



PyriSalt  
**BRAND GUIDELINES**

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# Who We Are

PyriSalt is designed by an innovative team of e-liquid flavor creators. We're perfectionists dedicated to the pursuit of the ideal vaping experience.

# What We Make

PyriSalt is a nicotine salt that creates bolder, better, more intense e-liquids. And scientific **process** is the key.

# How We Make It

The PyriSalt process creates the highest possible quality e-liquids. We are dedicated to unparalleled transparency in sourcing, building and delivering a product that delights consumers.

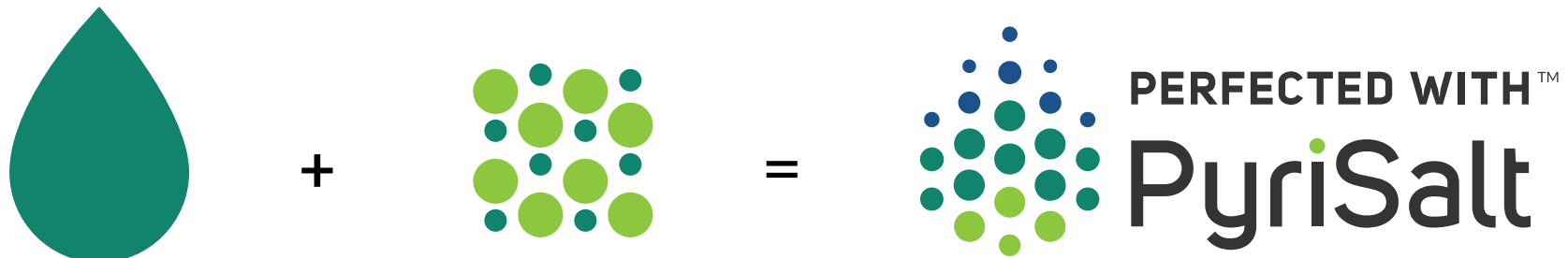
Our **scientific rigor** means that PyriSalt is better down to the molecular level.





PyriSalt: You Can Taste The Difference.

## 02 Logo Logic



In a nod to PyriSalt's commitment to rigorous scientific processes, the logo design takes cues from molecular structures. The water droplet symbolizes purity of ingredients, process and product. The typography is based on the Purlium master brand, and PyriSalt's palette includes Purlium's bright green, as well as the accent

blues and greens that connote calm and safety. This carryover leverages the company's desire to reassure its customers while still distinguishing PyriSalt from the master brand. The PyriSalt logo lockup references the company's primary differentiator: a strong, totally bonded, precisely designed nicotine salt.

02 Logo - Full Color





02 Logo - One Color



02 Logo Variations



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HORIZONTAL



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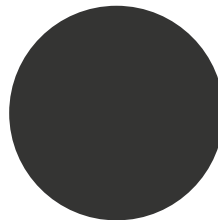
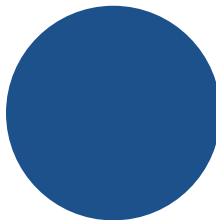
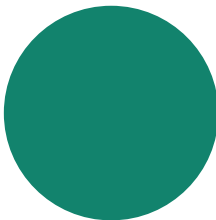
VERTICAL 1



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VERTICAL 2

03 Color Palette



RGB: 140, 198, 63  
CMYK: 50, 0, 99, 0  
#: #8DC63F

RGB: 18, 131, 109  
CMYK: 85, 27, 65, 9  
#: #12836D

RGB: 28, 82, 140  
CMYK: 96, 74, 18, 4  
#: #1C518C

RGB: 51, 51, 51  
CMYK: 69, 63, 62, 58  
#: #343333

HEADLINES

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Raleway Light

Lorem Ipsum Dolor

SUBHEADS

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Raleway SemiBold

**LOREM IPSUM DOLOR**

BODY COPY

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Open Sans Light

Id quiduciis pra ipsa in est facepro beaqui dolupis pore cuptiae conserum laudi sequam as quassi ut lamet ullor susdae repel modipis dolupta tasperspelic to ilisciur, tem nullo omniscit lam entioiremque eicient. Id quiduciis pra ipsa in est facepro beaqui dolupis pore cuptiae conserum laudi sequam as quassi ut lamet.

