Hemper Brand Guidelines

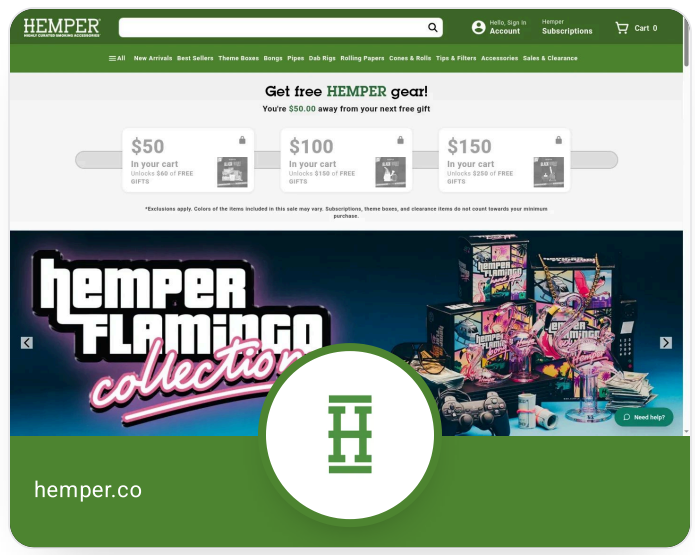
Unofficial · read from hemper.co

Online Smoke Shop & Subscription Boxes

Besides being the best online smoke shop, HEMPER offers a premium monthly smoking subscription box with unique, limited edition glass delivered to your door. From bongs to vaporizers and everything in between, HEMPER is…

What are Hemper's brand colors and fonts?

Hemper uses ITC Lublin for headings and Roboto for body text. Its most prominent brand color appears to be green **#4D8430** (RGB 77, 132, 48), alongside black **#000000**, white **#FFFFFF** and dark green **#3E6827**. Read from hemper.co on 25 November 2026.



VISUAL IDENTITY

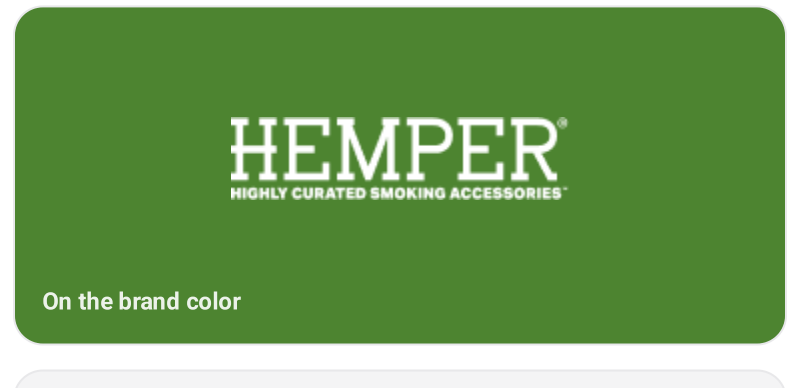
Brand	Hemper
Website	hemper.co ↗
On Gravity	Hemper's Gravity profile →
Main color	Green #4D8430
Palette	13 colors
Headings	ITC Lublin
Body text	Roboto
Logo	WEBP · PNG · JPG
Favicon	WEBP
Mode	Light
Read on	25 November 2026
Status	Unofficial

Hemper Logo: Transparent PNG and SVG Download

The Hemper logo read from hemper.co is available here as transparent PNG and JPG. It is displayed at 163 × 39 px in the site's header, about 4.2 times wider than it is tall. The site's favicon is provided as WEBP.

