cbdMD™

BOTANICALS

2022 | Visual Identity Guidelines

Contents

Our Mission

Our mission is to merge clean beauty and CBD to enhance people's overall quality of life. Our innovative hemp-derived CBD products are developed & manufactured under industry-leading standards. As an industry leader, our goal is to prioritize clean beauty & natural products to help produce glowing skin from head to toe. We put CBD education, awareness, accessibility, and consumer advocacy at the forefront of our company. Above all, we believe that personal empowerment starts with your health and wellness journey.

Brand Marks

Primary Logo

Our logo is designed for effortless consumer recognition and to evoke our goal as a company: to provide a healthful approach to daily wellness routines. The clean, subtly curved design has a pharmaceutical-style look to inspire the feeling of optimal health and trust.

Icon

The icon is used in specific instances: when their is not enough space for the primary logo (ie. the web icon), when their is enough room for it to exist above the primary logo, and in instances when the logo is nearby so its used as an alternative to avoid repition (ie on the boxes).
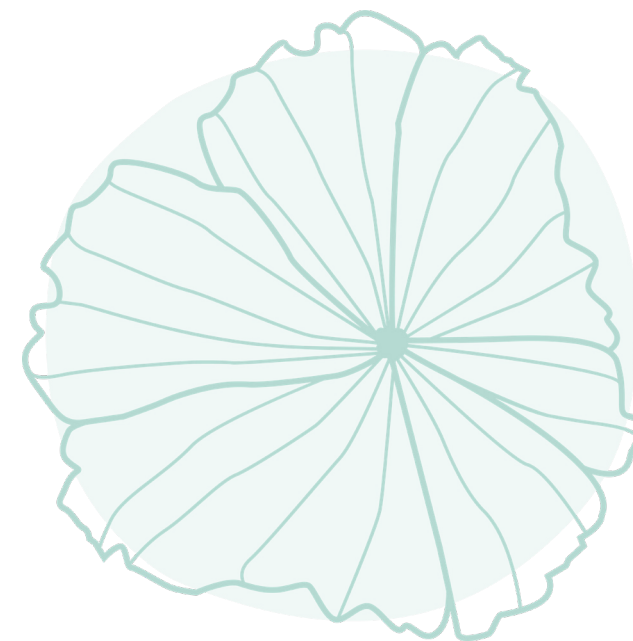
Logo Breakdown

a. COLOR
Our logo design is based off of the minimal typographic logo for cbdMD. In order to maintain the simplistic style of the brand, only white, black, and the primary cbdMD Botanicals color (Pantone 4173 C) should be used.

b. SPACING/SIZING
Be mindful of the spacing between the letters of our logo. The "MD" is scaled slightly smaller than the rest of the logo. The "Botanicals" subtext also has a very specific distance under the primary cbdMD logo mark that should stay consitent in all use of the logo. Please do not shrink, expand, or distort any parts of the logo unproportionally.

c. TRADEMARK SYMBOL
The ™ trademark symbol must always accompany the logo and be situated on the upper right as shown. It should be scaled proportionally to the logo and never be obscured by any other graphics or text.

