

A background image showing two hands, one from a darker-skinned person and one from a lighter-skinned person, holding a pen together. The word "HONEY" is written in large, bold, yellow capital letters across the center of the image. A registered trademark symbol (®) is located to the right of the word.

HONEY®

2023 BRAND GUIDELINES

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- URL | Instagram | License Number

COLOR

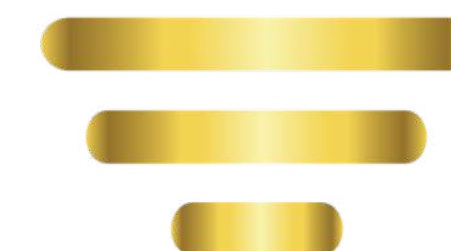
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OUR BRAND.

The brand is our promise to HONEY® consumers. It tells them what it is they can expect from our product offering, and it differentiates us from our competitors.

HONEY BRAND GUIDELINES





OUR PROMISE.

HONEY's one standout asset is our capacity to utilize nature to relieve human ailments and enhance human potential. This brand promise is derived from the four HONEY core values:

HERITAGE



INTEGRITY

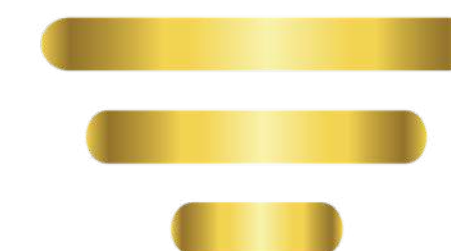


AUTHENTICITY



PURPOSE

Everything we do and say supports these values in order to live up to our brand promise.



THE ELEMENTS.

Our unique brand elements are comprised of our logo, colors, imagery maximizing our brand recognition. It is essential that all elements are used correctly and consistently across all consumer touchpoints by all employees and third parties.

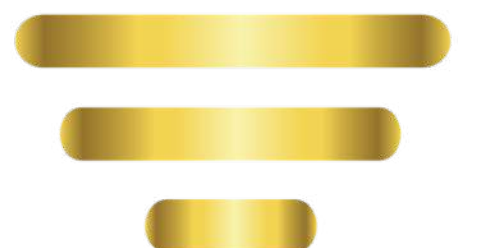


THE RESULT.

As one of our most powerful assets, it is up to each and every one of us to build, strengthen and protect the HONEY brand. These brand guidelines are established to create brand awareness, for our brand to be understood and ultimately become the preferred brand among consumers.

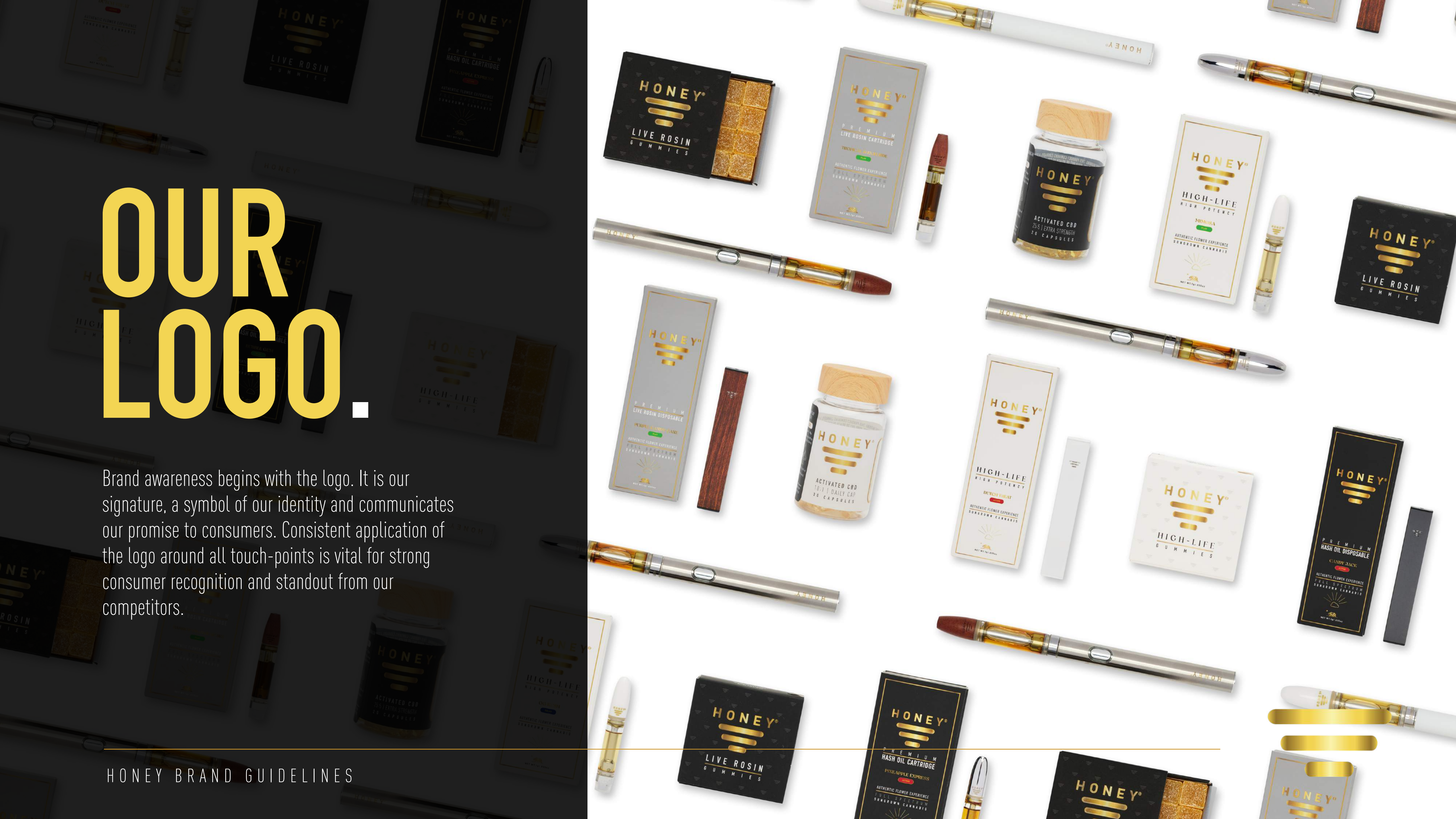
HOW TO USE THE BRAND GUIDE:

Keep this booklet on your desk, close by for when you need to make a quick check on the placement of a logo or the fonts to use for a specific tool.



OUR LOGO

Brand awareness begins with the logo. It is our signature, a symbol of our identity and communicates our promise to consumers. Consistent application of the logo around all touch-points is vital for strong consumer recognition and standout from our competitors.



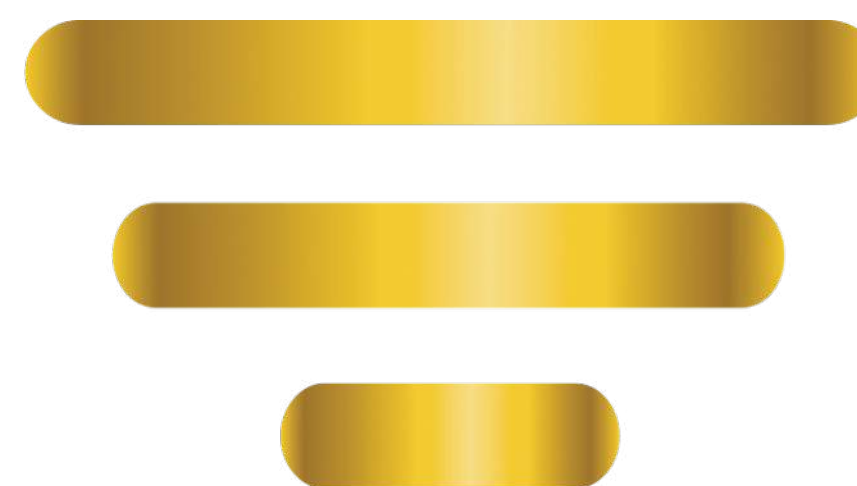
PREFERRED LOGO.

Two elements form the logo and must always be presented together:
the WORDMARK and the SYMBOL.

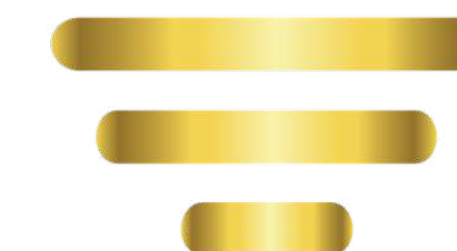
Placement and proportions of the logo elements are predefined in three applications,
the CENTERED LOCKUP, the LOCKUP and SET FREE.

