



BRAND GUIDE
MELLOW OUT MAMA

Mellow out Mama

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Introduction

By following the recommendations set forth in this guide, Mellow Out Mama's visual identity will build brand recognition. The first and second steps are building a brand voice and visual identity.

In combination with intentional usage of the logo, the brand will become synonymous with the company and the people it represents.

Mellow out Mama

Mellow Out - Slang . to become detached from worry, strife, stress, etc.; to make more relaxed, agreeable, workable, etc.; soften or smooth

Mama - Slang . a sexually attractive, usually mature woman.; one's wife.



Brand Story

Let's be honest - this mom thing is **HARD**. Like. Really hard. You're tired, your body hurts, that one arm you hold the kid in is probably gonna fall off, your brain is fried, sleep is nonexistent, and then there's that good old anxiety kicking in every hour telling you that you're the worst mom in the world and no one else struggles with this whole mom thing.

Welp. We're here to tell you that your anxiety is a liar. We get you because we **ARE YOU**. Sure we look fancy in our pictures but trust us. There ain't enough filters in the world to make our anxiety lighter. But we know something that can. **CBD**.

That's right, we both discovered that a little **CBD** can go a long way in the long journey that is motherhood. Think of it as the chicken soup of supplements. In our experience, it's good for what ails you! And a little can go a long way.

Through our own trial and error we've come up with an all-natural, healing, supportive supplement that we've found helps us with anything from backaches (damn you piggybacks!), to headaches, to anxiety and depression. No, seriously. We feel better when we take it. We're more patient, more present with our kids, and, well, less stabby toward everyone and everything else.

We Mellow, Mamas. We mellow.

Created by two moms for ALL moms in all stages in motherhood, **Mellow Out Mama (M.O.M)** has got your back.

Ya know, it's like they always say, 'Mom knows best' and we can attest that this **M.O.M** most definitely does.

Plus, you don't have to feel guilty if you don't call her every night or forget her birthday. But that's neither here nor there.

Try **M.O.M**, your one-stop shop for all things **CBD**, and Mellow with us. We're all in this together. NaMOMste,

Jill and Celia



Logo: Meaning

1. The sun has long been a symbol that represents hidden knowledge, life, illumination, higher self, rebirth, strength, spirit

