



OptiCann®

LOGO
MOOD
BOARDS

M E D I C I N A L C B D P R O D U C T S



KEYWORDS

Medicinal, clinical, professional, proven, safe, reliever, effective, tested, science-backed, long-lasting, trusted, providing educated choices, data backed products, uplifting, positive



#WEBELIEVE

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



MARKET ANALYSIS.

The global legal marijuana market is valued at USD 17.7 billion in 2019 and is expected to expand at a significant CAGR of 18.1% over the forecast period.

The rise in the legalization of marijuana in various countries is one of the key factors driving market growth. The use of cannabis for medical purposes is gaining big momentum worldwide.

Medical marijuana is used for the treatment of chronic conditions, such as cancer, arthritis, and neurological conditions, such as anxiety, depression, epilepsy, and Parkinson's, and Alzheimer's disease. Such a wide scope of application is anticipated to bode well for the product demand.

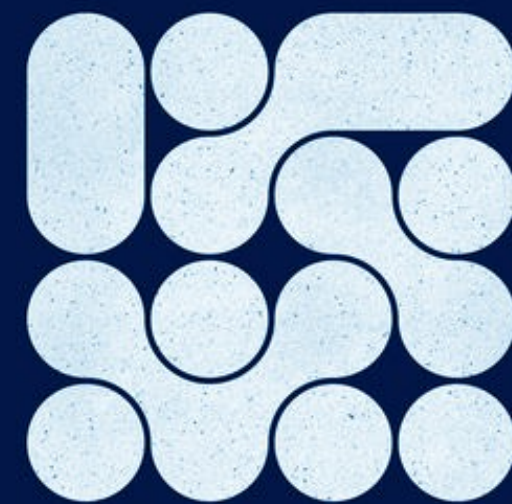


01

SCIENTIFIC ICON.

Iconic language reinforces brand recognition and communicates messages quickly. Icons are clear, simple and have a visual pace that is direct.

Incorporating a scientific inspired icon into the logo would simplify communication, grab customer's attention and quickly communicate the main feature of the product.



SCIENTIFIC INSPIRED FONTS.

San Francisco
Proxima Nova
Lato
Nexa
Open Sans
Montserrat
Playfair Display
Roboto

Roboto

SUNGLASSES

Self-driving robot ice cream truck

Fudgesicles only 25¢

ICE CREAM

Marshmallows & almonds

#9876543210

Music around the block

Summer heat rising up from the boardwalk

Lato

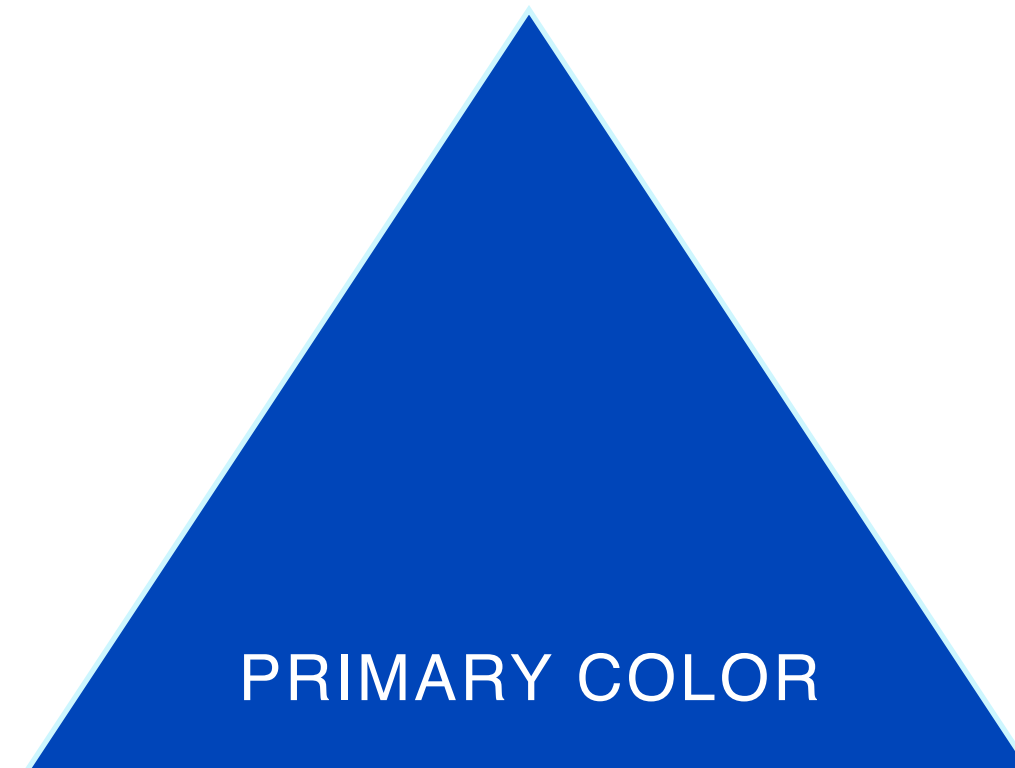
Lorem Ipsum is simply dummy text.

