

**Please number
your logos**

Getting started with Webflow

Go to Webflow and make a free account

The starter is free; allows 2 projects

Costs for your client if freelancing

Individual	Starter	Lite	Pro
	Free No credit card required, no trial period. Everything you need to get started building with Webflow, and it's free forever.	\$16 USD Per month billed annually, or \$24 billed monthly Export your code and unlock more pages for your unhosted projects.	\$35 USD Per month billed annually, or \$42 billed monthly Best for active freelancers and designers who need more projects and premium features.
Projects	2	10	Unlimited

Website	Basic	CMS	Business
Save 15% on annual subscriptions	\$12 USD per month, paid annually, or \$15 paid monthly Best for a simple site that doesn't need a CMS.	\$16 USD per month, paid annually, or \$20 paid monthly Best for a blog or other content-driven site.	\$36 USD per month, paid annually, or \$45 paid monthly Best for a higher traffic marketing site or blog.

Project Settings

webflow [Dashboard](#) [Showcase](#) [Designers](#) [Learn](#) [Resources](#) ▼ Account ▼

Projects / Erik's Fabulous Project Share Designer Editor Publish ▼

[General](#) [Hosting](#) [Editor](#) [Billing](#) [SEO](#) [Forms](#) [Fonts](#) [Backups](#) [Integrations](#) [Custom Code](#)

General Settings Save Changes

Name
 This is the project's title within Webflow. You can update what visitors see in search results in each page's settings in the Designer.

Subdomain
 .webflow.io ✓ Must be alphanumeric (A-Z, 0-9) with dashes between words. This project hasnt been published yet.

Folder
 Projects can be moved into and out of folders here.

Icons

Favicon:

[Upload](#)

Upload a 32 × 32 pixel ICO, PNG, GIF, or JPG to display in browser tabs.

W Navigator

- Body
 - Section
 - nav
 - nav
 - Hero Overlay 3

NEW YORK
MAGAZINE

Features for you Pricing Button Text

Hero overlay

This hero is built with a flex layout, aligned and justified so that the content will always be centered horizontally and vertically. To change this section's background, select the "Hero Overlay" then scroll to the background section of the Style panel and replace the image. You can also adjust the opacity of the overlay's black background for better contrast.

Button text

Section

Selector Inheriting 1 selector

Hero Overlay 3

1 on this page

- Layout
- Spacing
- Size
- Position
- Typography
- Backgrounds
- Borders
- Effects



Features for you

Pricing

Button Text

Hero overlay

This hero is built with a flex layout, aligned and justified so that the content will always be centered horizontally and vertically. To change this section's background, select the "Hero Overlay" then scroll to the background image in the style panel and replace the image. You can also adjust the opacity of the overlay's black background for better contrast.

<< Navigator

Inserting things into the page



Features for you

Pricing

Button Text

Hero overlay Your Work Area

This hero is built with a flex layout, aligned and justified so that the content will always be centered horizontally and vertically. To change this section's background, select the "Hero Overlay" then scroll to the background section of the Style panel and replace the image. You can also adjust the opacity of the overlay's black background for better contrast.

The actual webpage
and it's responsive views

Button text



Features for you Pricing Button Text

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Controls >>

Fine-tuning css

Selector

1 on this

- Layout
- Spacing
- Size
- Position
- Typography
- Background
- Border
- Effects

W Page: Home

Pages x

Search pages

Static Pages

- Home

Utility Pages

- Password
- 404

Ecommerce Pages

No Ecommerce Pages

Enable Ecommerce for this project and the Ecommerce Template Pages will be generated automatically.

CMS Collection Pages

No CMS Collection Pages

Create a CMS Collection and a CMS Collection Page will be generated automatically.

