



Iron Stem, LLC



STRAIN DATA PROJECT™

& Strain Compass™

Brand Style Guide

October 2023

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General terms

Iron Stem, LLC (“Us” and “Our/s”), as the owner and proprietor of the Strain Data Project™ (“SDP”), permits customers and third-party developers (“You” or “Your/s”) to use its name, trademarks, logos, icons, category and product-specific compass plots (the “SDP Marks”) only in limited circumstances and as specified in this guide.

By using the SDP Marks, You agree to adhere to these guidelines. If You have a separate agreement with Us that addresses use of the SDP Marks, that agreement shall govern Your use of the SDP Marks.

The SDP Marks include the Strain Data Project™ name and logo, Strain Compass™ plots and Strain Compass icons included in this guide.

Please don’t modify the SDP Marks or images or use them in a confusing way, including suggesting partnership, sponsorship or endorsement by Iron Stem, or in a way that confuses Iron Stem or the Strain Data Project with Your brand.

This Brand Guide provides an opportunity for Us to share our branding with You. It allows Us to be simple, clear, and direct in how to utilize our IronStem marks and copyrights. We seek uniformity in our logo, typography, color, imagery, icons, and symbols to create a cohesive and consistent external message.

The SDP Marks

Resolution should always be at least 72 dpi in digital or 300 dpi in print. The following size specifications are only minimum sizes. Logos and icons should be sized appropriately for the associated marketing piece.

Strain Data Project Logo

The following logo should never be smaller than 50px in digital or 15mm in print.



Strain Data Project Category Icons

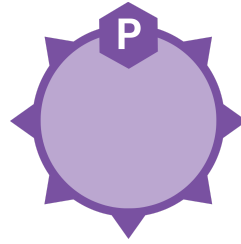
The following icons should never be smaller than 50px in digital or 15mm in print.



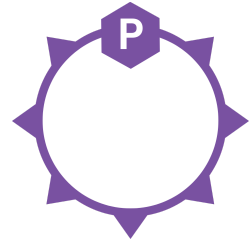
Icon Purple Alphanumeric
v.3.1



Icon Purple Alphanumeric
v.3.2



Icon Purple Alphanumeric
v.3.3



Icon Purple Alphanumeric
v.3.4



Icon Yellow Alphanumeric
v.3.1



Icon Yellow Alphanumeric
v.3.2



Icon Yellow Alphanumeric
v.3.3



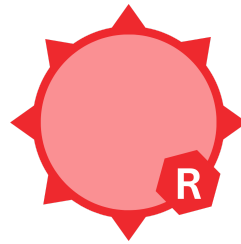
Icon Yellow Alphanumeric
v.3.4



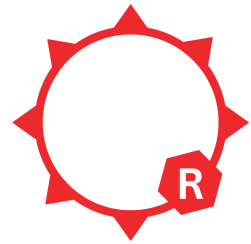
Icon Red Alphanumeric
v.3.1



Icon Red Alphanumeric
v.3.2



Icon Red Alphanumeric
v.3.3



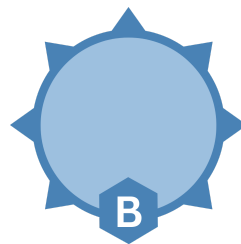
Icon Red Alphanumeric
v.3.4



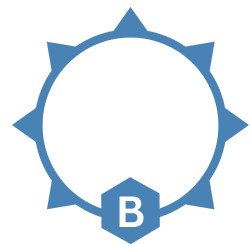
Icon Blue Alphanumeric
v.3.1



Icon Blue Alphanumeric
v.3.2



Icon Blue Alphanumeric
v.3.3



Icon Blue Alphanumeric
v.3.4



Icon Green Alphanumeric
v.3.1



Icon Green Alphanumeric
v.3.2



Icon Green Alphanumeric
v.3.3



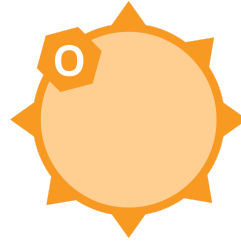
Icon Green Alphanumeric
v.3.4



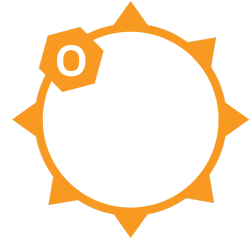
Icon Orange Alphanumeric
v.3.1



Icon Orange Alphanumeric
v.3.2



Icon Orange Alphanumeric
v.3.3



Icon Orange Alphanumeric
v.3.4

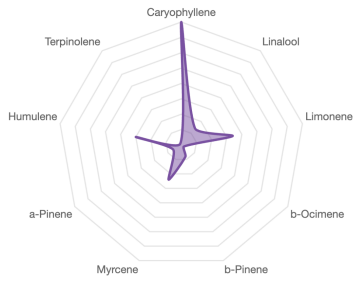
Strain Data Project Category Icons: SMALL

