SHIPPERS / DISTRICT CANNABIS

BRAND GUIDELINES.

ISSUED	REGION	EDITION
May 2026	Maryland	v 1.0



CONTENTS

Eight sections covering every surface the brand touches — from the wordmark to the warehouse.

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THE BRAND

RARE GENETICS. DELIVERED DIFFERENT.

Shippers is a Maryland-grown cannabis brand built around two pillars: **rare, terpene-forward genetics** sourced and stewarded by a master cultivator, and **artist-led packaging** that turns every drop into a collectible artifact.

The shipping container is our central metaphor — it’s how graffiti culture marks its territory, and how we frame every release.

This guide exists to keep the brand sharp at every touchpoint, from the packaging to a downtown billboard.

BRAND PILLARS

Four commitments that every output — copy, design, product — should ladder up to.

01

RARE GENETICS

A deep library of pheno-hunted strains, grown to express the full terpene profile of every strain.

02

ARTIST FIRST

Every drop is a canvas. Original artwork directly on the packaging, with the artist credited and paid.

03

SHIPPING CONTAINERS

The shipping container is the brand's stage — used in packaging, signage, merch, and displays.

04

BUILT IN MARYLAND

Grown in Hagerstown, engineered for terps, distributed across Maryland — a regional brand with national fluency.

01

LOGO

The wordmark is the first thing anyone meets. It's our signature, our tag, and our most-protected asset. This section covers construction, variations, clear space, and what never to do with it.

PAGES	05 — 10
OWNER	District Cannabis

THE WORDMARK

A graffiti tag. The primary mark. Not retypable, not redrawable — only used as an approved asset file.



CONSTRUCTION RULES

ORIGIN	Original form— no font substitute.
GEOMETRY	The mark is an asset, never re-traced or recomposed.
STROKE	Original outline w/ matching fill.
ASPECT	Locked. Never stretched, skewed, or condensed.
COLOR	White, ink, indigo or one approved strain colorway.

LOGO VARIATIONS

Four approved variations. Pick the variant with the strongest contrast against the surface it sits on.



A · WHITE / INDIGO

Primary. The everyday lockup for branded surfaces.



B · INK / PAPER

For light backgrounds. Documents, invoices, B&W print.



C · WHITE / INK

Reversed for dark surfaces. Apparel, dim signage.



D · OUTLINED / PHOTO

Over imagery.

CLEAR SPACE & MINIMUM SIZE

Give the mark room to breathe and never let it shrink past the point of legibility.

1× — clear space

1×



MINIMUM SIZES

DIGITAL / WEB	**120 PX** wordmark width
PRINT — SMALL FORMAT	**28 MM** wordmark width
APPAREL / EMBROIDERY	**45 MM** wordmark width
CONTAINER / LARGE FORMAT	**NO MAX.** go big

LOGO MISUSE



DON'T STRETCH

Aspect ratio is locked.



DON'T RECOLOR

Use only the approved colorways.



DON'T ROTATE

Always level. No tilt, no arc, no spiral.



DON'T LOW-CONTRAST

The mark must read against its surface.

STRAIN TYPE SUB-MARKS

Three companion wordmarks identify the three strain types. Always paired with the master wordmark — never standalone branding.



COLOR	#B5C885 — Hybrid Green
USE	Sub-mark only, pair w/ master.



COLOR	#ED8A26 — Sativa Orange
USE	Sub-mark only, pair w/ master.



COLOR	#14838E — Indica Teal
USE	Sub-mark only, pair w/ master.

02

COLOR

A five-color system: one anchor, three strain accents, and an ink. Mostly used flat — to keep the brand confident and easy to print.

PAGES	11 — 13
SPACES	HEX · RGB · CMYK · Pantone
COLORS	Shippers Indigo, Hybrid Green, Sativa Orange, Indica Teal, Container Ink

THE PALETTE

One anchor (Indigo), three strain accents, and ink + paper as neutrals.

01 / Anchor

SHIPPERS INDIGO

#606695

RGB · 96·102·149
CMYK · 65·60·22·04
Pantone 2110 C

02 / Accent

HYBRID GREEN

#B5C885

RGB ·181·200·133
CMYK ·31·11·56·0
Pantone 2261 C

03 / Accent

SATIVA ORANGE

#ED8A26

RGB ·237·138·38
CMYK ·0·50·90·0
Pantone 158 C

04 / Accent

INDICA TEAL

#14838E

RGB ·20·131·142
CMYK ·86·30·38·06
Pantone 7716 C

05 / Neutral

CONTAINER INK

#2D2D2D

RGB ·45·45·45
CMYK ·0·0·0·90
Pantone Black 6 C

06 / Neutral

OFF PAPER

#F0EBEB

RGB ·244·242·236
CMYK ·03·02·06·0
Pantone Warm Gray 1 C

COLOR IN APPLICATION

Rules of engagement for combining the palette across surfaces.

