

March 19, 2021

Introducing the Brand Guidelines.



Divvy.

About the Guidelines



This document is a tool meant to clarify and guide usage of the Divvy brand. But at its best, it should also inspire new and exciting ways to bring the Divvy brand and voice to life.



Simple rules and recommendations are provided to shape the brand system while still remaining flexible and open to experimentation. Reference and use it often, and enjoy the ride.

Divvy.

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DIVVY.

Purpose Framework

*Great things start
from purpose.

Understanding our purpose is critical to knowing where our brand can take us. These next few pages focus on clarifying the purpose and personality that informs the full Divvy brand. Get to know our purpose, then jump in and see where it takes you.

Divvy.

Hello! Welcome to Sunday Market

Divvy is a member of **Sunday Market's** family of cannabis brands. In addition to this great value brand, there is **Nith & Grand**, offering premium cannabis experiences; **Bogart's Kitchen**, providing edible cannabis; **Symbi**, catering to adult-use cannabis; **Kin Slips**, producing a sublingual line of products; and **Noon and Night**, championing cannabis health and wellness. Each brand caters to a different audience and market segment.

SUNDAY MARKET

**NITH &
GRAND**

Divvy.

**BOGART'S
KITCHEN**

symbi[™]


KIN SLIPS

**NOON
& NIGHT**

Sunday Market Key Ideas

Divvy's Purpose Framework and brand are informed by the Sunday Market Key Ideas. The content here elaborates on the Essential Idea and Core Values behind all Sunday Market brands.

Essential Idea

The overarching concept that summarizes who we are (across Sunday Market brands) in the simplest possible way.

The Public Market



Core Values

The drivers of our work and the ideals shared across all our brands, products, and people. These ideas scale up to the biggest decisions for our organization and team, and how we communicate what matters to us.



Be yourself and make space for others. Stand behind our product, our growers, our people. Embrace the unexpected to fuel fresh new ideas. Actively push back against the status quo. Craft complete brand experiences from seed to sale. Never bullshit. Our community won't have it.



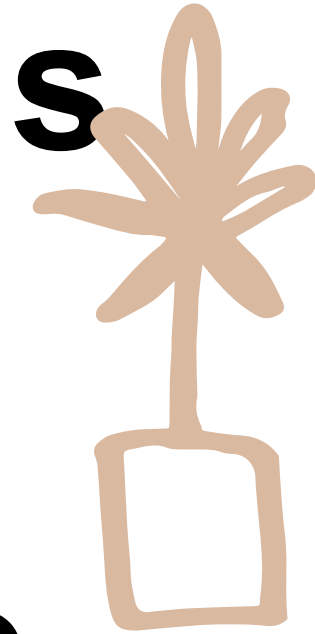
Core Purpose and Ambition

Whereas the Sunday Market family has its own values, Divvy is its own person. Here we look at what Divvy's Core Purpose and Core Ambition are.

Core Purpose

What gets our team out of bed in the morning. Our answer when people ask, "So what's Divvy all about?"

Make cannabis as abundant, accessible, and enjoyable as possible.



Core Ambition

Our ultimate, most ambitious goal. It is intentionally a little bit scary to really set the bar high.

Become the legacy market's core competitor.

Brand Attributes

Brand Attributes describe our personality. If Divvy were a real person, these attributes would clearly describe them.

Easy Going

We're not here to rock the boat. We just love what we do. In the words of Bruce Lee, "Be like water. Water always finds a way."

Generous

We're happiest when we know our team and customers are happy too. We believe in abundance, not in the service of quarterly targets, but to create the most joy for the most people.

Instinctual

We believe experience is the best teacher. We've honed our craft by doing—strengthening the intelligence of our instincts.

Messaging Themes

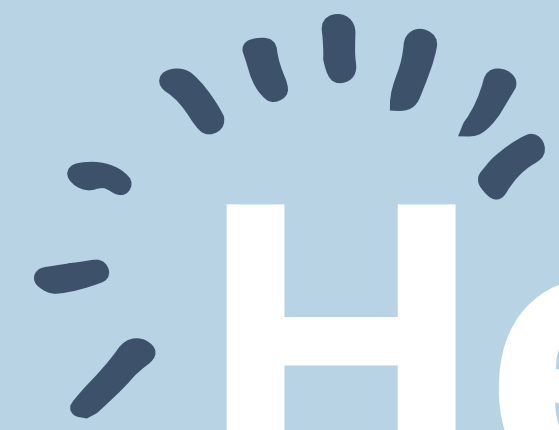
Focus areas for customer-facing messages unique to each brand. They're thematic building blocks that help instruct and inspire all written content.


**The best for the most
for the least.** 

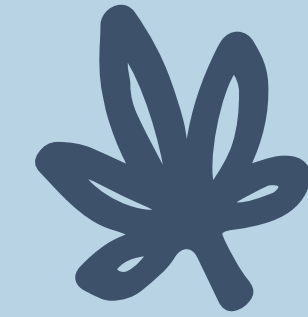
 **Nothing is possible without
our farms and our growers.** 

 **We keep things simple.
No bullshit.**

Brand Assets



Here's where we
keep the good stuff.



Think of these as tools to help you get the job done—and done well. The following pages describe the function and use of each asset so you can consistently create clear and engaging work.

Divvy.

Visual Identity Concept

Divvy is that friend of a friend who always seems to have extra bud to share. They're always up to something random and fun, but would drop everything to come help move a couch, patch a flat tire, or join in on some spur-of-the-moment adventure.

This is the inspiration for Divvy—that friend of a friend who's there when you need them.

So who is **DIVVY**?^{???}



The friend of a friend who becomes your friend.

You're pretty sure you know them well, but somehow you always want to know more.



They're a bit aloof, but somehow still ridiculously reliable.

And they always have good weed to share.



Brand Assets

Brand Assets At-a-Glance

It's no coincidence that the inspiration for Divvy is described as a person. This brand is designed to express the approachable, personable, and chill vibes of someone who's got a lot of great product and always looking to share.

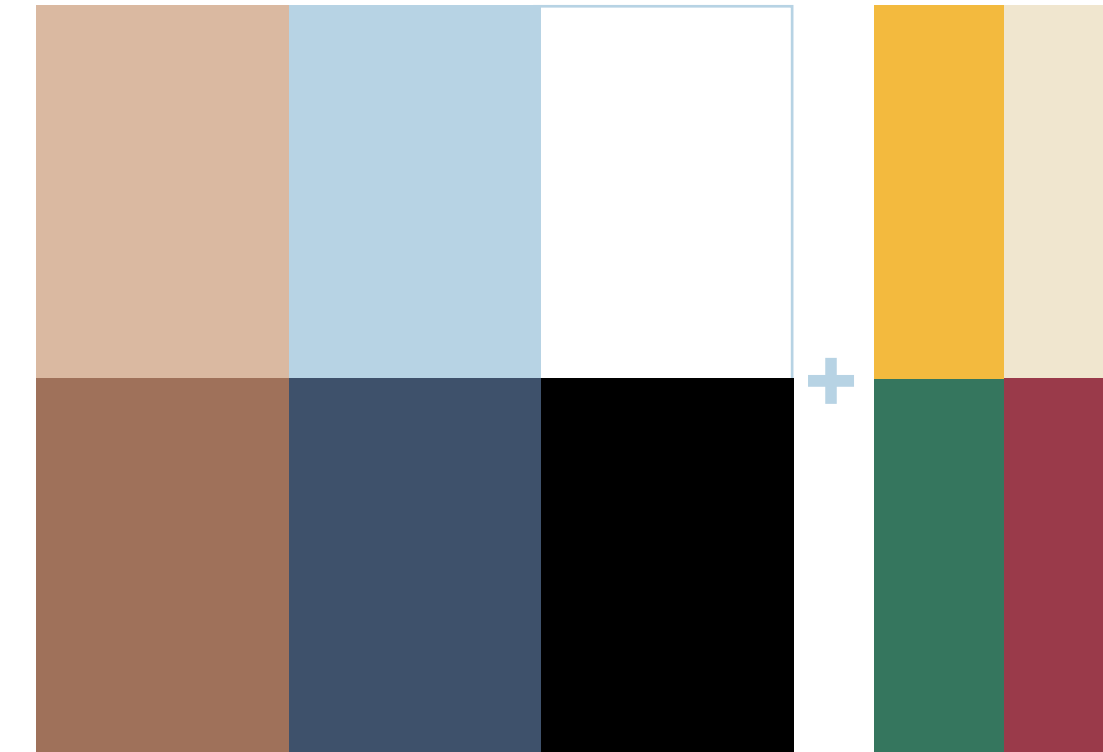
Divvy is dedicated to making great cannabis for as many folks as possible. The focus is on the product first, and the expression of the brand employs simple tools that come together in casual, straightforward ways that keep things simple.

At the end of the day, Divvy's got you.

Primary Logo



Colour Palettes



Sharpie as a Pattern



Secondary Logo



Typography

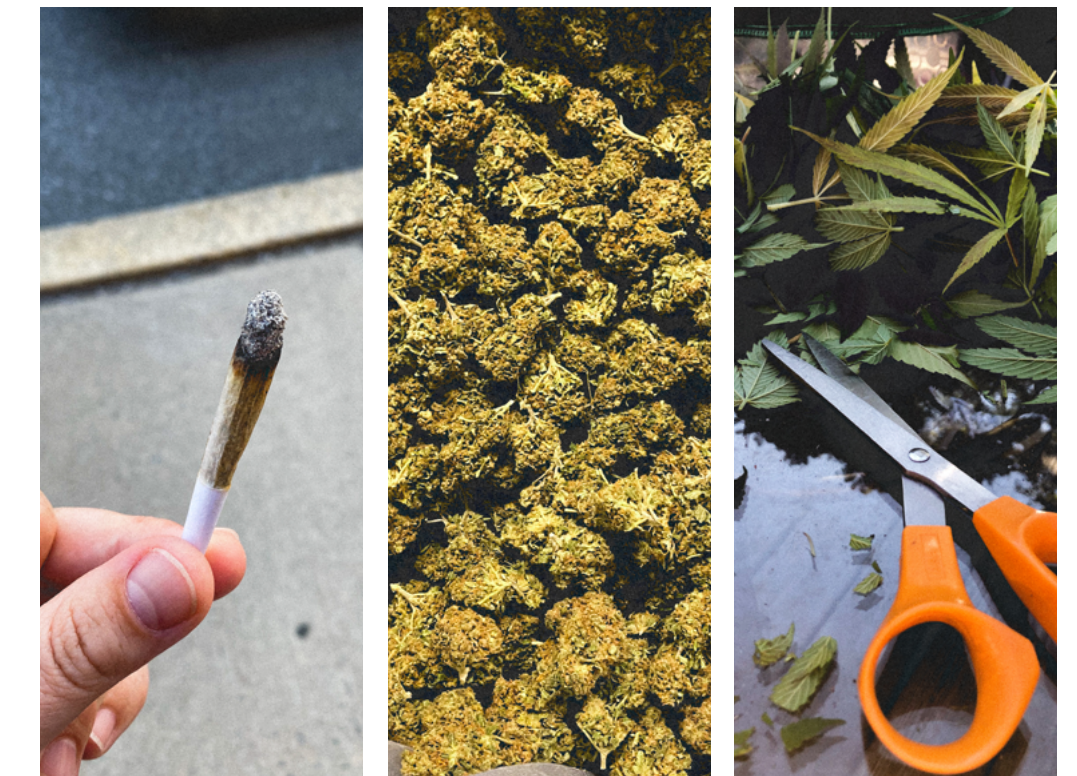
Better together.

We believe in abundance, not in the service of quarterly targets, but to create the most joy for the most people.

Sharpie



Photography



Logos

The Logo is the main mark of the brand. For Divvy, the Logo appears quickly handwritten with a Sharpie, but with a decisive period at the end of the name. This helps balance the approachable, human nature of the brand, with a subtle punctuation of confidence.

Primary Logo

This is Divvy at its most comfortable and should be used most often when creating brand material.



Secondary Logo

This is Divvy when it needs to meet the parents, so to speak. This version can be used in situations where a slightly more professional tone is needed (e.g. corporate engagements, non-cannabis events, investor presentations).

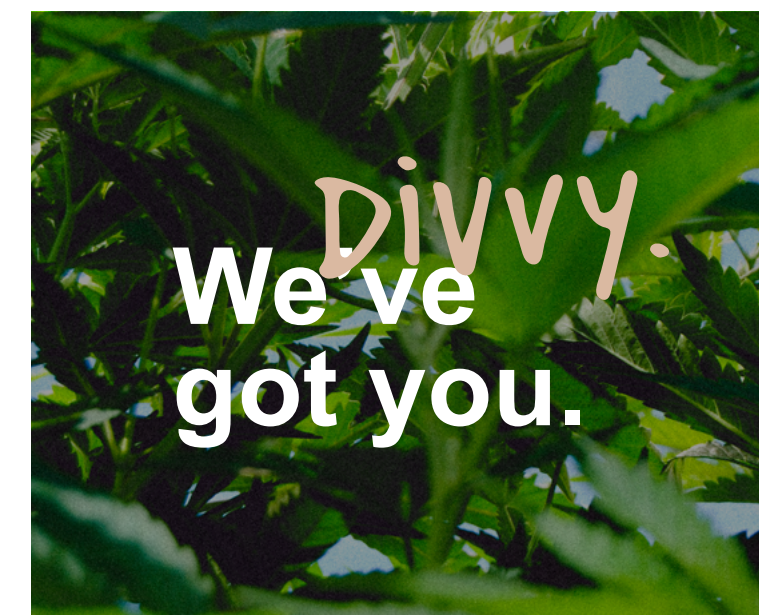
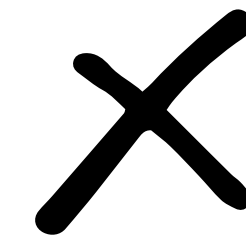
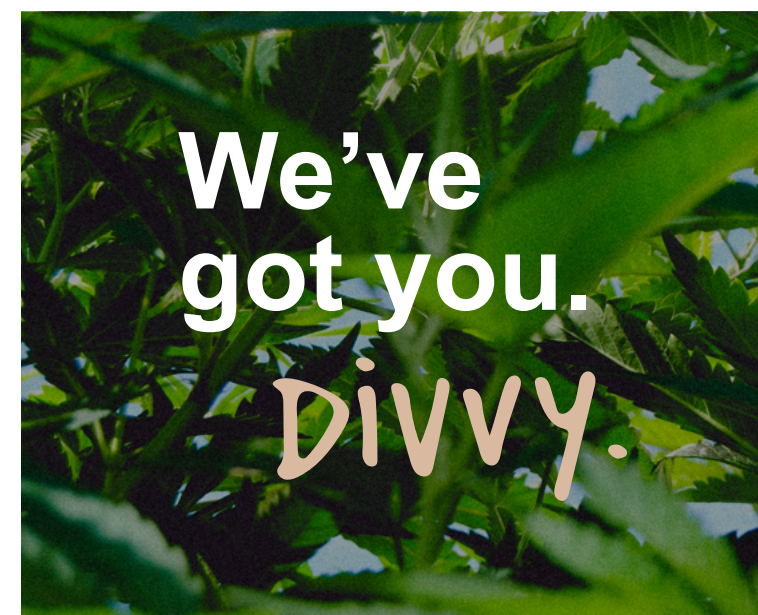


Logo Usage

The Primary Logo is used in instances where it's likely to be a viewer's first interaction with the brand, e.g. a business card. To make sure the Logo is legible, there should always be enough contrast when placed on other graphic elements. Please always use the Logo files as provided.



