

# MINERVA

Brand Book

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## Introduction

The 'recipe' for the Minerva brand came about as our founder and edibles visionary, Andrea Lupear, was looking for ways to get back into the food industry when she had a monumental realization: that it was impossible for her to enjoy the edibles she personally wanted to eat, simply because these types of edibles were not available on the market. Wasting no time — she dove into the experimental production process — finally creating a shelf-stable, delicious cannabis-infused pâte de fruit!

While there are lots of edibles brands out there, very few of them are truly gourmet, and most frustratingly: hardly any of them taste great. Until now. Constantly inspired by the exclusive feelings only the best food is capable of evoking, our team at Minerva enjoys mixing unexpected flavors and all-natural ingredients together in order to provide a uniquely delightful sensual experience for our customers.

We are proud California natives (our brand's inception was in Marin County), and live to daydream about food combinations, so providing truly microdosed treats that make people happy is our number one priority. It is our absolute pleasure to offer our products in hopes of inspiring a better world.

We plan to launch with the following vegan gourmet Pâte de Fruit chewables:

"Sunshine"

Pineapple, Passionfruit, Blood Orange

- 1.5:1.5 (25 per pack)
- 3.5:3.5 (25 per pack)

"Elysian"

Wild blueberry, Morello Cherry, Alpine Strawberry

- 2.5:2.5 (25 per pack)
- 5:5 (20 per pack)

However, the above-mentioned gummies are just the beginning; we're working our gastronomical magic to bring our customers other choice selections such as chocolates, marshmallows and much more. Stay tuned!

## Vision & Mission

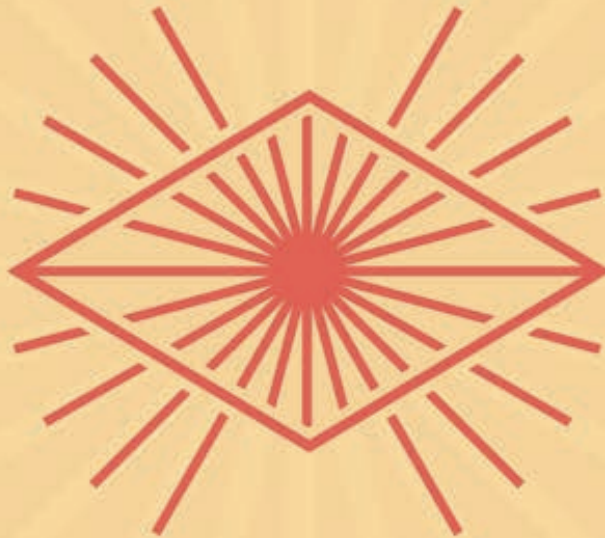
We see our brand addressing the needs of a large market of current cannabis edibles consumers — while bolstering the needs of new-to-market users through cannabis education — focused specifically on the benefits of 'microdosing.'

**“ At Minerva, our mission is to provide playfully-sophisticated vegan cannabis edibles, always made with the highest quality ingredients and without any artificial additives. ”**

## Truly Microdosed Cannabis

## Voice & Tone

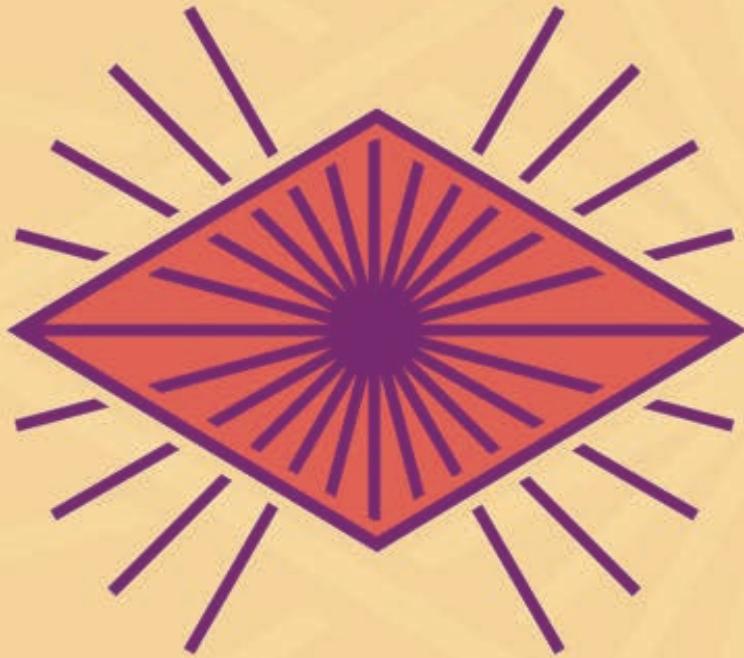
At Minerva, we strive to be the premier cannabis edibles brand on the market, and so our targeted consumers will therefore be people who have a sophisticated palate in both their lifestyle and their epicurean choices. Our branding and packaging is meant to reflect this aura of gourmet excellence within dispensaries and various online channels/social media platforms, making for an instantly-recognizable and iconic nationwide presence.



