

BRAND STYLE GUIDE



CANNDESCENT™

CALIFORNIA

BRAND FOUNDATIONAL MESSAGING



CANNDESCENT™

CALIFORNIA

WHO WE ARE

CannDESCENT is an ultra-premium cannabis company that empowers adults to turn down the noise, unlock the moment, and transform their lives with exceptional products.

WHAT WE BELIEVE IN

Quality in, quality out. Our flower is grown exclusively indoors so we are able to customize and control every part of the process.

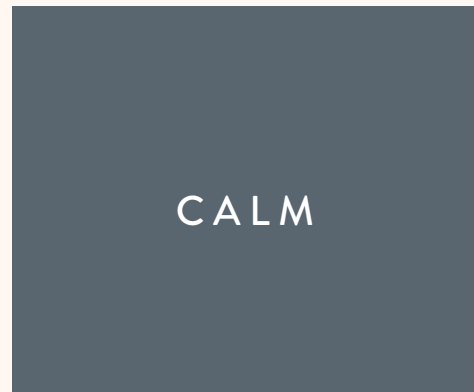
WHAT WE STAND FOR

Cannabis should be approachable for all. We've rejected traditional strain names and streamlined the cannabis experience by asking, "How do you want to feel?" With effects named Calm, Cruise, Create, Connect, and Charge, users are allowed to control and enrich their cannabis journey with five-signature effects that can complement every lifestyle.

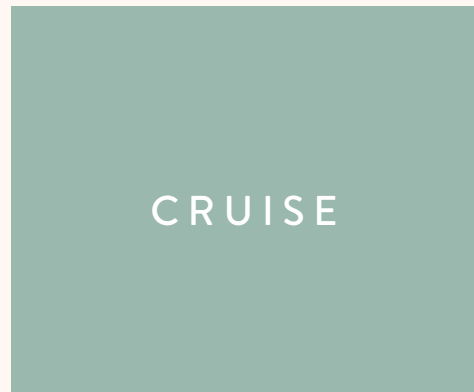
PRODUCT OVERVIEW



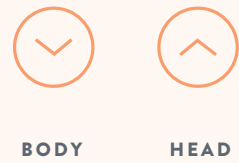
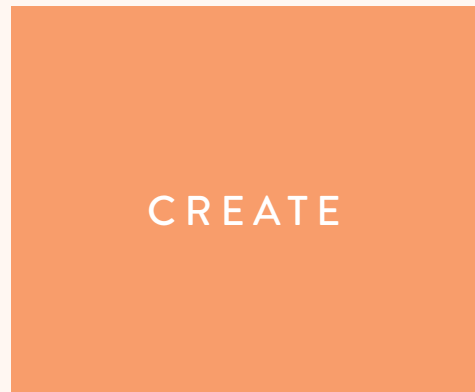
THE 5 EFFECTS



For restful sleep, relaxation or relief, soothe yourself with Canndescent Calm.™



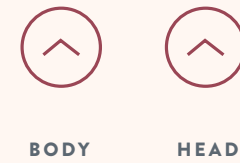
Keep up the pace, relax your mind, and sail through the day with Canndescent Cruise.™



When it's time to paint, jam, code, blog, or game, find your muse in Canndescent Create.™



When it's time to laugh, go out with friends or get intimate, invite Canndescent Connect.™



To get off the couch, take a run, or go out for the night, power up with Canndescent Charge.™

OUR PROCESS

Ultra-premium cannabis products start with ultra-premium flower. We've taken years to perfect our proprietary cultivation process, measuring eight different environmental factors customized by stage and strain to deliver expansive aromas, rich flavors, and consistent experiences.

