



# Brand Overview

Our purpose is to provide access to affordable, high quality cannabis to the masses.

The Bank is more than just preserving the finest qualities of flower, it is about preserving the finest qualities of ourselves and our histories. In celebration of the rich heritage of the human experience, The Bank opens the vault so that everyone can know the feeling of luxury.



## Logos

These logos may be utilized in all locations, print, and digital.

LOGO MARK [MAIN]



**THE BANK**  
FLOWER + GENETICS

LOGO MARK [ALT HORIZONTAL]



BRAND SIGNATURE

**EXQUISITE FLOWER**

## Brand Colors

These colors may be utilized in all locations, print, and digital.

BLACK  
#020202  
PANTONE Black 6C

GOLD  
#FFC557  
PANTONE 135C

VAULT - SILVER  
#c4c4c4  
PANTONE 428c

CACHE - PURPLE  
#512E6D  
PANTONE 135C

## Typography

Oswald is utilized to establish a legible, web-friendly, and timeless typeface that is used across brand collateral. Poppins is used for body copy and web font.

**Oswald** (various)

H1s, H2s and H3s

**Poppins**

Web font and copy.

**Codec Pro Bold** LOGO MARK, BRAND SIGNATURE, HEADINGS

**Codec Pro Regular** PACKAGING / LABEL TEXT, SUBHEADINGS,  
PARAGRAPH TEXT



# Our Products

The Bank products vary per state market regulations.

- Bank Gold
- Cache
- Vault
- Bant Pre-Rolls



## Merchandise

This is the current line-up of Bank merch available at [shop.jushico.com](https://shop.jushico.com)



## Asset Downloads

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

[DOWNLOAD ASSETS](#)



