

Portfolio of Cannabis Work

Brienna McWade 2023

Acclivity California San Diego, CA

Co-Founder, Art + Creative Direction:

Brand Story, Logo + Style

Custom Illustration, Color + Type

Packaging + Procurement

Digital Concept

Social Media Planning

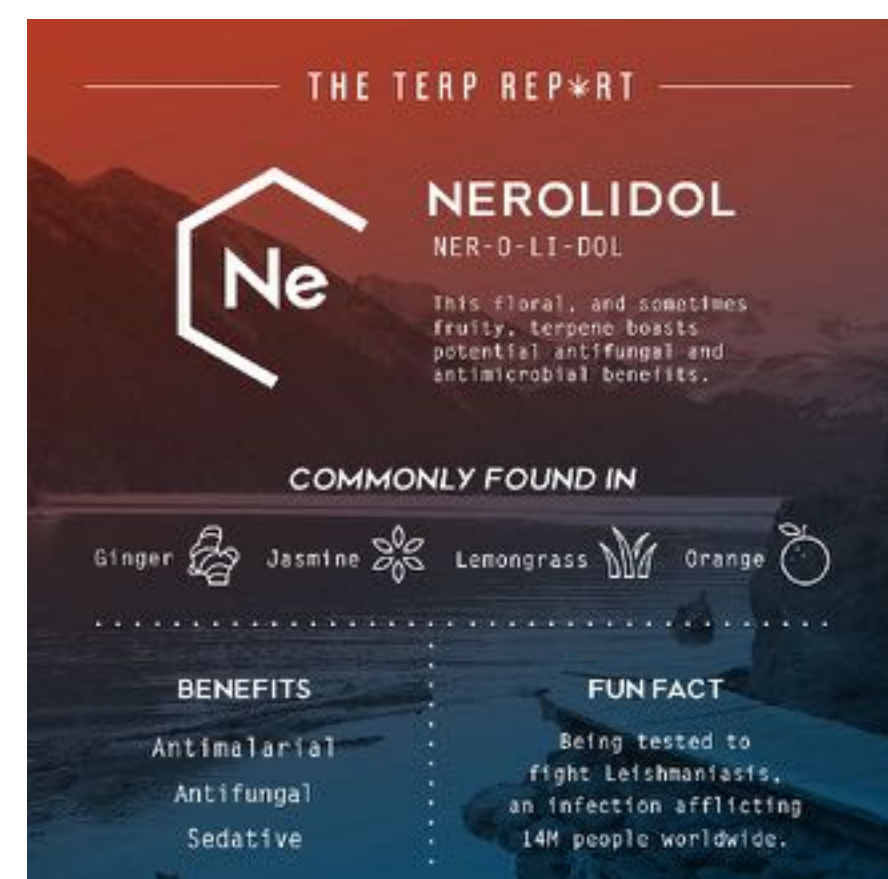
Marketing Budget

Cultivation Sourcing

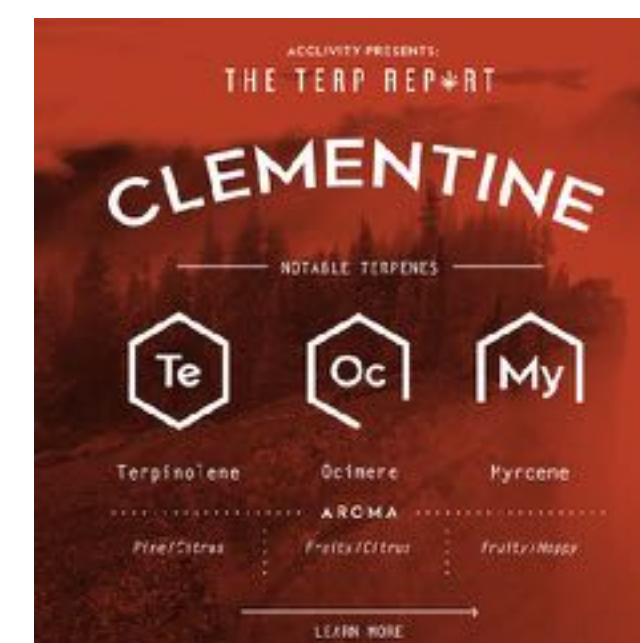
Testing + Procurement

3rd Party Management

Sales/Networking



TERPS



Olala, Lehua Brands Palm Springs + Los Angeles, CA

Art + Creative Direction, Design, Marketing Management:

Retail/Pop-Up Booth Display

Retail Merchandise + InStore Deliverables

Cinco de Mango Campaign

Poster, Sticker, Shirt Design

Deliverable Sourcing

Booth Concept + Layout

Marketing Budget

3rd Party Production/Procurement



Olala

LIFE'S BETTER CHILLED™



Hibiscus art:
Window clings +
stickers + tanks



Coasters +
stickers



Flavor campaign tshirts

Lehua Brands: Retail + CA State Fair

Los Angeles, CA

Art + Creative Direction, Design:

Retail Merchandise

Booth Banners

Brand Ambassador Concepts

Instore Deliverables (posters, fridge)

