



A scenic landscape at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. In the foreground, there is a field of tall, green grasses and some white flowers. In the middle ground, there is a wooden fence and a small building. In the background, there are rolling hills and mountains under a sky with scattered clouds. The overall mood is peaceful and serene.

*Best when shared.*

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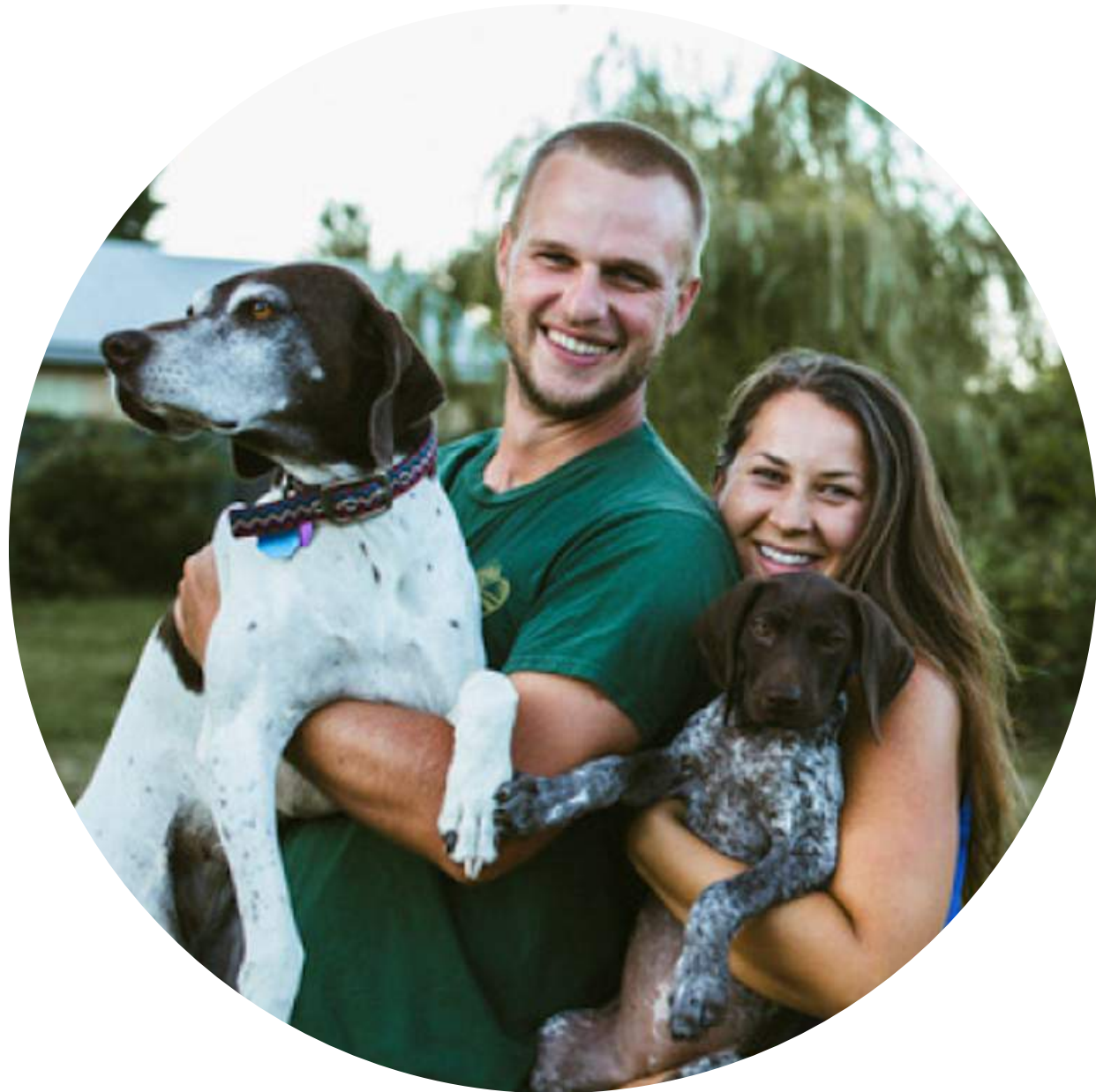
# GUIDELINES

By following the recommendations set forth in this guide, TOKN'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 people it represents.

