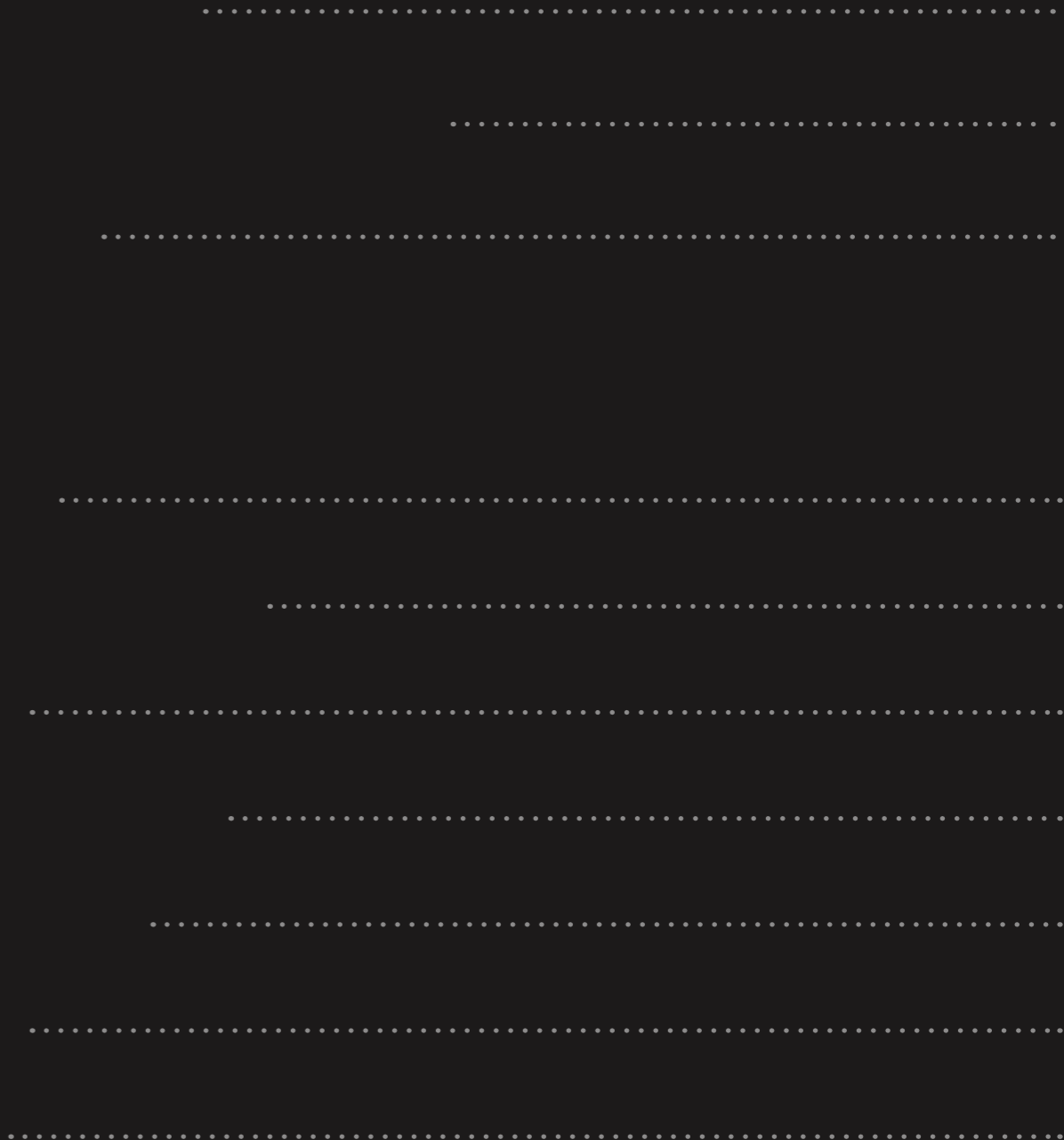


# 2021 VISUAL IDENTITY



TABLE OF CONTENTS

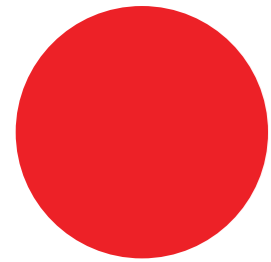


LAS VEGAS

planet 13  
LAS VEGAS

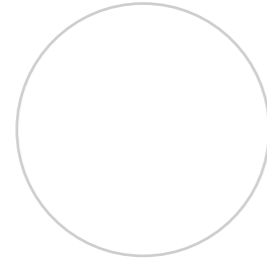


# COLOR



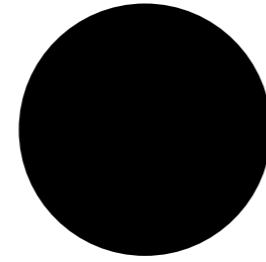
**PLANET RED**  
#ed2127

C 0  
M 99  
Y 97  
K 0



**STARK WHITE**  
#ffffff

C 0  
M 0  
Y 0  
K 0



**INFINITY BLACK**  
#000000

C 0  
M 0  
Y 0  
K 100

# TYPEFACE

Aa

Rounded Elegance

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 . ? !

# MASTER LOGOS

Primary & Secondary Logos



# BRAND MARK

**13**

The 13 represents the 13th letter in the alphabet-- "M", which depicts cannabis or "Marijuana".

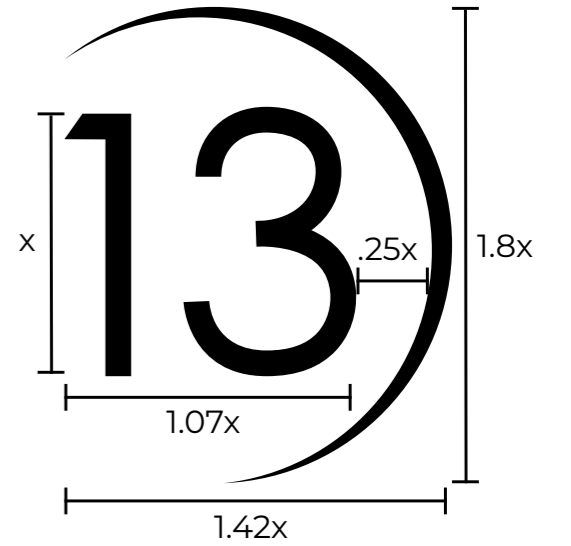
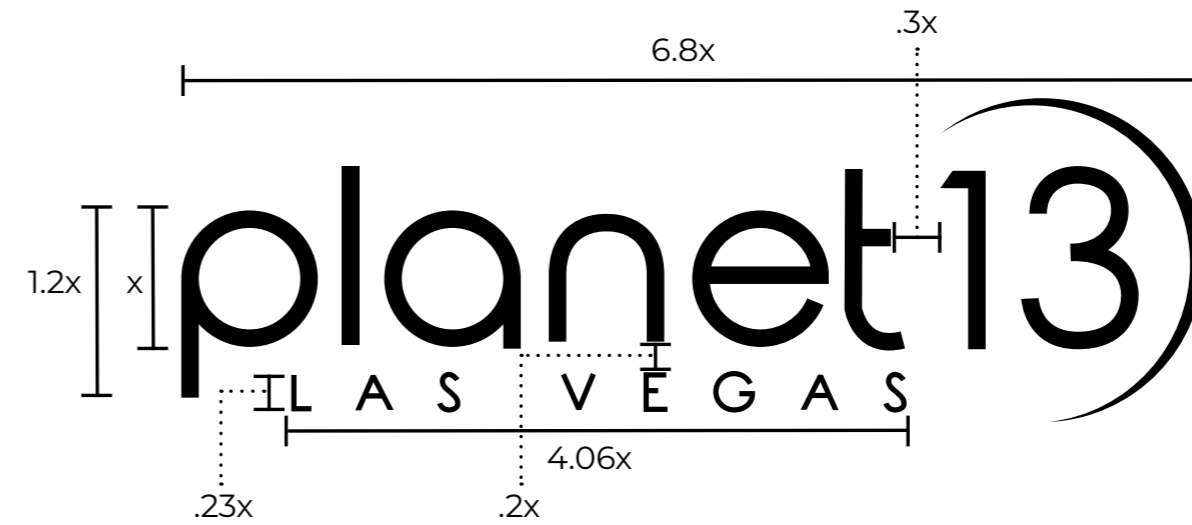


..... Red Moon

# B&W + RATIO

## Primary & Secondary Logos

The ratios of our logos are dependent on the x-height indicated. Do not stretch or skew the logos to maintain the ratio.



# LOGO PRESENTATION

## Approved Usage of Logo Variations



Full color on light background



Full color on dark background



Pure black on white



Pure white on black

## Incorrect Usage of Logo Variations

Our logos should not be incorrectly displayed under any circumstances in order to preserve the identity of the brand. Below are a few examples of presentation violations.



