

CRAFT

1861

2023 Q1_2
BRAND STANDARDS



TABLE OF CONTENTS

MESSAGING

- Who We Are
- Our Story
- Our Mission
- What We Do
- Description and Tagline
- Our Values

APPEARANCE

- Our Name
- Our Logo
- Our Brand Colors
- Our Typography
- How We Look
- How We Speak
- How We Write

PRODUCTS

- What We Make
- Product Standards
- Restorative
- Ingestibles
- Skincare
- Legality
- FDA Warning Letter Claims

A black and white photograph of a woman sitting on a hillside, looking out over a mountain range at sunset. She is wearing a light-colored long-sleeved shirt and dark leggings. The sun is low on the horizon, creating a strong backlight effect. The word "MESSAGING" is overlaid in white text on the right side of the image.

MESSAGING

MESSAGING

WHO WE ARE

Craft 1861 is a human sustainability company dedicated to the research, education, and innovation of health and wellness for all. By uniting the power of nature with the passion of sports and entertainment, our mission is to invigorate personal well-being and inspire sustainable change around the world.





MESSAGING

OUR STORY

We began just like you. We were the up-and-comers, the go-getters, and the do-it-yourselfers. But as we pushed ourselves to the limits of success, the physical and mental sacrifices we made to get there took their toll. Injuries idled us. Pain defined us. We wanted a natural alternative. So, we made a pact to get better together, to restore our wellness with the unifying power of nature. Using clinical research, education, and innovation, we now bring that amazing power to you.

Craft your world. Welcome to Craft 1861.

MESSAGING

OUR MISSION

Our mission is to unite the power of nature with the passion of sports and entertainment to invigorate personal well-being and inspire sustainable change around the world.



MESSAGING

WHAT WE DO

Craft 1861 improves human performance and longevity by addressing the areas of pain, stress, sleep, and recovery with the world's top professional sports, universities and corporations. Our health and wellness protocols are supported by clinical research, collaboration with medical professionals and practitioners, and our BSCG certified safe for sport, all-natural products.



MESSAGING

DESCRIPTION AND TAGLINE

One Line Description

Craft 1861 is a human sustainability company dedicated to the research, education, and innovation of health and wellness for all.

Tagline

Craft Your World

Our Customers

- Those who want or are curious to try the benefits of nature-based wellness alternatives.
- 18 - 60+ years of age.
- Active, socially conscious, and forward-thinking.
- Open-minded, tolerant, and pursuing knowledge.
- Self-aware of their own wellness without forcing it upon others.
- A community leader or contributor and a responsible citizen.



MESSAGING

OUR VALUES

• **Innovation** - We push boundaries by innovating new ways to solve the unsolvable.

• **Community** - We are committed to being part of solutions that ensure quality and fairness for everyone.

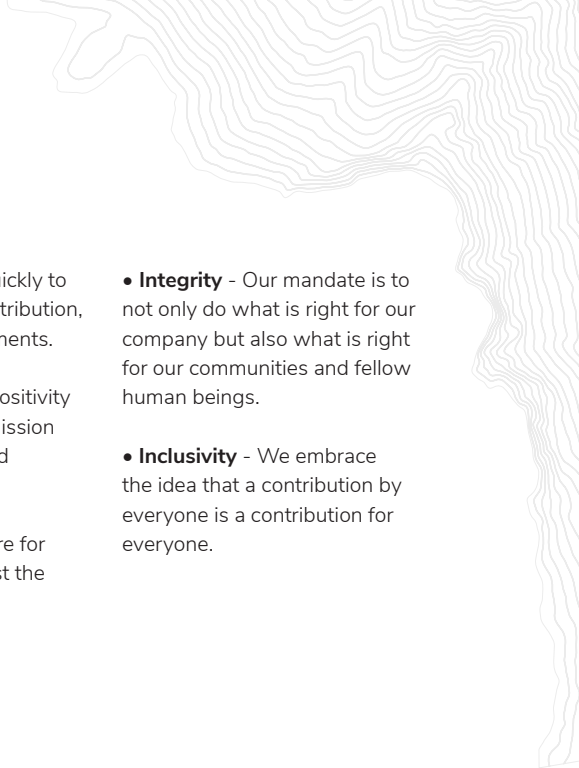
• **Agility** - We adapt quickly to changing consumer, distribution, and regulatory environments.

• **Perseverance** - Our positivity and adherence to our mission overcomes setbacks and obstacles.

• **Compassion** - We care for the whole being, not just the symptoms.

• **Integrity** - Our mandate is to not only do what is right for our company but also what is right for our communities and fellow human beings.

• **Inclusivity** - We embrace the idea that a contribution by everyone is a contribution for everyone.





