



LET'S TALK CANNABIS



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.



APPROACH

***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 its 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
- Weed
- Pot
- 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
- Ganja/Ganga
- Skunk
- Mary Jane
- Trees
- Dope
- Reefer
- 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

Do's

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)

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)

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)

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'ts

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.

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.

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.

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.

LOGO

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.

			
CMYK C85/M47/Y0/K0	CMYK C67/M28/Y0/K0	CMYK C68/M27/Y100/K10	CMYK C3/M69/Y99/K0
RGB R10/G121/B190	RGB R78/G154/B212	RGB R94/G137/B61	RGB R235/G111/B36
HEX COLOR #0A79BE	HEX COLOR #4E9AD4	HEX COLOR #5E893D	HEX COLOR #EB6F24
			

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: PRIMARY TYPEFACE

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

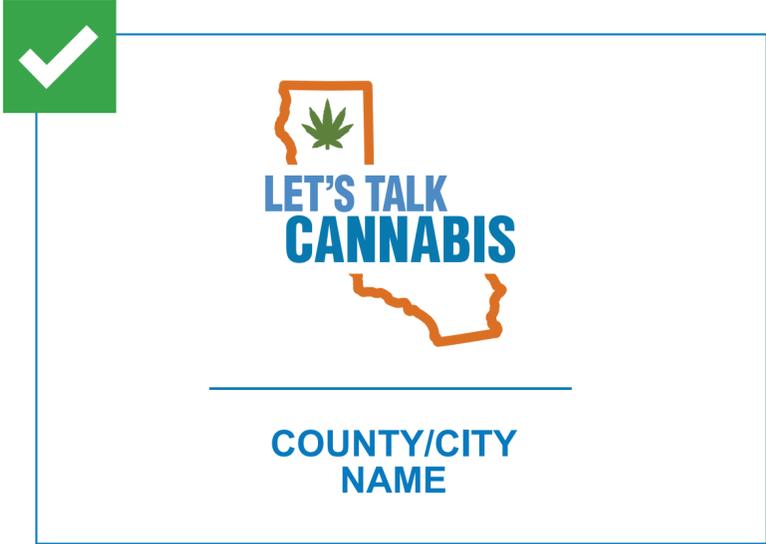


BRANDING USAGE

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.



LTC Logo above, County/City Name below



LTC Logo above, County/City Logo below



LTC Logo left, County/City Name right

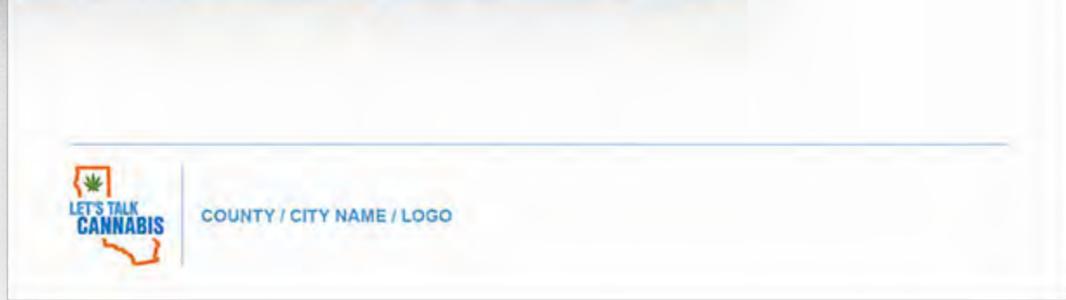


LTC Logo left, County/City Logo right



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.

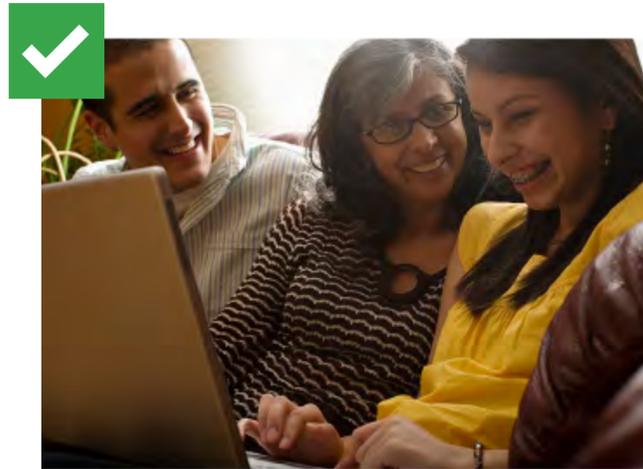
Text may also be placed on these images. When text is placed on a photo background, always use a textbox or text bars to allow for maximum readability.



Use modern and life style focused images
Use text in color box



Do not show cannabis use of any kind



Use images with subjects of diverse background



Do not show images of medical marijuana



Use images of cannabis without subjects



Do not use clipart imagery

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.*

California Cannabis Health Information Initiative

LET'S TALK CANNABIS

Responsible Use of Cannabis

Consuming cannabis (marijuana, weed, pot, etc.) can be risky, depending on how you use and what you do afterward. Here is important information to help you avoid harming yourself and others.

