



GROWING YOUR CANNABIS BUSINESS.

STRATEGY. LICENSING. COMPLIANCE. DESIGN. OPERATIONS.

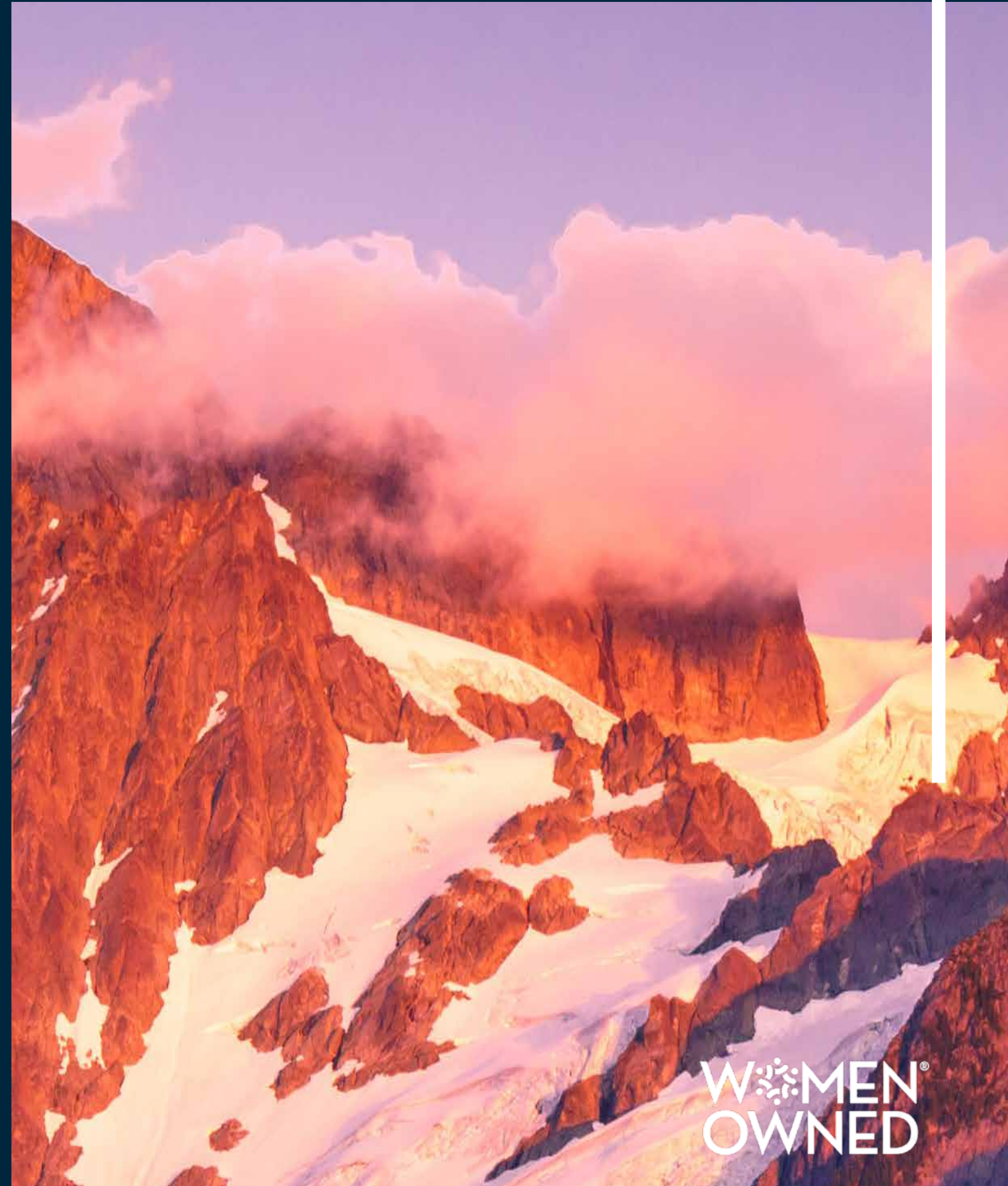
POINT SEVEN GROUP CREATIVE PORTFOLIO

POINT7'S CREATIVE PROCESS

Whether you're looking to build a product brand from scratch, re-imagine your logo, design a high-end retail experience, or level-up on your packaging game, Point7's Creative Team is here to help. We begin each engagement with an in-depth, highly collaborative Exploratory Phase, designed to understand your company's design preferences, vision, and the target market you wish to serve. Point7 prides itself in developing custom engagements for every single client. Whether it is a 6-month marketing strategy engagement, a complete brand overhaul, or a compelling retail storefront — **we are committed to developing an engagement designed exclusively for you.** We use the Exploratory Phase to inform our first round of design concepts and to develop a strategic plan custom built for you.

