web applications.

PANTONE

Pantone is a standardized colour matching system, utilizing the Pantone numbering system for identifying colours. By standardizing the colours, different manufacturers in different locations can all reference a Pantone numbered colour, making sure colours match without direct contact with one another. This is the baseline set of colours for the brand.

primary colours palette.



NEWLEAF
GREEN

pms:
375 c

cmyk:
47, 0, 100, 0

rgb:
150, 215, 0

hex:
96D600



NEWLEAF
LIGHT
GREEN

pms:
75% 375 c

cmyk:
35,0, 75, 0

rgb:
181, 227, 76

hex:
B5E24C



NEWLEAF
DARK
GREEN

pms:
**375 c + 15%
process black**

cmyk:
47, 0, 100, 15

rgb:
128, 183, 0

hex:
7FB700



NEWLEAF
EXTRA DARK
GREEN

pms:
**375 c + 30%
process black**

cmyk:
47, 0, 100, 30

rgb:
105, 150, 0

hex:
689600



NEWLEAF
CHARCOAL

pms:
**85% process
black**

cmyk:
0, 0, 0, 85

rgb:
77, 77, 77

hex:
4C4C4C



NEWLEAF
STEEL

pms:
**40% process
black**

cmyk:
0, 0, 0, 40

rgb:
177, 177, 177

hex:
B1B1B1

secondary colour palette.



NEWLEAF
BLUE

pms:
298

cmyk:
70, 0, 0, 0

rgb:
0, 187, 255

hex:
00BFFF



NEWLEAF
SILVER

pms:
**15% process
black**

cmyk:
0, 0, 0, 15

rgb:
227, 227, 227

hex:
E3E3E3

our type.

Typography is an important aspect of the our identity. Our typographic style contributes to our distinctive aesthetic.

The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent.

We have a primary font that should be used in all key external brand applications. We also have a secondary system font, which should only be used for internal documents where the primary font isn't normally available, eg. Word and PowerPoint Documents.

**primary
font.**

Nn

HEADER | GOTHAM BOLD

Gotham is a great versatile font, this font is based on a very basic typographic structure, and creates a strong confident modernized font for our brand. This font is available for purchase on typography.com.

Gotham Bold | All Uppercase or Lowercase | NewLeaf Green

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789-@*#@?!/+(.,:;)

N n

SUBHEADER | GOTHAM BOOK

Gotham is a great versatile font, this font is based on a very basic typographic structure, and creates a strong confident modernized font for our brand. This font is available for purchase on typography.com.

Gotham Book | All caps | NewLeaf Green

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789- & * # @ ? ! / + (, . ;)

N n

BODY COPY | GOTHAM BOOK

Gotham is a great versatile font, this font is based on a very basic typographic structure, and creates a strong confident modernized font for our brand. This font is available for purchase on typography.com.

Gotham Book | Sentence Case | NewLeaf Grey

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789- & * # @ ? ! / + (, . ;)

**system
font.**

Nn

HEADER | ARIAL BOLD

Arial acts as substitute for Gotham if it's not available to use.

Arial Bold | All caps | NewLeaf Green

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789-@*#@?!/+(.,:;)

Nn

BODY COPY | ARIAL REGULAR

Arial acts as substitute for Gotham if it's not available to use.

Arial Regular | Sentence Case | NewLeaf Grey

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789-!@?*/+(.,:;)



newleafcannabis.ca