# BRAND STORY

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Ashley and Shawn were raised in Santa Cruz, California where they grew a love for organic farming and interest in sustainable business practice. They took a leap of faith and moved to Corvallis with a vision to bring clean, high-quality whole-plant CBD products from the farm to their community and beyond.

TOKN's 15 acre CBD hemp farm is located in the heart of the Willamette Valley. Our goal from the beginning has been to redefine what CBD hemp is and how it can be used. Far from only fit for industrial oil extraction, this plant has so much to offer in its whole form.

Our teas are inspired by our love for the outdoors and our connection to the beauty around us. Each blend is uniquely crafted with the highest quality local products and organic ingredients wherever possible. TOKN CBD tea offers consumers a gentle reminder to take a moment to relax and enjoy.



# TŌ•K•N

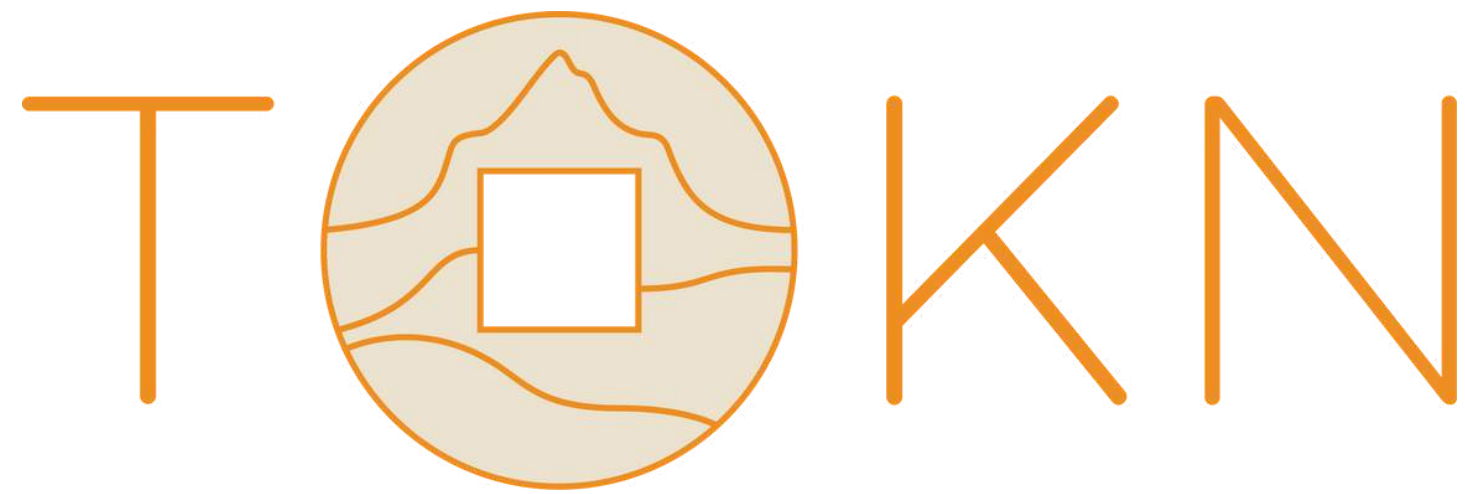
Slang for smoking weed

A thing serving as a tangible representation of a fact, quality, feeling, etc

A voucher that can be exchanged for goods or services

## LOGO/WORDMARK: VARIATIONS

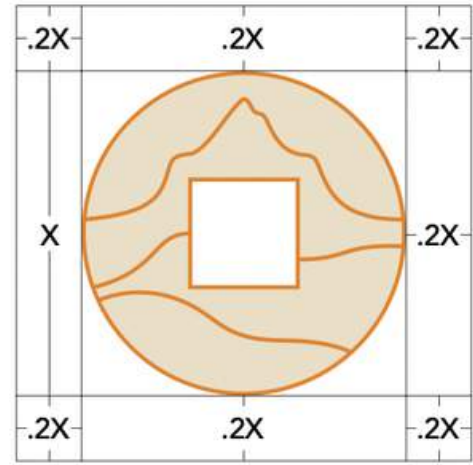
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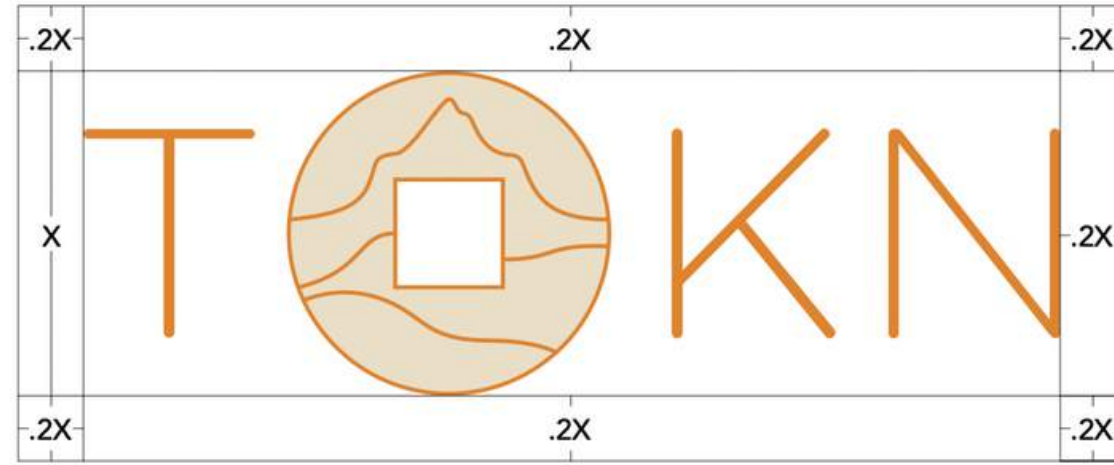
## PRIMARY

The primary logo/wordmark should be used in most applications. There are two reductions: the logo/icon standalone and the wordmark with just letters. It may also be used as just the outlines.