Poster, Sticker, Shirt Design

Deliverable Sourcing

Marketing Budget

3rd Party Production/Procurement



LB represents
Tote



LB represents
Hoodie

Retail posters
wall & bag



Tiki Blast

Los Angeles, CA

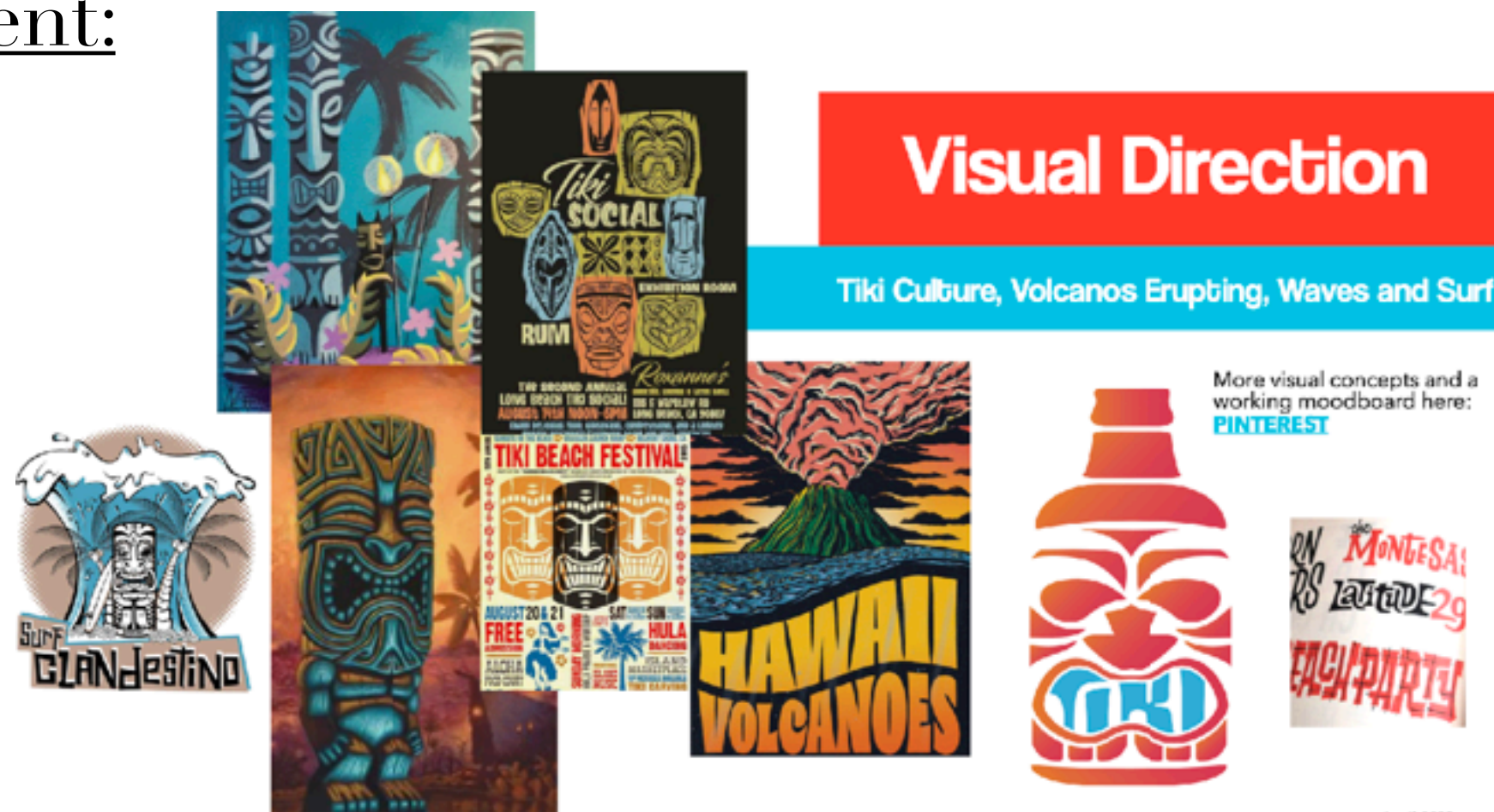


Full Packaging: TIKI BLAST



Art + Creative Direction, Project Management:

- Brand Story + Aesthetic Style Guide
- Social Media Content
- Packaging Design Direction
- Launch Planning
- Social Media Strategy
- Website Design Oversight



UpNorth Distribution Humboldt, CA

Marketing, Design, Project Management:

Retail/Internal Merchandise

Community Campaigns

Digital Concept

Retail Integration

Social Media Planning

Marketing Budget

Hiring + SOP's

Brand Refresh

Consumer Profiles

Corporate Identity Kit



**UpNorth Distribution
will match your in-store
food drive donation,
pound-for-pound!**

We're joining forces with our community
to make sure there's plenty for all.
Donate now through
November 30th

#UPNORTH
GIVEBACK



DONATE HERE

We're joining forces with our community
to make sure there's plenty for all.



