

WORKS★

THE SITE

BRAND BOOK

INVESTORS

PDF



BRAND BOOK No.3 · LESS WORDS, MORE COLOR

01 / LOGO

THE BLOCK



PRIMARY – CHERRY FACE, INK OUTLINE + EXTRUSION, CREAM HALO, STAR.

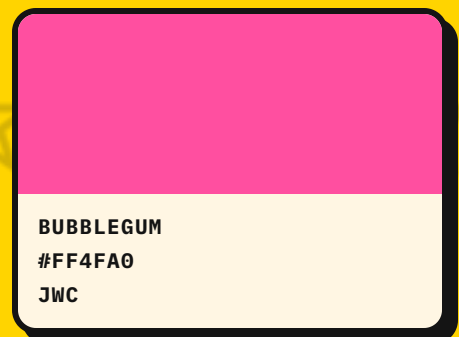
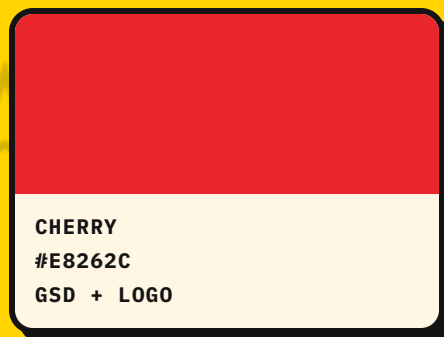
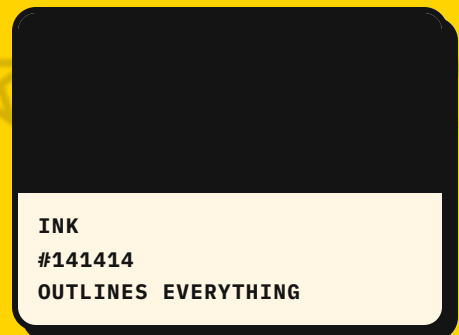
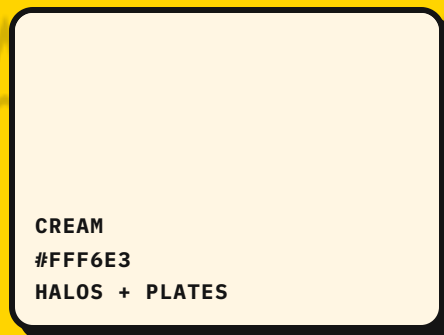
WORKS★

SMALL – ONE LINE, STAR ATTACHED. NAV, TIN SIDE, STAMPS.

ALWAYS TILTED. ALWAYS OUTLINED. NEVER FLAT, NEVER GRADIENT, NEVER GREEN.

02 / COLOR

LOUD ON PURPOSE



YELLOW IS THE BRAND. EVERY COLOR GETS AN INK OUTLINE. NO GRADIENTS, NO GREEN, NO BEIGE.

03 / TYPE

TWO VOICES

ANTON, TILTED, OUTLINED, EXTRUDED

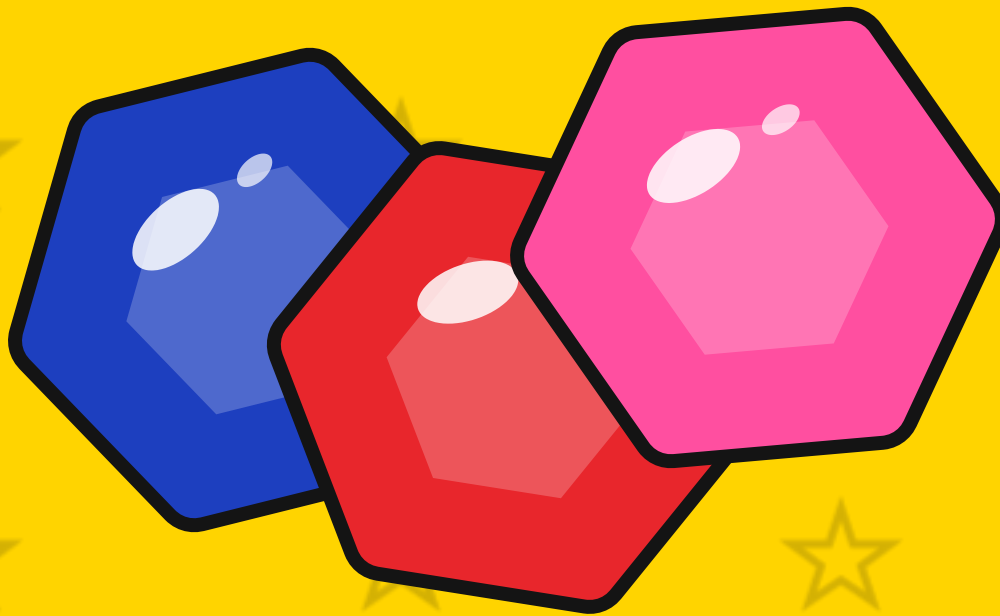
HEADLINES, NAMES, GRADES. ALWAYS CAPS.

5MG/PIECE • 20 PIECES • BATCH 001 • LAB TESTED

IBM PLEX MONO. EVERY NUMBER, EVERY SPEC. SMALL AND HONEST.

04 / THE GUMMY

GLOSSY HEX



ONE SHAPE: THE HEXAGON. IT'S THE GUMMY, THE MG BADGE, THE TIN EMBOSS, THE MASCOT. ALWAYS DRAWN GLOSSY, ALWAYS OUTLINED.