Photography on this page is for reference only and not to be used in final production.



Do's

The Logo is always applied using the brand colour palette. To make sure the Logo is readable, there should be enough contrast between the background and the surrounding graphic elements.

Don'ts

The Logo should never be outlined. Ensure that there is enough contrast between the graphic elements and the background they sit on. The Logo should never touch other graphic elements.

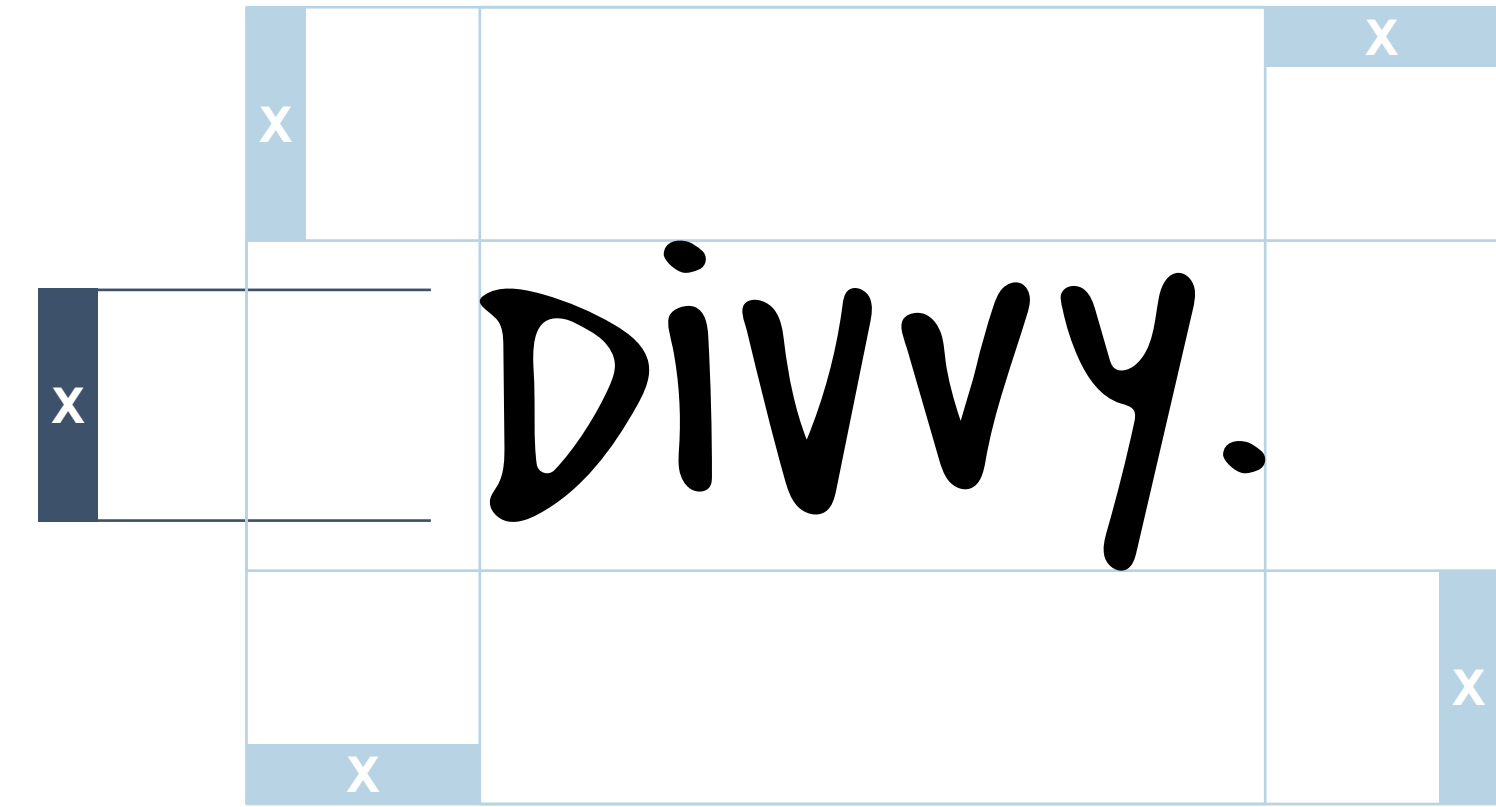
Logo Clearspace

To preserve legibility and visibility, clearspace around the Logo guides the design of layouts involving multiple brand elements. This can include supporting text, graphics, imagery, as well as other logos. As a general rule, Clearspace for both Logos is measured using the cap height of the Divvy “D”.



For the Primary Logo, the Clearspace is mainly used externally. When designing in house for the brand, feel free to break the Clearspace, as long as the logo never touches any other element.

Primary Logo Clearspace



Secondary Logo Clearspace



Sunday Market Brands Lock-up

This arrangement is primarily about how the logos of brands within the Sunday Market family should be seen together. Below is a lock-up for when space is limited. Set in a single colour, this composition balances the visual hierarchy so that all logos have equal visual weight. This **Sunday Market Brands Lock-up** is included in the files provided.

SUNDAY MARKET

Jeremy Cheung (he/they)
Director of Marketing, Sunday Market
jeremy@thesundaymarket.com
905.123.4567

NITH & GRAND

Divvy.

BOGART'S KITCHEN

symbi



NOON & NIGHT



This e-mail communication is CONFIDENTIAL

Sunday Market Endorsement

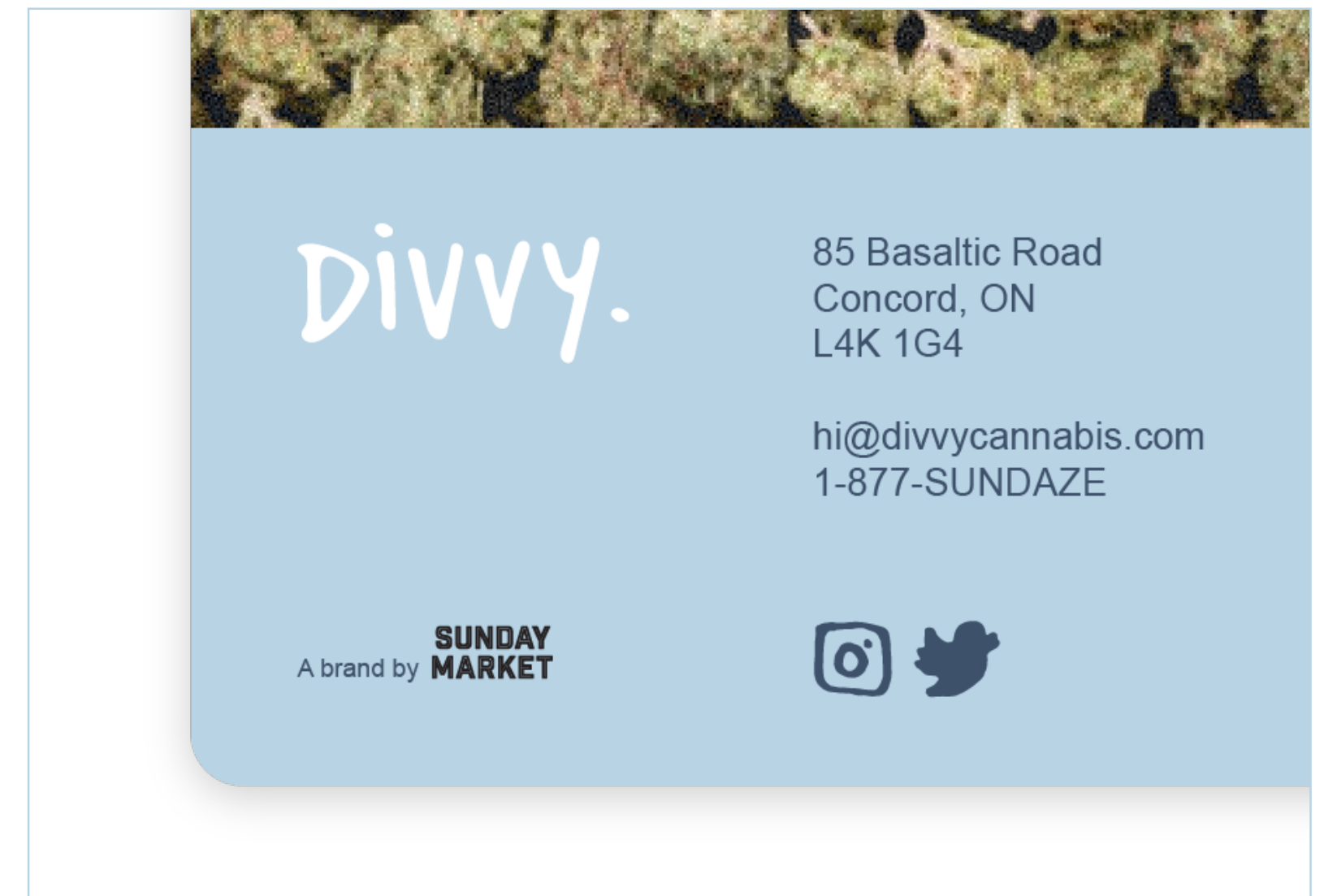
Divvy is one of the cannabis brands in the Sunday Market family and at times it may be important to acknowledge this relationship. To the right demonstrates two ways this can be expressed.

Text Example

This instance is best suited for minimal or subtle mention of Sunday Market. It is best used when there is limited space or when the focus should remain on Divvy.

Logo Example

The Sunday Market logo may be featured when space is available, and may be accompanied by text if needed.

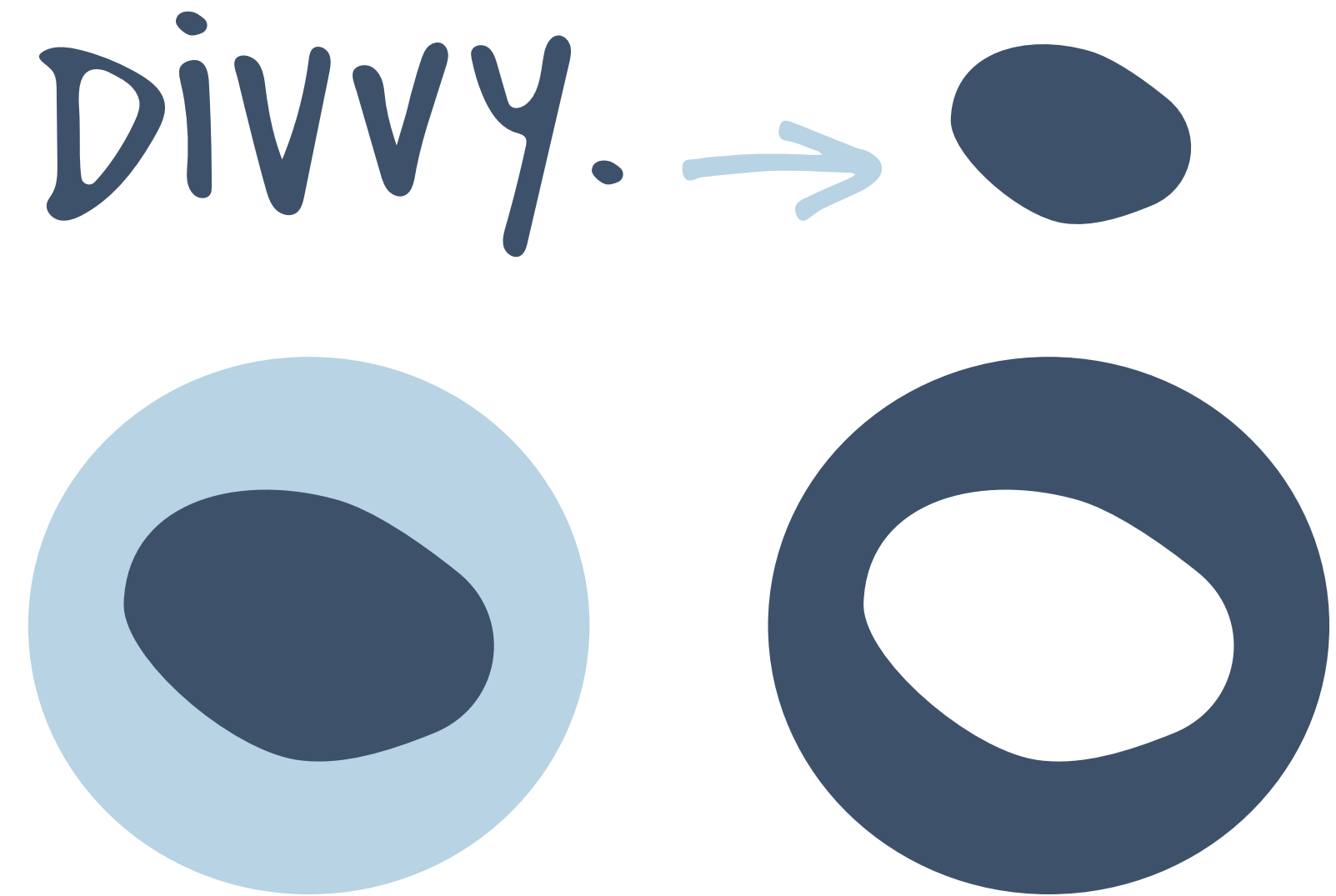


Divvy Dot

The Divvy Dot is derived from the period in the Primary Logo, but also loosely references an abstracted “nug” to bridge between the sharpie style and aesthetic of cannabis itself. It can be useful in a couple of key ways: For small use applications where many other brand elements are also present, such as social media profiles or a website favicon. And also as a larger graphic device or content frame for simple layouts that could use a slightly more organic feel.

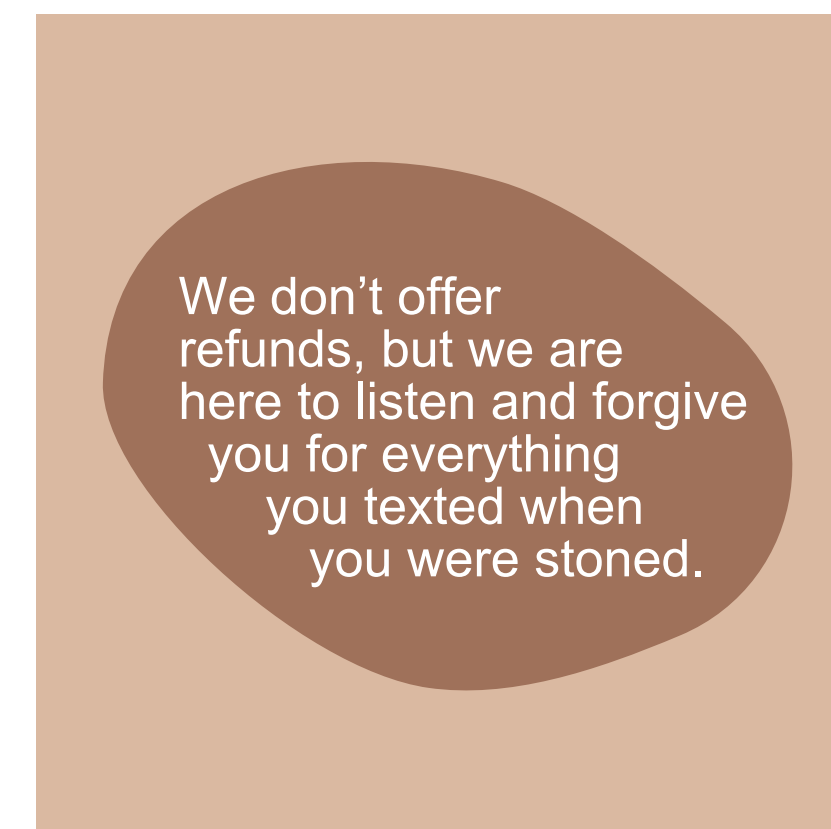
Single-Use Icon

Use this version for all small case use, such as a favicon or profile photo on social media. This icon should not be rotated or altered from the provided file.



