



Brand Guidelines

August 2021



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WHAT IT MEANS TO SWEET TALK





BRAND MANIFESTO

Is there anything better than gettin' a little sugar? When you open your mind to good times, the day's a little sunnier, the night's a little cooler, and life gets a whole lot sweeter.

Craveable confections infused with premium cannabis, Sweet Talk gives the goods that are sure to leave a big smile on your face.

Open wide and get a taste of our delightful bites.

You know you want some.



SWEET TALK IS...

A Cheeky Flirt

The Friendly One

Always Down for a Good Time

The One Everyone Wants a Piece Of

Sweetly Upbeat

SWEET TALK IS NOT...

A Shameless Sexpot

A Conservative Bore

Immature or Stupid

The Provocative Try-Hard

Obnoxiously Perky

BRAND TRUTHS

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



CONSUMER TRUTH: REVEL IN GOOD TIMES

"I want to let loose and have fun."

BRAND TRUTH: THE SWEET LIFE

Sweet Talk is an invitation to celebrate life's playful side with a taste of irresistible optimism.

CULTURAL TRUTH: SPARK JOY

In a heavy world, people are looking for moments of levity.

PRODUCT TRUTH: SATISFY YOUR CURIOSITY

We're the unbridled fun you seek and the bite-sized bits of euphoria you crave.

CORE AUDIENCE:

STRESSED-OUT MILLENNIALS

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

FRINGE AUDIENCE:

NEWBIES

Individuals who report being new to cannabis.

FRINGE AUDIENCE:

MICRODOSING MAMAS

Women with children in the household who report using cannabis at least weekly.

OUR AUDIENCE

If you're going to sweet talk someone, you'd better know who you're talking to. This is a glimpse of our audiences and their head spaces so we know just how to invite them into our world.



DESIGN SYSTEM





BRIGHT, BOLD AND BECKONING

Inspired by vintage sweet shops, Sweet Talk's promise is alluring, inclusive fun and approachable simplicity.

Show everyone that we're always down for a good time. Keep it fun and upbeat through vibrant color, playful composition and irresistible charm.

Sweet Talk should always be:
Bold • Vibrant • Playful • Cheeky



BRAND MARK

Sweet Talk's primary logo impression is composed of a swirling, script typeface paired with an outlined sans serif typeface and the "bitten lip" icon in our bold blue.

The mark, in its entirety, can be recolored and paired with the tagline so long as proper contrast and legibility are considered.

The brand mark can also be recolored to match flavor-forward impressions so long as contrast is high to ensure legibility. This mark should be utilized for the majority of off-package executions.



Sweet Talk Brand Mark - 1A



Sweet Talk Brand Mark - 1B

WHAT NOT TO DO



DON'T CHANGE
THE RATIOS OR SPACING



DON'T CHANGE
THE OUTLINES



DON'T GO BANANAS
WITH COLORS



DON'T OUTLINE
THE BRAND MARKS



DON'T STRETCH OR
SKEW THE BRAND MARKS



DON'T ADD PARTS
TO THE BRAND MARKS



DON'T ADD A
DROP SHADOW



DON'T USE GRADIENTS
ON THE BRAND MARKS

WORD MARK

The Sweet Talk wordmark distills the brand impression down to its simplest format. The two font style approach utilizes script, outlines and inlines work together to create a balanced duality that fits nicely with the Sweet Talk brand.

The wordmark can be recolored to match flavor-forward impressions so long as contrast is high to ensure legibility. This mark can also be used when the lips have been extracted from the Brand Mark.

The wordmark 'Sweet TALK' is displayed on a yellow background. 'Sweet' is written in a dark blue, elegant script font, while 'TALK' is in a dark blue, bold, outlined sans-serif font.

Sweet Talk Word Mark - 3A

The wordmark 'Sweet TALK' is displayed on a dark blue background. 'Sweet' is written in a white, elegant script font, while 'TALK' is in a white, bold, outlined sans-serif font.

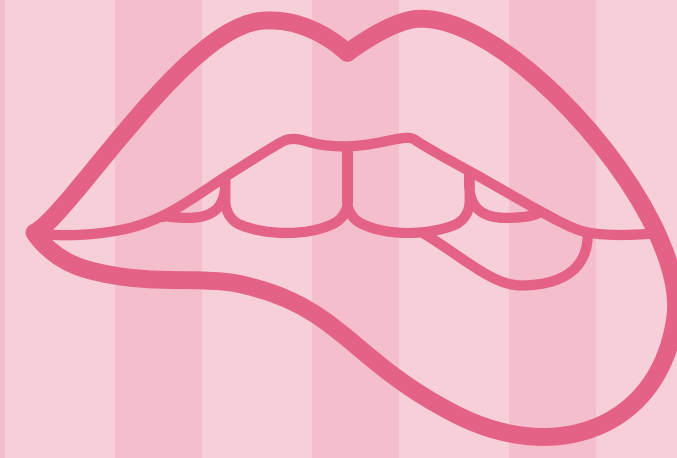
Sweet Talk Word Mark - 3B

PACKAGING LOGO

The Sweet Talk logo for packaging is composed of the iconic pill shape and balanced badge typography which pulls you in to discover more. Focused on simplicity and approachability, a one-color impression of the outline version should be used to lay over active, appetizing photography.

The filled version should be used in a simple two-color arrangement so that the pill-shaped background provides contrast and legibility to the color-consistent brand typography. Ensure that typography contrasts the background for increased legibility.





THE LIPS


Sweet Talk gives all of us that moment of desire and indecision before giving in to an delightful experience.

These moments, as well as the edible nature of our products, inspired the bitten Sweet Talk lips.

The primary, outlined bitten-lip should be used sparingly on packaging and other brand executions. The lips can be recolored, however should follow the one or two-color arrangement of the logo as well as the flavor-forward coloration on packaging.

The lips can serve as a design element as a pattern or overlaying typography when paired at relative scale with the wordmark. When attempting this style remember: contrast and legibility of the shape are key to the success of this icon.

YOU
KNOW
YOU
WANT
SOME



Sweet
TALK



SHOP PATTERNS

Keep it fun and dynamic with the use of simple, yet playful candy shop-inspired patterns. The patterns can be used as background elements for photography, paired with typography and logos.

Sweet Talk's shop patterns are always expressed in one-color through soft, subtle tones of our brand color palette. The low contrast, tonal nature of the patterns insures that they never become too busy, nor distracting in any and all usage scenarios.



**YOU KNOW
YOU
WANT SOME**



SHOP PATTERNS

Three patterns have been developed for Sweet Talk and are available for use with branded communication.

Each pattern can be colorized utilizing any of the many colors within the Sweet Talk palette. We recommend utilizing an 85-90% tint of the chosen hue to create the pattern overlay.

The patterns are provided in vector format with full editability.

