



EASY DAYS — VERSION 1.0, 2026

BRAND STYLE GUIDE

An introduction to the visual language of Easy Days.
Everything here is the working source of truth for packaging,
retail, digital, presentations, advertising, social content and
partner materials.

[GET THE ARTWORK](#)

[START WITH THE BRANDMARK](#)



THE BRAND IN ONE LINE

MAKE TODAY FEEL EASY.

Easy Days is built to feel optimistic, immediate and approachable. Expressive custom lettering with a smile and sunshine device, high-energy orange and a bright green accent. Every element should make the brand recognizable before product details are read.

GET STARTED

THE SYSTEM, SECTION BY SECTION

01

Brandmark

Primary lockup, approved variations, clear space and minimum size.

02

Color

Easy Orange, Sprout Green, Ink and the supporting neutrals with build values.

03

Typography

The logo is artwork. The supporting system is practical and accessible.

04

Icon

The standalone smile device for small, repeated and constrained spaces.

05

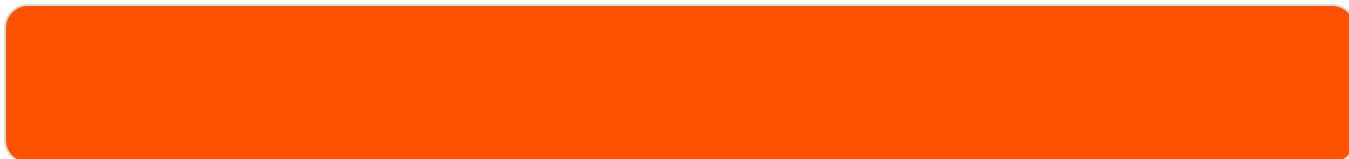
Packaging

Hierarchy principles across Kava + Kratom and Kava + Caffeine, plus renders.

06

Usage

Incorrect usage, contrast rules and the checks to run before release.



EASYORANGE

#FE5200



SPROUT GREEN

#90D701



INK

#101920

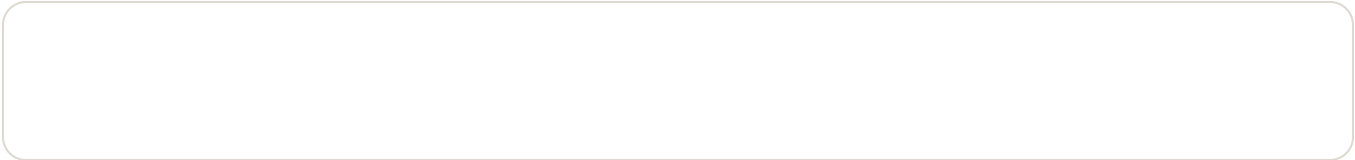


DAYBREAK SAND

#D8A65F



NEUTRAL GRAY
#898989



WHITE
#FFFFFF







KAVA + CAFFEINE

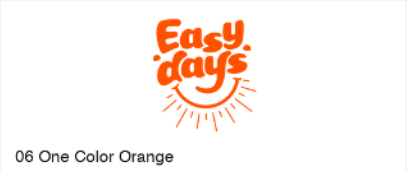
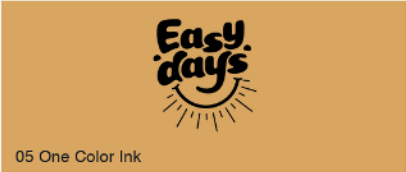
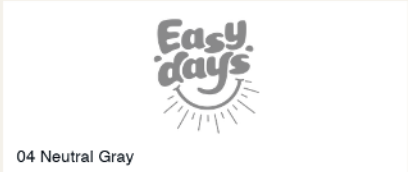
21+

HERBAL SUPPLEMENT

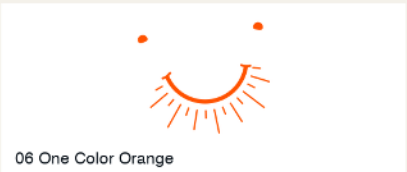
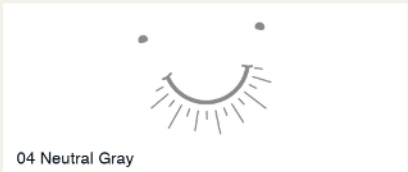
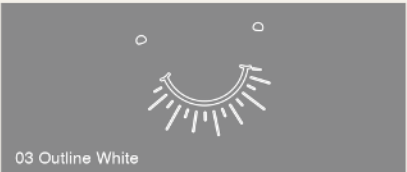
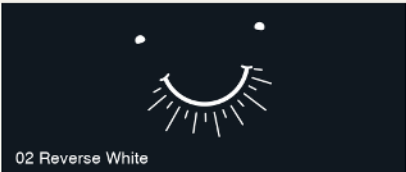
2 FL OZ | 60 ML

EASY DAYS PNG ASSET PREVIEW

LOGOS



ICONS



Easy Days Brand Identity System — Version 1.0, 2026.

Clear. Direct. Daily.



BRAND IDENTITY

PRIMARY BRANDMARK

Use the full-color primary brandmark wherever production and contrast allow. The brandmark is approved artwork and must not be redrawn, retyped, recolored or separated into new arrangements.



CUSTOM BRANDMARK

Bespoke lettering — always use the supplied vector or PNG artwork.

SMILE ACCENT

The smile swash carries the friendly, optimistic recognition.

