

Muse

Brand Guidelines
August 2021



Purpose of this guide.

These are the Muse Brand Guidelines. It outlines who we are, what we stand for, how we talk and how we look, whenever and wherever Muse shows up in the world.

It's both a practical guide to help ensure brand materials and communications are developed consistently and cohesively as well as a document for on-boarding people who are new to the brand.



Brand Strategy 04

- About Us
- Brand Values
- Brand Truths
- Target Audience
- Creative Direction
- Brand Tagline
- Products

Brand Elements 14

- Logos
- Colors
- Typography
- Graphic Elements
- Packaging Design

Photography 26

- Photo Direction
- Lifestyle
- Product

Key Visual 32

Brand World Inspiration 34

Brand Executions 38

- Packaging
- Signage
- Partnerships & Experiential
- Merch

Social Media 44

- Content Strategy
- Character
- Messaging Pillars
- Post Examples
- Posting Strategy

Brand Overview 53

Brand Strategy

Meet your muse.

Everybody has a muse and for many, it's cannabis. With premium, mind-expanding concentrates and cartridges, Muse awakens your creativity, giving you permission to let go and give in to inspiration. The world is your canvas and we are the spark that sets you on the path to a masterpiece. There's no limit to what you can do when you
Unlock What is Within.



Muse is:

Your Creative Catalyst

An Elevated Experience

Open-Minded

Alluring

Intentional Enlightenment

Muse is not:

The Solution

An Elitist Outlet

Psychedelic

Mysterious

Mindless Escape

Our Truths

These truths are intrinsic to the Muse brand and will act as a guiding light for brand world, photography and art direction, as well as all communication content development.

CONSUMER TRUTH:
Self-exploration
“I want to discover what I am capable of.”

BRAND TRUTH:
Inspiration is everywhere
We celebrate all of life’s experiences as a source of inspiration and encourage you to find beauty anywhere.

CULTURAL TRUTH:
Spark originality
In a crowded world, people are seeking ways to express their unique perspective.

PRODUCT TRUTH:
Anything’s possible
We open minds to the possibilities, no matter the means or medium of expression.

Our Audience

Core: Wake & Bakes — *especially Dabbers*

Wake & Bakes:

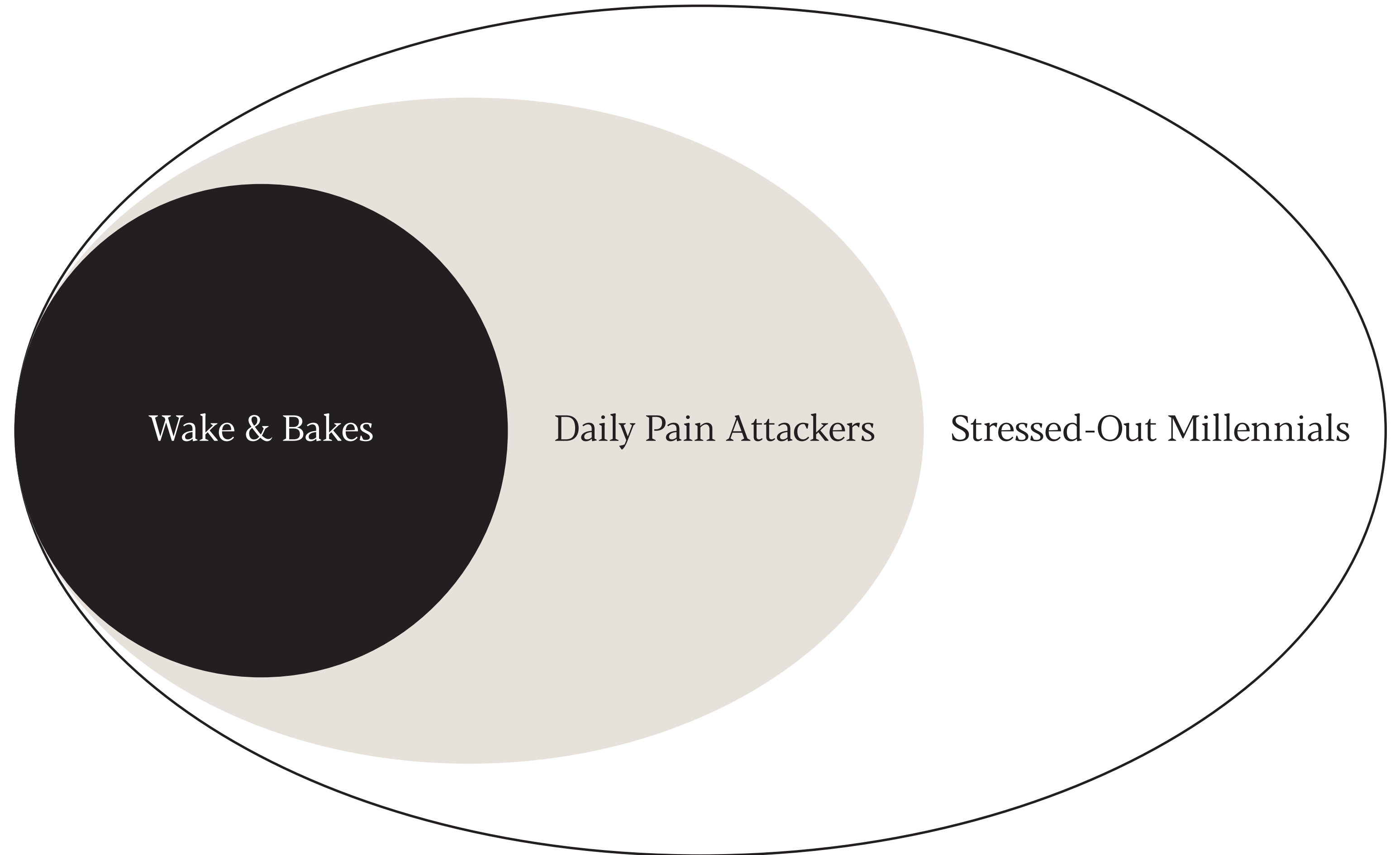
Consumers who use cannabis multiple times a day and who report using just after waking up.

Daily Pain Attackers:

Individuals that report using cannabis for pain and who use five or more days per week.

Stressed-Out Millennials:

Millennials that report using cannabis for psychological reasons (e.g. anxiety, depression, insomnia).



Imagination without limitation.

Show our audience what it feels like to dream and create without boundaries. Paint with light. Bathe in color. Bask in the glory of imagination. Keep the vibe elevated with a sense of sophistication.

MUSE SHOULD ALWAYS SHOW UP AS:

Immersive | Atmospheric | Alluring | Sophisticated





Muse
CANNABIS CARTRIDGE
INDICA
.5g | .018oz

Muse

Muse

Muse
CANNABIS CARTRIDGE
INDICA
.5g | .018oz

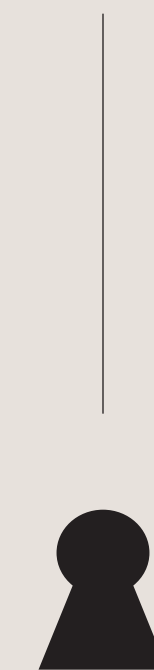
Muse
INDICA
CANNABIS CARTRIDGE
.5g | .018oz

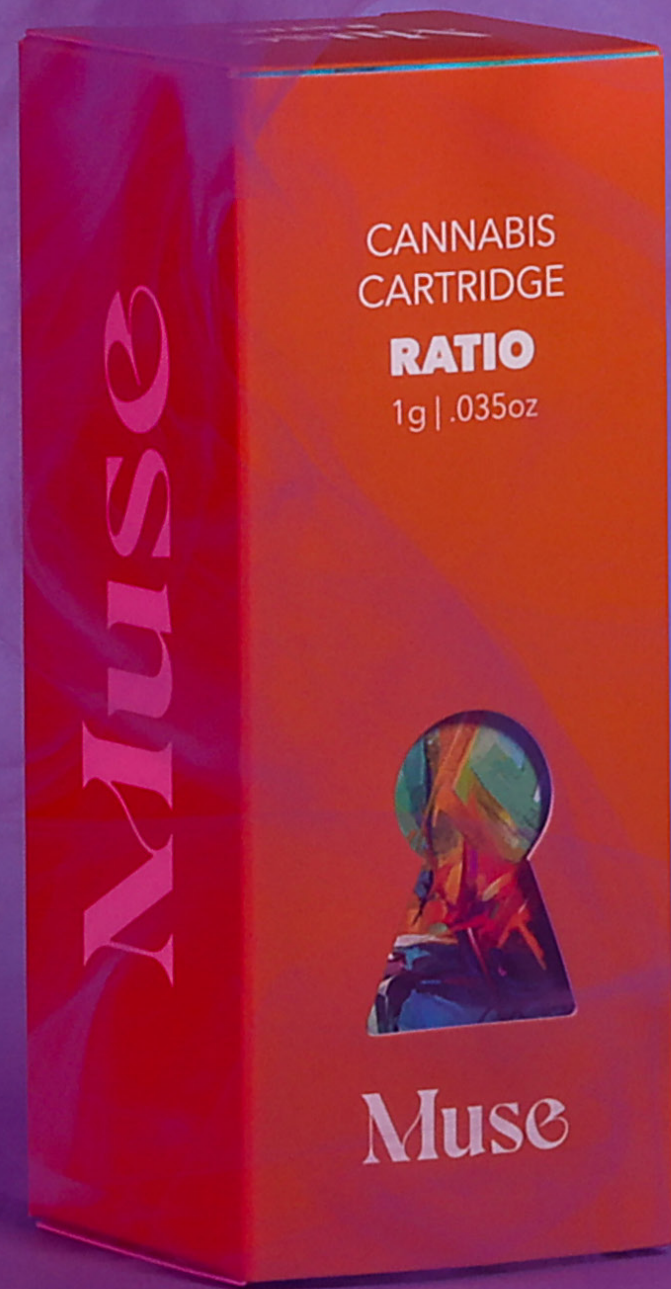
Muse
INDICA
CANNABIS CARTRIDGE
.5g | .018oz

Our tagline

Creativity is an introspective process. It's a personal journey that looks, sounds and behaves differently for each individual. As your creative catalyst, Muse inspires you to look deeper into your creative passions and free yourself of inhibitions. Our tagline is a manifestation of this idea, a call to action.

Unlock What is Within.





Concentrates

Live	Cured
Resin 1g Badder 1g Sugar 1g	Budder 1g Shatter 1g

Available in Indica, Sativa and Hybrid

Vapes

Live Resin	Distillate
1g Carts 0.5g Carts	1g Carts 0.5g Carts

Available in Indica, Sativa, Hybrid and Ratio

Brand Elements

Primary Logo

The 'Primary' logo consists of the iconic keyhole and the word-mark together. This logo should be utilized for the majority of off-package executions.

The logo should only show up as black or white and proper contrast should be considered when selecting either expression.



With tagline

When locked up with our logo, our tagline is always typeset in Avenir Next Medium in sentence case with punctuation.



Secondary logo

The 'Secondary' logo consists of the iconic keyhole and nothing more. The iconic keyhole should never live in complete isolation on any external facing brand impressions. The Muse wordmark should always be in close proximity in order to maintain brand recognition.

The secondary logo should only show up as black or white and proper contrast should be considered when selecting either expression.



Wordmark

The Muse wordmark can be separated from the keyhole icon for more simplified aesthetics.

The wordmark should only show up as black or white and proper contrast should be considered when selecting either expression.

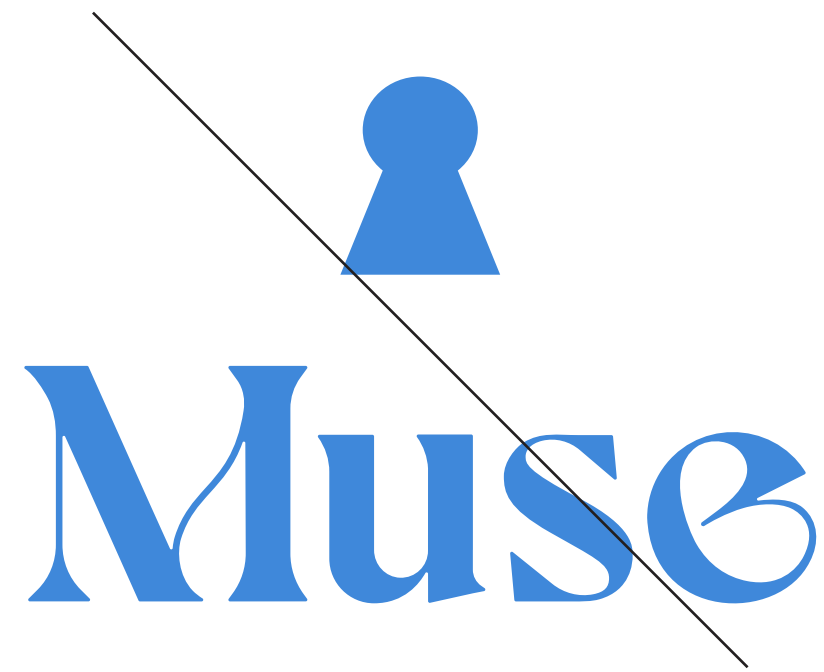


Muse



Muse

Logo Don'ts



DON'T colorize the logo.



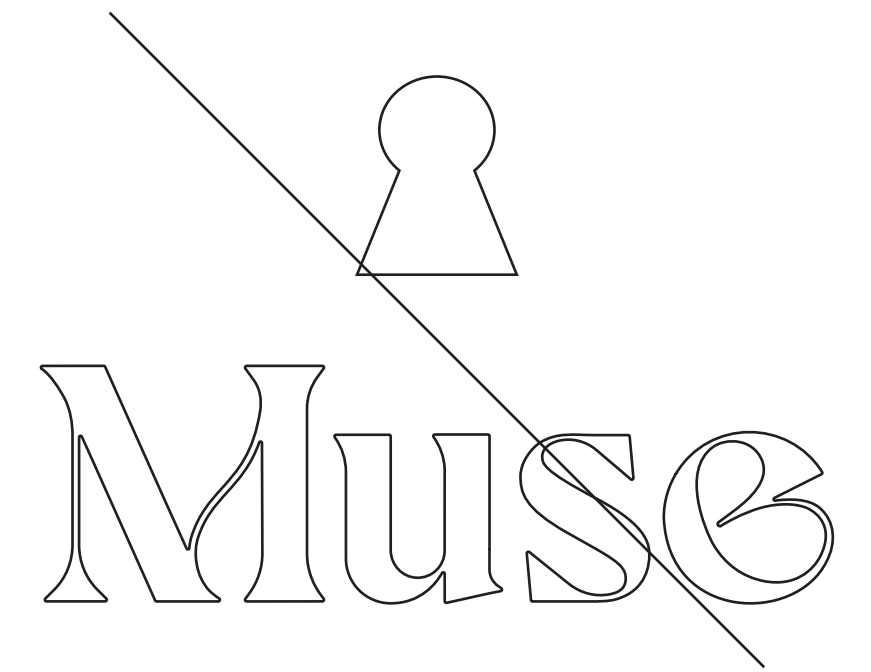
DON'T add filters or effects.