EXCLUSION ZONE

The exclusion zone of the cbdMD Botanicals logo is minimal and based upon the height and width of the logo. There's no need for a designated white space area surrounding the logo. However, no graphics or text should encroach within the height or width of the entire logo, including the ™ trademark symbol. The exclusion zone simply encompasses the logo in a box from edge to edge. When dealing with white text on a dark background, a larger exclusion zone may be necessary.
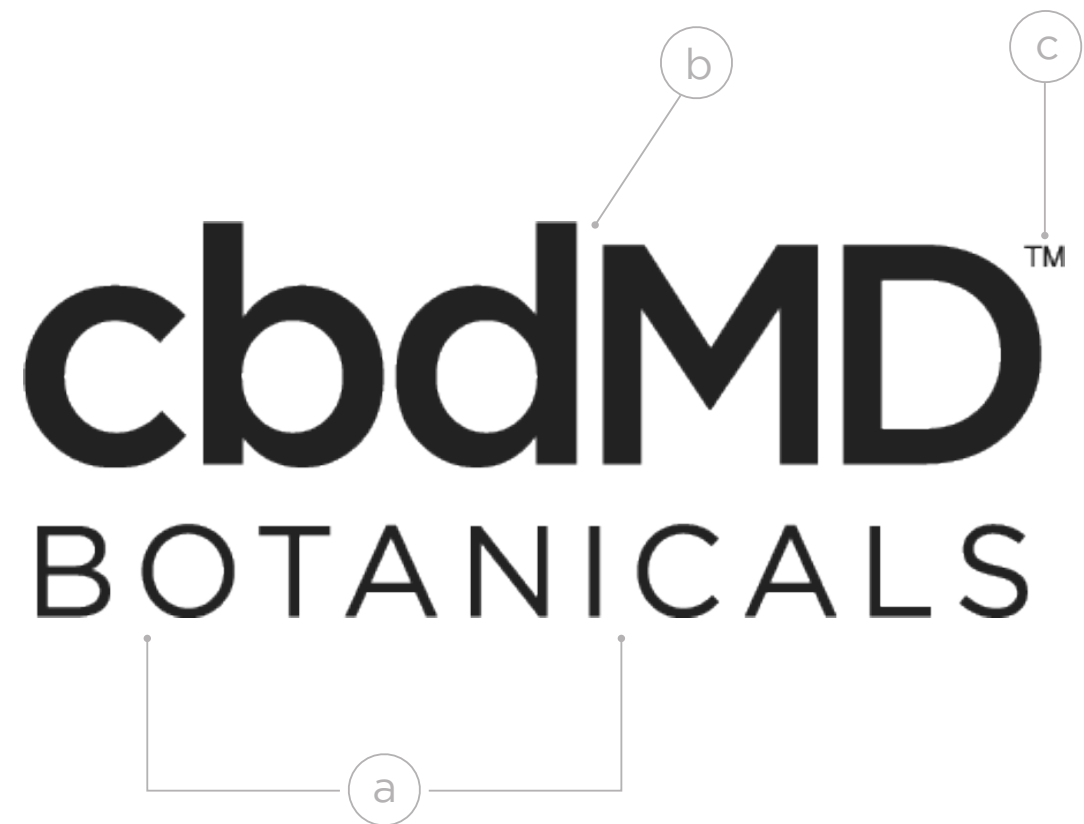
Alternative Logos

LOGO OVER SOLID COLOR

When using dark backgrounds, white text best represents our clean, professional design. The background will usually consist of the same color (Pantone 4173 C) – with the white 'cbdMD Botanicals' superimposed over the background. The logo text must always remain white, and only white, when used with a dark background.

LOGO IN SOLID COLOR

When placing the logo over solid color, the logo should always be completely white, except when placing it against a black background.

Do's & Don'ts

Out of respect for our dedication to ingenuity, creativity, and established branding, please do not take any restricted liberties with our design. With that said, there are some best practices when using the cbdMD Botanicals logo. Using our brand's likeness in any of the above mentioned forms is completely acceptable. Primary logo, stacked logo, and dark backgrounds are all proper ways to display the graphical logo.

✓ **cbdMD™ BOTANICALS**

✓ **cbdMD™ BOTANICALS**

✓ **cbdMD™ BOTANICALS**

✗ **cbdMD™ BOTANICALS**
Do not distort our logo

✗ **cbdMD™ BOTANICALS**
Do not partially alter the color of our logo

✗ **cbd MD™ BOTANICALS**
Do not resize or rearrange our logo

✗ **cbdMD™ BOTANICALS**
Do not crop our logo

✗ **cbdMD™ BOTANICALS**
Do not outline our logo

✗ **cbdMD™ BOTANICALS**
Do not skew/warp our logo

Typography

Primary Typeface

Dejanire Headline Bold

A a B b C c 1 2 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

Dejanire Headline Bold Italic

A a B b C c 1 2 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

*1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )*

Dejanire Headline Regular

A a B b C c 1 2 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( )

