MONTROSE

WELCOME TO MONTROSE.

We are a community-based cannabis retail store, centered around authenticity and delivering uniquely positive customer experiences. Our brand looks ethereal, feels simple, and encourages discovery. Our approach welcomes new customers and shows appreciation to our day ones.

Within this identity guide you'll find the tone of voice we use, the colours we choose, our logos and their applications, and best practices. Each have a specific role to play, but the real magic happens when they're all used together. The following pages will help you understand our brand, what it stands for and how to express it in the best possible way.

IDENTITY GUIDE

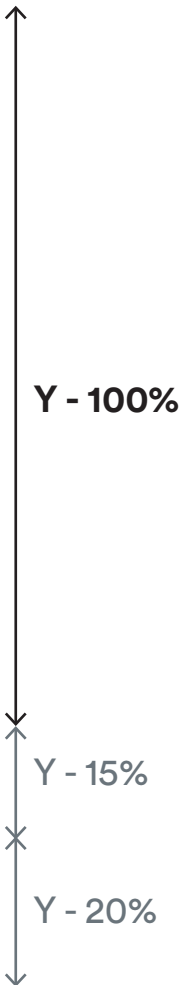# CONTENTS

LOGO

MONTROSE

Y - 100%

Y - 15%

Y - 20%

MASTERBRAND LOCKUP

The primary visual identity is a lockup of the logo and wordmark.

IDENTITY GUIDE

- First way to signify our presence in the world
- Used in client facing materials
- Our main visual signpost online
- Works on light backgrounds for print and digital

1/6 Width

MASTERBRAND CLEARSPACE

- Minimum clearspace: 1/6 of the overall width
- No other logos, type or other graphic elements should infringe on this space

There is no maximum size for the Montrose logo.

Digital	50 px height minimum
Print	0.7 inch height minimum

LOGO

MASTERBRAND GRADIENT

The <u>only</u> optional stylization for the logo.

- Logo icon must follow Mont-Rose Gold gradient transition (page 18)
- **Wordmark Gradient** swatches: B57D6B & E5C7BD
- To appear exclusively on Montrose Purp (swatch on page 17)
- When printing, opt for Rose Gold foil stamping on light or dark surfaces alike

Wordmark Gradient
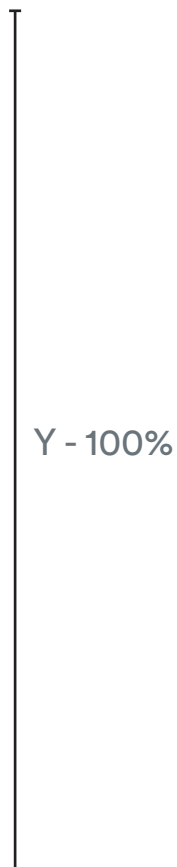Angle: 90°
Location: 35%

MONTROSE

MONOCHROMATIC LOGO

For use only when the logo is appearing on monochromatic print.

Y - 150%

Y - 100%

ALTERNATIVE ICON

For use online or as an insignia on merchandise.

INCORRECT APPLICATIONS

Don't rearrange.

Don't overlay or modify opacity.

Don't use the wordmark by itself.

Don't swap out a letter.

The no-no's.

Keep our logo and lockup consisten throughout communications. Here are ways they should not appear

These rules apply to all variants of our marks. The examples are just for representation.

Don't rotate.

Don't pick your own colours.

Don't outline.

Don't alter the gradient.

Don't create co-brand lockups.

Don't add effects.

Don't use different fonts.

Don't adjust the scale.

MORE INCORRECT APPLICATIONS

More no-no's.

These rules apply to all variants of our marks. The examples are just for representation.

Don't sheer or skew.

Don't change the spacing.

Don't place on cluttered background images.

Don't make your own logo.

TYPOGRAPHY

POPPINS

Clear, versatile, friendly.

Poppins is a Google Font, and it's a good one. Use as a header and/or body copy with clear distinction of style applications.

Poppins Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Poppins Thin

Poppins Thin Italic

Poppins ExtraLight

Poppins ExtraLight Italic

Poppins Light

Poppins Light Italic

Poppins Medium

Poppins Medium Italic

Poppins SemiBold

Poppins SemiBold Italic

Poppins Bold

Poppins Bold Italic

Poppins ExtraBold

Poppins ExtraBold Italic

Poppins Black

Poppins Black Italic

LIBRE BASKERVILLE

Libre Baskerville is our serif font.