DON'T skew or distort.



DON'T rotate.

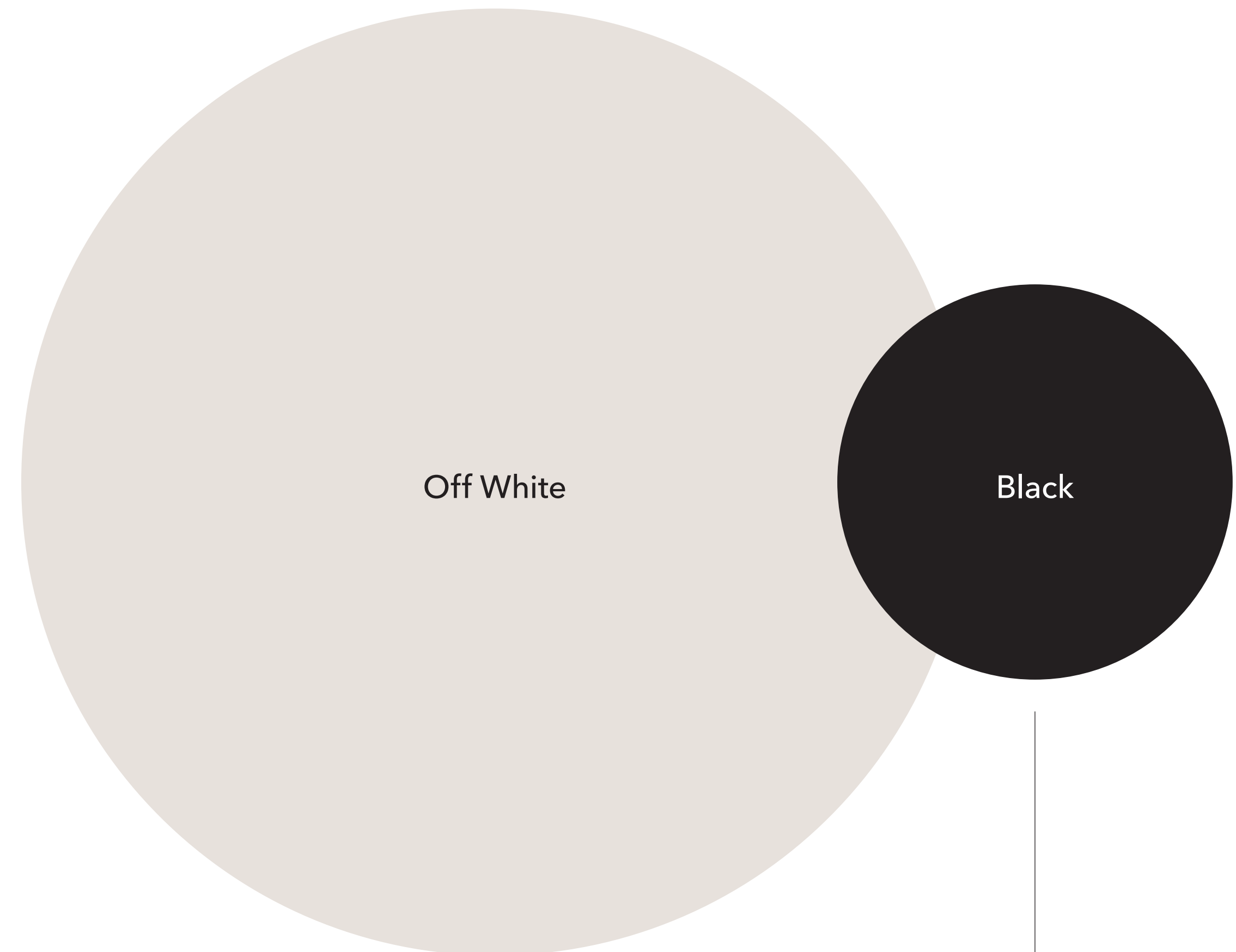


DON'T outline the logo.

Primary palette

Our primary color palette is a sophisticated pairing of black and off white. The bare neutrality of this palette allows for our more colorful packaging and imagery to become the focus of inspiration.

The use of our off white color is reserved for off-package communication while black is used sparingly and typically reserved for logos and typography.



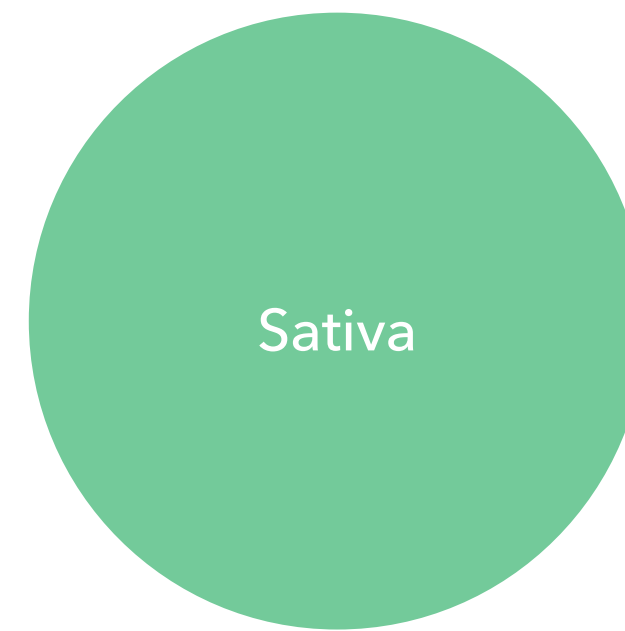
PMS 9080C
CMYK 0/0/0/100
RGB 0, 0, 0
HEX #000000

CMYK 0/0/0/100
RGB 0, 0, 0
HEX #000000

Packaging palette

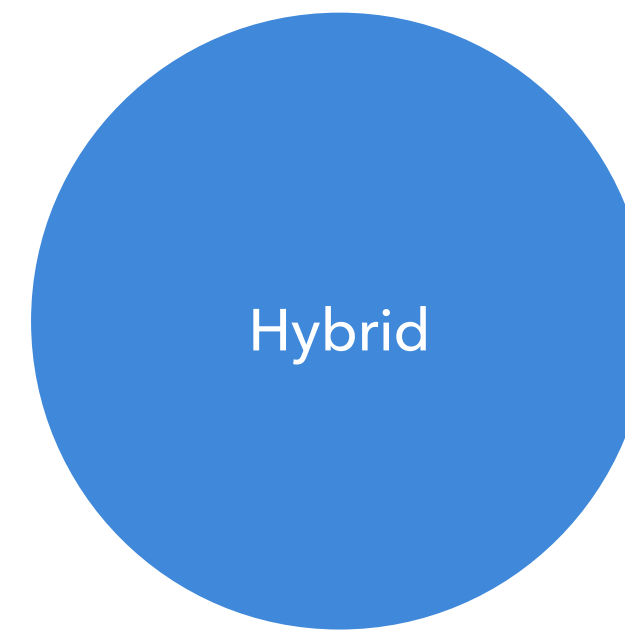
To insure the Muse brand is always represented with an air of sophistication, a series of complex hues have been selected. The Muse packaging color palette consists of saturated hues that connect with our Cured product range, while a range of grey tones have been selected to denote a more premium experience within our Live product range.

Cured Product Palette



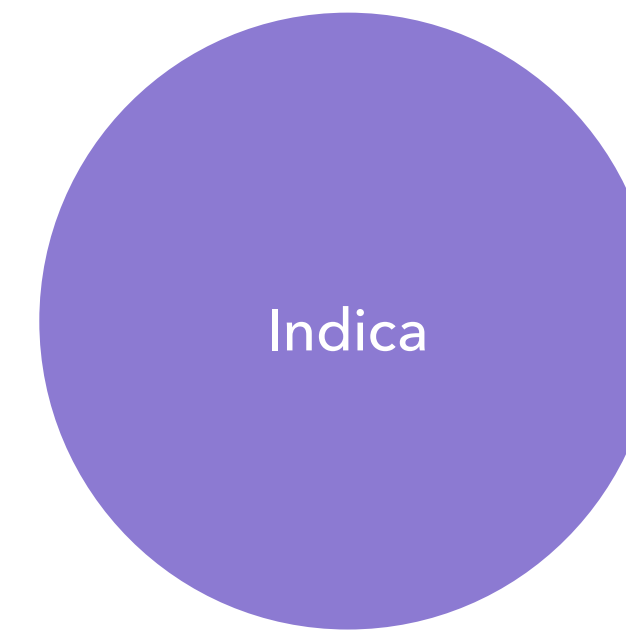
Sativa

PMS 346
 CMYK 56.5/0/53.5/0
 RGB 108, 202, 152
 HEX #6CCA98



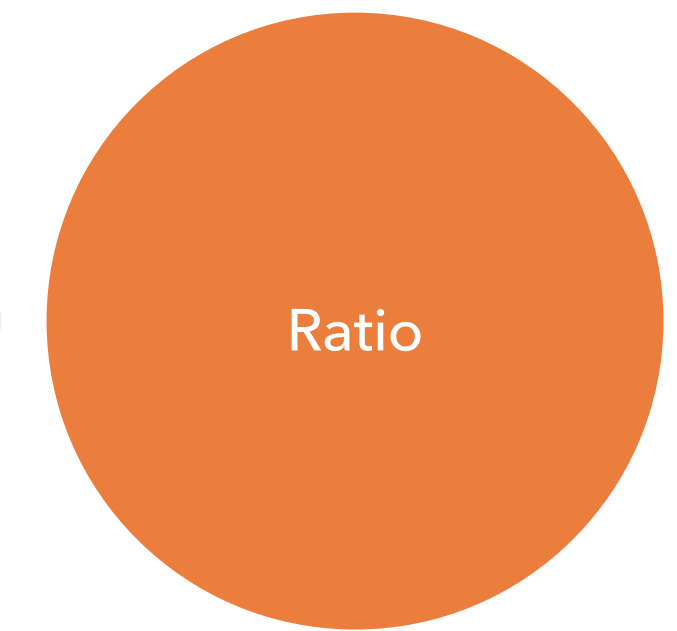
Hybrid

PMS 2718
 CMYK 65.75/43/0/0
 RGB 88, 135, 218
 HEX #5887DA



Indica

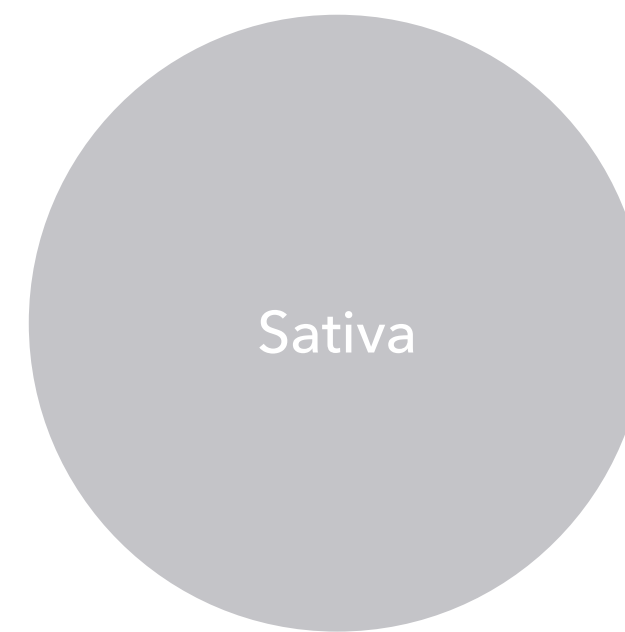
PMS 2655
 CMYK 47/57/0/0
 RGB 149, 120, 211
 HEX #9578D3



Ratio

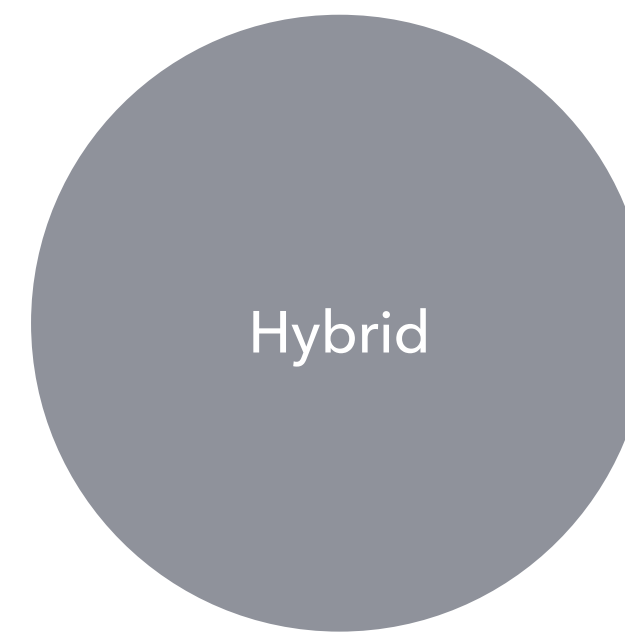
PMS 7577
 CMYK 7/61/87/0
 RGB 228, 126, 61
 HEX #E47E3D

