



## CBD+me Branding

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## Identity

### Name

Name: CBD+me

For URLs and email: CBDplusme

### Tagline

CBD+me

*Track Your Journey. Impact the World.*

- All capped font for tagline is Bebas Neue Regular
- Lower case font for Tagline: League Gothic

## Key Messages

### Elevator Pitch

The CBD+me community tracks and shares CBD experiences to reveal wellness benefits to consumers around the world.

Key Messages – sentences you can pull directly for content

### Platform Description

- The CBD+me community tracks and shares CBD experiences to reveal wellness benefits to consumers around the world.
- CBD+me allows you to track your wellness journey as you record the effects of canna-based products, helping you to make informed buying and use decisions.

### Tracking/Journey

- Track your wellness journey as you record the effects of canna-based products.
- Join us on the journey to improve the lives of CBD consumers around the world.
- Your personal tracking experiences provide you with insight on gauging how your mind and body are responding to CBD products.
- Set up a profile and goals for you or your loved one, find products you're using and get started on measuring their effects.
- You'll be on the path to exploring improved wellness in no time.



## Sharing

- Share experiences for informed buying and use decisions.
- CBD+me shares real world experiences to those who grow, manufacture and supply canna-based products.
- The CBD+me platform is for anyone interested in sharing product experiences as they pursue their personal wellness goals.
- Advance the science and safety of CBD products by providing valuable feedback to the canna-based community.
- Together, we'll advance the science and safety of CBD products.

## Education

- Your product ratings are rolled up anonymously with those of others in the community to give all members the latest information on what products are most effective for you or your loved one's needs.
- You'll have access to CBD news through our social media, podcasts and blog entries.

## Privacy Messages

- Your personal contact information is concealed; only your experiences are shared.
- If you are interested in taking part in advocacy and CBD product research, you can opt-in to be contacted by canna-based suppliers and researchers.
- If you have downloaded the app by invitation through your CBD product supplier, you may see their logo on the app and your experiences will be shared with your supplier. Your experiences will also be combined with the larger community for science and safety data collection.

## Colors

### Primary HEX colors for CBD+me

Logo uses the first blue and the green color. Secondary blue can be used for accents and non-text elements. Headings may be in the primary or secondary gray, or in black. The grays can be used for non-text elements as well. Buttons on interfaces should be in the orange (not red) to attract use.



coolors

colors.co/164581-1964b0-6abd46-79878f-ef6b30



HEX	#164581	HEX	#1964b0	HEX	#6abd46	HEX	#79878f	HEX	#ef6b30
RGB	22 69 129	RGB	25 100 176	RGB	106 189 70	RGB	121 135 143	RGB	239 107 48
HSV	214 83 51	HSV	210 86 69	HSV	102 63 74	HSV	202 15 56	HSV	19 80 94
CMYK	83 47 0 49	CMYK	86 43 0 31	CMYK	44 0 63 26	CMYK	15 6 0 44	CMYK	0 55 80 6

## Fonts

Spinnaker and Tahoma

### Spinnaker

Spinnaker is an open-source sans-serif typeface. It has slightly wide letterforms and contains some interesting characters such as the a and k. Spinnaker is only available in a single style so it works best as a display face. **Use Spinnaker (or a similar font) for headings and larger text.**

### [Spinnaker](#)

SIMILAR FONTS

### [P22 Underground](#)

### [ITC Johnston](#)

### Tahoma

Tahoma is a humanist sans-serif typeface. It is a standard font released in Windows 95. While similar to Verdana, Tahoma has a narrower body, smaller counters, much tighter letter spacing, and a more complete Unicode character set. The bold weight has a double pixel width, rendering it closer to a heavy or black weight. **Use Tahoma (or a similar font) for standard text.**



[Tahoma](#)

SIMILAR FONT

[Verdana](#)

Logos





## App Graphics

### Registration screens

3 icons

1. Registration page 1 – One icon that represents the following (TRACK):

Text 1. Track your wellness journey as you record the effects of canna-based products.

Text 2: Gain insight on how your mind and body are responding to your CBD products.

2. Registration page 2 – One icon that represents the following (SHARE):

Text 1: Share experiences with the community for better buying and use decisions.

Text 2: Provide valuable feedback to those who grow, manufacture and supply canna-based products.

3. Registration page 3 – One icon that represents the following (IMPACT THE WORLD):

Text 1: Advance the science and safety of CBD products.

Text 2: Reveal wellness benefits to consumers around the world.

### Home screen

5 icons

4. Track
5. Journey
6. Learn
7. Community
8. Catalog

# CBD+me

Track



Journey



Learn



Community



Catalog



Track



Sharing



Impact the world





## Video Script

Track your journey. Impact the world.

Track your wellness journey

Or your loved one's

Share your experiences with the canna-based community

Advance the science and safety of CBD products

And impact the lives of CBD consumers around the world.