# ProCanna

Easy. Smart. Yours.

Style Guide

This guide serves as a gut-check for anything you create on behalf of your brand. Consistency, from how your brand looks and feels to how it sounds, is key to creating memorable and authentic experiences for your customers. Even as your team changes and your product list grows, these guidelines will help you keep your brand consistent from messaging and creative perspectives.

Logo | Layouts

Icon Logos

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Type Logos

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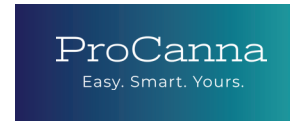
These are the only acceptable logos to use
for digital and print media.
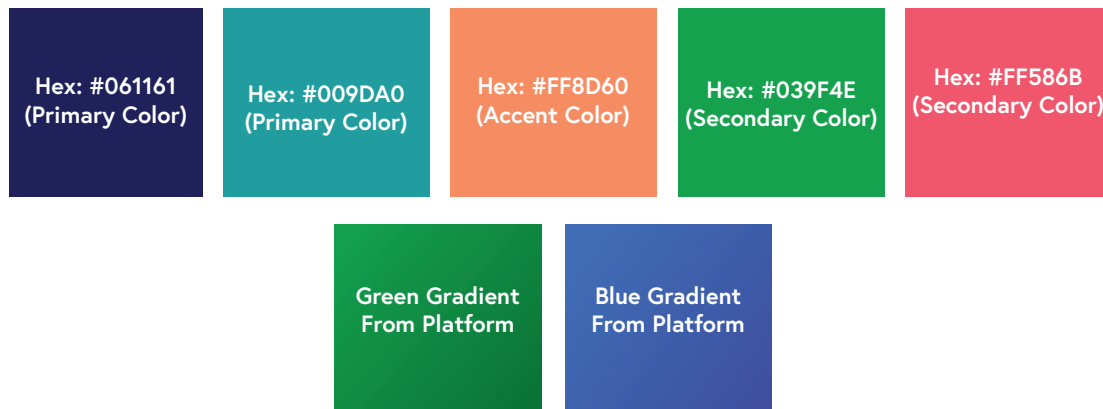
Logo | Best Practices

Do:
Use logos that
are on page 3 only

Do not:
- **Do not** use other colored backgrounds than what is on page 3
- **Do not** stretch the logo
- **Do not** use any other color for the logo

Color | Breakdown

Hex: #061161 (Primary Color)

Hex: #009DA0 (Primary Color)

Hex: #FF8D60 (Accent Color)

Hex: #039F4E (Secondary Color)

Hex: #FF586B (Secondary Color)

Green Gradient From Platform

Blue Gradient From Platform

Color Study

* To see the color palette harmony when brand colors are in close proximity.

Europa Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!&

Europa Regular

Europa Light

HEADER 1
Europa Bold
Size 8pt greater than body text
All caps

Header 2
Europa Regular

Body Text
Europa Light
Size at 12pt
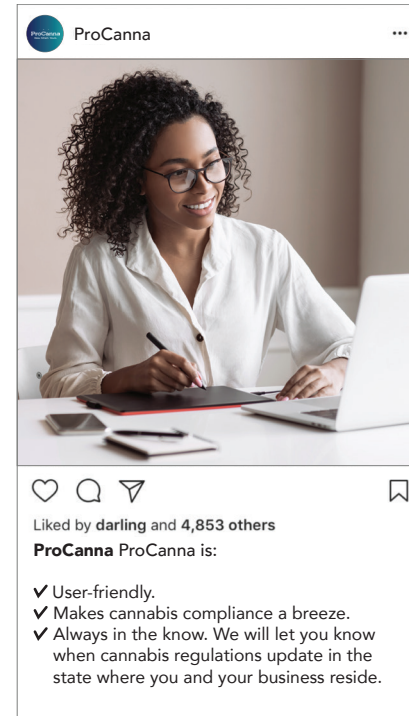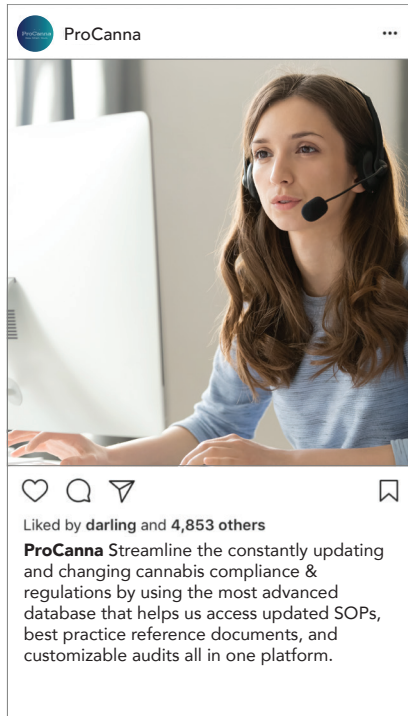
Brand Vision

