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Introduction

Simpurity is a manufacturer of private label, white label, and wholesale cannabinoid products that specializes in creating unique blends of natural hemp cannabinoids.



Start Selling Cannabinoid Products in a Few Easy Steps



Our Purpose (Messaging)

Background Information

- A one-stop-shop for companies to purchase custom made or pre-existing Simpurity CBD products through our white label, private label, and wholesale programs.
- 8000 sq. ft facility which includes an FDA approved kitchen.
- Quick turnaround on product orders.
- Ships throughout the US.

Goals

- To provide an e-commerce online experience to companies that want to place an order, upload a logo, pick packaging, and pay.
- Bringing a product from idea to fruition in less time than competitors.
- Educate audience, disassociate from marijuana industry.



Mission

Our mission is to efficiently formulate, produce, and distribute the highest-quality private label and white label cannabinoid-enriched products available.

We take pride in our excellent customer service and innovative products supplemented with pure cannabis-derived compounds.

Vision

We aim to create financial growth opportunities for our employees, our business partners, and the communities in which we operate.



Voice & Tone

Tone

Content should sound professional, concise, clear, authoritative, informative, and positive.

Voice

Always write in the active voice, as it is more concise and easy to understand.

Example: *"We develop our products in our FDA-approved facility"* instead of *"Our products are developed in our FDA-approved facility."*

Tense

Always write in the present tense to make your message feel more urgent and immediately actionable:

Example: *"We work side-by-side with you during product development"* instead of *"We will work side-by-side with you during product development."*





Brand Positioning

Simpurity specializes in the development of cannabinoid products with the help of an FDA-approved facility, knowledgeable staff, an in-house chemical formulator, and superior ingredients.

This specialization allows us to provide competitively priced, all-inclusive manufacturing with comprehensive product and packaging options for businesses who want to sell their own brand of cannabinoid products.

We use natural hemp cannabinoid combinations – not just CBD – to make each ingredient more effective, enhance the customer experience, and improve medicinal outcomes. None of these combinations include the psychoactive cannabinoid THC, so you can sell products that promote health – without the high.

Brand Benefits:



Large variety of products and packaging:

Because we specialize in creating cannabinoid products, we offer an incredible variety of products – ranging from hemp joints to dog treats and bath bombs – and packaging options. Don't see the product you're looking for? Work with us to design your own.



Products that get people healthy, not high:

All of our products are THC-free, meaning that customers can take advantage of their medicinal benefits without experiencing a high.



Exclusive, proprietary blends of natural hemp cannabinoids:

While many manufacturers focus solely on CBD, we blend many different cannabinoids into unique combinations to maximize the effectiveness of each ingredient.



Organic ingredients and sustainable farming:

Simpurity products use only high-quality, organically grown hemp – no pesticides or bottle nutrients. The farmers we partner with practice no-till farming to help prevent soil erosion.



FDA-approved research and development facility:

All of our work – from distilling oil to packaging products – takes place in our 8,000-square-foot FDA-approved facility in Colorado.



Vegan and cruelty-free practices:

To keep all of our products vegan, we use the cannabinoid CBD as a bonding agent instead of beeswax. No animals are involved in our testing or other processes.



Third-party testing:

Each and every batch of product comes with a certificate of analysis from a third-party testing facility that outlines the cannabinoid breakdown and ascertains that no pesticides or heavy metals are used.



Colorado-grown hemp:

We're committed to using only Colorado hemp, grown by a farmer we trust following the USDA's organic standards. This is the only part of our process that we outsource – after the hemp is harvested, it's in our hands until it's in yours.



COLORADO
Department of Public Safety



COLORADO
Department of Public Health & Environment



COLORADO
Department of Agriculture

Compliance and certifications:

We take health and safety very seriously. In addition to our facility's compliance with FDA and GMP requirements, we have the following certifications:

- National Science Foundation
- Colorado Department of Public Safety and Health
- Colorado Department of Agriculture
- Colorado food manufacturing-approved facility
- Colorado-certified for food manufacturing
- FDA shelf life testing on all products
- COSMOS for all topicals



Jargon

Avoid mentioning “marijuana,” “pot,” and other terms commonly associated with the marijuana industry.