Live Product Palette



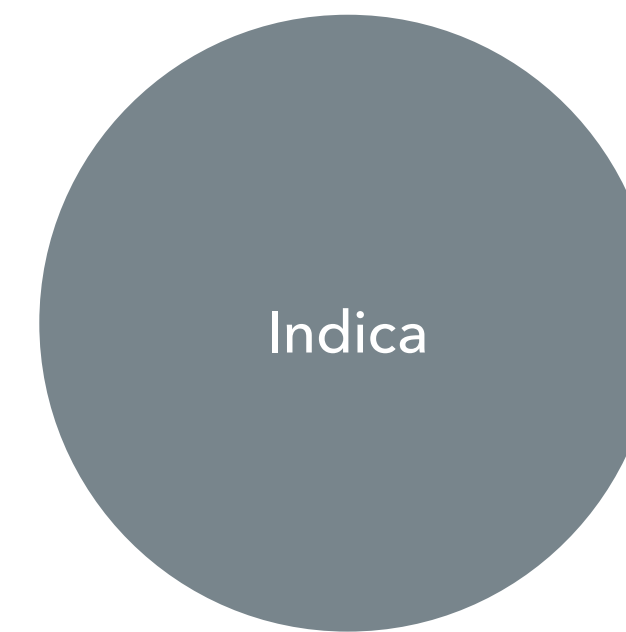
Sativa

CMYK 23/18/16/0
 RGB 196, 196, 200
 HEX #C3C4C7



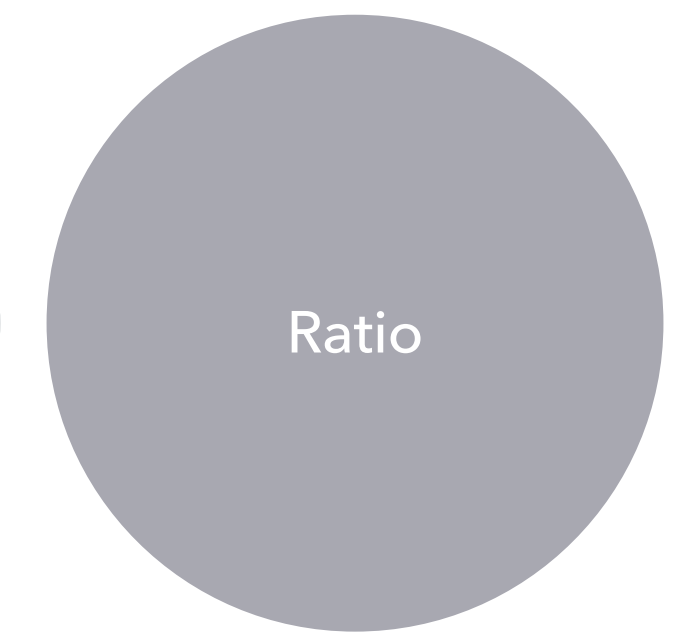
Hybrid

CMYK 47/38/32/1
 RGB 143, 146, 155
 HEX #8F919A



Indica

CMYK 23/18/16/0
 RGB 120, 133, 140
 HEX #77848C



Ratio

CMYK 25/21/14/14
 RGB 168, 168, 177
 HEX #A7A7B0

Our typography

Careful attention has been paid to the selection of our Muse typefaces. Avenir, a sans serif, has been selected for its clean, modern feel. Blacker, a wedge serif, has been selected to bring an elevated feel that creates a subtle connection back to the Muse wordmark. Together, they strike the right balance of clarity and sophistication.

Primary Typeface: Headlines, Packaging

Avenir Next

Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&@(:;!?)

Medium

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&@(:;!?)

Heavy

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&@(:;!?)

Secondary Typeface: Body Copy

Blacker Pro Text

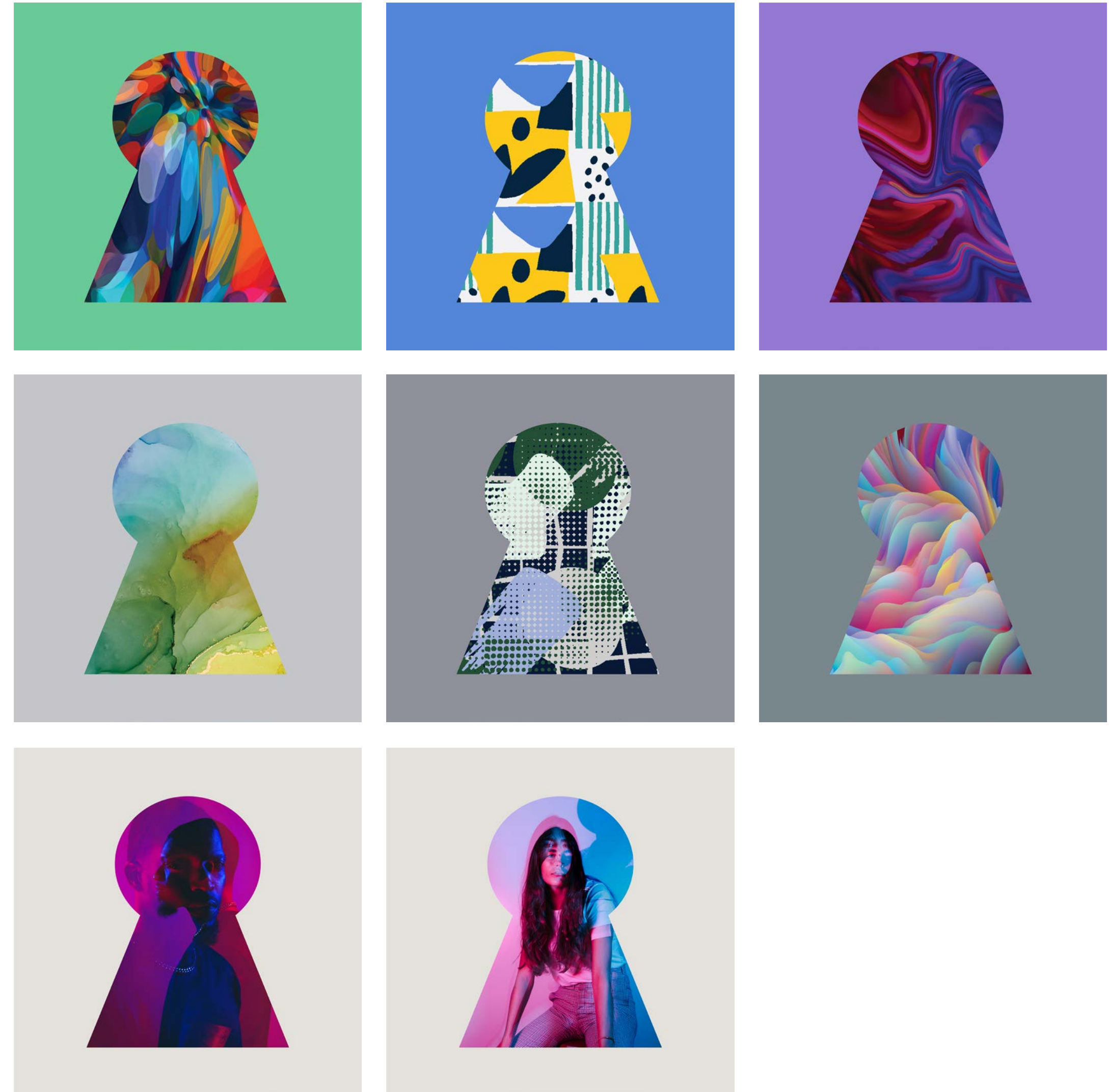
Book

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&@(:;!?)

Iconic keyhole

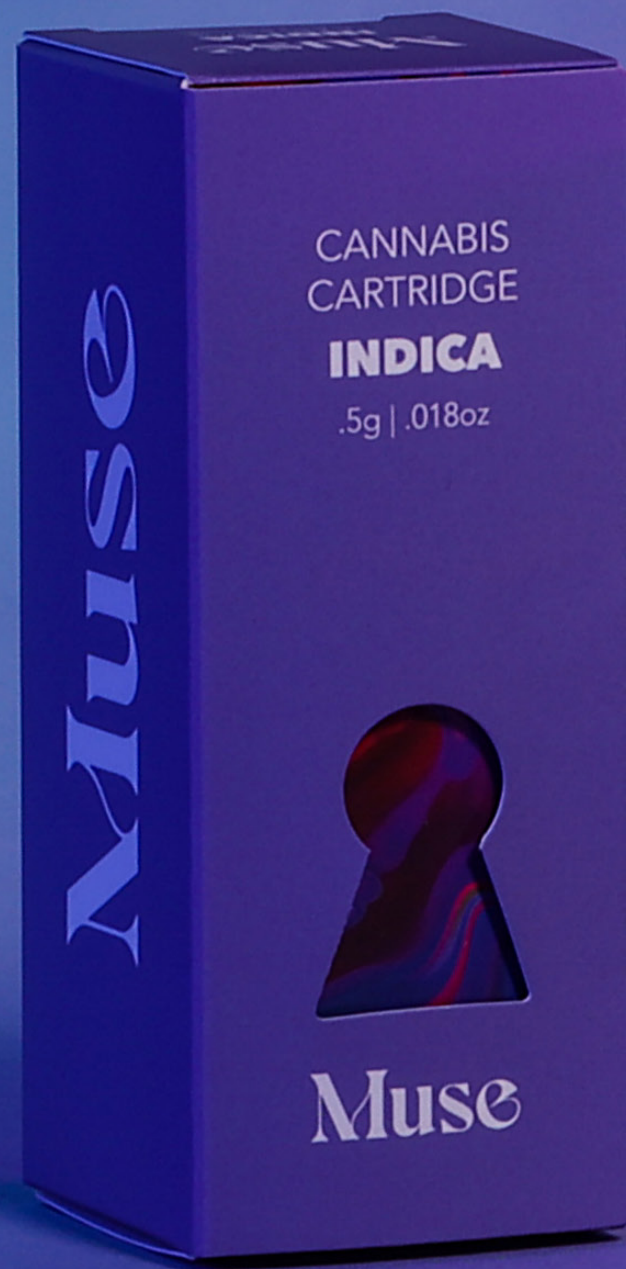
The Muse keyhole is our most iconic brand asset. The keyhole represents a portal to creativity. When using the keyhole as a graphic element, not as a logo, the art and imagery should remain within the keyhole to reinforce the idea of the “creative portal.”

On packaging, a selection of art is expressed within the keyhole. In off-package executions, the keyhole can also feature lifestyle imagery. To ensure clarity and focus, this should be restricted to one singular image. The keyhole can also be used in other branded materials beyond packaging.



Packaging Design Elements





Photography



Our vibe

Muse photography is always captured through a creative lens. It should be unconventional and eclectic with elements artfully interacting with light and color to shape a transcendental experience.



Lifestyle look and feel

Muse lifestyle imagery is all about capturing the spirit of the creativity. In the moment of creation or in deep contemplation. Whatever the state of transcendence, it's always artistic and imaginative.

The creative process is very personal. It's an introspective experience, so we prefer to focus on the individual rather than groups or social scenes. Creative portraits can be captured in many ways, from studio to location, indoors and outdoors.

We are a brand that embraces diversity and inclusivity. Creativity beckons all – the painter, the musician, the designer, the writer and your crafty neighbor – even the most unsuspecting of creators. Our audience should be represented by a diverse range of people, from all ethnicities, genders, or non-binary and ages that connect with our consumer target.



Product look and feel

Muse products are crafted to inspire, so our product photography should spark the imagination with allure and intrigue — always inviting our audience in to join the Muse world. Whether it's relaxing or stimulating, our product photography should capture an experience.

Atmospheric lighting, unexpected color and creative propping should be used to create a distinct vibe. Our products should never feel generic nor boring.



Photography library

All photography assets featured below are available for any and all Muse branded communications. Please contact your Muse brand steward for download.



MUSE_Lifestyle_2512_F



MUSE_Lifestyle_2545_F



MUSE_Lifestyle_2561_F



MUSE_Lifestyle_2579_F



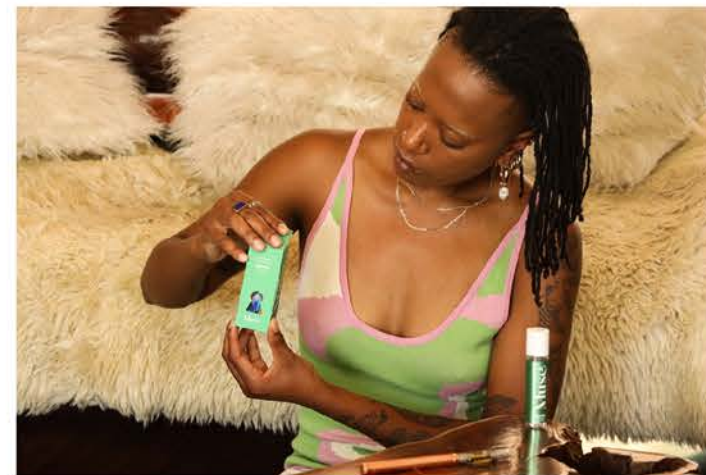
MUSE_Lifestyle_2729_F



MUSE_Lifestyle_2755_F



MUSE_Lifestyle_2956_F



MUSE_Lifestyle_3076_F



MUSE_Lifestyle_3167_F



MUSE_Lifestyle_3169_F



MUSE_Lifestyle_3255_F



MUSE_Lifestyle_3486_F



MUSE_Product_0443_F



MUSE_Product_0868_F



MUSE_Product_0909_F



MUSE_Product_1271_F



MUSE_Product_1447_F



MUSE_Product_1755_F



MUSE_Product_1831_F



MUSE_Product_2136_F

Photography library

Black and white versions of select images are also available for use.



MUSE_Lifestyle_2956_BW_F



MUSE_Lifestyle_3076_BW_F



MUSE_Lifestyle_3167_BW_F



MUSE_Lifestyle_3169_BW_F



MUSE_Lifestyle_3255_BW_F



MUSE_Lifestyle_3486_BW_F

Key Visual

Muse

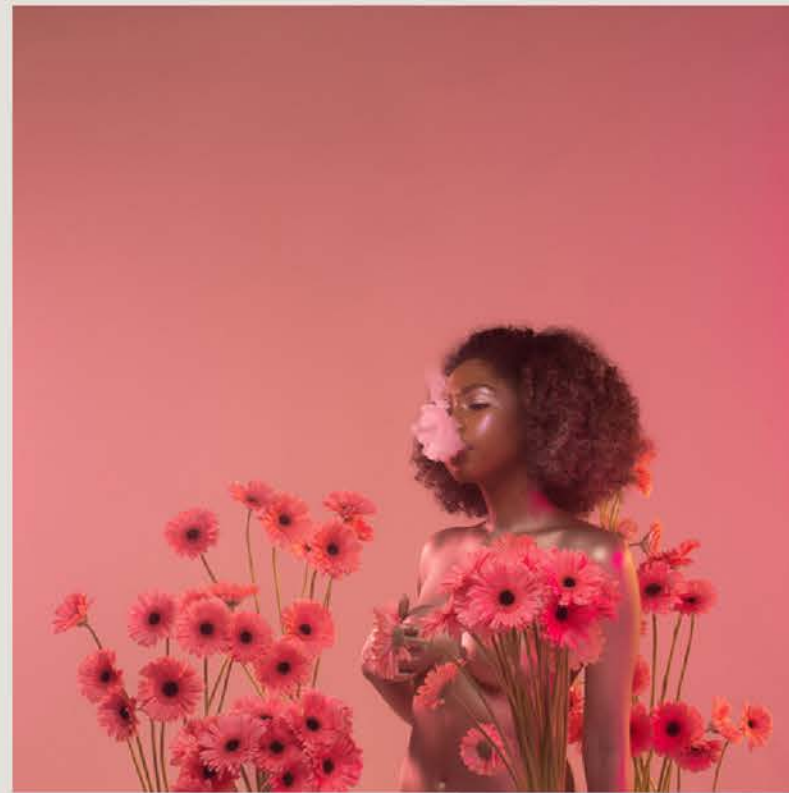


Unlock what
is within.

