



STARTS

BRAND GUIDELINES

June 2022

ABOUT THESE GUIDELINES

THINK OF THIS DOCUMENT AS YOUR NEW BEST BRAND FRIEND.

It's pretty much a multi-functional tool that will help guide and inspire you to bring the Starts brand and voice to life! It will tell you about the brand assets and some of the ways they can be used to create magic. These pages are here to remind you that the Starts brand is flexible and open to interpretation, so reference and use it often!

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PURPOSE FRAMEWORK

It's comforting and reassuring to feel grounded. This section does exactly that. It's the foundation that describes who you are, what you believe in, and how to communicate that with everybody.



BRAND STORY

Purpose Framework

The **Brand Story** is meant to be a short, sweet, and evocative paragraph that tells the story of who Starts is. It provides some colour and detail to what we believe in, how we talk, and why we do what we do. This story helps build towards the Starts **Essential Idea**.



We are inspired by those days and nights when life was **less complicated**.

Driven by **impulse** and **excitement**, we basked in our freedom from responsibilities.

We lived **without cares** or inhibitions.

And sometimes, we could all use that momentary **vacation** that **nostalgia** provides.

We could all use a **trusted** go-to source to help us **let loose** and embrace **spontaneity**.

We could all use the **good feeling** when you have **plenty to share**.

We could all use new and **delicious** ways to experience **fun** with friends.

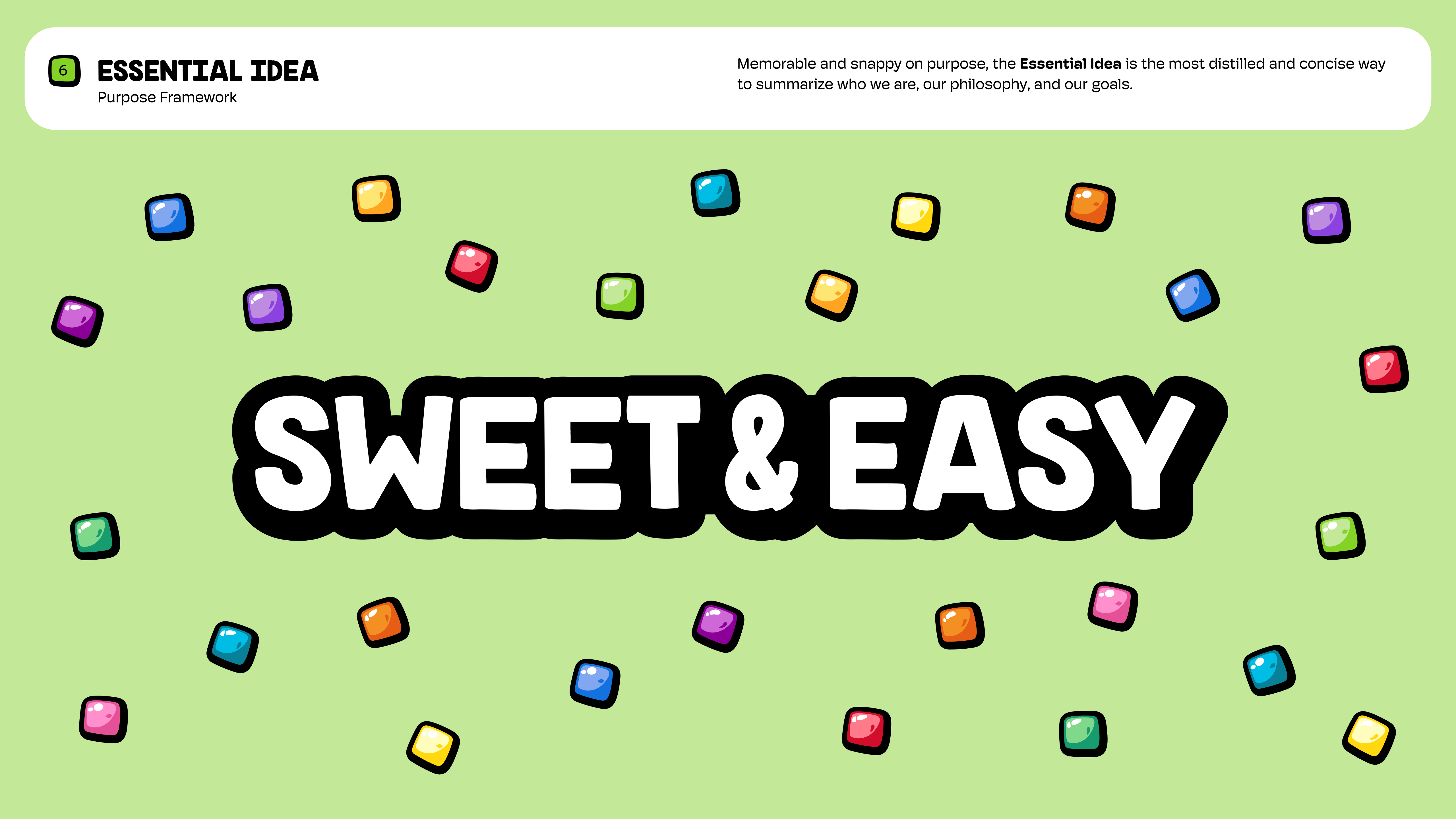




ESSENTIAL IDEA

Purpose Framework

Memorable and snappy on purpose, the **Essential Idea** is the most distilled and concise way to summarize who we are, our philosophy, and our goals.



SWEET & EASY



VALUES

Purpose Framework

Our **Values** are what drive our work and support our **Purpose**! They're the ideas that ladder up to the biggest decisions for our team, our organization, and how we communicate what matters to us.

AT STARTS WE BELIEVE IN...

1

THE SIMPLE MAGIC OF A GOOD TIME

Life can get stressful and overwhelming. We remind ourselves of the pure thrills that refresh ourselves.

2

SERVING DIVERSE NEEDS, WANTS, AND TASTEBUDS

There's no such thing as one-size fits all. Whether you love Pepsi or Orange Crush, there's something for everyone.

3

INVITING ALL OPEN-MINDED PEOPLE

Everyone is welcome to the party. The only rule: no judgement allowed.

4

SHARING THE COMFORT AND JOYS OF A RELIABLE CLASSIC

We love to try new things, but we also love the pleasure in knowing that something is tried, tested, and true.

5

LIVING AND BREATHING CULTURE AND COMMUNITY

We're passionate and tapped in. We're leading the way for a cultural shift.



AMBITION

Purpose Framework

The **Ambition** is Starts' ultimate, most ambitious goal! It paints a picture of what we are aiming for. Our **Purpose** and **Values** help us strive towards this.

TO MAKE EDIBLES MORE COMMONPLACE THAN FLOWER

We become synonymous with **good times, good things, and good partnerships**. From quiet milestones to big celebratory nights, we'll be part of everyone's **favourite memories**. Whether you're trying edibles for the very **first time**, or you are dosing to keep the party going, we are an **instant classic**.

Our confectioneries are available in **5000 cannabis stores** from Toronto and Austin, to Reykjavik and Lagos; all while **welcoming everyone** to our own theme park in Jasper. According to Bon Appetit, we're the most delicious and trusted edible on your weekly shopping list. We will be the first edibles brand to partner with Coachella, Nascar, and CES. Our **leadership team** will be featured on panels and keynotes at Lift, SXSW, and Cannes; sharing our insights on how a small candy can **change the industry**.





BRAND ATTRIBUTES

Purpose Framework

Brand Attributes illustrate our Starts tone of voice and personality, affecting all aspects of how we communicate and what makes us different. If our team were a person, you might describe them in this way.

AT STARTS WE ARE...



A SURE THING

We provide consistently enjoyable cannabis experiences for both new and seasoned consumers
You can trust our edibles today and always.



EFFORTLESS

We don't take ourselves too seriously.
We remind ourselves of uncomplicated times with one simple pleasure at a time.



STRAIGHT-UP

We don't need frills or to be sold to. We are honest about our value and our quality.



READY TO GO

We bring the party and we keep the party going. We're here for the best time.

Essential Idea

SWEET & EASY**Values**

Who we are

AT STARTS WE BELIEVE IN...**THE SIMPLE MAGIC OF A GOOD TIME**

Life can get stressful and overwhelming. We remind ourselves of the pure thrills that refresh ourselves.

SERVING DIVERSE NEEDS, WANTS, AND TASTEBUDS

There's no such thing as one-size fits all. Whether you love Pepsi or Orange Crush, there's something for everyone.

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We love to try new things, but we also love the pleasure in knowing that something is tried, tested, and true.

LIVING AND BREATHING CULTURE AND COMMUNITY

We're passionate and tapped in. We're leading the way for a cultural shift.

Ambition

Where we're going

TO MAKE EDIBLES MORE COMMONPLACE THAN FLOWER

We become synonymous with **good times, good things, and good partnerships**. From quiet milestones to big celebratory nights, we'll be part of everyone's **favourite memories**. Whether you're trying edibles for the very **first time**, or you are dosing to keep the party going, we are an **instant classic**. Our confectioneries are available in **5000 cannabis stores** from Toronto and Austin, to Reykjavik and Lagos; all while **welcoming everyone** to our own theme park in Jasper. According to Bon Appetit, we're the most delicious and trusted edible on your weekly shopping list. We will be the first edibles brand to partner with Coachella, Nascar, and CES. Our **leadership team** will be featured on panels and keynotes at Lift, SXSW, and Cannes; sharing our insights on how a small candy can **change the industry**.

Brand Attributes

The tone of our voice and identity

AT STARTS WE ARE...**A SURE THING**

We provide consistently enjoyable cannabis experiences for both new and seasoned consumers. You can trust our edibles today and always.

EFFORTLESS

We don't take ourselves too seriously. We remind ourselves of uncomplicated times with one simple pleasure at a time.

STRAIGHT-UP

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READY TO GO

We bring the party and we keep the party going. We're here for the best time.

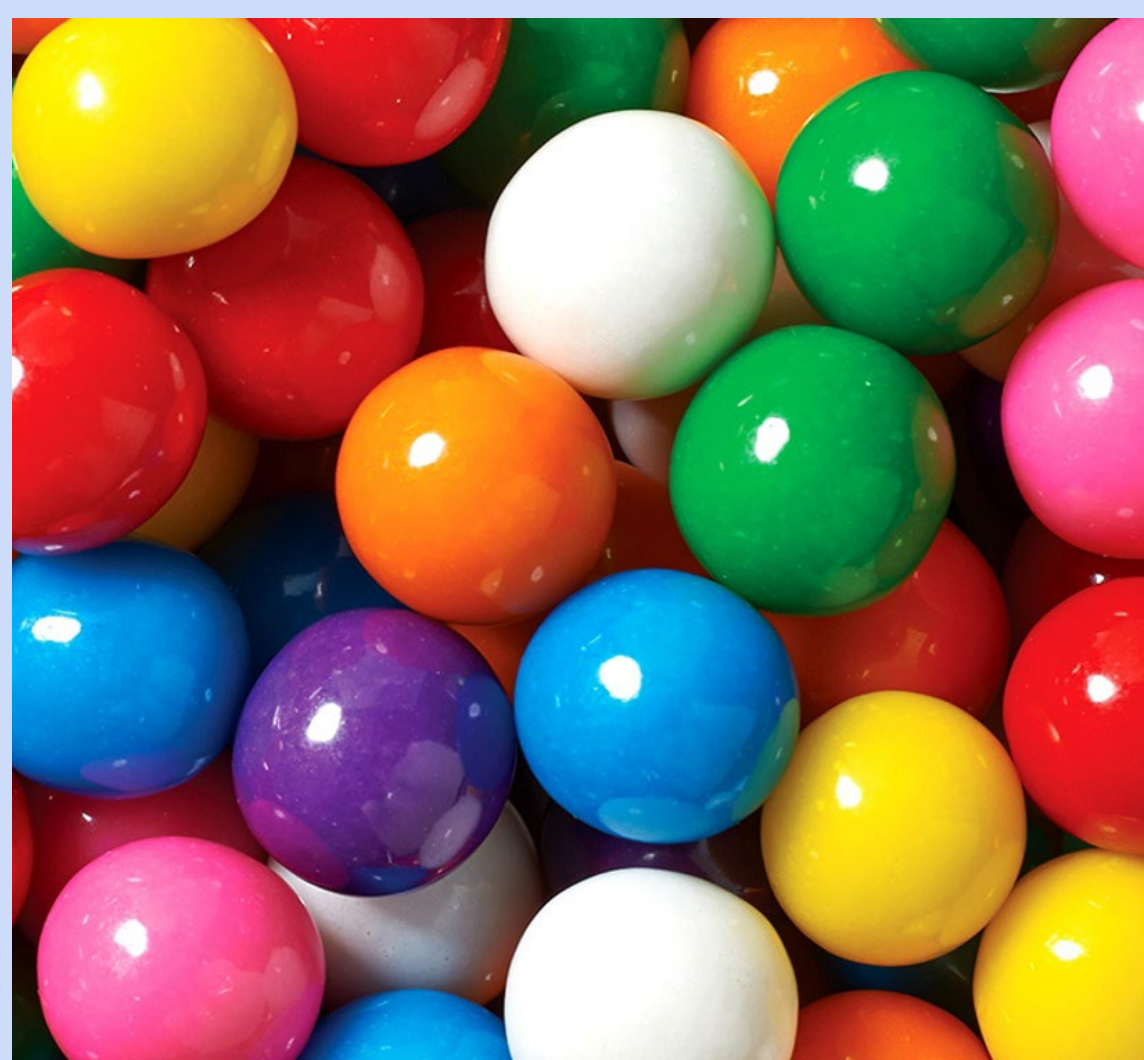
BRAND ASSETS

You know the saying, that every brand designer is only as good as its tools—or something like that! In this section, you'll better understand the purpose and use of each tool, or brand asset, so you can consistently create fun and engaging work that always feels on brand!

VISUAL IDENTITY INSPIRATION

Brand Assets

The Starts **Visual Identity** is inspired by everyone's favourite parts of nostalgic 90s pop culture: candy packaging, 90s fashion, and TV culture. It's fun-loving, carefree, and doesn't take itself too seriously. It began with a graffiti-inspired logo with custom lettering and expanded into a visual system that captures the effortless and fun personality that you see!



BRAND ASSETS AT-A-GLANCE

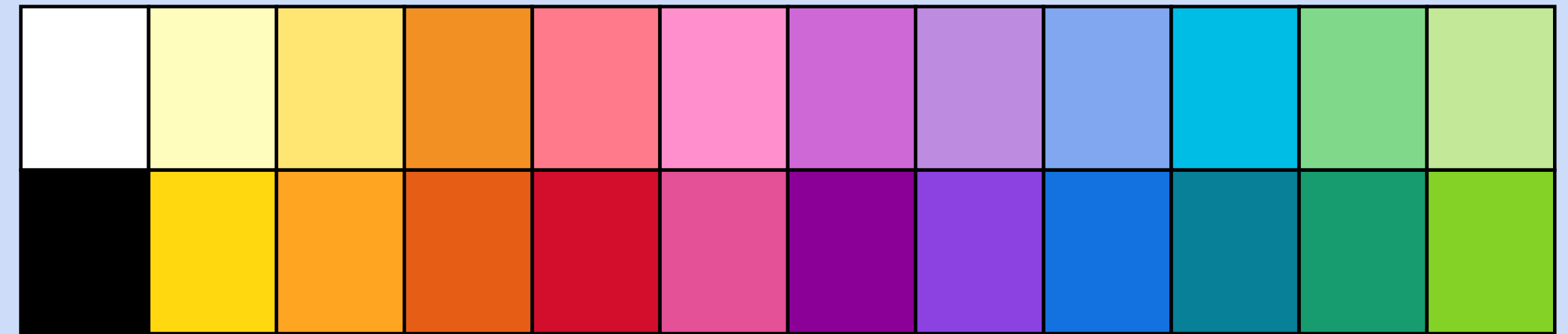
Brand Assets

The Starts brand is inspired by all things 90s. The logos are juicy and bubbly like all our favourite candy brands way back when. The graphic devices & illustration styles look like little hard candies and are bursting with flavour. The colour scheme covers every part of the rainbow, and the photography style brings it all back together and elevates all aspects together. In a pinch, here are all the **Brand Assets** at once.

Primary Logo



Colour



Secondary Logos



Graphic Devices



Photography



Typography

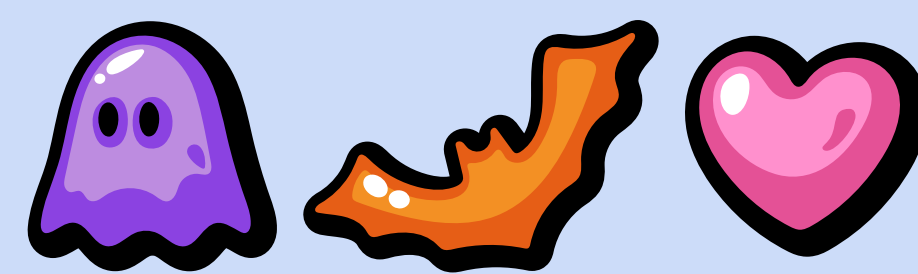
TO MAKE EDIBLES MORE COMMONPLACE THAN FLOWER

We become synonymous with good times, good things, and good partnerships. From quiet milestones to big celebratory nights, we'll be part of everyone's favourite memories. Whether you're trying edibles for the very time, or you are dosing to keep the party going, we are an instant classic. Our confectioneries are available in 5000 cannabis stores from Toronto and Austin.

Icons



Illustration Style



PRIMARY LOGO

Brand Assets

Our **Primary Logo** is our most recognizable and important element in our brand package. Its dimensional effect is so friendly and invites you to reach out to touch it! Here we're showing the most commonly used version and colour palette of the logo across all applications. When in doubt, use this juicy amber-coloured primary logo.



STARTS

The image displays the primary logo for the brand, which consists of the word "STARTS" in a highly stylized, bubbly, and three-dimensional font. The letters are a vibrant yellow-orange color with a glossy, reflective surface that gives them a 3D effect. Each letter is outlined with a thick, solid black border, which makes the logo stand out prominently against the light blue background. The overall aesthetic is playful and inviting, consistent with the "juicy" and "friendly" description in the text.

