SWSH

PROFILE

Concept for an Oregon cannabis company looking to reinvent their brand name and identity.

COMMAND

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Brand

Swish Cannabis Brand Values & Inspiration

Mission Statement

To deliver affordable quality cannabis products available to all through fun and daring design with a tongue-in-cheek sense of humor.

Why 'Swish'

Drawing inspiration from several sources 'Swish' is a modern cannabis brand that takes funky vibes of the 1970's and mixes it with niche modern day pop culture.

Initially observed as a stylized typeface as you look closer you'll see (not so?) subtle nods to basketball culture with the 'leaf ball' about to "hit a swish" into 'net' (the w). Some will see this and some won't and that's perfectly fine, as the clean bold and unique branding stands up regardless.

The name also offers a dual meaning working both as a shorthand for 'Swisher' the popular cigarillos used to roll blunts, as well as the 'baller reference. Either way it fits under an umbrella of terminology commonly used by the average recreational cannabis user.

If you're curious here are some specific inspirational references:

Vintage / Modern Fun
Geometric Design
Retro Style Typefaces
Disco & Funk Aesthetic
Song: Miguel 'Sky Walker'
Tongue-in-Cheek Humor
Cannabis Culture
Sneaker Culture
Sole Collector / Full Size Run
Basketball Culture
Under Crown Brand
Trillblazin Apparel Brand (Portland)
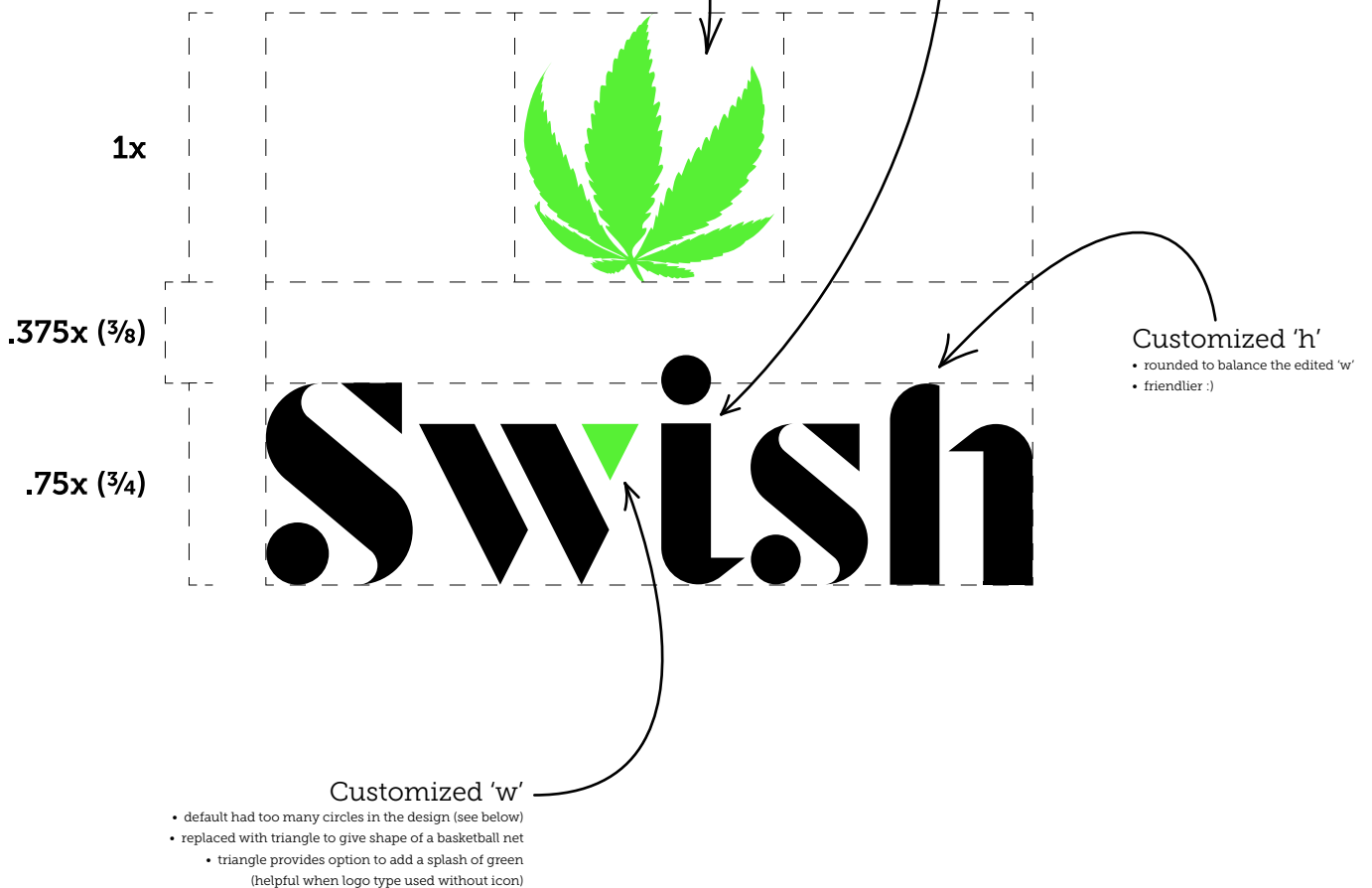GoDaddy.com Design
Just a Hint of Retro Ski Brands

