

# PROJECT PROPOSAL



REBRANDING GREEN HAUS WELLNESS

PRESENTED TO  
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# AGENDA



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# WE HELP CANNABIS BUSINESSES SUCCEED



Elevating Cannabis Brands  
Through Innovative E-commerce Solutions &  
Content Design Experts



# ABOUT US



We're more than just a marketing agency. We're your partner in cultivating a thriving cannabis business for more than 3 years now. From planting the seeds of your brand identity to nurturing your online presence, we're here to help you reach new heights.

Our team of creative experts specializes in crafting stunning designs, compelling content, and effective strategies to elevate your brand and captivate your audience.

Elevating Cannabis  
Brands with Innovative  
E-commerce & Content  
Design.



WE WANT TO MAKE A BRAND THAT WOW CUSTOMERS

# GREEN HAUS WELLNESS

Green Haus Wellness is a renowned CBD store in Austin, celebrated for its commitment to offering only the highest quality products. Their dedication to customer satisfaction is evident in their knowledgeable team, who are always ready to assist customers in selecting the right products and addressing any concerns.

By prioritizing third-party testing, Green Haus Wellness ensures that their oils, creams, tinctures, and vapes are safe, properly formulated, and meet the highest industry standards. Their competitive pricing on premium full-spectrum CBD oil positions them as a top choice for Austin residents seeking effective and affordable CBD solutions.



# REBRAND DRIVE PROFIT



## Introduction

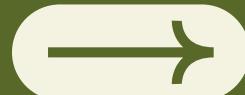
Upleaf Media is thrilled to propose a comprehensive rebranding strategy for Green Haus Wellness. Our goal is to elevate your brand identity, enhance your online presence, and ultimately drive sales and customer loyalty.

## Understanding Green Haus Wellness

We've carefully analyzed Green Haus Wellness's current brand positioning and identified key strengths:

- High-quality products: A commitment to offering the finest CBD products.
- Customer-centric approach: A focus on providing exceptional customer service.
- Local expertise: A deep understanding of the Austin market.

# STRATEGY



## Proposed Rebranding Strategy

To further strengthen Green Haus Wellness's brand, we propose the following:

### 1. Brand Identity Development

We will elevate your brand's identity by refining its mission and vision to align with your long-term goals. We'll develop a consistent brand voice and tone that reflects your brand's personality and values. Finally, we'll create a modern, memorable logo design that reflects the premium nature of your products.

### 2. Website Redesign

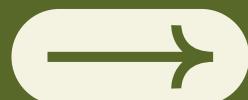
We will create a user-friendly website optimized for mobile devices to reach a wider audience. Your products will be showcased with high-quality images and detailed descriptions, providing a seamless shopping experience. To facilitate online sales, we'll implement a secure and reliable e-commerce platform. Finally, we'll optimize your website for search engines to increase organic traffic.

### 3. Packaging Design

We'll design eye-catching packaging that reflects the premium quality of your products. This packaging will be consistent with your new brand identity and messaging. Clear and concise product information will be included on all packaging.



# TIMELINE



We anticipate completing this rebranding project within 5-8 weeks. This timeline includes brand identity development, website redesign, and packaging design. We'll work diligently to ensure a smooth and efficient process, delivering a refreshed brand that elevates Green Haus Wellness in the Austin market.

## Phase 1

### **BRAND IDENTITY DEVELOPMENT (1-2 WEEKS)**

We'll develop a clear brand mission, vision, and core values, define the brand's personality and communication style, and visualize its aesthetic through mood boards.

## Phase 2

### **WEBSITE REDESIGN (3-4 WEEKS)**

We'll plan the website's structure and navigation, create visual wireframes, and develop the website's visual design, including color scheme, typography, and imagery.

## Phase 3

### **PACKAGING DESIGN (1-2 WEEKS)**

We'll generate initial packaging design concepts, refine the design considering material, color, and typography, and oversee the printing and production process.

## Phase 4

### **DELIVERY (1 WEEK)**

Delivery and revisions will take approximately one week.

# CAST STUDY 1: SPRUCE

# PACKAGE DESIGN & WEB DESIGN

We've had the pleasure of collaborating with Spruce to create visually stunning packaging and a user-friendly website that embodies their brand identity. Our designs highlight the natural and potent qualities of their CBD products, reflecting their commitment to providing relief and empowering individuals to live life to the fullest.

## Our Website for Spruce



# CAST STUDY 2: TRILOGENE

# WEB DESIGN

We've partnered with Trilogene Seeds to create a website that showcases their commitment to innovative cannabis breeding. The website highlights their award-winning genetics, emphasizing the potency and versatility of their feminized hemp seeds. By leveraging cutting-edge technology, Trilogene Seeds is revolutionizing the cannabis industry, and we're proud to be a part of their journey.

## Our Website for Trilogene



### Blog posts

October 1, 2024 | Dr. Oussama Badad PhD  
**TETRAPLOID VS DIPLOID VS TRIPLOID: WHAT'S THE DIFFERENCE?**

Modifying the genetics of plants has been done for decades to improve harvest times, yields, quality, and resilience. However, because cannabis cultivation has been illegal until recently, the industry is a bit behind. In this article, we cover one of...

[Read now >](#)

October 1, 2024 | Dr. Oussama Badad PhD  
**FEMINIZED CANNABIS SEEDS AND WHAT TO KNOW**

Due to new regulations and legalization, cannabis cultivation is undergoing a revolution of genetic modification in an effort to deliver the best quality product to consumers. One of the most accessible ways to benefit from advancements in genetics is using...

[Read now >](#)

September 30, 2024 | Dr. Oussama Badad PhD  
**HOW TO GROW CANNABIS AT HOME**

If you've ever wanted to grow your own but don't know where to get started, our home cannabis cultivation guide is the perfect place to start. While perfecting the art of growing cannabis can take years and is incredibly complex...

[Read now >](#)

[See more >](#)

**NAMED TOP 10 AGRICULTURAL BIOTECH COMPANIES 2022**

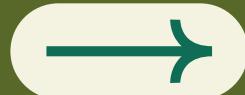
Ultra Pink 3N Triloid CBD Seeds  
\$42.50 - \$700.00  
\$30.00 - \$350.00

[Choose options](#)

**JENNIFER WYSOCKI**  
**COMPLIANCE MANAGER**

Jennifer's critical role as Compliance Manager ensures that all Trilogene Seeds' products meet our rigorous standards and those of governing entities. She is passionate about educating others on the versatility of hemp. Jennifer believes in promoting awareness to facilitate positive change towards our health, innovative industrial and sustainable-living practices, and protecting the environment for future generations.

# READY TO GET STARTED?



Let's elevate your cannabis brand together. Contact us today to discuss your project and receive a tailored proposal.

## Dylan Harkins

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# THANK YOU

We appreciate you taking the time to review our proposal. We're excited about the opportunity to collaborate with Green Haus Wellness and help you achieve your business goals.

Please don't hesitate to reach out if you have any questions or would like to discuss this further. Thank you,

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