plug

Brand Guide

Who are we?

Plug is a web platform in the emerging market for connecting cannabis users and cannabis retailers. Plug serves as a tool for its users to legally purchase cannabis products online while also providing support and extensive functionality for retailers using the site. Plug also seeks to provide a community centered around cannabis education and safety to create a welcoming environment for its users with its branding, values, and vision.

Our Mission & Vision

Plug's mission is not only to provide a place for cannabis consumers and retailers to connect, but to provide a sense of community and safety around cannabis use, a market and activity which has traditionally been thought of as taboo. With our values, we hope to change the recreational market for the better by focusing on reliable service, quality products, access to information, cannabis education, and a safe environment and community.

Our vision is to help transform the cannabis industry in order to dismantle the current negative stigma associated with it and further the industry into one that benefits all who participate.

Plug Brand Identity

A company's logo is an important asset that functions to convey the company's identity and core values. To function in this important role, it is important that Plug's logo and branding be used in the same way across all platforms in order to give a sense of professionalism and solidity of brand messaging. The following logos, typefaces, and colors can be used across Plug's web platforms and merchandise, but must adhere to the following guidelines.

Primary Logo

The primary logo is a full, three color combination mark utilizing the Plug symbol and the Plug lettermark. The default use of the "Plug" logo uses black text on a white background, but there is also a full color reverse logo, "Plug Reverse," for use against dark backgrounds and with dark mode functionality across web platforms. The specific use and requirements that go with each logo will be covered later in this document in the section "Brand Requirements."
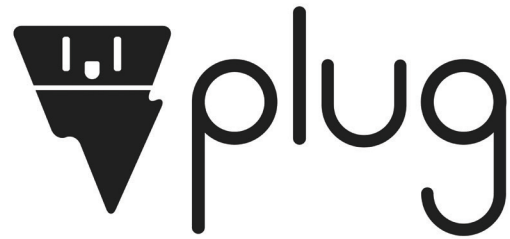

"Plug"

"Plug Reverse"

Secondary Logos

The following secondary logos are for use when use of the main, full color logo is not applicable (by nature of shape or color, for example), or the specific medium is in need of variety. The specificity of the use of these particular logos will be covered above each one. Having multiple versions of the Plug logo makes the brand more versatile and visually appealing.

If the use of the full color logo is impossible because of the inability to use color or because of contrasting colors nearby, the "Plug B+W" black and white logo should be used. In the case of a dark background, either black or colored, the "Plug B+W Reverse" logo should be used.

"Plug B+W"

If the use of the full color logo is impossible, as stated above, but the medium requires a little bit of color, the "Plug Single Color" logo should be used. This logo makes use of the primary brand color on its own to still convey the feeling of the primary logo in a limited medium. The "Plug B+W Reverse" shown previously can ALSO be used on a colored background as opposed to a black background, such as on the cover of this document, primarily white against the blue background.

"Plug B+W Reverse"

"Plug Single Color"

Secondary Logos (cont.)

If the use of the default logo cannot be attained due to the rectangular shape, a square logo, "Plug Square," can be used to better fit the medium. The intended use of this logo is for use as an app icon, but is applicable to other situations where a full color square logo is necessary.
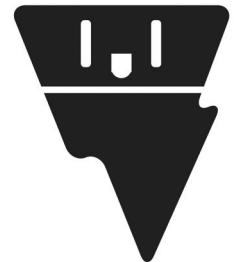

"Plug Square"

In the case of favicons or mediums where the Plug lettermark is unneccessary, you may use the Plug symbol only. These icons should ONLY be used when the Plug name is used nearby in a prominent way, so that the company is easily identifiable. This is important for the association of the Plug symbol with the Plug lettermark and name.

"Plug Icon"

"Plug Icon B+W"

The choice of which color should be used coincides with the rules previously stated for the combination logos mentioned previously. These particular secondary logos may also be used for promotional merchandise, check out the section titled "Brand Implementation" at the end of this document.

"Plug Icon B+W Reverse"

"Plug Icon Single Color"

Branding Requirements

With the importance of consistency across branding comes specific rules regarding a logo's use. As part of conveying the feeling associated with the logos, colors, and typefaces of the brand, the following rules MUST be followed when using the Plug logos across web platforms and merchandising. Be sure to follow them carefully in order to show the professionalism and effectiveness of the Plug brand.

