



hennep

HENNEP BRANDING

DESIGNED BY CANNABIS CREATIVE
GROUP, SUBMITTING FOR THE 2024
HERMES CREATIVE AWARDS

CORE CREATIVE CONCEPT



Hennep is a boutique dispensary in Provincetown, MA focused on delivering a comprehensive customer experience of the highest quality.

Reserved, but with a hint of humor rooted in iconography derived from their Dutch namesake, “Hennep” means Hemp.

KEY VISUAL ATTRIBUTES



CHARACTER

Hennep is a brand exemplified by the blend of restraint and expression. The brand has a subtle pop of fun that comes through the logo use and color and should be maintained.

CLARITY

The Hennep brand is clear, concise, and uncluttered. Any new collateral needs to maintain a healthy respect for the visibility of components as well as negative space.

QUALITY

The brand kit is bold, graphic heavy, and modern. Keep things simple, keep them intentional, and maintain the high quality construction in all future brand components.



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hermione



Provincetown's
Premiere Cannabis
Dispensary



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01

COMMUNITY

Our community is at the core of what we do. From giving back to those in need to spending quality time getting to know all of you, we're not strangers and you can most definitely sit with us - no matter what walk of life you're from.

02

TRUTH

In a world where truth is hard to find, Hennep pursues it at all costs. Our extensive range of products come with full transparency and our amazing staff is here to be your personal guide.

03

MOMENTS

We don't only focus on cannabis. At Hennep, we focus on your relationship with life and how we can be there to help you enjoy it. From changing lives to making memorable experiences at our Provincetown dispensary, we're committed to creating moments for you.



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Why Hennep?

We do things differently at our dispensary on Cape Cod. From earth-friendly, local products that give back to our diverse community to the ways cannabis helps improve your life, we want to hear it all.

COLOR

Primary Color Swatches

Hennep's primary colors are Tulip Red & Black. They can be used as color floods, background colors & accents. However, keep red floods and type at a minimum. If printing is limited to 2 colors, please use these.



Black

PMS Black C
CMYK 0/0/0/100
RBG 0/0/0
HEX #00000



Tulip Red

PMS 1925 C
CMYK 2/96/50/0
RBG 224/0/77
HEX #E0004D

Secondary Color Swatches

Hennep's secondary colors are Gold and Off White. They can be used as color floods, background colors & accents.



Gold

PMS 4006
CMYK 25/40/65/0
RBG 187/163/112
HEX #BBA370



Off White*

PMS Warm Gray 1C at 45%
CMYK 6/5/9/0
RBG 241/232/227
HEX #F1E8E3

**If color is limited, use white.*

LOGO DONT'S



The Hennep logo is very versatile, but here are some things you need to avoid at all costs

- A. Do not stretch or warp logo.
- B. Do not alter logo letter spacing.
- C. Do not use unapproved/multiple colors.
- D. Do not rotate to any angle other right angles

- E. Do not outline logo.
- F. Do not use drop shadows or cheezy raster effects.
- G. Do not use copy cat fonts, only use Forma





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