01 — ANCHOR

INDIGO IS THE BRAND COLOR.

It's the default brand background for merch, signage, and most printed surfaces. Treat it as the brand's voice in color form.

02 — NEUTRALS

PAPER AND INK DO THE HEAVY LIFTING FOR TYPE.

Long-form copy, documentation, and label backgrounds all sit on off-paper or ink.

03 — STRAIN ACCENTS

HYBRID, SATIVA, INDICA ARE EARNED — NOT DECORATIVE.

Strain colors appear when the surface is actually identifying or merchandising that strain class. They are never used as general decoration or for non-strain accents.

04 — PAIRINGS

NO MORE THAN TWO BRAND COLORS IN ANY SINGLE COMPOSITION.

Anchor + neutrals is the standard recipe. Never combine all three strain accents in a single layout — that's reserved for the strain index alone.

03

TYPOGRAPHY

Two families do almost everything. Fonts with a technical-industrial feel that nod to shipping manifests, customs labels, and the dot-matrix of cargo logistics.

PAGES	14 — 16
PRIMARY	Saira
Secondary	Sometype Mono

SAIRA + SOMETYPE MONO

Our two sanctioned typeface families. Used at every weight, every size, every surface.

BOLD · DISPLAY

AA 01 — SHIPPERS

SAIRA BOLD

MEDIUM · SUBHEAD

AA 02 — RARE GENETICS

SAIRA BOLD

REGULAR · BODY

Aa 03 — Delivered Different

SOMETYPE MONO REG.

THIN ITALIC · ACCENT

Aa 04 — Grown in Maryland

SOMETYPE MONO IT.

TYPE SCALE & HIERARCHY

H1	**DISPLAY HEADLINE**	88 / Bold
H2	**SECTION TITLE**	60 / Bold
H3	**SUBHEAD / EYEBROW**	40 / Med
B	Body — Shippers is a Maryland-grown cannabis brand.	28 / Reg
S	Small — fine print, captions, system labels.	24 / Reg
L	**LABEL · ALL CAPS · TRACKED**	22 / Med

TYPESETTING RULES

- Headings are **all caps**, kerned tight.
- Body sets at **100% line height**.
- Never use italic for emphasis — use weight instead. You can use italic for captions.
- Never substitute the typeface, even on temporary collateral.

04

VOICE & LANGUAGE

How we sound when we write. The brand voice is loose enough to feel like a real person, tight enough to never sound like a marketing copywriter.

PAGES 17 — 19

HOW WE SOUND

Plain-spoken, confident, lightly playful. Never preachy, never wellness-y.

VOICE PRINCIPLES

We talk like a friend who's deep into the craft. We respect the plant, the grower, and the customer — and we trust them all to be adults. Sentences are short. Words are everyday. Specifics beat abstractions.

✓ **Direct** — say what we mean	× **Preachy** — wellness-speak
✓ **Specific** — strain names, terps, %s	× **Vague** — "premium," "experience"
✓ **Playful** — slang earns its keep	× **Cringe** — forced internet humor
✓ **Honest** — real testing, real notes	× **Hyped** — "best ever," superlatives

WORD LIST

Words we lean into. Words we avoid. The list is not exhaustive — when in doubt, write it the way you'd say it out loud.

✓ flower · drop · cut · pheno · terps · cargo	× premium · curated · journey · wellness
✓ delivered · grown · stocked · sealed	× crafted · hand-selected · artisanal
✓ artist · collab · drop · edition	× partnership · activation · campaign
✓ Maryland · Hagerstown · MD	× locally-sourced · farm-to-table

HEADLINE LIBRARY

Approved lockups for the lead line on any piece of collateral. Mix & match by surface and audience.

PRIMARY TAGLINE

**RARE GENETICS.
DELIVERED DIFFERENT.**

ORIGIN

**GROWN IN MARYLAND.
ENGINEERED FOR TERPS.**

ARTIST PROGRAM

EVERY DROP IS AN ARTIFACT.

DROP ALERT

**NEW CARGO
JUST DOCKED.**

CATALOG

READ THE MANIFEST.

CULTIVATION

THE WORK OF A MASTER CULTIVATOR

05

IMAGERY & ART

Different visual streams: documentary photography of the grow + product, documentary photography of the artists, and original artwork. Each owns its own surface.

