



Grow Your Four: Getting Started

Green Planet Marketing Team

The Logo



Landscape



Portrait



Icon

The Logo - Spacing

Always ensure the logo has sufficient briefing room. One "O" clearance unless it's the strapline.



The Logo: Strapline

Your trusted home Cannabis cultivation advisor



Your trusted home Cannabis cultivation advisor



Your trusted home Cannabis
cultivation advisor

The logo: Strapline Sizing

The smallest size you can use with the strapline is 25mm. ANY smaller use the logo without the strapline. Always ensure the strapline is readable not legible.



Your trusted home Cannabis
cultivation advisor



25mm
Minimum

25mm Minimum



Your trusted home Cannabis cultivation advisor

The Logo: Colour Variants

GR4W YOUR FOUR

GR4W
YOUR
FOUR



GR4W YOUR FOUR

GR4W YOUR FOUR

GR4W YOUR FOUR

GR4W YOUR FOUR

GR4W YOUR FOUR

GR4W YOUR FOUR

GR4W YOUR FOUR

GR4W YOUR FOUR

GR4W
YOUR
FOUR

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GR4W
YOUR
FOUR

GR4W
YOUR
FOUR

GR4W
YOUR
FOUR



Brand Colours

Primary Colours



Secondary Colours



Fonts

Grow Your Four

(Logo font: hatch.ttf)

****You can sync this via Adobe Typekit****

Hatch (headers)

Comfortaa (Body Text)

Grow Your Four

Mission Statement:

Grow Your Four's mission is to educate and inspire Canadians who are interested in learning how to grow Cannabis at home.

Vision:

To become the one stop hub for Canadians seeking any and all information relating to legal home Cannabis cultivation.

Core values:

Educate - Inspire - Cultivate

Strapline:

Your trusted home Cannabis cultivation advisor

Goal:

Grow Your Four strive to be on the forefront of educating the inhabitants of Canada on the cultivation of Cannabis for legalized recreational use. Grow Your Four will be the one stop hub for all the Canadians needs on home cultivation, from what products to use, to seminars. Aimed at all levels of growers, we will bring you the knowledge on the unspoken topics and relaying articles and news which will affect how you can grow your four Cannabis plants at home.

Target audience:

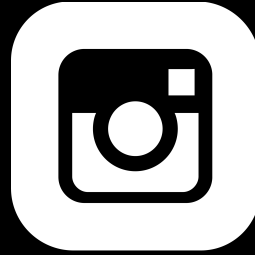
18+

Canadian Citizens

Social Media Example



Social Media Links

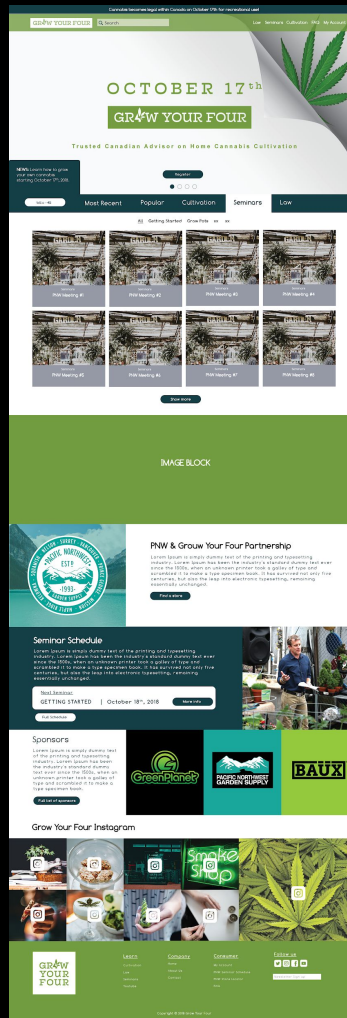


Website Example

InVision: Demo Site

<https://invis.io/E2OFO79SBN5>

<https://www.dropbox.com/sh/hn41gtd83jf62id/AACnDzo6L0fXPd-UZFN42BRra?dl=0>



Actual website:

<https://www.growyourfour.ca/>

The success of this campaign relies on the public being able to find the GROW YOUR FOUR platforms and having the content to inspire, educate and cultivate!

Grow Your Four is a great way to talk about the untalkable. With humour and by educating, we can inspire as well as captivate the BC residents.

By Green Planet Marketing Team