Start with proprietary genetics

Grow with purified water and organic pest management

Customize the environment by stage and strain

Flush, dry, and cure for 60 days

Pick by the stem, trim by hand, and never touch the flower

Check that flowers glisten, shimmer, and snap

Protect in glass with humidity packs to preserve structure and quality

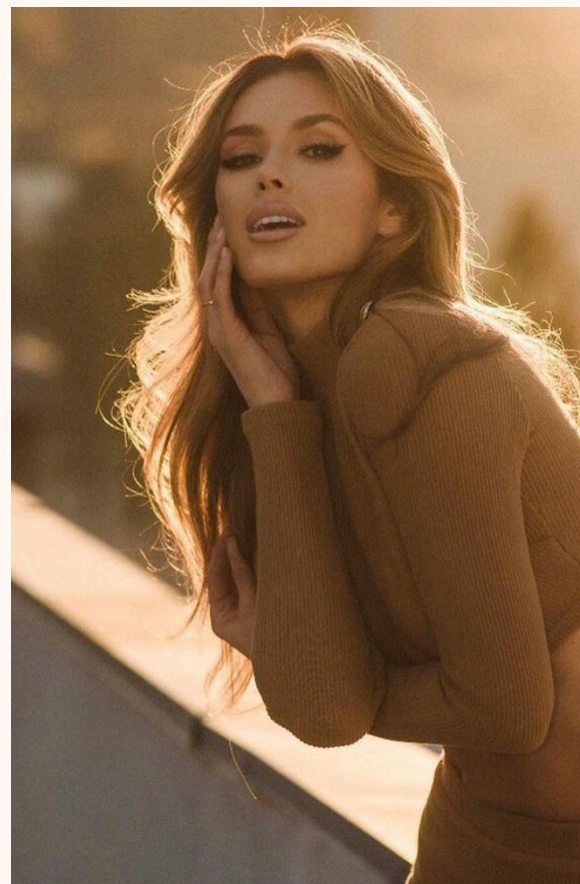
Deliver expansive aromas, rich flavors, and consistent experiences

OUR PROMISE

Control/High Quality Flower *to enrich your life*

Our best buds bring out the best in you. To accomplish this, our flower is grown through a meticulous growing process. Along the way it is also handled by the stem in order to preserve the structure and trichomes on the plant; your buds are never touched by human hands before they get to you.

CUSTOMER SNAPSHOT



Gender: 65% female 35% male

Core demo: 25 - 44

Aesthetic: Pretty and polished.

Mindset: Being their most authentic self.

BRAND TONE OF VOICE AND MESSAGING

REFINED
PASSIONATE
INSPIRED
PURPOSEFUL
TIMELESS

Turn Down the Noise *and* Unlock the Moment

LIFESTYLE

Seasonal and product launch campaigns.

PRODUCT

Effects, Quality, Consistency, Packaging

PROCESS

The Art of Flower

SALES

Demos, Merchandising

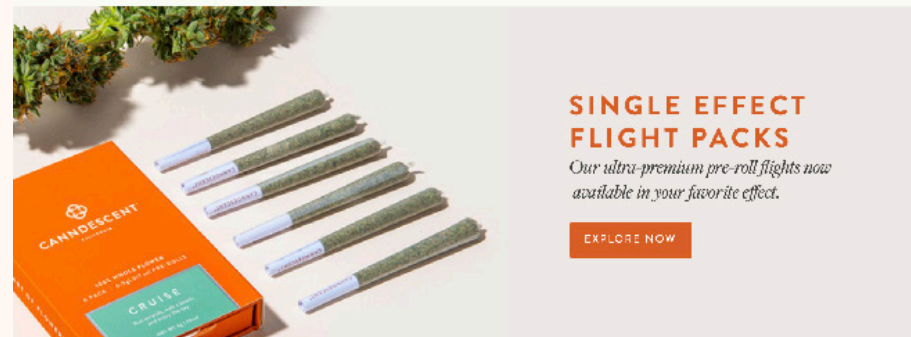
BRAND; DIGITAL



HOW DO YOU WANT TO FEEL?™
CHOOSE AN EFFECT TO CURATE YOUR CANNABIS EXPERIENCE.