Scan here for more details on your
food drive (don't miss out!)

#UPNORTH
GIVEBACK



White round label (1")
makes for ease of
identification and will
serve as seal for product
with QR code within.
Visible from 2 sides for
retail ease

This label is approx. 3.75 x 6.5
and will fit the tree kit tube.
It is a wrap-around design that
allows for easy, dual sided
viewing.
The back side of this label will
have Jonsteen's planting +
tree kit instructions.
Additional info about the
trees will be located on the
UpNorth giveback website.



Custom Mini-Grow Kit
SKU: 5290
Price: \$2.95

Attach your label with
this ziplock. Clear Kit!
\$1.95 per unit + custom label
min. 5000
max. 50000



50 live trees
available in select
stores, while
supplies last.
Available in select
stores in CA
on \$20 only.



Kraft Bag Seedling
SKU: 5110
Price: \$2.50

Your look, your logo!

\$1.50 per unit + custom bag
max. 5000

Mr Jay's Fine California Cannabis Costa Mesa, CA

Designer + Brand Build:
Brand Story + Aesthetic
Consumer Personas
Focus Group
Custom Illustration
Logo, Color + Type
Packaging Design + Sourcing
Digital Concept
Social Media Planning
Marketing Budget



MR. JAY'S
FINE CALIFORNIA CANNABIS

Mr. Jay's Fine California Cannabis is a new cannabis brand coming to the retail market in 2019. This Southern California brand will be released in Orange County first and phased into outlying counties.

THE REASON:
Discover one's identity.
Embrace the introspective nature of cannabis.

MR. JAY'S
FINE CALIFORNIA CANNABIS

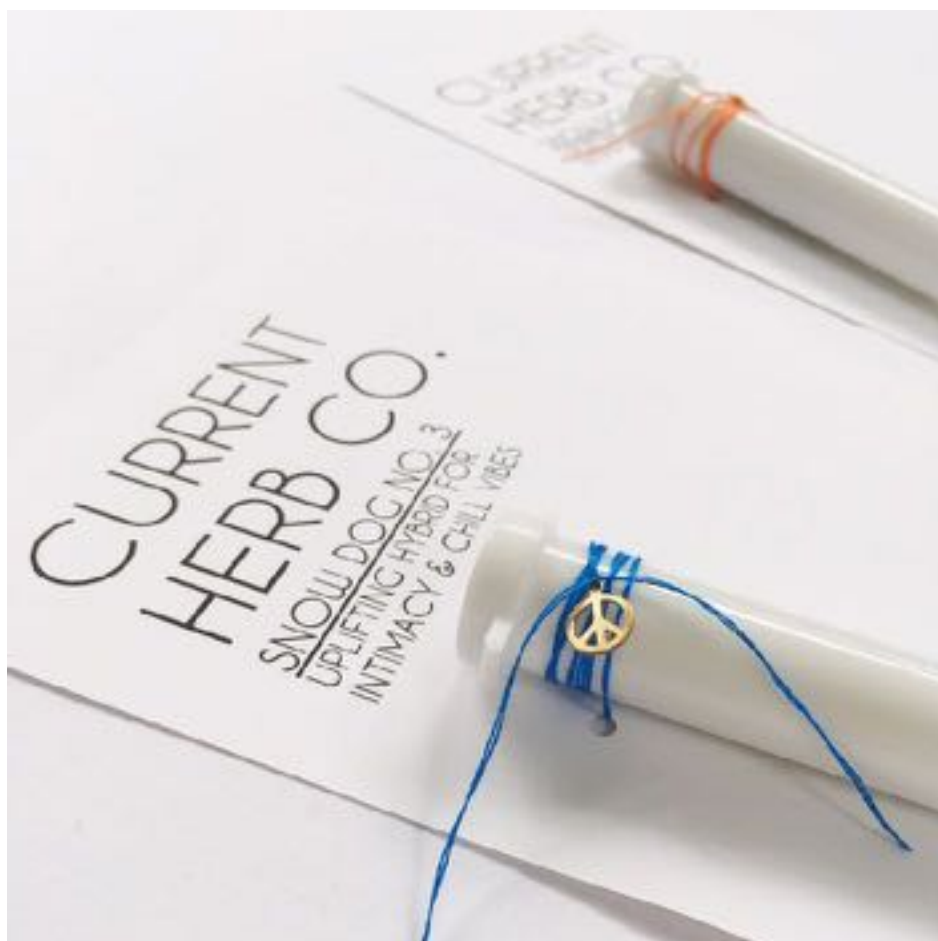
STEP INTO YOUR TRUTH
#getAnchored

THE MISSION:
Support Eco-Warriors in Beach Preservation and Implement Responsible Cultivation + Packaging Practices.

OK compost
VINÇOTTE
ECO WARRIOR

Current Herb Los Angeles, CA

Co-Founder + Designer:
Brand Concept + Design
Brand Story + Aesthetic
Social Media Content
Marketing Budget
Packaging Design
Cultivation Sourcing
Testing + Procurement



CURRENT MOOD:

