



**INDIGROW**

**CRAFT CULTIVATION**

**BRAND GUIDELINES**



**INDIGROW**

**Tagline: Craft Cultivation**

**Alt statements: "A memorable craft cannabis experience."**

**Alt. Primary Statement 2: "Family owned and operated, premium cannabis."**

**Alt Primary Statement 3: "The finest cannabis in all of Michigan."**



# INDIGROW

CRAFT CULTIVATION

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# INDIGROW

## INTRODUCTION

Founded in 2020, Indigrow is a family-owned and operated cannabis dispensary proudly located in Muskegon, Michigan. Our formation was inspired by identifying the need for a trusted, quality and consistent source for cannabis during the hardships of the Covid-19 pandemic. What better way to bring together our family and community than providing them with an all-around, first-rate resource for their natural plant-based medicine? In addition to this vital foundation for our business, Indigrow pledges to give back 1% annually to a different nonprofit that is selected by our customers each year.

Because Indigrow was founded during such a unique time, we're taking a consultative approach to our retail operations in order to create a comfortable, educational and pleasurable experience for our customers. Unlike other local dispensaries, Indigrow will be growing, processing and selling under the same roof and license -- making for an entirely vertically-integrated, homegrown and memorable cannabis experience.

Indigrow will launch with sativa, indica, and hybrid select strains for their flower and vape lines. We will carry flower, concentrates, vapes, edibles and pre rolls. Although the dispensary plans to take pride in offering products to enhance local Muskegon activities, there will be something to suit the needs of every customer.

## OUR VIBES

**Confident, Comfortable and Trustworthy!**

When entering the dispensary, customers will feel snug and right at home. Our budtenders, management and marketing will provide educational information and be able to thoroughly answer any cannabis-related questions. Our goal is to have our customers feeling a sense of satisfaction each time they leave the store because they know they've made the right purchase for themselves. With our focus on small batch production of specific strains, we are confident our customers will return because of the quality and transparency of their experience- from start to finish.



## COMPANY LOGO

Due to the type of experience we plan to provide our customers, we knew we needed to have a clean, sharp logo that gives viewers a sense of confidence and elegance. That's why we chose to take the 'diamonds within a diamond' approach. A diamond is known to represent light, life, purity, perfection, faithfulness and promise. We feel our logo exemplifies these qualities and is a great representation of our brand, vision and mission.



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## LEGIBILITY

The logo should never be too small to read, but must remain agile for modern printing and digital purposes. We've set a minimum size of 20 mm or 60 pixels. We don't suggest using the logo smaller than 20mm. If it's required, use the alternative logotype.

The logo can be used as a tab for pages, imagery, social media profile pictures, t-shirts, packaging, etc. Images representing the hierarchy of different logo uses from top to bottom can be seen here.



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## BLACK AND WHITE

These black and white monochromatic versions of the logo have been designed to meet specific printing requirements, in case they arise. They should not be used in other circumstances.



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## BRAND COLORS

To keep the brand fresh and exciting, we've created a palette of primary colors. These colors help tie together the key elements of the brand messaging, look and vibe.

The primary color #474747, black, makes the brand bold. The purpose of this color is to give a sense of professionalism and trust.

Our other primary colors is what balances out the boldness with a sense of comfort, wisdom and reliability.



Primary

#474747

71, 71, 71

66, 59, 58, 41



#6c5c79

108, 92, 121

62, 66, 33, 12



#f9b198

249, 177, 152

0, 36, 36, 0



#325d7b

50, 93, 123

86, 59, 34, 13



#cc545a

205, 84, 91

0, 59, 56, 20

## INCORRECT USAGE

The logo must be used according to these brand guidelines and not used in any other way. The means in no way you should:

- Change the logo's orientation or rotation
- Disproportionately scaled the logo
- Change the logo's colors
- Display the logo with color combinations not previously specified
- Display the logo in a configuration not specifically specified
- Attempt to recreate the logo
- Make alterations to the logo's text
- Add an outline to the logo or display it as an outline
- Use it on top of busy photography



## TYPOGRAPHY

Typography is a strong tool in the creation of a brand identity and a key factor in the cohesive look across all brand communications.

Using all typefaces consistently makes a brand more recognizable and unique.

