mthrshp

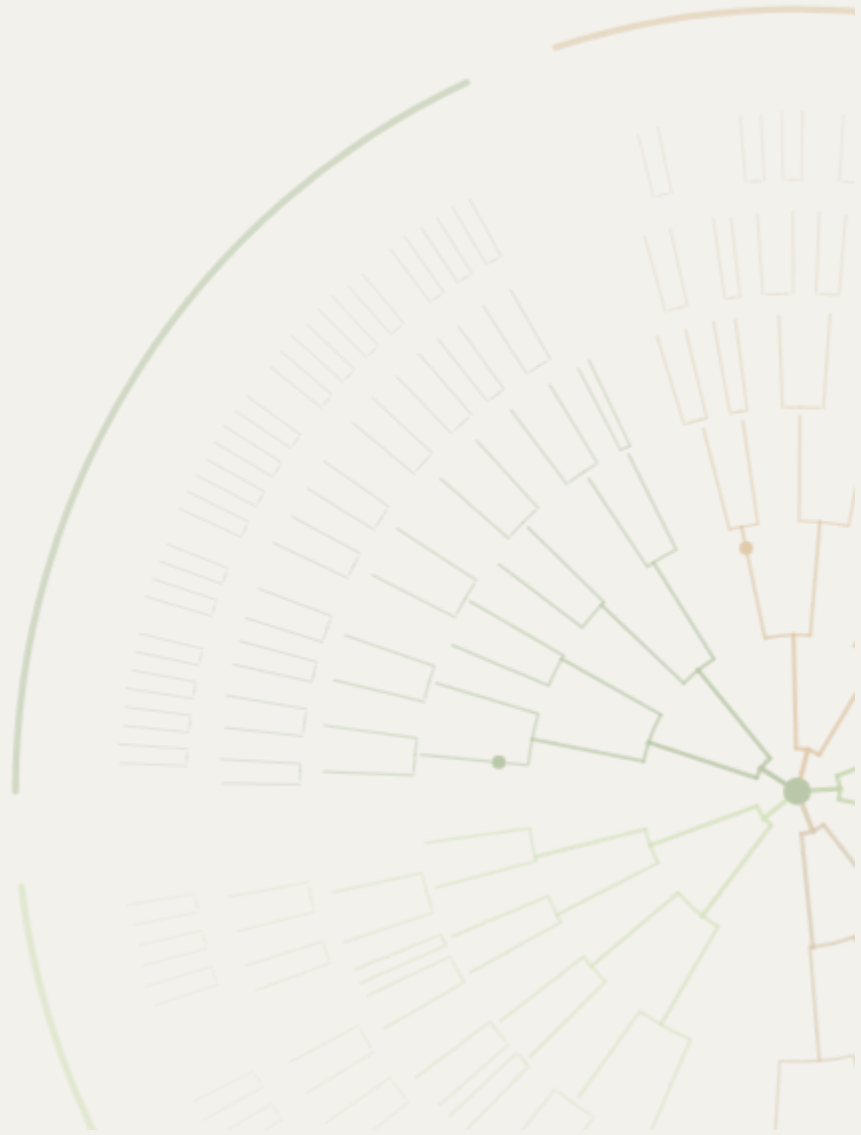
Brand & Style Guide

01

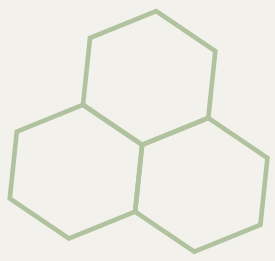
Brand Overview

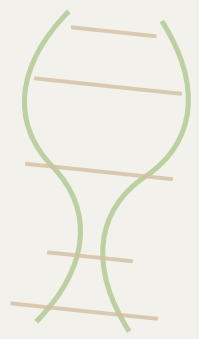
mthrshp is a family of specialized entities built on plant tissue culture - providing the laboratory infrastructure, genetic catalogue, and education platform that expand what breeders, cultivators, and research partners are capable of. The brand voice prioritizes credibility over hype and systems over shortcuts: it reads as a scientific institution, not a consumer cannabis brand.