2. The rays represent vibrant energy, they pulsate and are in flux showing the dynamic ebb and flow of energy

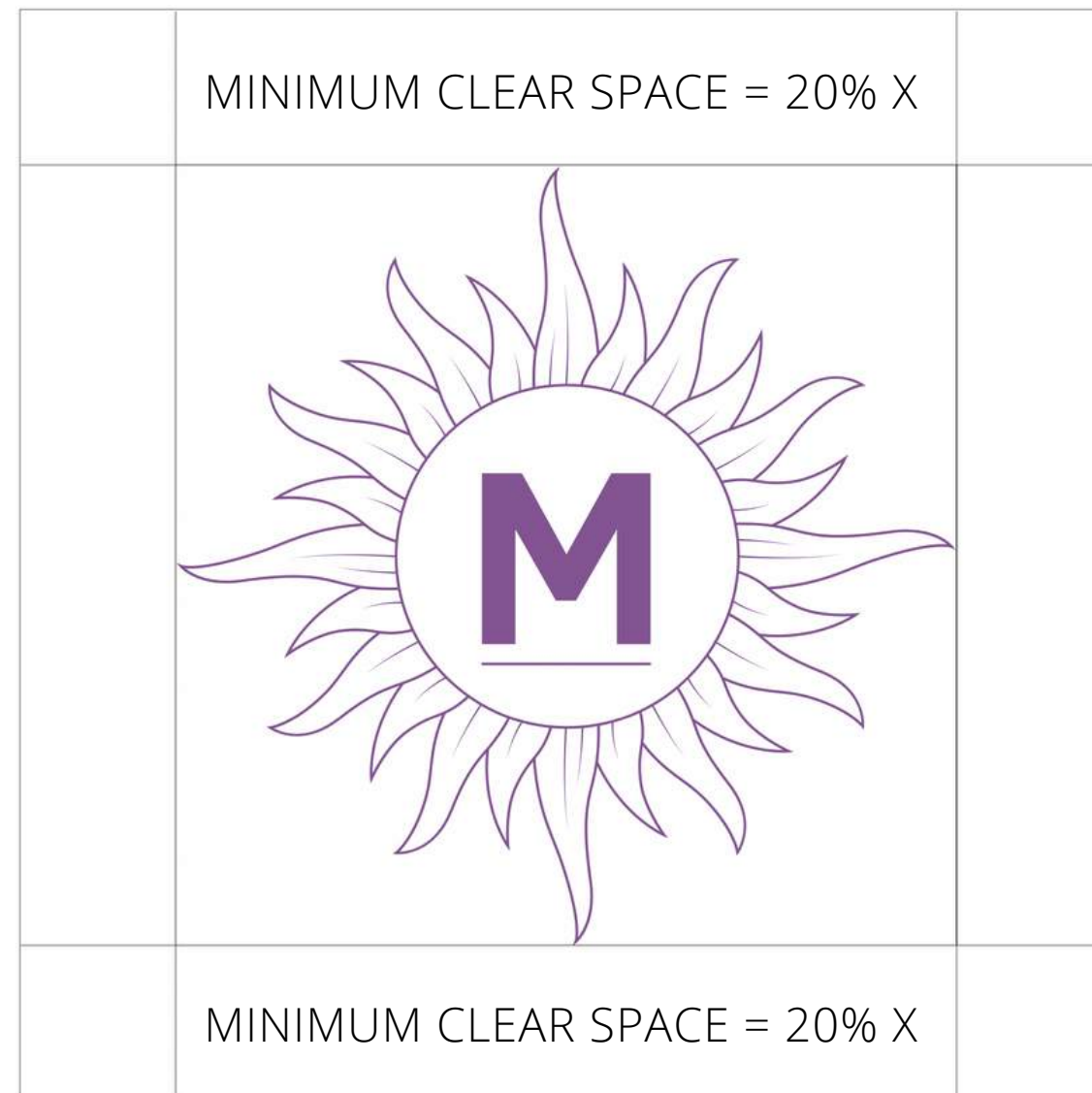


3. The M at the center is meant to represent the self, core, and a feeling of being at one with oneself

4. The horizon line represents goals, and empowerment, it also represents the dual nature of a sunrise or sunset

Logo: Usage

TOTAL LOGO HEIGHT = X



Minimum clear space for the logo should equal 20% of the total height of the logo. This tolerance should be the same all the way around the logo and measured from the middle, top and bottom edges.

Logo: Don'ts



Don't rotate the logo.



Don't flip the logo.



Don't change the width of the lines.

A few examples of things to avoid while using the logo.

Logo: Don'ts



Don't remove TOKN lines from full-color logo.



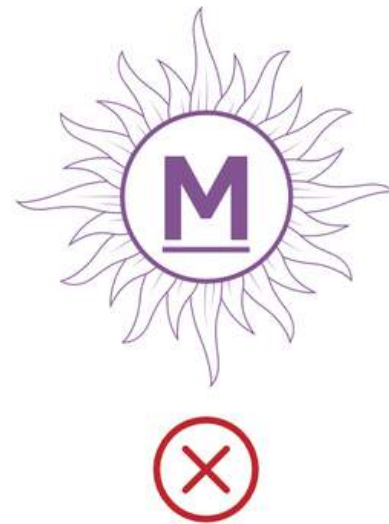
Don't change the colors of the logo.



Don't warp, stretch or shear the logo.



Don't change the colors or stroke of the logo.



Don't change the proportions of the lines.



Don't reorganize the lines.



