



THE SANTA FE
DISPENSARY

BRAND GUIDE

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INTRODUCTION

- Thanks for taking the time to read and follow this guide.
- These guidelines describe the visual elements that represent the THE SANTA FE DISPENSARY's unique business identity. This includes our name, logo and other elements such as color, type and graphic elements.
- Sending a consistent and controlled message of who we are is ESSENTIAL to present a strong, unified image of our company.
- These guidelines reflect the THE SANTA FE DISPENSARY's commitment to quality, consistency and style.
- THE SANTA FE DISPENSARY brand, including the logo, name, colors and identifying elements are valuable company assets.
- Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the THE SANTA FE DISPENSARY name, marks and design motifs.



THE BRAND



THE SANTA FE DISPENSARY

- Our logo is the key building block of our identity, the primary visual element that identifies us and enables us to remain distinctive and immediately recognizable.
- Any graphics that accompany the main logo or its variants must coordinate, with the same colors, theme and fonts as defined in this guide.

BRAND IDENTITY

INTRODUCING

THE SANTA FE
DISPENSARY

The first recreational dispensary from Santa Fe's own Picuris Pueblo.

OPENING APRIL 2023

"As a tribe, we believe that everything we take from nature, we must give back in some way. We want to give back to the Santa Fe Community"
-Governor Quanchello, The Picuris Pueblo

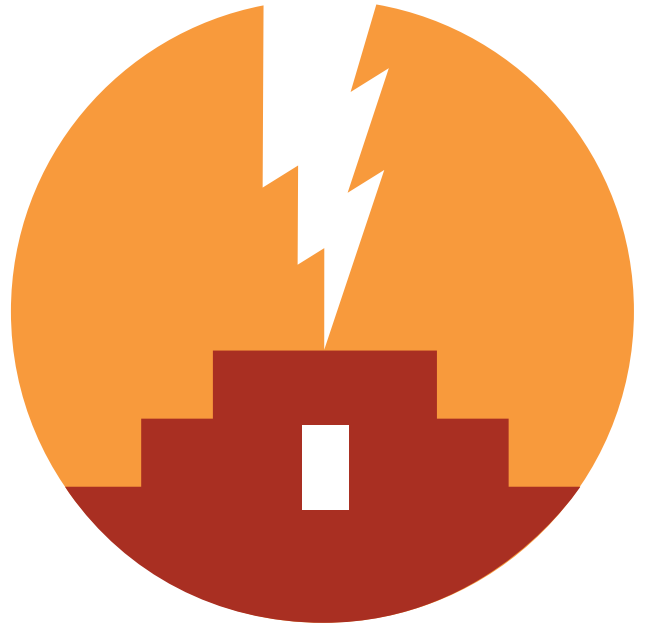
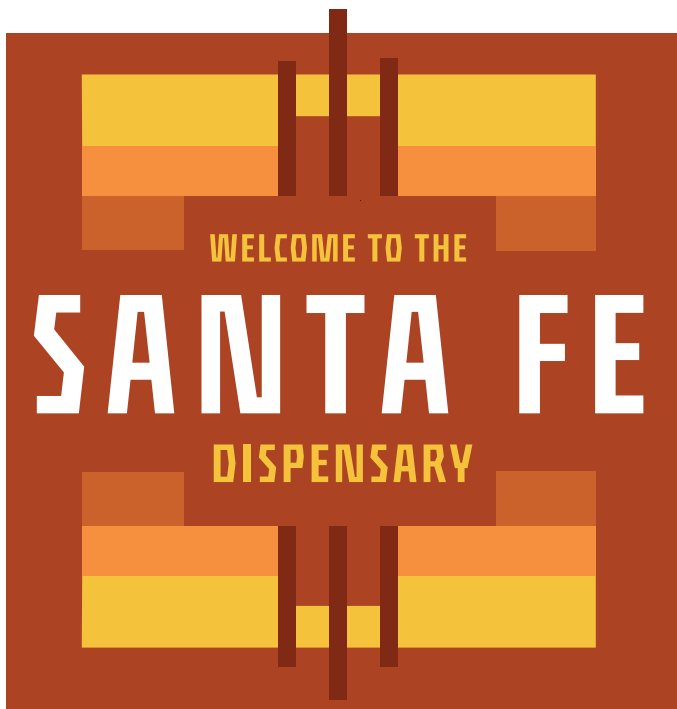
Come visit us and see what nature has to offer you!
100 W Alameda St. Santa Fe, NM 87501 (505) 204-7314

Magazine Ad - The use of natural color textures can add the right vibe to TSFD graphics.

