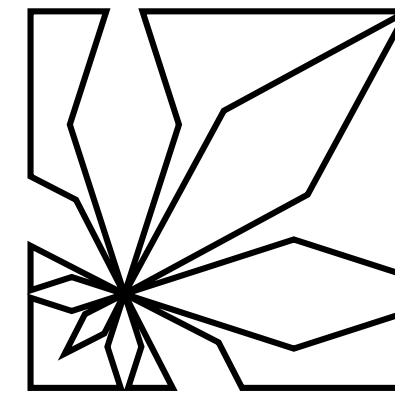
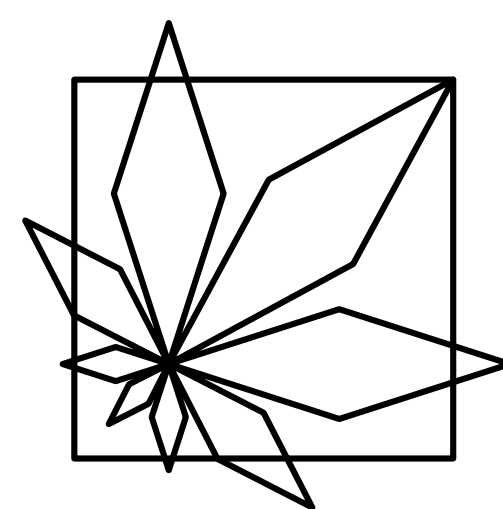


# NEWMARKET CANNABIS HOP HOUSE



BRAND & CAMPAIGN PRESENTATION





**BRAND LOGO JOURNEY**

**BEBAS NEUE REGULAR**

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9 . . : ' "  
! ? / \ @ # % & \$ ( ) - = +

**ANTON REGULAR**

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9 . . : ' "  
! ? / \ @ # % & \$ ( ) - = +