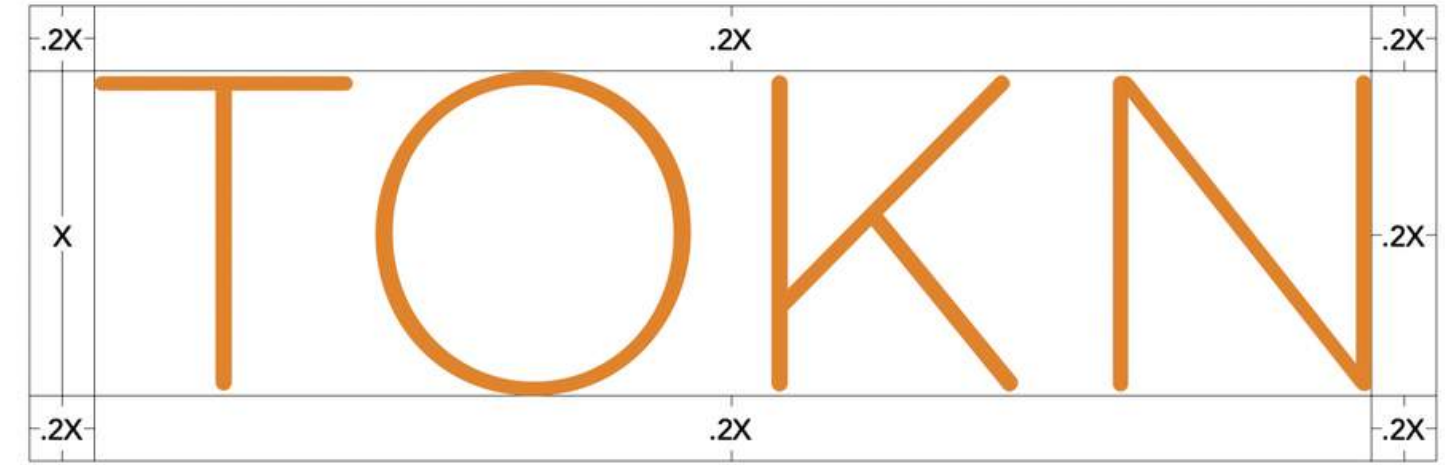
# LOGO/WORDMARK: USAGE



LOGO

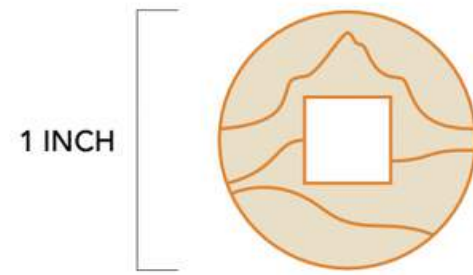


WORDMARK + LOGO

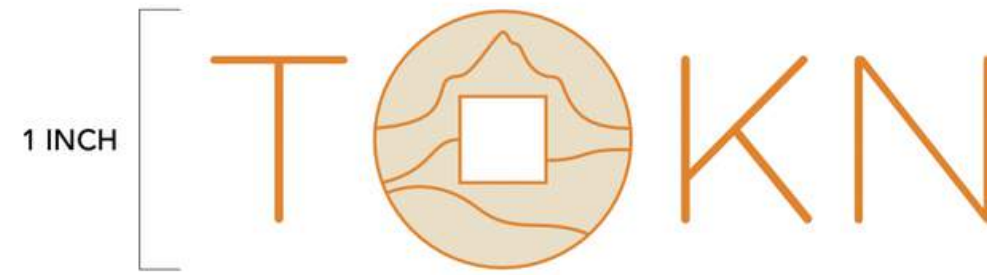


WORDMARK

