



A CONVERSATION ABOUT CANNABIS IS WORTH HAVING*

*Use this toolkit to spark
dialogue in your
community.

About this Toolkit

Speaking of Cannabis is a public health campaign developed by the **Carlton-Cook-Lake-St. Louis Community Health Board** to address information gaps after cannabis legalization. Public health professionals from six jurisdictions joined a workgroup to create messages that reach the right people, reflect real community needs, and align with ongoing prevention efforts.

With creative direction from Duluth-based **Sek Design Studios**, the campaign pairs a clear and friendly voice with eye-catching visuals. **PlaceBased Media** is helping install messaging in selected community locations across our region. Funding comes from the **Minnesota Department of Health's Infrastructure Fund**.

This toolkit is for public health partners across Minnesota and beyond. Use, adapt, and share—just be sure to follow the included Communication Planning Insights, notes on Logo Use, and Brand Guidelines to maintain clarity and consistency across the campaign.



Communication Planning Insights

Through an intentional, consensus building process, our workgroup identified the following components as part of our Communication Project Plan. As you use these materials, keep in mind who they're made for and what they're intended to do.

Audience

- Parents, caregivers, grandparents, mentors, and other adults with kids in their lives.

Objectives

- Educate parents, caregivers, grandparents, mentors, and other adults with kids in their lives about the effects of cannabis on a developing brain.
- Empower those adults to talk to the kids in their lives about not using cannabis.
- Encourage safe storage for those adults who use cannabis.

Key Messages

- Cannabis use can permanently harm the developing brain.
- Talking to the teens in your life about not using cannabis makes a difference. Use these tips to start a conversation.
- Store your cannabis products locked up and away to keep it out of kids' hands.

SPEAKING OF
CANNABIS

**SHOW
YOU CARE
LISTEN
AND BE
CURIOUS***

*Talk to the kids in your life about not using cannabis. For most teens, if a parent or trusted adult talks to them about not using cannabis, they are less likely to do so.

Get tips at
www.speakingofcannabis.org



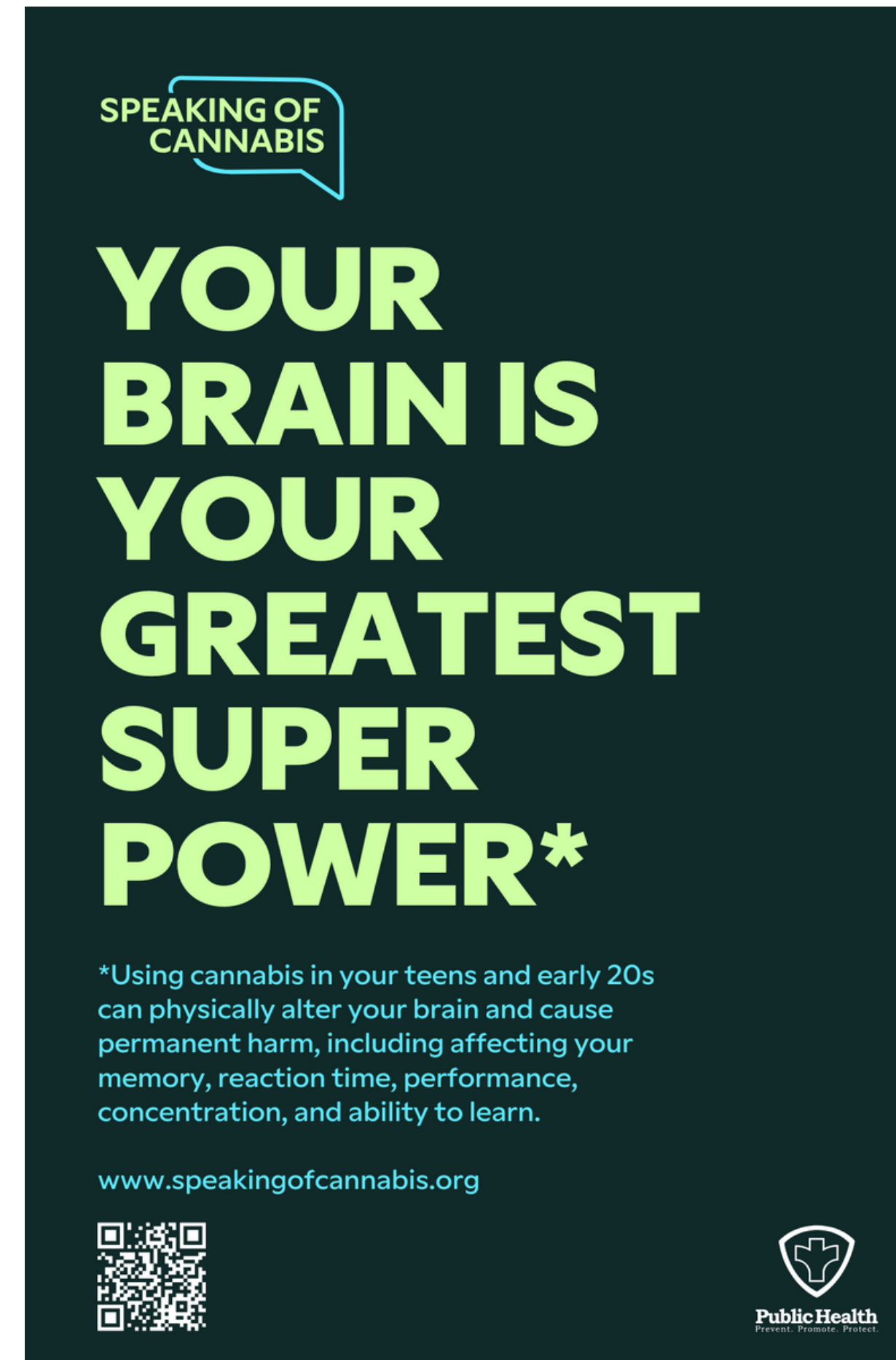
Public Health
Prevent. Promote. Protect.