**DO NOT** place incorrect logo color on background



**DO NOT** skew or distort the logo



**DO NOT** change logo color to an unapproved color



**DO NOT** remove essential elements from logo

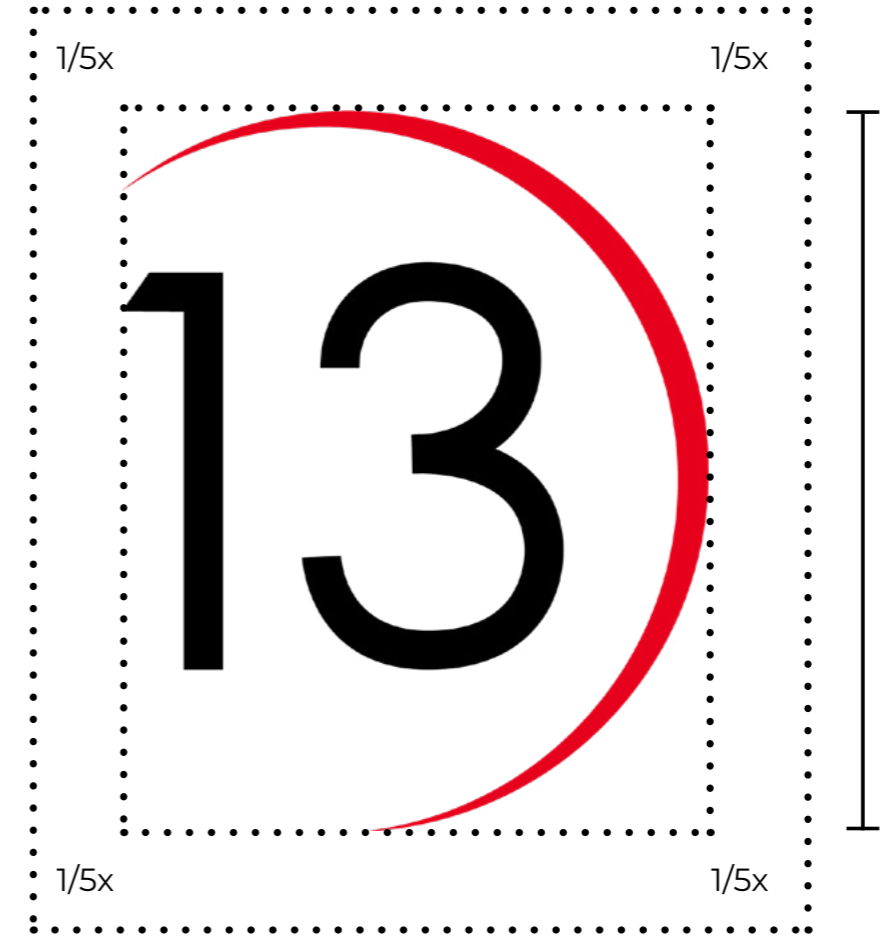
# LOGO PRESENTATION

## Clearspace & Minimum Scale

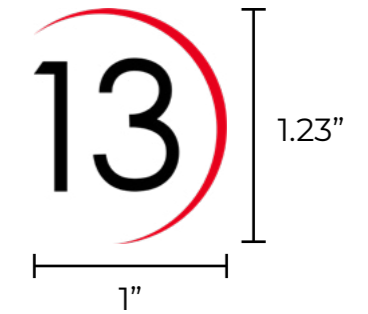
When using our logo, please keep in mind the clearspace needed to showcase it at its fullest. No other graphic elements should surpass this space. To calculate the clearspace with your custom size logo, divide the x-height (shown below and the next page) by 5.



Minimum Scale



Minimum Scale





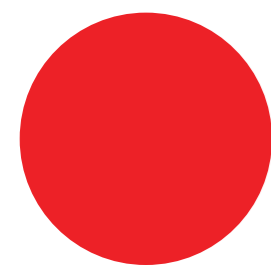


# ORANGE COUNTY

# COLOR

Shades and tints of these colors may be used with good judgement.

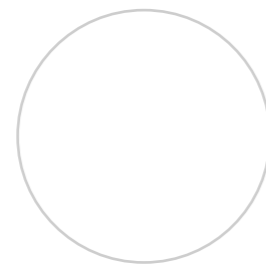
## BRAND COLORS



### PLANET RED

#ed2127

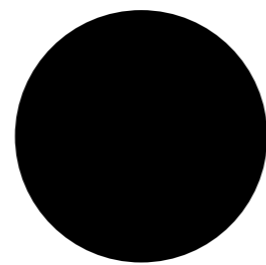
C 0  
M 99  
Y 97  
K 0



### STARK WHITE

#ffffff

C 0  
M 0  
Y 0  
K 0

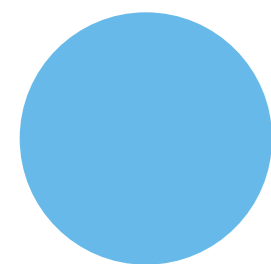


### INKY BLACK

#000000

C 0  
M 0  
Y 0  
K 100

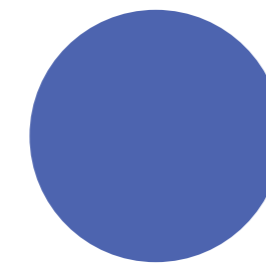
## OTHER ASSET COLORS



### OCEAN BLUE

#5dbbf3

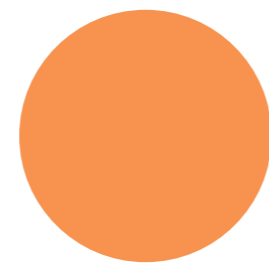
C 55  
M 11  
Y 0  
K 0



### DEEP BLUE

#3e61e8

C 78  
M 65  
Y 0  
K 0



### CORAL ORANGE

#f7924f

C 0  
M 51  
Y 76  
K 0

# TYPEFACE

## Rounded Elegance

Aa

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 . ? !

# MASTER LOGOS

Primary & Secondary Logos



# BRAND MARK

**13**

The 13 represents the 13th letter in the alphabet-- "M", which depicts cannabis or "Marijuana".

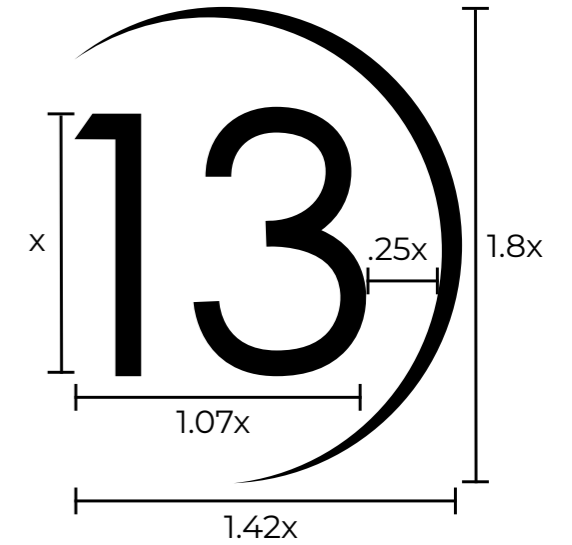
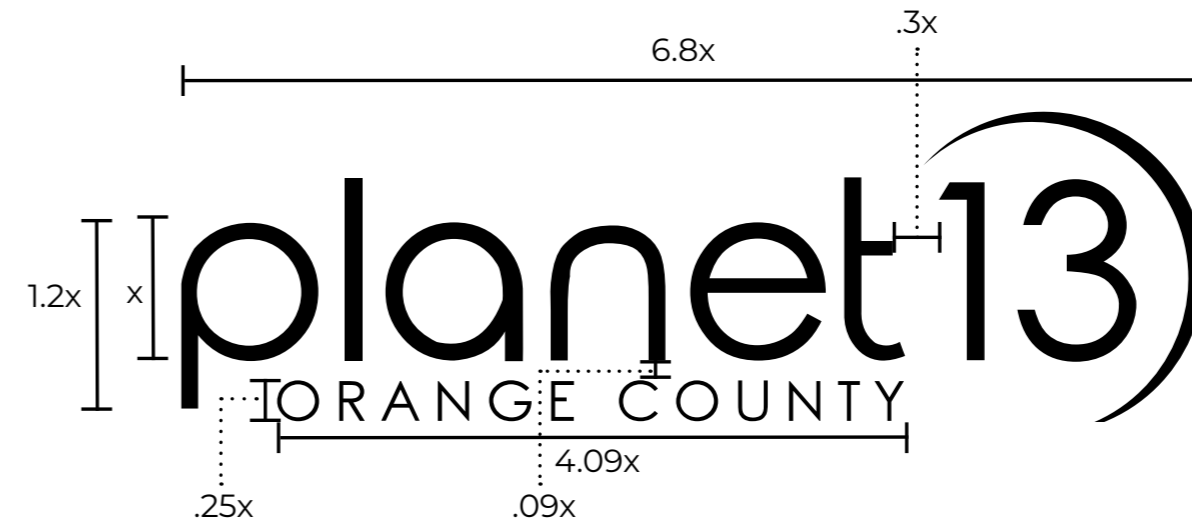


Red Moon

# B&W + RATIO

## Primary & Secondary Logos

The ratios of our logos are dependent on the x-height indicated. Do not stretch or skew the logos to maintain the ratio.



# LOGO PRESENTATION

## Approved Usage of Logo Variations



Full color on light background



Full color on dark background



Pure black on white



Pure white on black

## Incorrect Usage of Logo Variations

Our logos should not be incorrectly displayed under any circumstances in order to preserve the identity of the brand. Below are a few examples of presentation violations.