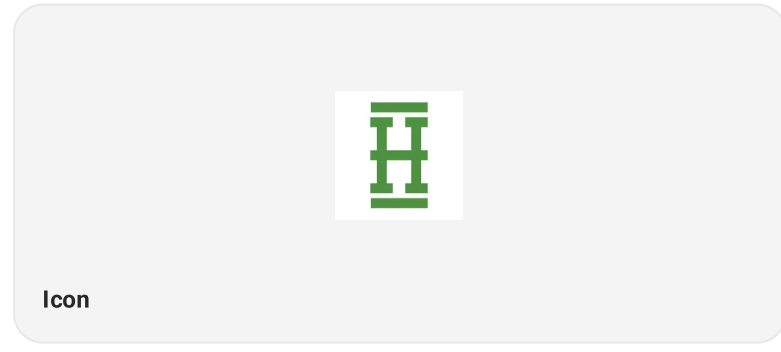












The checkered tiles show the logo with no background. PNG files have a transparent background and measure 169 × 41 px. The single-color versions are recolors of the logo read from the site. The Hemper name, logo and brand assets are trademarks of their owner. Gravity is not affiliated with or endorsed by Hemper.

Hemper Brand Colors: Palette and HEX Codes

Hemper's most prominent color appears to be green **#4D8430** (RGB 77, 132, 48), used for its buttons. The homepage also uses black **#000000**, white **#FFFFFF** and dark green **#3E6827**.

HEX	Color	RGB	HSL	CMYK	Observed use
#4D8430	**Green** Brand	77, 132, 48	99°, 47%, 35%	42, 0, 64, 48	Background, button, icon, link
#000000	**Black** Ink	0, 0, 0	0°, 0%, 0%	0, 0, 0, 100	Declared as --wk-color-accent-1
#FFFFFF	**White** Background	255, 255, 255	0°, 0%, 100%	0, 0, 0, 0	Background, border, button, icon
#3E6827	**Dark green** Surface	62, 104, 39	99°, 45%, 28%	40, 0, 62, 59	Background, fill, text

#121212	**Dark gray**	18, 18, 18	0°, 0%, 7%	0, 0, 0, 93	Background, button, icon, link
#417505	**Dark green**	65, 117, 5	88°, 92%, 24%	44, 0, 96, 54	Text
#0730C5	**Blue**	7, 48, 197	227°, 93%, 40%	96, 76, 0, 23	Icon
#CCCCCC	**Light gray**	204, 204, 204	0°, 0%, 80%	0, 0, 0, 20	Border, fill
#666666	**Gray**	102, 102, 102	0°, 0%, 40%	0, 0, 0, 60	Icon, text
#6B7280	**Blue**	107, 114, 128	220°, 9%, 46%	16, 11, 0, 50	Icon, text
#4B5563	**Blue**	75, 85, 99	215°, 14%, 34%	24, 14, 0, 61	Text
#A3A3A3	**Gray**	163, 163, 163	0°, 0%, 64%	0, 0, 0, 36	Icon, text
#333333	**Dark gray**	51, 51, 51	0°, 0%, 20%	0, 0, 0, 80	Icon, text

CMYK values are computed from the screen values and are indicative. Click a color to copy its code.

Hemper Fonts

On its homepage, Hemper sets its headings in ITC Lublin and its body text, menu and buttons in Roboto. Both fonts are hosted by the site itself.

Aa

Roboto

Used for: body text, buttons, menu

Regular 400 · Bold 700

Hosted by the site itself. Its license is not known: check with the type foundry before reusing it.

Aa

ITC Lublin

Used for: headings, subheadings

Regular 400

Hosted by the site itself. Its license is not known: check with the type foundry before reusing it.

Aa

UcCO3FwrK3iLTeHuS NVMrMxCp50SjIw2boKoduKmMEVuLyfAZ9hiA

Loaded by the site, with no identified use on the homepage

Regular 400

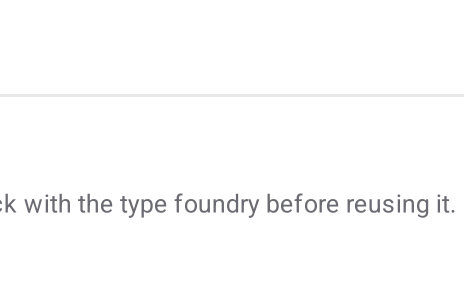
Free, open-source typeface available on Google Fonts.
See UcCO3FwrK3iLTeHuS NVMrMxCp50SjIw2boKoduKmMEVuLyfAZ9hiA on Google Fonts ↗

Export the Hemper Brand Kit

Hemper's colors and fonts read from hemper.co are ready to copy as CSS variables, as design tokens in JSON and as a Tailwind configuration.