**MINERVA**

## Logo

Because of the sun-soaked and playful, yet sophisticated and trusted experience we aim to provide our customers, we created a logo that reflects our exquisitely gourmet vibe. We believe our logo clearly displays these qualities and is an appropriate symbol of our brand's vision and mission.



**MINERVA**

**MINERVA**



**MINERVA**

## Incorrect Usage

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

Change the logo's orientation or rotation

Disproportionately scale 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 sophisticated and trusted, yet risky and engaging tone to the brand.

## Rozha One

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789 .,?!(@ + = / \* ) \$ % &**



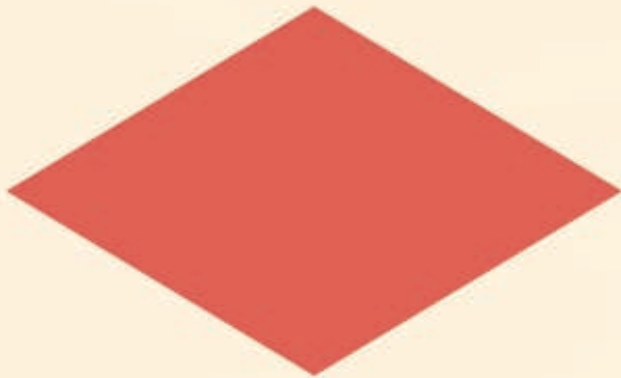
## Color Palette

In efforts to keep the brand looking enticingly exquisite, we've created a palette of primary and secondary colors. These colors help tie together the key elements of the brand messaging, look and vibe. The colors have been separated into primary and secondary to help give the brand a sense of balance.

Primary Color: #f26557

Secondary Color: #f8d49c

Accent Color: #86277f



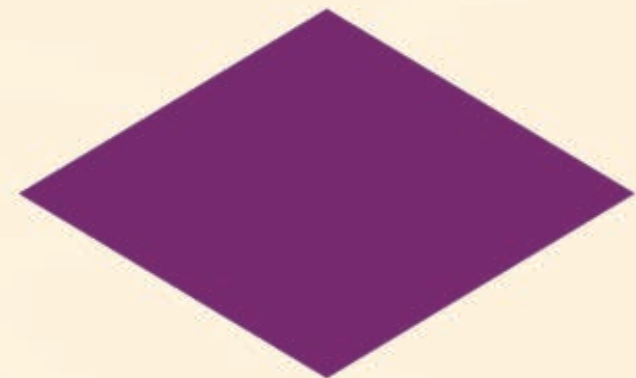
Hex #f26557

C 00	R 242
M 75	G 101
Y 65	B 87
K 00	



Hex #f8d49c

C 02	R 248
M 16	G 212
Y 43	R 156
K 00	



Hex #86277f

C 56	R 134
M 100	G 39
Y 13	R 127
K 02	

## Application



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.

## Mood Board



Playful. Sophisticated. Gourmet.

Our customers are an eclectic mix of all different types of people who have one thing in common: they're all looking for a natural cannabis-derived boost to their daily activities, without getting too high. Targeted Minerva consumers include (but are not limited to) vegans and vegetarians, foodies, newcomers to cannabis interested in microdosing, and all those who value a brand that provides consistently fantastic products with seasonal offerings.



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