W Page: Home

Add x

Elements Layouts Symbols

- Layout
- Basic
- Typography
- CMS
- Media
- Forms
- Components

W Page: Home

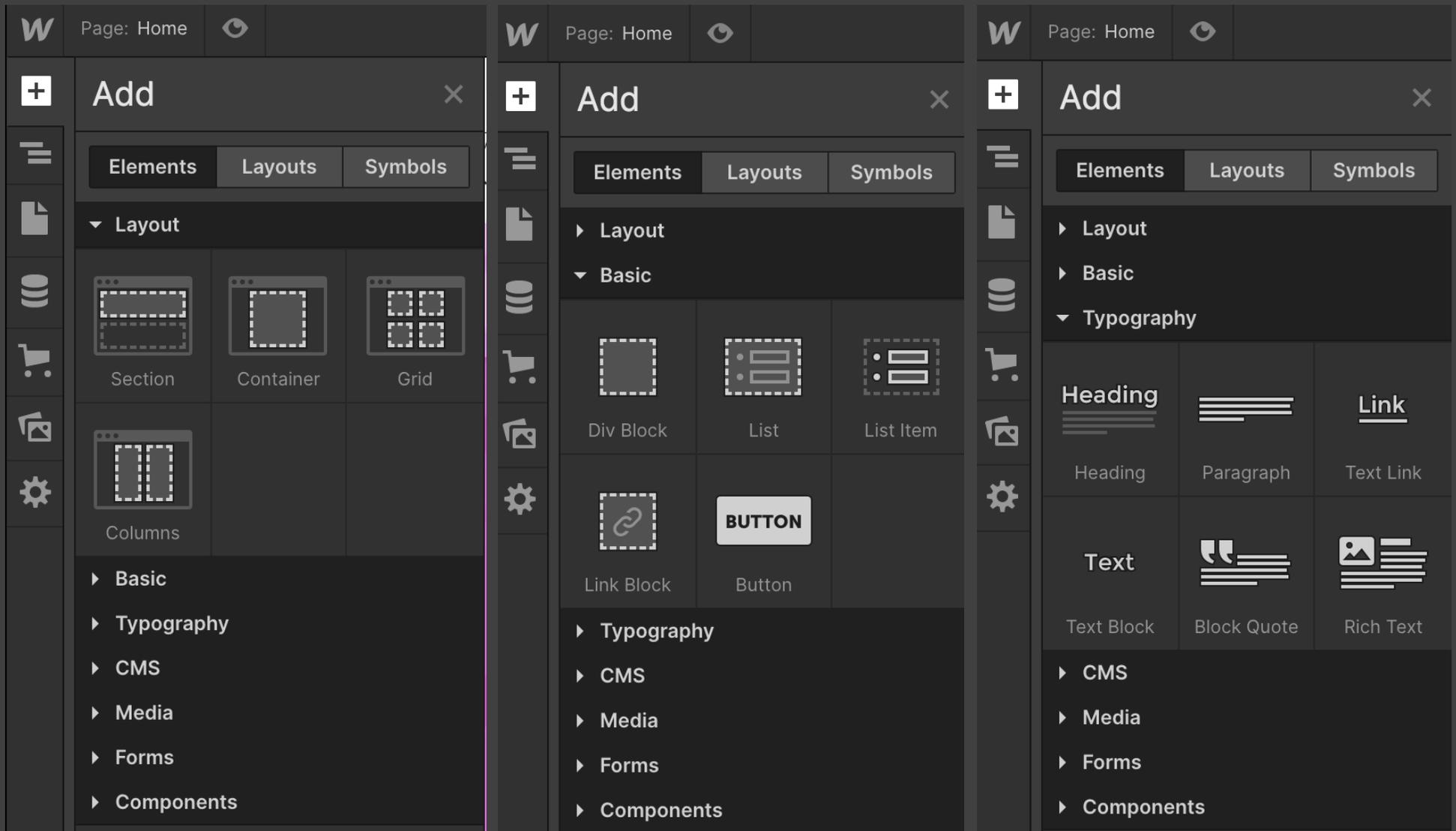
Add x

Elements Layouts Symbols

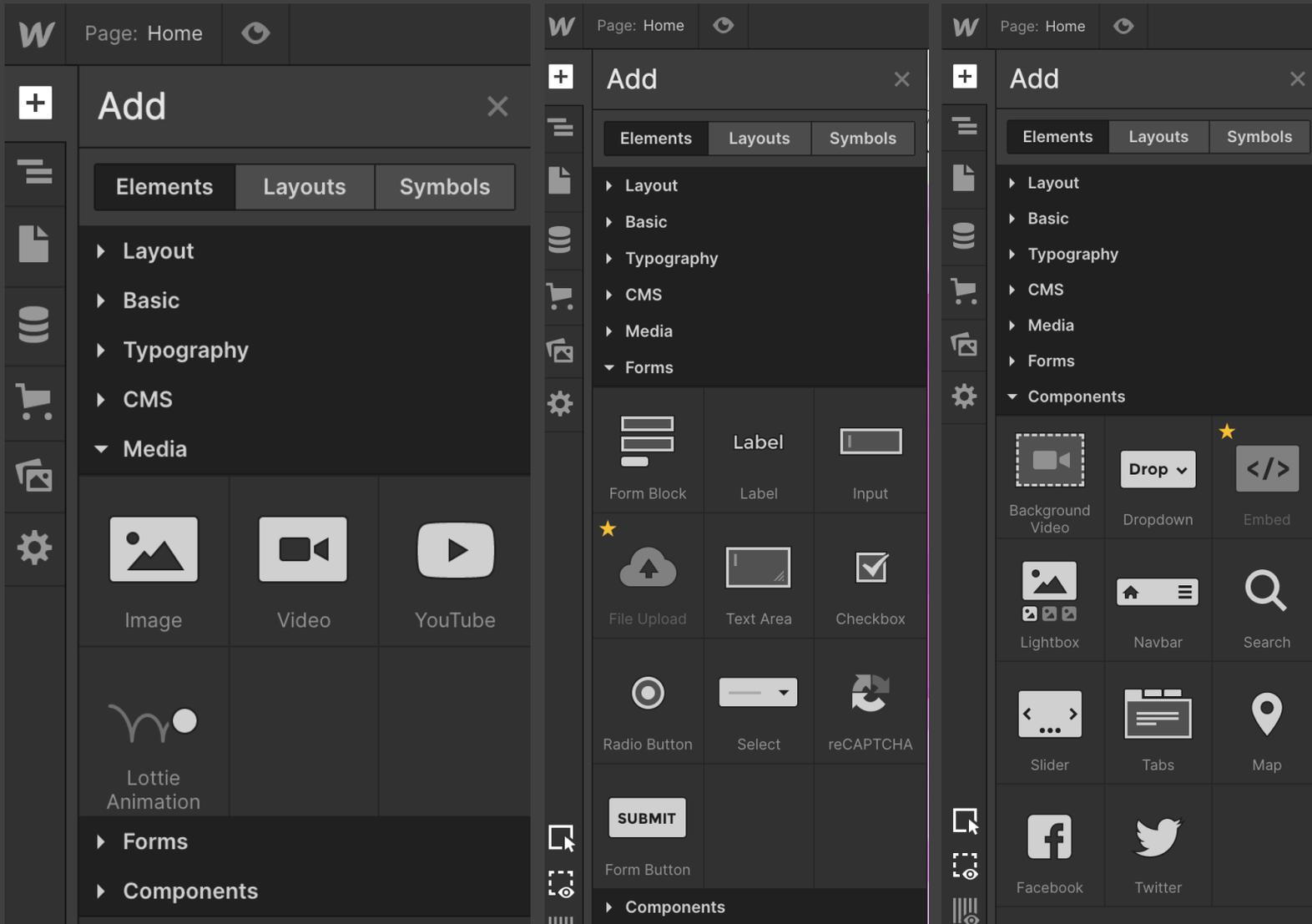
Prebuilt Layouts

- Sticky Nav
- Hero
- Hero Overlay
- Cards Section
- Main Content
- Feature Section
- Gallery
- Call to Action
- Subscribe Form
- Contact Form
- Footer

