

# brand guide lines

# table conte

# of ents

- Brand Essence ... 03
- Logo Identity ... 03
- Brand Color ... 05
- Typography ... 08
- Print Media ... 10
- Merchandising ... 12
- Outdoor ... 15
- Mobile App ... 18
- Website ... 20
- Design Elements ... 22
- Imagery Section ... 25
- Contact Us ... 28

# branco essen

Ethically sourced

Hand-trimmed

Lab-tested

# Science

Our CBD is hand-picked and harvested from independently-owned family farms.

CBD from hemp plants is used to help with conditions like seizures, pain, inflammation, migraines, nausea, depression, and anxiety.

!oggo  
identit

high  hill  
HEMP COMPANY

ty

high  hill  
HEMP COMPANY

high  hill  
HEMP COMPANY

high  hill  
HEMP COMPANY

Logo Color Variations

# brand colors

## Color ways



FOR WEB USE  
R: 000 G: 132 B: 188

FOR PRINTING USE  
C: 82 M: 37 Y: 06 K: 00

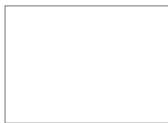
PANTONE: 115 U



FOR WEB USE  
R: 000 G: 132 B: 188

FOR PRINTING USE  
C: 82 M: 37 Y: 06 K: 00

PANTONE: 115 U



FOR WEB USE  
R: 000 G: 132 B: 188

FOR PRINTING USE  
C: 82 M: 37 Y: 06 K: 00

PANTONE: 115 U



FOR WEB USE  
R: 000 G: 132 B: 188

FOR PRINTING USE  
C: 82 M: 37 Y: 06 K: 00

PANTONE: 115 U



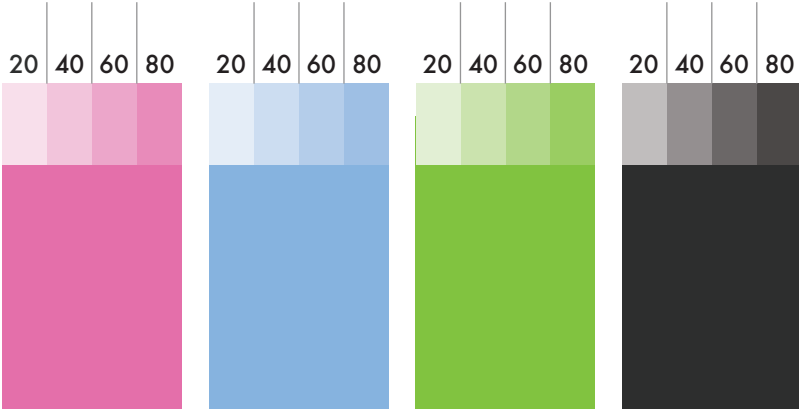
FOR WEB USE  
R: 000 G: 132 B: 188

FOR PRINTING USE  
C: 82 M: 37 Y: 06 K: 00

PANTONE: 115 U



# Breakdown



typogr

**LARGE FONT**

**futura bold**

PRIMARY FONT

Futura *Medium*

SECONDARY FONT

Futura PT Book

PARAGRAPH FONT

Futura PT Book

**raphy**

**89pt/144pt**

**Heading – 34pt/55pt**

AaBbCcDdEeFfGg

01234567890!@£\$%

**Sub Heading – 18pt/21pt**

AaBbCcDdEeFfGg

01234567890!@£\$%

**Paragraph – 11pt/13pt**

AaBbCcDdEeFfGg

01234567890!@£\$%

print.  
medic

Business Card

a

**Johnny Paycheck**

Chief Executive Officer



123 Yourstreet Ln.  
Springfield, MO 64382

p: (123) 456-7890  
f: (123) 654-0987  
contact@highhillhempcompany.com



highhillhempcompany.com

# merch





# imagine sections





# every on

high hill  
HEMP COMPANY

1 oz.

