



BRAND STANDARDS

VERSION 1.0
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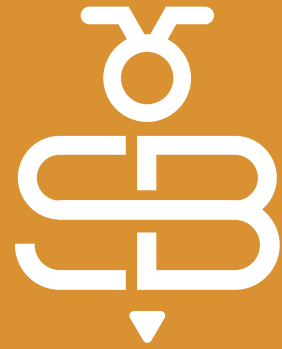
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INTRODUCTION

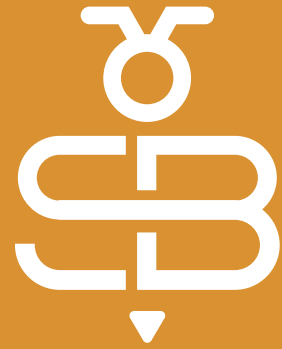


WE ARE ALL BRAND AMBASSADORS

Each and every one of us associated with the SOULFUL BEE. We share a valued and recognized brand, one that we are entrusted to grow, especially in an increasingly challenging marketplace as the health and wellness industry becomes ever more competitive in attracting and maintaining clients, vendors and media attention.

By working together, we can deliver a consistent message that continues to build on the SOULFUL BEE's positive image and distinguishes our brand from others. As ambassador's every time we connect with a client, we influence their perception of the SOULFUL BEE. Our diligence and creative attention to the SOULFUL BEE brand is a welcome challenge to us all.

As a vendor, we're asking you to help uphold the trust we've established with our partners, our family and our clients. Working together to protect the quality, value and the connection to our brand will guarantee a passionate client base and successful future for all.



BRAND STANDARDS



SOULFUL BEE

USING THE SOULFUL BEE NAME IN PRINT

When referring to SOULFUL BEE in print, always use all caps to maintain a consistent naming convention.

When setting the name as a display headline or large graphic element, remove half the word space between SOULFUL and BEE to present the two words as a single entity (as shown below).

Note that body text and headlines do not need to be modified.

SOULFUL BEE



SOULFUL BEE: LOGO USAGE MASTER LOGO

When using the SOULFUL BEE master logo, only the master files provided by the SOULFUL BEE should be used.



RGB

Orange: 218 / 145 / 49
Black: 0 / 0 / 0

HEX

Orange: D79133
Black: #000000

CMYK

Orange: 5 / 46 / 81 / 0
Black: 0 / 0 / 0 / 0

PMS

Orange: 124U
Black: 179-16U



SOULFUL BEE: LOGO USAGE

WIREFRAME LOGO

Although the full-color master SOULFUL BEE logo is preferred, a single-color logo treatment may be required when legibility becomes difficult. When using the SOULFUL BEE wireframe logos, only the master files provided by the SOULFUL BEE should be used.