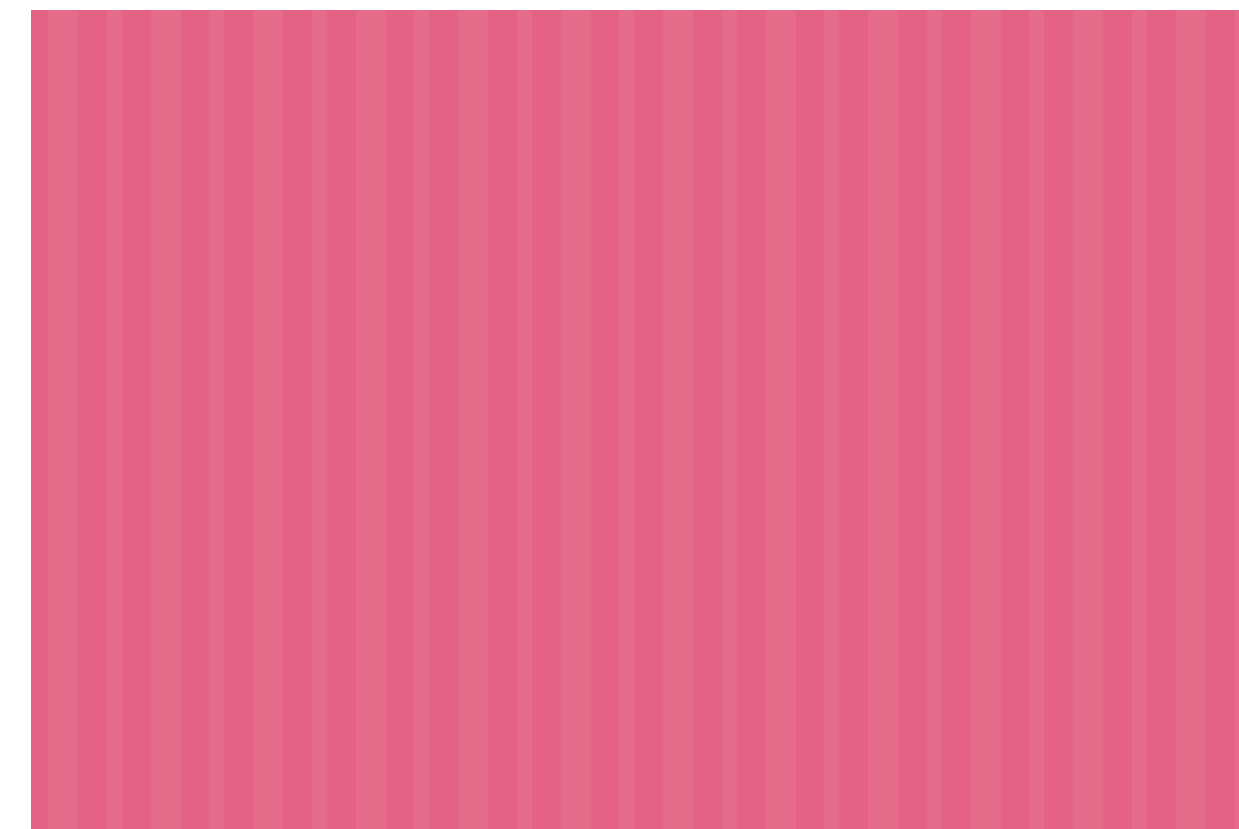
Please contact your Sweet Talk brand steward for download.



POLKA DOTS



MULTI DOTS



CANDY STRIPES

HURME GEOMETRIC SANS NO. 4

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Weights: Regular, Semi-Bold, Bold & Black

Best used for: Headlines, subheads and body copy

Brayden Script

*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*

Weights: Bold

Best used for: Accent copy, 1-2 word phrases

TYPOGRAPHY

The Sweet Talk typefaces echo our bold and playful approach. The balance of Hurme Geometric Sans No. 4, a unique sans serif, with a playful script typeface, Brayden Script ensures the candy shop aesthetic feels modern and fun.

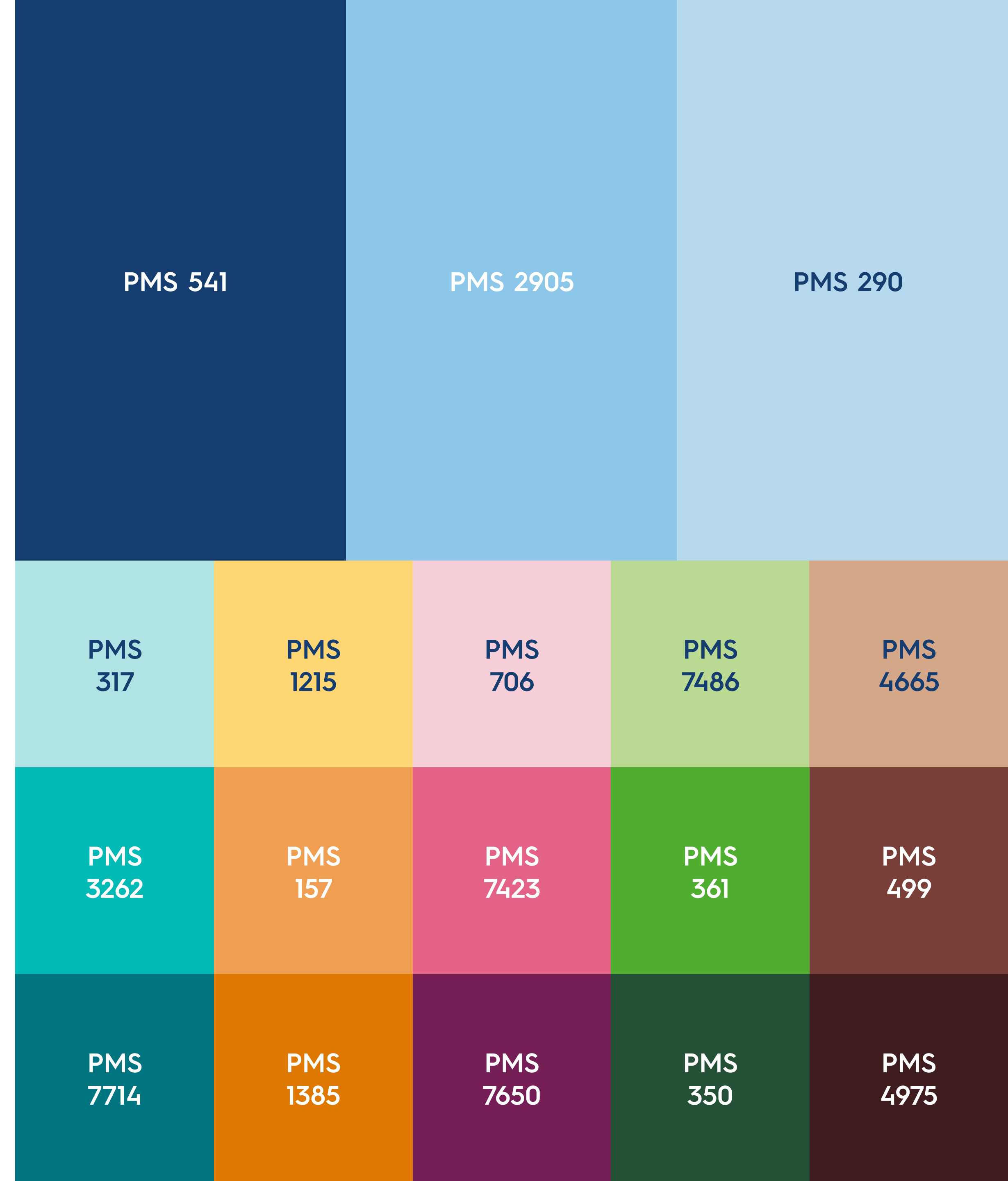
As with all brand assets, typography should emphasize a clean aesthetic punctuated by color and our delightfully goading attitude.

