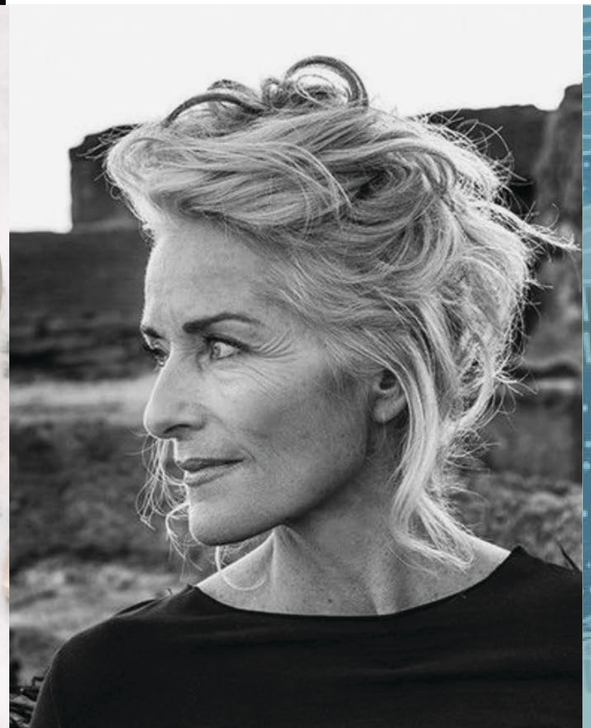
ArthroCBD™

BRANDING MOOD BOARDS

MEDICINAL CBD LIQUID GELS

KEYWORDS

Optimistic | Reliable | Active | In control | Savvy | Smart | Responsible | Authoritative | Credible | Trustworthy Clinical | Clean | Data and science driven | Research based | Clinical | Healthy | Scientific | Approachable | Empathic | Modern



#WEBELIEVE

In clinical medicine and human health and in focusing on providing the consumers with trustworthy cannabinoid products.

BRANDING APPROACH.

A MEDICAL approach will present the product as comparable to pain medicine. Some references of this type of approach are Aleve, Motrin, Advil, etc. This type of packaging can be clean and simple but there is more complex information that needs to be presented to the consumer in an organized way. Purchase impulse for this type of packaging is created with bold and colorful graphics but also by presenting sophisticated data in a clear and straightforward way.

