

# STUDIO LINEAR®

FEMALE OWNED, CREATIVE  
STUDIO SPECIALIZING IN  
DIGITAL AND SPATIAL  
DESIGN.



# YOU HAVE A VISION FOR YOUR BRAND



Studio Linear is a woman-owned creative branding agency specializing in lifestyle, food & beverage, music and Canna/Psych branding. We create logo designs and visuals that connect with your ideal audience, packaging that pops off shelves, and fun-to-use, engaging websites.

Let us take your brand higher.



**-ANDREA BEAULIEU**

# CREATIVE TEAM

MEET THE GANG  
CHOOSE YOUR FIGHTER!



**ANDREA BEAULIEU**

FOUNDER +  
CREATIVE DIRECTOR

ANDREA HAS BEEN WORKING IN DESIGN FOR OVER 15 YEARS AND HAS DEVELOPED A SKILL SET IN BRAND AND PACKAGE DESIGN. WITH A BACKGROUND IN HORTICULTURE, HER STYLE PULLS IN ELEMENTS OF THE NATURAL WORLD AND MIXED MEDIA/COLLAGE.



**JACQUELINE COOKE**

BRAND STRATEGIST +  
INTERIOR DESIGN

JACQUELINE'S AREA OF EXPERTISE FALLS INTO DEVELOPING STRATEGY AROUND NEW AND EXISTING BRANDS, WITH YEARS OF EXPERIENCE CREATING STRATEGY IN THE CANNABIS/PSYCHEDELIC INDUSTRIES.



**HANNAH MAY**

INTERIOR DESIGNER

HANNAH HAS 8+ YEARS OF EXPERIENCE IN MARKETING AND CANNABIS, AND RECENTLY EXPANDED HER PORTFOLIO TO INCLUDE INTERIOR DESIGN, LEADING STUDIO LINEAR'S NEW BRANCH FOCUSED ON DISPENSARY AND CONSUMPTION LOUNGE DESIGN.



**MICHELLE MERCADO**

PROJECT MANAGER +  
ADMINISTRATIVE

MICHELLE IS YOUR FIRST POINT OF CONTACT HERE AT STUDIO LINEAR, GREETING YOU WITH A WARM "HELLO!" AND ALWAYS EAGER TO MAKE SURE OUR CLIENTS ARE TAKEN CARE OF.



**BIANCA SARA**

WEB/GRAPHIC DESIGNER

BIANCA IS OUR VERY TALENTED WEB DESIGNER. USING FIGMAS AS HER CREATIVE TOOL, SHE BRINGS YOUR BRAND TO LIFE ON THE DIGITAL STAGE, TRULY THINKING OUTSIDE OF TYPICAL WEB DESIGN TO GIVE YOU A WEB PRESENCE THAT SETS YOU APART.



**CHASE JENNINGS**

WEB DEVELOPER

CHASE BRINGS YOUR WEBSITE VISION TO LIFE. WITH A KEEN EYE FOR DETAIL AND A PASSION FOR TECHNOLOGY, HE PUSHES BOUNDARIES TO DELIVER AN EXCEPTIONAL EXPERIENCE. TRUST CHASE TO TRANSFORM YOUR IDEAS AND MAKE YOUR PROJECT STAND OUT.



# OUR CAPABILITIES

## BRAND STRATEGY & DEVELOPMENT

### **Brand Naming, Brand Strategy, Brand Messaging, Brand Development.**

We help you define and develop a cohesive brand identity, from the initial naming process to positioning and messaging that resonates with your audience.

## CREATIVE DIRECTION & DESIGN

### **Content Creation, Merch Design, Packaging Design, Custom Murals/Feature Walls, Signage.**

From content creation to merch and packaging design, we craft engaging, on-brand visuals that resonate with your audience and bring your brand to life across every touchpoint.

## SOCIAL MEDIA PACKAGES

### **Social Media Templates, Social Media Management.**

We design eye-catching social media templates and offer strategic social media management to maintain a consistent brand presence, boost engagement, and grow your audience across platforms.



# OUR CAPABILITIES

## CAMPAIGN DEVELOPMENT

### **Campaign Directions, Strategy & Messaging, Visual Strategy, Marketing Strategy.**

We develop thoughtful campaign directions, messaging, and visual strategy—pairing creative direction with marketing insights to build campaigns that resonate and drive results.

## DIGITAL & WEB DESIGN

### **Web/Commerce Design, SEO, Newsletter Design.**

We design responsive websites, e-commerce platforms, and engaging newsletters, while optimizing content for search engines to drive traffic and conversions.

## INTERIOR DESIGN

### **Interior Design.**

Creating functional and immersive retail experiences with custom-designed dispensary interiors, signage, and displays that reflect your brand and engage customers





**BRAND STRATEGY &  
DEVELOPMENT**

# BRAND DEVELOPMENT



FOR BRANDS READY TO EVOLVE, OUR BRAND DEVELOPMENT PACKAGES GUIDE YOU THROUGH EVERY STEP—STARTING WITH DEFINING YOUR STRATEGY, CRAFTING MESSAGING THAT SPEAKS TO YOUR AUDIENCE, AND CREATING A NAME THAT PERFECTLY EMBODIES YOUR BRAND'S IDENTITY.

BRAND STRATEGY \$\$	BRAND MESSAGING \$	BRAND NAMING \$
1 DAY BRAND STRATEGY WORKSHOP	BRAND MESSAGING DECK	4-6 CONCEPT NAMES
BRAND STRATEGY HOMEWORK	INCLUDES: PROBLEM / SOLUTION, MISSION STATEMENT, MANIFESTO / WHO WE ARE, TONE WORDS, BUZZ WORDS, HEADLINES, GRAMMAR & STYLE GUIDELINES	TRADEMARK PRE-SCREENING (BASIC AVAILABILITY CHECK)
BRAND STRATEGY HANDBOOK		DOMAIN NAME AVAILABILITY CHECK
2 ROUNDS OF REVISIONS	2 ROUNDS OF REVISIONS	2 ROUNDS OF REVISIONS



# BRANDING PACKAGES: 4 TIERS



## OUR BRANDING OPTIONS

CHOOSE YOUR BRAND TIER. WE HAVE A PACKAGE WITH YOUR BUSINESS IN MIND WHETHER YOU ARE IN START-UP PHASE OR AN EXISTING BRAND LOOKING FOR A NEW LOOK, NOT

SCOPE OF WORK	STARTER \$	LAUNCH \$\$	GROWTH \$\$\$	PREMIUM \$\$\$\$
INTAKE FORM + ONBOARDING CALL	✓	✓	✓	✓
PINTEREST & MOOD BOARD + COLOR VARIATION	✓	✓	✓	✓
LOGO / SUBMARK CONCEPTS	3-4 CONCEPTS	4-8 CONCEPTS	6-8 CONCEPTS	6-8 CONCEPTS
BRAND APPLICATION EXAMPLES		✓	✓	✓
BRAND GUIDE BOOK		BASIC BOOK	FULL BOOK	FULL BOOK
EMAIL SIGNATURE MOCKUP			✓	✓
ROYALTY FREE IMAGERY			✓	✓
FONTS			✓	✓
NO. OF ROUNDS OF REVISIONS	1	2	3	3
BUSINESS CARD DESIGN			✓	✓
BRAND MESSAGING			✓	✓
BRAND STRATEGY (1-2 DAY WORKSHOP FORMAT)				✓
12-15 PAGE INVESTOR/SERVICES DECK				✓

most popular package





CREATIVE DIRECTION  
& DESIGN

# CONTENT CREATION



FOR BRANDS LOOKING TO ELEVATE THEIR VISUAL STORYTELLING, OUR CONTENT CREATION PACKAGES INCLUDE STYLED PHOTOGRAPHY WITH PROPS, WARDROBE, AND MODEL COORDINATION—PLUS OPTIONAL ADD-ONS LIKE STOP MOTION TO BRING YOUR CONTENT TO LIFE ACROSS PLATFORMS.

OPTION 01: PROPS + WARDROBE \$\$	OPTION 02: PROPS + WARDROBE + MODEL \$\$	ADD ONS
5-7 IMAGES	5-7 IMAGES	STOP MOTION VIDEOS
MODEL NOT INCLUDED	WOULD INCLUDE ANY WARDROBE, PROPS AND 1 MODEL (FACE AND BODY) OR 2 HAND MODELS	STOP MOTION + GIF'S SHORT FORM VIDEO LONG FORM VIDEO
ADDITIONAL PROPS, WARDROBE, MODEL, AND LOCATION TO BE REIMBURSED IN THE FINAL INVOICE (WHETHER WE NEED ANY)	LOCATION COSTS TO BE REIMBURSED IN THE FINAL INVOICE (WHETHER WE NEED ANY)	ADDITIONAL IMAGES (AT THE RATE PER OPTION)
\$275/IMAGE	\$415/IMAGE	\$550/VIDEO



# MERCH DESIGN



WE DESIGN CUSTOM MERCH THAT BLENDS CREATIVITY WITH FUNCTIONALITY—THINK APPAREL, ACCESSORIES, AND BRANDED GOODS THAT REFLECT YOUR IDENTITY AND LEAVE A LASTING IMPRESSION.

1 X MERCH/PRODUCT DESIGN \$	2-4 MERCH/PRODUCT DESIGNS \$\$	5-7 MERCH/PRODUCT DESIGNS \$\$\$
CREATIVE DIRECTION (PINTEREST/MOODBOARD)	CREATIVE DIRECTION (PINTEREST/MOODBOARD)	CREATIVE DIRECTION (PINTEREST/MOODBOARD)
2 DESIGN OPTIONS	2 DESIGN OPTIONS	2 DESIGN OPTIONS
DIGITAL MOCKUP	DIGITAL MOCKUP	DIGITAL MOCKUP
2 X ROUNDS OF REVISIONS	2 X ROUNDS OF REVISIONS	2 X ROUNDS OF REVISIONS



# PACKAGING DESIGN



WE CREATE PACKAGING THAT'S BOTH STRATEGIC AND VISUALLY STRIKING—DESIGNED TO STAND OUT ON SHELVES, TELL YOUR BRAND STORY, AND DELIVER A MEMORABLE UNBOXING EXPERIENCE. WE UNDERSTAND THE TRICKY WORLD OF CANNABIS AND CREATE COMPLIANT DESIGNS AND HAVE WONDERFUL PARTNERS IN THE PRINTING WORLD AS WELL TO CONNECT YOU WITH!