SUNSHINE RAYS

Radiating linework adds energy and daybreak cues; keep the count and spacing as drawn.

COLORS USED

Easy Orange, Sprout Green, Ink and White.

APPROVED BRANDMARK OPTIONS

Select the simplest approved treatment that maintains strong contrast. The primary treatment is preferred; single-color and outline versions are production alternatives, not decorative variations.



FULL COLOR PRIMARY

The preferred treatment. Use wherever production and contrast allow.

[DOWNLOAD PNG](#)



REVERSE WHITE

For dark fields, photography and ink-heavy packaging panels.

[DOWNLOAD PNG](#)



OUTLINE WHITE

Lightweight identifier for busy imagery and video overlays.

[DOWNLOAD PNG](#)

NEUTRAL GRAY

Partner sheets and documents where color is not available.

[DOWNLOAD PNG](#)



ONE COLOR INK

Single-color production: embroidery, etching, one-hit print.

[DOWNLOAD PNG](#)



ONE COLOR ORANGE

Single-color production where Easy Orange is the only ink.

[DOWNLOAD PNG](#)

CLEAR AREA

Maintain clear space on all sides equal to at least one green accent-dot diameter (X). Keep text, imagery, trim edges, partner marks and required copy outside this area.



MINIMUM SIZE

Minimum sizes protect legibility of the custom lettering, green accents and radiating linework. For specialty printing, embroidery or textured substrates, test the artwork at final size before release.

Full landmark

1.25 in print / 120 px digital

One-color landmark

1.25 in print / 120 px digital

Standalone icon

0.5 in print / 48 px digital

BRANDMARK + ICON RELATIONSHIP

The brandmark and icon are two approved assets with different jobs. The brandmark establishes the name; the icon reinforces recognition where space, repetition or format makes a lighter identifier useful. Keep the relationship simple — never place both side by side to invent a new lockup.





BRAND COLOR PALETTE

USING COLOR

Easy Orange is the dominant recognition color. Sprout Green is an accent, not a competing field. Ink and white provide contrast. Daybreak Sand and Neutral Gray support imagery and secondary layouts.

**EASY ORANGE****PRIMARY**

HEX #FE5200

RGB 254 / 82 / 0

CMYK 0 / 80 / 100 / 0

The dominant recognition color. Owns the brandmark, headlines and packaging fields.

**SPROUT GREEN****ACCENT**

HEX #90D701

RGB 144 / 215 / 1

CMYK 42 / 0 / 100 / 0

An accent, never a competing field. Use for small marks, checks and highlights.



INK

CONTRAST

HEX #101920

RGB 16 / 25 / 32

CMYK 84 / 60 / 51 / 37

Body copy, dark fields and the reverse lockup background.



DAYBREAKSAND

SUPPORT

HEX #D8A65F

RGB 216 / 166 / 95

CMYK 14 / 33 / 67 / 1

Warm presentation background behind artwork and lifestyle imagery.





NEUTRAL GRAY

SUPPORT

HEX #898989

RGB 137 / 137 / 137

CMYK 0 / 0 / 0 / 60

Secondary layouts, rules, captions and non-color reproductions.



WHITE

SPACE

HEX #FFFFFF

RGB 255 / 255 / 255

CMYK 0 / 0 / 0 / 0

Clear space is a brand asset. Let the mark breathe.

DOMINANT

ORANGE LEADS

Packaging fields, headline moments and calls to action.

ACCENT ONLY



GREEN PUNCTUATES

Accent dots, checkmarks and small highlights — never a full background beside orange.

CONTRAST

INK GROUNDS

Body copy, dark fields and reverse artwork backgrounds.

PRINT NOTE: review values on the supplied stock swatch before production. Confirm spot and coated versus uncoated builds with your printer.

Easy Days Brand Identity System — Version 1.0, 2026.

Clear. Direct. Daily.



TYPOGRAPHY

TYPE SYSTEM

The logo lettering is custom artwork and is never a typeface. The supporting system below is practical and accessible — built for brand communications until a licensed packaging font files are centralized.

PRIMARY DISPLAY — COMMUNICATIONS

Easy days.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Use for short headlines and section callouts. Never distort, outline or add effects.

BODY / UTILITY — THE READABLE WORKHORSE

Clear. Direct. Daily.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Use for paragraphs, product facts, navigation, legal and supplement panel copy.

HIERARCHY EXAMPLE

MAKE TODAY FEEL EASY.

Supporting message or product descriptor.

Short, direct body copy keeps the brand approachable and the information easy to scan. Keep line length comfortable and never set long paragraphs in the display face.

RULES

Never re-set the logo lettering in a font — always place the supplied artwork.

Headlines set in sentence case or all caps; avoid mixed decorative casing.

Keep tracking tight on display type, normal on body copy.

Maintain accessible contrast: Ink on light fields, white on Ink or Easy Orange.

Do not add drop shadows, outlines, bevels or gradient fills to type.

Required regulatory copy always uses the body face at legible sizes.

Easy Days Brand Identity System — Version 1.0, 2026.

Clear. Direct. Daily.



ICON / BRAND DEVICE

THE EASY DAYS ICON

The standalone icon combines the smile arc, radiating sunshine lines and two accent dots. It is a secondary identifier designed for small, repeated or spatially constrained applications.



WHERE IT WORKS

App tiles, avatars, favicons, bottle caps, embroidery, stickers, patterns and repeated packaging accents.

