

# Brand Guidelines

Grasslands Visual Identity

October 2024

Grasslandz is a cannabis brand where intentionality meets quality. Our passion for cannabis is rooted in our commitment to integrate our cultural practices into our company values, farming practices, and delivering a product with a purpose.

Let's cultivate a mindful and inclusive cannabis culture.



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# Brand Values

No. 1

## Intention

We don't just create products; we craft experiences. Whether it's a flower, edible, tincture, or concentrate, each item is carefully formulated to deliver a specific, tailored effect. Every ingredient is sourced with intention, and every formulation is designed to provide a consistent, elevated experience.

No. 2

## Sustainable

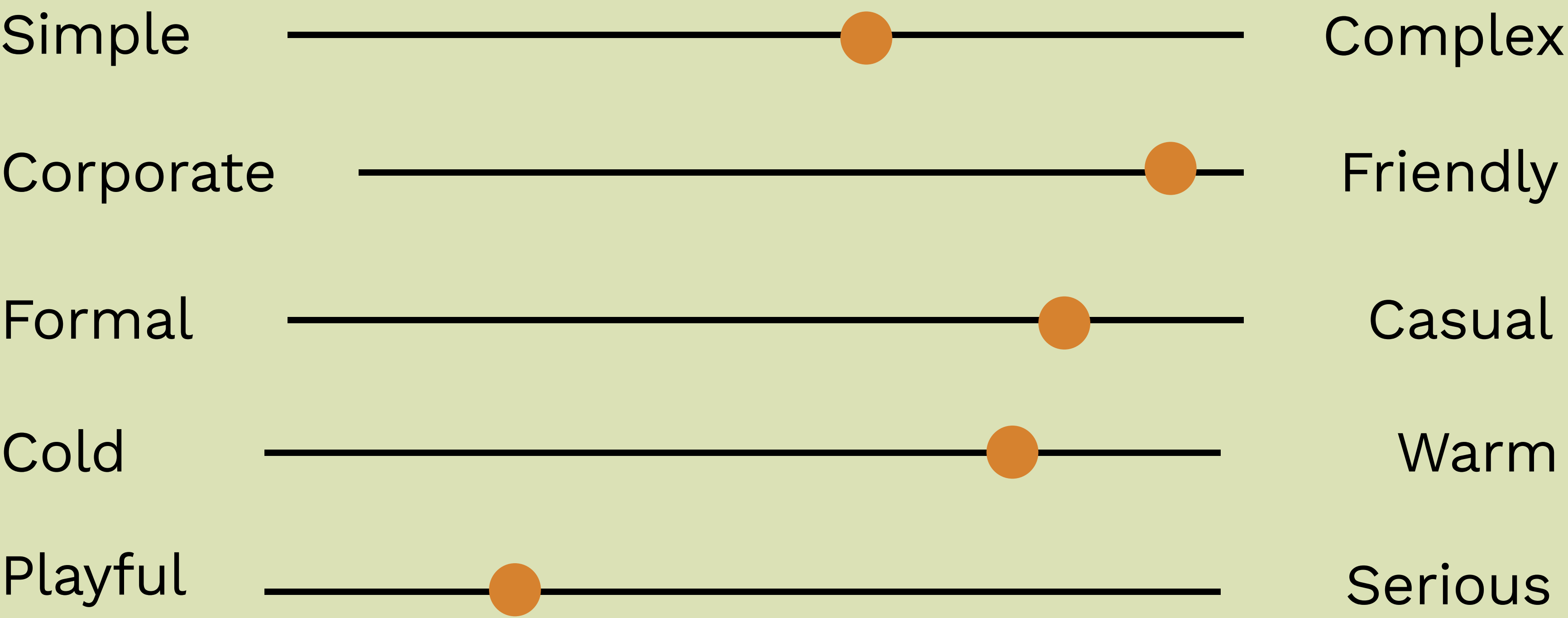
At our farm, we proudly implement regenerative agriculture practices that focus on restoring and enhancing the health of our land, soil, water, and natural resources. Our commitment extends beyond farming techniques; we are dedicated to sourcing materials that are both ethically produced and environmentally sustainable, ensuring that our practices benefit not only our farm but also the wider ecosystem.

No. 3

## Inclusive

At Grasslands, our commitment to inclusivity shapes every product we create. Our offerings are designed to resonate with a diverse community, ensuring everyone can find something that suits their needs. Through thoughtful sourcing and inclusive practices, we foster a sense of belonging in the cannabis experience, allowing all individuals to feel valued as we cultivate a mindful cannabis culture together.