**DO NOT** place incorrect logo color on background



**DO NOT** skew or distort the logo



**DO NOT** change logo color to an unapproved color



**DO NOT** remove essential elements from logo

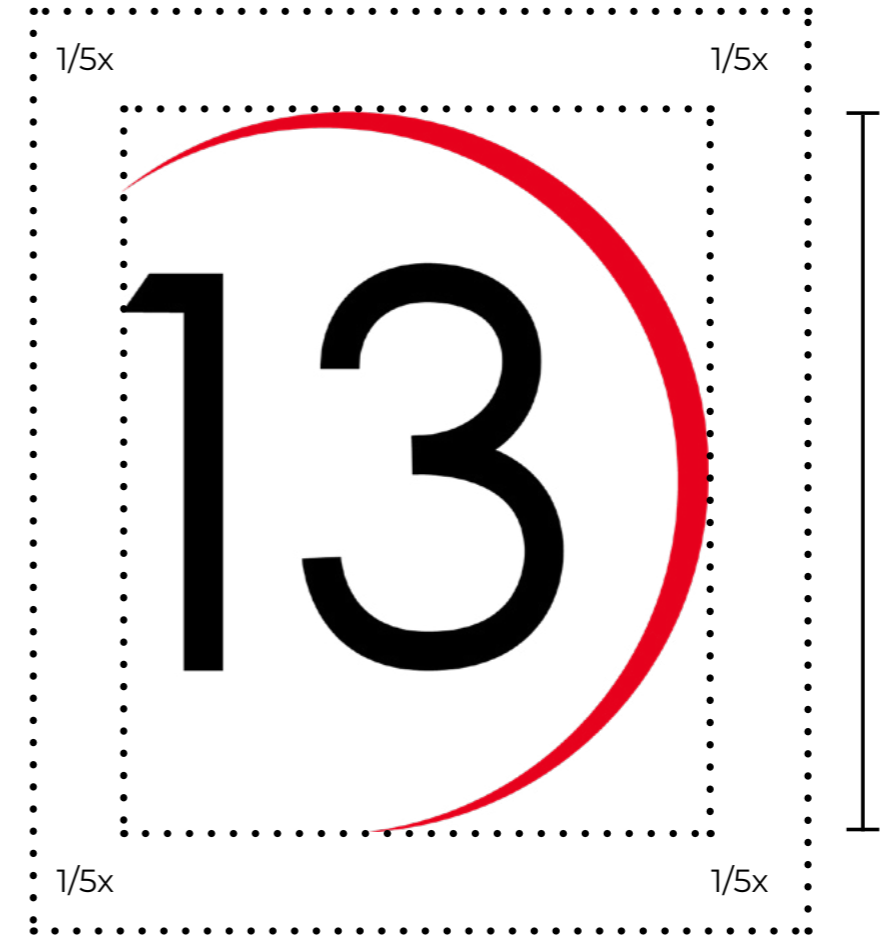
# LOGO PRESENTATION

## Clearspace & Minimum Scale

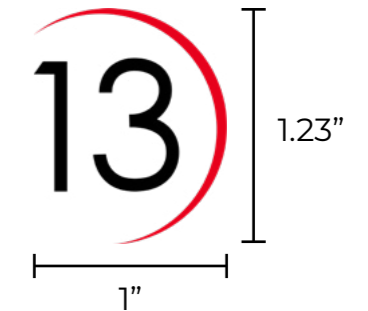
When using our logo, please keep in mind the clearspace needed to showcase it at its fullest. No other graphic elements should surpass this space. To calculate the clearspace with your custom size logo, divide the x-height (shown below and the next page) by 5.



Minimum Scale



Minimum Scale



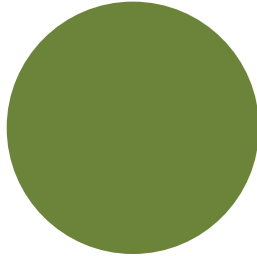
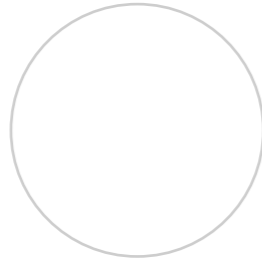
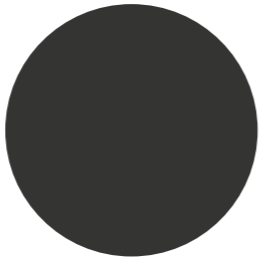
# MEDIZIN



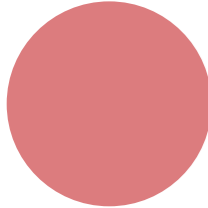
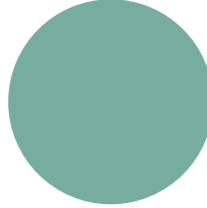
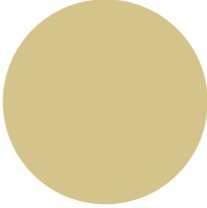
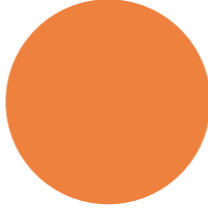
# COLOR

Shades and tints of these colors may be used with good judgement.

## BRAND COLOR

	<b>MEDIZIN GREEN</b> #6b833a C 61 M 32 Y 97 K 13		<b>STARK WHITE</b> #ffffff C 0 M 0 Y 0 K 0		<b>CHARCOAL GREY</b> #333333 C 69 M 63 Y 62 K 58
--	---	--	---	---	---

## OTHER ASSET COLORS

	<b>MEDIZIN PINK</b> #db7d7e C 11 M 62 Y 41 K 0		<b>MEDIZIN BLUE</b> #78ad9e C 56 M 17 Y 42 K 0		<b>MEDIZIN YELLOW</b> #d5c58b C 18 M 18 Y 53 K 0		<b>MEDIZIN ORANGE</b> #ed823e C 3 M 60 Y 85 K 0
---	---	--	---	--	---	--	--

# TYPEFACE

## BEBAS NEUE BOLD

A

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
0123456789.?!



# MASTER LOGOS

Primary & Secondary Logos



# BRAND MARK

## Symbol Description

We have the “M” highlighted in our brand mark because of its representation of “Marijuana”. Fun fact: when you turn the logo 90 degrees clockwise, it reads “13”.

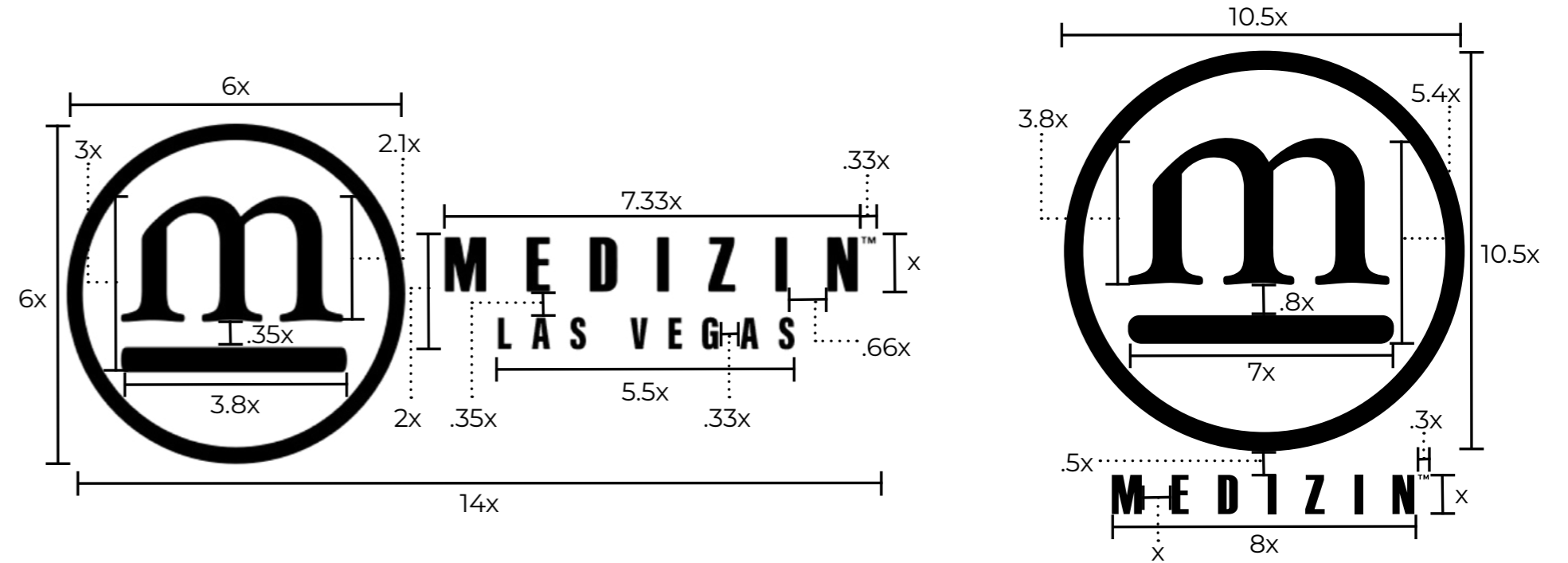


**M**  
The “M” represents cannabis or “Marijuana”.

# B&W + RATIO

## Primary & Secondary Logos

The ratios of our logos are dependent on the x-height indicated.  
Do not stretch or skew the logos to maintain the ratio.



# LOGO PRESENTATION

## Approved Usage of Logo Variations



Full color on light background



Full color on dark background



Pure black on white



Pure white on black

## Incorrect Usage of Logo Variations

Our logos should not be incorrectly displayed under any circumstances in order to preserve the identity of the brand. Below are a few examples of presentation violations.



