

LOKAL

RETAIL BRAND GUIDE



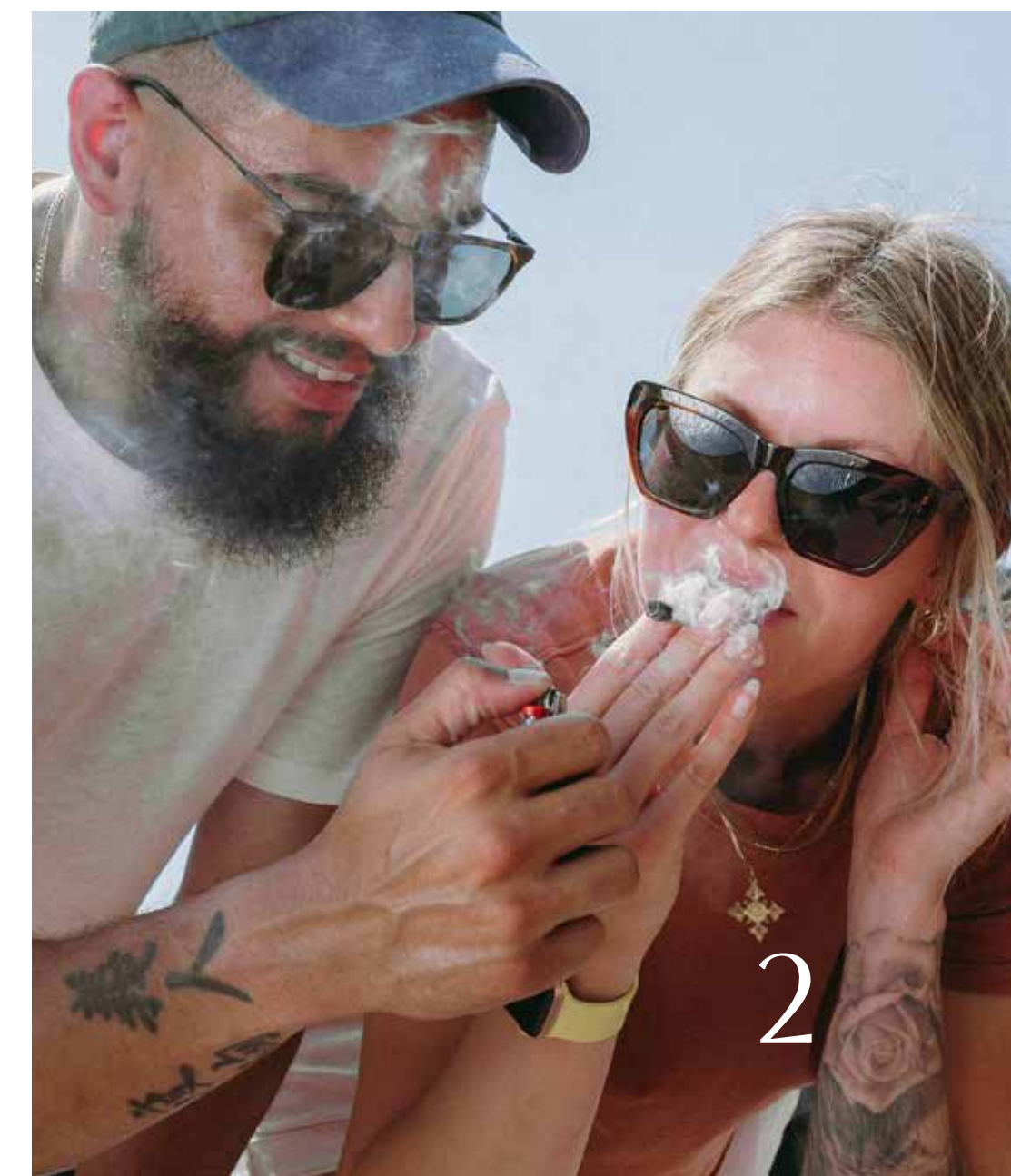
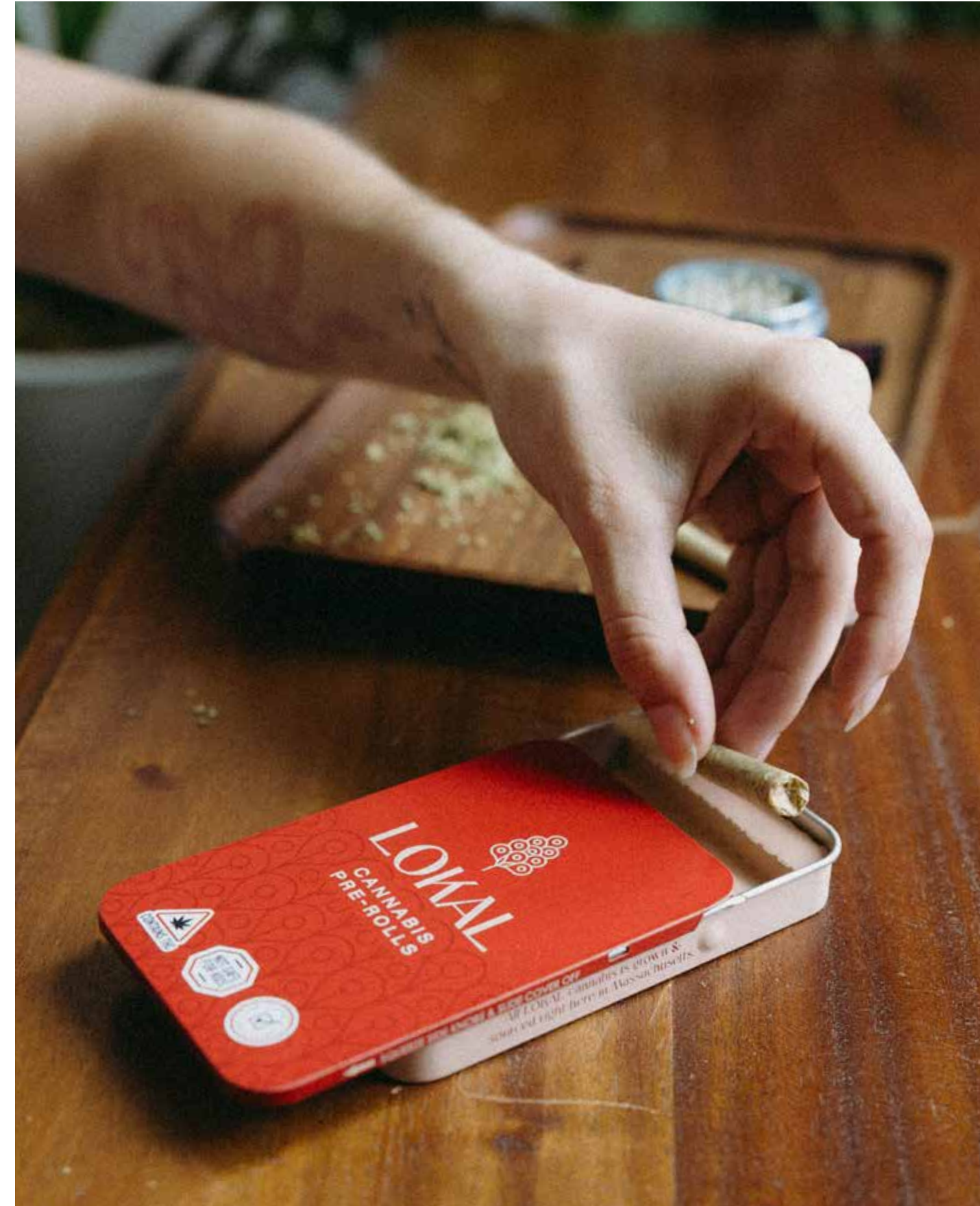
LOKAL

Who We Are

CANNABIS SHOULDN'T BE COMPLICATED.

LOKAL IS GOOD WEED, AT A GOOD PRICE,
BROUGHT TO YOU BY GOOD PEOPLE.

PROPRIETARY & CONFIDENTIAL. DO NOT DISTRIBUTE.





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.

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.