# Brand Traits





# Logo Variations





Primary Logo

Grasslandz

Logo with supporting text

Grasslandz

Tribal Owned & Sun Grown

Monogram/Avatar

GZ





# Colors



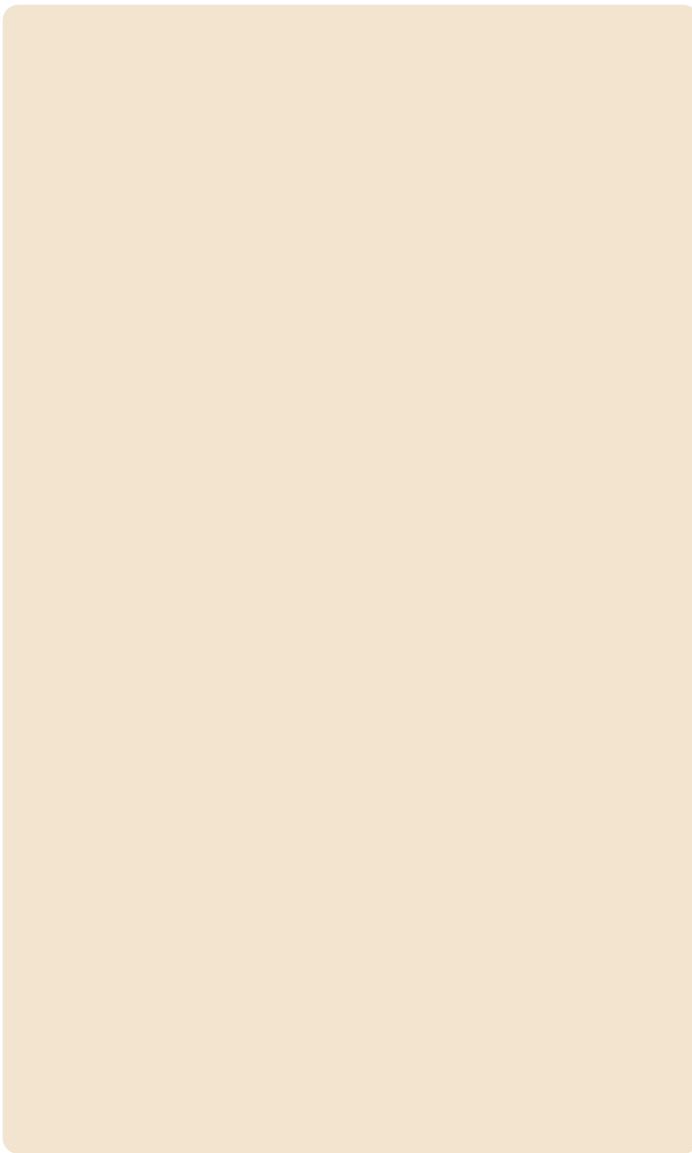


# Color Pallete



Lemon  
Haze

HEX: #f7bb1d  
C: 3% M: 28% Y: 99% K: 0%  
R: 247 G: 187 B: 29  
Pantone: 116 C



Wedding  
Cake

HEX: #F2E5CF  
C:3% M: 28% Y: 99% K: 0%  
R: 247 G: 187 B: 29  
Pantone: 482 C



Thin  
Mint

HEX: #DBE1B6  
C:3% M: 28% Y: 99% K: 0%  
R: 247 G: 187 B: 29  
Pantone: 2275 C



Tangerine  
Dream

HEX: #D78230  
C:3% M: 28% Y: 99% K: 0%  
R: 247 G: 187 B: 29  
Pantone: 715 C



OG  
Kush

HEX: #204432  
C:3% M: 28% Y: 99% K: 0%  
R: 247 G: 187 B: 29  
Pantone: 7734 C



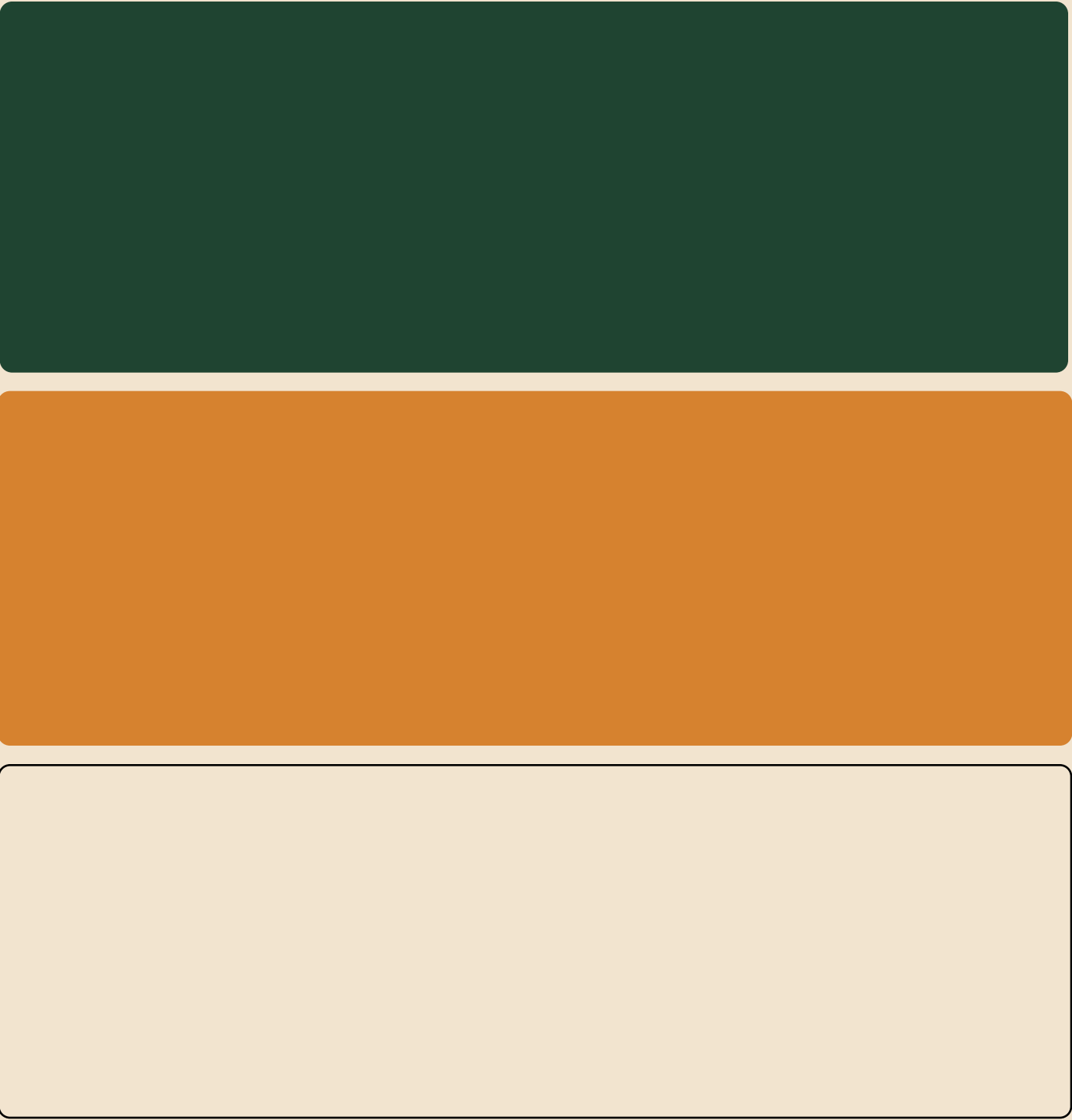
Grape  
Ape

HEX: #865471  
C:48% M: 74% Y: 36% K: 12%  
R: 134 G: 84 B: 113  
Pantone: 5135 C



# Color Usage

## Primary



## Secondary



# Typography



# Primary Type

**OhNo Blazeface**

12 pt.

**A B C D E F G H I J K L**

**M N O P Q R S T U V**

**W X Y Z**

**a b c d e f g h i j k l m n o p q**

**r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0 : ; ‘ ’ “ ” , . ? ! # \$ %**

# Secondary Type

## Sarabun

- Thin
- Extra Light
- Light
- Regular
- Medium
- Semi Bold
- Bold
- Extra Bold

A B C D E F G H I J K L  
M N O P Q R S T U V W  
X Y Z  
  
a b c d e f g h i j k l m n o p q r  
s t u v w x y z  
  
1 2 3 4 5 6 7 8 9 0 : ; ‘ “ , . ? ! # \$ %



# Type Usage

**OhNo Blaze**face

**Title** | 24pt

**Welcome to Grasslandz**

**Sarabun**

Subheading | 24pt

Sun Grown & Locally Owned

*Sarabun*

Supporting Text | 16pt

*Sun Grown*

**Sarabun**

Body Text | 12pt

Grasslands is a cannabis brand that focuses on the..