Logo

3D Modeled "Leaf Ball" Icon
  • stylized take on the recognizable leaf
  • dynamic shape mirrors a basketball in motion

Customized 'i'
  • extended upward to match height of other letters
  • less cramped / allows dot to ascend above standard letters

1x

.375x (⅜)

.75x (¾)

Customized 'h'
  • rounded to balance the edited 'w'
  • friendlier :)

Customized 'w'
  • default had too many circles in the design (see below)
  • replaced with triangle to give shape of a basketball net
  • triangle provides option to add a splash of green
     (helpful when logo type used without icon)

Swish
(for comparison - logo type in default 'Stanley' font)
  • 'w' and 'i' have circle elements too close (red)
  • 'i' too short / dot cramped down into text (blue)
  • upright of 'h' is too rigid (purple)

Color

Icon / Highlight / Accent Color

"Rainbow Sherbet Green"
HEX# 57F035
R: 87 / G: 240 / B: 53
C: 64% / M: 0% / Y: 78% / K: 6%

# 37E111	# 57F035	# 57F035	# 35F071	# B4F035

Monochromatic Color Set **Analogous Color Set**

Icon / Highlight / Accent Color

"Pure Black"
HEX# 000000
R: 0 / G: 0 / B: 0
C: 75% / M: 68% / Y: 67% / K: 90%

# 000000	# 171717	# 2E2E2E	# 454545	# 5C5C5C	# 737373	# 8A8A8A

Monochromatic Color Set

Complimentary / Web Link Color

"Link Blue"
HEX# 35B4F0
R: 53 / G: 180 / B: 240
C: 78% / M: 25% / Y: 0% / K: 6%

Background / Inverted / Reverse Color

"White"
HEX# FFFFFF
R: 2555 / G: 255 / B: 255
C: 0% / M: 0% / Y: 0% / K: 0%

Complimentary Gradient

"Black Gradient"
HEX# 000000
HEX# 454545
Radial Gradient

Complimentary Gradient

"Rainbow Sherbet Green Gradient"
HEX# 57F035
HEX# B4F035
Radial Gradient

Typography

Logo Text Font: Stanley (customized)

Not used as text. Font is the basis for the logo which is a custom vector shape.

Headline Text Font: Bely Display

Bold eccentric display font that adds a bit of fun. Easier to read than logo font.

Title Text Font: Museo Slab 700

Clean easy to read typeface with multiple weight options. Mid / Heavy weight for titles.

Body Text Font: Museo Slab 300

Clean easy to read typeface with multiple weight options. Light / Mid weight for body.