Stand out from competitors by providing education and context for technical terms rather than assuming that your audience understands them. The content should always be easy to follow, never confusing.

Spell out acronyms that aren't common knowledge upon first reference.

Example: *“Simpurity prioritizes Good Manufacturing Practice (GMP) compliance. GMP compliance ensures...”*

Whenever possible, link to internal blog posts or FAQs that better explain a term.

Whenever possible, incorporate an explanation of a term into the content so that it is easily understood without supporting resources.

Example: *“the psychoactive cannabinoid THC”* instead of just *“THC.”*





Terminology

Wholesale: The sale of Simpurity-branded products to retailers and distributors.

CTA: *“Sell Simpurity Products” or “Sell Our Products.”*

White label: The sale of Simpurity products without any branding, so that businesses can rebrand them as their own products.

CTA: *“Sell Simpurity Products With Your Own Branding” or “Rebrand Our Products With Your Logo.”*

Private label: The manufacture of products by Simpurity for businesses that want to custom-design their own line of cannabinoid products.

CTA: *“Custom-Design Your Own Cannabinoid Products.”*

Cannabis: Short for “cannabis sativa.” A flowering plant that has both psychoactive and medicinal properties, depending on the strain, in which the phytocannabinoids used in Simpurity products occur naturally.

Hemp: A strain of the cannabis sativa plant that is grown to create products for industrial use. Hemp has low concentrations of THC and high concentrations of CBD, so that it produces little to no psychoactive effect.

Cannabinoid: A chemical compound that acts both directly and indirectly on the cannabinoid receptors in the body to help it maintain health and stability.

Phytocannabinoid: A cannabinoid that occurs naturally in the cannabis plant.

CBD (cannabidiol): A cannabinoid that is effective at reducing or eliminating seizures, fighting the growth of cancer and tumor cells, reducing muscle and small intestine spasms, reducing pain and inflammation, protecting the nervous system, managing dementia and Parkinson’s disease, managing mental illness (antipsychotic agent), and promoting relaxation and anxiety relief. Note that many manufacturers specialize in CBD alone, whereas Simpurity provides other cannabinoids as well.

CBC (cannabichromene): A cannabinoid that has antibiotic, antifungal, anticancer, anti-inflammatory, and pain-reducing properties.

CBG (cannabigerol): A cannabinoid that works as a muscle relaxant, antibiotic, antifungal agent, antidepressant, and blood pressure reducer.

CBN (cannabinol): A cannabinoid that is formed as harvested cannabis ages and THC breaks down. Effective at promoting sleep and reducing muscle spasms and pain.

THC (tetrahydrocannabinol): A cannabinoid that has psychoactive effects. Occurs either not at all or below the legal limit in Simpurity products. Can also be used to manage pain, reduce inflammation, reduce nausea and vomiting, promote sleep, manage glaucoma, reduce muscle spasms, protect the nervous system, and manage autism, ADHD, and post-stroke symptoms.

Terpene: Fragrant oils secreted in cannabis’s resin glands that give the plant its specific aroma. Similarly to cannabinoids, terpenes bind to receptors in the brain to produce certain effects, with different types of terpenes affecting people differently.

Personas

All of the user personas are looking for an easy-to-understand solution in an industry that has a lot of red tape. They want in on the gold rush of the market without having to do the heavy lifting.

Innovator



Role: Product developer
Company: Glossier Inc.

Goals:

- Break into new areas of makeup to disrupt the market and grow their client base.
- Educate and inspire.
- Bring products to market with speed, creativity, and impact.

Entrepreneur



Role: Self-employed
Company: Essential Herban Pet Life

Goals:

- Find the best organic therapeutic-grade essential oils for animals.
- Order in bulk and receive the products quickly.

Shop Employee



Role: Buyer
Company: Uncle Ike's Pot Shop

Goals:

- Place orders for products, set prices, and project sales.
- Order pre-labeled products for several stores across Washington state.