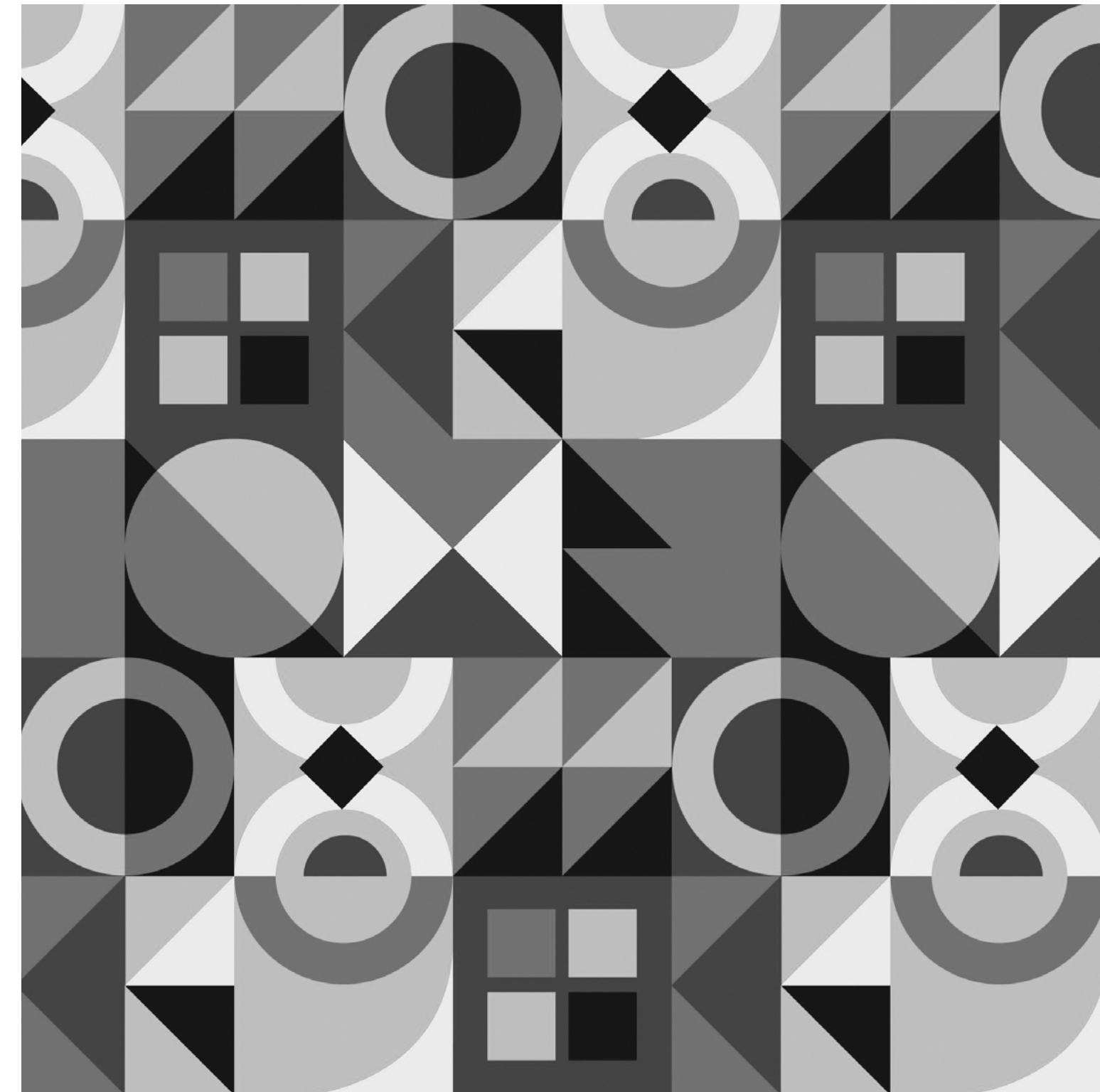
BRIGHT WHITE

JUST BLACK

FLICKERING PINK

LUSTERING YELLOW

GLOOMING BROWN

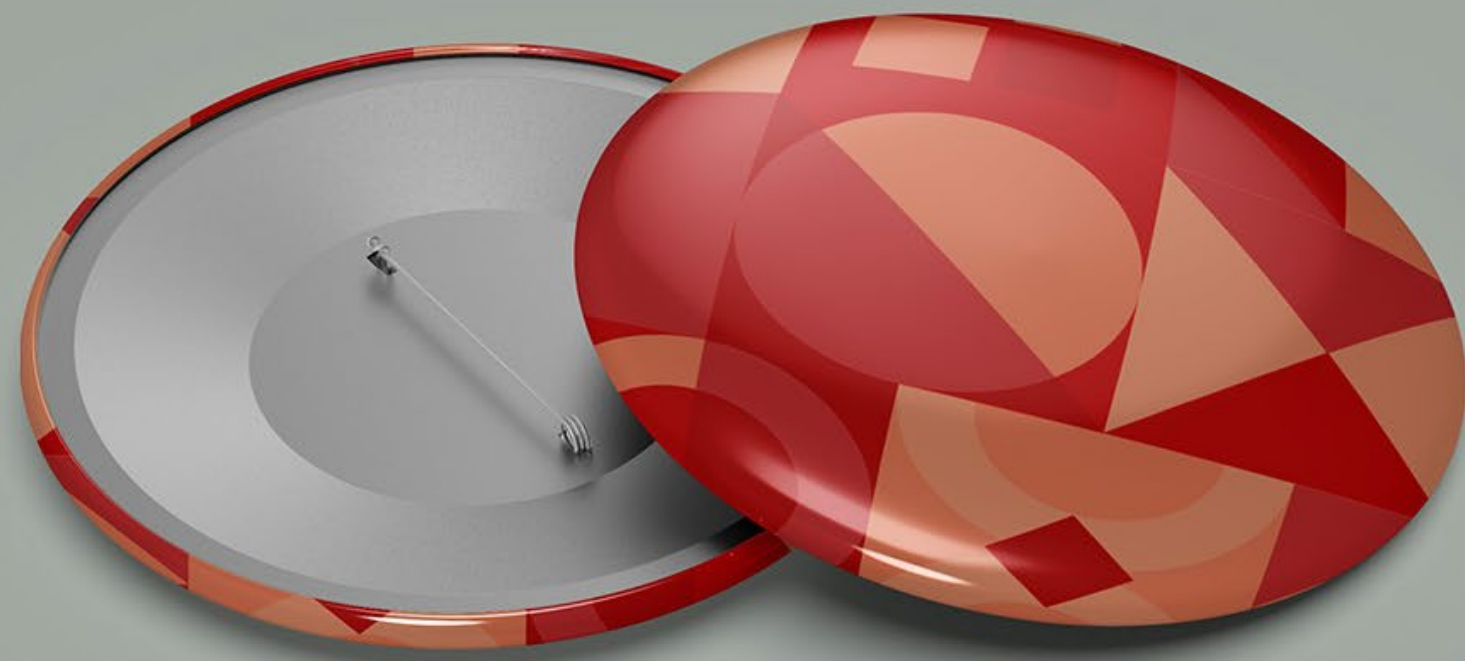


**TYPOGRAPHY, COLOURS & PATTERN**

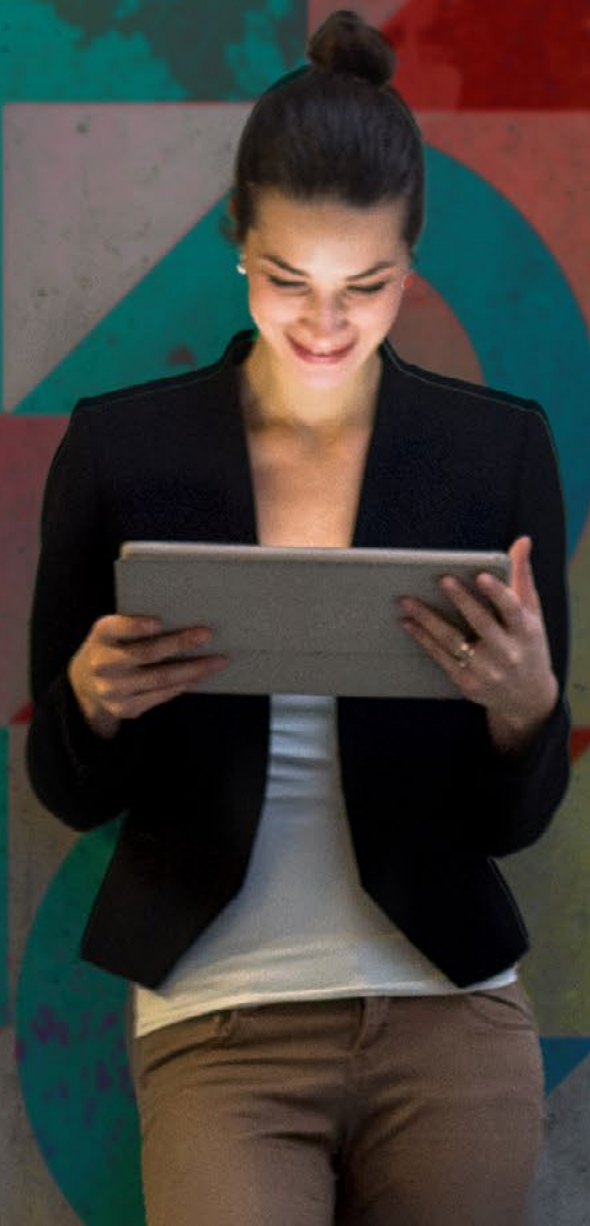


**FINAL LOGO**





# MEET THE NEW BEER BRANDS





CANNABIS INFUSED NON-ALCOHOLIC HAND CRAFTED DRINK

**LUSTER**

**LAGER**

NEWMARKET  