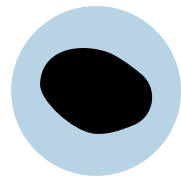
Divvy Dot as a Graphic Form

This Divvy dot can be rotated and scaled to create fun and playful layouts for the brand.



Voice

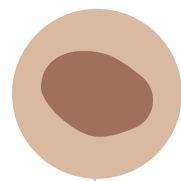
Divvy's Voice echoes the approachability of the brand's personality by using casual, relaxed language. The idea here is that language should reflect Divvy's Brand Attributes and Messaging Themes without repeating them verbatim. Try to express the approachable vibe, helpful tone, and have a bit of fun with it.



Divvy
@DivvyCannabis

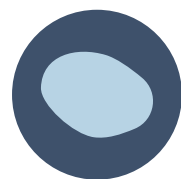
We don't offer refunds, but we're here to listen and forgive you for everything you texted us when you were stoned.

4:20 PM · Apr 20, 2021 · Twitter for iPhone
420 Retweets 50 Quote Tweets 4.20K Likes



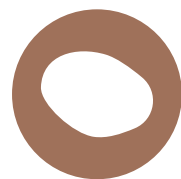
Divvy @DivvyCannabis · 6hr

Our stuff isn't free, but our high fives sure are.



Divvy @DivvyCannabis · 4hr

Sorry we didn't click "like" on your post. We liked it in real life tho.
~_(\ツ)_/~



Divvy @DivvyCannabis · 2hr

Hmm, we're not good with street names, but we can tell you which tree to meet us under.

Type

Yes, we're using Arial.

No, we will not apologize for it.

It goes without saying that Arial gets a bad rep, mostly from designers. But we're not here for it. At its core, Divvy is all about getting the best, to the most, for the least. This means making good cannabis plentiful and accessible. This also means putting the focus on the product and the community, not on expensive typefaces that keep some folks out of the conversation and not a part of the Divvy Voice.

Arial is highly legible, comes in a manageable set of practical weights, and is free to use for anyone with access to a laptop or phone. With some simple principles and guidelines (and with the help of some other fun brand elements) it will quickly become a natural and unapologetic reflection of the Divvy brand Voice.

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz

0123456789

!@#\$%^&*()

Type Hierarchy

Effective use of Arial is all about keeping things simple—Headlines, Subtitles, and Body Copy. That’s all that’s needed (in combination with other brand elements) and often, far less hierarchy will work well too. Arial is widely available on both macOS and PC platforms for desktop, mobile, and web usage. No file downloads or installs needed.



The larger the text being used, the tighter the leading should be to ensure all copy feels consistent across various sizes and layouts. For quick reference, here are some useful examples.



Larger Text
Less Leading
Ex. 70/70 pt



Headline - Arial Bold

Here’s a big idea we’d love you to take a peek at. That’s why it’s pretty big.

Subtitle - Arial Bold

This is a subtitle. A bit of a longer piece of text that we know is important but maybe it comes second in line.

Body Copy - Arial Regular

We’re happiest when we know our team and customers are happy too. We believe in abundance, not in the service of quarterly targets, but to create the most joy for the most people. We’re not here to rock the boat. We just love what we do. In the words of Bruce Lee, “Be like water. Water always finds a way.” We believe experience is the best teacher. We’ve honed our craft by doing—strengthening the intelligence of our instincts.

Smaller Text
More Leading
Ex. 20/24 pt

Sharpie Glyphs

Sharpie glyphs represent another form of type that helps express the full breadth of the Divvy brand. Think of the glyphs as tools for either helpful or playful emphasis. They can be used to add a touch of personality, to reinforce important content, or simply on their own to really help a layout stand out.

The clear reference to Sharpies specifically is important and intentional. These glyphs are varied and expressive, but still require a helpful level of consistency so the Divvy Voice can be visually recognizable.

* Please refer to Divvy_GlyphLibrary.ai in the folder 04_Glyph Library for this asset.



Sharpie Emphasis vs Pattern

There are two ways to effectively use the Sharpie Glyphs. The first is for emphasis, picking and choosing key words or ideas to draw a viewer's eye to first. The second is as a pattern for situations that require a quick and easy design solution that complements other more content-focused brand elements.

Sharpie as Emphasis



Sharpie as a Pattern



Please refer to Divvy_Pattern.ai in the folder 05_Pattern for the glyph pattern.

Colour Inspiration

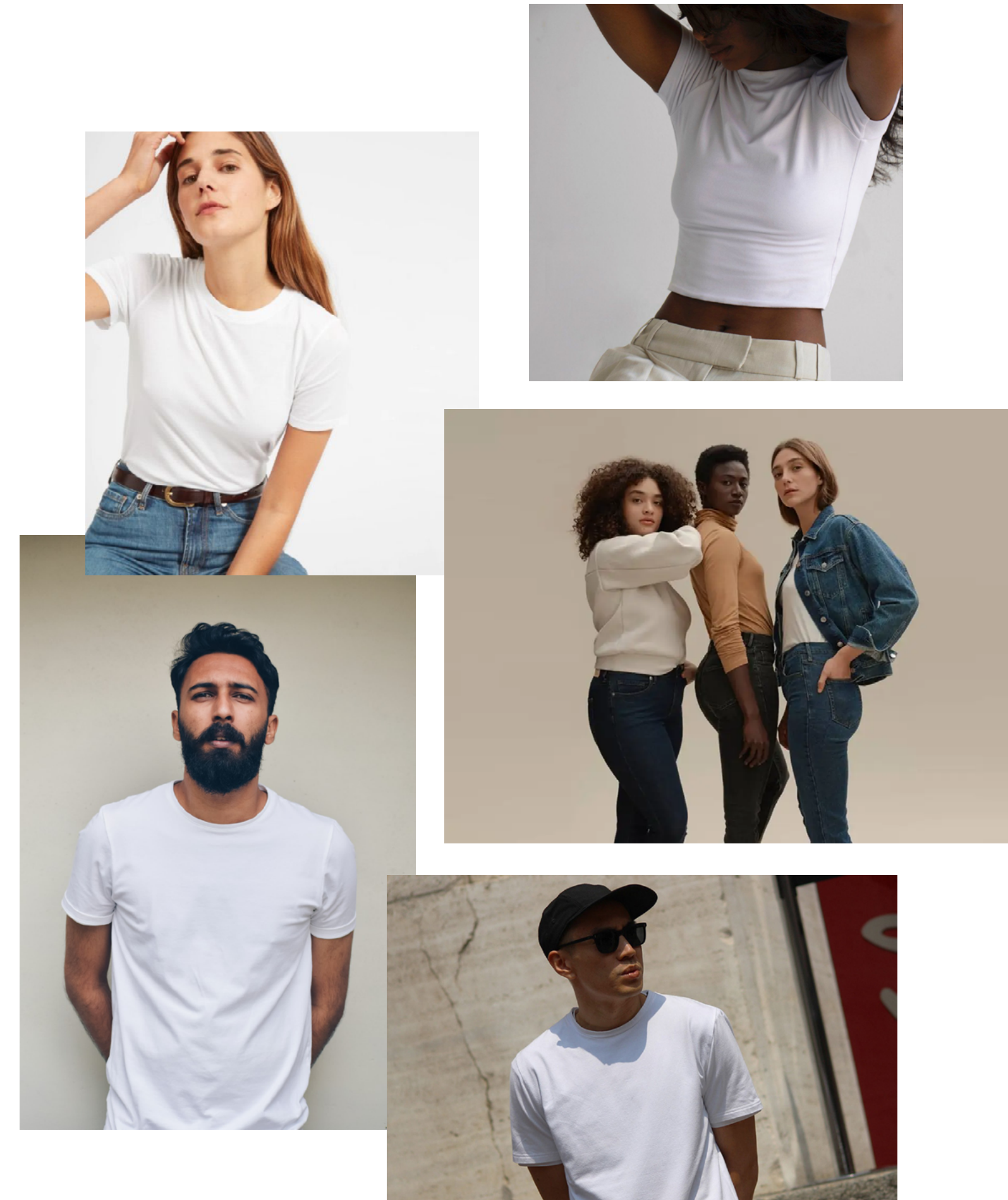
Inspired by Basics

Continuing the theme of personification that helps paint a picture of who Divvy is, the brand's colour palette is inspired by basics, with two sets of colours to draw from depending on the context and need. Whether it's jeans, a white tee, and a pair of black Converse, or a punchy one colour sweat suit, the spirit of the Divvy palette is all about comfort, versatility, and keeping things simple.



Photography on this page is for reference only and not to be used in final production.

Essentials for Every Day



Seasonal Highlights



Colour Palette

With a colour palette that embraces simplicity, there will always be a need to shake things up from time to time. For Divvy, that means two distinct sets of colours: one for everyday use within core brand applications, and another that can be added to the everyday set to help create unique, seasonal campaigns or marketing pushes.

Essentials Palette

This palette is designed to be used 365 days a year. Combined with other brand elements, this casual and approachable palette helps set a relaxed tone that will become recognizable amongst a crowded market of loud, inconsistent competitors.

Tan 4685 C / U C0 M17 Y26 K15 #dab9a1 R218 G185 B161	Light Denim 544 C / 277 U C20 M3 Y0 K8 #b7d3e4 R183 G211 B228	White C0 M0 Y0 K0 #ffffff R255 G255 B255
Brown 4715 C / 7516 U C0 M29 Y43 K38 #9f715a R159 G113 B90	Dark Denim 7682 C / 2129 U C42 M24 Y0 K58 #3e516a R62 G81 B106	Black Process Black C / U C65 M66 Y68 K82 #000000 R0 G0 B0



Seasonal Palette

There will always be moments throughout the year that warrant a more noticeable marketing highlight. In these instances, the Seasonal Palette can be added to the Essentials Palette to augment the potential for unexpected combinations and layouts that playfully interrupt the current flow of brand content.

Yellow 123 C / 115 U C0 M10 Y74 K5 #f3ba3e R243 G186 B62	Cream 7604 C / U C0 M5 Y14 K6 #f0e5cf R240 G229 B207
Green 2241 C / U C55 M0 Y60 K54 #35765e R53 G118 B94	Maroon 7419 C / 207 U C0 M72 Y40 K45 #9a3a4a R154 G58 B74

Colour Palette Usage

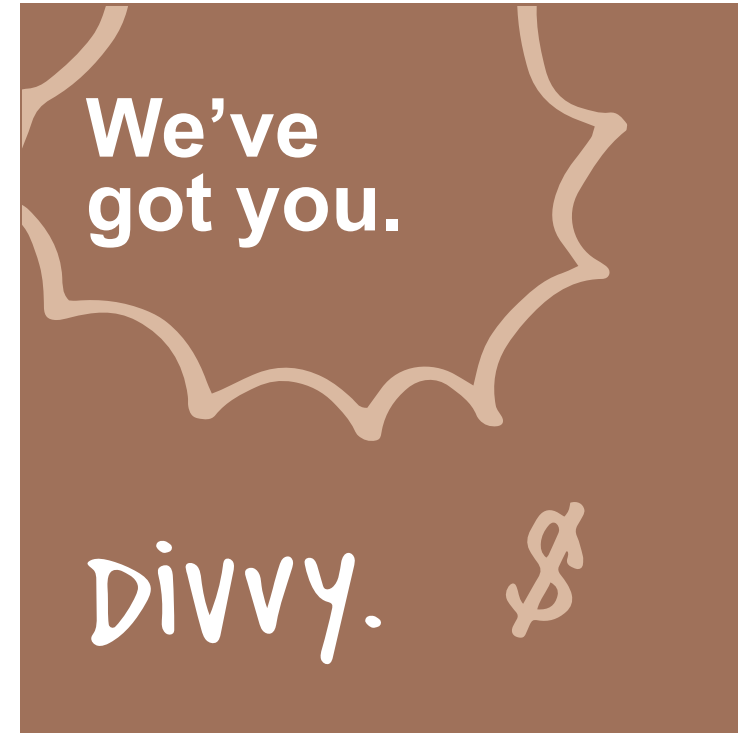
Between everyday brand content and seasonal campaigns, colour can do a lot of heavy lifting to signal a shift in tone and priority, while still ensuring brand consistency.



Photography on this page is for reference only and not to be used in final production.

Essentials Palette

A more consistent brand style is achieved with this palette. One simple rule of thumb to ensure ideal legibility and hierarchy: begin all layouts that require type with Arial in either white or black, and build the remaining layout elements around it using other colours from the Essentials Palette.



Seasonal Palette

When a campaign requires it, this palette can help achieve punchier, more unexpected colour combinations. Brand consistency still remains strong through type, Sharpie Glyphs, and an approachable photo style.

