BRAND GUIDELINES
MISSION

To provide Californians with the facts they need to make safe and informed choices. By sharing science-based information, CDPH is working to increase awareness about cannabis and how it affects our bodies, minds and health.
THE BRAND

As the name suggests, Let's Talk Cannabis is designed to encourage discussion about legal cannabis use. Using a friendly conversational tone, the brand will deliver clear information that all Californians can trust and reference when it comes to legal cannabis use. As the official cannabis education campaign by the California Department of Public Health, this brand seeks to be relatable to all Californians so that important information is delivered and received by a broad audience.

Let’s Talk Cannabis is:
• A science-based brand
• A resource for Californians seeking health information
• A resource for factual information about cannabis in California
AUDIENCE

Let’s Talk Cannabis is designed to appeal to all Californians and delivers information relevant to anyone interested in learning more about the new cannabis law. In addition, Let’s Talk Cannabis delivers information targeted to four specific audiences:

1. **Adults**: Californian adults who currently use cannabis or are interested in using cannabis.

2. **Parents and Mentors**: California adult parents who have children or mentors who interact with children that want to prevent their children from using under age.

3. **Pregnant and Breastfeeding Women**: California adult mothers who are breastfeeding or pregnant and are unaware of the risks/dangerous of cannabis use while pregnant and/or breastfeeding.

4. **Health Care Providers**: Primary care physicians and/or Ob-Gyn professionals who have patients that may ask for advice about marijuana use.
Let’s Talk Cannabis focuses on providing information and education in a clear and relatable manner. Ultimately, the brand wants adult audiences who are planning to use marijuana to understand what is legally allowed and what health effects they may or may not face if they choose to use. By ensuring the law is clearly understood, Let’s Talk Cannabis also aims to prevent and delay youth from using cannabis.
VERBAL EXPRESSION

How the brand engages in the real world is shaped by a combination of Tone and Messaging, which together is the brand’s Verbal Expression. Tone is HOW Let’s Talk Cannabis speaks whereas Messaging is WHAT the brand says. Simply put, Tone is the style and Messaging is the content.

As the brand name suggests, Let’s Talk Cannabis’s Verbal Expression strategically takes on a conversational tone in all forms of communication. This allows for information-rich messages to be easily understood and received by the targeted audiences.

In addition, the range of the brand’s targeted audiences requires slight variations in it’s Verbal Expression. The Do’s and Don’ts section below highlights how the brand’s Verbal Expression can adjust based on the specific targeted group.

TONE

The Let’s Talk Cannabis tone can be described using human characteristics that guide the overall personality behind the messaging. Below are some descriptors of the brand’s tone:

• Conversational
• Straightforward
• Colloquial
• Non-Judgemental

MESSAGING

There is not one set formula for creating messaging; however the ultimate goal is to communicate clear, scientifically-based information that builds trust among Californians to become the go-to resource for Marijuana information. Communication should:

• Be relevant
• Be specific and accurate
• Be easily understood (5th Grade Reading Level)
• Be trustworthy
TALKING ABOUT CANNABIS

While the brand will usually use the term “cannabis,” we recognize that Californians may use other terms. The below terms are acceptable substitutes for when referring to “cannabis” to align with the brand’s strategy to be relevant and conversational.

• Marijuana
• Pot
• Weed
• Bud

While Let’s Talk Cannabis strives to be conversational, the brand must also be clear and understandable. The below terms are not considered acceptable substitutes as they are too colloquial in nature and not regularly used by all of Let’s Talk Cannabis’ audiences.

• Kush
• Trees
• Ganja/Ganga
• Dope
• Skunk
• Reefer
• Mary Jane
• Chronic
**VERBAL EXPRESSION**

Below are examples of how to communicate using the brands Tone and Messaging.

**Targeted Groups Key:**
- (A) = Adults / (P) = Parents / (PBW) = Pregnant & Breastfeeding Women / (HCP) = Health Care Providers

<table>
<thead>
<tr>
<th>Do’s</th>
<th>Don’ts</th>
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| **DO use a conversational tone.**  
Communicate like this: You probably have lots of questions about the effects of weed. We can answer some of those questions, but it’s also a good idea to talk to your doctor.  
*Best suited for the targeted group(s): (A) (P) (PBW)* | **DON’T use rigid or dull language.**  
Don’t communicate like this: Marijuana is a mind-altering (psychoactive) drug. Consult your primary health care provider about the safety of continued use. |
| **DO use straightforward and easily understandable language.**  
Communicate like this: Using cannabis daily can lead to changes in your brain. Research shows that when young people use cannabis, their memory, learning and attention are harmed.  
*Best suited for the targeted group(s): (HCP)* | **DON’T use wordy and overly complex language.**  
Don’t communicate like this: Regular or intermittent use of marijuana can be psychoactive with persistent usage causing neuropsychological decline. The chemical delta-9-tetrahydrocannabinol effects domains of functioning with temporary neurotoxic effects. |
| **DO use language that is ordinary, familiar, and colloquial, when possible.**  
Communicate like this: Wondering if you can use marijuana for medical reasons? Talk to your doctor about it, people with certain medical conditions can get a recommendation.  
*Best suited for the targeted group(s): (A) (P) (PBW)* | **DON’T use overly formal language.**  
Don’t communicate like this: Medical use of marijuana (“medical marijuana”) is somewhat controversial. In the United States, current FDA-approved medications containing synthetic THC are dronabinol (Marinol capsules, Syndros liquid) and nabilone (Cesamet). These drugs are prescribed as appetite stimulants in AIDS patients and for chemotherapy-related nausea and vomiting. |
| **DO use objective and non judgemental language.**  
Communicate like this: The cannabis available today has much higher tetrahydrocannabinol (commonly referred to as THC) concentrations than cannabis from years ago. When it comes to edibles, it can affect everyone differently. If you choose to use, remember not too much, too fast.  
*Best suited for the targeted group(s): (A) (P) (PBW) (HCP)* | **DON’T use judgmental, belittling or critical language.**  
Don’t communicate like this: When you make the mistake of over using marijuana there will be consequences. Once you educate yourself on the risks of cannabis use, you will find overuse will cause: extreme confusion, anxiety, paranoia, panic, fast heart rate, delusions or hallucinations, increased blood pressure and severe nausea/vomiting. |
VISUAL IDENTITY