Brand World Inspiration

Muse



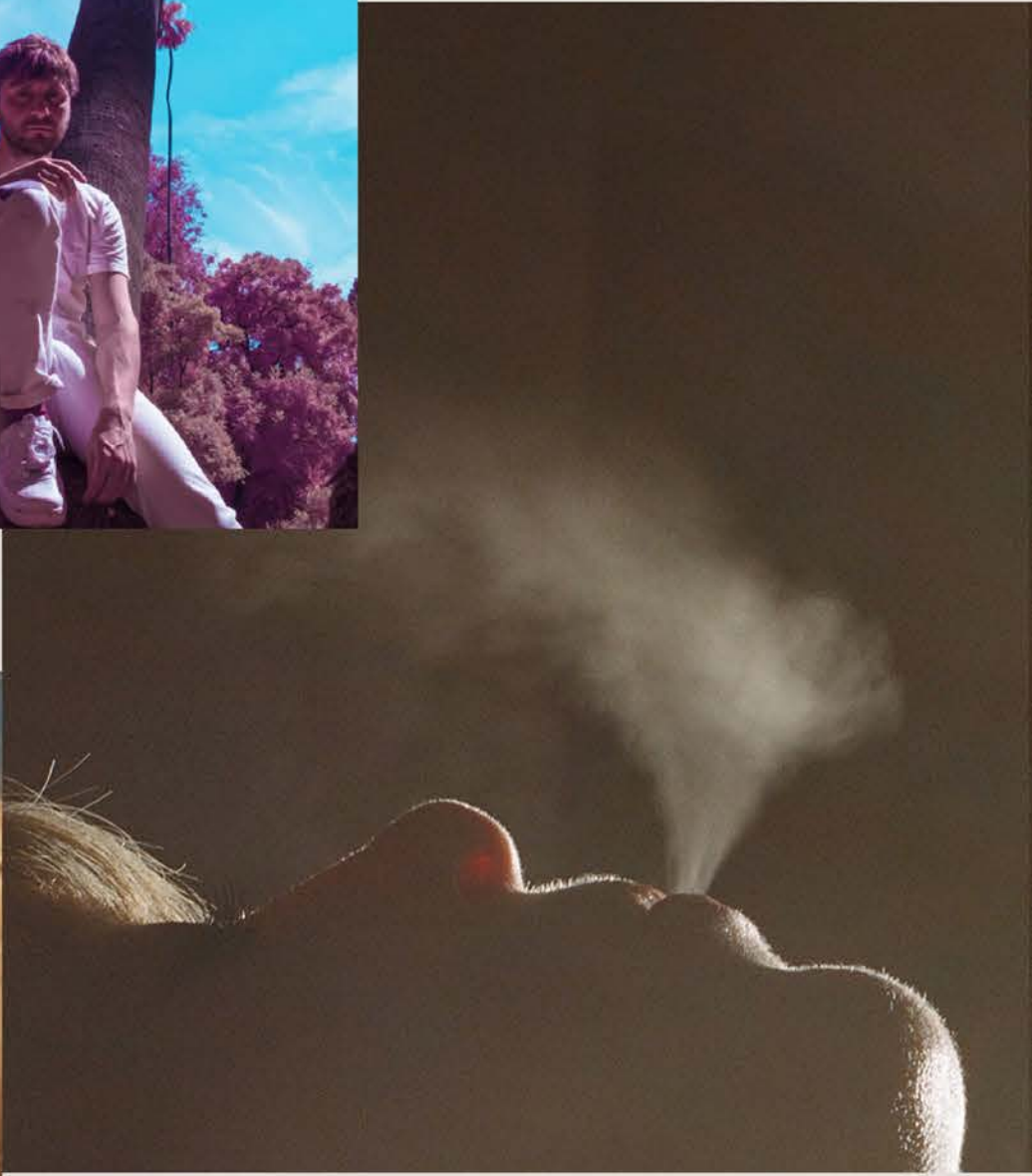


Unlock what
is within.

Muse



Image for internal use only and for purely inspirational purposes.



Transcendent cannabis. Crafted to inspire.