ProCanna
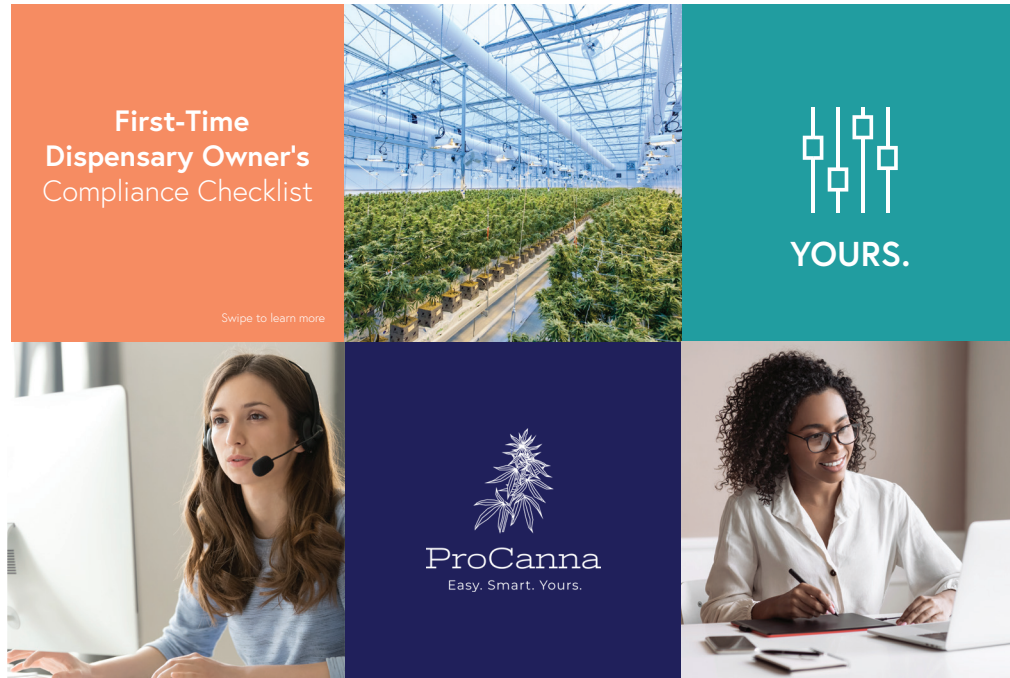Easy. Smart. Yours.

1. "Easy" Icon
2. "Smart" Icon
3. "Yours" Icon

Social Media | Content Examples

ProCanna

Liked by **darling** and **4,853 others**

ProCanna Streamline the constantly updating and changing cannabis compliance & regulations by using the most advanced database that helps us access updated SOPs, best practice reference documents, and customizable audits all in one platform.

ProCanna

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Liked by **darling** and **4,853 others**

ProCanna ProCanna is on a mission to make cannabis compliance attainable to cannabis business owners while embedding the comprehensive self-auditing procedures into the foundations of your company's brand culture.

ProCanna

Liked by **darling** and **4,853 others**

ProCanna ProCanna is:

✔ User-friendly.
✔ Makes cannabis compliance a breeze.
✔ Always in the know. We will let you know when cannabis regulations update in the state where you and your business reside.

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Social Media Icon

Social Media | Instagram Feed Layout

First-Time
Dispensary Owner's
Compliance Checklist

Swipe to learn more

YOURS.

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Mood Board | Imagery

- Images chosen for brand need to have clean neutral backgrounds/ surroundings and uses natural lighting.

- Chosen neutral background imagery can use photo treatments like color overlays (from page 5). Color overlay needs to be 50% opaque and must use "color" as the blending mode.

color overlay preview

- Photo treatments to be used minimally on print and digital media.