Shared Pain Points:

- When vendors do not call or message back and follow up takes too long.
- When information is hard to find and contact forms don't work, trust in the online experience decreases.



Visual Identity

Typography

Primary

Font family: Quicksand
License: Open Font
<https://fonts.google.com/specimen/Quicksand>

Simpurity abc12345
SIMPURITY ABC12345

Simpurity abc12345
SIMPURITY ABC12345

Simpurity abc12345
SIMPURITY ABC12345

Secondary

Font family: Poiret One
License: Open Font
<https://fonts.google.com/specimen/Poiret+One>

Simpurity abc12345
SIMPURITY ABC12345



Start Selling
Cannabinoid
Products in a
Few Easy Steps

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Color Palette



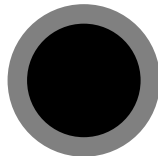
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#FBB03A
R:251 G:176 B:58
C:0 M:35 Y:87 K:0



F0-GREY
#F0F0F0
R:240 G:240 B:240
C:4 M:3 Y:3 K:0



CRAB RED
#EA2529
R:234 G:37 B:41
C:1 M:98 Y:95 K:0



RICH BLACK
#000000
R:0 G:0 B:0
C:60 M:40 Y:40 K:100



F0-GREY
#F0F0F0
R:240 G:240 B:240
C:4 M:3 Y:3 K:0

FLAT YELLOW
#FBB03A
R:251 G:176 B:58
C:0 M:35 Y:87 K:0

CRAB RED
#EA2529
R:234 G:37 B:41
C:1 M:98 Y:95 K:0

RICH BLACK
#000000
R:0 G:0 B:0
C:60 M:40 Y:40 K:100

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Logo Use



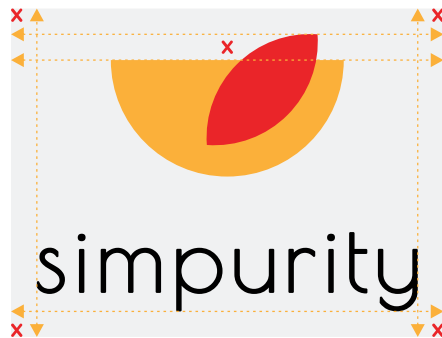
simpurity



simpurity

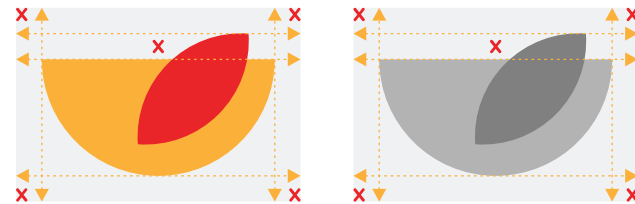
Exclusion Zone

The logo and the icon's exclusion zone is equal to the height of the leaf shape outside the deep yellow shape (marked as **x** in the diagram).



The Simpurity logo should never be smaller than 200px in digital or 20mm in print.

The Simpurity icon should never be smaller than 80px in digital or 15mm in print.



Logo & Icon Variations



Combined - One Line
Icon and Wordmark



Combined - One Line
Icon and Wordmark - Desaturated 24-bit



Standard Icon
Flat Yellow + Crab Red



Circle Icon
F0-Grey Background

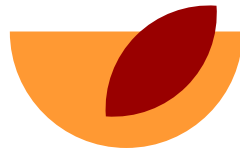


Circle Icon
Crab Red Background



Logo Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, color and composition should remain as indicated in this document – there are no exceptions.



simpurity

Do not change the logo color or tone outside of the Simpurity flat yellow, crab red, black or F0-grey.



simpurity

Do not apply a gradient to the icon or logo.



simpurity

Do not rotate the logo.



simpurity

Do not outline or create a keyline around the logo.



simpurity

Do not distort or warp the logo in any way.



simpurity

Do not change the typeface nor recreate or manipulate the wordmark and the icon.