Email / Website Text Hierarchy Example:

Hit a Swish this Christmas with these great stocking stuffer ideas!
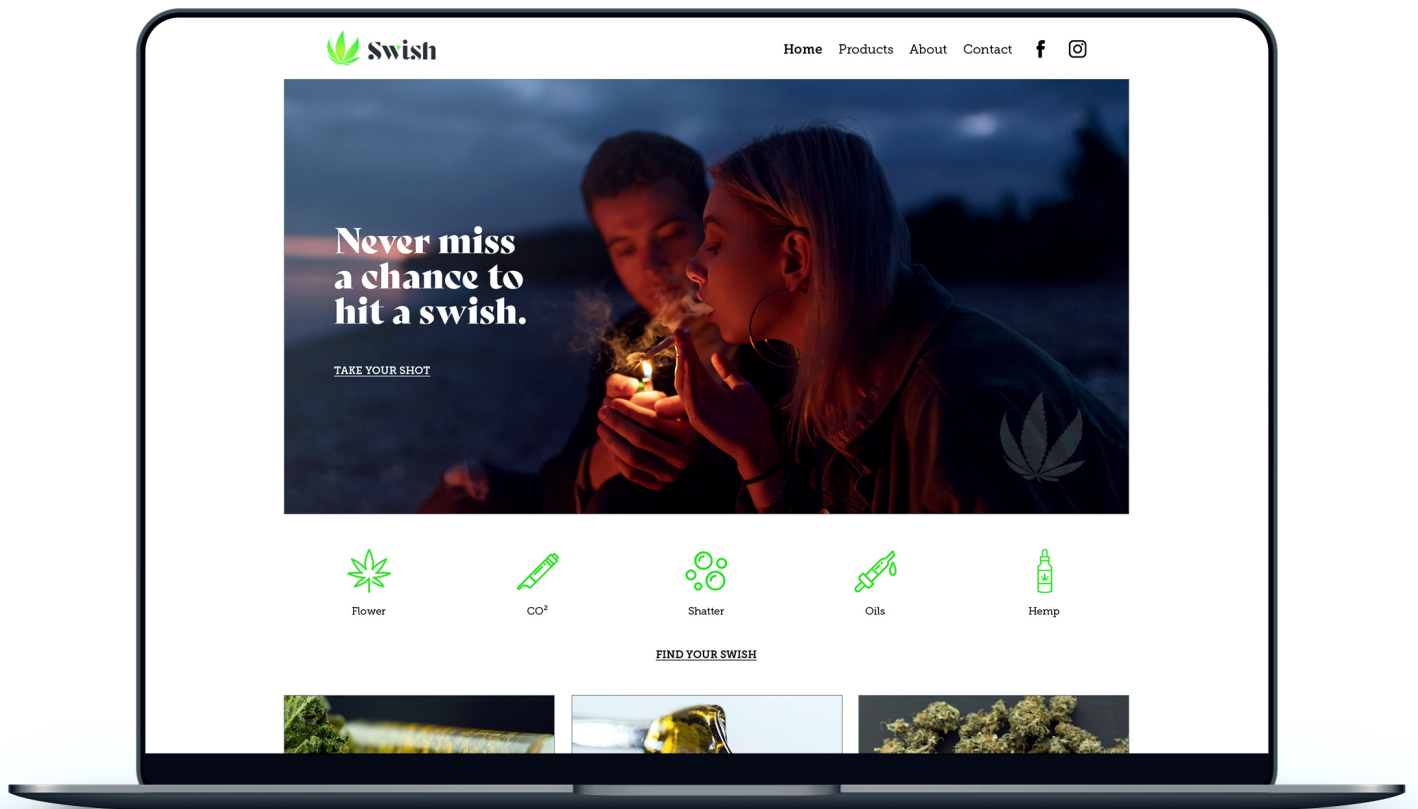
Holiday Sale Starts Friday!

Struggling to fill the stockings this year? Let us help you be the highest in the room with a gift everyone will be sure to enjoy. Our most popular products go on sale this Friday with the lowest prices you'll see all year, but hurry, this sale ends soon!