**DO NOT** place incorrect logo color on background



**DO NOT** skew or distort the logo



**DO NOT** change logo color to an unapproved color



**DO NOT** remove essential elements from logo

# LOGO PRESENTATION

## Clearspace & Minimum Scale

When using our logo, please keep in mind the clearspace needed to showcase it at its fullest. No other graphic elements should surpass this space. To calculate the clearspace with your custom size logo, divide the x-height shown below by 3. The vertical logo needs a clearspace of exactly the x-height shown on the next page.



### Minimum Scale



### Minimum Scale



# OUR BRANDS





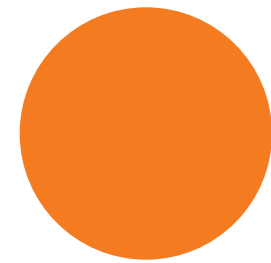
TRENDI

TRENDI

# COLOR

Shades, tints, and orange gradient variations of these colors may be used with good judgement.

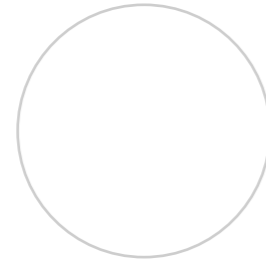
## BRAND COLORS



**TRENDI ORANGE**

#fe7b12

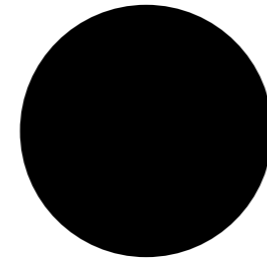
C 0  
M 64  
Y 100  
K 0



**STARK WHITE**

#ffffff

C 0  
M 0  
Y 0  
K 0



**INKY BLACK**

#000000

C 0  
M 0  
Y 0  
K 100

## ORANGE GRADIENT

#f7934f

#fe7b12

# TYPEFACE

Aa

Rounded Elegance

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 . ? !

# MASTER LOGO

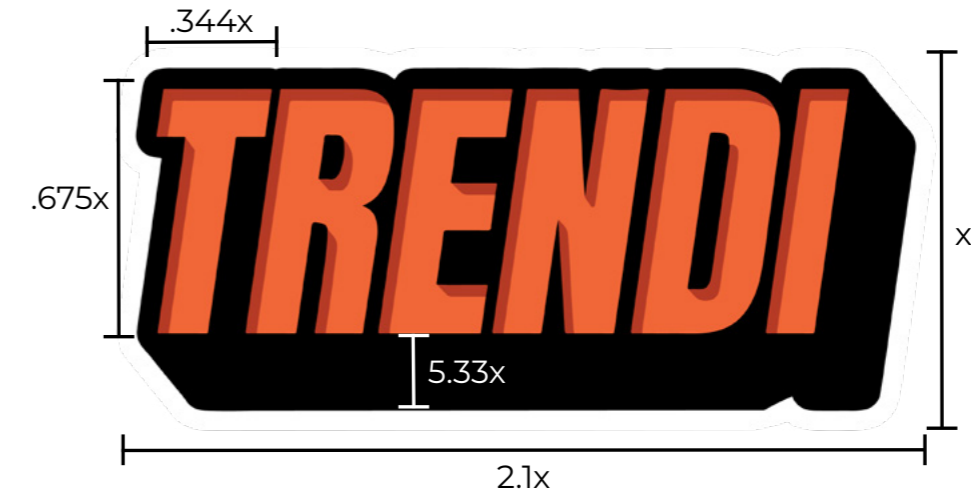
Primary & Secondary Logos



# B&W + RATIO

Primary Logo

The ratio of our logo is dependent on the x-height indicated.  
Do not stretch or skew the logos to maintain the ratio.





# LOGO PRESENTATION

## Approved Usage of Logo Variations



Full color on light background



Full color on dark background



Pure black on white



Pure white on black

## Incorrect Usage of Logo Variations

Our logos should not be incorrectly displayed under any circumstances in order to preserve the identity of the brand. Below are a few examples of presentation violations.



**DO NOT** place incorrect logo color on background



**DO NOT** invert logo



**DO NOT** change logo color to an unapproved color



**DO NOT** remove essential elements from logo

# LOGO PRESENTATION

## Clearspace & Minimum Scale

When using our logo, please keep in mind the clearspace needed to showcase it at its fullest. No other graphic elements should surpass this space. To calculate the clearspace with your custom size logo, multiply the x-height shown below by 2/19.



## Minimum Scale



# DREAMLAND



DREAMLAND  
CHOCOLATES



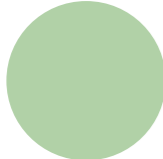



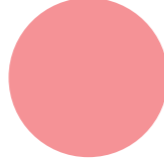
# COLOR

Shades and tints of these colors may be used with good judgement.

## BRAND COLORS

	<b>CLOUD WHITE</b> #ffffff C 0 M 0 Y 0 K 0		<b>NIGHT SKY</b> #231f20 C 0 M 0 Y 0 K 100
--	---	---	---

## OTHER ASSET COLORS

	<b>COOL MINT</b> #b2d2a7 C 32 M 4 Y 42 K 0		<b>DREAMY YELLOW</b> #f1d88e C 6 M 12 Y 52 K 0		<b>DECADENT BLUE</b> #274469 C 93 M 75 Y 35 K 21		<b>PISTACHIO GREEN</b> #b8b8ac C 29 M 22 Y 31 K 0
	<b>LILAC SKIES</b> #baa3c8 C 26 M 36 Y 3 K 0		<b>PASTEL BLUE</b> #a5d0d2 C 35 M 5 Y 17 K 0		<b>RADIANT RASPBERRY</b> #f69295 C 0 M 53 Y 28 K 0		<b>ORANGE TOFFEE</b> #faab84 C 0 M 39 Y 48 K 0

