

## Identity Design Proposal for Nutritional Traditions

20 November 2015

### Client Needs

Nutritional High wants to establish itself as a health food brand within the emerging recreational cannabis industry, targeting a more affluent and health-concerned consumer than the traditional or stereotypical marijuana user. To this end, Nutritional High is launching a whole hemp extract supplement line under the brand "Nutritional Traditions", legal in all 50 states, but promising some of the health benefits of medical marijuana (more specifically, of CBD).

The Nutritional Traditions identity (logo mark, typography etc.) needs to speak to a young, active, professional consumer, steering away from "stoner" or psychedelic visual culture. Rather, the identity needs to convey a near-

pharmaceutical trustworthiness and legitimacy, in step with the transforming public perception of cannabis itself. At the same time, Nutritional High's key value proposition is in delivering cannabinoids, so an effective design will convey that Nutritional Traditions belongs to a marijuana infusion company.

The logo also needs to be flexible enough to work on small, uneven surfaces like pill capsules, and food products, as well as in large format for online presence or advertisement.

Along with identity design, Nutritional High also needs labels made for its first product launch.

### Recommended Solution

Clean, contemporary and iconic branding for the Nutritional Traditions line will allow Nutritional High to capture some of the lucrative new market for legal, safe cannabis products. Logo and packaging design for Nutritional Traditions should emerge from an analysis of this target market/consumer. I recommend starting with a needs analysis session to identify key competitors, different customer types, and product placement plans. We have already started the content planning process for the pill bottle labels, so after needs analysis the design phase can begin right away.

### Fee Summary

<b><u>Deliverables</u></b>	<b><u>Total</u></b>
Identity design	
Bottle label x2	
Folding package slip	
	\$5,000