Secondary Typeface

NOTE:

*Font used on glass bottle packaging is a google font called **Quicksand**, but in all other instances the sans-serif font used should be Montserrat*

Quicksand Regular

A a B b C c 1 2 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Montserrat Regular

A a B b C c 1 2 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Montserrat SemiBold

A a B b C c 1 2 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Montserrat Black

A a B b C c 1 2 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Iconography

cbdMD Botanicals frequently uses a series of custom-designed icons with simple text to express notable product and brand features. Please note that some icons may not be applicable to all products. If you have questions about the use of our icons, please contact the appropriate cbdMD Botanicals representative.

Non-THC[1]

Any use of the Non-THC icon should be accompanied by the following disclaimer:
Non-THC is defined as below the level of detection using validated scientific analytical tools.

USA Hemp

Denotes that all hemp extracts used in cbdMD products are derived from hemp plants grown in the United States of America.

Cruelty Free

Denotes a cbdMD Botanicals product was manufactured or developed with methods not involving experimentaion on animals.

Vegan

Denotes a cbdMD product does not contain ingredients derived from animals.

Paraben-Free

Denotes that the cbdMD Botanicals product does not contain harmful parabens such as Methylparaben, Ethylparaben, Propylparaben, Butylparaben, Isobutylparaben, Isopropylparaben, Phenylparaben, Benzylparaben or Pentylparaben.

Non-GMO

Denotes a cbdMD Botanicals product does not contain ingredients derived from genetically modified organisms.

Color Palette

We use a color palette to maintain consistency across all of our products. The colors chosen bring an inviting yet put-together tone to the brand. When designing with these colors, try to avoid gradients and shadows, as the brands style is more minimalist in order to visually convey the clean beauty concept. Any designs associated with cbdMD Botanicals may only use these colors or close variations. Web-based designs have some exceptions and color use may vary slightly because it is based more on Hex codes rather than Pantone colors.

HEX #545659	HEX #222222	HEX #54565A	HEX #B9B9B9	HEX #647C90	HEX #97B8C1	HEX #D6EBE6	HEX #B5DBD2	HEX #80B7B2	HEX #E0D5BD	HEX #FFE9E1	HEX #F8C1B8	HEX #EF7D7A
CMYK 88.76.69.96	CMYK 76.67.65.76	CMYK 63.53.48.34	CMYK 30.23.23.1	CMYK 64.42.30.9	CMYK 44.17.20.0	CMYK 18.0.11.0	CMYK 31.1.19.0	CMYK 53.12.31.0	CMYK 13.13.26.0	CMYK 0.12.7.0	CMYK 0.30.20.0	CMYK 1.63.40.0

Tone-On-Tone

botanicals

botanicals

botanicals

Tone-on-tone text is currently a popular style in the beauty industry, and for this reason we have incorporated light and dark versions of the colors in our color palette. The typical styling of tone-on-tone would be dark text over a light background, however this can be reversed in some instances where it looks better. Another reason the palette includes both light and dark versions of each color is for use of white text over dark background colors primarily, as well as black text over light colors occasionally.