COLORS

To ensure a bold and vibrant candy shop aesthetic, colors are flavor-driven pastels and rich neutrals with an bright and trustworthy Navy Blue as the main brand color.

While a tonal approach to color offers simplicity and flavor-forward impressions, interplay between colors is encouraged especially for seasonal and more nuanced flavors.

The palette at right represents a broad approach to the current product offering, however, when generating new colors, ensure tone, temperature and flavor come first.



PHOTOGRAPHY GUIDELINES

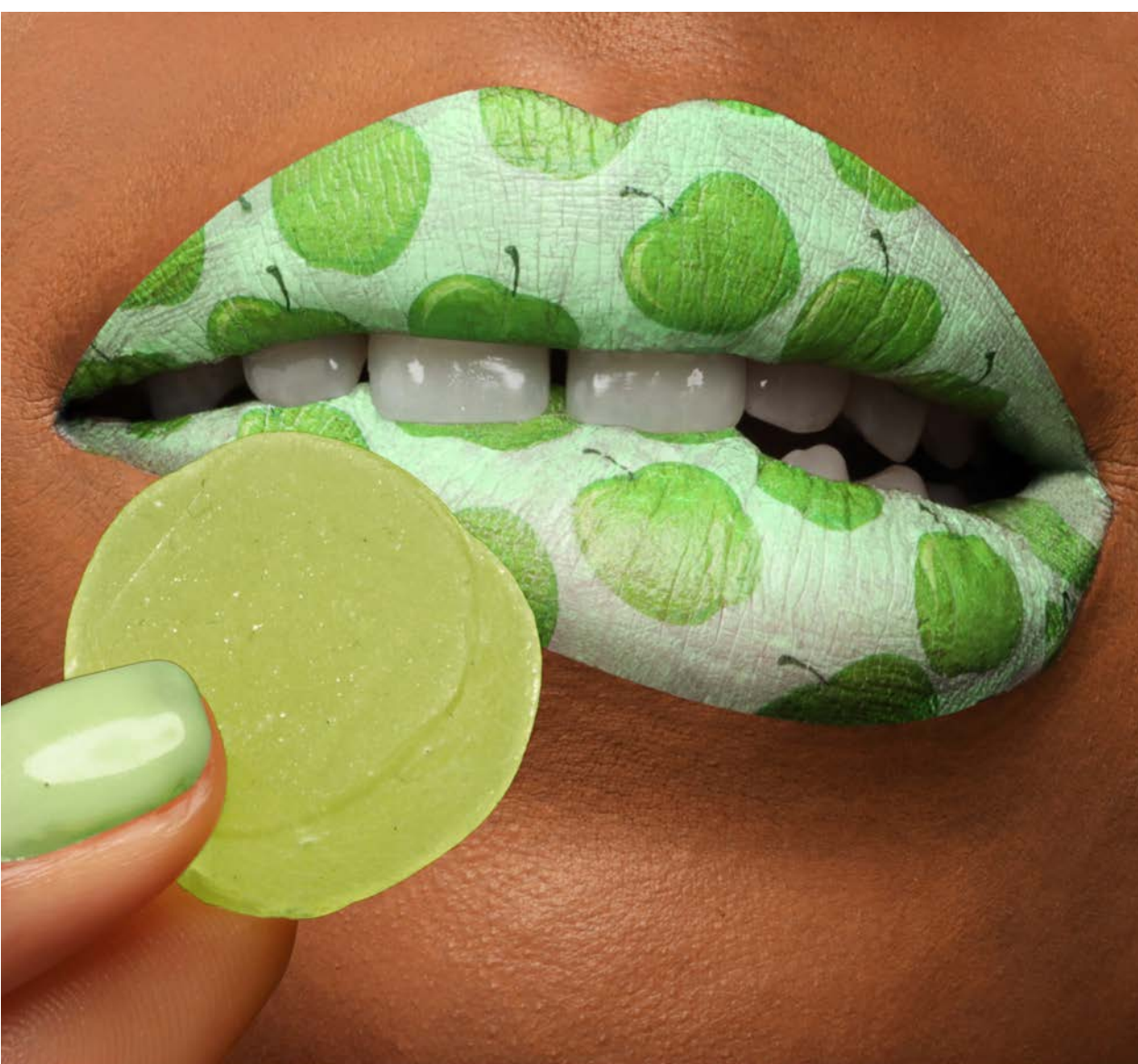




IMAGERY OVERVIEW

Unapologetically cheeky. Upbeat. Enticing. Dripping with color. An adult playground full of charm and sprinkled with wonder.

Sweet Talk imagery is all about capturing the bright side of being human. It's an optimistic outlook with a wink and a smile. It's about reveling in the good times. Taking a moment to stop and smell the gummies. The visual narrative is all about showing off our cheeky disposition, so have fun!



PRODUCT

We've got the goods everyone craves. So let's show 'em what we're working with. Our gummies are bite-sized bits of euphoria. Our chocolate bars are heavenly. All of our products are many things, but boring is not one of them. No way.