Don't miss out on our best deals yet - they only come once a year!
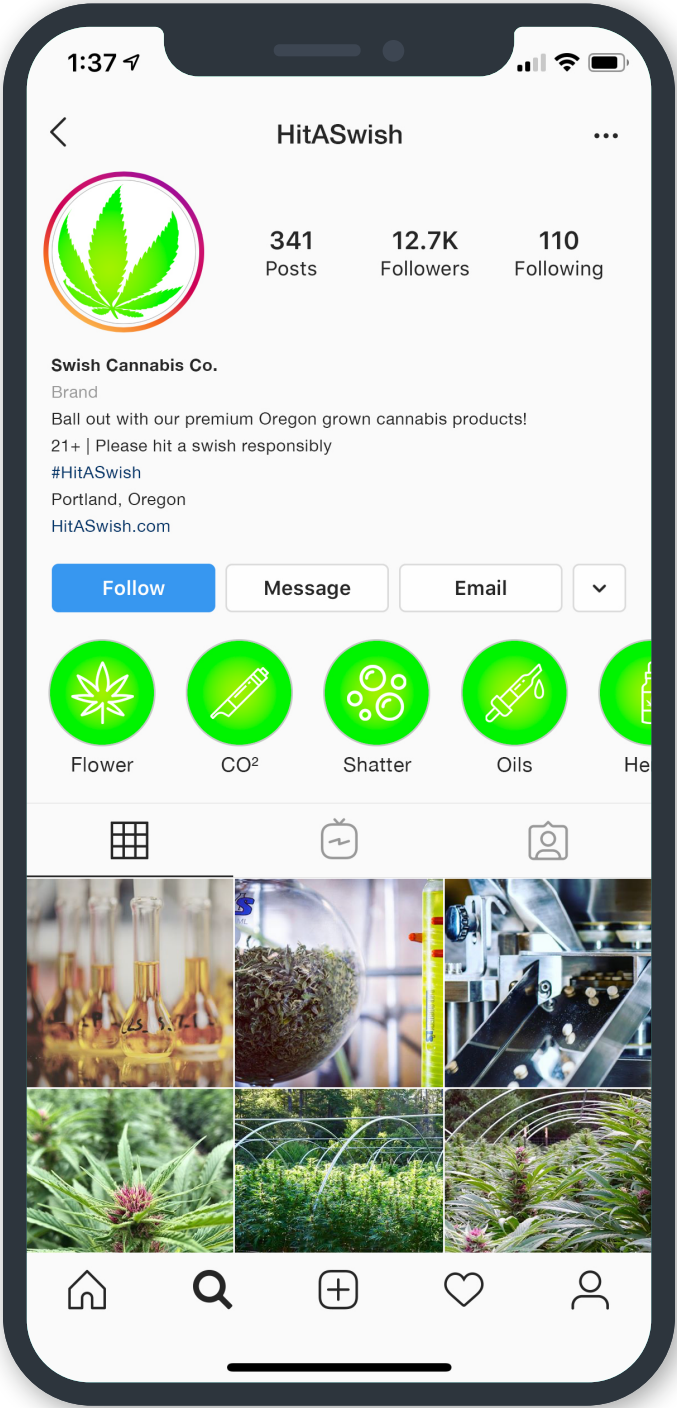
Click **HERE** to order now!

Web

HitASwish.com

Sample Website Homepage

Social

Sample Instagram Profile

Mockup

Swish
HitASwish.com

First Lastname
Position

1234 NW Longname Street
Township, ST 99999

555.555.5555
Name@HitASwish.com
HitASwish.com

Swish
Cannabis Co.

Sample Business Card Design

Mockup

Swish

Cannabis Co.

Swish

1 Gram Pre-Rolled Joint

Flower Weight: 1.0 G (0.035 oz)
Net Weight: 1.3 G (0.046 oz)

See reverse side for strain details.

For use only by adults 21 and older.
Keep out of reach of children.
Do not drive a motor vehicle while
under the influence of marijuana

#HitASwish
HitASwish.com

Concept: Basketball Texture Logo / Branding / Packaging

(very on-the-nose reference - for use on special promotions, collaborations, etc)