[EXPLORE NOW](#)



Single Effect
PRE-ROLLS



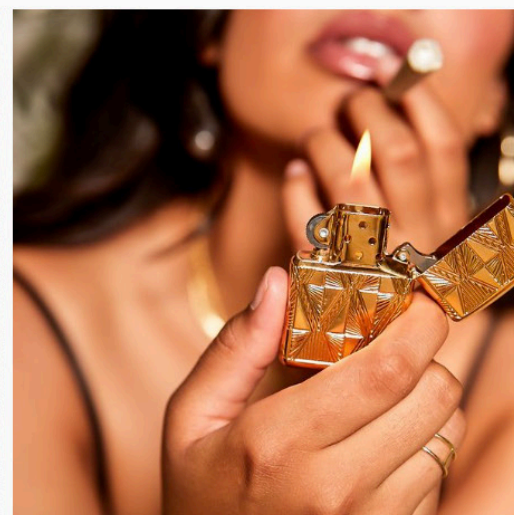
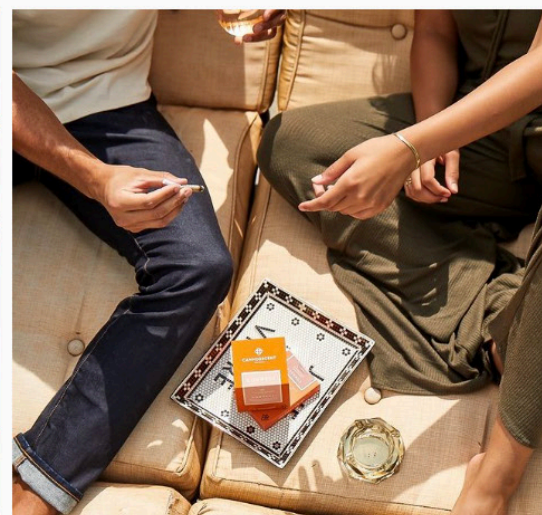
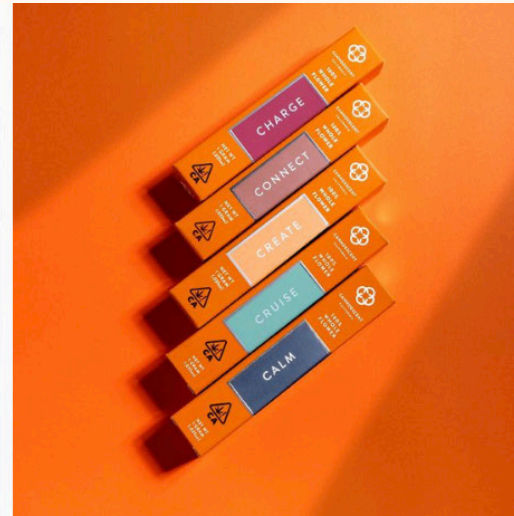
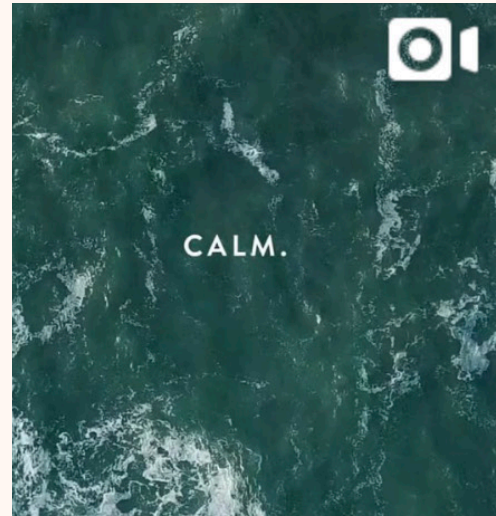
Individually packaged and available in our 5 signature effects.

