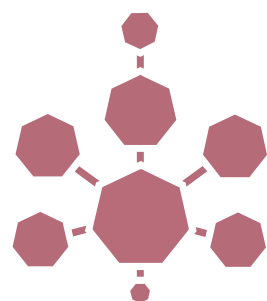


MOTAGON CANNABIS, The Book of Standards

Brand Guidelines



Motagon
CANNABIS

June 2023

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60 **Impressum**

Right of use

Motagon Cannabis s.r.o. has been granted the exclusive right to utilize the copyrighted work for promotional purposes, including the primary logo.

The holder of this non-exclusive right is prohibited from transferring or delegating this right, or any portion thereof, to any third party without the written authorization of the Author. The Author provides consent to the Client to establish additional exploitation rights for the copyright solutions, benefiting third parties for promotional purposes.

When utilizing the copyright solutions, the Client commits to adhering to the standards outlined in the book of standards and ensuring that individuals granted the right to exploit the work also comply. The Client is prohibited from making modifications to the work and must respect the moral and property rights of the Author.

Should there be a requirement for the development of new motifs or copyright solutions, the Client shall engage the Author to create them under customary market conditions. Alternatively, the Client may invite the Author to serve as a consultant for the project. Prior consent from the Author is a prerequisite for using new copyright solutions.

Logo Usage Guidelines

MAIN Primary logo



BLUE Primary logo



ROSE Primary logo



GREY Primary logo



BLACK Primary logo



WHITE Primary logo



MOTAGON CANNABIS

The Book of Standards

Primary logos

This brand guidelines document provides essential instructions for the proper utilization of the Motagon Cannabis logo. Kindly adhere to the following guidelines:

Preferred: "MAIN primary logo" for most materials on light backgrounds.

Alternatives: "BLUE primary logo" and "ROSE primary logo" for single-color or unsuitable cases.

Subtle: "Grey primary logo" as a watermark or for neutrality.

Contrast: "WHITE primary logo" for dark backgrounds or photos.

Last option: "BLACK primary logo" if others aren't feasible.

By following these guidelines, you will maintain a cohesive and impactful brand presence, bolstering the recognition and reputation of Motagon Cannabis.

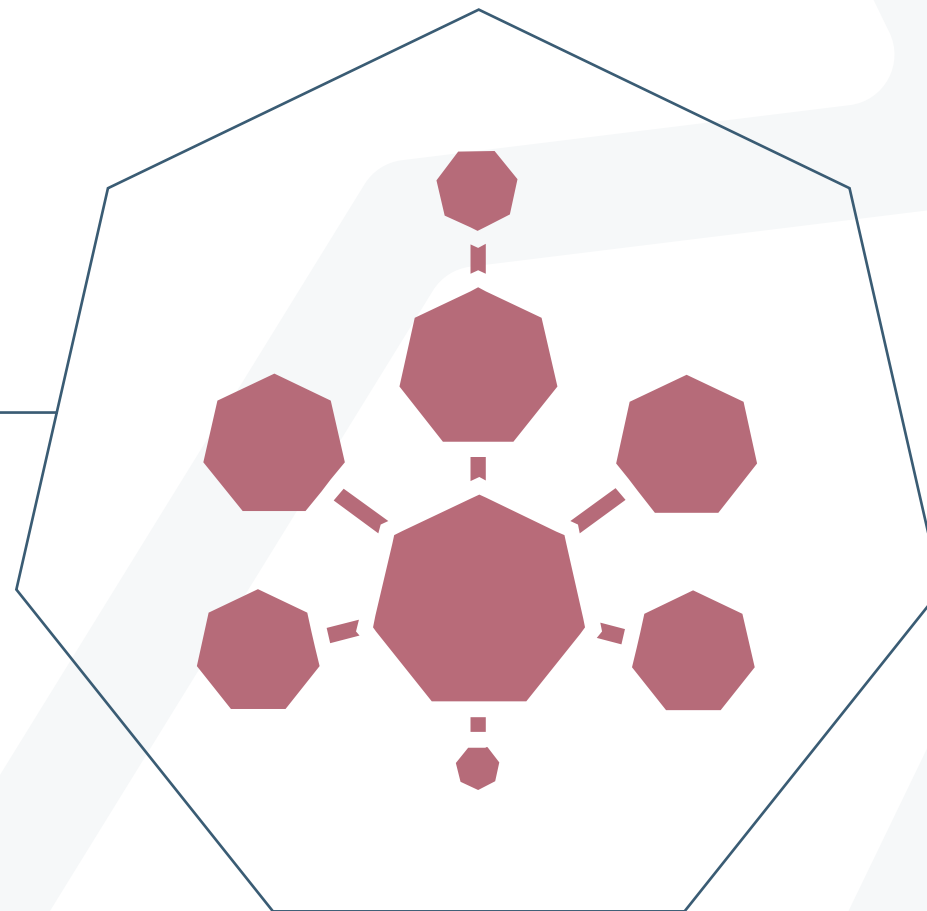
REINVENTING PHARMA

THROUGH CANNABIS INOVATION



Motagon Cannabis logo

Motagon Cannabis slogan



Motagon Cannabis trademark

Entire visual identity follows the shape of the heptagon, which is used for background and decorative elements, as well as frames for media such as photographs.

MOTAGON CANNABIS

The Book of Standards

Trademark & Slogan

Trademark for Motagon Cannabis is a powerful representation of our brand, combining the elements of science, innovation, and the core identity of our name. The design features a series of connected heptagons, each representing the intricate molecular structures found in cannabis compounds. The letters 'tagon' within the name 'Motagon' are seamlessly integrated into the heptagon formation, forming a visual connection between our brand and the scientific foundation of our products. This unique combination reinforces our commitment to scientific excellence and cutting-edge advancements in the medical cannabis industry. With its sleek and captivating design, our trademark captures the essence of Motagon Cannabis, symbolizing our dedication to quality, professionalism, and the healing properties of our premium medical cannabis products.

Sub logos

In addition to the primary logo, the client has been provided with supplementary sub-logos. These sub-logos maintain the original form and content of the primary logo while incorporating a heptagon shape that surrounds the logo itself. This design feature enables their application on diverse backgrounds, ensuring visual adaptability. The alternative logos 1, 2, and 3 should only be utilized if the main logo is not applicable. Furthermore, logo 4 has been specifically created for guest appearance.

! For quality and precision reproductions, elements of identity, it is not allowed to draw, photograph or reconstruct. All identity elements should be used from the attached files



Sub logo 1 - use on chromatic, dark backgrounds and images



Sub logo 2 - use on chromatic & dark backgrounds



Sub logo 3 - use on white background



Sub logo 4 - use for guest appearance

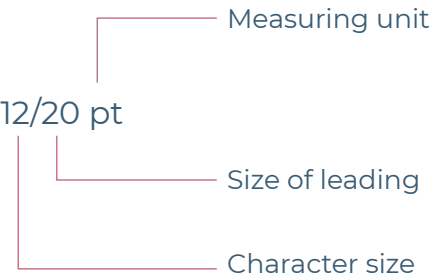
Measuring

LISTING

All subjects in the manual are listed in the coordinate system similar to that used by professional vector programs. All measurements are expressed in millimeters. Objects are dimensioned so that their upper left corner is always at the coordinate origin system.

TYPOGRAPHY

Typography used on the subject displayed on an individual page is defined in the text part of the page. It is defined by its name, cut, size and spacing. Size and spacing are expressed in points and denoted like this:



Colors of visual identity



PANTONE 2377 C

R: 58

G: 92

B: 116

C: 82.42%

M: 58.2%

Y: 37.89%

K: 17.9%

HSL(204.8,33.3%,34.1%)

HEX: #3A5C74

RAL: 5001 [Green blue]



Pantone: PANTONE 695 C

R: 184

G: 107

B: 121

C: 26.56%

M: 67.19%

Y: 39.84%

K: 2.73%

HSL(349.1,35.2%,57.1%)

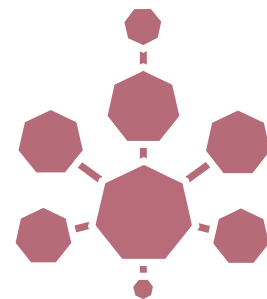
HEX: #B86B79

RAL: 3014 [Antique pink]

The Nexa book is a versatile premium and commercial typeface suitable for all sizes and text blocks, offering both maximum and minimum width and height flexibility.