Below is a set of specific icons designed for when the icon will be in a small format. These icons can be used at a size no smaller than 25px or 7mm in print. None of Our icons, including these, can be smaller than 25px in digital or 7mm in print.

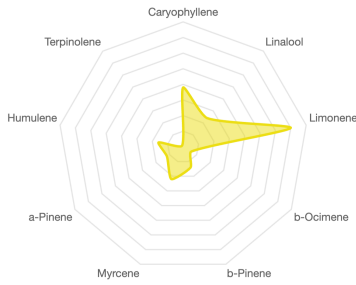
Icon Purple Base v1.1	Icon Yellow Base v1.1	Icon Red Base v1.1	Icon Blue Base v1.1	Icon Green Base v1.1	Icon Orange Base v1.1

Strain Data Project Category Average Compass Plots

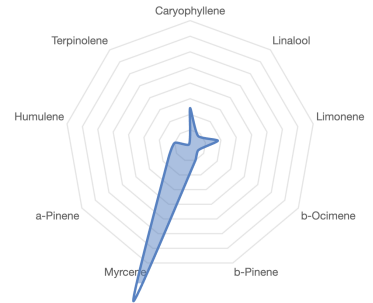
The following compass plots should never be smaller than 200px in digital or 40mm in print.



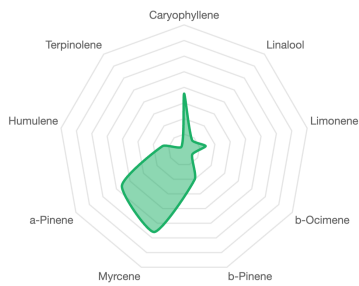
Category Purple Average Compass



Category Yellow Average Compass



Category Blue Average Compass



Category Green Average Compass



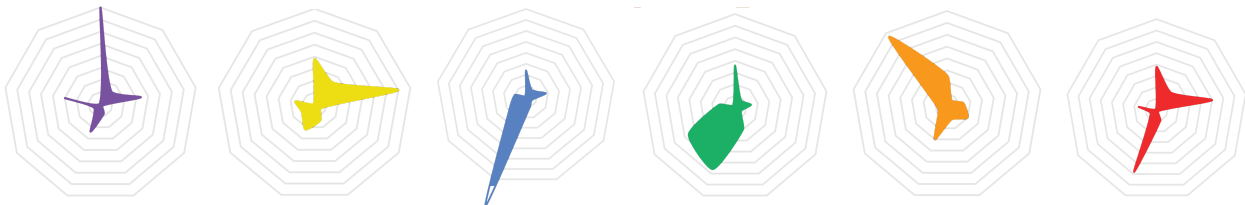
Category Orange Average Compass



Category Red Average Compass

Strain Data Project Category Average Compass Plots: THUMBNAIL

The following compass plots should never be smaller than 50px in digital or 15mm in print.



Strain Data Project Product-Specific Compass Plots

As a customer of Confidence Analytics, You may receive a Product-Specific Compass Plot with a corresponding cannabis product provided by the testing laboratory and associated with your product's testing samples.

You have access to two versions of the product-specific compass: full size and thumbnail. The full size version includes text that You may not remove.

You are permitted to reproduce and utilize the Product-Specific Compass Plot as it pertains to Your specific, and associated, cannabis product.

In utilizing that image, You are still bound by all the guidelines in the [Iron Stem, LLC Strain Data Project & Strain Compass Brand Style Guide](#)

The Do's of using the SDP Marks

- DO use the marks on Your materials to explain Your products and their attributes as long as the use pertains to Your specific, and associated, cannabis product.
- Ideas for use include:
 - Website
 - Brochures
 - Product inserts
 - Stickers on products
 - Product labels
 - Other informational material

The Don'ts of using the SDP Marks



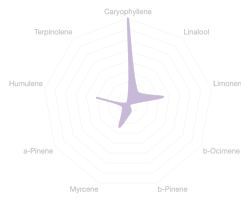
Do not crop.