# TYPEFACE

**A**

**CUNIA**

**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  
0 1 2 3 4 5 6 7 8 9 . ? !**

# MASTER LOGOS

Primary & Secondary Logos

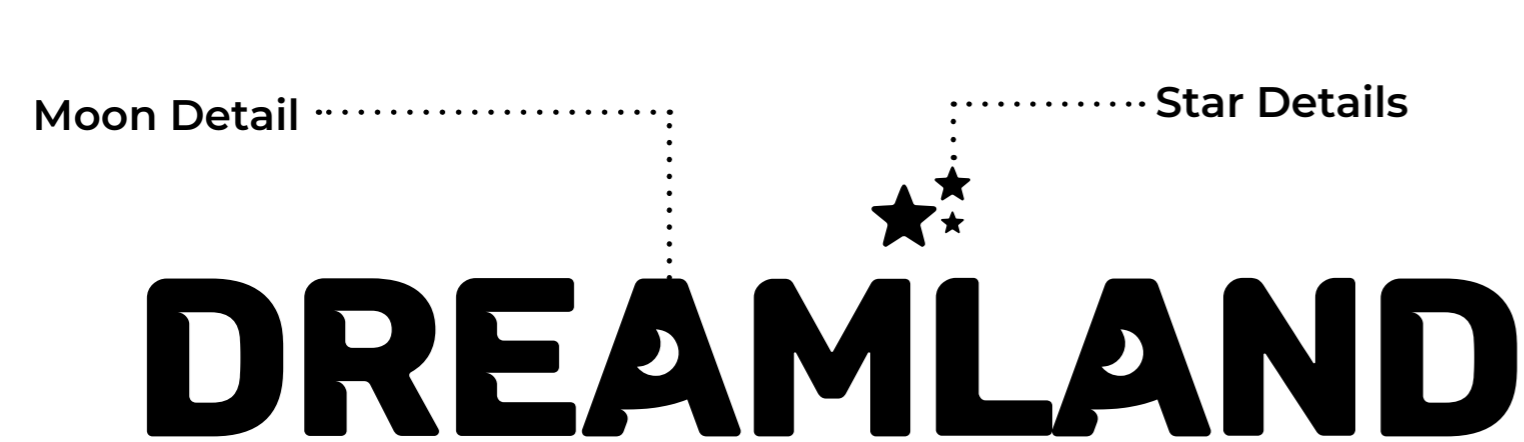
**DREAMLAND**  
CHOCOLATES

**DREAMLAND**

# BRAND MARK

## Symbol Description

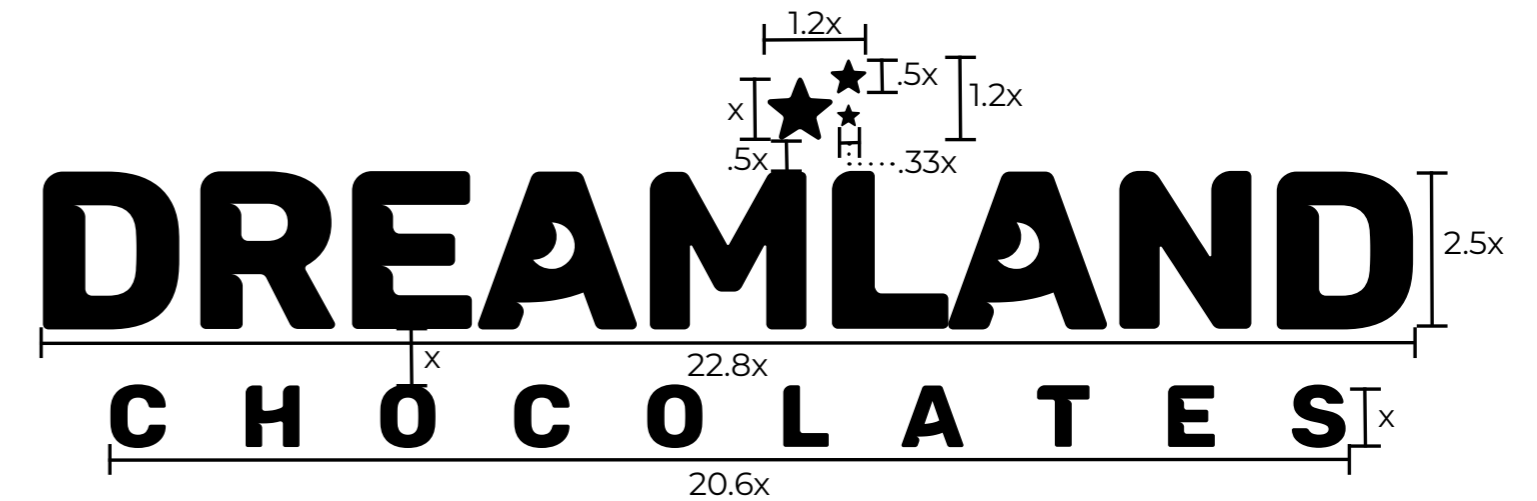
Dreamland Chocolates brand focus is to deliver a dreamy high through our product and packaging. This is reflected through the use of night sky details in our logo.



# B&W + RATIO

## Primary Logo

The ratios of our logo is dependent on the x-height indicated. Do not stretch or skew the logo to maintain the ratio.



# LOGO PRESENTATION

## Approved Usage of Logo Variations



Black on light background



White on dark background



Pure black on white



Pure white on black

## Incorrect Usage of Logo Variations

Our logos should not be incorrectly displayed under any circumstances in order to preserve the identity of the brand. Below are a few examples of presentation violations.



**DO NOT** place incorrect logo color on background



**DO NOT** skew or distort the logo



**DO NOT** change logo color to an unapproved color

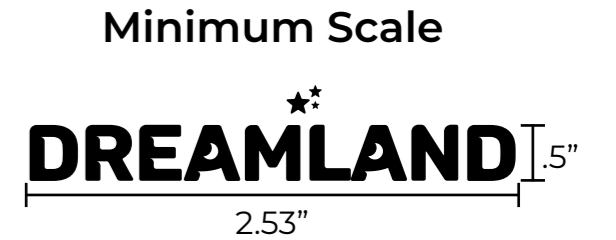
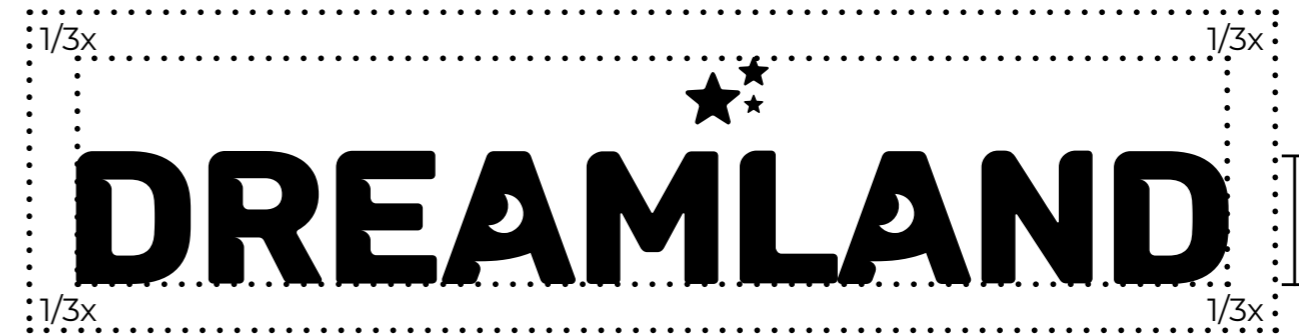


**DO NOT** remove essential elements from logo

# LOGO PRESENTATION

## Clearspace & Minimum Scale

When using our logo, please keep in mind the clearspace needed to showcase it at its fullest. No other graphic elements should surpass this space. To calculate the clearspace with your custom size logo, multiply the x-height shown below by  $9/25$ . The secondary logo clearspace needs to be the x-height shown multiplied by  $1/3$ .





# HAHA



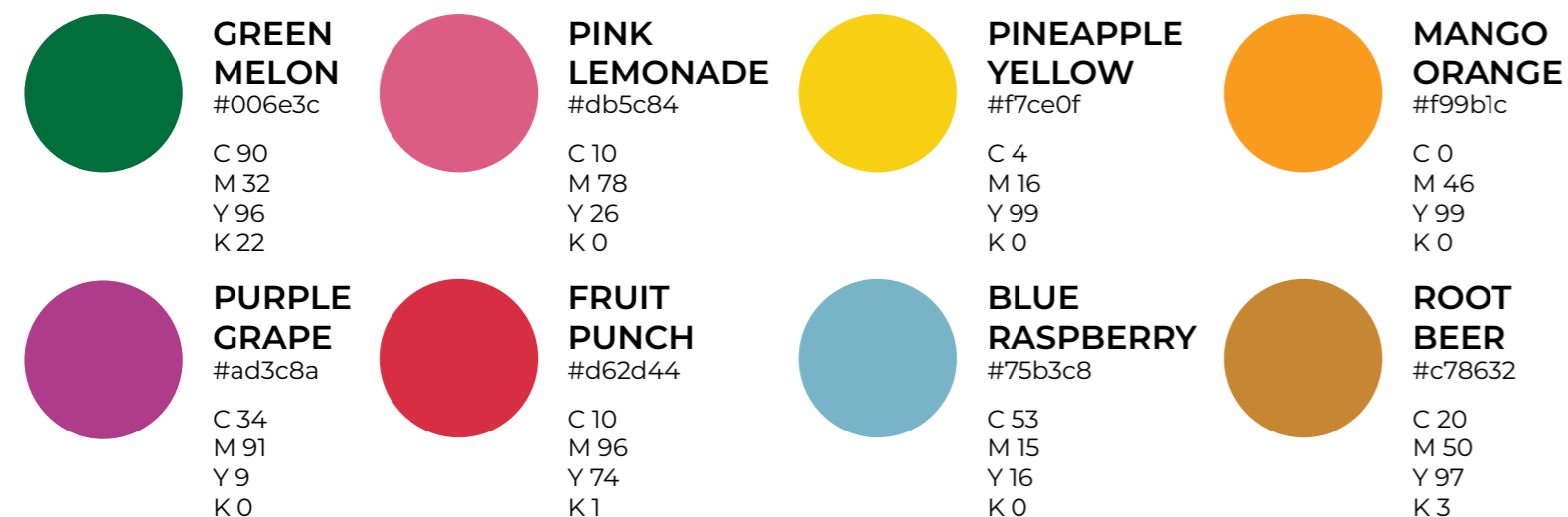
# COLOR

Shades and tints of these colors may be used with good judgement.

## BRAND COLORS



## OTHER ASSET COLORS



# TYPEFACE

**Aa**

## Titania

**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 . ? !**

# MASTER LOGO

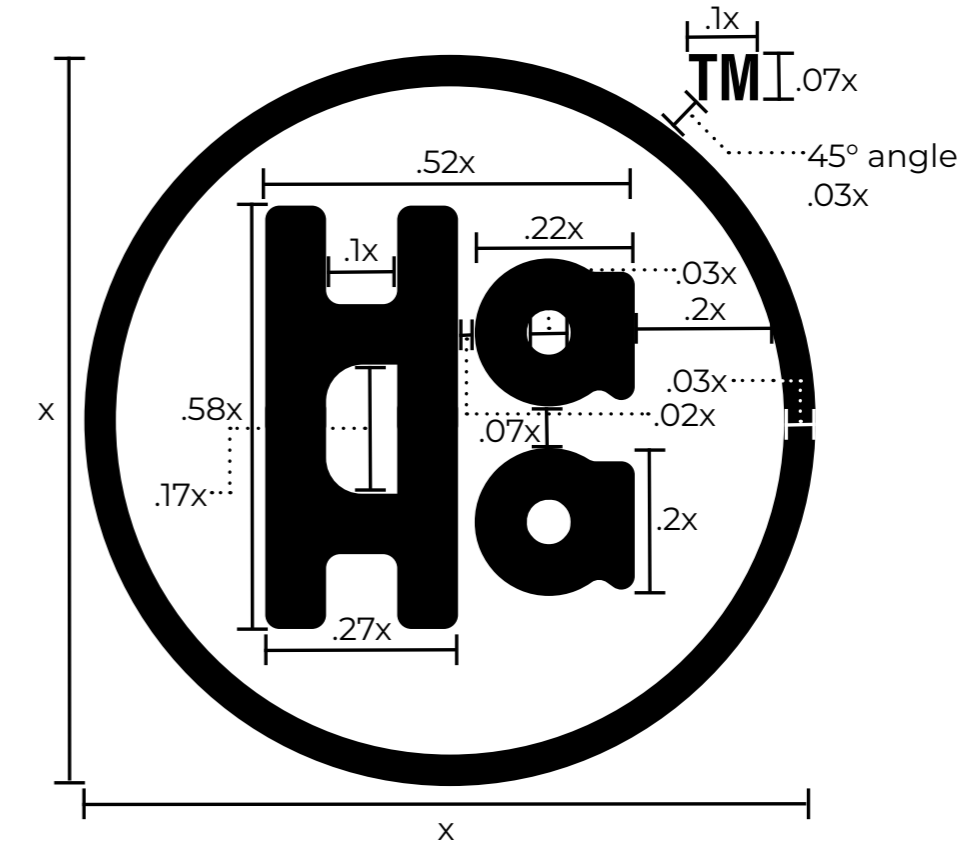
Primary Logo



# B&W + RATIO

Primary Logo

The ratio of our logo is dependent on the x-height indicated.  
Do not stretch or skew the logos to maintain the ratio.