AFFORDABLE

High quality, low prices, that's the Lokai 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.

VOICE & COPY TONE

AUTHENTIC

We’re like your friendly neighbor who always has good weed.
We’re not trying to razzle dazzle you, we shoot you the straight facts and let you make up your own mind.

KNOWLEDGEABLE

We’re experts for the everyman. We know cannabis inside and out, but you don’t need a botany degree to understand what we’re saying.

LAID BACK

We’re a good time! We crack jokes and say silly things, because buying cannabis should be fun. We’re serious about the quality of our products, but we don’t take ourselves too seriously.

APPROVED TAGLINES:

- › Cannabis Grown Close to Home
- › Support Lokal Cannabis
- › Flower to the People
- › Quality High, Right Nearby



Our Personas



PERSONA 1.

THE BARGAIN HUNTER

FREQUENT SHOPPER

This shopper is always looking for the best deal. Their wants and needs are simple: they want good weed for a great price. They’re familiar with a variety of cannabis products and shop often, but they have little to no brand loyalty because price is the driving factor for their shopping decisions. However, this doesn’t mean they’re not willing to spend money – they’re savvy shoppers, and they’ll go all in on a good deal when they find it.



KEY MESSAGING POINT:

Quality flower at an affordable price.





PERSONA 2.

THE GOOD TIME CHARLIE
FREQUENT SHOPPER

Charlie is just trying to get high, man. He's a heavy flower consumer, but he's not concerned with terpene content, or TAC percentages, or the genetic background of the strain. You can't win Charlie's business with flashy logos or science-heavy backstories. He simply wants to know if it's "good weed" or not, and if it is, he'll buy as much as he can.



KEY MESSAGING POINT:

Keep it simple, stoner – laid-back flower
at a low price.

PERSONA 3.

THE CASUAL CONSUMER
INFREQUENT SHOPPER

This shopper smokes weed on occasion, and they're happy that way. They're looking for a quick buy at a good price. They're not interested in learning the intricate details of the plant. They're not likely to buy large quantities because they simply don't consume it that often. However, because of their lack of extensive cannabis knowledge, they are very open to suggestions and new experiences – assuming the price is right.



KEY MESSAGING POINT:
Good times at a great price.



LOKAL

Our Brand



PRIMARY RETAIL LOGO

[CLICK HERE TO DOWNLOAD ASSETS](#)

The primary logo consists of a wordmark using the font Venetian, which was custom-designed for the brand.

CORE COLOR:
#EDC9BD

LOKAL

ALTERNATE COLOR:
RED #B92330

LOKAL

ALTERNATE COLOR:
NAVY #003146

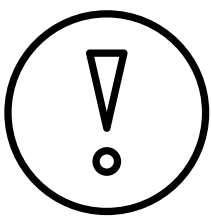
LOKAL

BLACK
#000000

LOKAL

WHITE
#FFFFFF

LOKAL



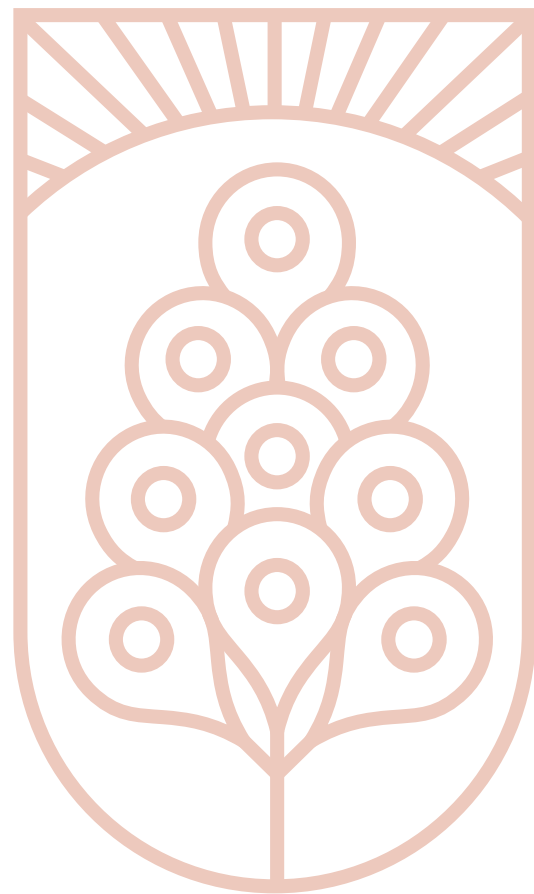
- Whenever possible:
- . Choose the Core color logo instead of White.
 - . Choose the Navy logo instead of Black.

SECONDARY RETAIL LOGO

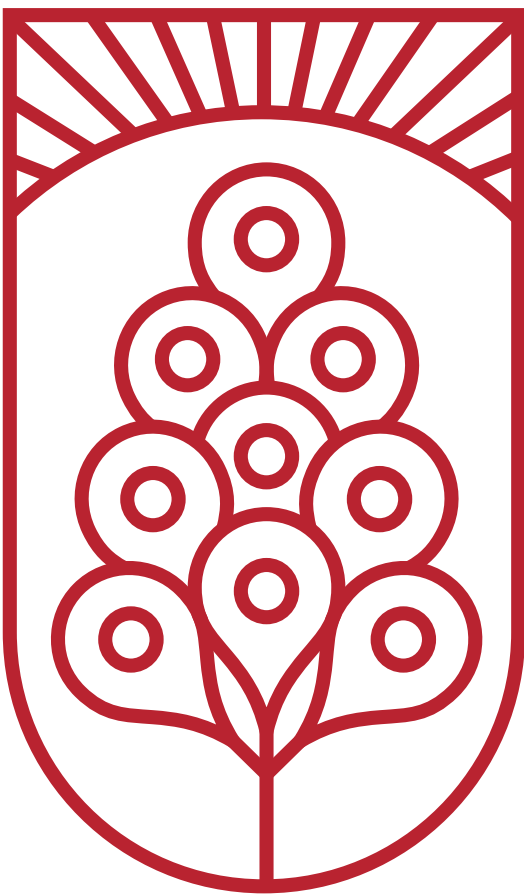
[CLICK HERE TO DOWNLOAD ASSETS](#)

The secondary logo is a graphic without a wordmark, representing a growing cannabis flower with local roots and sun rays above.

