

The cannabis market is currently oversaturated and filled with examples of bad graphic design. Now that it's legal in Washington (and other states), please consider how people are currently using cannabis products and what sort of branding would appeal to them. Put on your entrepreneur hat and pretend that you are starting a new company and bringing a product to market. Begin with research, how are people using cannabis and what are they seeking? How would you design a brand around their needs?

**Questions to Ask:**

1. What type of product is this? THC vs. CBD? Edible, topical, cosmetic, etc
2. Small luxury or daily utility?
3. Who is the user? And what do they want?
4. What are the benefits? What is the promise of the brand?
5. What is the messaging, the content, the story
6. Are there similar products on the market?
7. SWOT analysis

Try writing a few sentences in the column on the right

<b>The Culture</b>	
<b>The Customer</b>	
<b>The Voice</b>	
<b>The Feel</b>	
<b>The Impact</b>	

Try writing a few sentences in the column on the right.

<b>What</b>	
<b>How</b>	
<b>Who</b>	
<b>Where</b>	
<b>Why</b>	
<b>When</b>	

**WHAT:** A single-source coffee roasting studio  
**HOW:** that grows mycotoxin-free Columbian beans  
**WHO:** for coffee shops and small-batch retailers  
**WHERE:** worldwide.

**WHY:** Because single-source coffee is hard to get  
and trace and businesses need a reliable  
knowledgeable supplier that they won't be  
a shame to show their customers.

**WHEN:** In the time of coffee profusion, wellness trend,  
and organic product craze.

### **Next week:**

Product pitch and persona. What the brand feels like. Mood board, logo rough, colors, fonts, photos, messaging

From the manager at Hashtag Recreational Cannabis, and I'd like to share a few tips for edibles labeling in this unique industry.

- **All important info needs to be on the front.** In this industry, guests can't handle the product on their own. They're likely looking at it inside a locked display case. This means guests can only see the front. Everything they might want to know needs to be on the front.
- **Say if it's an indica or sativa.** In the edibles world depending on how it's made this may not matter much in terms of how it makes you feel, but guests LOVE to know. It's a big selling point.
- **Say what strain was used if that's important.** Guests like to know this too second only to indica or sativa. Beware, strains aren't consistently available, so your strain may vary with different batches. You may not want to call out the strain on the main label, but instead leave room for a sticker or something to be applied with each batch.
- **Differentiate products clearly.** Use different colors or styles. When budtenders pull product from a bin to sell it, it needs to be really clear what they're grabbing. If they have to read a small label to differentiate between the indica and sativa versions of a product, for example, they're going to sell someone the wrong one. That's bad.
- **Leave room on the product for the bar code.** By law all products must be tracked seed to sale and this is done through the bar code. Additionally, vendors put THC levels on the bar code and guests really want to know this. As ugly as they are, bar codes for this reason are best on the front.