BRAND IDENTITY



Sign / Swag design can vary greatly from the logo while still remaining consistent with the theme.



OFFICIAL FONTS

- Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all THE SANTA FE DISPENSARY communications. We have selected MACH PRO (also known as FF MACH) as the primary font because of its evocative style, and bold uniqueness.
- Our secondary font is Josefin Sans, an elegant font that is a softer counterpoint to the Mach Pro font, and is for use in body text and descriptions.
- Only these fonts should be used for all public purposes, except for the fine print on regulated labeling, etc.

MACH PRO

For Main Logo and Headline usage.

BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

FIGURES

0 1 2 3 4 5 6 7 8 9 0

VARIANTS

CONDENSED BOLD WIDE MEDIUM
REGULAR MEDIUM LIGHT

OFFICIAL FONTS

JOSEFIN SANS

For all secondary usage.

REGULAR

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

SEMIBOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

FIGURES

0 1 2 3 4 5 6 7 8 9 0

BRAND COLORS

These are the official THE SANTA FE DISPENSARY colors. These colors have become a recognizable identifier for the company.

Use them as the dominant color palette for all internal and external visual presentations for the company.

- Color plays an important role in corporate identity. The colors below are recommendations for various media. A palette of core colors has been developed, which comprise the "One Voice" color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the THE SANTA FE DISPENSARY brand identity across all relevant media. Check with your designer or printer when using the corporate colors so that they will be always be consistent.

BROWN LEATHER

COLOR CODES

CMYK : C23.39 M83.59 Y100 K14.8
RGB : R171 G69 B37
WEB : #ab4525

PANTONE : 167C

SUNSET ORANGE

COLOR CODES

CMYK : C0 M52.4 Y84.38 K0
RGB : R247 G144 B63
WEB : #f7903f

PANTONE : 715C

DESERT HAZE

COLOR CODES

CMYK : C1.93 M2.08 Y54.28 K0
RGB : R253 G238 B143
WEB : #fdee8f

PANTONE : 601C

80% 60% 40% 20%

80% 60% 40% 20%

80% 60% 40% 20%

ACCENT COLORS

These secondary neutral colors are complementary to our THE SANTA FE DISPENSARY core colors, and can make them pop, but these colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

Use them to accent and support the core color palette of the THE SANTA FE DISPENSARY brand.

BLACK

COLOR CODES

CMYK : C0 M0 Y0 K100
RGB : R0 G0 B0
WEB : #000000

GREYSCALE_e : 100

GREY

COLOR CODES

CMYK : C1.93 M2.08 Y54.28 K0
RGB : R204 G204 B204
WEB : #e29d28

GREYSCALE : 16.33

WHITE

COLOR CODES

CMYK : C0 M0 Y0 K0
RGB : R255 G255 B255
WEB : #ffffff

GREYSCALE : 0

80% 60% 40% 20%

80% 60% 40% 20%

80% 60% 40% 20%

FORMAT OVERVIEW

WEB

- .JPG** Good for web photos. 80% compression recommended for fast load speed.
- .PNG** Good for web photos. Can have transparent background.

PRINT

- .EPS** Supports vector files for infinite adjustment without pixelation.
- .AI** Illustrator's proprietary file format. Supports vectors and transparency.
- .TIFF** Recommended CMYK print image format.
- .PDF** Collected images and text for printing and emailed presentations.

COLOR SETTINGS

- RGB** Suitable for web images.
- CMYK** For printed material. 300dpi