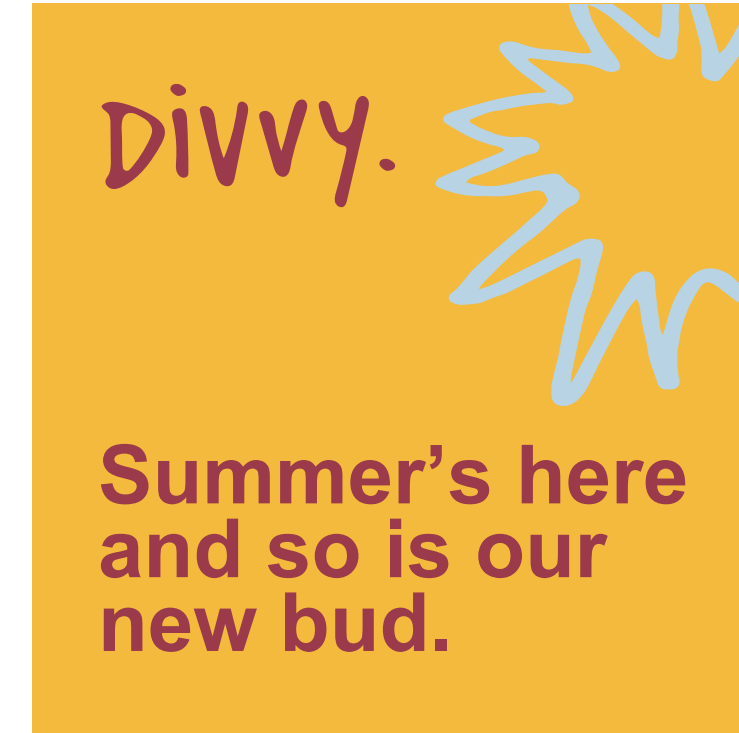


Photo Style

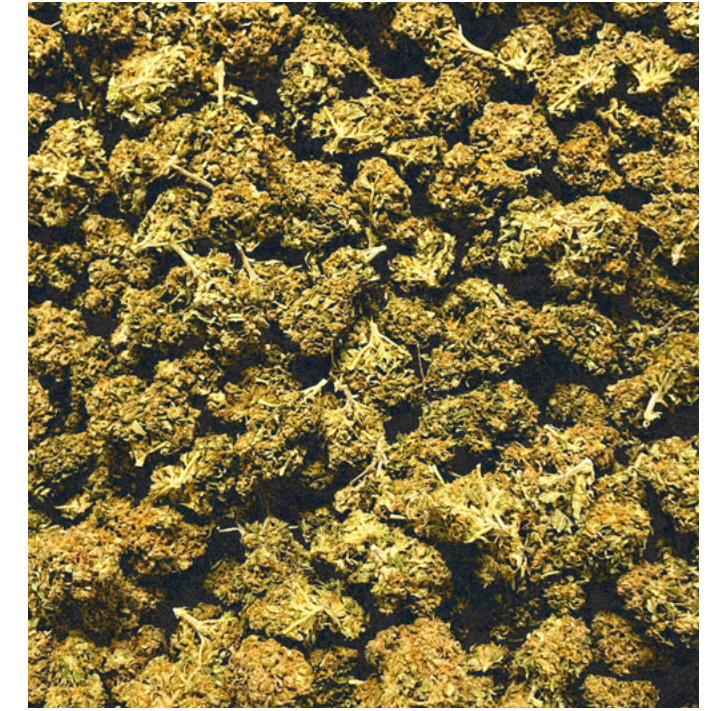
Divvy's photo style is the last remaining brand element that helps establish a casual, approachable, and human tone. In a nutshell, Divvy photos should never feel fussy, staged, or even like they were shot with a professional-grade camera. This photo style fully embraces the in-the-moment, sometimes grainy, often haphazard images someone might send to a friend from their phone.



Photography on this page was provided by Liora, Rebecca, Trish, and Rich.

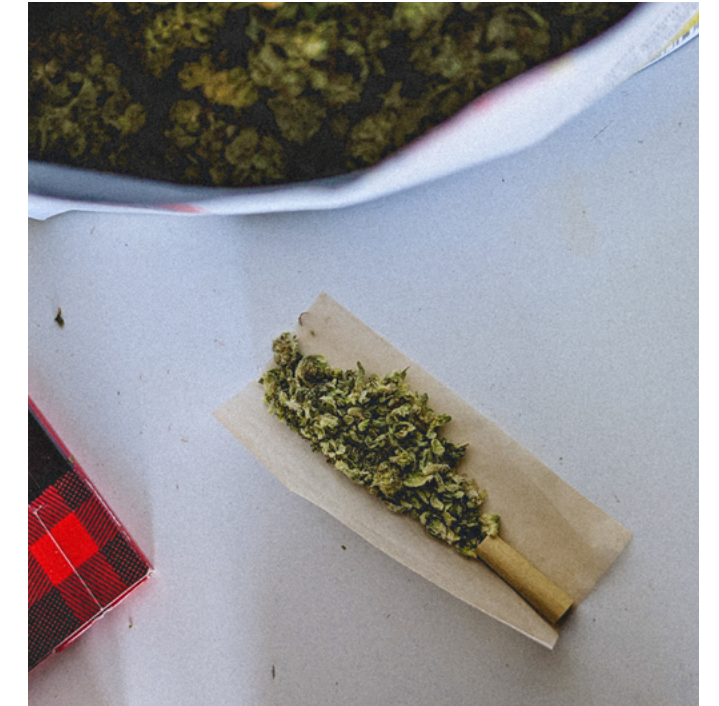
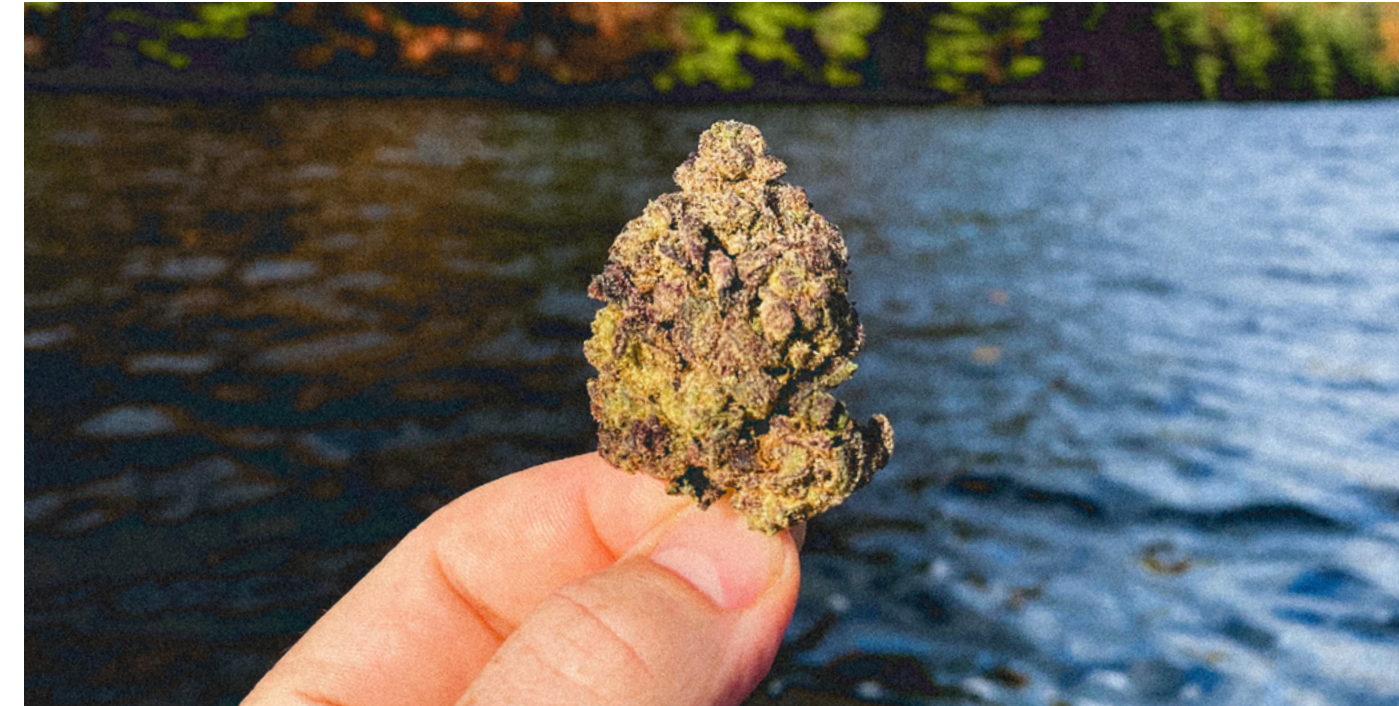
Abundant Photos

Images that highlight the abundance, texture, and sometimes wild nature of the product in all its gnarly glory. These shots make great backgrounds for quick layouts.



Real Life

Snapshots of the product and community in day-to-day life. Everything from a great Friday session, to a community event, to a solo escape to enjoy a puff in peace.



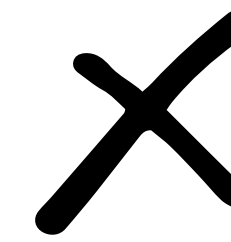
Behind the Scenes

Any chance to give customers a peek into how it all comes together behind the scenes. Quality assurance, retailer road trips, a rainy day harvest... almost anything goes.



Photo Guidelines

There are key qualities that help reinforce the Divvy vibe through photography. Aim for warm tones over cold or desaturated ones. Show real places over studio backdrops. And source shots from real members of the Divvy team and community over staged or manicured SLR photoshoots.



Dos

Photos should feel natural and real, as if someone truly took it on their phone when they were using the product. When possible, stick to natural lighting. Let it be authentic and not staged, and even ask members of the team to send photos they've taken.

Don'ts

Avoid wonky angles. ¹Try not to let photos feel too dark, and adjust their brightness if they are. ²Try to avoid staging photos. ³Don't use studio lighting. Avoid any wonky camera effects such as fisheye. ⁴Photos should never be too blurry, or have distracting backgrounds.

Quick and Easy Editing

Divvy's casual photo style keeps the focus of the brand on the product. But achieving consistency within this style still requires a bit of care. Two quick photo editing options are outlined here to help keep things simple, but still on brand.

When using the Adobe Creative Suite, please use the Photoshop file Divvy_PhotoEditing.psd in the 06_Photography folder to achieve consistent results.

When Adobe software is not accessible, the VSCO app for mobile devices is a great option that connects directly to social media platforms. This method is useful for team members who are on the road or in the field, but still want to post great content to your channels.

Photoshop Editing:

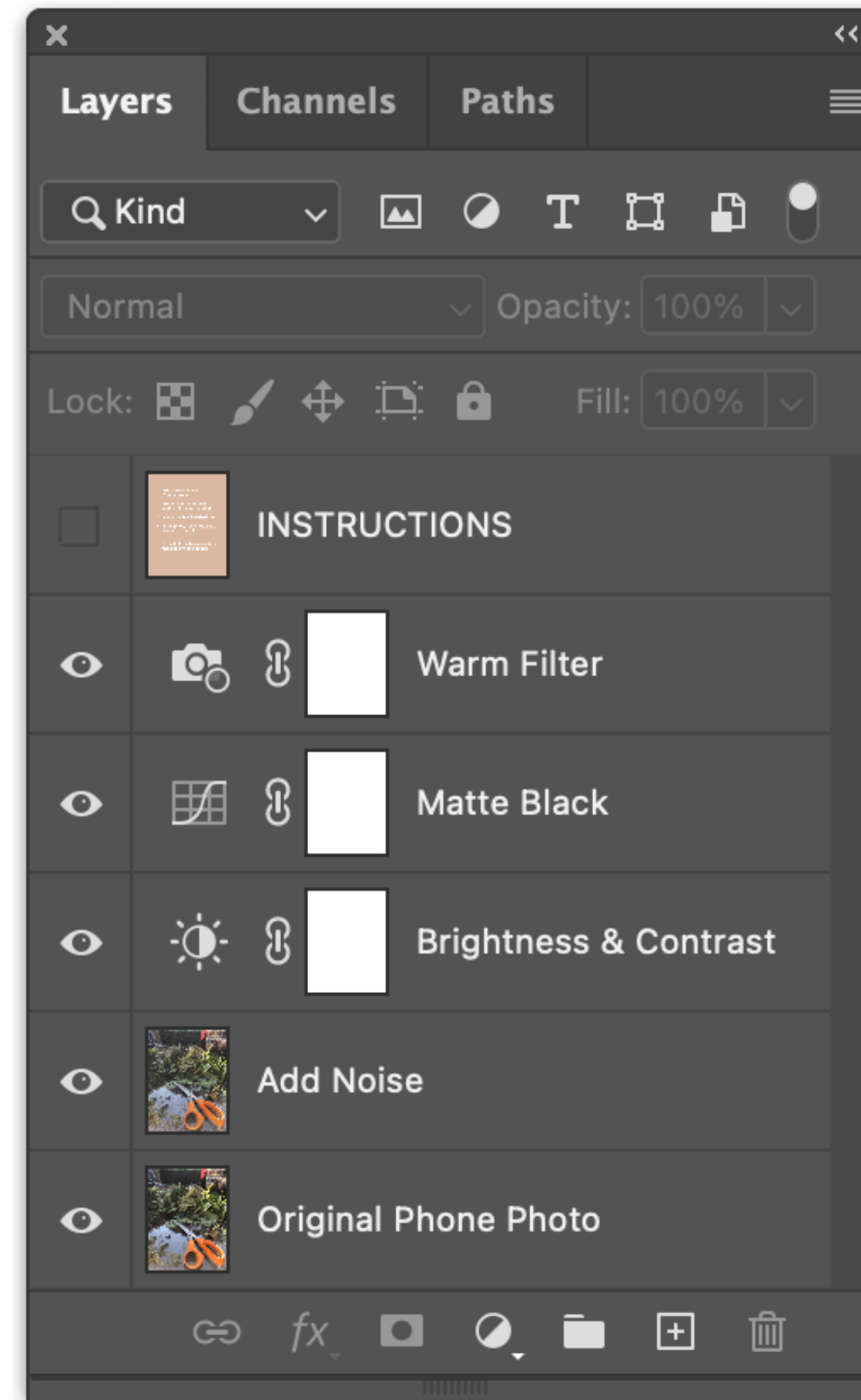
1. Add a bit of noise. Filter > Noise > Add Noise.
2. Adjust the brightness and contrast as needed.
3. Matte the blacks/shadows.
4. If the photo feels too cool, warm it up a bit.

For all the layers, adjust the opacity as needed.

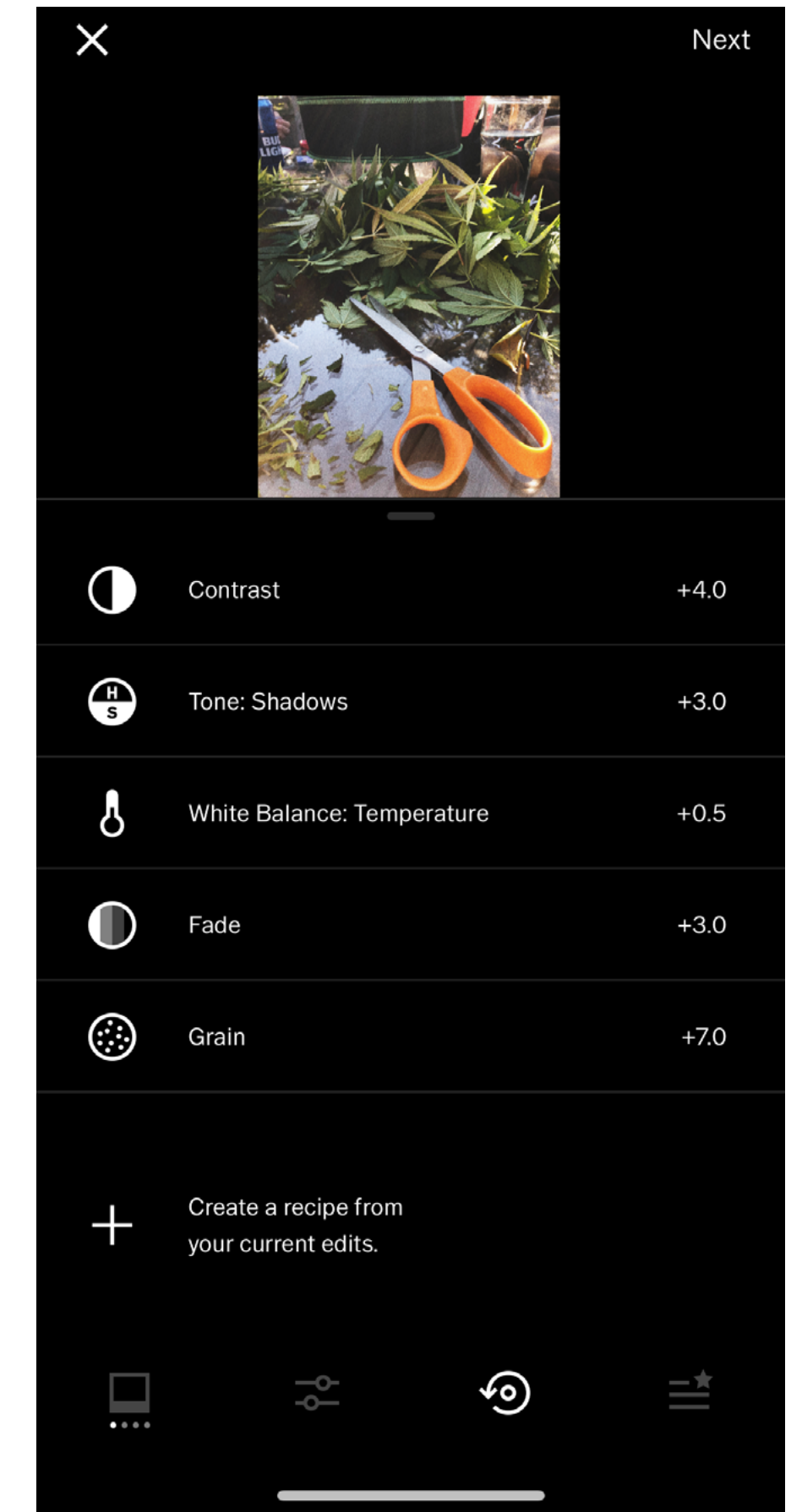
VSCO Editing:

After editing a photo with these adjustments, it can then be saved as a *recipe*. This will remember the adjustments and turn them into a pre-made filter that can be reused for any photos.