Mellow Out Mama



Mellow Out Mama



Mellow Out Mama



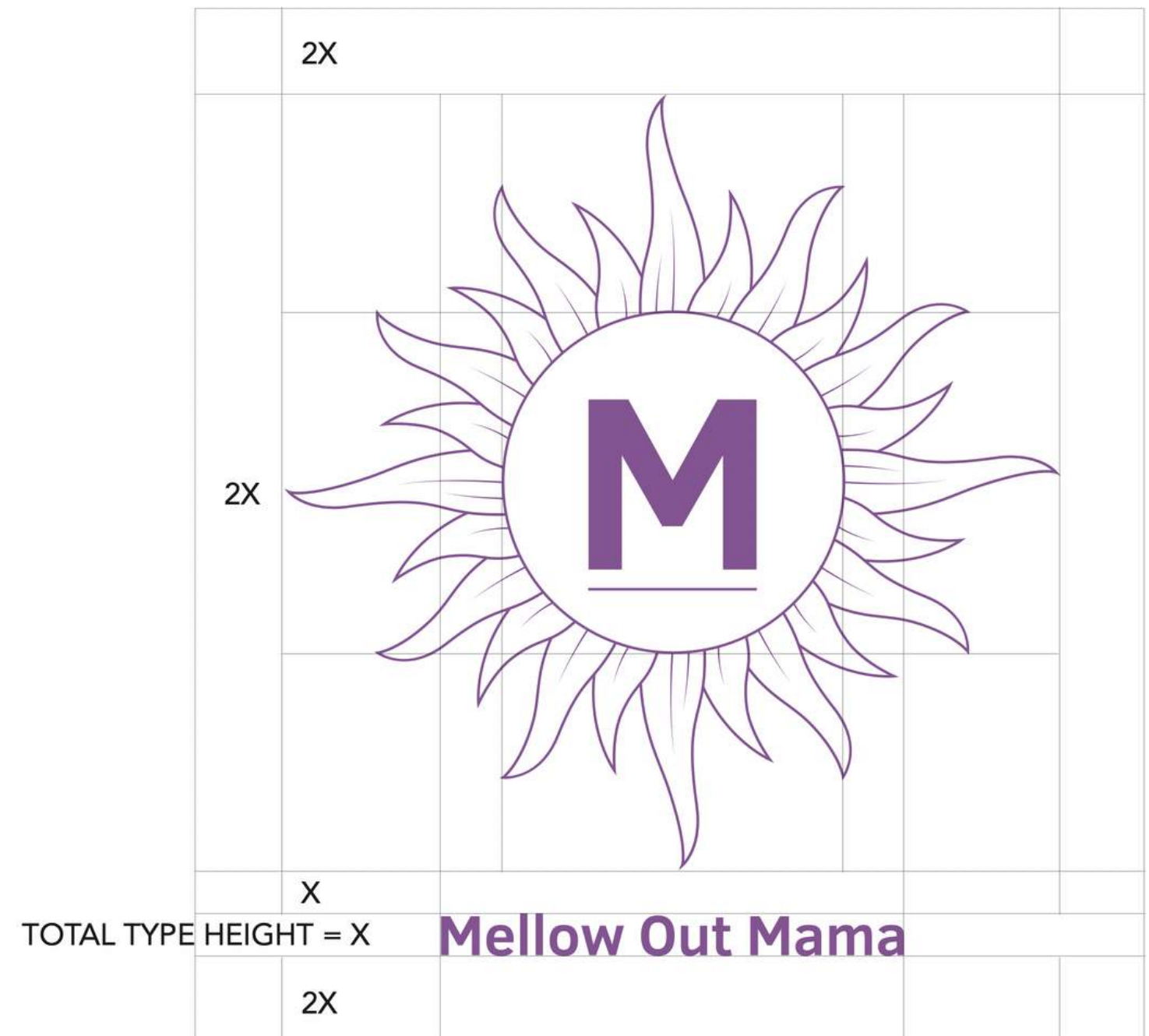
Mellow Out Mama

Logo/Wordmark: Usage

The logo/wordmark incorporates Mellow Out Mama type that a bold sans serif. The choice was made to provide a stable balance to the vibrant rays extending from the central logo.

