

brand identity deck:

goodTM
brands

brand: foundational messaging

who we are

goodbrands™ is the official cannabis of good times and natural living. We grow the best varieties under the sun, using sustainable practices, fair wages and no pesticides.

good[™]
brands

what we believe in

Good in equals good out. Our pure, all-natural, sun-nurtured cannabis products have three ingredients: plants, water, sun.

what we stand for

good practices.
good health.
good times.

product overview



flower



pre-rolls

effect pillars

good*moods*

indica

rest & relief

hybrid

leisure & relaxation

sativa

energy & motivation

goodprocess

We grow the best varieties under
the sun using sustainable fair wages,
pure waters, and no pesticides

cannabis done good.



PURIFIED
WATER



SUN
NURTURED



RESPONSIBLY
GROWN



PESTICIDE
FREE

our promise

GOOD IN EQUALS GOOD OUT

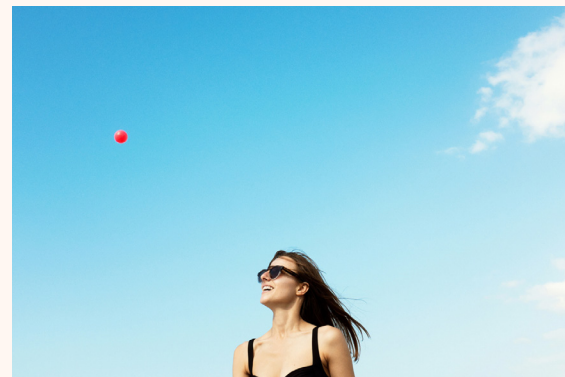
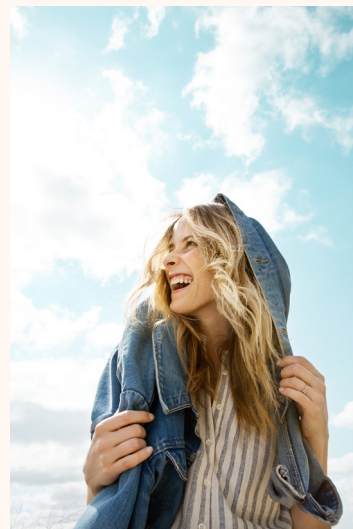
good

- Pure, all natural cannabis
- Repeatable experiences
- Sustainable practices
- Happy employees

not good

- Pesticides & artificial additives
- Inconsistent flower
- Wasteful cultivation processes
- Unfair wages

customer snapshot



Gender: 65% male/35% female

Core demographic: 25+

Aesthetic: simple, straightforward, basic

Mindset: go with the flow

Image: natural, a little dirt doesn't kill you

brand: tone of voice & messaging

Direct

We are cannabis done good. Our copy is straightforward and to the point.

Human

We're real people with honest, topical observations. We tell it straight up-good or not good.

Fun

We let the good times roll. Our quippy tone is designed to make you stop, take a step back, and smile.

Warm

We want everyone to join in on the fun. While we're a brand of few words, a friendly and approachable tone is essential in every communication.

Good practices Good health Good times

GOOD PRACTICES

We practice good from the ground up: sustainable grow processes, fair wages, pure waters, and no pesticides.
Good: Integrated Pest Management
Not Good: Pesticides
#goodpractices #choosegood

GOOD HEALTH

We promote natural wellness straight from the earth to enhance adult lifestyles and the everyday activities we enjoy.
Good: Beach with friends
Not Good: Consumed on phone
#goodhealth #choose good

GOOD TIMES

We speak towards the experience of all users with fun, on-the-nose commentary every cannabis consumer can relate to.
Good: Enjoying Joint w/glass of water
Not Good: Joint fell in the toilet
#goodtimes #its all good



Cannabis,
Uncomplicated.

EXPLORE

Good, Clean, Fun

Shopping for cannabis can be complex. From strains to stigmas, to indicas and sativas, finding the right product can be a difficult aisle to navigate.

At Goodbrands, we make the cannabis choice easy. With all-natural, sun-nurtured products, that are good for the body and good to the earth.



Ingredients: Flower

Our process is simple. No additives, no pesticides. Just pure, clean fun.

[LEARN MORE](#)



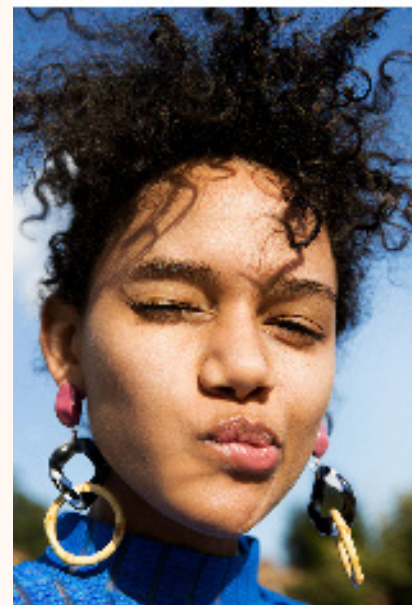
One day, cannabis
will be as common
as coffee.

