

LIFE CBD

Logo Usage Guide

Updated: June 2021



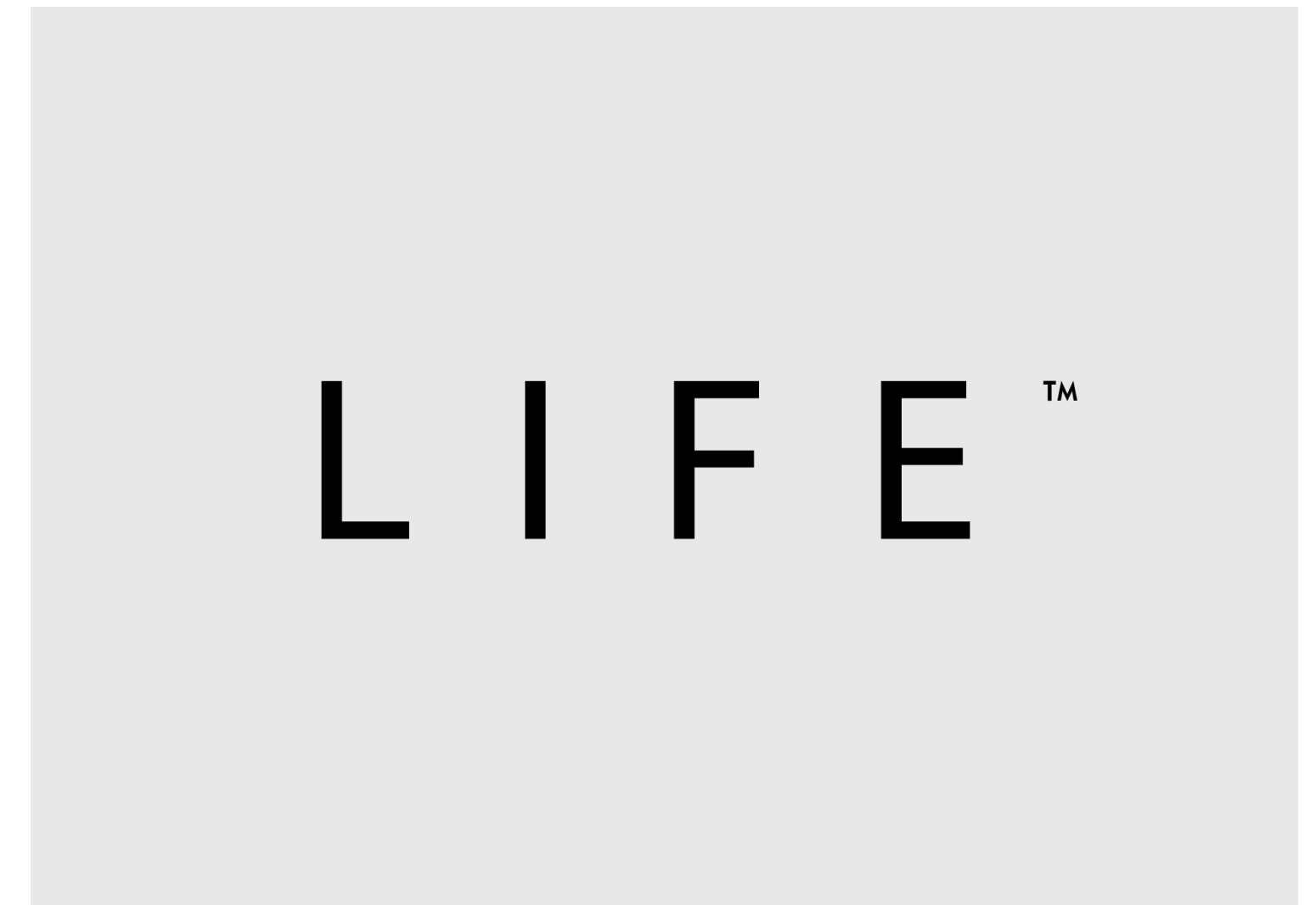
Logo

There are two versions of the LIFE logo – the primary version and a truncated secondary version.

The primary version should be used unless legibility of the descriptor line (PURE CBD) is a concern.



Primary version



Secondary version

Logo Background

The logo is available in black and white versions for use on solid colour backgrounds.

When the logo is used on a complicated pattern or photo, the black version with white background should be used.



Incorrect Logo Use

To maintain brand equity and consistency of application, it is important that the LIFE logo is never altered in any way.

Here are a few examples of what not to do.



Don't place the logo on complex imagery without using the white background version



Don't distort or alter the logo



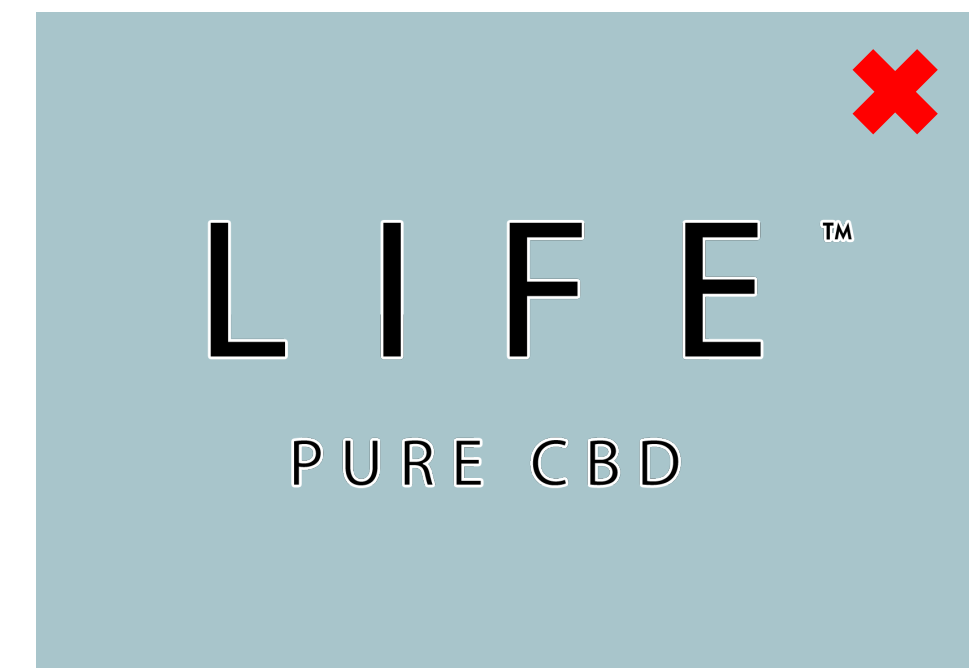
Do not add outline, drop shadow or any other effects to the logo



Do not change the colour of the logo



Do not rotate the logo



Do not add an outline to the logo

Ingredient Label

The LIFE ingredient label is designed to be used on partner products to promote the inclusion of LIFE CBD.

There are two versions of text (simple and with CBD contents listed in mg) and two colour options (turquoise and white) available.

No aspect of this label should be altered without approval from the LIFE brand team.