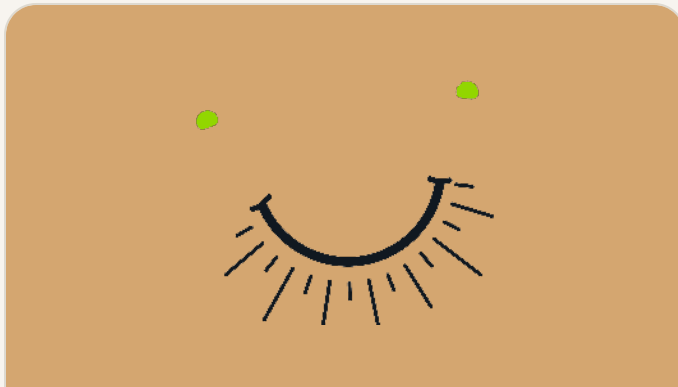
SUPPORTING USE

The icon never replaces the brandmark on a first introduction. Once the name is established in a layout, the icon can carry the rest.

CONTRAST

On dark fields use the reverse or outline versions. Never sit full-color artwork on a low-contrast background.

APPROVED ICON OPTIONS



FULL COLOR PRIMARY

Smile, radiating sunshine lines and two accent dots.

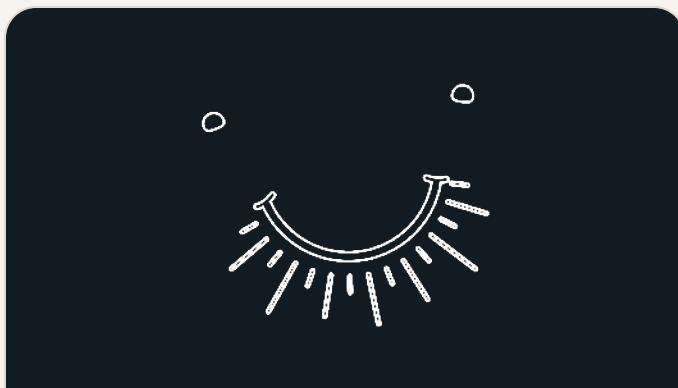
[DOWNLOAD PNG](#)



REVERSE WHITE

Avatars and app tiles on Ink or photography.

[DOWNLOAD PNG](#)



OUTLINE WHITE



NEUTRAL GRAY

Documents and secondary interface chrome.

Minimum-weight mark for overlays and motion stings.

[DOWNLOAD PNG](#)

[DOWNLOAD PNG](#)



ONE COLOR INK

Single-color stamping and embossing.

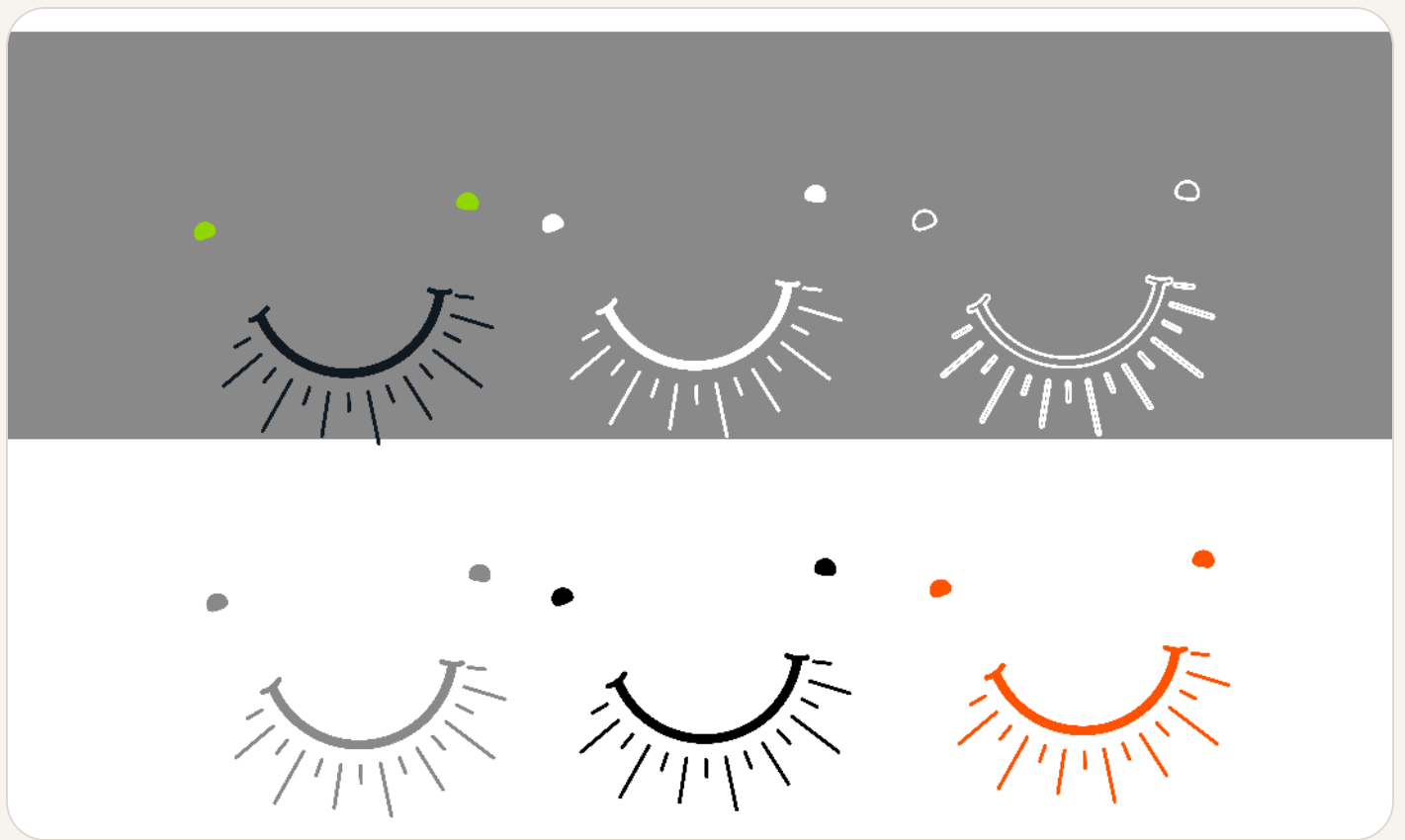
[DOWNLOAD PNG](#)