Libre Baskerville is our serif font.

Libre Baskerville is our serif font.

Hello serif legibility.

Libre Baskerville is a Google Font too., Use as a header and/or body copy with clear distinction of style applications.

abcdefghijk

Easy to digest.

Montrose values ease of communication to keep the community informed. Styling for legibility is integral to effective communication.

Clean, legible, organized.

The contrast between header and body copy fonts with suitable styling will help create a meaningful text hierarchy and accentuate the intended message.

OPT FOR SIMPLICITY

Montrose values ease of communication to keep the community informed. Styling for legibility is integral to effective communication.

TYPOGRAPHY

APPLICATION

General Rules
- Tracking is always set to a value of 0
- Always justified left or center
- Domine never appears in all caps
- Always contrast header and body copy styles in weight
- Set body copy leading to at least +25% of the font size. For example, if the body copy font size is 16pt, the leading is 16 plus 50% (4pt), which equals 20pt

Style 1 – Header lighter weight than copy
- Use only for large, hero statements
- Header font size is at least 3x larger than body copy font size

Style 2 – Header heavier weight than copy
- Use for body information, FAQ, policy, articles, product descriptions, etc.
- Header font size is equal to or up to 2x the size of body copy font size

COLOUR

251F49

PANTONE 275 C

MONTROSE PURP

Intriguing. Strong. Deep.

- Integral to the brand
- Always contrast online with white text
- Only print with white or Mont-Rose gold

Gradient Swatches

| 3F3196 | 655AAB | B2ACD5 | D9D6EA |
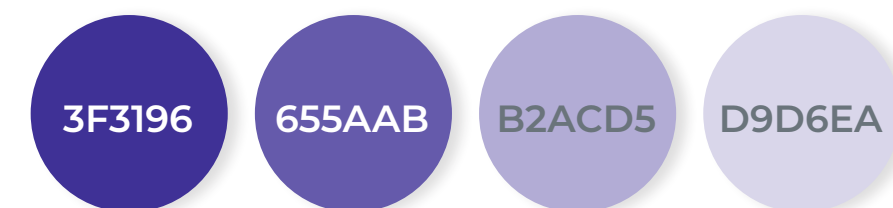
PANTONE:

| 2104 C | 2102 C | 2014 C | 7443 C |

E6C6BC

27%
70%

B57D6B

0%

FEF8F4

52%

B57D6B

100%
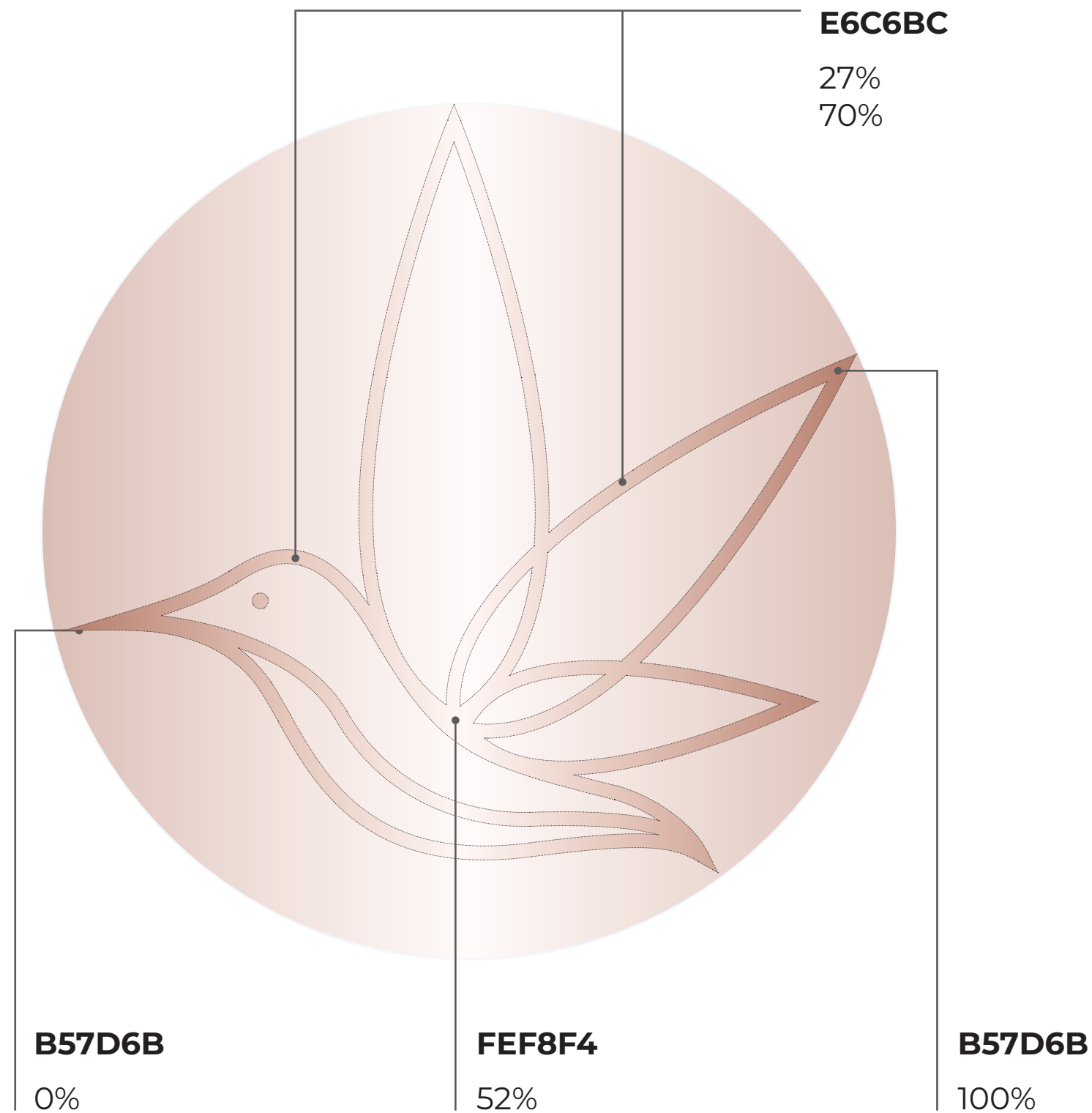
MONT-ROSE GOLD

The perfect blend.

IDENTITY GUIDE
- When printing, use rose gold foil stamping
- Do not alter the gradient
- Exclusively applied on our logo icon. Do not apply anywhere else.