SECONDARY LOGOS

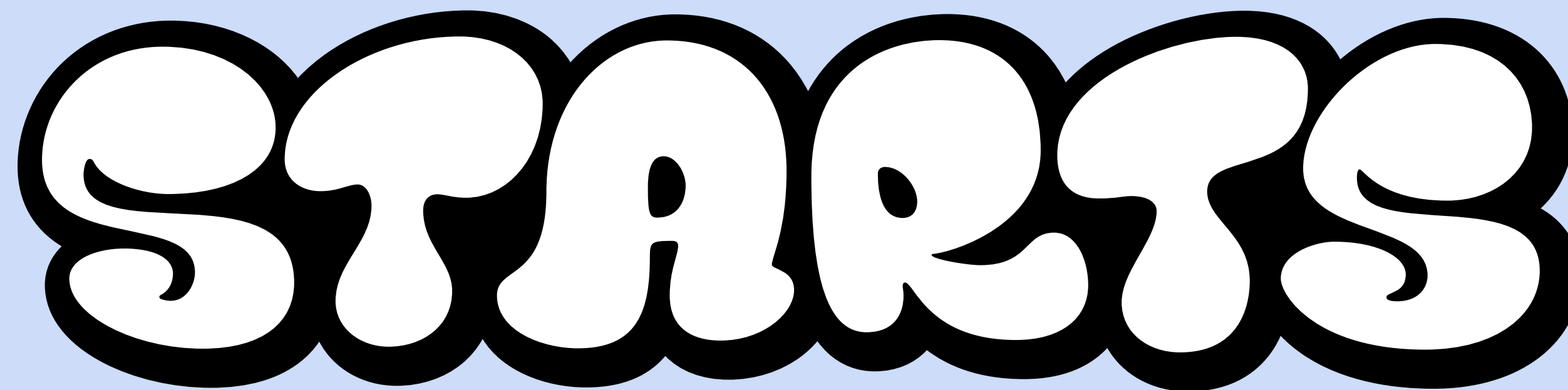
Brand Assets

We're big on flavour here. We use different logo palettes to indicate the different flavour series in our product lines. The **Sours Logo** follows the same dimensional standard as our Primary Logo. The **Mystery Logo** flattens out a bit so it can be totally white and black, and void of any flavour indicator. To learn more about how series colours work, visit [page 25](#).

Sours Series Logo



Mystery Series Logo



LOGO COLOUR VARIATIONS

Brand Assets

At the moment, the Starts brand has three flavour series; Originals, Sours, and Mystery. As the brand grows and develops new flavour series, we've got the chance to add more colour variations to the logos to accommodate!

Existing Logo Variations



STARTS



STARTS



STARTS

Potential Future Series Variations



STARTS



STARTS



STARTS



STARTS



STARTS



STARTS



STARTS



STARTS



STARTS

LOGO SIZE VARIATIONS

Brand Assets

To accommodate the complexity of our dimensional and super sweet logo, the Starts system contains both **Large-Scale** and **Small-Scale** logos. There are slight differences to affect the visual weight and legibility. For applications that can hold more detail and a bigger logo moment, like on a banner or tshirt merch, use the Large-Scale logos. We recommend using Small-Scale logos for anything under 2" wide, such as on our main packaging or on the website.

Large-Scale
Above 2in width

The large-scale logo features the word "STARTS" in a highly stylized, bubbly font. The letters are a vibrant yellow-orange color with a glossy, 3D effect, each outlined with a thick, solid black border. The overall appearance is playful and energetic.

Small-Scale
Below 2in width

The small-scale logo is a condensed version of the "STARTS" wordmark. It maintains the same yellow-orange color and black outline as the large-scale version but is significantly smaller and more compact, suitable for smaller applications.

LOGO CLEARSPACE

Brand Assets

Clearspace is the empty area around a logo that makes sure it has enough breathing room and doesn't overlap with other elements. For the Starts logo, the clearspace is determined by half the height of the Starts S.



When you're limited for space or when you just need a more subtle symbol of the Starts brand, you can use one of the icons. The **Simple Icon** can be used when you need something more compact and clear, such as when it's for a small space. The **Device Icon** is great for when you need more visible presence, or are looking to reference our edibles even more. Note: Each icon asset comes in a Large-Scale (for showing off) and Small-Scale version (for tight spaces).

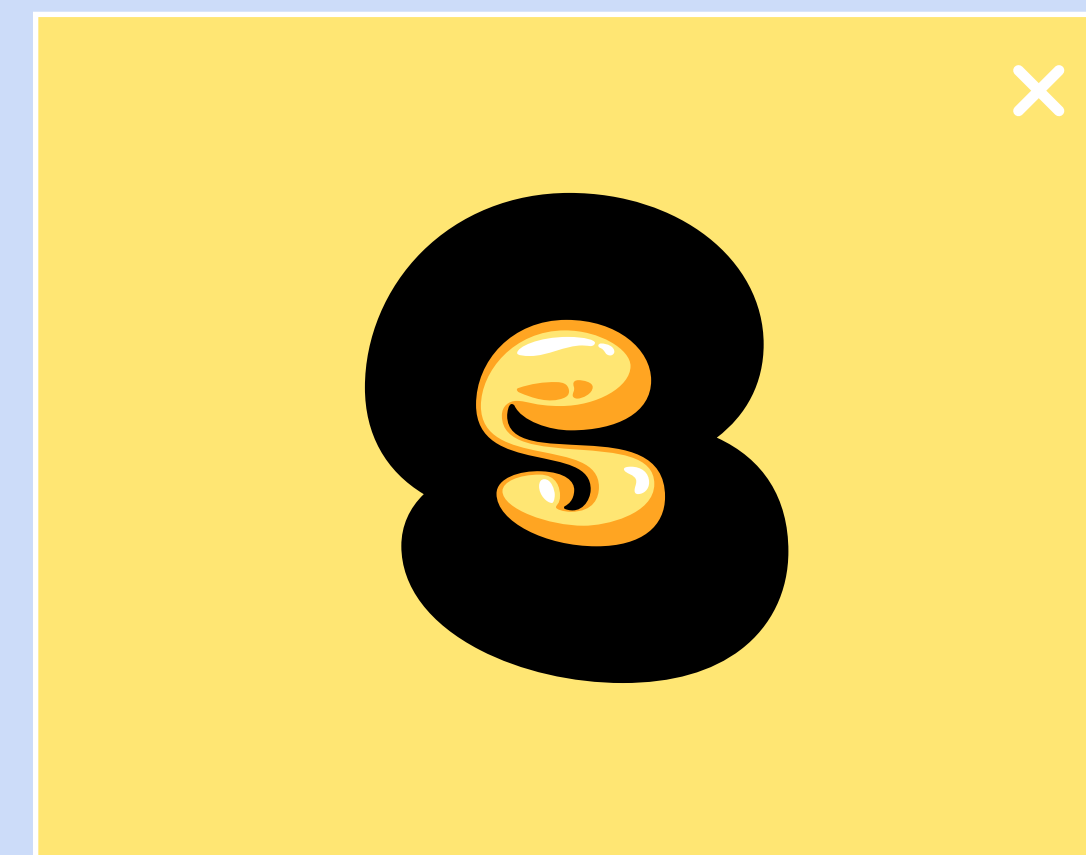
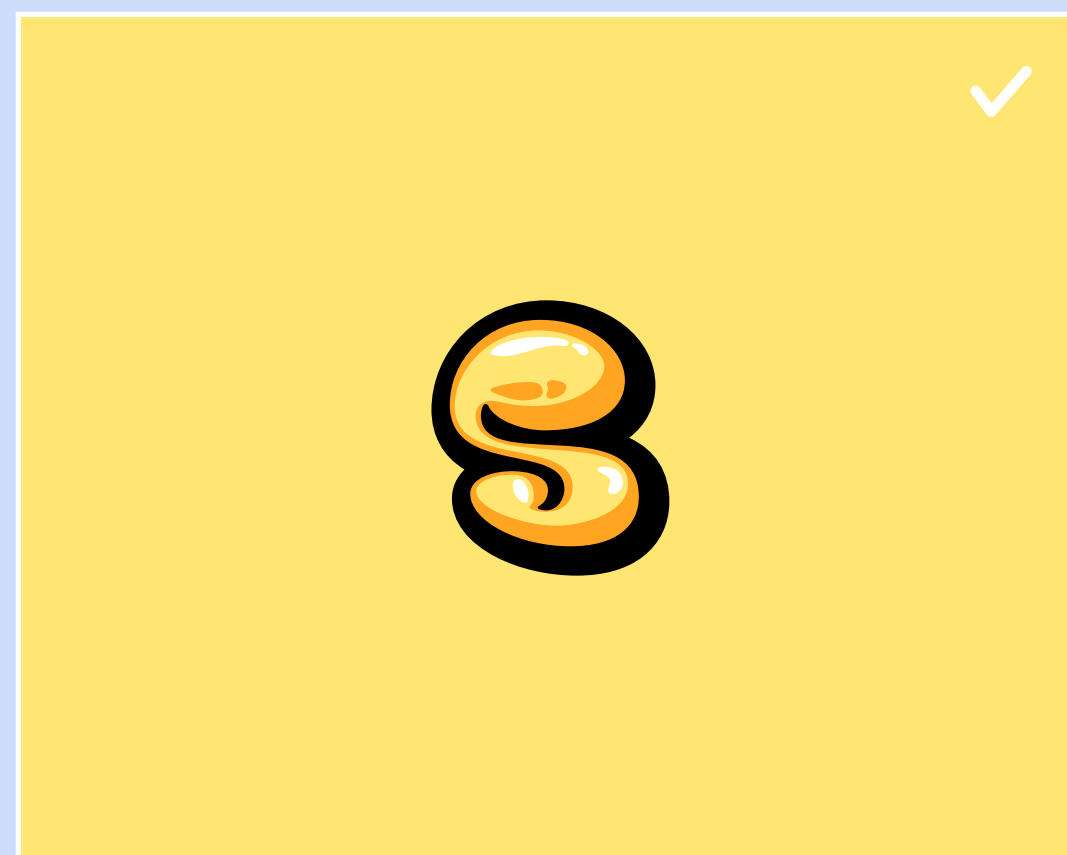
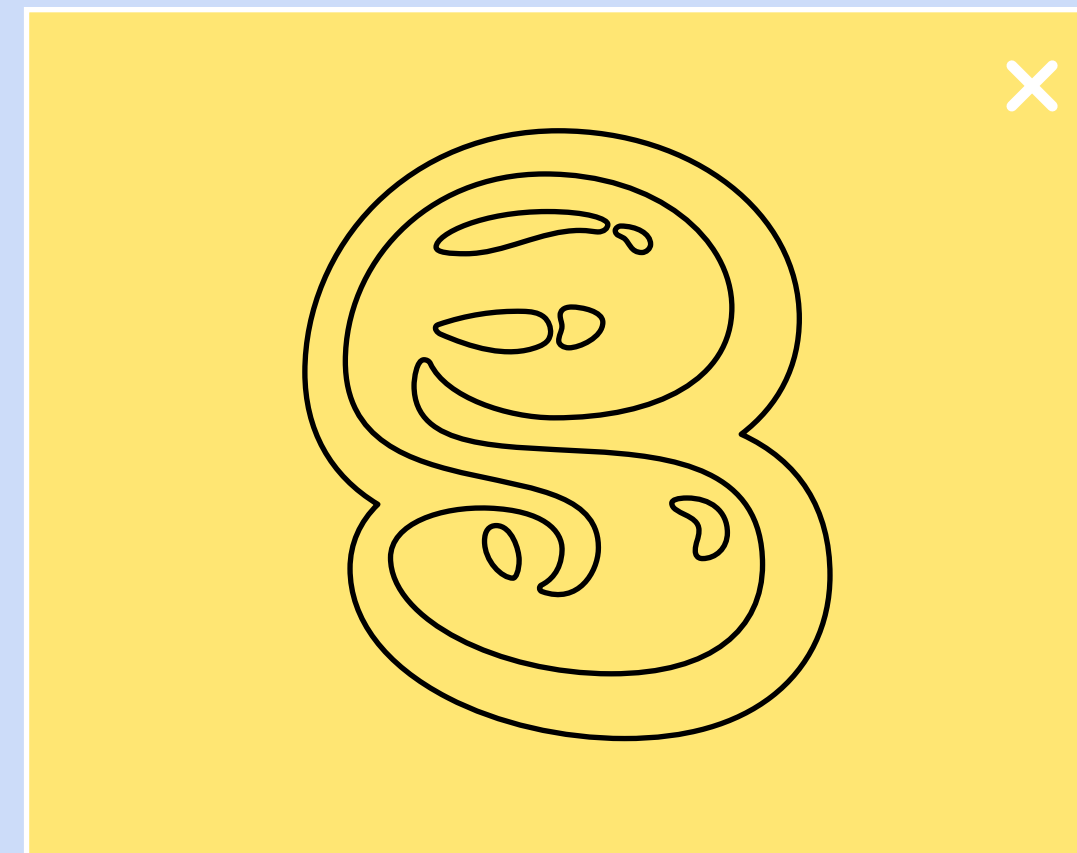
Simple Icon**Device Icon**

Large-Scale
Above 2in height



Small-Scale
Below 2in height





Do This

Always use the logo files provided in the brand package, maintain proper contrast with background elements, and ensure that you are following the correct colour contrast hierarchies.

Don't Do This

Effects like drop shadows, outlines, outer glows, or transparencies undermine the clarity and consistency of the brand's key elements. Inverting the colours or adjusting the shadows compromises the legibility.

This arrangement shows how the logos within the Olli brands family should be seen together. Below is a lock-up for when space is limited, like an email signature. Set in colour, this composition balances the visual hierarchy while also bringing personality to the party.

Nadine Carpenter (they/she)

Director of Marketing | Olli Brands Inc.

nadine@ollibrands.com

(647) 123-4567 | [@funstarts](#) | [funstarts.com](#)

OBi **olli** **Ollive** **STARTS**



This e-mail communication is **CONFIDENTIAL**

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OLLI BRANDS ENDORSEMENT

Brand Assets

Starts is one of the cannabis brands in the Olli Brands family and at times it may be important to acknowledge this relationship. The **Text Example** is best suited for subtle mention of Olli. It is best used when there is limited space or when the focus should remain on Starts. The **Logo Example** may be featured when space is available, and may be accompanied by text if needed.

Text Example

NADINE CARPENTER

Director of Marketing

(647) 123-4567

nadine@ollibrands.com

funstarts.com

Part of the Olli Brands family

Logo Example

STARTS

130 North Queen Street
Unit 5
Etobicoke, ON
M8Z 2E4

hello@ollibrands.com
@ollibrands

OBi Part of the
Olli Brands family



Starts applications are always bright and vivacious. The colour palette captures the full rainbow, providing lots of variety for all moods, occasions, and experiences! Each colour has both a light and dark variation, to help illustrate the dimensionality of the brand logo.

White
R255 G255 B255
CO MO YO KO
#FFFFFF

Light Yellow
R255 G253 B189
C1 M0 Y19 KO
587 C/U 40% Tint
#FFFDBD

Light Amber
R255 G229 B115
CO MO Y60 KO
602 C/U
#FFE573

Light Orange
R243 G144 B36
CO M37 Y100 KO
144 C / 143 U
#F39024

Light Red
R255 G123 B139
CO M61 Y14 KO
190 C/U
#FF7B8B

Light Pink
R255 G144 B205
C1 M48 YO KO
2037 C/U
#FF90CD

Light Purple
R206 G104 B215
C23 M68 YO KO
252 C/U
#CE68D7

Light Violet
R189 G140 B224
C43 M50 YO KO
2655 C/U
#BD8CE0

Light Blue
R128 G167 B239
C55 M30 YO KO
659 C/U
#80A7EF

Light Teal
R0 G189 B230
C70 M4 YO KO
298 C/U
#00BDE6

Light Emerald
R128 G217 B139
C43 M0 Y38 KO
3375 C/U
#80D98B

Light Green
R195 G232 B152
C18 M0 Y47 KO
2275 C/U
#C3E898

Black
R0 G0 B0
C65 M66 Y68 K82
Process Black C/U
#000000

Yellow
R255 G216 B16
CO MO Y100 KO
Yellow C/U
#FFD810

Amber
R255 G165 B34
CO M19 Y100 KO
130 C / 116 U
#FFA522

Orange
R230 G94 B22
CO M63 Y99 KO
166 C / 165 U
#E65E16

Red
R210 G14 B44
CO M100 Y56 KO
206 C/U
#D20E2C

Pink
R228 G81 B150
C3 M73 YO KO
232 C/U
#E45196

Purple
R139 G0 B151
C50 M89 YO KO
2602 C/U
#8B0097

Violet
R139 G66 B225
C65 M88 YO KO
266 C / 2597 U
#8B42E1

Blue
R19 G114 B224
C81 M46 YO KO
285 C/U
#1372E0

Teal
R8 G128 B152
C100 M18 Y13 K17
7705 C / 633 U
#088098

Emerald
R22 G156 B110
C100 M0 Y64 KO
3265 C / 3278 U
#169C6E

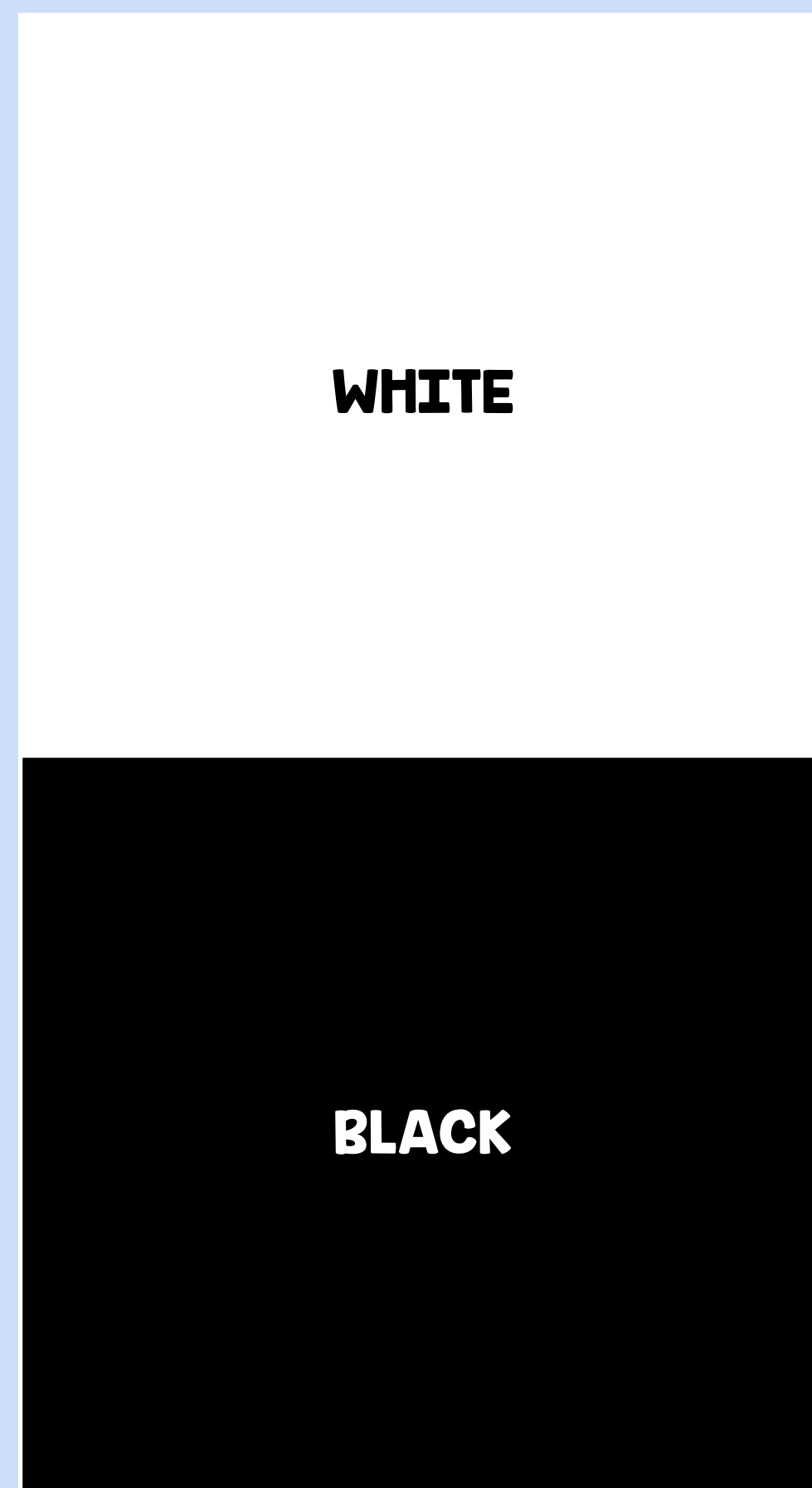
Green
R132 G210 B38
C44 M0 Y89 KO
2286 C/U
#83D226