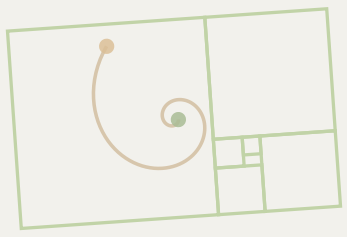
The visual identity draws from tissue-culture science itself - cladograms, petri dishes, hex-lattice crystalline structures, sacred geometry - rendered as fine line art rather than photography, paired with an editorial cream-and-olive palette that reads as clinical and grown, not corporate or psychedelic.















02

Logo & Wordmark

The primary mark is always written lowercase - **mthrshp** - never capitalized, never abbreviated further.

Download All Logos



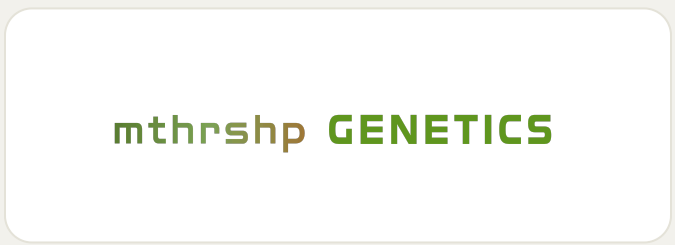
Primary lockup - used in navigation and footer, ~84px height minimum for legibility

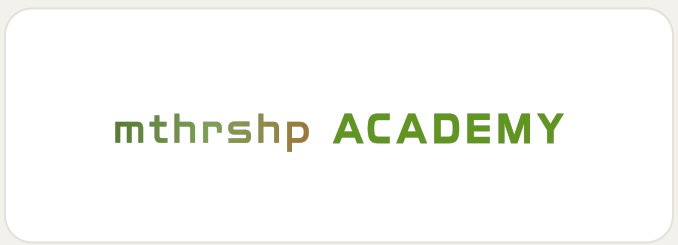
Standalone transparent PNGs, colored and flattened - ready to drop into a slide, document, or social profile without needing this file's CSS.











> Clear space: maintain padding equal to the cap-height of "LABS/GENETICS/ACADEMY" on all sides. Never let text or graphic elements enter this zone.

DON'T

Recolor "mthrshp" as solid black or any flat color - it is always the olive→gold gradient.

DON'T

Stretch, skew, or condense the wordmark to fit a space.

DON'T

Add a trailing "N" - the correct spelling ends in "P," not "mothership."

02

Black & White Logos

mthrshp®

mthrshp®

mthrshp LABS

mthrshp GENETICS

mthrshp ACADEMY

mthrshp®

mthrshp®

mthrshp LABS

mthrshp GENETICS

mthrshp ACADEMY

Eight additional files: white and black monochrome versions of all four lockups, transparent background - use white on dark/colored backgrounds, black where the gradient won't reproduce (single-color print, engraving, etc).

Additional standalone marks - the icon alone and a minimal single-node mark for favicon/avatar use

Icon: the full brand mark on its own, for use where "mthrshp" is already established elsewhere. Minimal mark: a single node of the icon, for favicons and small-scale avatars. Stacked lockup: icon-over-wordmark, for square or vertical placements.

03

Color Palette

A cream-and-paper base carries the content; olive and gold form a single continuous gradient family used for emphasis, never as flat brand colors on their own.

Cream
#F2F1EC
--cream

Ink
#1C1E19
--ink

Body Text
#5C5B50
--body-text

Muted
#7A7969
--muted

Olive Dark
#3B6D11
--olive-dark

Olive
#639922
--olive

Olive Light
#93AD5F
--olive-light

Pistachio
#C9CC8F
--pistachio

Pale Gold
#E8EFA0
--pale-gold

Gold
#BA7517
--gold

Gold Mid
#A87A3A
--gold-mid

Sand
#C7C4B4
--sand

Signature gradient - used on the wordmark, headline emphasis (via), and stat numbers. Never used as a background fill.

04

Typography

Three typefaces, each with one job. None substitute for another.

INTER - BODY & UI

Grow beyond your limits

Regular 400 Medium 500 **Semibold 600** **Bold 700**

Used for all body copy, navigation, buttons, form fields, and section headlines.

GEORGIA - STATEMENT & DATA

50+ 01 02 03

Reserved for large stat numbers, section-number watermarks, and pull-quotes - never body copy or UI.