This **Creative Portfolio** showcases some of our work to date, ranging from full brand creation, including both the retail experience and original brand artwork, through packaging design, marketing collateral development, uniform design, and more.

We invite you to take a look at our past work and look forward to beginning the creative process with you.



WOMEN
OWNED

CASE STUDY 1: SMALL TOWN, WHERE YOUR CUSTOMERS FEEL LIKE FAMILY

Comprehensive Brand + Retail Design Strategy



THE CHALLENGE:

Successfully introduce a modern dispensary into a tightly knit community of 20,000 people, while offering a welcoming, approachable vibe that is key to small town culture.

THE SOLUTION:

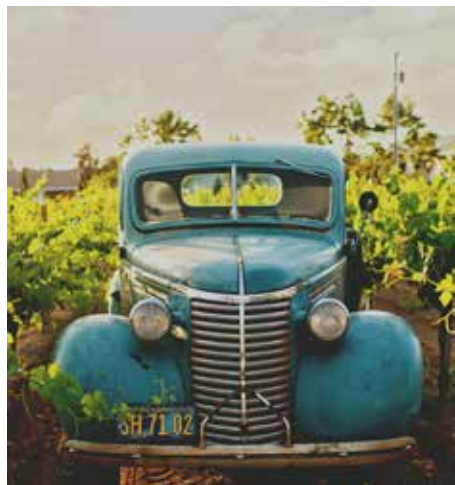
Point7 melded natural elements with modern elements to create the welcoming feeling of a farmhouse. This concept carried through holistically, from the logo, to merchandise displays, branded accessories, as well as customer-facing collateral.

SUMMARY:

Bootheel's mission states their "patients aren't just our customers, they're our friends and neighbors too." When the dispensary opens in 2022, Point7 is confident their client's diligence in creating a distinctive brand image projected through their new building facade, interior designs, educational materials, and promotional merchandise will entice their small town neighbors to visit the dispensary and become long-time patrons.

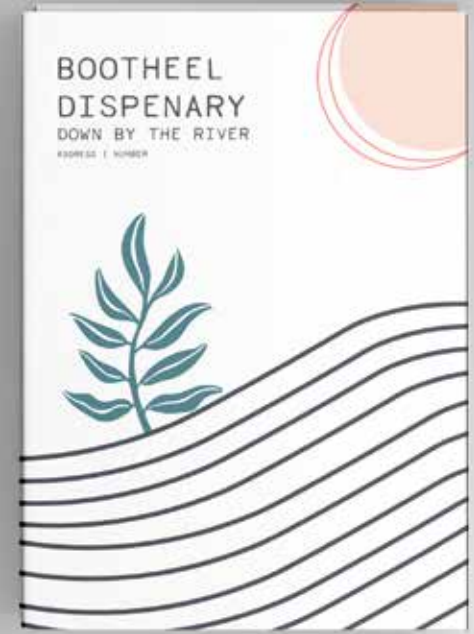
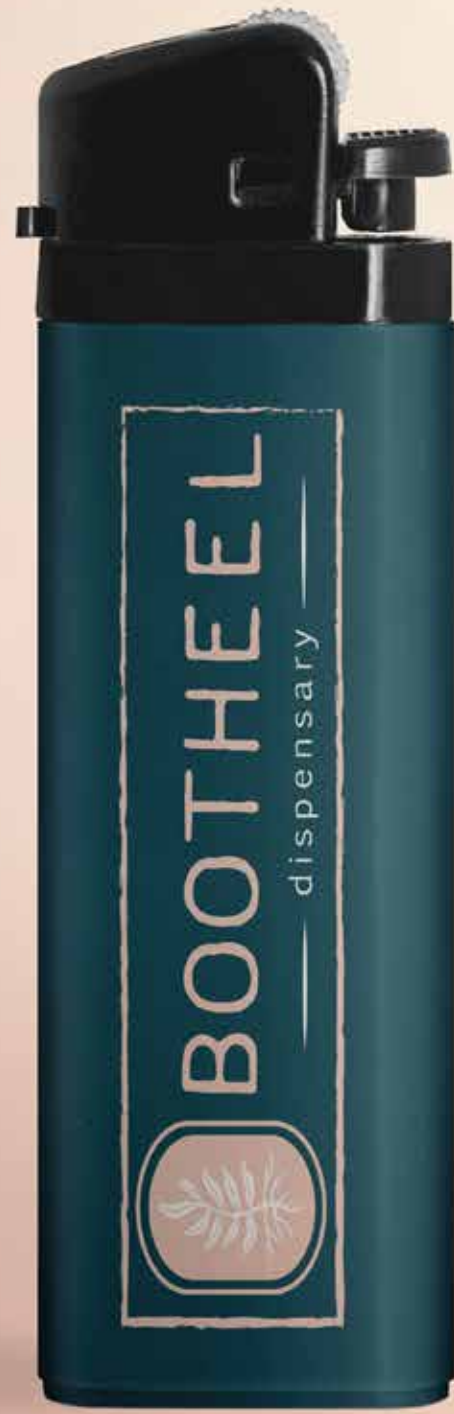
CASE STUDY 1: SMALL TOWN, WHERE YOUR CUSTOMERS FEEL LIKE FAMILY