COLOUR PAIRING USAGE

Brand Assets

When applying colour, there are some simple suggestions to keep things looking on brand. For every colour pairing, add black for the shadows and white for the highlights. The guides below apply for most of the applications. Occasionally, there are instances that could use something wilder! In these cases, shadows may be swapped out for another colour from the palette.

Start with White & Black



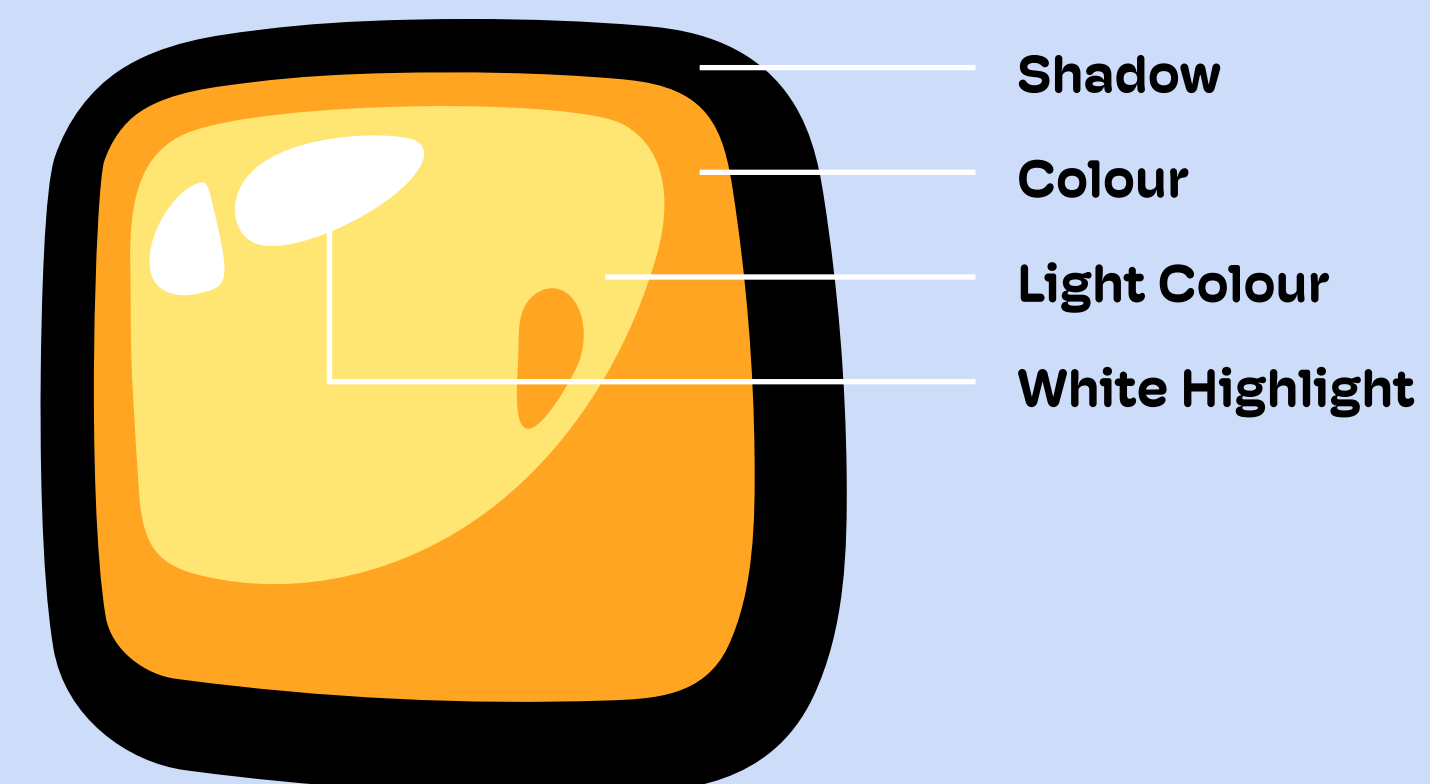
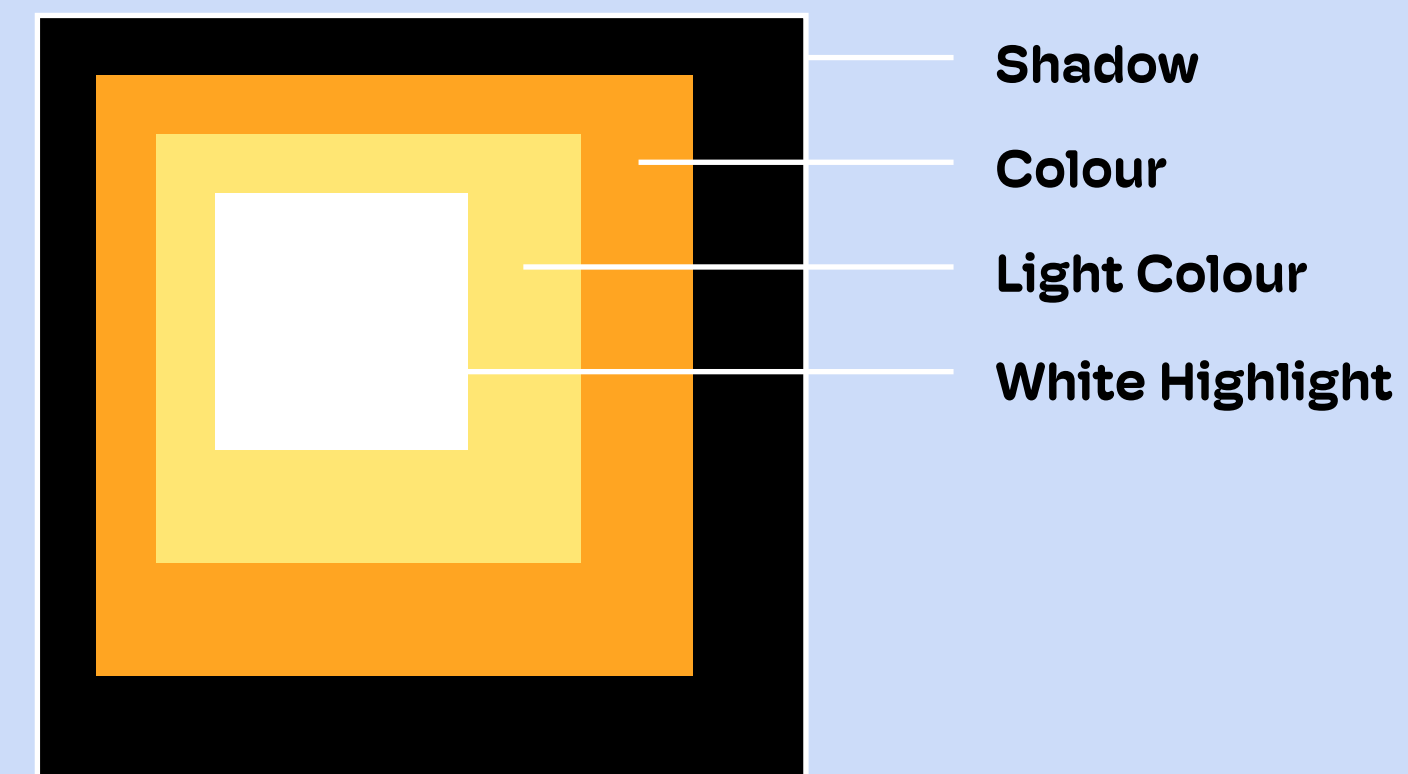
+

Choose a Colour Pair



=

Follow this Hierarchy



COLOUR PACKAGING USAGE

Brand Assets

When it comes to packaging, colour is used deliberately and with purpose. Simply put, the logo colour indicates the product series and the bag colour lets you know the flavour. As the brand grows and new flavours are released, follow this flow chart to determine both the logo and packaging colour each time.

STEP 1

To choose the logo, what is the product series?

-  ORIGINALS
-  SOURS
-  MYSTERY
-  NEW SERIES
-  NEW SERIES

+

STEP 2

To choose the package colour, which colour best describes the flavour?

- 
- 
- 
- 
- 
- 
- 
- 
- 

+

Series Colour



Flavour Colour

The Starts brand uses two typefaces. There is the bold and bubbly **KG Inimitable Original**, generally used for headers and captions. And then there's the friendly and highly legible Hoss Round that will do the trick for body copy. They're perfectly playful and youthful, they carry the Starts voice through all different applications. And they look good together, like a hot power couple!

**THIS IS KG INIMITABLE.
IT IS BIG, BOLD,
BUBBLY, AND BEAUTIFUL
ESPECIALLY AT LARGE
SIZES, LIKE IN
HEADLINE COPY.**

KG Inimitable Original

This is Hoss Round.
It is clear, friendly, and
easy on the eyes.
It works great at
smaller sizes, like in
body paragraphs.

Hoss Round Regular

TYPOGRAPHIC HIERARCHY

Brand Assets

To make sure things are simple and clear, here's a suggested hierarchy to ensure things remain readable yet punchy at the same time. For any headlines, stick to using KG Inimitable and make sure that it's in all caps. For body copy, stick to Hoss Round and use it in bold or all caps when you need some extra emphasis. It's okay if your copy may need more or fewer levels of hierarchy, but make sure it's easy to read and follow.

Headline Style 1

KG Inimitable Original

All Caps

With shadow effect

Note: You can duplicate this effect with our handy working asset file provided in the brand folder.

**THE SIMPLE MAGIC
OF A GOOD TIME**

Headline Style 2

KG Inimitable Original

All Caps

**TO MAKE EDIBLES MORE
COMMONPLACE THAN FLOWER**

Subheading

Hoss Round Bold

Sentence Case

**Super Sour Limeade
Original Juicy Watermelon
Super Sour Pineapple**

Body Style

Hoss Round Regular

Sentence Case

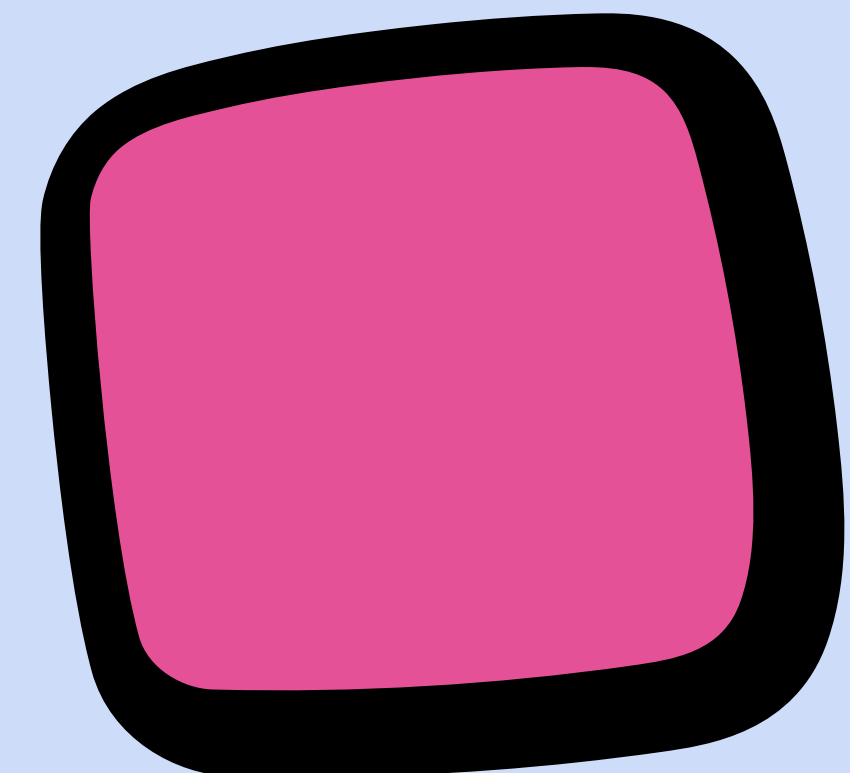
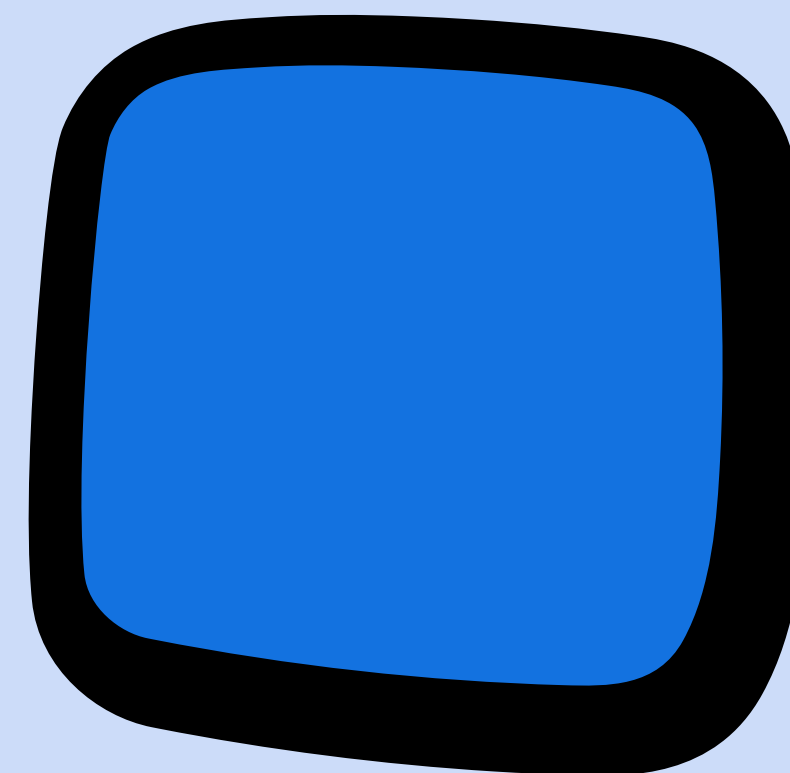
We become synonymous with good times, good things, and good partnerships. From quiet milestones to big celebratory nights, we'll be part of everyone's favourite memories. Whether you're trying edibles for the very time, or you are dosing to keep the party going, we are an instant classic. Our confectioneries are available in 5000 cannabis stores from Toronto and Austin, to Reykjavik and Lagos; all while welcoming everyone to our own theme park in Jasper.

