Psilly Goose
Brand Guidelines

Psilly Goose

Version 2.0 | 2025

01

Introduction



What this document is for

This brand book is your compass. It captures our voice, our vision, and the values that guide every can we crack, every campaign we drop, and every connection we make. Whether you're building with us from the inside or spreading our flightpath far and wide, this is your guide to what makes a goose Psilly. *Let's fly.*



Brand story

Psilly Goose isn’t just a drink - it’s a movement. We’re here to rewrite the rules of what it means to unwind, connect, and feel good. Rooted in nature, backed by science, and sparked by a rebellious spirit, Psilly Goose blends kanna, hemp-derived THC, and lion’s mane into a bold new ritual for the curious, the conscious, and the socially evolved.

We’re not about getting wasted. We’re about waking up - to joy, to clarity, to community. In a world that’s running on autopilot, Psilly Goose is your invitation to get weird on purpose. To be the wildest version of yourself - the kind that dances, questions, laughs too loud, and asks what else is possible.

02

Logos

Our logo is the visual representation of our brand, embodying our values, personality, and identity.



Full Lockup

The logo mark. Part goose, part mushroom. This abstract mark embodies the spirit of the product in one simple form.

Supporting our logomark is a custom typeface blending retro playfulness with expressive flow - featuring a subtle mushroom as the “P”.

Together, these elements are bold and fluid, echoing the vibrant, elevated experience Psilly Goose delivers



Use Case: large signage, merch, murals, overlays - where brand recognition is key

Wordmark

The hero logo for the brand, and the one that will be used the most.

The flowing letter forms are capped with the spirit animal of the brand, the Goose itself - creating a unique and powerful brand asset that still epitomizes our brand personality.



Use Case: Packaging, title slides, graphic ads

Icon

The **Goose**.

The spirit animal of the brand: curious, social, and just a little mischievous. Like the friend who pulls you into the moment and reminds you not to always take life too seriously.

The icon acts as a simple, ownable brand shorthand when the full name isn’t needed.





+



Use Case: Avatars, favicon, stamps, tight spaces

Horizontal

These versatile layouts apply best when height is not your friend, but you still need to show off full brand clarity.





Use Case: Wide banners, website headers



Do not squeeze



Do not stretch



Do not rotate



Do not add a stroke



Do not add shadow or glow



Do not reflect



Do not change color



Do not adjust elements



Don’t use both “Goose” elements

03 Colors



Brand Colors

Our primary color palette is a fundamental element of our brand identity, evoking warm emotions, and establishing visual recognition.

Amanita Red, after the Amanita Muscaria, the iconic red mushroom with white spots, is our primary color. Paired together with Tropikanna Orange, they create and impactful and lasting impression in our audience’s minds.

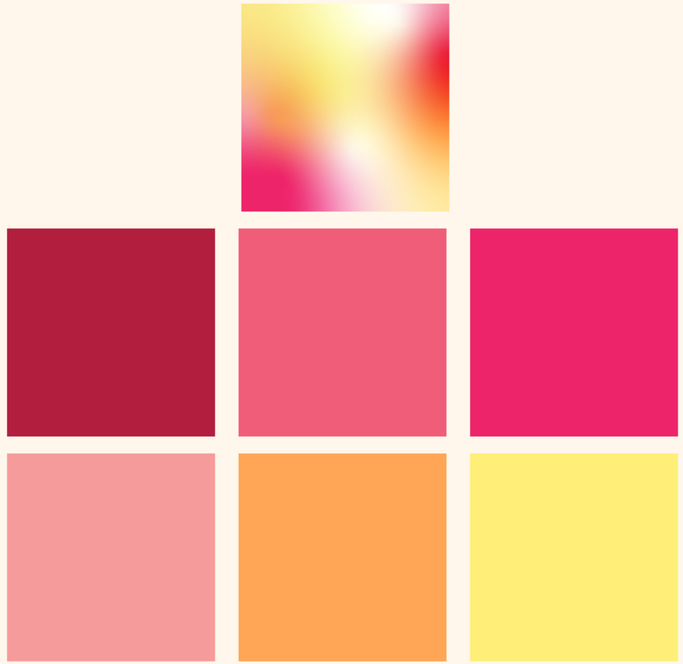
The relative size of the boxes to each other indicate hierarchy between them



Gradient Colors [Euphoria]

The Euphoria Gradient Colors blends our core brand colors into a dynamic flow.

