



MAGIC CBD

NATURALLY LIVING

BRAND GUIDELINES



BUYMAGICCBD.COM

MASTER LOGO



LOGOTYPE

The simetry and lines of the logo gives a clean and reliable look to the Brand

MAGICCBD

NATURALLY LIVING

SLOGAN



ISOTYPE

Inspired by the silhouette of the cannabis leaf, combined with the top hat



LOGO VARIATIONS



Designed to be used in product labels, social media picture profile.

1

LOGO VARIATIONS



MAGICCBD
NATURALLY LIVING

2



Designed to be used in the web page

3



LOGO VARIATIONS



4

Positive: Designed to be used in cut vinyl

EXCLUSION ZONE

X VALUE




Care should be taken not to align any element within the exclusion zone.



**COLOUR PALETTE
LOGO COLOURS**

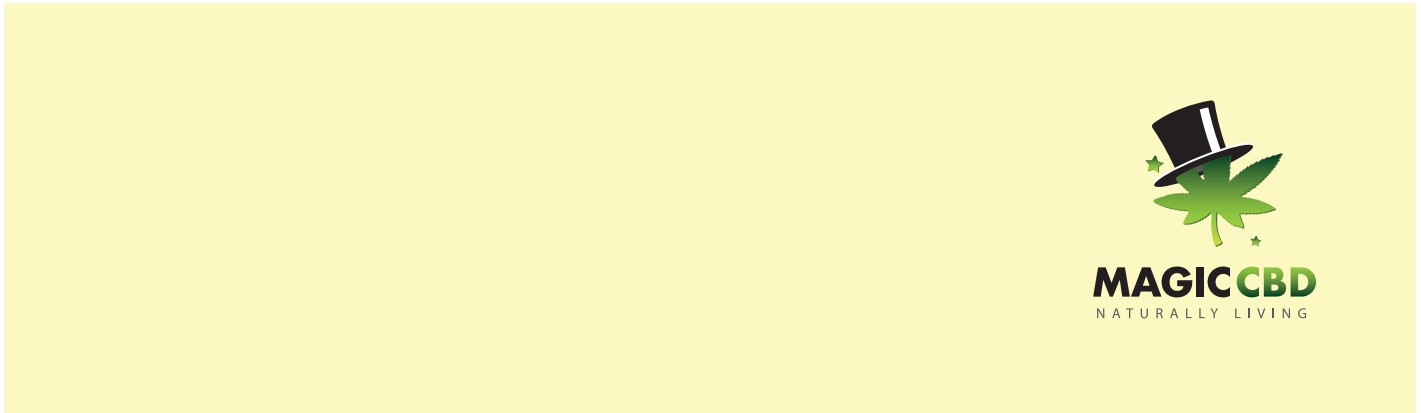


MAGICCBD
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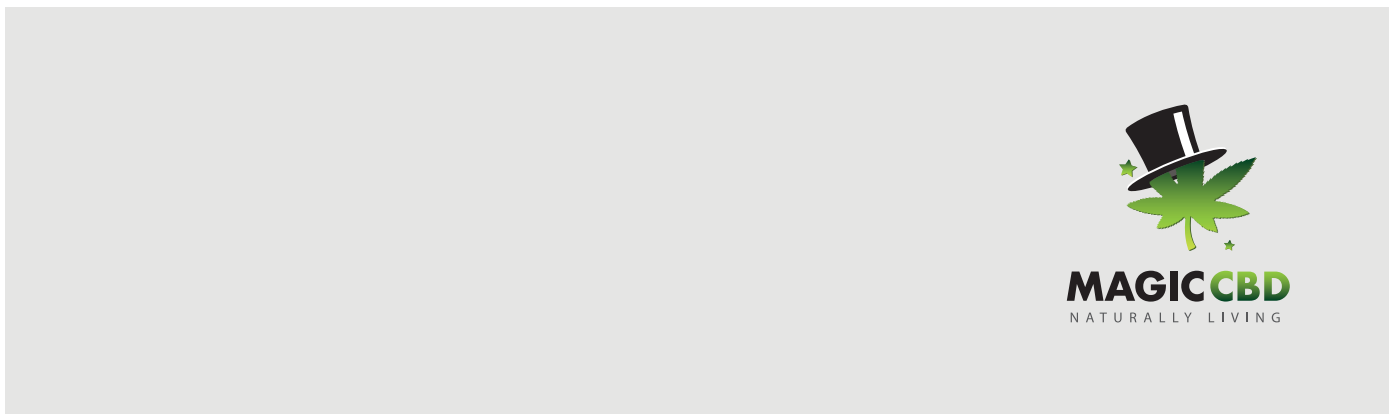
	CMYK	RGB	
<p>BLACK</p> 	C:0% M:0% Y:0% K:100%	R:0 G:0 B:0	#000000
<p>GREEN</p> 	C:89% M:42% Y:91% K:47% C:63% M:14% Y:92% K:1% C:25% M:1% Y:78% K:0%	R:4 G:75 B:43 R:109 G:168 B:77 R:109 G:168 B:77	#044B2B #6DA84D #C7D961
<p>GRAY</p> 	C:0% M:0% Y:0% K:80% C:11% M:7% Y:8% K:0%	R:224 G:225 B:226	#58595B #E0E1E2