Comprehensive Brand + Retail Design Strategy









CUSTOMER/PATIENT WAITING AREA



RETAIL SALES FLOOR



CASE STUDY 2: MODERN DESIGN MEETS OLD-WORLD CHARM

Dispensary Design

THE CHALLENGE:

Submit a competitive, California dispensary license and design a modern, welcoming dispensary that fully complies with local regulations, as well as the City's Design Guidelines for Historic Districts.

THE SOLUTION:

Point7 worked with community stakeholders to understand the most important nuances of the neighborhood's history. We then incorporated elements inspired by the community's beautiful Art Deco, Spanish, and Victorian design features that are reflected throughout the city.

SUMMARY:

Our client submitted their application for licensure in a highly competitive market with an equally competitive application process. Though the client's application was denied by a small margin of .02, we are proud to have contributed to an application that was among the top three finalists in this competitive market. The work put into the application did not go to waste, in fact, it will be used in the client's application for their next retail store.

INTERIORS:

The designs showcase the innovative features found in the local architecture. A welcoming color palette was chosen consisting of olive, forest green, blush, peach, and yellow shades, complemented by natural tones in the furnishings and fixtures. Navy and magenta accents were chosen to add a pop of color and a modern twist. Together, these elements create a calm, comfortable atmosphere for customers and patients.



CUSTOMER/PATIENT WAITING AREA



RETAIL SALES FLOOR



MODERN DESIGN MEETS OLD-WORLD CHARM



CASE STUDY 3: MODERN DAY DISPENSARY MEETS SPEAKEASY

Dispensary Design



THE CHALLENGE:

Create a unique, distinctive design to help differentiate our client, and more importantly, win one of the most competitive license application processes in the United States to date.

THE SOLUTION:

Point7 worked closely with our client to create a diverse cultural experience in their dispensary. Point7 created a concept influenced by the speakeasies of yesteryear, where people from all races, social classes, and economic status gathered together during an extremely divisive period in American history. Many historians credit speakeasies with the proliferation of an entire subculture, bringing about new artistic and musical styles and creating an experience to patrons. The roaring 20s continue to fascinate Americans. It was a decade that felt full of possibility, iconic fashions, hairstyles, and music were born and the speakeasies. Point7's design reflected elements of a 1920s speakeasy, with a modern twist, aiming to appeal to purchasers of all backgrounds in a progressive, comfortable, environment.

SUMMARY:

Our client is still waiting on approval, but we are proud and confident in our collaboration on this highly-competitive application. We highlighted the importance of social equity throughout the application and feel confident in the dispensary's beautiful, yet highly functional designs.

INTERIORS:

Point7 designed a beautiful interior by fusing together industrial elements—such as hardwood floors, gold-embossed signage frames, and metal shelving and lighting fixtures—with modern amenities, most notably the waiting room learning terminals and digital menus. Each design element, such as the warm-toned paint colors, and distinctive surfaces and fixtures, work together to create a comfortable, engaging space while paying homage to the region's rich culture and history. Once inside, customers are met with a wall of historical photos before entering into the sales area through a door that—at first, and second glance—resembles an antique bookshelf.

SECURED VESTIBULE ENTRY



CUSTOMER/PATIENT WAITING AREA



RETAIL SALES FLOOR



CASE STUDY 4: CATCH A FLIGHT

Dispensary Design + Customer Experience Planning

THE CHALLENGE:

Convey our client's love of aviation throughout the dispensary in a way that evoked nostalgia for the glory days of aviation– and the impeccable customer service it was historically known for.

THE SOLUTION:

A dispensary look and décor inspired by the design of 1950s airport terminals and lounges. The sleek interior lends to a feeling of professionalism and attentive care, with products cleverly organized in “flight destination” units.

SUMMARY:

The aviation theme “Catch a Flight” was created to invite customers to experience in the dispensary the same exciting, enjoyable and memorable experience as flying to a new or familiar destination. Every element in the design and construction of the dispensary was conceptualized and curated from an aviation perspective, including check-in computer terminals, team members dressed in flight attendant-inspired uniforms, and rooms with airport names, such as “Runway” for the sales area and “Baggage Claim” for the order fulfillment room.