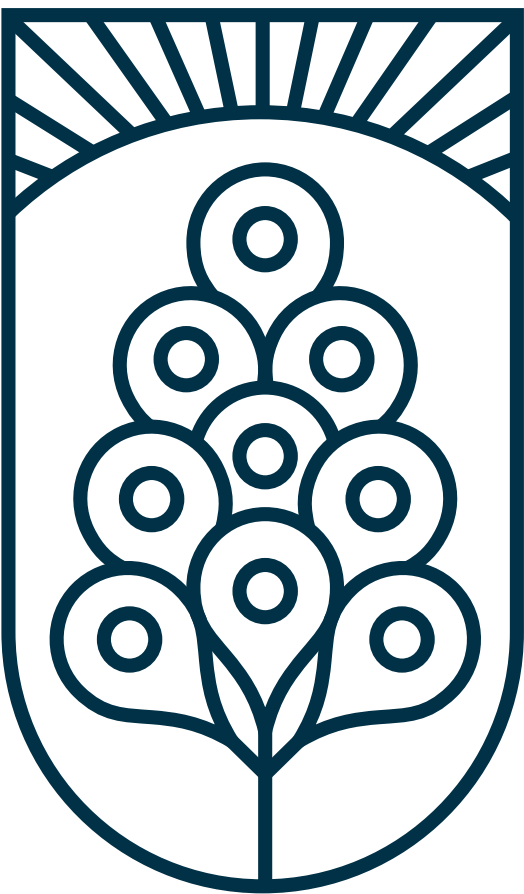
CORE COLOR:
#EDC9BD



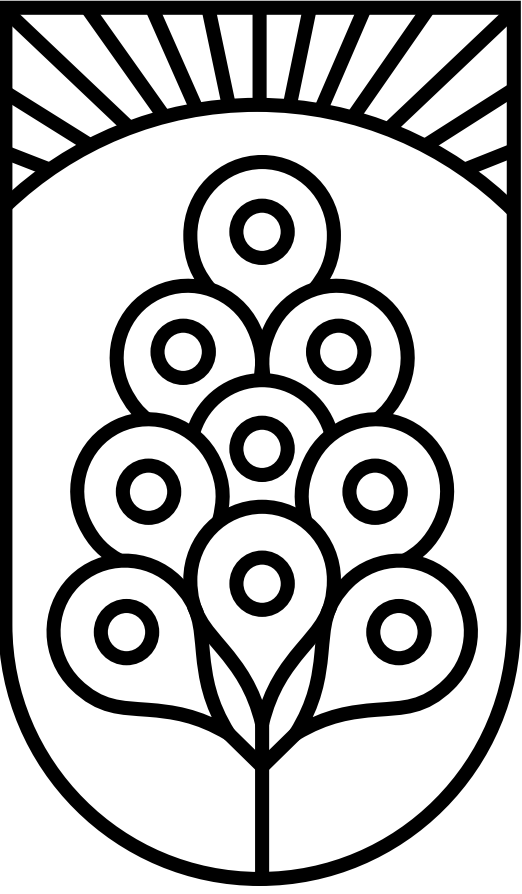
ALTERNATE COLOR:
RED #B92330



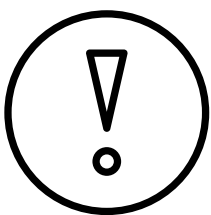
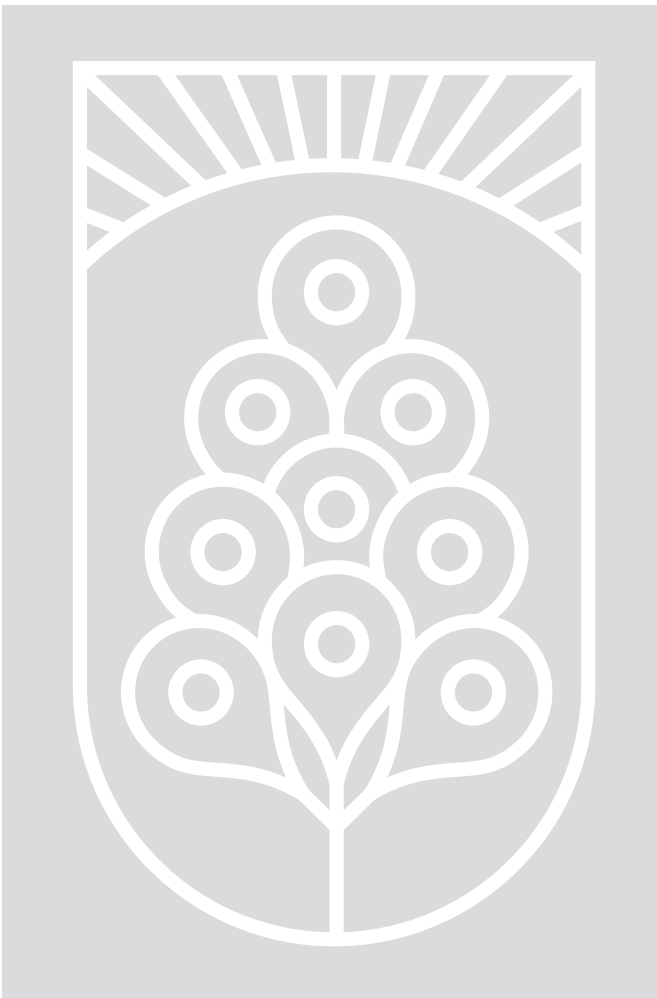
ALTERNATE COLOR:
NAVY #003146



BLACK
#000000



WHITE
#FFFFFF



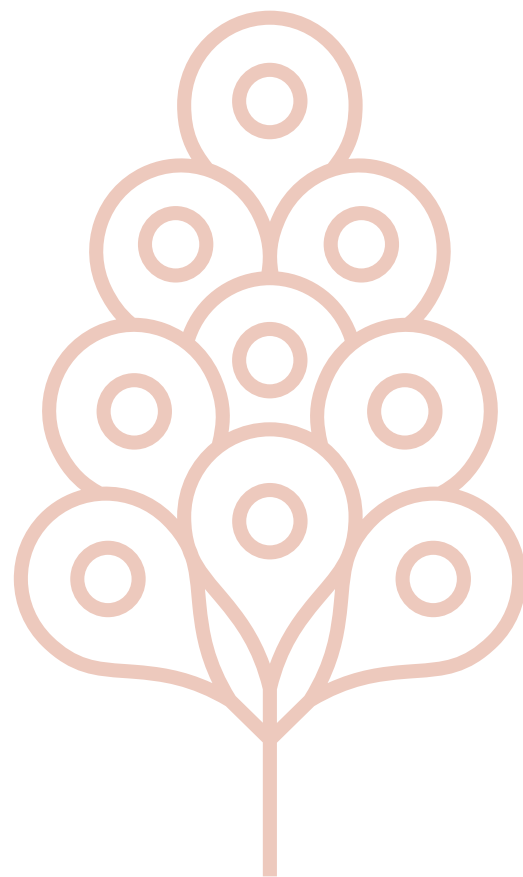
- Whenever possible:
- Choose the Core color logo instead of White.
 - Choose the Navy logo instead of Black.

TERTIARY RETAIL LOGO

[CLICK HERE TO DOWNLOAD ASSETS](#)

The tertiary logo is the stand-alone cannabis flower graphic. This logo can act separately as a key design element within layouts, or together with the primary logo (wordmark) like it does on our product packaging. It should not be used together with the secondary logo, since it is essentially a simplified version of that logo.