2 SKUS \$	3-6 SKUS \$\$	7-10 SKUS \$\$\$
CREATIVE DIRECTION (PINTEREST/MOODBOARD)	CREATIVE DIRECTION (PINTEREST/MOODBOARD)	CREATIVE DIRECTION (PINTEREST/MOODBOARD)
2 DESIGN OPTIONS	2 DESIGN OPTIONS	2 DESIGN OPTIONS
DIGITAL MOCKUP	DIGITAL MOCKUP	DIGITAL MOCKUP
2 X ROUNDS OF REVISIONS	2 X ROUNDS OF REVISIONS	2 X ROUNDS OF REVISIONS



SOCIAL MEDIA  
PACKAGES



ORGANIC  
UNBLEACHED  
RICE PAPERS  
UNBLEACHED  
CRAFT PAPER  
CRUTCHES  
SETH STYLE  
HAND ROLLED  
JOINTS

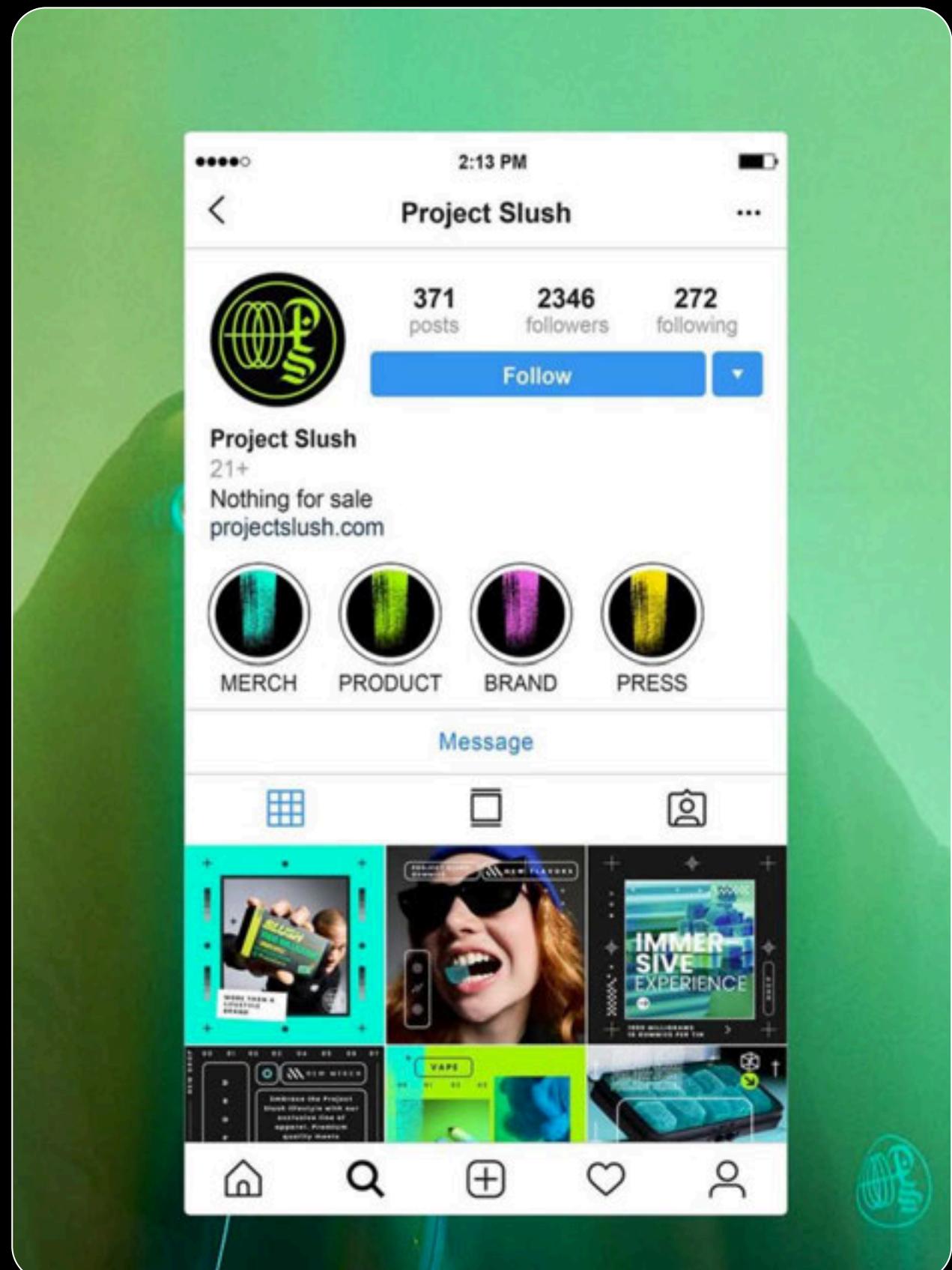


# SOCIAL MEDIA TEMPLATES



CHOOSE YOUR SOCIAL MEDIA PACKAGE. WHETHER YOU'RE JUST STARTING OUT, LAUNCHING SOMETHING NEW, OR LOOKING FOR ONGOING CONTENT THAT EVOLVES WITH YOUR BRAND, WE HAVE A TIER THAT FITS YOUR NEEDS. OUR WORKABLE FILES WILL BE HANDED OFF TO OUR CLIENTS TO EDIT OR WE CAN BE HIRED ON RETAINER FOR CONTENT CREATION.

STARTER \$	LAUNCH \$\$	RETAINER \$\$\$
5 POST TEMPLATES	10 POST TEMPLATES	8 STILL GRAPHICS
3 STORY TEMPLATES	8 STORY TEMPLATES	3 MIN. MONTHLY COMMITMENT
2 X ROUNDS OF REVISIONS	2 X ROUNDS OF REVISIONS	2 X ROUNDS OF REVISIONS RENEWS EVERY 4 WEEKS
		COPY+IMAGERY PROVIDED BY CLIENT



# SOCIAL MEDIA MANAGEMENT: 3 TIERS



WE MANAGE YOUR BRAND'S SOCIAL PRESENCE WITH A STRATEGIC, HIGH-IMPACT APPROACH. FROM CONTENT PLANNING TO ENGAGEMENT, WE HANDLE EVERYTHING NEEDED TO GROW YOUR AUDIENCE AND ENHANCE YOUR DIGITAL FOOTPRINT. WE ALSO CAN INCLUDE INFLUENCER PACKAGES. MOST OF OUR SOCIAL MEDIA PACKAGES ARE CUSTOM ONCE WE LEARN MORE ABOUT YOUR NEEDS BUT AS A BALLPARK FOR PRICING, PLEASE VIEW PACKAGES HERE.

TIER 01: STRATEGY & GUIDANCE \$\$/MNTH	TIER 02: FULL CONTENT & CREATIVE MANAGEMENT \$\$\$/MNTH	TIER 03: ALL-INCLUSIVE SOCIAL GROWTH & ADS MANAGEMENT \$\$\$\$/MNTH
STRATEGIC PLANNING AND CONSULTATION	EVERYTHING FROM TIER 1	EVERYTHING FROM TIER 1 & 2
SOCIAL MEDIA ADVERTISING STRATEGY DEVELOPMENT	HANDLING ALL CREATIVE	POSTING
CUSTOM MONTHLY CAMPAIGN CONCEPT PER CONTENT PILLAR	16 SOCIAL MEDIA GRAPHICS	SCHEDULING AND ROLLING OUT ALL CONTENT CREATED
2 GRAPHICS (WORKING FILE)	3 MOTION GRAPHIC VIDEOS	DAILY COMMUNITY MANAGEMENT
	5 UGC-STYLE VIDEOS (SHOT & EDITED ON IPHONE)	MONTHLY REPORTING
2 ROUNDS OF REVISIONS	2 ROUNDS OF REVISIONS	2 ROUNDS OF REVISIONS