Graphic
Elements

Patterns & Illustrations

Consistency is the key to brand awareness, and having identifiable characteristics such as patterns helps to build brand recognition, which is a large part of our reasoning behind the usage of our flower line drawing illustrations. The best way to go about using these flowers in styling is to individually place them as is shown below.
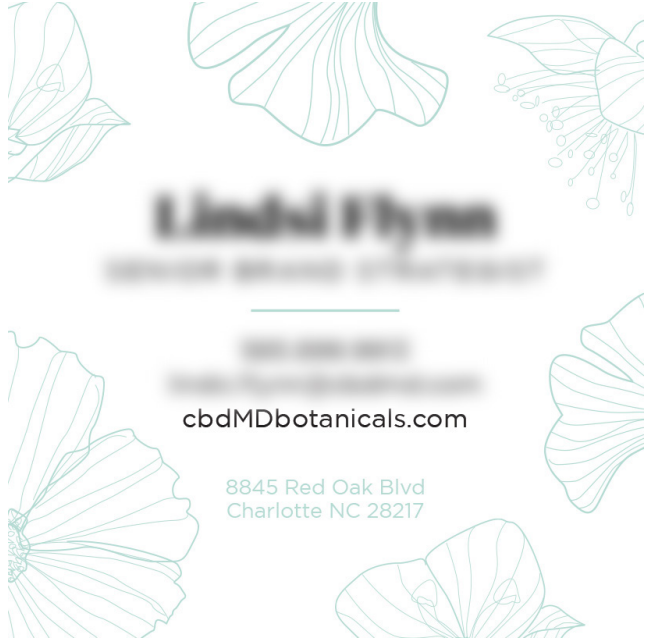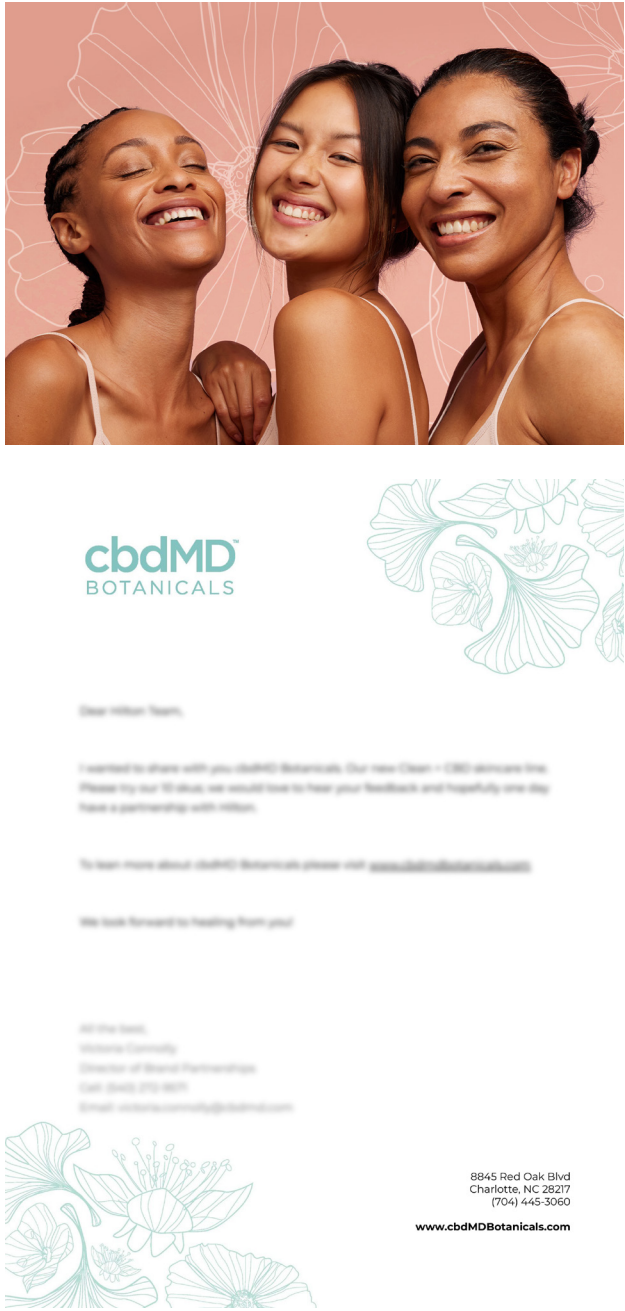
Product & Lifestyle Photography

Product photography is the foundation of our graphic footprint. We display our products in a professional manner while exploring some creative freedom. The cbdMD Botanicals photographic style consists of very minimal imagery with flat, solid color background to emphasize the product and give a clean beauty feeling. Any photography (including stock photos) not on solid color background should still maintain the minimalistic, natural, & clean style of the brand.

