



# BRAND GUIDE

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BUDDHA'S BAZAAR  
2021



**WELCOME TO  
ENLIGHTENMENT.**

## Lockup

This is our logo in its final form. Who we are, what we are, and what we're about all wrapped up into one unique combination.



## Lockup - Alternate

In certain scenarios where a more condensed logo is needed, this alternate version can be used.



## Lotus

This is our signature identifier, the green lotus. Nestled within its leaves sits a meditating figure comprised of the two “B”s in our name.

This icon signifies everything we’re about. Positivity, peace, and (certain) plants.



## Lockup Anatomy

We've worked hard on our logo, so spacing and ratios within our lockup should be maintained at all times.

The space between our wordmark and subheading should be exactly one "apostrophe" tall.

When stacked the lotus should be seated one "O" above the wordmark. Its height should be twice that of the wordmark and subheading.

When using the alternate, the lotus should sit one "rotated apostrophe" away from the wordmark with its bottom curves seated on the baseline.



**OUR PRIMARY  
COLOR IS GREEN**



## Primary

Our color is unabashedly **Green**. Its bright, vibrant, and natural qualities perfectly represent our brand's personality.

**Pantone** 375

### RGB

151, 215, 0

### HEX

#97D700

### CMYK

40, 0, 98, 0



## Secondary

To every yin there is a yang. Utilizing **Black** with restraint helps sell the impact of our primary color.

**Pantone** Black 6

### RGB

0, 0, 0

### HEX

#000000

### CMYK

0, 0, 0, 100



## White

You know **White**. Use it to emphasize other colors.

### RGB

255, 255, 255

### HEX

#FFFFFF

### CMYK

0, 0, 0, 0



## Color - Wordmark

Our wordmark (and its alternate) should only ever be displayed in **Black** or **White** depending on the context.

**BUDDHA'S BAZAAR®**  
SMOKE SHOP

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SMOKE SHOP

## Color - Lotus

The lotus has more freedom in regards to color. It can be either **Green**, **Black**, or **White** to add unity or contrast to the mark.



## Color - Lockup

Remember, keep the wordmark **Black** or **White**.



## Typefaces

**Futura** and **Montserrat** are our tag-team when it comes to type.

**Futura** needs no introduction. Like us, it's fun, bold, and recognizable. Its heavier weights are our go-to for display and header text.

**Montserrat** is our main staple for body text. Where Futura is our fun-loving hook, Montserrat is our neat and clean typeface used for correspondence and information.

While other weights aren't off limits, Regular, Medium, and **Bold** are the preferred options.

**WELCOME TO  
ENLIGHTENMENT.**

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FUTURA LIGHT  
FUTURA BOOK  
FUTURA MEDIUM  
FUTURA DEMI  
FUTURA BOLD  
FUTURA EXTRA BOLD

Montserrat Thin  
Montserrat Extra Light  
Montserrat Light  
Montserrat Regular  
Montserrat Medium  
Montserrat SemiBold  
Montserrat Bold  
Montserrat Extra Bold  
Montserrat Black



**FIND  
YOUR  
VIBE.**



## Subheading

For instances where the term “smoke shop” needs to be used in isolation, it’s best set in **Futura Bold** whenever possible.

# SMOKE SHOP