## Exclusionary Zone



LOGO



WORDMARK + LOGO

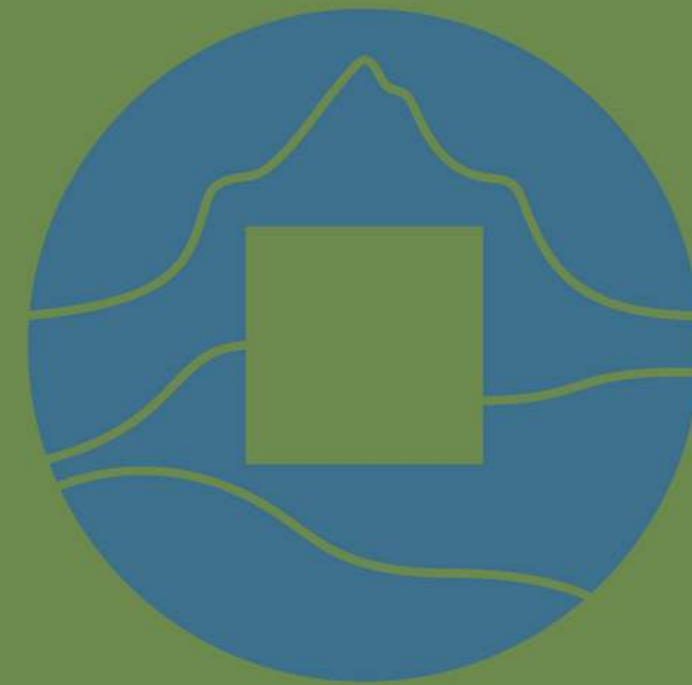
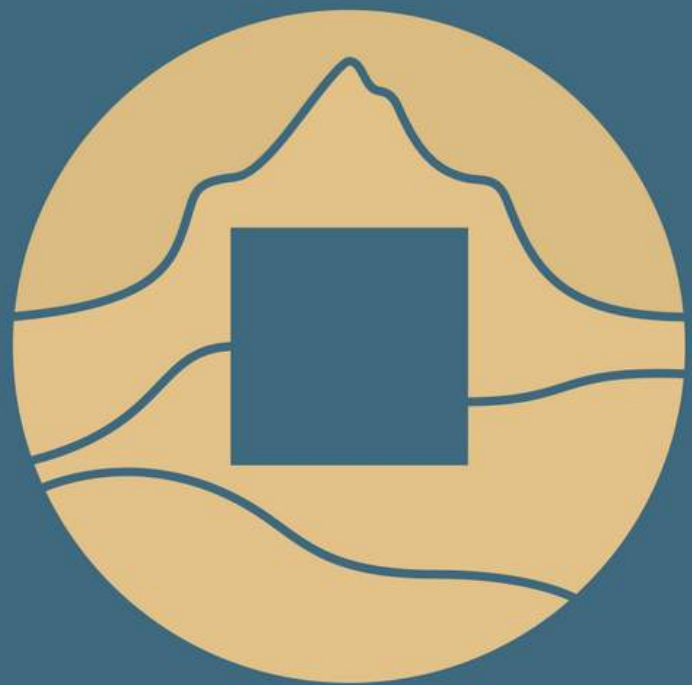
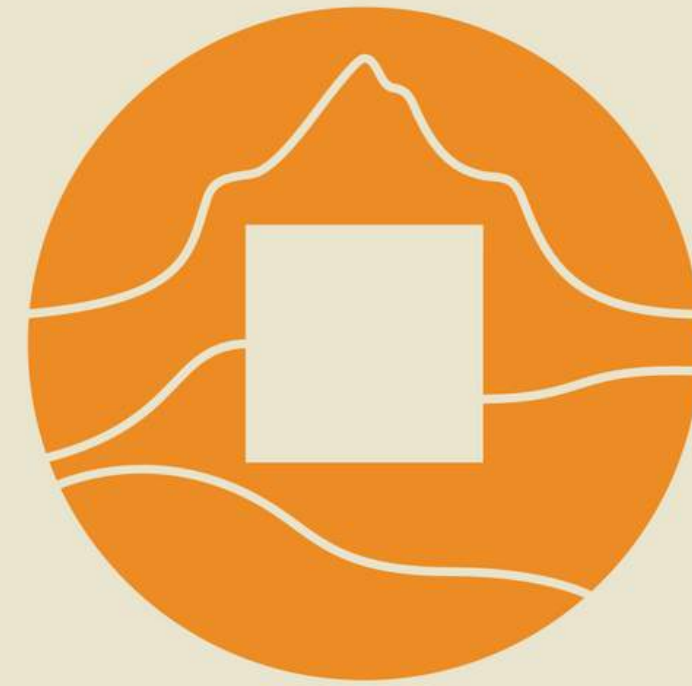
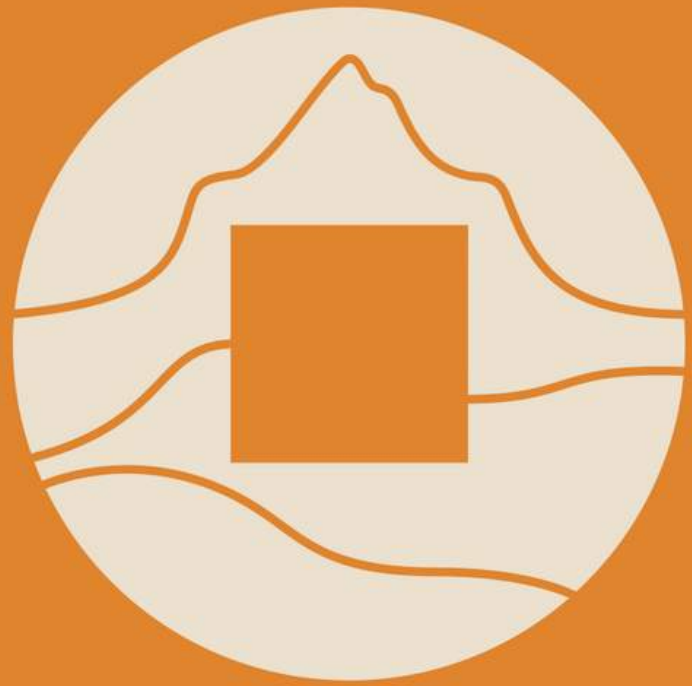