Aa Bb

Nexa Book



Motagon
CANNABIS

Aa Bb

Montserrat Light

Montserrat, a geometric sans-serif typeface, is specifically recommended to enhance and maintain consistency throughout the visual identity. It is licensed under the SIL Open Font License (OFL), allowing for unrestricted usage in both personal and commercial projects.

MOTAGON CANNABIS

The Book of Standards

Logo typography

Typography plays a fundamental role in shaping the visual identity, alongside elements such as the sign, logo, and color scheme. Within this visual identity, we highly recommend the utilization of the Montserrat LC typeface.

Nexa book font is only used for the word “Motagon” in this logo. To ensure its prominence and distinctiveness, it is important to refrain from using this font in promotional materials, allowing it to stand out uniquely within the logo.

You can download the Montserrat font family from the provided link below.

<https://fonts.google.com/specimen/Montserrat>

You can buy Nexa book font from the provided link below.

<https://www.fontfabric.com/font/nexa/>

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Visual identity
typography

Typography plays a fundamental role in shaping the visual identity, alongside elements such as the sign, logo, and color scheme. Within this visual identity, we highly recommend the utilization of the Montserrat LC typeface.

Montserrat, a geometric sans-serif typeface, is specifically recommended to enhance and maintain consistency throughout the visual identity. It is licensed under the SIL Open Font License (OFL), allowing for unrestricted usage in both personal and commercial projects.

Please download the Montserrat font family from the provided link below.

<https://fonts.google.com/specimen/Montserrat>

Aa Bb

Montserrat Thin / *Italic*

Aa Bb

Montserrat ExtraLight / *Italic*

Aa Bb

Montserrat Light / *Italic*

Aa Bb

Montserrat Regular / *Italic*

Aa Bb

Montserrat Medium / *Italic*

Aa Bb

Montserrat SemiBold / *Italic*

Aa Bb

Montserrat Bold / *Italic*

Aa Bb

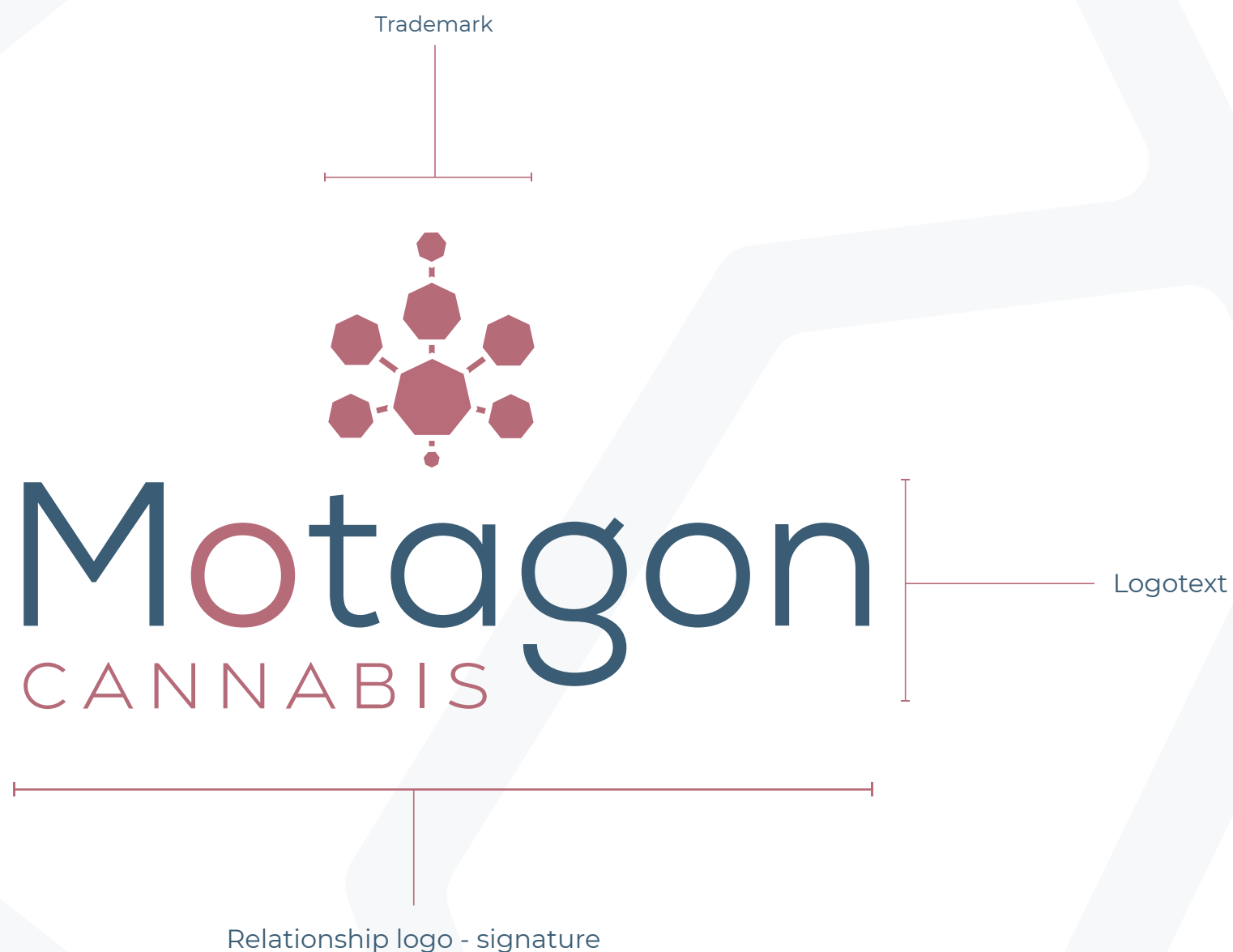
Montserrat ExtraBold / *Italic*

Aa Bb

Montserrat Black / *Italic*

Logotype

The primary logo of Motagon Cannabis is meticulously crafted to cater to diverse applications, exhibiting its adaptability on various substrates and accommodating different techniques, all while upholding uncompromised quality standards. Its versatility empowers us to maintain a consistent and professional brand presence across multiple platforms, reinforcing our unwavering commitment to excellence, professionalism, and visual cohesion. By harnessing the power of this logo, we leave an indelible impression on our audience, solidifying our brand identity and amplifying our core values with every interaction.



Logotype positive and negative

The primary logo of Motagon Cannabis is exclusively intended for use in its original colors, as specified on page 5 of the guidelines. It is essential to maintain the integrity of the logo by refraining from using it in grayscale or any other color variations that are not specified in this branding book.