PAGES	20 — 22
SOURCES	In-house photographer, artist collaborators

PHOTOGRAPHY DIRECTION

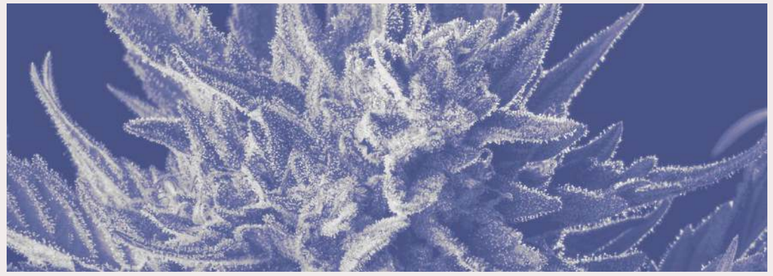
The grow, the artists, the product — captured honestly.













SUBJECTS

The grow facility, the master cultivator's hands, the bud at macro scale, the finished container, the artist at work.

TREATMENT

Indigo monochrome treatment for editorial; full-color for product hero shots.

WHAT WE DON'T SHOOT

Lifestyle stock. Smoking on a beach. Generic cannabis tropes.

ARTIST COLLABS

Every drop is a canvas. Each release features original work from one invited artist, who owns the front of the container.



ONE DROP.
ONE ARTIST.
THREE CONTAINERS.

The artist gets full creative control of the container front and a credited spot on the strain label. We bring the canvas (a Shippers container frontside at correct aspect ratio) and the constraint (the wordmark must remain readable). They bring everything else.

01 **INVITE**

Artist scouted, brief sent, terms signed.

02 **CREATE**

Production window to be decided by District.

03 **DROP**

Limited run. In-store activation. Artist credited on label and web.

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06

PACKAGING

Artful, collectible shipping containers that stand out on the shelf and an informative label system.

PAGES	23 — 25
FORMAT	3.5g Tin
COMPLIANCE	District Cannabis Admin — current

LABEL ANATOMY

A consistent system across every SKU.
The strain wordmark changes; the architecture doesn't.



01 MASTER WORDMARK

Top-left. White on ink. The signature of every label.

02 STRAIN SUB-MARK

Top-right, in the strain's color.

03 STRAIN ROW

Strain Name. Two or three columns, evenly spaced, always uppercase.

04 FLAVOR PROFILE

Two descriptors, comma separated. Never marketing-speak.

05 NET WT. + THC%

Bottom row. Compliance + spec, always paired.

06 CULTIVATOR NOTES

Andras' actual strain notes. First-person, factual.

ARTWORK GUIDELINES

A field guide for artist collaborators. The canvas is the front of a shipping container. Consult with District for up-to-date regulations.

FRONT FACE — PRINT CANVAS



MASTER WORDMARK — CENTERED, ~50% CANVAS WIDTH

LOGO PLACEMENT

01 **CENTER THE WORDMARK.**
Optical center on the container front, both axes.

02 **WORDMARK TO ~50% CANVAS WIDTH.**

WHAT TO AVOID

✕ **NO CARTOON CHARACTERS.**
No mascots, no cute creatures.

✕ **NO FRUIT, CANDY, OR SWEETS.**
No gummies, lollipops, cereal — regulators read these as kid-targeted.

✕ **NO TRADEMARKS OR LIKENESSES.**
No outside logos, athletes, musicians, or lyric / film references.

✕ **NOTHING AIMED AT MINORS.**
No toys, balloons, school-bus yellow, cartoon stars. If a parent objects, redraw.

✕ **NO MEDICAL CLAIMS.**
No imagery suggesting cures, dosing benefits, or pregnancy.

07

MERCH

Where the brand lives off the shelf.

PAGES	26 — 27
CHANNELS	Budtender Gifting · Website

MERCH & APPAREL

Limited-edition runs tied to drops. Quality matters; avoid generic merch.



LIMITED EDITION MERCH.

Print on heavyweight cotton, mid-weight fleece, or a racing-jacket cut. Use high-quality materials. Focus on apparel items that stand out from the crowd; unique and artful capsules, etc.

01 UNIQUE ITEMS

Focus on unique items like bucket hats, bags, etc. Budtenders are overwhelmed with generic hats and shirts.

02 QUALITY BAR

300+ gsm cotton or equivalent. Embroidery over print where possible.

03 DISTRIBUTION

Primarily to brand ambassadors and budtenders, but also available online.

04 CO-BRANDING

Artist credit on the inside label, when relevant.

