

FLOWER TO THE PEOPLE



LOKAL

Cannabis shouldn't be complicated. Lokal is good weed, at a good price, brought to you by good people.

We've all watched the cannabis market skyrocket over the last few years, especially the cost of products. Lokal is bringing things back down to earth with a curated selection of quality strains and blends offered at consistently affordable prices.

LOKAL

At Lokal, we know Massachusetts cannabis because we smoke it ourselves. You can trust that our products are the best in the state because we've tried every joint from the harbor to the valley and in between. We don't need to distract you with fancy frills and complex formulas like other brands, we're just here to help you get high.

They say if you want an authentic experience, you should always ask a local. That's us. We live this life, and we want you to live it too.



LOKAL

BRAND VALUES

AFFORDABLE

High quality, low prices, that's the Lokal way.

APPROACHABLE

We're your neighbors, and we just want you to have a good time.

UNCOMPLICATED

Life is complicated enough, buying weed should be easy.

PRIMARY LOGO

LOKAL

Local with a K for design appeal.

SECONDARY LOGO



Cannabis flower with local roots.

TAGLINE

Cannabis Grown Close to Home

A Quality High, Right Nearby

Shop Lokal

Flower to the People

Cannabis From Around the Corner (ALT: Cannabis Right Around the Corner)

H3 USING TYPOGRAPHY | ACUMIN VARIABLE LIGHT
Tracking set to 140

H1 Venetian is a custom
font cultivated
specifically for LOKAL

H2 ACUMIN VARIABLE CONCEPT WIDE BOLD
Tracking set to 180

BODY Acumin Variable Medium is our body copy type. Leading is set to 20pts. At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi.



Should be LOKAL

This simple belief, that cannabis should be local, is at the heart of our mission. Experience the local flavor with LOKAL cannabis. We partner with growers directly to highlight the beauty and diversity of cannabis everywhere.

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