Logotype color positive



Logotype C/B positive



Logotype negative

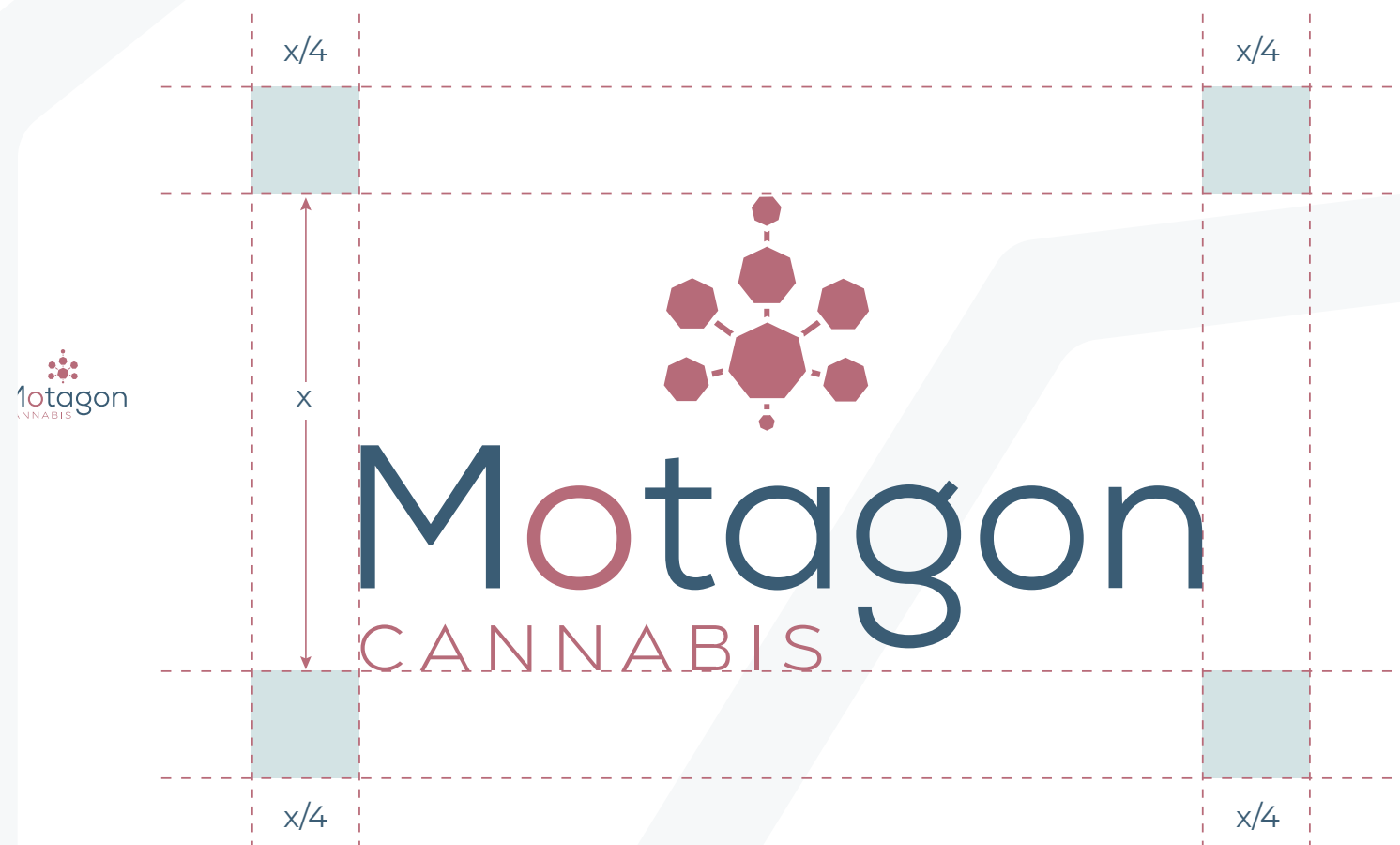


Logotype C/B negative



Minimum protective space

The minimum protective area of the logo is the space around the sign-logo in which other graphic elements must not be located, so as not to damage the integrity of the sign itself. Here the minimum space is determined according to height of logo “x”.
 $x/4$ = clear space.



Here “X” is the height of logo
 $x/4$ = Clear space

Minimum Dimensions of logo 50% A



75% A



Dimensions A



easily not the smallest
dimension A is aligned with
other relationships for
continuity size.

150% A



Dimensions of
the primary logo

The dimensions of the sign-logo relationship are determined to create a continuum of sizes. The minimum size of the logo is 7.3 x 17.3 mm. The logo must not be used smaller than this dimension because it would not be legible enough. For the ratio used in larger dimensions than those illustrated here, the same progressive scaling rule applies - 400% A, 500% A, 600% A, 700% A, 800% A, 900% A...

* This dimensions of the logo is applied in all other primary logos.

00%



60%



15%



80%



40%



100%



MOTAGON CANNABIS

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Achromatic substrates

APPLICATION OF THE LOGO ON ACHROMATIC CONTINUOUS BASES

Achromatic continuous substrates are uniform substrates of the gray spectrum.

The logo is applied in the negative on all achromatic continuous substrates darker than or equal to 15% black.

The logo is applied positively to all achromatic continuous substrates lighter than 15% black.

Chromatic substrates
MAIN PRIMARY LOGO
Positive

APPLICATION OF THE LOGO ON
ACROMATIC CONTINUOUS BASES

Chromatic continuous substrates
are evenly colored substrates.
The positively logo with MAIN
PRIMARY LOGO is applied
exclusively on a white background
or to all achromatic continuous
substrates lighter than 15% black. .

The selected base colors are for
example only and do not represent
the author's choice for use

C:8%, M:0, Y:1.5%, K:0 grayscale equivalent 4%



C:100%, M:60, Y:0, K:0 grayscale equivalent 65%



C:0%, M:50, Y:100, K:0 grayscale equivalent 40%



C:0%, M:50, Y:100, K:0 grayscale equivalent 50%



C:0%, M:10, Y:70, K:10 grayscale equivalent 24%



C:100%, M:0, Y:100, K:20 grayscale equivalent 61%



C:8%, M:0, Y:1.5%, K:0 grayscale ekvivalent 4%



C: 82.42% M: 58.2% Y: 37.89% K: 17.9% grayscale ekvivalent 84%



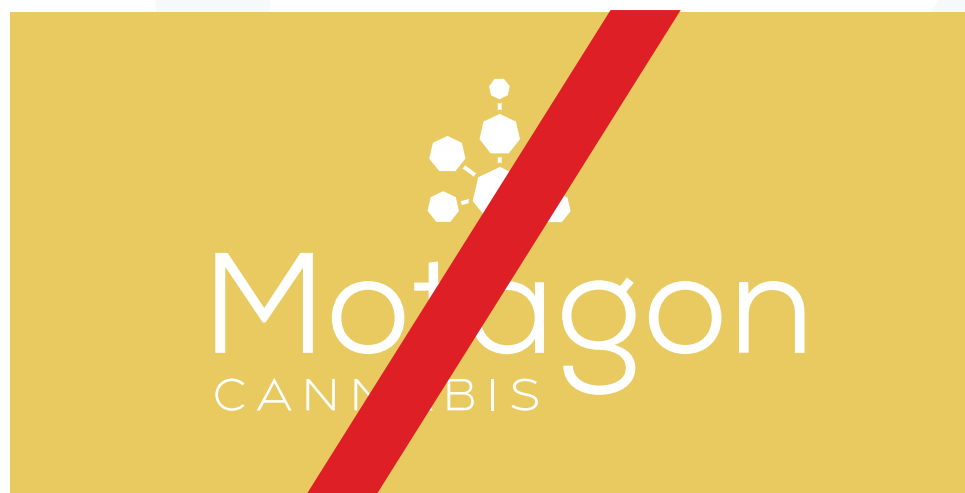
C: 26.56% M: 67.19% Y: 39.84% K: 2.73% grayscale ekvivalent 55%



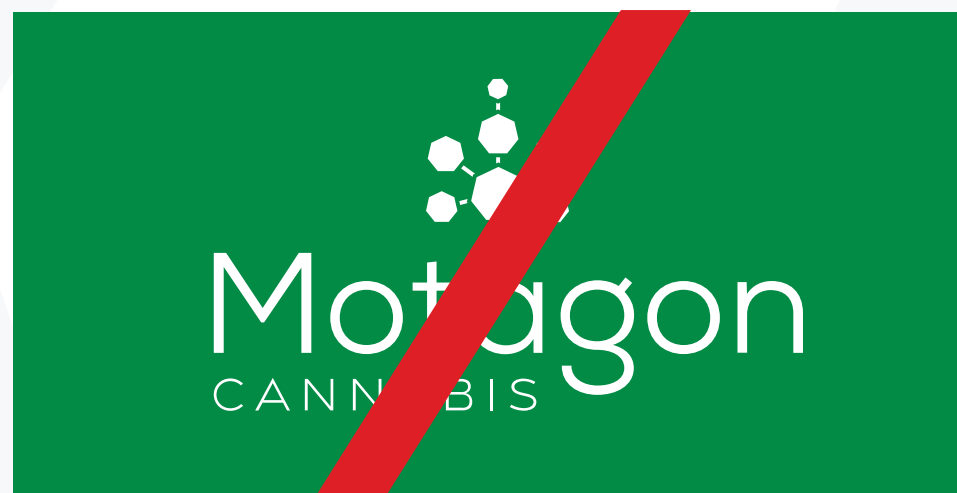
C:0%, M:50, Y:100, K:0 grayscale ekvivalent 50%



C:0%, M:10, Y:70, K:10 grayscale ekvivalent 24%



C:100%, M:0, Y:100, K:20 grayscale ekvivalent 61%



MOTAGON CANNABIS

The Book of Standards

Chromatic substrates MAIN PRIMARY LOGO Negative

APPLICATION OF THE LOGO ON
ACROMATIC CONTINUOUS BASES

Chromatic continuous substrates refer to uniformly colored surfaces without any variances or patterns. In the case of Motagon Cannabis, the logo is applied in the negative on chromatic continuous substrates that are darker than or equal to 50% black.

