



BRAND GUIDELINES

TEMPLE HEALTH & WELLNESS DISTRIBUTION

www.templehwd.com



WELCOME

Welcome to TEMPLE HEALTH & WELLNESS DISTRIBUTION brand guidelines. This document contains all you need to know about how our brand should be used in print and digital materials ensuring it remains consistent throughout. Using our brand correctly is extremely important to us, so we ask that the guide is always referred to and adhered to. We hope you enjoy getting to know our brand better.



Table ---

OF CONTENTS

1. BRAND STRATEGY	4	3. COLOR	10	5. IMAGERY	18
Culture & Values	5	Brand colors	11	Photography	19
		Hero color	12		
		Secondary color	13		
2. LOGO	6	4. TYPOGRAPHY	14	6. CONTACTS	20
Master logo	7	Primary fonts	15	Address	20
Clear space & sizing	8	Secondary fonts	16	Phone number	20
		Typeface Weights	17	Email Website	20



BRAND STORY

Our brand is more than our name or our logo. It's the sum total of everything we say and do. At TEMPLE HEALTH & WELLNESS DISTRIBUTION, we set and achieve ambitious goals. The quality of our products and services reflects our identity. Our brand guidelines have been designed to ensure consistency within our brand, helping to create strong, recognizable, and innovative communications. The following pages demonstrate the flexibility within the identity and should be used to inspire and motivate creative expression. Any modifications from this brand guidelines will require written pre approval from the HONA management team.



MISSION STATEMENT

To empower individuals on their health journey through the natural benefits of hemp-derived cbd, fostering a lifetime of wellness and harmony with nature.

VISION STATEMENT

To become a beacon in the wellness and fitness space, guiding individuals towards a healthier, more balanced lifestyle with the support of nature's offerings.

BRAND VALUES

EMPOWERMENT

we believe mutual **RESPECT** is integral to all we do and say.

We treat others as we could want to be treated. We encourage and praise, show courtesy and kindness, listen with an open mind first before expressing our own opinions, and value feedback and suggestions.

INTEGRITY

We believe **HUMILITY** is exemplified by servant leadership.

We put others first, listen, show gratitude, ask for help when needed, seek feedback, and mentor others.

INNOVATION

We believe in **HIGH INTEGRITY**, doing the right thing.

We tell the truth, keep promises, take personal responsibility, admit mistake, work hard, support each other, stand up for what's right.

SUSTAINABILITY

We believe **PROFESSIONALISM** is essential to this industry.

We do what we say, finish what we start, be of high character, embrace a positive attitude, perform job duties effectively, develop a professional image, and commit to continuous improvement and continuous learning.



LOGO

The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.



Logo

MASTER LOGO

Our logo is simple, clean, and stylish. The sketched tree and block buildings represent the world of property with a softer greener sustainable side. This logo can be used with the icon or without. The logo is available for use in charcoal, green, mint, or white in all instances where the logo is used on its own. Overall style - modern and professional.