WORDMARK

## Minimum Height







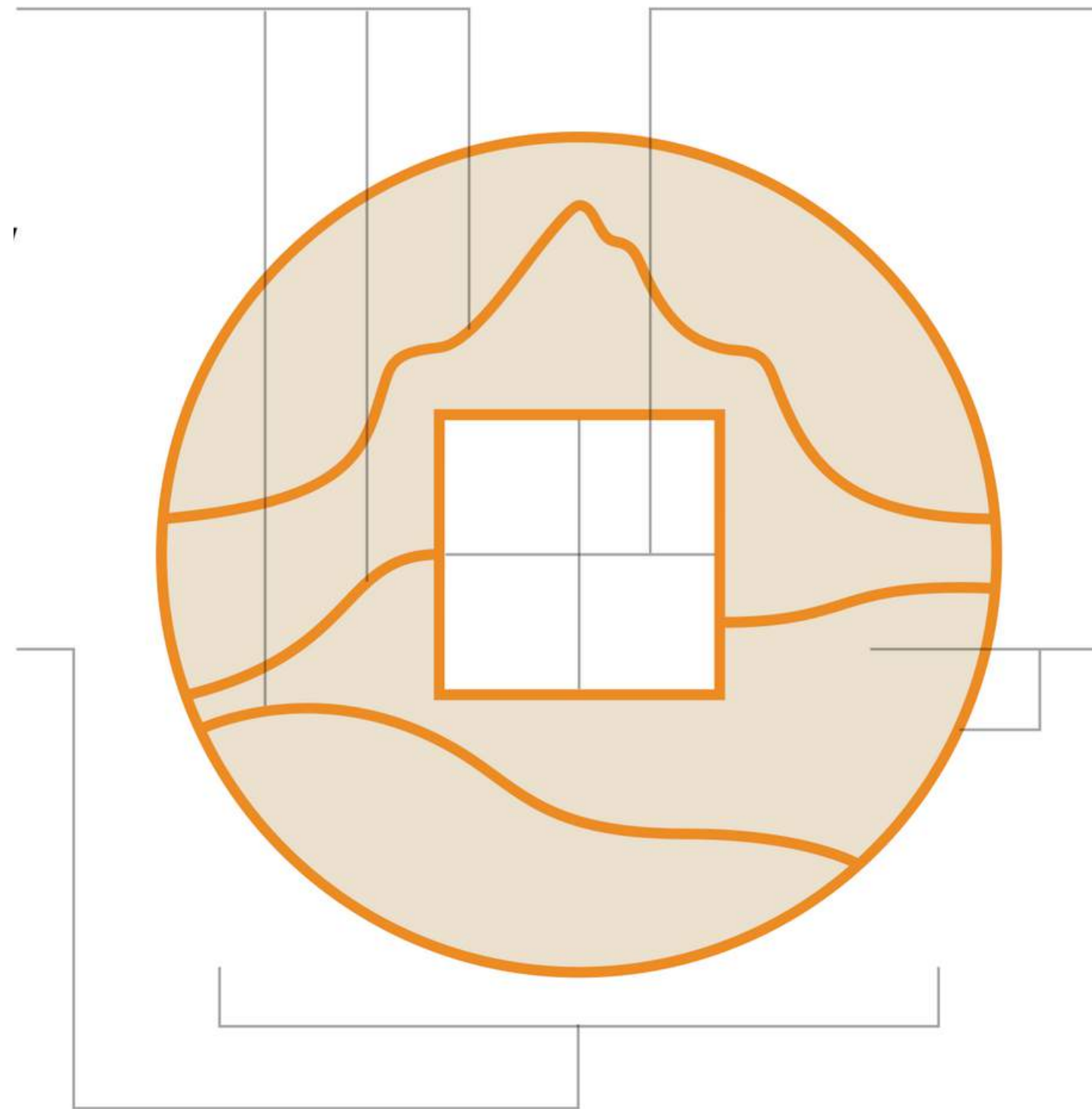
# THE LOGO

The logo is meant to look like a wooden token. We believe that TOKN is best when shared. With this in mind, we consider our products gifts, usually given as a small gesture of kindness to another or for oneself.

# LOGO: MEANING

1. The lines on the logo depict the features of the Pacific Northwest (PNW) where this product is made. The lines show the outlines of the mountains, hills, and fields that surround the TOKN farm.

2. TOKN is better when shared with others. These products are gifts from the PNW. The logo aspires to represent a gesture of friendship and good faith. It is also a callback to wooden tokens that were used in the past.



3. The square in the center represents the packages being delivered through the TOKN e-commerce website. The four corners also represent the four directions showing the limitless reach of TOKN.

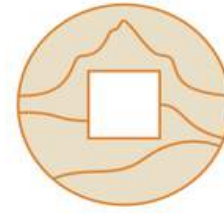
4. The amber color not only has sentimental value to the owners, pieces of amber used to be carried for protection during long travels. The woodgrain color is a callback to a dedication to sustainability.

# LOGO: DON'TS

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Don't rotate the icon.



Don't flip the icon.



Don't change the width of the lines of the icon.

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

# LOGO: DON'TS

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Don't remove TOKN lines from the icon.



Don't change the colors of the icon.



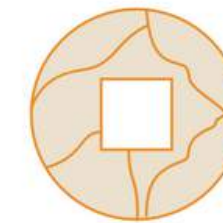
Don't warp, stretch or shear the shape of the icon.



Don't change the colors or stroke the icon.



Don't change the proportions of the lines on the icon.



Don't reorganize the lines of the icon.