Smallest Allowable Size

The smallest use of the Plug logo should be no smaller than 3/4" or 54 pixels at its smallest point. The default logo is the combination mark, which is a rectangular shape. Therefore, the smallest side is the vetical dimension, which should adhere to this rule.

plug 3/4" or 54 px

1.6" or 116 px

The only time any of the logos should be smaller is the "Plug Icon" series of logos, which will be used as the favicon for the website. The smallest allowable size in this case is 16x16 pixels at the vertical height, as shown below. In any other case besides the favicon, this logo should ALSO be no smaller than 3/4" or 54 pixels.

16 px

3/4" or 54 px

Safety Zones

In order to maintain the clean, united look of the logo system without messing up the consistent spacing between objects or the negative space around the logo, consult the following safety zones that show how much padding should be used around each logo.

Nothing (images or text) should be within the safety zones, this should always be negative space, "empty" space.

The size of the safety zone in the full logo should be defined by the size of the "mouth" of the plug.

The size of the safety zone in the icon logo should also be defined by the size of the "mouth" of the plug. With this particular logo, the safety zone should be a square shape that is determined by the space around the horizontal size of the logo.

How NOT to Use Our Logo

The Plug logo and branding have been carefully designed to adhere to visual design guidelines as well as convey the feelings and values associated with the Plug brand. Never alter the logos in any way or use them in any context that isn't specifically stated in this document. If you are unsure of how to use the logo properly or have any questions, direct them to Zach Greenbaum, whose contact info can be found in the credits at the end of this document.

Do not use the logo with other colors outside of the specific colors allowed for the logo. Details about allowed colors can be found in the "Color Palette" section of this document.

Do not use the lettermark on its own without the logo icon. While you may use the logo icon on its own without the lettermark, this does not work the other way around.

Do not mix and match different parts from various different versions of the Plug logo. These logos have been carefully designed to work as they are.

Do not resize or stretch any individual parts of any of the logos. The logos MUST be scaled up proportionally.

Typography

As part of the logo branding, there are two supporting typefaces that should be used for headings and body content in order to create visual consistency that complements the design of the logo. The "Plug" text in the logo itself is uniquely designed for use ONLY in the logo, and should not be used elsewhere as part of Plug's branding. The typefaces that are available for use within Plug's branding are "Montserrat" and "Graphie" and can be seen below. Each have been used throughout this document.

The "Graphie" typeface can be acquired from fonts.adobe.com with an Adobe subscription. The "Montserrat" typeface can be acquired from fonts.google.com for free. Both typefaces are available for creative and commercial use and can be used on print and screen. "Graphie" is the optimal typeface, but can be substituted with "Montserrat" for accessibility purposes.

Graphie

Primary Typeface

Thin
Thin Italic
ExtraLight
ExtraLight Italic
Light
Light Italic
Book
Book Italic
Regular
Italic
SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
~`!@#$%^&*()-_=+{}[]\|:;"',.<>/?

Montserrat

Thin
Thin Italic
ExtraLight
ExtraLight Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic
SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic
Black
Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
~`!@#$%^&*()-_=+{}[]\|:;"',.<>/?

Color Palette

The Plug color scheme uses the colors blue, pink, and black as part of the logo in order to invoke the feelings of simpleness, reliability, safety, welcoming, life, and sleekness. The specifics of the colors, their information and their use in the logo are presented below.
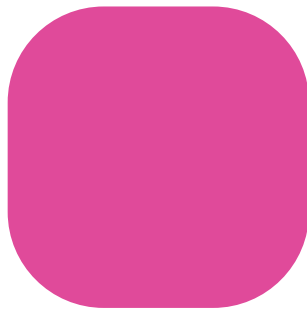
Primary Colors
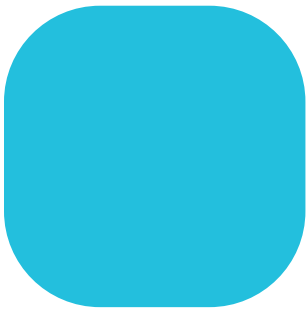
Pantone 311 C

CMYK:

66 0 11 0

RGB:

19 192 221
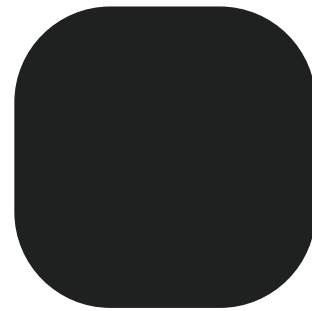
HEX:

#12bfdd

Pantone 232 C

CMYK:

6 86 0 0

RGB:

224 75 155

HEX:

#df4a9a

Pantone Neutral Black C

CMYK:

72 66 65 72

RGB:

34 34 34

HEX:

#212121

Note: Pantone 232 C (Pink) should not be used as a standalone color as part of the logo. This color should only exist as part of the gradient in the full color logo and square logo. Outside of the logo, this color may be used for accents on the website for things like buttons, headers, links, etc.

Gradient
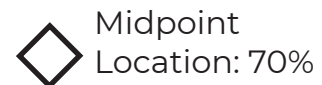
Midpoint
Location: 70%

Pantone 311 C
Location: 0%

Pantone 232 C
Location: 100%
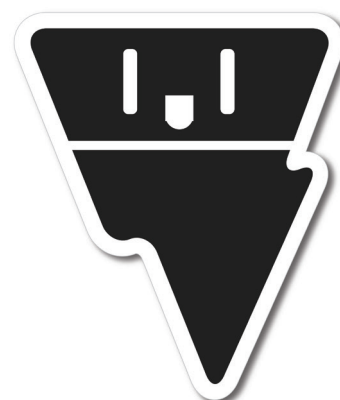
Brand Implementation

The Plug brand system should be used across all web and physical products in order to create a solidified, consistent system that represents our values and furthers the product we are striving to provide. Below, you will find examples of the logo's use in various official and promotional items.
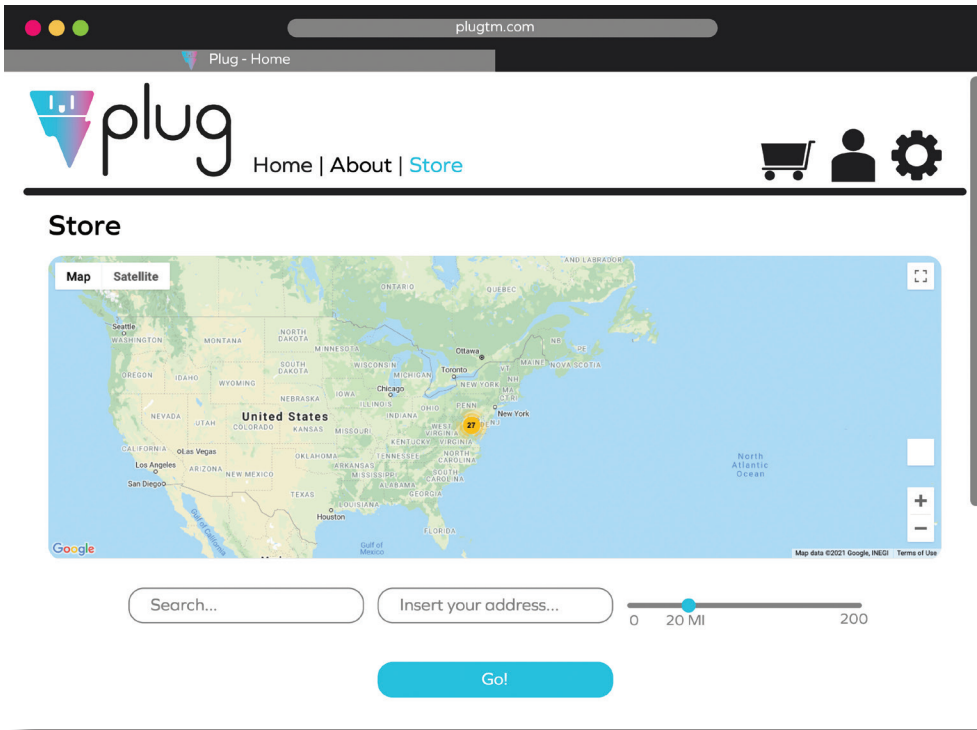

Door Sticker

Promotional Icon Logo Stickers

Plug Home Mockup

Plug Store
Mockup

Credits

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