



Brand DNA / Language / Manifesto Project

Rev 0

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Fuji Tamale Inc.



The Greybeard Cannabis Co. makes products for people who appreciate things done the right way, without taking shortcuts, and without sacrificing quality. It's both a nod to the "old heads" who started it all and a commitment to continually improve upon those tried and true methods as we move into the future. Greybeard products aim to become the standard by which all other flower and premium concentrates will be measured. For those who hold quality above all.



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PROJECT OVERVIEW



PROJECT OVERVIEW

We're going to introduce The Greybeard Cannabis Co. to the world.

But what goes into an introduction? An introduction is not the true beginning of a relationship.

The true beginnings happen before the event.

In knowing yourself. In knowing what you bring to the table.

In having a clear idea of what you're all about and are putting forward.

Present a crystalized, honed version of yourself to the event, and only then can true alchemy happen.



TASK



TASK

Let's build the foundation of The Greybeard Cannabis Co. to get ready for this introduction event.

Let's have a well-thought out, crafted, and honed idea of who we are.

Just like the brand espouses in its products, so should it be with the maker. Our very first and most important product is ourselves.

What do we believe? What values do we uphold? What is our language?

We are the tailor. Let's outfit our brand for how we want the world to meet it.



TASK

- explore the background of who The Greybeard Cannabis Co. is
- curate the beginnings of a lexicon of brand language, including words and style
- create a Manifesto, Brand Mission, or piece of communication if you will, for anyone both internally and externally to understand who we are and be able to refer back to as both our prime mover and compass



WHO WE ARE



*'GREYBEARD EXISTS TO BRING EXPERIENCE, CHARACTER
AND THE INFINITE WISDOM OF OLD HEADS TO THE WORLD
OF MODERN CANNABIS.'*

Now let's go deeper...



'GREYBEARD'

The grey tells us there is wisdom here. Gained from experience.

And the beard projects a masculinity, yes. But more importantly, a sense of style, self-care, and decorum.

Do not mistake our wear, and wisps of seniority for stubbornness. There is an open-mind here that is always fresh for reinvention.

And since it is only through rigidity of thought that we truly become old, our brand, Greybeard, is forever young in spirit.



WORDS AND BELIEFS IN OUR LEXICON

Like the care we put into our products, we are careful and crafted with our language.

We use complete sentences.

Not as formal as a college essay, but there is a structure to our thoughts. And the, yes, traditional format of nouns and verbs and grammar serve us well as our tools.

Greybeard says "We are craftspeople who know time is an essential ingredient." As opposed to "We be making things and don't rush shit."



WORDS AND BELIEFS IN OUR LEXICON

Yes, we sometimes use complex words.
But always simple to grasp concepts.

We'll leave the short forms and mangled language of texting to that medium.
We are about 'Friends' and not 'BFFs', 'People' instead of 'peeps', 'laughter' and not 'lol'.

And if we swear, you know we mean fucking business. Because we don't do it a lot.
That's how it holds its power.

Think of us as an Oxford dictionary with the soul of a downtown 3am back alley
speakeasy with a mild dress code.



WORDS AND BELIEFS IN OUR LEXICON

Craft

Dedication

Style

Honour

Human

Experience

Care

Soul

History

Patience

Generations

Curiosity

Ethics

Being

Adaptability

Time

Doing

Innovative

CREATIVE



QUALITY IS AN ACT OF
REBELLION.



PRESSURE MAKES
DIAMONDS.



HONOR THE CRAFT.



FOR THOSE WHO KNOW.





IF GREYBEARD WAS A PERSON

Some 'mainly for fun' explorations, tales if you will, of who 'Greybeard' is, if Greybeard was a person. A way to get to know the brand without thinking of it as a rigid product. Just who is this?



INSPIRATION

PEOPLE :

ANTHONY BOURDAIN

ROY CHOI

MOS DEF

THE MANDALORIAN

LEONARD COHEN

DOS EQUIS 'MIM IN THE WORLD'

MORPHEUS FROM THE MATRIX

People with experience. Masters. Teachers. With soul. Forever young.



STORIES OF 'GREYBEARD'

Greybeard is a modern day master sword maker. In the Japanese style.

His craft and skills have been passed down from as far back as the stories of his ancestors go. From the Samurai to modern-day Tarantino films. Nothing is written down. It is all passed through doing, and words.

Who he is - that is a story best told through the folds of his metal.