# LOGO PRESENTATION

## Approved Usage of Logo Variations



Black on light background



White on dark background



Pure black on white



Pure white circular container behind logo

## Incorrect Usage of Logo Variations

Our logos should not be incorrectly displayed under any circumstances in order to preserve the identity of the brand. Below are a few examples of presentation violations.



**DO NOT** place incorrect logo color on background



**DO NOT** skew or distort the logo



**DO NOT** change logo color to an unapproved color



**DO NOT** remove essential elements from logo

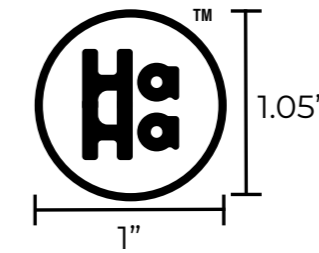
# LOGO PRESENTATION

## Clearspace & Minimum Scale

When using our logo, please keep in mind the clearspace needed to showcase it at its fullest. No other graphic elements should surpass this space. To calculate the clearspace with your custom size logo, multiply the x-height shown below by  $2/25$ .



## Minimum Scale



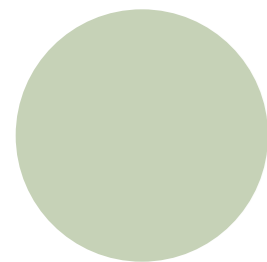
# LEAF & VINE

LUXURIOUS CANNABIS  
LEAF & VINE  
18



# COLOR

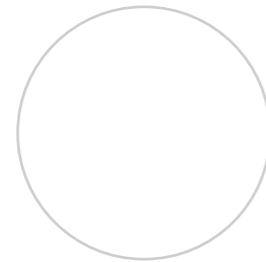
Shades and tints of these colors may be used with good judgement.



## LEAF GREEN

#c6d2b7

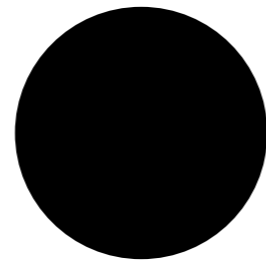
C 23  
M 9  
Y 31  
K 0



## STARK WHITE

#ffffff

C 0  
M 0  
Y 0  
K 0



## INKY BLACK

#000000

C 0  
M 0  
Y 0  
K 100

# TYPEFACE

Aa

## Montserrat Medium

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 . ? !

# MASTER LOGO

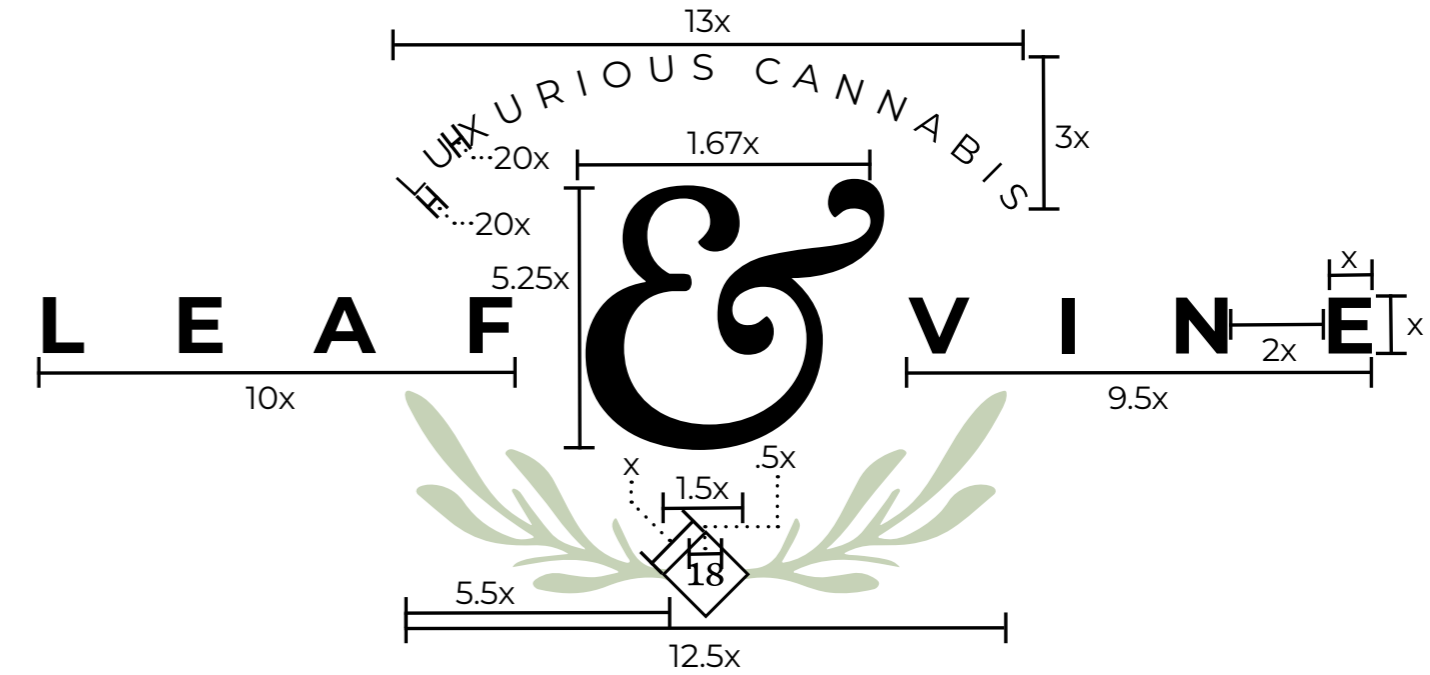
## Primary Logo



# B&W + RATIO

## Primary Logo

The ratio of our logo is dependent on the x-height indicated. Do not stretch or skew the logos to maintain the ratio.





# LOGO PRESENTATION

## Approved Usage of Logo Variations



Full color on light background



Full color on dark background



Pure black on white



Pure white on black

## Incorrect Usage of Logo Variations

Our logos should not be incorrectly displayed under any circumstances in order to preserve the identity of the brand. Below are a few examples of presentation violations.



**DO NOT** place incorrect logo color on background



**DO NOT** skew or distort the logo



**DO NOT** change logo color to an unapproved color



**DO NOT** remove essential elements from logo

# LOGO PRESENTATION

## Clearspace & Minimum Scale

When using our logo, please keep in mind the clearspace needed to showcase it at its fullest. No other graphic elements should surpass this space. To calculate the clearspace with your custom size logo, multiply the x-height shown below by 4/11.



## Minimum Scale



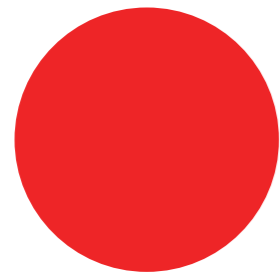
# PLANET M



# COLOR

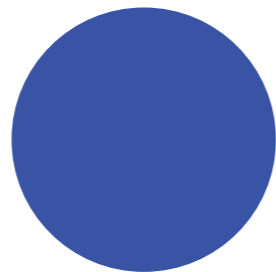
Shades and tints of these colors may be used with good judgement.