CAMPAIGN  
DEVELOPMENT

# CAMPAIGN DEVELOPMENT



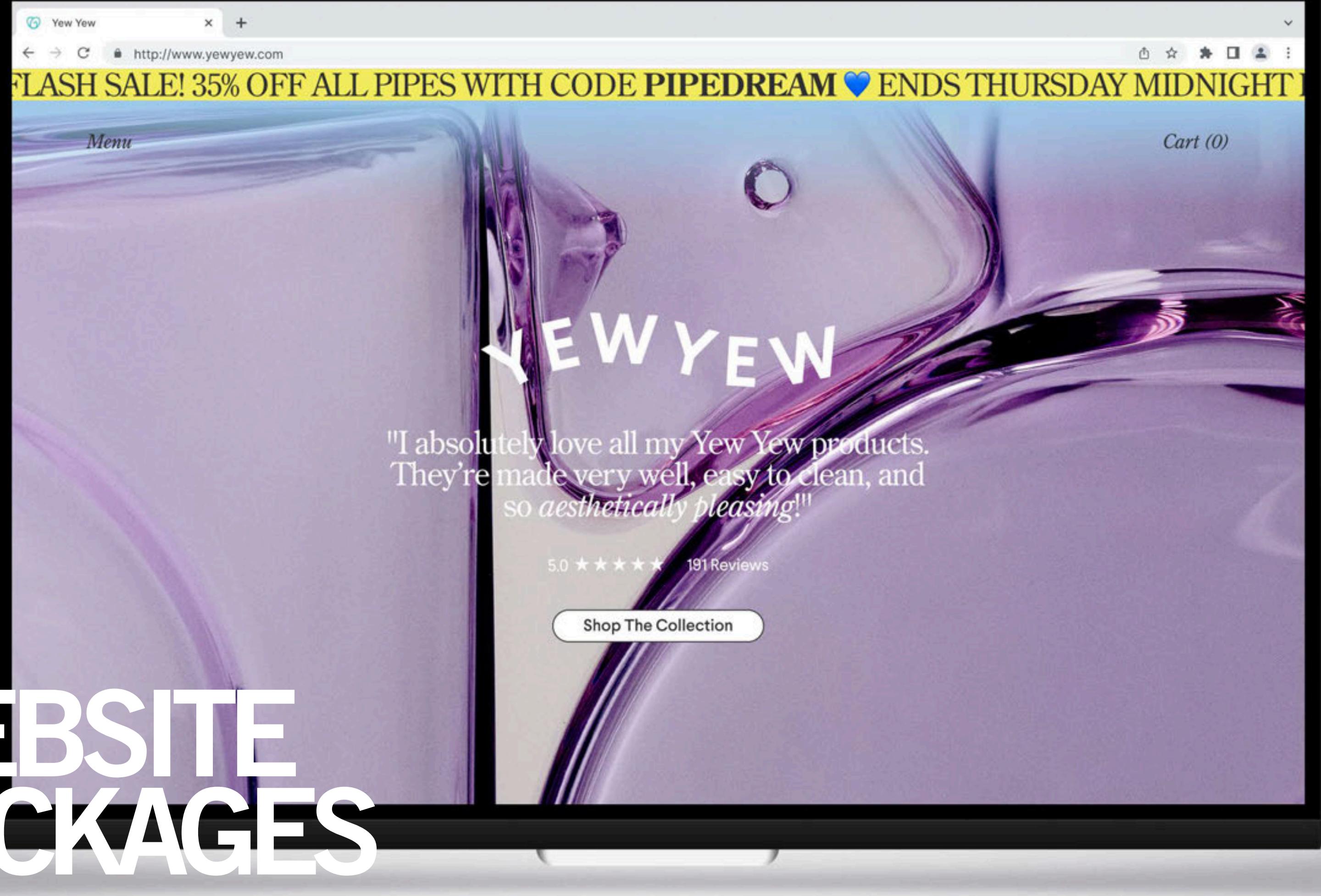
THIS PACKAGE IS RECOMMENDED FOR LAUNCH. IT ENSURES A COHESIVE, COMPELLING BRAND PRESENCE FROM CONCEPT TO EXECUTION. EACH ELEMENT CREATES A STRONG NARRATIVE, ENGAGES YOUR AUDIENCE, AND DRIVES IMPACT. WITH THIS APPROACH, WE HELP BUILD MOMENTUM FOR A SUCCESSFUL LAUNCH.

PART 01: CAMPAIGN DIRECTIONS		PART 02: STRATEGY & MESSAGING		PART 03: VISUAL STRATEGY		PART 04: MARKETING STRATEGY	
CAMPAIGN IDEATION	FOR FINAL CAMPAIGN CONCEPT	PINTEREST/MOOD BOARD		EARNED MEDIA			
5 CAMPAIGN CONCEPTS	STRATEGY AND MESSAGING	CAMPAIGN KEY ART FOR IN-STORE ASSETS			MARKETING STRATEGY		
DEFINE GOALS	HEADLINE	FAMILY LIFESTYLE IMAGE		INSTAGRAM MARKETING			
PITCH CAMPAIGN	SLOGAN	PRODUCT LIFESTYLE PHOTOGRAPHY		CONTENT STRATEGY			
	CAMPAIGN MESSAGING	ADDITIONAL LIFESTYLE PHOTOGRAPHY		3 GRAPHICS (WORKING FILE)			
	PRODUCT MESSAGING	MERCH DESIGN		1 VIDEO CONTENT OUTLINE			
1 ROUND OF REVISIONS	1 ROUND OF REVISIONS	1 ROUND OF REVISIONS		INSTAGRAM GROWTH MARKETING PLAN			

\$\$\$ PRICING (TBD)



# WEBSITE PACKAGES



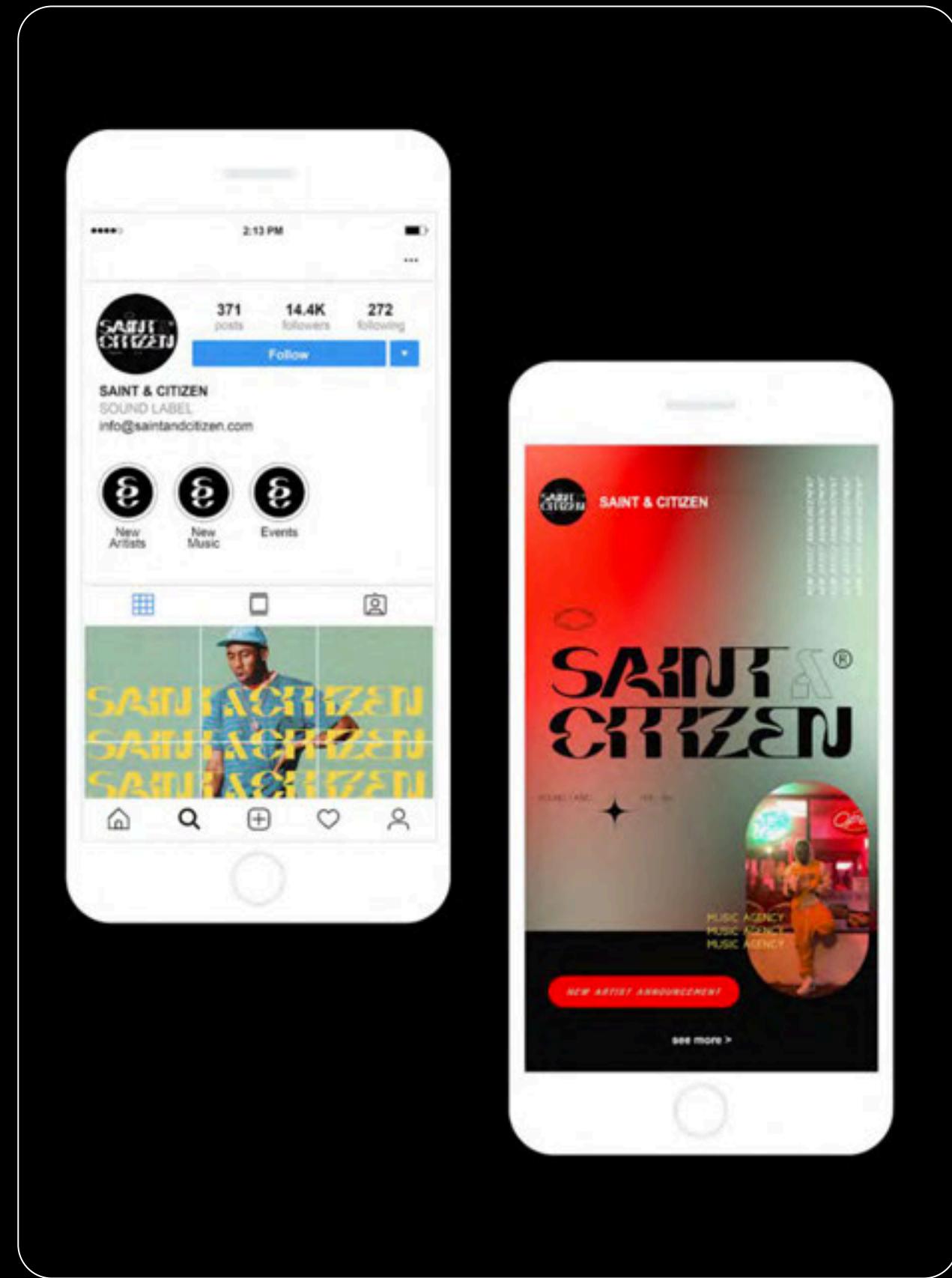
# WEBSITE PACKAGES: 4 TIERS



## OUR WEBSITE OPTIONS

CHOOSE YOUR WEBSITE PACKAGE. WHETHER YOU'RE BUILDING YOUR FIRST SITE, UPDATING YOUR ONLINE PRESENCE, OR NEED A CUSTOM SOLUTION FOR YOUR GROWING BUSINESS, WE HAVE A PACKAGE TAILORED TO YOUR NEEDS—DESIGNED TO SCALE WITH YOU. WE BUILD IN SHOPIFY, WEBFLOW AND WORDPRESS. THESE PRICES INCLUDE DEVELOPMENT. IF YOU ARE LOOKING FOR DESIGN ONLY, PLEASE LET US KNOW FOR A QUOTE!

SCOPE OF WORK	STARTER \$	LAUNCH \$\$	GROWTH \$\$\$	PREMIUM \$\$\$\$\$
INTAKE FORM, ONBOARDING CALL	✓	✓	✓	✓
COLLAB PINTEREST BOARD	✓	✓	✓	✓
PAGES (PER WEBSITE)	1 (LANDING PAGE)	UP TO 6 PAGES	UP TO 10 PAGES	UP TO 14 PAGES
CUSTOM FIGMA DESIGN		✓	✓	✓
ROUNDS OF REVISION	2	2	3	3
MOBILE FRIENDLY	✓	✓	✓	✓
CONNECT TO SOCIAL MEDIA & NEWSLETTER	✓	✓	✓	✓
CONNECT 3RD PARTY POS			✓	✓
LOCATION MAP + AGE GATE			✓	✓
COMMERCE (UP TO 25 PRODUCTS)			✓	✓
TAX SHIPPING SETUP			✓	✓
COPYWRITING				✓
(+) WIREFRAME MAPPING, WHOLESALE PORTAL, ON-SITE SEO				✓