Contrast	+4.0
Tone: Shadows	+3.0
White Balance: Temperature	+0.5
Fade	+3.0
Grain	+7.0



Photoshop Layers Example



VSCO Recipe

Usage and Layout

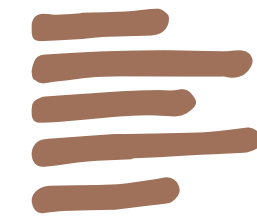
 **Let's make
it happen.**

Now that you understand the brand assets, this section provides examples of how to roll it all out!

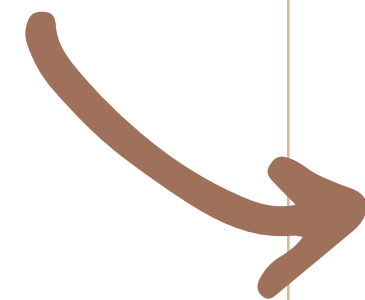
Divvy.

Alignment and Layout Principles

The Divvy brand offers lots of freedom within a simple framework. Here are a few key rules to keep in mind to ensure the brand remains recognisable as it grows.



1. Arial type should always align left, and be written in sentence case.
2. First type in Arial, then add contextual emphasis with the Sharpie.
3. Sharpie should be on the top layer above the text. Imagine printing a type poster, then scribbling on top of it.
4. Keep the Arial type in either black or white, and the glyphs a contrast colour.
5. Text with **SHARPIE**, should be **ALL CAPS.**



Divvy's Sign-off

The most common use of Divvy's Primary Logo defies common brand convention. Rather than live above content within design layouts, the Primary Logo is most effectively used as a sign-off below, mimicking the common placement of a signature at the end of a written note.

Specific Content Sign-off

The Primary Logo can be placed immediately below key content in simple layouts where headline copy needs to be emphasized and more closely linked to the Divvy brand.



Layout Sign-off

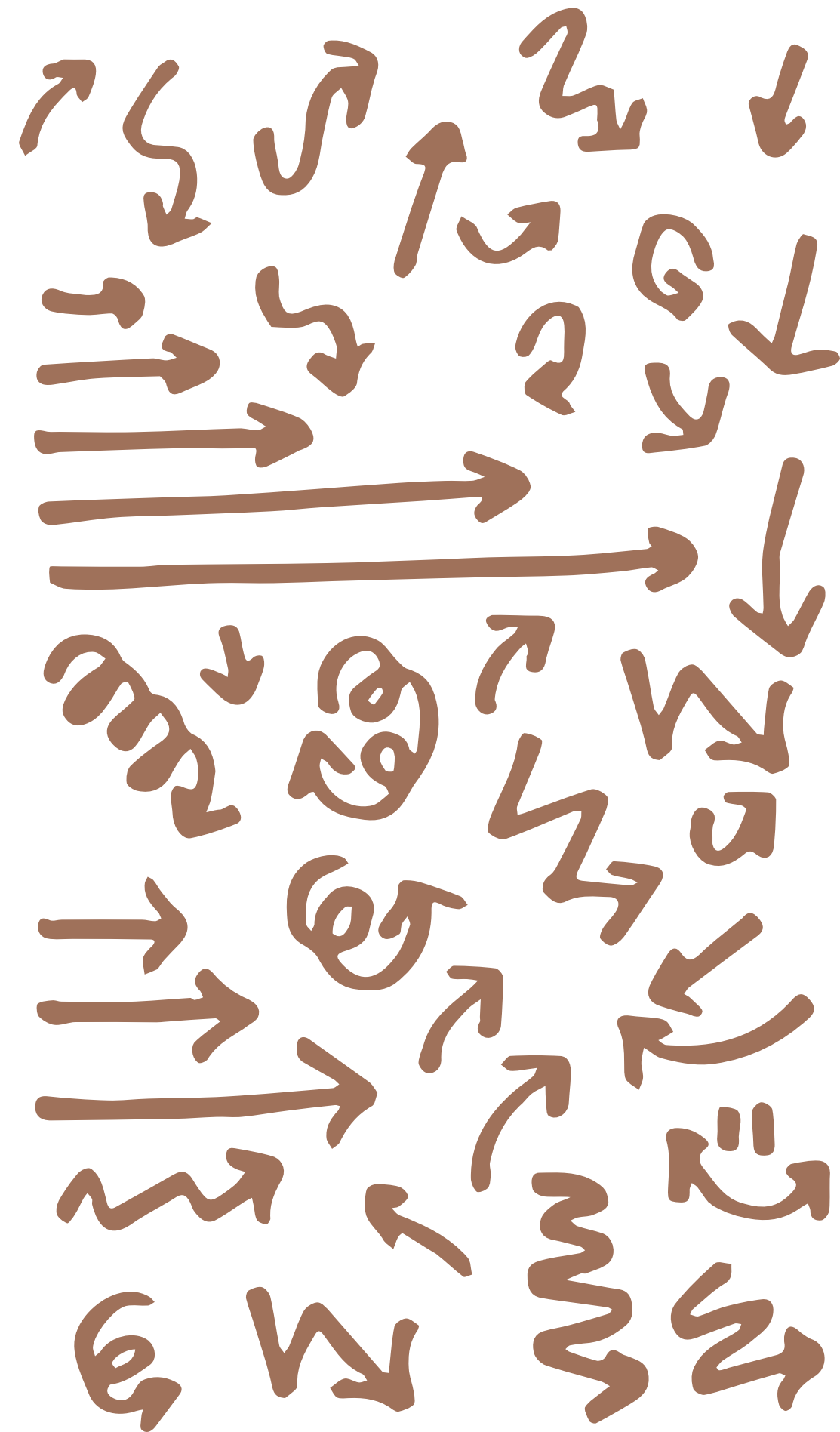
Where no specific association to a key piece of content within a layout is needed, the Primary Logo should lock to the bottom left or right corner.



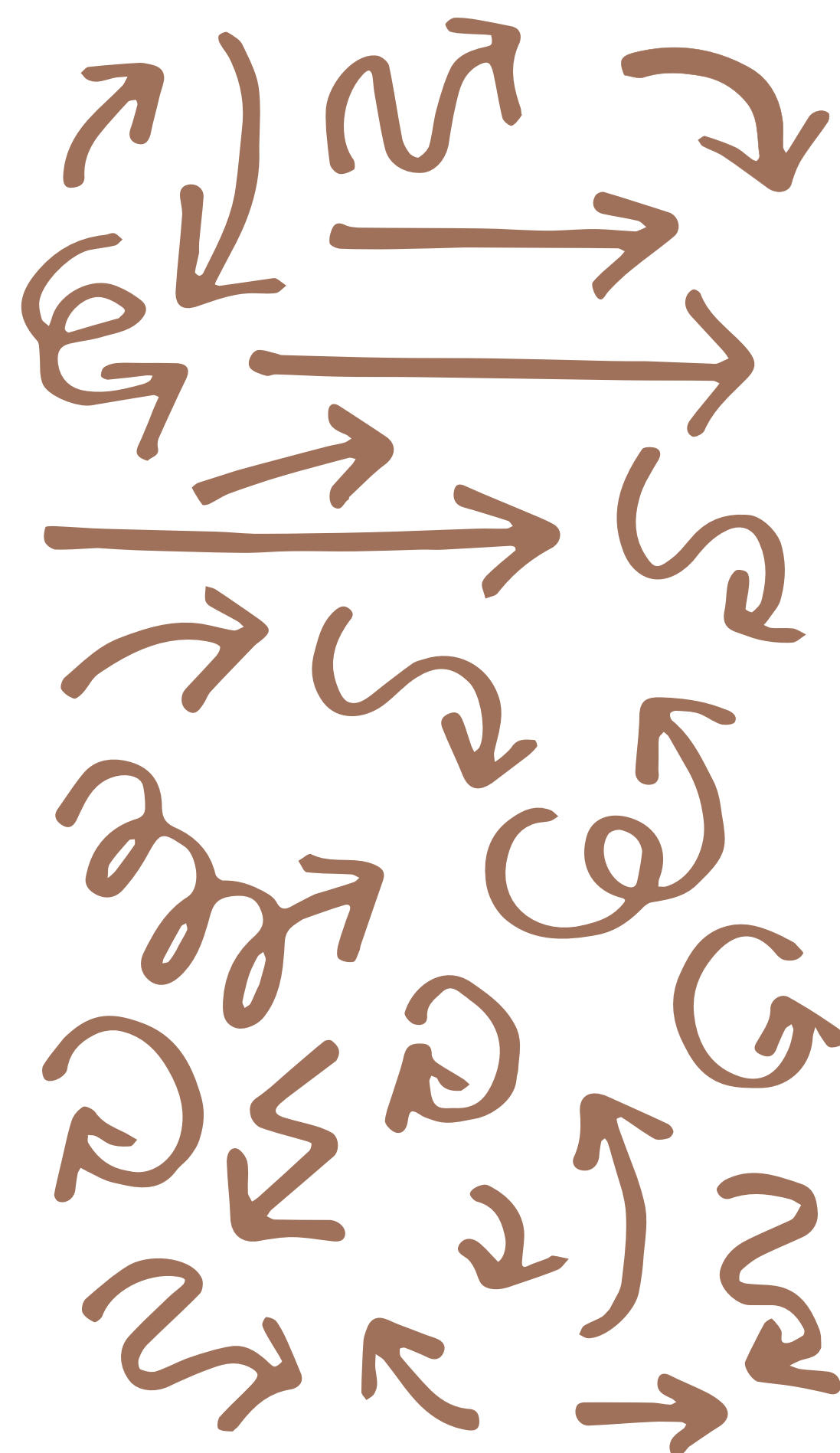
Using Multiple Glyphs

When using multiple Sharpie Glyphs within the same design, the thickness of the stroke should feel consistent to ensure a believably human tone. To achieve this, Sharpie Glyph libraries have been provided, organized into three useful sizes. Glyphs should be chosen across all sizes needed to ensure consistent stroke thickness within the same design.