APPEARANCE

APPEARANCE

OUR NAME

Our name is **Craft 1861**.

It is always capitalized and never in italics or underlined. In formal communications and marketing, our name always appears and is pronounced together as one, “Craft 1861” and never singularly as “Craft” or “1861.”

For internal communications and planning, the abbreviated “Craft” may be used in verbal discussions.



CRAFT
1861

APPEARANCE

OUR LOGO

Our company's logo is its singular visual identity. Please use our logo exactly as given. Do not stretch, use any colors outside of the brand colors, or alter it in any way.

PRIMARY MARK



CRAFT
1861

MONOCHROME MARK



CRAFT
1861

* Our primary logo is black/gold (or white/gold if the background is dark). These should be used when appearing next to color partner logos. Our monochrome logos are to be used in rare cases when they appear alongside monochrome partner logo(s) or when there is an issue with the primary logo color. Never use the monochrome mark without prior approval.

SPACING

Always maintain clear space around our logo. Never allow typography or other elements to crowd or distract from its prominence.

MINIMUM SIZE

Do not reproduce the Craft 1861 logo smaller than 1" wide.



CRAFT
1861

1 inch

INVERTED MARK

Only use the inverted version of our logo on dark backgrounds. Avoid using it on busy or cluttered imagery. It should maintain a strong prominent presence whenever used in combination with imagery.

PRIMARY



CRAFT
1861

MONOCHROME



CRAFT
1861

INCORRECT USAGE

NEVER:

Alter Colors

~~CRAFT~~
8 6 1

Add Effect

~~CRAFT~~
8 6 1

Rotate Logo

~~CRAFT~~
8 6 1

Remove Elements

~~CRAFT~~

NEVER:

Stretch Logo



Alter Spacing



Change Lockup



Recreate Logo



APPEARANCE

OUR BRAND COLORS



#e3c548

R:227
G:197
B:72

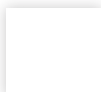
C:13
M:18
Y:85
K:0



#000000

R:0
G:0
B:0

C:0
M:0
Y:0
K:100



#ffffff

R:255
G:255
B:255

C:0
M:0
Y:0
K:0

Our Gradient Gold

#b7953c

#e3c661

#e1bf56

#bd9c3f



APPEARANCE

OUR TYPOGRAPHY

Montserrat is a strong futuristic typeface that represents the stability and innovation of our brand. When used sparingly for headlines, it has impact and individuality. When overused it feels elementary and we lose the simplicity and strength that underlies our brand. Avoid more than two dominant instances of Montserrat bold per surface. It should never be used as body copy or for a headline longer than two lines.

The Nunito Sans type family is the complimenting body copy font that can be used to enhance Montserrat. It's a clean and readable typeface for all other typographic needs.

MONTSERRAT

Bold

Regular

NUNITO SANS

Bold

Regular

Light

APPEARANCE

HOW WE LOOK

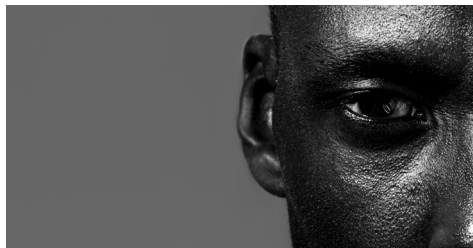
Craft 1861 is driven to elevate human sustainability by uniting the power of nature and the passion of sports and entertainment.

Our story is best told in big bold detail. Scars, sweat, wrinkles, grit, and determination are all passionate evidence of our consumers' pursuit of wellness. We want to capture these attributes as they lead up to that "flow state" moment when the rest of the world melts away and the limits of human performance are achieved. The content of Craft 1861 embodies this pure, uninterrupted joy for our audience and inspires the world.

Our story depicts a wellness lifestyle enhanced by the use of our products, not pushy, on-the-nose sales and promotions. We like authenticity and purpose showing our connections to a healthy environment, passion-driven pursuits, and diversity. It is important that our audience becomes part of our story, seeing themselves represented in our content.

Compelling, aspirational images and video shot in dramatic black-and-white is our standard storytelling medium. If we use color, we use it boldly but sparingly. Simplicity and negative space define our design and our words are thoughtfully concise. Examples of creative approaches we wish to emulate are The North Face® and Patagonia®. Their mix of rich, lifestyle-first storytelling, interesting people, and activity-connected products are what we want to achieve.





APPEARANCE

HOW WE SPEAK

Our tone is directly connected to our values. We speak by listening first, listening to like-minded as well as differing opinions alike. We speak with concise, thoughtful sentences that come from a place of inclusiveness, respect, and empathy. Our words have energy and invoke action over complacency. We use correct grammar, spelling, and avoid foul language of any kind.