The font was designed with legibility in mind as well as sophistication and elegance.

Minimum clear space for the logo wordmark should be 2x the total height of "Mellow Out Mama." This tolerance should be the same all the way around the logo and measured from each edge.



Logo/Wordmark: Don'ts



Mellow Out Mama



Don't rotate the icon.



Mellow Out Mama



Don't flip the icon.



Mellow Out Mama



Don't change the width of the lines.

A few examples of things to avoid while using the icon.

Logo/Wordmark: Don'ts



Don't remove TOKN lines from full-color logo/wordmark.



Don't change the colors of the logo/wordmark.



Don't warp, stretch or shear the logo/wordmark.

Logo/Wordmark: Don'ts



Mellow Out Mama



Don't change the colors or stroke of the logo/wordmark.



Mellow Out Mama



Don't change the proportions of the lines.



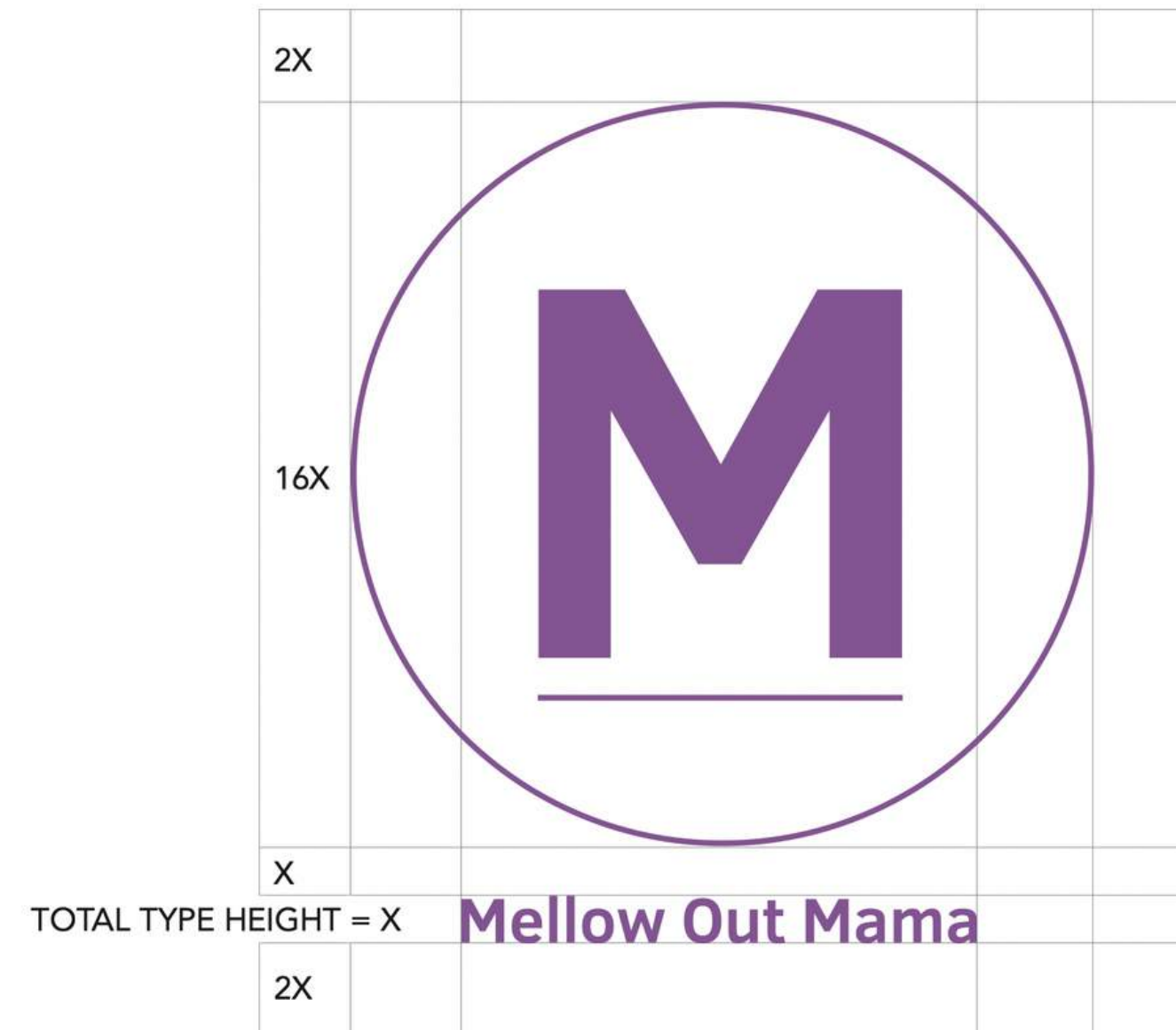
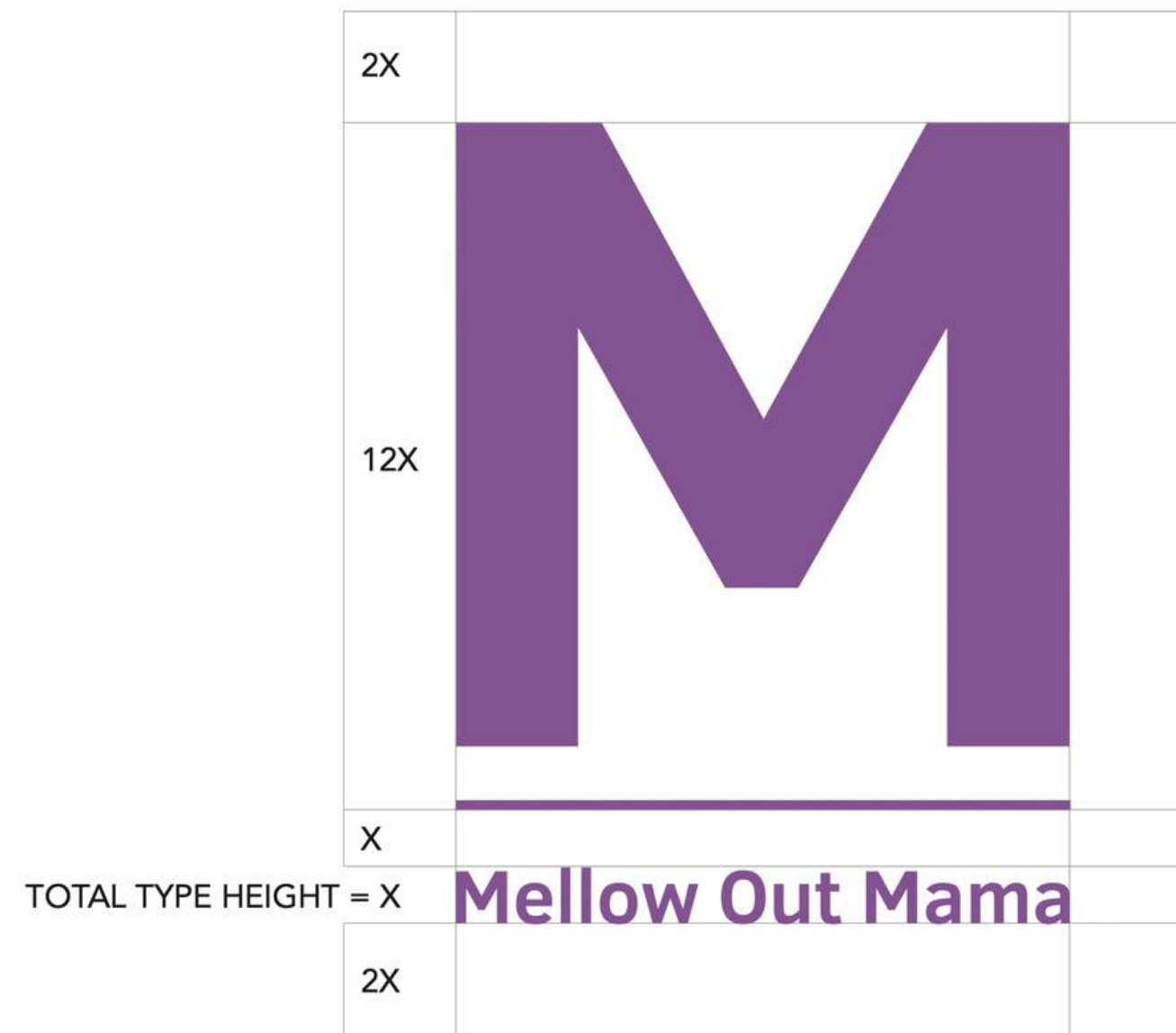
Mellow Out Mama