H O N E Y[®]

WORDMARK



SYMBOL



CENTERED LOCKEDUP LOGO.

The HONEY logo consists of two elements – the Wordmark, and the Symbol.

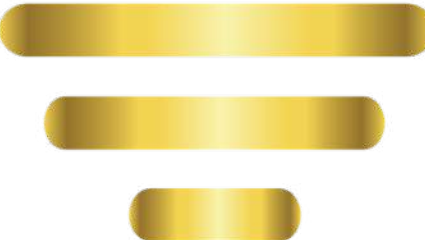
The Centered Lockup is a fixed unit and cannot be separated. The only adjustment that can be made is proportional enlargement or reduction. The Centered Lockup is used for institutional materials (e.g. stationery, marketing collaterals) and above the line (ATL) tools.

Logo is also available in B&W for limited usage.

NOTE:
Please use the Preferred Logo whenever possible.

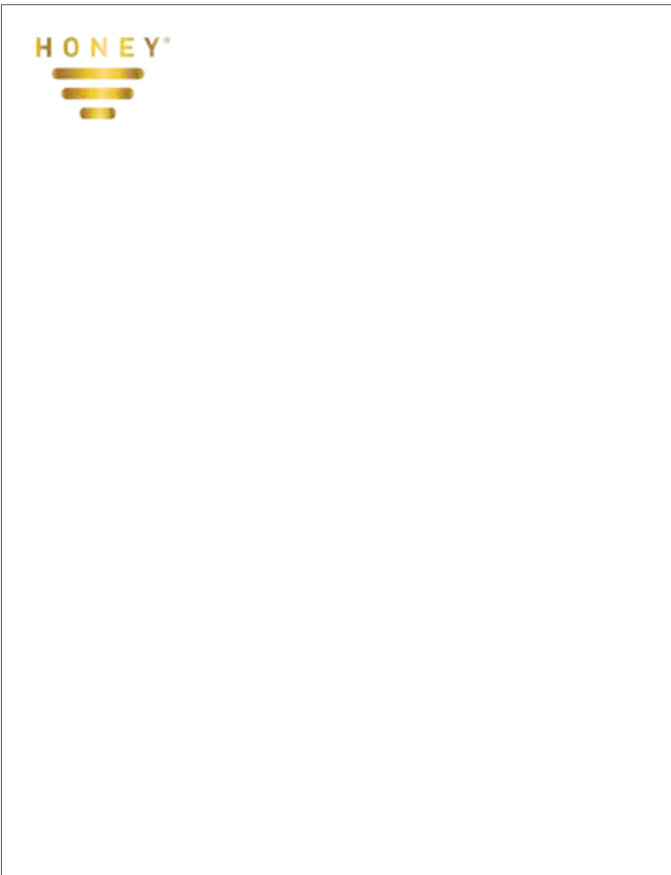


CENTERED LOCKUP

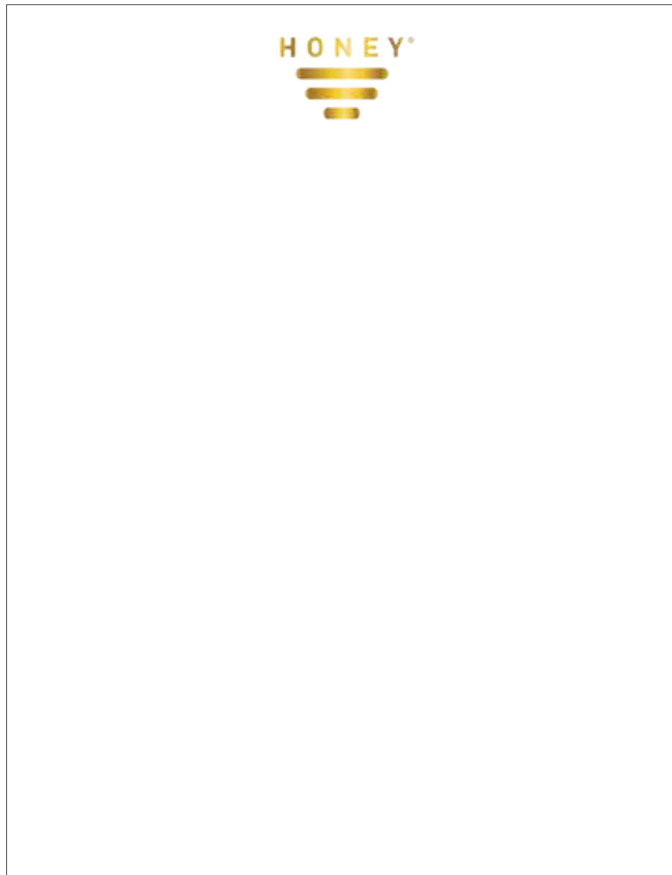


PLACEMENT.

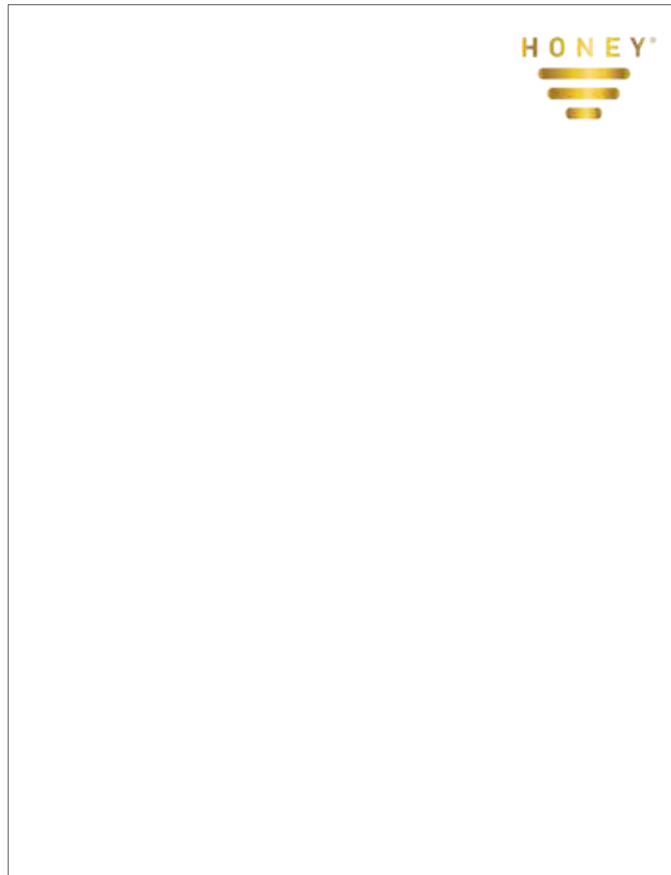
For institutional materials, the application should be centered on the top left, top center, top right, bottom left, bottom center and bottom right.