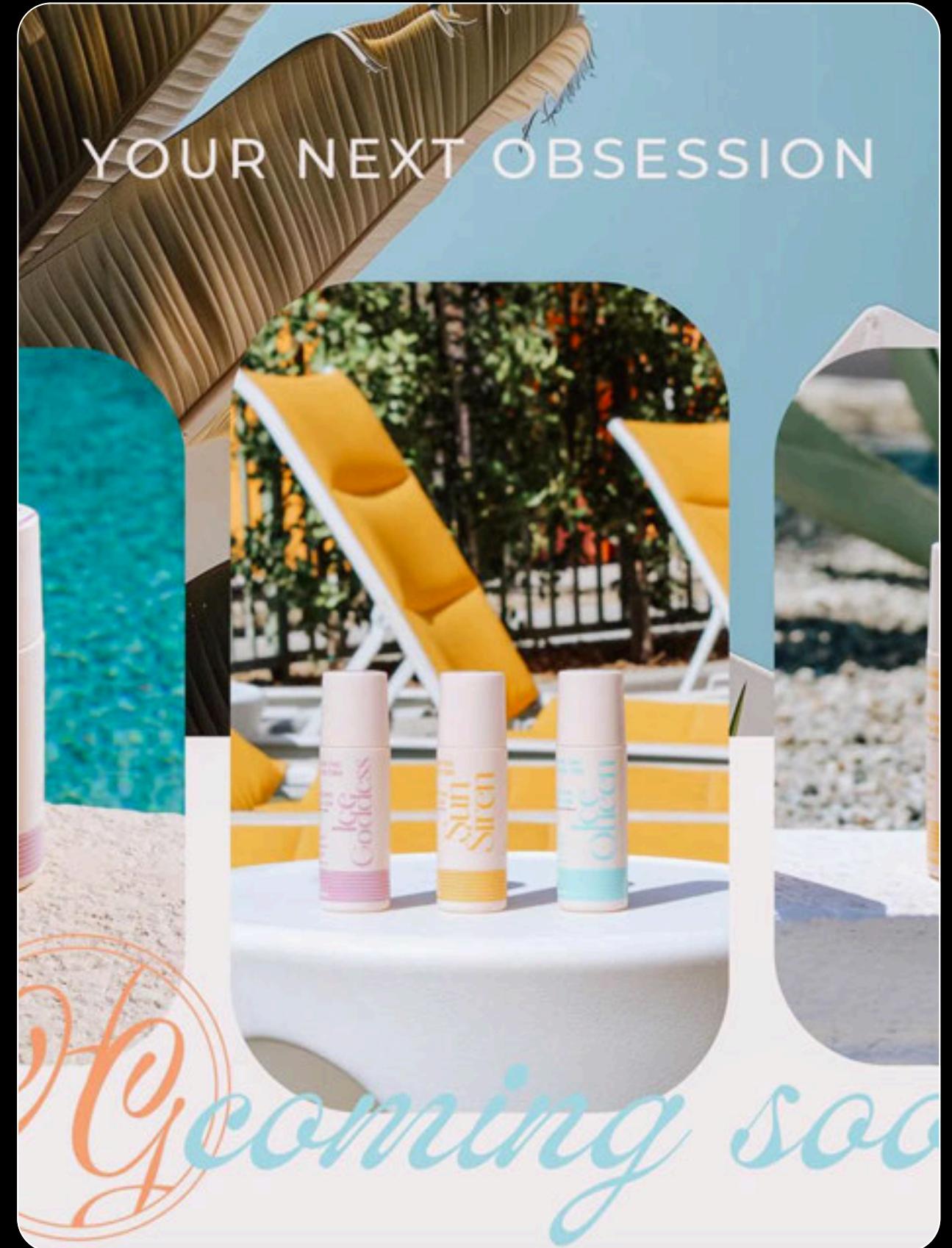
WHETHER YOU NEED A COMPELLING LANDING PAGE TO GET STARTED, A COMPREHENSIVE 6-PAGE LAUNCH PACKAGE, OR FULL PRODUCT PAGE COPY FOR YOUR GROWING BUSINESS, WE HAVE A PACKAGE THAT FITS YOUR NEEDS.

STARTER \$	LAUNCH \$\$	GROWTH \$\$\$
1 PAGE	UP TO 6 PAGES	UP TO 6 PAGES & UP TO 10 PRODUCTS
LANDING PAGE	SUGGESTION: HOMEPAGE, ABOUT, FAQ, CONTACT, SHOP, GIVING BACK (NO PRODUCT COPY)	SUGGESTION: HOMEPAGE, ABOUT, FAQ, CONTACT, SHOP, GIVING BACK + UP TO 10 PRODUCT PAGES
2 ROUNDS OF REVISIONS	2 ROUNDS OF REVISIONS	2 ROUNDS OF REVISIONS



ENHANCE YOUR WEBSITE WITH ADD-ONS. BOOST VISIBILITY WITH ON-PAGE SEO, KEEP YOUR AUDIENCE ENGAGED WITH BLOG POSTING, OR CREATE EYE-CATCHING COMMUNICATION WITH A CUSTOM NEWSLETTER TEMPLATE—TAILORED TO COMPLEMENT YOUR SITE'S GOALS.

SEO	BLOG POSTING	NEWSLETTER TEMPLATE
\$	\$	\$
LOCAL SEO FOR CERTAIN AREAS AND CONTENT CREATION	700-1,000 WORDS	2 DESIGN TEMPLATES
WEEKLY REPORTING	2 ROUNDS OF REVISIONS	2 ROUNDS OF REVISIONS
OPTIMIZATION: IMAGES META DATA PAGE CONTENT GOOGLE MY BUSINESS	RESEARCH AND IMPLEMENTATION OF SEO BEST PRACTICES (KEYWORDS, LONG-TAIL KEYWORDS, ETC.).	BUILD IN CANVA, PHOTOSHOP, ETC. TRAINING VIDEO INCLUDED





INTERIOR  
DESIGN

ARE YOU OPENING A DISPENSARY FOR YOUR CANNABIS OR PSYCHEDELIC BRAND OR HAVE A DISPENSARY THAT IS IN NEED OF SOME LOVE? MAYBE YOU ARE GEARING UP TO OPEN A CONSUMPTION LOUNGE AND NEED A TEAM TO HELP LEVERAGE YOUR VISION INTO A REALITY? WE ARE OFFERING DISPENSARY DESIGN!

- RETAIL INTERIOR DESIGN
- 3D RENDERINGS
- DISPLAY CASES/TABLES
- SPATIAL/FLOW PLANNING
- CURATED DECOR
- EXTERIOR SIGNAGE
- DISPENSARY POSTERS
- LARGE SCALE MURALS/FEATURE WALLS
- CUSTOM MERCH FOR LOCATION

let us help create  
your new  
interior design



\$\$\$ PRICING (TBD)

**SELECT  
CLIENTS**

YEW YEW

Florette LEUNE



HOUSEPLANT

CAMINO



select

MOSS  
PARLOR

ALCHEMY PURE  
premium herb

curaleaf™

PA X®

PROJECT  
~~SLUSH~~

KIVA™

YUMMI KARMA  
GOOD VIBES, BOTTLED

★ GLORIOUS ★  
CANNABIS CO.

VERMONT  
EST. 22



ISLAND POND  
CANNABIS  
MADE WITH LOVE

mood  
shine



But A Cake

Lyfted  
EDIBLES  
FEEL THE FLAVOR

INARU

GOOD  
DAY  
FARM™

PARA

HIGH  
PRESTESS

sweedies

snackable edibles

YAWN

# CASE STUDIES



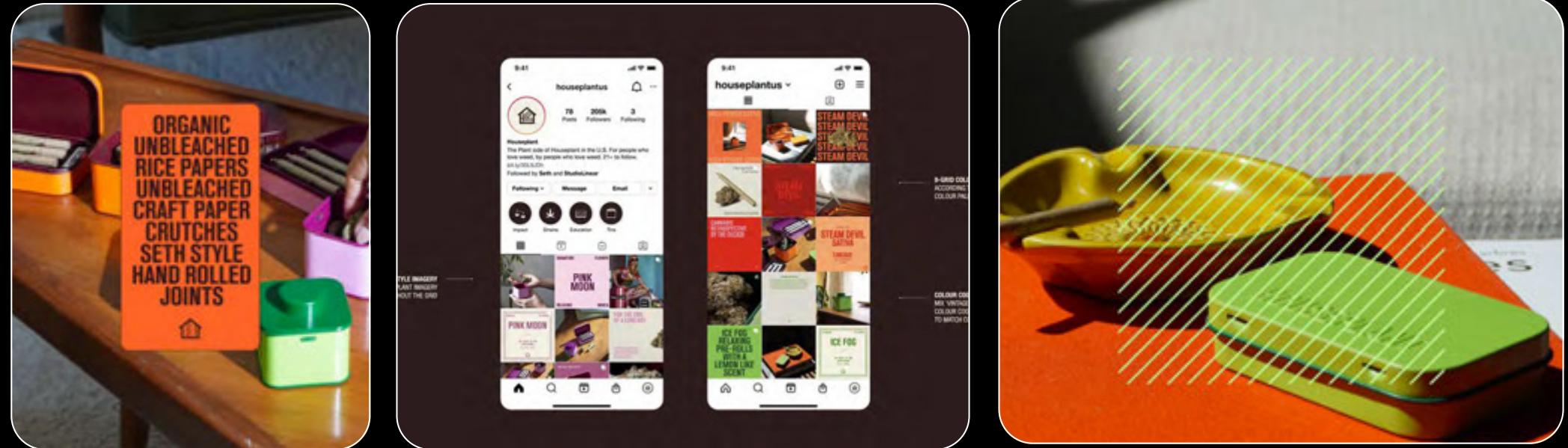
Think of these case studies as windows into our journey, revealing the heart and soul we pour into each project. They're not just about showcasing our expertise; they're about sharing our story, our passion, and our commitment to making a difference. So, dive in, and let our experiences inspire your confidence in what we can accomplish together.



THOUGHTFULLY-DESIGNED OBJECTS  
FOR PEOPLE WHO LIKE NICE THINGS

# “HOUSEPLANT”

 HOUSEPLANT



WE HAD THE PLEASURE OF WORKING WITH ONE OF OUR FAVORITE CANNABIS COMPANIES, HOUSEPLANT (YES, SETH ROGEN!) TO CREATE A SERIES OF INSTAGRAM TEMPLATES FOR THEIR IN-HOUSE DESIGN TEAM. WE COLLABORATED WITH THEIR TEAM ON A COMPILATION OF POST TEMPLATES FOR PRODUCTS AND CSR, ALONG WITH STORY TEMPLATES. OUR GOAL WAS TO CREATE A FUN POSTING PATTERN BASED ON A 9-POST COLOR BLOCK GRID AND USE THE COOL PATTERNS FROM THEIR EXISTING BRANDING TO DEFINE STRAINS.

