



# BRAND GUIDELINES

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# BRAND IDENTITY

# MISSION STATEMENT

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**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

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## 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

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## 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

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## COLOR OPTIONS OF THE LOGO

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

## CONTRAST

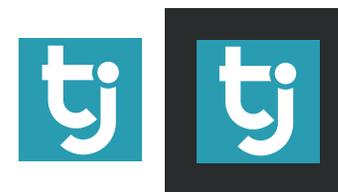
Teal and grey options can be used both on white and dark grey background, the white options only on dark grey background.

## 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.



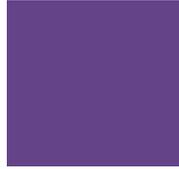
# COLORS

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## 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

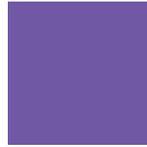


**PINK**  
HEX: #ED2D85  
CMYK: 0 - 94 - 11 - 0  
RGB: 237 - 45 - 133  
PMS: 2039C / 226U

## ACCENT COLORS



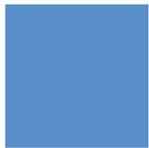
**Light blue**  
HEX: #50C8EF  
CMYK: 58 - 0 - 2 - 0  
RGB: 80 - 200 - 239  
PMS: 305C / 305U



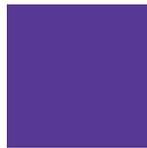
**Light purple**  
HEX: #7058A5  
CMYK: 66 - 75 - 0 - 0  
RGB: 112 - 88 - 165  
PMS: 2096C / 2685U



**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

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## 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.

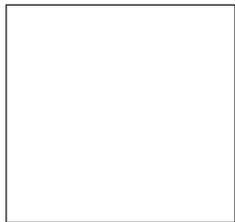
For the actual color palette, please refer to the next pages.

# BACKGROUND

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## 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



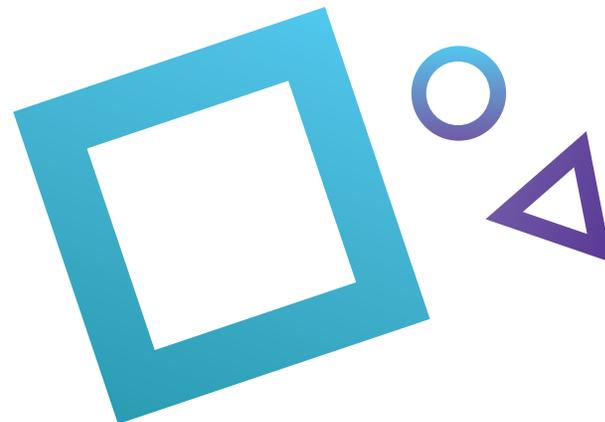
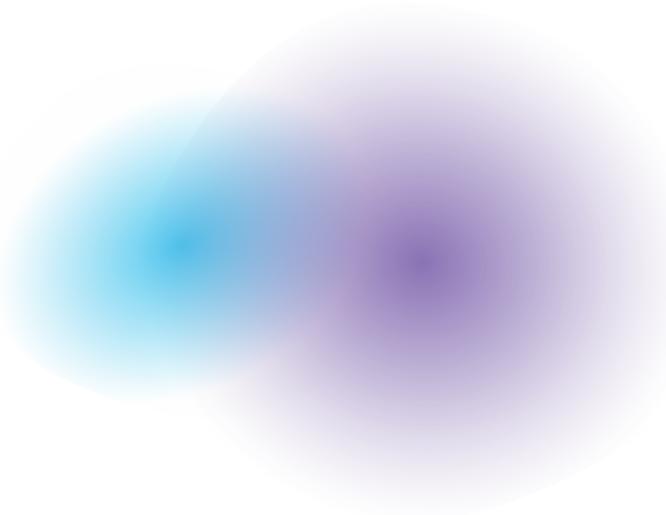
### Dark grey

HEX: #282C2C

CMYK: 73 - 64 - 63 - 65

RGB: 40 - 44 - 44

PMS: 426C / 5463U



# TYPE

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## 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

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## 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

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## 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