Muse

Brand Executions

LIVE RESIN **INDICA**



Muse

LIVE RESIN
CARTRIDGE

SATIVA



Muse

CURED BUDDER **INDICA**



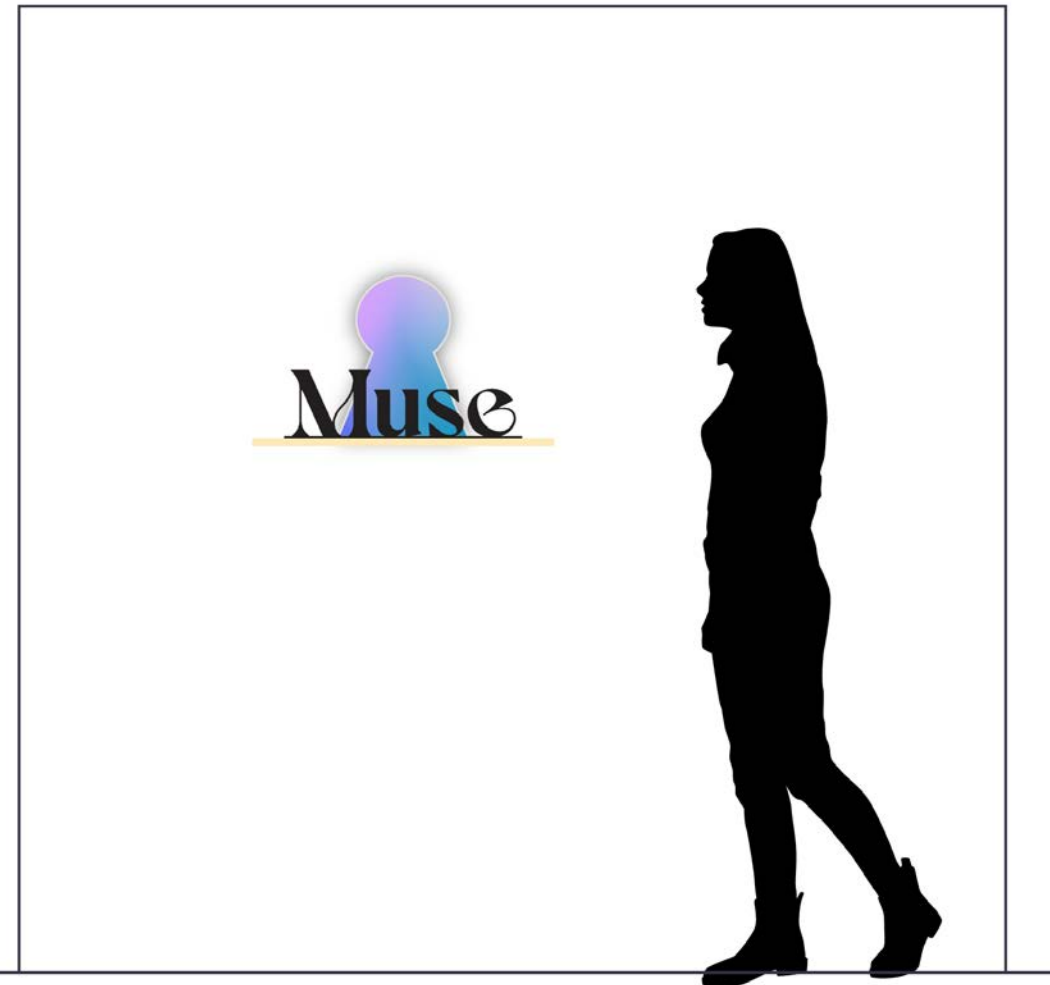
Muse

CANNABIS
CARTRIDGE

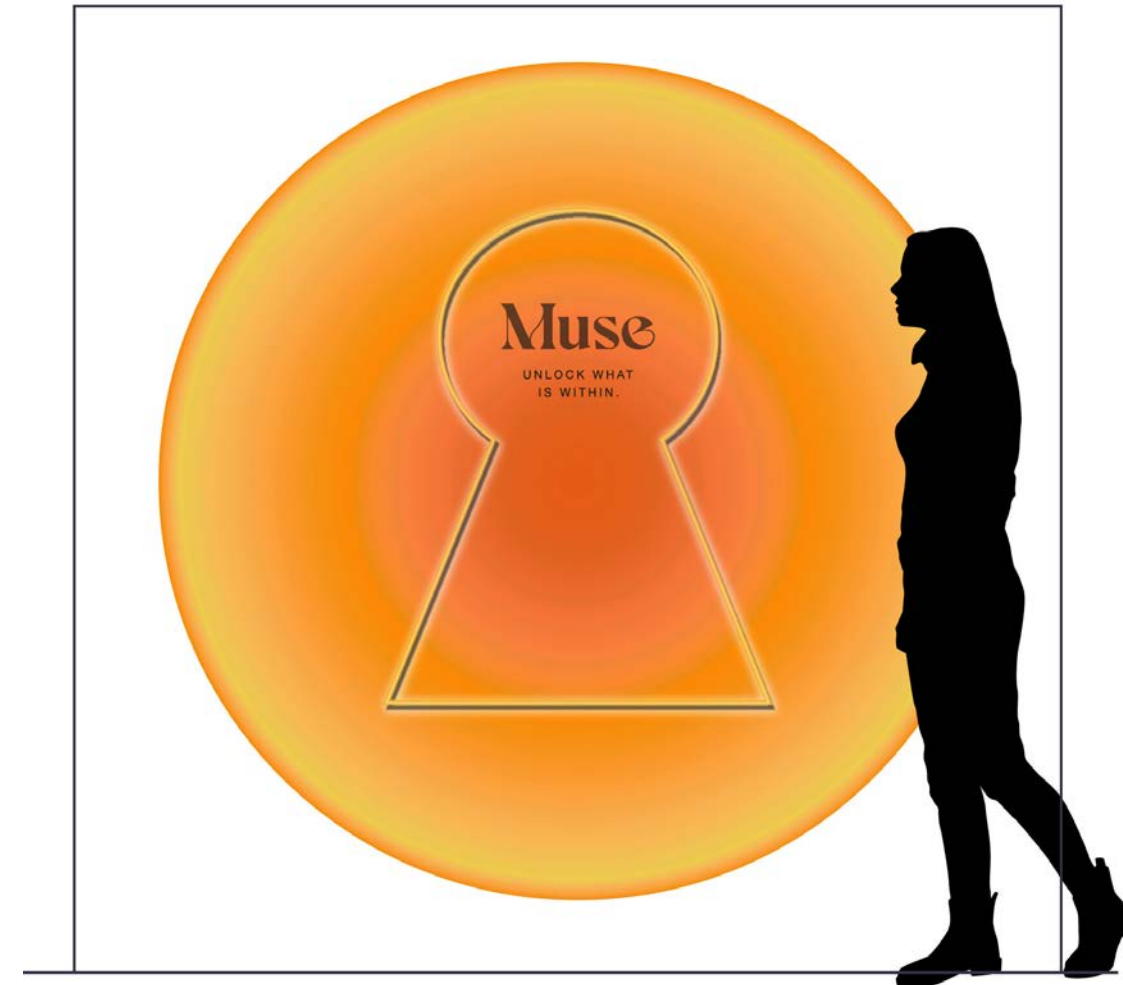
HYBRID



Muse



Signage: Small Scale



Signage: Large Scale



Pop Up Banner

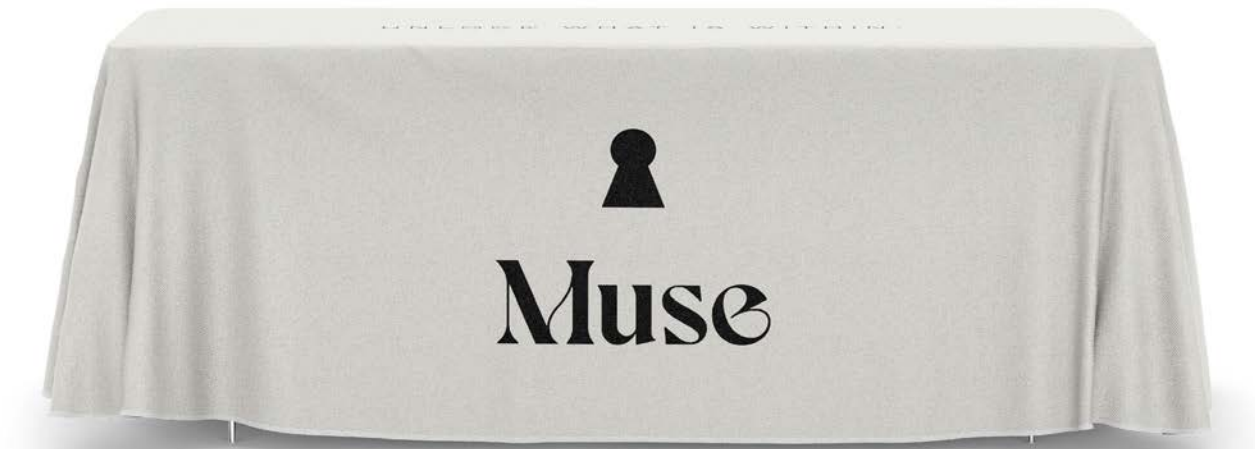


Table Cloth

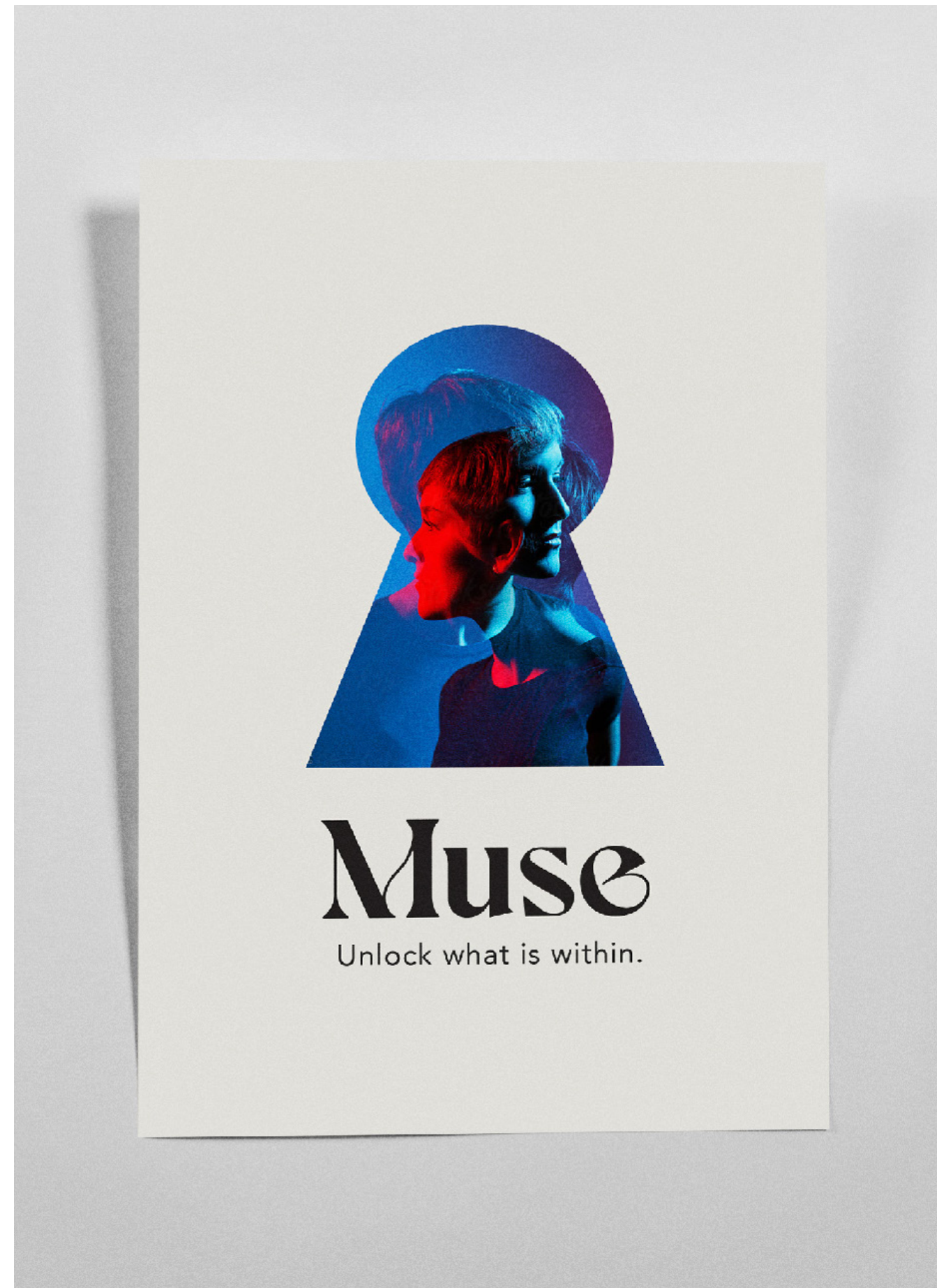
Partnerships and experiential activities

We celebrate creativity by partnering with artisans across traditional and unexpected mediums of expression. This can come to life in a myriad of ways; examples include:

Partnering with local artists to create limited edition artwork for our packaging, merchandise, or even to create a Muse jigsaw puzzle.

Conducting an in-store event with a glass-blower to create accessories for use or a painting workshop, where our consumers can use our product and let creativity run wild.



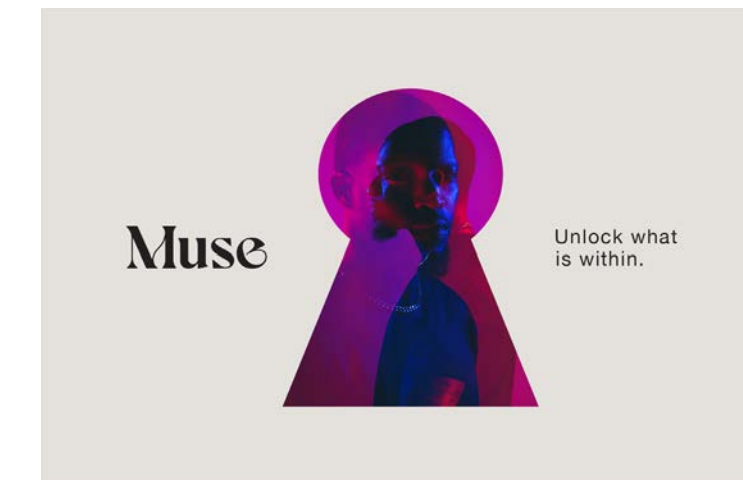
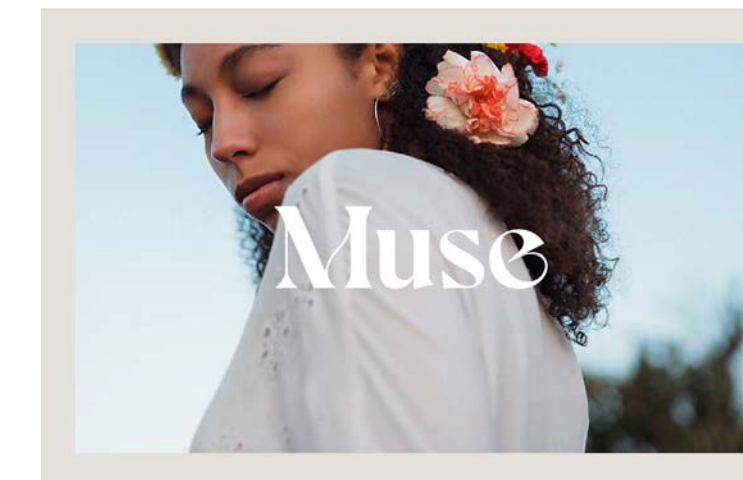


18 X 24 Poster



4 X 6 Table Tent

Front View

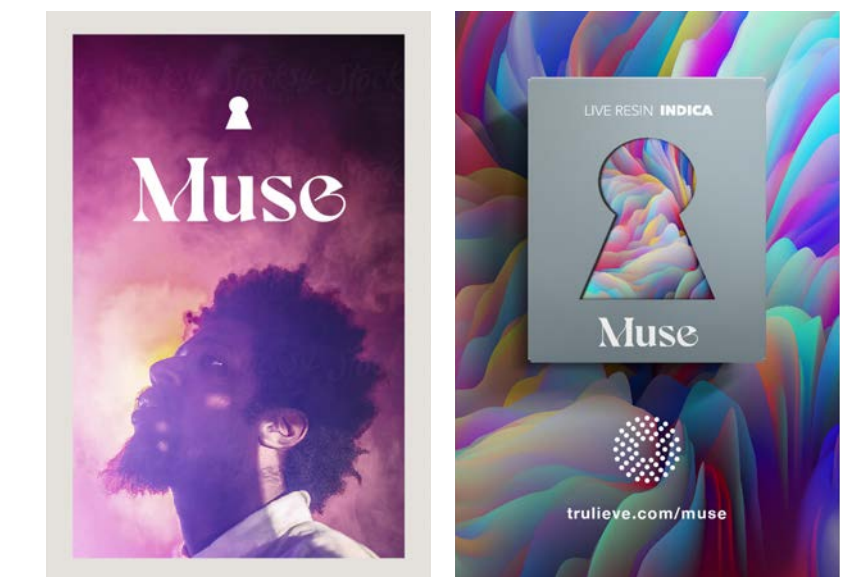
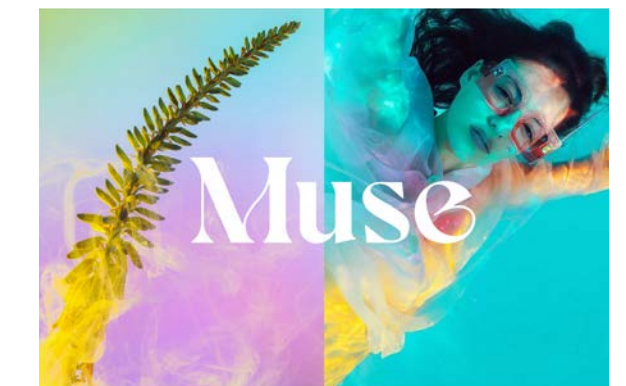


