

ITEM  
NINE  
LABS

The logo consists of the words 'ITEM', 'NINE', and 'LABS' stacked vertically in a white, sans-serif font. The text is contained within a white square border. A registered trademark symbol (®) is located at the bottom right corner of the square.

# BRAND IDENTITY

# 02



## ABOUT US

Founded on friendships, motivated by quality, driven with community.

Item 9 Labs is for anyone looking to be the best version of themselves.

Co-founded by five business partners bringing together a myriad of skills to produce premium cannabis products,

Item 9 Labs is for those who believe quality comes first..

BRAND MANTRA

IN GOOD TIMES AND GOOD HEALTH

04

# VALUES



ITEM 9 LABS - BRAND STANDARDS



## WELLNESS

FOCUSED ON  
WHOLE BODY  
WHOLE PLANT WELLNESS



## INNOVATION

DELIVERING NEW WAYS TO  
INCORPORATE CANNABIS  
INTO YOUR LIFE



## COMMUNITY

SEEKING TO BUILD A SENSE  
OF BELONGING FOR  
CANNABIS + BEYOND

# PSYCHOGRAPHICS

# 05

/ˌsɪkəˈɡrɑːfiks/

the study of consumers based on their activities, interests, attitudes, aspirations, and opinions



## HEALTH CONSCIOUS

Those who care about their personal wellness.

## AESTHETIC DRIVEN

Having a visually appealing experience is important.

## QUALITARIAN

Quality is the key decision maker in their purchasing process.

## INFORMED

Up to speed with the modern world.

## OPEN MINDED

Somewhat progressive, but still cares about image.

# 06

## HASHTAGS

#InGoodTimesAndGoodHealth

#ComfortableCannabis

#GrownWithIntention

#TheBeesKnees

#UnityInCommunity

#InhaleThis

#CreatingWithItem9

#MedicateResponsibly

#StayMedicated

ITEM 9 LABS - BRAND STANDARDS



# 07

## TECHNOLOGY

Item 9 Labs strives to continuously improve user experience through industry-leading technological advancements that focus on delivering cannabis in more efficient, consistent, and flavorful ways — always pushing for something better.

ITEM 9 LABS - BRAND STANDARDS



# 08 PRODUCT NAMES

1. BROAD SPECTRUM CARTRIDGE

2. DELTA 8 CARTRIDGE

3. DELTA 8 CAPSULES

4. DELTA 8 SYRINGE

ITEM 9 LABS - BRAND STANDARDS

1



2



3



4





# 09 PRODUCT NAMES

1. APOLLO 710 BATTERY
2. APOLLO LIVE RESIN POD
3. COCKTAILS
4. C-CELL BATTERY

ITEM 9 LABS - BRAND STANDARDS

1



2



3



4



# 10 PRODUCT NAMES

CRUMBLE

BADDER

THCA DIAMONDS

LIVE RESIN

SUGAR WAX



# SONIC BRANDING

# 11

/'sänik/ /'brandiNG/

the strategic use of music and sound to help reinforce brand recognition and enhance the consumer experience



## GOLDEN HOUR

Relaxing tones that you wouldn't mind watching the sun set to.



## SIMPLE

Minimal sound texture and layers



## NATURE FOCUSED

With elements of birds chirping, the wind blowing, water flowing



## EASY ON THE EARS

Short enough to remember, easy to repeat

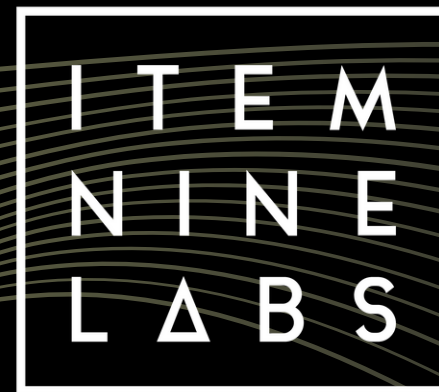


## SMOKEY

Hazy sounds to evoke a sense of smoke in the air

# 12

# ESSENCE



IS

- non-stigmatized
- hardworking
- sustainable
- wellness focused
- science fueled

VS.

IS NOT

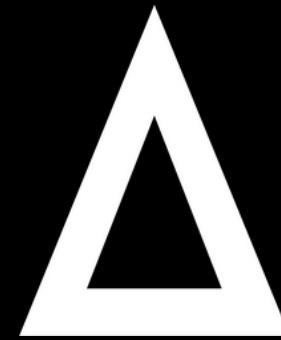
- THC content focused
- only for stoners
- cheap
- recreation focused
- hype driven

# 13



Primary Logo

Main logo to be utilized unless formatting requires otherwise. For use on dark backgrounds.