These colors are featured in our flagship feelstate / flavor - **Psilly Goose Euphoria**. They capture the essence of our brand palette while introducing playful extensions of each hue.



Color Usage

Nearly all of our Brand Colors and Gradient Colors can be used in combination.

Similar hues can offer a monotone look for design choices.

Whenever dealing with a logo placement or important text, strive for the highest contrast.





*Note: Our Brand Icon can be two toned color - the beak and body

04

Typography



[Typeface]

DIN NEXT LT PRO

[Font Family]

Condensed Bold

A sans-serif, condensed, bold typeface - narrow appearance with a strong presence.

Used to deliver bold, attention-grabbing messaging that stops the scroll and sets the tone.

Heading 1

[Typeface]

Acumin Pro Wide

[Font Family]

Thin, Light, Regular, Medium, Semi Bold, Bold; Italic

A versatile sans-serif typeface family intended for a balanced and rational quality.

Used as headings when “DIN NEXT LT PRO” is not in use, or subheadings when it is.

Headings 1 & 2

[Typeface]

Acumin Pro

[Font Families]

Thin, Light, Regular, Medium, Semi Bold, Bold; Italic

Another extension of the Acumin Typeface Collection. Acumin Pro is used as our main body text. It comes with the same vast family selection for fun design work.

Headings 3 & Body

*Acumin Extensions

Acumin Typeface has multiple styles and families. The main two that are used throughout our branding and design are “Acumin Pro Wide” and “Acumin Pro”.
However, other variations of Acumin are used intentionally throughout other material.

For example: Acumin Pro Condensed (varying families) is used primarily on smaller subtext on our can designs. This is due to it’s narrower form factor, making it more subtable for thinner printing areas.

Use your artistic discretion when playing with any other “Acumin” Typefaces and their multiple families. Vary rarely will you need to use any others.

[Typeface]

Pockota

[Font Families]

Light, Regular, Medium, Bold, Extra Bold, Black; Italic

Retro, soft display serif typeface with 12 fonts. Due to its serifs and ligatures, Pockota offers the unique and fun contrast against our more minimal brand fonts.

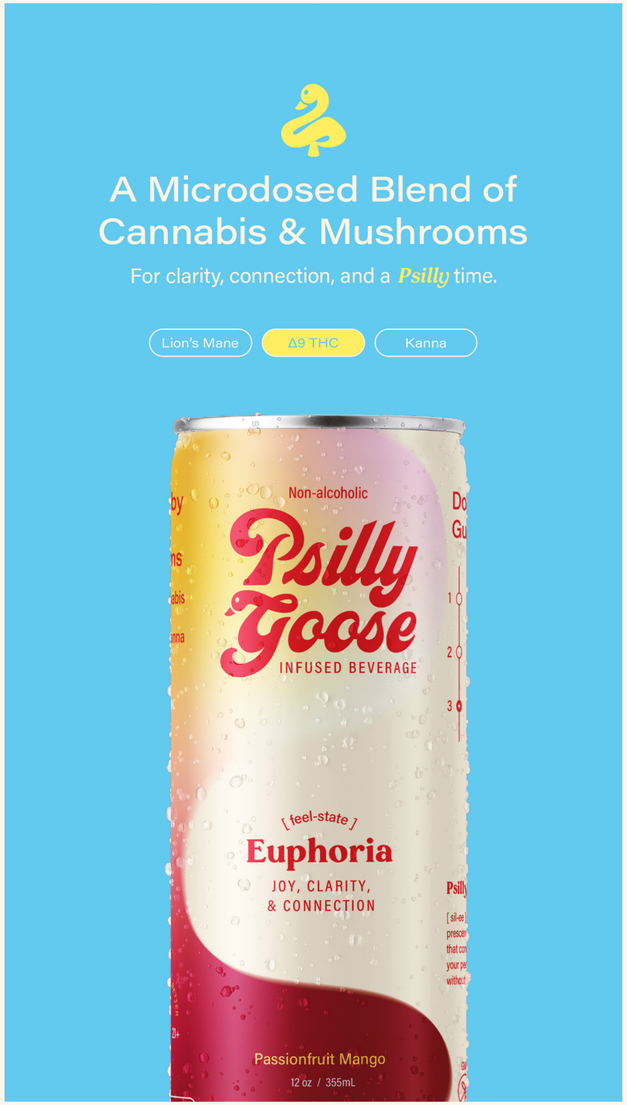
Over 721 glyphs per font makes sets this up for complete uniqueness.