ONE COLOR ORANGE

Repeat patterns, supporting panels, established moments.

[DOWNLOAD PNG](#)



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Clear. Direct. Daily.



PACKAGING

PACKAGING PRINCIPLES

Packaging should move from recognition to product understanding to required information. The supplied renderings demonstrate the intended hierarchy across Kava + Kratom and Kava + Caffeine concepts.



01

BRAND FIRST

Give the primary brandmark the largest, most recognizable focal position.

02

PRODUCT SECOND

Use a disciplined band or lockup for product type, flavor and format.

03

ADD / REQUIRED COPY

Kava, Kratom, Caffeine, identity statement, net contents and regulated information last — but never squeezed.

04

SYSTEM CONSISTENCY

Hold cap scale, panel hierarchy and color relationships constant across SKUs.

FINAL APPROVAL: all copy must be reviewed for current regulatory requirements. Claim wording, supplement facts and contents are not a substitute for the appropriate brand and compliance review.

PACKAGING RENDER LIBRARY

Approved concept renderings supplied with this guide. Use these for presentations, sell-in and visualization. Use final production artwork for print reproduction.

KAVA + CAFFEINE



KAVA + CAFFEINE FRONT

Hero bottle render for e-commerce and press.

[DOWNLOAD IMAGE](#)



KAVA + CAFFEINE RETAIL DISPLAY

Full shelf-ready display with landmark, flavor and required copy.

[DOWNLOAD IMAGE](#)



KAVA + CAFFEINE, CASE STACK

Case and unit relationship for distributor presentations.

[DOWNLOAD IMAGE](#)



KAVA + CAFFEINE, TOP AND UNIT

Top-down case treatment paired with a single unit.

[DOWNLOAD IMAGE](#)



KAVA + CAFFEINE, THREE VIEW

Front, side and back of the Kava + Caffeine bottle.

[DOWNLOAD IMAGE](#)

KAVA + KRATOM



KAVA + KRATOM FRONT

Hero bottle render for e-commerce and press.

[DOWNLOAD IMAGE](#)



KAVA + KRATOM RETAIL DISPLAY

Full shelf-ready display with landmark, flavor and required copy.

[DOWNLOAD IMAGE](#)



KAVA + KRATOM, CASE STACK

Case and unit relationship for distributor presentations.

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KAVA + KRATOM, TOP AND UNIT

Top-down case treatment paired with a single unit.

[DOWNLOAD IMAGE](#)



KAVA + KRATOM, THREE VIEW

Front, side and back of the Kava + Kratom bottle.

[DOWNLOAD IMAGE](#)

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INCORRECT USAGE

USAGE RULES

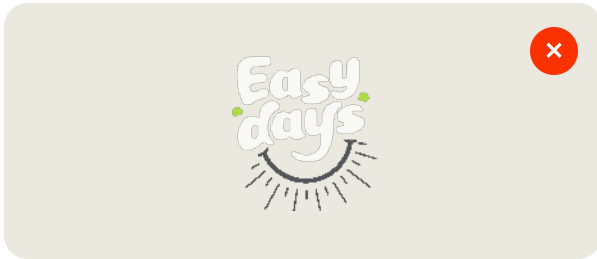
Consistency builds recognition. Do not alter the artwork, its proportions, colors, orientation or relationship. Use the supplied variations and choose a background that preserves contrast.