Don't reorganize the lines.



Simplified Variations



Minimum clear space for any variation of the logo/wordmark should be 25% the total height of the logo. This tolerance should be the same all the way around the logo and measured from each edge.

Font Selection

HEADLINE

CLEAR SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SUB HEAD

CLEAR SANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

BODY

AVENIR ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADLINE EXAMPLE

SUBHEAD EXAMPLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

Color Palette



PURPLE

CMYK: 11, 41, 0, 42

RGB: 132, 87, 148

HEX: 835693

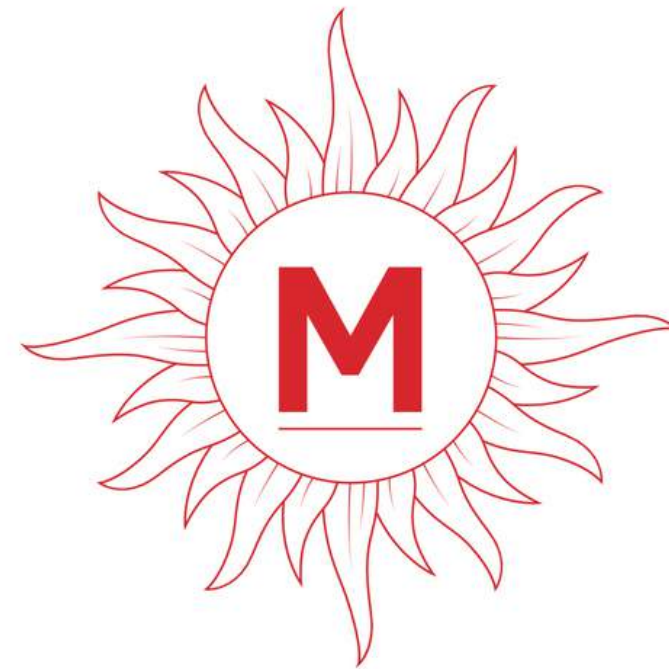


LIME

CMYK: 29, 0, 64, 25

RGB: 134, 190, 68

HEX: 86BE44



RED

CMYK: 0, 80, 78, 15

RGB: 216, 43, 48

HEX: D82B30



CITRUS

CMYK: 0, 26, 62, 5

RGB: 243, 179, 92

HEX: F3B35C

Voice

Mellow Out Mama has built a brand around being relatable. It is a product made for and by moms. The voice is snarky and liberated.

The brand alludes to the need to 'mellow out'. Being a mom is tough and this brand understands that. These products are all meant for one purpose, to help the consumer relax.



MELLOW OUT MAMA BRAND GUIDE 2019
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