INSTAGRAM DESIGN





THE ART  
OF CANNABIS  
**“FLORETTE”**



WE PARTNERED WITH FLORETTE, A NEW YORK-BASED CANNABIS COLLECTIVE, TO DEVELOP A PREMIUM BRAND IDENTITY THAT REFLECTS THEIR COMMITMENT TO QUALITY AND INNOVATION. THIS INCLUDED STRATEGIC BRAND MESSAGING, CUSTOM PACKAGING FOR PRE-ROLLS AND FLOWER, AND A WEBSITE FEATURING A DISPENSARY LOCATOR AND WHOLESALE TOOLS. THEIR FRESH, COHESIVE BRANDING NOW POSITIONS THEM AS A STANDOUT IN THE COMPETITIVE CANNABIS MARKET.

MESSAGING, BRANDING, PACKAGING, WEBSITE





HEMP-INFUSED ADAPTOGENIC  
FRUIT SNACKS

# “SWEEDIES”



THESE LITTLE FRUIT SNACKS ARE A FUN WAY TO TRY THC FOR FIRST-TIME USERS. WE WORKED WITH SWEEDIES ON THEIR BRANDING, MESSAGING, CUSTOM PACKAGING, ILLUSTRATION, CUSTOM FONTS, AND A NEW WEBSITE DESIGNED IN FIGMA AND BUILT IN SHOPIFY. THE SWEEDIES WEBSITE WAS RECENTLY FEATURED AS SITE OF THE DAY ON TYPEWOLF, [CHECK IT OUT HERE!](#)

BRANDING, MESSAGING, PACKAGING, WEBSITE





FIND YOUR SWEET  
SPOT

“CAMINO”

CAMINO



WE HAVE BEEN WORKING WITH CAMINO ON THEIR SOCIAL MEDIA STRATEGY, CONTENT CREATION AND DEVELOPING ADS FOR META. WE CREATE A MONTHLY PLAN FOR THEIR POSTING, CREATE THE CONTENT AND HAVE WEEKLY MEETINGS TO DISCUSS REPORTING. WE HAVE ALSO HELPED THEM WITH UGC FOR SOCIAL.

SOCIAL MEDIA, ADS, CONTENT CREATION



CANNABIS ELEVATED

“SELECT”



WE WORKED WITH SELECT IN DEVELOPMENT THEIR SOCIAL MEDIA STRATEGY, CALENDAR FOR POSTS, INFLUENCER/UGC CAMPAIGN, CONTENT STRATEGY SUCH AS VIDEO, ANIMATION AND GRAPHIC DESIGN.

SOCIAL MEDIA, VIDEO, ANIMATION, CONTENT CREATION, INFLUENCER, UGC

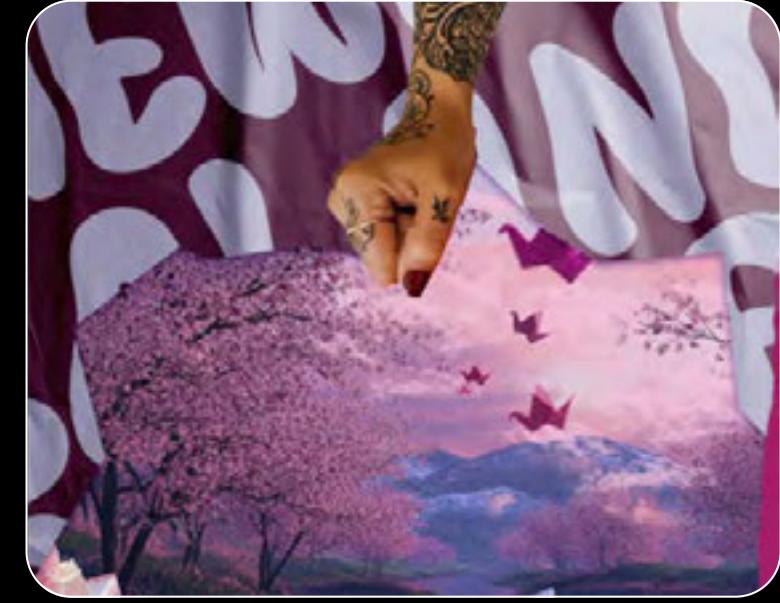




MARKETING CAMPAIGN:  
UNWRAP THE UNEXPECTED

“CAMINO”

CAMINO



WE WORKED WITH CAMINO IN CREATING A MARKETING CAMPAIGN FOR THE LAUNCH OF THEIR NEW CHEWS. OUR CAMPAIGN INCLUDED MESSAGING, GO-TO-MARKET STRATEGY, CUSTOM GRAPHICS, SOCIAL MEDIA STRATEGY, BUDTENDER ACTIVATION, DISPENSARY DISPLAYS AND POPUP EVENTS.

CAMPAIGN DEVELOPMENT, GO-TO-MARKET STRATEGY, CAMPAIGN MESSAGING, CONTECT CREATION, ART DIRECTION



Menu Shop All

YEW YEW

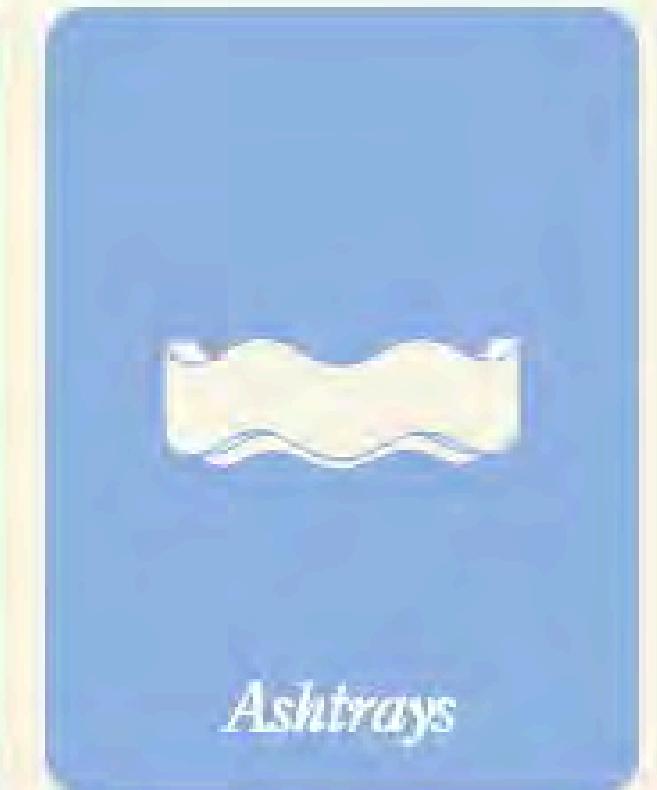
Cart (0)

# Modern Smoking Essentials

by Yew Yew



Bongs

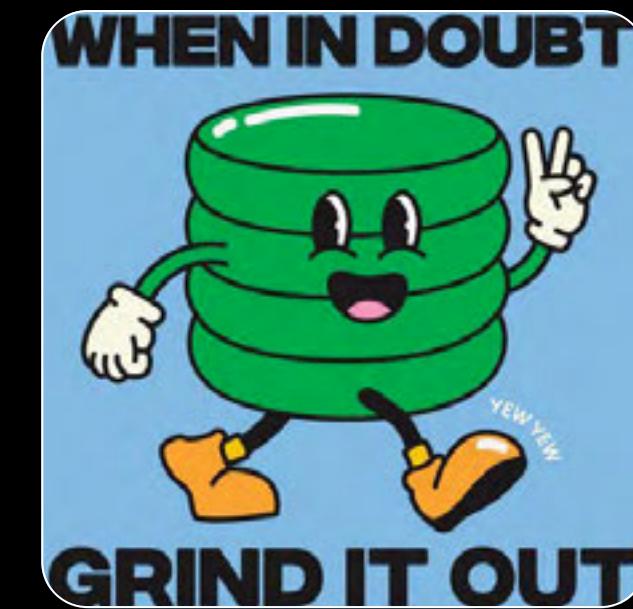


Ashtrays



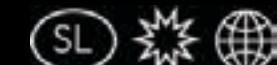
MODERN DESIGNED  
SMOKING ESSENTIALS

## “YEW YEW”



YEW YEW CAME TO US WITH A CLEAR MISSION—TO ELEVATE THEIR BRAND AND REFLECT THEIR COMMITMENT TO ELEGANT, DESIGN-FORWARD SMOKEWARE THAT BREAKS AWAY FROM THE TYPICAL MASCULINE CANNABIS AESTHETIC. OUR TEAM HELPED REFINE THEIR VISUAL IDENTITY AND MESSAGING TO BETTER CONNECT WITH THEIR GLOBAL COMMUNITY AND CONTINUE PUSHING AGAINST OUTDATED STIGMA.