CALLOUT

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Raleway Bold

**LOREM**

## 03 Typography - Print

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Proxima Nova Regular

### HEADLINES

# Lorem Ipsum Dolor

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Proxima Nova SemiBold

### SUBHEADS

## LOREM IPSUM DOLOR

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Lato Light

### BODY COPY

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Proxima Nova Bold

### CALLOUT

**LOREM**

### 03 White Space

Leaving the correct amount of white space around the PyriSalt logo is crucial for brand consistency, legibility and recognition. The width of the dot droplet is used below as a unit of measure, ensuring consistent white space around the logo.



**03 Minimum Size** ● For legibility and brand consistency, the PyriSalt logo should never appear smaller than the minimum sizes outlined here.



**PREFERRED MINIMUM**

1" x 0.35"

0.7" x 0.65"

0.35" x 1"



**ABSOLUTE MINIMUM\***

0.7" x 0.27"

0.5" x 0.4"

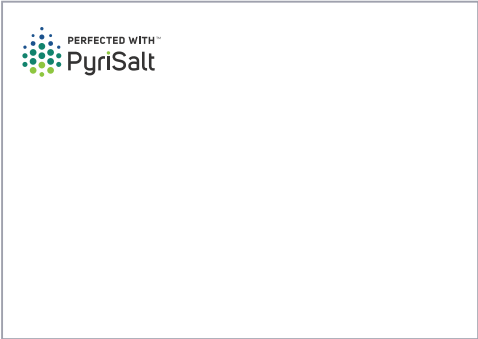
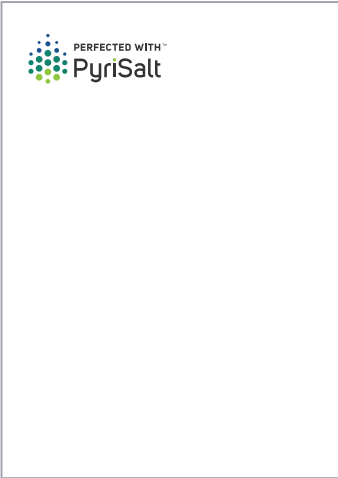
0.23" x 0.55"

\* in sizes less than 0.65" high, using a tagline is not recommended.

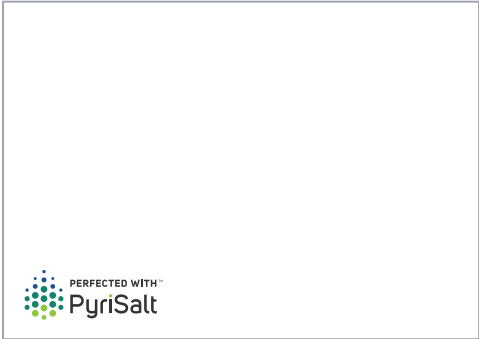
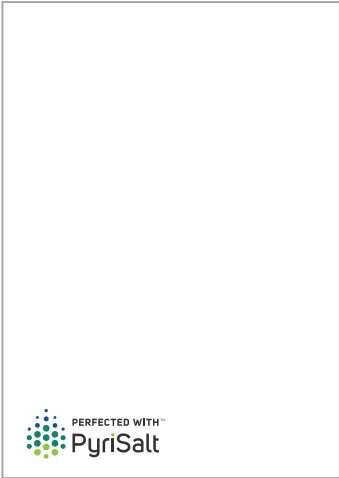
### 03 Logo Positioning

● Our logo can be placed in different positions across our communications, depending on the context and format of the piece.

