



# LAND + SEA<sup>CO</sup>

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voice + visual field guide: Budsworth

**UPDATED:** Jan 1 2018

# budsworth messaging guidelines

## THE CHARACTER

*Budsworth represents the class and culture surrounding refined entertainment. As a “person,” he may be alluded to as a master curator, but one with a history of experiences so rich he has passed into legend. Now his collection embodies the character- the Sotherby’s of marijuana accessories.*

*“He” pronouns should be avoided in consumer-facing copy, instead referring to the gallery of goods or lifestyle.*

*The only personification revealed is a signature of simply “-Budsworth” applied after direct messages to consumers or educational content.*

example

### **FAQ: Who is Budsworth?**

Budsworth is the the maestro of marijuana, the guru of ganja, the very essence of high-quality culture. It is of Budsworth’s opinion that life is too short for bad strains, poor trips, and wasted time, which is why our products are designed to stimulate the mind and provide enjoyment to the fullest.

In Budsworth we *toke* and trust.

## CANNABIS REFERENCES

*Mentions of marijuana are primarily referred to in a sly pun or witty allusion, however, Budsworth is a knowledgeable advocate and candid regarding best practices and recommendations.*

*Cannabis is the preferred term, though no slang is off limits. Common phrasing (weed, pot, ganja, grass, baked, couchy etc...) must be elevated to a level of superior experience. Budsworth aim is not to get his user’s high but to add refinement and pleasure to their inebriated occasions.*

*Similar to alcohol guidelines, smoking responsibly is also vital to the brand and encouraged.*

examples

**Wake and bake and brunch. Items to elevate your weekend mornings.**

**Highly intriguing games and puzzles for a ripped-roaring good time.**

# budsworth tone

## WEBSITE

*Budsworth's website allows the personality to shine through lengthy headlines and alliterations, often educating or making recommendations for the user's next high-experience. Body copy, however, will remain concise, focusing on product information or actionable commands. These long introductions mixed with short quips will be sectioned into bite-sized content throughout the site, rich yet easily digestible and leaving readers to want more.*

*Long form copy, such as "About," will integrate useful information into the style of a 20th century novella- as if Budsworth himself penned a story for his guests' entertainment, though always in third-person perspective.*

headline example

**A highly refined wardrobe must be soft to touch, allow unrestricted movement and reflect personal style.**

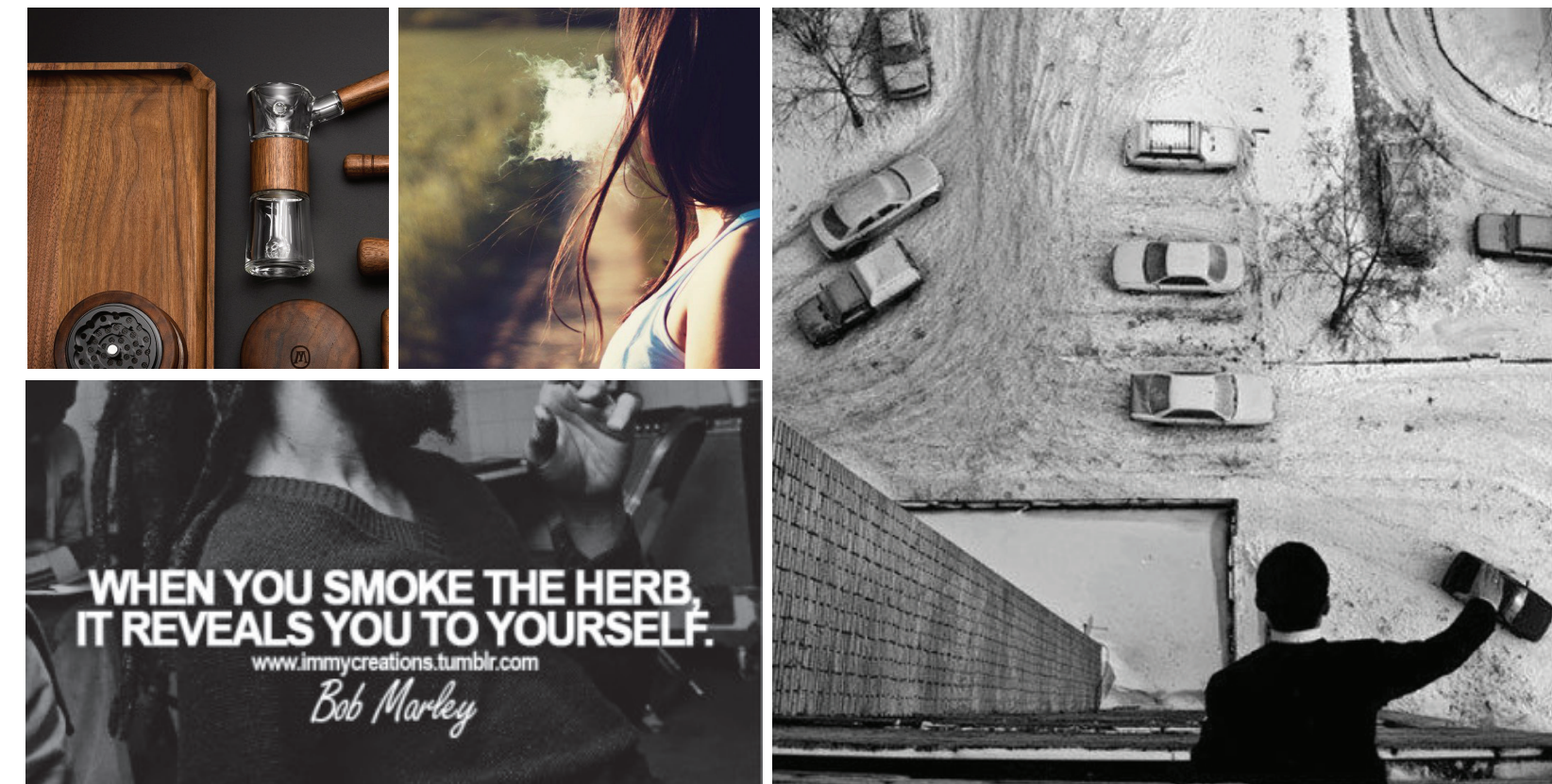
Go forth and look fucking lit, my friends.