Back View

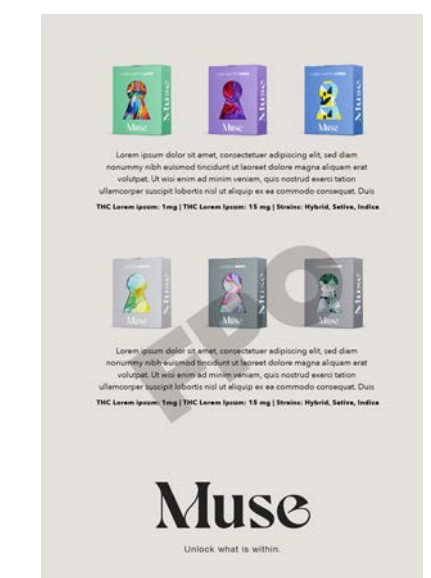


5.5 X 8.5 Counter Card

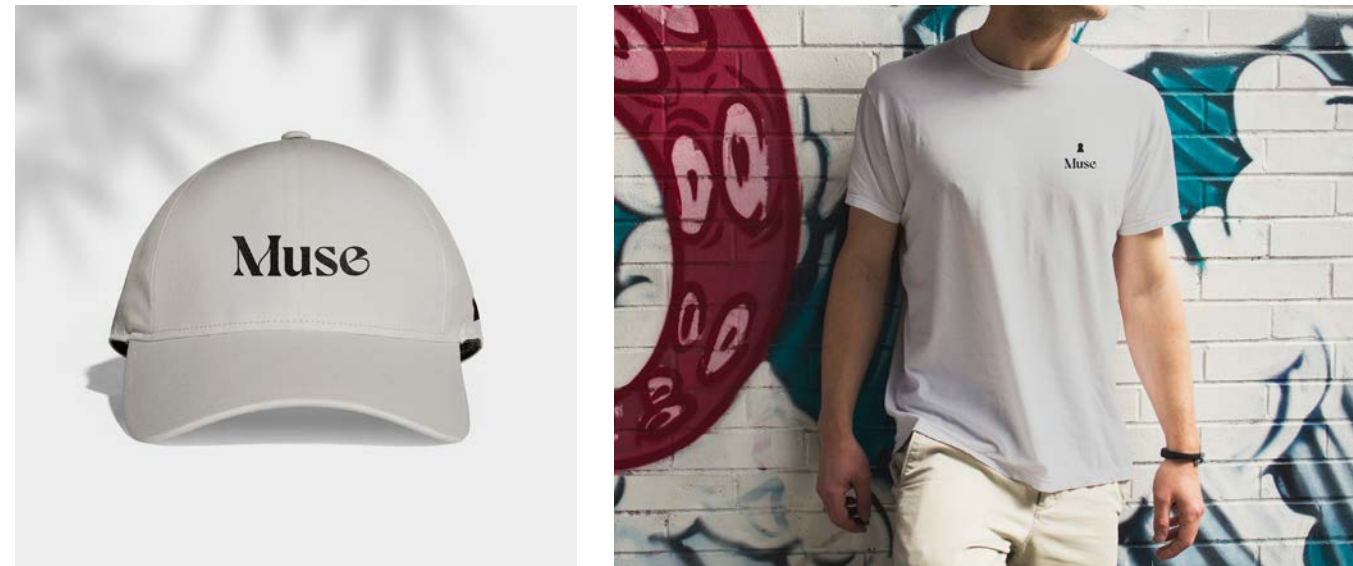
Front View



Back View



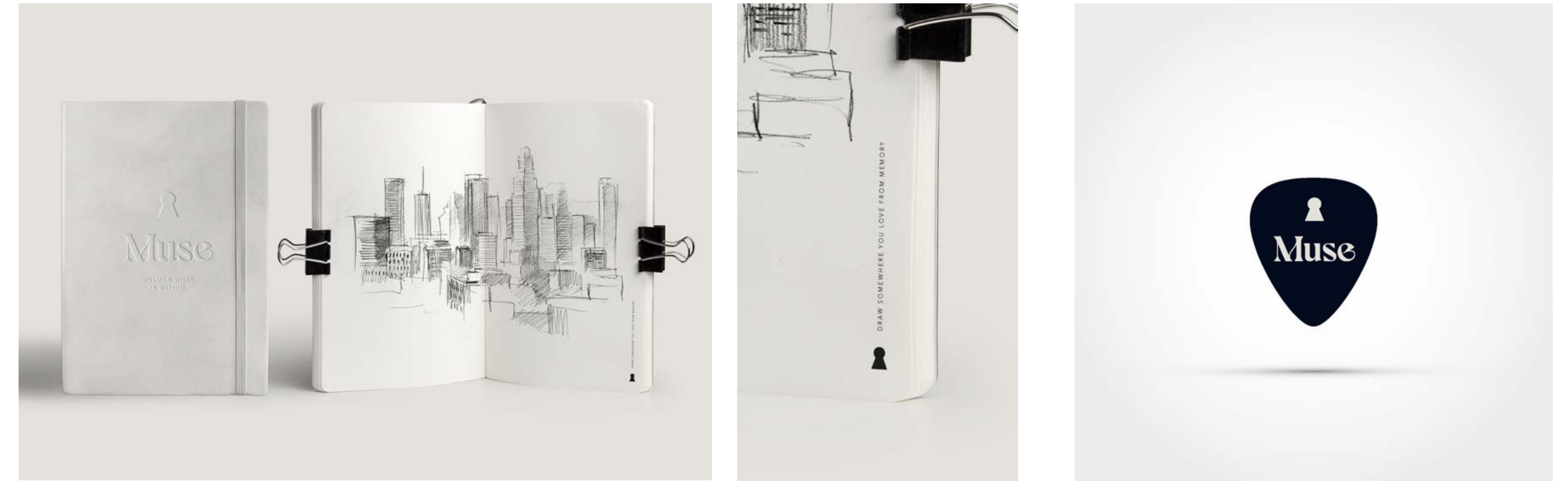
4 X 6 Product Card



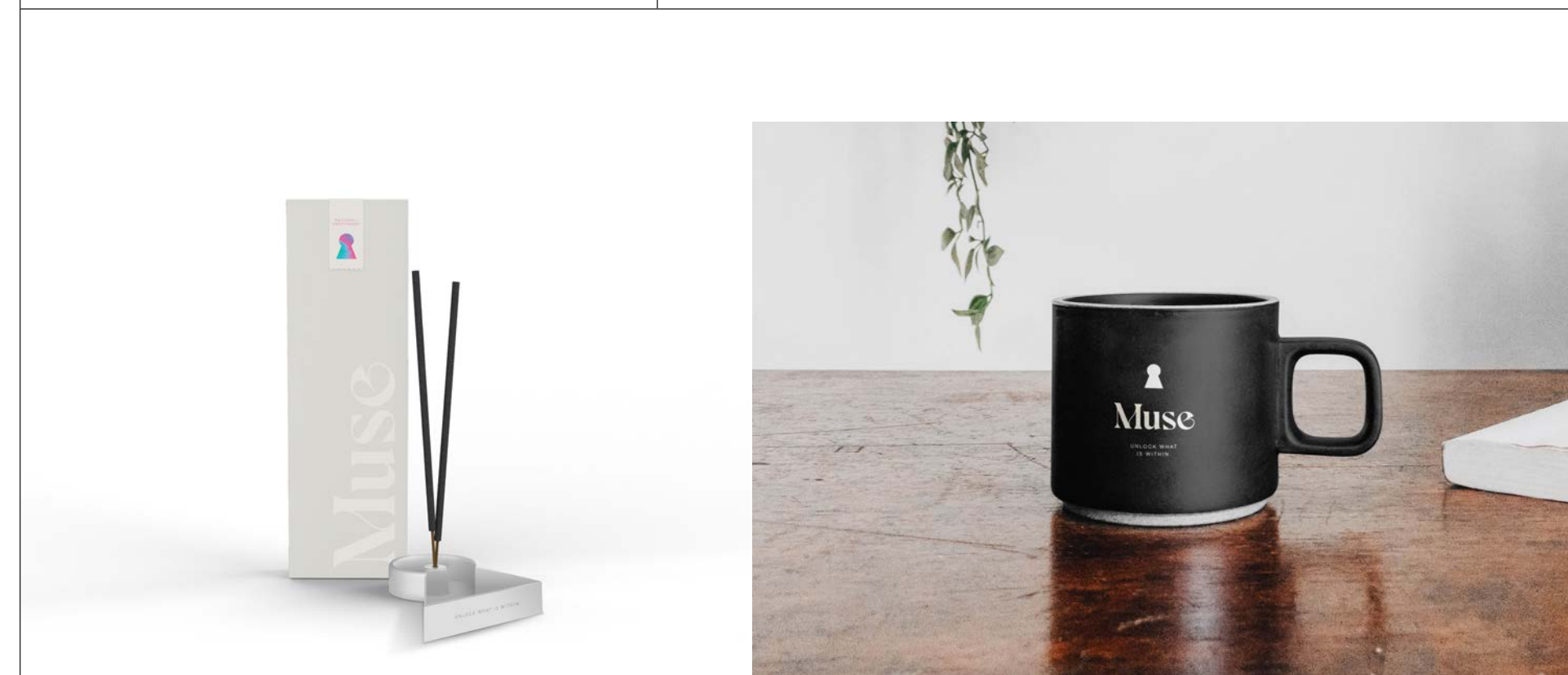
Wearables



Smoking Accessories



Creative Tools



Housewares



Art Puzzle

Social Media

Creative Catalyst

Use our product and environmental cues to invite the mind to be open to a world of wonder and possibilities. We evocatively connect to consumers' needs and creative goals presenting ourselves as a tool rather than a prescriptive solution.

An Elevated Experience

While our premium product is crafted with connoisseurs in mind, our overarching message must appeal to a broader audience. Ensure that our tone and personality reinforce premiumness without pushing ourselves into a closed-off, elitist positioning.

Open-Minded

Our approach is inclusive of all forms of creativity and we elevate the role that cannabis plays in opening the mind. As part of our premium positioning, we keep our open-minded approach professional, never leaning into a trippy or psychedelic space, opting to visualize product benefits through in-the-moment creative action.

Alluring

Our feed is thoughtfully curated, putting our "Unlock What Is Within" message front and center. We draw consumers in with meticulously selected branded, UGC and influencer content, not promos and campaigns, inviting them to explore and unlock their muse.

Intentional Enlightenment

While social media is fleeting, everything we post is purposeful and thought-through, from idea to execution. We are present, in the moment, and acting on our creative abilities.

Self-Exploration

Spark Originality

Inspiration is Everywhere

Anything is Possible

Self-Exploration

See what happens when you get introspective. Muse refocuses the lens of your imagination to look inside yourself and discover what you are capable of.

ART DIRECTION

Show the artist in a state of creative euphoria or contemplation. Always a personal moment with individual subjects rather than a group. Captured through an artistic lens. Unexpected color to stimulate the senses. Black and white to capture the raw emotion. Keep it elevated and alluring.

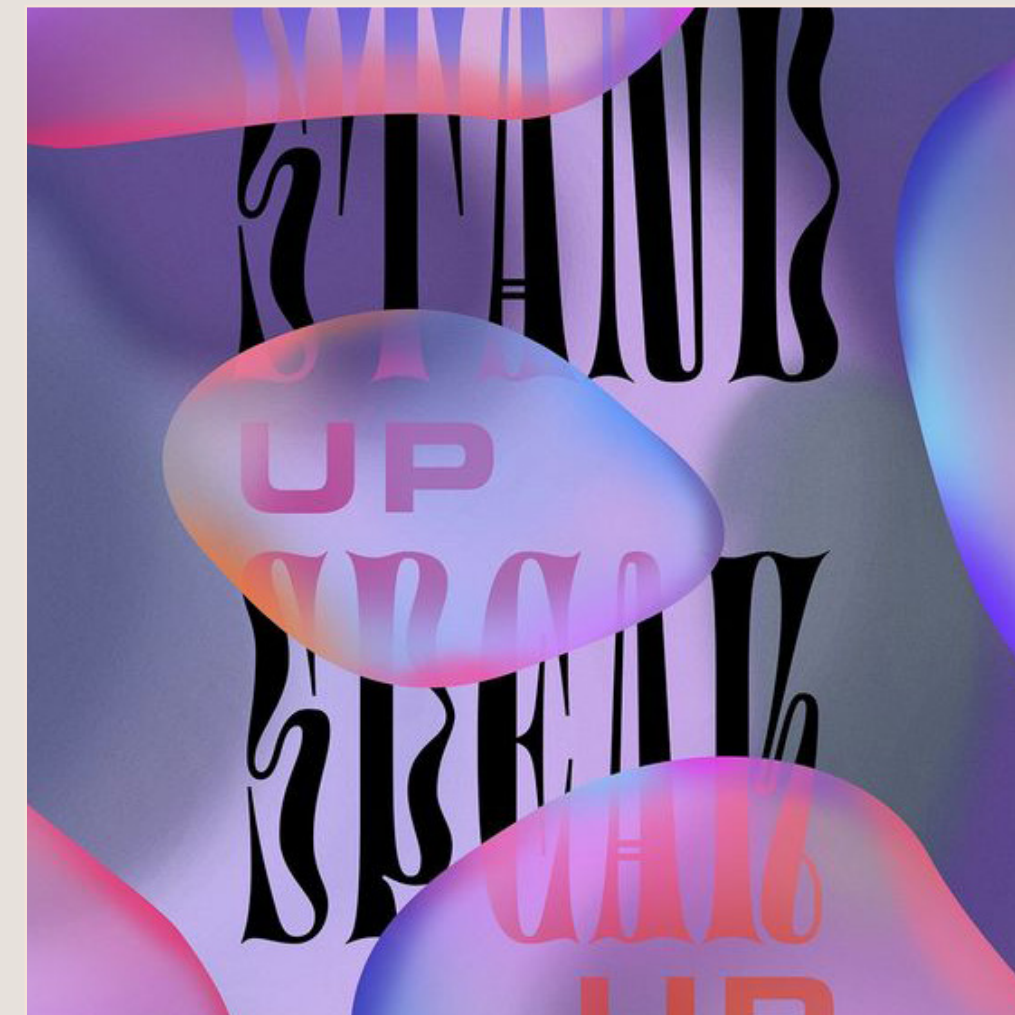


Spark Originality

Muse is here to help you break the barriers of expectation. We free your mind so you can tap into the depths of your creativity without reservation.

ART DIRECTION

This is where we can feature works of art and speak to creative outlets — from fine art to street art, still life to animation, music and poetry, fashion and design. Where imagination has no limitations. Content here would need to be commissioned, licensed or UGC.

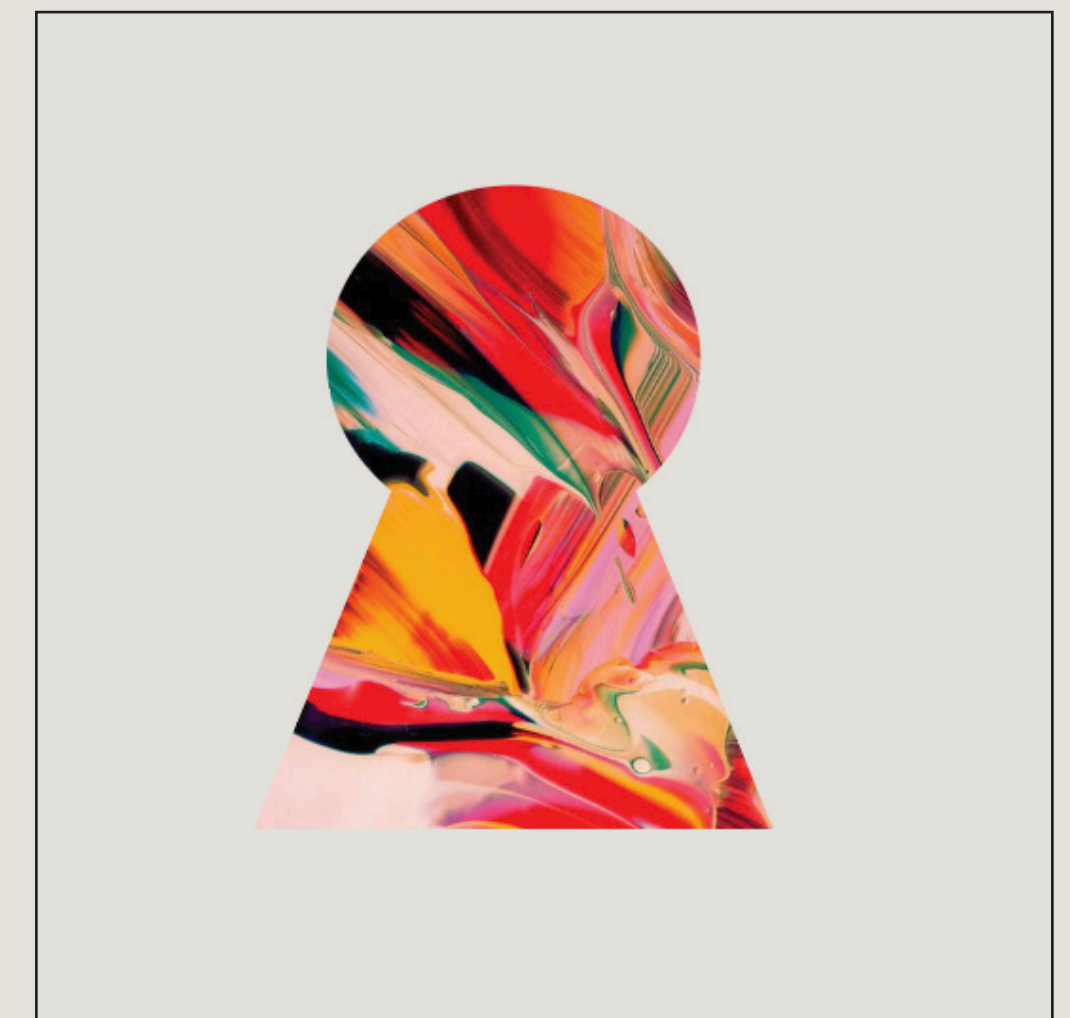
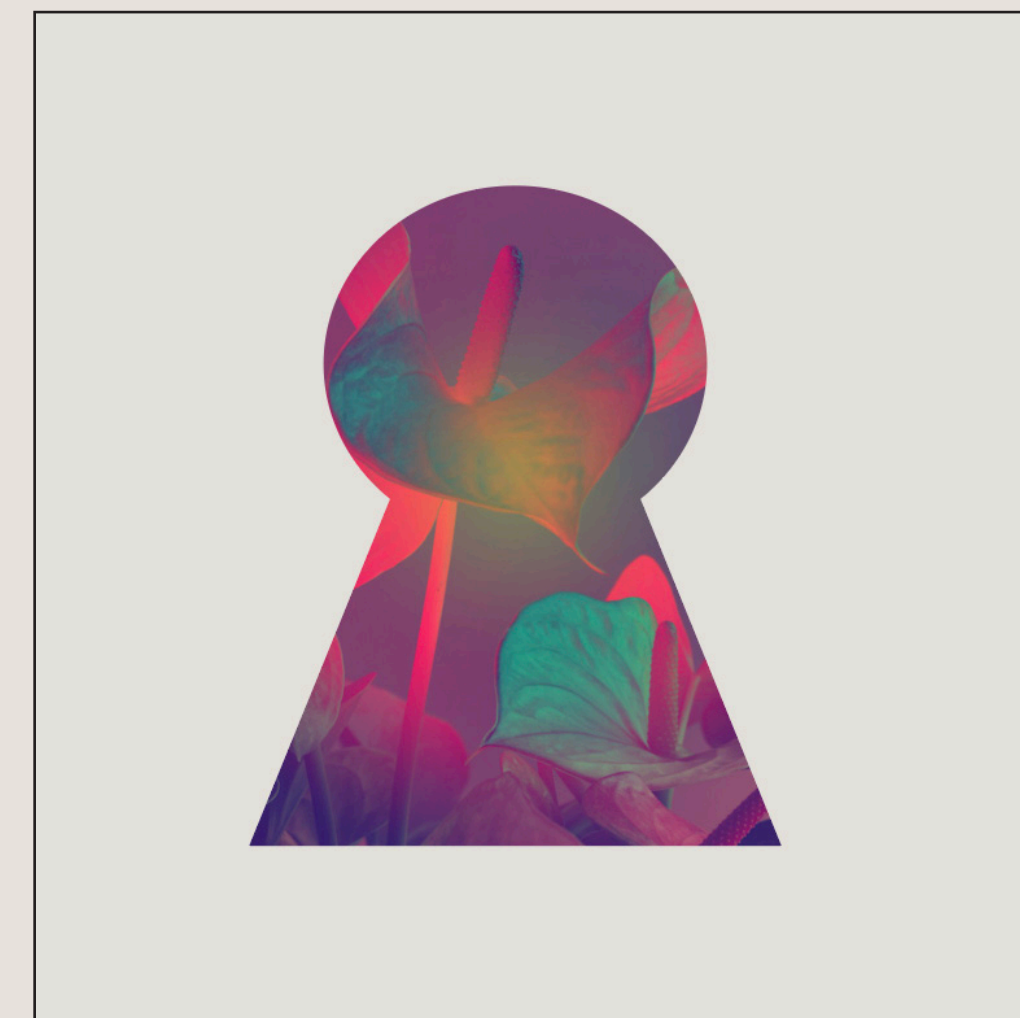
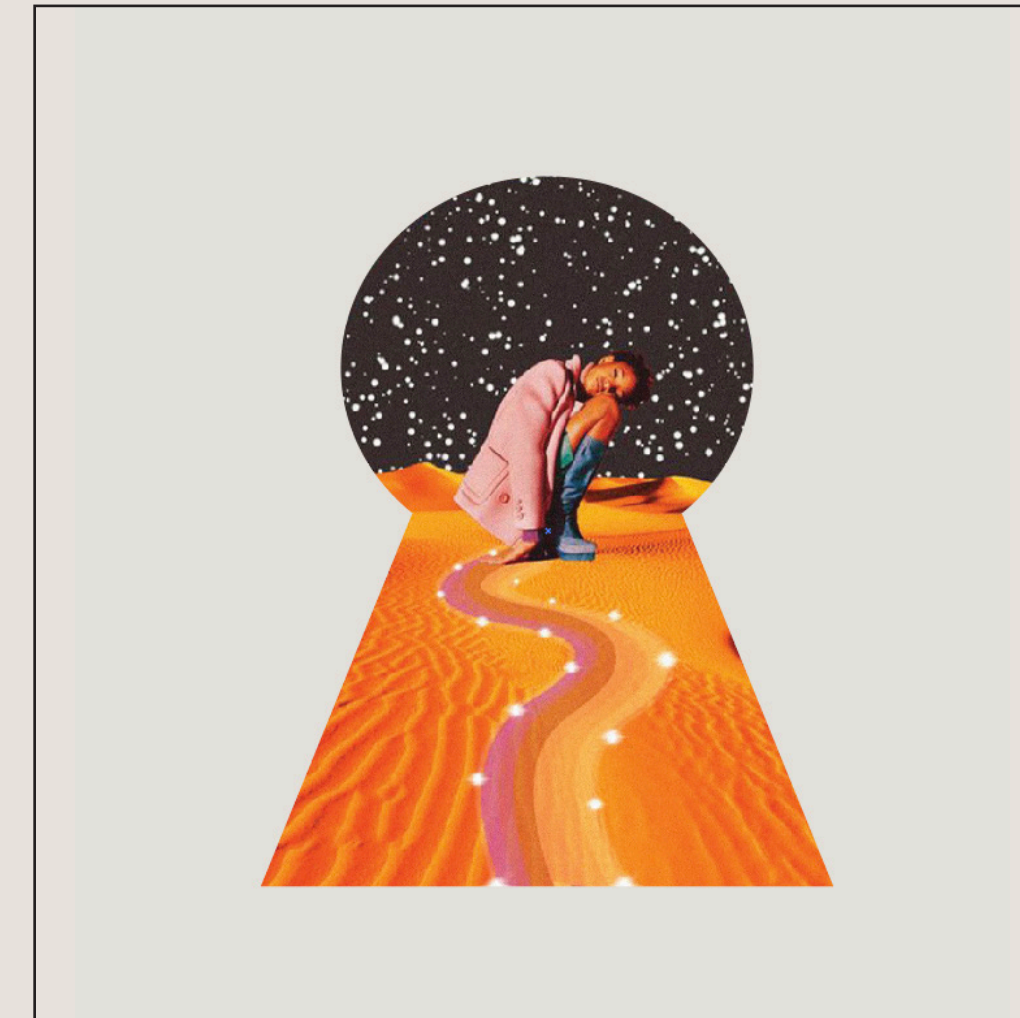