Display Ads

Display Ads should always come in seven sizes: 160x600px, 300x600px, 300x250px, 728x90px, 480x80px, 320x50px, and 300x50px. Display Ads should always be consistent in content throughout each of the seven sizes. Text and phrases should be short for legibility purposes. GIFs for display ads would be ideal however not required.
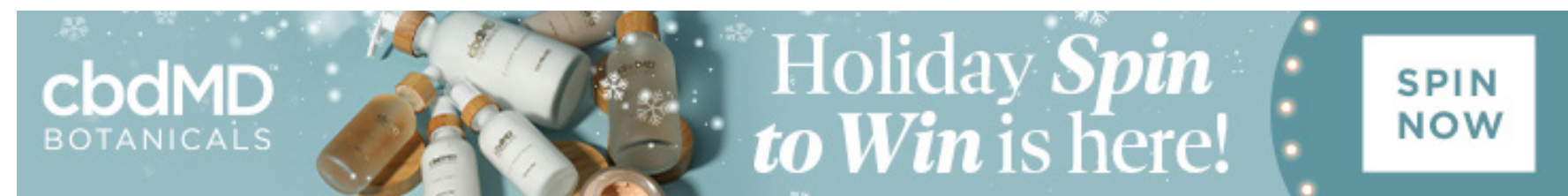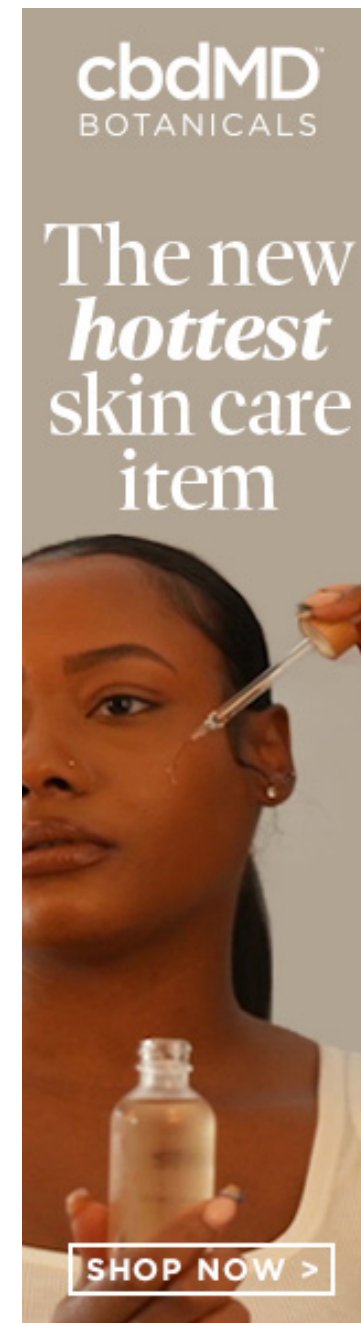
Email Content

All emails for the cbdMD Botanicals brand should stay consistent in element usage and styling, but should be different enough that it illicits intrigue from the recipient. Footer content should remain the same for each email. The footer should always contain the Botanicals blog link, shop products header, the product blocks, the Botanicals icons (THC-free, USA Hemp, Cruelty Free, Vegan, Paraben Free, and Non-GMO), the instagram handle and 3 of the most recent instagram posts below, and then social icons, contact methods, and the unsubscribe link. The only thing that should change in the footer in each email is the instagram photos. Emails (and all other content) should follow the general brand guidelines such as typefaces and color schemes used.

Social Media

The photography and graphics for social media follows the same guidelines as the rest of the branding, but the specifics of what the Social Media Coordinator needs in terms of color and styling varies with the theme of the feed at the current time period it is requested. For this reason there is less creative freedom in terms of content creation because the consistency of the feed is incredibly important and apparent when viewing the brand profile. These guidelines mainly relate to Instagram but can also be applied to other platforms. When in doubt, contact the Social Media Coordinator for the cbdMD Botanicals brand.

