

BRAND GUIDE

BUDDHA'S BAZAAR 2021



Lockup

This is our logo in its final form. Who we are, what we are, and what we're aboutall 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.

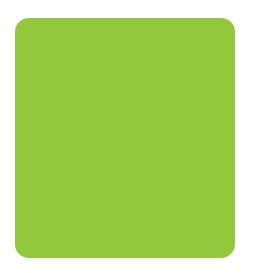
When using the alternate, the lotus should should sit one "rotated apostrophe" away from the wordmark with its bottom curves seated on the baseline.





BRAND GUIDE - 2021 LOCKUP ANATOMY BUDDHA'S BAZAAR

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

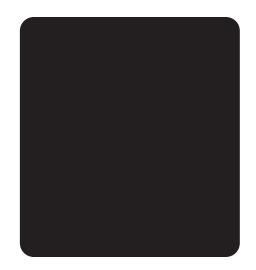
151, 215, 0

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

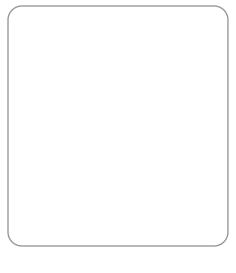
0, 0, 0

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.



EUDDHA'S EAZAAK° 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.

Loremipsumdolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et doloremagna aliqua. Ut enimadminimveniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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

BRAND GUIDE - 2021 TYPEFACES BUDDHA'S BAZAAR



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

BRAND GUIDE - 2021 SUBHEADING BUDDHA'S BAZAAR