Inspiration is Everywhere

From the organized chaos on your coffee table to the local art museum, inspiration can truly be found anywhere. Muse opens your eyes to see beauty wherever you are.

ART DIRECTION

This is all about the Muse keyhole — your portal to creativity. Within the keyhole we'll find works of art as a spark of inspiration, or we'll capture the artist in a moment of creation or a peek into a fantastic world that teases the imagination.



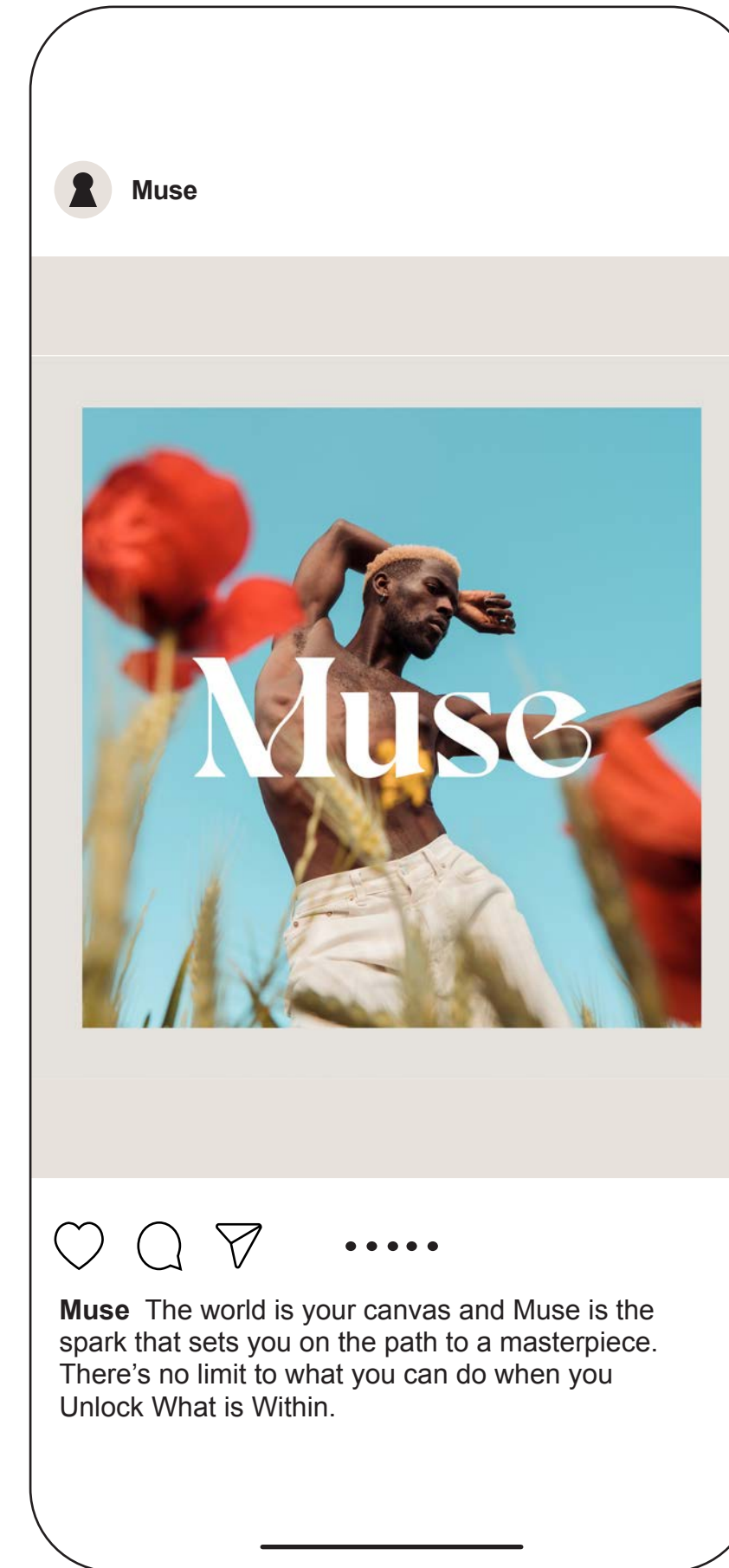
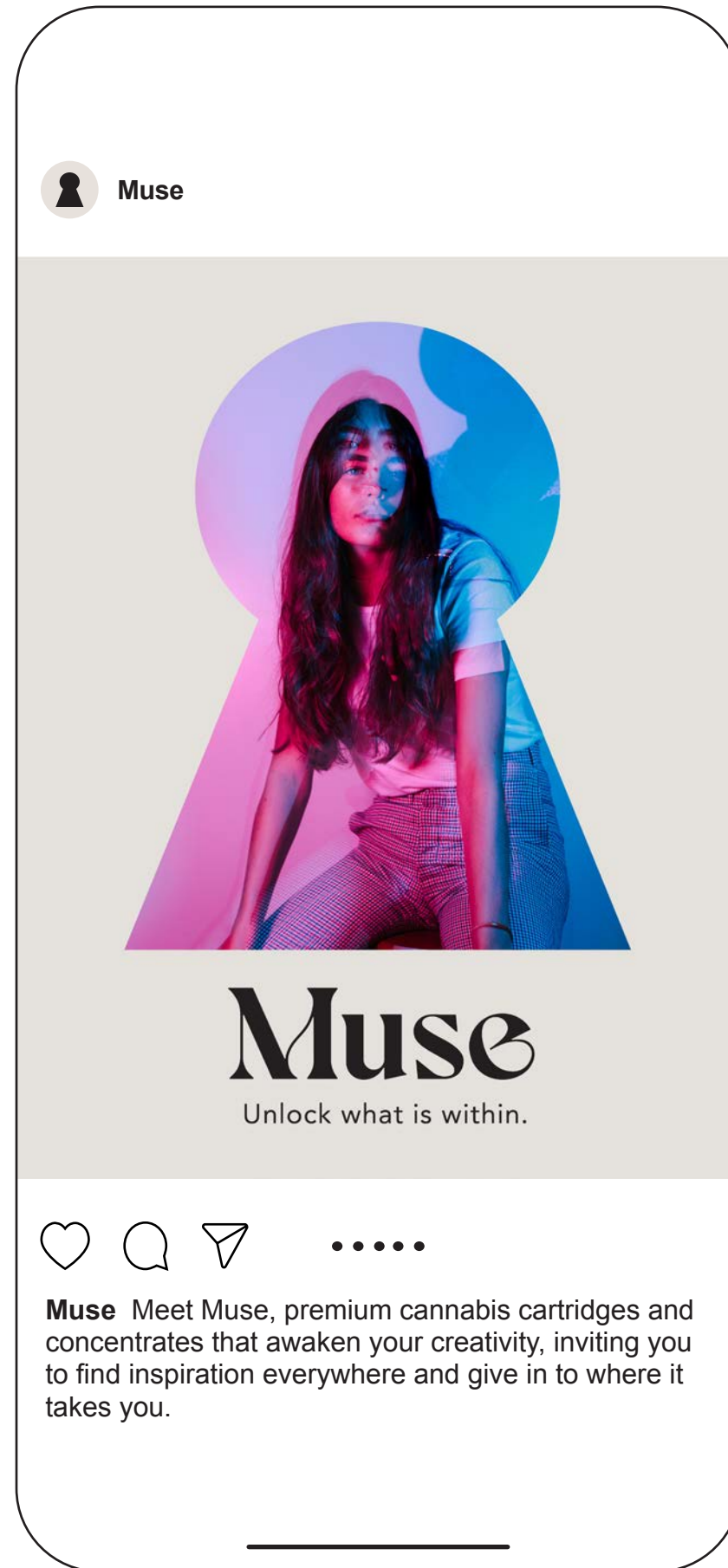
Anything's Possible

