



BRAND GUIDELINES

www.honacbd.com

WELCOME

Welcome to HONA CBD brand guidelines. This document contains all you need to know about how our brand should be used in print and digital materials ensuring it remains consistent throughout. Using our brand correctly is extremely important to us, so we ask that the guide is always referred to and adhered to. We hope you enjoy getting to know our brand better.

Table

OF CONTENTS

1. BRAND STRATEGY	4	3. COLOR	10	5. IMAGERY	18
Culture & Values	5	Brand colors	11	Photography	19
		Hero color	12		
		Secondary color	13		
2. LOGO	6	4. TYPOGRAPHY	14	6. CONTACTS	20
Master logo	7	Primary fonts	15	Address	20
Clear space & sizing	8	Secondary fonts	16	Phone number	20
		Typeface Weights	17	Email Website	20

BRAND STORY

Our brand is more than our name or our logo. It's the sum total of everything we say and do. At HONA CBD, we set and achieve ambitious goals. The quality of our products and services reflects our identity. Our brand guidelines have been designed to ensure consistency within our brand, helping to create strong, recognizable, and innovative communications. The following pages demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression. Any modifications from this brand guidelines will require written pre approval from the HONA management team.

MISSION STATEMENT

To empower individuals on their health journey through the natural benefits of hemp-derived cbd, fostering a lifetime of wellness and harmony with nature.

VISION STATEMENT

To become a beacon in the wellness and fitness space, guiding individuals towards a healthier, more balanced lifestyle with the support of nature's offerings.

BRAND VALUES

EMPOWERMENT

we believe mutual RESPECT is integral to all we do and say.

We treat others as we could want to be treated. We encourage and praise, show courtesy and kindness, listen with an open mind first before expressing our own opinions, and value feedback and suggestions.

INTEGRITY

We believe HUMILITY is exemplified by servant leadership.

We put others first, listen, show gratitude, ask for help when needed, seek feedback, and mentor others.

INNOVATION

We believe in HIGH INTEGRITY, doing the right thing.

We tell the truth, keep promises, take personal responsibility, admit mistake, work hard, support each other, stand up for what's right.

SUSTAINABILITY

We believe PROFESSIONALISM is essential to this industry.

We do what we say, finish what we start, be of high character, embrace a positive attitude, perform job duties effectively, develop a professional image, and commit to continuous improvement and continuous learning.

LOGO

The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.

Logo

MASTER LOGO

Our logo is simple, clean, and stylish. The sketched tree and block buildings represent the world of property with a softer greener sustainable side. This logo can be used with the icon or without. The logo is available for use in charcoal, green, mint, or white in all instances where the logo is used on its own. Overall style – modern and professional.



Clear

SPACE & SIZING

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out in all of our communications. The minimum clear space is 50% of the height of the entire logo. Our logo must be sized large enough to be easily read on every application. If the HONA CBD logo is on a page with other company logos; the HONA CBD logo must be as consistent in size as any other logo or larger for print and digital material use.



THE MINIMUM SIZE

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.



COLOR

Our brand is underpinned with a color palette designed to be fresh, modern and distinctive. Different combinations of color can dramatically change the tone and appearance of a document so it is important to consider how they work together. To help achieve greater brand recognition it is important that our color palette is applied consistently.

Palette

BRAND COLORS

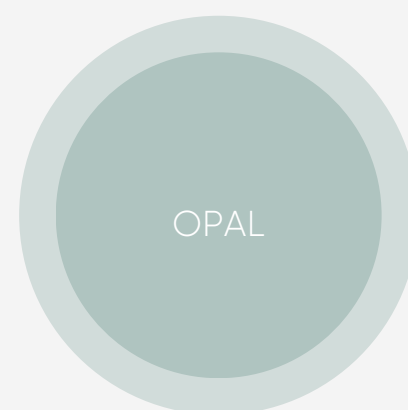
The primary color palette is constant throughout all communications. A color hierarchy has been implemented, ranging from Philippine Green, Opal, Dark Sea Green, Wintergreen Dream, and Cadet Midnight Green. Where possible Pantone colors should be used.



PANTONE
348 C
RGB
0, 133, 57
CMYK
100, 0, 57, 48
HEX
#008539



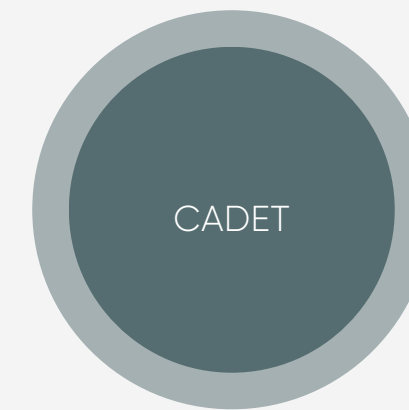
PANTONE
5575 C
RGB
151, 178, 155
CMYK
15, 0, 13, 30
HEX
#97B29B