Gradient Swatches

B57D6B **E5C7BD** **FFF7F5**

Family 01
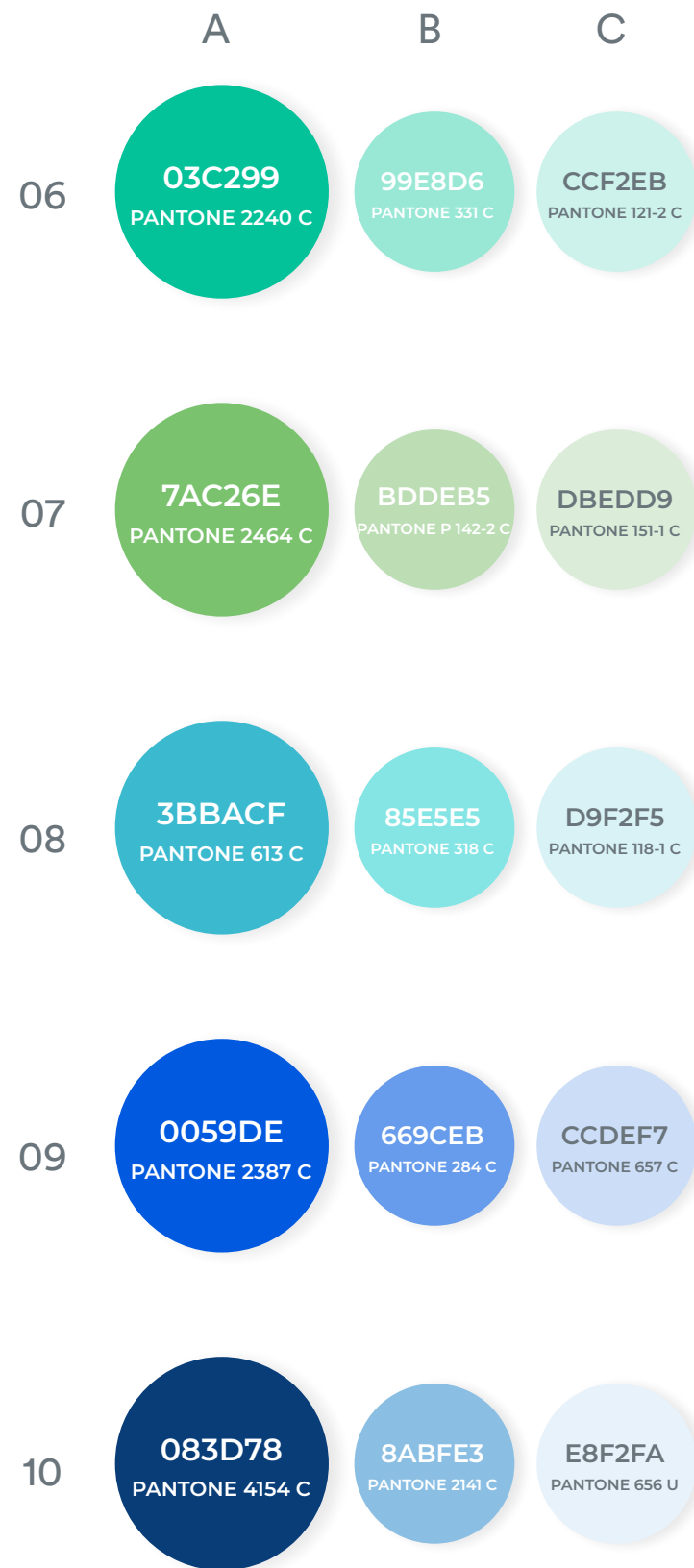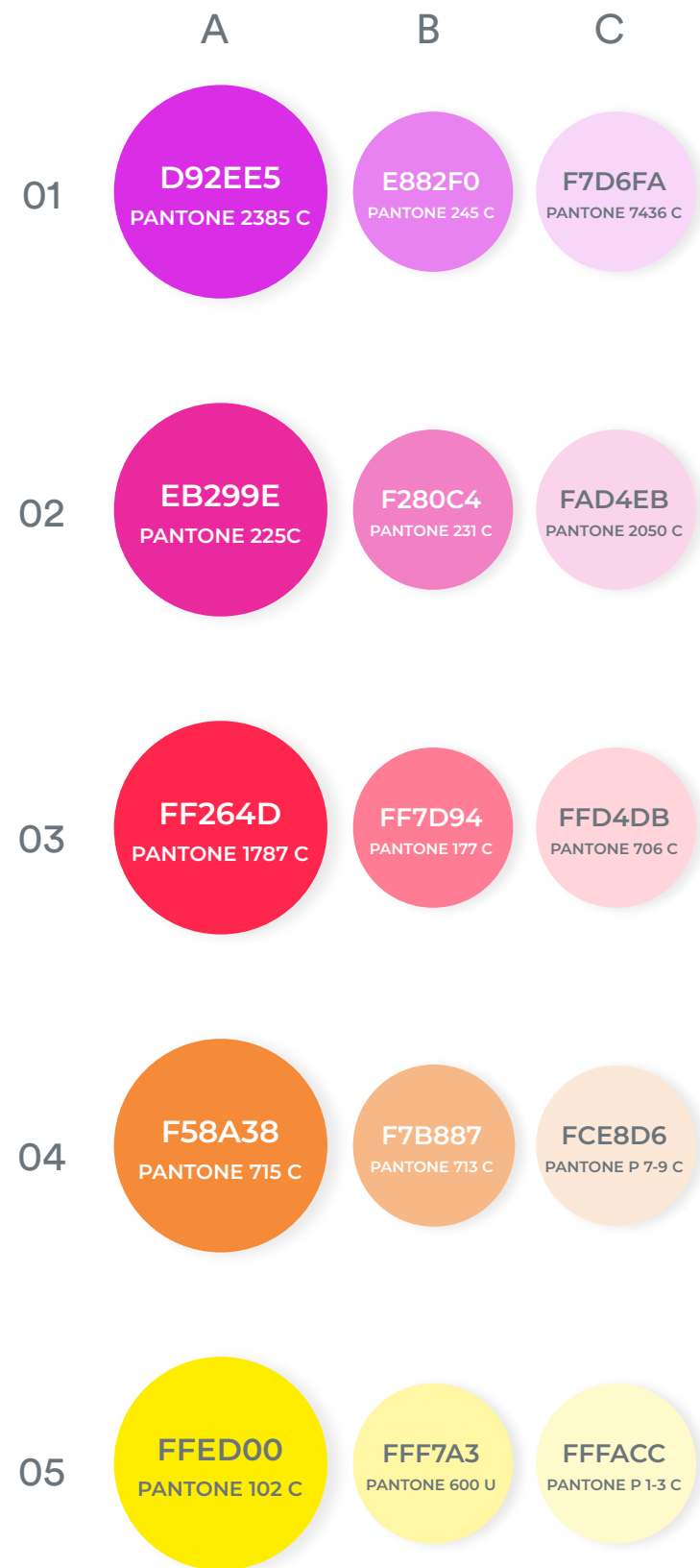| A	B	C
D92EE5 PANTONE 2385 C	**E882F0** PANTONE 245 C	**F7D6FA** PANTONE 7436 C