BRAND REFRESH, WEBSITE, ILLUSTRATIONS, PACKAGING DESIGN, NEWSLETTER DESIGN, CUSTOM MERCH





COSMIC CULTURE  
FOR THE REBEL AT HEART

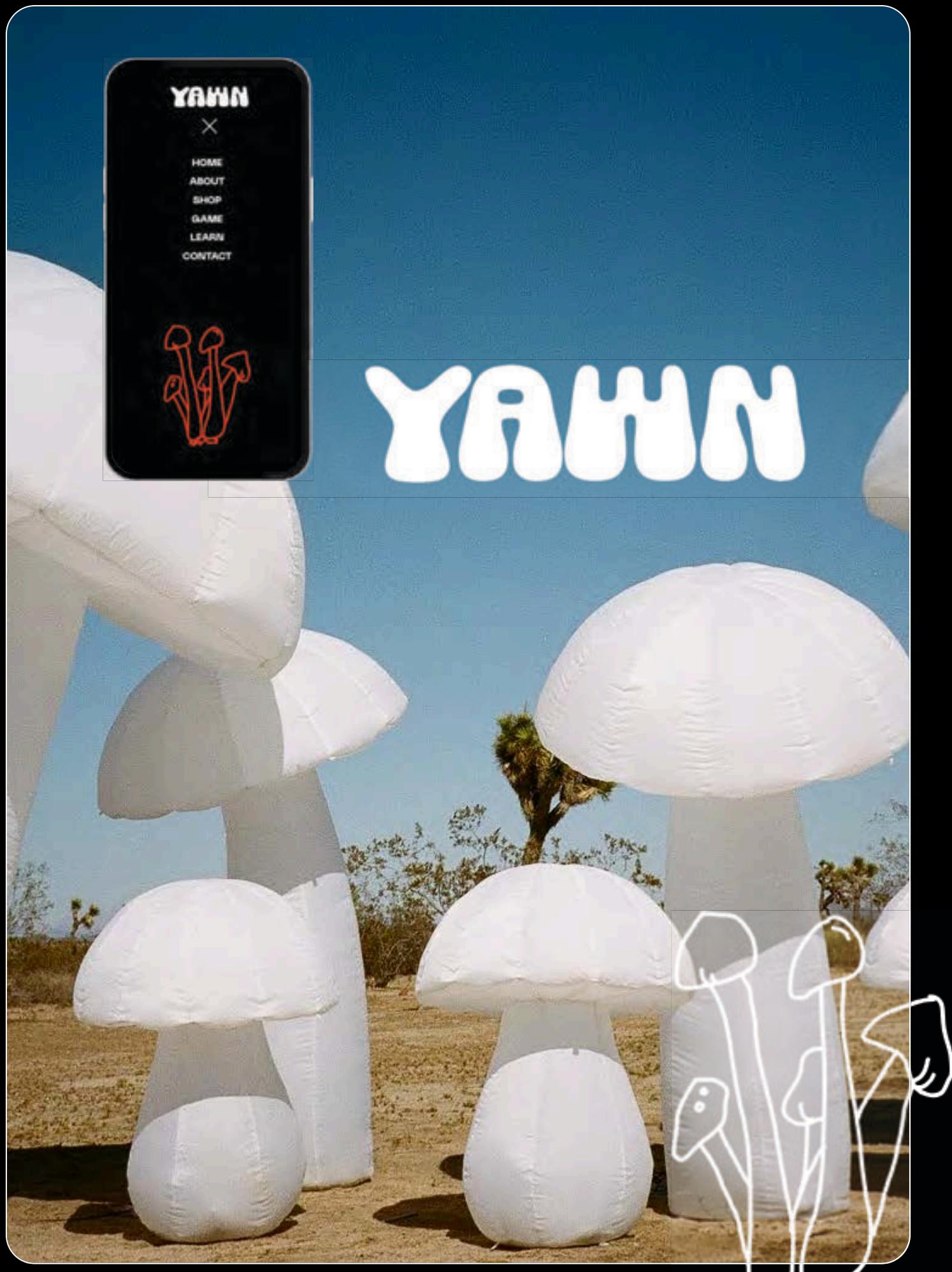
# “REBEL BLENDS CANNABIS” **REBEL BLENDS**



ARE YOU READY FOR A GALACTIC ADVENTURE? REBEL BLENDS PRODUCTS PRODUCE THE HIGHEST LEVEL OF COSMIC EXPERIENCE, FROM CBD OILS AND THC TINCTURES TO FLOWER AND PRE-ROLLS. WE WORKED WITH THE COMPANY ON BRAND NAMING, MESSAGING, VISUALS, PACKAGING, AND ART DIRECTION—CAPTURING A NOSTALGIC LATE-80S VIBE WITH BOLD TYPE AND VIBRANT GRAPHICS.

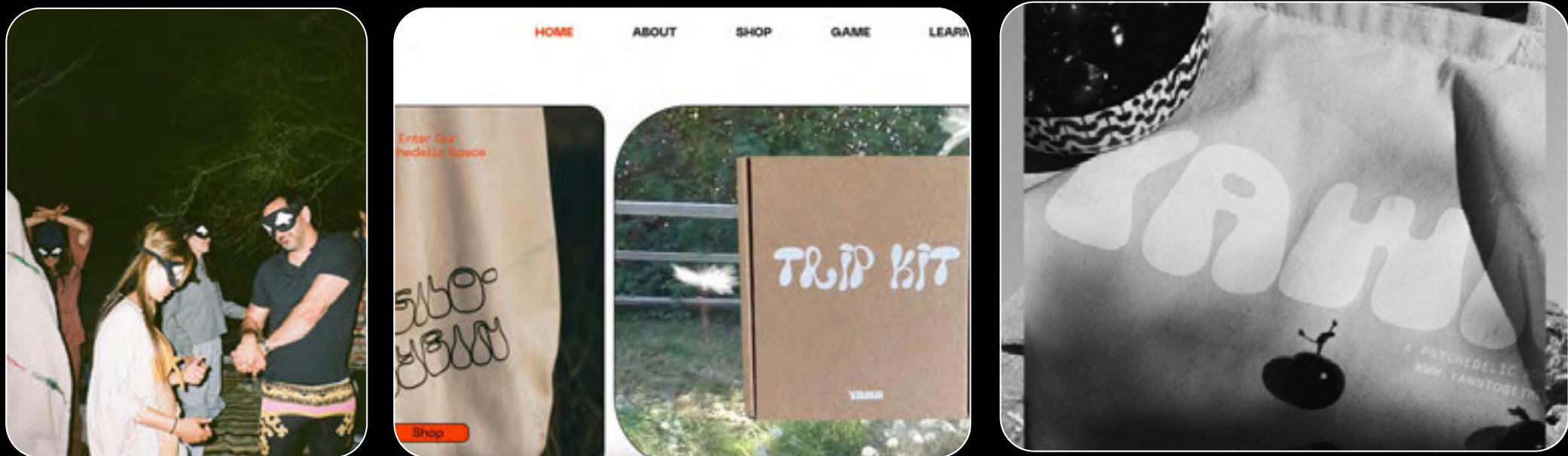
NAMING, MESSAGING, PACKAGING, ART DIRECTION





A PSYCHEDELIC  
WELLNESS MOVEMENT

# “YAWN”



WE HAD THE PLEASURE OF WORKING WITH YAWN, A FEMALE-FOUNDED PSYCHEDELIC WELLNESS BRAND REDEFINING THE PSILOCYBIN SPACE. WE DESIGNED AND BUILT THEIR WEBFLOW WEBSITE, CREATING A DIGITAL HUB FOR EDUCATION, IMMERSIVE EXPERIENCES, AND PRODUCTS THAT ELEVATE THE PSYCHEDELIC JOURNEY. WE ABSOLUTELY LOVE THEIR MISSION TO FOSTER MINDFULNESS AND SELF-REFLECTION —PLUS, THEIR CREATIVITY AND BOLDNESS ARE UNMATCHED!

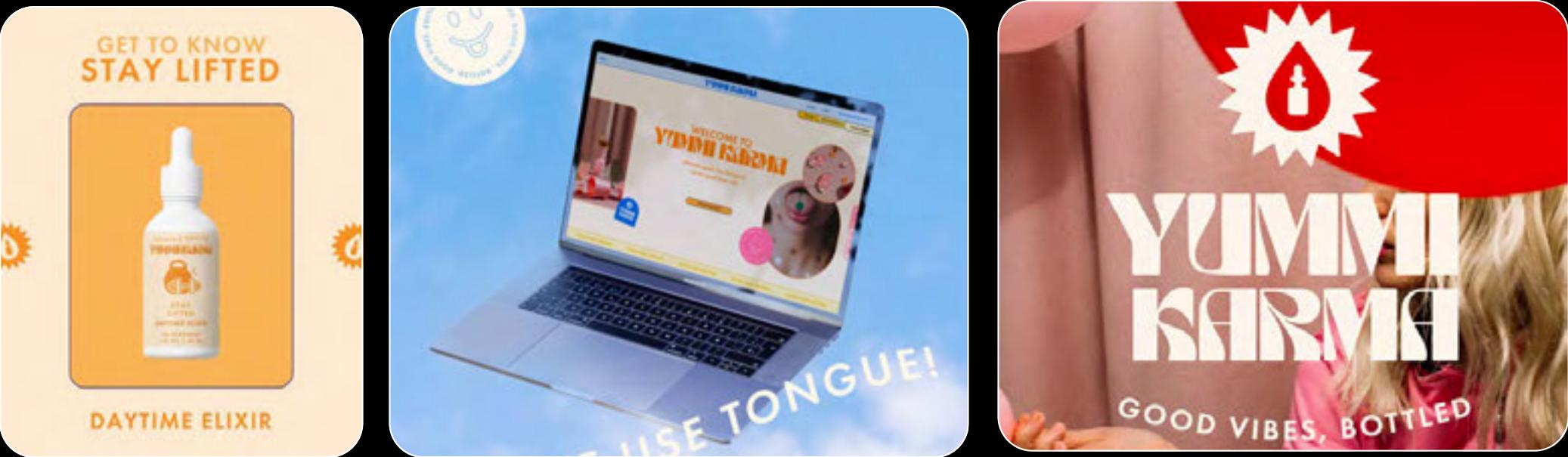
CUSTOM COMMERCE WEBSITE + GRAPHIC DESIGN