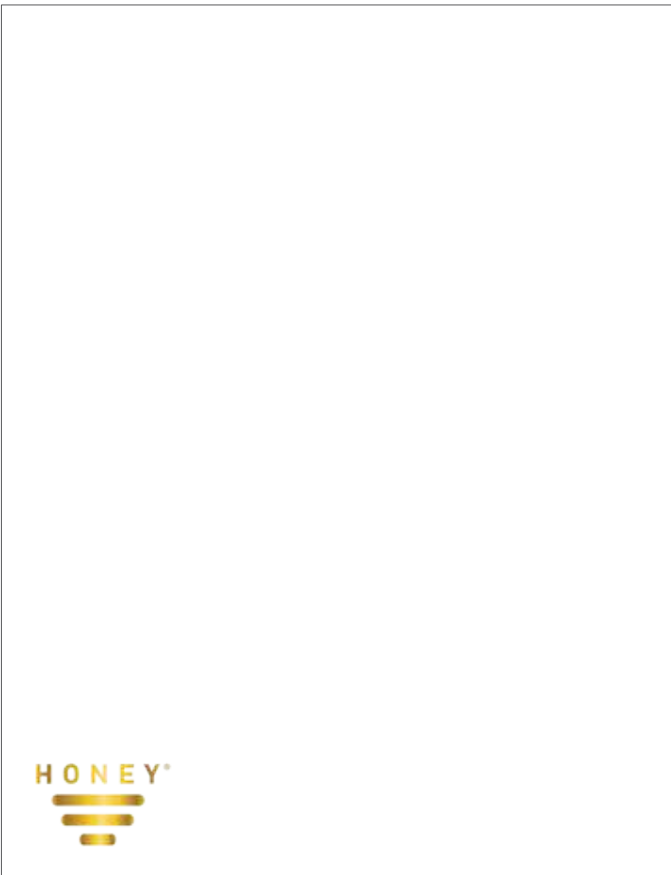
TOP LEFT



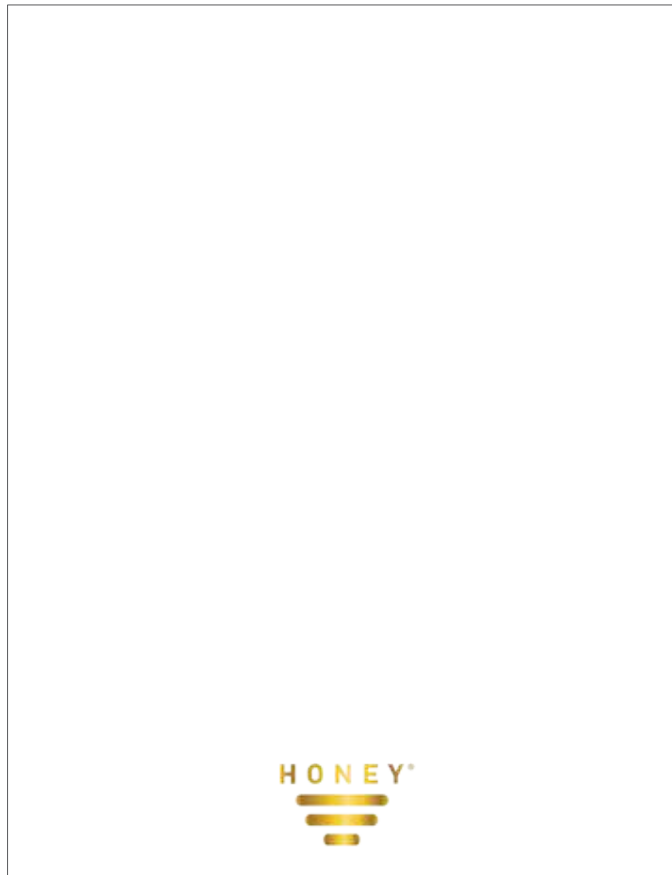
TOP CENTER



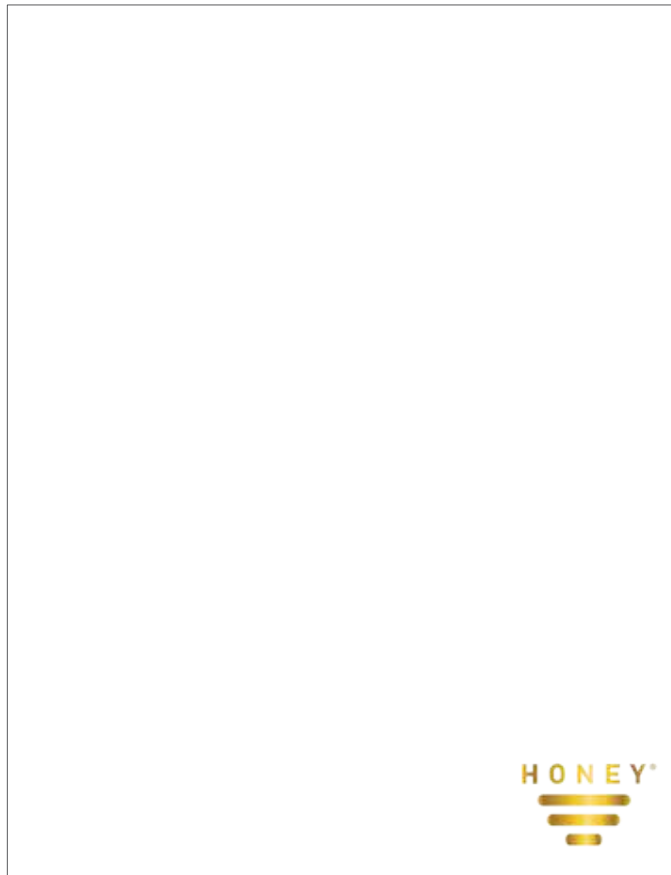
TOP RIGHT



BOTTOM LEFT



BOTTOM CENTER

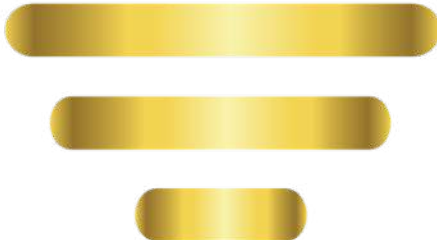
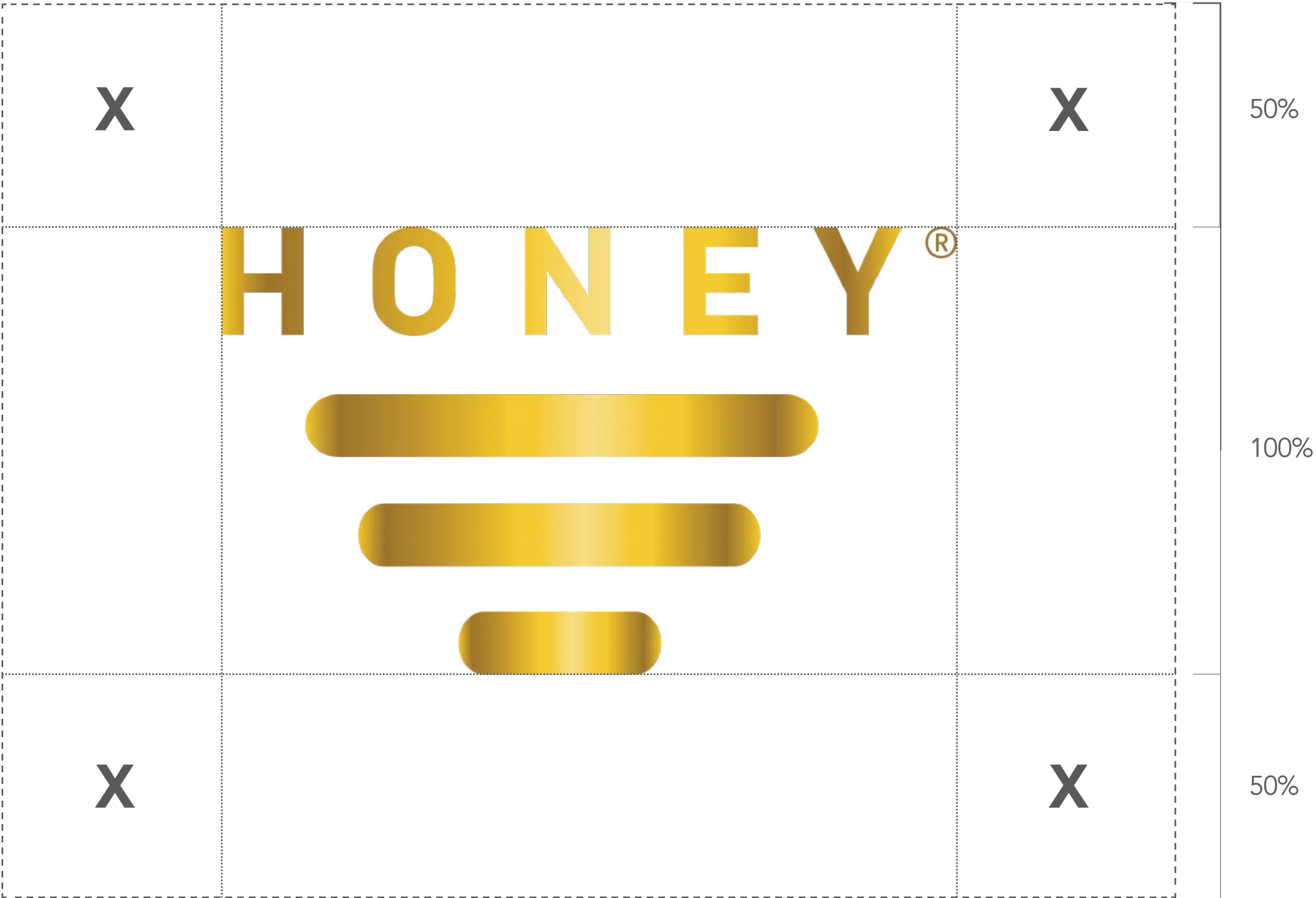


BOTTOM RIGHT



PROTECTIVE SPACE.

Always maintain a clear space around the logo. A minimum distance of half the logo height should be given in all directions.