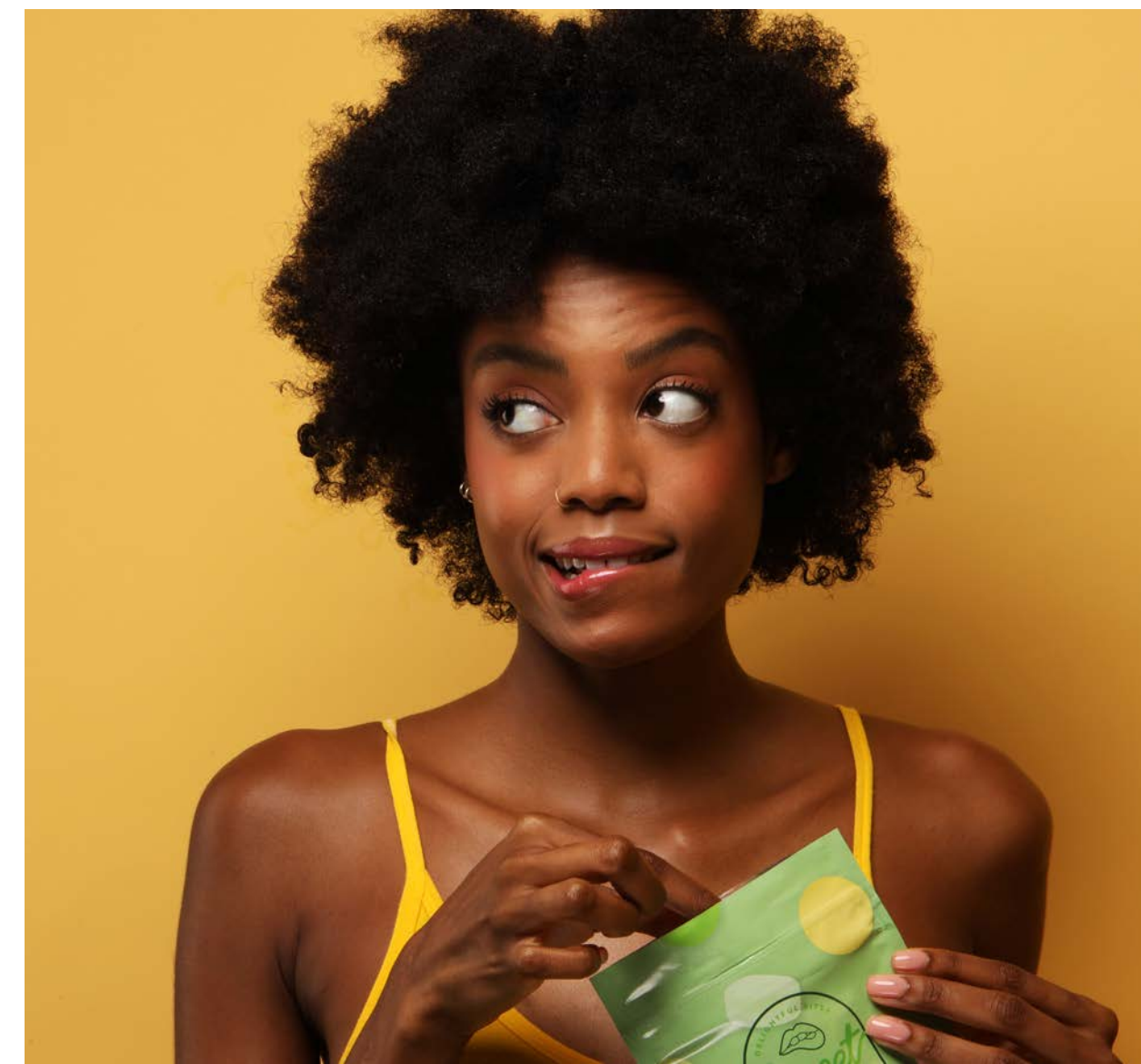
Sweet Talk loves a good party, so capture our products in groups as they mingle and flirt. Make them dance and dazzle through playful compositions while using Sweet Talk brand colors in backgrounds and surfaces. Dynamic camera angles and propping can also provide and contribute to our unique POV.



LIFESTYLE

We are an inclusive brand that champions all of the quirky idiosyncrasies that make the world so delish. Whether individual or group shots, 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.

Pump up the color! It stimulates the senses and tickles the eyes. Color can be introduced through styling and propping. Whenever possible, Sweet Talk brand colors are preferred.



ICONIC ASSETS

Luscious lips. The kind that make you wanna lean in and take a bite. Our most iconic asset shows just where all that Sweet Talk comes from and through photography, we can bring them to life in many wondrous ways.

Don't be afraid to get up close and personal.

Crop in so that the shot is clearly focused on a mouth. Dress 'em up with quirky lipsticks and styling. Or go naked, because we like to challenge convention. Just have fun with it. Take a bite of product to entice the taste buds and make mouths water.

Always keep it inclusive. Female, male, non-binary, all ethnicities, shapes and sizes — everyone loves a little Sweet Talk.



PHOTO LIBRARY

All of the following images are available for exclusive and unlimited usage with any and all Sweet Talk brand communications. Please contact your Sweet Talk brand steward for download.



ST_Group_IMG_2399_Chocolate Added



ST_Gummy_Group_IMG_2450



ST_Choc_Group_IMG_2460



ST_Gummy_Apple_IMG_2201



ST_Gummy_Mixed Berry_IMG_2375



ST_Gummy_Pineapple_IMG_2325



ST_Gummy_Watermelon_IMG_2294



ST_Chocolate_Dark_IMG_2346



ST_Chocolate_Milk_IMG_2305



ST_Chocolate_Mint_IMG_2228



ST_Lifestyle_IMG_5134



ST_Lifestyle_IMG_5204



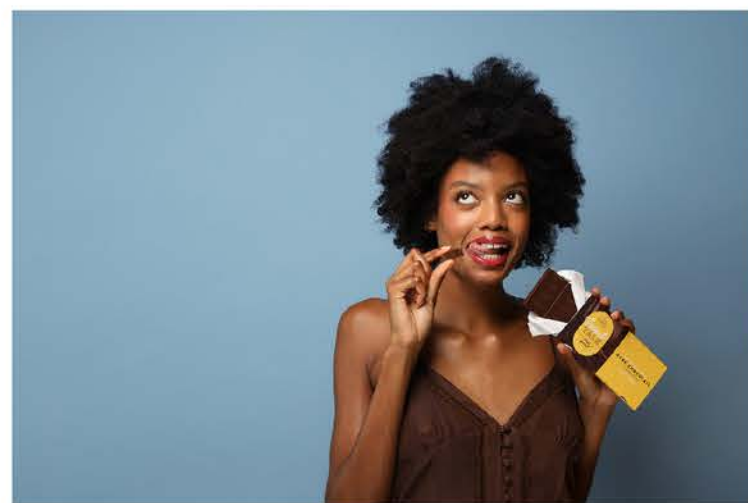
ST_Lifestyle_IMG_5218



ST_Lifestyle_IMG_5485



ST_Lifestyle_IMG_5873



ST_Lifestyle_IMG_5910



ST_Lifestyle_IMG_6096



ST_Lifestyle_IMG_6133



ST_Lifestyle_IMG_6340_V2

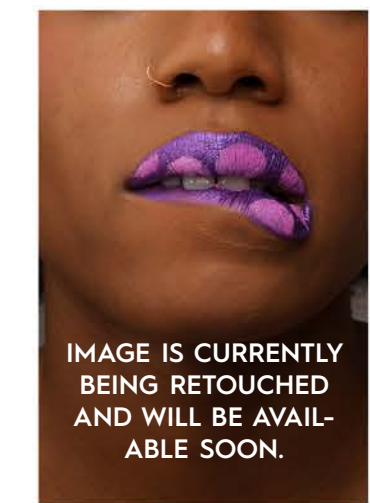
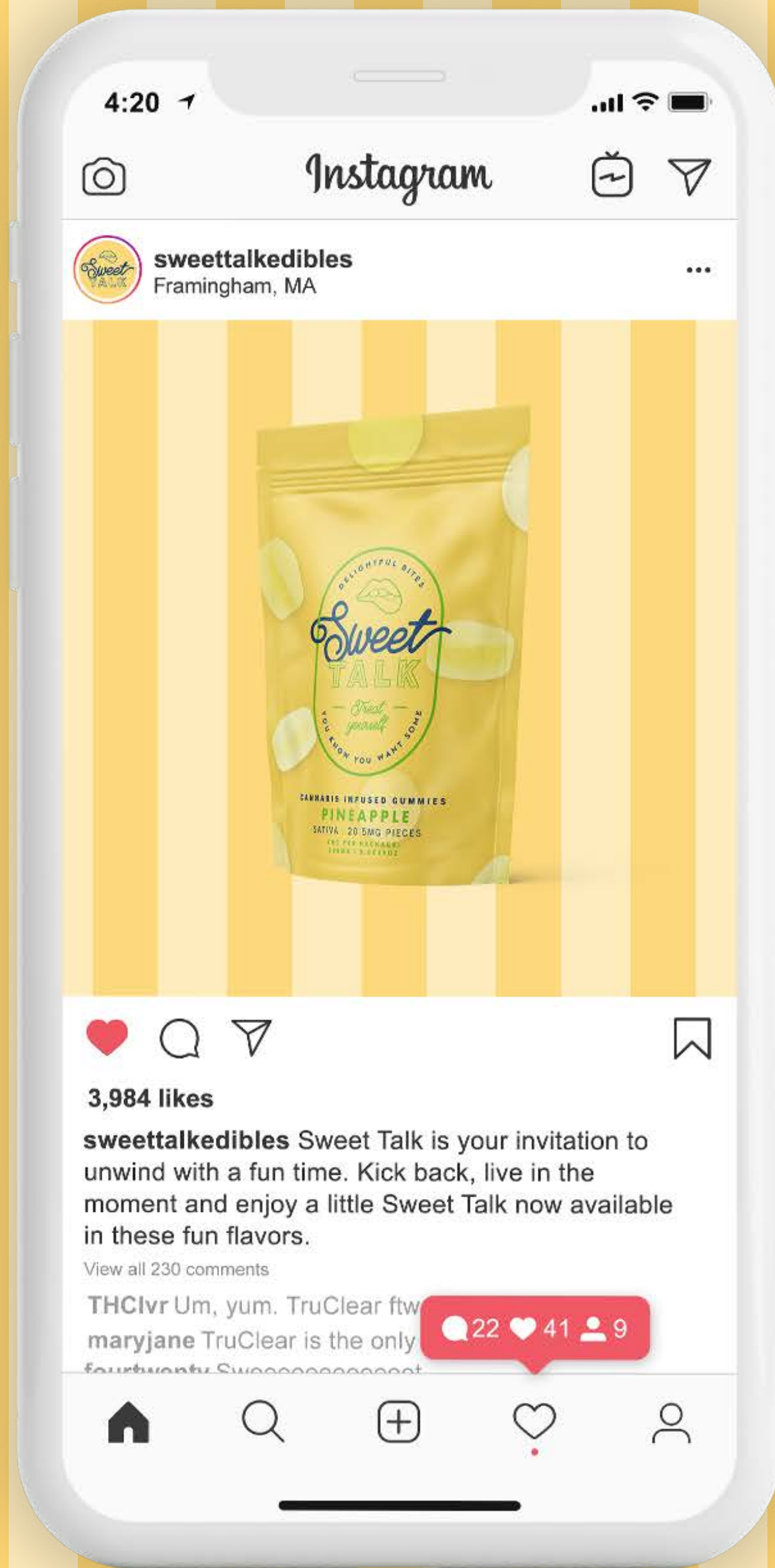


IMAGE IS CURRENTLY BEING RETOUCED AND WILL BE AVAIL-ABLE SOON.

IMG_6392

SOCIAL MEDIA GUIDELINES





A SOCIAL BUTTERFLY

Sweet Talk's social personality is the genuine connector. The quirky provocatrix. The upbeat spark that makes everyone feel welcome.

So we are:

Timely without being trendy.
Sassy without being shocking.
Quirky without being fickle.
Versatile without being erratic.

And just like our products, our channels will always leave you wanting more by following four post-worthy pillars.

Sweet
TALK



OUR SOCIAL MEDIA CHARACTER

THE CHEEKY FLIRT

Our logo, product and environmental cues invite consumers in with a wink and nod. We toe the line of desire, keeping it fun and fresh, never sexual or inappropriate.

ALWAYS DOWN FOR A GOOD TIME

Life is meant to be enjoyed, so we don't waste time focusing on the things that bring us down. In celebrating those moments of joy and levity, we keep it real and honest, never too silly or foolish.

THE FRIENDLY ONE

We appeal to novices and connoisseurs alike, which means we're the friend that everyone wants to hang out with, not the conservative bore that adds little to the conversation. Our tone reinforces our inclusive approach at every touch point.

EVERYONE WANTS A PIECE

We curate our feed with delicious desirability in mind, drawing consumers in with real looks at our products, enticing flavor cues and gotta-have-it inspired environments. Our content is always light, fun and totally permissible.

SWEETLY UPBEAT

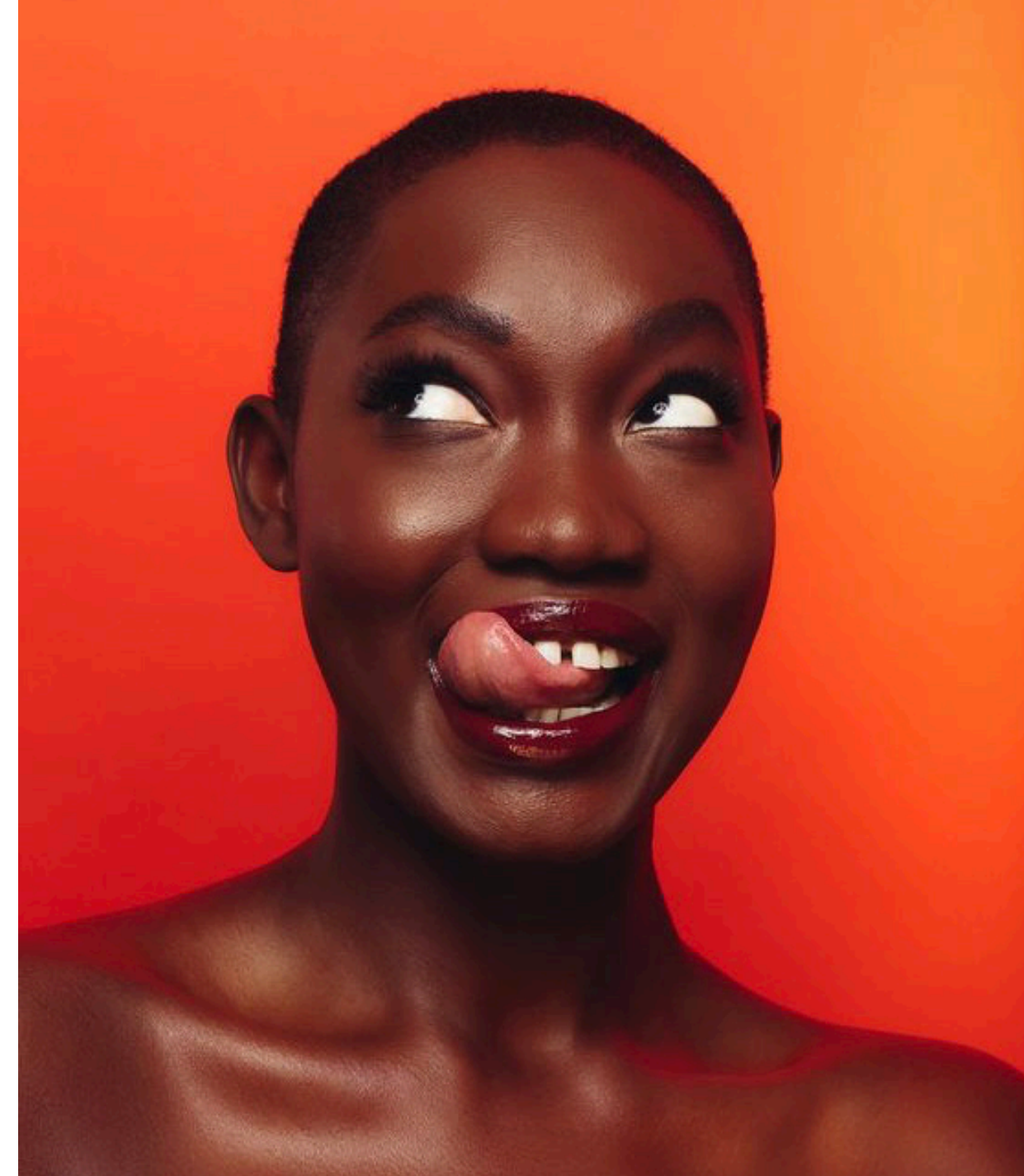
We always leave a good impression, with an upbeat tone of voice and messaging strategy that radiates positivity and enjoyment. At the same time, we're always grounded, never out of touch or saturated with an unrealistic, obnoxiously perky take on life.