GOOD VIBES,  
BOTTLED CANNABIS TINCTURES

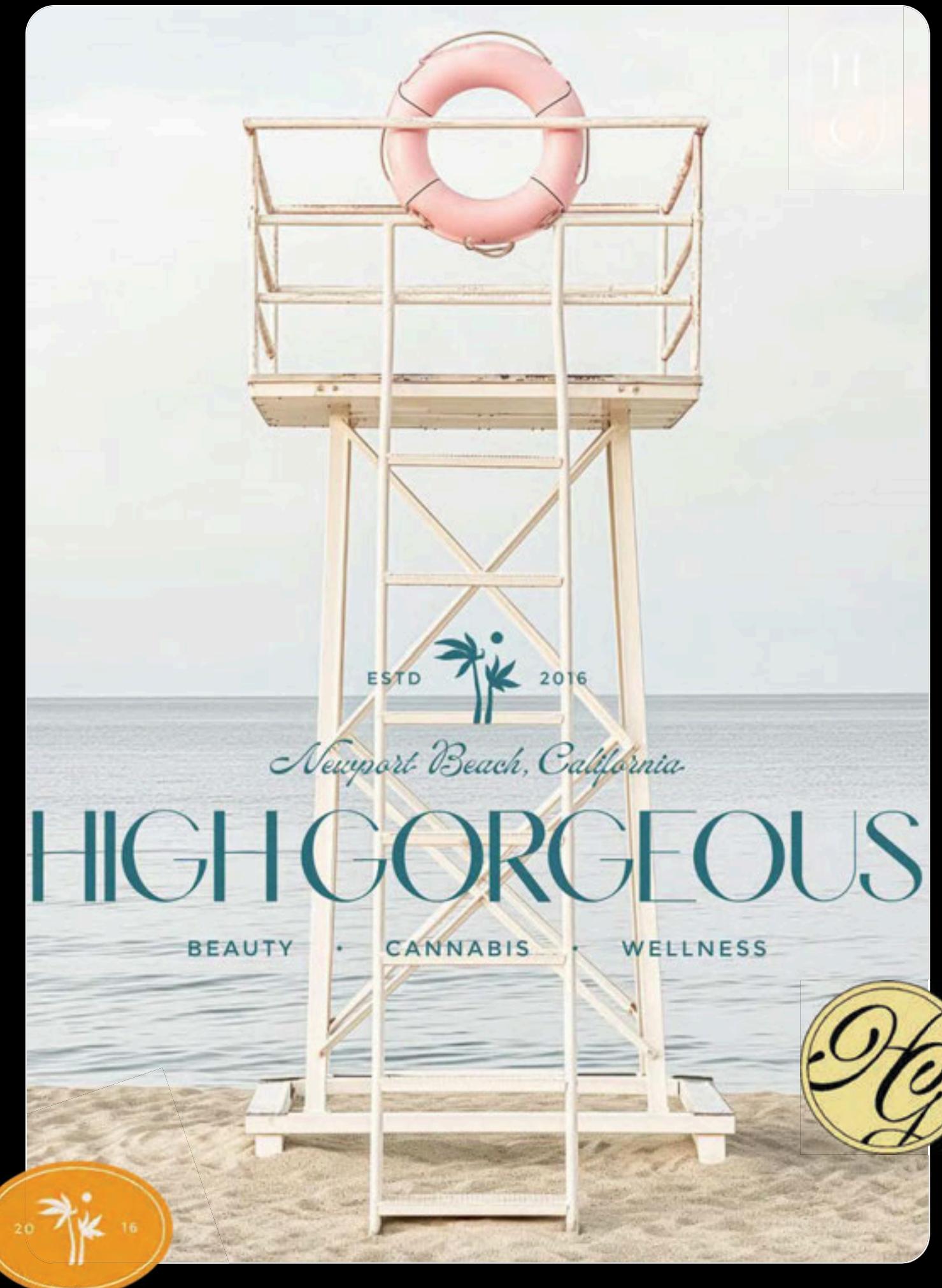
# “YUMMI KARMA”



IN 2022, THE YUMMI KARMA TEAM CAME TO US FOR A BRAND REFRESH, FEELING THEIR IDENTITY NO LONGER REFLECTED WHO THEY WERE. WE BEGAN WITH A BRAND STRATEGY AND MESSAGING OVERHAUL, FOLLOWED BY TAGLINES, WEBSITE COPY, AND VISUAL ELEMENTS LIKE LOGOS, SUBMARKS, AND STICKERS. WE DESIGNED AND DEVELOPED A WEBFLOW SITE CONNECTED TO WEEDMAPS AND WRAPPED UP WITH INSTAGRAM TEMPLATES AND ONGOING MERCH DESIGN FOR 2023.

MESSAGING, BRANDING, PACKAGING, COMMERCE WEBSITE, COPYWRITING, SEO, IG TEMPLATES, NEWSLETTER DESIGN





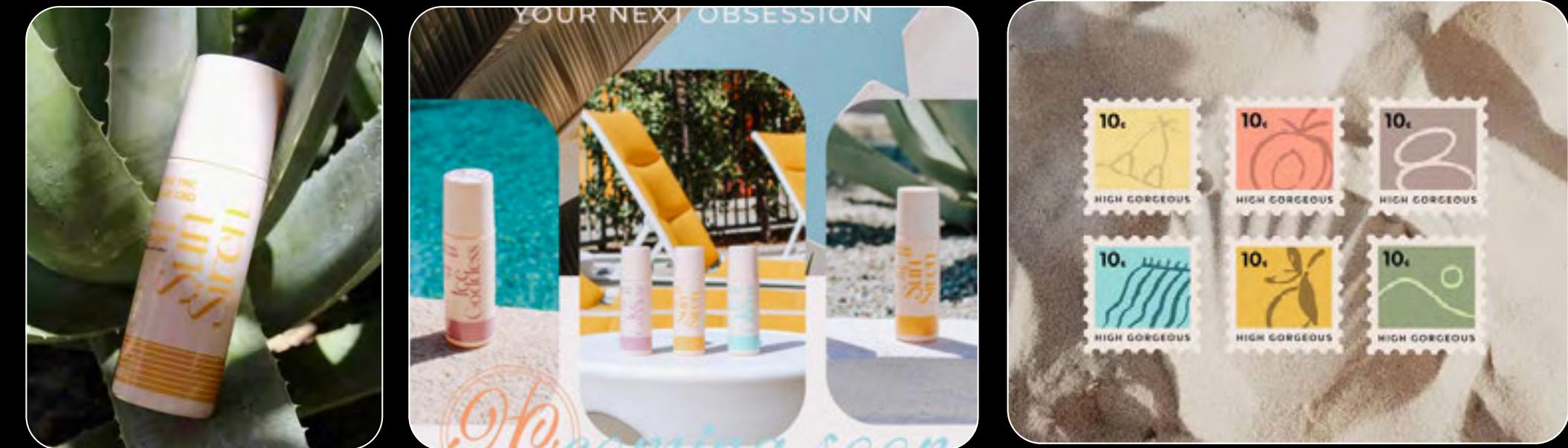
WEST COAST VIBES,  
FULL BODY BENEFITS

# “HIGH GORGEOUS”

ESTD  
2016

Newport Beach, California

HIGHGORGEOUS  
BEAUTY • CANNABIS • WELLNESS



HIGH GORGEOUS PARTNERED WITH US TO REFRESH THEIR BRAND AND ONLINE PRESENCE, AIMING TO STAND OUT IN THE EVER-EVOLVING CANNABIS BEAUTY SPACE. WE DEVELOPED A BOLD, PLAYFUL VISUAL IDENTITY AND AN INTUITIVE, ELEVATED WEBSITE EXPERIENCE THAT CAPTURES THEIR VIBRANT PERSONALITY WHILE MAKING THEIR PRODUCT LINE EASY TO EXPLORE AND SHOP. THE RESULT IS A COHESIVE BRAND WORLD THAT FEELS FRESH, FUN, AND UNMISTAKABLY HIGH GORGEOUS.

BRANDING, ILLUSTRATION, WEBSITE





VIBE MATCHING FLOWER

# “ISLAND POND CANNABIS”



NESTLED IN THE RUSTIC LANDSCAPE OF VERMONT, IS A FAMILY OWNED BUSINESS GROWING SOME OF THE STATES BEST FLOWER AND LAUNCHING ONE OF THE STATES NEWEST BUSINESSES, ISLAND POND. WITH PRODUCTS BASED ON VIBES VS. STRAINS, THE COMPANY HAS POSITIONED THEMSELVES IN THE MARKET FOR A LAUNCH AT THE END OF Q4, 2022. WE WERE TASKED WITH CREATING THEIR BRAND MESSAGING, BRAND VISUALS, MERCH DESIGN AND PACKAGING SUITE FOR THE NEW PRODUCT LINE.

MESSAGING, BRANDING, MERCH, PACKAGING





DIVINELY YOURS

# “INARU”



WE RECENTLY HAD THE PLEASURE OF WORKING WITH ONE OF OUR FAVORITE CANNABIS BRANDS, INARU—A COLORADO-BASED, MINORITY-OWNED COMPANY REDEFINING CANNABIS FOR WOMEN. FROM CUSTOM ILLUSTRATIONS TO PREMIUM PACKAGING ELEMENTS LIKE TAROT CARDS AND GIFT BOXES, EVERY DETAIL WAS DESIGNED TO ELEVATE THE CUSTOMER EXPERIENCE. OUR GOAL WAS TO CREATE A CULTURALLY RICH, STANDOUT BRAND THAT RESONATES WITH MODERN WOMEN AND SETS INARU APART IN THE COMPETITIVE CANNABIS MARKET.

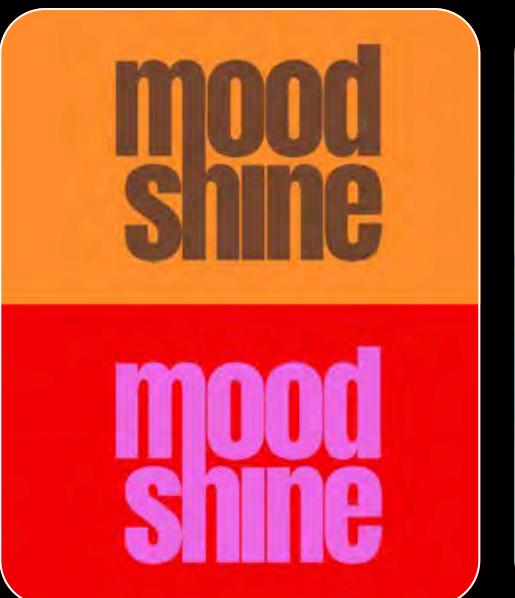
MESSAGING, BRANDING, MERCH, PACKAGING, WEBSITE





