



BRAND GUIDELINES

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BRAND IDENTITY

MISSION STATEMENT

TRAFFICJUNKY'S MISSION is to inspire connections in the world via digital advertising.

Our well-being as humans relies on the connections with others; same for businesses – to be successful, a business needs to be visible and engage its audience meaningfully.

This is what **TRAFFICJUNKY** is striving for.

Our mission is to bridge the gap between businesses and their ideal customers, inspiring effective communications where businesses share ideas, foster trust, and flourish.

With our extensive advertising network, delivering the right message to the right audience at the right time is made easy.



PERSONALITIES



RESOURCEFUL

TrafficJunky is THE powerful network where all kinds of resources are offered.



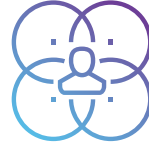
AMBITIOUS

Leading in the industry, we continue expanding.



PROGRESSIVE

We never stop evolving the products, nor stop learning.



PEOPLE-ORIENTED

At TrafficJunky, conversations and changes revolve around people. Personal and friendly relationships are being built.



EXCEPTIONAL

We are proud to be reliable and dependable across quality, customer service and safety. Results are delivered here.



VISUAL ELEMENTS

LOGO

LOGO LOCKUP

The wordmark is the primary version of the logo which should be used whenever possible, except for shape or length concerns.

As the primary mark, it should be used often and for principal uses such as the website header and letterheads.

The provided logo lockup file should be used in a way to ensure that the elements remain consistent.



ORIGIN OF BRAND NAME

The brand name consists of 2 parts, “Traffic” and “Junky”. Together, it refers to any business or individual that wants to realize the full potential of visits from internet users to a website.



LOGO OPTIONS

COLOR OPTIONS OF THE LOGO

There are 3 color options of TrafficJunky logo: teal, grey and white.

CONTRAST

Teal and grey options can be used both on white and dark grey background, the white options only on dark grey background.

LOGO ICONS

The logo should have good contrast when placed on a background whether it be an image or colour.

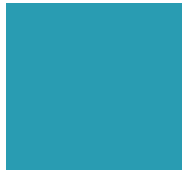
SECONDARY LOGOS

The logo only refers to the product of TrafficJunky, the TJ DSP.



COLORS

PRIMARY COLORS



TJ TEAL

HEX: #2A9DB2
CMYK: 76 - 21 - 26 - 0
RGB: 42 - 157 - 178
PMS: 2220C / 632U



PURPLE

HEX: #6D3C97
CMYK: 70 - 92 - 0 - 0
RGB: 109 - 60 - 151
PMS: 2077C /
Medium Purple U



PINK

HEX: #ED2D85
CMYK: 0 - 94 - 11 - 0
RGB: 237 - 45 - 133
PMS: 2039C / 226U

ACCENT COLORS



Light blue

HEX: #50C8EF
CMYK: 58 - 0 - 2 - 0
RGB: 80 - 200 - 239
PMS: 305C / 305U



Light purple

HEX: #7058A5
CMYK: 66 - 75 - 0 - 0
RGB: 112 - 88 - 165
PMS: 2096C / 2685U



Dark pink

HEX: #AD2F92
CMYK: 34 - 96 - 0 - 0
RGB: 173 - 47 - 146
PMS: 2063C / 248U



Blue

HEX: #5B8FCB
CMYK: 65 - 36 - 0 - 0
RGB: 91 - 143 - 203
PMS: 2170C / 2143U



Dark purple

HEX: #583895
CMYK: 81 - 95 - 0 - 0
RGB: 88 - 56 - 149
PMS: 2104C / 2371U



Dark blue

HEX: #5064AE
CMYK: 77 - 65 - 0 - 0
RGB: 80 - 100 - 174
PMS: 4141C / 661U



Purple blue

HEX: #4A4EA1
CMYK: 84 - 81 - 0 - 0
RGB: 74 - 78 - 161
PMS: 2117C / 2738U



Yellow

HEX: #F5EB0A
CMYK: 7 - 0 - 98 - 0
RGB: 245 - 235 - 10
PMS: 3945C / 3965U



Dark blue

HEX: #50C8EF
CMYK: 91 - 100 - 0 - 0
RGB: 68 - 47 - 145
PMS: 2104C / Dark Blue U



Dark grey

HEX: #282C2C
CMYK: 73 - 64 - 63 - 65
RGB: 40 - 44 - 44
PMS: 426C / 5463U

COLORS

USAGE OF COLORS

The TrafficJunky color palette begins with TJ Teal, which is the core color of the brand identity. TJ Teal should be used for most call-to-actions in promotional materials.