Brand Mark

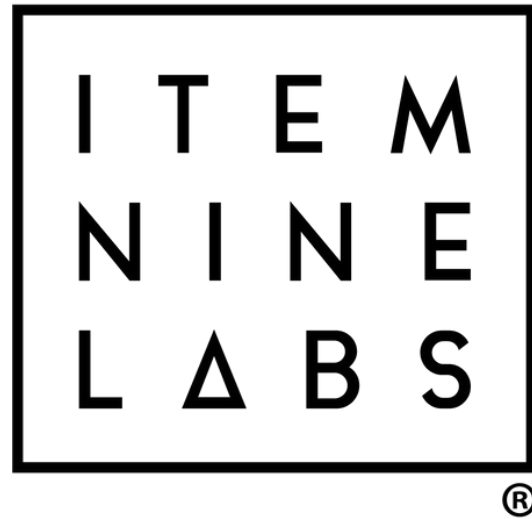
Accent logo to be utilized when strategic ambiguity is needed. For use on dark backgrounds.



Secondary Logo

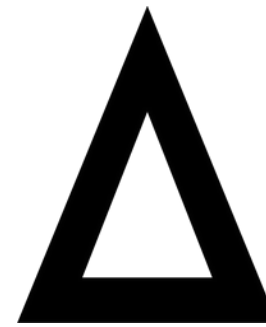
Logo to be used when formatting/space requires. For use on dark backgrounds.

# 14



Primary Logo

Main logo to be utilized unless formatting requires otherwise. For use on light backgrounds.



Brand Mark

Accent logo to be utilized when strategic ambiguity is needed. For use on light backgrounds.



Secondary Logo

Logo to be used when formatting/space requires. For use on light backgrounds.



LOGOS

# 15

IN GOOD TIMES...



SECONDARY  
BRAND ASSETS

# 16

IN GOOD TIMES...