SHOP APPAREL

## SOCIAL

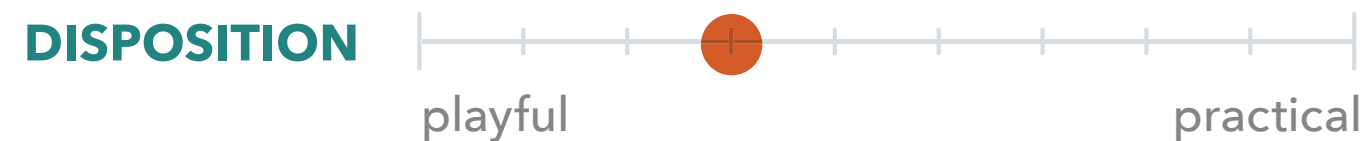
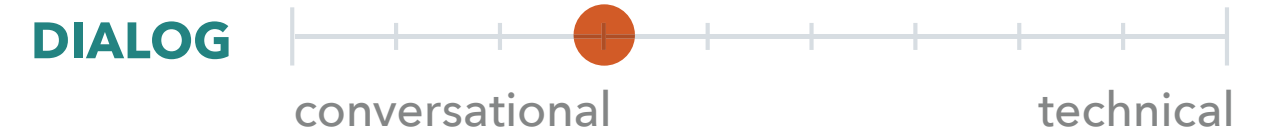
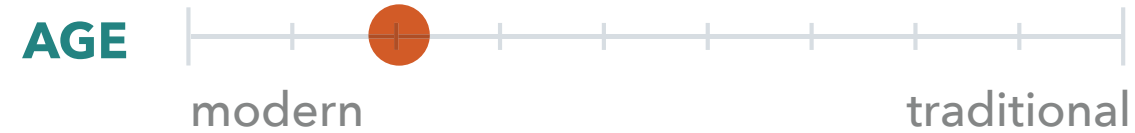
*Featuring stunning photography and well-designed typography, social content follows three objectives.*

- 1. Remind viewers of the moments they crave- a night of relaxation, encounters with friends, well-designed environments- while promoting Budsworth products. Make them wish they were there.*
- 2. Educational tips or quotes relating to the rise of sophistication in cannabis culture.*
- 3. Visuals, optical illusions and pleasant animations which would stimulate the high-minded.*



# persona style

The Budsworth persona is a modern host reflecting back to a more civilized time. Consumers will view the brand as professional, yet within an industry of play and experimentation. Always composed, Budsworth often interjects witty musings and enjoys an extensive, unrestricted vocabulary, however his humor never overshadows his curated collection of luxurious products or noteworthy political points. He is the sommelier of classy cannaboids and a welcoming guide to high-caliber experiences.



# budsworth descriptors

## brand short descriptions

Exceptional procurements for high-minded pursuits.

Procured items of stimulation and relaxation.

Elevated items for high-minded pursuits.

Fine cannabis accessories and necessities.

Curated enjoyments for the high life.

A fine collection of cannaboid accessories.

Fresh accessories and amusements for the highly-inclined.

Dank diversions and delights.

Highly-intriguing amusements and accessories.

## brand long descriptions

Budsworth - a curated collection of accessories and necessities designed to elevate the senses.

Welcome to Budsworth, a curated collection of accessories and necessities for high-minded pursuits.

## descriptor adjectives

excellence

wry

quality

delightful

caliber

amused

masterful

salubrious

propitious

agreeable

superior

pleasurable

luxurious

entertaining

expert

genuine

sophisticated

resolute

sensuous

intelligent

epicurean

proficient

cordial

artful

composed

at-ease

adept

confident

hospitable

masculine

fluent

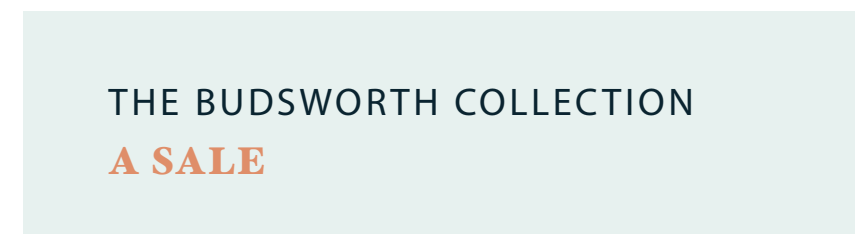
inclusive

generous



# color palette

strategic color pops on large white space



logo  
options

BUDSŴORTH

option 1



BUDSWORTH

option 2



typography

# CURATED COLLECTION CURATED COLLECTION

TRINKETS SOLD HERE  
and here as well.

Puzzlement of  
the keenest  
minds.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam  
nonummy nibh euismod tincidunt ut laoreet dolore magna.

**THIS IS A SALE.** *Your order will be shipped momentarily.*

**filson soft**  
(added tracking)

light  
book  
regular  
medium  
heavy

**hoefler text**

regular  
italic  
black  
black italic