



LIQUID METAL SLIME DESIGN

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.

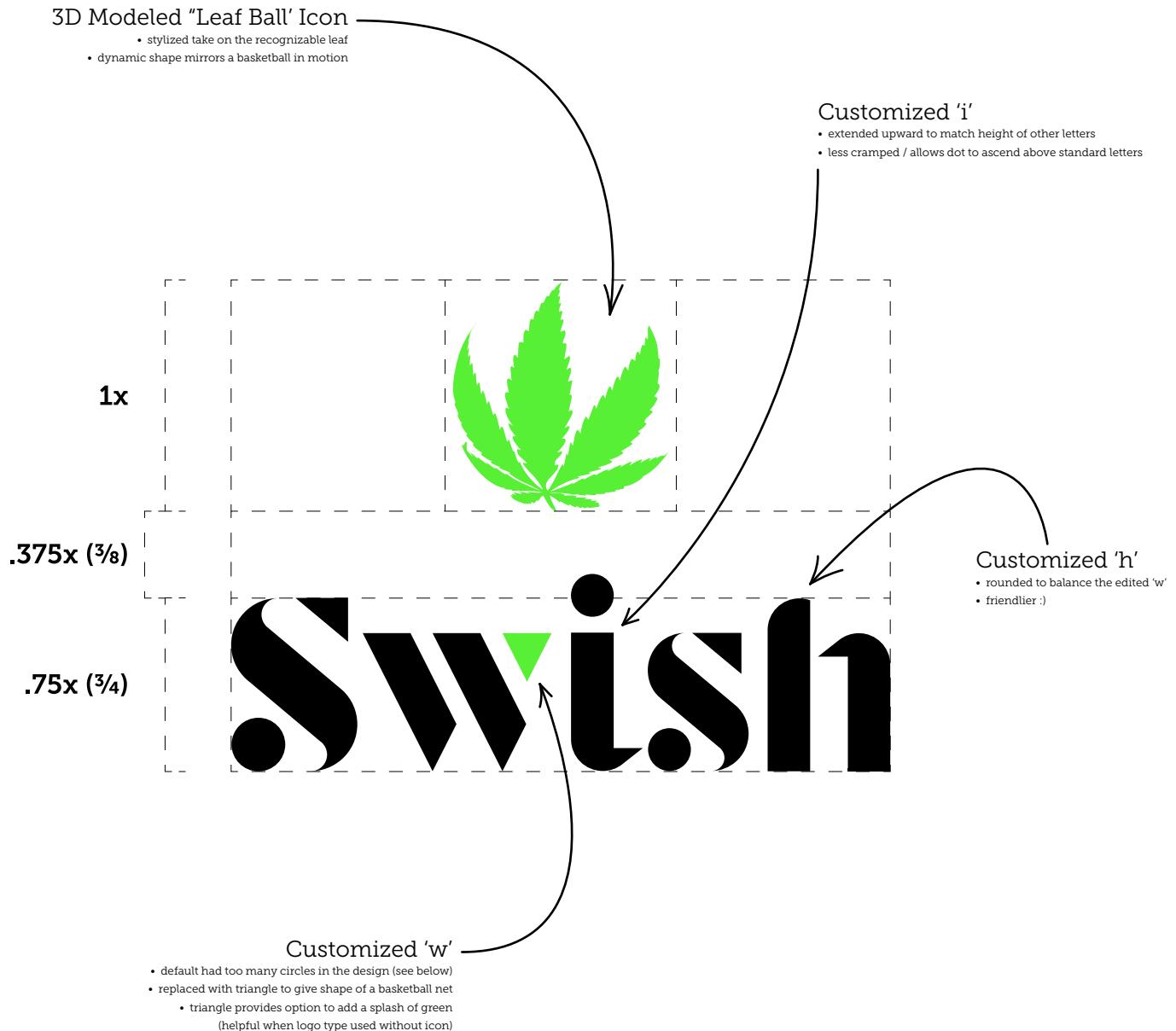
Initially observed as a stylized typeface as you look closer you'll see (not so?) subtle nods to basketball culture with the 'leaf ball' about to "hit a swish" into 'net' (the w). Some will see this and some won't and that's perfectly fine, as the clean bold and unique branding stands up regardless.

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



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: 255 / 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!**

