Inspiration

* <https://www.cultureandcannabislv.com/>
  + Black background
  + Fonts
  + Edgy, artistic style
  + Eryn will provide input on graphic design
* <https://collectiveartsbrewing.com/>
  + Featured content varies by season etc and slides in at the top – may be static or video, depending
  + Edgy, artistic style
* <https://ca.tokyosmoke.com/>
  + Organization and functionality should almost exactly mirror their site
  + Difference is link path – will go to select store and then e-commerce for most things
* <https://dutch.love/>
  + Clean minimalistic design
* <https://avada.theme-fusion.com/classic-shop/>
  + If we were to go with a pre-built site, this is what we would choose
  + Our designer recommends Avada theme

E-commerce

* Dutchie – can introduce to account manager to learn more if needed

Menu

* Cannabis (drop down to locations like Friendly Stranger but with design of TS where there are blocks and it goes horizontally across the screen)
* Deals
* Learning
* Community
* Stores & Hours
* Create account (person icon)
* Search (icon)
* Contact us (form submission)

At the bottom of all screens:

* Stay in touch – good news travels fast and our product moves faster. Be the first to get the smoke signal when we launch and re-stock your favourite products, open up locations near you and make sure you get a spot at our highly sought-after events. You can opt out at anytime! Singing up for promotional Emails is limited to Canadian residents.

Home

* Modeled almost entirely on the Tokyo Smoke site but with an aesthetic more like Cannabis and Culture
* At very top: Start a New Order – CTA button SHOP FOR IN STORE PICKUP – leads to store list and e-commerce site
* Below that, banner like Collective Arts – scrolls after a few seconds
* Like TS, below that, product list, then if you click on one, popup asks for your location and takes you to e-commerce site
* Shop All CTA button like TS leads to same path
* Instead of TS white background, use slightly coloured backgrounds like Collective Arts – Eryn to confirm
* Below, shop by consumption method
* Below, blog feeds for Community and Learning
* Then Shop in Store CTA
* Then Keep in Touch

Learning

* Searchable field w/drop down like <https://growersretailcannabis.ca/education/>

Footer

* FAQ
* Careers
* About Us
* Contact Us
* Instagram