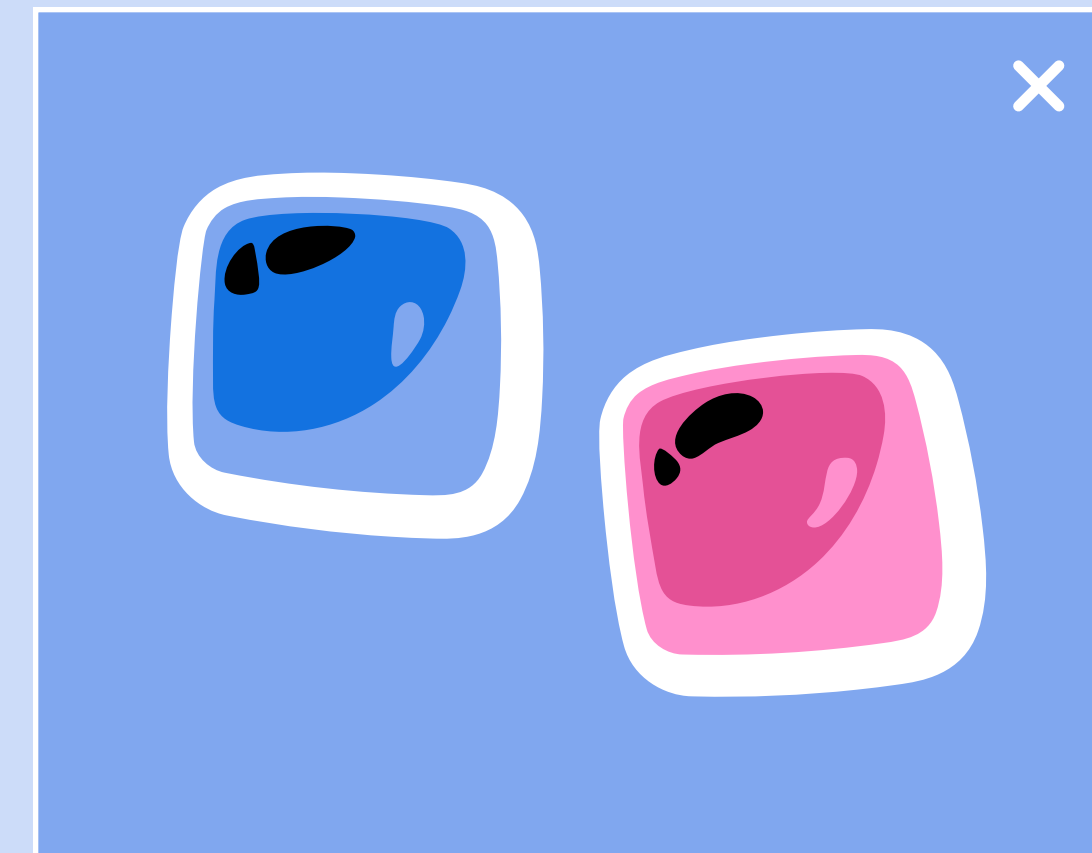
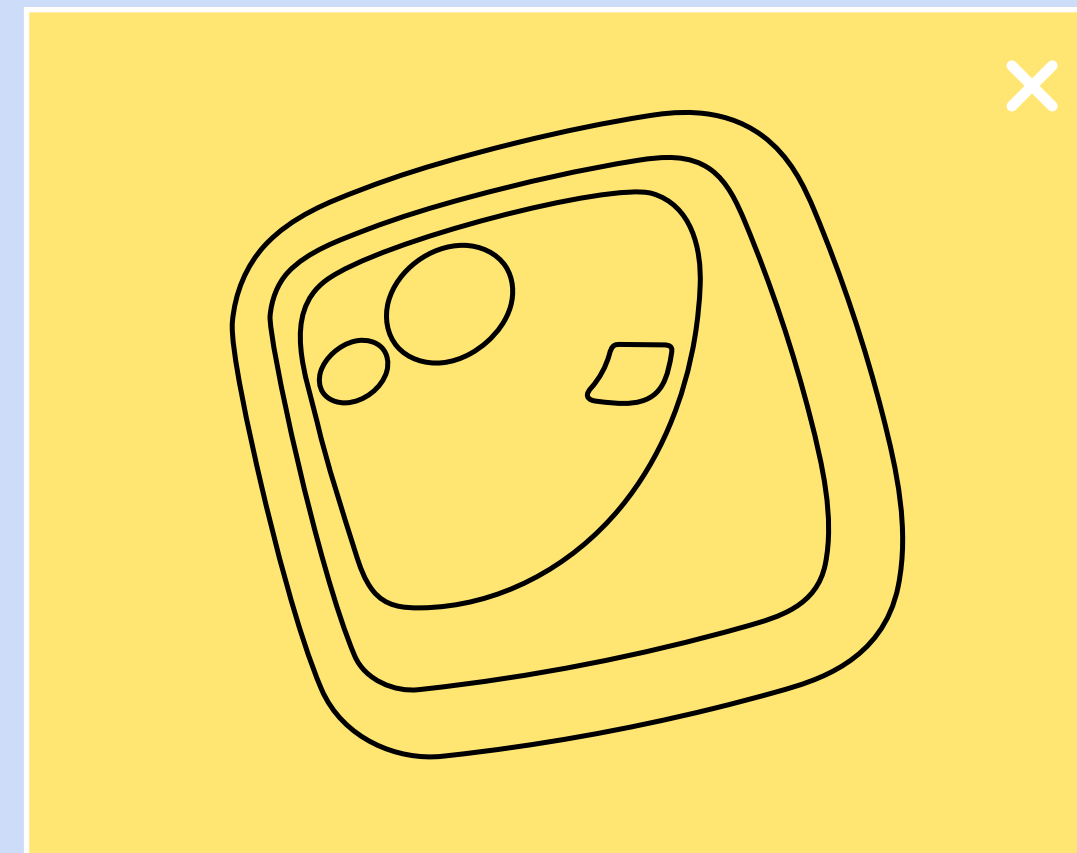
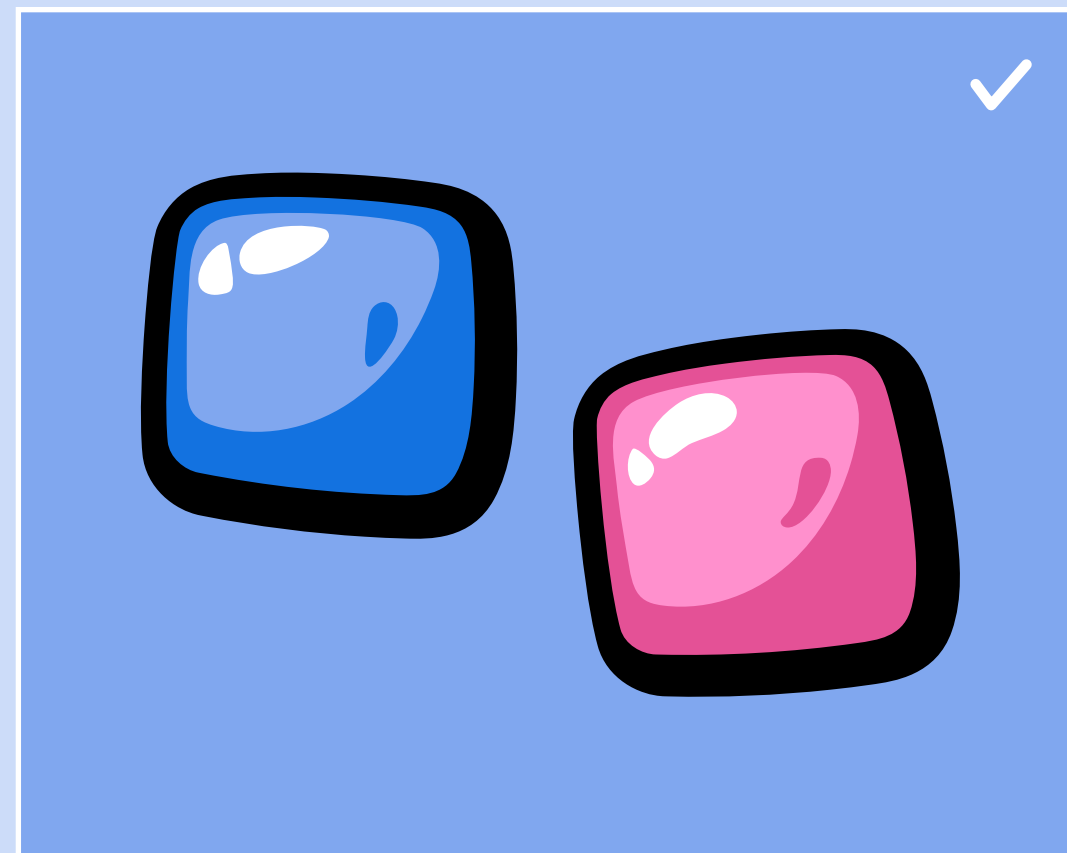
Look at these illustrated candies! They're fun and dynamic, and can be used whenever your design needs a little extra something. As part of the tool kit there are 2 options. The **Dimensional Graphic** is best used with other illustrations and the logo, while the **Flat Graphic** looks great as a container for text, image, or more. Note that the **Dimensional Graphic** also comes in 3 slight variations, to add some extra variety to the brand.

Dimensional Graphic



Flat Graphic



**Do this**

Maintain proper contrast with background elements, and ensure that you are following the correct colour hierarchies (page 24). When adding text, ensure there is enough colour difference and space between the text and graphic.

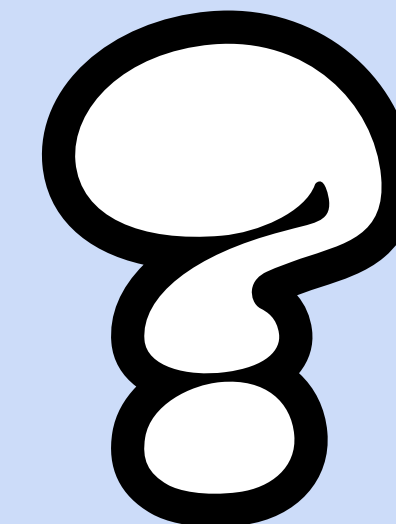
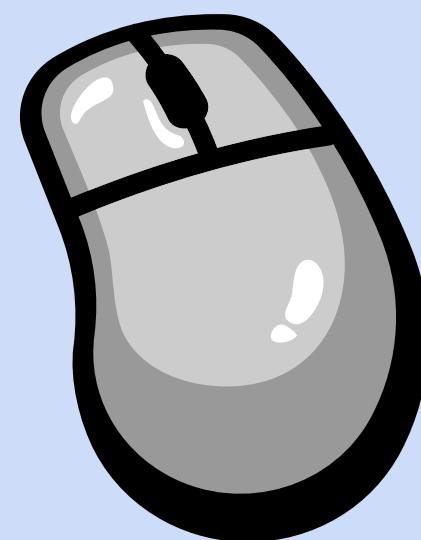
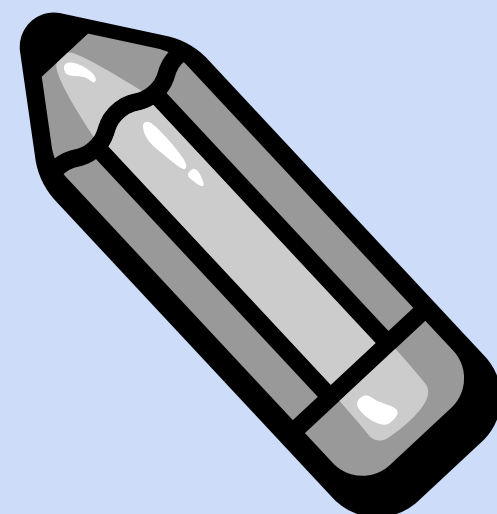
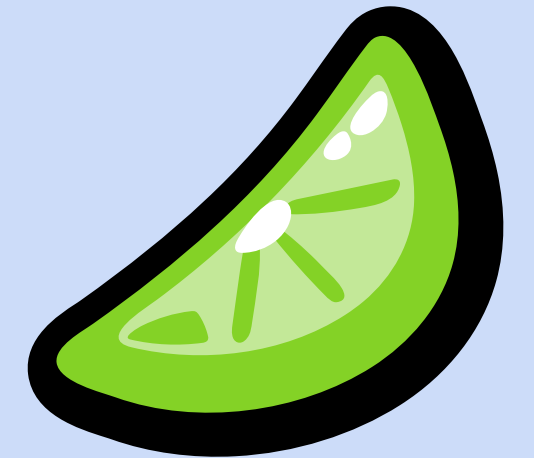
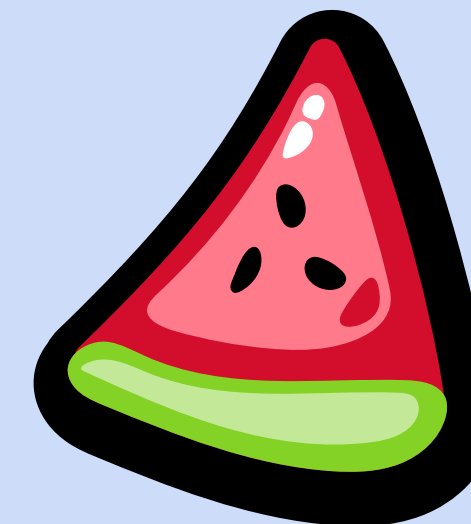
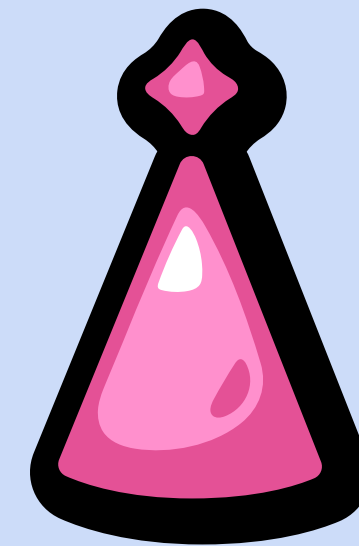
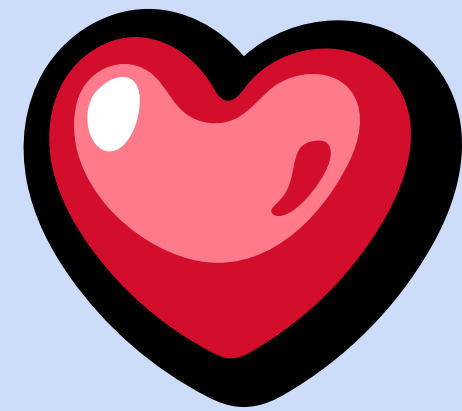
Don't do this

Effects like drop shadows, outlines, outer glows, or transparencies undermine the clarity and consistency of the graphic devices. Inverting the colours or warping the shape and direction of the shadows compromises the legibility.

ILLUSTRATION STYLE

Brand Assets

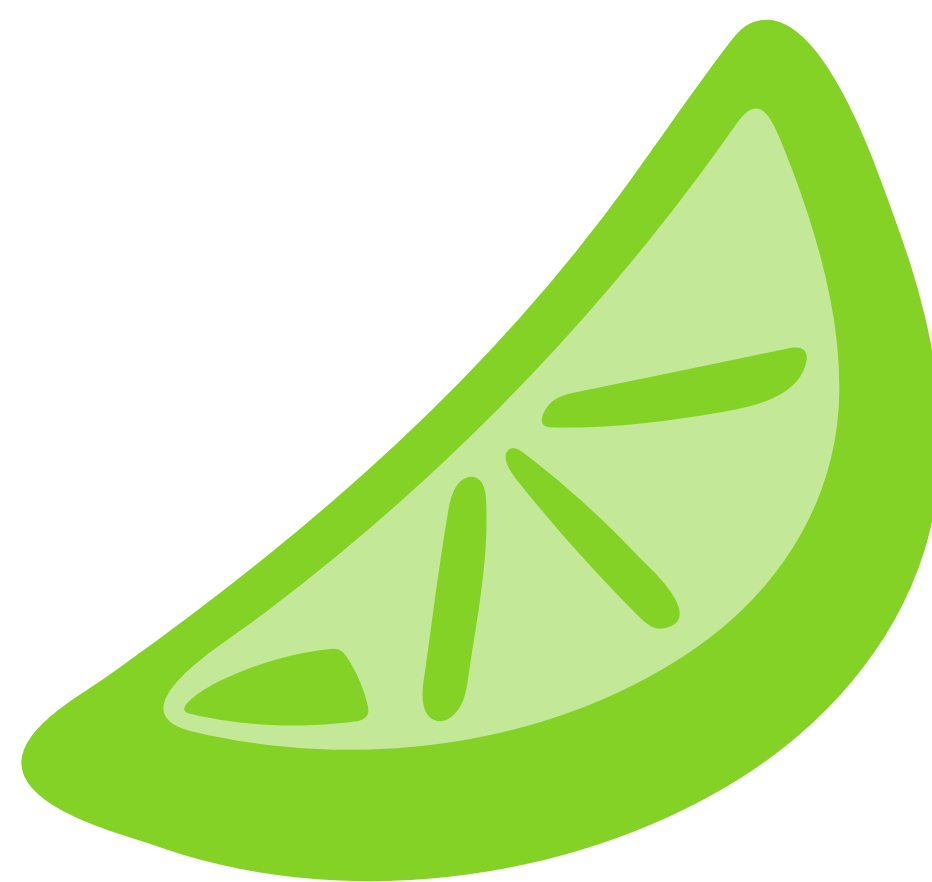
Another part of the brand is the illustration style. Much like the logo and the graphic device, their bubbly 3D effect is fun and inviting. They're super helpful in adding some personality to any occasion, flavour profile, or instruction. Here are just some of the illustrations made for different applications throughout the brand, such as vanity packaging and the website.



As the brand rolls out, there may be a need to develop more graphics in the illustration style. To tackle that, here are a few simple rules to follow!



Always begin with a silhouette. And remember to keep it simple and iconic.



To add detail, add dimension and form. Avoid straight rectilinear lines and perfectly geometric shapes!

Note: In Illustrator, use the smooth tool to ensure flowing lines.



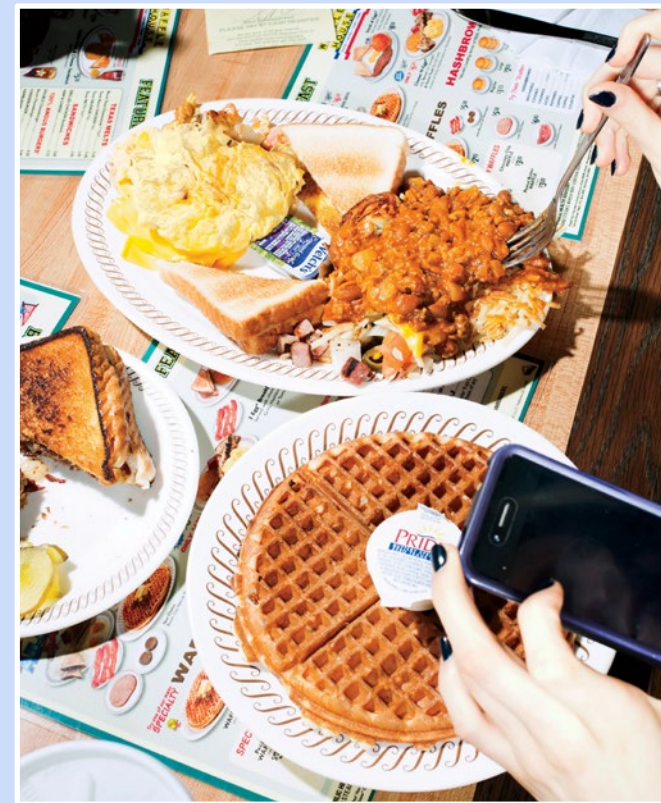
Don't forget to apply the offset shadow and light source. Make sure that the light source always comes from the top left! This will for sure make it look and feel like the Starts brand!