APPEARANCE

HOW WE WRITE

Abbreviations & Acronyms

We do not include periods in abbreviations or acronyms. For example, NBC, FAQs, LA, RSVP. For lesser known abridgments, write out the full name. For example, Society for Editors and Proofreaders (SfEP).

Ampersands

We use ampersands in headings and titles but never use them in body copy unless it is part of a name. For example, M&S or Mott & Bow.

Capitalized

We use sentence case (only the first letter of the sentence is capitalized). Proper nouns, like Los Angeles or Lucy, are always capitalized.

Compass Points

Always use lowercase for north, south, east, and west unless referring to a specific place, like East Coast or South Dakota.

Currency

Our dominant currency is US dollars. We write currency in dollars and cents numerically. For example, \$57.25.

Dates

Dates are written: June 15, 2019 or Friday, June 15. Only use the year if necessary. Grouped years should always be written as 2018–2020, using an en dash, not a hyphen.

Exclamation Marks

Only use exclamation marks to add emphasis and never use more than one!

Foreign Words

We do not italicize commonly used foreign words or phrases like, cliché, bon voyage, or status quo. We do italicize words that are less familiar, such as *sui generis* or *sine qua non*.

Numbers

We write numbers from one to ten in words, numbers 11 and upwards are written numerically. Never begin a sentence using numbers. For example, "Twenty days ago..." not "20 days ago..."

Our Name

We are Craft 1861. Never use singular variations like, "Craft" or "1861."

Our Tagline

Craft Your World. We write it with all capitals. When used as a stand alone element, we do not use a period at the end. When used in a paragraph, we use a period at the end.

Phone Numbers

We space US numbers with dashes. For example, (555) 123-4567.

Quotation Marks

Double quotation marks are used for direct quotes, titles of certain works, or to imply an alternate meaning for a word. Punctuation always goes inside the quote. Single quotation marks are used only for quotes within a quote.

Spelling

When writing, we use American English. For example, we write theater, not theatre.

Times

We use the 12-hour clock with a colon. For example, we write 10:30 pm. If it's on the hour, write 10 pm, not 10:00 pm. For decades, write the 1970s, not the 1970's or the nineteen-seventies. Writing '70s is acceptable.

Titles of Books, Films, Albums, and TV Shows

We write out cultural titles in italics, not quotes. For example, we write, David Lynch made *Eraserhead* in the 1990s. For music, italics is used for album titles. Song titles are in quotes. For example, Neil Young's *On the Beach* includes the track "Motion Pictures."

Websites

When we write URLs, do not include http:// or www. For example, we write, craft1861.com.

Weights and Measures

We use a space between the number and the measure. For example, we write 7 kg, 950 g, 12 lbs, 5 oz. Use numbers only. Do not write twenty-two kilograms.

PRODUCTS





Craft 1861 sells products that contain hemp-derived CBD.

Due to a variety of international, federal, and state laws, special care is required to sell, market, transport, write, speak, and post about our hemp-derived CBD products.

Please read and follow the information in this section carefully.

If you are ever unsure about any aspect of the products we offer, contact us immediately.

PRODUCTS

WHAT WE MAKE

We believe in the power of nature and have formulated it with responsibly-sourced, all-natural ingredients to make our world-class restorative and skincare wellness products. To ensure the safety and well-being of our customers, our ingredients, manufacturing facilities, and testing criteria are held to the most rigorous, certified standards available.



PRODUCTS

OUR PRODUCT STANDARDS

- Craft 1861 products are produced in accordance with legal requirements and are manufactured in BSCG, GMP®, and FDA-certified facilities. This ensures consistency in potency, purity, and appearance.
- All Craft 1861 products are BSGC Certified Drug Free® exceeding World Anti-Doping Agency (WADA) banned substance standards.
- Our cannabidiol products are BSGC Certified CBD® for drug testing protection, WADA-prohibited substance screening, verification of cannabidiol-only and zero THC content, contaminant testing, synthetic cannabinoid screening, and evaluation of claims and GMP® compliance. They are non-psychoactive, non-toxic, and non-habit forming.
- Our all-natural ingredients are tested to BSCG Certified Quality™ verifying that ingredient identity and label claims meet specifications as well as checking for heavy metals, microbiological agents, pesticides, and solvents.
- We guarantee transparent, consumer-accessible, certified testing data for every product we make. All of our products receive an individual batch number consumers can trace for exact test results for banned substances. This allows for trusted use by professional athletes and leagues, licensed medical professionals and practitioners, civil service employees, and other regularly tested individuals.

