

HempAware

BRAND MAP

WHAT'S THE PROBLEM?

The planet is being destroyed and it's up to business owners and product creators to do something different. We all deserve to win with hemp!

VALUE PROPOSITION

We'll help you succeed with hemp so you can make a difference and a dollar.

VISION

To Usher in a NEW AGE of a Hemp Economy where over a BILLION people around the world are eating, clothed and housed in hemp.

MISSION

To serve our customers with excellence... and help at least 108 Million hemp companies & entrepreneurs succeed with hemp by 2030.

OUR AMAZING CUSTOMERS AVATARS



Amanda Marie is 41, owns her own candle-making and hemp body-care business. She has two children, is happily married and lives in North Carolina.

She believes in making a difference, values the health of her family and the planet. And wants to inspire her customers, friends and community with her top quality hemp products.

Jonathan Rogers owns a large supplement company called The Way, in Loveland Colorado, that supplies quality hemp & CBD-based products to companies around the world.

They believe in quality, integrity, and run a solid business, from how they treat their employees to the source and purity of the materials they use in their packaging.



OUR PRINCIPLES

Do one thing with Hemp to make a difference. Be Real. Be True.
Live with Integrity. Enjoy Life. Make changes that matter.
Create win win situations on all levels, and create things that inspire and uplift people and increase health and well-being.

POSITIONING

How do we differ from the other hemp marketing companies? We provide a platform that supports your visions and dreams and provides you with the knowledge, and expertise to help you succeed with hemp!

BRAND COLORS & FONT STYLES

FOUNDATION
COLOR
#2E5E0E

SECONDARY
COLOR
#226CE0

**CALL TO
ACTION**
#FF784F

ACCENT
COLOR 1
#DB9D47

ACCENT
COLOR 2
#E0CA3C

BASE
COLOR
#14110F

FONT COLORS & STYLES

DARK
Text Color
#14110F

LIGHT
Text Color
#FFFFFF

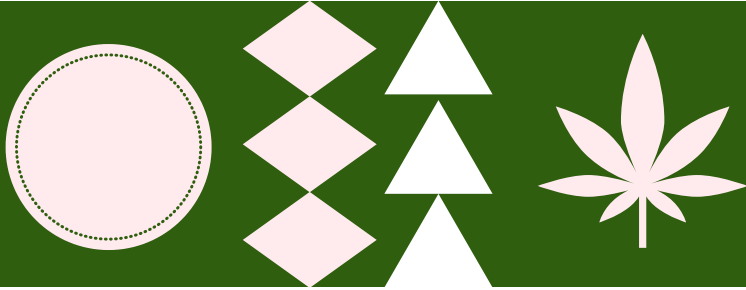
TITLES: CEREBRI

SUB TITLES: Libre Baskerville

Body: Nexa Slab

OUR BRAND SENSES

SHAPES & PATTERS

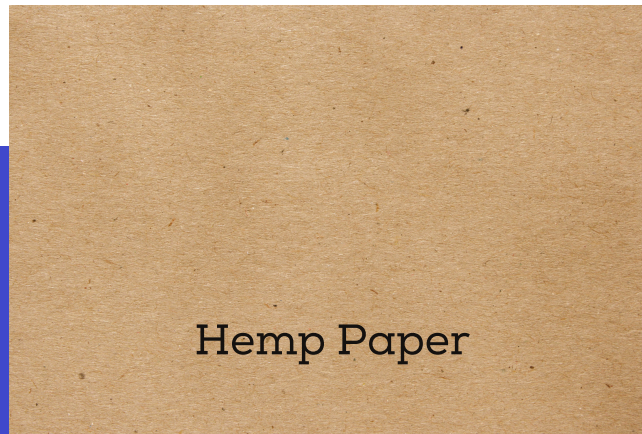


CIRCULAR: Curves, Circles, Dots
DIAMOND/TRIANGULAR: Abundance & Stability
POINTS: The Hemp leaf has 7 points

TEXTURES



Hemp Denim



Hemp Paper



Hemp Plastic

SMELLS & SOUNDS

- Fresh Forest Air
- Hemp Essential Oils
- Fresh Juices

- The sounds of a busy company
- Happy Conversation
- Sounds of Learning

IMAGERY





GUIDING PRINCIPLES

MISSION STATEMENT

We will positively **impact, uplift** and **inspire** 108 Million Hemp Entrepreneurs 7 Companies by 2050.

Humanity deserves to live *healthy, happy, abundant* lives.

We believe hemp is our vehicle for getting there!

We believe it's companies like yours that will usher in a paradigm shift in consciousness about hemp for food, shelter clothing, fuel, energy and so much more!

KEY CHARACTERISTICS

1. **INQUISITIVE:** We are natural problem solvers and asking quality questions constitutes the quality of the solutions we can provide.
2. **CREATIVE:** We are designers; we love things to be in harmony, balanced and working with the flow of our customers' visions, dreams and goals and their customers needs wants and desires.
3. **COMMITTED:** We want to see a better world while we are alive, to enjoy it with our friends and family and teams, so we will do our best in each moment for the greater good.

CRITICAL ACTIONS

1. **WE LISTEN:** We genuinely care about our customers hopes and dreams and want to see them succeed, and showing them that they are heard is essential.
2. **WE STUDY:** We are constantly learning about the latest hemp updates and progress so we can grow and evolve with the changes of the hemp industry.
3. **WE DOCUMENT:** We gather and document our experiences with essential principles, tools, processes, systems, and create valuable content for our customers in many forms.

YOUR STORY PITCH

Thousands of hemp companies around the world are struggling with finding their ideal customers and getting their products consistently sold and grow their company.

More and more institutions and governments are realizing the devastating affects of toxic materials being used by nearly everyone on earth. From pesticides and herbicides to petrochemicals and destroying our forests for paper products, it's far more detrimental to our individual and environmental health using these products.

At HempAware we realized over 17 years ago that hemp was the # 1 vehicle to transform Humanity for the better, not just our environmental problems, but issues with job creation and massive economic benefits for all. So having provided Marketing, Branding & Educational Services to the industrial hemp we are here to help you succeed with hemp.

Imagine attracting your perfect customers and getting your hemp products out to the world, while being a part of this massive mission to usher in a new paradigm together.

THEME

If everyone had access to **hemp for food, shelter, clothing, energy & fuel** imagine the *healthy, abundant, fulfilling* world we will live in.



ONE-LINER

Hemp Entrepreneurs are challenged with too many opportunities.

At HempAware we provide strategic marketing & brand design so they can **transform the world with their hemp products or services**, and *experience the growth, success and fulfillment they deserve.*