However, it is crucial to use only the colors specified in Motagon Cannabis visual identity Color Palette, ensuring consistency and adherence to our brand guidelines. By maintaining this approach, we guarantee a harmonious and visually cohesive representation of our brand across various applications.

C:8%, M:0, Y:1.5%, K:0 grayscale ekvivalent 4%



C: 82.42% M: 58.2% Y: 37.89% K: 17.9% grayscale ekvivalent 84%



C: 26.56% M: 67.19% Y: 39.84% K: 2.73% grayscale ekvivalent 55%



C:0%, M:50, Y:100, K:0 grayscale ekvivalent 50%



C:0, M:22 Y:13, K:2.73 grayscale ekvivalent 17%



C:100%, M:0, Y:100, K:20 grayscale ekvivalent 61%



MOTAGON CANNABIS

The Book of Standards

Chromatic substrates ROSE & BLUE PRIMARY LOGOS

APPLICATION OF THE LOGO ON
ACROMATIC CONTINUOUS BASES

Chromatic continuous substrates
are evenly colored substrates.

The object is applied in the
negative on chromatic
continuous substrates darker
than or equal to 20% black.
The sign-logo is applied positively
to chromatic continuous
substrates lighter than 20% black.

However, it is crucial to use only
the colors specified in Motagon
Cannabis visual identity Color
Palette, ensuring consistency and
adherence to our brand
guidelines. By maintaining this
approach, we guarantee a
harmonious and visually cohesive
representation of our brand
across various applications.

Chromatic substrates
SUB LOGOS

APPLICATION OF THE LOGO ON
ACROMATIC CONTINUOUS BASES

Chromatic continuous substrates refer to uniformly colored surfaces without any variances or patterns. SUB LOGOS can be applied on all backgrounds in positive, regardless of their chromatic continuity. While it is suitable for use on various backgrounds, it is preferred to primarily employ the logo on the brand colors specified in this branding book.

Under no circumstances should the negative version of the logo be used when applying sub logos.

The selected base colors are for example only and do not represent the author's choice for use

C:8%, M:0, Y:1.5%, K:0 grayscale ekvivalent 4%



C: 82.42% M: 58.2% Y: 37.89% K: 17.9% grayscale ekvivalent 84%



C: 26.56% M: 67.19% Y: 39.84% K: 2.73% grayscale ekvivalent 55%



C:0%, M:50, Y:100, K:0 grayscale ekvivalent 50%



C:0%, M:10, Y:70, K:10 grayscale ekvivalent 24%



C:100%, M:0, Y:100, K:20 grayscale ekvivalent 61%





MOTAGON CANNABIS

The Book of Standards

Discontinuous substrates MAIN LOGO Positive

APPLICATION ON DISCONTINUED SURFACES

The main logo, in its positive form, should only be applied to discontinued surfaces where the background is lighter than 15% black. Adhering to this specific requirement is crucial to maintain the logo's optimal visibility and legibility.

Moreover, when applying the logo, it is recommended to select areas of the background that have minimal details and contrasts.

The photo shown serves only as an example for the application logic.



MOTAGON CANNABIS
The Book of Standards

Discontinuous substrates MAIN LOGO Negative

APPLICATION ON
DISCONTINUED SURFACES

The main logo, in its negative form, should only be applied to discontinued surfaces where the background is darker than 30% black. Adhering to this specific requirement is crucial to maintain the logo's optimal visibility and legibility.

Moreover, when applying the logo, it is recommended to select areas of the background that have minimal details and contrasts.

The photo shown serves only as an example for the application logic.

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MOTAGON CANNABIS

The Book of Standards

Discontinuous substrates MAIN LOGO ROSE

APPLICATION ON DISCONTINUED SURFACES

The main logo - ROSE should only be applied in its positive form to discontinued surfaces where the background is lighter than 20% black and darker than 90% black.

Adhering to this specific requirement is crucial to maintain the logo's optimal visibility and legibility. Moreover, when applying the logo, it is recommended to select areas of the background that have minimal details and contrasts.

The photo shown serves only as an example for the application logic.



MOTAGON CANNABIS
The Book of Standards

Discontinuous substrates MAIN LOGO BLUE

APPLICATION ON
DISCONTINUED SURFACES

The main logo - BLUE - should only be applied in its positive form to discontinued surfaces where the background is lighter than 30%.

Adhering to this specific requirement is crucial to maintain the logo's optimal visibility and legibility. Moreover, when applying the logo, it is recommended to select areas of the background that have minimal details and contrasts.

The photo shown serves only as an example for the application logic.

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MOTAGON CANNABIS
The Book of Standards

Discontinuous substrates SUB LOGOS

APPLICATION ON DISCONTINUED SURFACES

The sub logos, in its positive form, can be applied to all discontinued surfaces. Adhering to this specific requirement is crucial to maintain the logo's optimal visibility and legibility.

Moreover, when applying the logo, it is recommended to select areas of the background that have minimal details and contrasts.

The photo shown serves only as an example for the application logic.

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Color Palette

Colors of Visual Identity

The colors of Motagon Cannabis are not only distinctive but also a crucial element of our brand identity, instantly making us recognizable.

Color plays a significant role in shaping our brand's visual identity, and the following color recommendations have been carefully developed for use across various media. Our color palette encompasses a range of hues that collectively form our cohesive and visually impactful brand identity.

HEX : #3A5C74
RGB : 58, 92, 116
CMYK : 82.42%, 58.2%, 37.89%, 17.9%
PANTONE : 2377 C

HEX : #B86B79
RGB : 184, 107, 121
CMYK : 26.56%, 67.19%, 39.84%, 2.73%
PANTONE : 695 C

HEX : #8A8D8F
RGB : 138, 141, 143
CMYK : 48.56%, 38.5%, 38.16%, 2.97%
PANTONE : 877 C

HEX : #DDE5ED
RGB : 221 239, 236
CMYK : 11.76%, 5.51%, 3.04%, 0%
PANTONE : 656 C

HEX : #F2D4D7
RGB : 242, 212, 215
CMYK : 3.05%, 18.12%, 7.82%, 0%
PANTONE : 698 C

HEX : #DBDBDB
RGB : 219, 219, 219
CMYK : 13%, 10%, 10%, 0%
PANTONE : COOL GRAY 1 C

HEX : #101820
RGB : 17, 25, 33
CMYK : 81.85%, 71.07%, 58.99%, 75.01%
PANTONE : BLACK 6 C

HEX : #041E42
RGB : 4, 30, 66
CMYK : 100%, 87.53%, 41.63%, 50.63%
PANTONE : 282 C

Visual communication

Photographs representing scientists & indoor cannabis cultivation



Photographs representing medical cannabis extracts and oils



Photographs representing medical cannabis flowers



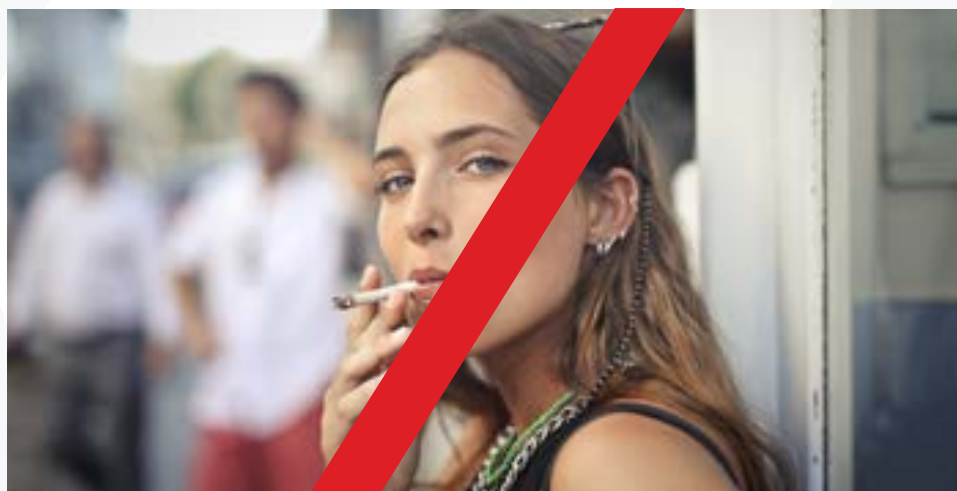
Photographs representing smoking cannabis and rastafarian culture



Photographs representing rolling cannabis & recreational use



Photographs representing street culture & recreational use



MOTAGON CANNABIS

The Book of Standards

Visual communication PHOTOGRAPHY

In our visual communication, we prioritize the use of photography that aligns with the scientific and medicinal aspects of our medical cannabis products. Our focus is to showcase the healing properties and scientific applications of cannabis, rather than catering to recreational use. Therefore, our photography selection avoids images depicting people smoking cannabis, instead emphasizing motifs that highlight the therapeutic potential and medicinal benefits.