SECONDARY BACKGROUND COLOUR

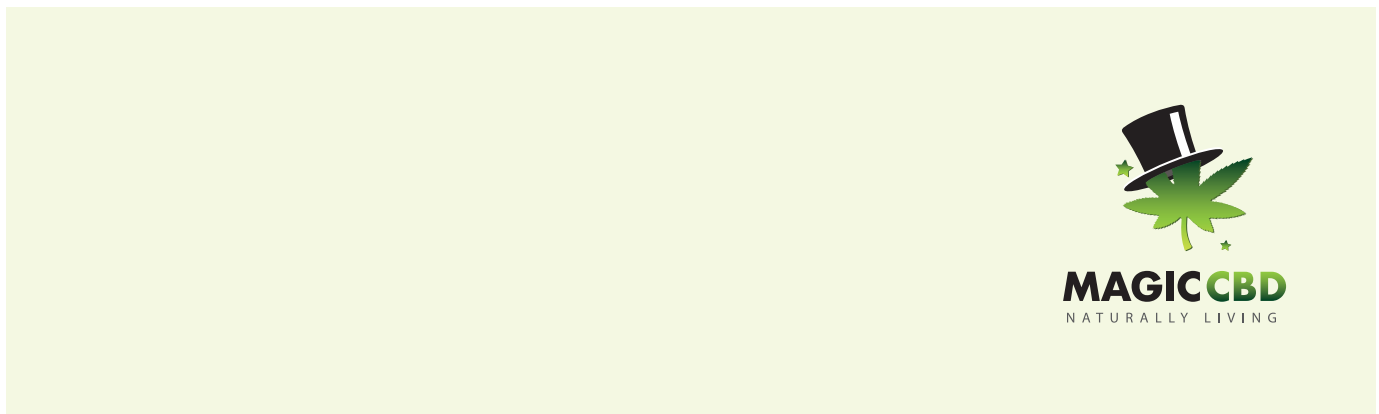
All colours can be used for any application of the MAGIC CBD Impressions Brand



C:0% M:0% Y:30% K:0%
R:252 G:248 B:194
#FCF8C2



C:9% M:6% Y:7% K:0%
R:229 G:229 B:229
#E5E5E5



C:4% M:0% Y:13% K:0%
R:244 G:248 B:226
#F4F8E2



PRIMARY FONT

Font used in logo and headlines. **Futura Bold**

A B C D F G H I J K L M N O P Q
R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

SECONDARY FONT

Font used in Slogan. Myriad Pro regular

A B C D F G H I J K L M N O P Q
R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

SECONDARY FONT

This font is used for long sentences and paragraphs. **Arial**

A B C D F G H I J K L M N O P Q
R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0



PRINT MEDIA & MERCHANDISING

FOLDER



FLYER



PRINT - MEDIA & MERCHANDISING

STICKERS

DIMENSIONS: 3.5" X 3.5"



T-SHIRT



T-SHIRT



PEN



TABLE TENT



BANNER ROLL UP

DIMENSIONS: 33" X 80