

TOKE TIMES MAGAZINE

Good Times All Around

Featured Brands

Jetty
Mr Moxey
Wyld
and more!

Cannabis Rules

A dive at the rules
and regulations
of packaging



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Exploring Type

A look inside fonts
in branding



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Universal Symbol

TYPE IN CANNABIS PRODUCTS

by Catie Riel

Cannabis consumers cover a wide range of users, from those with medical needs to addicts. The branding of a product highly depends on the target audience and product use. For products aimed for medical users, stoner terminology should be avoided and text should be professional and health benefit focused. Products with high THC content are often branded with bold, powerful display fonts.



Why Type is Important

Typography plays a huge influence on brand identity and consumer impressions. Branding should tell a story and a lot of that storytelling comes from type.

For products grown on family-owned farms, designers are more likely to gear towards classic, serif fonts to convey legacy.

Brands that focus on cleanliness, friendliness, and casual relaxing highs may gear toward sans-serif fonts.



Jetty Pre-Rolls

The brand Jetty, as seen in the image to the left, is a brand that focuses on delivering high quality experiences to each and every user. With such an emphasis on quality, they choose a serif-font. For their logo, they use Phola Diablo Clean.



JETTY™

With such high competition in the cannabis industry, consistent typography reinforces visual identity and brand recognition. However, it is important to keep legibility prioritized over stylization.

Rules & Regulations

The cannabis industry comes with strict regulatory guidelines and laws. Product labels consist of 2 parts: the **primary** and **informational** panel. Primary labels are eye-catching and are the first thing customers see. This is the part of the product on display in stores. Display fonts are used for these types of labels. They are used in small quantities but large sizes. These fonts are more eye-catching than text fonts and are used to emphasize things.



Breez Cannabis Mints

Information panels are parts of a label that contain information relevant to the product, such as ingredients, nutritional information, how to use, etc. Text fonts are used for these types of labels. The text content of these products are also highly regulated.

The laws and regulations vary state to state. In Massachusetts, the Cannabis Control Commission strictly excludes fonts other than Gotham and Calibri in product branding. Designs and phrases that may be attractive to children are strictly prohibited in California. No imitations of candy labels. Usage of the word "candy" or anything similar is also prohibited.

“ Cannabis products that could be attractive to children are prohibited

”

-Department of Cannabis Control California

Commonalities

Cannabis products tend to have at least 2-3 different fonts. This may include the brand name, product name, and product information. Some common features seen in the type choices include usage of bold, all caps, green and white text color, and sans serif fonts. Green is commonly used because— you guessed it, it's the color of marijuana.



Wyld Cherry and Apple Flavored Edibles



West Coast Cure
Sativa Mix Joints

Sans Serif Fonts
All Caps
Bold



Mr Moxey's
Artisan Mints

About the Editor

I am a student currently studying Design at the University of San Francisco with a minor in UX/UI. I plan to graduate in Spring 2027. I was born and raised in Los Angeles, living in both Lancaster and Valencia. When I'm not in school, you can catch me exploring the city, basking at the beach, or in the pit of a metal concert.

I've been interested in the creative field since I could hold a pencil. As a designer with a passion for social justice, I aim for creative solutions with interdisciplinary collaboration. From time to time I also enjoy dabbling in creating physical pieces. I want to address issues with a focus in human-centered design and empathy.

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