05 / GRADES

LIKE FUEL

GRADE	DOSE	WHERE
EXTRA	5MG / PIECE	20PC BAG · \$20
SUPER	10MG / PIECE	20PC BAG · \$28
TURBO	20MG / PIECE	10PC BAG · \$28 · ONE FAMILY PER DROP
SUPREME	100MG PACK (10 X 10MG)	NUMBERED TIN · \$55

THE WORD AND THE NUMBER ALWAYS PRINT TOGETHER. NEVER STACK GRADES. NEVER USE THEM IN SENTENCES.

THE WRAPPER



DROP No.1

WORKS

GUMMY CO.

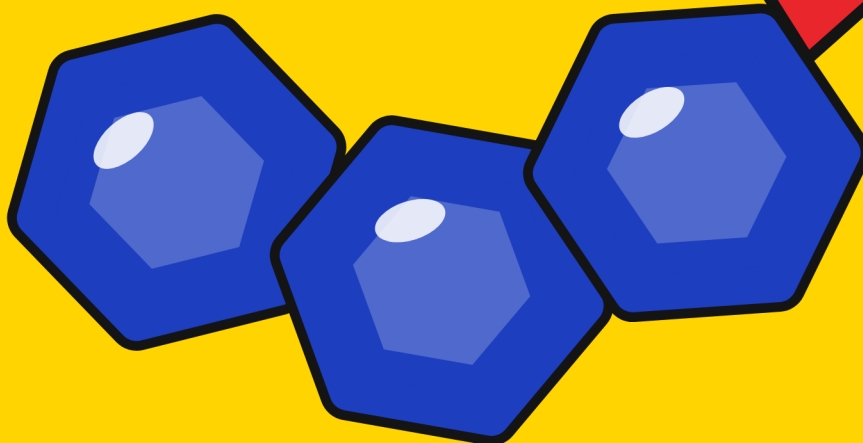
EXTRA

GO TO FUCKEN SLEEP

5MG

20

PIECES



GTFS · 5MG/PC · 20 PIECES · BATCH 001 · LAB TESTED

GTFS · BLUE



DROP No.1

WORKS

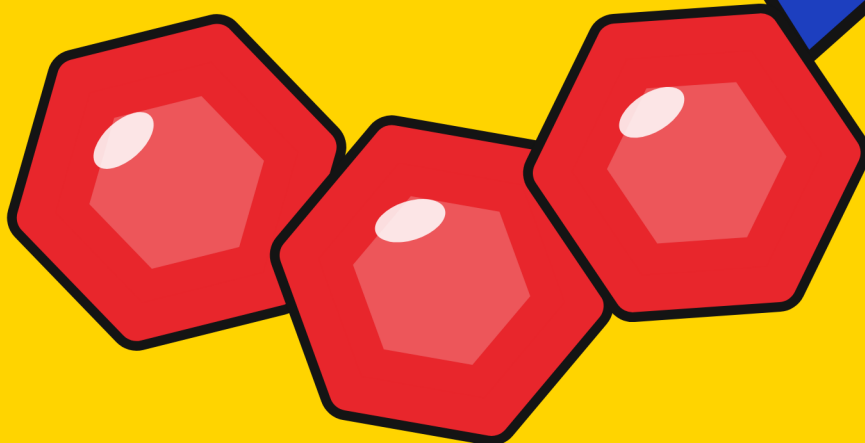
GUMMY CO.

TURBO

**GET SHIT
DONE**

20MG

10
PIECES



GSD · 20MG/PC · 10 PIECES · BATCH 001 · LAB TESTED

GSD · CHERRY



DROP No.1

WORKS

GUMMY CO.



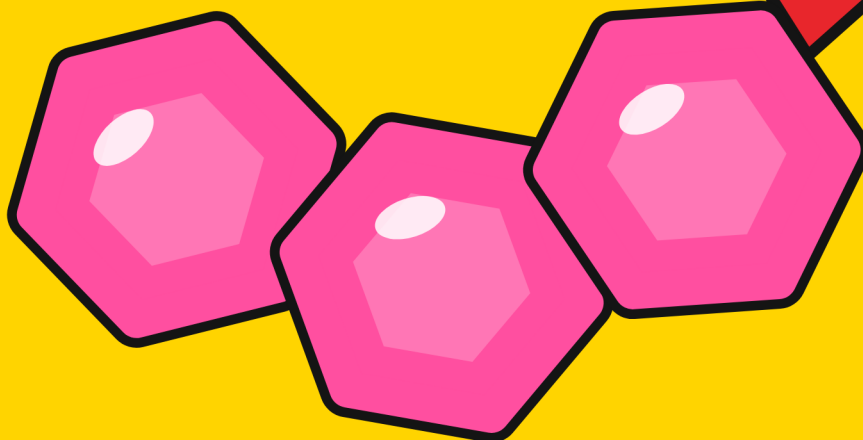
SUPER

**JUST WANNA
CHILL**

10MG

20

PIECES



JWC · 10MG/PC · 20 PIECES · BATCH 001 · LAB TESTED

JWC · BUBBLEGUM

YELLOW FIELD. CHECKER STRIP. DROP NUMBER. BIG NAME IN FAMILY
COLOR. GUMMIES DRAWN ON THE BAG. PRICE IN A STARBURST. SPECS IN
ONE INK STRIP, SMALL.

07 / VOICE

FIVE RULES

SHORT.

If a line needs a second clause, cut the line.

DEADPAN.

GO TO FUCKEN SLEEP is printed flat, once. Never winked at, never explained.

NUMBERS TALK.

Batch 001. 20 pieces. \$28. That's the copy.

NO WELLNESS, NO SLANG.

Banned: elevate, curated, ritual, dank, fire, loud.

EFFECTS, NOT MEDICINE.

Lights out. Locked in. Off the clock. Never "treats" anything.

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