

Cannabis and health canada

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Cannabis has been a part of human existence for thousand of years. People used cannabis as a necessity of life. People depended on cannabis to live longer than they depended on money. Today In Canada, cannabis was scheduled In the same class as heroine in Canada. HealthCanada has a program for medical cannabis patients but that is not enough because growing cannabis is illegal and people cannot use it as a medicine if they cannot pay a hefty fee for license and doctors. The doctors would prescribe the patients any pharmaceutical drugs before cannabis.

They forgot (or uneducated) that cannabis was humans' main medicine and pharmaceutical drug as only a man-made substitution. Decentralized cannabis is an advantage for black market drug trafficking, fraud and opportunities for pharmaceutical company to take advantage of dying patients to pocket millions of dollars on prescription drugs. This has to be changed. Teenagers and young adults should be taught differently about cannabis in Canada. They should be told the truth of how cannabis was mandatory for the Canadians before the refer madness and how cannabis was once considered as a medicine In human history, rather than a scheduled drug.

They should be informed that cannabis should be one of their medication and they should have the freedom of choosing to use cannabis correctly and safely. Oh Cannabis! Was created in 2014 as an educational exhibit for students from 16- 21 . The target audiences are young people who would like to learn the medical benefits of marijuana in an educational way. They are interested on the reasons Justine Trusted spoke about cannabis to elementary students and wondered if what the government taught them

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about cannabis is updated and correct. Oh Cannabis! uses updated data and information on cannabis use, pros and cons, true/false information of cannabis, where in Canada that has the most grow pop and the history of cannabis in Canada. Alcohol and cigarette are the two most dangerous drugs that have been regulated for people who are over 19 years of age. The government should do the same thing for the safety of teenagers (teenager 5 has been using cannabis before cigarette or alcohol) and to bring back what was once a mandatory plant in human history. Display type is Babes Nine Regular.

It's strong for regular typeface and therefore gives better contrasts to the headers. Headers are strong and need to be legible. Babes Nine has both of those characteristics and with a right contrasting color, it could make a good header for the header for the color palette of Oh Cannabis!. Body type is Thinners Regular. It is a nice, tall typeface that is interesting to read. It is a sans serif font that has very interesting numbers. With the black and white choice of contrast, the font stands out nicely.

With a nice leading, the font gives itself a dramatic and clean look. It is good for body type because of its high legibility. It makes a different choice of font since it is not the regular Helvetica or Myriad Pro. Oh Cannabis! is an interesting, dramatic and adventurous brand for young people who are in high school or college. Red and yellow are harmonious with green color like red and yellow but white also works as well on red and green. For IMPS 16, yellow was not 100% Y therefore, would be acceptable to use with white. Oh Cannabis! incidentally matches the shade of Restrain colors; the colors are well known in the cannabis culture. The colors work out perfectly for the brand <https://assignbuster.com/cannabis-and-health-canada/>

and would be easily recognized for the topic it holds. As an exhibit for cannabis in Canada, cannabis leaf is the number one imagery that would be used throughout the brand. The symbol of the medicinal cross represents the medicinal purposes and properties of cannabis. When thinking about using marijuana, the method that is used a lot other than rolling papers is smoking through water pipes, also known as bongs.

It is more visible and not being mistaken as a cigarette. It is also suitable for the age group and would catch attention of the main target audiences. This exhibit is related a lot to Canadians; therefore the map of Canada is the best option that could represent where the information for this exhibit came from. Cannabis leaf is presented in every single one of the brand imagery as the entire topic is about cannabis. The first identification signage is located on Don Mills Road, the main road that would lead to the entrance of Ontario Science Center.

The banner will contain the name of the exhibit, images, date and venue where the exhibit is held. The banners would be printed on hemp fabric with vinyl coating to withstand the weather (avoiding paint to fade under the sun and rain). The pole is 100% hemp wood and the strings to tie those banners will be made of hemp fiber. After the exhibit, the whole pole would be taken down and recycle. As an CEO-friendly exhibit, most everything that is presented is made out of hemp and is recyclable. The main identification signage will be positioned at the main entrance.

It is 10 feet tall and can be seen from far away, The title, word mark and date of the exhibit is painted on cutout hemp panels and put on top of the

main signage as it would be seen from miles away, The door frame would be made out of hemp wood panels to keep the organic look and texture. To create an adventurous feel, the doorway is decorated with hemp paper cutout of cannabis leaves, to imitate the entrance of the cannabis Jungle. The map of the exhibit site is located at the main entrance of the Ontario Science Center. The map would be printed on hemp paper and laminated to a hemp wood panel with vinyl top coating.