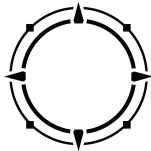
Do not change colors of the logo.



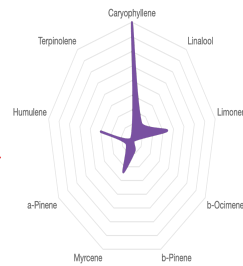
Do not rotate.



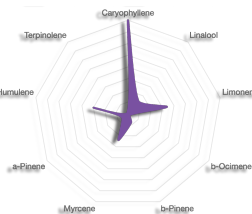
Do not change transparency.



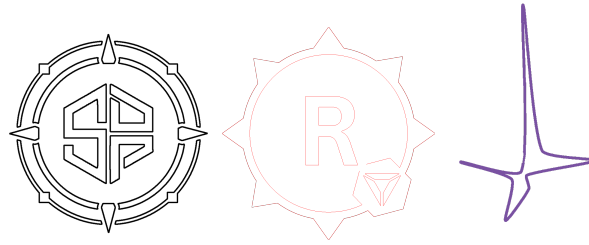
Do not separate the elements.



Do not distort. If resizing, do not alter proportions.



Do not use drop shadows or other effects.



Do not outline.



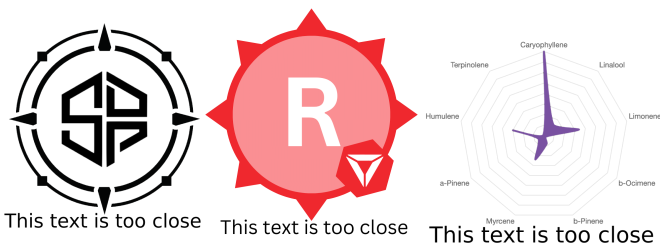
Do not change the size or ratio of the various elements.



Do not place the logo on backgrounds that provide [insufficient contrast](#) or don't meet the minimum required ratio of 4.5:1.



Do not place the logo over busy photographic backgrounds.



Do not create “lockups” by adding text in close proximity to the logo.

COLOR and BACKGROUND Considerations

The full-color SDP Marks should be used only on contrasting and solid backgrounds.

Avoid using SDP Marks on photographs unless the mark sits on a black or white area of the image.

RGB/HEX formulas and CMYK Build

Use RGB and HEX formulas for on-screen and digital use. CMYK builds are for print applications. Please note that each color has been optimized for on-screen (RGB) or print (solid or 4CP) reproduction. The specific RGB color formula and CMYK color formulas are provided here and must be specified individually for each color. Do not use the automated color conversion tools in your software.

Strain Compass Purple HEX/CMYK



CMYK 25, 50, 0, 37
CMYK 10, 20, 0, 18

Strain Compass Yellow HEX/CMYK*



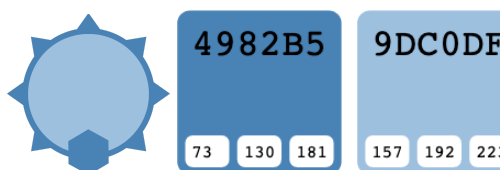
CMYK 0, 9, 78, 5
CMYK 0, 4, 30, 4

Strain Compass Red HEX/CMYK



CMYK 0, 83, 81, 7
CMYK 0, 42, 41, 2

Strain Compass Blue HEX/CMYK



CMYK 60, 28, 0, 29
CMYK 30, 14, 0, 13

Strain Compass Green HEX/CMYK



CMYK 81, 0, 42, 31

CMYK 33, 0, 17, 15

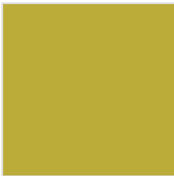
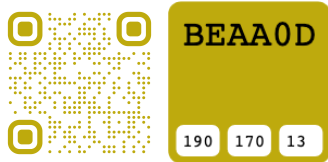
Strain Compass Orange HEX/CMYK



CMYK 0, 38, 87, 3

CMYK 0, 19, 43, 0

***Strain Compass Yellow for readability**



Selected Color Code
HEX #beaa0d
RGB (190,170,13)
CMYK (0,11,93,25)

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