SECONDARY  
BRAND ASSETS



17

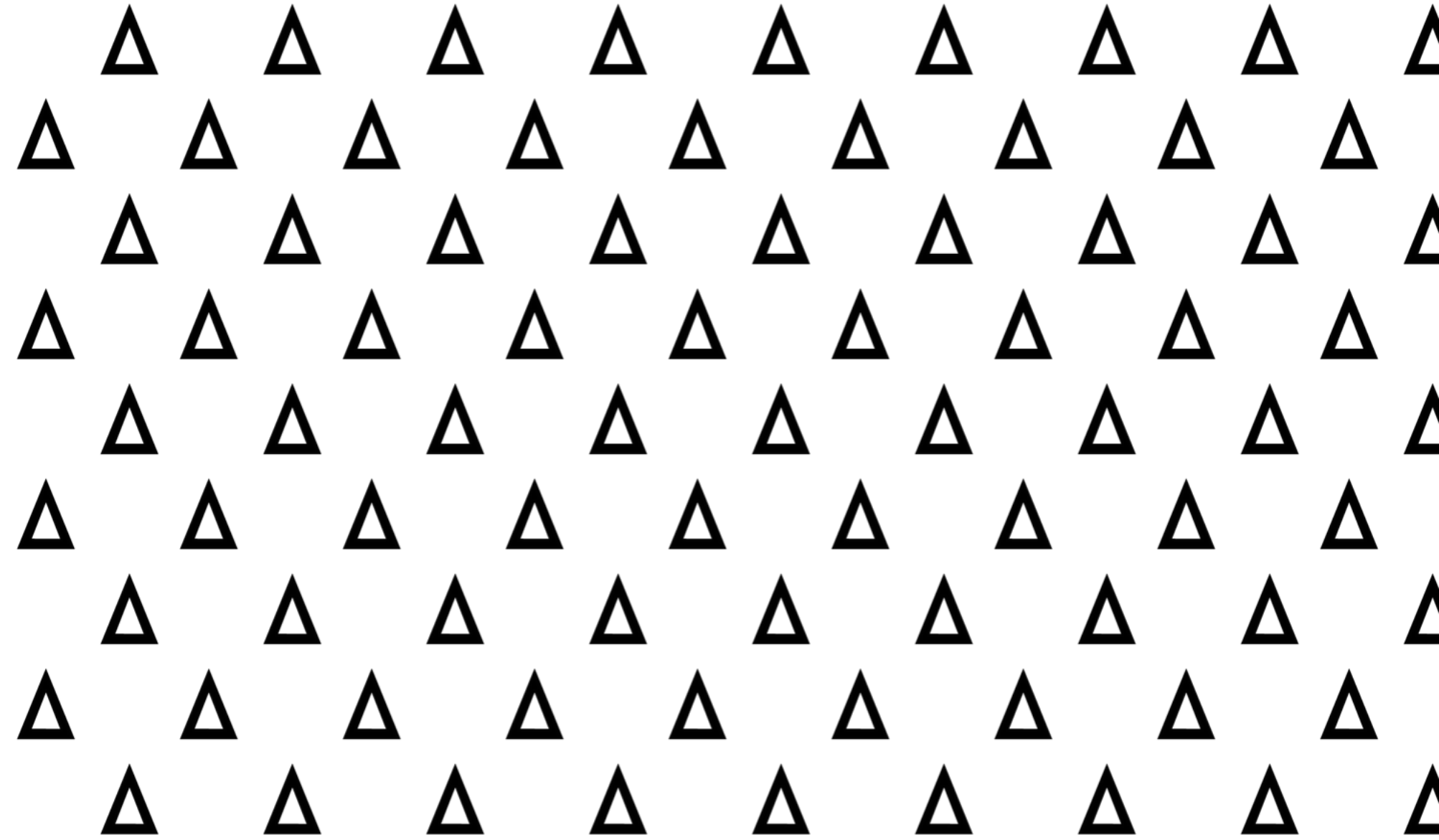
COMFORTABLE CANNABIS



SECONDARY  
BRAND ASSETS

18

COMFORTABLE CANNABIS



SECONDARY  
BRAND ASSETS

19



THE  
APOLLO  
710



SECONDARY  
BRAND ASSETS

20

C[LOUD]9

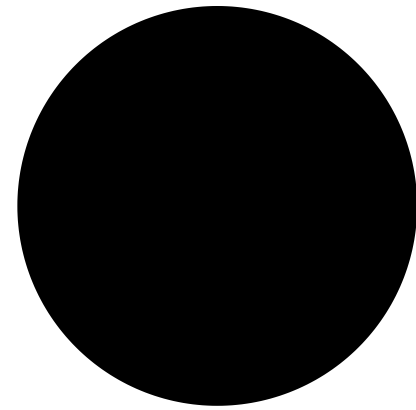


C[LOUD]9

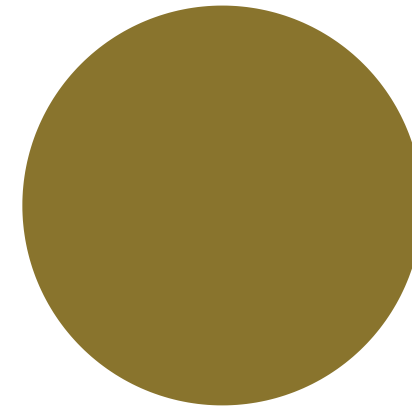


SECONDARY  
BRAND ASSETS

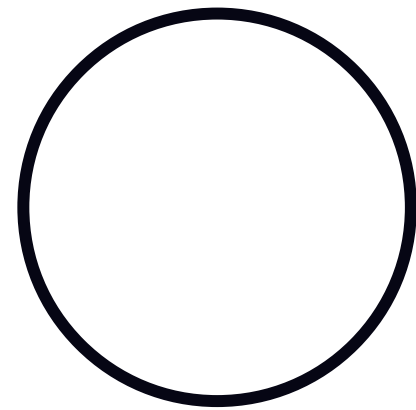
21



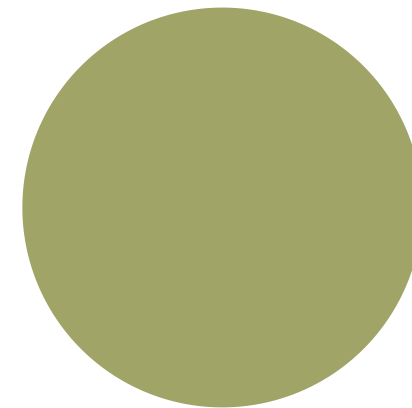
PANTONE® BLACK C



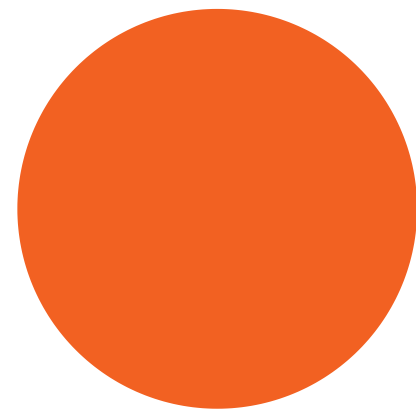
PANTONE® 119 C



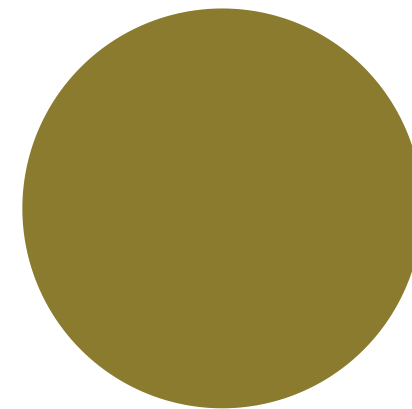
WHITE



PANTONE® 5777 C

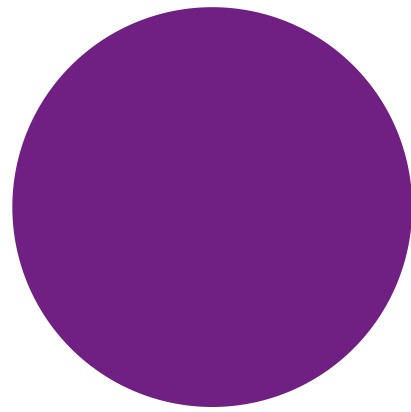


PANTONE® BRIGHT ORANGE C

