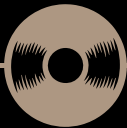


RICH



BRAND GUIDE

# BRAND IDENTITY



## Slogan

*“Elevate your rhythm”*

## Vision Statement

Long term, RICH 2K hopes to empower individuals using marijuana and to debunk the stigma surrounding this community. Rich 2K envisions a future where adult professionals can access and enjoy these products in a low-key, chill manner with the knowledge that it's COOL.

# LOGO USAGE

## Primary

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## Logo Mark

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## Word Marks

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# TYPOGRAPHY

# Primary Font

## TT Blue Screens

### Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

@ # \$ % ^ & \* [ { ( ) } ] \_ + ? , . < >

# Secondary Font

## BioRhyme Expanded

### Basic

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

@ # \$ % ^ & \* [ { ( ) } ] \_ + ? , . < >

# Font Usage

## Headings and Subheadings:

- TT Bluescreens (Semi-Bold)

## Body and Accents:

- BioRhyme Expanded (Basic)

## Default:

- Arial (Basic)



# COLOR PALETTE

# Primary Colors

<b>C</b>	33	<b>R</b>	173
<b>M</b>	38	<b>G</b>	151
<b>Y</b>	49	<b>B</b>	130
<b>K</b>	2		

#AD9782

<b>C</b>	0	<b>R</b>	255
<b>M</b>	0	<b>G</b>	255
<b>Y</b>	0	<b>B</b>	255
<b>K</b>	0		

#ffffff

<b>C</b>	0	<b>R</b>	0
<b>M</b>	0	<b>G</b>	0
<b>Y</b>	0	<b>B</b>	0
<b>K</b>	100		

#000000

# Colors Usage

**Backgrounds:** Black

**Accents:** Tan, White

**Headers:** Tan

**Subheaders:** Tan

**Body:** White or Black

**Accent text:** White or Tan

**Button:** Tan

# BACKGROUND



Rich, the founder of Rich 2K embodies his brand well.

As a DJ, his work has always been to set the right vibe. Rich is literally his brand.

Inspired by the y2k culture, Rich slid 2K after his name as that was the energy he wanted to match, without replicating it exactly...

Knowing he could do more to “elevate the rhythm” of his guests, he wanted to provide more than just music. Rich 2K Treats provide a fast-acting (5-15 minutes) result to anyone seeking the effects of THC.



RICH



TREATS

RICH



GUMMIES

RICH



RICH



COOKIES

RICH



SELTZERS



ELEVATE.  
YOUR. RHYTHM.