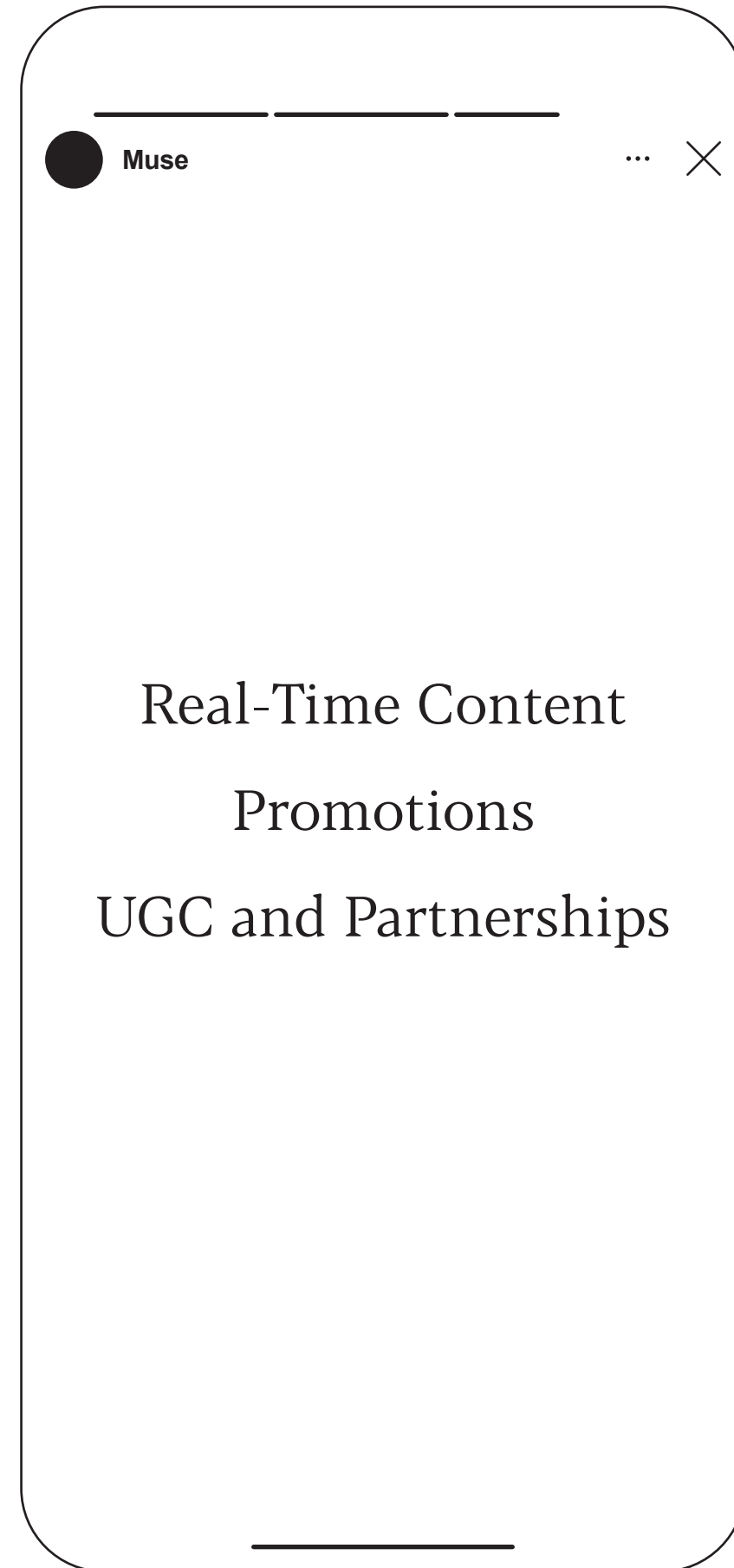
Muse is the key that unlocks what is within, unleashing the full power of your creative vision, no matter the medium.

ART DIRECTION

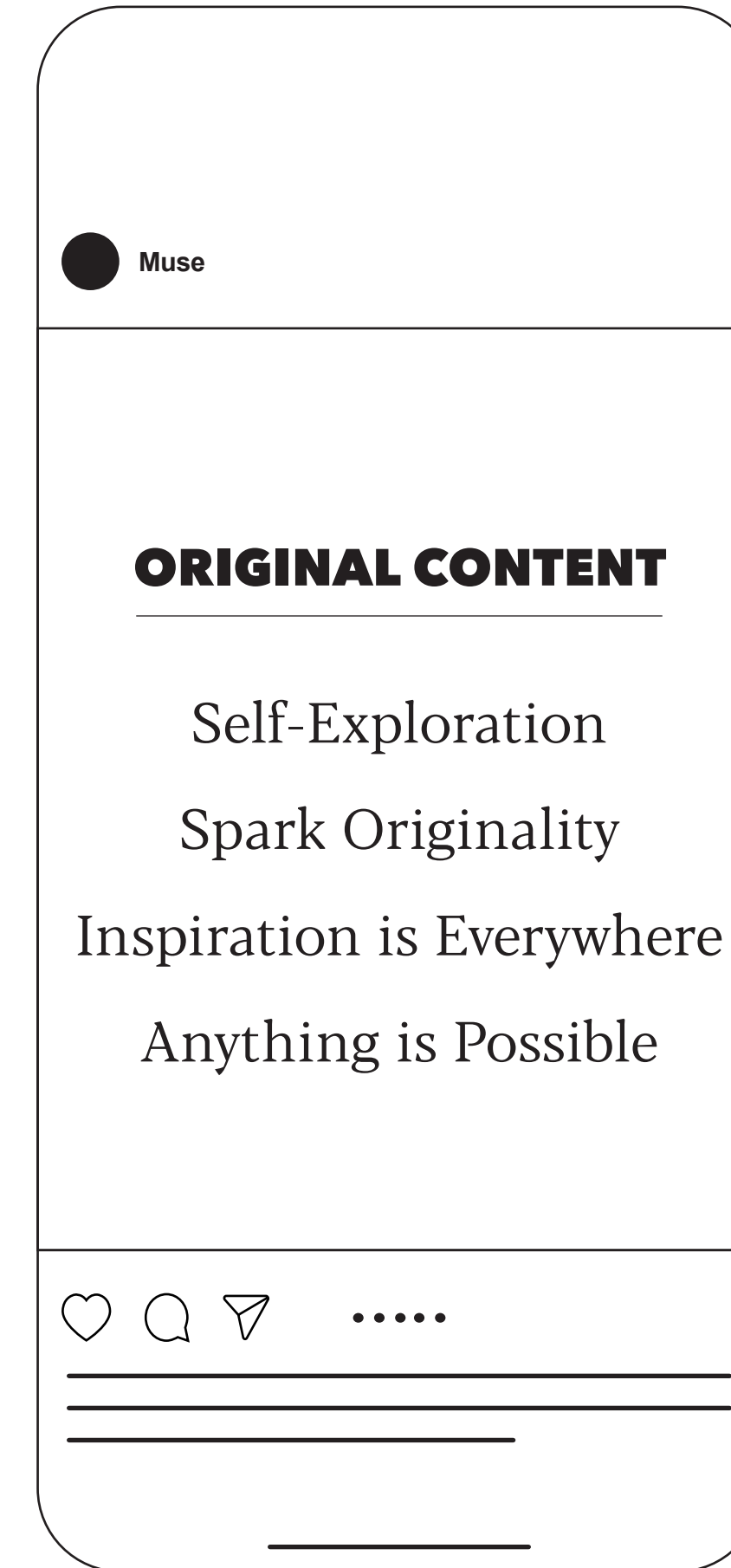
Show off our products as the ultimate source of inspiration. Get vibey. Atmospheric lighting and color. Unexpected propping and context. Keep it sophisticated and always imaginative.





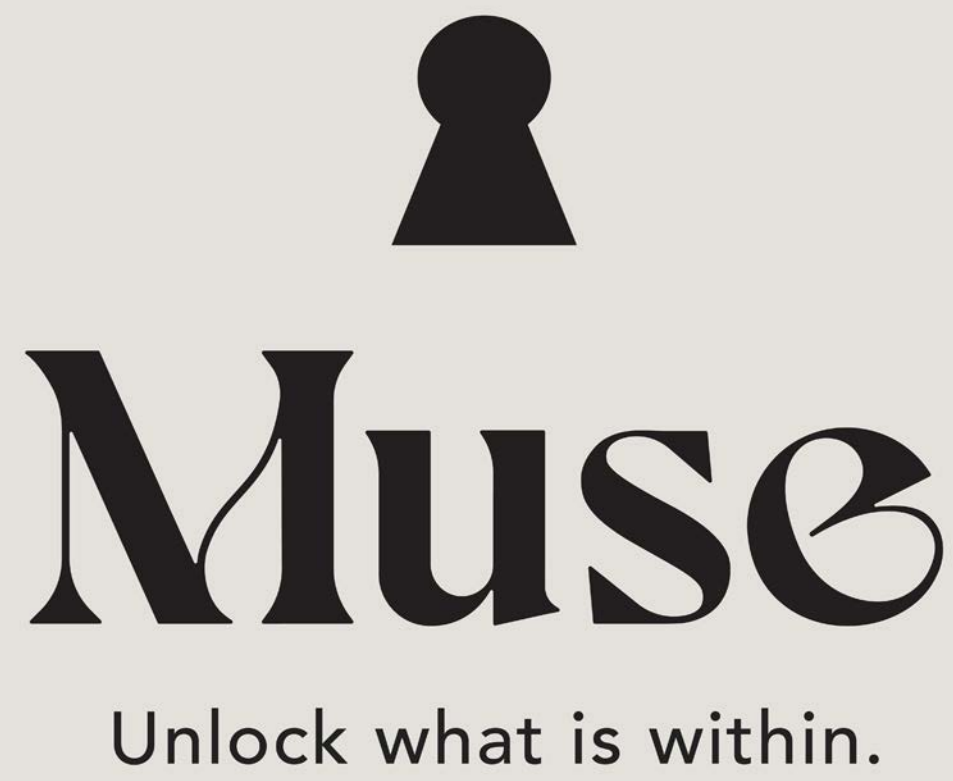


IG Stories



Feed Posts

Brand Overview



Everybody has a muse and for many, it's cannabis. With premium, mind-expanding concentrates and cartridges, Muse awakens your creativity, giving you permission to let go and give in to inspiration. The world is your canvas and we are the spark that sets you on the path to a masterpiece. There's no limit to what you can do when you Unlock What is Within.

Tagline: Unlock what is within.

Creative Direction: Imagination Without Limitation
 Show our audience what it feels like to dream and create without boundaries. Paint with light. Bathe in color. Bask in the light of imagination. Keep the vibe elevated with a sense of sophistication.

Muse should always show up as:
 Immersive, Atmospheric, Alluring, Sophisticated

Brand Mark



The Muse brand mark consists of the iconic keyhole and the wordmark. This mark should be utilized for the majority of off-package executions. The brand mark should only show up as black or white and proper contrast should be considered when selecting either expression.



The brand mark can be paired with our tagline and used with brand colors so long as proper contrast and legibility are maintained.

Wordmark

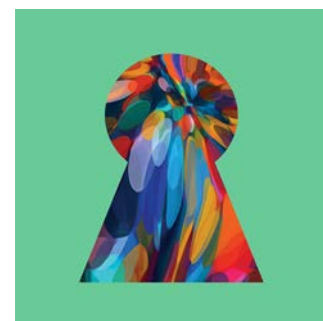


The Muse wordmark can be separated from the keyhole icon for more simplified usage scenarios. The wordmark should only show up as black or white and proper contrast should be considered when selecting either expression.

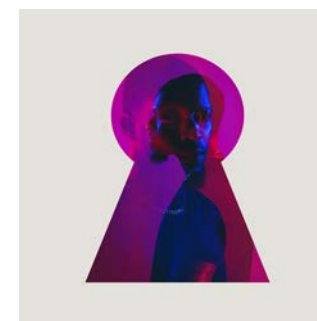


The wordmark can be paired with Muse brand colors so long as proper contrast and legibility are maintained.

Muse Keyhole

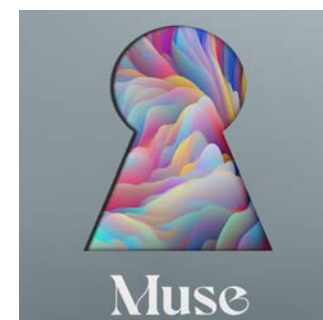


The Muse keyhole is our most iconic brand asset. The keyhole represents a portal to creativity. On packaging, a selection of art is expressed within/ behind the keyhole. The keyhole can also be used in other branded materials beyond packaging.



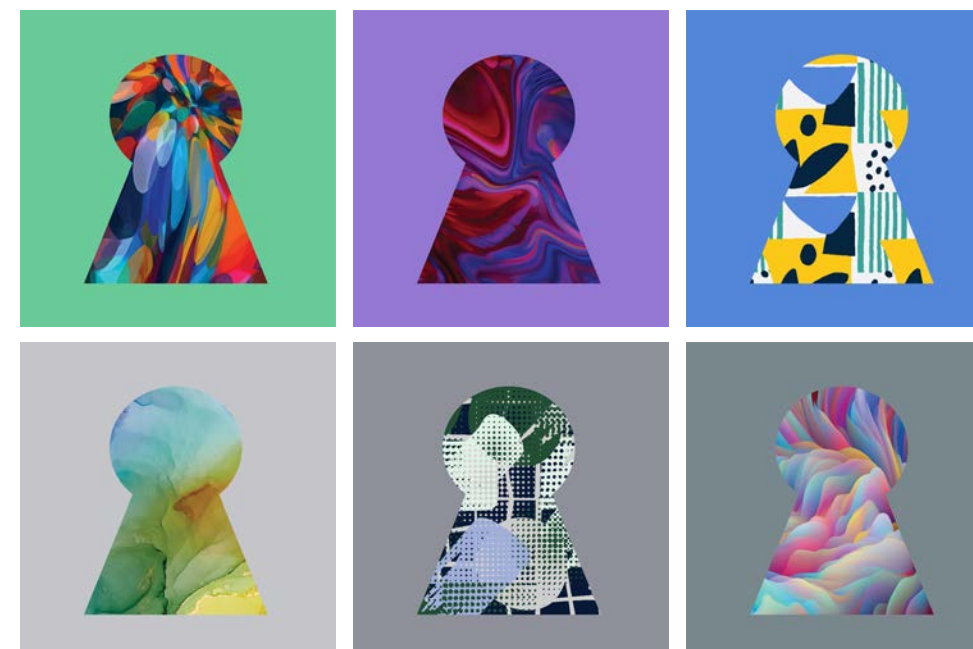
In off-package executions, the keyhole can also feature lifestyle imagery. To ensure clarity and focus, this should be restricted to one singular image. Product imagery should not be placed within the keyhole.

Packaging Logo



Muse secondary packaging features the keyhole plus the wordmark. The keyhole always features one piece of art that has been selected for the specific strain of cannabis (e.g., Sativa, Indica, Hybrid).

Packaging Keyhole Art Examples



Colors

To ensure the Muse brand is always represented with an air of sophistication, a series of complex hues have been selected. The Muse packaging color palette consists of saturated hues that connect with our *Cured* product range, while a range of neutral tones have been selected to denote a more premium experience within our *Live* product range.

The use of neutral PMS 9080 is reserved for off-package communication and is intended to only be used with black brand impression(s). Black is used sparingly and typically reserved for logos and typography.

BLACK	PMS 9080		
PMS 346	PMS 2718	PMS 2655	PMS 7577
CMYK 23/18/16/0	CMYK 25/21/14/14	CMYK 47/38/32/1	CMYK 57/41/38/4

Typography

Avenir Next

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789

Weights: Ultra Light, Regular, Medium, Demi-Bold, Bold, Heavy, Ultra Light Italic, Italic, Medium Italic, Demi-Bold Italic, Bold Italic, Heavy Italic

Used for all Muse communications.

Thank You