Accent colors should be used in the illustrations and elements of the background, mixed as gradients or on its own.

Usage of gradients should be moderate.

White and yellow colors should be used for the text on the dark background which uses the color of dark grey.

Text should be black on the white background.

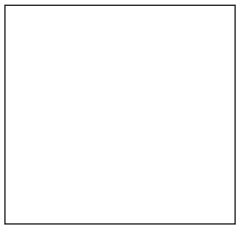
In the creatives related to cannabis, usage of green color is admissible.

For the actual color palette, please refer to the next pages.

BACKGROUND

BACKGROUND COLORS

In some cases, in addition to white or dark grey background, some subtle gradient, such as semitransparent spots, geometrical gradient objects, gradient shapes can be used. These elements should be in moderate quantity, delicate, using colors from the brand color palette.



White

HEX: #ffffff

CMYK: 0 - 0 - 0 - 0

RGB: 255- 255- 255

PMS: 2220C / 632U



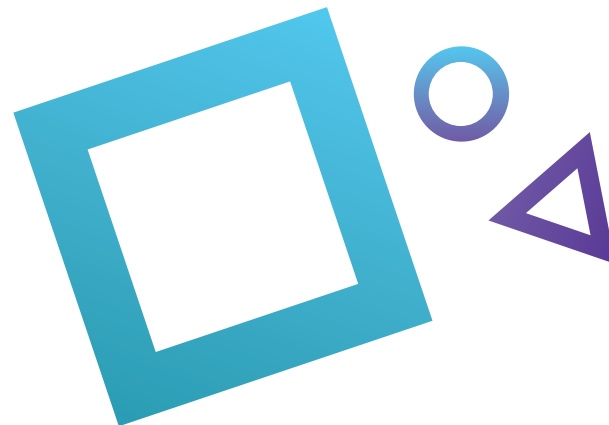
Dark grey

HEX: #282C2C

CMYK: 73 - 64 - 63 - 65

RGB: 40 - 44 - 44

PMS: 426C / 5463U



TYPE

USAGE OF TYPES

We have associated the TrafficJunky brand with four distinct fonts. Aileron, Lato, Montserrat and Geometos have shaped the proper visual identity for our brand when our logo can't.

Aileron Light/Regular and Lato Light/Regular are to be used as the main communication font.

AILERON Light/Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

LATO Light/Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

TYPE

USAGE OF TYPES

Aileron Bold/Black, Lato Bold/Black is recommended to use as titles in presentations, internal documents, manuals, PDFs.

AILERON Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AILERON Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AILERON Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LATO Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LATO Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPE

USAGE OF TYPES

Geometos and Montserrat Bold/ExtraBold/Black is to be used for the titles in banners and creatives.

MONTSERRAT Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

MONTSERRAT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

MONTSERRAT ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

GEOMETOS

TYPE EXAMPLES



INTRODUCTION

The cannabis industry has been experiencing a massive influx of interest in its development, particularly with all the legalisation movement in North America.

Expert analysts estimate the cannabis industry to pump a staggering \$130 billion into the US economy by 2024. Despite the regulations, the legal cannabis market is booming and is getting more profitable as time goes by.

All the numbers related to the cannabis industry are impressive, granted. But, advertising a cannabis business or a cannabis-related business can be quite a killjoy. This statement is particularly true if you promote on mainstream advertising channels such as Google Ads or Facebook.

With a significant market opportunity for cannabis businesses, many business experts and savvy leaders are trying to navigate the rocky waters of the cannabis industry. In those waters, some questions are crucial to answer, such as :

- 1) Where do cannabis businesses start?
- 2) What kind of content would be relevant to create and share?
- 3) And most importantly, how can cannabis businesses advertise their businesses?

TrafficJunkie prepared this guide for the cannabis business in an attempt to answer the above questions and more.