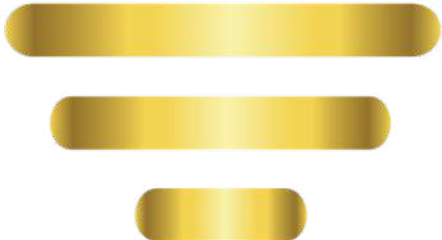


MINIMUM SIZE.

To increase brand recognition among consumers, the logo needs to be clearly visible.

- 1. The minimum height of the Centered Lockup is 10mm
- 2. When using gold foil, the logo needs to be at least 17mm in height

Placement options in co-branding applications differ.

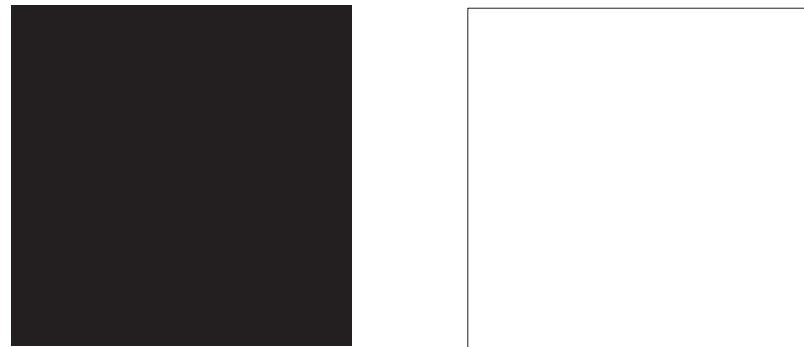


PRIMARAY COLOUR PALLET.



GOLD GRADIENT (HONEY PATTERN)

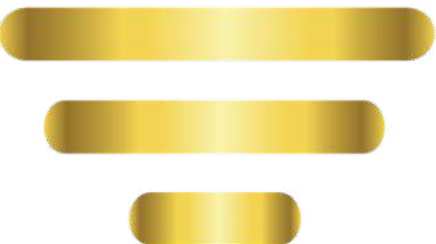
SECONDARY COLOUR PALLET.



BLACK



WHITE



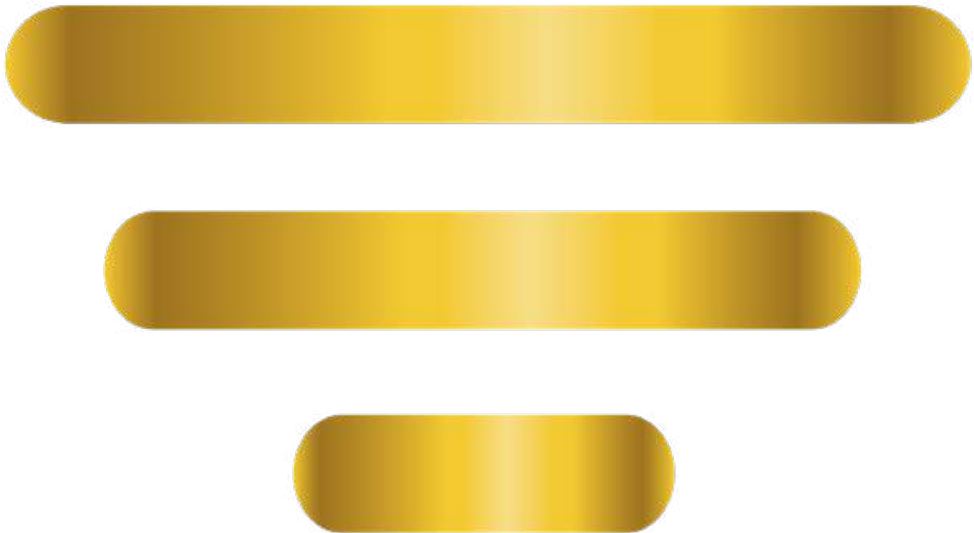
ALTERNATIVE LOGO.

When the Preferred Logo cannot be used due to size or dimension restrictions, you may use one of the provided Alternate Logos.



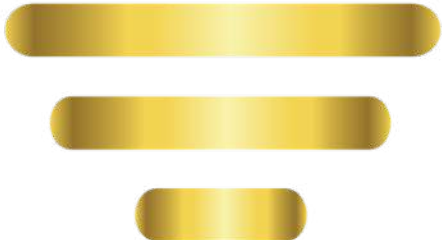
A. LOCKUP

To be used in horizontal spaces when the vertical format of our Preferred Logo will not fit.



B. SET FREE

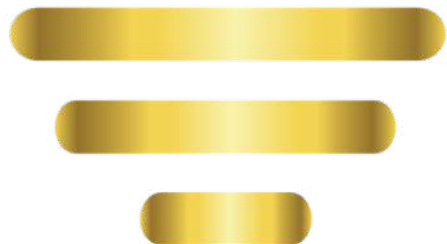
Only use in conjunction with WORDMARK somewhere on page. Good for watermark usage and small scenarios.



ALTERNATIVE LOGO.

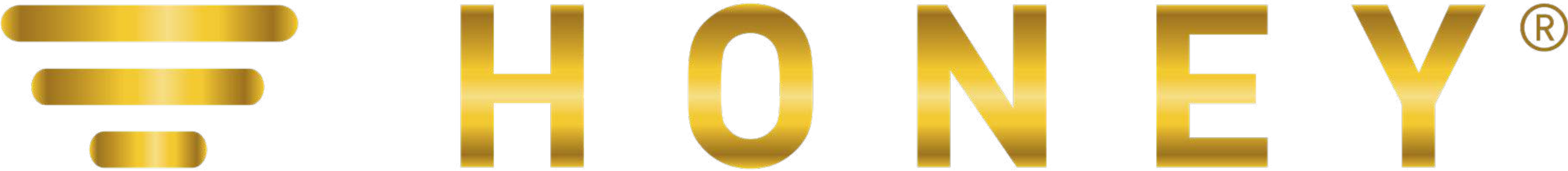
C. COMBINED

To be used in horizontal spaces when the vertical format of our Preferred Logo will not fit.

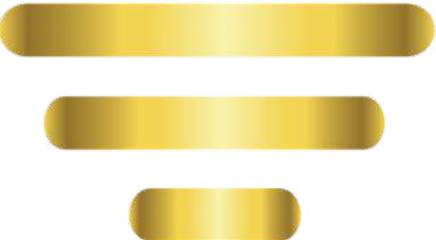


PLACEMENT.

The two logo elements should always be placed in one corner of the space available. The WORDMARK should be placed no less than 3-times the cap height away from the SYMBOL.



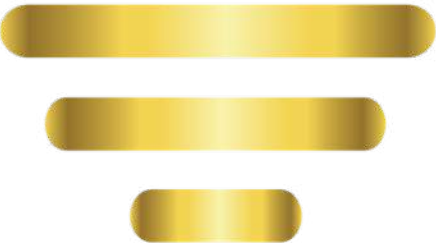
NOTE:
Never place the SYMBOL on the right-hand side of the WORDMARK.



PROPORTIONS.

The SYMBOL should be the same height as the WORDMARK.

Only when the WORDMARK is used across the width of a page, the SYMBOL can be 75% of the cap height of the WORDMARK.



PACKAGING LOGO BEAR.

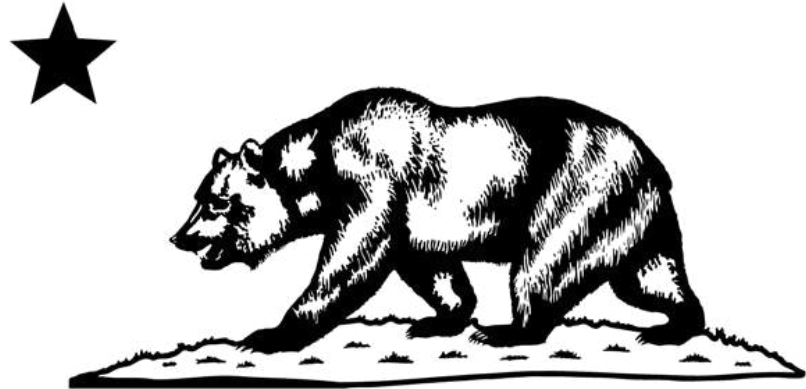
Two elements form the CALIFORNIA BEAR that must always be presented together: the STAR and the BEAR.

The CALIFORNIA BEAR has to be placed on all packaging but never under the Lockedup Logo.