INTERIORS:

The “Terminal Lounge” will offer customers comfortable bench seating, and digital “Arrival and Departure” flight board displays will announce the Dispensary's various cannabis products. Wall graphics throughout the dispensary will be inspired by the history of aviation drawing parallels to cannabis and how they both have impacted and benefited the world.



RETAIL SALES FLOOR



CASE STUDY 5: NOT YOUR TYPICAL MEDICAL FACILITY

Comprehensive Brand + Retail Design Strategy



THE CHALLENGE:

Achieving the perfect balance between an ultra-modern look and a warm, welcoming environment for our client's dispensary.

THE SOLUTION:

By incorporating modern elements, such as neon lighting, concrete flooring, and clean geometric lines in combination with calming colors, warm wooden floors, and a simple, open floor plan, Point7 was able to create an inviting atmosphere for future medical cannabis consumers.

INTERIORS:

In order to capture the ultra-modern look and feel that the client desired in the dispensary, Point7 thoughtfully combined neon lighting, bright green and blue colors, and modern materials, such as cement, softened by light-wood floors.

EXTERIORS:

The dispensary is located in a small town in West Virginia, so the client wanted the exterior of their facility to be modern, bold, and bright to enhance the surrounding area. Point7 incorporated a West Coast-inspired color palette and building materials to achieve the light and airy look desired by the client.

CUSTOMER/PATIENT WAITING AREA



CASE STUDY 6: BRINGING THE COMMUNITY TOGETHER

Dispensary Design + Customer Experience Planning

THE CHALLENGE:

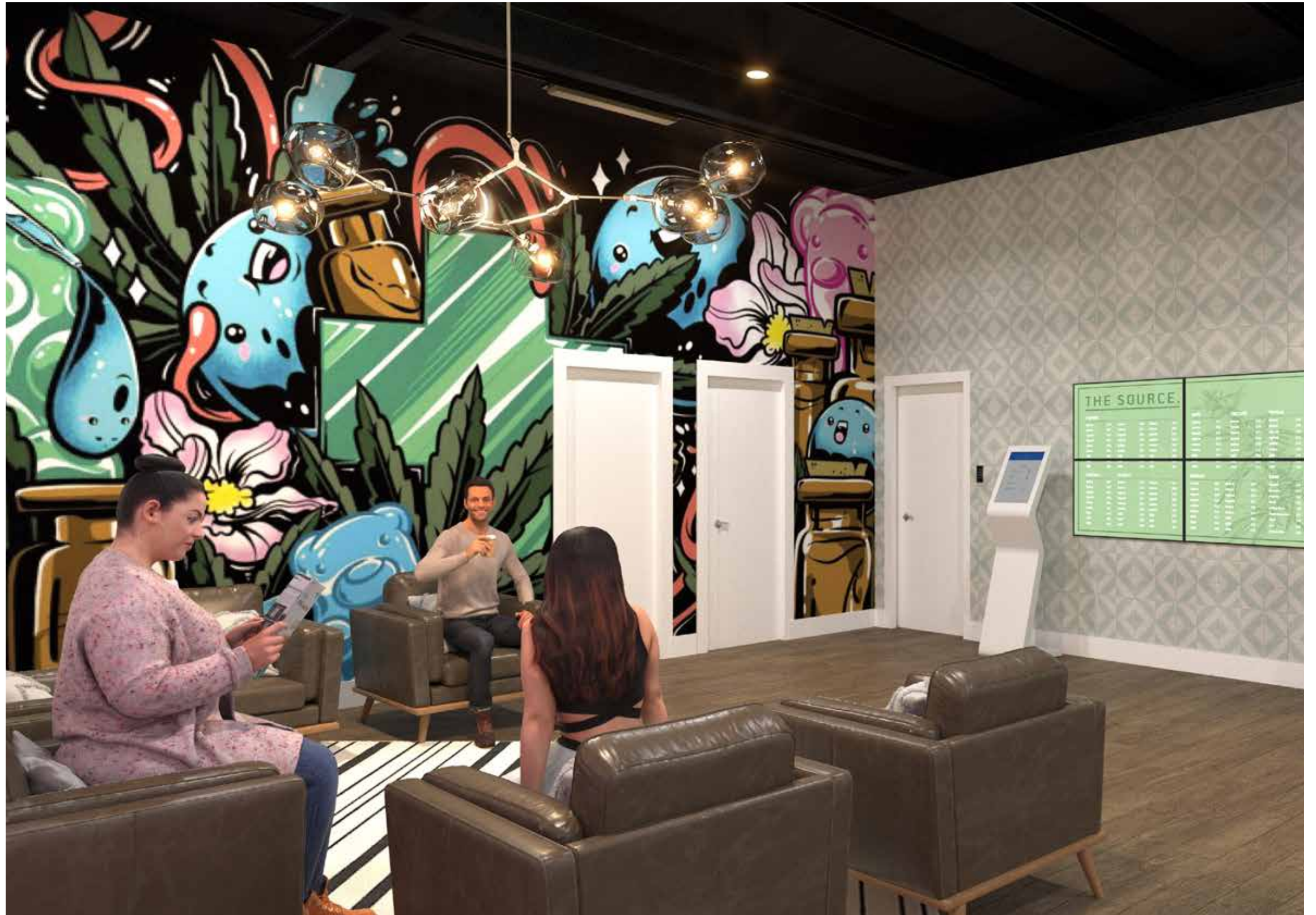
To create a distinctive dispensary design that would be eye-catching to frontage high-speed traffic while simultaneously blending fluidly with the surrounding neighborhood.