## BRAND COLORS



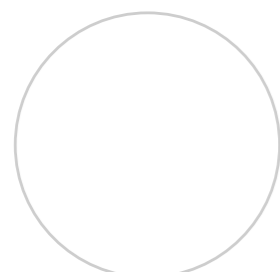
**RELAXING  
RED**  
#ed2024

C 0  
M 98  
Y 97  
K 0



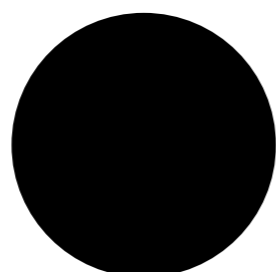
**LAPIS BLUE**  
#3a53a4

C 88  
M 76  
Y 0  
K 0



**STARK WHITE**  
#ffffff

C 0  
M 0  
Y 0  
K 0



**INKY BLACK**  
#000000

C 0  
M 0  
Y 0  
K 100

# TYPEFACE

**Aa**

## Titania

**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 . ? !**

# MASTER LOGOS

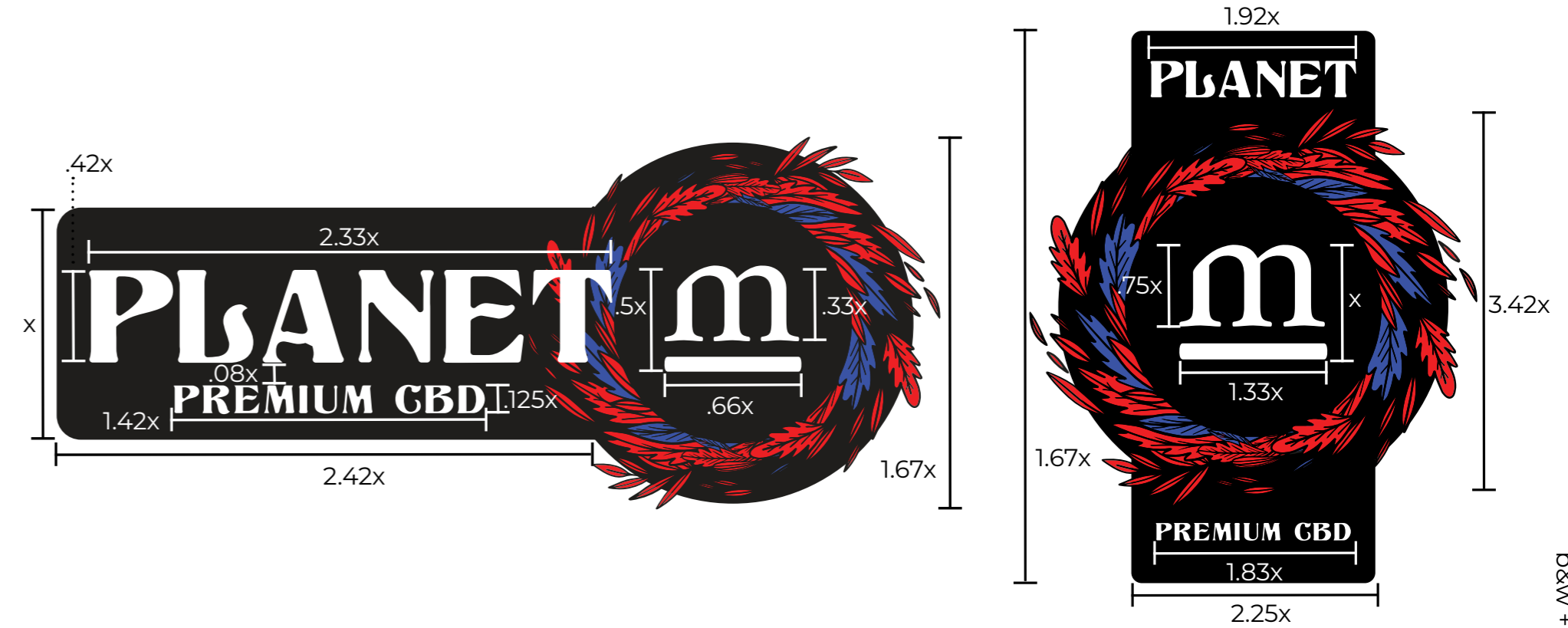
## Primary & Secondary Logos



# B&W + RATIO

## Primary & Secondary Logos

The ratios of our logo is dependent on the x-height indicated. Do not stretch or skew the logo to maintain the ratio.



# LOGO PRESENTATION

## Approved Usage of Logo Variations



Black logotype on light background



White logotype on dark background



Full color on white



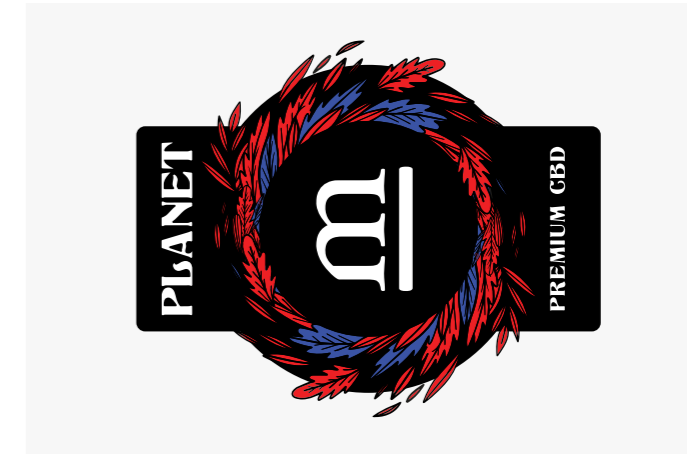
Full color on black

## Incorrect Usage of Logo Variations

Our logos should not be incorrectly displayed under any circumstances in order to preserve the identity of the brand. Below are a few examples of presentation violations.



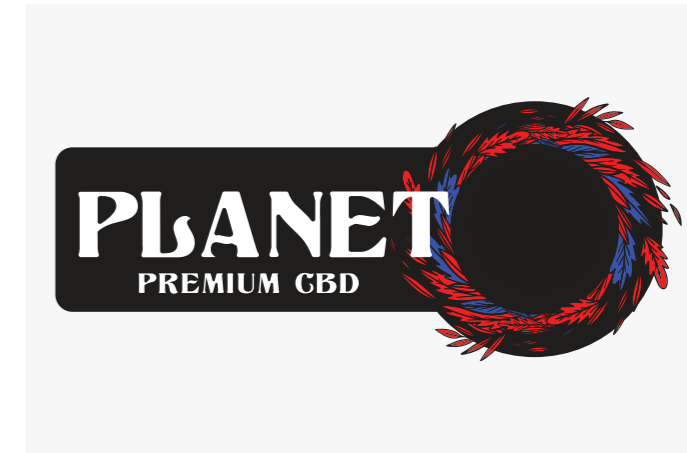
**DO NOT** place incorrect logo color on background



**DO NOT** skew or distort the logo



**DO NOT** change logo color to an unapproved color

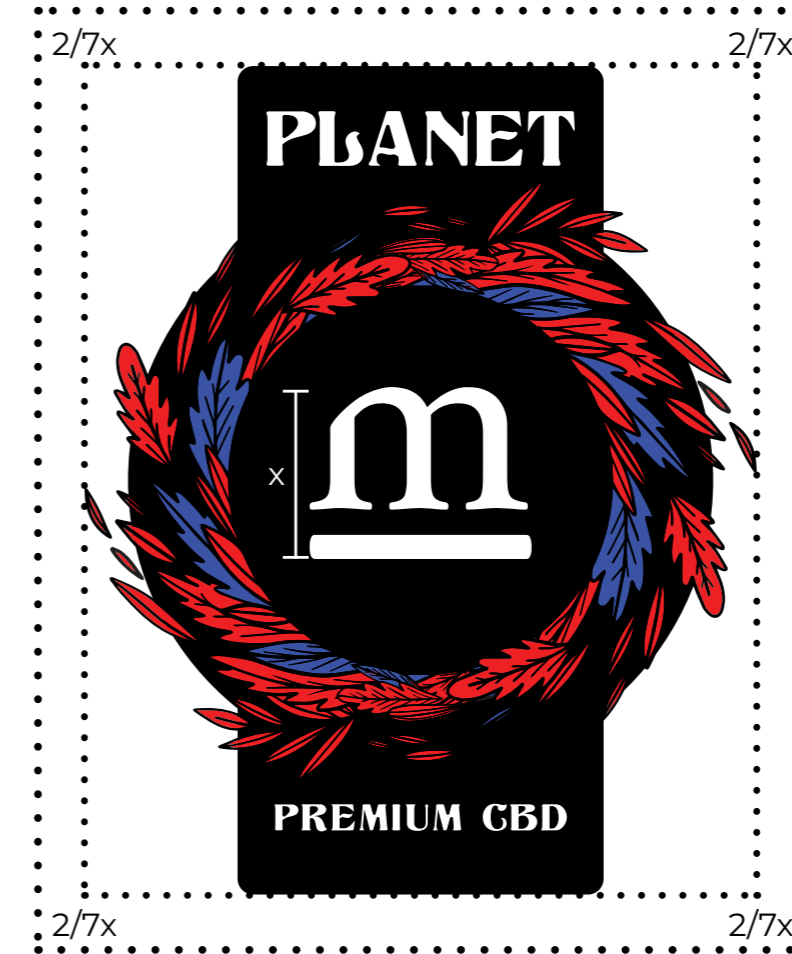
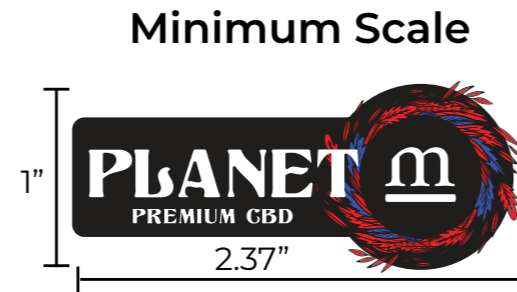


**DO NOT** remove essential elements from logo

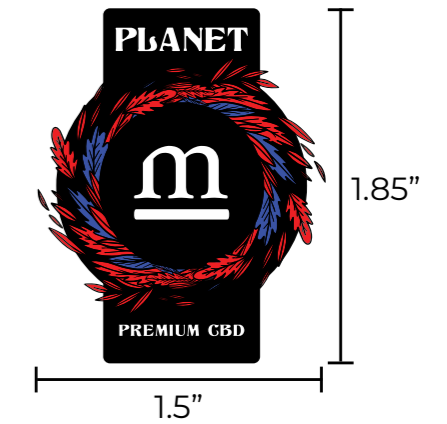
# LOGO PRESENTATION

## Clearspace & Minimum Scale

When using our logo, please keep in mind the clearspace needed to showcase it at its fullest. No other graphic elements should surpass this space. To calculate the clearspace with your custom size logo, multiply the x-height shown below by 1/5. The secondary vertical logo clearspace is the x-height shown multiplied by 2/7.



