

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
FOUNDER AND
CREATIVE DIRECTOR



MICHELLE
STUDIO AND
PROJECT MANAGER



JACQUELINE
BRAND STRATEGIST



HALEY
DESIGNER



BIANCA
DESIGNER



COURTNEY
DESIGNER



HANNAH
SOCIAL MEDIA



CHASE
DEVELOPER

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 consistent brand presence, boost engagement, and grow your audience.



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

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 MESSAGING

BRAND MESSAGING DECK

INCLUDES:
Problem / Solution,
Mission Statement,
Manifesto / Who We
Are, Tone Words, Buzz
words, Headlines,
Grammar & Style
Guidelines

2 ROUNDS OF REVISIONS

BRAND STRATEGY

4-HR STRATEGY SESSION &
MARKET/COMPETITIVE
AUDIT

AUDIENCE PERSONAS &
CUSTOMER JOURNEY MAP

BRAND PURPOSE, MISSION,
VISION &
VALUES/PERSONALITY

MESSAGING FRAMEWORK:
POSITIONING, VALUE,
PILLARS, VOICE/TONE,
TAGLINE (3–5 OPTIONS)

2 ROUNDS OF REVISIONS

BRAND NAMING

DISCOVERY SESSION

5–7 POTENTIAL NAMES

RESEARCH FOR TRADEMARKS,
DOMAIN AVAILABILITY, AND
MARKET DIFFERENTIATION

2 ROUNDS OF REVISIONS



SCOPE OF WORK	TIER 1 BRAND ESSENTIALS	TIER 2 BRAND IDENTITY SYSTEM	TIER 3 FULL BRAND STRATEGY + IDENTITY SYSTEM
STRATEGY SESSION		1.5-2 hrs	4-hr deep-dive
COMPETITIVE AUDIT / REVIEW	Light review	Detailed audit	Full market audit
MOODBOARD / CREATIVE DIRECTIONS	1	2	2-3
PRIMARY LOGO CONCEPTS	2-3	3-5	Full suite +alternates
SECONDARY LOGO / MARKS	1	Secondary + lockups	Secondary marks, submarks, iconography
COLOR PALETTE	Basic	Expanded	Full system
TYPOGRAPHY	Primary + Secondary	Full set	Display, body, accent families
PHOTOGRAPHY/ILLUSTRATION		If applicable	Included
BRAND GUIDELINES	Mini 8-12 pg	25-40 pg	60-100+ pg
COLLATERAL ITEMS		Choose 3	Choose 5-8

BRANDING PACKAGES: 3 TIERS





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 1: PROPS + WARDROBE

5-7 IMAGES

MODEL NOT INCLUDED

ADDITIONAL PROPS,
WARDROBE, MODEL, AND
LOCATION TO BE
REIMBURSED IN THE FINAL
INVOICE
(WHETHER WE NEED ANY)

OPTION 2: PROPS + WARDROBE + MODEL

5-7 IMAGES

WOULD INCLUDE ANY
WARDROBE, PROPS AND
MODEL

LOCATION COSTS TO BE
REIMBURSED IN THE FINAL
INVOICE
(WHETHER WE NEED ANY)

ADD ONS

STOP MOTION VIDEOS

STOP MOTION + GIFS
SHORT FORM VIDEO
LONG FORM VIDEO

ADDITIONAL IMAGES



SCOPE OF WORK	TIER 1 PER SKU	TIER 2 FULL DEVELOPMENT	TIER 3 FULL PACKAGING SUITE
COMPETITIVE / BRAND REVIEW		Brand + Category audit	Competitive audit + shelf analysis
PACKAGING ARCHITECTURE SYSTEM			Full line architecture
CREATIVE DIRECTIONS	1-2	3	2-3 Strategic
PRIMARY PACKAGING DESIGN	1 SKU	3 SKUs	up to 10 SKUs
SECONDARY PACKAGING (BOX/BAG)		Included	Included
COLOR, TYPOGRAPHY, & VISUAL SYSTEM	Recommendations	SKU-level system	Full system
STRUCTURAL PACKAGING DESIGN			Custom structure
COMPLIANCE & REGULATORY LAYOUT	Single SKU	Across 3 SKUs	Systemized across all SKUs
REVISIONS	1-2 Rounds	Up to 3 Rounds	4-5 Rounds
PRODUCT ASSETS & MOCKUPS	Print-ready files + basic 3D	Print files + 2-3 renders	High-res renders + vendor guidance

PACKAGING: 3 TIERS



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

**SOCIAL MEDIA
PACKAGES**



TIER 1 ORGANIC MANAGEMENT

- 1 CHANNEL (INSTAGRAM)
- PLANNING OF 4 WEEKLY FEED POSTS AND 4 WEEKLY STORY SEGMENTS (*CONTENT PROVIDED BY CLIENT)
- ORGANIC SOCIAL MEDIA MANAGEMENT
- COMPLIANCE REVIEW OF CONTENT BEFORE POSTING
- COPYWRITING
- CONTENT ROLLOUT
- COMMUNITY MANAGEMENT
- DAILY MONITORING
- SOCIAL MAINTENANCE
- CUSTOMER SERVICE
- MONTHLY REPORTING

**ALL PHOTOS AND VIDEOS TO BE PROVIDED BY CLIENT; DOES NOT INCLUDE CONTENT CREATION

TIER 2 ORGANIC MANAGEMENT, STRATEGY, CREATIVE DIRECTION

- EVERYTHING FROM TIER 1 +
- MONTHLY TREND AUDIT
- CREATIVE DIRECTION
- MONTHLY CAMPAIGN STRATEGY
- MONTHLY CAMPAIGN MANAGEMENT
- MONTHLY TREND REPORTS
- AD CREATIVE CONSULTATION
- MONTHLY STRATEGY CALL

**ALL PHOTOS AND VIDEOS TO BE PROVIDED BY CLIENT; DOES NOT INCLUDE CONTENT CREATION



CONTENT CREATOR PROGRAM

- INCLUDES THE MANAGEMENT OF 5 CREATORS PER MONTH
- CREATOR SOURCING & VETTING
- CREATOR MANAGEMENT & COMMUNICATION
- CONTRACT NEGOTIATION & ONBOARDING
- CAMPAIGN STRATEGY & EXECUTION
- PAID AMPLIFICATION STRATEGY
- CONTENT REPURPOSING SUGGESTIONS FOR SOCIAL & ADS
- REPORTING & RECOMMENDATIONS
- COMPLIANCE REVIEW OF CONTENT BEFORE POSTING

INFLUENCER MARKETING PROGRAM

- MANAGEMENT OF 5 INFLUENCERS PER MONTH
- INFLUENCER SOURCING AND VETTING
- OUTREACH AND COMMUNICATION
- CAMPAIGN STRATEGY AND BRIEFING
- CONTRACT NEGOTIATION
- PRODUCT SEEDING AND LOGISTICS COORDINATION
- CONTENT REVIEW FOR COMPLIANCE
- PAID AMPLIFICATION AND WHITELISTING STRATEGY
- CAMPAIGN EXECUTION AND MANAGEMENT
- PERFORMANCE REPORTING AND OPTIMIZATION
- POST-CAMPAIGN INSIGHTS AND RECOMMENDATIONS