Clear

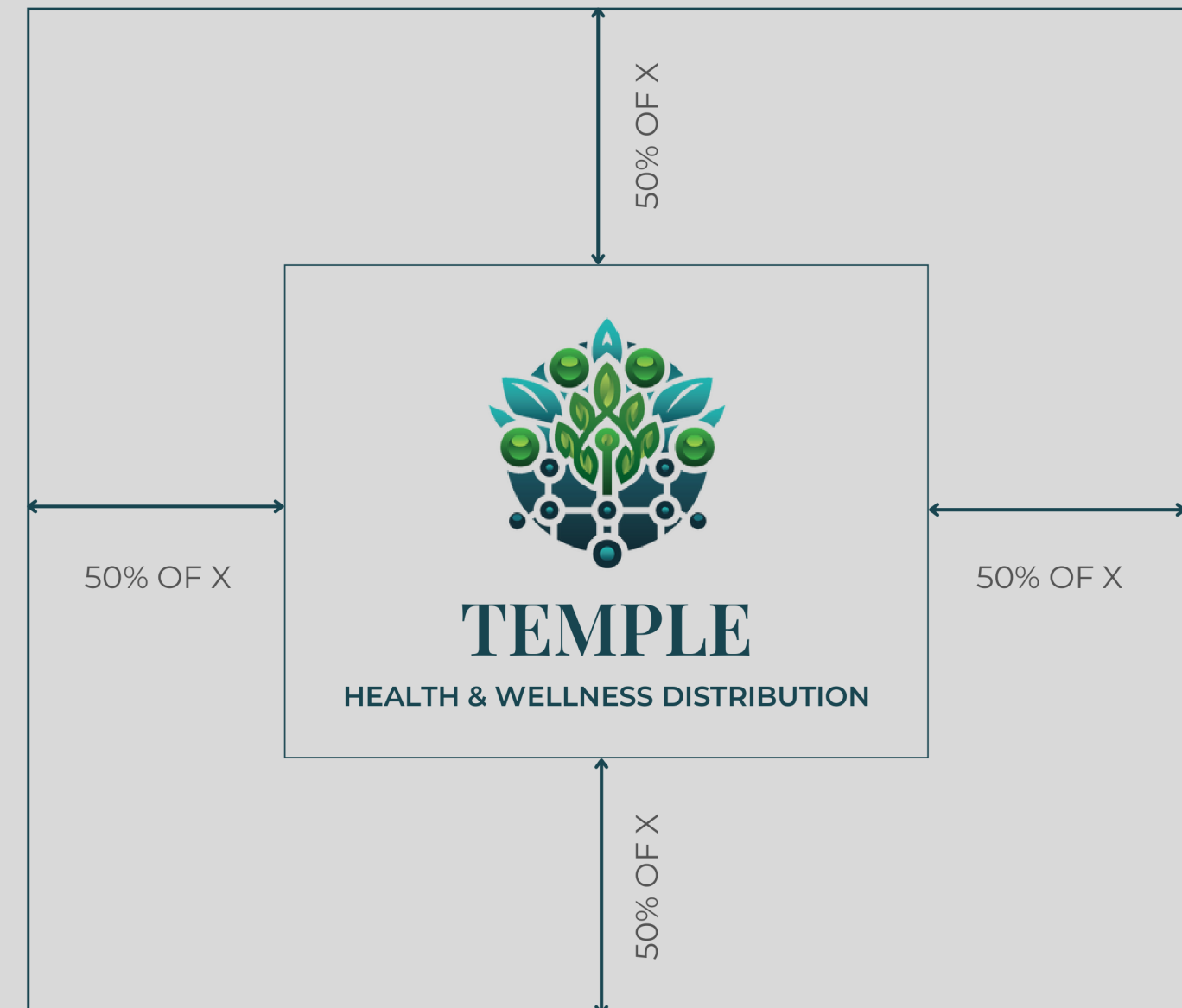
SPACE & SIZING

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out in all of our communications. The minimum clear space is 50% of the height of the entire logo. Our logo must be sized large enough to be easily read on every application. If the HONA CBD logo is on a page with other company logos; the HONA CBD logo must be as consistent in size as any other logo or larger for print and digital material use.



THE MINIMUM SIZE

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.





COLOR

Our brand is underpinned with a color palette designed to be fresh, modern and distinctive. Different combinations of color can dramatically change the tone and appearance of a document so it is important to consider how they work together. To help achieve greater brand recognition it is important that our color palette is applied consistently.



Palette

BRAND COLORS

The primary color palette is constant throughout all communications. A color hierarchy has been implemented, ranging from Philippine Green, Opal, Dark Sea Green, Wintergreen Dream, and Cadet Midnight Green. Where possible Pantone colors should be used.