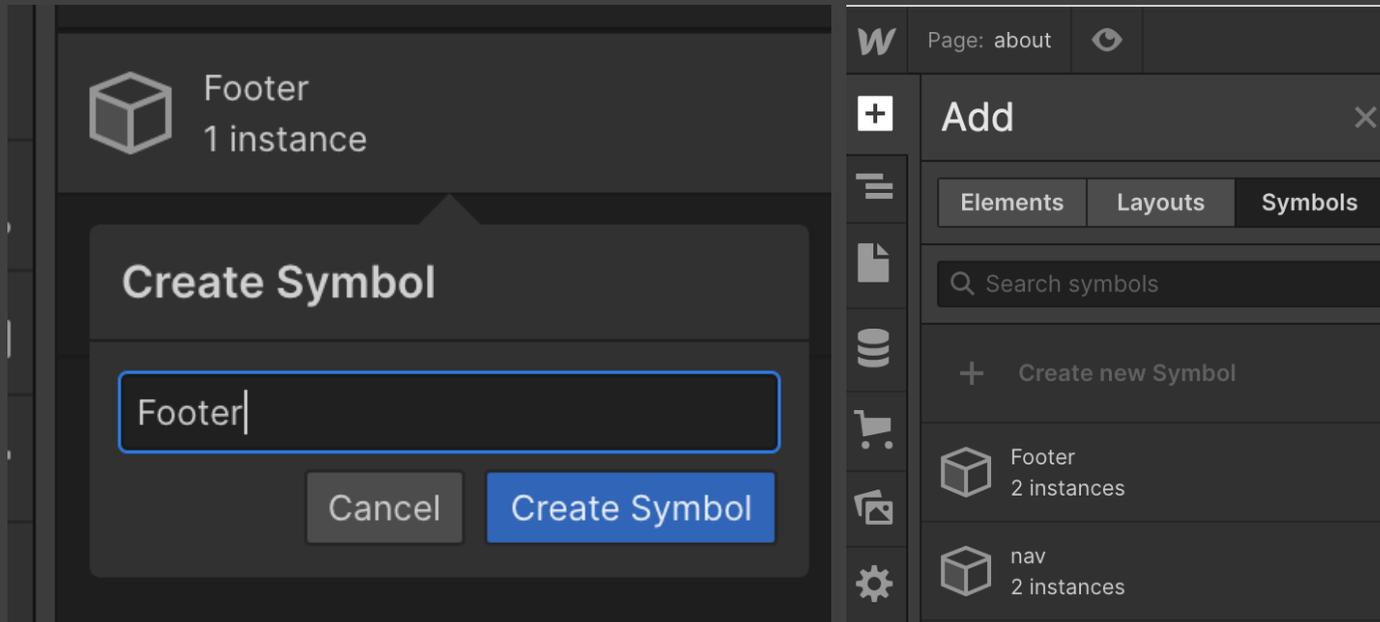
Add pages, Elements Layouts



Adding different building blocks from the "Add" menu



Adding different building blocks from the "Add" menu



Symbols

If you know you're going to reuse something on another page, make it into a symbol. Edit once, see changes everywhere.

Images

Can displayed in list or grid view

W Page: Home

Assets

Images Upload

Search assets

 NYMag.png	 keyb...d.jpg	 squa...2.jpg
 germ...s.jpg	 stri...s.jpg	 hear...t.jpg
 arm...e.jpg	 hear...e.jpg	 laptop.jpg
 mask...s.jpg	 hear...s.jpg	 pres...s.jpg
 dati...5.jpg		

Newest First

W Page: Home

Assets

Images Upload

Search assets

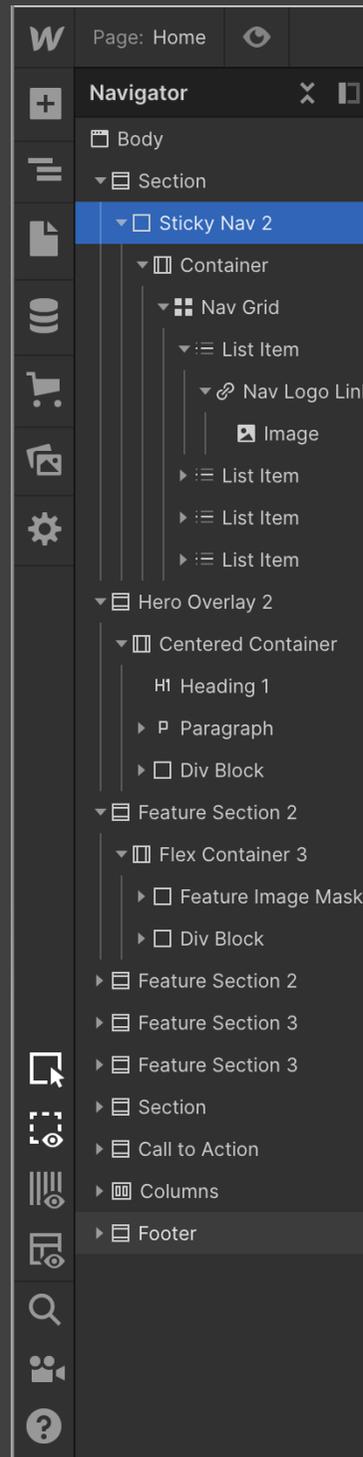
-  NYMag.png
-  keyboard.jpg
-  square-1586822462.jpg
-  germ_masks.jpg
-  stripe_masks.jpg
-  heart_6ft.jpg
-  arm_heart_phone.jpg
-  heart_phone_exchange.jpg
-  laptop.jpg
-  mask_phones.jpg
-  heart_phones.jpg
-  presents.jpg
-  dating cms w...s800-c85.jpg