REVEL IN GOOD TIMES

This is your invitation to kick back and have fun. Leave your baggage at the door, join the party and live in the moment.

ART DIRECTION:

Show people having a good time. Keep it spontaneous and light. In bright and happy environments. Keep it simple. Focus on the moment – whether it's social or individual. Here's your permission to get cheeky and flirtatious.

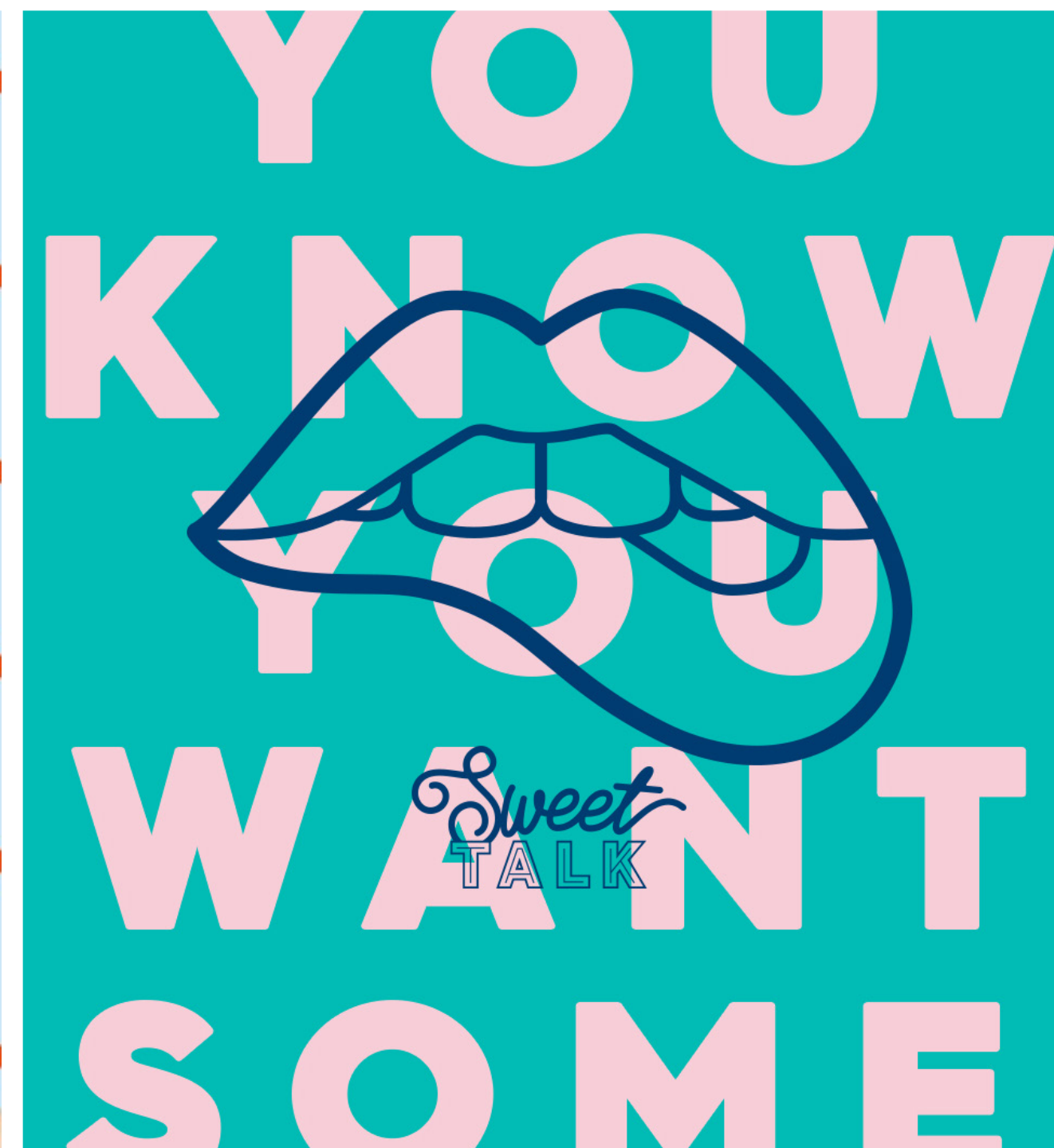


SPARK JOY

Let's get cheeky! Reality isn't always as sweet as we'd like. We're here to sprinkle some sugar on life's lemons, mix it up, and toast the unexpected.

ART DIRECTION:

This is where graphics and typography come out to play. Where surprising, sometimes surreal, moments make you smile and blush. This is where we show our sense of humor and make you love us even more.