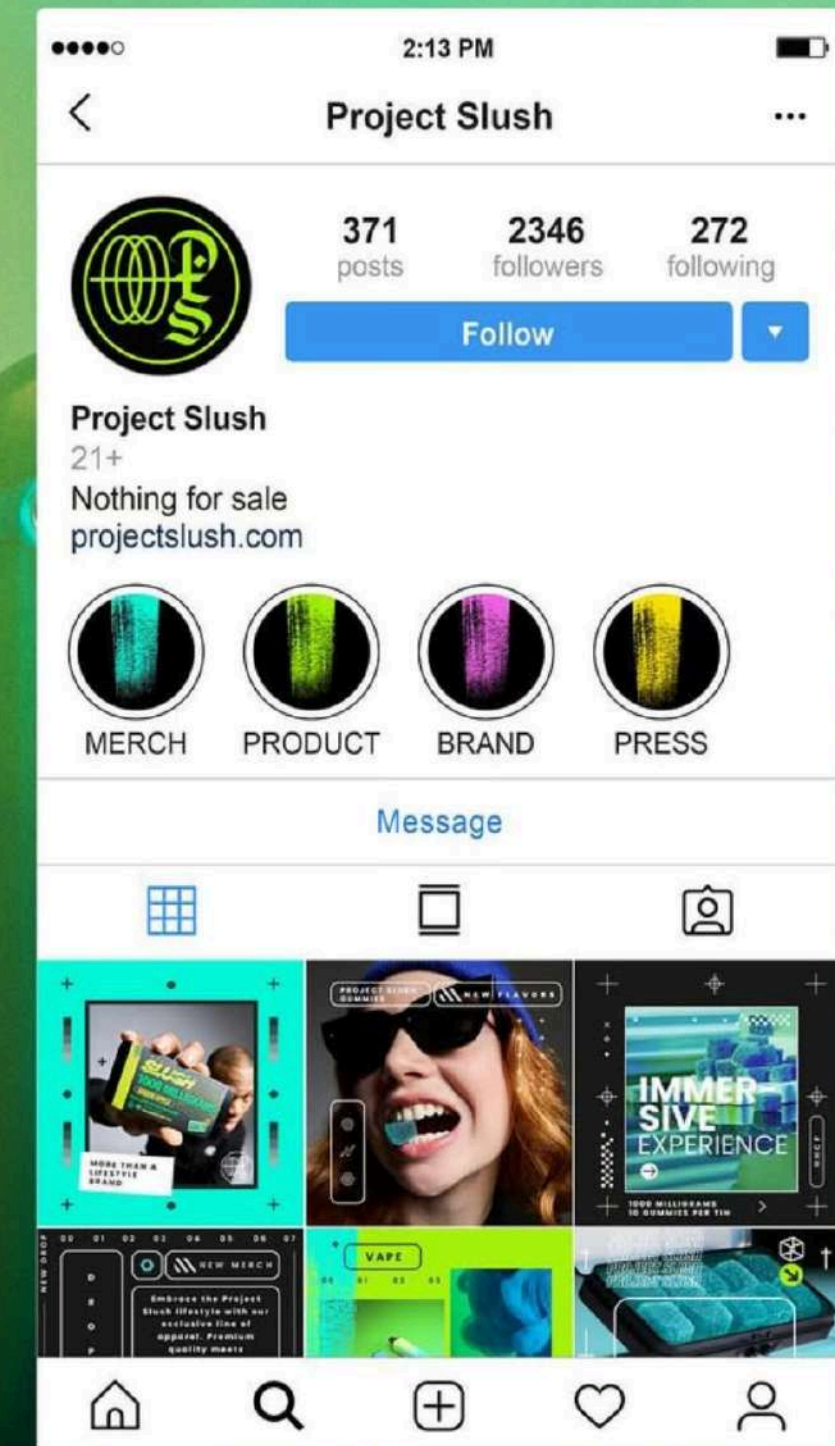


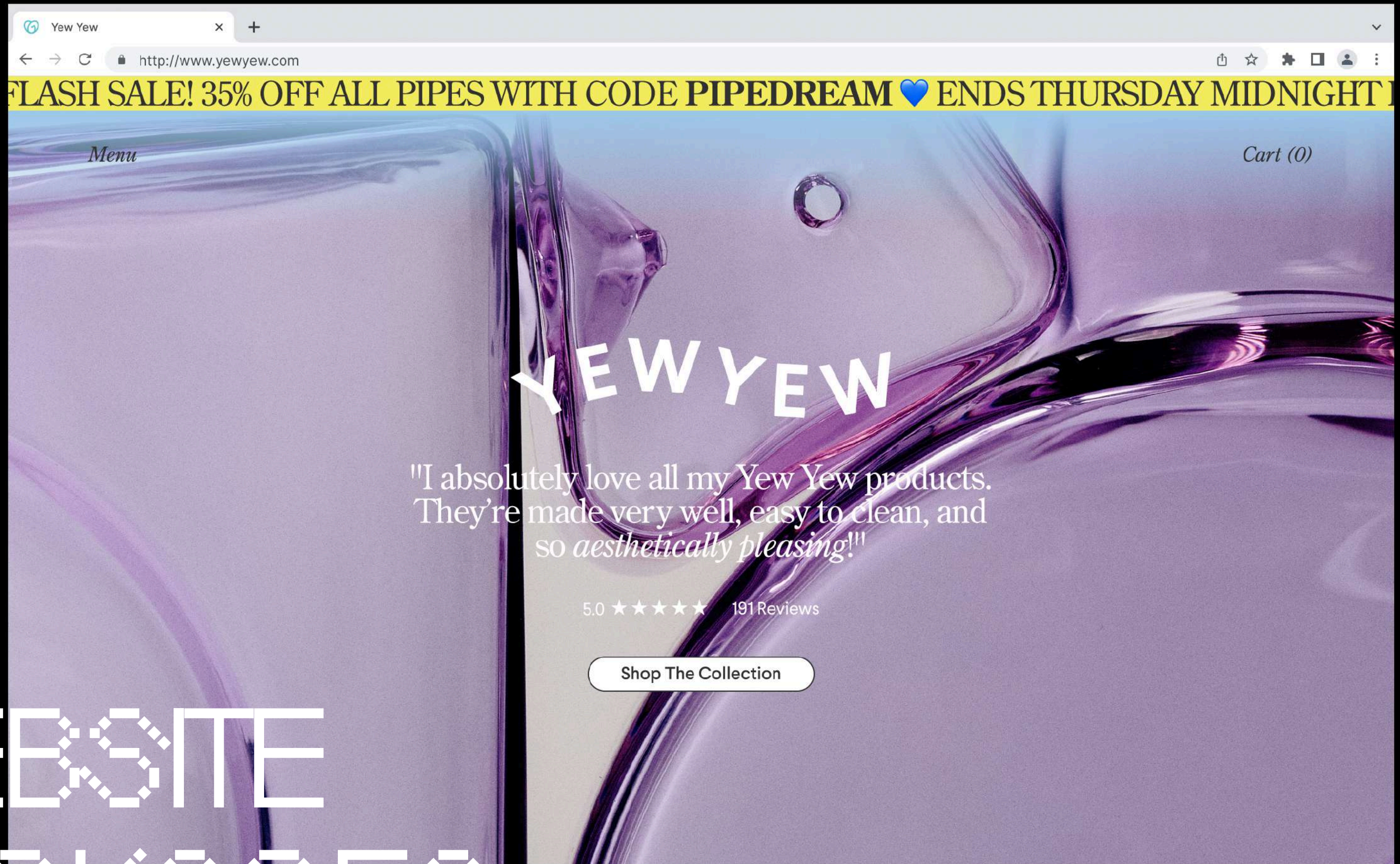
SOCIAL STRATEGY IN A DAY

- COMPETITOR AUDIT AND ANALYSIS
- INDUSTRY TRENDS AND BEST PRACTICES ANALYSIS
- FULL INSTAGRAM AUDIT WITH TAILORED RECOMMENDATIONS
- CONTENT AUDIT WITH PURPOSE-DRIVEN INSIGHTS
- COMPLIANCE REVIEW WITH CONTENT DO'S AND DON'TS
- DIGITAL POSITIONING STATEMENT
- DEFINED GOALS FOR GROWTH AND ENGAGEMENT
- CUSTOM CONTENT PILLARS
- ONE-MONTH SAMPLE FEED PLAN (CATEGORIES AND HEADLINES ONLY)
- LIST OF RECOMMENDED CONTENT CREATION TOOLS
- AESTHETIC INSTAGRAM MOOD BOARD
- FULL SOCIAL MEDIA STRATEGY AND ROADMAP DOCUMENT
- RECORDED VIDEO STRATEGY WALKTHROUGH
- ONE 60-MINUTE STRATEGY SESSION TO REVIEW AND ANSWER QUESTIONS

SOCIAL MEDIA CONSULTING & COACHING

- ONE 90-MINUTE MONTHLY STRATEGY SESSION
- COMPETITOR + INDUSTRY INSIGHTS TAILORED TO YOUR NICHE
- CONTENT CALENDAR GUIDANCE (CATEGORIES, POST IDEAS, CAPTION HOOKS)
- CREATIVE DIRECTION FOR UPCOMING CAMPAIGNS
- COMPLIANCE SUPPORT (DO'S/DON'TS REVIEW FOR CONTENT)
- ONGOING Q&A ACCESS (EMAIL/SLACK, LIMITED TO 1 WEEK AFTER SESSION)
- MONTHLY TREND + PERFORMANCE CHECK-INS