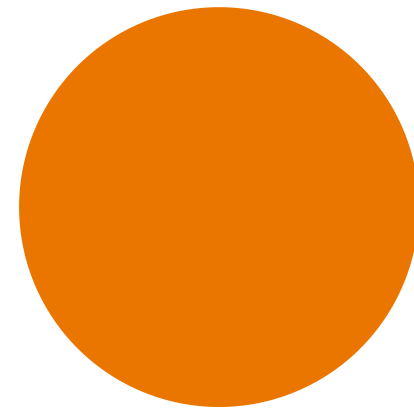


PANTONE® 105 C

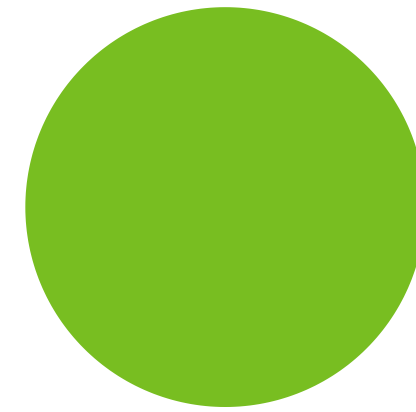
22



**INDICA**  
PANTONE® 2603 C



**SATIVA**  
PANTONE® 716 C



**HYBRID**  
PANTONE® 368 C



STRAIN COLORS

23

**BEBES NEUE CYRILLIC** heading

**BEBAS NEUE** subheading

*Krasty Regular* accent

Glacial Indifference body

24

**AKIRA EXPANDED**

OSTRICH SANS MEDIUM

Michroma

Clear Sans Thin

**PLATEIA BOLD**

ITEM  
NINE  
LABS

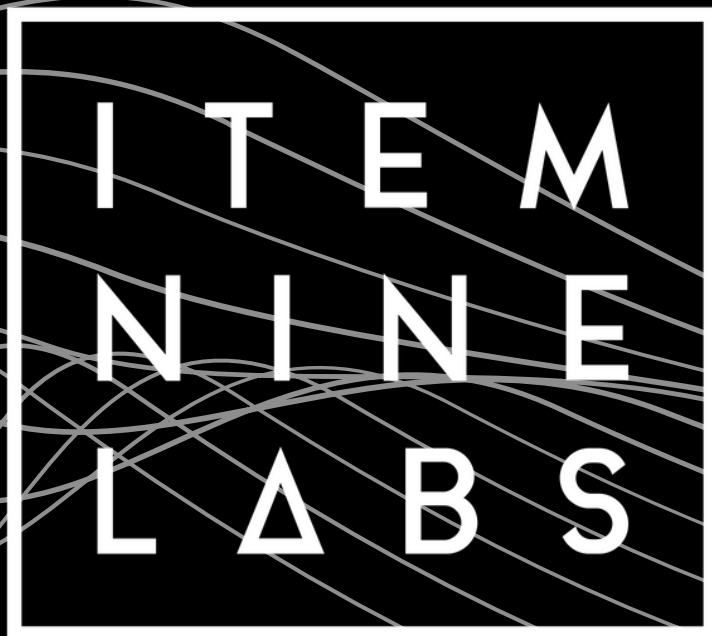
ITEM NINE LABS FONTS



# 25

Item 9 Labs logos should be given no less than 1/8 the width of the logo itself as space around it from any other logo or edge to allow room to sit properly.





®