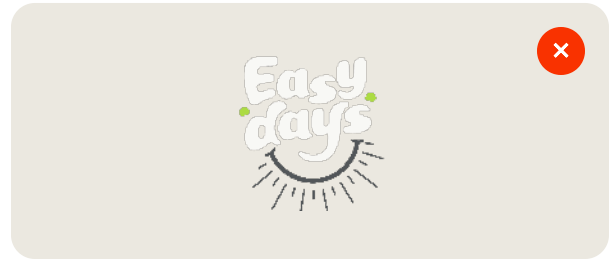
Do not rotate the brandmark



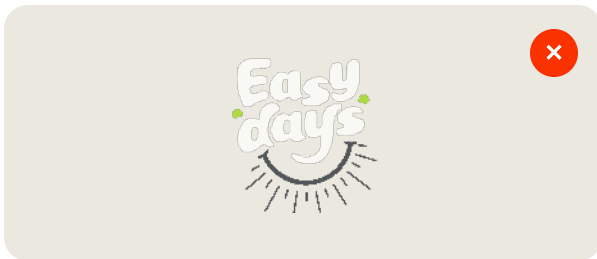
Do not stretch or compress it



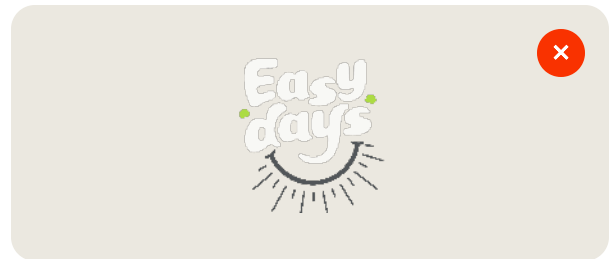
Do not apply unapproved colors



Do not add shadows, bevels or outlines



Do not crop the identifier



Do not attach words, icons or taglines

CHOOSING A BACKGROUND

Light or Daybreak Sand fields → full color primary.

Ink, photography or dark video → reverse white or outline white.

Single-ink production → one color ink or one color orange.

Busy imagery → add a solid panel behind the mark rather than an effect.

BEFORE YOU RELEASE

Is this the supplied artwork, unmodified?

Is clear space respected on all four sides?

Is it above minimum size at final production scale?

Does the variation match the background contrast?

Has required regulatory copy been reviewed and approved?

Easy Days Brand Identity System — Version 1.0, 2026.

Clear. Direct. Daily.



RESOURCES

DOWNLOADS

Pick the asset you need from the previews below. White and reverse versions are shown on a dark field so you can see them clearly.

LOGOS



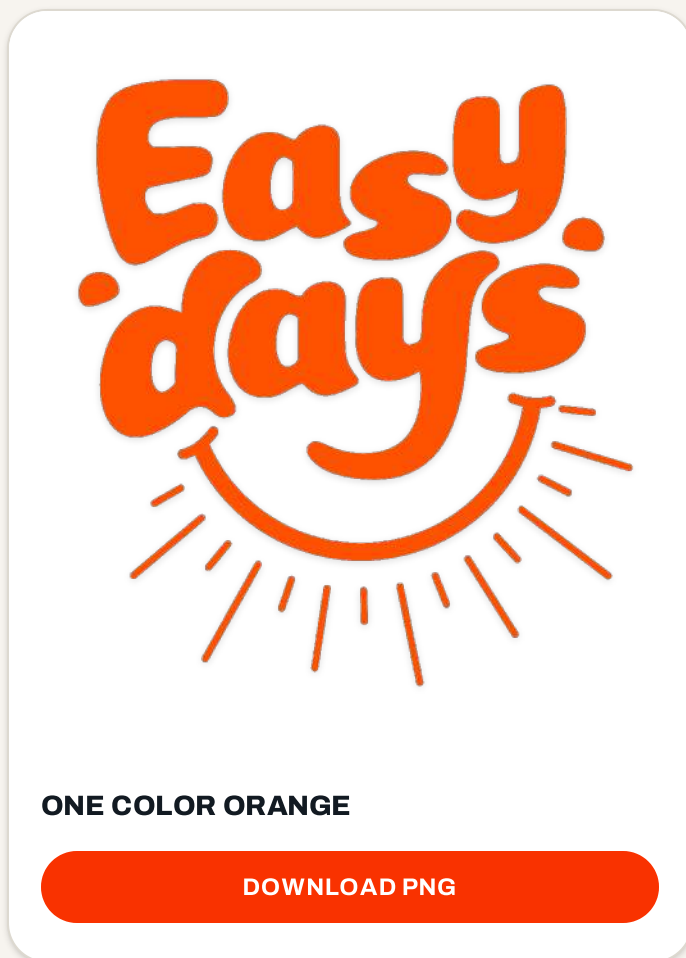
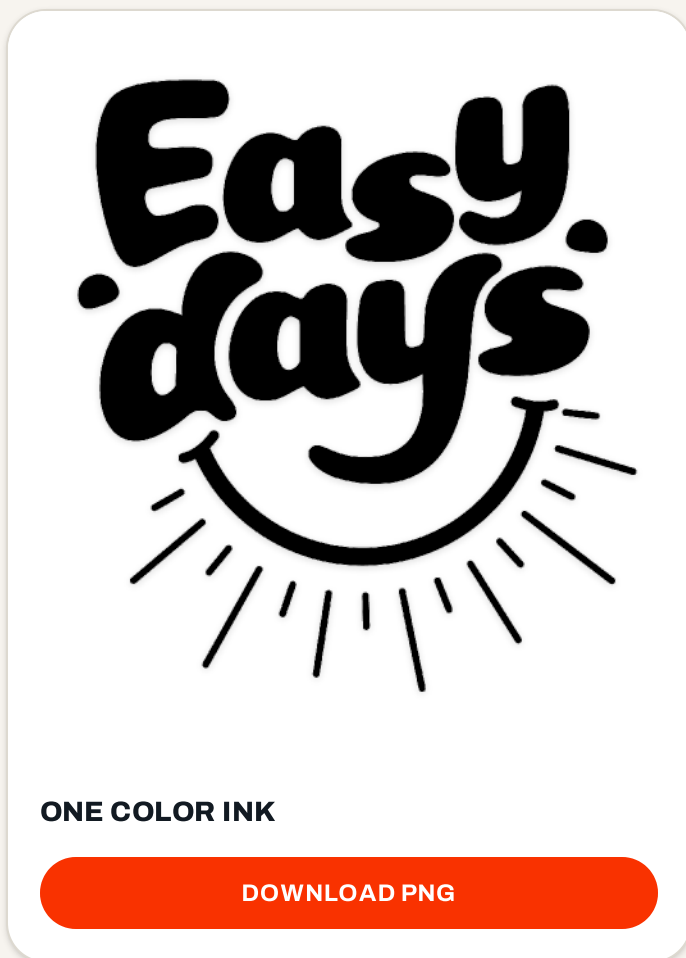
FULL COLOR PRIMARY

