

HIGHGARDEN
C O L L E C T I V E

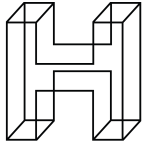
INTERIM

Brand Styleguide
12.08.20



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Our Mission

A PREMIUM FOCUS ON THE DISCERNING

So who's joining the High Garden Collective? Our members are literally VIP's – *very important* to us. You are likely discerning, affluent, influential, intelligent, confidential & focused on exceptional personal experiences.

Neighborhood pot dispensaries? No thank you.

The sub-premium yet pricey pot brands? Not for you. Not now. Not ever.

You desire value. You insist on the best in price & products.

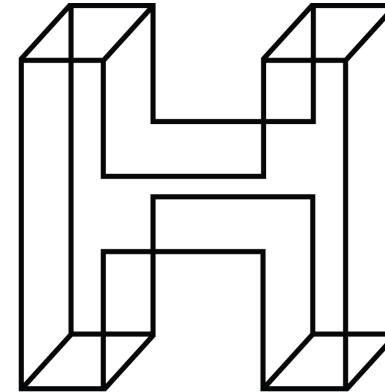
This is precisely why we created the High Garden Collective. We know your discerning tastes... because we too are part of this first-ever value & luxury Collective created with a focus on crème de la crème cannabis & customers.



Corporate Identity

Icon

The concept of the icon is to create a unique mark that is a stylish "H." In its abstract form, it symbolizes the ambiguity of space. The multi-dimensional drawing becomes a mesmerizing maze to gaze upon. This is the beacon for the brand of HighGarden Collective.





Corporate Identity

Logotype

Using the Avenir font, a simple logotype was created to use in conjunction with the new icon. It is very important that the name reads well as one word. Its sans serif selection echoes the modern approach for HighGarden. For use in body, headlines and navigation, it should always be capitalized as HIGHGARDEN. Default sentence case should incorporate Initial caps for the H and the G.

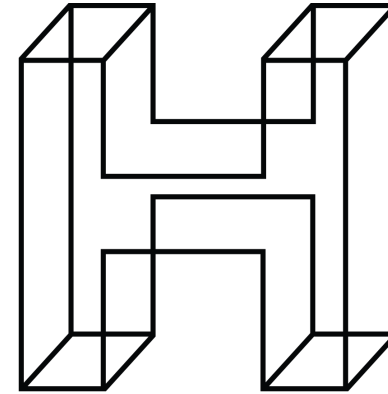
HIGHGARDEN
C O L L E C T I V E



Corporate Identity

Lockup Vertical

The lockup is a consistent 'nesting' of the icon and the logotype. This combination should never change, in scale, or orientation.



HIGHGARDEN
C O L L E C T I V E



Corporate Identity

Clear Space

Keep the lockup clear from intrusion. Do not adjust any of the spacing between any of the elements.





Corporate Identity

Typograph

YUse the Avenir Family of Fonts for it's clean and modern simplicity.

AVENIR NEXT BOLD

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890**

1.

AVENIR NEXT REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

AVENIR LIGHT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

AVENIR NEXT DEMI BOLD

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890**



Corporate Identity

Hero Color

There is a limited color palette for the brand. The Hero color and must always be used in a corporate environment.





Corporate Identity

Color Fields

There is a limited color palette for the brand. The Hero color and must always be used in a corporate environment. The complementary secondary colors should be used conceptually to help differentiate new lines of products and distributed products.

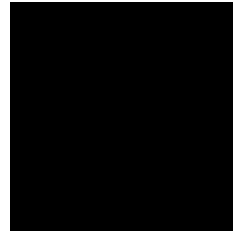




Corporate Identity

Colors

There is a limited color palette for the brand. The Hero color and must always Blue used in a corporate environment. The complementary secondary colors should be used conceptually to help differentiate new lines of products.



Black

USE: This colors the icon and the tagline. It can also have various transparencies when used as graphic element.

RGB

R - 0
G - 0
B - 0

CMYK

C - 74
M - 71
Y - 64
K - 87

HEX

#000000



Brand Blue

USE: This colors the icon and the tagline. It can also have various transparencies when used as graphic element.

RGB

R - 15
G - 182
B - 225

CMYK

C - 67
M - 5
Y - 2
K - 0

HEX

#0FB6E1



Orange

USE: This is a complementary alternative. It can be used for different product lines.

RGB

R - 240
G - 104
B - 33

CMYK

C - 0
M - 66
Y - 91
K - 1

HEX

#F06821





Corporate Identity

Colors

There is a limited color palette for the brand. The Hero Blue color and must always be used in a corporate environment. The complementary secondary colors should be used conceptually to help differentiate new lines of products.



Royal Blue

USE: This is a complementary alternative. It can be used for different product lines.

RGB

R - 27
G - 36
B - 242

CMYK

C - 0
M - 66
Y - 91
K - 1

HEX

#1B24F2



Cool Green

USE: This is a complementary alternative. It can be used for different product lines.

RGB

R - 18
G - 110
B - 95

CMYK

C - 86
M - 24
Y - 58
K - 22

HEX

#126E5F



Deep Purple

USE: This is a complementary alternative. It can be used for different product lines.

RGB

R - 145
G - 49
B - 148

CMYK

C - 49
M - 88
Y - 0
K - 0

HEX

#913194





Corporate Identity

Business Cards

FRONT



1.



2.



3.

BACK



A



B

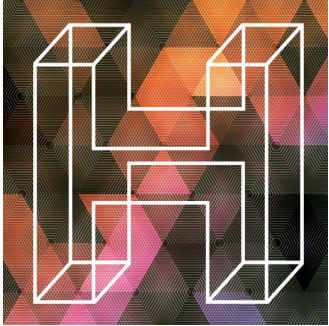


C

www.JATAI.net



Social Media

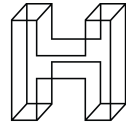




Do's and Do Not's

Do

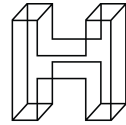
use the icon as a stand alone element.



use the logotype Without the icon

HIGHGARDEN
COLLECTIVE

use the logotype In conjunction with the Icon



HIGHGARDEN
COLLECTIVE

You can Use the icon in A square only

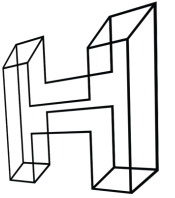


Do Not

Do Not re-arrange the lockup



Do Not skew the icon or logotype



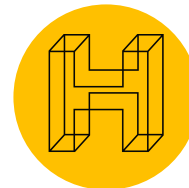
Do Not re-color Any part of the lockup



Do Not place the lockup at an angle



Do Not put the H Into other shapes





Trade Booth





Website