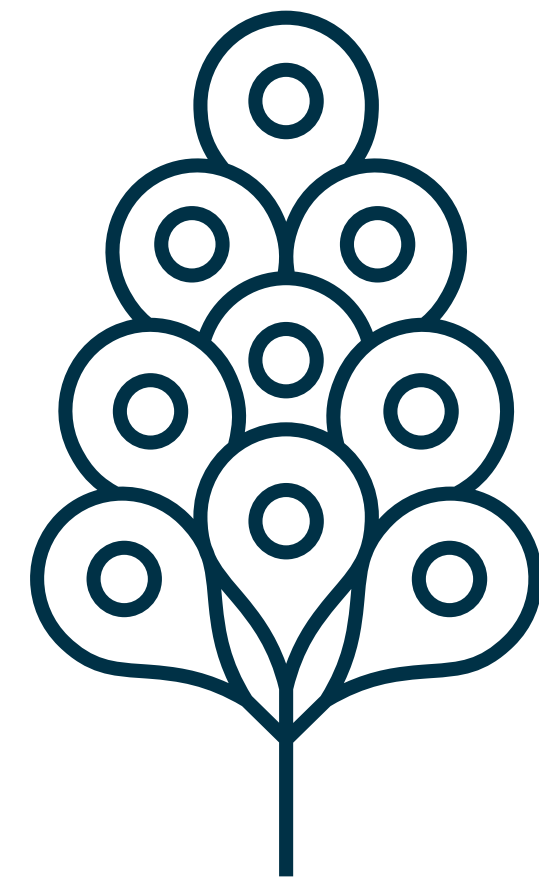
CORE COLOR:
#EDC9BD



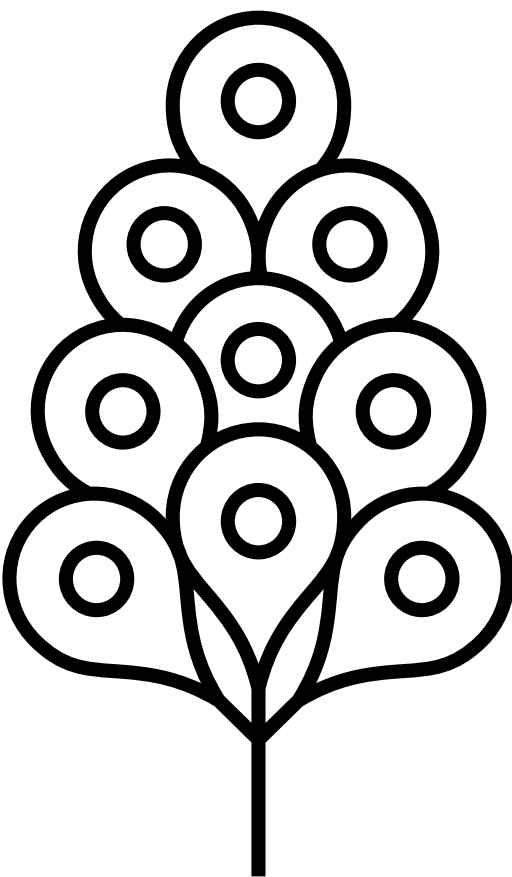
ALTERNATE COLOR:
RED #B92330



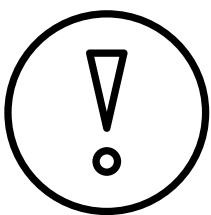
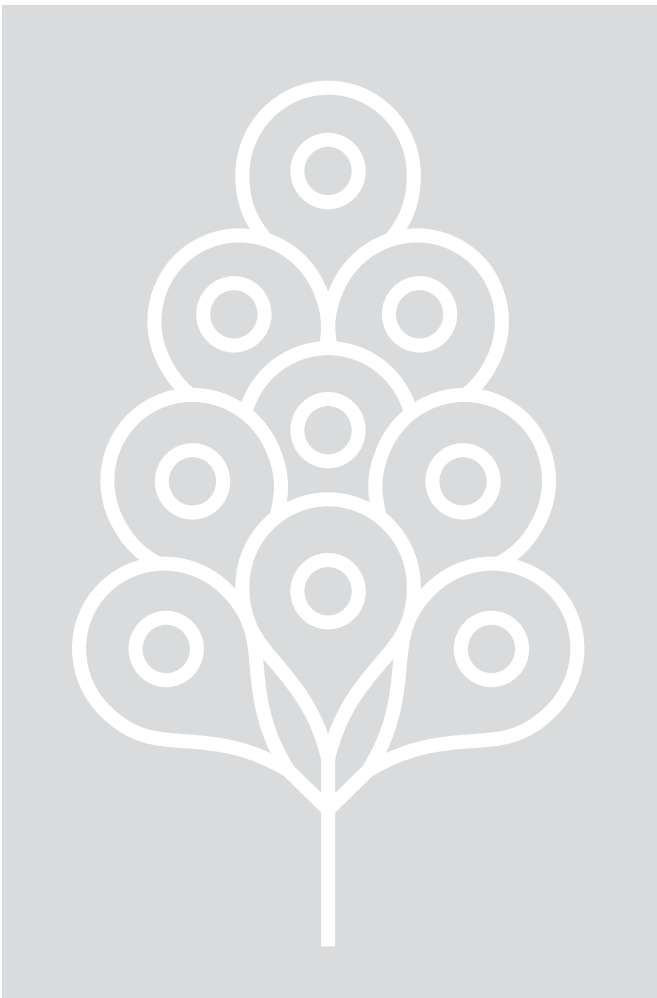
ALTERNATE COLOR:
NAVY #003146



BLACK
#000000



WHITE
#FFFFFF

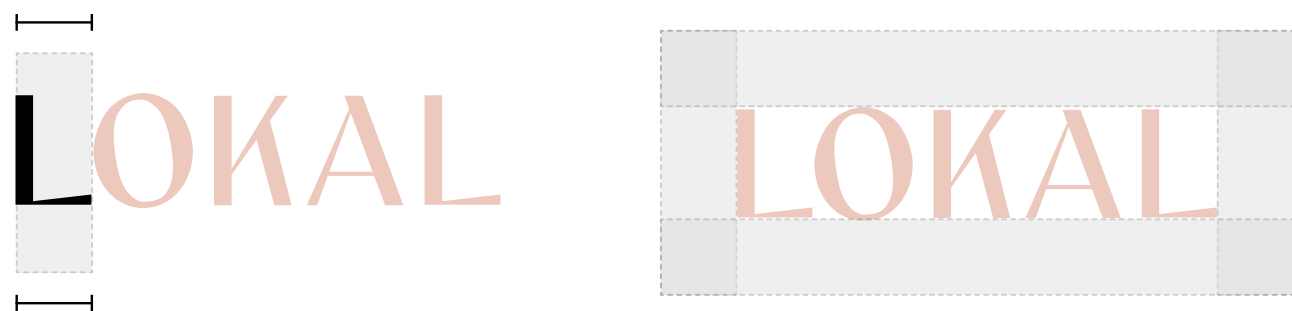


- Whenever possible:
- Choose the Core color logo instead of White.
 - Choose the Navy logo instead of Black.

RETAIL LOGO USAGE

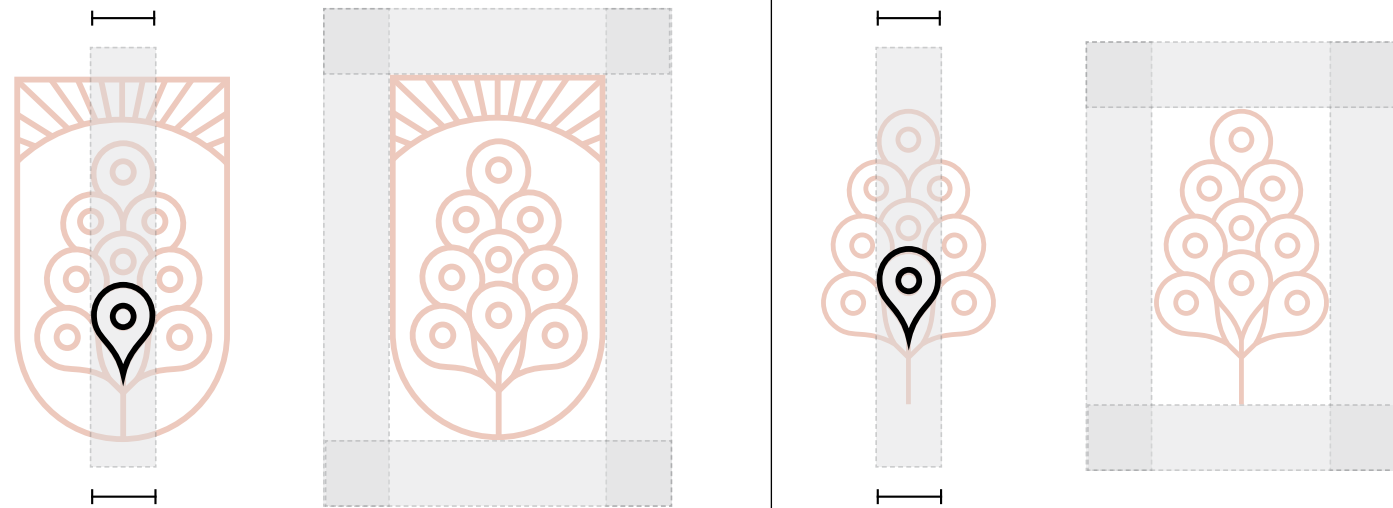
SPACING: PRIMARY LOGO

The minimum space around the primary logo should be equal in size to the width of the letter 'L' in LOKAL. No other elements should enter this safety area. This area is to stay proportionate to the size of the logo.



SPACING: SECONDARY & TERTIARY LOGOS

The minimum space around the secondary and tertiary logos should be equal in size to the width of the center bud in the cannabis flower illustration. No other elements should enter this safety area. This area is to stay proportionate to the size of the logo.



[CLICK HERE TO DOWNLOAD ASSETS](#)

DONT'S



Don't use any color for the logo that is not one of the 5 approved colors on the previous pages.

Don't use a different typeface for the LOKAL wordmark. Our typeface was custom-designed for brand differentiation.

Don't use the secondary and tertiary logos together in the same layout.



Don't add visual effects, such as a heavy drop shadow.

Don't replace or alter any element of the wordmark or graphics.

Don't warp or change the shape of the wordmark or graphics.