PANTONE
5527 C
RGB
175, 196, 192
CMYK
11, 0, 2, 23
HEX
#AFC4C0



PANTONE
5483 C
RGB
80, 146, 134
CMYK
45, 0, 8, 43
HEX
#509286



PANTONE
431 C
RGB
85, 109, 112
CMYK
24, 3, 0, 56
HEX
#556D70



PANTONE
548 C
RGB
0, 67, 82
CMYK
100, 18, 0, 68
HEX
#004352

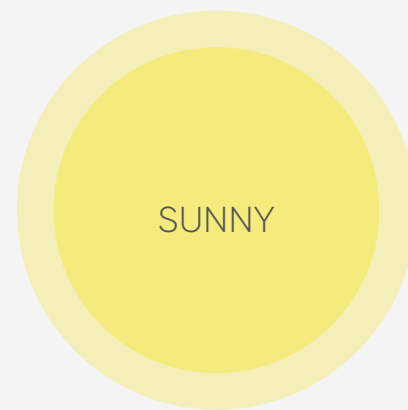
Palette

HERO COLORS

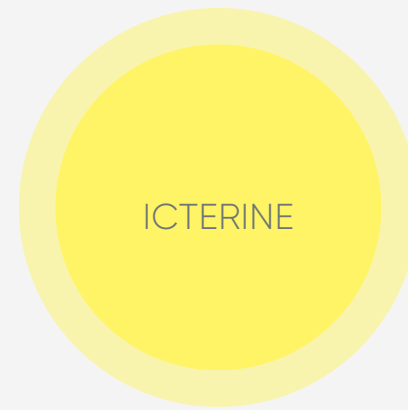
The primary color palette is constant throughout all communications. A color hierarchy has been implemented for certain products containing these yellow accented colors, ranging from Vivid Yellow being the most important to Icterine being the least used. Where possible Pantone colors should be used.



PANTONE
102 C
RGB
255, 230, 8
CMYK
0, 10, 97, 0
HEX
#FFE608



PANTONE
602 C
RGB
244, 235, 125
CMYK
0, 4, 49, 4
HEX
#F4EB7D

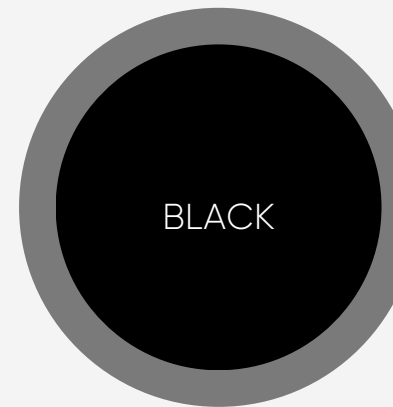
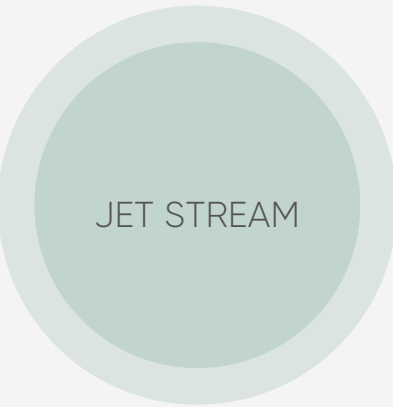


PANTONE
100 C
RGB
255, 244, 102
CMYK
0, 4, 60, 0
HEX
#FFF466

Palette

SECONDARY COLORS

The primary color palette is constant throughout all communications. A color hierarchy has been implemented, ranging from Jet Stream being the most important to Black being the least used. Where possible Pantone colors should be used.



PANTONE
5595 C
RGB
194, 212, 208
CMYK
8, 0, 2, 17
HEX
#C2D4D0

PANTONE
427 C
RGB
216, 216, 216
CMYK
0, 0, 0, 15
HEX
#D8D8D8

PANTONE
422 C
RGB
166, 166, 166
CMYK
0, 0, 0, 35
HEX
#A6A6A6

PANTONE
444 C
RGB
109, 117, 118
CMYK
8, 1, 0, 54
HEX
#6D7576

PANTONE
425 C
RGB
84, 84, 84
CMYK
0, 0, 0, 67
HEX
#545454

PANTONE
663 C
RGB
0, 0, 0,
CMYK
100, 100, 100, 100
HEX
#000000

Palette

HERO COLOUR

Philippine Green is vibrant and used to accent certain products. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints. Color is a key element of this design, therefore it is important that CMYK colors are used to print the designs rather than color RGB colors.

philippine
green

PANTONE

348 C

CMYK

11, 0, 2, 23

RGB

175, 196, 192

HEX

#008539

10%

20%

30%

40%

50%

60%

70%

80%

90%

Palette

HERO COLOUR

Dark Sea Green is minimal. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints. Color is a key element of this design, therefore it is important that CMYK colors are used to print the designs rather than color RGB colors.