TOKENN

TOKENN

TOKENN

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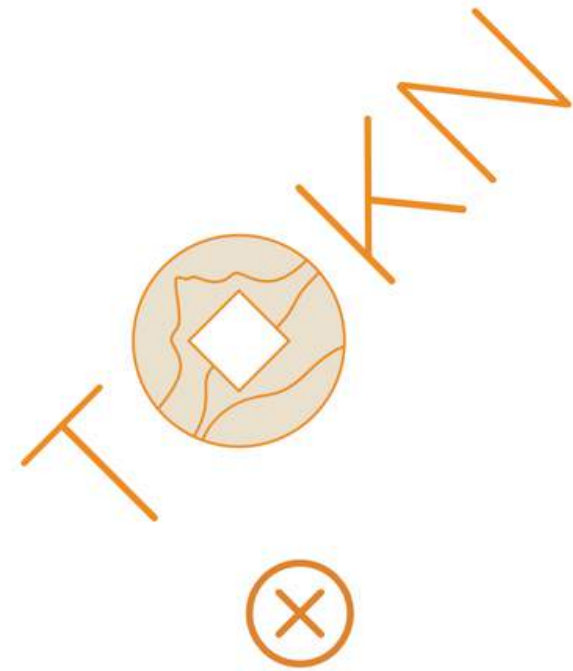


# LOGO / WORDMARK

The primary logo/wordmark took into consideration how it would be used. TOKN products are meant to sit next to other health and wellness products. That led to a minimal and clean design.

# LOGO/WORDMARK: DON'TS

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Don't rotate the logo.



Don't flip the logo.



Don't change the width of the lines of the logo.

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

# LOGO/WORDMARK: DON'TS

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



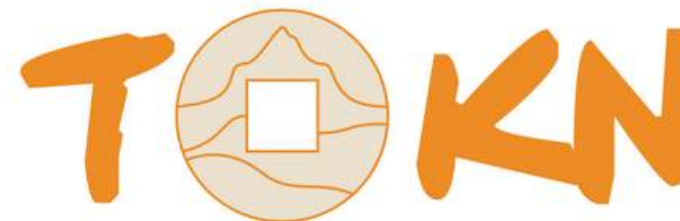
Don't change the colors of the logo.



Don't warp, stretch or shear the shape of the logo.



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



Don't change the fonts of the logo.