Logo Use

These designs are light on logos—and that’s intentional. With five local public health departments, a regional CHB, MDH funding, and a creative agency involved, we could have ended up with a real logo soup. Instead, we kept things simple and cohesive with just two logos:

- **Speaking of Cannabis** – This logo should always appear most prominently. It symbolizes open dialogue and consistent messaging around cannabis education and prevention.
- **Public Health** – This secondary logo reflects our shared mission to prevent illness, promote health opportunities, and protect those who face barriers to health.

To preserve the clarity, visual harmony, and unified voice of this campaign, we ask that you avoid adding additional logos whenever possible. We understand that some organizations require their logo to be included on materials; if that’s the case, please do so thoughtfully and sparingly.



SPEAKING OF CANNABIS

YOUR BRAIN IS YOUR GREATEST SUPER POWER*

*Using cannabis in your teens and early 20s can physically alter your brain and cause permanent harm, including affecting your memory, reaction time, performance, concentration, and ability to learn.

www.speakingofcannabis.org



Public Health
Prevent. Promote. Protect.

Assets

Please follow the **Brand Guidelines** starting on the next page when using these designs.

Canva Templates

Posters

[Poster - Talking to Kids](#)

[Poster - Up and Away](#)

[Poster - Usage Effects](#)

Social Media

[Social - Do you Know?](#)

[Social - News/Events 1 & 2](#)

[Social - Research-based 1 & 2](#)

[Social - Safe Storage 1 & 2](#)

[Social - Talk Tips 1 & 2](#)

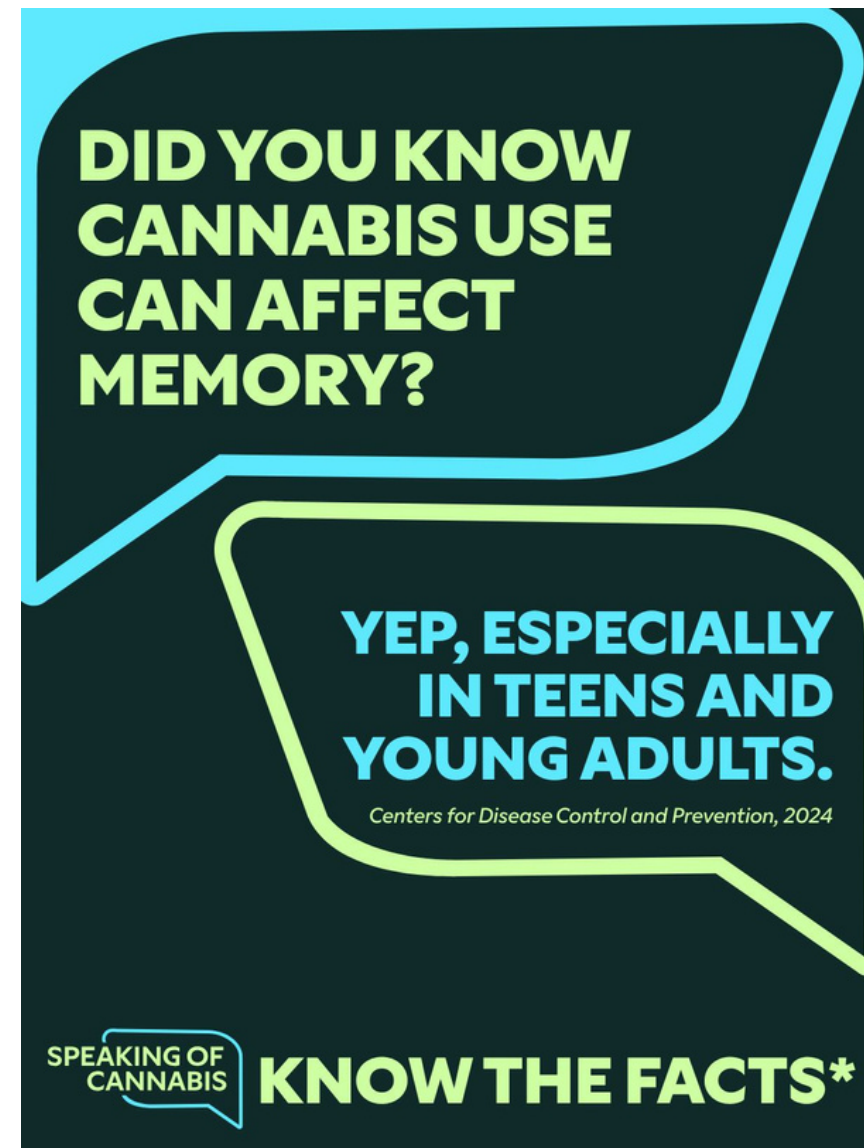
[Social - Everyday Moments 1 & 2](#)