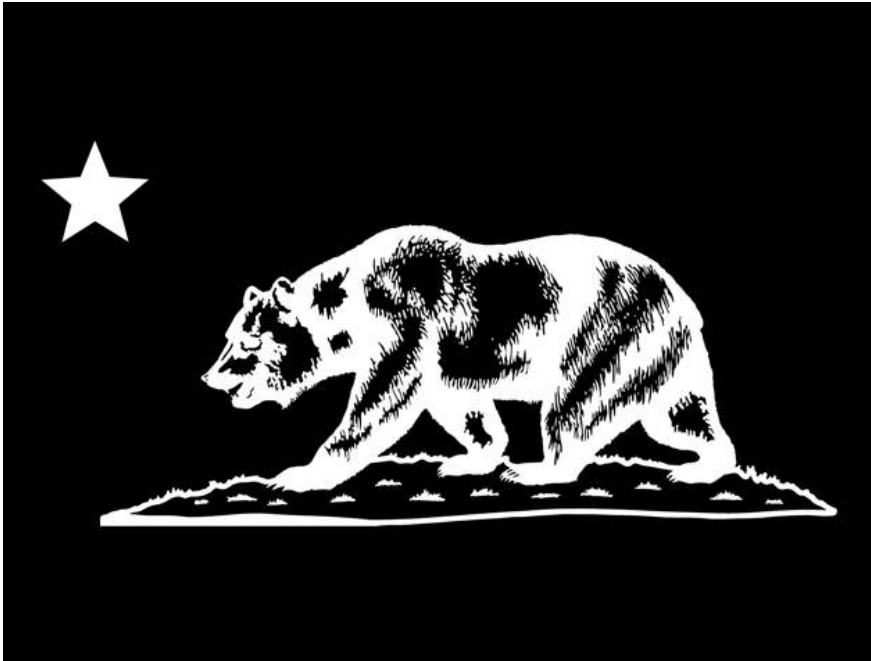
The CALIFORNIA BEAR is optional for all other communication tools.



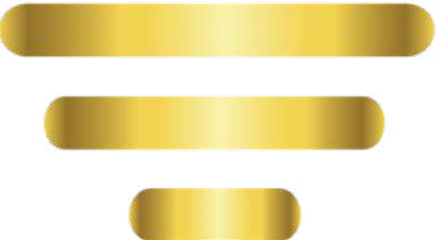
GOLD GRADIENT (HONEY PATTERN)



BLACK



WHITE



TYP GRAPHY.

The Typography is our brand's handwriting.

DIN and BETTER SATURDAY are the two fonts used by HONEY for external communication tools.

By combining the delicate and feminine BETTER SATURDAY with the more masculine DIN font, we create a style unique to HONEY.

HONEY BRAND GUIDELINES



DIN

PRIMARY FONT

Apply to promotional materials,
website and ATL tools.

BETTER SATURDAY

SECONDARY FONT

Apply to promotional materials,
website and ATL tools.

DIN BLACK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 # + - [] @ \$ % () ? ! < >

DIN BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 # + - [] @ \$ % () ? !

DIN REGULAR

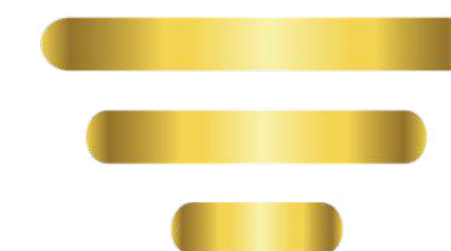
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 # + - [] @ \$ % () ? !

DIN LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 # + - [] @ \$ % () ? !

Better Saturday Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



For internal purposes, such as Microsoft Office applications, the Arial font should be used.

ARIAL

Apply to emails, Word, Excel and PowerPoint documents.

ARIAL REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0
1 2 3 4 5 6 7 8 9 # + - [] @ \$ % () ? !

ARIAL ITALIC

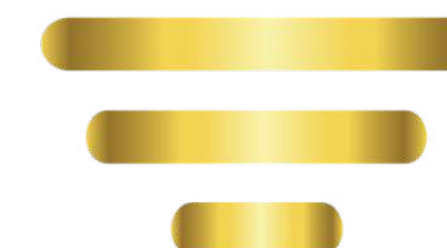
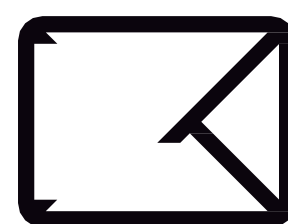
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0
1 2 3 4 5 6 7 8 9 # + - [] @ \$ % () ? !*

ARIAL BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0
1 2 3 4 5 6 7 8 9 # + - [] @ \$ % () ? !**

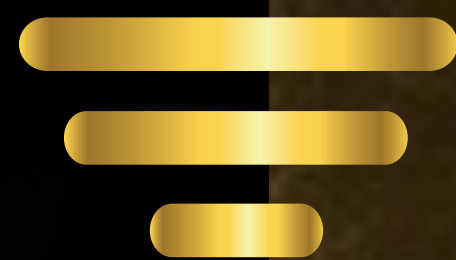
ARIAL BOLD ITALIC

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0
1 2 3 4 5 6 7 8 9 # + - [] @ \$ % () ? !***



STAY POLLINATED

HONEY®



MOMMY'S LITTLE SECRET.



1 GRAM

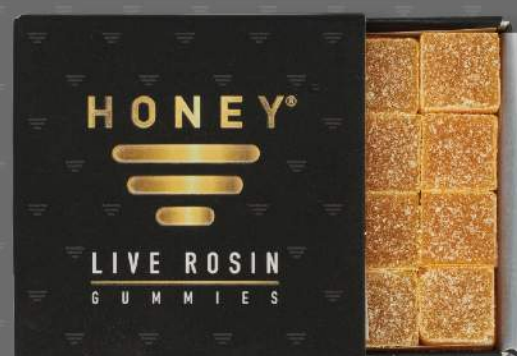


STAY POLLINATED.



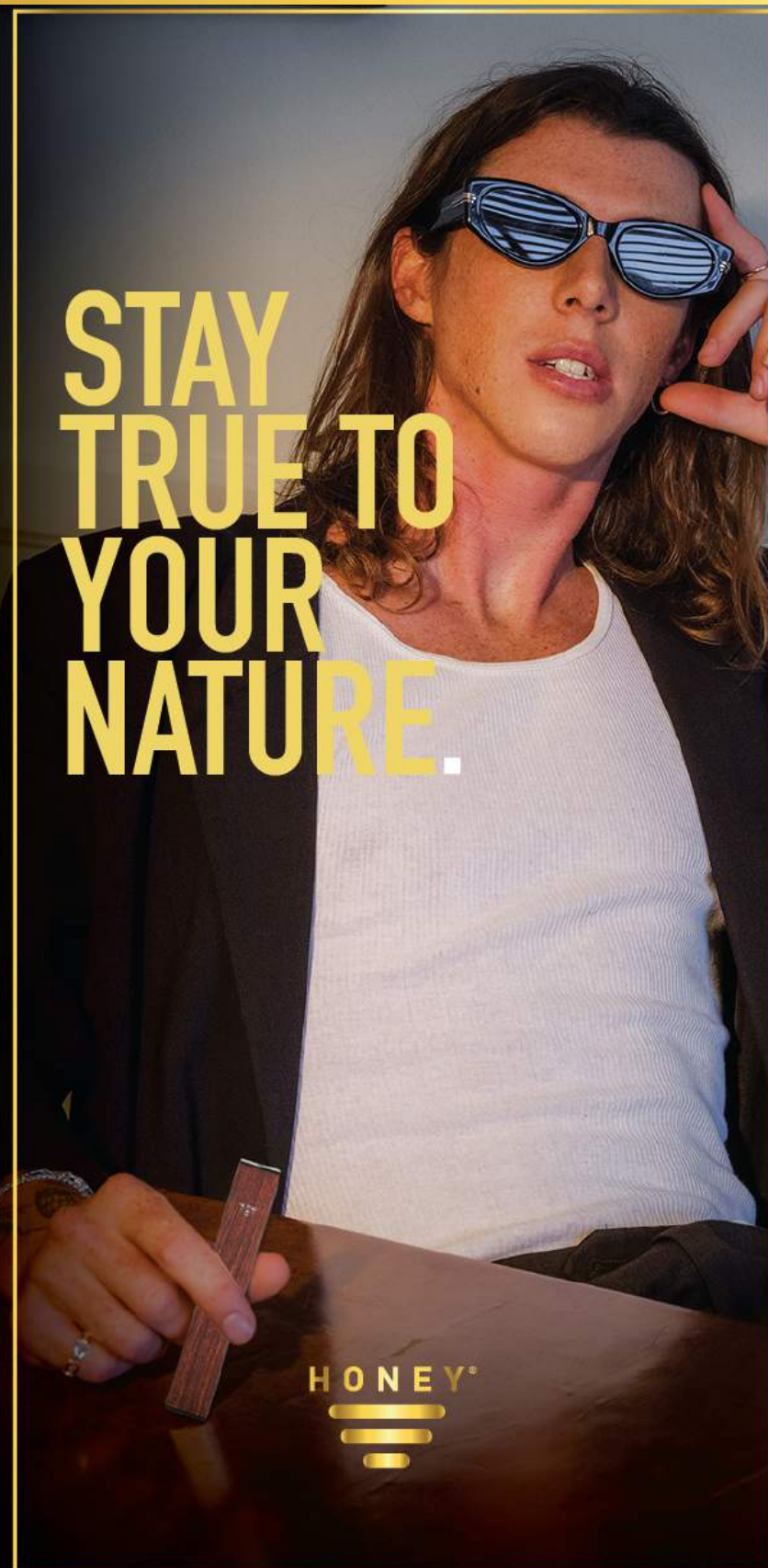
LEARN MORE

SUNSHINE FOR EVERYONE.