CANNABIS  
HOP HOUSE

CANNABIS INFUSED NON-ALCOHOLIC HAND CRAFTED DRINK

**FLICKER**

**IPA**

NEWMARKET  
CANNABIS  
HOP HOUSE

CANNABIS INFUSED NON-ALCOHOLIC HAND CRAFTED DRINK

**GLOOM**

**PORTER**

NEWMARKET  
CANNABIS  
HOP HOUSE



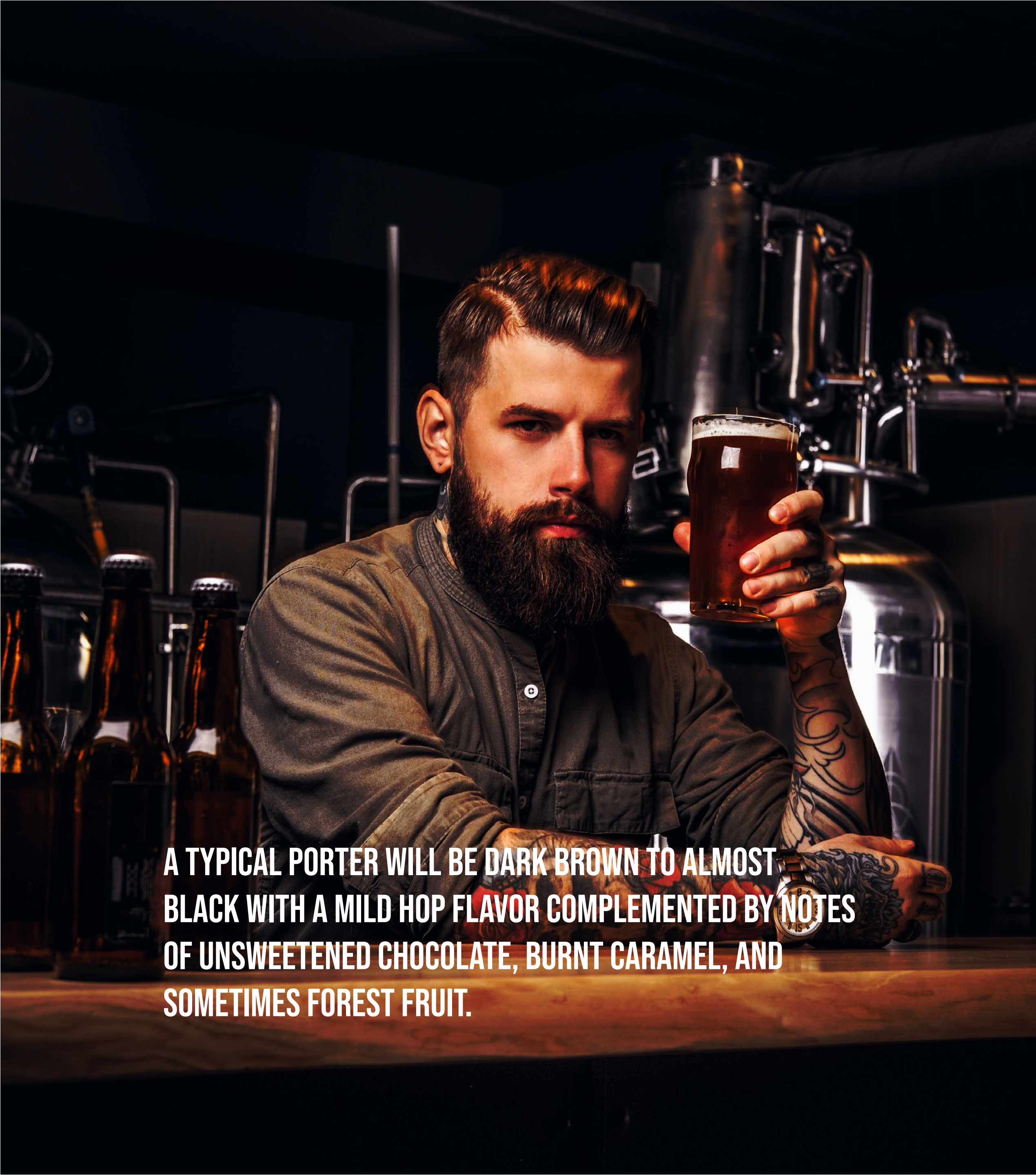


**IPAS ARE THE YOUNGEST STYLE OF THE BUNCH, BUT PROBABLY THE MOST POPULAR IN THE US TODAY. INDIA PALE ALES ARE OF A COLOR SIMILAR (OR SLIGHTLY DARKER) TO THAT OF PALE ALES, BUT THEY HAVE MUCH MORE CONCENTRATED HOP AROMA AND FLAVOR.**





**LAGER IS THE MOST COMMON TYPE OF BEER IN THE WORLD. THE BOTTOM-FERMENTED TECHNIQUES USED TO BREW IT RESULT IN A CRISP, REFRESHING BEER, THOUGH IT'S A SURPRISINGLY DIVERSE GROUP.**