THE SOLUTION:

The exterior of the building was designed to be simplistic with a bold mural of modernist green squares and the dispensary's name illuminated in clean, white neon. The interior features striking, colorful murals painted by local artists to convey an atmosphere of neighborly community.

INTERIORS:

The distinctive style of the dispensary's interior was created by a melding of vintage apothecary elements, modern furnishings, and colorful urban street art.



CUSTOMER/PATIENT WAITING AREA



RETAIL SALES FLOOR

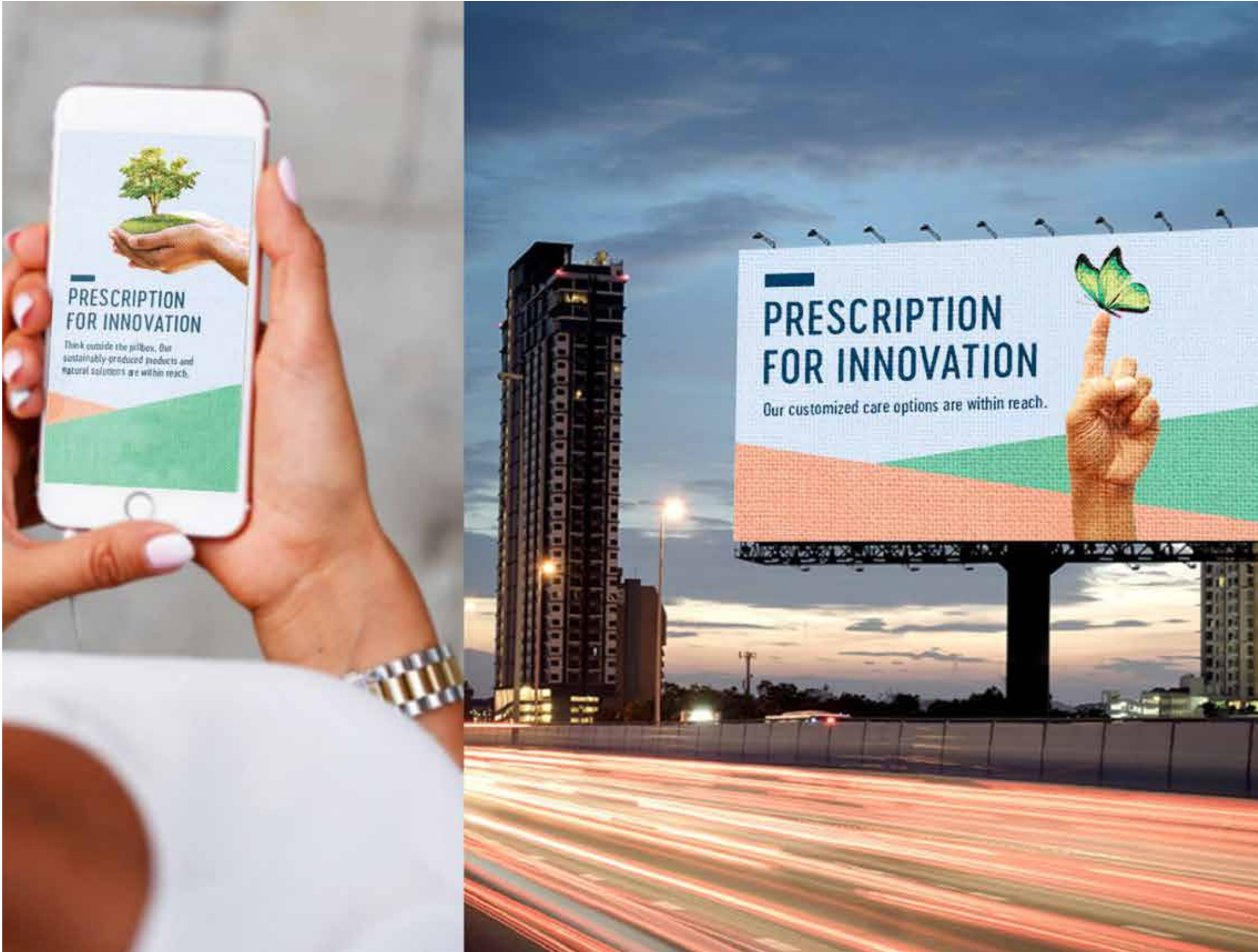


RETAIL SALES FLOOR



CASE STUDY 7: A PRESCRIPTION FOR INNOVATION

Marketing Campaign Development + Strategy



THE CHALLENGE:

To develop a comprehensive campaign aiming to dispel common misconceptions about cannabis, while educating consumers about cannabis medicine.

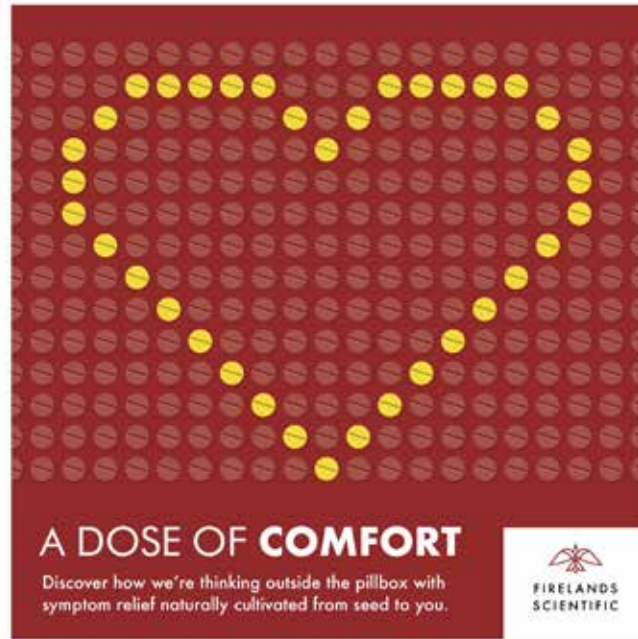
THE SOLUTION:

Point7 worked alongside the Client Team to develop a 360-degree campaign encompassing outdoor advertising, printed collateral and digital media. The campaign eventually extended into in-store educational materials, designed to educate consumers about the products they purchased at the dispensary.

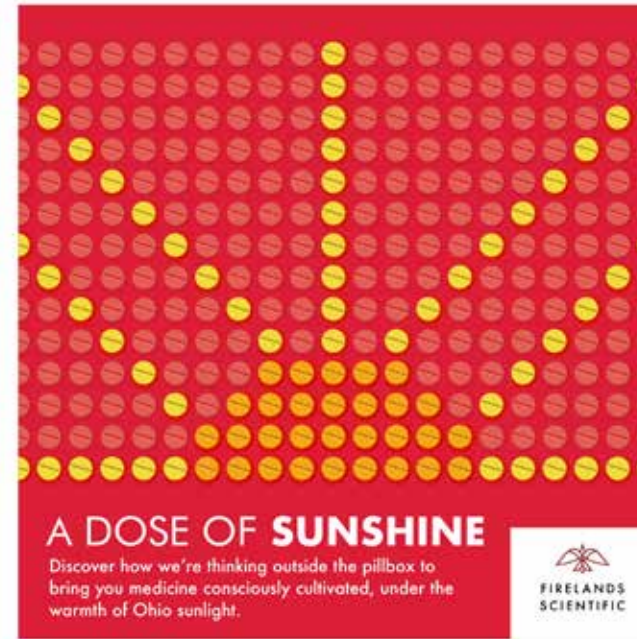

SUMMARY:

The local community's opinion of cannabis gradually shifted and our Client became regarded as a credible, innovative, patient-focused cannabis company, committed to community education.