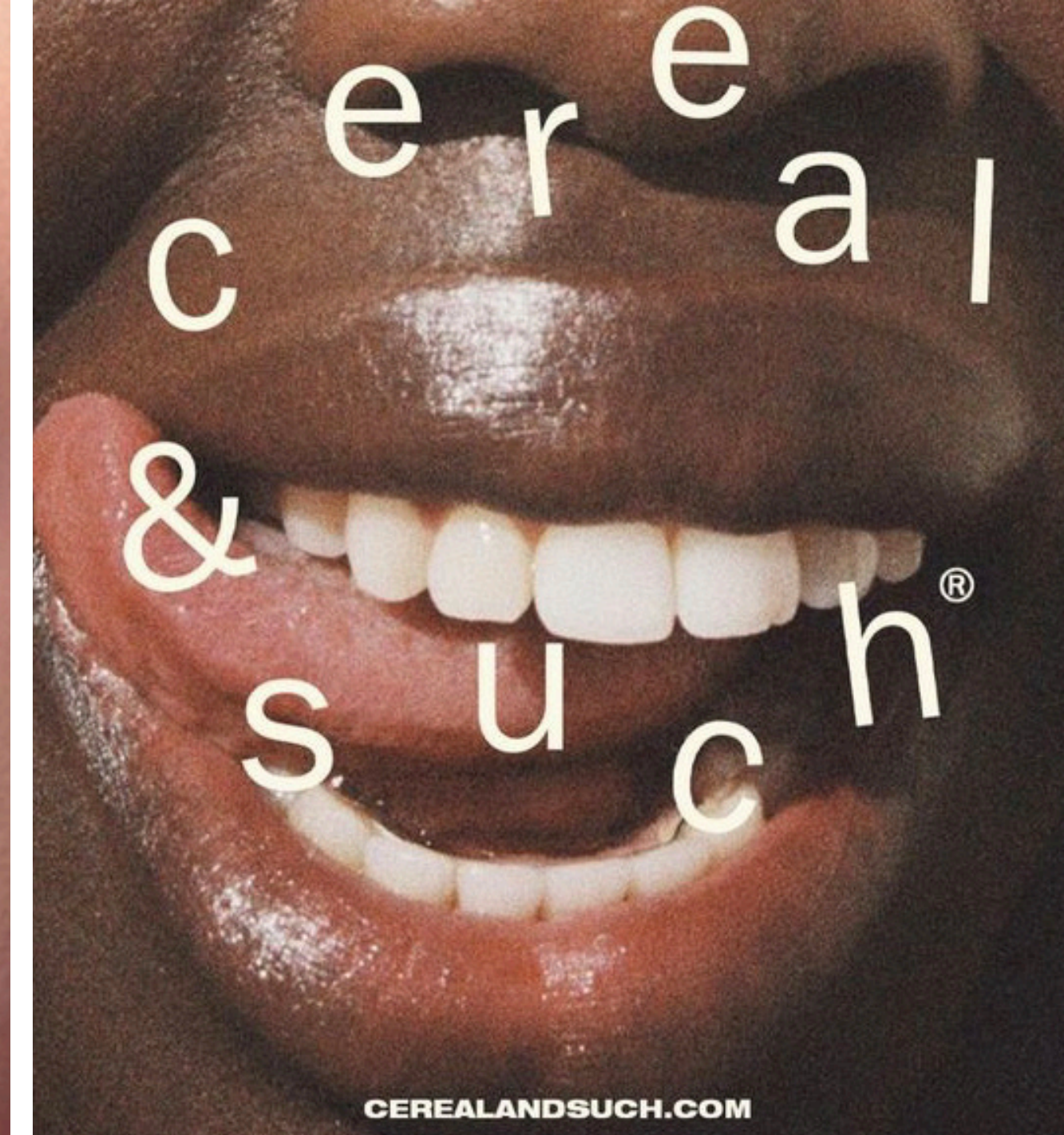


THE SWEET LIFE

Our point of view is bold and bright. Sink your teeth into it and we're positive you'll gain a whole new perspective.

ART DIRECTION:

Bring our iconic lips to life. Get up close. Crop in. Dress 'em up with quirky lipsticks and styling. Take a bite of product. Make mouths water.



SATISFY YOUR CURIOSITY

We've got the goods you crave. You know you want some, so come and get it.

ART DIRECTION:

Show our products in groups as if they are inviting you into a party that you can't resist. Make our products dance and dazzle through playful compositions. Make it unapologetically Sweet Talk by pumping up the brand colors in backgrounds and surfaces. Use dynamic camera angles and propping for a unique POV.



OUR BRAND EXPRESSIONS



STORIES

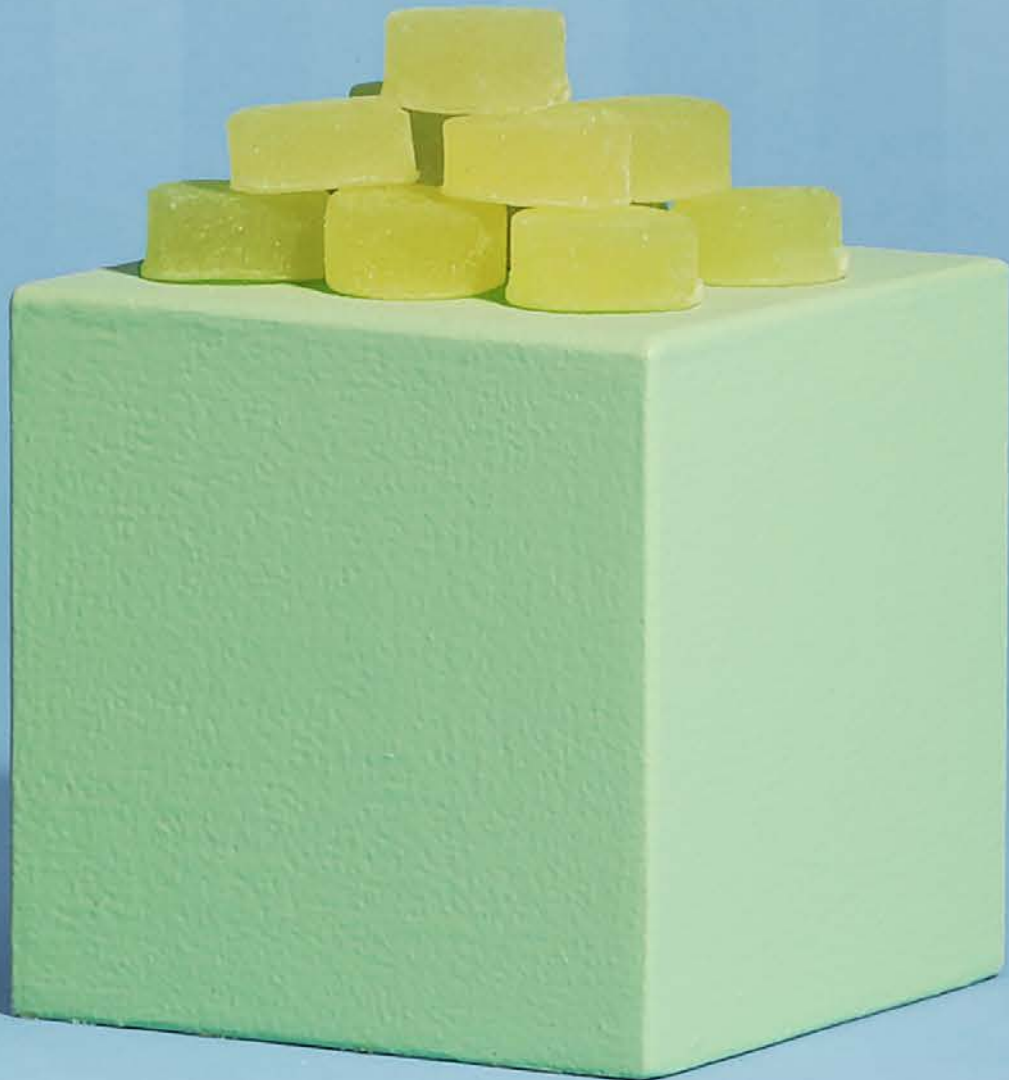


POSTS

PACKAGING GUIDELINES



OUR PRODUCTS





LIP-SMACKING PACKAGING

Bright, energetic and flavor-forward, Sweet Talk's packaging looks as delectable as what's inside. With cascading ingredients and pieces overlaid by simple graphics and straight-forward dosing information, it's hard to deny a little taste of the sweet life.

When creating new package designs remember that the logo should be bright and prominent, colors should indicate the flavor/strain and product/ingredient photography should look as fun and delicious as what's inside.

Sweet
TALK

GUMMIES

You know that feeling of staring through a candy shop window at all the treats just beyond your reach?

That's our gummies packaging.

Showcasing the beautifully simple, flavor-forward gummy treats cascading down our pack offers a glimpse into a cannabis candy dreamscape.

Our branding on package offers more personality to really stand out at shelf and online and our dosing and flavor information is as clear as possible for novices and connoisseurs alike.



