



MIRADA

BOTANICALS

STYLE GUIDE

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ABOUT US

Mirada Botanicals is a leading wellness brand dedicated to harnessing the power of nature for optimal health and well-being. We specialize in crafting premium hemp-derived CBD products that are formulated using the highest quality ingredients. Our commitment to sustainability drives every aspect of our operations, from sourcing to production.

We believe in the transformative potential of CBD and are passionate about delivering products that exceed customer expectations. Our team of industry experts carefully researches and develops each formula, ensuring it meets the highest standards of purity and efficacy. We are proud to offer a diverse range of CBD products tailored to various needs and preferences, empowering individuals to take control of their health and wellness journey.

OUR MISSION

Our mission at Mirada Botanicals is to empower individuals to enhance their well-being through the power of nature. We strive to produce the highest quality CBD products, sourced from the finest ingredients and expertly formulated for optimal results. By prioritizing sustainability, quality, and customer satisfaction, we aim to make a positive impact on the lives of our customers.

OUR CHARACTERISTICS



QUALITY-FOCUSED

We adhere to strict quality standards and conduct rigorous testing to ensure the purity and potency of our products.



NATURAL AND EFFECTIVE

Our products harness the power of nature to deliver real benefits for your well-being.



SUSTAINABLE

We prioritize sustainable practices throughout our supply chain, minimizing our environmental impact.



TRUSTWORTHY AND RELIABLE

We are committed to transparency and integrity in all our business dealings.



CUSTOMER-CENTRIC

We are dedicated to providing exceptional customer experiences and exceeding expectations.

**Mirada Botanicals is a leading provider
of premium hemp-derived CBD products.**

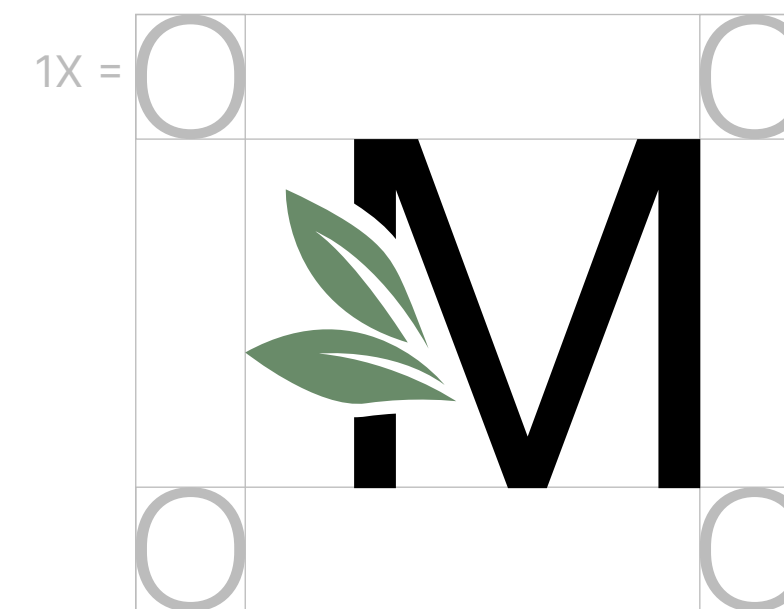
We are dedicated to harnessing the power of nature for optimal well-being and committed to delivering exceptional wellness solutions through sustainable practices and rigorous quality control.

CLEARANCE

This is the recommended free space around a logo.

Clear space ensures the logo feels important and iconic, separate from other design elements.

Here is the appropriate clear space for the Mirada Botanicals logo word mark, using the “O” of Botanicals as a guide.



VARIATIONS

The Mirada Botanicals word mark is the primary representation of the brand. It acts as an icon for the brand. Use it consistently as an unchanging mark, always emphasizing its importance.

Here you can find two variations of the logo. Use them carefully and only when needed.

The logo features the word "MIRADA" in a large, bold, black, sans-serif font. A stylized green leaf icon is positioned to the left of the letter "M". Below "MIRADA", the word "BOTANICALS" is written in a smaller, black, all-caps, sans-serif font with wide letter spacing.

MIRADA
BOTANICALS

This variation is identical to the one above, showing the word "MIRADA" in a large, bold, black, sans-serif font with a green leaf icon to the left of the "M", and the word "BOTANICALS" in a smaller, black, all-caps, sans-serif font with wide letter spacing below it.

MIRADA
BOTANICALS

COLOR PALETTE

This brand color palette is designed as a foundation for all printed and digital brand materials.

The colors are shown with CMYK values for printed applications (when spot applications are not possible) and RGB values for web and digital applications.

PRIMARY COLORS



HEX: 698b69
RGB: 105 - 139 - 105
CMYK: 66% - 27% - 71% - 8%



HEX: 424f45
RGB: 66 - 79 - 69
CMYK: 71% - 50% - 67% - 40%



HEX: c5d5c6
RGB: 197 - 213 - 198
CMYK: 24% - 6% - 24% - 0%

SECONDARY COLORS



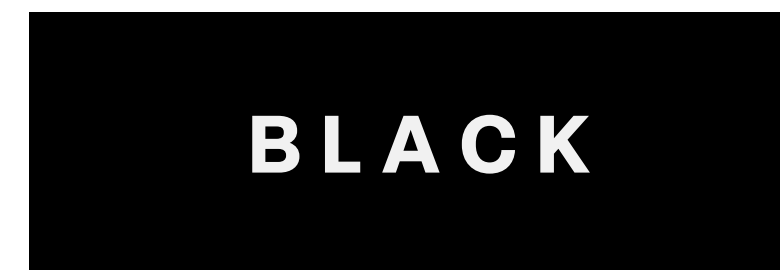
HEX: 7e3f1f
RGB: 126 - 63 - 31
CMYK: 30% - 81% - 100% - 31%



HEX: ebdbc0
RGB: 235 - 219 - 192
CMYK: 6% - 12% - 27% - 0%



HEX: a1966f
RGB: 161 - 150 - 111
CMYK: 37% - 35% - 66% - 4%



HEX: 000000
RGB: 0 - 0 - 0
CMYK: 75% - 68% - 67% - 90%



HEX: eeeeeee
RGB: 238 - 238 - 238
CMYK: 0% - 0% - 0% - 6%

COLOR USES

The Mirada Botanicals word mark and logo mark may be used in accordance with specific product marketing materials.

However, they should remain in black and moss for corporate collateral.



TYPOGRAPHY

Typography is a key element within the brand toolkit. Each font selected helps give an expression of the brand voice.

Elza is used as a display font for titles and headlines. It is also used to highlight specific paragraphs. You can modified the tracking to simulate the effect showed in the logo.

Inter is used for body text.

TITLES AND HEADLINES

Elza / Light

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890\$&*()
%+

Elza / Regular

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890\$&*()
%+

Elza / Bold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890\$&*()
%+**

BODY TEXT

Inter / Light

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890\$&*()
%+

Inter / Regular

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890\$&*()
%+

Inter / Bold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890\$&*()
%+**

 **MIRADA**
BOTANICALS