**OVERCOMING BARRIERS  
IN CANNABIS ADVERTISING**

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TRAFFIC  
TRENDS**



**YOUR GUIDE TO  
UPLOADING  
CREATIVES**

Learn the new process of efficiently uploading and organizing your creatives



[Check our blog →](#) [trafficjunky.com/blog](https://trafficjunky.com/blog)

## 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?

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



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# ICONS

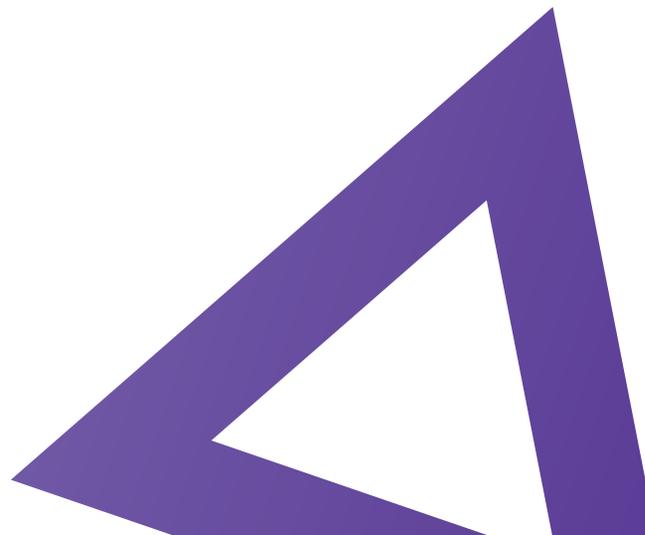
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## USAGE OF ICONS

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.

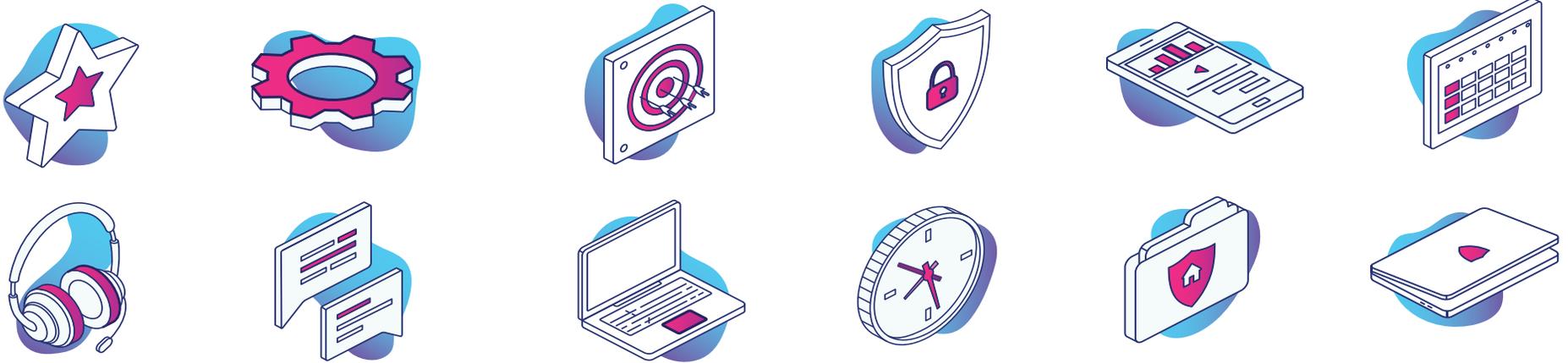
If the style of the document is more classic and corporate, then the usage of flat gradient icons is preferable.



# ICONS

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## EXAMPLES OF ISOMETRIC ICONS



## EXAMPLES OF FLAT ICONS



# ILLUSTRATIONS

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## 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.