On the shelves of our favorite health food stores, and the #1-brand trusted by even your parents.

Because if
we are what we eat
why choose anything but Good.



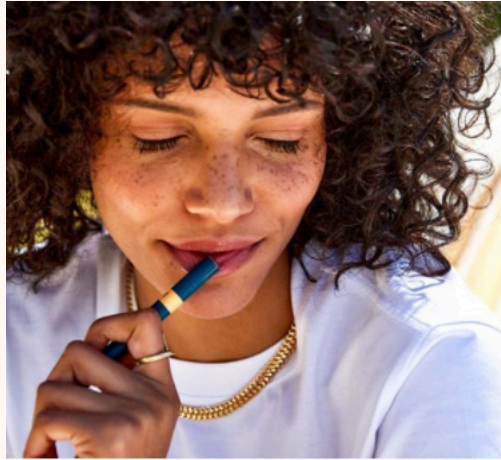
LEARN MORE



Go green.
It's all good.

goodbrands.co

brand: social



good
health.



@goodbrands.com



good practices.
good health.
good times.

good
brands

Brand Guidelines

brand identity

Primary Identity

goodTM
brands

goodTM
flower

goodTM
joints

Reversed

goodTM
brands

Knockout

goodTM
brands

Font Usage

Primary

Brown
ABCDEFGHIJK
abcdefghijkl
0123456789

Secondary

Fortescue
ABCDEFGHIJK
abcdefghijkl
0123456789

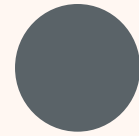
Brown Regular
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

Brown Bold
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

Regular
ABCDEFGHIJK
abcdefghijkl
0123456789

Italic
ABCDEFGHIJK
abcdefghijkl
0123456789

Brand Palette



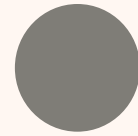
Primary

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RGB: 0 / 76 / 69



Secondary

PMS: 575
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RGB: 255 / 208 / 69



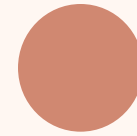
Indica

PMS: 7508
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RGB: 74 / 189 / 152



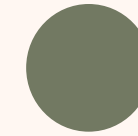
Hybrid

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RGB: 120 / 222 / 212



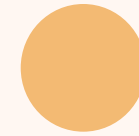
Sativa

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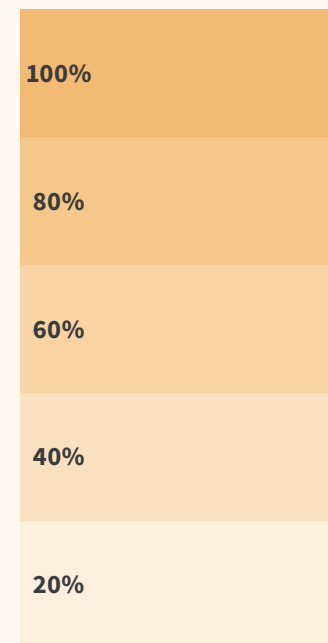
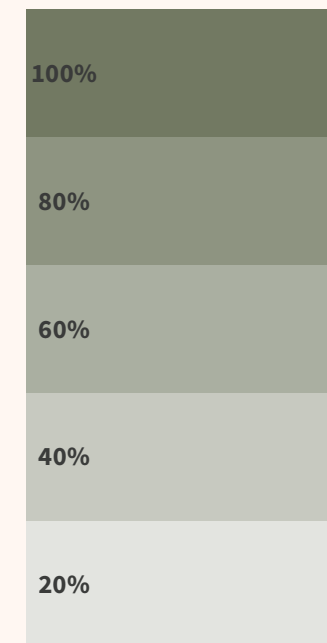
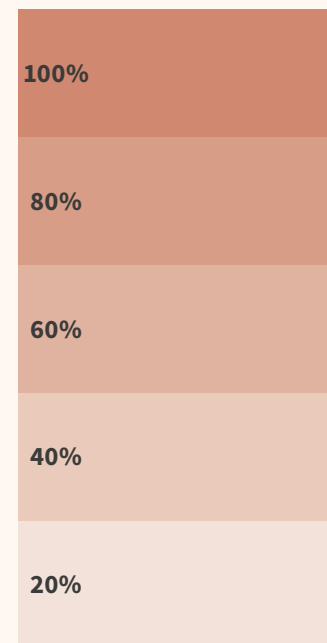
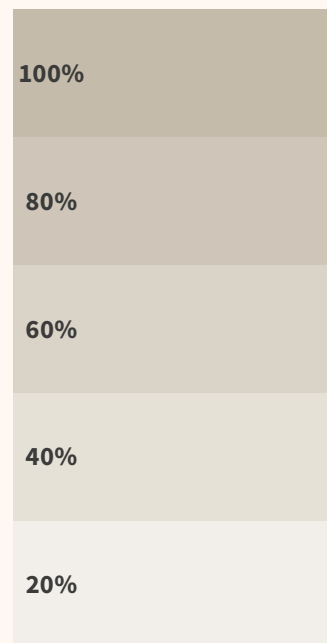
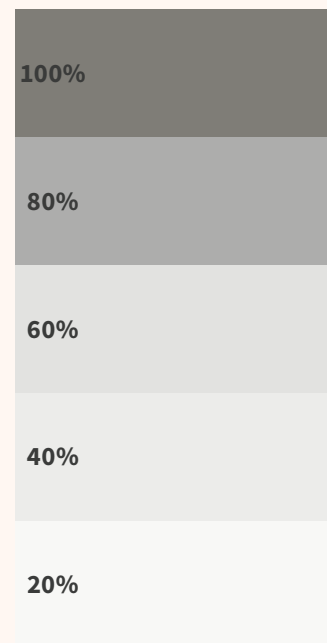
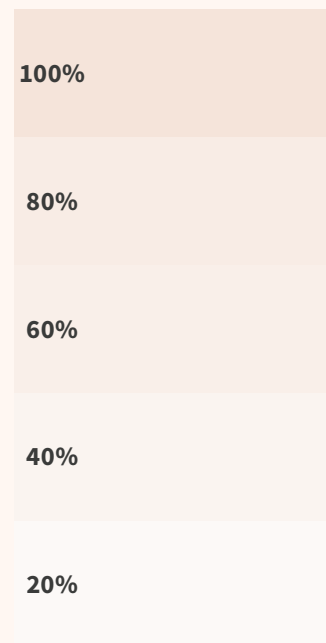
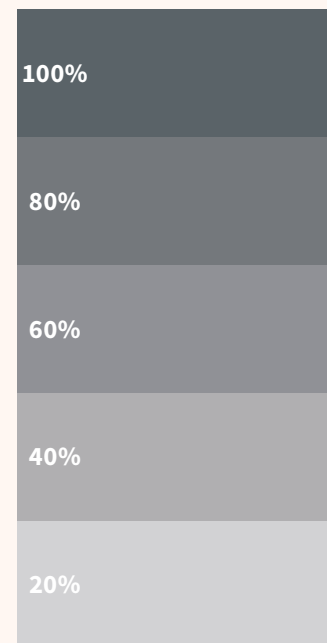
Seasonal