RIPE RED
19 99 88 9
185 35 48
#B92330

DEEP EARTH
35 91 82 52
98 27 28
#621B1C

NIGHTFALL
99 73 49 47
0 49 70
#003146

ROSE QUARTZ
5 22 20 0
237 201 189
#EDC9BD

Core Colors

Meet our primary brand colors – the core hues that define our brand’s identity. We want customers to instantly think of our brand when they see these colors. By using them consistently, we can ensure a clear, recognizable, and impactful brand presence.

[CLICK HERE TO ACCESS COLORS](#)

BLADES

87 28 68 11
2 128 104
#028068

DANK

90 47 76 53
0 65 51
#004133

BLUE JEANS

98 70 22 6
0 85 138
#00558A

CLOUD

48 15 13 0
132 183 205
#84B7CD

Secondary Colors

These colors give our core brand extra versatility and emotion for dynamic expression.

They should not be used as main colors, but instead to complement the core colors and add visual interest.

COLOR DO'S & DONT'S

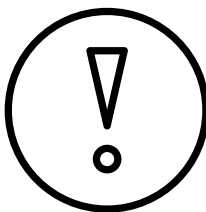
DO
Lean toward a monochromatic feel, grouping warm or cool tones together in shorter layouts like a web hero or flyer.

DO
Explore color blocking in longer layouts with multiple messages (such as email) to divide content sections and group relevant information together.

DO
Take liberties in adding slight tone and shade variations when it makes sense for your design.

DO NOT
Use any of the reds or greens next to, or atop each other, to avoid a holiday feel or the appearance of "vibration."



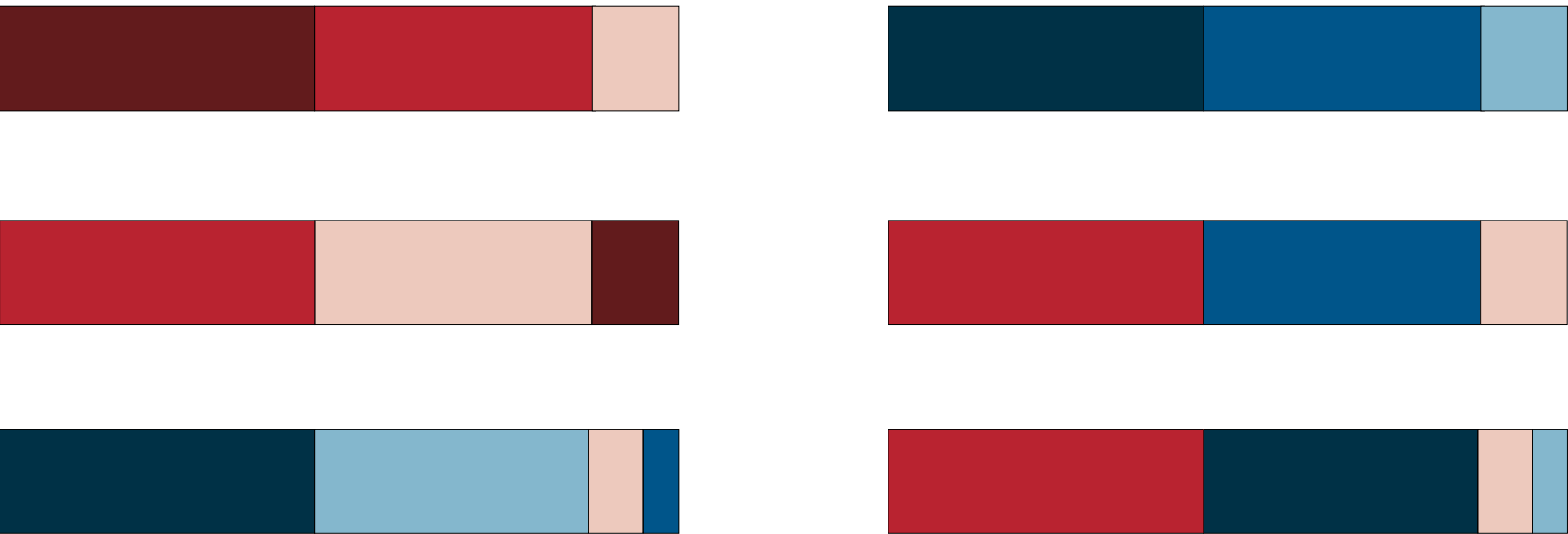


Please see the final section of this document for examples of proper usage.

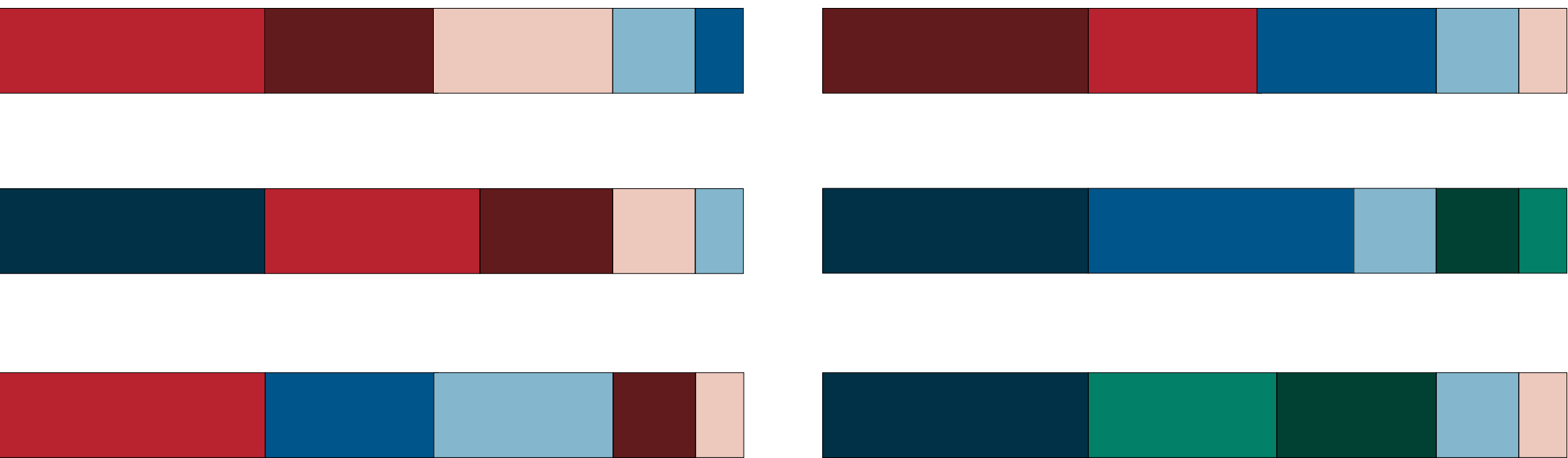


RECOMMENDED COLOR COMBOS & RATIOS

FOR SHORTER LAYOUTS



FOR LONGER LAYOUTS



FONTS

H1. HEADLINES

Venetian

- Sentence case or Title Case as needed
- Tracking: 0

H2. SUBHEADS

ACUMIN VARIABLE CONCEPT
WIDE BOLD

- ALL CAPS
- Tracking: 140

H3. ACCENT (EYEBROWS, LABELS, ETC.)

ACUMIN VARIABLE CONCEPT LIGHT

- ALL CAPS
- Tracking: 120

BODY

Acumin variable concept medium
(Acumin variable concept **bold**, *medium italic*, or ***bold italic*** may be used to highlight words as needed.)

- Sentence case
- Tracking: 20

[CLICK HERE TO DOWNLOAD VENETIAN](#)

[CLICK HERE TO DOWNLOAD ACUMIN](#)

TYPOGRAPHY EXAMPLE

LIMITED TIME ONLY

Shop LOKAL

CANNABIS GROWN CLOSE TO HOME.



Lorem ipsum Iquam laccus mo
torrunt alici teniet es apient eos
eumquae intia quam faccatis
minimagnis explit, con prat exper
fera ium aligenducil ilit est, suma
qui utaturerum que quate.

Doluptas nobis volore.