POSITIVE



REVERSE



RGB

BLACK: 0 / 0 / 0
WHITE: 0 / 0 / 0

HEX

BLACK: 000000
WHITE: FFFFFFFF

CMYK

BLACK: 0 / 0 / 0 / 100
WHITE: 0 / 0 / 0 / 0



SOULFUL BEE: LOGO USAGE

LOGO STAGING

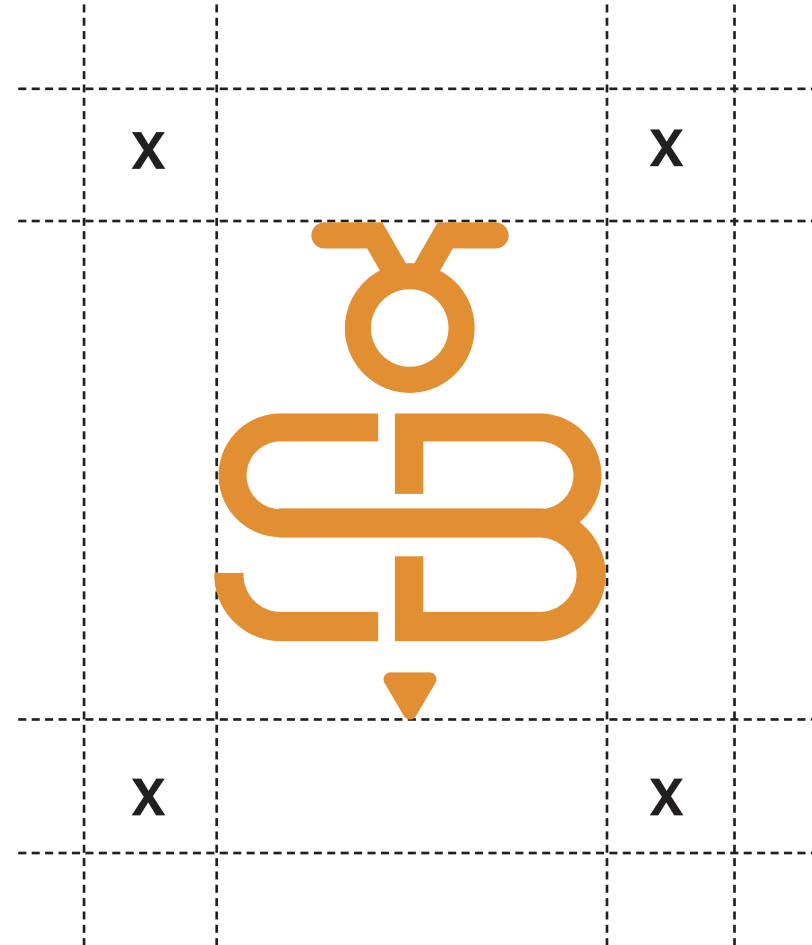
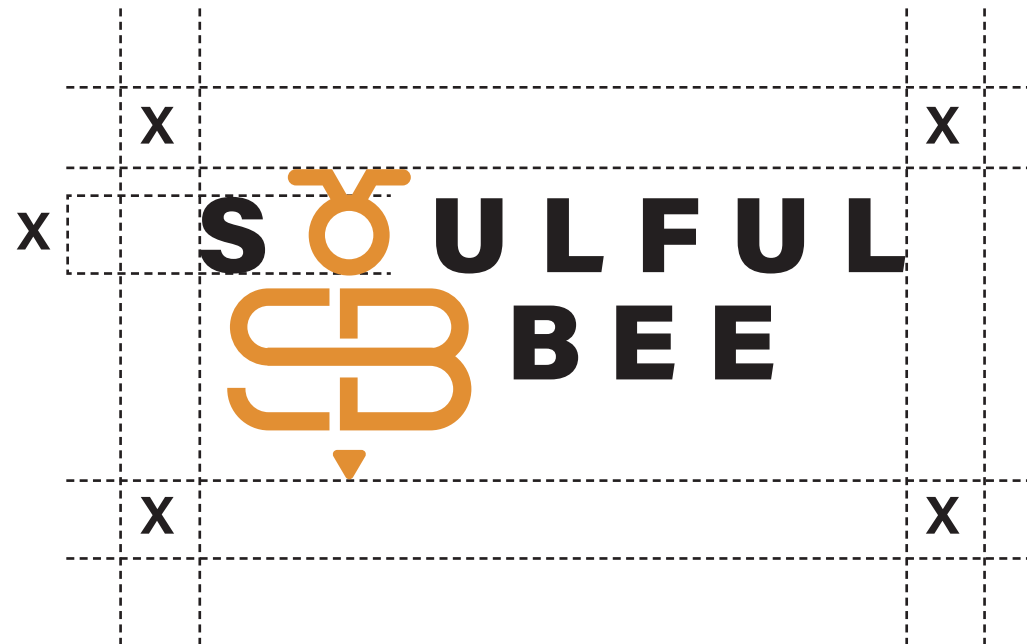
Logo staging refers to the way the logo is displayed on any surface. When staging the logo, consider the following:

MINIMUM HEIGHT*: 0.25"



CLEAR SPACE: The diagram to the right illustrates the minimum amount of space that must surround the logo. The head "O" in the logo equals the unit of measure "X." Clear space may be larger than "1X", but never smaller.

POSITIONING: The SOULFUL BEE logo should never be angled, skewed, or formally displayed in a shape (such as a box or a circle).





LOGO BACKGROUNDS

While the logo is best displayed on a solid white background, it may also be placed over photography or patterns as long as the logo is clearly legible.

Note that when the logo is placed over a dark or blue background, an additional white outline should not be added.



PREFERRED



ACCEPTABLE



ACCEPTABLE

The logo may be placed over a wide variety of solid colored backgrounds as long as there is sufficient contrast for logo legibility.



Don't add an additional white outline to the logo when it is placed over a blue or black background.



Don't place the logo over a busy background that competes with the legibility of the logo.



SOULFUL BEE: LOGO USAGE **SPECIAL LOGOS***

SOULFUL BEE Special Logos are used for specific and operational needs. When using the SOULFUL BEE Special Logos, only the master files provided by the SOULFUL BEE should be used.












SOULFUL BEE: COLOR PALETTE
PRIMARY COLORS

The color palette for The SOULFUL BEE is one primary color and three secondary colors.

Note variations of these colors may only be in "tint", do not alter or shift the color.

PRIMARY		SECONDARY	SECONDARY	SECONDARY	SECONDARY
					
PMS 124 U		PMS 1807 U	PMS 315 U	PMS 369 U	PMS P 179-6 U
CMYK: 13 / 47 / 95 / 1 RGB: 218 / 145 / 49 HEX: D79133		CMYK: 26 / 77 / 61 / 11 RGB: 169 / 81 / 83 HEX: A75154	CMYK: 88 / 49 / 39 / 14 RGB: 26 / 102 / 122 HEX: 1F6779	CMYK: 68 / 16 / 100 / 2 RGB: 95 / 158 / 67 HEX: 62A044	CMYK: 0 / 0 / 0 / 40 RGB: 168 / 170 / 172 HEX: 000000

80% Tint	15% Tint
	
	
	
	
	

Colors:

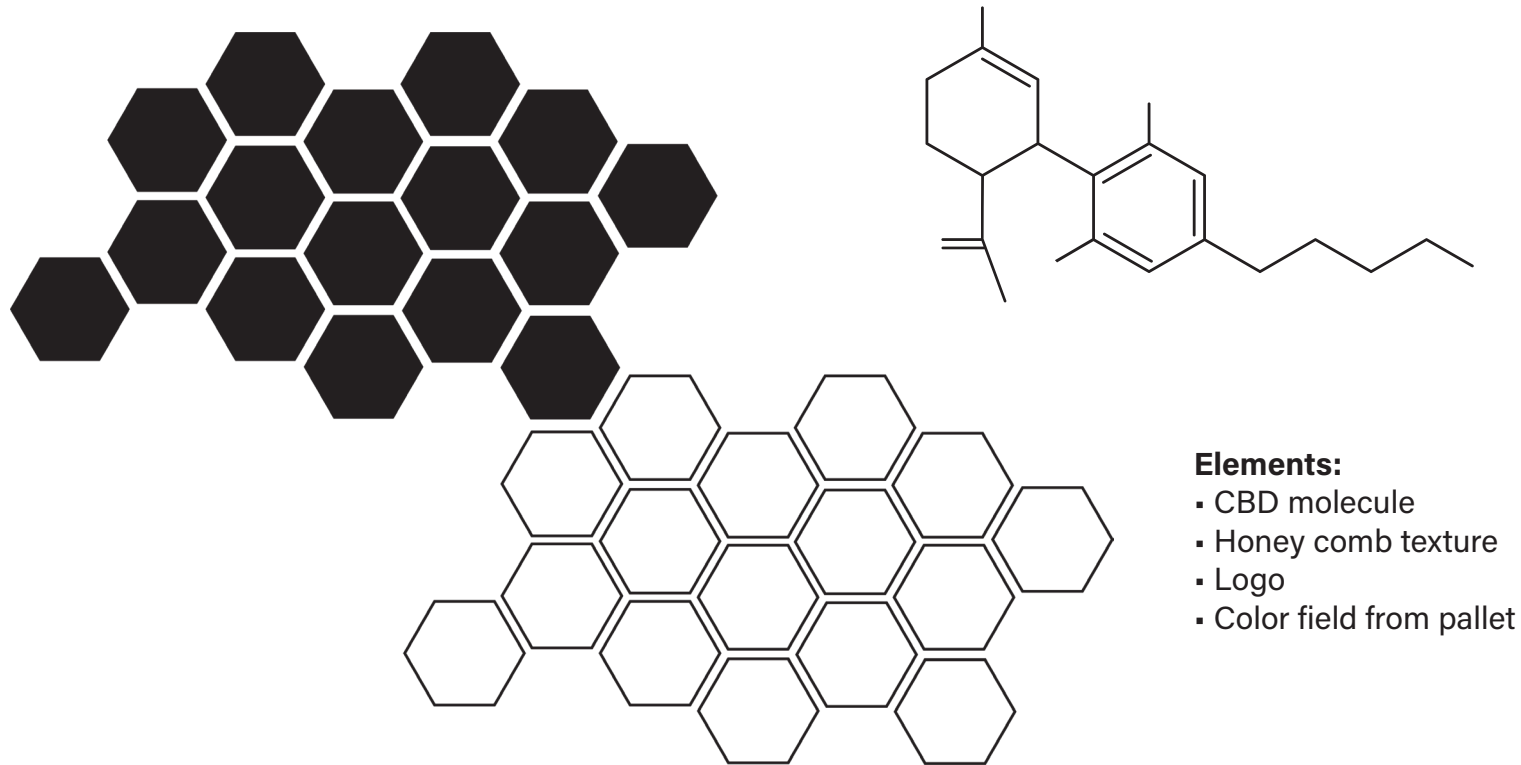
- Colors can be used at any % of original PMS#
- Combination of one PMS color and Black/White only (packaging)
- Colors are specific to each flavor-if you add a flavor/add a new color



SECONDARY GRAPHICS

Secondary graphics are a mix of the honey comb molecular structure for CBD. These can be used in conjunction with any art element or packaging.

Note these are to be used as "background" elements and not focus elements.



Elements:

- CBD molecule
- Honey comb texture
- Logo
- Color field from pallet



SOULFUL BEE: FONTS

ACUMIN VARIABLE CONCEPT

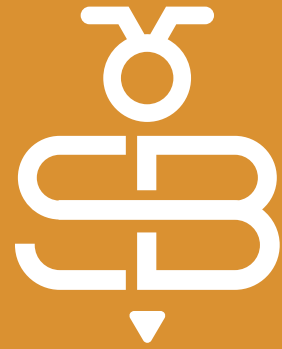
The font family chosen for The SOULFUL BEE is Acumin Variable concept.
It is large font family with variations and flexibility.

- *No other type to be used on packaging to create brand continuity*
- *Italic versions can be used in literature and advertising materials*

FONTS:

Acumin Variable Concept

Acumin Variable Concept - Light
Acumin Variable Concept - Regular
Acumin Variable Concept - Medium
Acumin Variable Concept - Semi Bold
Acumin Variable Concept - Bold
Acumin Variable Concept - Black



THANK YOU