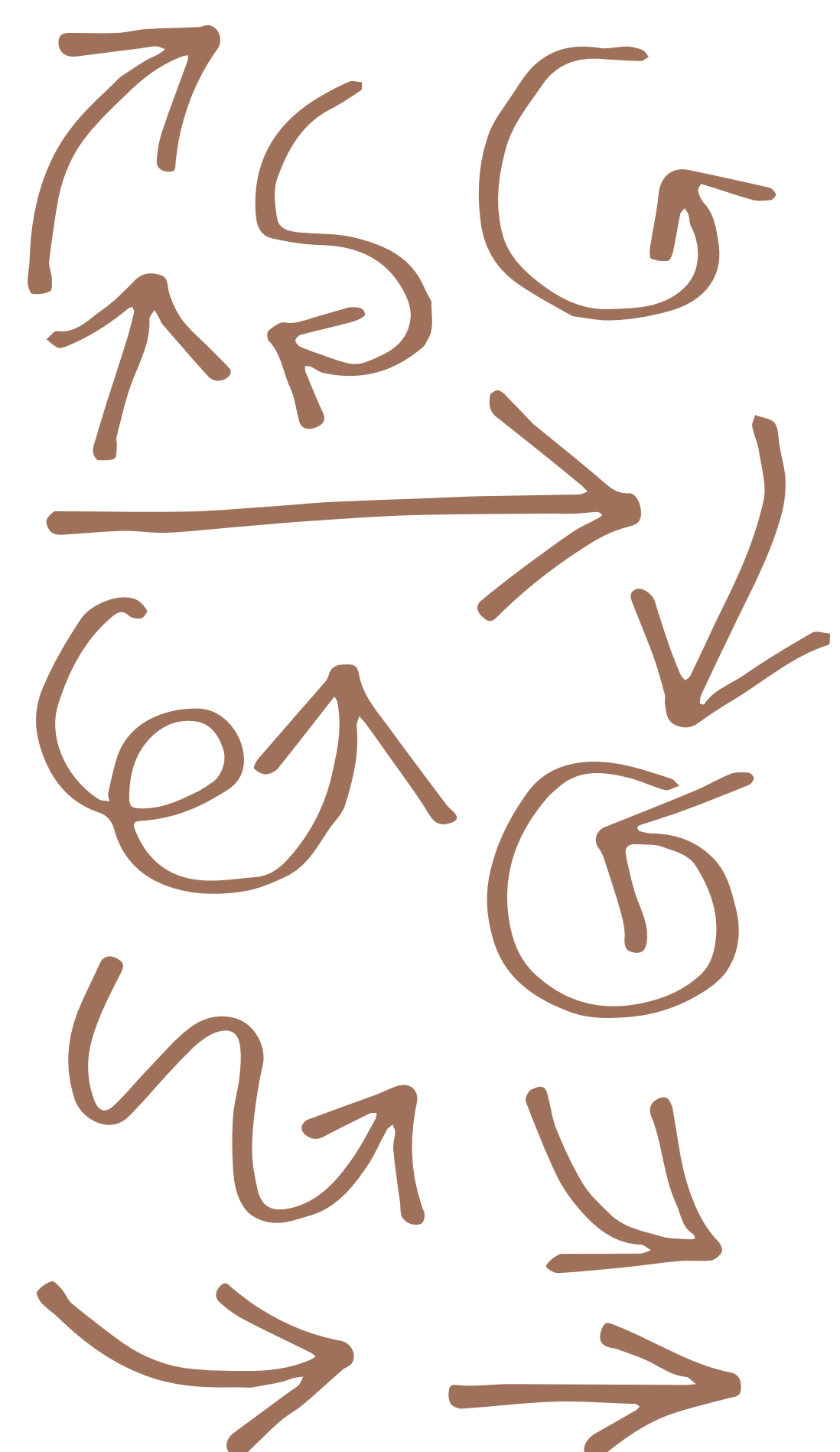
Small



Medium



Large



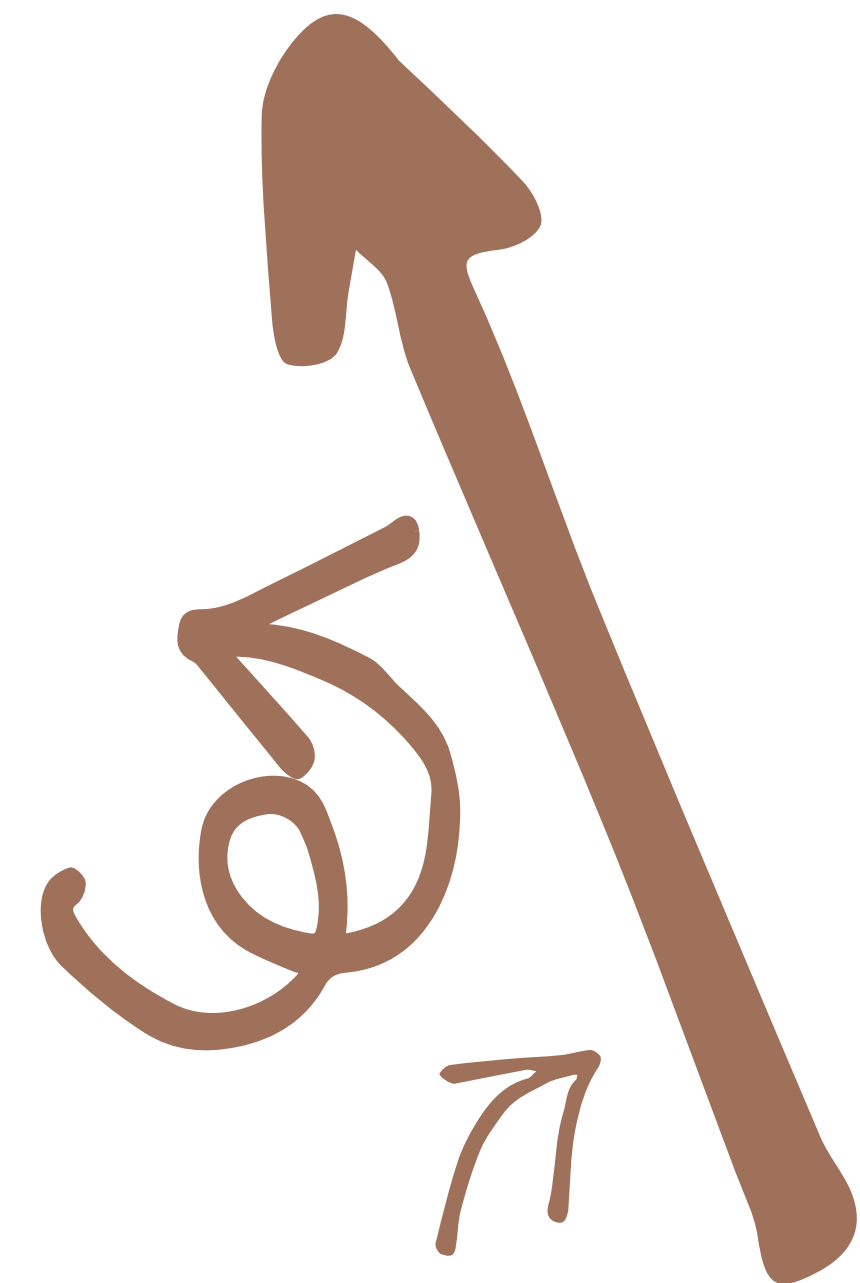
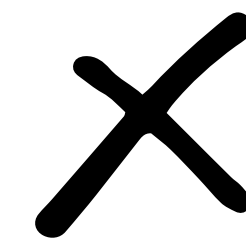
Glyph Stroke Weights

When creating layouts that use multiple glyphs, select the appropriate glyph sizes from the libraries provided to achieve a consistent stroke weight rather than scaling individual glyphs.



Do's

Select an arrow from each of the small, medium, and large categories. This way they all look as if they were drawn with the same sharpie.



Don'ts

Don't scale glyphs to make them smaller or bigger. Doing this leads to inconsistency, where some glyphs are much too thick or much too thin.

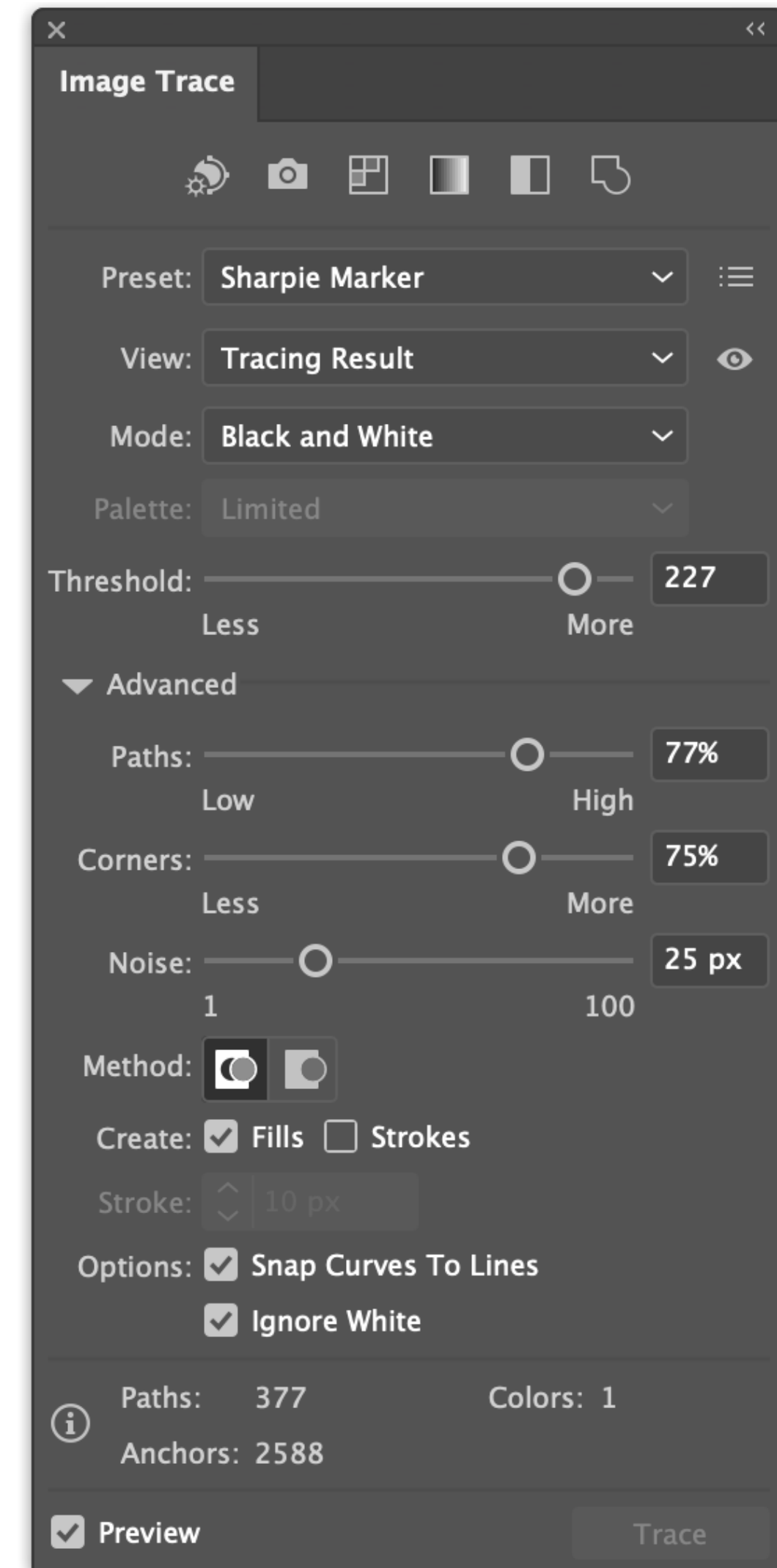
DIY Sharpie Glyphs

All brands are living, breathing entities. Divvy is no exception. Specifically with Sharpie Glyphs, there will be situations where new designs, words, or symbols will need to be created. Provided here is a simple approach to generating new vector glyphs using Adobe Illustrator.



If in need of a quick and easy solution, download the Adobe Capture app. Take a photo of the Sharpie Glyph with the Shapes setting.

1. Using a Fine Point Sharpie, draw what's needed.
2. Snap a photo of it, or scan the whole page.
3. In Adobe Illustrator, follow these settings in the Image Trace window. Save it as a preset for the future.
4. Expand the shape. If the glyph is too thin, an easy solve is to add an outline in the same colour as the fill.



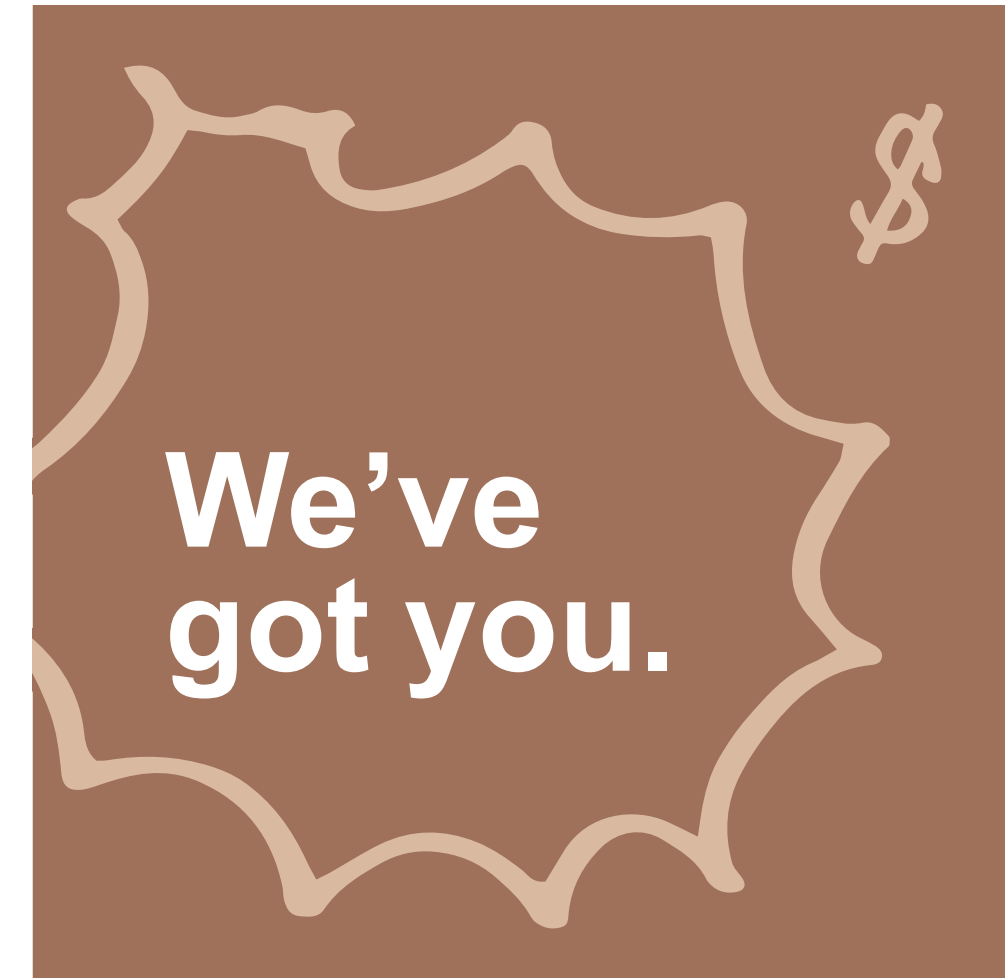
Glyph Quantities

A general rule of thumb: the less text needed within a layout, the fewer Sharpie Glyphs will be required. As more text is needed, there will be more opportunities to add more glyphs. Here are a few examples demonstrating appropriate quantities based on the amount of text shown.

1 Glyph



2 Glyphs



3 Glyphs



In these examples, the Divvy Logo does not count as a glyph.

Motion

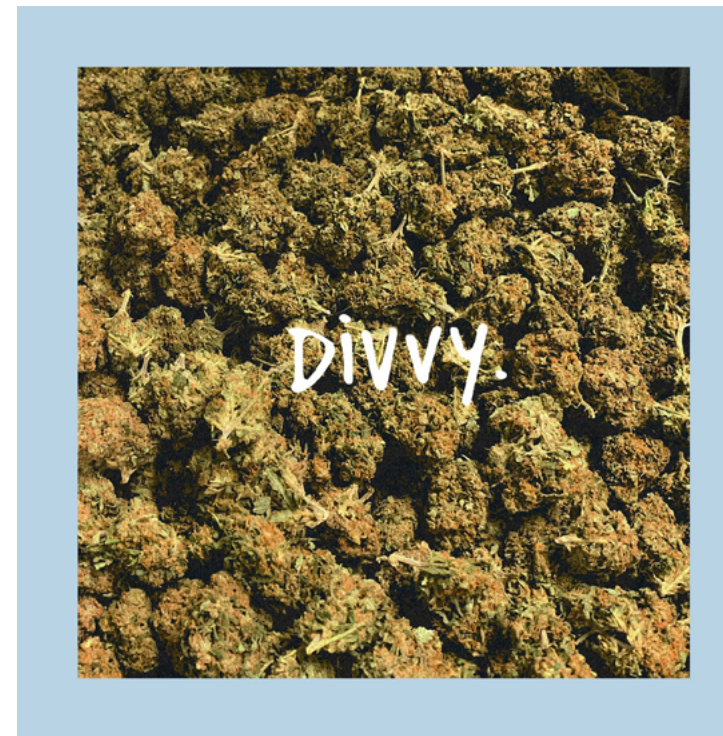
Motion is a great tool for applying layout and alignment principles all together in one place. Stylistically, this brand is designed to move in a collage-like manner—brand elements appear, build, disappear, reassemble, and can loop often. This approach makes motion a quick and easy tool to bring life to the brand in digital applications like social media and web.

These collages work best as gifs, created by designing frames in Adobe Photoshop's Timeline tool. There are also many gif-making tools widely available online. Please refer to the motion examples provided for inspiration.