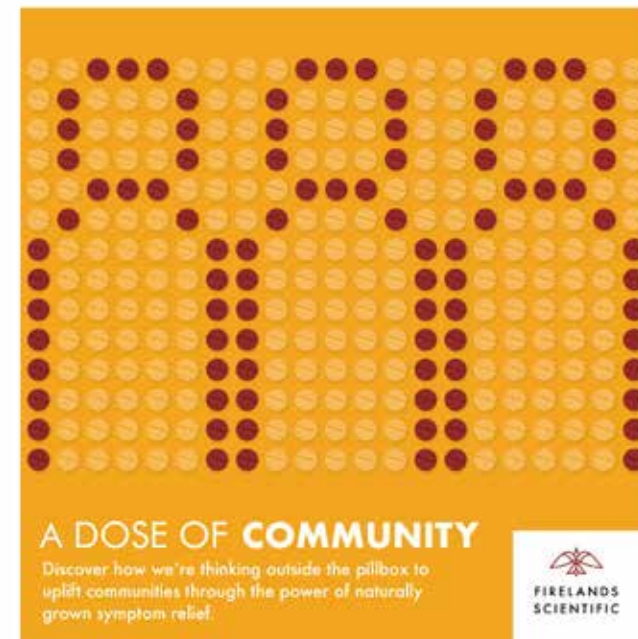

FIRELANDS SCIENTIFIC PRODUCTS OFFER A DOSE OF...



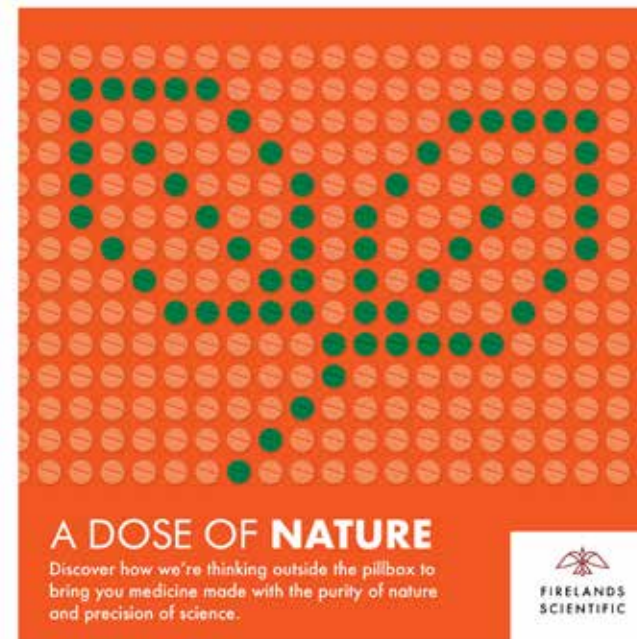

A DOSE OF COMFORT
Discover how we're thinking outside the pillbox with symptom relief naturally cultivated from seed to you.





A DOSE OF SUNSHINE
Discover how we're thinking outside the pillbox to bring you medicine consciously cultivated, under the warmth of Ohio sunlight.




A DOSE OF COMMUNITY
Discover how we're thinking outside the pillbox to uplift communities through the power of naturally grown symptom relief.



A DOSE OF NATURE
Discover how we're thinking outside the pillbox to bring you medicine made with the purity of nature and precision of science.



A DOSE OF COMFORT
Discover how we're thinking outside the pillbox with symptom relief naturally cultivated from seed to you.



firelandsscientific • Following Ohio ...

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THINK OUTSIDE THE BOX



THINK OUTSIDE THE (PILL) BOX
We believe in providing patients a sungrown, natural alternative to modern prescription drugs.



THINK OUTSIDE THE (PILL) BOX
We believe in providing patients a comforting, natural alternative to modern prescription drugs.



THINK OUTSIDE THE (PILL) BOX
We believe in providing patients a consciously cultivated, natural alternative to modern prescription drugs.



THINK OUTSIDE THE (PILL) BOX
We believe in providing patients an uplifting, natural alternative to modern prescription drugs.



THINK OUTSIDE THE (PILL) BOX
We believe in providing patients a sungrown, natural alternative to modern prescription drugs.

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Ohio

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MEET YOUR MEDICINE

Meet your medicine

Introducing color-coded cannabis selection.

FIRELANDS SCIENTIFIC

THC Rich
Product Line

Meet your medicine

Introducing color-coded cannabis selection.

FIRELANDS SCIENTIFIC

Mixed Ratio (THC / CBD)
Product Line

Meet your medicine

Introducing color-coded cannabis selection.

FIRELANDS SCIENTIFIC

CBD Rich
Product Line

Meet your medicine

Introducing color-coded cannabis selection.

FIRELANDS SCIENTIFIC

THC Rich
Product Line

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firelandsscientific (1/3) Select Your Color — Use our easy-to-understand naming system to select Firelands Scientific cannabis products!

- THC Rich means that 75% or more of total cannabinoids are delta-9-tetrahydrocannabinol, or THC (4:1 and higher).
- THC Rich products will include: Cannabis Tinctures, Granola Squares, Fruit Leather Squares, Cannabis Oil (Syringe/Vape Cartridge), Solventless Concentrates, Cannabis Flower

Add a comment... Post

Meet your medicine

Introducing color-coded cannabis selection.