Figma

Copy the brand board, then paste it into Figma (Ctrl or Cmd + V). If pasting does nothing, drag the SVG board into your Figma file.



Files

To create Figma variables, open the Variables view, create a collection and drag the variables file into it (Professional plan and above). The tokens file can be imported into Figma with the Tokens Studio for Figma ↗.

CSS variables

```
:root {
  --color-brand: #4D8430;        /* green */
  --color-ink: #000000;          /* black */
  --color-background: #FFFFFF;   /* white */
  --color-surface: #3E6827;      /* dark green */
  --color-dark-gray: #121212;    /* dark gray */
  --color-dark-green: #417505;   /* dark green */
  --color-blue: #0730C5;         /* blue */
  --color-light-gray: #CCCCCC;   /* light gray */
  --color-gray: #666666;         /* gray */
  --color-blue-2: #6B7280;       /* blue */
  --color-blue-3: #4B5563;       /* blue */
  --color-gray-2: #A3A3A3;       /* gray */
```

Design tokens (JSON)

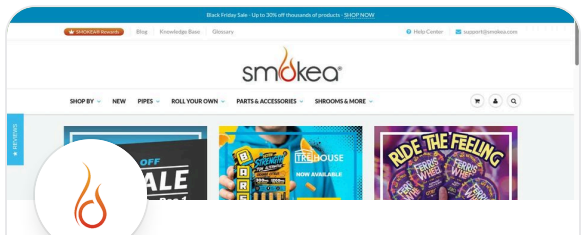
```
{
  "color": {
    "brand": {
      "$value": "#4D8430",
      "$type": "color"
    },
    "ink": {
      "$value": "#000000",
      "$type": "color"
    },
    "background": {
      "$value": "#FFFFFF",
      "$type": "color"
```

Tailwind CSS

```
// tailwind.config.js
module.exports = {
  theme: {
    extend: {
      colors: {
        hemper: {
          brand: '#4D8430',
          ink: '#000000',
          background: '#FFFFFF',
          surface: '#3E6827',
          'dark-gray': '#121212',
          'dark-green': '#417505',
          blue: '#0730C5',
```

Hemper Competitors and Similar Brands

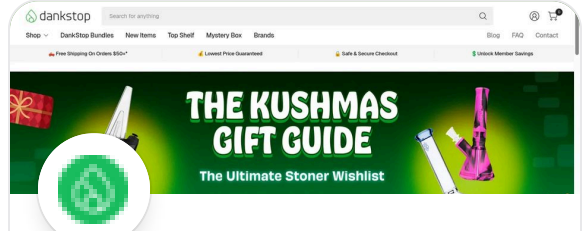
The brands closest to Hemper are SMOKEA®, DankStop and Grasscity USA, according to Gravity's similarity score.