All profile images across all platforms should use our primary color of teal (either the light Pantone 566 C or the dark Pantone 4173 C) any other content in the information section - such as instagram stories on Instagram's platform - should be in line with the cbdMD Botanicals color palette.
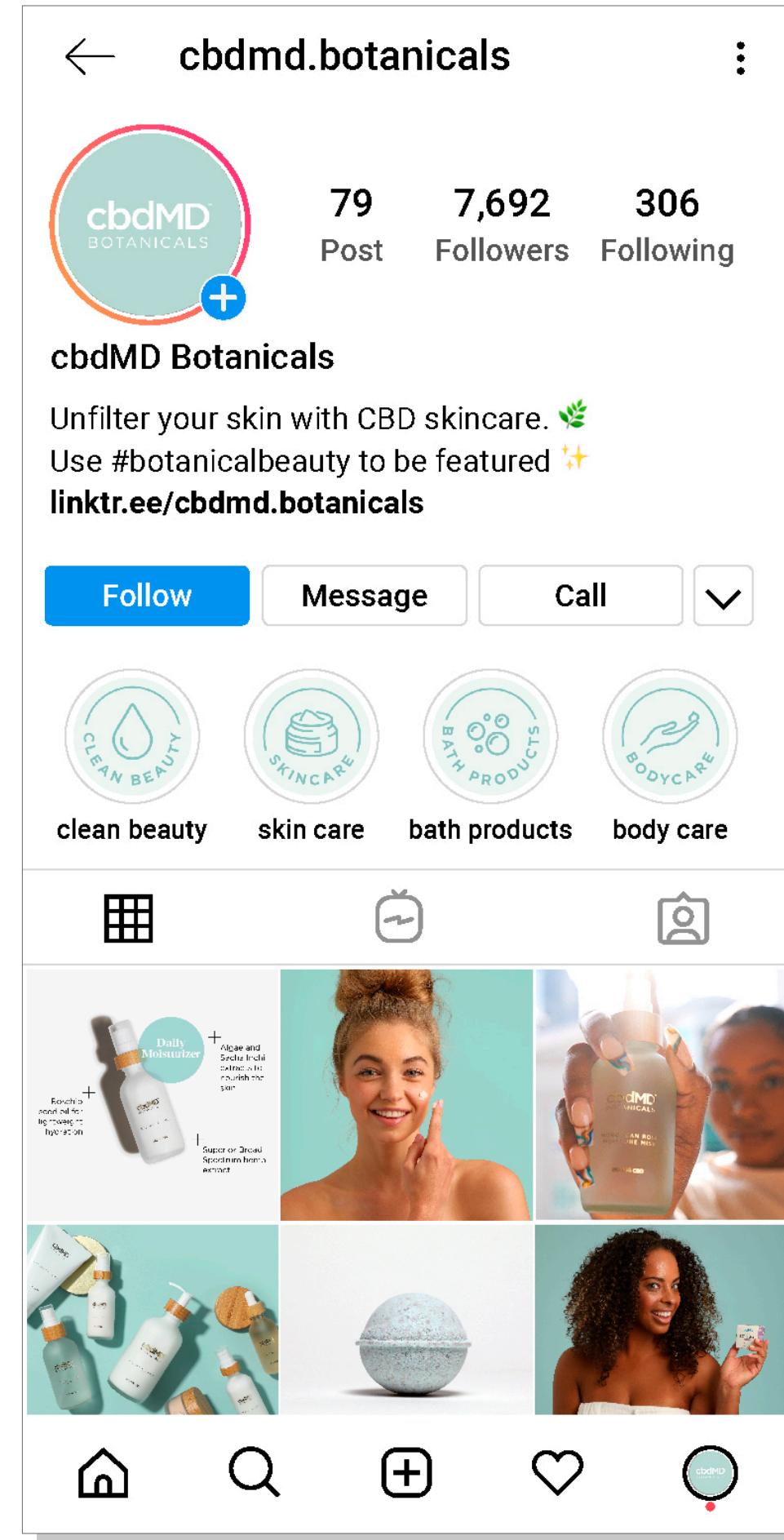
PREVENTS AGING

+

HYDRATES INSTANTLY

cbdMD
BOTANICALS
NIGHT SHIFT
600 MG CBD

filters are great, but great skin is better.