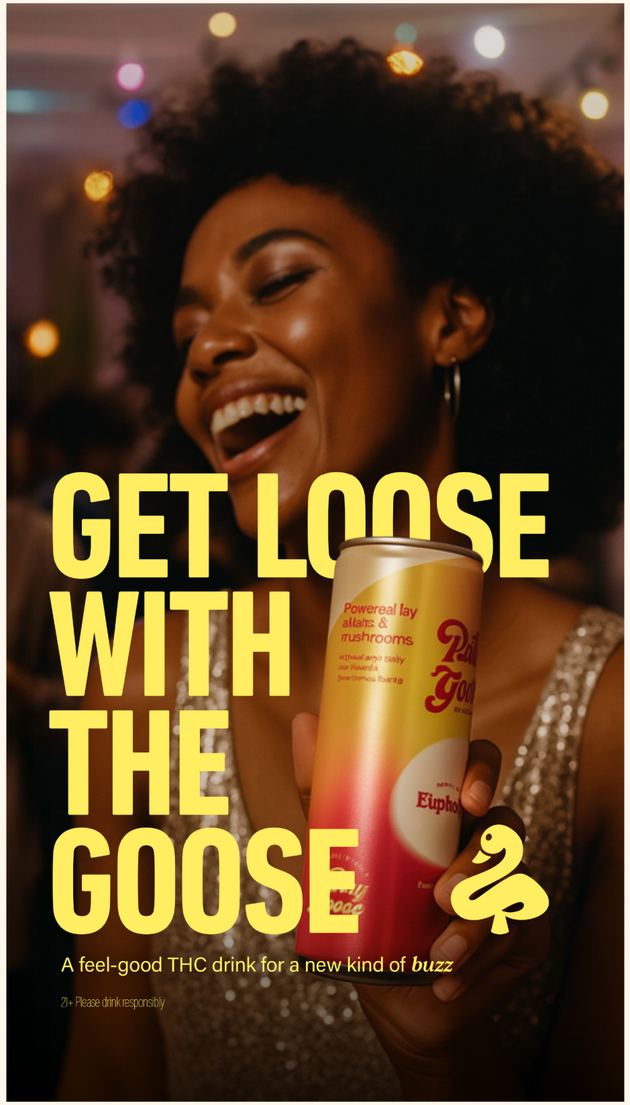
Accent Font, Occasional Heading

Typography application

Our curated brand typography allows for unlimited creativity to solidify our visual voice.

Here shows two examples of how all typefaces can interact to create clear, visual hierarchy.





05

Assets

We are a bold, fun, creative brand - express that!



Gradients

Our signature gradient blends the core brand colors + a few fun shades into a bright, warm spectrum that captures the energy of our products.