Newest First

Navigator

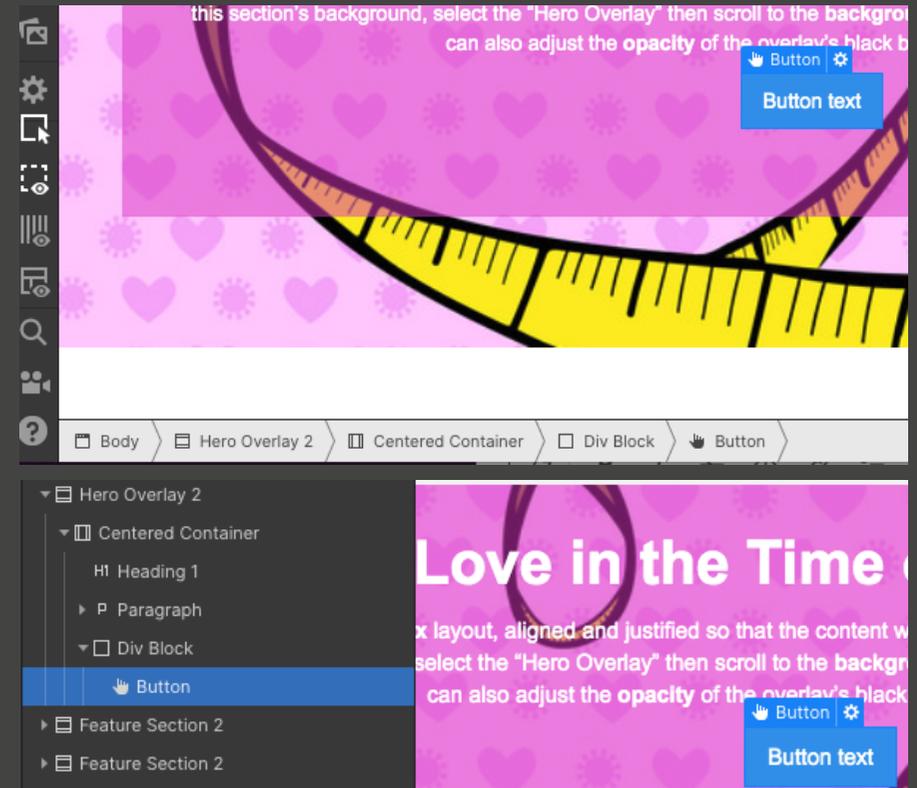
Shows exactly where your element is in the document flow and the nesting order
Elements can be dragged up or down

New elements will be placed inside the selected element, so always remember to go back up to 'body' if you want them inserted into the page.



Breadcrumb trail

When you select an item, you can see its order of nesting along the bottom of your workspace in addition to the navigator





Desktop first. Styles 'cascade' down, so the phone inherits from the tablet, tablet inherits from the desktop. Compose visually and Webflow will take care of the layout as you 'shrink'. Adjust typography, spacing as you go. Also a display: none option.



Features for you Pricing Button Text

Hero overlay

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Controls on the right >>

Button text

- Section
- Selector
- 1 on this
- Layout
- Spacing
- Size
- Position
- Typography
- Background
- Border
- Effects

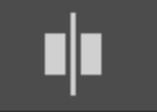
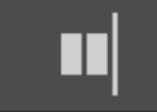
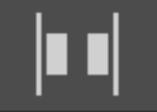
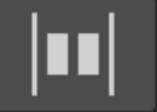
Flexbox for the win!

▼ Layout

Display      

Direction Horizontal Vertical 

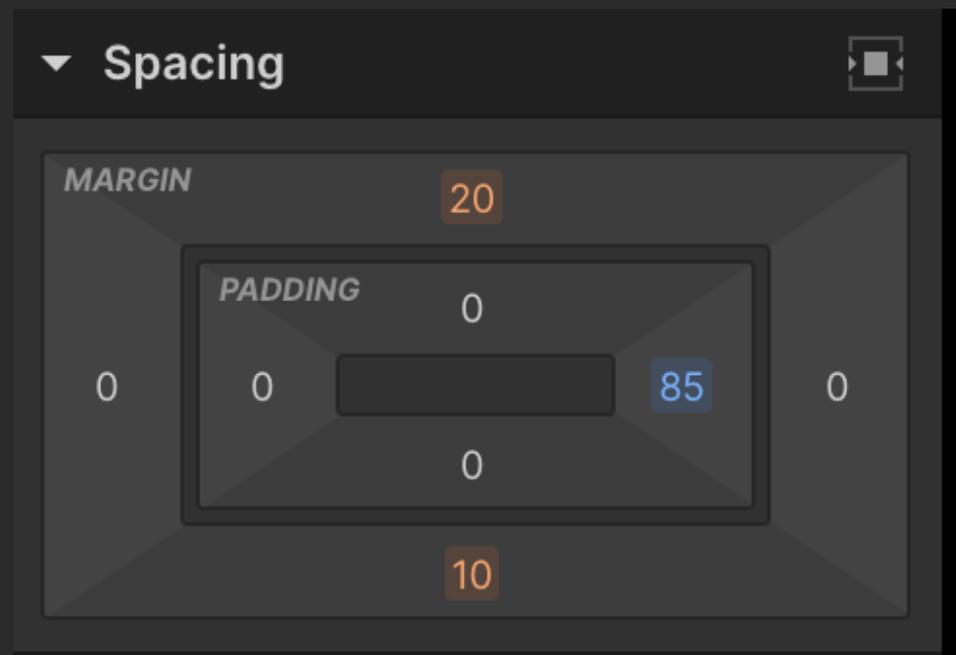
Align     

Justify     

Children Don't wrap Wrap 

CSS Box Model,

Margin and padding



Height and width

min and max

▼ Size

Width	Auto -	Height	Auto -
Min W	0 PX	Min H	0 PX
Max W	None -	Max H	None -

Overflow

Auto

Fit

Fill

Position:

Fixed

Sticky

Relative

Absolute

Floats and Clears

▼ Position

Position

▼ Float and clear

Float

Clear

A screenshot of a CSS configuration panel. The panel has a dark background. At the top, there is a section titled 'Position' with a downward-pointing triangle icon. Below this, there is a row for 'Position' with a blue highlight on the label and a dropdown menu showing 'Static' with an 'X' icon and a double-headed arrow. Below that is a section titled 'Float and clear' with a downward-pointing triangle icon. Underneath, there are two rows of settings. The first row is for 'Float' and has three buttons: the first is a dark button with an 'X' icon, the second is a light button with a square and three horizontal lines icon, and the third is a light button with three horizontal lines and a square icon. The second row is for 'Clear' and has four buttons: the first is a dark button with an 'X' icon, and the next three are light buttons with icons representing 'clear: both', 'clear: left', and 'clear: right' respectively.

Typography

You can probably figure this one out...

▼ Typography

Font

Weight

Size PX PX

Color

Align

Style

Italicize Decoration

Background

Images

Colors

Gradients

Backgrounds

Image & gradient +

example-bg.png

Type    

Image  example-bg.png
250 × 250
4 kB
 @2x

Choose image

Size **Custom** Cover Contain

125 PX Auto -
Width Height

Position  0 PX 0 PX
Left Top

Tile    

Fixed Fixed Not fixed

Borders

And rounded corners!