Frame 1



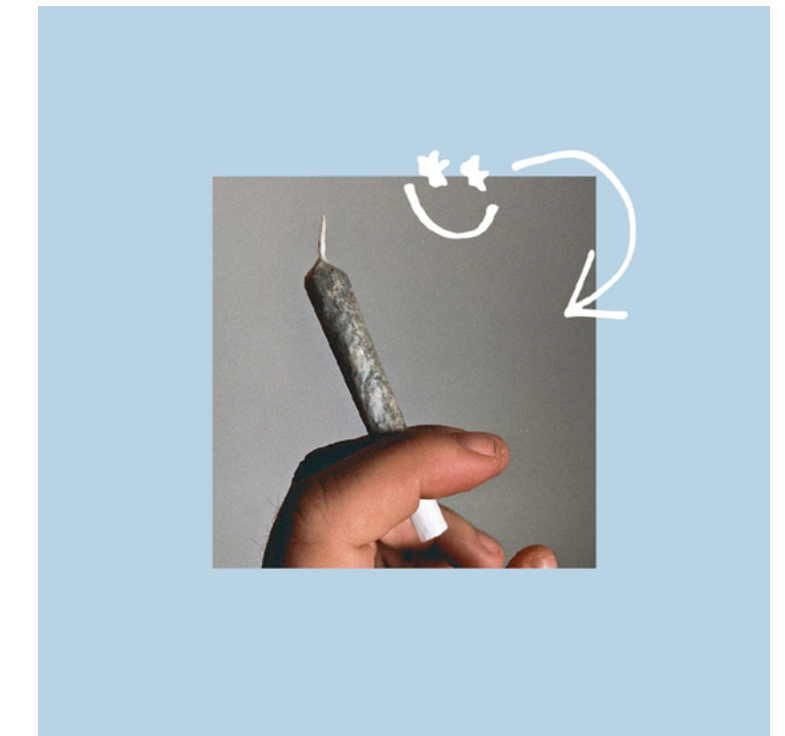
2



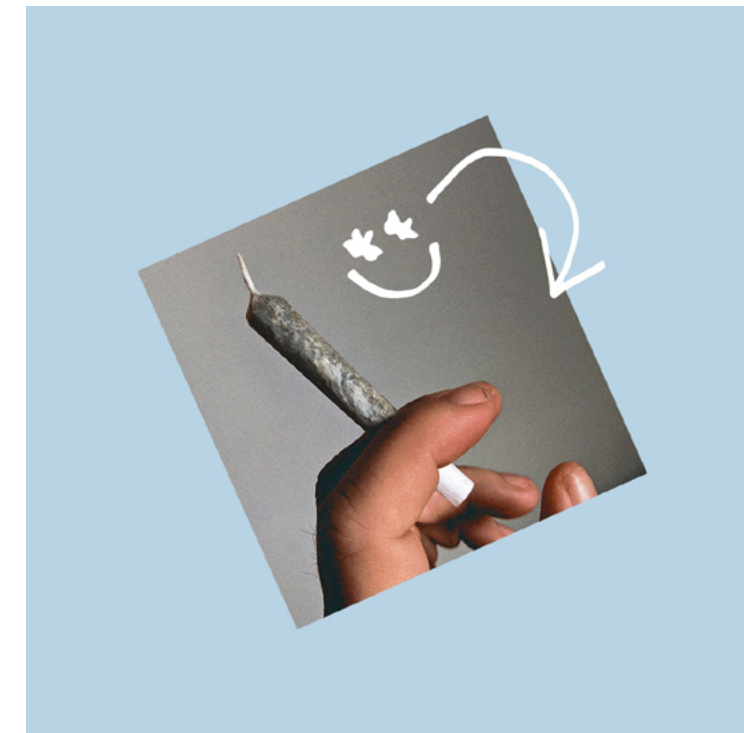
3



4



5



6



7



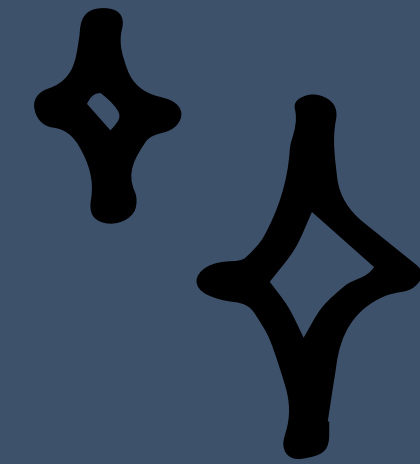
8



Please refer to the 07_Motion Example folder to view these gifs.

Best Practices

Practice makes
(almost) perfect.



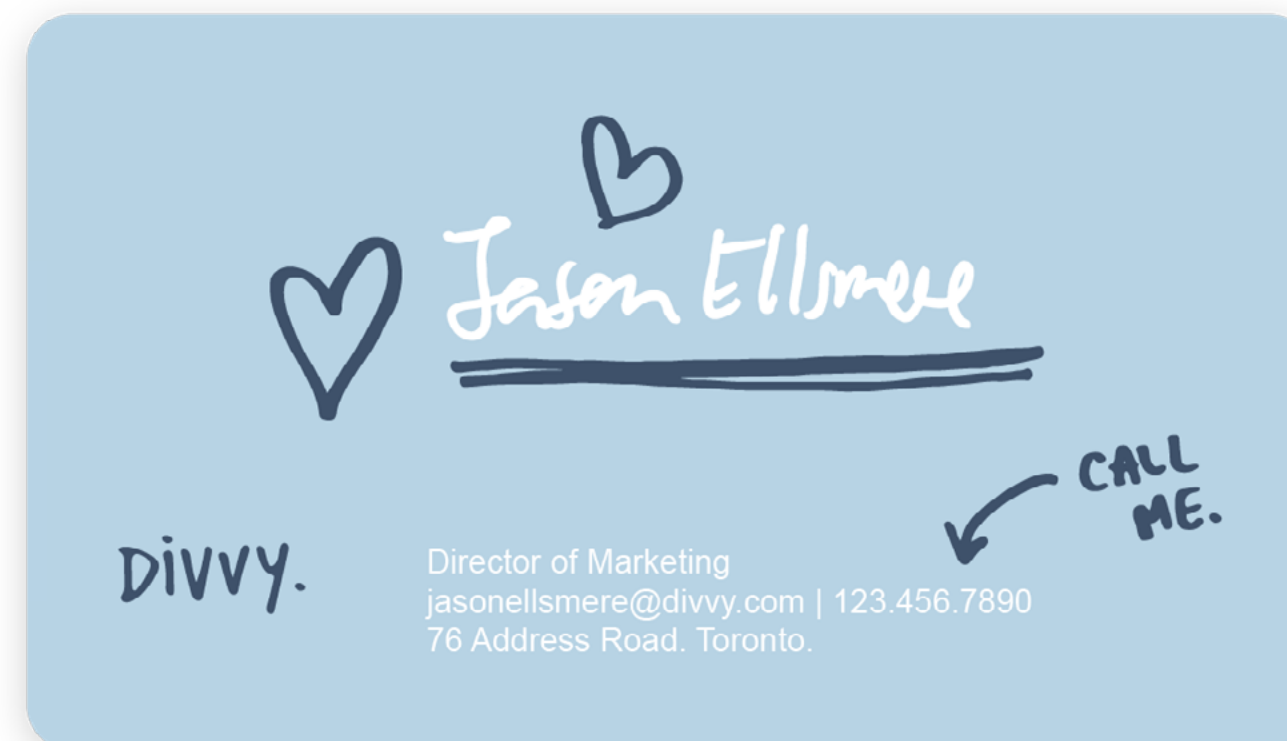
We all need a little inspiration every now and then. Consider this section a great way to get started when looking for effective and engaging approaches to bringing the full Divvy brand to life.

Divvy.

Business Cards

The Divvy business card is a material extension of the brand, and in some cases, that first impression the brand might make to someone new.

In this recommended approach, the names of each team member are featured in their own handwriting to reinforce how much the brand is an extension of the people behind it.

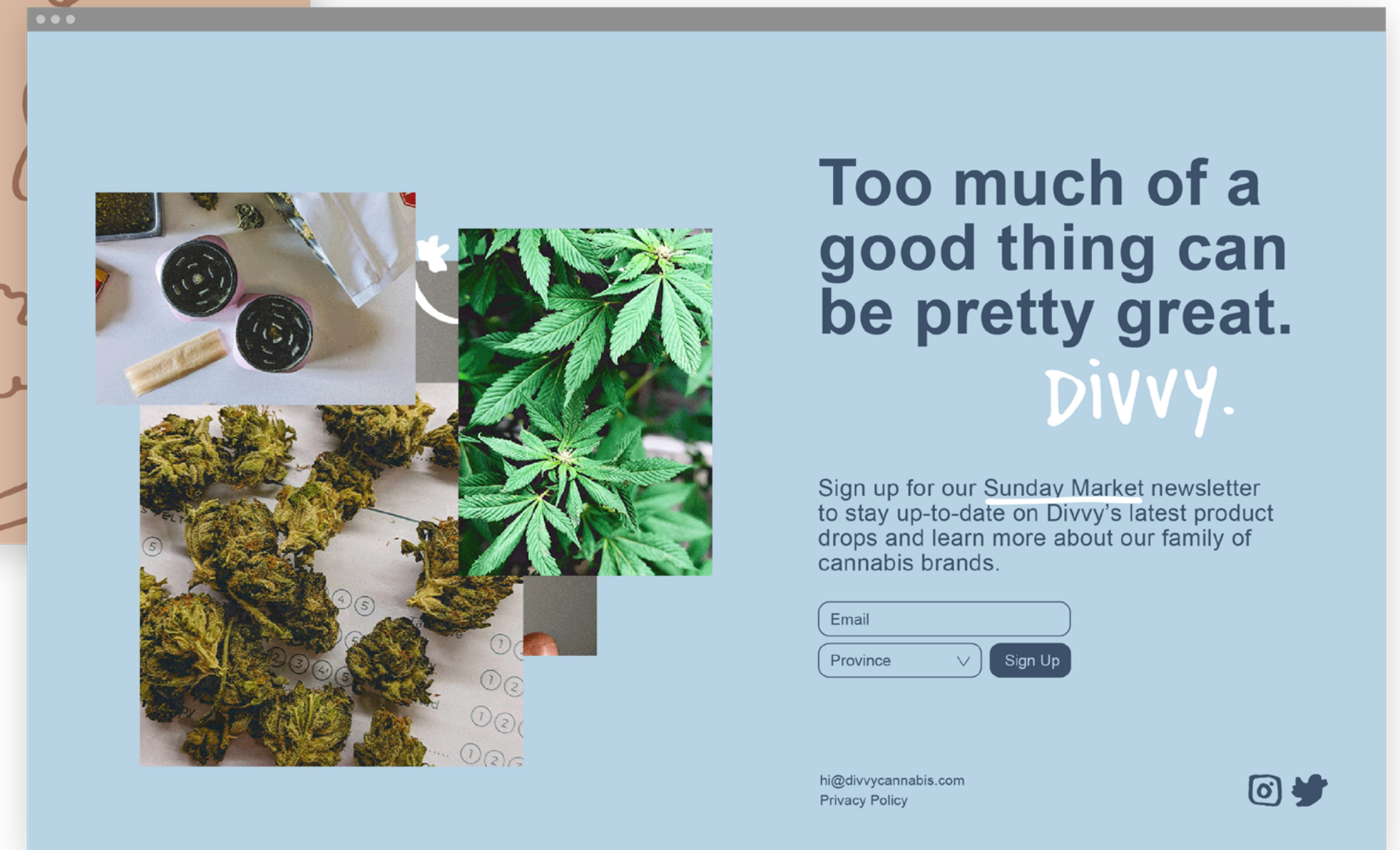


Landing Page

The approach shown represents a clean and simple launch state of Divvy's website, focused on teasing a bit about the brand, the product on offer, and encouraging user sign up for exciting updates to come. This is a great example of how motion can showcase the brand tone, even within a minimal digital layout.



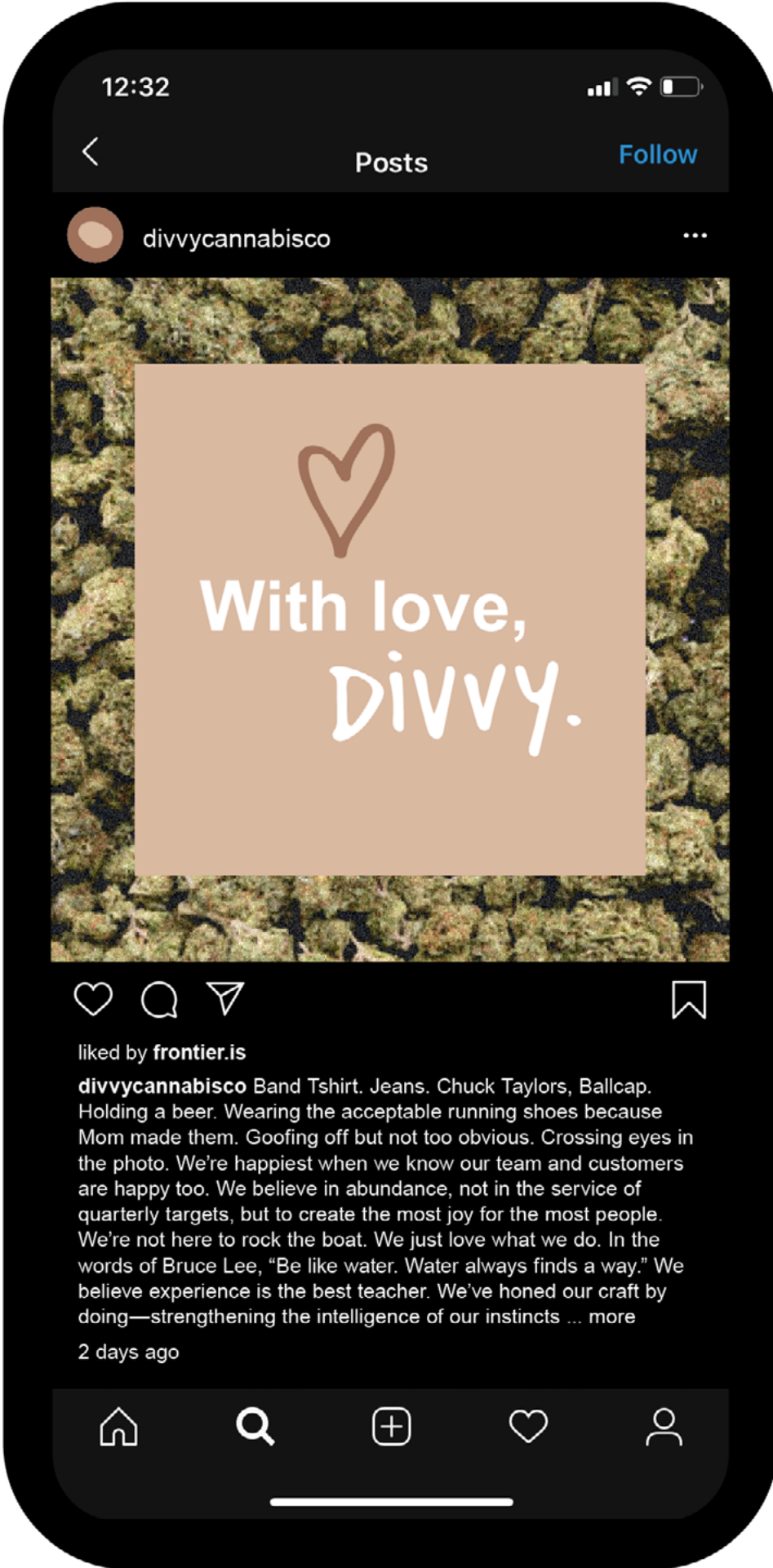
Age Gate



Landing Page

Social Media

Social media is a great opportunity to explore different colour combinations within the Essentials Palette, as well as layouts that feature more complex and unexpected collages of content. Consistent use of the Sharpie Glyphs help bring a variety of different designs together within a shared and recognizable visual style.