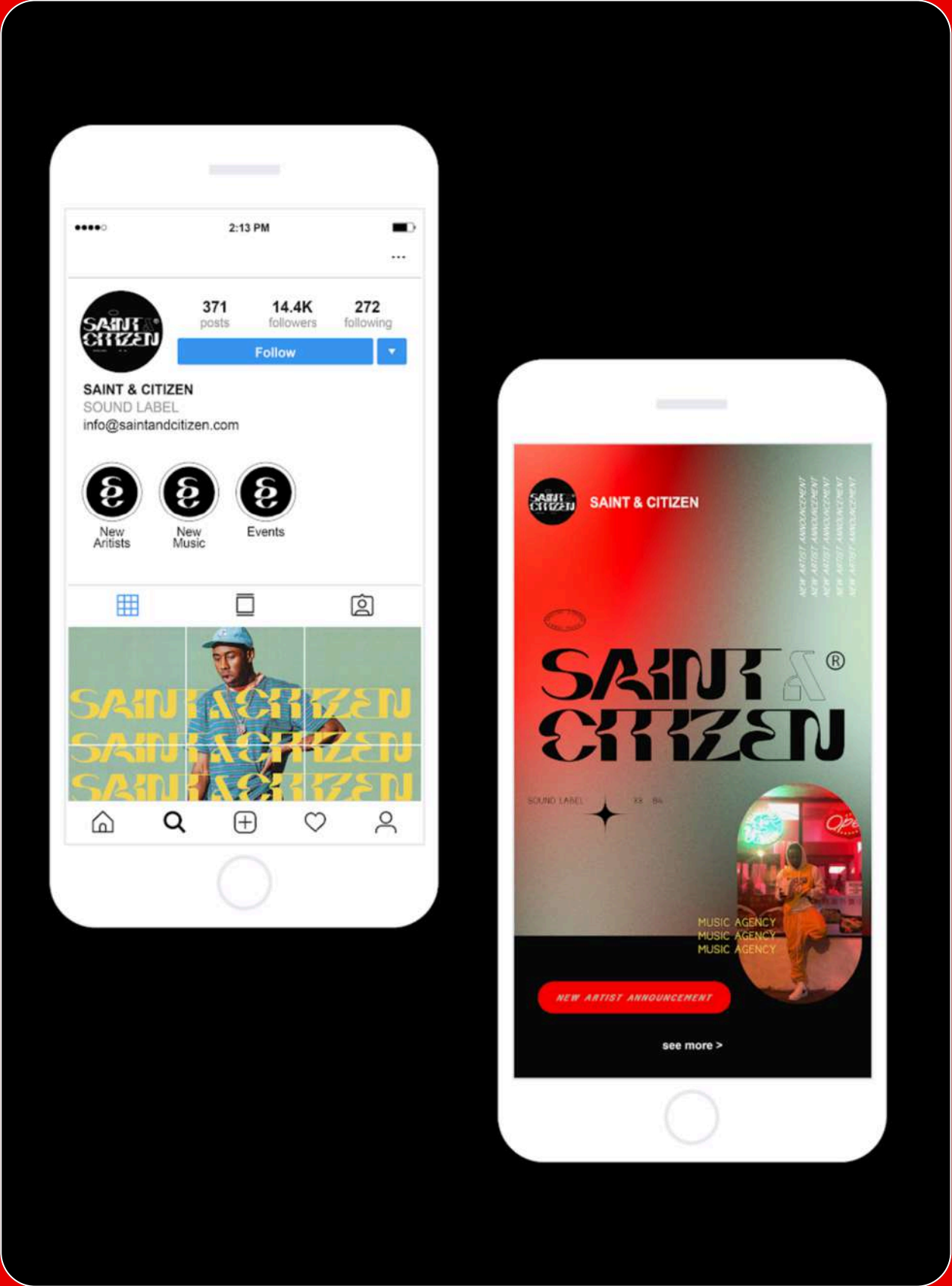




WEBSITE
PACKAGES

SCOPE OF WORK	TIER 1 ESSENTIALS	TIER 2 STRATEGY + CUSTOM	TIER 3 ADVANCES	TIER 4 eCOMMERCE	TIER 5 CUSTOM eCOMMERCE
PAGE COUNT	Up to 5 pages	Up to 8 pages	Up to 12 pages	Up to 8 pages	Up to 12 pages
CUSTOM DESIGN (FIGMA)	Full design	Full design	Full design	Light design (Key Templates)	Full custom design
RESPONSIVE DESIGN	Desktop + Mobile	Desktop + Mobile	Desktop + Mobile	Desktop + Mobile	Desktop + Mobile
ROUNDS OF REVISIONS	2	2	3	2	3
CMS BUILD LEVEL	Standard build	Light custom build	Fully custom build	Commerce build	Fully custom build
ANIMATIONS/ INTERACTIONS		Light	Light	Light	Light
CONTENT POPULATION	Client provided	+ copy (5 pages)	+ copy (all pages)	Products + copy	Products + full copy
BLOG / EDITORIAL FEATURES			Included		Included
SEO SETUP	Basic on- page	Basic commerce SEO	Advanced SEO	Basic commerce SEO	Advanced commerce SEO
COMMERCE & PAYMENTS				up to 10 products	20+ products advanced

WEBSITE : 5 TIERS





INTERIOR
DESIGN

DISPENSARY AND CONSUMPTION LOUNGE 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

SELECT
CLIENTS



YEW YEW

Florette

LEUNE



HOUSEPLANT™

CAMINO



select

curaleaf™

PAX®

PROJECT
SLUSH

