

Creative Design Brief (Cannabis)

Date: 2/7/19

Contact name and email:

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Describe the business:

Manufacturer of horticultural containers for greenhouse, nursery and retail throughout North America. Horticultural containers refer to the black containers or multi-packs you get when you purchase plants or shrubs from a garden center or through Home Depot.

Existing brand guidelines in place/fonts/colors:

For colors, yes (attached). Fonts should be Neusa Next Std for the headline and Avenir Next for any body copy. I've attached two logos for use.

Any colors that you like/dislike:

The assumption in our business is to make everything green and we do have green in our color pallet. However, of late we've been leaning towards using the browns, red and orange for a more earthy, organic feel. Shy away from the greens if possible.

Scope of project:

We are attending our first cannabis show in Las Vegas. The industry is full of young, hip Millennials and therefore how you communicate to them needs to take their demographic into consideration. This project will be our backdrop for a 10x10 space to be used at multiple shows.

What problem is it solving:

We have a wide assortment of growing container solutions for all types of cannabis growers throughout North America. The focus needs to be on the "grower" and how our containers can help their business thrive.

Who is your audience:

Cannabis growers throughout North America.

Who is your competition:

A lot of growers, especially those new to the industry, are sourcing their containers from China. However, if they don't plan correctly, they could be waiting months for a shipment to arrive. Our facilities are located where their business does business for convenience and cost savings.

(continued)



What's the tone/feeling:

I want it to be clean, modern, fresh and unique – shying away from the typical design choices often associated with the cannabis industry like just putting a large picture of a marijuana plant as the backdrop. It should make them stop and think, not gloss over because the imagery and design has been seen on twenty other booths at the show.

Headline:

Growers know, it's all about the right container.

Branded Tagline:

Manufacturing growing containers throughout North America since 1986

Logos:

Attached.

List all due dates for project:

- **The first show starts on April 1, 2019**
- First proof week of February 25th
- Final delivered March 11th