01

Family 02
A	B	C
EB299E PANTONE 225C	**F280C4** PANTONE 231 C	**FAD4EB** PANTONE 2050 C

02

Family 03
A	B	C
FF264D PANTONE 1787 C	**FF7D94** PANTONE 177 C	**FFD4DB** PANTONE 706 C

03

Family 04
A	B	C
F58A38 PANTONE 715 C	**F7B887** PANTONE 713 C	**FCE8D6** PANTONE P 7-9 C

04

Family 05
A	B	C
FFED00 PANTONE 102 C	**FFF7A3** PANTONE 600 U	**FFFACC** PANTONE P 1-3 C

05

Family 06
A	B	C
03C299 PANTONE 2240 C	**99E8D6** PANTONE 331 C	**CCF2EB** PANTONE 121-2 C

06

Family 07
A	B	C
7AC26E PANTONE 2464 C	**BDDEB5** PANTONE P 142-2 C	**DBEDD9** PANTONE 151-1 C

07

Family 08
A	B	C
3BBACF PANTONE 613 C	**85E5E5** PANTONE 318 C	**D9F2F5** PANTONE 118-1 C

08

Family 09
A	B	C
0059DE PANTONE 2387 C	**669CEB** PANTONE 284 C	**CCDEF7** PANTONE 657 C

09

Family 10
A	B	C
083D78 PANTONE 4154 C	**8ABFE3** PANTONE 2141 C	**E8F2FA** PANTONE 656 U

10

COLOUR
GRADIENT PALETTE

Use these colours to build beautiful gradients:

- Gradients with more than two colours must include pure white
- No more than two colours from each family
- Any three-colour gradient must include two (A) shades
- Maximum of four colours in any gradient

- Do not use as accent colours for online assets or on product design

SHADE

A	B	C

FAMILY

| 10 | **083D78** | **8ABFE3** | **E8F2FA** |

| 1A1A1A | 333333 | 515151 | 858585 |
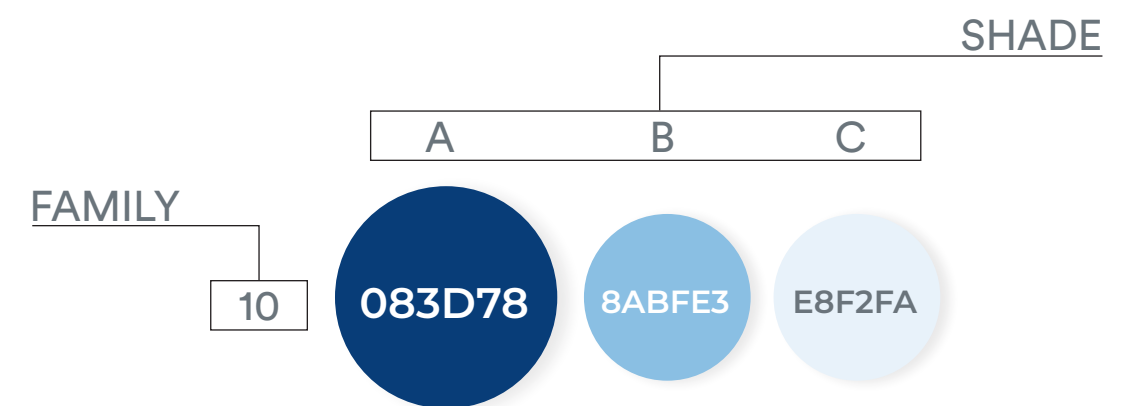
For use on light backgrounds.

| E5E4E4 | F8F7F7 | FAFAFA |

For use on dark backgrounds.

COPY GRAYS

Use these grays for copy. Always aim to achieve accessible legibility with a minimum of 50% contrast.