▼ Borders

Radius    0 PX

Borders

Style    

Width PX

Color  black

Effects

Everything else
(No blend modes)

The image shows a dark-themed 'Effects' panel. At the top, there is a dropdown arrow and the word 'Effects'. Below this, the 'Opacity' property is shown with a horizontal slider set to 100% and a numeric input field containing '100 %'. Underneath are several expandable sections: 'Box shadows', 'Transforms' (with a three-dot menu icon), 'Transitions', and 'Filters', each followed by a plus sign. At the bottom, the 'Cursor' property is shown with a dropdown menu displaying a mouse cursor icon and the text 'default', followed by a double-headed arrow icon.

▼ Effects		
Opacity	<input type="range"/>	100 %
Box shadows		+
Transforms	⋮	+
Transitions		+
Filters		+
Cursor	<input type="text" value="default"/>	⌵

Workflow

All content in a text document

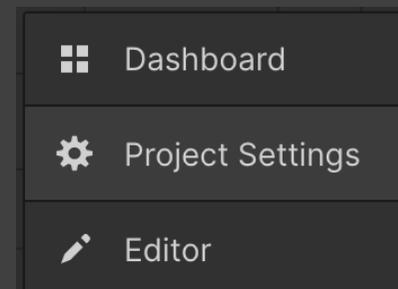
All (some) images in a folder

All hex colors on a sticky note

Go to project settings to load Google

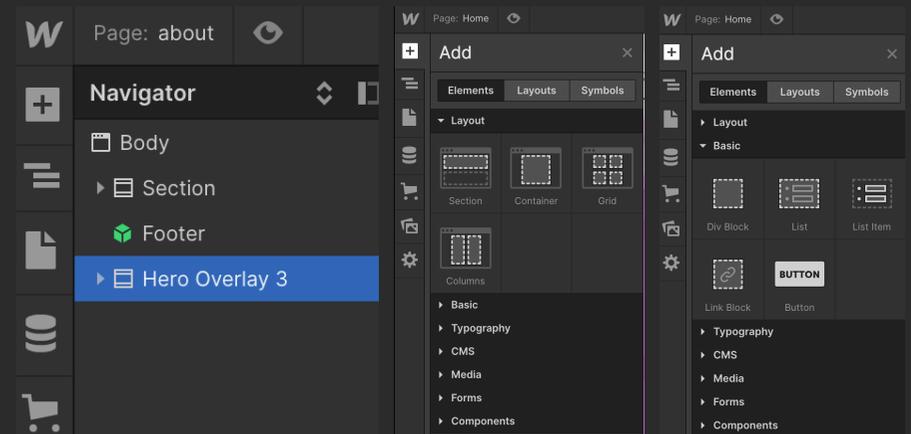
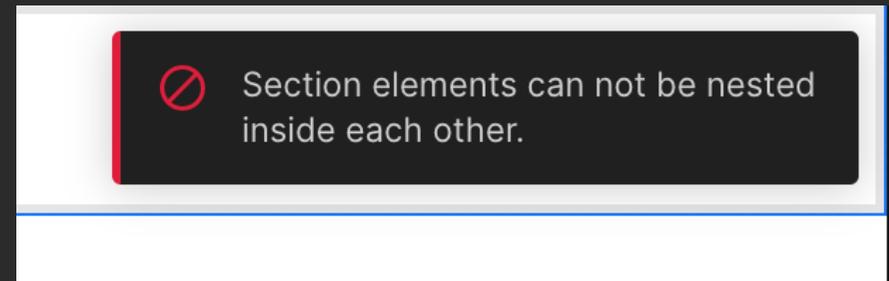
Fonts/Typekit

Maybe make a rough wireframe so you know your basic sections



Start with a SECTION or a LAYOUT or a Symbol

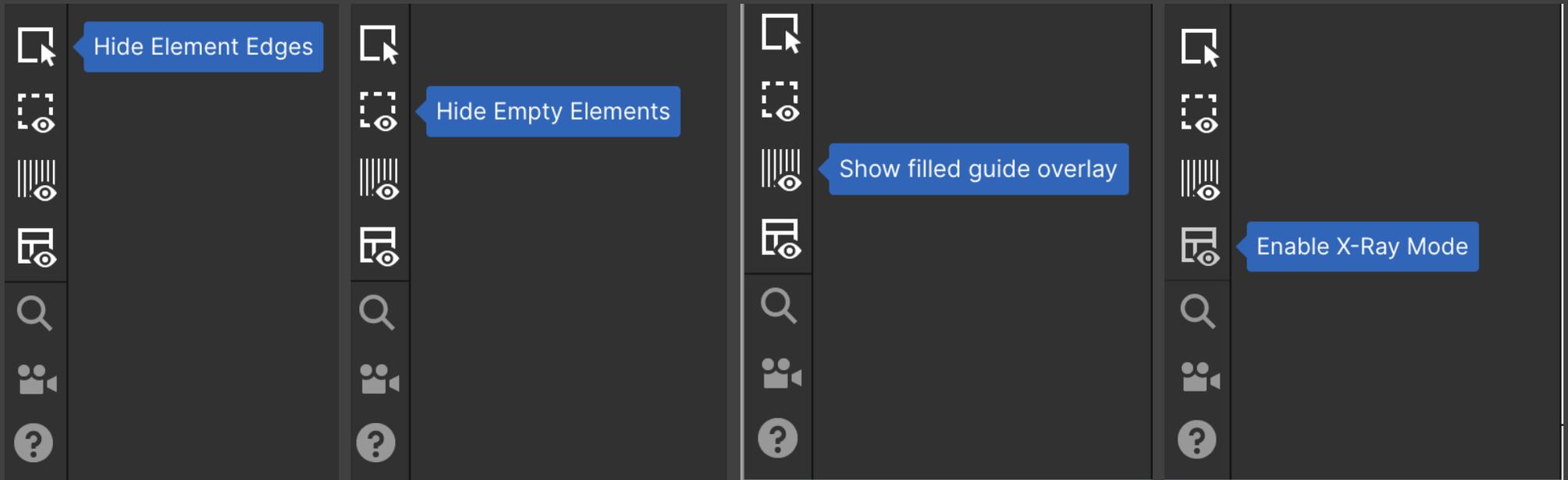
Some layouts are inherently sections, and you cannot place a section in section. If you don't like layouts, try elements...