Don't reorganize the logo and the font

# FONT SELECTION

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## HEADLINE & SUBHEADS

### AVENIR BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

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## BODY COPY

### AVENIR ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

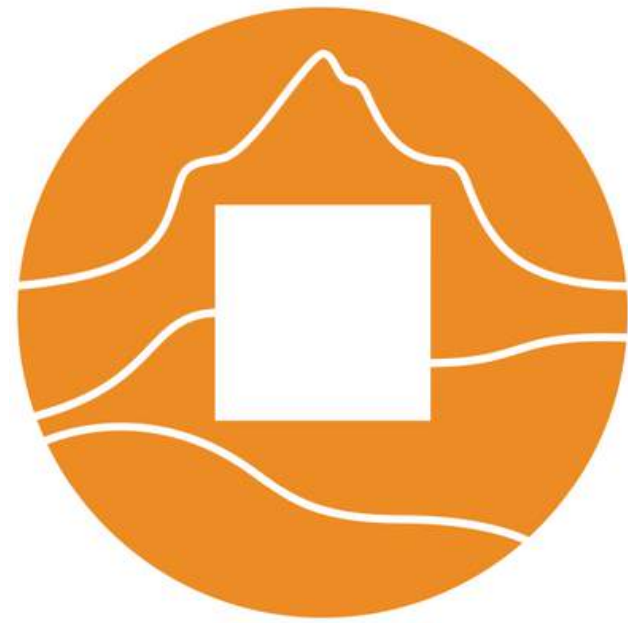
## HEADLINE EXAMPLE

### 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.

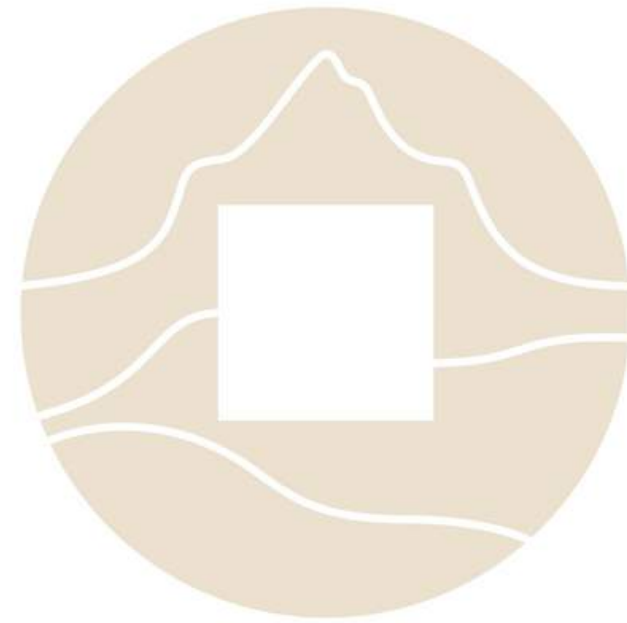
# COLOR PALETTE

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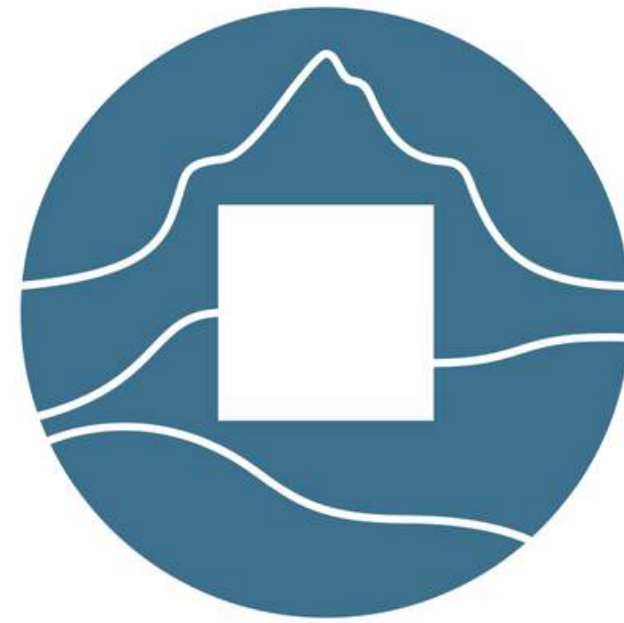
**RICH AMBER**

CMYK: 5, 53, 100, 0  
RGB: 236, 141, 35  
HEX: EC8D23



**MOUNTAIN STONE**

CMYK: 7, 9, 17, 0  
RGB: 234, 225, 206  
HEX: EAE1CE



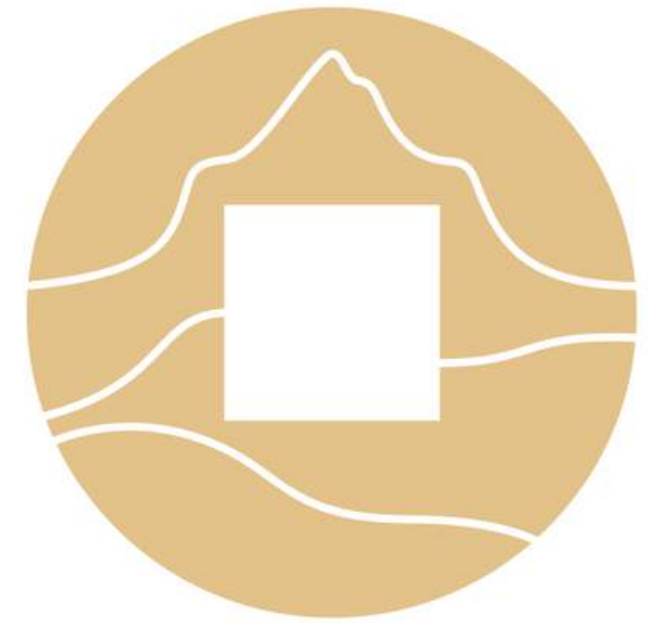
**RIVER ROCK**

CMYK: 80, 49, 31, 6  
RGB: 61, 112, 141  
HEX: 3D708D



**PINE TREE**

CMYK: 58, 26, 83, 7  
RGB: 116, 146, 82  
HEX: 749252



**GOLD DUST**

CMYK: 12, 21, 52, 0  
RGB: 226, 195, 137  
HEX: E2C389

# IMAGERY

Imagery needs to reinforce simple hospitality “best when shared”. It should provide a romantic look at life in the PNW, in particular life on the farm. Images should be natural, cozy, and inviting. Note the warm rich colors mixed with dark earth tones.

# IMAGERY



# VOICE

TOKN has built a brand around being accessible. Through direct communication with consumers, a relationship has been built centered around education.

The brand hints at a slower, romantic lifestyle only found in the PNW. Simple hospitality is another core value. It is reinforced with the phrase “best when shared”.