Be Safe

- Driving under the influence of cannabis is illegal and increases your risk of getting into a car crash.¹²
- If you smoke or vape cannabis you may feel the effects right away, but it can take between 30 minutes and two hours to feel the effects of edibles. Edibles may have higher concentrations of tetrahydrocannabinol (THC, the active ingredient in cannabis). If you eat too much too fast, you are at higher risk for poisoning.³
- Smoke from cannabis contains many of the same toxins and chemicals found in tobacco smoke and inhaling it can increase your risk of developing lung problems.^{4,5}
- If you are pregnant or breastfeeding, or plan to become pregnant soon, leading doctors' organizations recommend that you do not use cannabis.^{6,7}
- Young people who use cannabis regularly can harm their memory and ability to learn. There is also a greater risk for depression, anxiety, and schizophrenia.^{8,9,10,11}

Even though it is legal under California law, employers can prohibit the use of cannabis by employees. Know your workplace cannabis policies.¹²

Protect your pets. Store cannabis safely out of reach of dogs, cats, and other animals. If you think your pet may have eaten cannabis, call your veterinarian.¹³

Keep Children Safe

Cannabis affects children more strongly than adults. Children are at higher risk for poisoning from cannabis, especially with edibles.¹⁴ Here are some safe practices you need to know.

- Store all cannabis products in a locked area. Make sure children cannot see or reach the locked area. Keep cannabis in the child-resistant packaging from the store.
- Never use cannabis around children.
 - When you are using cannabis, make sure an adult who can look after your children is nearby.
- Secondhand cannabis smoke contains THC and other chemicals that can affect the health of children.^{15,16}
- If you think a child may have ingested cannabis, call the local Poison Control Center at 800-222-1222. If you think a child needs immediate medical help, call 911.

California Department of Public Health

Responsible Use of Cannabis Last Update October 17, 2017

California Cannabis Health Information Initiative

LET'S TALK CANNABIS

Pregnant and Breastfeeding Women and Cannabis

Consuming cannabis (marijuana, weed, pot, etc.) can affect the health of your baby and is not recommended for women who are pregnant or breastfeeding, or who plan to become pregnant soon. Here are some important facts you should know.

Cannabis Can Harm Your Baby

- Research shows that if you use cannabis while you are pregnant or breastfeeding:
 - Your baby may be born with a lower birth weight.^{1,2}
 - A low birth weight baby is more likely to have health problems, especially in the first year of life.³
 - The growth and development of your baby's brain can be harmed.^{4,5}

How Cannabis Affects Your Baby

- No matter how you use cannabis (smoking, vaping, eating, or drinking), the active ingredient in cannabis, THC (tetrahydrocannabinol), will reach your baby in three ways:
 - Through your bloodstream and into the placenta (the organ that feeds your baby during pregnancy).^{6,7}
 - Through your breast milk.^{8,9}
 - "Pumping and Dumping" doesn't work. THC is stored in fat cells and is slowly released over several weeks, so it stays in your breast milk.¹⁰
 - Through secondhand smoke that enters your baby's lungs.^{11,12}

No Amount of Cannabis is Safe

- Leading doctors' organizations such as the American College of Obstetricians¹³ and Gynecologists and the American Academy of Pediatrics¹⁴ recommend that:
 - If you are pregnant or thinking about becoming pregnant soon, discontinue use of cannabis.
 - If you already use cannabis for medicinal purposes, discontinue use in favor of an alternative treatment which research shows is safer during pregnancy.
 - Don't breathe cannabis smoke if you are pregnant. It is bad both for you and your baby because, like tobacco smoke, it lowers your oxygen levels, introduces toxins into your system and harms your lungs.^{15,16}
- Talk to your doctor about any questions you have about cannabis.¹⁷

California Department of Public Health

Pregnant and Breastfeeding Women and Cannabis Last Update October 17, 2017

California Cannabis Health Information Initiative

LET'S TALK CANNABIS

What Parents and Mentors Need to Know about Cannabis

Parents and mentors can have an impact on whether or not youth use cannabis (marijuana, weed, pot, etc.). Pre-teens, teens and youth in their early 20s often seek out new experiences and engage in risky behaviors, such as using cannabis. You can help prevent underage use by starting the conversation about cannabis with youth in your life, and make sure they are aware of potential consequences. Here are some important facts you should know about cannabis and some tips for talking to youth.

Cannabis Can Affect a Young Person's Brain

- The brains of young people do not fully develop until they reach their mid-20s. Regular cannabis use during the early years of life can lead to harmful physical changes in the brain.¹
- Research shows that when youth use cannabis their memory, learning, and attention are harmed. Some studies suggest a permanent impact as well.²

Other Negative Effects of Cannabis on Youth

- Driving under the influence of cannabis increases the risk of getting into a car crash. Cannabis can negatively affect the skills that are needed to drive safely, including reaction time, coordination, and concentration.^{3,4}
- The harmful effects of cannabis on a young person's brain may impact their educational and professional goals and how successful they are in life.⁵ Research shows that youth who start using before 18 or who use cannabis regularly may be at higher risk for:
 - Skipping classes⁶
 - Getting lower grades⁷
 - Dropping out of school⁸
 - Unemployment or having less fulfilling jobs later in life⁹
- Mental health problems may include:
 - Anxiety, depression, suicide, and schizophrenia.^{10,11,12,13}
 - Cannabis dependence and a higher risk for using or abusing other substances and illegal drugs¹⁴
- Like tobacco, smoking cannabis is harmful to the lungs. The smoke from cannabis has many of the same toxins and chemicals found in tobacco smoke, and when inhaled can increase the risk of developing lung problems.^{15,16}

Young People and Cannabis Use

- In 2016, most high school students in California reported they were not using cannabis. Only about 15 percent (less than 1 in 5) reported using cannabis in the past 30 days.¹⁷

California Department of Public Health

What Parents and Mentors Need to Know about Cannabis Last Update October 17, 2017

*Final Co-Branding PDFs to be inserted upon Approval