By utilizing imagery that accentuates the healing properties and scientific applications of our products, we reinforce our commitment to providing reliable and trustworthy cannabis-based solutions for medical purposes.

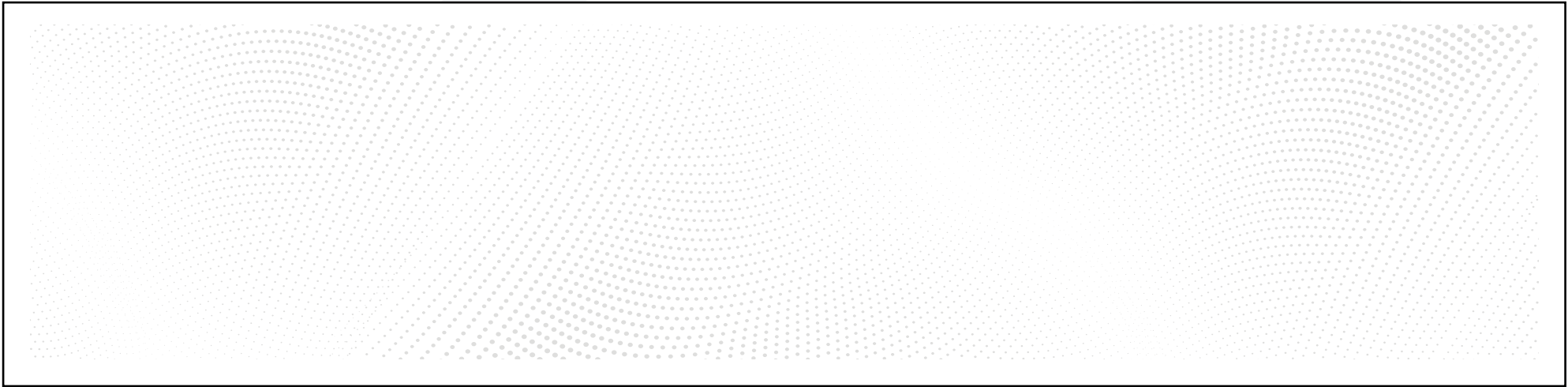
Backgrounds & textures

In our visual identity, textures play a significant role in enhancing the overall aesthetic while maintaining a sense of elegance and sophistication. The primary elements utilized in our textures are the heptagon shape, representing our brand's core identity, along with the strategic inclusion of dots.

Our textures are designed to complement the foreground graphic elements without overpowering them.

Predominantly in light grey, they create a harmonious backdrop on light backgrounds and adjust slightly on dark backgrounds for visual balance.

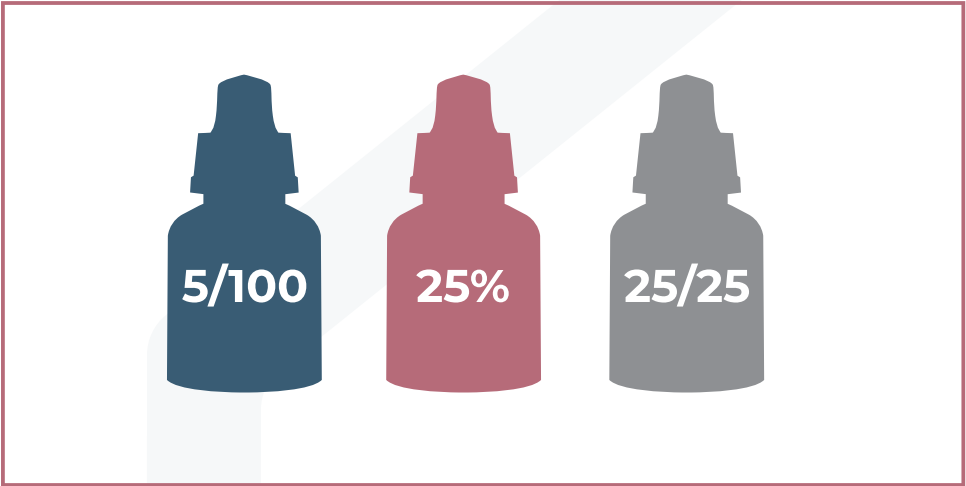
Texture with dots



Background with heptagons



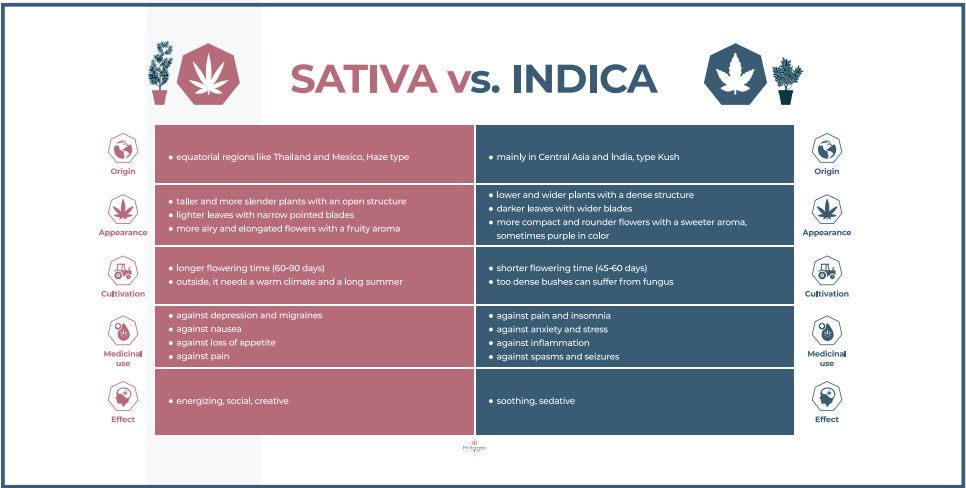
Infographics for oil extracts



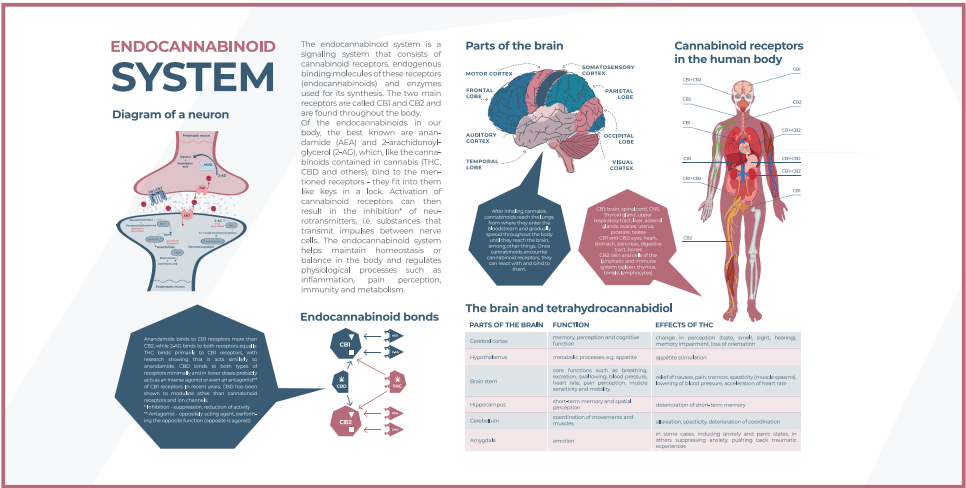
Infographics for presentations



Infographics for website / SATIVA vs. INDICA



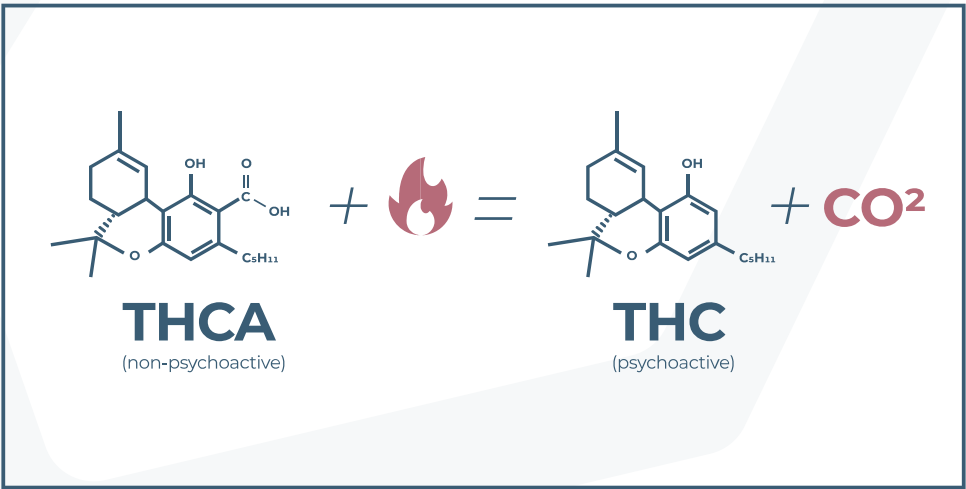
Infographics for website / Endocannabinoid system



Icons GMP, GDP & Narcotics handling certified



Infographics for website / THCA to THC



MOTAGON CANNABIS
The Book of Standards

Visual communication
INFOGRAPHICS

Our visual identity prioritizes scientific infographics to effectively communicate the healing properties and medicinal applications of cannabis. Through carefully selected motifs that highlight therapeutic benefits, we avoid recreational imagery and maintain a focus on our brand's core identity represented by the heptagon shape. Adhering to our designated color palette, our infographics exhibit consistency, reinforcing brand recognition.

With a product range encompassing cannabis oil, flowers, and extracts, our infographics serve as informative and visually captivating tools, reflecting our commitment to providing trustworthy and effective medical cannabis solutions.

Digital application

MOTAGON CANNABIS

The Book of Standards

Website

Motagon.eu/cz is a minimalistic website with a clean and bright white background, designed to evoke a sense of simplicity and elegance. The website incorporates scientific elements to reflect the nature of the medical cannabis industry. The prominent graphic element used throughout the website is the heptagon shape, which adds a distinctive visual identity.

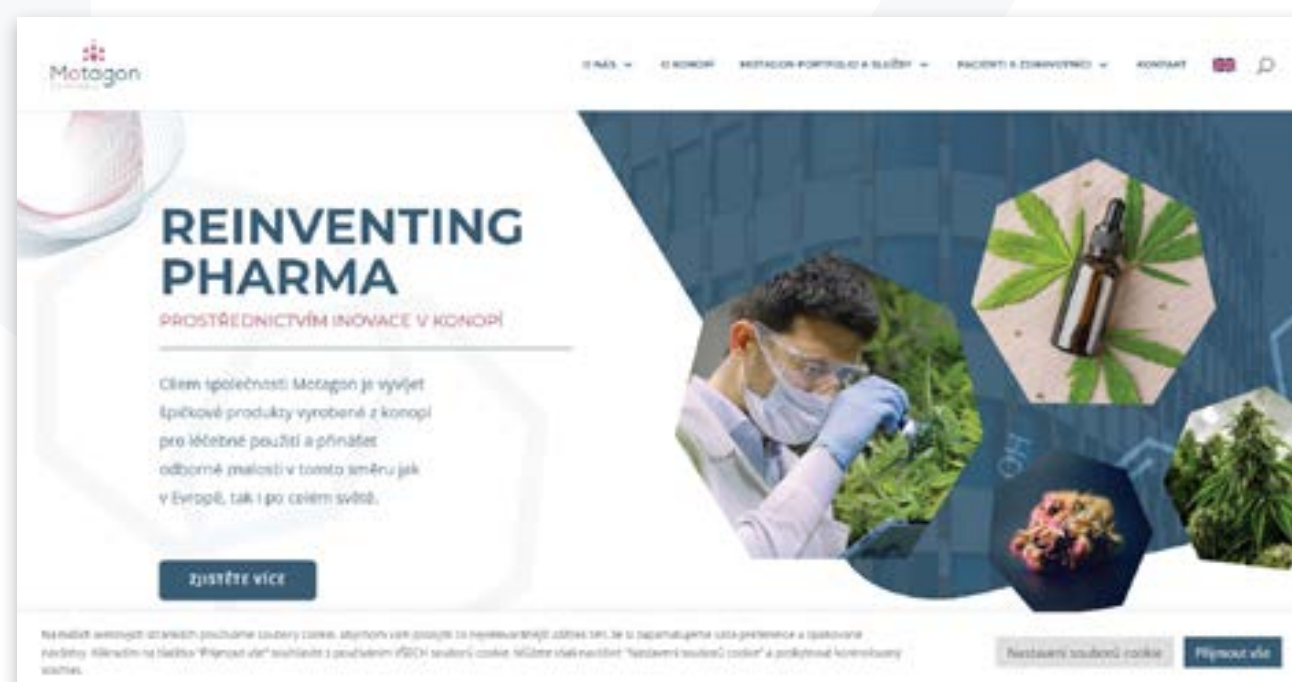
Following the guidelines outlined in the branding book, the website employs a color palette that aligns with the Motagon Cannabis visual identity, creating a cohesive and visually appealing experience for visitors. Additionally, the strategic use of photographs on the website emphasizes the healing properties and scientific applications of cannabis, catering to the medical aspect rather than recreational use.



Website: motagon.eu - desktop



motagon.eu - mobile



Website: motagon.cz - desktop

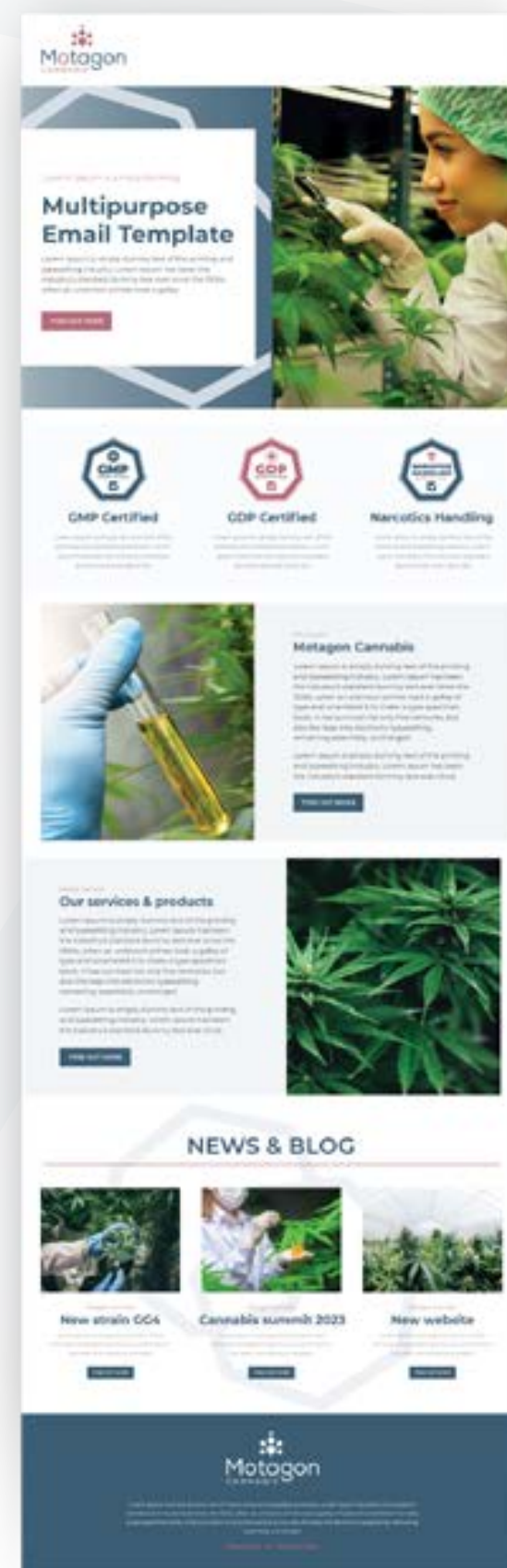


motagon.cz - mobile

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Newsletter: Product promotion



Newsletter: Multipurpose

MOTAGON CANNABIS

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Newsletter

Newsletter campaigns at Motagon Cannabis embody the essence of the brand's visual identity, maintaining a minimalistic design approach with a clean white background. A strong emphasis is placed on utilizing high-quality images and carefully curated graphic elements that reflect the brand colors. With a focus on promoting the scientific and medical aspects of cannabis, newsletters should deliver informative and engaging content, fostering a deeper understanding of the products and their therapeutic potential.

The views are only suggested guidelines for further development and use of the identity.

Powerpoint presentation

PowerPoint presentations at Motagon Cannabis embody the brand's identity and adhere to the branding book guidelines. They feature key elements such as the distinctive heptagon logo, Montserrat typeface, and designated brand colors, ensuring visual consistency and professionalism. These presentations effectively promote our products and product lines, showcasing their quality, effectiveness, and unique selling points.

With captivating visuals and compelling content, we engage our audience, educate them about the benefits of medical cannabis, and establish ourselves as a trusted provider in the industry.

Templates are included within the branding book.

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PowerPoint presentation

First slide

PowerPoint presentation

Product slide





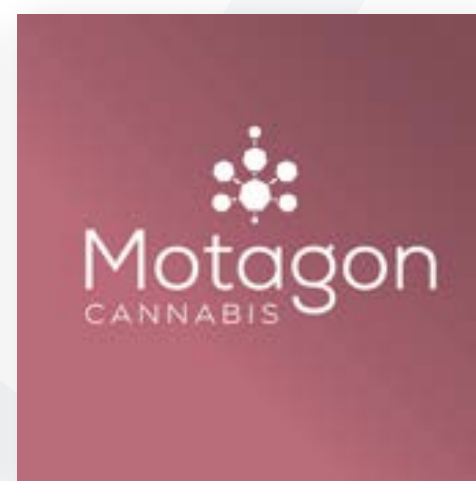
LinkedIn Business page cover



Facebook page cover



Profile picture - white



Profile pictures - rose



Profile pictures - blue

MOTAGON CANNABIS

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Social Media

Our social media usage guidelines at Motagon Cannabis are designed to maintain a consistent and impactful brand presence across various platforms.

When posting on social media, we prioritize the use of high-quality visuals that align with our brand's visual identity. These visuals should reflect the scientific and medical aspects of cannabis, avoiding depictions of recreational use. Our chosen graphic elements, such as the heptagon shape, add a distinctive touch to our posts, reinforcing our brand's identity.

Templates are included within the branding book.

Social Media

In terms of content, our social media posts focus on providing informative and engaging material that deepens our audience's knowledge about cannabis. We showcase the healing properties, medicinal benefits, and various applications of our products, including cannabis oil, flowers, and extracts. By delivering valuable content, we position ourselves as a reliable source of information in the medical cannabis industry.

Additionally, our social media guidelines encourage interaction and engagement with our audience. We actively respond to comments, inquiries, and messages, fostering meaningful connections and building a community of individuals interested in the scientific and medicinal aspects of cannabis.

Templates are included within the branding book.



Social media 1x1 posts

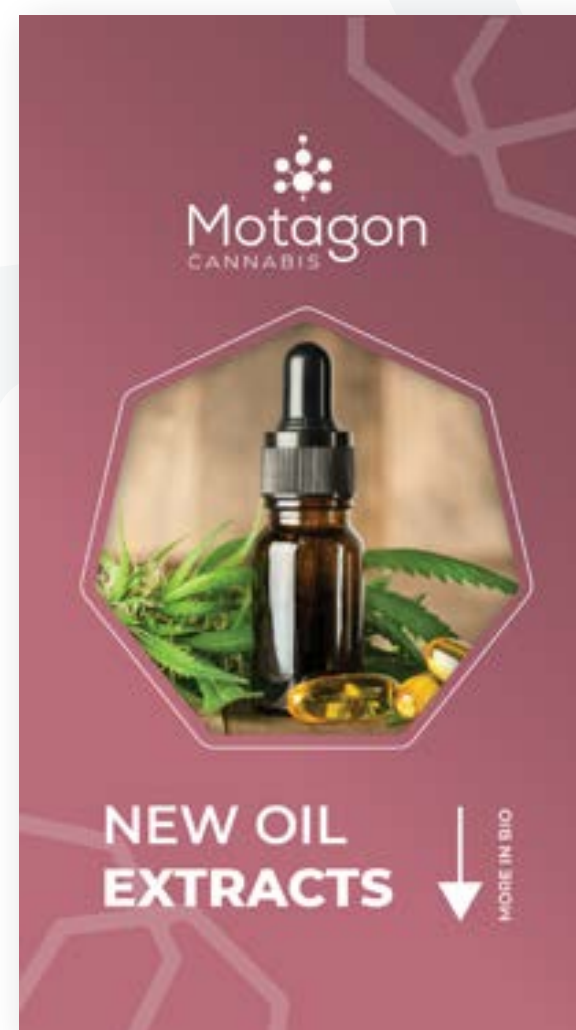
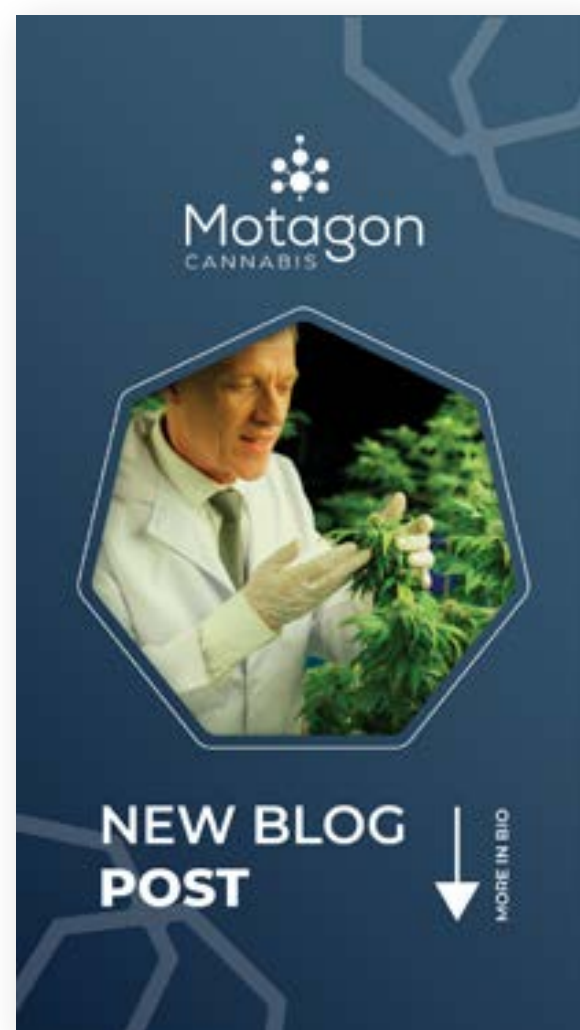
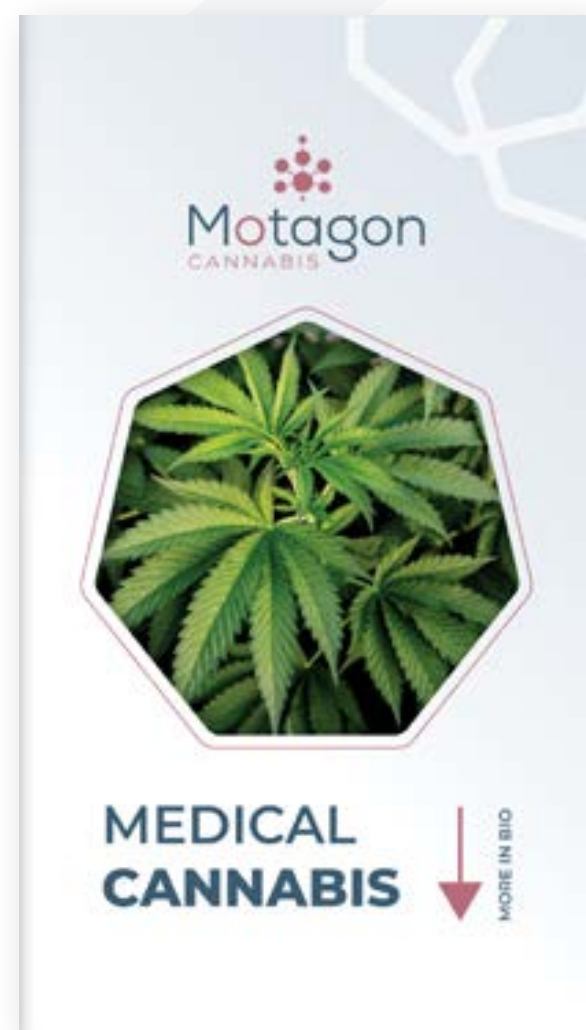
MOTAGON CANNABIS

The Book of Standards

Social Media

At Motagon Cannabis, our social media content is carefully crafted to align with our brand's color palette, ensuring visual consistency and recognition. These colors, specified in our branding book, create a harmonious and cohesive look across all social media platforms. We prioritize the use of these colors to establish a strong and recognizable identity for our brand. By adhering to our color palette guidelines, we maintain a consistent visual experience for our audience, reinforcing our brand presence and values. Whether it's on Facebook, Instagram, or Twitter, our posts reflect our commitment to providing a cohesive and engaging social media experience that resonates with our audience.

Templates are included within the branding book.



Facebook / Instagram story

Product application

MOTAGON CANNABIS

The Book of Standards

Product lines

Motagon Cannabis embraces a range of distinct product lines, each catering to specific patient needs. MotaROSE stands out with its high THC and low CBD products, marked by a primary red/rose color.

MotaBLUE offers high CBD and low THC options, distinguished by its captivating blue color. MotaSILVER presents a balanced blend of THC and CBD, featuring a sleek silver color scheme. These distinctive colors serve as visual cues for patients, enabling easy recognition without the need to read labels. In addition to flowers, oils, and extracts, future expansion is anticipated, as

Motagon Cannabis remains open to introducing new product lines. Our brand book captures the essence of these lines, guiding consistent visual representation while promoting our commitment to delivering quality cannabis solutions.



MOTAROSE product line



MOTABLU product line



MOTASILVER product line

HEX : #B86B79
RGB : 184, 107, 121
CMYK : 26.56%, 67.19%, 39.84%, 2.73%
PANTONE : 695 C



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MotaROSE

MotaROSE, a prominent product line by Motagon Cannabis, caters to individuals seeking high THC and low CBD options. With its captivating primary red/rose color, MotaROSE products stand out in the market. From vibrant flowers to potent oils and extracts, MotaROSE offers a diverse range of cannabis solutions for patients. The red/rose color serves as a distinctive and recognizable element, allowing patients to easily identify and connect with the line's offerings.

MotaROSE embodies the essence of quality and effectiveness, providing a reliable choice for those seeking THC-focused products. Through meticulous cultivation and extraction processes, MotaROSE delivers exceptional cannabis experiences while adhering to strict quality standards.

HEX : #3A5C74
RGB : 58, 92, 116
CMYK : 82.42%, 58.2%, 37.89%, 17.9%
PANTONE : 2377 C



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MotaBLUE

MotaBLUE, a distinguished product line of Motagon Cannabis, focuses on CBD-rich options with low THC content. Harnessing the power of CBD without psychoactive effects, MotaBLUE offers a comprehensive selection of cannabis products designed to provide natural and balanced solutions for overall well-being. The captivating blue color serves as the primary distinguishing element for MotaBLUE, allowing for easy recognition and differentiation within the brand. From CBD-infused flowers to oils and extracts, MotaBLUE embodies the therapeutic properties, offering trusted choices for individuals seeking the benefits of CBD.

Through meticulous cultivation and extraction processes, MotaBLUE maintains a commitment to quality and effectiveness, providing a trusted line of CBD-focused cannabis solutions.

HEX : #8A8D8F
RGB : 138, 141, 143
CMYK : 48.56%, 38.5%, 38.16%, 2.97%
PANTONE : 877 C



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MotaSILVER

MotaSILVER, an exceptional product line by Motagon Cannabis, presents a harmonious blend of THC and CBD for a balanced cannabis experience. With its distinct silver color, MotaSILVER stands out as a symbol of equilibrium and versatility. The silver hue serves as the primary distinguishing element, allowing patients to easily identify and connect with the line's offerings. MotaSILVER offers a comprehensive range of cannabis products, including flowers, oils, and extracts, meticulously crafted to deliver consistent and reliable results.

Embracing the potential of both THC and CBD, MotaSILVER caters to individuals seeking a well-rounded approach to cannabis consumption. With a focus on quality and effectiveness, MotaSILVER ensures that each product undergoes stringent quality control measures to provide a trustworthy and satisfying experience.

June 2023

3D Models

Incorporating editable 3D models of our products into our branding book elevates the visual representation of Motagon Cannabis. These models offer versatility to our designers, allowing them to customize labels, adjust perspectives, and position lights and cameras as needed. With the inclusion of 3D models, we ensure consistent and professional product representation across all promotional materials.

These dynamic models streamline the promotional process, providing a visually engaging and impactful way to showcase our product lines. Whether in print or digital media, the use of 3D models enhances the overall aesthetics and reinforces our commitment to delivering a high-quality brand experience.

Editable 3D models are included within the branding book.





MOTAGON CANNABIS

The Book of Standards

Labels / stickers

Our product labels at Motagon Cannabis are meticulously designed to align with our brand's visual identity. Following our color palette and the distinct colors of each product line, the labels create a cohesive and recognizable look. They feature a sleek grey background texture that adds a touch of sophistication, while smooth gradients in the primary product line color enhance visual appeal. The combination of these elements results in labels that exude a sense of quality and elegance.

With their attention to detail and adherence to our branding guidelines, our product labels convey the essence of our brand and effectively showcase the premium nature of our cannabis offerings.



Motagon Cannabis stickers & labels

Stationery

MOTAGON CANNABIS

The Book of Standards

Stationery

In our branding book at Motagon Cannabis, stationery plays a vital role in representing our brand identity. From business cards to letterheads, we ensure that our stationery items are consistent with our visual identity guidelines. Our stationery features the prominent elements of our brand, including the heptagon shape and the designated brand colors. This ensures a cohesive and recognizable look across all our printed materials.

Whether it's a professional letter or a company memo, our stationery reflects the quality and professionalism of our brand. By incorporating our visual identity into our stationery, we leave a lasting impression and reinforce our brand's values and commitment to excellence.

The views are only suggested guidelines for further development and use of the identity.

June 2023



Promo Materials

Suggestions for further use

The views are only suggested guidelines for further development and use of the identity.

Mugs



Suggestions for further use

The views are only suggested guidelines for further development and use of the identity.

Pencils



Suggestions for further use

The views are only suggested guidelines for further development and use of the identity.

Tote bag & plastic bags



Suggestions for further use

The views are only suggested guidelines for further development and use of the identity.

Umbrellas



Suggestions for further use

The views are only suggested guidelines for further development and use of the identity.

USB flash drives



Suggestions for further use

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USB flash drives



Suggestions for further use

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Keychains





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Suggestions for further use

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Roll up and promo stand



Suggestions for further use

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Lighters

Suggestions for further use

The views are only suggested guidelines for further development and use of the identity.

T-shirt



Suggestions for further use

The views are only suggested guidelines for further development and use of the identity.

Lab Coat



Author of the brand book



RED SUN, vl. Mak Kurtović

Address: Avenija Marina Držića 75B
10000 Zagreb,
Croatia
EU

VAT: HR48448992171
OIB: 48448992171

Contact info:

Mobile: +385 97 64 65 664
Email: info@redsun.hr
Website: www.theredsundesign.com



MOTAGON CANNABIS
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Impressum

This brand book has been created by Red Sun for Motagon Cannabis. We are committed to delivering exceptional branding solutions that align with our clients' vision and values.

We are grateful to Motagon Cannabis for the opportunity to develop their brand book. Thank you for choosing Red Sun as your branding partner.

We look forward to continuing our collaboration and helping you build a strong brand presence.