LOKAL

Visual Assets



Key Art

DO

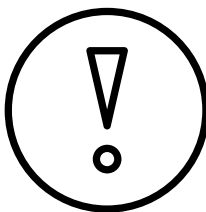
Use the key art as a badge or stamp to add extra visual appeal to a layout without alot of other elements.

DO

Explore the use of key art for printed materials and physical items such as merch.

DO NOT

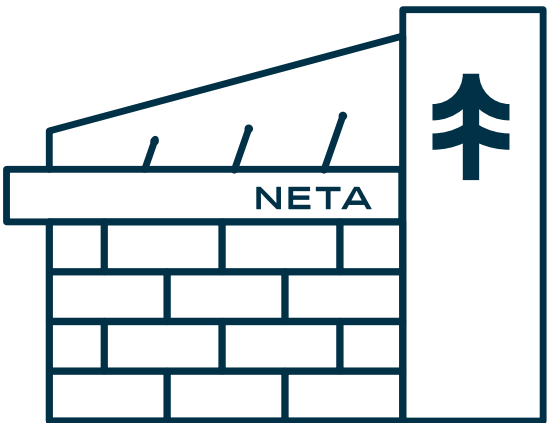
Make any alterations to the illustrations, with the exception of changing the color to best work within your design.



Please see the final section of this document for examples of proper usage.



(BROOKLINE LOCATION)



(FRANKLIN LOCATION)



(NORTHAMPTON LOCATION)

Patterns

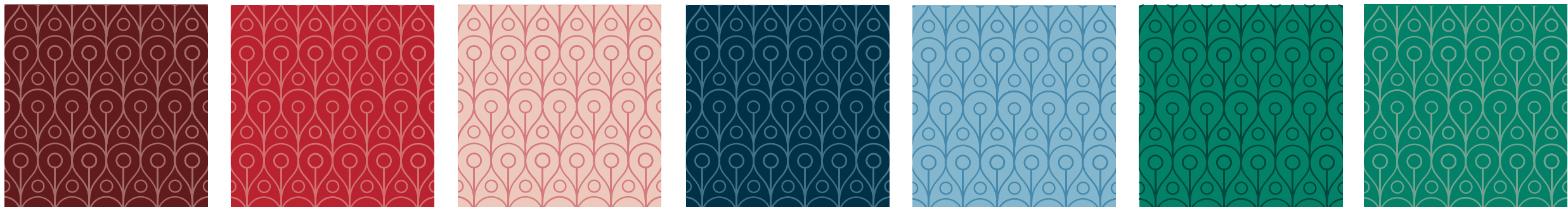
DO
Use the LOKAL color palette to customize the colors of the pattern to best match your design.

DO
Explore color variations, cropping and transparency to best suit your design. See some examples to the right.

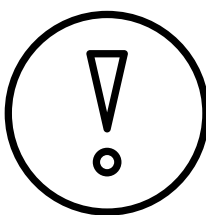
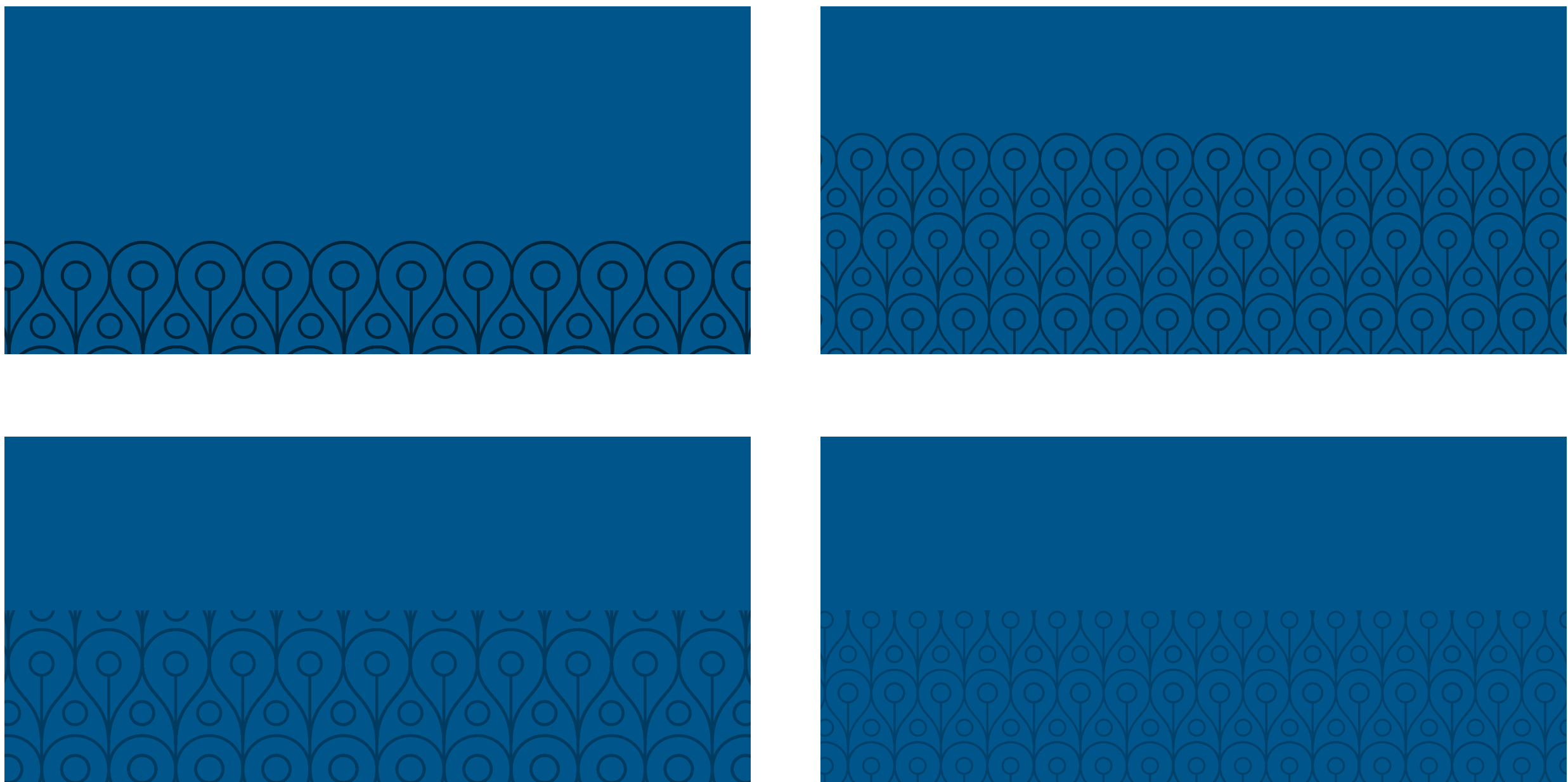
DO NOT
Use the pattern across the entire background of a layout. It is meant to be an accent only.

DO NOT
Alter the pattern or the shapes within the pattern in any way other than color and cropping.

EXAMPLE COLOR VARIATIONS



EXAMPLE VARIATIONS FOR CROPPING & TRANSPARENCY



Please see the final section of this document for examples of proper usage.



Bursts & Callouts

DO

Use a burst or callout as a way to highlight something special about the promotion with one word or short phrase.

DO

Choose the color that works best for your design and update the word/phrase as needed.

DO NOT

Change the font type used for the text. You may adjust tracking and leading as needed to make your word or phrase most legible within the space.

HOW TO CUSTOMIZE:

- . Click on an existing callout from the Adobe Library to open it in Illustrator, or download from Canto.
- . Make your edits in Illustrator and save to your system with a new file name.
- . **DO NOT SAVE THE FILE WITH THE SAME FILE NAME IF YOU PULLED IT FROM THE ADOBE LIBRARY** or it will alter the existing library graphic.



VISUAL ASSETS

Icons

GENERAL ICONOGRAPHY

General iconography can be used at any scale.

Event

Veterans

Patient/
Customer

Delivery

Product

Medical

Loyalty
Program

Shopping/
Accessibility

STRAIN EFFECTS

See examples to the right for proper scaling of Effects icons based on asset.