PHOTOGRAPHY OVERVIEW

Brand Assets

Photos play an important part in the Starts communications because they add realism and sophistication to the brand. There are three types of subjects featured in the photography and each supports a different aspect of Starts.

Note: Images are placeholder only and are meant to serve as inspiration.



Product

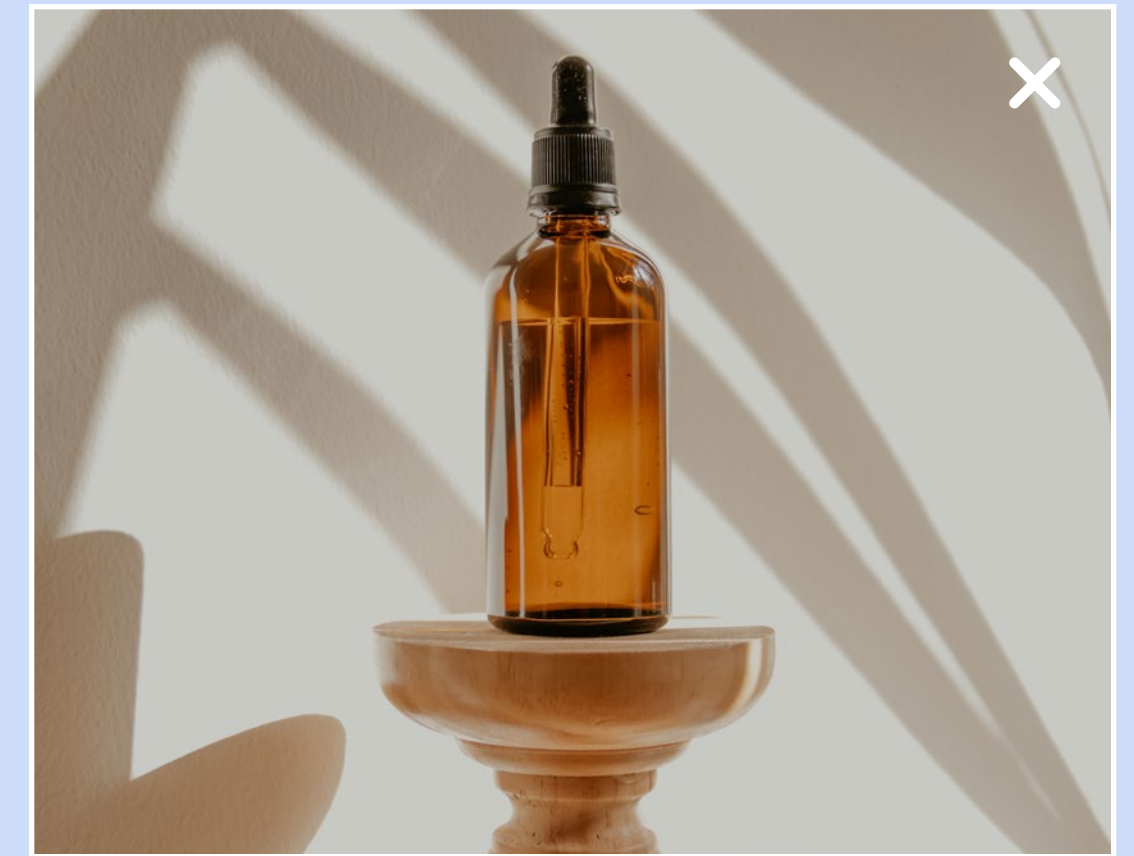
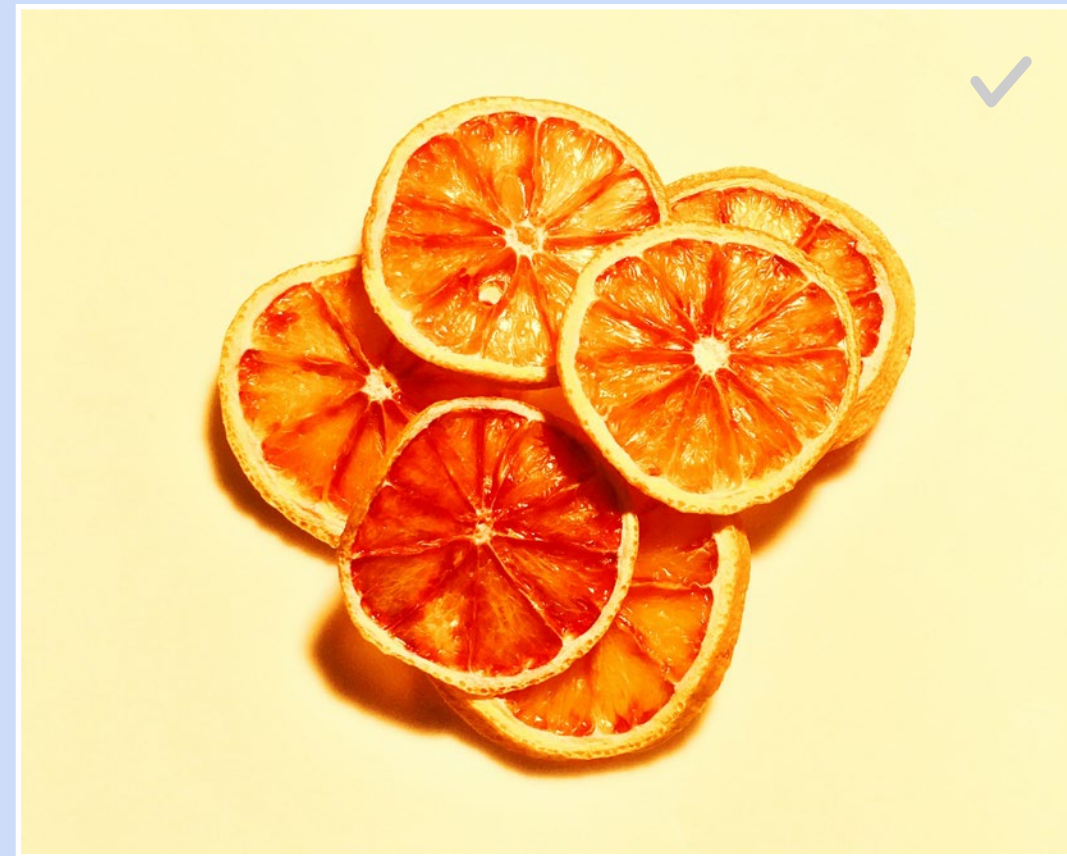
Product highlight shots, either individually or in abundance.

Experience

In action shots that show people experiencing the Starts products.

Lifestyle

Shots of people enjoying their life! These evoke the spirit of the Starts brand.

**Do This**

High contrast images created with direct flash help dissolve any sense in time of day and unify all the images. Aim for saturated colours, and flat backgrounds. The staging should feel effortless and products should have plenty of room to breathe.

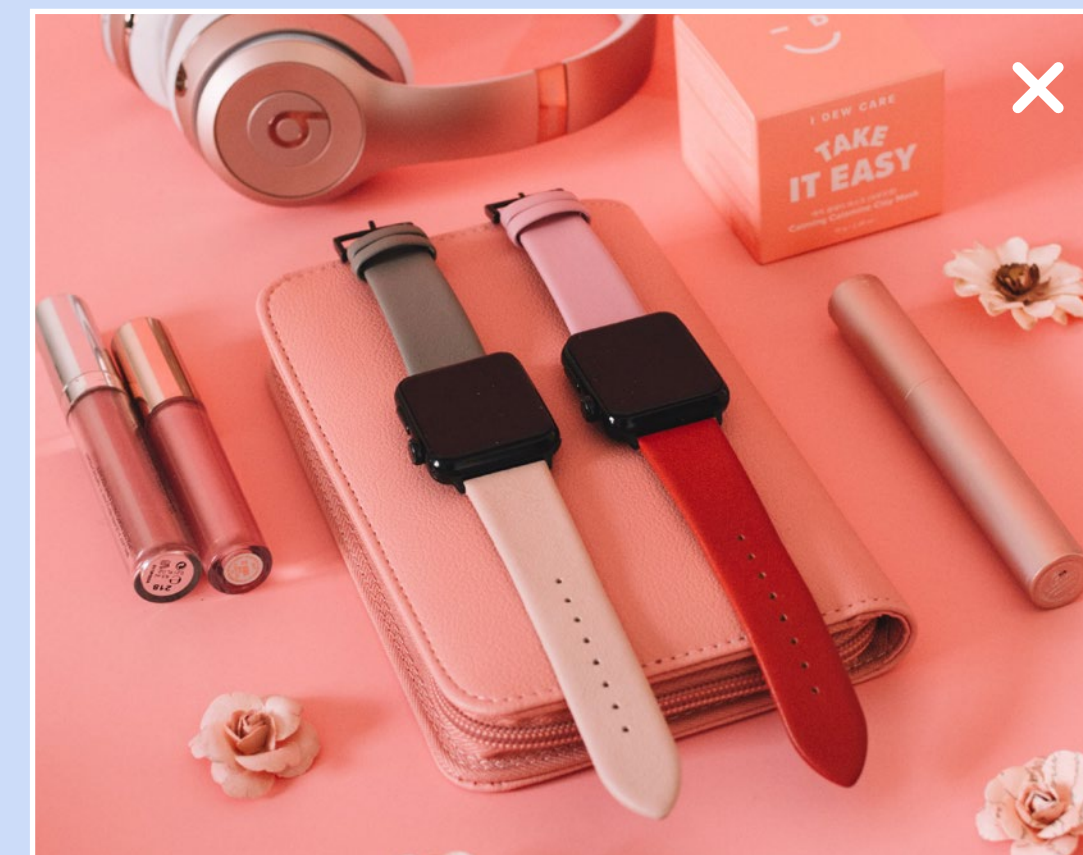
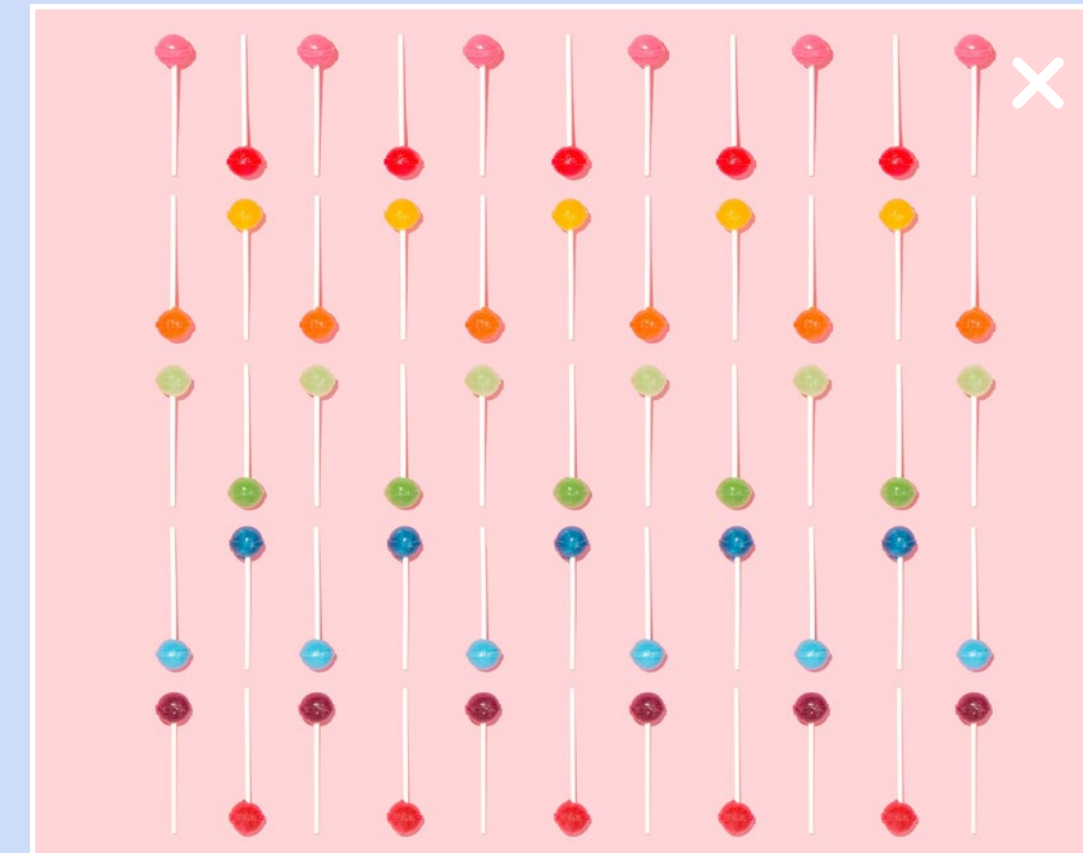
Don't Do This

Try not to overdo the staging, as Starts should feel candid. Using busy backgrounds, soft decorative shadows, and blurred elements distract from the product and is something to avoid.