## Minimum Scale



# TRECE

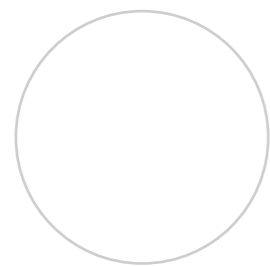




# COLOR

Shades and tints of these colors may be used with good judgement.

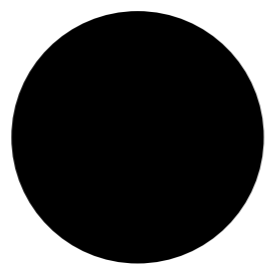
## BRAND COLORS



**STARK WHITE**

#ffffff

C 0  
M 0  
Y 0  
K 0

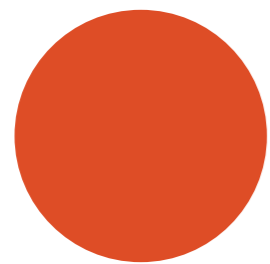


**INKY BLACK**

#000000

C 0  
M 0  
Y 0  
K 100

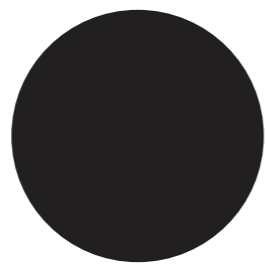
## OTHER ASSET COLORS



**TRECE ORANGE**

#e04b23

C 7  
M 85  
Y 100  
K 1



**CHARCOAL GRAY**

#231f20

C 70  
M 67  
Y 64  
K 74

# TYPEFACE

**Aa**

**Casual 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

**Aa**

**Antarctican Headline Semibold**

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  
0123456789.?!

**Aa**

**Interstate 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  
0123456789.?!

**Aa**

***Park Lane 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  
0123456789.?!*

# MASTER LOGOS

## Primary & Secondary Logos



# B&W + RATIO

## Primary & Secondary Logos

The ratios of our logo is dependent on the x-height indicated.  
Do not stretch or skew the logo to maintain the ratio.



# LOGO PRESENTATION

## Approved Usage of Logo Variations



Black on light background



White on dark background



Pure black on white



Pure white on black

## Incorrect Usage of Logo Variations

Our logos should not be incorrectly displayed under any circumstances in order to preserve the identity of the brand. Below are a few examples of presentation violations.



**DO NOT** place incorrect logo color on background



**DO NOT** skew or distort the logo



**DO NOT** change logo color to an unapproved color



**DO NOT** remove essential elements from logo

# LOGO PRESENTATION

## Clearspace & Minimum Scale

When using our logo, please keep in mind the clearspace needed to showcase it at its fullest. No other graphic elements should surpass this space. To calculate the clearspace with your custom size logo, multiply the x-height shown below by 2/7. The secondary vertical logo clearspace is the x-height shown multiplied by 1/2.



## Minimum Scale



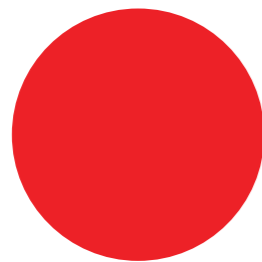
# PURRC



# COLOR

Shades and tints of these colors may be used with good judgement.

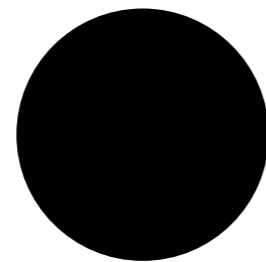
## BRAND COLORS



### PURC RED

#ed1f25

C 0  
M 99  
Y 97  
K 0



### INKY BLACK

#000000

C 0  
M 0  
Y 0  
K 100

# TYPEFACE

# A

## KATAHDIN ROUND REGULAR

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  
0 1 2 3 4 5 6 7 8 9 . ? !

# MASTER LOGO

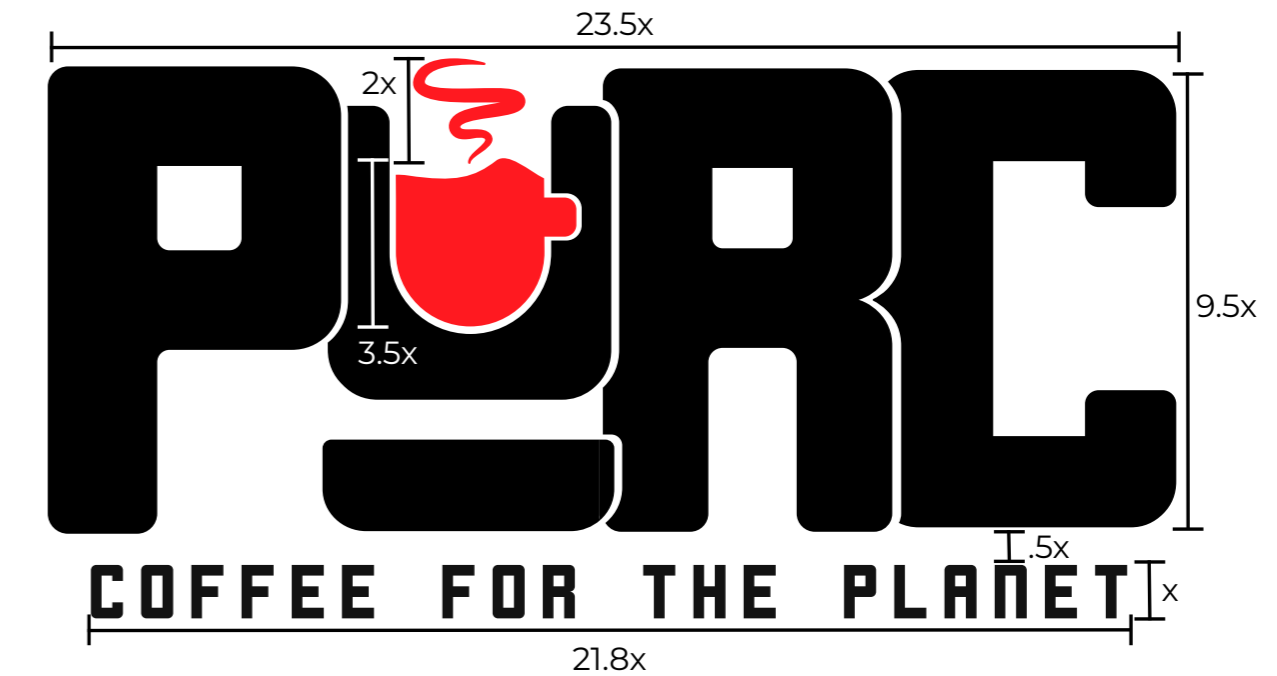
Primary Logo



# B&W + RATIO

Primary Logo

The ratios of our logo is dependent on the x-height indicated.  
Do not stretch or skew the logo to maintain the ratio.



# LOGO PRESENTATION

## Approved Usage of Logo Variations



Black colored on light background



White colored on dark background



Pure black on white



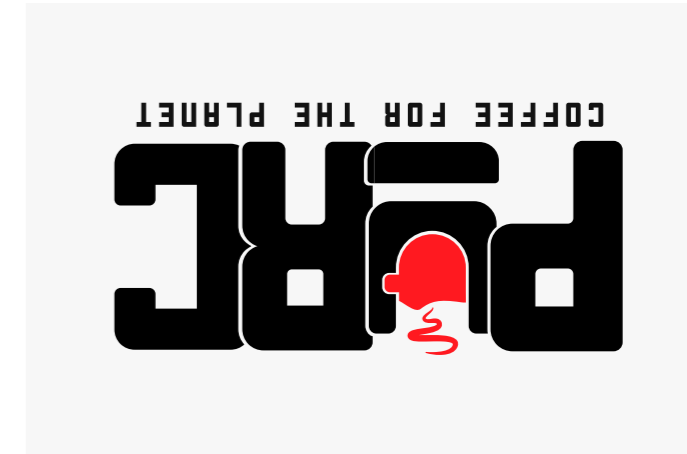
Pure white on black

## Incorrect Usage of Logo Variations

Our logos should not be incorrectly displayed under any circumstances in order to preserve the identity of the brand. Below are a few examples of presentation violations.



**DO NOT** place incorrect logo color on background



**DO NOT** skew or distort the logo



**DO NOT** change logo color to an unapproved color



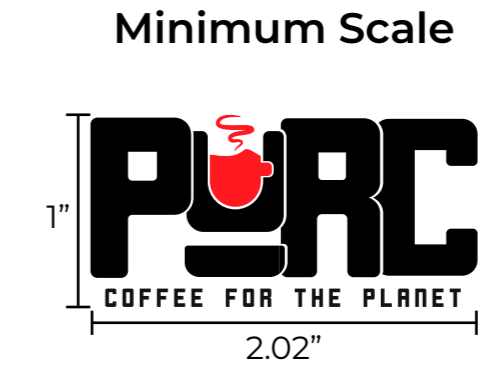
**DO NOT** remove essential elements from logo



# LOGO PRESENTATION

## Clearspace & Minimum Scale

When using our logo, please keep in mind the clearspace needed to showcase it at its fullest. No other graphic elements should surpass this space. The logo clearspace has exactly the x-height shown below.





planet13  
ORANGE COUNTY