STORIES OF 'GREYBEARD'

Greybeard is a Sailor from the 1930s.

He has one hundred stories for every tattoo, of which he has many.

He can drink you under the table, and the next morning be greeting the crew on the dock, already prepping the cargo for departure on his beloved ship, named after a woman. Who that woman is - is the only story he will never tell you.



STORIES OF 'GREYBEARD'

Greybeard is a Falconer. In the year 2030.

Like generations in her family did before her, she raises and trains majestic birds. Real, not genetically manufactured. Her father chose her to carry on the tradition instead of her brothers. Because she had the right temperament. Patience. Kindness. Purpose.

For her services, you have to know someone who knows someone. If you need a message delivered, or something guarded, or just have a gopher problem on your off-the-grid farm, she is your man for the job.



MANIFESTO EXAMPLES



MANIFESTO #1



We are Greybeard.

A Cannabis company, yes. But at our heart, we're an idea.
A philosophy. A way of doing things.

Some say we're old school. Let them. We say we're right school.

We are Greybeard. In our products, you'll find more than just the tangible of what you can feel, and taste. On those, we do set our bar high.

You'll also find time. You'll find thought. Deliberateness.

Because behind every decision is a hundred journeys we staked, or considered. To us, certainty has no price.

We are Greybeard. Do not mistake our weathered wisps of age for rigidity, for we are always hungry to evolve, to innovate. And to laugh.

Like our teachers before us who entrusted their torch to us as they passed them, we are a liaison between past and future. Explorers.

We are Greybeard. Experience has shaped us, but we are forever young at heart.



MANIFESTO #2



It has been asked, what's in a name?

Greybeard. Ours.

More than a eponym, it is a philosophy. A trophy. A compass.

It says we're not young, for one thing. Which is different than being old. In our wisps of white, there is more than our own experience. There are echoes of our teachers.

Our name says we approach everything we make with honour, care, and attention to detail.

We have learned the patience to be patient.

It says we do everything with style. Styles change, yes. But self-respect, and showmanship without being gaudy is always in season.

It says strength. Which knows no gender, by the way. And strength is always strong enough to laugh at itself.

It says this is who we are, and who we will continue to be.

Greybeard. Our name. We make sure the products we put forward are worthy of it. And we, in turn, are worthy of them.



MANIFESTO #3



Where were you when you first heard the story of Greybeard?

Were you a young man, watching your father in the barn as he worked a piece of leather? He showed you what it meant to put thought into your craft.

Perhaps you were in your prime, and you learned the pride that comes with someone else recognizing the thought and care you put into what you do. So much so that they'd trade something of value for it.

Or maybe you were an older man. Slower and more methodical now in your artistry. It's not the hours people pay you for. You've learned it is the years behind them.

Greybeard.

Although the brand is new, the philosophy is not.

One foot in tradition. Another planted in the now.

And always eyes on the future.



MANIFESTO #4



Hoist up the flag.
Let it fly from the mast.
It says who we are.
We are the Greybeard Cannabis Co.
And the values we hold true are these.
We're for old world patience. And new world thinking.
We're for natural products. And unnatural attention to detail.
We're for taking what we do seriously. But never ourselves too seriously.
Cannabis is fun, dammit. But it's also to be respected.
There's history. Respect where you came from, son.
These wisps of white are not just for show.
We're for a hard day's work. And an easy night of laughter.
For being singularly focused. But collectively minded.
We're for people. Not just our own. We're talking the big flock.
We're for a quiet mind, a restless soul, and stories people want to lean in closer
to hear.
Proud. Passionate. Forever young.
This is who we are.
Fly our flag. Fly it proud.



MANIFESTO #5



Are you a Greybeard?

It's not an age. It's a way of thinking.

Deeper than age lines or snippets of salt and pepper.

It's a dedication to craft. And oneself.

To doing. Not words.

The products we make, we take seriously.

Like our teachers before us did.

To be so unprocessed, well, it takes a process.

See, a Greybeard knows the value of time.

So this patience, it's got to have a damn good purpose.

A Greybeard thinks quietly and laughs loud.

Even at themselves sometimes.

They walk a lonely path, but always with like-minded souls.

A Greybeard knows the history.

And know they can be the architects of more.

Because time, time. There's always time.

It's barely mid-day, afterall.

We're not old school. We're right school.

Ask yourself - are you a Greybeard?



Arigato.
Merci.
Thank you.