Movement Shapes

Swirling forms and organic waves flow throughout the visual system, echoing the fluid, elevated head space Psilly Goose inspires. - never still, always shifting.



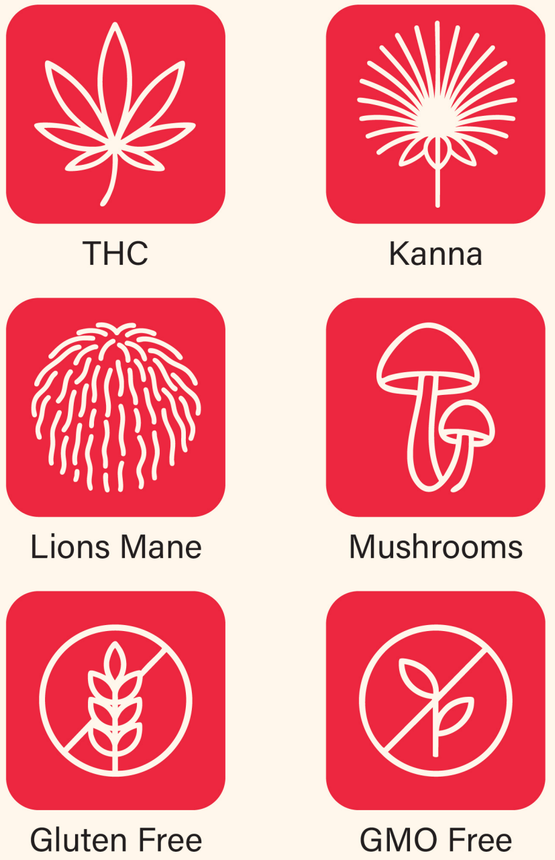


Icons

Icons are unsung heroes in our visual identity, embodying our brand essence in compact, unique forms.

The artistic style behind these icons mirrors the fun, flow-state of our logos. Thin, mono line strokes blending hand drawn with technical alignment.

Whether it’s a food-grade callout, or a benefit of our product, all icons must keep to this form.



Design inspo

Our Icon can be used in a badge lockup interchanging taglines.

Our Full Lockup can be given a subtle extrusion to add depth and boldness to banner designs.

*Note if using an extrusion or stroked extrusion, refer to the Ai Logo file to change colors. Do not create your own extrusion version .





06

Personality



Brand Personality

Playfulness
- Embracing joy, humor, and a sense of silliness in everyday life
- Encouraging people to reconnect with their inner child

Authentic Connection
- Facilitating deeper, meaningful interactions between people
- Creating moments where genuine human connections can flourish

Joy & Positivity
- Spreading optimism and uplifting energy.
- Encouraging smiles, laughter, and a positive outlook.

Curiosity & Exploration
- Inspiring exploration and a willingness to discover new experiences.
- Encouraging a mindset of openness to novelty and adventure.

Inclusivity & Openness
- Creating an approachable brand for everyone and all communities
- Cultivating openness, acceptance, and a sense of belonging.

Transparency & Trust
- Honest communication about what's in our products and their effects.
- Building trust through responsible marketing and authenticity.

Well-being & Balanced
- Promoting healthy lifestyles and alternatives that uplift body and mind.
- Providing safe and natural products for wellbeing and mental health.

Psilly Goose is a brand that is playful, silly, fun, cool, chill, confident, inclusive.

Our Taglines

- Drink Different, Feel Better
- Party Without Poison
- Powered by Plants & Mushrooms
- Get Psilly
- Don’t Get Stupid, Get Psilly
- Get Goosed
- Loosey Goosey
- Not Your Dad’s Goose
- Get Loose with the Goose




POWERED BY PLANTS & MUSHROOMS
Non-alcoholic
Psilly Goose
INFUSED BEVERAGE
[feel-state]
Euphoria
JOY, CLARITY, & CONNECTION
Passionfruit Mango
12 oz / 355mL

Psilly Goose

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