# Imagery







# Mockups



Mockups



MANUFACTURED BY:

PRAIRIE ISLAND 316, INC.  
LICENSE # DL001  
16720 200TH ST E,  
HASTINGS, MN 55033

SERVING SIZE:

1-3 SECONDS  
PER PUFF  
WAIT 30 MIN. BEFORE  
ADDITIONAL CONSUMPTION

TRIBAL OWNED \* SUN GROWN \* PICKED BY HAND

INTENDED USE:

INHALE

INGREDIENTS:

THC DISTILLATE  
NATURAL TERPENES

Calced Up  
Cherries

INDICA | 18.6%

Grass  
landz

Mini  
Pre-rolls  
.3g ea.

WARNING:

This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease. For adults 21+ only. Do not operate a vehicle or machinery while using this product. THC use during pregnancy and breastfeeding is not recommended and may pose serious potential harms. Slight ratio variations may occur. Effects of this product may vary by consumer. This product was tested and complies with the standards established by the Prairie Island Indian Community Cannabis Regulatory Commission for quality assurance and consumer safety. Minnesota Poison Control Center: (800) 222-1222

KEEP THIS PRODUCT AWAY FROM CHILDREN AND ANIMALS.



SUN GROWN \* PICKED BY HAND

GRASS  
LANDZ

SOUR  
Gummy Clusters  
Strawberry

10pk | 10mg per serving

flower grown the  
way it's *meant* to be

TRIBAL OWNED

MANUFACTURED BY:

PRAIRIE ISLAND 316, INC.  
LICENSE # DL001  
16720 200TH ST E,  
HASTINGS, MN 55033

INTENDED USE:

INHALE

INGREDIENTS:

THC DISTILLATE,  
NATURAL TERPENES

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Grasslandz

MANUFACTURED BY:

PRAIRIE ISLAND 316, INC.  
LICENSE # DL001  
16720 200TH ST E,  
HASTINGS, MN 55033

INGREDIENTS:

CANNABIS

SERVING SIZE:

1-3 SECONDS PER PUFF  
WAIT 30 MIN. BEFORE  
ADDITIONAL CONSUMPTION

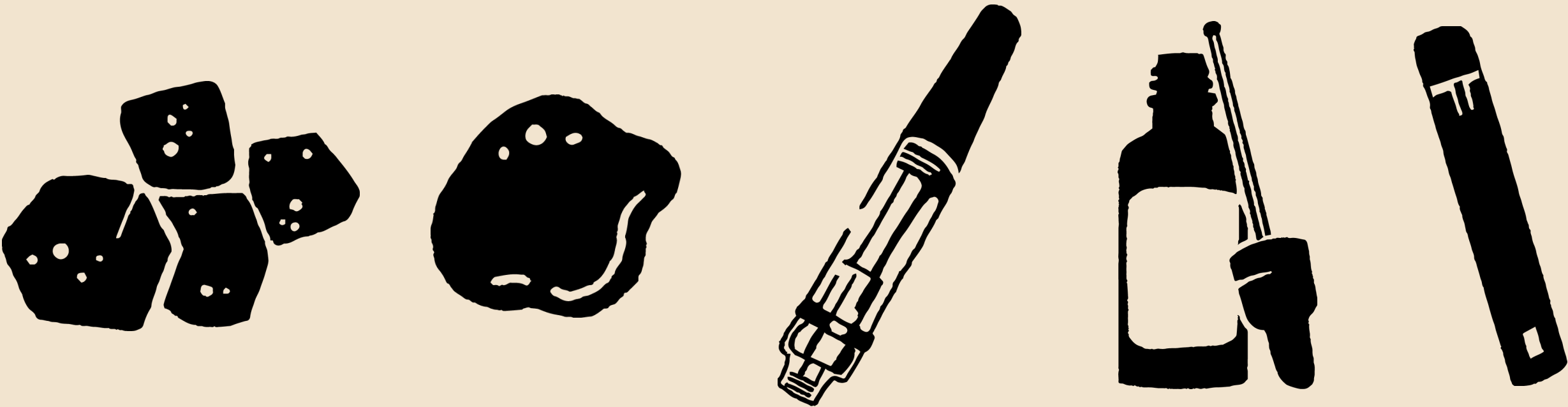
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# Illustrations



**Thank you!**

[www.honestcannabis.com](http://www.honestcannabis.com)