MOSS
PARLOR

KIVA™

YUMMI KARMA
GOOD VIBES, BOTTLED

★ GLORIOUS ★
CANNABIS CO.

ALCHEMY PURE
premium herb



puff herbals



PARA



VERMONT
EST. 22
ISLAND
POND
CANNABIS

mood
shine

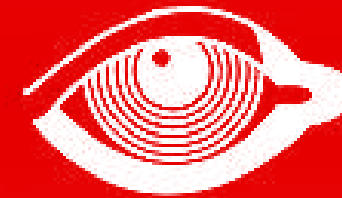


Lyfted
EDIBLES

FEEL THE FLAVOR



INARU



HIGH
PRIESTESS

MADE WITH LOVE

JERSEY CITY

But A Cake

sweedies
snackable edibles

YAWN



CASE STUDIES

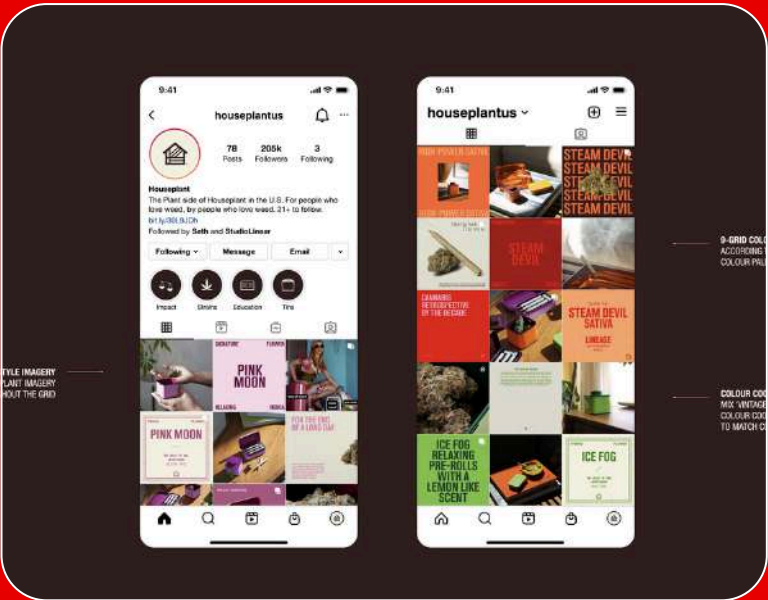


Think of these case studies as windows into our journey, revealing the heart and soul we pour into each project. They're not just about showcasing our expertise; they're about sharing our story, our passion, and our commitment to making a difference. So, dive in, and let our experiences inspire your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



THOUGHTFULLY-DESIGNED OBJECTS
FOR PEOPLE WHO LIKE NICE THINGS

“HOUSEPLANT”



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

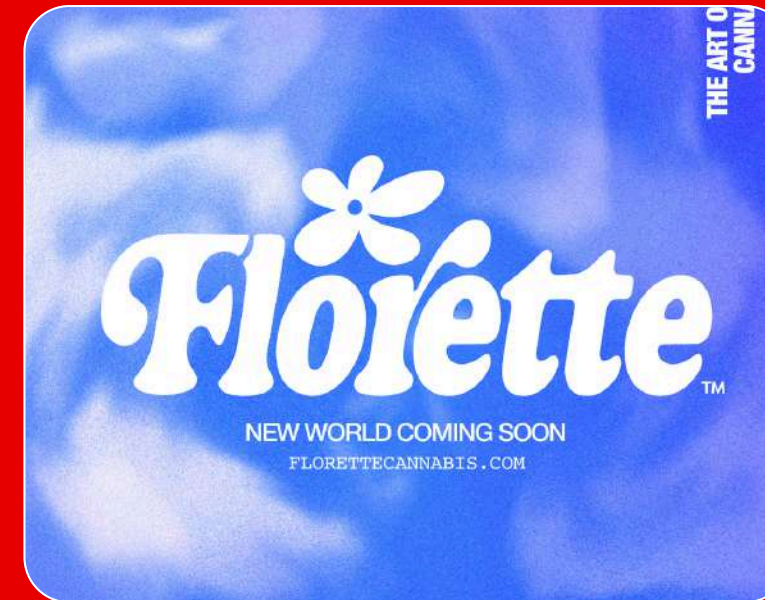




THE ART
OF CANNABIS

“FLORETTE”

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”

sweedies
snackable edibles



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



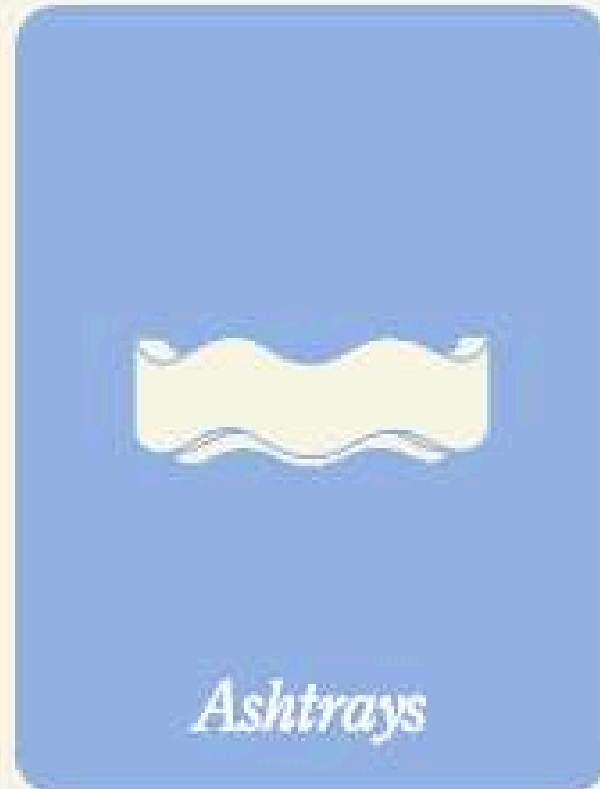
Menu Shop All

YEW YEW

Cart (0)