FIRELANDS SCIENTIFIC

CBD Rich
Product Line

firelandsscientific • Following Ohio

firelandsscientific (3/3) Select Your Color — Use our easy-to-understand naming system to select Firelands Scientific cannabis products!

- CBD Rich means that 75% or more of total cannabinoids are cannabidiol, or CBD (1:4 and higher). Note: CBD Rich products may still contain THC.
- CBD Rich products will include: Cannabis Tinctures, Granola Squares, Fruit Leather Squares, Cannabis Flower

Nothing for sale on this platform. Products promoted via this platform

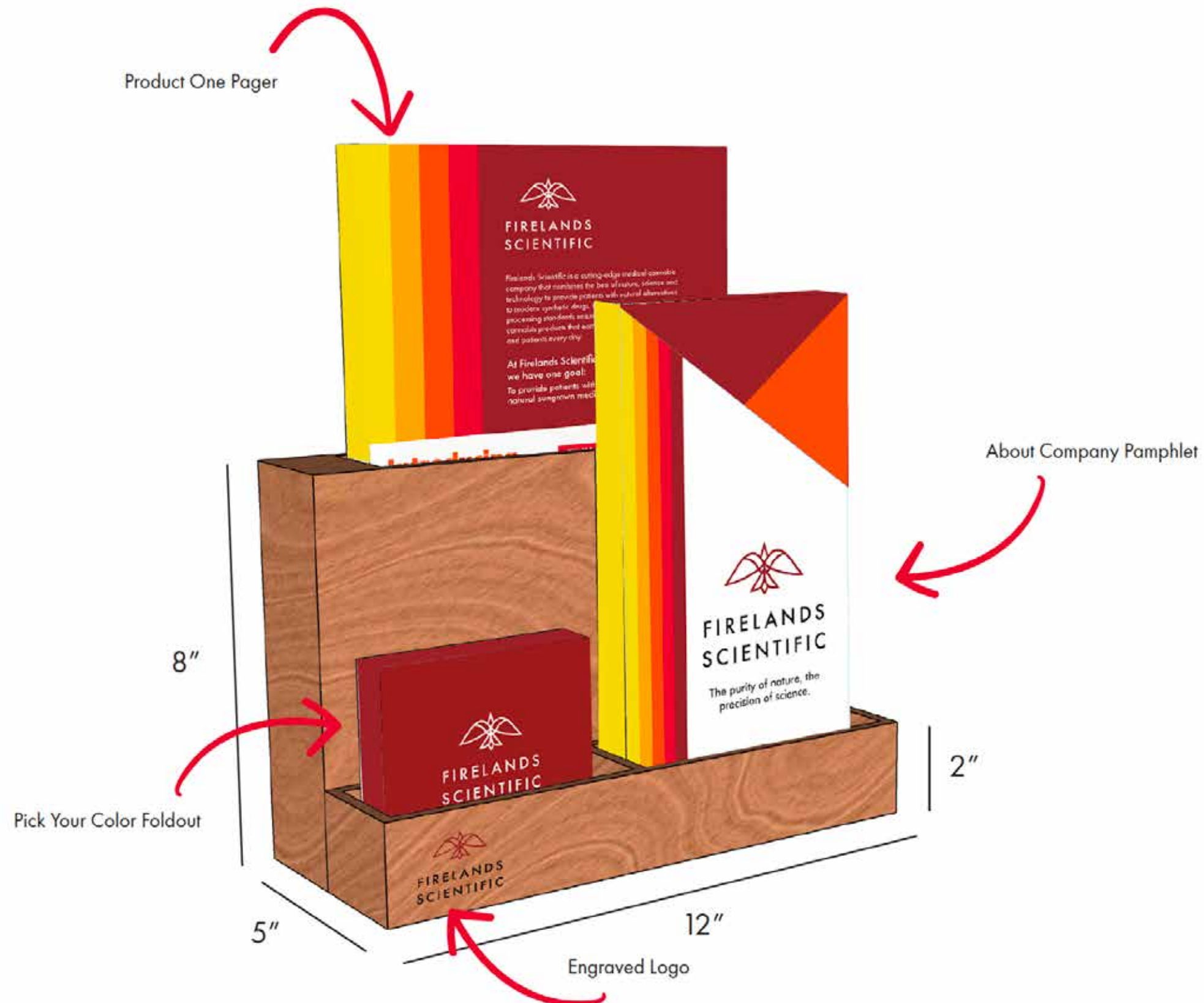
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WHO WE ARE: Packaging Design Examples

DISPENSARY PRODUCT KEYRING



PATIENT PAMPHLET STAND MOCK UP



We Know Cannabis.

Let's get started. Connect with us today.

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