Insert from the Left

**Sections >> Layouts >> Blocks >> Typography
>> Links >> Images >> Backgrounds**

Fine-tuning with CSS with the controls on the right



Improving your Workflow



Find anything (CMD + E)



Help & Feedback

Keyboard Shortcuts

CSS Preview

Reset Walkthrough

CSS Preview BETA

```

hero-overlay-2 {
  display: flex;
  height: 90vh;
  max-height: 780px;
  padding-top: 100px;
  padding-bottom: 100px;
  justify-content: center;
  align-items: center;
  background-image:
    @img_5ecc0988e2a6d9360d1792c7,
    linear-gradient(to bottom, rgba(0,
    0, 0, 0.6), rgba(0, 0, 0, 0.6)),
    @img_example_bg;
  background-position: 0px 0px,
    0px 0px, 50% 50%;
  background-size: cover, auto,

```



Video Tutorials

W Page: Home

Video Tutorials

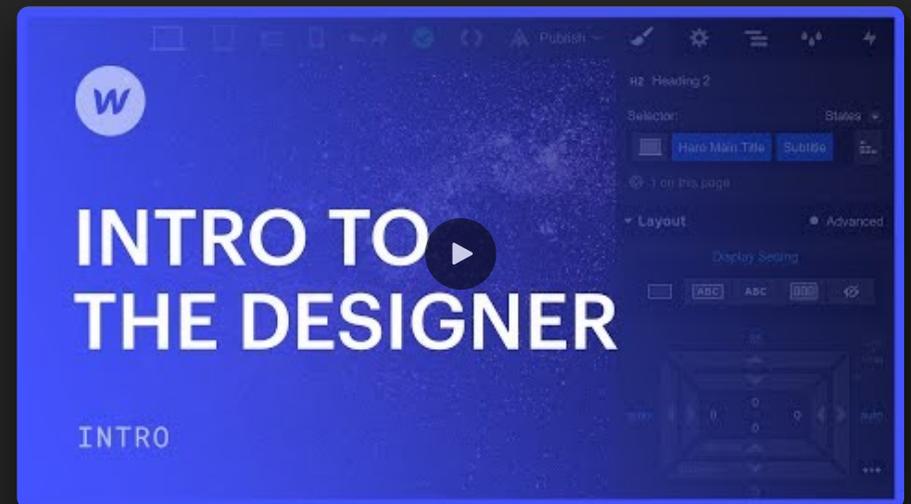
- Intro**
 - Intro to HTML & CSS (3:38)
 - Intro to Designer (2:55)
- Web Structure**
 - The Box Model (1:55)
 - Elements Hierarchy (3:58)
 - Navigator (2:46)
- Element Basics**
 - Element Panel (1:50)
 - Section (4:15)
 - Container (2:45)
 - Columns (2:22)
 - Div Block (3:38)
- Components**
 - Intro to Forms (4:56)
 - Navbar (5:11)
 - Slider (6:48)
 - Symbols (3:48)
- Styling Basics**

YouTube/Webflow University

Spend 30-60 minutes

Start wherever it makes sense for you

<https://youtu.be/O5TdnuUhlgs>



Building a strong Cannabis Brand

Know Your Target Audience

Determining who your product best serves will allow you to tailor your marketing strategy to the right people with meaningful branding and messaging. Brand strategy is a reflection of your organization's mission, vision, and values. If your brand was a person, what would they be like?

What is the Promise of your Brand?

Focus On Education

Because of the scientific nature of many products, it's especially important for brands to inform their audiences on how their products work and how to use them most effectively.

Your brand will only succeed if your products make customers feel better. If customers aren't using products correctly, they won't feel the full effect, which is why it's so important to educate your audience as much as possible.

Authenticity + Transparency

Social Good, give people something they can believe in.
Social Media. Since advertising opportunities are few, is your
brand socially shareable?





zolt.

[account](#)

[search...](#)