ICONOGRAPHY

CART　ACCOUNT　CREDIT CARD　RECEIPT　DELIVERY　SUPPORT

BIRTHDAY　FAVOURITE　LIKE　SHARE　SETTINGS　SEARCH

INSTAGRAM　FACEBOOK　TWITTER　LINKEDIN　WHATSAPP　E-MAIL

All pictograms that Montrose uses are icons by Streamline – the world's largest icon pack.

On light backgrounds, icons should only appear in Montrose Purp. On dark backgrounds, icons should only appear in pure white.

TONE

OUR VOICE.

The legacy market has taught us valuable lessons – to satisfy and serve the community, which is why we are privately owned. No shareholders, third party investors, or franchises. Our team is committed to the movement.

We're not about selling "best quality", "cheapest bud" or fastest delivery. Those are the standard. We believe in our people and giving our community the freedom to discover the world of cannabis.

LANGUAGE

Stick to plain language that's easy for your audience to understand, and avoid jargon. The goal is to inform, not impress.

Words we like	Words we don't like
Community	Audience
Authentic	Trailblazer
Help	Service
Experience	Satisfaction
Discover	Overwhelm
Honest	Persuasive
Value	Cheapest
Freedom	Stigma
Awareness	Buzz
Share	Promote

SOCIAL NETWORKS

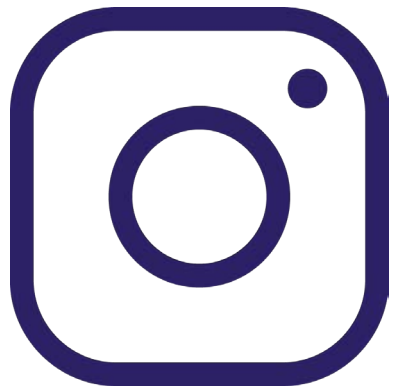**IN PROGRESS**

SOCIAL NETWORKS
GRAPHIC CONTENT

Some social media platforms have a character limit; others don't. But for the most part, we keep our social media copy short.

CAPTIONS
- Avoid jargon, slang, profanity, or technical terms unless they are appropriate
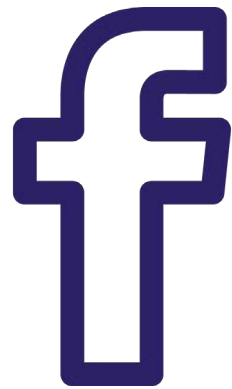- Always respect the community
- Be authentic

EMOJI USAGE
- Not mandatory, also not discouraged
- Always use with obvious context
- Don't overdo it
- Not typically used on LinkedIn
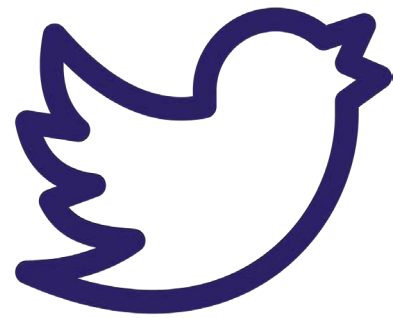- Our favourite emoji:

COPY

Some social media platforms have a character limit; others don't. But for the most part, we keep our social media copy short.

CAPTIONS
- Avoid jargon, slang, profanity, or technical terms unless they are appropriate
- Always respect the community
- Be authentic

EMOJI USAGE
- Not mandatory, also not discouraged
- Always use with obvious context
- Don't overdo it
- Not typically used on LinkedIn
- Our favourite emoji: 💜

Instagram
No limit, but try too keep it to 1 sentence or a short phrase. Feel free to throw in an emoji.

Facebook
No limit, but aim for 1-2 short sentences.

Twitter
280 characters.

LinkedIn
No limit, but aim to build credibility as a voice for the community.

RESPONSE & INTERACTION

Romeo @tamrielwanderer Aug 25, 2021

@MontroseCannabis having trouble placing order. DM sent.

MontroseCannabis ✔
@MontroseCannabis

Hi there, I have replied to your DM. Please feel free to follow up with me there. ^nb

3:31 PM · Aug 25, 2021 ⓘ

♡ 1 ⚪ 🔗 Copy link to Tweet

- Respond promptly to customer inquiries
- Be polite and friendly with non-sales related messages
- Do not interact with bots or trolls
- Use proper grammar and punctuation
- Use post authorship initials to indicate which team member is replying to a public message

CONTACTS

CONTACTS

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