SMOKEA®

Smoking Pipes · US

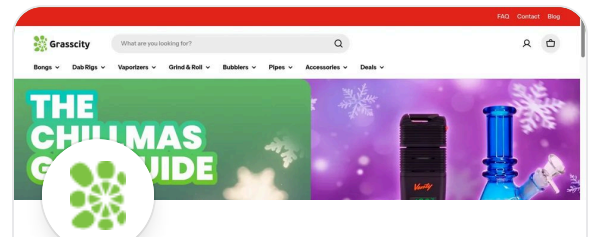
265k visits / month · similarity 86



DankStop

Snack Foods

145.4k visits / month · similarity 83



Grasscity USA

E-commerce & shopping

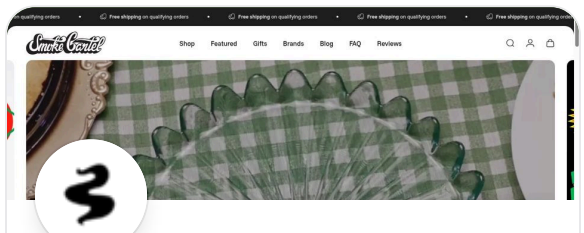
149.1k visits / month · similarity 83



Canna Style

Smoking Accessories · US

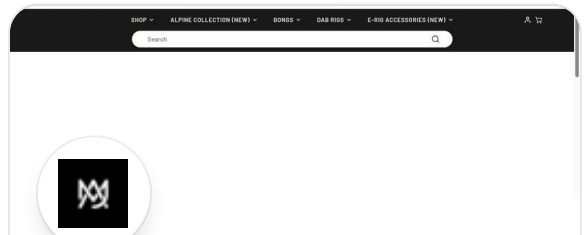
235.6k visits / month · similarity 82



Smoke Cartel

Snack Foods · US

356k visits / month · similarity 82



MJ Arsenal

Pipes & Bongs

147.2k visits / month · similarity 79

Similarity is precomputed by Gravity from catalogues, prices, estimated traffic, markets and site types on 30 October 2026; visits are estimated.

Hemper's Visual Identity in Use

HEMPER
HIGHLY CURATED SMOKING ACCESSORIES

Home Products About Contact

Online Smoke Shop & Subscription Boxes

Besides being the best online smoke shop, HEMPER offers a premium monthly smoking subscription box with unique, limited edition glass delivered to your door. From bongs to vaporizers and everything in between, HEMPER is…

Discover | Learn more | Contact us | A link to a page

ROLE	FONT	WEIGHT	SIZE	COLOR	DETAILS
Headings	**ITC Lublin**	Bold 700	30 px	#000000	letter-spacing 0.6px · line-height 33px
Subheadings	**ITC Lublin**	Medium 500	24 px	#3e6827	letter-spacing 0.6px · line-height 31.2px
Body text	**Roboto**	Regular 400	16 px	#111111	letter-spacing 0.6px · line-height 28.8px
Buttons	**Roboto**	Medium 500	15 px	#ffffff	letter-spacing 1px · line-height 18px
Menu	**Roboto**	Bold 700	13 px	#ffffff	letter-spacing 0.6px · line-height 20px
Button 1	background **#1a1a1a**		text #ffffff		radius 8px
Button 2	background **#121212**		text #ffffff		radius 9px
Button 3	background **#fafafa**		text #121212		radius 50px

Hemper Brand Guidelines FAQ

What are Hemper's brand colors and fonts?

Hemper uses ITC Lublin for headings and Roboto for body text. Its most prominent brand color appears to be green **#4D8430** (RGB 77, 132, 48), alongside black **#000000**, white **#FFFFFF** and dark green **#3E6827**. Read from hemper.co on 25 November 2026.

What does the Hemper logo look like?

The Hemper logo read from hemper.co is available here as transparent PNG and JPG. It is displayed at 163 × 39 px in the site's header, about 4.2 times wider than it is tall. The site's favicon is provided as WEBP.

How do I download the Hemper logo?

The Hemper logo can be downloaded on this page as transparent PNG and JPG, in a dark and a light version. The “Download all” button bundles every file into one.

Can I use the Hemper logo?

The Hemper name and logo are trademarks of their owner, and Gravity does not grant any right to use them. Using them to refer to the brand is usually tolerated, but check Hemper's own brand guidelines or ask the company before any commercial use.

What are Hemper's brand colors?

Hemper's most prominent color appears to be green **#4D8430** (RGB 77, 132, 48), used for its buttons. The homepage also uses black **#000000**, white **#FFFFFF** and dark green **#3E6827**.