Modern *Smoking* Essentials

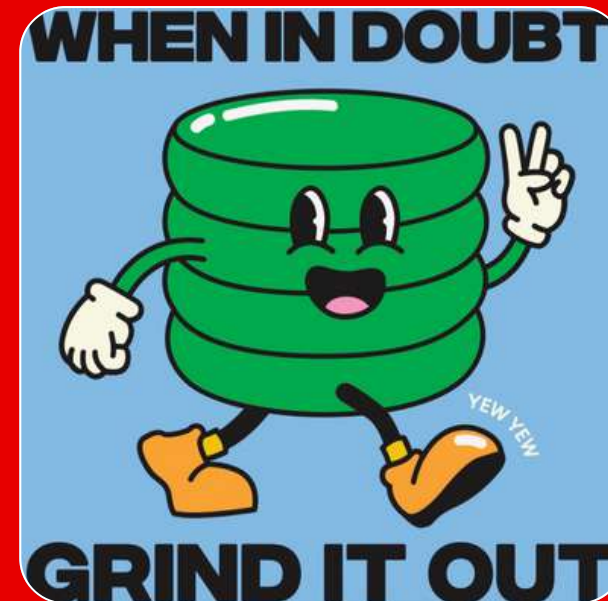
by Yew Yew



MODERN DESIGNED
SMOKING ESSENTIALS

“YEW YEW”

YEW YEW



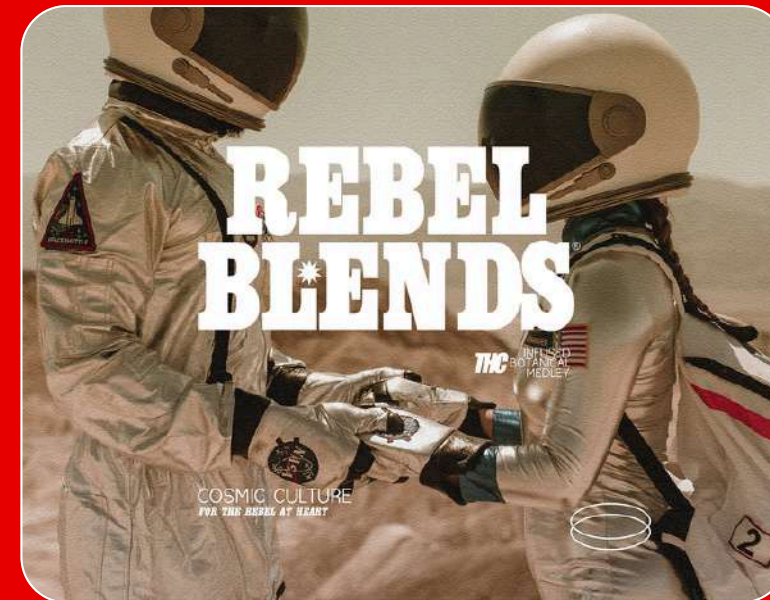
YEW YEW CAME TO US WITH A CLEAR MISSION—TO ELEVATE THEIR BRAND AND REFLECT THEIR COMMITMENT TO ELEGANT, DESIGN-FORWARD SMOKEWARE THAT BREAKS AWAY FROM THE TYPICAL MASCULINE CANNABIS AESTHETIC. OUR TEAM HELPED REFINE THEIR VISUAL IDENTITY AND MESSAGING TO BETTER CONNECT WITH THEIR GLOBAL COMMUNITY AND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

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



COSMIC CULTURE
FOR THE REBEL AT HEART

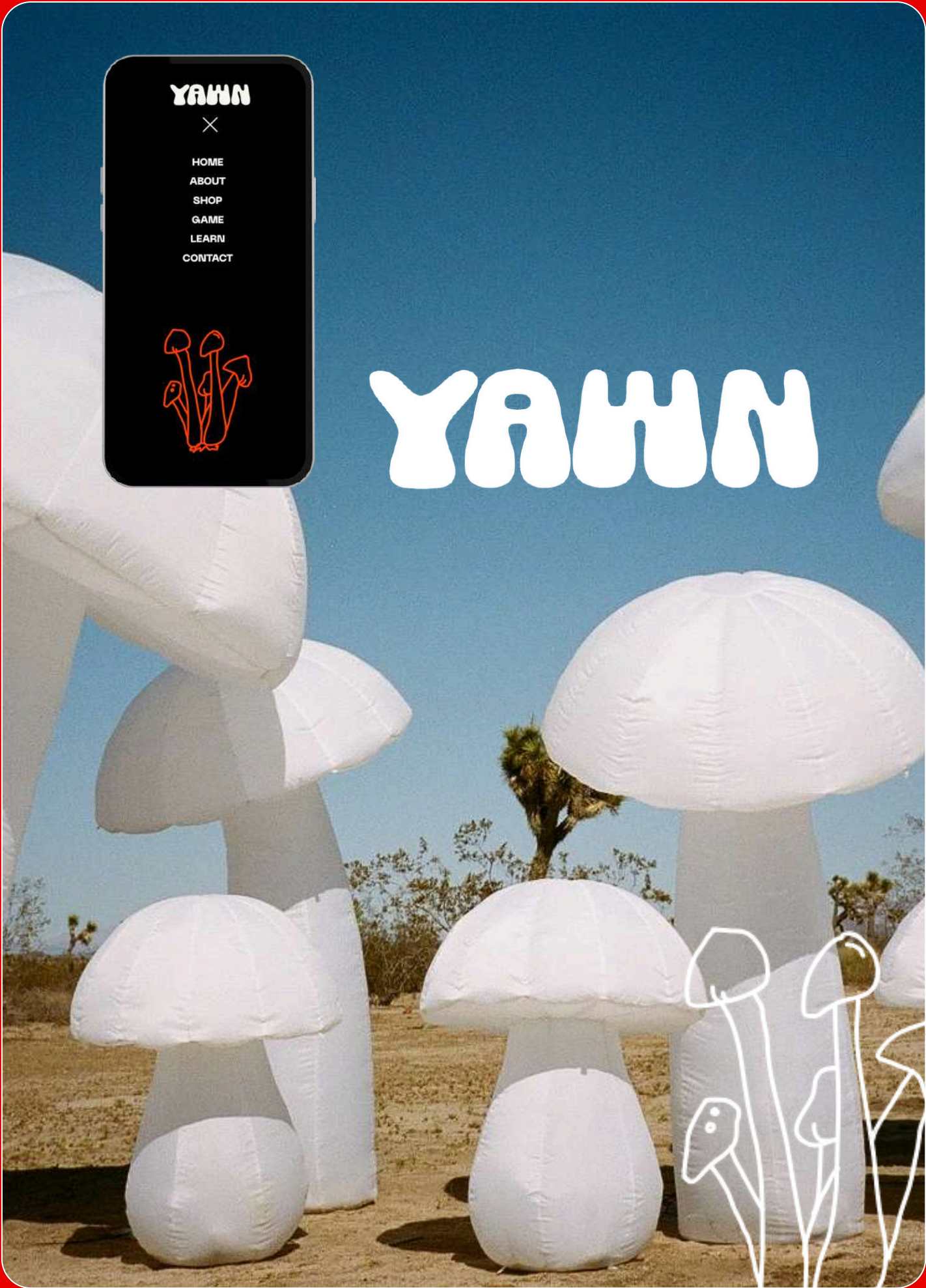
“REBEL BLENDS CANNABIS” **REBEL BLENDS**