PANTONE

360 C

RGB

127, 194, 72

CMYK

35, 0, 63, 24

HEX

#7FC248



PANTONE

7738 C

RGB

61, 168, 71

CMYK

64, 0, 58, 34

HEX

#3DA847



PANTONE

7741 C

RGB

43, 125, 58

CMYK

66, 0, 54, 51

HEX

#2B7D3A



PANTONE

7715 C

RGB

21, 108, 116

CMYK

82, 7, 0, 55

HEX

#156C74



PANTONE

7465 C

RGB

87, 180, 176

CMYK

79, 0, 2, 29

HEX

#25B4B0



PANTONE

316 C

RGB

25, 70, 81

CMYK

69, 14, 0, 68

HEX

#194651



Palette

SECONDARY COLORS

The primary color palette is constant throughout all communications. A color hierarchy has been implemented, ranging from Jet Stream being the most important to Black being the least used. Where possible Pantone colors should be used.



POCKET LINT

PANTONE

566 C

RGB

181, 216, 215

CMYK

16, 0, 0, 15

HEX

#B5D8D7



LIGHT SILVER

PANTONE

427 C

RGB

216, 216, 216

CMYK

0, 0, 0, 15

HEX

#D8D8D8



QUICK SILVER

PANTONE

422 C

RGB

166, 166, 166

CMYK

0, 0, 0, 35

HEX

#A6A6A6



NICKEL

PANTONE

444 C

RGB

109, 117, 118

CMYK

8, 1, 0, 54

HEX

#6D7576



DAVY'S GREY

PANTONE

425 C

RGB

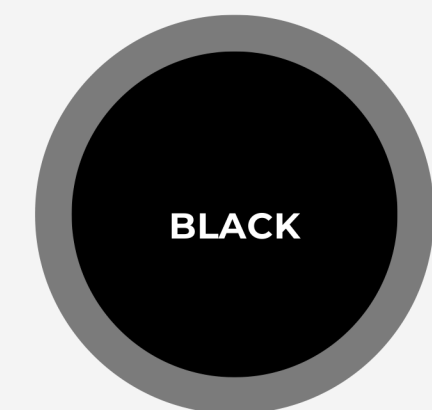
84, 84, 84

CMYK

0, 0, 0, 67

HEX

#545454



BLACK

PANTONE

663 C

RGB

0, 0, 0,

CMYK

100, 100, 100, 100

HEX

#000000



Palette

HERO COLOUR

Conceptual is vibrant and used to accent certain products. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints. Color is a key element of this design, therefore it is important that CMYK colors are used to print the designs rather than color RGB colors.

CONCEPTUAL

PANTONE

360 C

RGB

127, 194, 72

CMYK

35, 0, 63, 24

HEX

#7FC248

10%

20%

30%

40%

50%

60%

70%

80%

90%



Palette

HERO COLOUR

Mint Green is minimal. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints. Color is a key element of this design, therefore it is important that CMYK colors are used to print the designs rather than color RGB colors.

MATT GREEN

PANTONE

7738 C

RGB

61, 168, 71

CMYK

64, 0, 58, 34

HEX

#3DA847

10%

20%

30%

40%

50%

60%

70%

80%

90%



Palette

HERO COLOUR

Gorgeous Green is minimal. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints. Color is a key element of this design, therefore it is important that CMYK colors are used to print the designs rather than color RGB colors.

GORGEIOUS GREEN

PANTONE

5527 C

CMYK

11, 0, 2, 23

RGB

175, 196, 192

HEX

#2B7D3A

10%

20%

30%

40%

50%

60%

70%

80%

90%



Palette

SECOND COLOUR

Pocket Lint is minimal bold. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints. Color is a key element of this design, therefore it is important that CMYK colors are used to print the designs rather than color RGB colors.

POCKET LINT

PANTONE

566 C

CMYK

16, 0, 0, 15

RGB

181, 216, 215

HEX

#B5D8D7

10%

20%

30%

40%

50%

60%

70%

80%

90%



Palette

SECOND COLOUR

Caicos Turquoise is vibrant. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints. Color is a key element of this design, therefore it is important that CMYK colors are used to print the designs rather than color RGB colors.

CAICOS TURQUOISE

PANTONE

7465 C

CMYK

79, 0, 2, 29

RGB

87, 180, 176

HEX

#25B4B0

10%

20%

30%

40%

50%

60%

70%

80%

90%



Palette

SECOND COLOUR

Teal Fury is vibrant. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints. Color is a key element of this design, therefore it is important that CMYK colors are used to print the designs rather than color RGB colors.

TEAL FURY

PANTONE

7715 C

CMYK

82, 7, 0, 55

Colour R

21, 108, 116

HEX

#156C74

10%

20%

30%

40%

50%

60%

70%

80%

90%



Palette

SECOND COLOUR

Blue Syzygy is minimal bold. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints. Color is a key element of this design, therefore it is important that CMYK colors are used to print the designs rather than color RGB colors.

BLUE SYZYGY

PANTONE

548 C

CMYK

100, 18, 0, 68

RGB

0, 67, 82

HEX

#194651

10%

20%

30%

40%

50%

60%

70%

80%

90%



Palette

SECOND COLOUR

Cool Grey is gentle. It's a color that works best at 100%. If there is an occasion when you need to create contrast without adding extra colors, you can use this color in incremental tints. Avoid using any other tints. Color is a key element of this design, therefore it is important that CMYK colors are used to print the designs rather than color RGB colors.

light
silver

PANTONE

427 C

CMYK

0, 0, 0, 15

RGB

216, 216, 216

HEX

#D8D8D8

10%

20%

30%

40%

50%

60%

70%

80%

90%



TYPOGRAPHY

Montserrat is our brand typeface, it should be used in all instances where typography is required. It is a simple, clean, and legible typeface that compliments our logo. Typography shouldn't be overlooked as a key element within our toolkit. It is important to adhere to the leading, tracking, and text arrangement specified in this document to achieve brand consistency throughout.



Typography

PRIMARY FONT

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used across all print and web applications. Gilroy-Light is our corporate typeface, it should be used in all body text where typography is required. It is a simple, clean, and legible typeface that compliments our logo.

MONTERRAT REGULAR

ABCDEFGHIJKL
MNOPRSTUVWXYZ

abcdefghijkl
mnoprstuvwxyz

1234567890!@#%&()+

Aa



Typography

SECONDARY FONT

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used across all print and web applications. Gilroy-Regular is our corporate typeface, it should be used in all body text where typography is required. It is a simple, clean, and legible typeface that compliments our logo.

MONTSERRAT MEDIUM

Bold is our headings weight.

Regular is used for captions and some bodies of text.

Regular Italics is used for quotes and interviews.

Aa



Typography

HEADING FONT

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used across all print and web applications. Gilroy-Regular is our corporate typeface, it should be used in all body text where typography is required. It is a simple, clean, and legible typeface that compliments our logo.

PLAYFAIR DISPLAY SEMI-BOLD

Bold is our headings weight.

Regular is used for captions and some bodies of text.

Regular Italics is used for quotes and interviews.

Aa



Typography

MAIN COLLECTION

MONTERRAT- SEMI BOLD

To be used for
headings and
titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

MONTERRAT- MEDIUM

To be used for
main copy and
body of text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

MONTERRAT- MEDIUM

To be used
mainly for
captions and
secondary titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+



IMAGERY

Our photography and filming style captures real moments with real impact. It conveys a unique perspective on the dynamic nature of our people, communities, operations and the changing world around us.



Imagery — PHOTOGRAPHY

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.





TEMPLE

HEALTH & WELLNESS DISTRIBUTION

4630 50th Street, Suite 602, Lubbock, TX 79414

support@templehwd.com

www.templehwd.com | (877) 313-3679