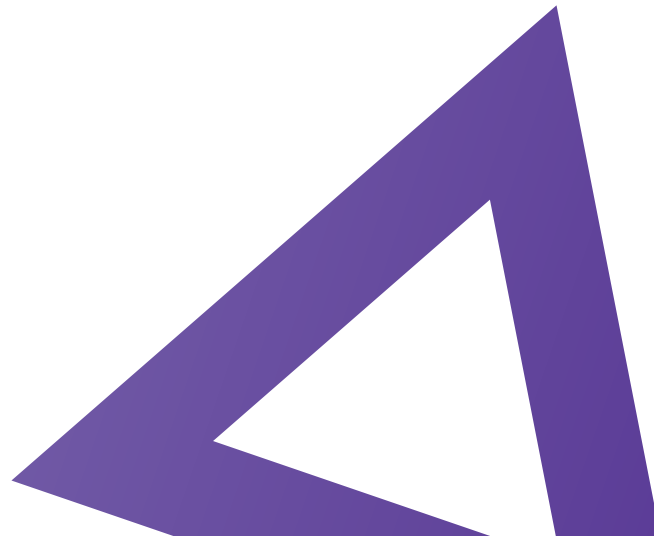
ICONS

USAGE OF ICONS

Icons should be used according to the general style of the document.

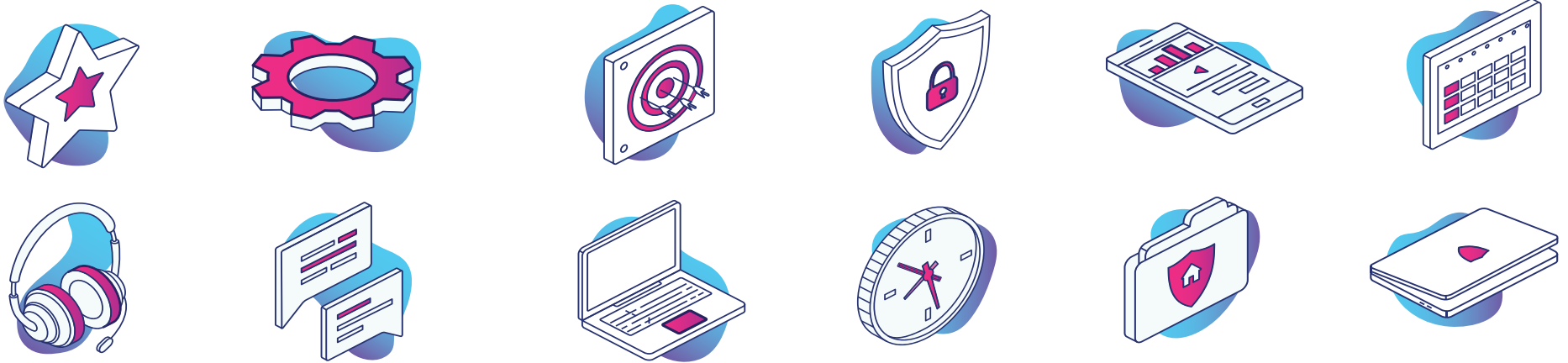
If the document contains isometric illustrations, then isometric gradient icons can be used. Isometric gradient icons should contain no more than 2-3 colors.

If the style of the document is more classic and corporate, then the usage of flat gradient icons is preferable.