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

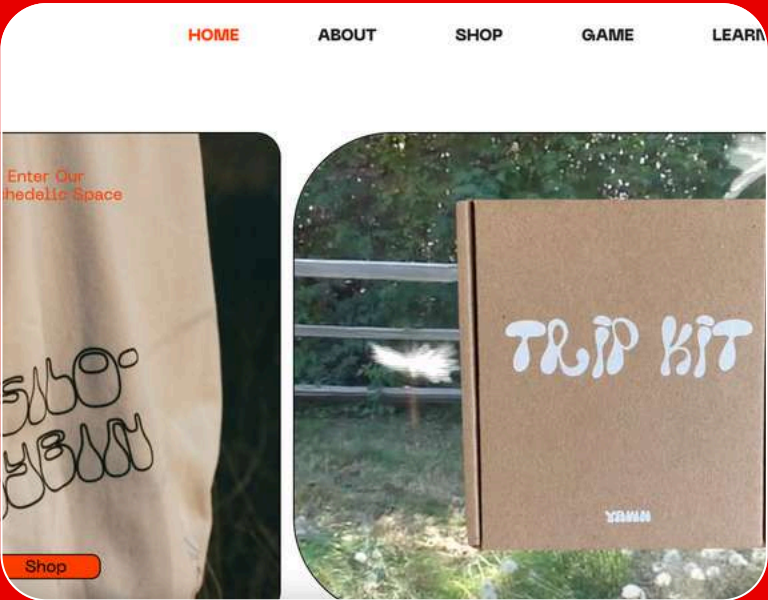




A PSYCHEDELIC
WELLNESS MOVEMENT

“YAWN”

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

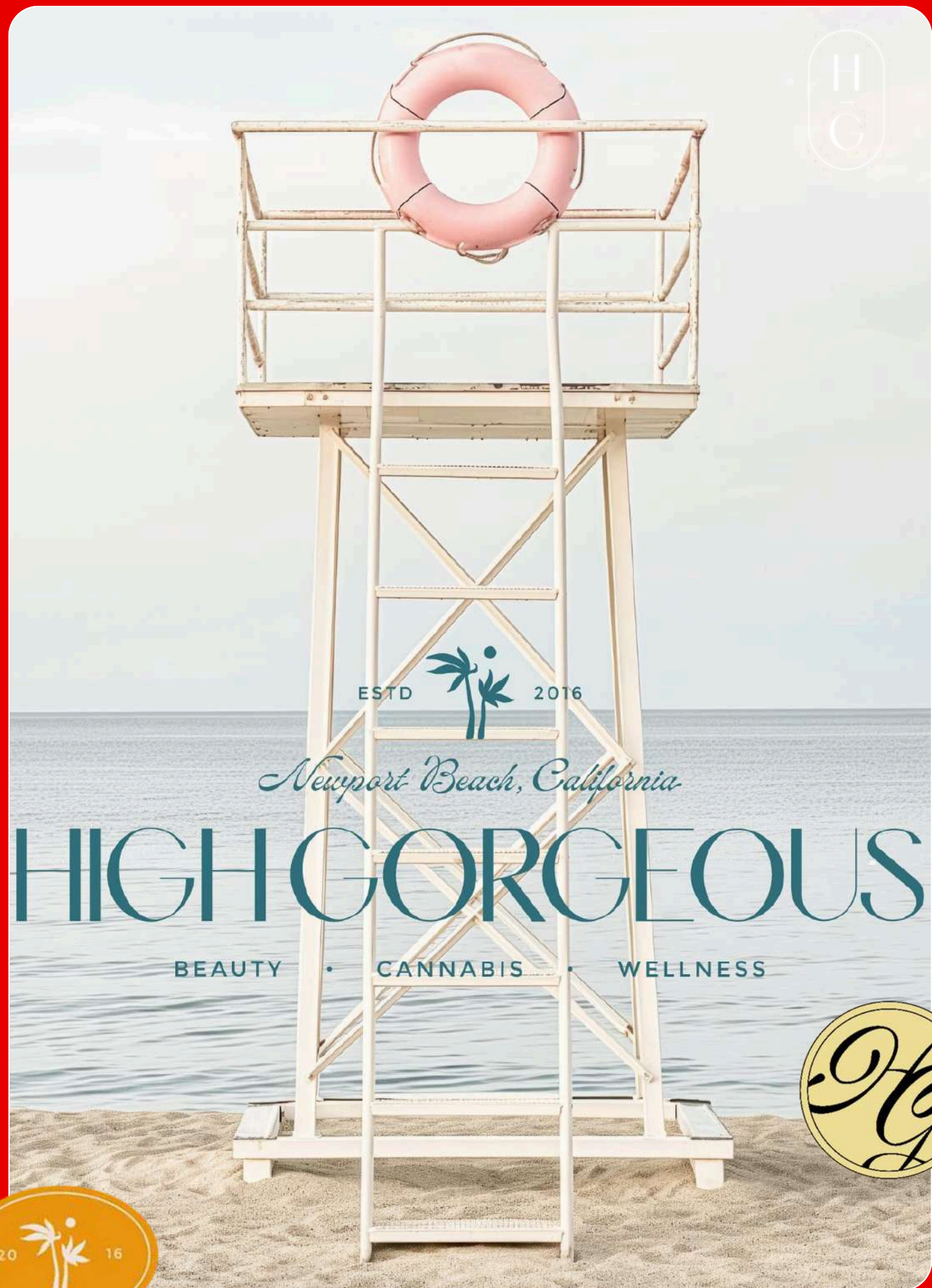
“YUMMI KARMA”