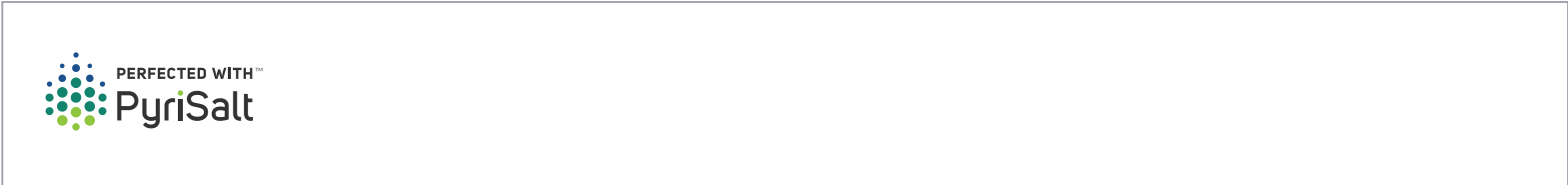
#### PRIMARY LOGO POSITION



#### SECONDARY LOGO POSITION



#### UNIQUE FORMATS



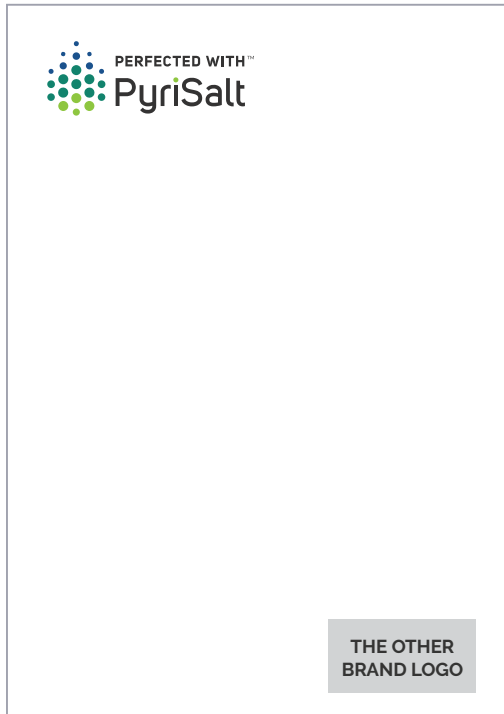


### 03 Third Party Logos

● When our logo needs to appear alongside other logos, how it is applied will depend on who is leading on the collateral.

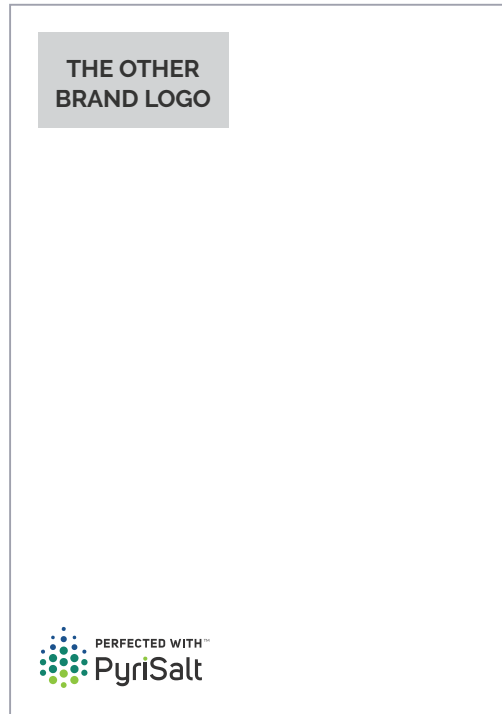
#### EXAMPLE 1

Messaging, look and feel to reflect PyriSalt visual identity



#### EXAMPLE 2

Messaging, look and feel to reflect other brand's visual identity



#### EXAMPLE 3

Neutral look to reflect the balance between PyriSalt and the other brand.



## 03 Logo Don'ts



DON'T MIX ELEMENT COLORS



DON'T REMOVE OR SIMPLIFY  
LOGO ELEMENTS



DON'T CHANGE LOGO ELEMENT SIZES



DON'T STRETCH OR SQUISH LOGO



DON'T USE ANY OTHER COLOR  
PALETTE ON THE STAND-ALONE PRIMARY LOGO



DON'T OUTLINE LOGO OR ELEMENTS  
OF THE LOGO



DON'T PUT LOGO ON A LOW CONTRAST  
COLOR OR BUSY PHOTOGRAPH



DON'T SKEW OR WARP LOGO



DON'T CHANGE LOGO HIERARCHY