LEARN MORE

STAY TRUE TO YOUR NATURE.



THERE CAN ONLY BE ONE.



LEARN MORE

THE ORIGINAL LIQUID GOLD

We've come a long way since we turned Humboldt flower into liquid gold. Experience our legendary collection that started it all.

LEARN MORE



FEEL MORE GOLDEN.

Experience that golden feeling with our delicious new Lemon Sunshine gummy.

LEARN MORE



HONEY I'M HOME.



LEARN MORE

I LOVE YOU HONEY.

LEARN MORE



URL, IG & LICENSE.

The URL, IG & LICENSE should always be written as follows.

Standard URL:

www.honeybrands.com

Extension of URL:

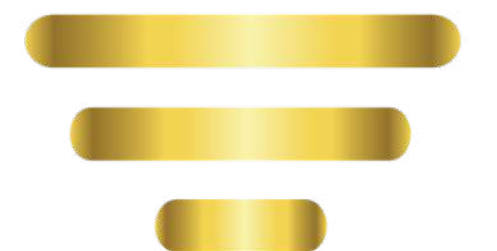
www.honeybrands.com/capsules

License Number:

License #CDPH-10003336

Instagram:

the_honeybrands




LICENSE
NUMBER



License #CDPH-10003336

INSTAGRAM &
STANDARD URL



 the_honeybrands
www.honeybrands.com



HONEY

PRICE LIST

UNIT WHOLESALE PRICE
1 HONEY CARTRIDGE

1/2 GRAM		\$17.50
1 GRAM	CBD	\$22.50
		\$30.00

CASE WHOLESALE PRICE
6 HONEY CARTRIDGES

1/2 GRAM		\$105.00
1 GRAM	CBD	\$135.00
		\$180.00

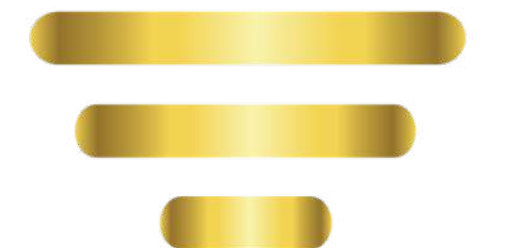
CARTRIDGE

MASTER PACK WHOLESALE PRICE
60 HONEY CARTRIDGES

1/2 GRAM		\$1050.00
1 GRAM	CBD	\$1350.00
		\$1050.00

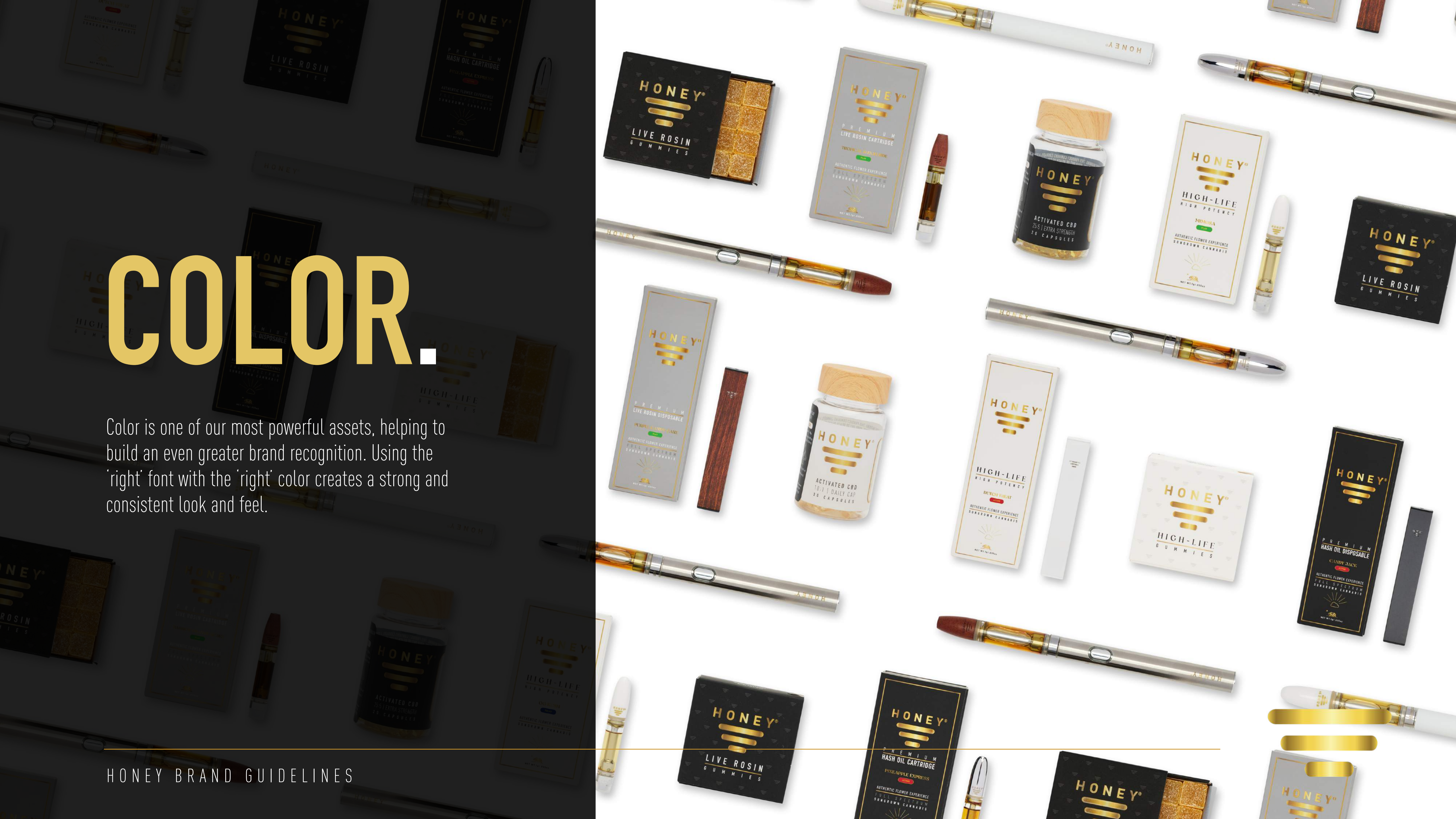
BATTERY KIT
510 THREAD \$10.00

ORDER INFORMATION
order@honeyvape.buzz
510-246-0755
leafink.com
the_honeybrands
www.honeybrands.com



