



Beyond Hello

BRANDING GUIDELINES

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).

Standard Angled
w/ Tagline

Beyond Hello
CANNABIS DISPENSARY

Standard
Horizontal w/
Tagline

Beyond Hello
CANNABIS DISPENSARY

Horizontal

Beyond Hello

Vertical

*Beyond
Hello*

Medical Logos

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

Standard Angled
w/ Tagline

Beyond Hello
MEDICAL MARIJUANA

Standard
Horizontal w/
Tagline

Beyond Hello
MEDICAL MARIJUANA

Horizontal

Beyond Hello

Vertical

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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.

MAIN BRAND COLORS

Deep Blue

#313D49
PANTONE 432C

Old Gold

#FFC551
PANTONE 135C

ACCENT COLORS

Mustard

#F09F58
PANTONE 804C

Coral

#DA9089
PANTONE 7606C

Off White

#F3DBB1
PANTONE 7506C

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.

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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 shop.iushico.com



Asset Downloads

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

[DOWNLOAD ASSETS](#)

Beyond Hello
CANNABIS DISPENSARY