The typography we chose gives a distinctive and legible, yet warm tone to the brand.

# Neue Einstellung Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 !"#\$%&/()=?

# Raleway ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !"#\$%&/()=?

## MERCHANDISE

The logo must look clean, clear and consistent on all packaging and merchandise. It also must include all logo and layout recommendations from this document.



## SOCIAL MEDIA

### Social Bios:

#### Instagram

A memorable craft cannabis experience in Muskegon, Michigan.  
Family Owned and Operated  
21+ To Follow  
Nothing For Sale on IG

#### Facebook, Twitter and LinkedIn

Established in 2020, Indigrow is a family owned and operated cannabis organization. We provide a memorable craft cannabis experience in Muskegon, Michigan.

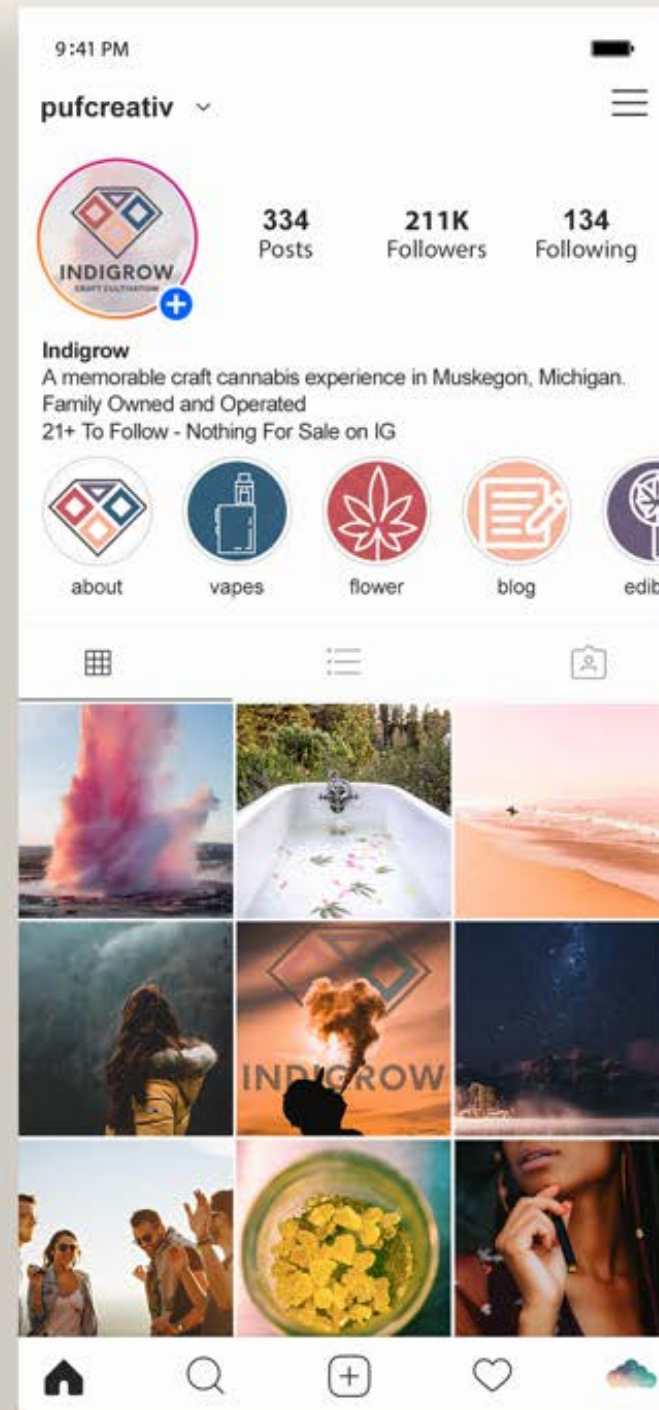
#### Location Tags:

Main - Muskegon, MI  
Secondary - Spring Lake, MI ; Fruitport, MI ; Dalton, MI

#### Hashtags:

Main - #Indigrow  
Alt #: #IndigrowCannabis

Secondary - #MuskegonMichigan  
#MuskegonCannabis #MichiganCannabis  
#CraftCannabis





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email: [hello@indigrowcannabis.com](mailto:hello@indigrowcannabis.com)