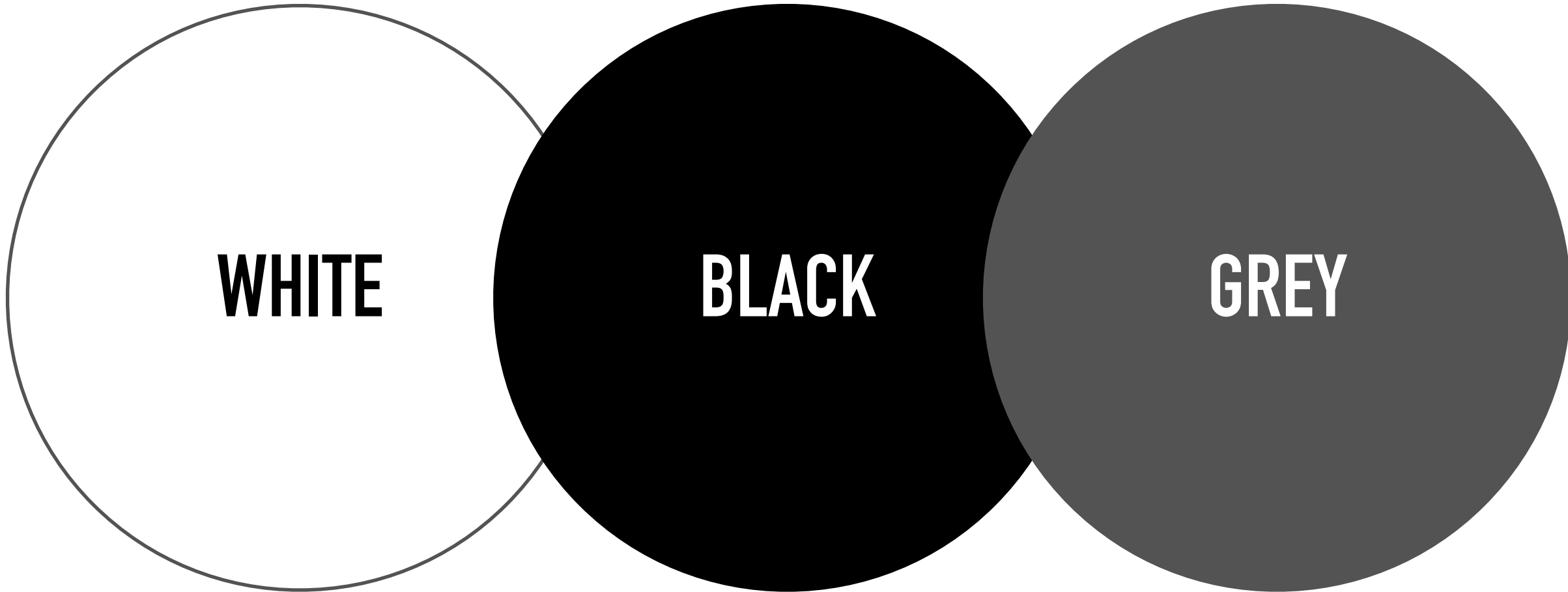
COLOR.

Color is one of our most powerful assets, helping to build an even greater brand recognition. Using the 'right' font with the 'right' color creates a strong and consistent look and feel.



PRIMARY COLOR PALLET.

The HONEY primary color palette consists of white, black and grey.



CMYK:

0,0,0,0

RGB:

255, 255, 255

HEX:

ffffff

CMYK:

0,0,0,100

RGB:

0,0,0

HEX:

#000000

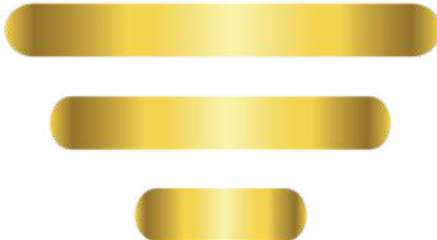
CMYK:

0,0,0,80

RGB:

88,89,91

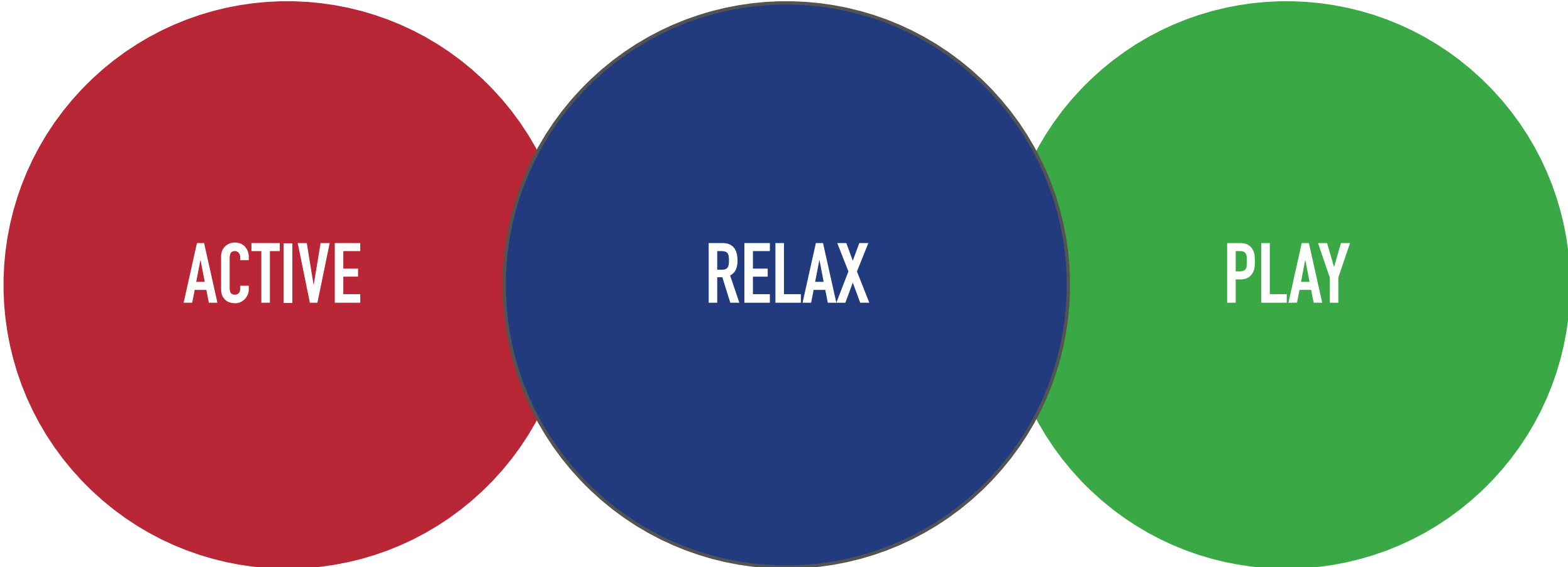
HEX:



STRAIN EFFECTS & COLOR PALLET.

To add freshness and excitement, the strain & effects color palette features seasonal theme colors and is provided each season by the Creation team.

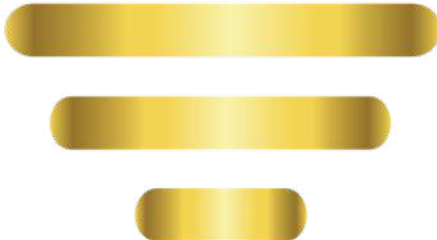
In addition, 'strain & effects' colors are defined for Active, Relax & Play.



PANTONE®
3415 C
CMYK:
99, 24, 87, 13
RGB:
40, 116, 78
HEX:
28744e

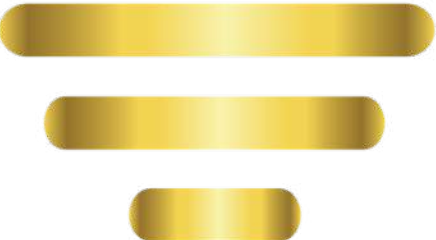
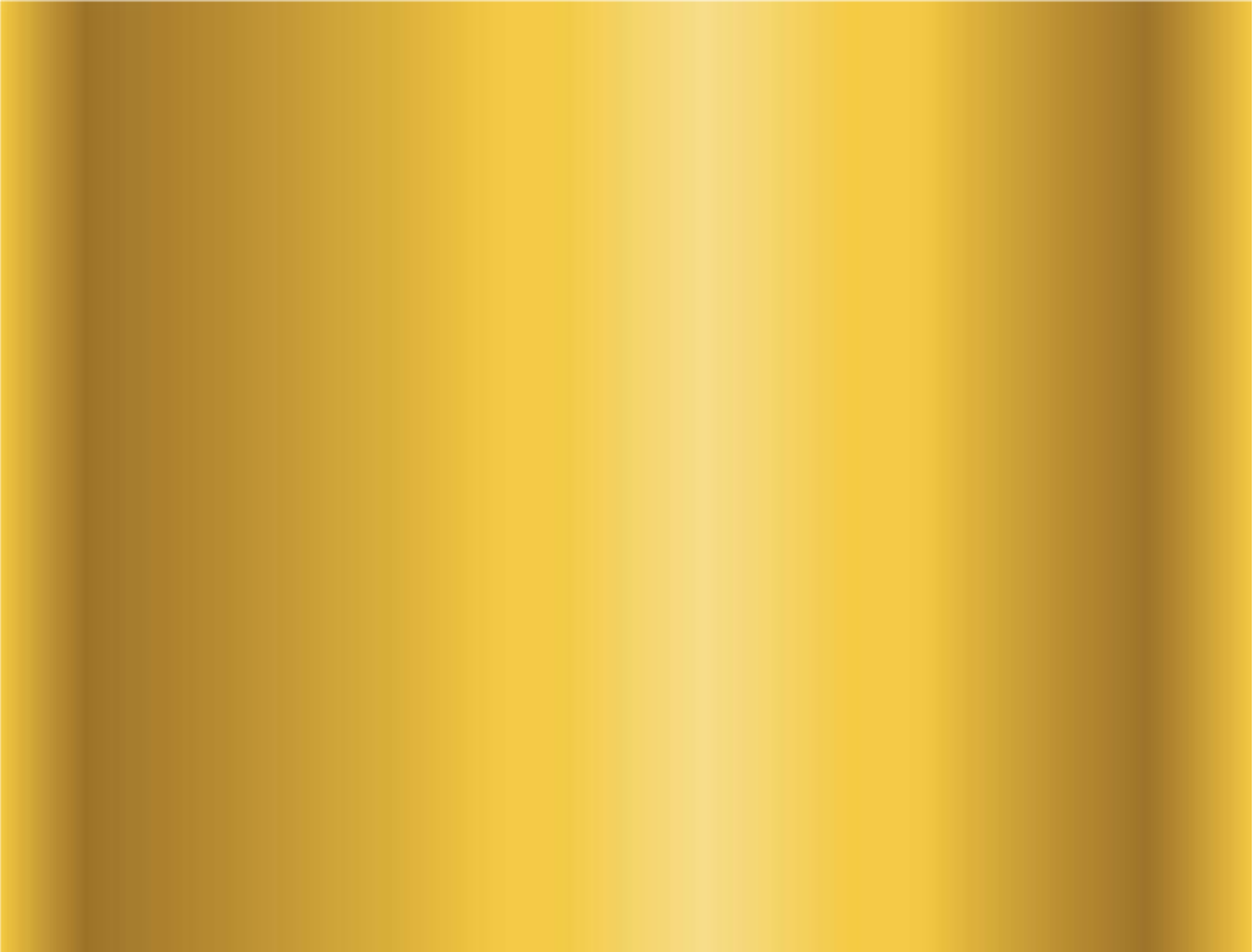
PANTONE®
300 C
CMYK:
100, 56, 5, 0
RGB:
0, 93, 180
HEX:
005bd4