BAR S

Our bars follow a very similar design system to the gummies but shift a bit of focus onto what makes chocolate craveable: texture, flavor and appetite appeal.

The logo also shifts to utilize the filled version to both accentuate the solid texture of the chocolate and provide more contrast when laid flat at shelf.

And just like good sweet talk, you know just what you're getting yourself into with clear flavor and dosing information.



BRAND EXPRESSION





CAPTIVATING AND CONSISTENT

When it comes to Sweet Talk brand expression, the focus is on gaining attention, but not clamoring for it. We want to come off as that cheeky flirt introducing ourselves with inviting impact and delicious consistency.

This is where the Sweet Talk brand gets to flex and play more than usual so be sure and utilize all elements to our advantage.

Sweet
TALK

OUR BRAND EXPRESSIONS

SALES & MARKETING



Pop-Up Banner



18" x 24" In-store poster with spot varnish



FRONT

BACK

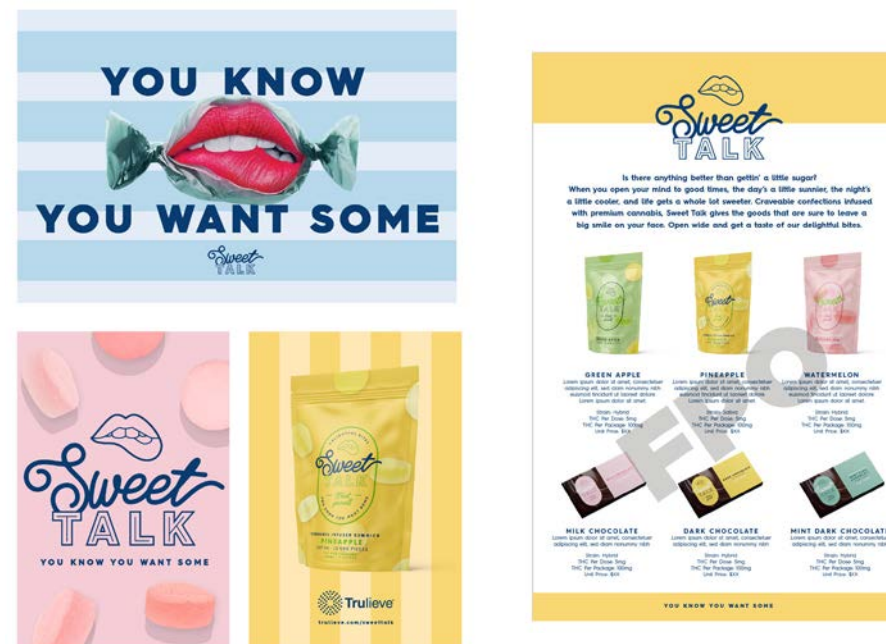
5.5" x 8.5" Counter Cards



FRONT

BACK

Table Tent



FRONT

BACK

4" x 6" Product Cards



Front View

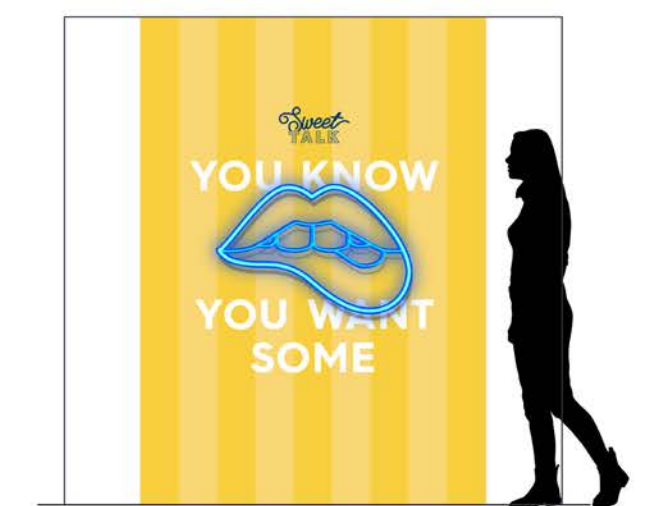
Side View



Large Solution



Relative scale



Relative scale

Branded Signage - Options



Branded Tablecloth

OUR BRAND EXPRESSIONS

MERCHANDISE



KEY VISUAL





Sweet
TALK

YOU KNOW YOU WANT SOME



BRAND WORLD INSPIRATION





YOU KNOW



YOU WANT SOME

Sweet
TALK

BRAND OVERVIEW





Try a little Sweet Talk.

Is there anything better than gettin' a little sugar? When you open your mind to good times, the day's a little sunnier, the night's a little cooler, and life gets a whole lot sweeter. Craveable confections infused with premium cannabis, Sweet Talk gives the goods that are sure to leave a big smile on your face. Open wide and get a taste of our delightful bites.

Tagline: You know you want some.

Creative Direction: YOLO!

Show everyone that we're always down for a good time. Keep it fun and upbeat through vibrant color, playful composition and irresistible charm.

Sweet Talk should always be:
Bold • Vibrant • Playful • Cheeky

Brand Mark



Extracted from the packaging logo, the brand mark provides a more simplistic impression. The mark, in its entirety, can be recolored and paired with the tagline so long as proper contrast and legibility are considered.



The brand mark can be recolored to match flavor-forward impressions so long as contrast is high to ensure legibility. This mark should be utilized for the majority of off-package executions.

Wordmark



The Sweet Talk wordmark distills the brand impression down to its simplest format. The two font style approach utilizes script, outlines and inlines work together to create a balanced duality that fits nicely with the Sweet Talk brand.



The wordmark can be recolored to match flavor-forward impressions so long as contrast is high to ensure legibility. This mark can also be used when the lips have been extracted from the Brand Mark for a larger impression.

Packaging Logos



The Sweet Talk logo for packaging is composed of the iconic pill shape and balanced badge typography which pulls you in to discover more. Focused on simplicity and approachability, a one-color impression of the outline version should be used to lay over active, appetizing photography.



The filled version should be used in a simple two-color arrangement so that the pill-shaped background provides contrast and legibility to the color-consistent brand typography. Ensure that typography contrasts the background for increased legibility.

Sweet Talk Lips



The primary, outlined bitten-lip should be used sparingly on packaging and other brand executions. The lips can be recolored, however should follow the one or two-color arrangement of the logo as well as the flavor-forward coloration on packaging.



The lips can also serve as a design element overlaying typography and paired at relative scale to the wordmark. When attempting this style remember: contrast and legibility of the shape are key to the success of this icon.

Colors

To ensure a bold and vibrant candy shop aesthetic, colors are flavor-driven pastels and rich neutrals with a bright and trustworthy navy as the main brand color. When generating new colors, ensure simplicity and flavor come first.

PMS 541	PMS 2905	PMS 290			
PMS 317	PMS 1215	PMS 706	PMS 7486	PMS 4665	
PMS 3262	PMS 157	PMS 7423	PMS 361	PMS 499	
PMS 7714	PMS 1385	PMS 7650	PMS 350	PMS 4975	

Typography

HURME GEOMETRIC SANS NO. 4

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789

Weights: Regular, Semi-Bold, Bold & Black
 Best used for: Headlines, subheads and body copy

BRAYDEN SCRIPT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Weights: Bold
 Best used for: Accent copy, 1-2 word phrases.