DOWNLOAD PNG

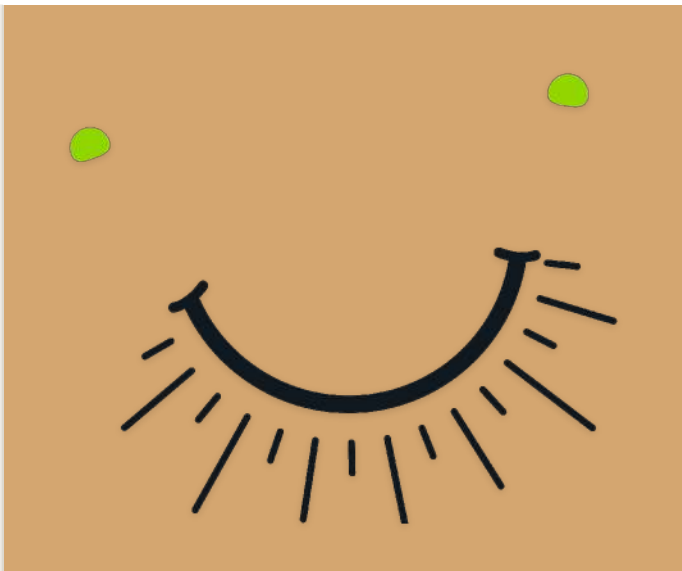


REVERSE WHITE

DOWNLOAD PNG



ICONS



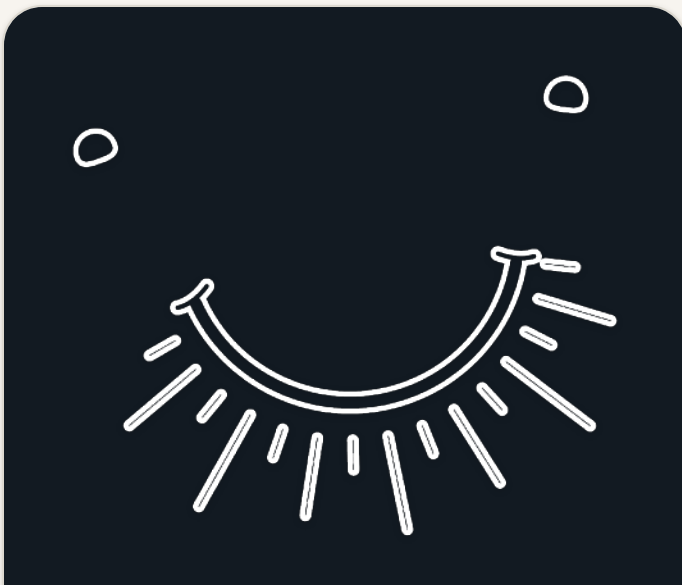
FULL COLOR PRIMARY

[DOWNLOAD PNG](#)



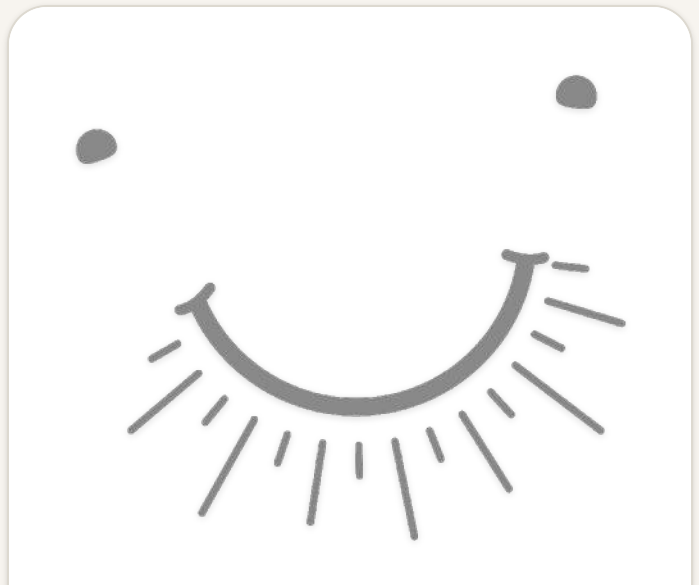
REVERSE WHITE

[DOWNLOAD PNG](#)