What is Hemper's main color HEX code?

The most prominent color on Hemper's website appears to be green **#4D8430**: RGB 77, 132, 48, HSL 99°, 47%, 35%, CMYK 42, 0, 64, 48 (approximate).

What font does Hemper use?

On its homepage, Hemper sets its headings in ITC Lublin and its body text, menu and buttons in Roboto. Both fonts are hosted by the site itself.

Is Hemper's font free to use?

Roboto is hosted by Hemper's own website and its license is not known: check with the type foundry before using it. ITC Lublin is hosted by Hemper's own website and its license is not known: check with the type foundry before using it.

Who are Hemper's competitors?

The brands closest to Hemper are SMOKEA®, DankStop and Grasscity USA, according to Gravity's similarity score.

How do I use Hemper's colors in Figma or in code?

In Figma, copy the brand board from this page and paste it, or import the variables file. In code, copy the CSS variables, the Tailwind configuration or the design tokens in JSON from the Export section.

Where do these brand guidelines come from?

They were read automatically by Gravity from the hemper.co homepage on 25 November 2026: the colors, fonts and logo are those the site displays. They are not official and may differ from Hemper's internal brand book.

Who are the Hemper brand guidelines for?

This page brings together Hemper's visual identity as it appears on its website: color codes, fonts, ready-to-download logos and files for Figma or code. It is useful for anyone who needs to talk about the brand, work with it or draw inspiration from it.

The Hemper team: share a single link with partners, agencies, retailers and journalists so they find the right logo, colors and fonts right away, without email back-and-forth or outdated files. Claim this brand. Why claim it: the brand corrects its own logo, colors and information; its partners, search engines and AI assistants then find the right assets, which helps its visibility in search; it can respond to the data published on its Gravity page; and it can receive its Gravity badge, to display on its website or announce on LinkedIn.

Designers: get the exact HEX, RGB and CMYK codes, the fonts and the logo as SVG or transparent PNG, and bring the palette into Figma in a few clicks.

Developers: copy the CSS variables, the Tailwind configuration or the JSON design tokens to build for Hemper without guesswork.

Agencies and freelancers: prepare a proposal, a campaign or a pitch for Hemper that respects its identity from the very first mockup.

Marketing and partnership teams: create co-branded visuals, ads or event materials that match the brand's look.

Journalists, bloggers and content creators: illustrate an article or a video about Hemper with the logo and colors used on its website.

Retailers and marketplaces: present Hemper's products in a store or a catalog with the right brand elements.

Students and branding enthusiasts: study how Hemper builds its visual identity and compare it with its competitors'.

Commercial use of the logo and brand assets requires Hemper's permission: see the notice at the bottom of this page.

Hemper (hemper.co) presents itself as: “Besides being the best online smoke shop, HEMPER offers a premium monthly smoking subscription box with unique, limited edition glass delivered to your door. From bongs to vaporizers and everything in between, HEMPER is on the cutting edge of cannabis culture and lifestyle and offers free shipping…” This page gathers its visual identity as it appears on the site: 13 colors with their codes, 3 fonts and their uses, and the logo ready to download.

Unofficial brand guidelines, read automatically from the hemper.co homepage.

Brand guidelines read automatically from **hemper.co** on 25 November 2026. Colors, logos and fonts are those of the site; roles (brand, secondary…) are estimated from the homepage.

Fonts belong to their foundries: this page does not offer them for download. Unofficial brand guidelines. The Hemper name, logo and brand assets are trademarks of their owner. Gravity is not affiliated with or endorsed by Hemper.

About this brand reference

This page presents design elements — colors, typography, logo and related assets — identified automatically from Hemper's publicly accessible website, for identification and reference purposes only. Color values and font names are factual information. Logos, word marks, icons, images and other brand elements remain the exclusive property of their respective owners and are displayed here solely to identify and reference the brand.

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