0%+CBD<.3%  $\Delta^9$  THC

CONTAINS LESS THAN 3% DELTA 9 THC. THIS PRODUCT HAS NOT BEEN EVALUATED BY THE U.S. FDA. IT IS NOT INTENDED TO PREVENT, TREAT, OR CURE ANY HEALTH CONDITIONS OR DISEASE. ALL HIGH HILL HEMP PRODUCTS ARE RESPONSIBLY GROWN AND SOLD IN COMPLIANCE WITH THE AGRICULTURAL ACT OF 2014, 7 U.S.C. § 5940 (2014 FARM BILL). THIS PRODUCT IS INTENDED FOR USE BY PERSONS OVER THE AGE OF 21 DEPENDING ON STATE, COUNTY, AND LOCAL LAWS.

[HighHillHempCompany.com](http://HighHillHempCompany.com)

high hill  
HEMP COMPANY

1/4 oz.

10%+CBD<.3%  $\Delta^9$  THC

CONTAINS LESS THAN 3% DELTA 9 THC. THIS PRODUCT HAS NOT BEEN EVALUATED BY THE U.S. FDA. IT IS NOT INTENDED TO PREVENT, TREAT, OR CURE ANY HEALTH CONDITIONS OR DISEASE. ALL HIGH HILL HEMP PRODUCTS ARE RESPONSIBLY GROWN AND SOLD IN COMPLIANCE WITH THE AGRICULTURAL ACT OF 2014, 7 U.S.C. § 5940 (2014 FARM BILL).

THIS PRODUCT IS INTENDED FOR USE BY PERSONS OVER THE AGE OF 18 OR 21 DEPENDING ON STATE, COUNTY, AND LOCAL LAWS.

[HighHillHempCompany.com](http://HighHillHempCompany.com)





high HEMP

1 oz

10%+CBD<.3%

CONTAINS LESS THAN .3% DELTA 9 THC. THIS PRODUCT IS NOT INTENDED TO BE EVALUATED BY THE U.S. FDA. IT IS NOT INTENDED TO TREAT OR CURE ANY HEALTH CONDITIONS OR DISEASE. PRODUCTS ARE RESPONSIBLY GROWN AND SOLD IN ACCORDANCE WITH THE AGRICULTURAL ACT OF 2014, 7 U.S.C. § 594

THIS PRODUCT IS INTENDED FOR USE BY PERSONS 18 OR 21 DEPENDING ON STATE, COUNTY, AND CITY

HighHillHempCompa

high HEMP

1/2 oz

10%+CBD<.3%

CONTAINS LESS THAN .3% DELTA 9 THC. THIS PRODUCT IS NOT INTENDED TO BE EVALUATED BY THE U.S. FDA. IT IS NOT INTENDED TO TREAT OR CURE ANY HEALTH CONDITIONS OR DISEASE. PRODUCTS ARE RESPONSIBLY GROWN AND SOLD IN ACCORDANCE WITH THE AGRICULTURAL ACT OF 2014, 7 U.S.C. § 594

THIS PRODUCT IS INTENDED FOR USE BY PERSONS 18 OR 21 DEPENDING ON STATE, COUNTY, AND CITY

HighHillHempCompa



EMP

30'

BD<.3%

4% DELTA 9 THC, 1  
FDA. IT IS NOT IN  
ORIGINALLY GROWN AN  
CT OF 2014. U.S.  
ENDED FOR USE  
ING ON STATE, C

HempCo



[highhillhempcompany.com](http://highhillhempcompany.com)



It's not weed. But it's close.

A woman with long dark hair is lying on her back, looking upwards. She is holding a lit cigarette in her right hand, and a plume of white smoke rises from it. She is wearing a white tank top with blue stripes on the shoulder and a silver bracelet on her right wrist. The background is a blurred outdoor setting with greenery.

less pain   more CBD

Two hands are shown in a gesture of offering or sharing. The hand on the right is holding a lit cigarette, and the hand on the left is reaching towards it. The background is a blurred outdoor setting with green foliage.

less hate   more love

[highhillhempcompany.com](http://highhillhempcompany.com)

**high hill**  
HEMP COMPANY

**high hill**  
HEMP COMPANY

# less

seizures

pain

inflammation

migraines

nausea

depression

anxiety

# more

CBD.