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

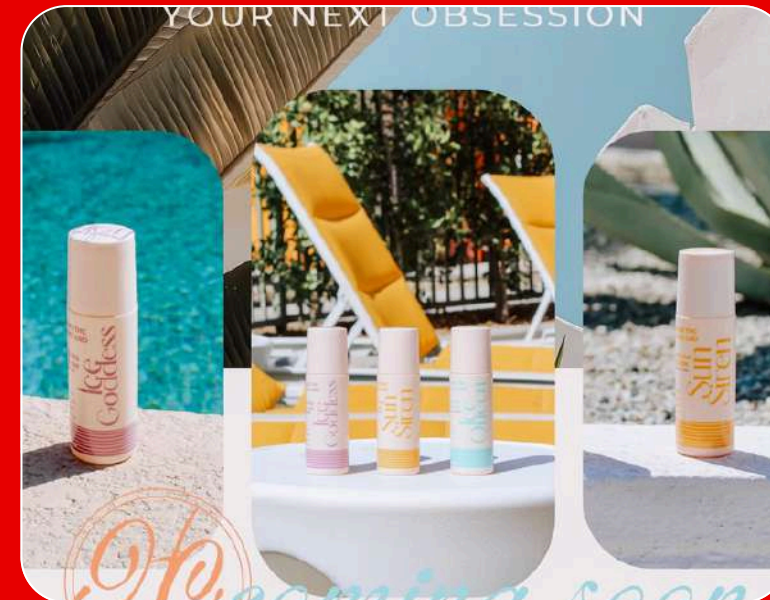




WEST COAST VIBES,
FULL BODY BENEFITS

“HIGH GORGEOUS”

ESTD 2016
Newport Beach, California
HIGH GORGEOUS
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.

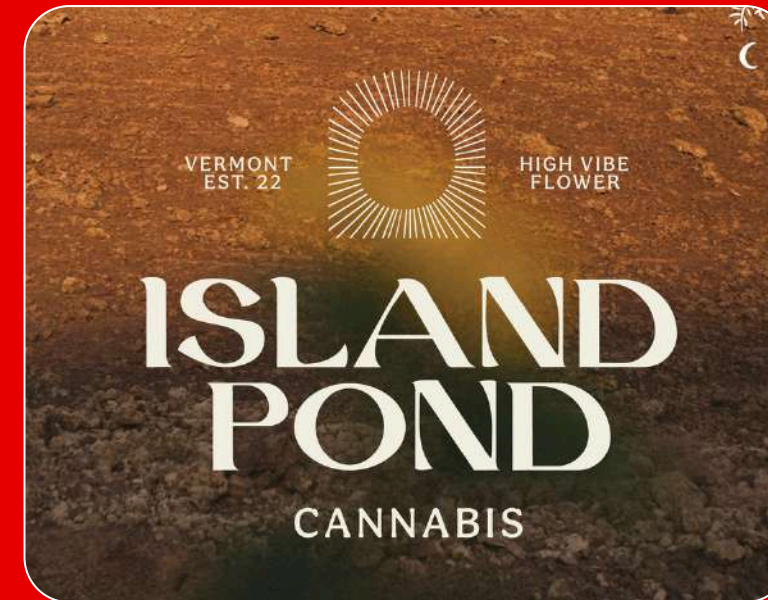
BRANDING, ILLUSTRATION, WEBSITE





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”


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

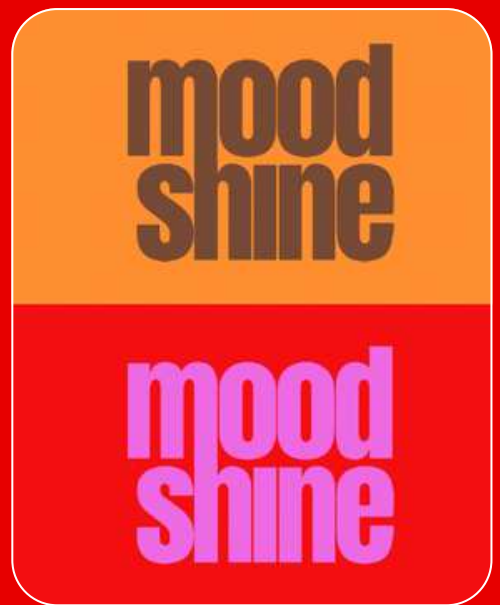




SPACE TO GLOW

“MOODSHINE”

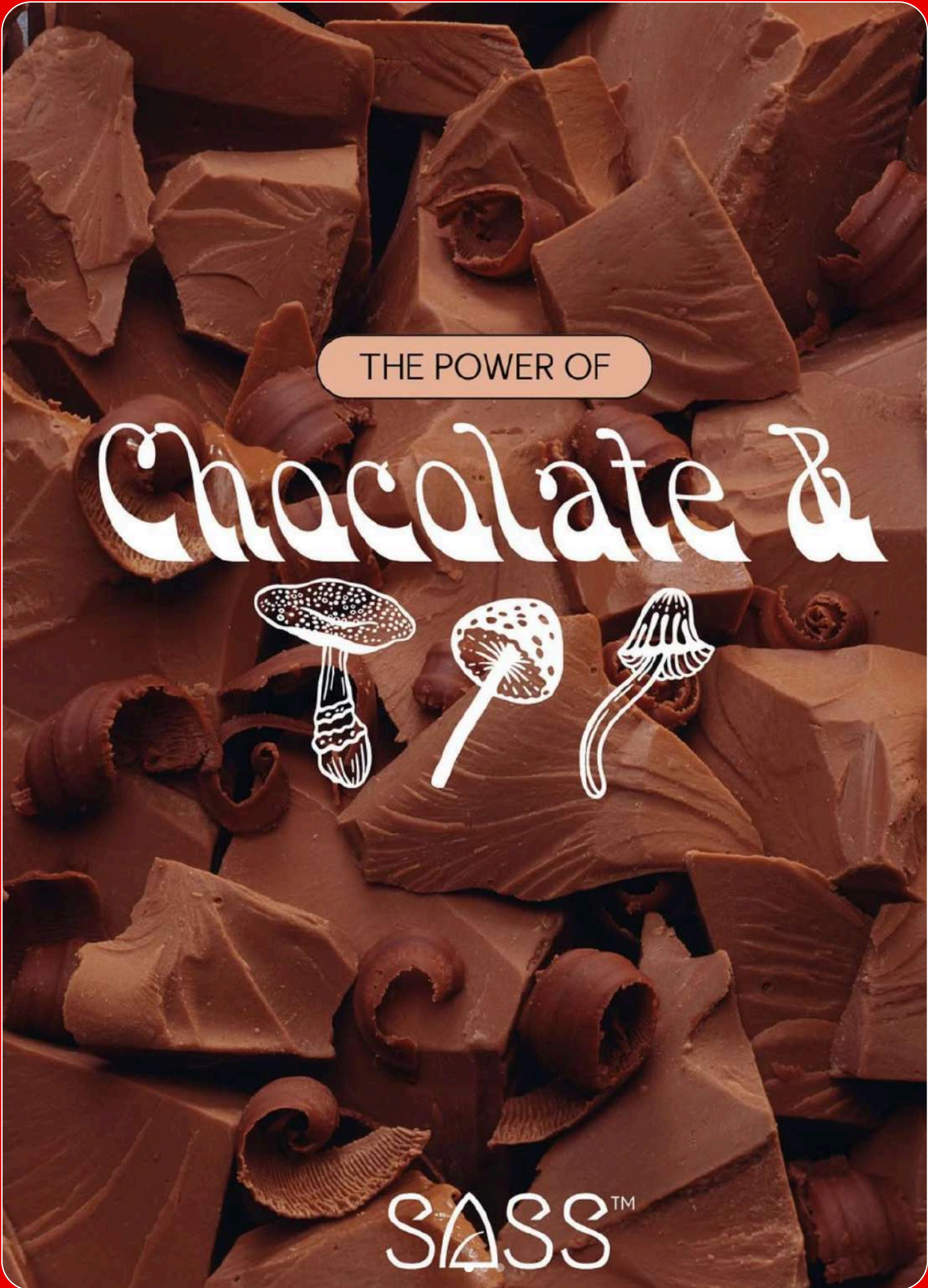
mood
shine



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 PSYCHEDLIC 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