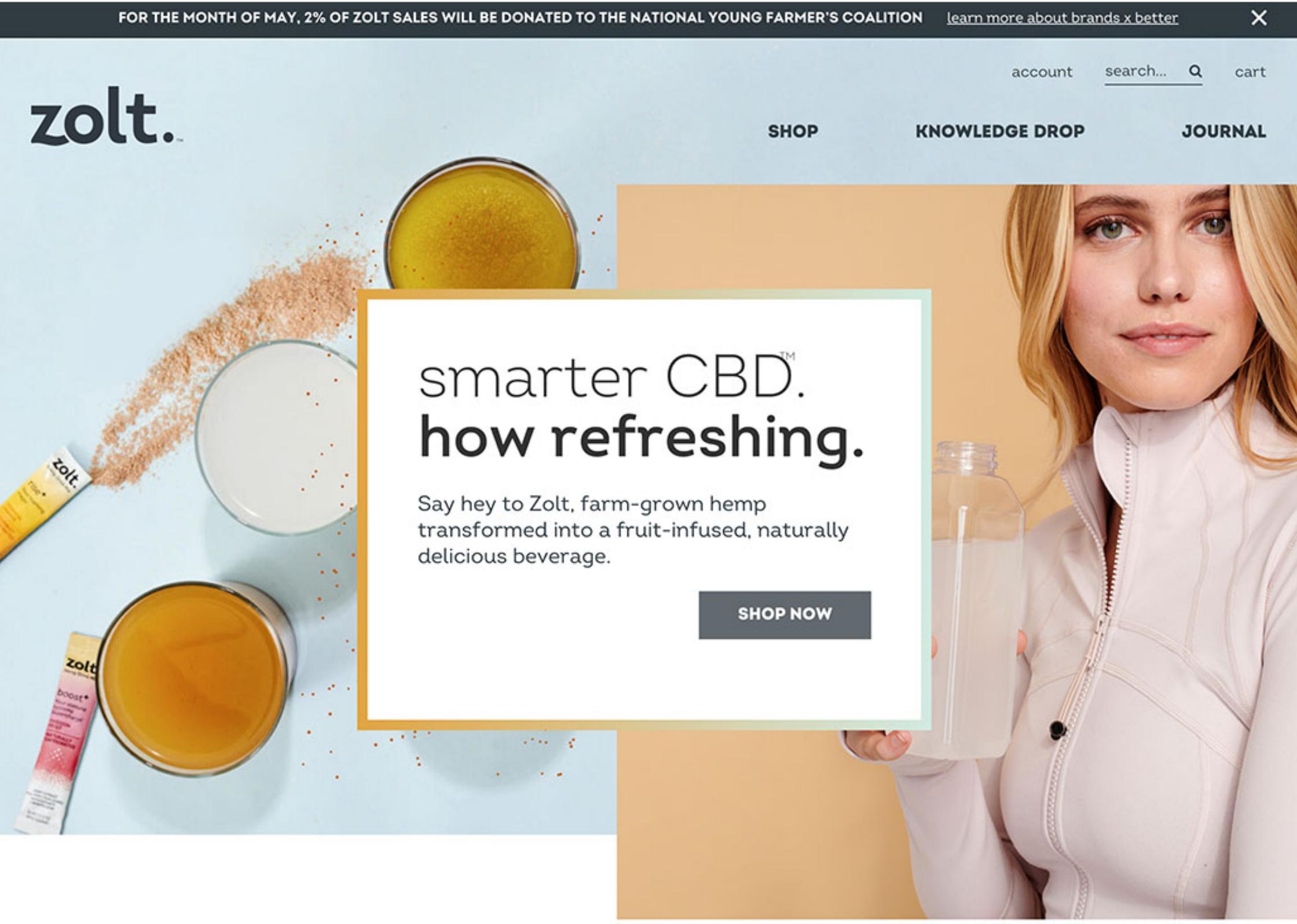


[cart](#)

[SHOP](#)

[KNOWLEDGE DROP](#)

[JOURNAL](#)



smarter CBD.[™]
how refreshing.

Say hey to Zolt, farm-grown hemp transformed into a fruit-infused, naturally delicious beverage.

[SHOP NOW](#)

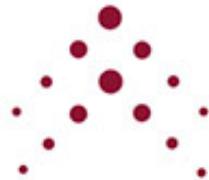
Optimized for maximal absorption, grab-and-go mixie sticks serve up peak performance and just-right energy around the clock (yes, even when you're sleeping).

live your day

PEAK YOU, SUN-UP TO LIGHTS-OUT



rise



boost



dial-up



balance



dreamy



WE'RE BETTER TOGETHER

BRANDS x BETTER

We've joined forces with Brands x Better, a coalition of brands working together to support those affected by COVID-19. Through Brands x Better, we are donating 2% of gross sales to our partners at the National Young Farmers Coalition to help farmers get the resources they need during these challenging times. Supporting young farmers is a no-brainer for us. The future of agriculture and food security is in their hands.

We are also providing you with 15% off sitewide using code **BXB**

SHOP + GIVE

LEARN MORE



shop now

POWER PACKS OF 10



PLANT-POWERED PERFORMANCE

organic adaptogens,
antioxidants &
sweeteners

in effective doses that decrease your sensitivity to external stressors, reduce inflammation, and minimize the damage of free radicals. Vegan and gluten-free.

[EXPLORE INGREDIENTS](#)





consistency is key. so's transparency.

Made from US farm-grown hemp and rigorously third-party tested to ensure quality and purity.

[LEARN MORE](#)

hemp, two ways

Zolt mixie sticks are available in Hemp CBD Isolate and Full-Spectrum Hemp versions. Full-spectrum products include the full range of cannabinoids (<.3% THC), while CBD isolate products contain only CBD, which is one of a range of cannabinoids found in the hemp plant.

[SHOP MIXIE STICKS](#)



easy-as-abc CBD

Performance blend mixie sticks combine with water anytime and anywhere, so you can be at your best all day, every day

[SHOP NOW](#)



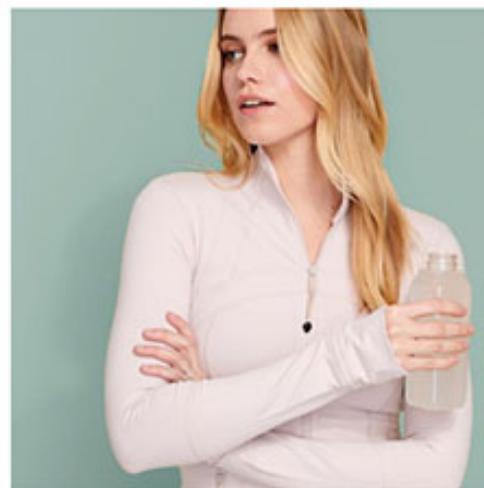
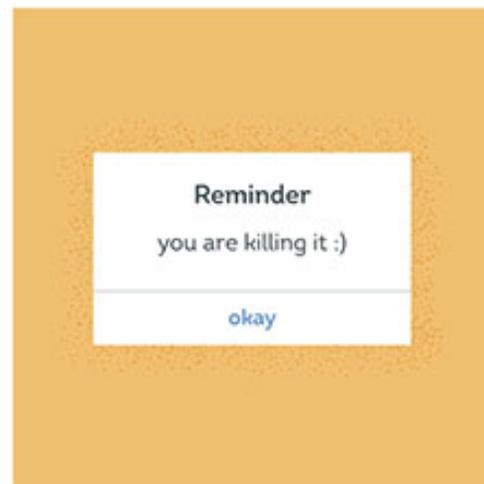
Forbes

“formulated to raise your
baseline performance,
mentally and physically”

[READ MORE](#)



#everydaymade



FOLLOW

  #heyzolt

SIGN UP FOR 15% OFF YOUR PURCHASE!*

Email Address

*One-time use only. By subscribing, you accept the terms and conditions of our Privacy Policy and Terms + Conditions

SUBMIT

zolt.[™]
live the day[™]

SHOP

Shop All
Caffeinated
Caffeine-Free
Sleep-Supporting

LEARN

Plants + Science
Ingredients
Asked + Answered
Track Lab Results
Journal
National Young Farmers
Coalition

NEED HELP?