We encourage using the *Let’s Talk Cannabis* brand in your community to help facilitate knowledge sharing across multiple partners and stakeholders who hold a vested interest. It is important when using the *Let’s Talk Cannabis* brand to adhere to the following rules to build consistency, equity, awareness, and trust among California residents.

If you are ever using the *Let’s Talk Cannabis* brand and have a question about its use, feel free to reach out to letstalkcannabis@cdph.ca.gov to confirm that the branding standards are being followed.
The Let’s Talk Cannabis logo is the most visible element of the brand’s visual identity. The logo serves as the universal signature across all media and communications. The Let’s Talk Cannabis name and logo is a powerful asset. Correct and consistent use is vital to building and maintaining brand strength.
LOGO CLEARSPACE

To maximize impact and to ensure that the Let’s Talk Cannabis brand is visible on all applications, the logo should be surrounded by sufficient clear space—free of type, graphics, and other visual elements. Use the size of the letters “LE” in Let’s Talk Cannabis as a guide for the appropriate amount of free space based on the size of the logo you are using.

LOGO SIZING

There is no predetermined size for the Let’s Talk Cannabis logo. Scale and proportion should be determined by the available space, design, medium, and visibility. There is no present maximum size for the logo. In print the minimum size is .8". For digital uses, the minimum size for the standard Let’s Talk Cannabis logo is 100 pixels.

Never use a pixelated version of the logo. Pixelation occurs when a small logo and is resized larger than its original file size. If you need a larger logo, please request a higher resolution file.
COLOR PALETTE: FULL COLOR

Next to the logo, color is the most recognizable element. Each color should be applied at 100% tint to preserve their impact and strength. This color palette MUST be used in all media, including TV, print, outdoor, educational materials, branded gear, digital, and social media.

COLOR PALETTE: MONOCHROMATIC

In some cases, a full color logo may not be practical or possible due to printing or medium limitations. When a monochromatic logo is required, the logotype may be either black or white and must be set at 100% opacity.
Typography is a significant part of the Let’s Talk Cannabis visual identity. The typographic style and layout contributes to the overall visual experience. Text should always appear on a white, black, or single colored background. All materials for the brand must use the brand font throughout the document or material.

Source Sans Pro is the brand font. All headlines and titles should use the Bold typeface. Subheads should use the Semi Bold typeface. Standard body-copy is to use the Regular typeface.

Headline
Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Subhead
Source Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body
Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
TYPOGRAPHY: SECONDARY TYPEFACE

In cases where a standard system font is required—such as a PowerPoint presentations or Word documents, Arial Regular and/or Bold should be used.

Headline
Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body
Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
BRANDING USAGE

To maintain consistency of the brand and to promote the integrity of the *Let’s Talk Cannabis* logo, it is important to follow the guidelines outlined in this document. There are many ways to use the *Let’s Talk Cannabis* brand that are detailed in the following subsections.
BRANDING: CO-BRANDING

To maintain a uniform brand with all partners, the Let’s Talk Cannabis logo can be used with another logo using a “logo lockup” with the partner brand. In a logo lockup, the Let’s Talk Cannabis logo should be displayed to the left of/above the partner logo, with the partner logo not exceeding the height/width of the dividing line in the lockup. The Let’s Talk Cannabis logo should not be altered in any way to become part of the existing partner brand’s logo. Logo clearspace rules still apply to logo lockups.
BRANDING:
BRANDED DOCUMENTS

Let’s Talk Cannabis has created a digital toolkit that includes editable templates for use by any local partners or stakeholders. Please use the co-branding guidelines when adding a partner logo to any of these documents.
IMAGERY RECOMMENDATION

When it comes to imagery for *Let’s Talk Cannabis*, always use modern photos and never “clip art”. Photos should be lifestyle focused and whenever possible subjects should be of diverse backgrounds that is reflective of the diversity of California’s population. Photos should never show usage of cannabis of any kind. When cannabis is shown in a photo, it must be shown without any subjects in order to avoid any unintended messaging.

Text may also be placed on these images. When text is placed on a photo background, always use a textbox or text bars to allow for maximum readability.
BRANDING:
INCORRECT USAGE

Never modify the Let’s Talk Cannabis logo. The examples below represent possible misuse of the Let’s Talk Cannabis logo and should be avoided on all branded documents and materials.

- Do not mix and match colors in the logo
- Do not use colors outside of the approved palette
- Do not add logos or any other additional elements to the logo
- Do not create outline version of the logo
- Do not rotate the logo in any direction
- Do not skew, stretch or change the ratio of the logo in any way
- Do not resize any elements of the logo
- Do not move or rearrange any elements of the logo
BRANDING:
EXAMPLES OF CORRECT USAGE

The examples shown here represent the CORRECT usage of the Let’s Talk Cannabis logo.*

*Final Co-Branding PDFs to be inserted upon Approval.