Uplifting

Focused

Cheerful

Euphoric

Balanced

Dreamy

Soothing

Relaxing

Calming

Grounding

Energizing

Peaceful

Chill

Mellow

Creative

Motivating

AROMAS

See examples to the right for proper scaling of Aroma icons based on asset.

Citrusy

Floral

Diesel
(Gassy)

Funky

Fruity

Spicy

Piney

Nutty

Sweet

Earthy

Tropical

Herbal

Minty

ICON SIZING FOR ASSETS

Assets shown below are used solely as an example for icon sizing, and are not from the LOKAL brand.

EMAIL ICON SIZING



Use icons @ 100%-115%

WEB HERO / LANDING (DESKTOP) ICON SIZING



Use icons @ 55-70%

WEB HERO / LANDING (MOBILE) ICON SIZING



Use icons @ 45-70%

FLYER ICON SIZING



Use icons @ 135%

EMAIL BANNER ICON SIZING



Use icons @ 65-70%

DIGITAL SCREEN ICON SIZING



Use icons @ 60-70%

[CLICK HERE TO DOWNLOAD ASSETS](#)

To ensure uniformity across tactics, do not edit these icons or add additional stroke weight to icons that are pulled into your design file.

Any future icons should be designed in this style (line art; 3pt.stroke only; no solids/fills). Stroke should be converted to outline (as it has been in existing icon files) once a new icon is finalized to maintain consistency with existing icons.

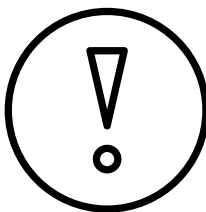
Other Design Elements

DO
Use the LOKAL color palette to customize the colors of the divider lines and background curve border to best match your design.

DO
Feel free to customize the color and words in the CTA buttons to what makes sense for your design (font and shape should not be altered).

DO
Use image frames, divider lines and the border curve as a way to separate sections of information for easy reading.

DO NOT
Make any alterations to the illustrations, with the exception of the customizations noted above.



Please see the final section of this document for examples of proper usage.