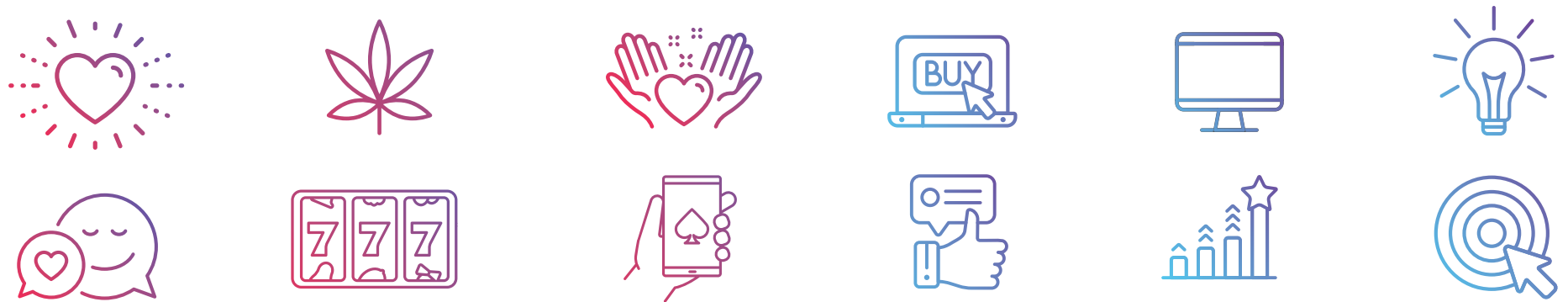


ICONS

EXAMPLES OF ISOMETRIC ICONS



EXAMPLES OF FLAT ICONS



ILLUSTRATIONS

EXAMPLES OF ISOMETRIC ILLUSTRATIONS

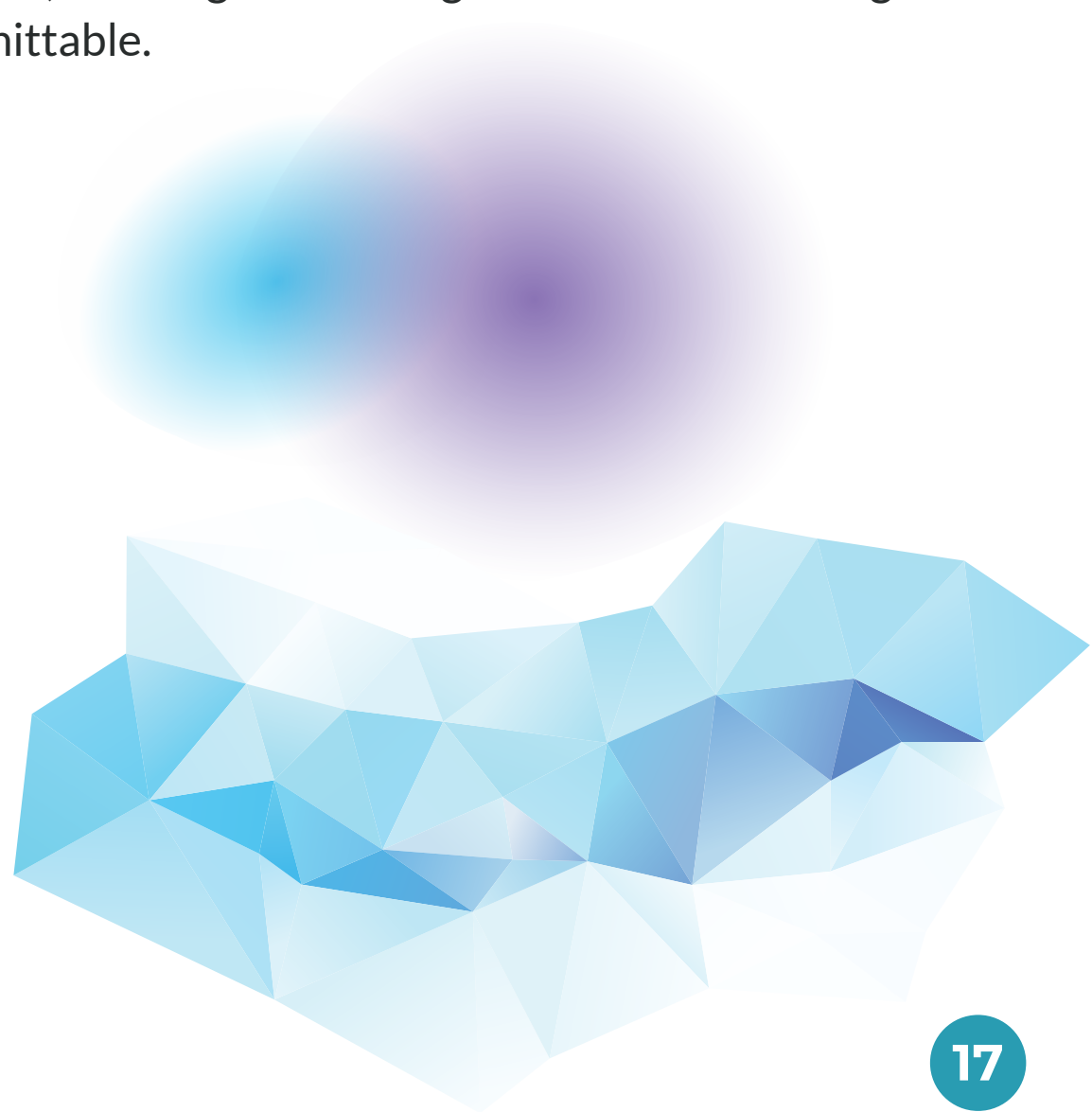
The usage of isometric illustrations is preferred. The illustrations should contain colors and gradients from the brand color palette. The illustrations should not contain too much contrast colors or contrast gradients.



ILLUSTRATIONS

EXAMPLES OF GRADIENT ILLUSTRATIONS

In more classic and corporate documents, the usage of subtle gradients for the background or geometric shapes and objects is admissible.



CONTACT

FEEL FREE TO REACH OUT

Unsure of something? Have a question? Want to chat? Contact us!



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