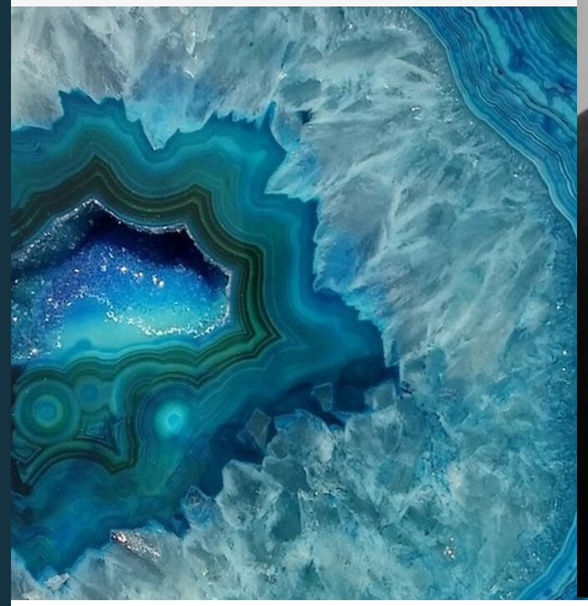
THE MEDICAL APPROACH

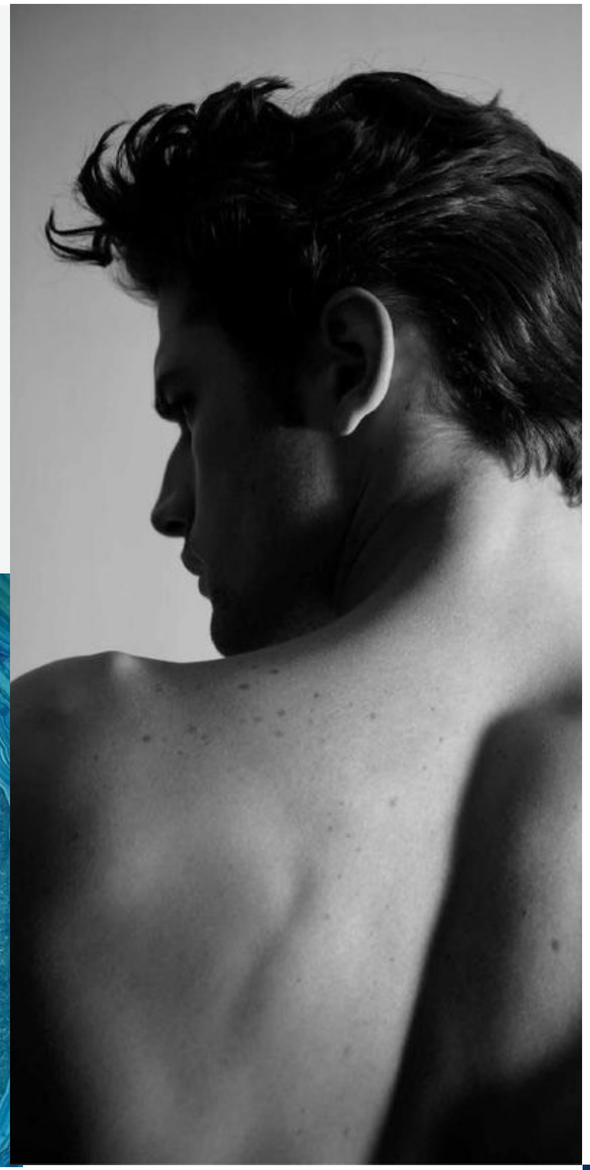
02

DIRECTION 1

MEDICAL
APPROACH.

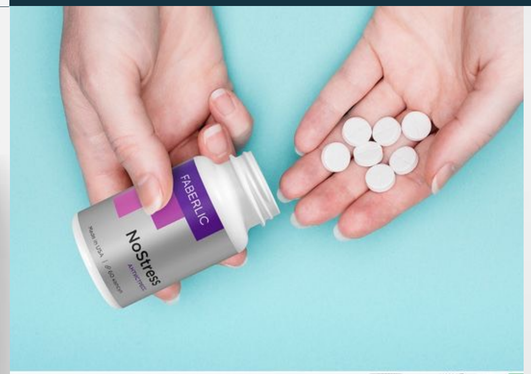
- **Tone:** Informative, authoritative, credible, reliable, scientific
- **Colors:** Corporate colors such as blues, silver, white, gray and blue-green turquoise
- **Fonts:** Combo of serif and sans serif
- **Visuals:** Color blocks, white space, icons, charts, type