ZEN DOTS - BACKGROUND WORDMARKS

infrastructure

Matches the geometric character of the wordmark; used only as large, low-opacity, stroke-only (no fill) background watermarks - never for readable UI text.

05

Iconography

All icons are fine line art on a single shared gradient - no filled shapes, no photography, no stock imagery anywhere in the brand.

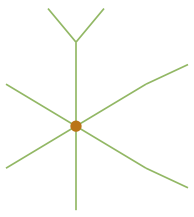


Flask (Labs), crossing genetics (Genetics), graduation cap (Academy), and target/scope icons shown as reference - every icon in the system uses this same gradient stroke, ~1.3px weight, no fill.

06

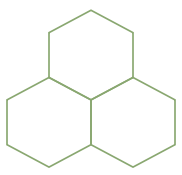
Signature Motifs

Recurring graphic structures pulled directly from plant tissue-culture science - these are the brand's real visual signature, more than any single icon.



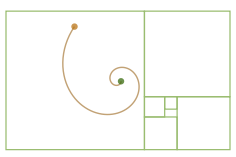
Phylogenic Cladogram

Radial branching dendrograms represent genetic lineage and the "family of entities" structure of mthrshp itself. Used as the hero's centerpiece and as directional branch accents off process diagrams.



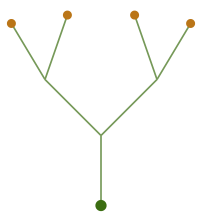
Hex Lattice

Crystalline hexagon clusters evoke tissue-culture cellular structure at a microscopic scale. Always animated subtly (pulse or drifting particle), always low-opacity background texture - never a foreground graphic.



Sacred Geometry

Golden-ratio spirals and nested golden rectangles reinforce the "systems, not shortcuts" positioning - precision and natural order, never mystical or new-age styling.



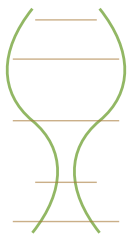
Phylogenic Tree

A rooted, bottom-to-top branching hierarchy - ancestry read as a single trunk splitting into generations, distinct from the radial cladogram's spoke pattern. Used for genealogy diagrams and derivation trees.



Seed of Life

Seven overlapping circles forming the classic flower pattern - shorthand for generative growth and shared genetic origin. Reserved for rare ceremonial or milestone moments, never a repeating background texture.



DNA

A double-helix motif representing the genetic science underpinning mthrshp Genetics - used sparingly as a section accent, never as a literal biology illustration.

07

UI Components

BUTTONS

Partner With mthrshp

Explore the Platform

STAT DISPLAY

400+
Cultivars tested in formulation R&D

50+
Active breeder genetics

5+
Lab satellites in network

Big Georgia-serif number, small Inter label beneath. The gradient number is default; solid olive (`.stat-number-green`) is reserved for one stat to break up an all-gradient row.

CARD PATTERN

01

the infrastructure

A laboratory network built to deploy and expand anywhere.

mthrshp LABS

Corner number (top-left) + centered italic headline + faint background icon watermark + body copy + wordmark footer beneath a divider. Used for the three core pillar cards - not a general-purpose card.

SECTION NUMBERING

Large faint Georgia-serif numerals (01 / 02 / 03) mark the three core pillars - Labs, Genetics, Academy - only where content is genuinely sequential. Not used decoratively elsewhere.

DIVIDERS

Thin gradient rule, used sparingly between major sections - never as a decorative underline on body text.

08

Voice & Tone

Direct, credible, systems-minded. Reads like a scientific institution describing its own infrastructure - not a startup pitching itself.

DO

"mthrshp is a family of specialized entities built on plant tissue culture."

DON'T

"We're revolutionizing the cannabis industry with cutting-edge tech!"

DO

Lowercase "mthrshp" mid-sentence, bolded - never capitalized as "Mthrshp" in running copy.

DON'T

Use exclamation points, emoji, or hype adjectives ("revolutionary," "game-changing," "next-gen").

DO

Prioritize credibility over hype, and systems over shortcuts.

DON'T

Make unverifiable claims or superlatives without a stat to back them up.

If you have any questions or needs, please reach out to

jay@mthrshp.com