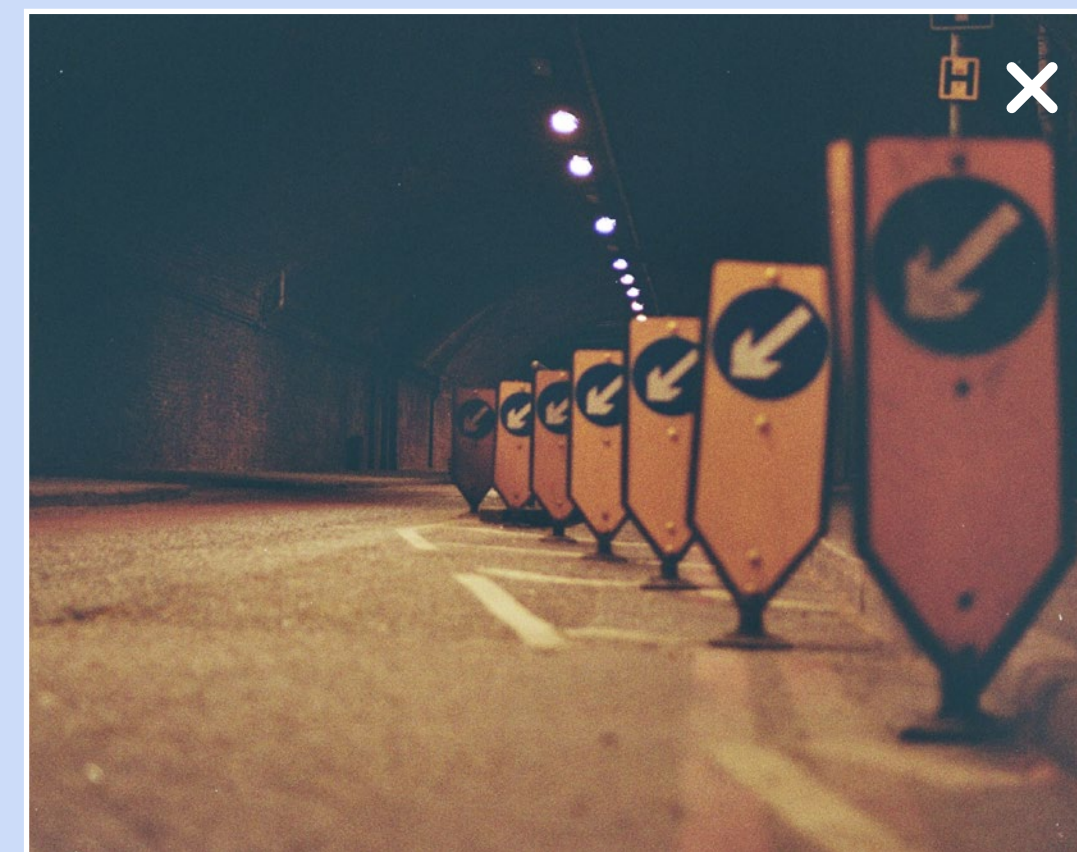
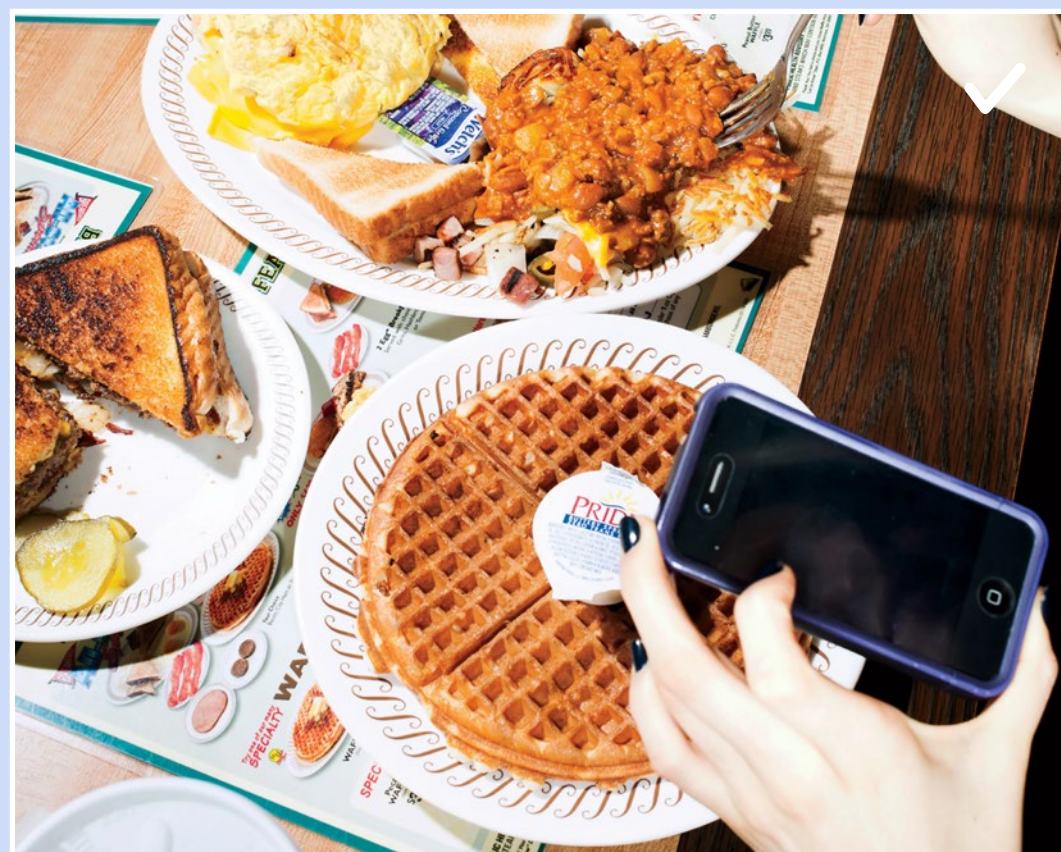
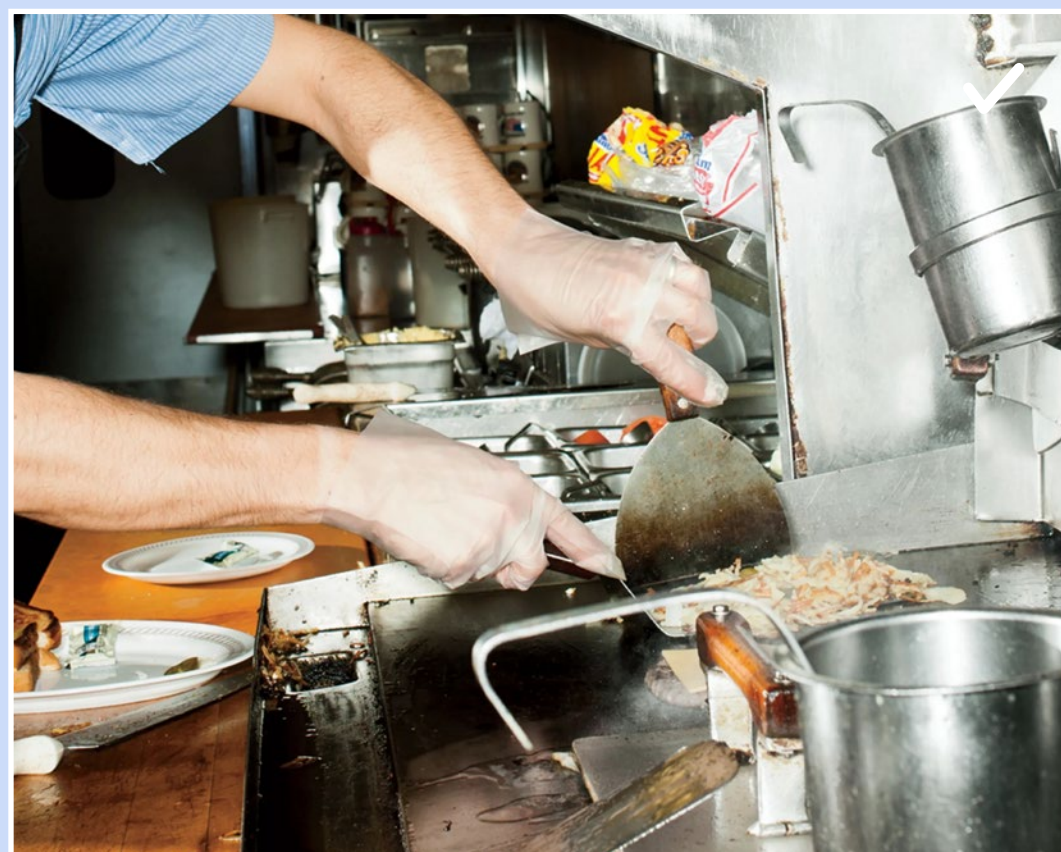
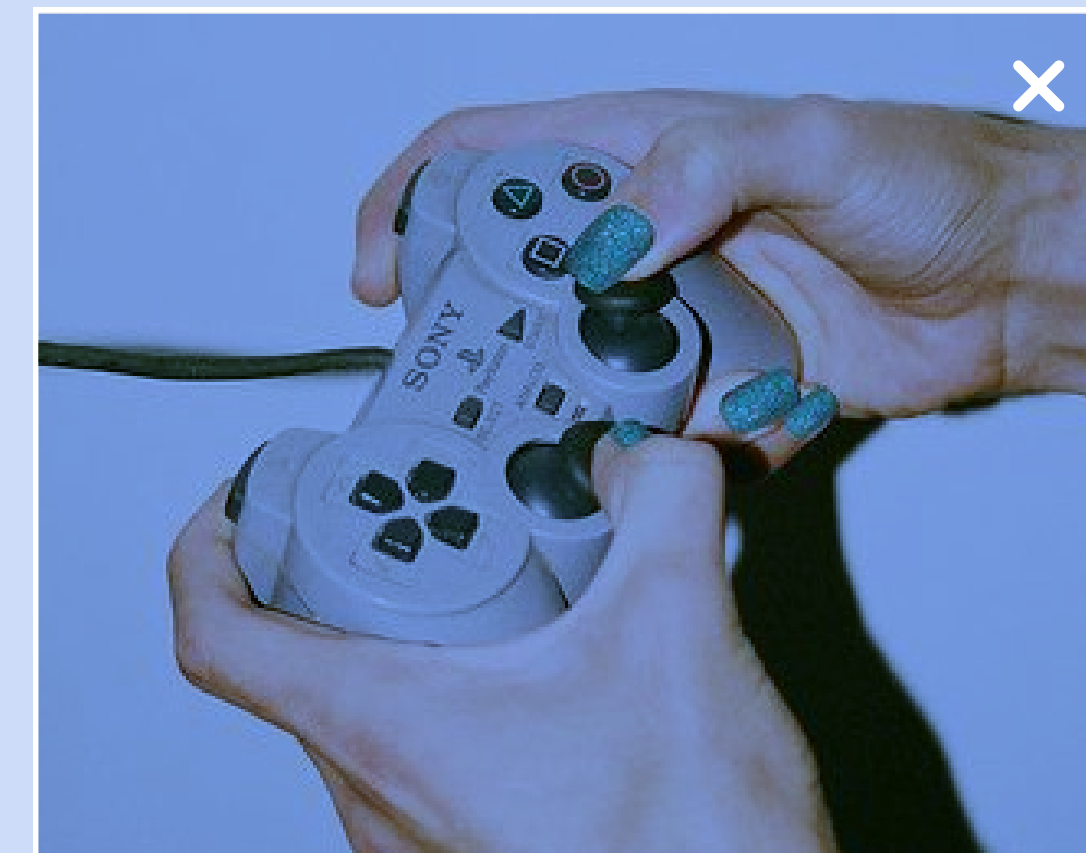
Do This

Repetition and texture is a great way to create pattern in product photos where you want to show abundance. Make sure the set-up is playful and embraces spontaneity. Aim for everything to look raw, honest, and candid.



Don't Do This

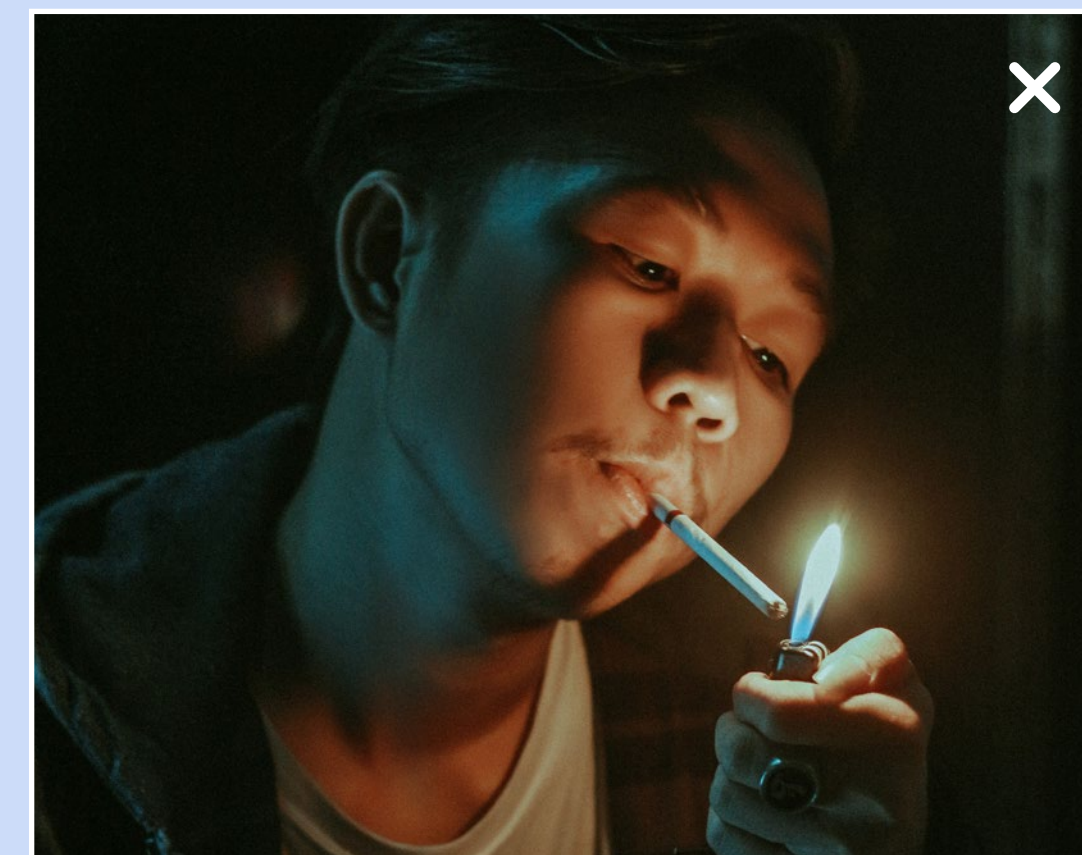
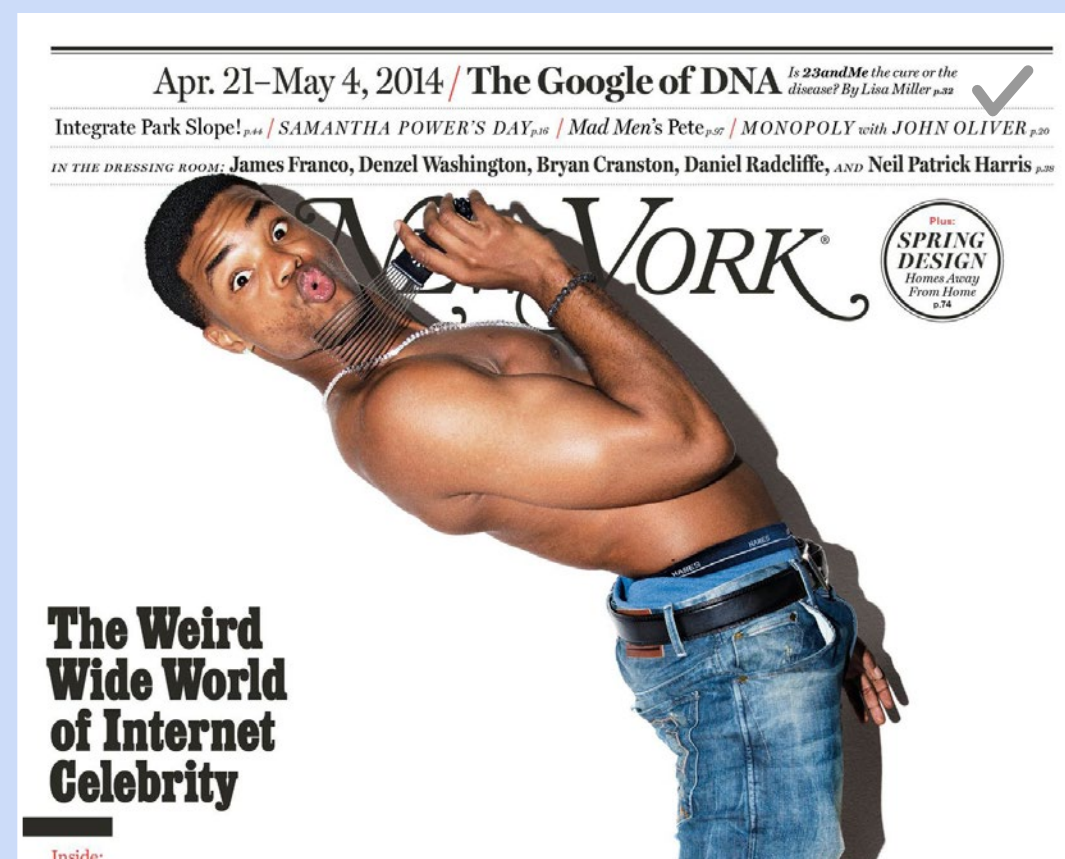
Avoid setting up your product in overly meticulous and grid-like layouts, when it feels too perfect. Don't use backgrounds that are too busy or low-contrast with the product, you want everything to POP!

**Do This**

Like the product shots, the experience photos are especially important to be candid and authentic. Use direct flash, high colour saturation, and a sense of hyper-reality. Take photos from natural angles, as if they are shot by someone's natural P.O.V.

Don't Do This

Avoid photos taken directly straight on with the content, as it makes the image look staged. Avoid using effects like grain, sepia, or colour overlays. For legal reasons, avoid showing people using the product.

**Do This**

Really embrace the idea of 'grubby glamour'. Following the same direct flash, high contrast style, you want these images to make the brand feel more adult. Use natural angles, eye-level with your models, and remember to use a diverse cast.

Don't Do This

Don't shoot when it's really dark, you want enough saturated colours and contrast as possible. Don't shoot from unnatural angles. Don't use soft light and effects. For legal reasons, avoid showing people using the product.

Now, the magic happens when all the elements are combined together! There are a few simple tips and tricks that are helpful to keep in mind and get you going.



Keep layouts simple. Having 3-4 elements within any composition helps keep the message and intent super clear.



Hierarchy is our friend. Containers, columns, and structure help! And if things are feeling cramped, white space can add some clarity.

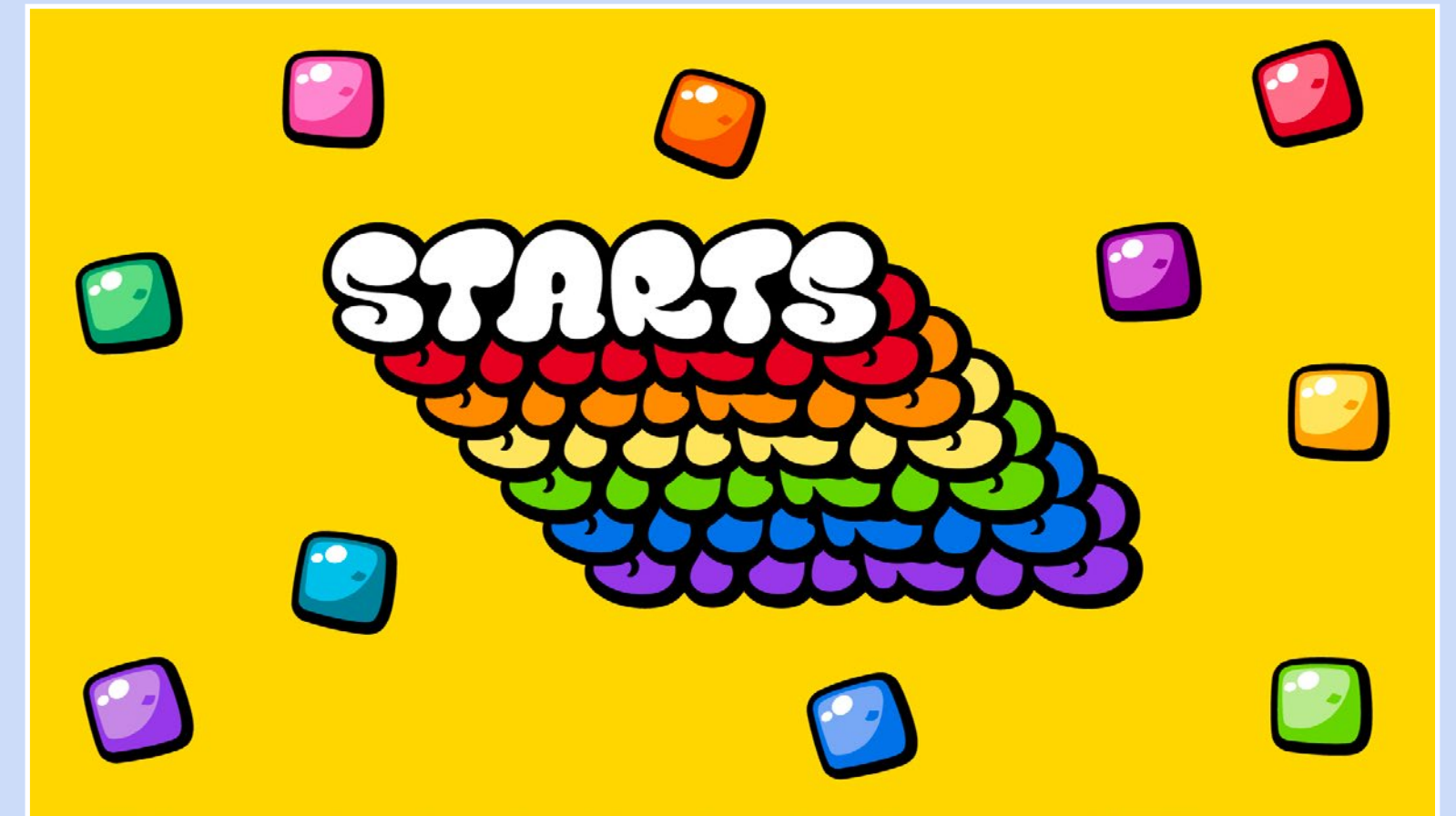


Like our personality, our compositions are big and bold. We're not afraid to exaggerate contrast and take up lots, and lots!, of space.