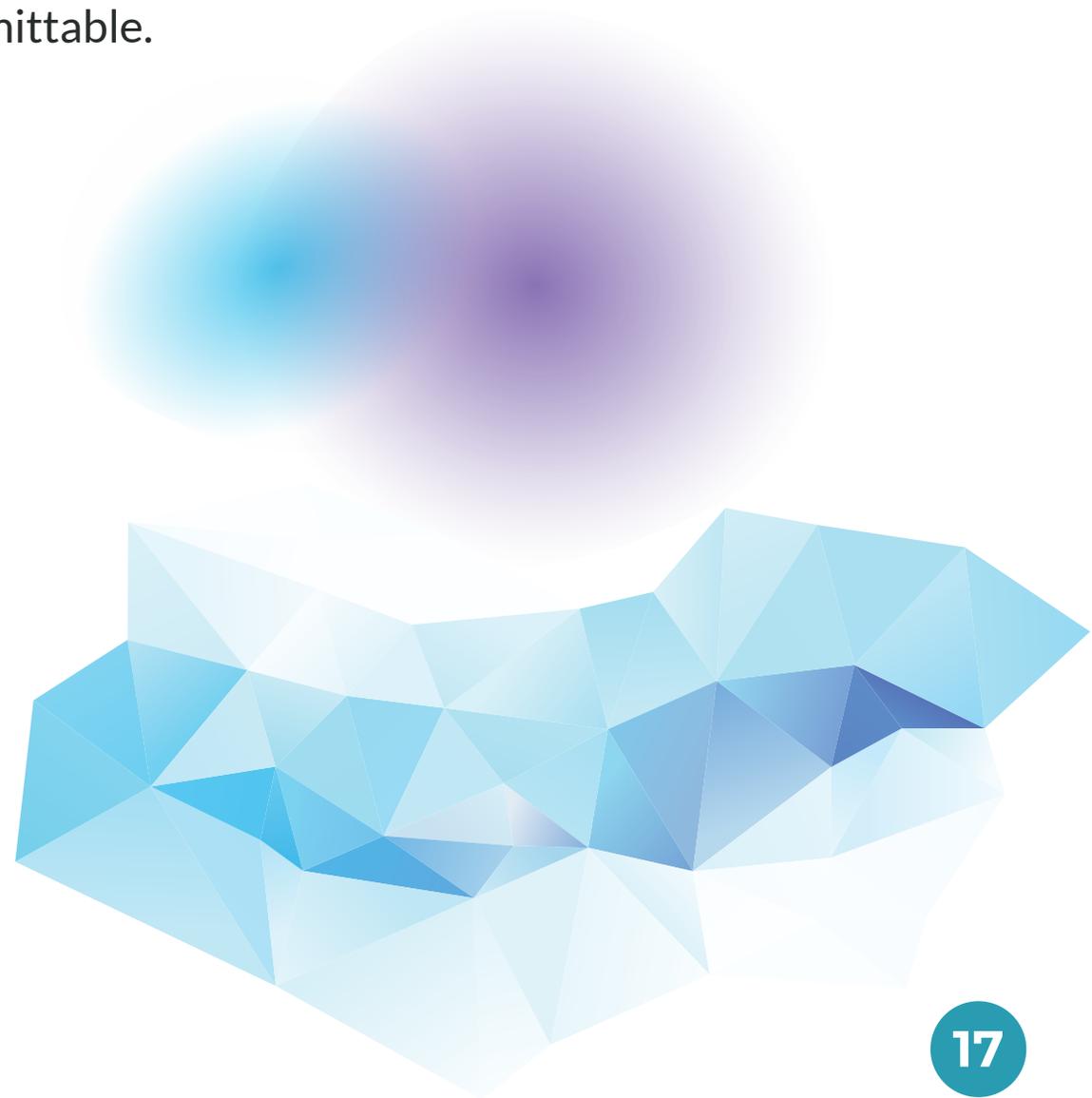
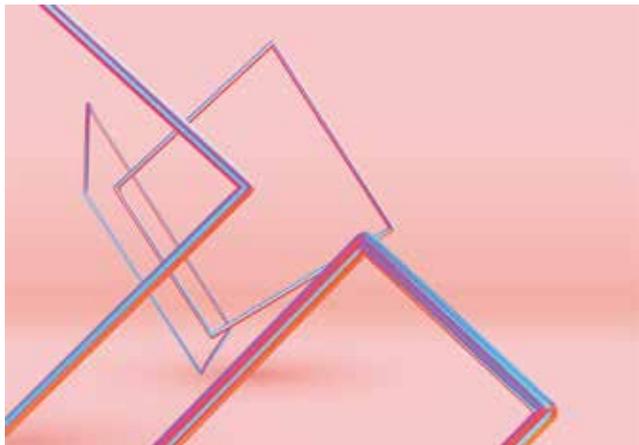


# ILLUSTRATIONS

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## 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

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## FEEL FREE TO REACH OUT

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



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