PMS: 7474
Web#: e85e4b
RGB: 232 / 94 / 75



Seasonal

PMS: 7474
Web#: e85e4b
RGB: 232 / 94 / 75



Color Tints

In color theory, a tint is the mixture of a color with white, which increases lightness, and a shade is the mixture of a color with black, which reduces lightness. A tone is produced either by the mixture of a color with gray, or by both tinting and shading.

Good Health. Good Practices. Good Times.

We grow the best varieties under the California sun, using sustainable practices, fair wages, pure waters, and no pesticides

BUY NOW

Indica

MORNING

Sativa

DAY

Hybrid

NIGHT

Infused with the
California sun

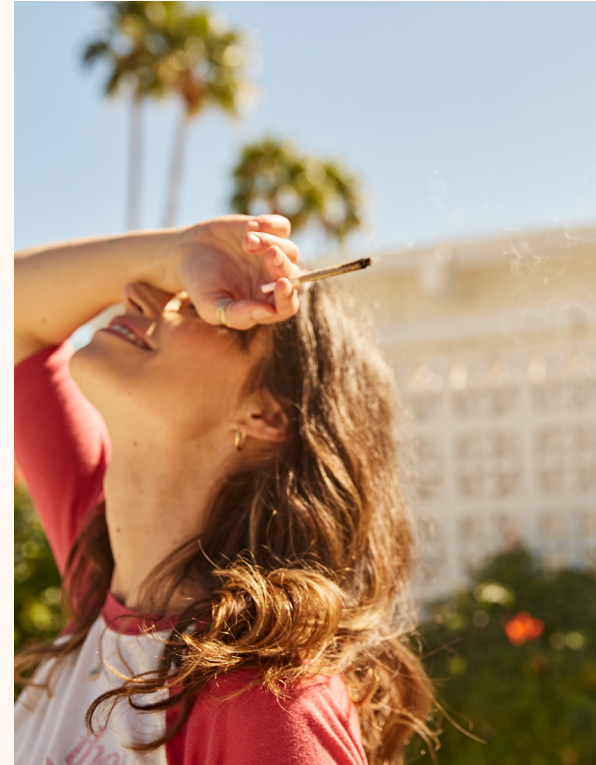
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Brand Photography

Product Photography



Lifestyle Photography



Brand Application



Good Times

Summer Sales

*Learn how to live your life
with soustainibility*

[TAKE ME THERE](#)

Summer Sales


Can't see this email? [View in Your Browser](#)

about us **good** brands find us

100% PURE FLOWER

Freshly Harvested Goodflower at a Dispensary Near You

We grow the best varieties of cannabis flower under the sun using sustainable practices, fair wages, pure waters, and no pesticides.



[LEARN MORE](#)

Run don't walk to find our freshly harvested staple strains at your local neighborhood dispensary. Now available in:

- Garlic Breath-Indica,
- Peach Ozz-Sativa,
- Wedding Cake -hybrid

Pre-rolls