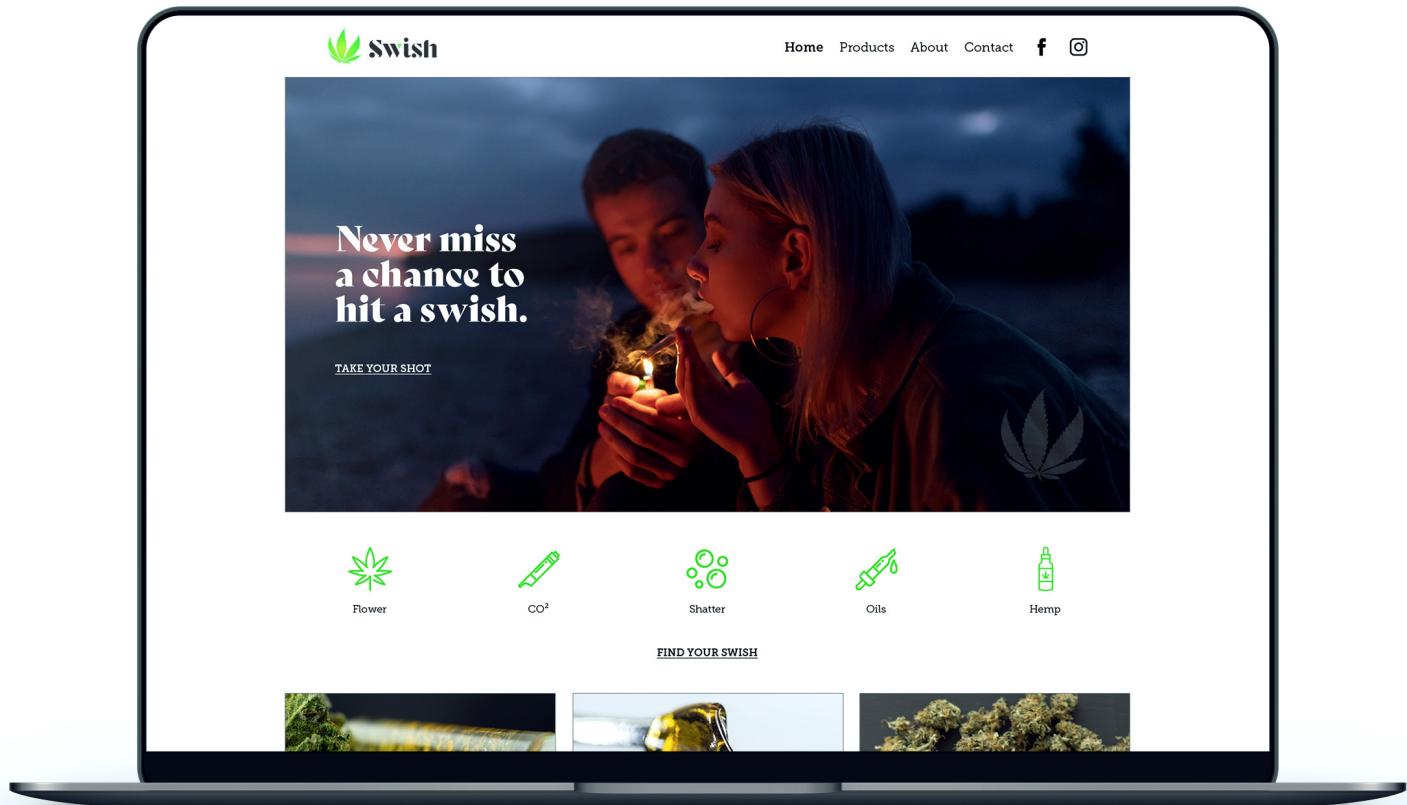
Holiday Sale Starts Friday!

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!

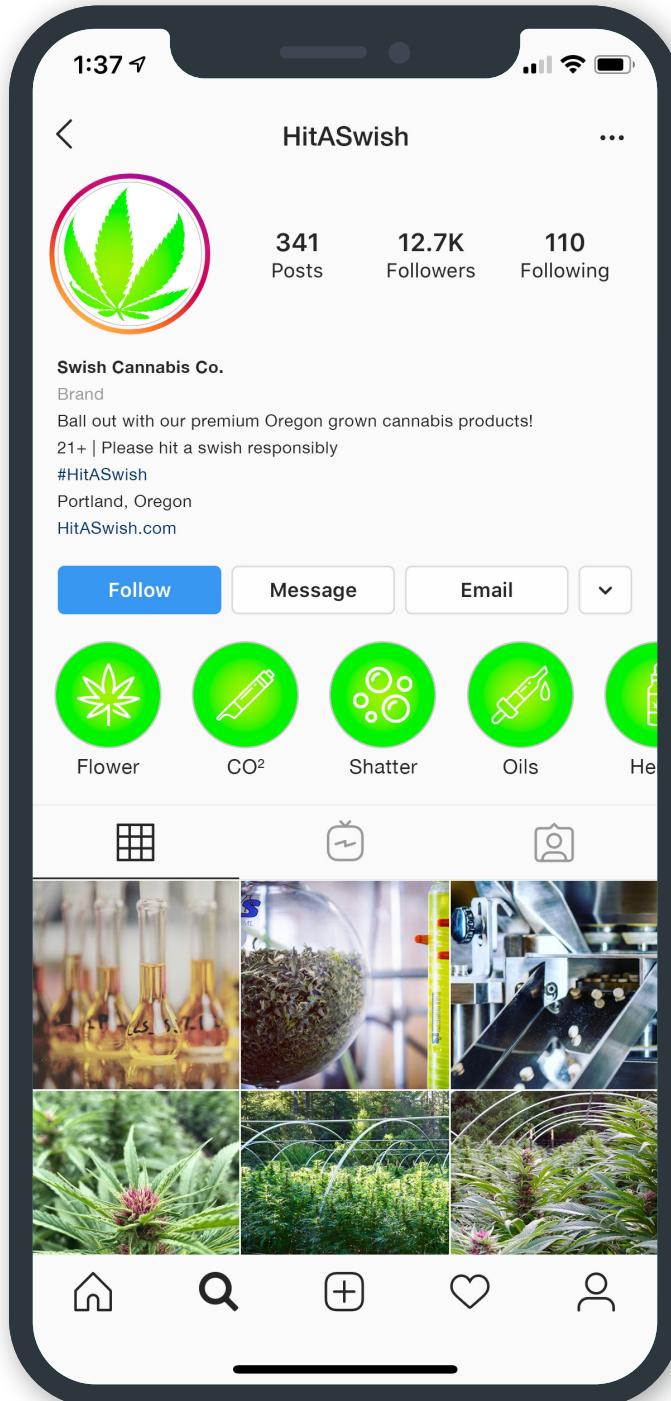
Web



HitASwish.com

Sample Website Homepage

Social



Sample Instagram Profile

Mockup



Sample Business Card Design

Mockup



swish

Cannabis Co.



Concept: Basketball Texture Logo / Branding / Packaging

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