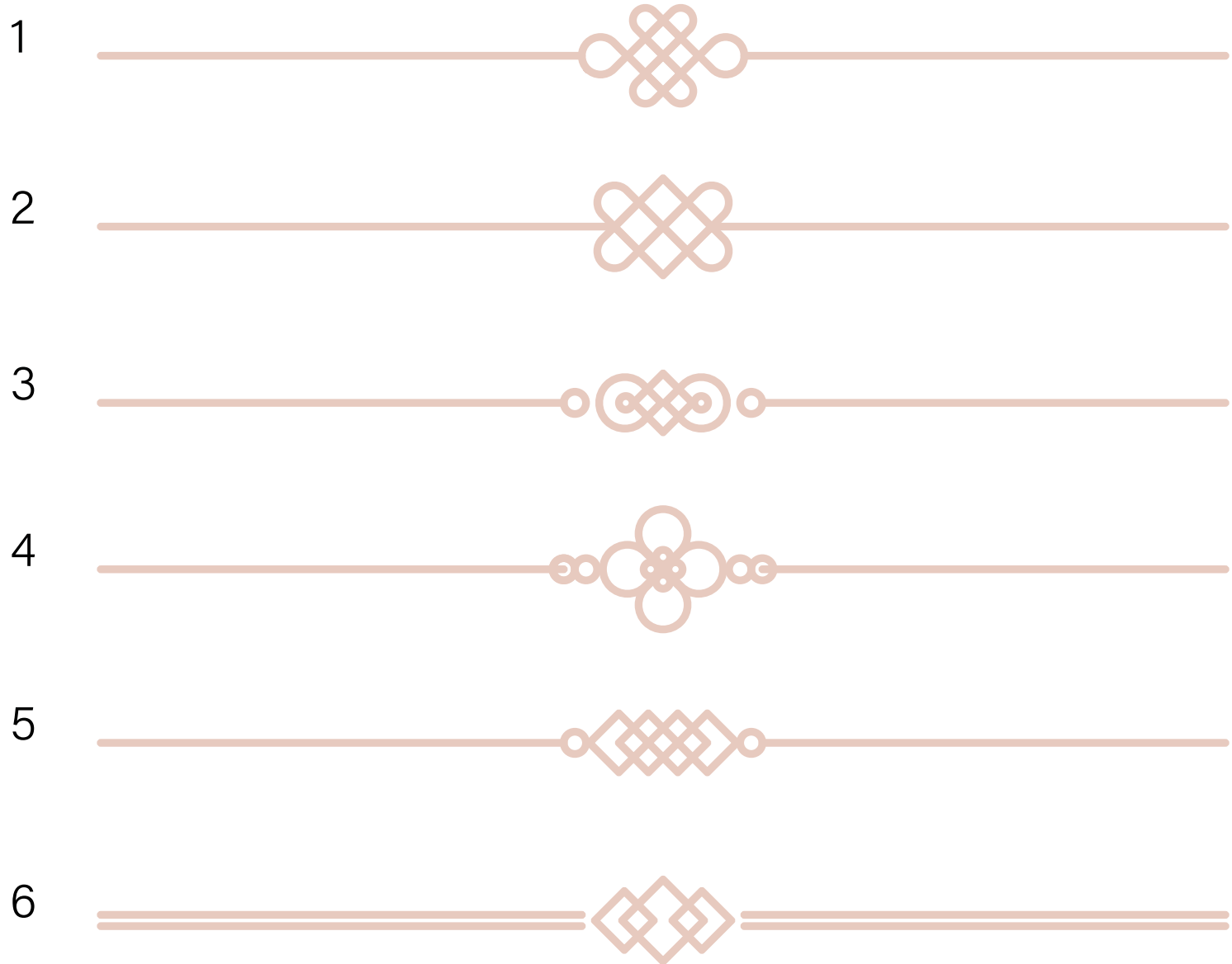
IMAGE FRAMES



BACKGROUND CURVE BORDER



DIVIDER LINES



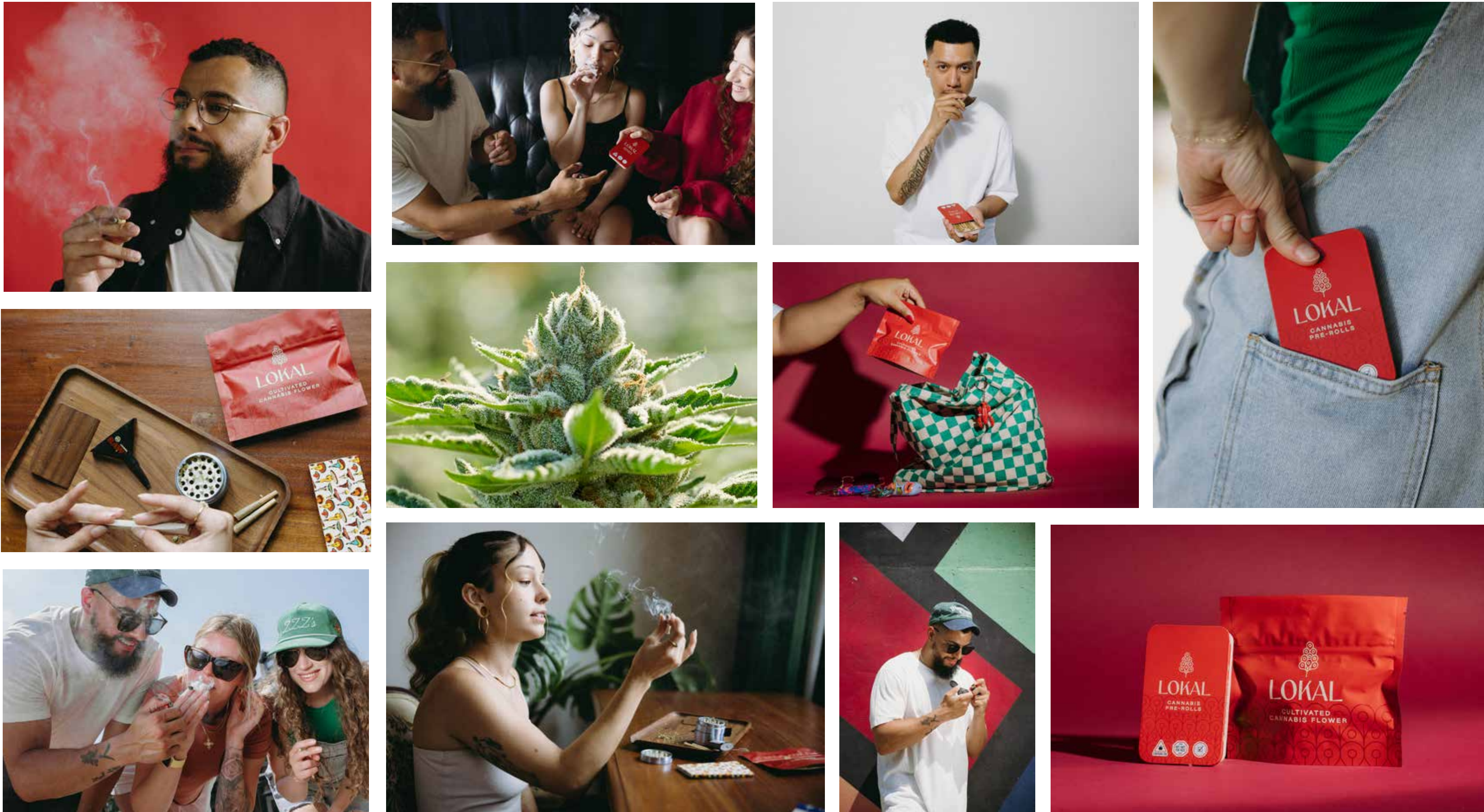
CTA BUTTONS



Photography & GIFs

[CLICK HERE TO DOWNLOAD PHOTOS](#)

[CLICK HERE TO DOWNLOAD GIFS](#)



Our authentic, simple and inviting photography and gif animation style mirrors who we are as a brand, capturing the essence of our everyday customers. We rely on lifestyle visuals that feature actual employees (not professional models) so customers can see themselves reflected. Our product and flower visuals are always clean, allowing the quality of the materials to shine through.

LOKAL

BRAND GUIDELINES

Product Line



WHOLE FLOWER



SATIVA, INDICA, HYBRID
MYLAR BAG

10CT PRE-ROLL MINIS



SATIVA, INDICA, HYBRID
TIN

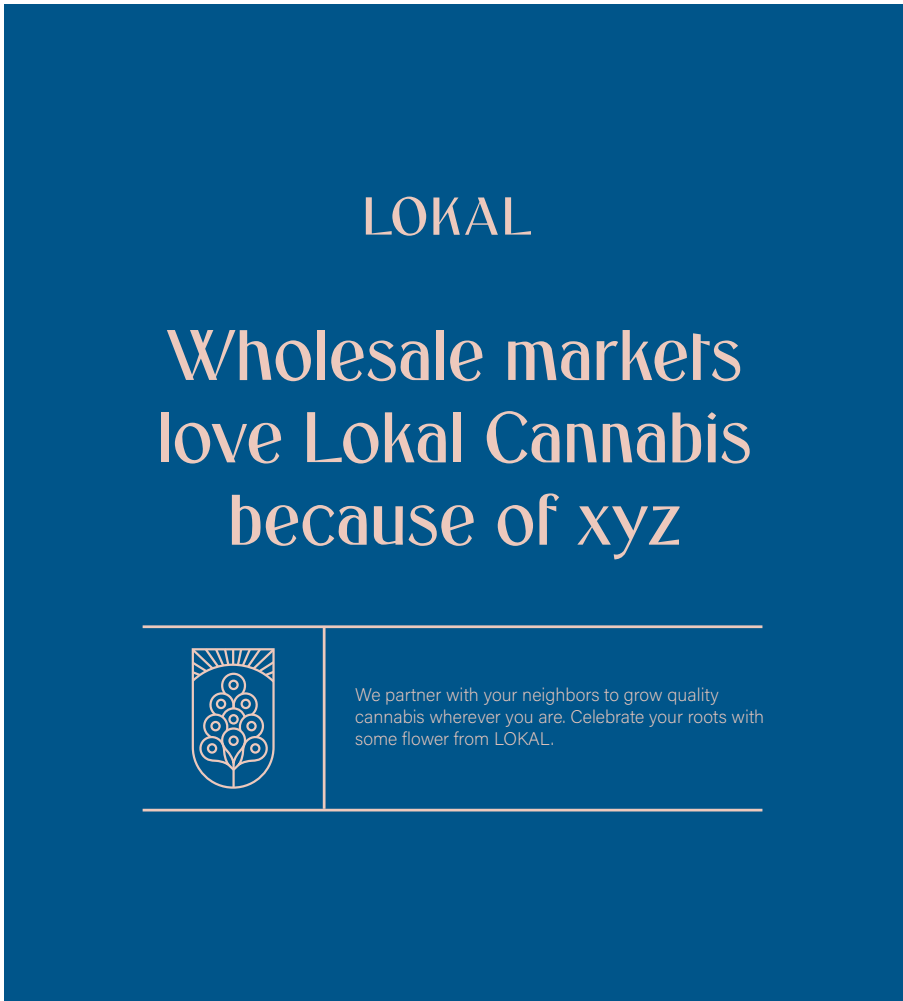
Layout Examples



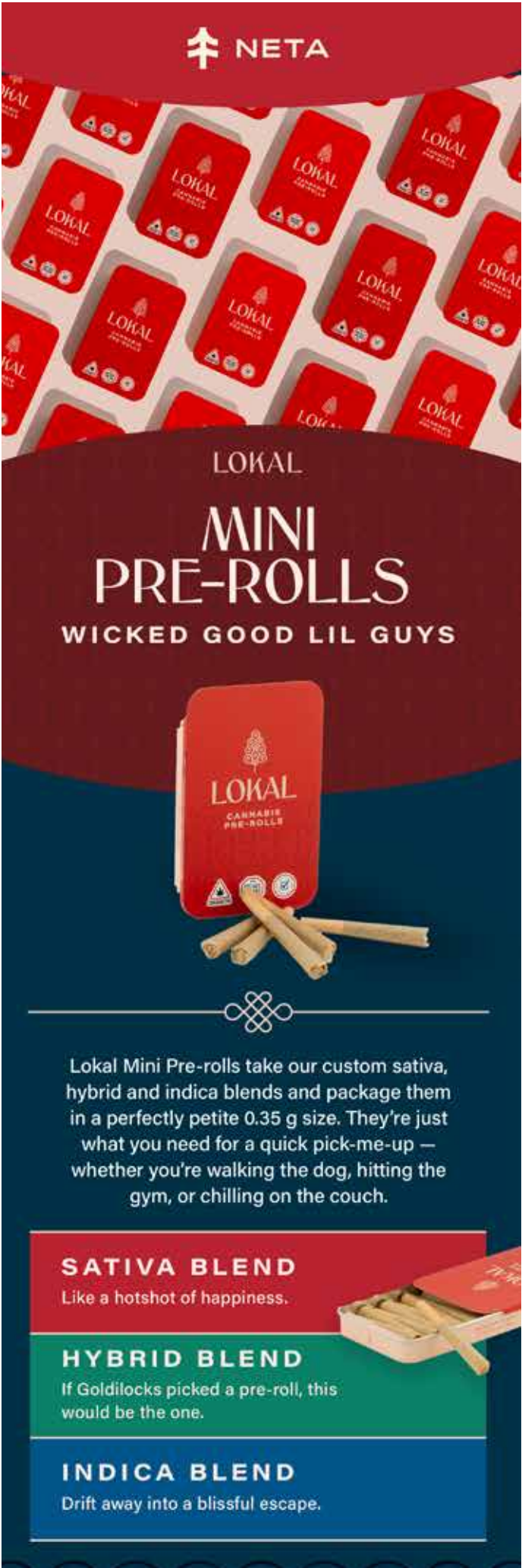
LAYOUT EXAMPLES

 Assets shown below are mockups and should be used for visual reference only; not for copy reference.

GENERAL LAYOUTS



EMAIL



EMAIL BANNER



FLYER



LABELS



THANK YOU.