[Social - Toddlers](#)

[Social - Usage Effects 1 & 2](#)

Google Docs Files

[Speaking of Cannabis Materials](#)



The Website

Check out the website at www.speakingofcannabis.org. In our region, campaign materials direct audiences here through clicks and QR codes. You can direct your audience there too. While the website prioritizes the local needs of our audiences across Carlton, Cook, Lake, and St. Louis Counties, we think it's also broadly relevant.

Share with Us

If you use or adapt these materials, we want to hear about it! Send us an email and let us know how you're using this toolkit or to reach out with any questions.

Jenna Olson

OlsonJ1@communityhealthboard.org

Public Health Communications Coordinator

Carlton-Cook-Lake-St. Louis Community Health Board

Mary Parsatoon

ParsatoonM1@communityhealthboard.org

Public Health Planner

Carlton-Cook-Lake-St. Louis Community Health Board



facebook.com/CarltonCookLakeStLouisCommunityHealthBoard



BRAND GUIDELINES

Cannabis Education Campaign

Supported by: Carlton, Cook, Lake, St. Louis County Community Health Board

Logo

The logo as a speech bubble visually reinforces the idea of open dialogue and education about cannabis. It invites engagement, making the topic feel less intimidating.

The primary logo should be used on all assets, including on social media, print ads, digital ads, and more to ensure a reference point for the message shared is present on all pieces.



**SPEAKING OF
CANNABIS**



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Colors

The brand uses three distinct color palettes, each tailored to a specific subject area. These palettes are designed to be used independently and should not be mixed.

Primary

These should only be used as background colors.

Secondary

These should be used for large headings. This color should also match the text color in the corresponding logo variation.

Accent

These should be used for body copy. This color should also match the outline of the word bubble in the corresponding logo variation.

Talking to Kids

Primary Purple C 30 R 35 M 64 G 18 Y 0 B 50 K 80 HEX: #231232	Secondary Light Purple C 10 R 230 M 18 G 210 Y 0 B 255 K 0 HEX: #E6D2FF	Accent Green C 2 R 229 M 0 G 234 Y 35 B 152 K 8 HEX: #E5EA98
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Up and Away

Primary Blue C 42 R 29 M 42 G 29 Y 0 B 50 K 80 HEX: #1D1D32	Secondary Light Blue C 28 R 168 M 5 G 222 Y 0 B 234 K 8 HEX: #A8DEEA	Accent Orange C 0 R 255 M 46 G 137 Y 77 B 59 K 0 HEX: #FF893B
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Usage Affects

Primary Green C 62 R 16 M 0 G 42 Y 2 B 41 K 84 HEX: #102A29	Secondary Light Green C 19 R 207 M 0 G 255 Y 36 B 163 K 0 HEX: #CFFFA3	Accent Blue C 63 R 94 M 9 G 233 Y 0 B 255 K 0 HEX: #5EE9FF
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Typography

Gamay Editorial Bold

should be used in instances for calling out information, headings, and titles across digital and print materials.

Gamay Editorial Regular

will be used as body copy across all materials.

Gamay Editorial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*

Gamay Editorial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*

Brand Application

1. Campaign Logo

The campaign logo is a key element for brand and topic recognition as well as for consistency across all materials. It should be used in the upper-left hand corner as a lead-in to the main header statement.

2. Header

The main header should immediately capture the reader's attention and 'hook' them to want to read more. It should be short, impactful, and easy to read which captures the key message in a way that sparks curiosity.



Brand Application

3. Body Copy

The body copy should provide valuable, concise information that educates the reader about cannabis use, safety, and legal considerations. The tone should be clear, informative, and respectful - never judgmental.

4. Colors

Using the provided color harmonies creates a balance of contrast and cohesion, making the campaign engaging while reinforcing its message.



SPEAKING OF CANNABIS