Photography on this page is for reference only and not to be used in final production.

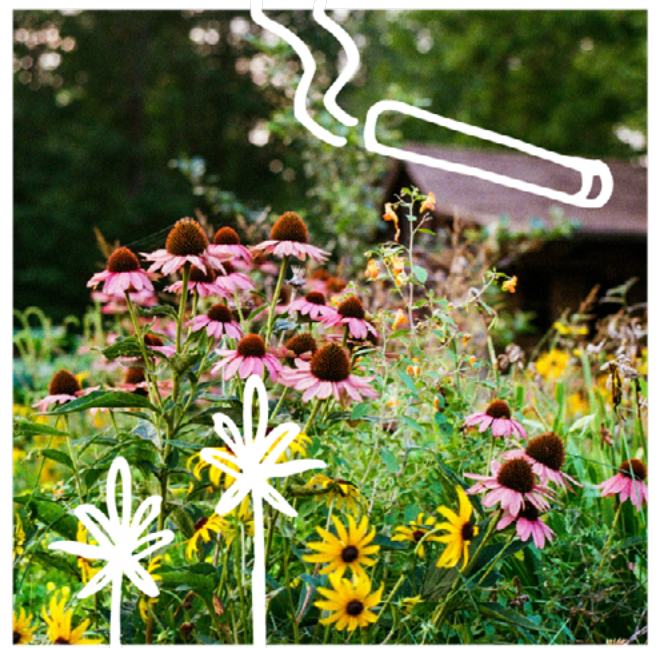
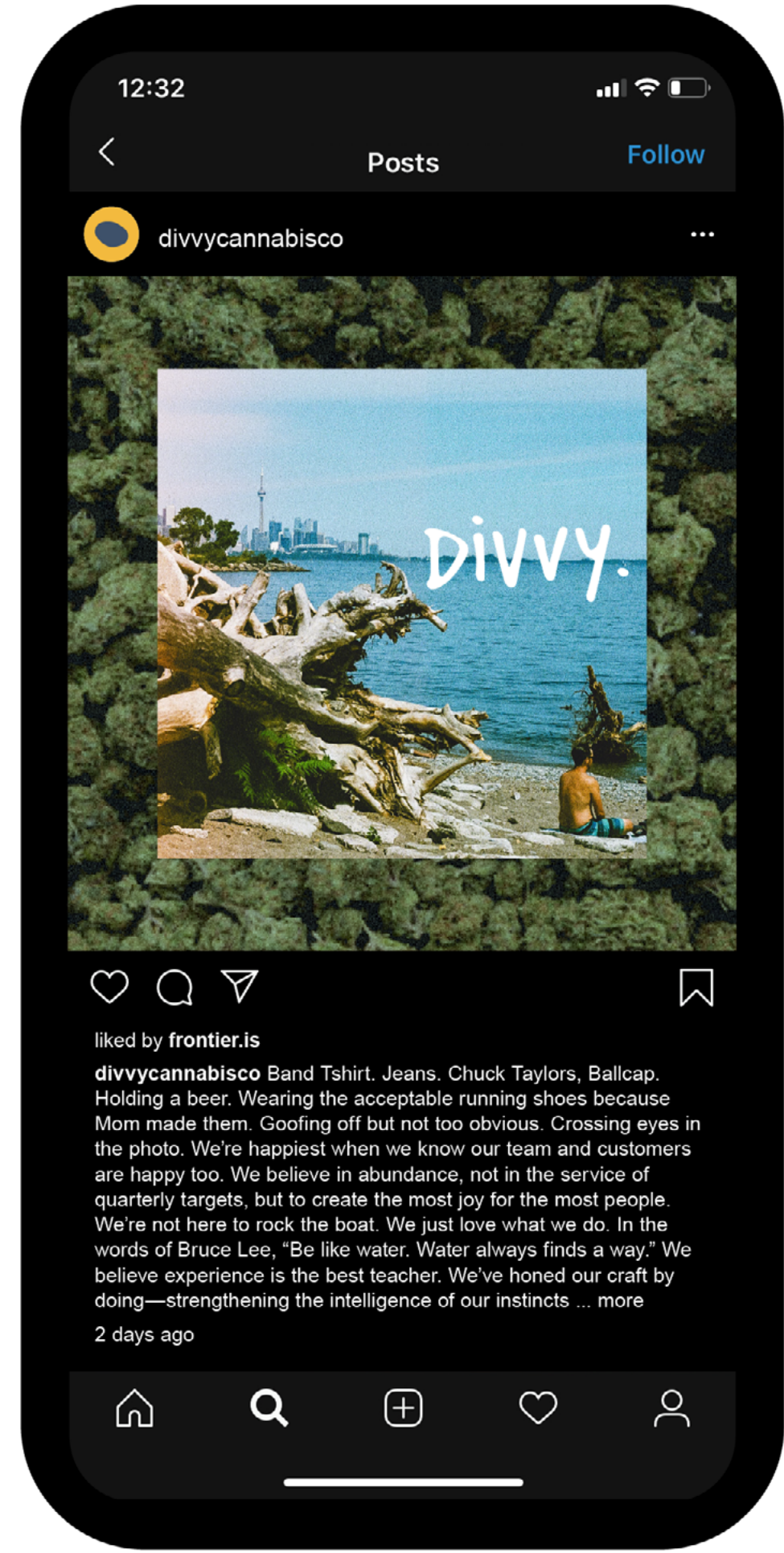
Seasonal Campaign

For seasonal campaigns or product launches, the Seasonal Palette becomes a great tool to help content stand out in small doses. Combining fresh colour combinations with seasonal photography helps signal a momentary shift in marketing content, when needed.

For each campaign or marketing push, consider creating a quick 2-3 page “mini guidelines” document specifying priority messaging and loved colour combinations so the team aligns to a shared target, even for a short period of time.



Photography on this page is for reference only and not to be used in final production.



Packaging

No surprise—Divvy packaging is most successful when it keeps things simple. This more minimal and casual tone helps reinforce Divvy's core focus on the product itself over flashy or complex consumer packaging. These recommendations, of course, should be adjusted as required to follow any updates to cannabis packaging rules and regulations.



Simple Swag

For branded merchandise, simple designs often work best to make a great first impression on someone new. One or two colour designs can achieve a direct and approachable look that captures the casual personality of the brand. And when in doubt, the Sharpie Glyph pattern is an extremely versatile tool when you need a branded moment but don't have a lot of content to work with.



Fun fact: the term “swag” stands for “stuff we all get.” The more you know!

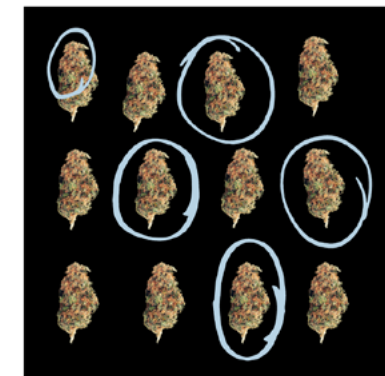
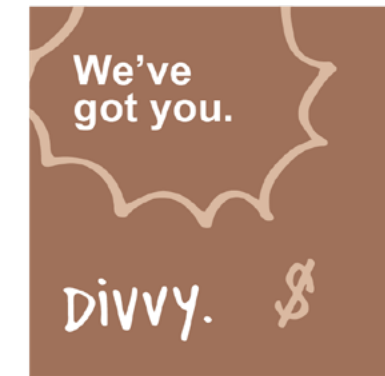
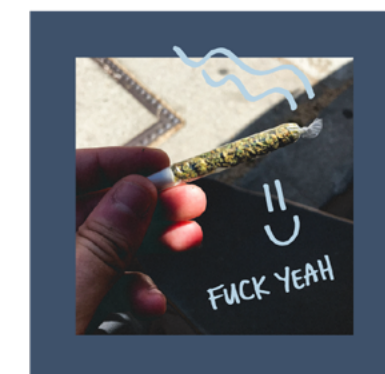
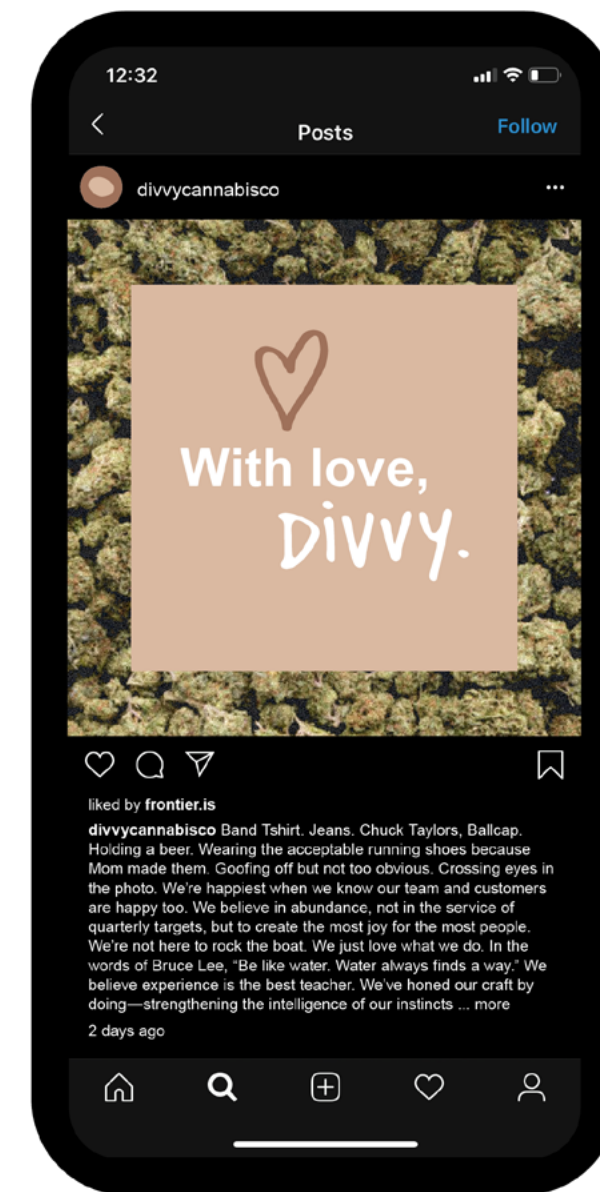
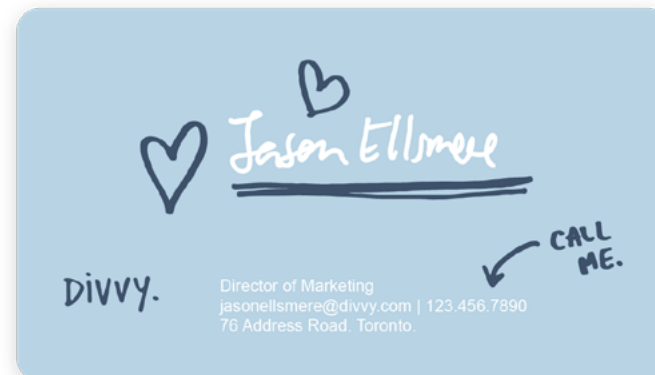
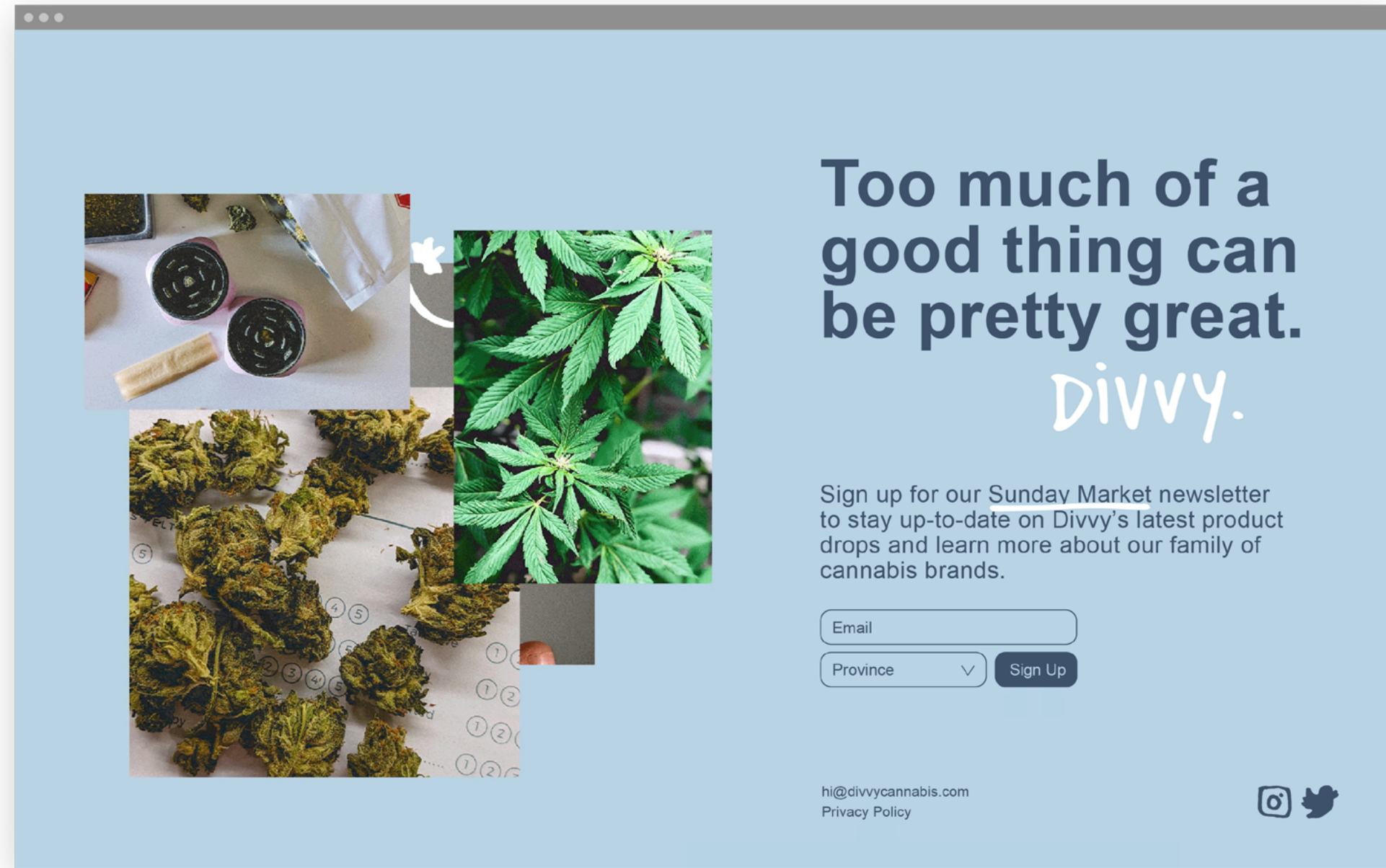
Special Swag

Once the Divvy brand is more established and becomes more recognizable in the community, merchandise designs can start to get more playful and even a bit more mysterious. Soon enough, folks will come to recognize the brand vibe without even seeing the Divvy logo at all.



All Together

A customer will rarely ever experience the Divvy brand all at once like this, but ain't it fun to look at anyway?





With love,

Divvy.