GRAPHIC EXPERIMENTS

Brand Assets

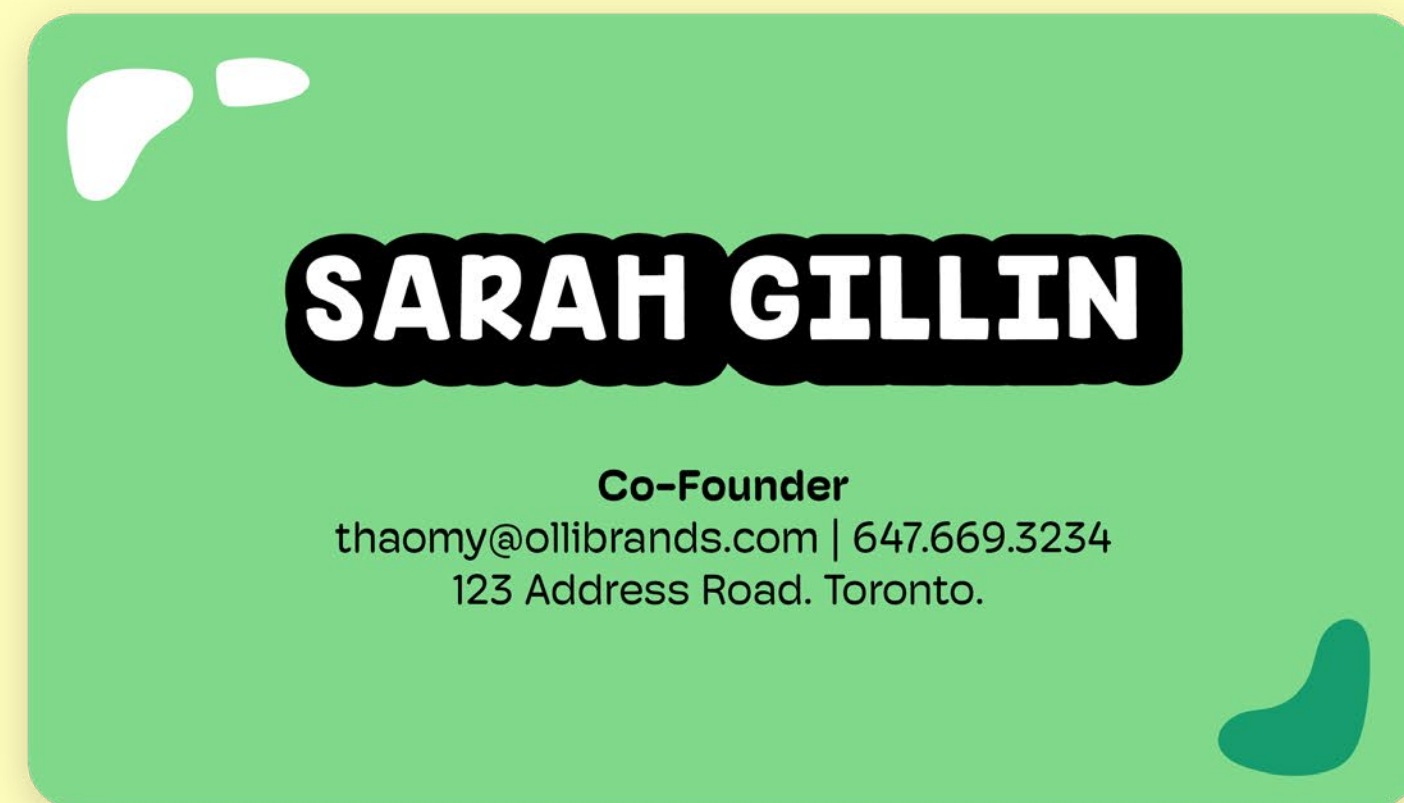
At Starts, we are excited by experimentation and follow our intuition. We're inspired by the 90s, but know it should work with and compliment today's trends. We love to play and definitely don't shy away from it. Think of these designs as inspiration for just some of the things that are possible with this brand. Feel free to experiment to your hearts' content—anything is possible as long as it has a 90s' twist!



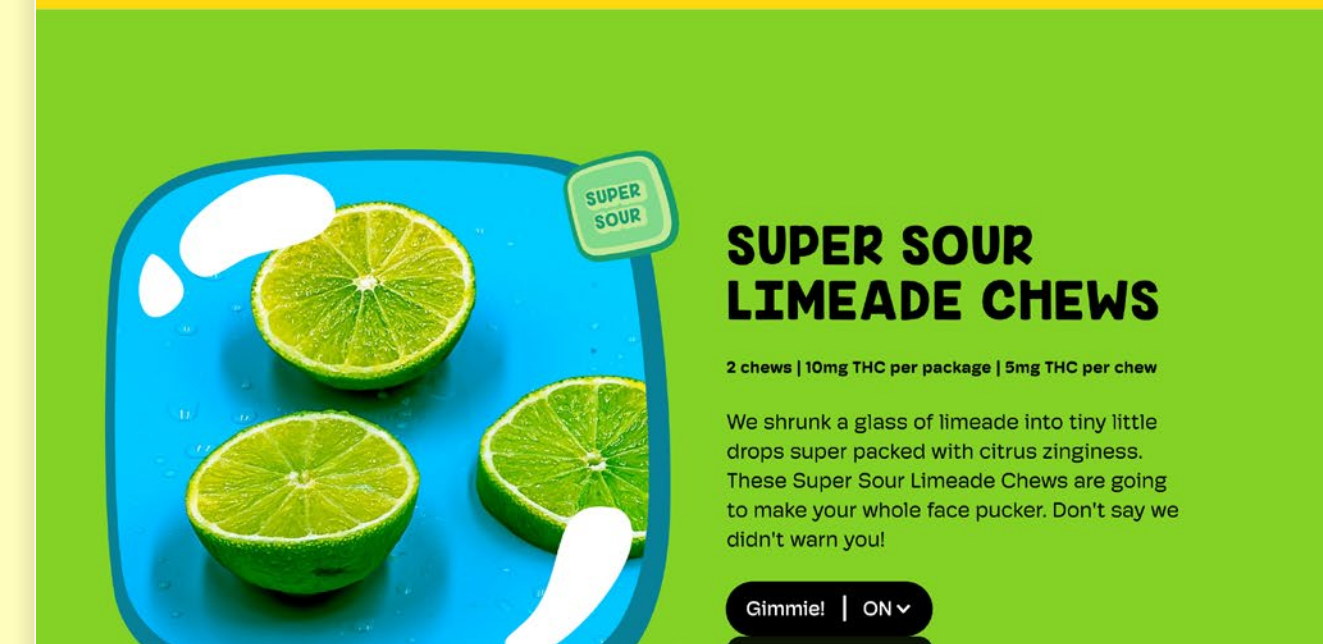
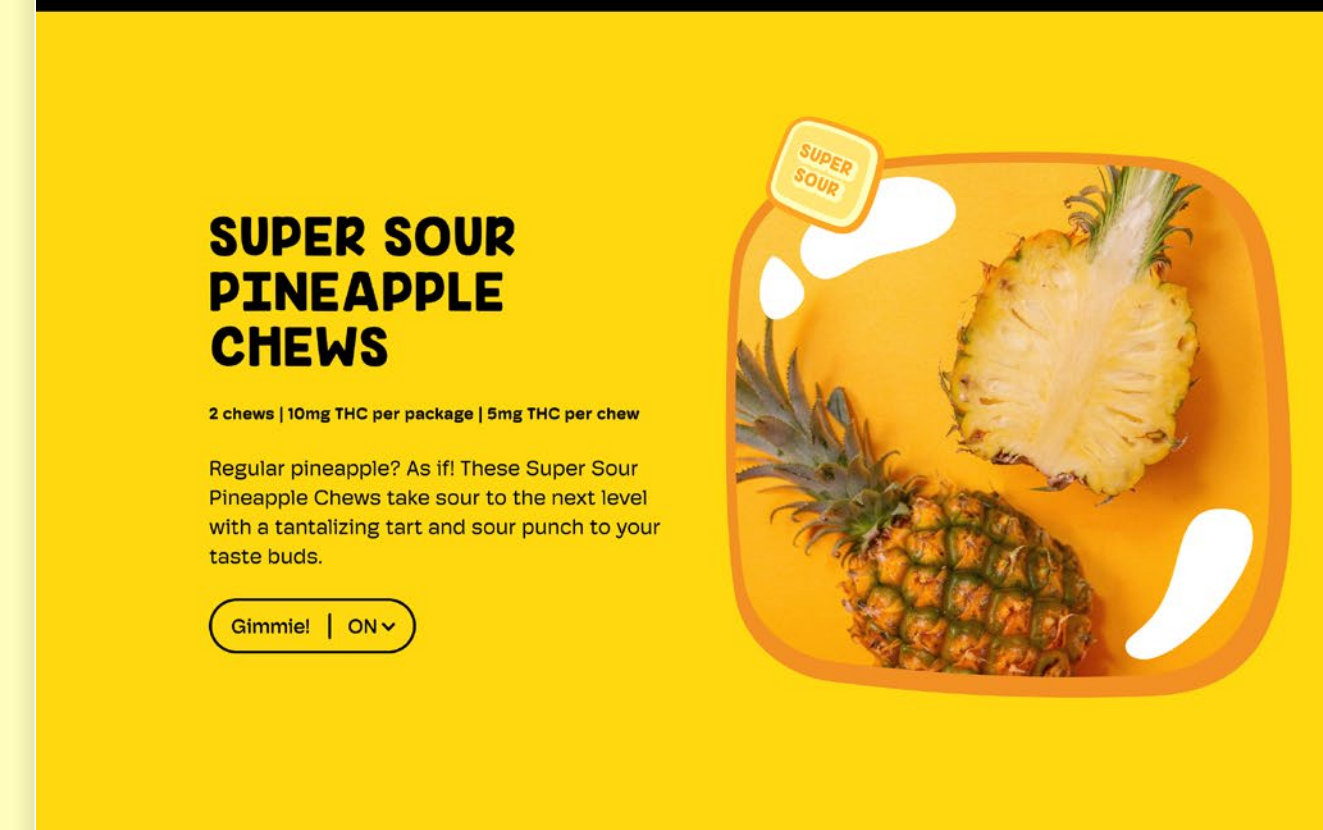
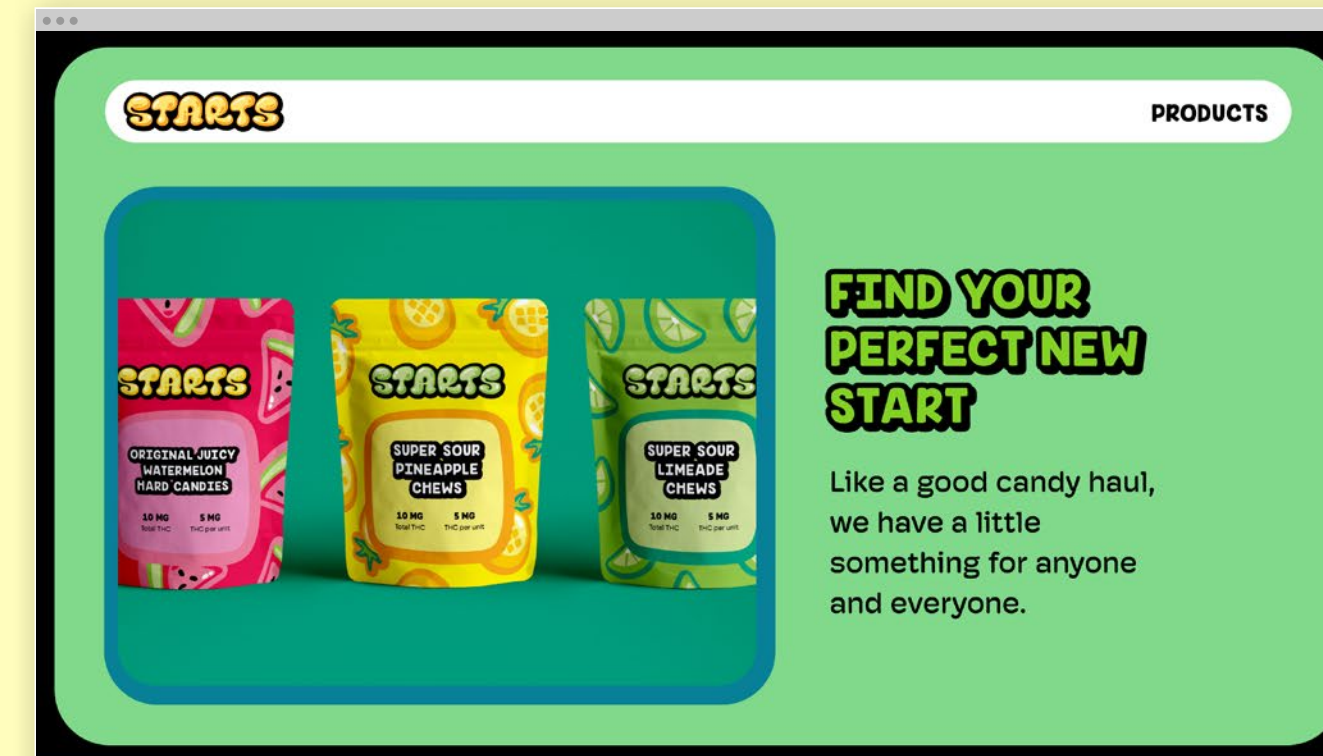
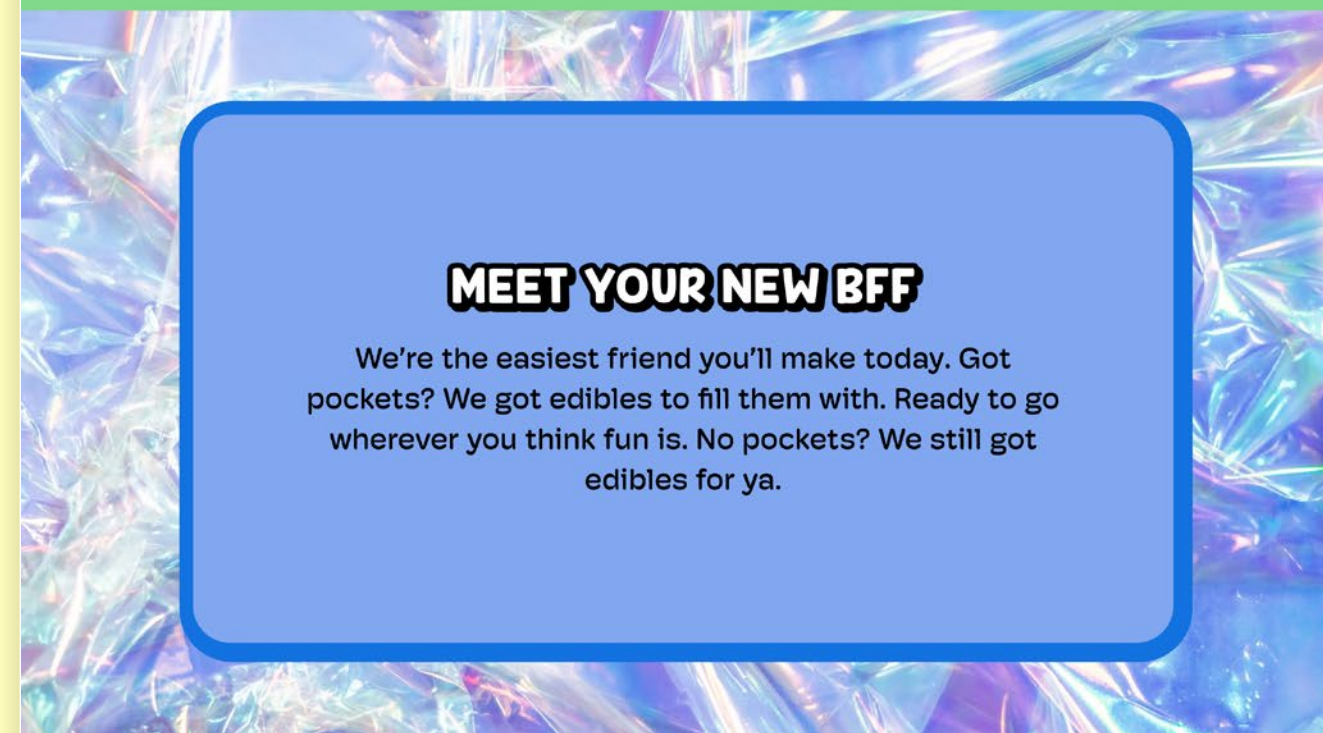
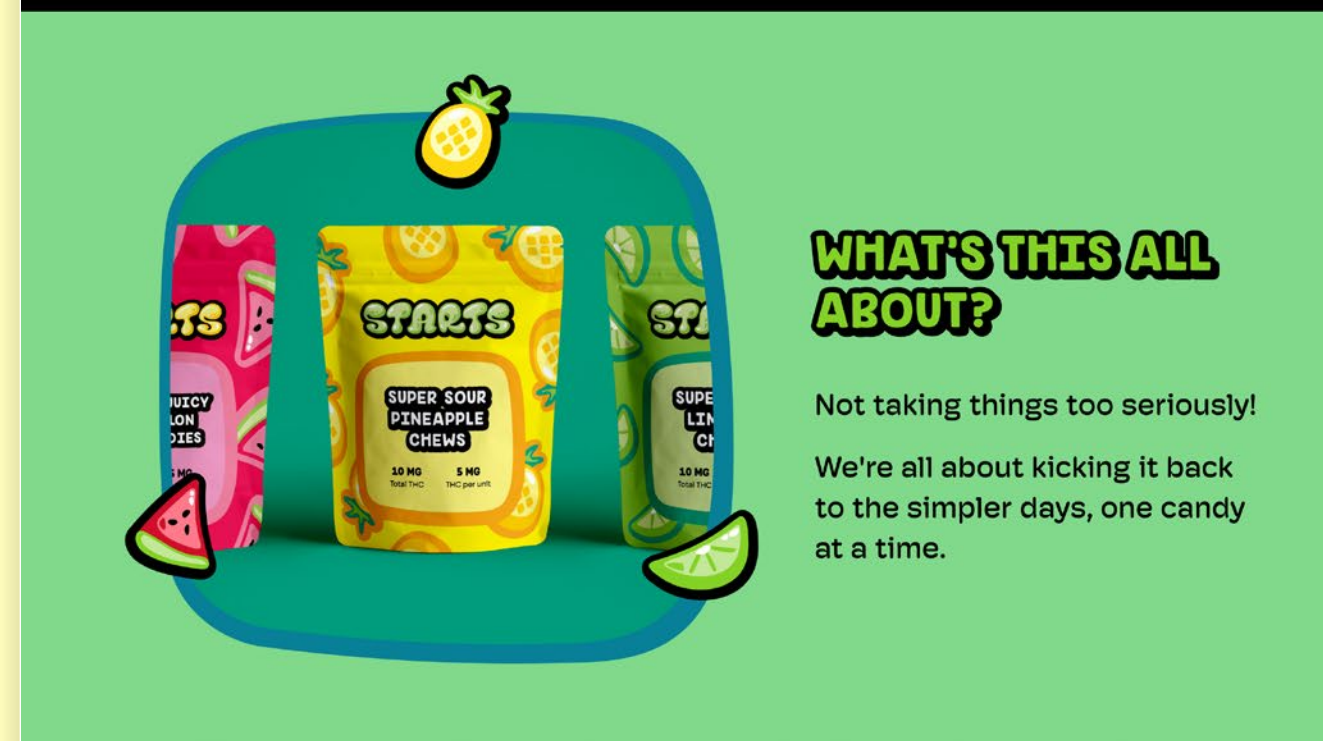
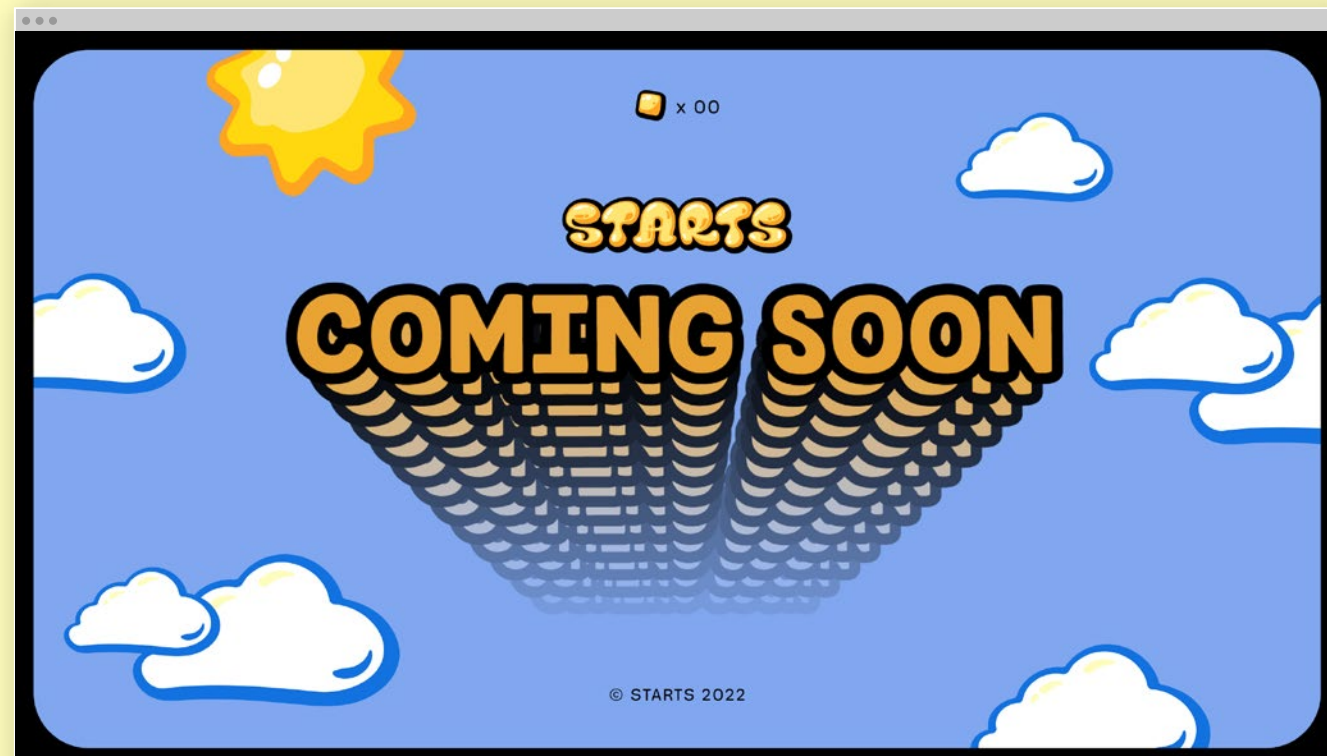
BEST PRACTICES