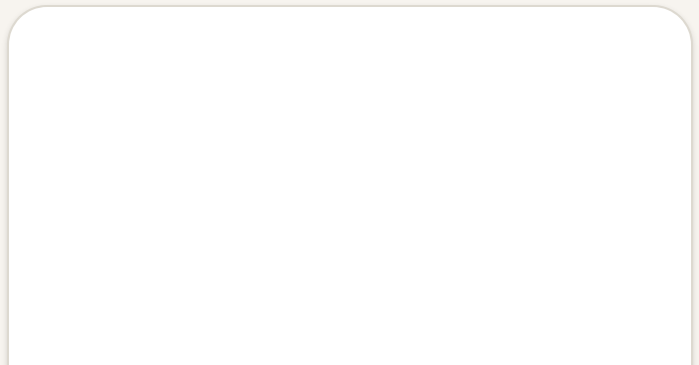
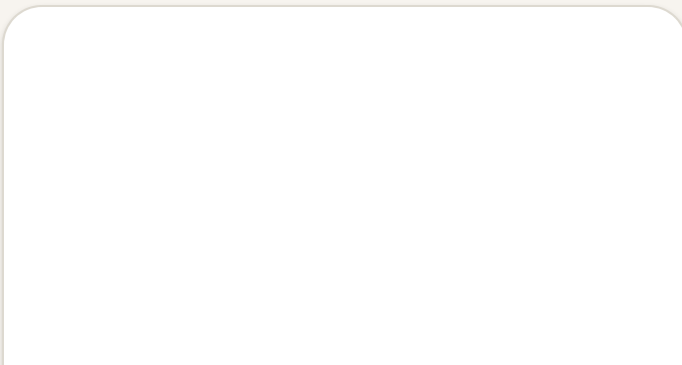
OUTLINE WHITE

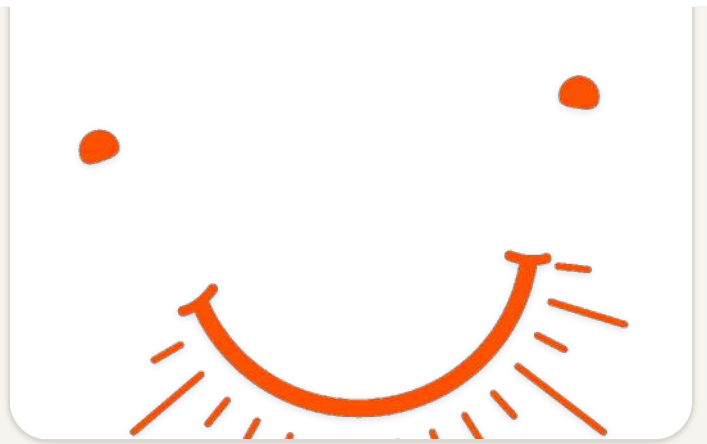
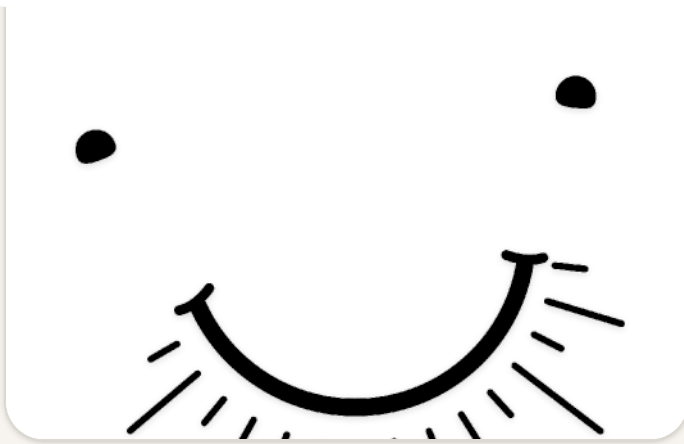
[DOWNLOAD PNG](#)



NEUTRAL GRAY

[DOWNLOAD PNG](#)





PACKAGING RENDERS — KAVA + CAFFEINE



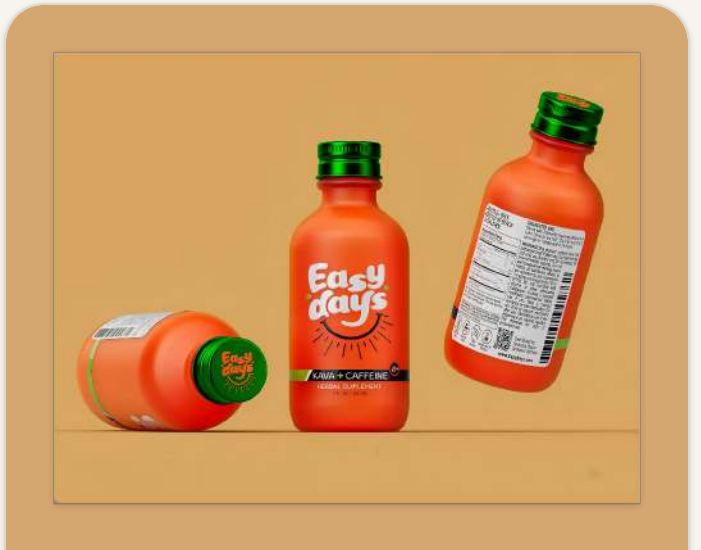


Easy
days



KAVA + CAFFEINE, TOP AND UNIT

[DOWNLOAD PNG](#)