Imagery

TONE/MOOD



- Positive, sunny, bright
- Clean, natural

Do's:



- High-quality, unique images with minimal stock
- Mountain sunsets/sunrises in Colorado
- Sun flares
- Nature scenes
- Hemp leaves

PRODUCTS



Natural ingredients, products on a white background with greenery props.
For topicals, lip balms, tinctures, etc. on the website

GUIDELINES

- Use photographs that show diversity (young, old, different ethnic backgrounds).
- Use .jpg for pictures and .png for graphics or diagrams.

Don'ts:

- Beach sunsets/sunrises
- Cannabis leaves (minimal use is fine, but cannot be used in main brand identity)
- Low-quality imagery that is pixelated

ENVIRONMENT

Mountains and scenery, greenery (*hemp plants, not marijuana plants*):

- Sunset/sunrise imagery
- Smoky Mountain sunset
- Sun flares
- Greenery/plants/leaves

Minimal beach scenes
Colorado scenery



HEMP VS. MARIJUANA

Only show hemp leaves without the buds.

The buds (right) are marijuana plants, whereas the greener leaves (left) are hemp.

PEOPLE/MODELS

- Healthy/active lifestyle
- Sunset/sunrise setting





Web Design

Goals:

Provide Authenticity

- High resolution, colorful images of 8,000 sq. ft facility and people who work in them.
- Products, or customized “Your Label Here” photos with your available stock packaging.
- Easy to scan design with alternating images and content.
- Display any relevant certifications or product designations (ISO, FDA-approved, Gluten Free, etc.)

Accurate and Inspiring Messaging

- Avoid exaggerated claims of “largest provider of CBD products” unless you can prove it.
- To cast a wide net of users, explain terms so people who do not specialize in CBD products or processes can understand - or - provide resources (Blog / FAQ’s) that are easy to read.
- Make CTA’s easy to find at all times.

Data Collection

- Engage with users/clients on social media. Answer questions, send a newsletter or collect email addresses.
- Google Analytics for further user analysis.
- HubSpot forms, Newsletter sign ups, user surveys.





Icons



The Simpurity icons should not exceed 150px or 30mm in size.

Text to path:
Font: Segoe UI Black



FLAT YELLOW
#FBB03A
R:251 G:176 B:58
C:0 M:35 Y:87 K:0



WHITE
#FFFFFF
R:255 G:255 B:255
C:4 M:3 Y:3 K:0



FRESH GREEN
#02973B
R:2 G:151 B:59
C:89 M:15 Y:97 K:2



Social Media

Tense

Always write in the present tense to make your message feel more urgent and immediately actionable:

Example: *"We work side-by-side with you during product development"* instead of *"We will work side-by-side with you during product development."*

Post Formatting

An effective social media post should include four pieces:

- Short informative or engaging messaging/copy (100 words or less)
- One to three researched hashtags (20 for Instagram)
- A curated image that pairs well with the message
- A link to your website (which may include a prompted featured image)

Point of View

- Most of the time, use second person to speak directly to your audience.

Example: *"You decide what kind of cannabinoid product you want to offer, and we handle the rest."*

- Keep in mind that Simpurity's audience consists of retailers and distributors, not the consumers themselves. (However, this may not be the case for specific blog posts intended to showcase Simpurity's expertise, such as *"How Cannabis Can Improve Your Skin."*)

- Use the third person from time to time to introduce variety in your content and distinguish between different audience types.

Example: *"Both large chains and independent retailers and distributors can benefit from Simpurity products."*

- Whenever possible, use verbs in the imperative mood to spur your audience to action.

Example: *"Create your own cannabinoid product"* instead of *"You can create your own cannabinoid product."*

Channels

Facebook

- Evergreen posts spotlighting services.
- Newsworthy and educational content informing your audience about how to run a CBD business in today's political & economical climate.
- Motivational content to inspire leaders in the new CBD industry.

Twitter

- Evergreen posts spotlighting services.
- Newsworthy and educational content informing your audience about CBD.
- Social causes that pair with your brand's overall purpose: nonprofit partnerships, green initiatives, health (fibromyalgia) awareness.
- On-brand humorous messages paired with viral hashtags that relate with your audience or poke fun at your own brand.

