

### **Brand Overview**

We founded and built an entire company on two small words that have massive implications. In our industry people are about the transaction - get in, buy something, leave.

We believe in helping, in serving, in questioning, in being deliberate, intentional, focused on the wellbeing of our customers.

Our aspiration is simple - Go Beyond. beyond small talk beyond products beyond care beyond service beyond reasonable beyond the plant beyond.

### Recreational Logos

These logos may be utilized in recreational markets or where language is permitted (i.e. - CA, NV, VA, IL, MA).

Beyond Hello Standard Angled w/ Tagline Beyond Hello
CANNABIS DISPENSARY Standard Horizontal w/ Taaline Horizontal Vertical

### Medical Logos

These logos may be utilized in medical markets or where language is permitted (i.e. - PA, OH).

Beyond Hello Standard Angled w/ Tagline Beyond Hello Standard Horizontal w/ Taaline Horizontal Beyond Hello Vertical

### Monograms

These monograms may be utilized in both medical and recreational markets.

Standard Monogram









Full Monogram w/ Market-Specific Tagline



Full Monogram no Tagline

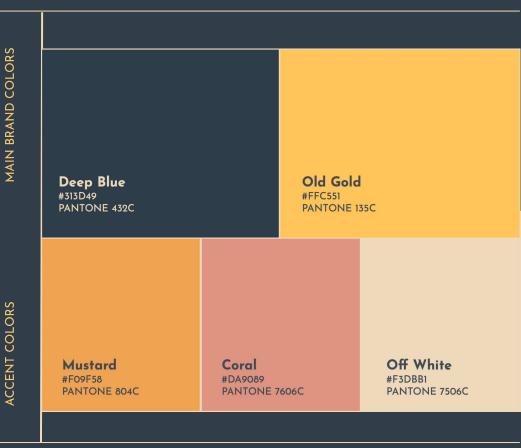


License ID (Used in specific markets when required).



### **Brand Colors**

The new brand colors of Beyond Hello have been carefully selected to transition the brand into a friendly and inclusive recreational environment by introducing a variation of the primary color palette, while maintaining the original deep blue for consistency and trust.



### **Color Variations**

The following color combinations shall be used to maintain brand consistency and legibility. Do not utilize any text-color combination not seen here.



### **Typography**

Josefin Sans is utilized to establish a legible, web-friendly, and timeless typeface that is used across brand collateral.

### Title - H1 - Signage

Josefin Sans Semi Bold 600

**H2** 

Josefin Sans Semi-Bold

Body

Josefin Sans Light Variable

#### Accent

Josefin Sans Italic

### Illustration

Illustration style for merchandise, advertisement and web assets. Rounded brush styles and halftone shading.







### Merchandise

This is the current line-up of Beyond Hello merch available at <a href="mailto:shop.jushico.com">shop.jushico.com</a>



## Asset Downloads

For brand fonts, logo PNGs, and product images, click the links on the right to download.

**DOWNLOAD ASSETS** 

# Beyond Hello CANNABIS DISPENSARY