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

MONTSERRAT HAIRLINE
MONTSERRAT ULTRA LIGHT
MONTSERRAT LIGHT
MONTSERRAT REGULAR

MONTSERRAT SEMI BOLD
MONTSERRAT BOLD
MONTSERRAT EXTRA BOLD
MONTSERRAT BLACK



SECONDARY COLORS

SCIENTIFIC COLOR PALETTE

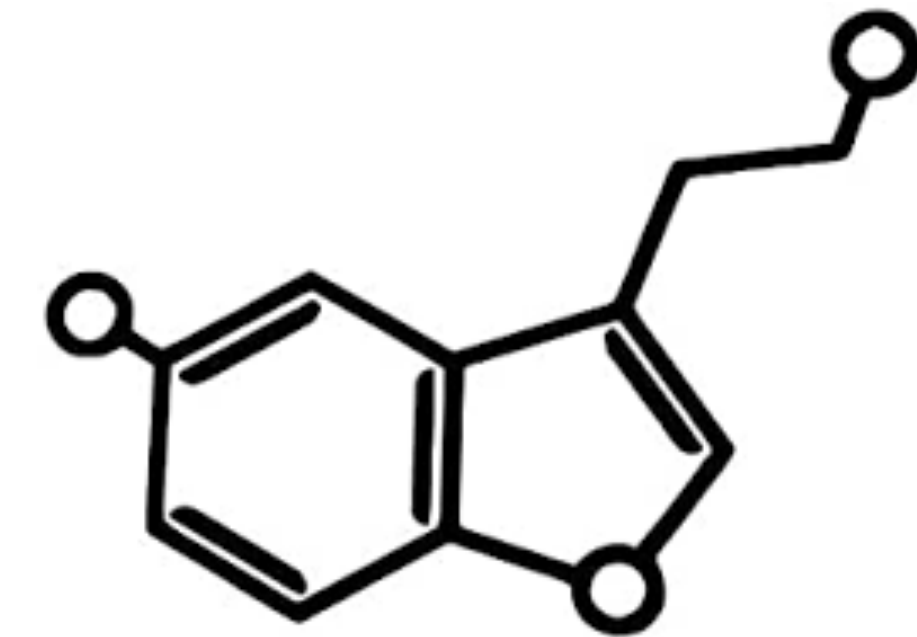
HUNTER GREEN, LIME GREEN, SEA FOAM
GREEN AND LIGHT GRAY



GENERATIVE ANALOGY

SCIENCE meets MEDICAL

We will use a scientific icon that is clean and simple as the serotonin molecule. This icon will work wonderfully with a sans serif and maybe italicized typography similar to the one used for the highly recognized brand TYLENOL



TYLENOL®

LOGOS

LOGO 1 HEALTHY MOVEMENT ICON.

CORE MESSAGE: Uplifting, positive, safe, relief

FONT: KELLER sans

ESTHETICS:

- The principal objective of the logo is to show you what the product *does*. In this case “we make you healthy” is the core message, thus to show a healthy body in the logo communicates the message in an effective way.
- While this icon and font are humanistic and engaging, the simplicity of the composition makes the logo memorable.

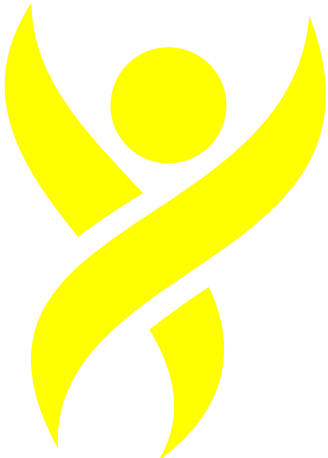


ORIGINAL LOGO 1

OPTION 1B



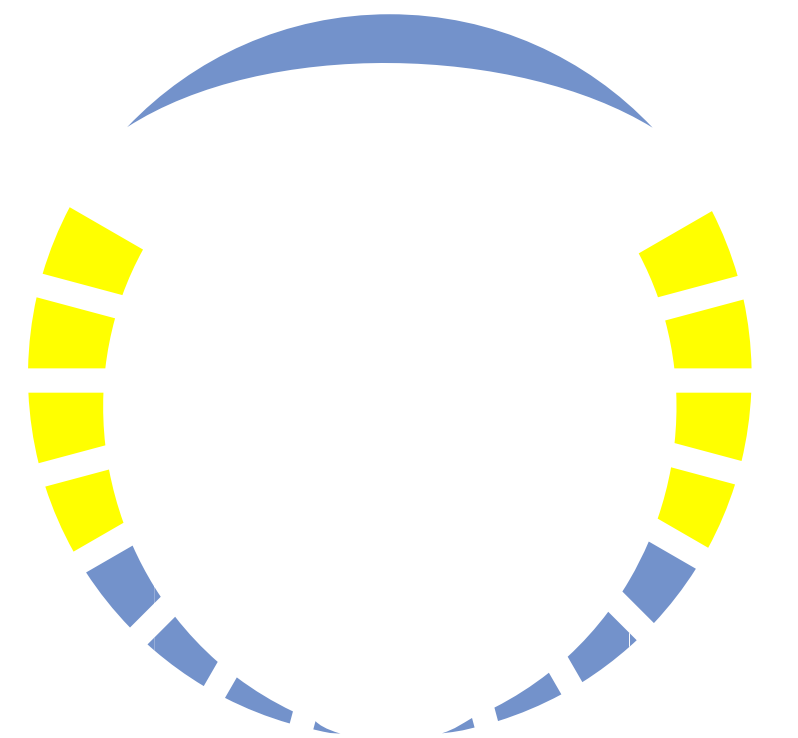
OPTION 1C



OPTION 1D



OPTION 1E



LOGO 3

FUNCTIONAL FLOW.

CORE MESSAGE: Easy, relief, trusted

FONT: Open Sans

ESTHETICS:

- The “O” is cleverly replaced with a form that communicates ease and flow. Movement is conveyed with a gradation of circles and curves to represent a healthy body that is free and unrestricted. The type treatment is rendered more simply to balance the focus on the icon.
- This logo looks friendly and approachable while still feeling bold and trustworthy.



ORIGINAL LOGO 3





 OptiCann®

 OptiCann®

crème
DE MINT