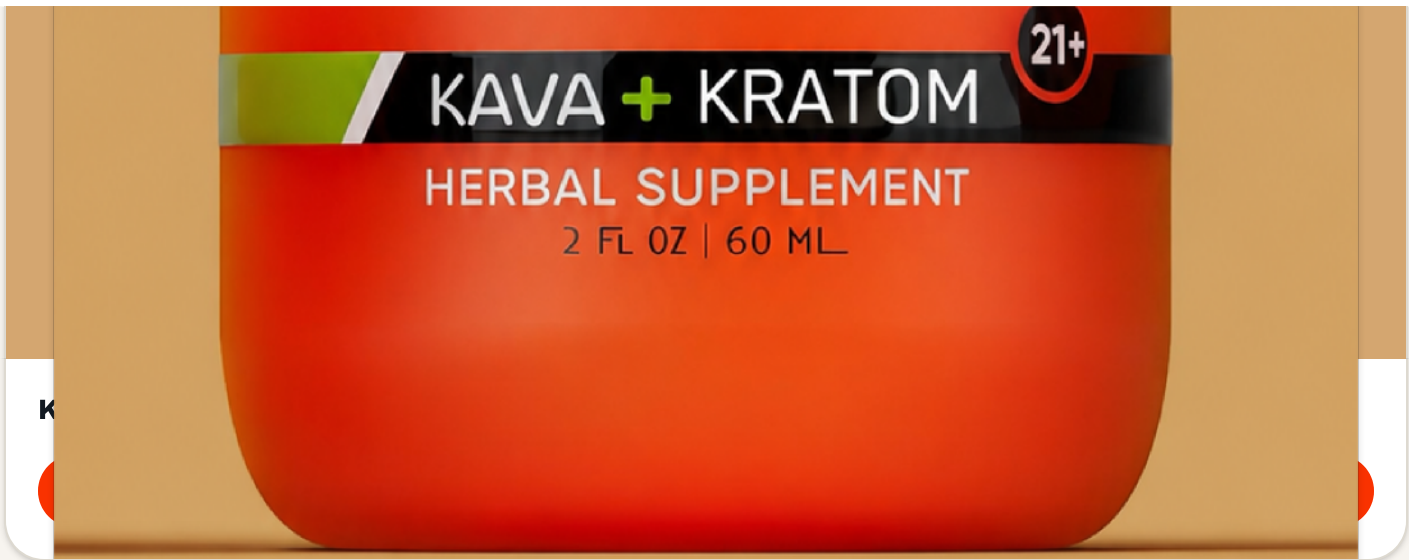


KAVA + CAFFEINE, THREE VIEW

[DOWNLOAD PNG](#)

PACKAGING RENDERS — KAVA + KRATOM





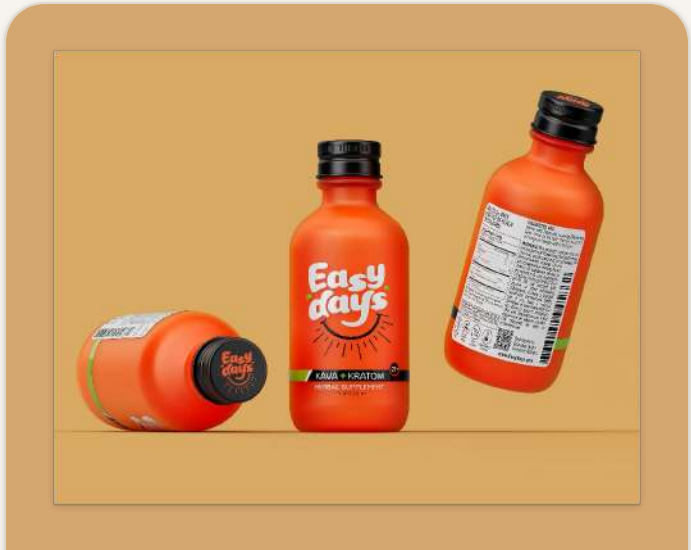
KAVA + KRATOM RETAIL DISPLAY

[DOWNLOAD PNG](#)



KAVA + KRATOM, CASE STACK

[DOWNLOAD PNG](#)



KAVA + KRATOM, TOP AND UNIT

DOWNLOAD PNG

KAVA + KRATOM, THREE VIEW

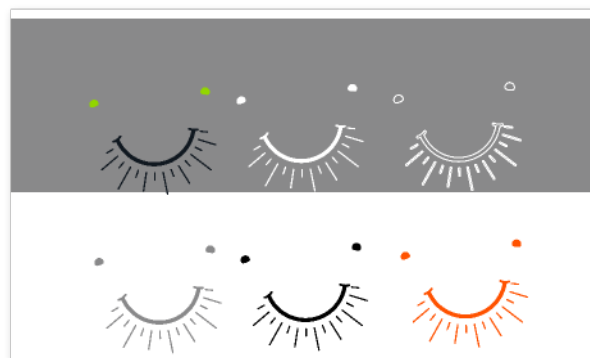
DOWNLOAD PNG

VARIATION BOARDS



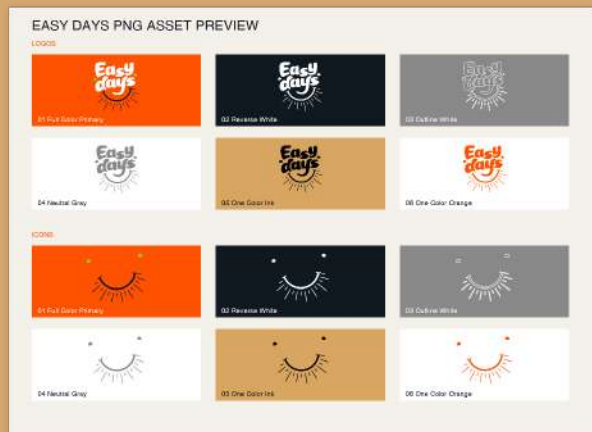
LOGO — ALL VARIATIONS

DOWNLOAD PNG



ICON — ALL VARIATIONS

DOWNLOAD PNG



ASSET PREVIEW BOARD

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