SPACE TO GLOW

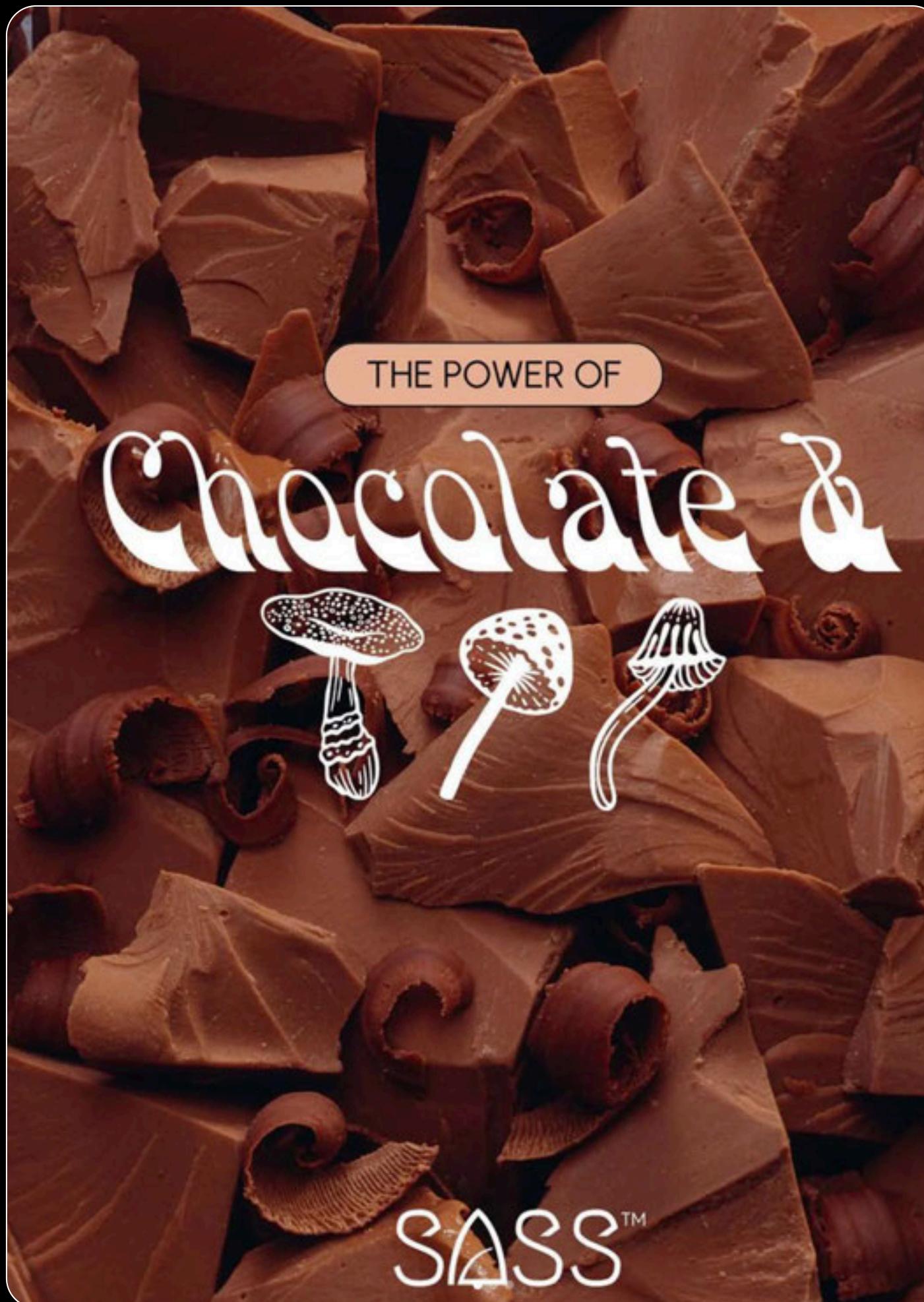
## “MOODSHINE”



WE HAD THE JOY OF PARTNERING WITH MOODSHINE, A WOMAN-OWNED CANNABIS DISPENSARY LAUNCHING IN CHICAGO, TO CRAFT A VIBRANT, EMPOWERING BRAND IDENTITY. THROUGH A ONE-DAY WORKSHOP, WE DEFINED THEIR MISSION AND VALUES, THEN DEVELOPED A COHESIVE BRANDING PACKAGE WITH LOGOS, FONTS, AND A BRAND GUIDE. WITH PLANS FOR MERCH, ADVERTISING, AND SOCIAL MEDIA, MOODSHINE IS SET TO BE A WELCOMING, INCLUSIVE SPACE THAT CELEBRATES CREATIVITY, MINDFULNESS, AND COMMUNITY.

BRANDING, MERCH, SOCIAL MEDIA TEMPLATE, INTERIOR DESIGN, CUSTOM MURALS





CULINARY PLANT/FUNGI CONFECTIONS

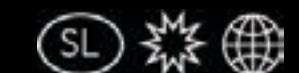
“SASS”

SASS™



WE PARTNERED WITH SASS, A WOMEN-FOUNDED PSYCHEDELIC CONFECTIONARY, TO ELEVATE THEIR BRAND AND DIGITAL PRESENCE. OUR WORK INCLUDED DEVELOPING REFINED BRAND MESSAGING, DESIGNING SOCIAL MEDIA TEMPLATES, CRAFTING A CUSTOM PITCH DECK, AND BUILDING A SEAMLESS COMMERCE WEBSITE ON WORDPRESS. THEIR COMMITMENT TO CREATING SOPHISTICATED TREATS THAT HIGHLIGHT CANNABIS AND MUSHROOM FLAVORS IS TRULY UNIQUE.

MESSAGING, SOCIAL MEDIA TEMPLATES, PITCH DECK, WEBSITE

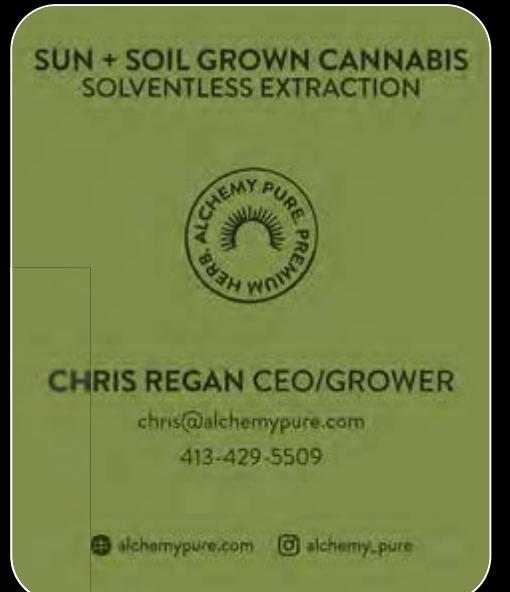




GROWN WITH LOVE,  
CURED WITH CARE.

# “ALCHEMY PURE”

**ALCHEMY PURE**  
premium herb



WE WORKED WITH ALCHEMY PURE, A SMALL ORGANIC FARM IN HUDSON VALLEY, NY, TO CRAFT A DISTINCT BRAND IDENTITY FOR THEIR HIGH-QUALITY EDIBLES, CONCENTRATES, AND VAPES. THIS INCLUDED CUSTOM LOGOS, PACKAGING DESIGN, AND SOCIAL MEDIA TEMPLATES. THEIR REFINED BRANDING HELPED SECURE PREMIUM SHELF SPACE AT DISPENSARIES AND ESTABLISH THEM AS A TRUSTED, ARTISANAL PRODUCER IN THE CANNABIS MARKET.

MESSAGING, SOCIAL MEDIA TEMPLATES, PITCH DECK, WEBSITE





A BOLDLY DELICIOUS  
CANNED FOOD BRAND

“NICE CANS”

NICE CANS



WE PARTNERED WITH NICE CANS TO DESIGN AND DEVELOP A WEBSITE THAT BRINGS THEIR BOLD, PLAYFUL BRAND TO LIFE ONLINE. OUR GOAL WAS TO CREATE A SEAMLESS, ENGAGING DIGITAL EXPERIENCE THAT SERVES BOTH WHOLESALE AND DTC CUSTOMERS. THE SITE COMBINES STRATEGIC DESIGN WITH KEY INTEGRATIONS TO SUPPORT A SMOOTH LAUNCH AND PROVIDE THE FLEXIBILITY TO GROW ALONGSIDE THE BRAND.

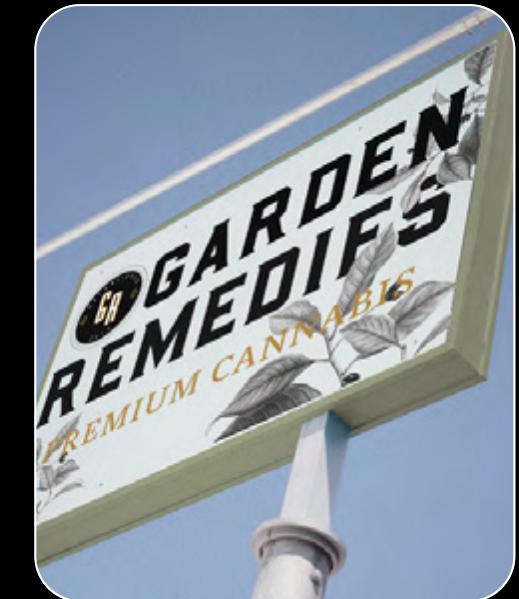
WEBSITE





PREMIUM NATURAL  
CANNABIS

# “GARDEN REMEDIES”



GARDEN REMEDIES WAS STUDIO LINEAR'S FIRST CANNABIS CLIENT BACK IN 2019 – THE SAME YEAR WE WON GOLD AT THE BRODERSON AWARDS FOR THIS PROJECT. BASED IN MASSACHUSETTS, THE DISPENSARY HAS MULTIPLE LOCATIONS. WE LED A FULL BRAND REFRESH, PACKAGING, WEBSITE DESIGN, AND CREATED MURALS AND SIGNAGE INSPIRED BY OLD-WORLD WHISKEY BRANDING AND BOTANICAL ILLUSTRATIONS. THIS PROJECT HELPED SHAPE OUR SHIFT INTO BECOMING AN AWARD-WINNING CANNABIS DESIGN AGENCY.

BRANDING, PACKAGING, OOH DESIGN, WEBSITE



PROUDLY:



**W<sup>OMEN</sup><sub>OWNED</sub>**

**GIVEBACK<sup>®</sup>  
INITIATIVE**

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WEBSITE: [WWW.STUDIOLINEAR.COM](http://WWW.STUDIOLINEAR.COM)**

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Let's collaborate to create a package that works for your brand, your goals, and your budget.

GET IN TOUCH WITH US TODAY.