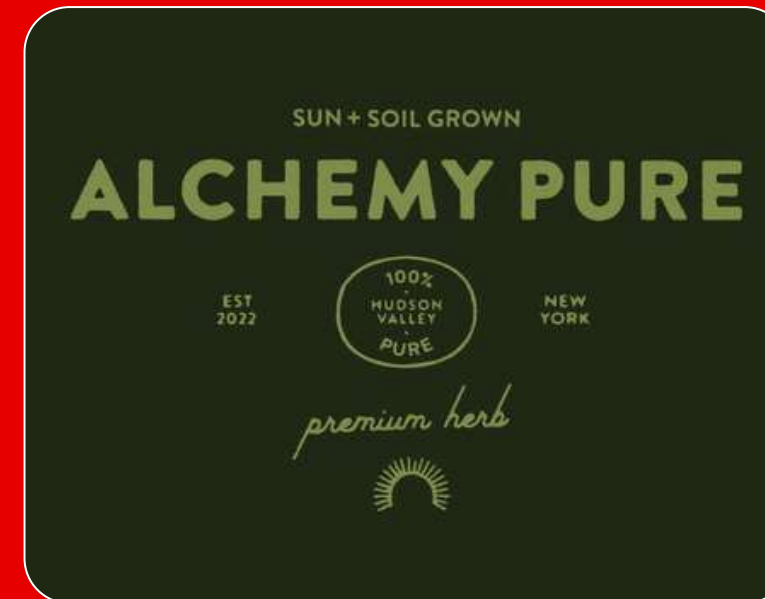
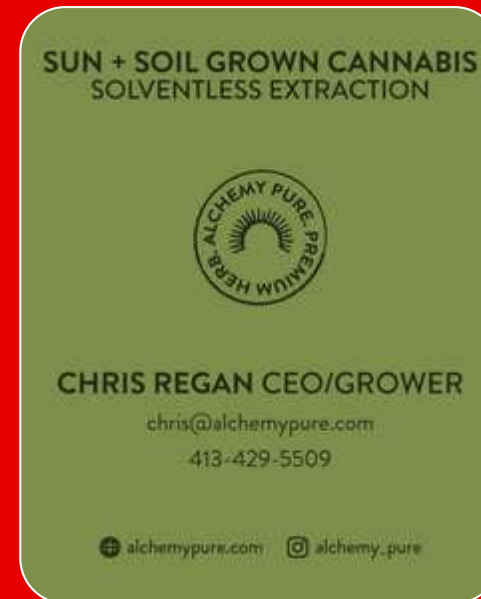




GROWN WITH LOVE,
CURED WITH CARE.

“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





SPARKLING MOMENTS OF CONNECTION

“HEY BINX”

heybinx



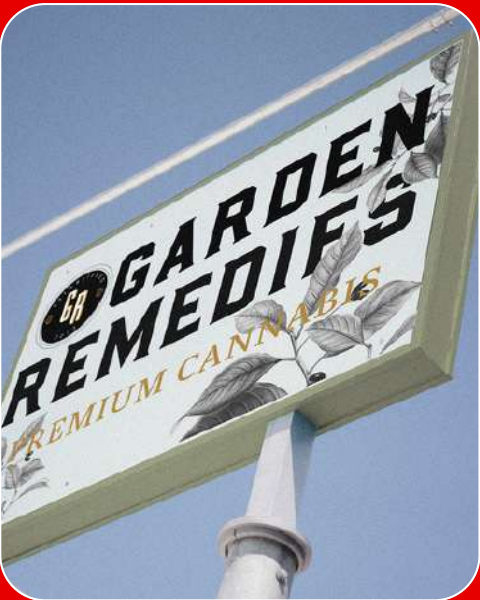
HEY BINX, AN EMERGING BRAND IN THE CBD/THC INDUSTRY, CAME TO US TO ESTABLISH A STRONG MARKET PRESENCE. WE DEVELOPED THEIR BRANDING, DESIGNED IMPACTFUL PACKAGING, AND CREATED A POLISHED SELL SHEET. WITH A FOCUS ON DIFFERENTIATION IN A COMPETITIVE SPACE, WE BUILT A COHESIVE IDENTITY THAT SUPPORTS THEIR GROWTH AND POSITIONS THEM FOR LONG-TERM SUCCESS.

BRANDING, PACKAGING, SELL SHEET



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

SKINNS
OFFICIAL

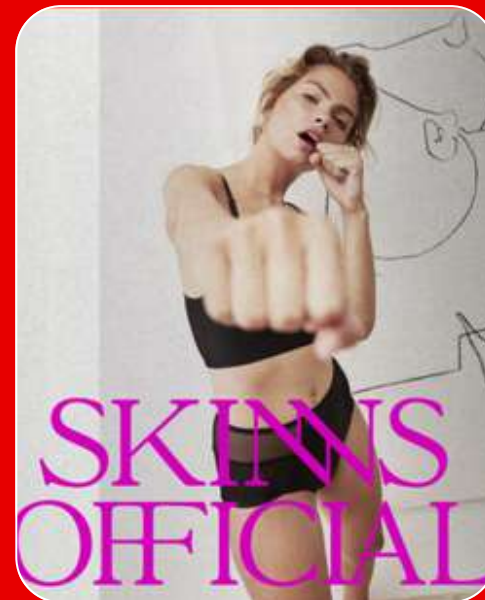


SKINNS
OFFICIAL

ADVANCED
SKINN HEALING

“SKINNS OFFICIAL”

SKINNS
OFFICIAL



SKINNS OFFICIAL CAME TO US WITH A VISION FOR A BRAND AS BOLD AND BADASS AS THE TATTOOS IT PROTECTS. WE DEVELOPED A FULL VISUAL IDENTITY AND BUILT AN E-COMMERCE SITE THAT'S CLEAN, FUNCTIONAL, AND READY TO GROW. FROM ARTIST ACCOUNTS AND SUBSCRIPTIONS TO REAL-TIME INVENTORY, SQUARE INTEGRATION, AND SMART EMAIL FLOWS, THE EXPERIENCE IS DESIGNED TO MAKE REPURCHASING AS SMOOTH AS HEALING WITH SKINNS.

BRANDING, WEBSITE





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

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STUDIO LINEAR®

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