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cannDESCENT.com

BRAND: SOCIAL



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Brand Guidelines

BRAND: IDENTITY

Identity Wordmark & Icon



Reversed



2Color



FONT: USAGE

PRIMARY

Brandon
ABCDEFGHIJK
abcdefghijk
0123456789

SECONDARY

FreightBigPro
ABCDEFGHIJK
abcdefghijk
0123456789

Brandon Regular
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

Brandon Bold
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

Freight BigPro Book
ABCDEFGHIJK
abcdefghijk
0123456789

Freight BigPro italic
ABCDEFGHIJK
abcdefghijk
0123456789

BRAND PALETTE



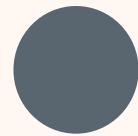
Primary

PMS: 490
Web#: e85e4b
RGB: 0 / 76 / 69



Secondary

PMS: 575
Web#: ffd045
RGB: 255 / 208 / 69



Calm

PMS: 7508
Web#: 4abd98
RGB: 74 / 189 / 152



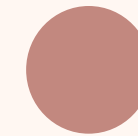
Cruise

PMS: 222
Web#: 78ded4
RGB: 120 / 222 / 212



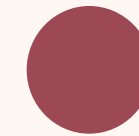
Create

PMS: 7474
Web#: e85e4b
RGB: 232 / 94 / 75



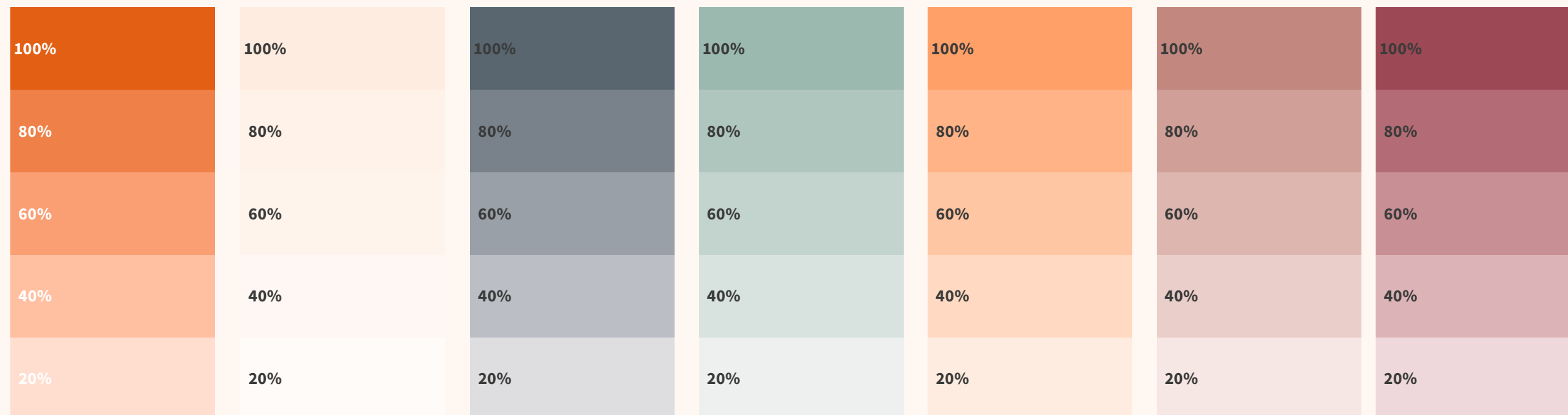
Connect

PMS: 7474
Web#: e85e4b
RGB: 232 / 94 / 75



Charge

PMS: 7474
Web#: e85e4b
RGB: 232 / 94 / 75



Color Tints

In color theory, a tint is the mixture of a color with white, which increases lightness, and a shade is the mixture of a color with black, which reduces lightness. A tone is produced either by the mixture of a color with gray, or by both tinting and shading.

BRAND TYPOGRAPHY

AT CANNDESCENT, WE MARRY THE MASTERY OF CANNABIS
CULTIVATION WITH THE CANVAS OF YOUR LIFE. CHOOSE
AN EFFECT BELOW TO CURATE YOUR EXPERIENCE. THAT IS

THE ART OF FLOWER™

BRANDON GROTESQUE BOLD T-200

How do you want to feel?