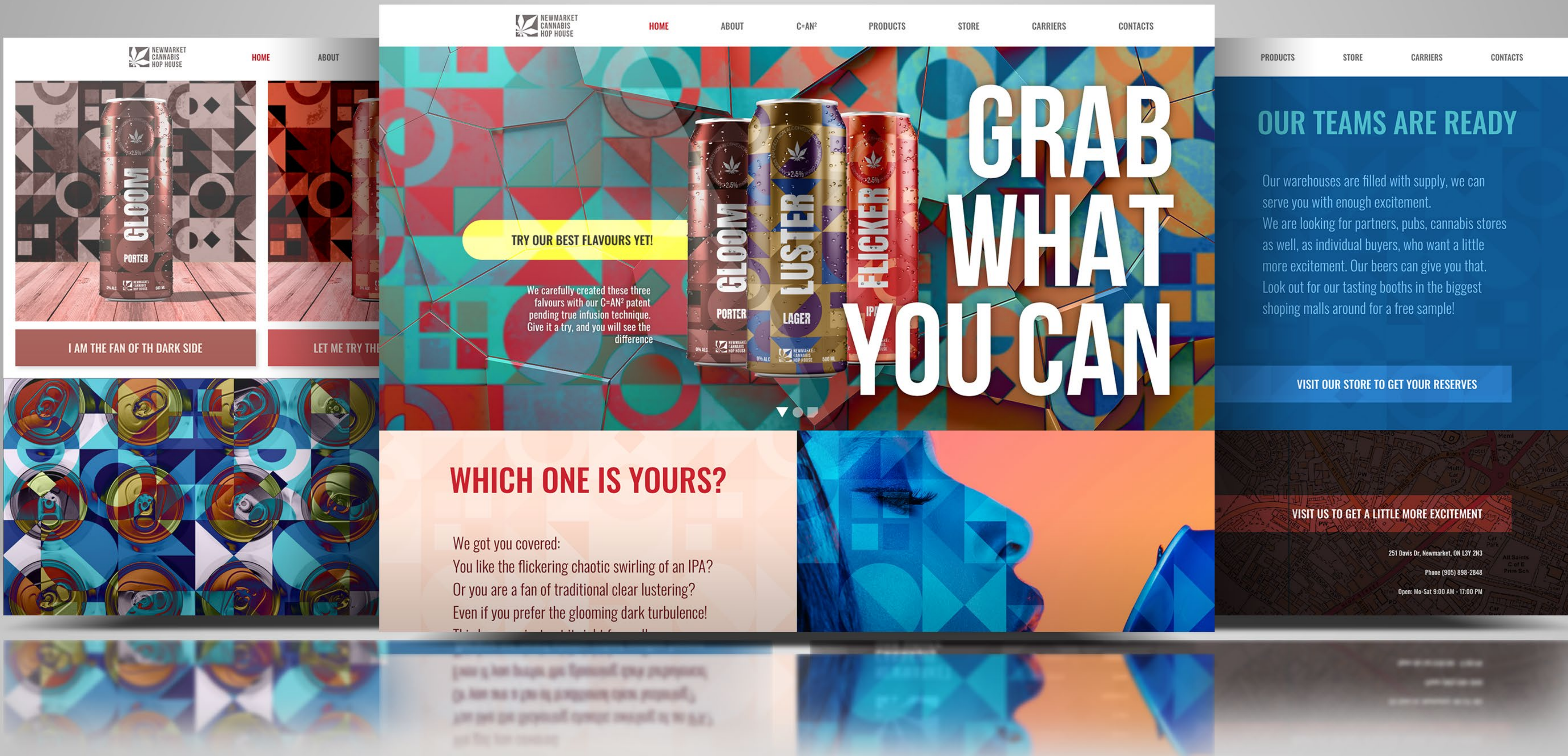
A TYPICAL PORTER WILL BE DARK BROWN TO ALMOST BLACK WITH A MILD HOP FLAVOR COMPLEMENTED BY NOTES OF UNSWEETENED CHOCOLATE, BURNT CARAMEL, AND SOMETIMES FOREST FRUIT.