Now that you understand the Brand Assets, this section provides examples of how to roll out the brand and use all of the elements together.

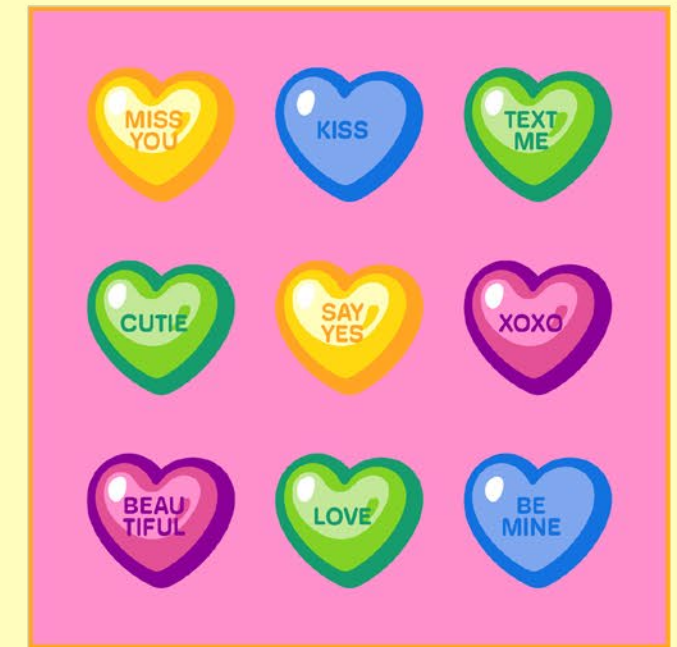
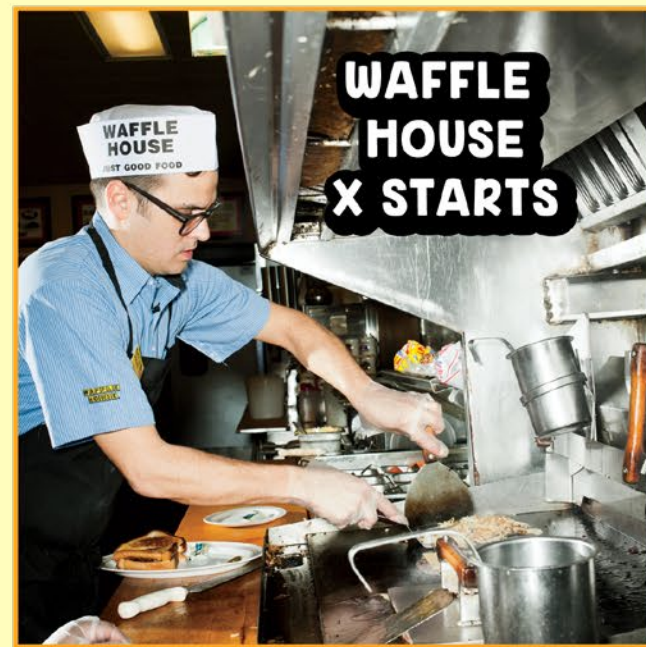
Business cards are a tool of expression that can let someone get a feel for what the brand is really like. There are all sorts of ways that they can be designed, and here are a few that really hit on the experimentation and play aspects of Starts.



The website design, along with packaging, is the way most of our customers & pals will interact with our brand. Use this as both a place to communicate our products & what we're all about, and as a space for fun 90s references and a joyful user experience!



Our Social Media is really a playground for all things 90s. Feel free to really experiment and have fun with the brand. Mix photos with text and graphics, and explore current trends that are going around! You can even push into some seasonal posts, and let it all mix together.



The Starts brand is begging to be animated. There are so many great references to pull from when making quirky animations. This page shows a few frames from motion graphics and social media animations. Note: You can access all the animations in the assets provided.

Frame 1



Frame 2



Frame 3



Frame 4



Frame 5



Frame 6



The packaging follows our colour system found on page 25. Each logo represents the series the product belongs to, while the packaging colour helps illustrate the flavour itself.



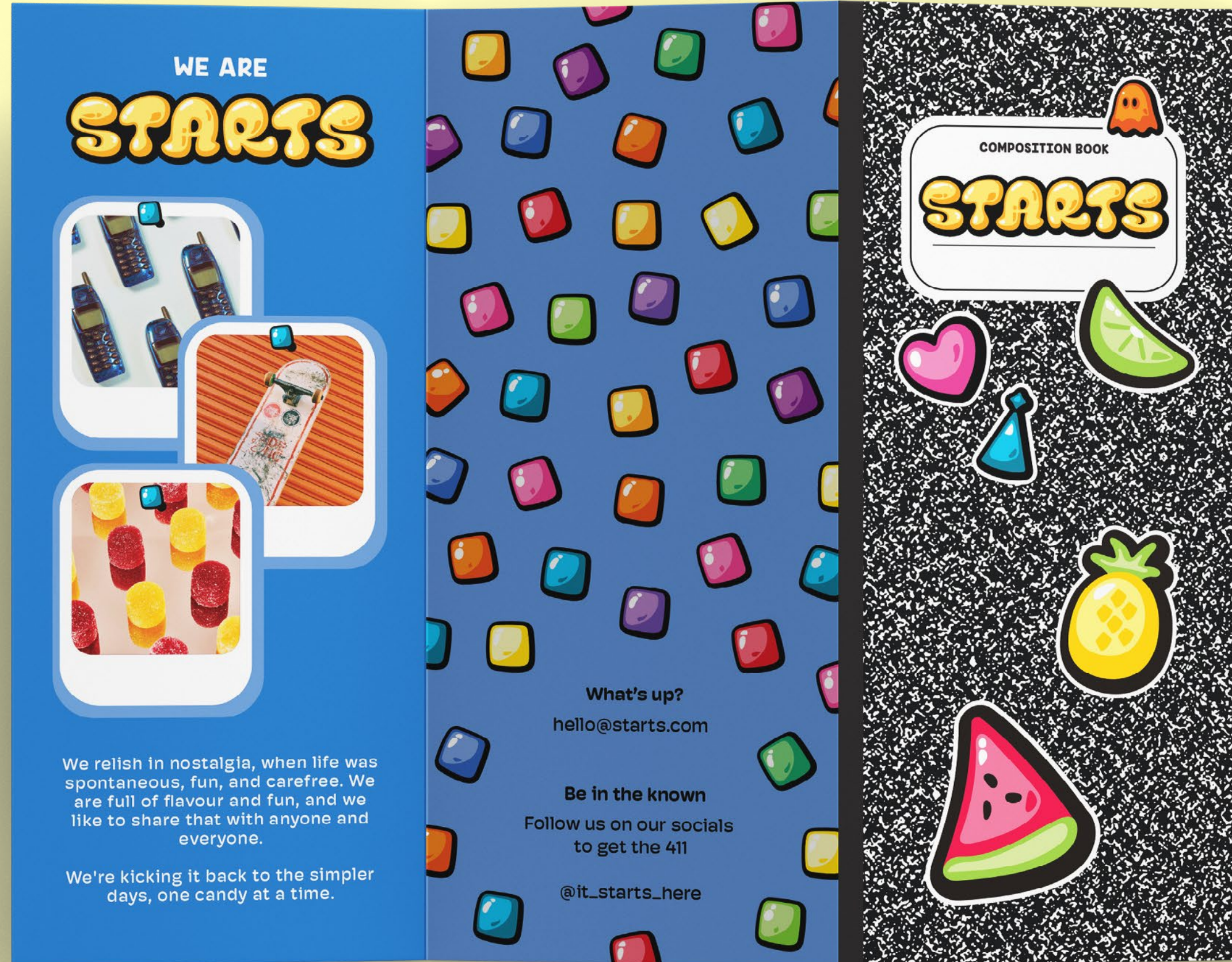
VANITY PACKAGING

Best Practices

The Vanity Packaging allows for more room to play, and play we did! Using the illustration style, we created additional icons to speak to each of the flavours, and filled the bag with fun.



The Brochure gives all of the information on each of our current candies & chews, along with a brief introduction to Starts. Here you'll see we've embraced the composition book and magazine quizzes that feel nostalgic to true to our references.



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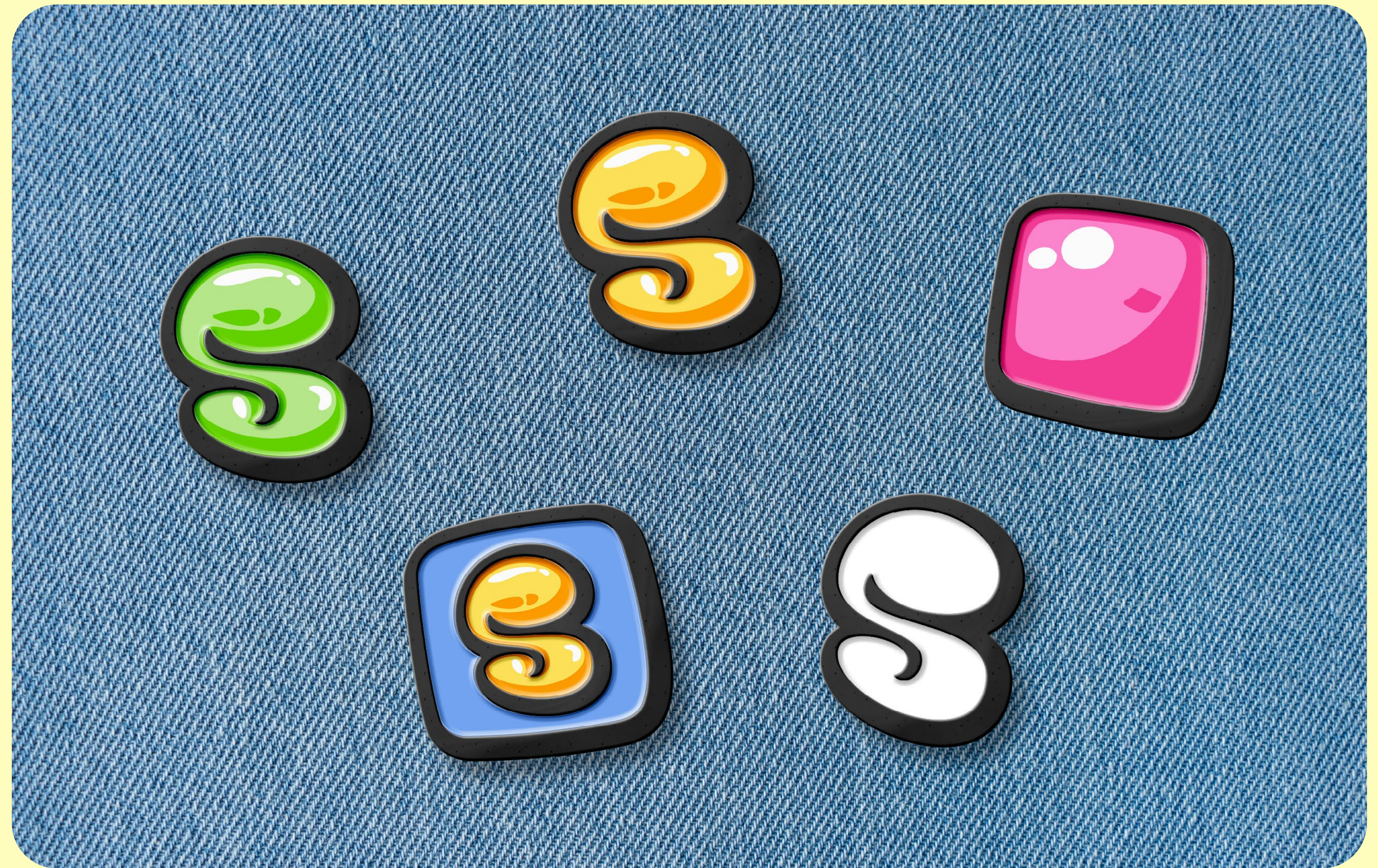
CAP & SHOES

Best Practices

We all love brand SWAG, especially Starts! From head to toe, we can have caps with the simplicity of our logo, or totally reimagine a Nike shoe to use our illustration style.



Who doesn't love stickers and pins? Our icons & graphic devices are perfect for this type of small and fun SWAG!



Maybe there could be some limited edition merch? These skateboards feature both a blown-up photography option, and one that embraced a pattern and graphic experimentation.



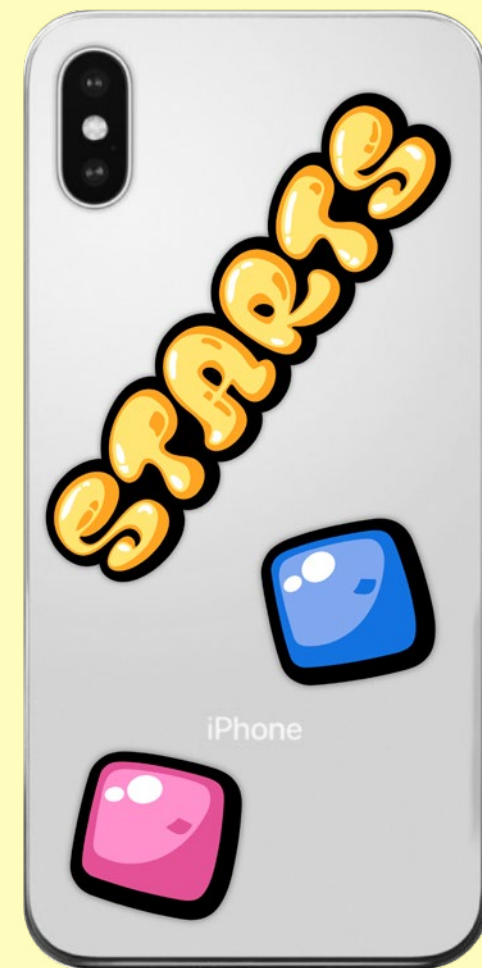
50

CLAW MACHINE

Best Practices

Whether it's for a pop-up, at a dispensary, or even in our Olli headquarters, a Starts branded claw machine can add some fun and pizzazz to the space.







THANKS



QUESTIONS?

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klaudia@ollibrands.com