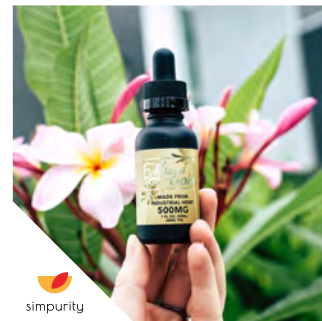
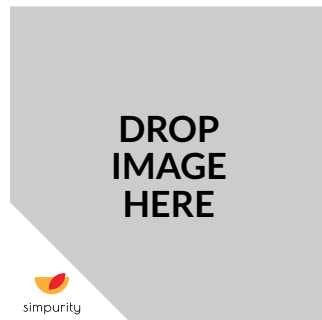
LinkedIn

- Evergreen posts spotlighting services.
- Newsworthy and educational content informing your audience on how to improve their business including topics like how to start your CBD business and the latest news regarding CBD laws that may effect your business.
- Motivational content to inspire optimization of one's business or life (i.e., #lifehack #protip).

Instagram

- Motivational content to inspire leaders in the new CBD industry.
- Lifestyle images spotlighting a clean, relaxed, and healthy attitude toward CBD use.
- Nature and botanical-centric images utilizing plants, oils, and raw elements.

Company branded images should be consistent with the following template:



Hashtags

Official Brand Hashtag:
#Simpurity

Engagement Opportunities

Mention relationships with your community:

- Partners/vendors
- Certifications
- Hemp providers
- Health and wellness organizations
- Influencers (for example, Dr. Marion)
- High-profile brands
- Move Pain Free vendors
- Ready-to-sell brands – brands that need social feeds

Take advantage of PR opportunities at any conventions, trade shows, or events:

- TV spotlights
- Media spotlights
- Expos

Hashtag

Post Rate

| | |
|---------------------|------------|
| #wellness | 29,894,706 |
| #cbd | 7,333,291 |
| #hempoil | 611,907 |
| #cbdlife | 539,742 |
| #cbdhealth | 303,716 |
| #cbdmovement | 290,049 |
| #cbdisolate | 281,308 |
| #cbdcures | 242,102 |
| #planttherapy | 224,831 |
| #cbdproducts | 223,576 |
| #cbdcommunity | 223,114 |
| #cbdgummies | 209,428 |
| #cbdflowers | 157,367 |
| #allnaturalproducts | 157,023 |
| #cbdbenefits | 155,788 |
| #cbdskinicare | 97,599 |
| #cbdlifestyle | 61,213 |
| #cbdwellness | 54,740 |
| #cbdfordogs | 53,373 |
| #hempextract | 29,154 |
| #cbdwax | 10,563 |
| #cbddabs | 16,937 |
| #ilovecbd | 6,772 |
| #cbd hempflower | 5,678 |



Response to Negative Comments

Negative comment from a customer or potential customer:

It's best to respond to negative feedback on your social media feed in a private channel so that you can address the customer service issues privately.

"We are sorry to hear about your experience. Please email us at [preferred customer service email] so that we can assist you better. Thanks!

- The Simpurity Team"

Find Support or Report Comment

You can report this post after selecting a problem.

Nudity

Violence

Harassment

Suicide or Self-Injury

Spam

Unauthorized Sales

Hate Speech

Terrorism

 Something Else

If someone is in immediate danger, call local emergency services. Don't wait.

Send

Negative comment from a troll, hater, or spammer:

Troll: Mostly harmless, spreads mild negativity.

Action recommended: Delete/hide the comment.

Hater: Harmful, actively and loudly dislikes something specific about your brand, product, or policies.

Action recommended: Hide the comment and try to contact this person over email. Perhaps you can turn a hater into your greatest fan and brand ambassador. Anything that is violent or could be considered hate speech should be reported.

Spammer: Less harmful / more annoying, people commenting on your page with their own agendas.

Example: Links to competitors, links to click bait or viruses, links to inappropriate photos, political agendas.

Action recommended: Delete the comments and report them. To do so, click the three dots on the right side of the comment and select the offense.



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