Check Out This *Game Changer:*

Daily Moisturizer

Rosehip seed oil for lightweight hydration

Algae and Sacha Inchi extracts to nourish the skin

Superior Broad Spectrum hemp extract

it's glow time.

cbdMD
BOTANICALS
DRY BODY OIL

☀ **am** | ☾ **pm**

Creamy Cleanser	1	Exfoliating Cleanser
Facial Serum	2	Rose Clay Mask *OR* Exfoliating Face Mask
Brightening Eye Cream	3	Moroccan Rose Moisture Mist
The Everday Oil	4	Facial Serum
Daily Moisturizer	5	Brightening Eye Cream
Smile!	6	Night Shift

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Beauty Sleep *Checklist:*

Get the most out of your beauty rest by boosting your skin care routine!

SHOP NOW:

CREAMY CLEANSER

BRIGHTENING EYE CREAM

FACIAL SERUM

NIGHT SHIFT

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Meet your new *skincare routine.*

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***Skin First.* Makeup Second.**

Our skincare products work together to give you the *best* **instant** glow.

SHOP NOW:

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BOTANICALS

***In Honor Of* National Sleep Month...**

SAVE **25% OFF** OUR FAV NIGHT TIME PRODUCTS

USE CODE: SLEEP

1. Night Shift
2. Brightening Eye cream

SHOP NOW:

Products

Body Care

Body Butter: 250 mg CBD | 8 oz.
Body Sugar: 250 mg CBD | 8 oz.
Dry Body Oil: 250 mg CBD | 4 oz.
Lavender Chamomile • Deep Sea
• Pure Coconut

Muscle Soothing Massage Oil:
400 mg CBD | 8 oz.
800 mg CBD | 15.5 oz.
3200 mg CBD | 62.2 oz.
Unscented

Skin Care

Rose Clay Mask: 500 mg CBD | 2 oz.
Exfoliating Face Mask: 400 mg CBD | 4 oz.
Facial Serum: 1500 mg CBD | 2 oz.
Exfoliating Facial Cleanser: 500 mg CBD | 8 oz.
Creamy Cleanser: 500 mg CBD | 8 oz.

Moroccan Rose Moisture Mist: 200 mg CBD | 4 oz.
Night Shift: 600 mg CBD | 2 oz.
Daily Moisturizer: 600 mg CBD | 2 oz.
The Everyday Oil: 300 mg CBD | 8 oz.
Brightening Eye Cream: 650 mg CBD | 1 oz.

cbdMD™ BOTANICALS
ROSE CLAY MASK
500 MG CBD

cbdMD™ BOTANICALS
EXFOLIATING FACE MASK
400 MG CBD

cbdMD™ BOTANICALS
FACIAL SERUM
1500 MG CBD

cbdMD™ BOTANICALS
EXFOLIATING FACIAL CLEANSER
500 MG CBD

cbdMD™ BOTANICALS
CREAMY CLEANSER
500 MG CBD

cbdMD™ BOTANICALS
MOROCCAN ROSE MOISTURE MIST
250 MG CBD

cbdMD™ BOTANICALS
NIGHT SHIFT
600 MG CBD

cbdMD™ BOTANICALS
DAILY MOISTURIZER
600 MG CBD

cbdMD™ BOTANICALS
THE EVERYDAY OIL
1500 MG CBD

cbdMD™ BOTANICALS
BRIGHTENING EYE CREAM
650 MG CBD

Bath Products

Bath Bombs: 100 mg CBD | 2.1 oz.
100 mg CBD | 2.1 oz. Each - *3 Pack*
Resist (Lavender) • Rise (Eucalyptus)
• Rejuvenate (Eucalyptus)
• Romance (Frankincense)
• Relax (Lavender) • Restore (Blend)

Bath Salts: 100 mg CBD | 4 oz.
500 mg CBD | 20 oz.
100 mg CBD | 4 oz. Each - *3 Pack*
Lavender • Lavender NightTime
• Eucalyptus

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