# APPLIED EXCITEMENT CAMPAIGN



# WEBSITE DESIGN



POINT OF SALE

MAKE THE  
MOMENT  
EXCITING

MAKE THE MOMENT EXCITING  
CANNABIS INFUSED HANDCRAFTED DRINK



**GLOOM**  
PORTER



CANNABIS INFUSED  
NON ALCOHOLIC  
HANDCRAFTED BEVERAGE

MAKE THE MOMENT EXCITING  
CANNABIS INFUSED HANDCRAFTED DRINK



**LUSTER**  
LAGER



MAKE THE MOMENT EXCITING  
CANNABIS INFUSED HANDCRAFTED DRINK



**FLICKER**  
IPA



MAKE THE  
MOMENT  
EXCITING



CANNABIS INFUSED  
NON ALCOHOLIC  
HANDCRAFTED BEVERAGE

SOME POSTERS

**MAKE  
THE  
MOMENTS  
EXCITING**

NEWMARKET  
CANNABIS  
HOP HOUSE

CANABIS INFUSED  
NON ALCOHOLIC  
HANDCRAFTED BEVERAGE

**MAKE  
THE  
MOMENTS  
EXCITING**

NEWMARKET  
CANNABIS  
HOP HOUSE

CANABIS INFUSED  
NON ALCOHOLIC  
HANDCRAFTED BEVERAGE

**MAKE  
THE  
MOMENTS  
EXCITING**

NEWMARKET  
CANNABIS  
HOP HOUSE

CANABIS INFUSED  
NON ALCOHOLIC  
HANDCRAFTED BEVERAGE



GET A  
LITTLE  
MORE  
EXCITED



CANNABIS INFUSED  
NON ALCOHOLIC  
HANDCRAFTED BEVERAGE



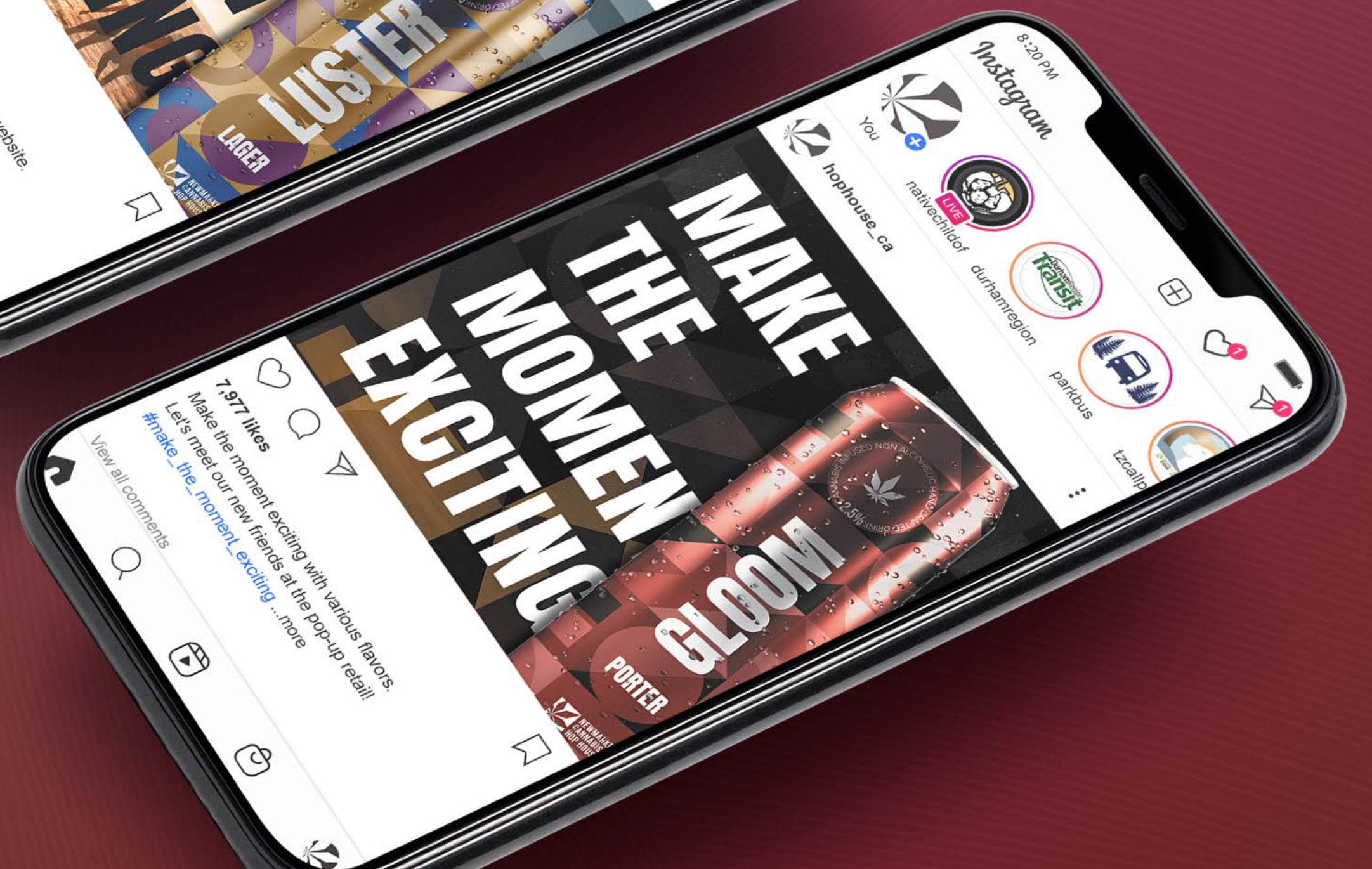
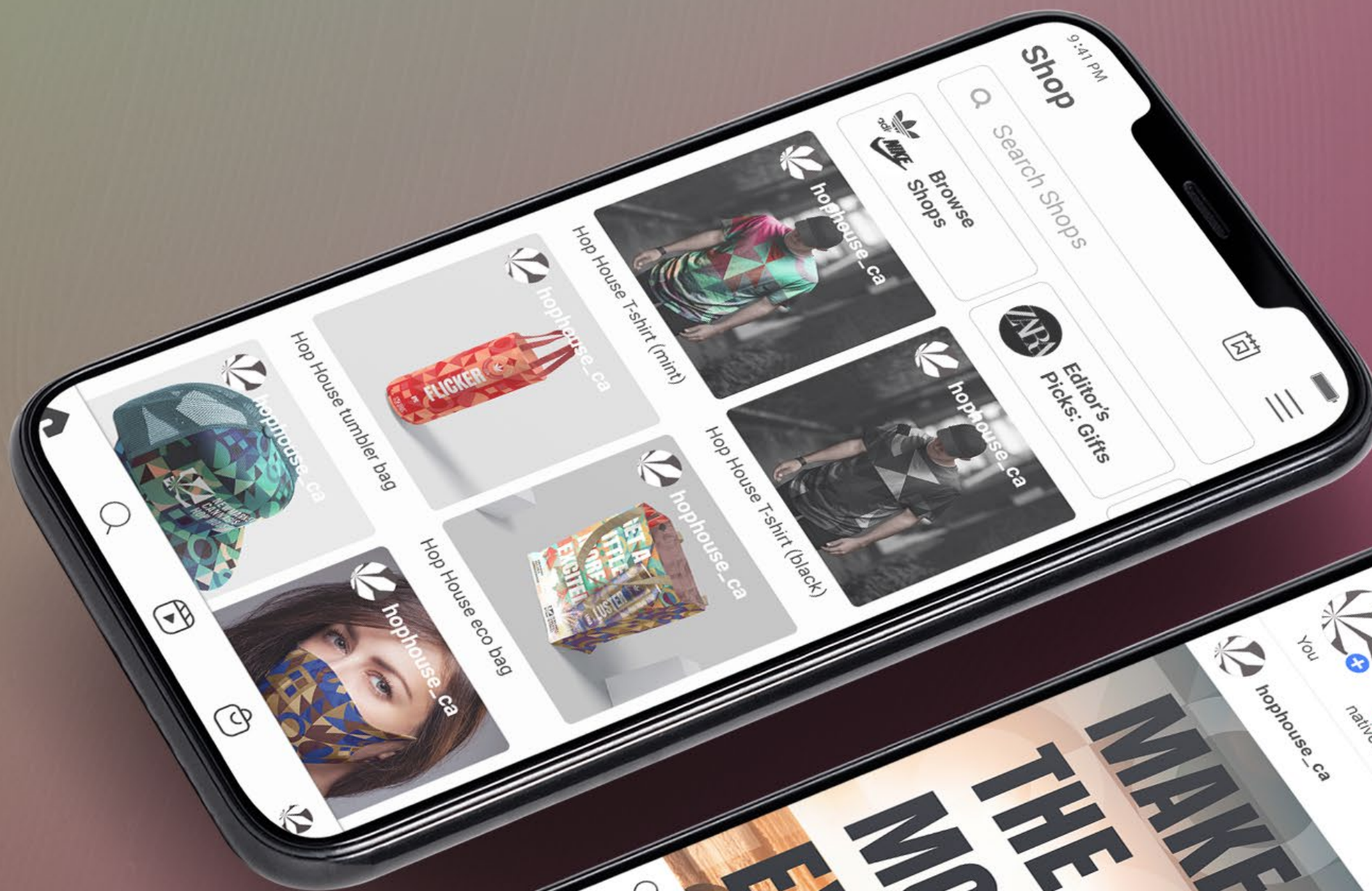
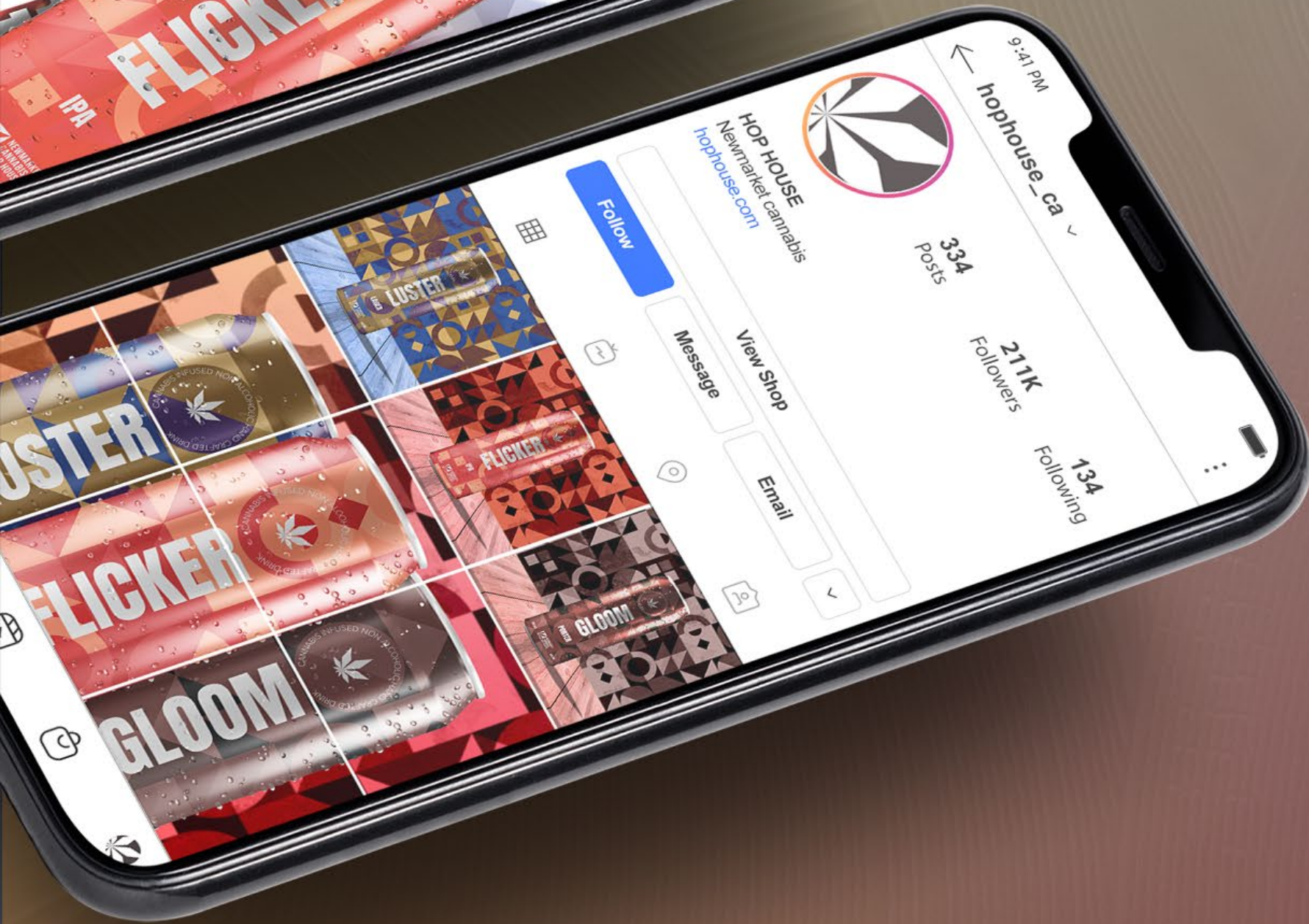
NEWMARKET  
CANNABIS  
HOP HOUSE



# BRANDED EXAMPLES







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Hop House 74.5K Tweets



Hop House @hophouse\_ca It's Newmarket Cannabis Hop House's official Twitter account. Cannabis-infused non-alcoholic handcrafted beverage. hophouse.com Newmarket, Canada Joined February 2022 2,191 Following 984K Followers

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Hop House @hophouse\_ca · 22h To celebrate the release of Hop House's new flavors. The hashtag event has begun, Hurry up! #make\_the\_moment\_exciting



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# BANNER ADS





THANK YOU FOR YOUR ATTENTION. WE ARE HERE TO ANSWER ANY QUESTION.