Contact
Order Status
Shipping + Returns
Privacy Policy
Terms + Conditions

EXTRAS

Press
Wholesale
Brands x Better
Glossary

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<.3% THC

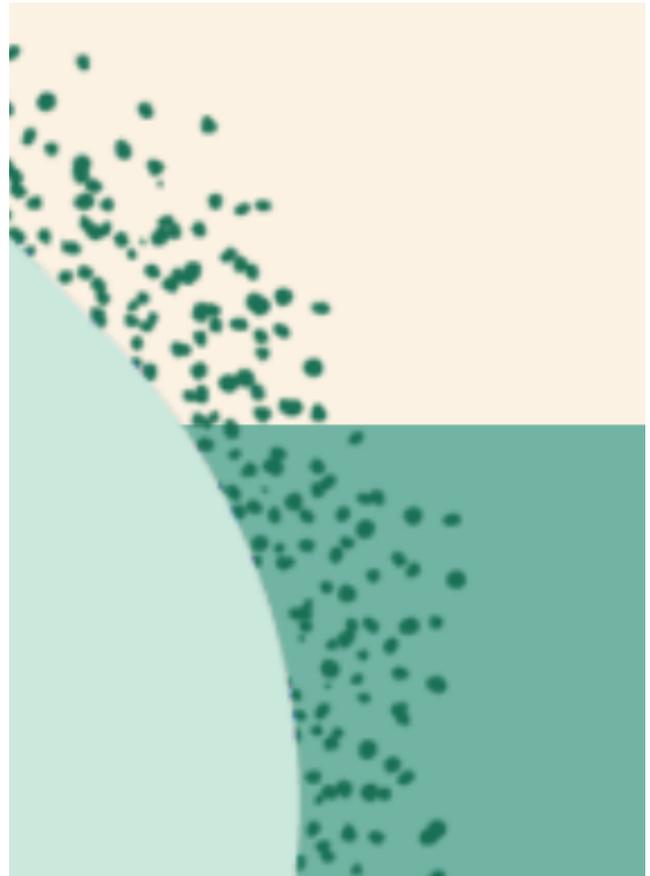


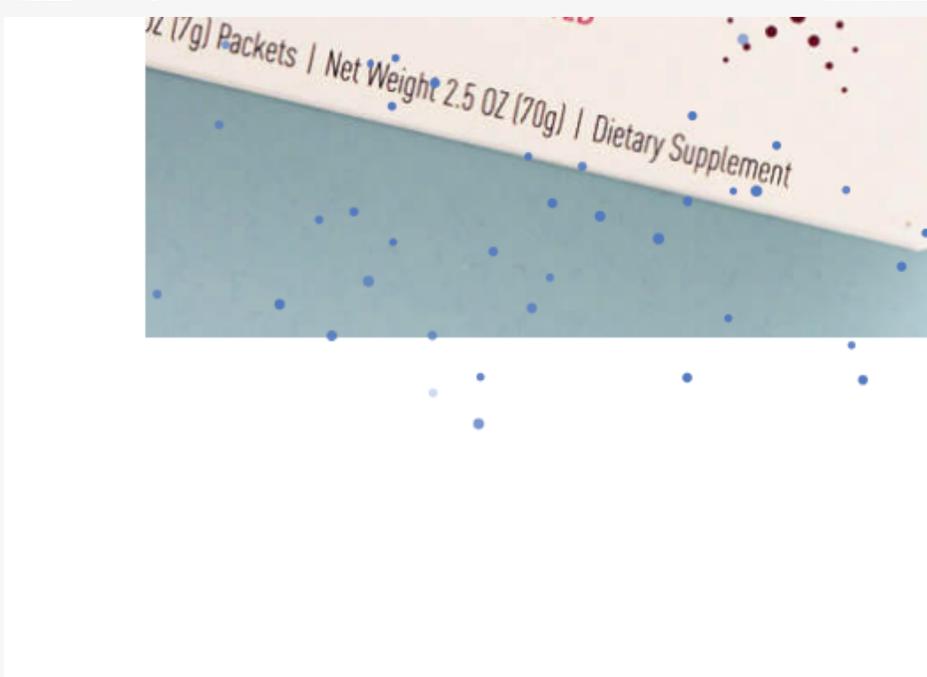
smarter
how ref

Say hey to Zolt, farm-
transformed into a fr
delicious beverage.









balance



dreamy

5x more **effective.** thanks, science!

The more cannabinoids your body is able to access, the greater impact they will have on your mental and physical performance. That's why Zolt is formulated for maximum bioavailability, and is up to 5x more effective than other consumed hemp formats, like CBD tinctures. During the production process, Zolt's hemp is emulsified and atomized so that the molecules become smaller and can more easily pass through cell membranes into your bloodstream, making it easier for your body to quickly and maximally harness its benefits.

hungry for **hemp**

Our brains and bodies are wired for hemp. While modern humans have been consuming hemp since the dawn of the agricultural revolution, both directly as a foodsource and indirectly through the diet of livestock, science has only recently begun examining the vital role of hemp's biomolecules. Discovered only in 1992, the endocannabinoid system that runs throughout our bodies has the sole function of producing and processing cannabinoids, which help our bodies maintain homeostasis

I've never tried CBD before. How should I get started? ↓

What's the difference between CBD isolate and full-spectrum hemp? ↓

Can I build up a tolerance to Zolt? ↓

Why does third-party testing matter? ↓

FILTER BY: **ALL INGREDIENTS** ANTIOXIDANTS



Hemp



Black Tea

Not this...





Leafs by Snoop

Lord Jones



Mirth Provisions



Kiva Confections



A HIGHER CHOCOLATE EXPERIENCE™
KIVA
strength
180
mg THC
MEDICAL CANNABIS
flavor
DARK CHOCOLATE
net wt.
50g (1.7oz)
WARNING: THIS PRODUCT CONTAINS A HIGH LEVEL OF THC. NOT A FOOD. KEEP AWAY FROM CHILDREN.

Whoopi and Maya



Lola Lola



Good Ship