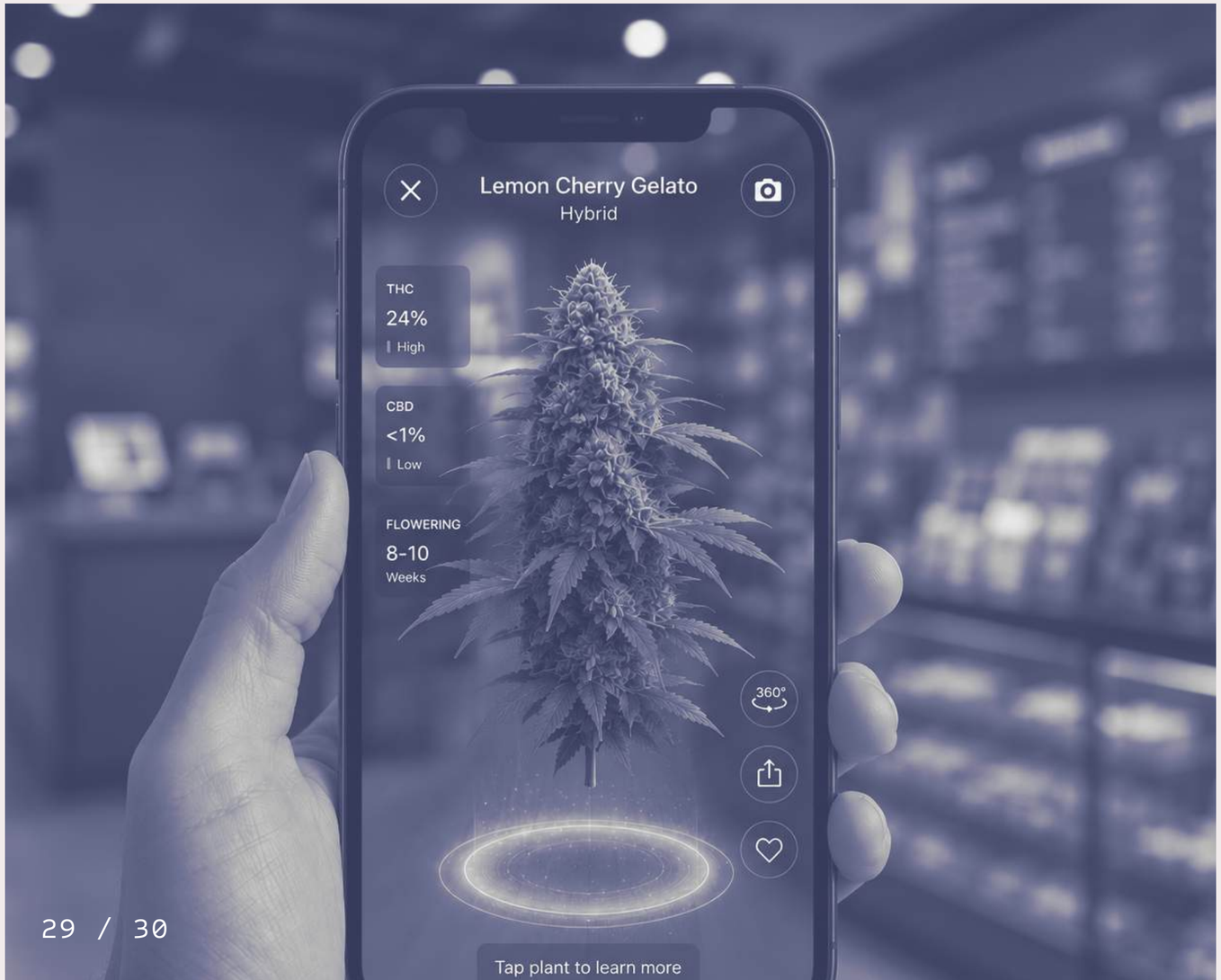
08

Digital

Where the brand lives online — social, menus, and augmented-reality experiences tied to each drop.

PAGES	29 — 29
CHANNELS	Web · IG · AR
OWNER	Brand Studio + Drop Artist

AUGMENTED REALITY



SCAN. VIEW. INTERACT.

Every Shippers drop ships with a QR that reveals a 3D AR sculpture of the original plant. This allows for customers to view the strain virtually.

01 TRIGGER
QR on the label of every package.

02 PLATFORM
WebAR — no app install required.

03 CAPTURE
Tap-to-record. Shareable on IG with #shippers.

04 ARCHIVE
All sculptures preserved at shippers.us/ar.

READ THE MANIFEST.

This document is a living manifest. The brand only stays sharp if the people building it keep cutting away anything that doesn't fit. When in doubt, ask the question this guide is built to answer: **does this feel like Shippers?**

For questions, feel free to reach out to the District management.

WEB

SHIPPERS.US

INSTAGRAM

@SHIPPERS.US

BRAND OWNER

DISTRICT CANNABIS

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