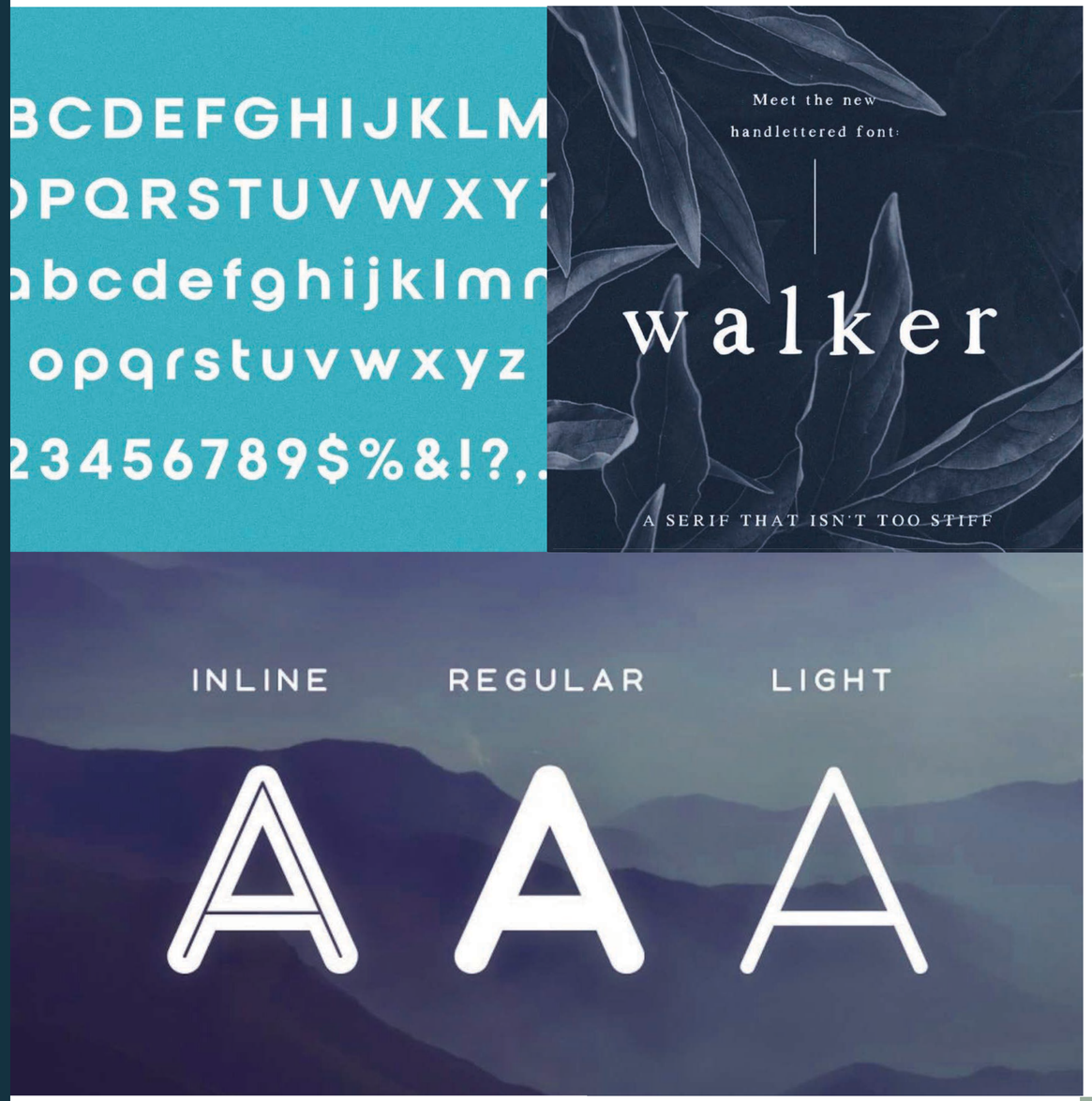
MEDICAL
PACKAGING
INSPO BOARDS

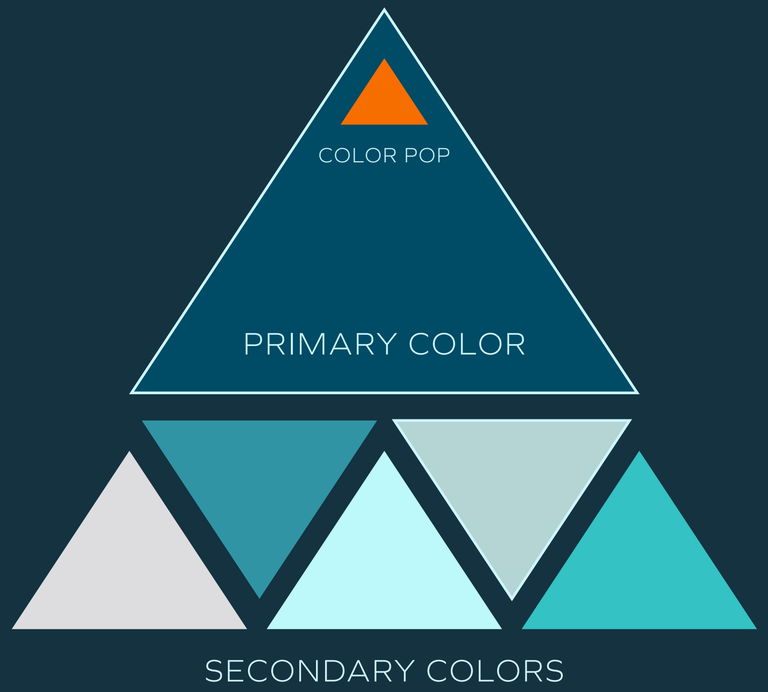
Informative, authoritative, credible, reliable, scientific



MEDICAL

FONTS.





MEDICAL COLOR PALETTE.

CORPORATE COLORS SUCH AS BLUES, SILVER, WHITE, GRAY AND BLUE-GREEN TURQUOISE

crème
DE MINT