dark
sea green

PANTONE

5575 C

CMYK

15, 0, 13, 30

RGB

151, 178, 155

HEX

#97B29B

10%

20%

30%

40%

50%

60%

70%

80%

90%

Palette

HERO COLOUR

Opal is minimal. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints. Color is a key element of this design, therefore it is important that CMYK colors are used to print the designs rather than color RGB colors.

opal

PANTONE

5527 C

CMYK

11, 0, 2, 23

RGB

175, 196, 192

HEX

#AFC4C0

10%

20%

30%

40%

50%

60%

70%

80%

90%

Palette

SECOND COLOUR

Wintergreen Dream is vibrant. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints. Color is a key element of this design, therefore it is important that CMYK colors are used to print the designs rather than color RGB colors.

wintergreen
dream

PANTONE
5483 C

CMYK
45, 0, 8, 43

Colour R
80, 146, 134

HEX
#509286

10%

20%

30%

40%

50%

60%

70%

80%

90%

Palette

SECOND COLOUR

Cadet is minimal bold. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints. Color is a key element of this design, therefore it is important that CMYK colors are used to print the designs rather than color RGB colors.

cadet

PANTONE

431 C

CMYK

24, 3, 0, 56

RGB

85, 109, 112

HEX

#556D70

10%

20%

30%

40%

50%

60%

70%

80%

90%

Palette

SECOND COLOUR

Midnight Green is minimal bold. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints. Color is a key element of this design, therefore it is important that CMYK colors are used to print the designs rather than color RGB colors.

midnight green

PANTONE
548 C

CMYK
100, 18, 0, 68

RGB
0, 67, 82

HEX
#004352

10%

20%

30%

40%

50%

60%

70%

80%

90%

Palette

SECOND COLOUR

Cool Grey is gentle. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints. Color is a key element of this design, therefore it is important that CMYK colors are used to print the designs rather than color RGB colors.

light
silver

PANTONE

427 C

CMYK

0, 0, 0, 15

RGB

216, 216, 216

HEX

#D8D8D8

10%

20%

30%

40%

50%

60%

70%

80%

90%

Palette

HERO COLOUR

vivid
yellow

Vivid Yellow is vibrant and used to accent certain products. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints. Color is a key element of this design, therefore it is important that CMYK colors are used to print the designs rather than color RGB colors.

PANTONE

102 C

CMYK

0, 10, 97, 0

RGB

255, 230, 8

HEX

#FFE608

10%

20%

30%

40%

50%

60%

70%

80%

90%

Palette

HERO COLOUR

Sunny is vibrant and used to accent certain products. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints. Color is a key element of this design, therefore it is important that CMYK colors are used to print the designs rather than color RGB colors.

sunny

PANTONE

602 C

CMYK

0, 4, 49, 4

RGB

244, 235, 125

HEX

#FFF466

10%

20%

30%

40%

50%

60%

70%

80%

90%

Palette

HERO COLOUR

Icterine is vibrant and used to accent certain products. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints. Color is a key element of this design, therefore it is important that CMYK colors are used to print the designs rather than color RGB colors.

Icterine

PANTONE

100 C

CMYK

0, 4, 60, 0

RGB

255, 244, 102

HEX

#FFF466

10%

20%

30%

40%

50%

60%

70%

80%

90%

TYPOGRAPHY

Gilroy-Light is our brand typeface, it should be used in all instances where typography is required. It is a simple, clean, and legible typeface that compliments our logo. Typography shouldn't be overlooked as a key element within our toolkit. It is important to adhere to the leading, tracking, and text arrangement specified in this document to achieve brand consistency throughout.

Typography

PRIMARY FONT

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used across all print and web applications. Gilroy-Light is our corporate typeface, it should be used in all body text where typography is required. It is a simple, clean, and legible typeface that compliments our logo.

GILROY

**ABCDEFGHIJKL
MNOPRSTUVWXYZ**

**abcdefghijkl
mnoprstuvwxyz**

1234567890!@#%&()+

Aa

Typography

SECONDARY FONT

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used across all print and web applications. Gilroy-Regular is our corporate typeface, it should be used in all body text where typography is required. It is a simple, clean, and legible typeface that compliments our logo.

GILROY-REGULAR

Bold is our headings weight.

Regular is used for captions and some bodies of text.

Regular Italics is used for quotes and interviews.

Aa

Typography

MAIN COLLECTION

GILROY- SEMI BOLD

To be used for
headings and
titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

GILROY-LIGHT

To be used for
main copy and
body of text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

GILROY- REGULAR

To be used mainly
for captions and
secondary titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

IMAGERY

Our photography and filming style captures real moments with real impact. It conveys a unique perspective on the dynamic nature of our people, communities, operations and the changing world around us.

Imagery

PHOTOGRAPHY

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.





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