PRODUCTS

RESTORATIVE

Soothe sore muscles and joints and ease the discomfort of minor skin irritations and swelling with the restorative power of Craft 1861's essential oils, botanicals, and Beta-Caryophyllene plus hemp-derived CBD.



Soothe
CBD Body Butter



Heal
CBD First Aid Balm



Repair
CBD Roll On



Soak
CBD Bath Bombs

PRODUCTS

INGESTIBLES

Craft 1861's oral sprays offer a powerful combination of natural flavors and Beta-Caryophyllene (BCP) plus hemp-derived CBD for a fast, flavorful way to activate your wellness daily.



Vive
CBD Oral Spray
Cinnamon



Vive
CBD Oral Spray
Sweet Mint

PRODUCTS

SKINCARE

Craft 1861 skincare provides all the benefits of hemp-derived CBD plus the additional benefits found in Beta-Caryophyllene (BCP) and non-shark-derived Squalane Oil which carries and delivers CBD properties to skin receptors. Together, these ingredients can help achieve a healthier complexion that appears vibrant, toned, and more robust..



Shine
Daytime CBD
Facial Serum



Calm
Nighttime CBD
Facial Oil



Rise
Daytime CBD
Facial Cream

PRODUCTS

LEGALITY

Due to a variety of international, federal, and state laws, special care is required to sell, market, transport, write, speak, and post about our hemp-derived CBD products.

DO'S

- DO** talk about the experience, smell, taste, and feel of the products.
- DO** recommend that anyone with medical questions should talk to their physician about the use and efficacy of our products in their daily regimen.
- DO** talk about the other ingredients and the evidence of their benefits (i.e., arnica oil, non-shark derived squalane oil, etc.)
- DO** request our collection of clinical information if more detail is needed on our products.
- DO** talk about your personal experiences with our products and what you enjoy about them.
- DO** reach out to us if you have any questions regarding what claims are appropriate to make.

DO NOT'S

- DO NOT** claim that our products "cure", "treat", or "improve" any disease or illness (i.e., cancer, diabetes, high blood pressure).
 - DO NOT** make any references to FDA rules, regulations, or requirements.
 - DO NOT** offer any medical advice. Ever.
 - DO NOT** claim that our products are therapy, replacement, or treatment for any illness or condition.
 - DO NOT** distribute, sell, or market this product to minors. You must be 18 years or older to purchase this product.
 - DO NOT** transport, use, share, market, or sell Craft 1861 products in countries, territories, or states where cannabis is an illegal, banned substance. For a complete list of prohibited markets, contact us.
- WHEN IN DOUBT, THROW IT OUT.

PRODUCTS

FDA WARNING LETTER CLAIMS

The following claims made by CBD companies resulted in the FDA issuing a warning letter of a violation of the Food Drug and Cosmetics Act. Any mention of CBD treating specific diseases is an infringement of this act and is strictly prohibited.

- "Here you can find a list of indications that we can treat with our hemp oil products . . . Anxiety . . . Chronic Inflammation . . . Cancer Pain . . . Depression . . . Chronic Pain . . ."
- "CBD successfully stopped cancer cells in multiple different cervical cancer varieties."
- "CBD also decreased human glioma cell growth and invasion, thus suggesting a possible role of CBD as an antitumor agent."
- "CBD may also protect brain cells from beta-amyloid toxicity, making it a potential therapeutic agent in Alzheimer's and Parkinson's disease."
- "CBD, due to its anti-inflammatory and antioxidant properties, may be a promising agent to treat and prolong survival in Amyotrophic Lateral Sclerosis (ALS) patients."
- "A 2015 study found that CBD may be neuroprotective in adult and neonatal ischemia, brain trauma, Alzheimer's disease, Parkinson's disease, Huntington's chorea, and amyotrophic lateral sclerosis (Lou Gehrig's disease)."
- " CBD was administered after onset of clinical symptoms, and in both models of arthritis the treatment effectively blocked progression of arthritis."
- "Natural cannabinoids, such as CBD (cannabidiol), have been shown in research to have therapeutic possibilities in helping diabetes."



RIP CURL

SHISEIDO
GINZA TOKYO

OAKLEY
Hydro Flask

805

SAMBAZON

FLYING
EMBERS

TEQUILA
Eterno Verano

CRAFT
1861

TRUE
SURF

TURTLE BAY
NORTH SHORE, OAHU

RIP CURL

SHISEIDO
GINZA TOKYO

FLYING
EMBERS

Eterno Verano

Expedic

FURUAX

CRAFT
1861

TRUE
SURF

OAKLEY

805

FLYING
EMBERS

RIP CURL
WSL

Expedic

CRAFT
1861

For questions or asset inquiries email
brandguide@craft1861.com