PANTONE®
199 C
CMYK:
6, 100, 77, 1
RGB:
187, 0, 52
HEX:
bb0034



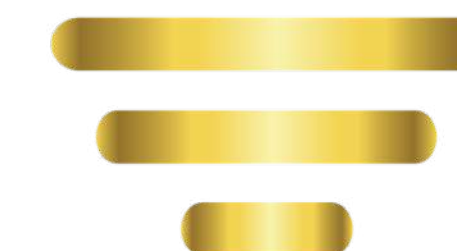
SPECIAL COLOR.

The HONEY gradient, forms part of Honey's unique DNA. To be used in-store, on products and across communication tools, this color can support and reflect HONEY's brand identity.



LIFESTYLE.

Should feel artful and curated, while also being candid and natural. Both the environments and subjects should convey a sense of kinetic energy and motion. Avoid stock imagery whenever possible. Think “Sexy & Delicious”





MODELS.

Feature a diverse range of people (ethnic backgrounds, gender, sexual orientation, class, body type, etc...) that reflect the look of the brand.

NOTE:

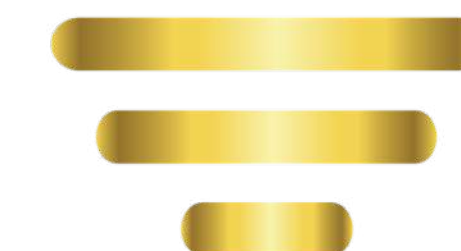
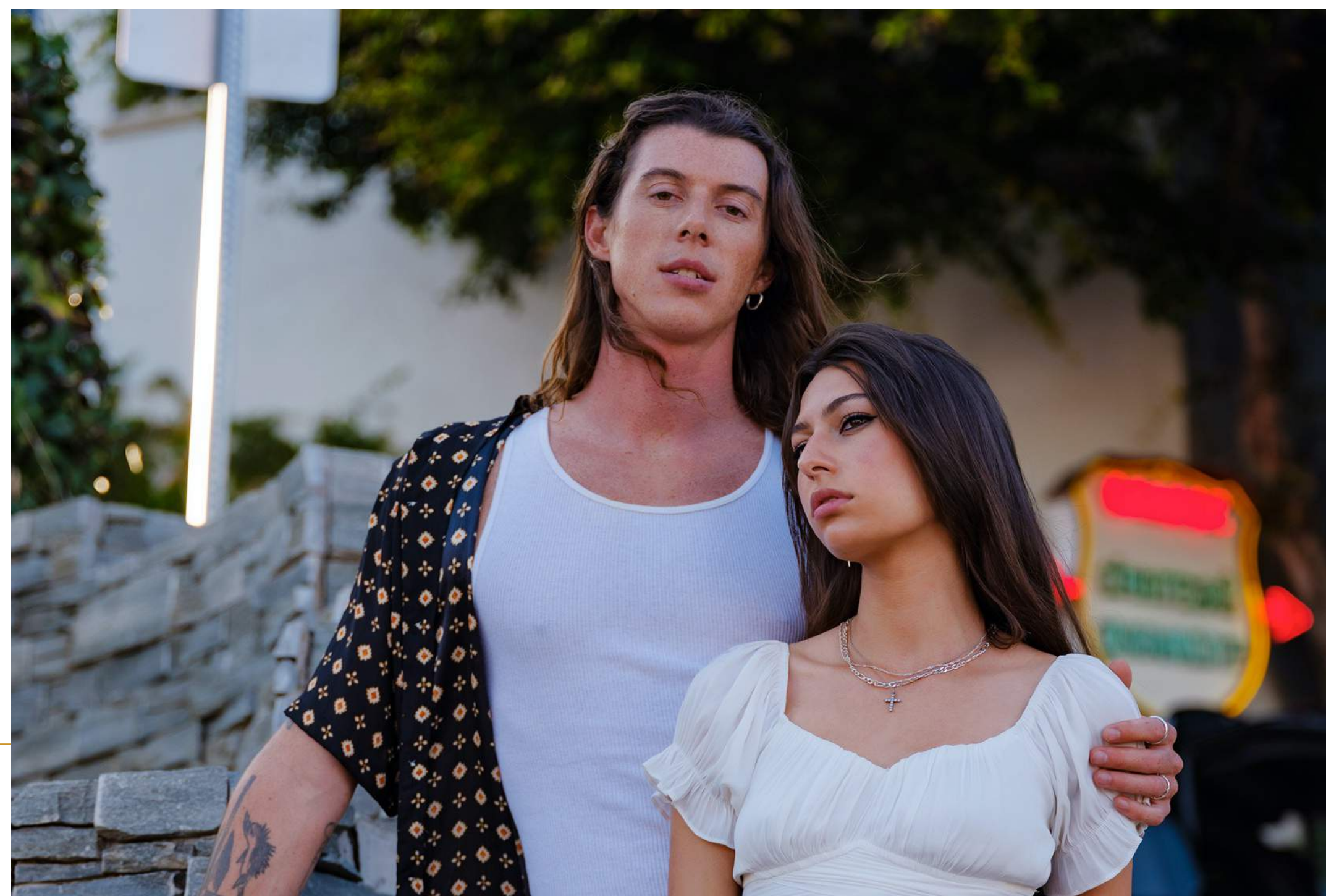
Models should always be at least 25 years old.

FASHION & BEAUTY.

To support the brand colors different on trend clothes and accessories will be used to represent the brand DNA.

LOCATION.

Subjects should be engaging with their environment, not just posing in front of it.

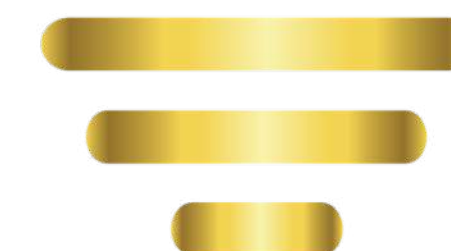


PRODUCT SHOTS.

The product should be integrated into the environment in a way that feels both natural and unique or unexpected so that the product pops off the background which is in line with Active (red), Relax (blue) & Play (green). Like lifestyle photography, product photography should convey a sense of kinetic energy and motion.

COMPOSITION:

Include negative space around the subject to allow for the placement of additional design elements such as logo and copy (Flatlays, product shots, etc...)





HAVE A QUESTION?.

If you have a question or need something specific for your market, please don't hesitate to reach out.

Eric Dumalag

eric@honeybrands.com

www.honeybrands.com



STAY POLLINATED

 [THE_HONEYBRANDS](#)