FREIGHTBIGPRO BOOK T 0

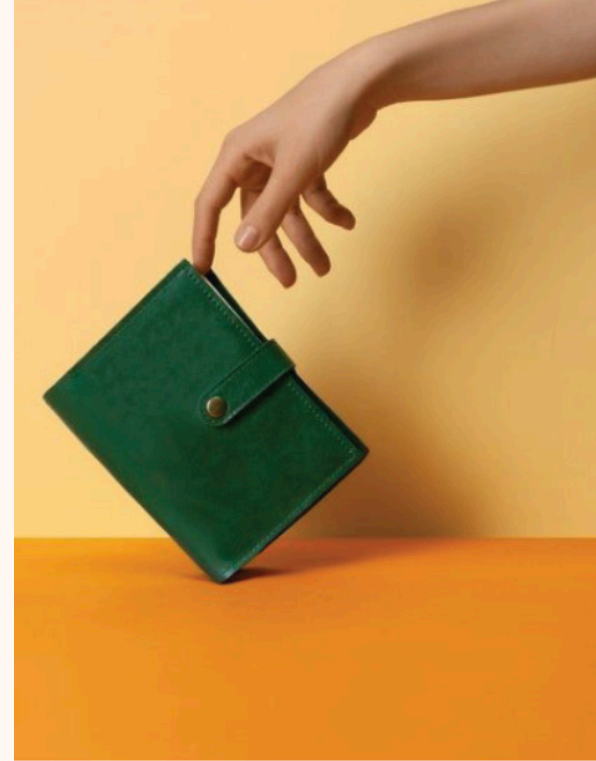
Virgin Cannabis

FREIGHTBIGPRO ITALIC T 60

At CannDESCENT, we marry the mastery of cannabis cultivation
with the canvas of your life. Choose an effect below to curate
your experience. That is the Art of Flower™.

BRANDON TEXT T 50

PRODUCT PHOTOGRAPHY



FLOWER PHOTOGRAPHY



BRAND APPLICATION - SALES

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HOW DO YOU WANT TO FEEL?

CALM CRUISE CREATE CONNECT CHARGE

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PORTFOLIO OF PRODUCTS

1/8 OZ. BOX
Includes one 1/8 oz. jar of quality flower and hempwick.
WHOLESALE - \$24
32 count per case

1 GRAM BOX
Includes one 1 gram jar of quality flower.
WHOLESALE - \$9
50 count per case

100% WHOLE FLOWER

SINGLE PRE-ROLL
Superior quality flower, no scraps and stems.
WHOLESALE - \$7
150 count per case, divided into 6 25-packs per case

PRE-ROLL FLIGHT
Superior quality flower in a 5-effect pre-roll flight.
WHOLESALE - \$26
32 count per case

6-PACK .5G PRE-ROLLS
Convenient grab and go size single-effect packs of 6.
WHOLESALE - \$22
32 count per case

All products come in child resistant & tamper evident packaging

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CRUISE

26-32% TOTAL THC

TOP TERPENES

- LIMONENE**
citrus, orange, lemon
- CARYOPHYLLENE**
cinnamon, cloves
- MYRCENE**
peppery, spicy, hoppy

Cruise strains enhance a low-key vibe with a hint of pick-me-up to keep you sailing through the day. Keep a smile on your face and a song in your head with your favorite CannDESCENT Cruise.

SCENT NOTES


<p>CRUISE 211</p> <ul style="list-style-type: none"> • SOUR AROMATICS / CITRIC ACID • SKUNKY • ROSE • FINISHES WITH DRIED FRUIT 	<p>CRUISE 298</p> <ul style="list-style-type: none"> • WHISKEY • FRESH • GRAPEFRUIT • PUNGENT • WOODY
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CONTACT US NOW TO GET YOUR SUPPLY OF CANNDESCENT CRUISE

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BRAND APPLICATION - EMAIL

Can't see this email? (% web_view %)


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THIS WOULD BE A GENERAL B2C POST ABOUT PRODUCTS, NEWS, ETC.
SUBHEAD GOES HERE



SUBHEAD


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[BUY NOW](#)



  

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CANNDESCENT
CALIFORNIA

THIS WOULD BE A POST HIGHLIGHTING ONE OF OUR 5 EFFECTS






CANNDESCENT EFFECT
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

[BODY](#) [HEAD](#)

[BUY NOW](#)


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[BUY NOW](#)


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CALIFORNIA

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THIS WOULD BE A POST ABOUT OUR FLOWER COMING OUT OF THE GARDEN



THC	TERPENES
26% TOTAL CANNABINOIDS	

CALL TO ACTION

[BUY NOW](#)

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