



BRAND
GUIDELINES



Source it. Sell it. Join Apex.

WHO WE ARE

Source it. Sell it. Join Apex.

Apex Trading is wholesale trading firm for the legal cannabis industry. We're a team of experts who are passionate about providing our clients with an affordable, professional, and responsive wholesale services.

ABOUT THESE GUIDELINES

These guidelines outline a framework for creating communications for APEX Trading. All aspects of our brand can be found in this document ensuring it remains consistent for years to come. We ask that the guide is always referred and adhered to. We hope you enjoy getting to know our brand better.





PRIMARY



INVERT



ALTERNATE
(With TAGLINE)



SINGLE COLOR MONO



SINGLE COLOR WHITE



SINGLE COLOR (wide)

Nexa Light (Primary)

AaBbCcDd
12345678

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Nexa Bold (Strong)

AaBbCcDd
12345678

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PRIMARY



4am

C65 M62 Y60 K47
R68 G64 B63
HEX #44403F

Camp Sky

C69 M48 Y47 K1
R100 G123 B129
HEX #647B81

Flat Green

C44 M8 Y67 K0
R152 G191 B121
HEX #98BF79

SECONDARY



Light Olive

C35 M6 Y83 K0
R177 G201 B88
HEX #B1C958

Lime

C27 M0 Y90 K0
R198 G217 B69
HEX #C6D945

Sandalwood

C54 M49 Y49 K15
R117 G111 B109
HEX #756F6D

SAFE SPACE

To ensure the logo isn't cropped or cut off, we need to create a minimum amount of "safe space." A proportional measuring system creates a consistent layout for use across all applications. The system is based on the "X" in the word Apex. Determined by the space between the top and bottom of the brand mark, tagline and the horizontal bars both above and below it. The minimum safe space should never be less than "X" scaled proportionately.



MINIMUM SIZE REQUIREMENTS

When reproducing the logo, be conscious of its size and legibility. Use common sense – a mark that is too small ceases to serve any useful communication function. Generally, the logo should never appear less than 1" tall in printed materials **with** the tagline present and no less than 72px tall in the digital space. However, **without** the tagline printed materials should be no less than .5" (1/2 inch) and no less than 36px tall in digital spaces.



With Tagline



Without Tagline

INCORRECT LOGO USAGE

If you're following the guidelines correctly, your logo should never look like any of the examples below. Please do not attempt any of the following, no matter the situation.

Shadow Effect



Distorted Aspect



Incorrect Shapes or Colored Backgrounds



Alter Color Values



Stroke Outlines