It would show the map of the 6th level, where the exhibit would be held. The services that would present in the map are: washroom, payphone, emergency exit (stairs that will lead to the lower level), elevators, escalators, foodservice, automated electronic defibrillator and designated pot smoking area of the floor. It would be used to give directions to visitors and to provide correct emergency services. To make the theme even better than any other exhibit and to promote the use of cannabis, a rule of only cannabis smoking/ use loud be present for the patio of this floor.

An offset of Ontario Science Center will be Oh Cannabis! Landmark is in the shape of a large water pipe (also known as a bong). It would be made of solid hemp wood, painted red and with the exhibit brand mark painted white. The landmark is painted red as an intention so everyone could to see it from a great distance. Red is the most noticeable color on the map therefore people would remember to look for a enormous red bong. Using the same water pipe image as the brand imagery to make sure to people they know what they are looking or, the band mark is built through out the exhibition.

The brand mark and imagery is painted white on the red bong. The landmark is located left of at the 6th level main entrance (where the main escalator and elevator exit is). People need to see the landmark on the left to avoid turning right and wandering the right side of the floor. From the landmark, there is a hallway going to the right and it will take visitors to the main exhibit site. Directional signage will lead visitors to the correct services they are looking for. Directional signage is made with hemp wood panels on a hemp wood pole. The writings and arrow would be painted on the panels and nailed onto the pole.

The brand mark of the exhibition is on the top panel of the signage to make sure that the direction is belongs to the location of the exhibit. The panels would direct visitors to services such as washroom, restaurant, smoking area and emergency service. The directional sign would be placed at the exit and entrance of the exhibit. It is helpful for finding locations for emergencies and other services quickly when the visitors are on the exhibition site. On the door of the bathrooms, there are cannabis image to present that the visitors are in the closest washroom of Oh Cannabis!.

The exhibit display contains the main information of the exhibit; cannabis in Canada. Exhibit display is designed and printed on hemp paper then laminated to a hemp wood panel. It would be placed in the middle of the exhibit, where everyone can gather to take a look at the information and graphics on the topic of cannabis in Canada. The display panel included information on history of cannabis, the definition and the myths were told. It also includes the pros and cons of cannabis use and how many young people are voting for the legalization of cannabis.

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The display panel used the same color palette as the brand mark to create the unity for the brand. The information on the panel is selected from different sources of news and researches. Kronor is a lifestyle and health magazine focusing on cannabis culture in Canada and world-wide. It brings updated cannabis news, people's life with cannabis, medical benefits of marijuana and current status of legalization of marijuana in Canada and the world. KRONOR - is pronounced like "chronic" that is another street name for cannabis. Ironically, cannabis is used to treat a lot of chronic conditions like cancer, repress, anorexia and so many more.

As a medical cannabis magazine, it is important that the target audiences understand the meaning behind the name of the brand. The name KRONOR would appeal to medical cannabis users at any age and gender. Cannabis Culture and 420 Magazine. Even they are the magazines that focus mainly on the recreational use of cannabis, they are more established and sponsored by the biggest corporations of the industry. However, Kronor would focus on the information of cannabis in Canada and would attract Canadians worldwide. Kronor also is used to promote the cannabis industry in Canada.

The target audiences for the magazine are anyone who use or have interest in cannabis as a medicine. They are in the age group of 25-35. They have mid income of annually. They are health conscious and they know the health benefits of cannabis. They want to see the change in cannabis legalization.

Images should reflect the dramatic debates over the legalization of marijuana. Background image represents the feature article of the issue.

NAMEPLATES Placement of the nameplate is optional according to the cover
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image. However, the ideal position for the nameplate is centered at the top of the cover image.

It also affects the determination of the color of the nameplate. A nameplate contains the issue number and the issue dates. It locates under the logo for easier eye-flow. BANNERS Banner contains the bar code, magazine website and price of the issue. Banner is placed on the left bottom corner of the magazine. IMAGES Images must reflect a healthy, positive and earthy tone of voice. Background should contain images of cannabis and/or the current events that related to the feature article. Images should be adjusted to contrast with the feature article title and the nameplate.