

JADE STONE

2025

Portfolio & Services Overview

WWW.JADESTONEBRANDING.COM



We celebrate and create unique, bespoke branding, packaging, and design that resonates with the modern cannabis consumer.



WE ARE...

Building design excellence, together.



Our mission is to dismantle outdated stereotypes, destigmatize cannabis, and foster a new appreciation of the plant, ensuring every voice is heard and every brand stands out.

Meet Jade Stone

Jade Stone is a boutique branding agency specializing in cannabis, wellness, and lifestyle brands that are serious about strategic growth. We partner with founders and teams who recognize that branding is not an aesthetic exercise, but is a business asset that shapes perception, builds trust, and influences buying decisions long before a customer ever makes a purchase.

Our approach is rooted in strategy, guided by audience needs, and deeply experience-driven. We build brands from the inside out, aligning positioning, messaging, packaging, and all customer touchpoints into a cohesive system designed to scale. By rejecting outdated industry shortcuts and surface-level design, we help brands command attention, earn loyalty, compete at a higher level, and connect with modern consumers who expect thoughtfulness, credibility, and consistency. The result is branding that works harder, lasts longer, and becomes a competitive advantage.

Meet Katie

Raised in a household where cannabis was heavily stigmatized, Katie grew up with the same negative stereotypes that still cloud the industry today. When she was reintroduced to the plant as an adult, she was more open-minded - but quickly became overwhelmed by a marketplace filled with brands that felt aggressive, hyper-masculine, and completely uninviting to women newcomers like her.

Through her work, Katie now helps cannabis businesses break outdated stereotypes and build identities that feel authentic, refined, and modern, while making the space more accessible, beautiful, and inclusive. She has guided early-stage startups, emerging operators, and established brands through transformations that strengthen investor confidence, deepen customer loyalty, and support long-term growth.

Katie is especially passionate about supporting women-led and feminine-focused brands and amplifying the voices shaping the next chapter of the cannabis industry.



Our Main Client-Facing Team



Sam

Art Director

Specialties: AI Renderings |
Graphic Design | Art
Direction | Social Media
Content Design



Alex

Senior Designer

Specialties: Brand Design &
Strategy | Logo & Graphic
Design | Packaging Design |
Print Collateral | Social Media
Content Design



Lesly

Junior Designer

Specialties: Brand Design |
Logo & Graphic Design |
Packaging Design | Print
Collateral | Social Media
Content Design



Bri

Senior Copywriter

Specialties: Creative Writing |
Website Content | Content
Editing | Social Media
Captions | Brand & Product
Naming



Selected Works



MAVZ

2025

CBD PRODUCTS

**Brand Design | Logo Design | Packaging Design +
Sourcing | Print Collateral**

MAVZ, founded by repeat Jade Stone client Mike Mulkern, is a sustainably sourced CBD brand set to launch in early 2025 with a dedicated Massachusetts manufacturing facility. The brand's initial product lineup includes three distinct tinctures and a CBD roll-on.

To create a visually cohesive yet flexible brand identity, we developed a packaging system that utilizes subtle color variations to distinguish each tincture's main cannabinoid while maintaining a unified look. This approach allows for easy recognition while ensuring the brand can seamlessly expand its product offerings in the future.



primary logo

MAVZ

MAVZ

MAVZ

MAVZ



SUSTAINABLY SOURCED • ORGANIC INGREDIENTS
• LAB-TESTED • GLUTEN-FREE & VEGAN



INGREDIENTS*

Hemp Seed Oil, Full Spectrum Hemp Extract, CBG Isolate, Proprietary Terpene Blend

*Do not use if you are allergic to any ingredients.

This product, derived from Hemp, has not been tested, analyzed, or approved by the Massachusetts Department of Agricultural Resources or the FDA.

Manufactured By:
Mulkern Ventures, LLC
100 Cummings Center Dr.
Unit 428-G | Beverly, MA 01915
MDAR #: 25250248P

GLUTEN-FREE & VEGAN

CALM TINCTURE

*Full Spectrum Hemp Extract
2,100mg Per Bottle*

1500mg CBD, 600mg CBG

DIRECTIONS FOR USE

Drop liquid under tongue & hold for up to 45 seconds, swallow.

Suggested Serving: 0.25mL or ¼ of dropper (Contains: 12.5mg CBD & 5mg CBG)

1 fl. oz. (30mL)



@MAVZ_Naturals
www.MavzNaturals.com

High Standards

2023

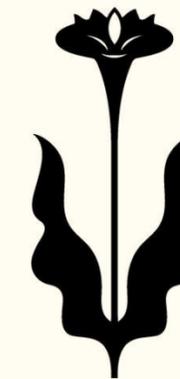
CANNABIS-INFUSED APERITIFS

Brand Naming | Brand Design | Logo Design | Packaging Design | Print Collateral

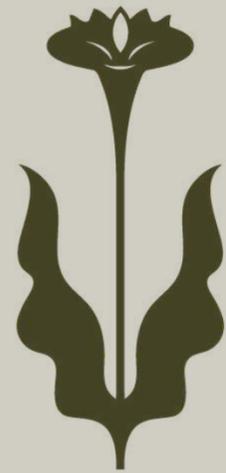
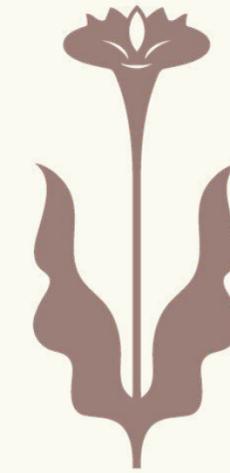
High Standards is a conceptual cannabis and CBD-infused aperitif brand crafted by Jade Stone, tailored for refined millennials seeking an alcohol alternative. Inspired by the Art Deco movement and nineteenth-century Danish oil paintings, we developed packaging with an earthy flair and a warm color palette that exudes minimalistic opulence. The elegant, tall typeface pairs seamlessly with a Calla Lilly-inspired icon, creating a sense of whimsy. Our work extended to website design, photography styling, and printed materials, ensuring High Standards' brand presence is both sophisticated and inviting.



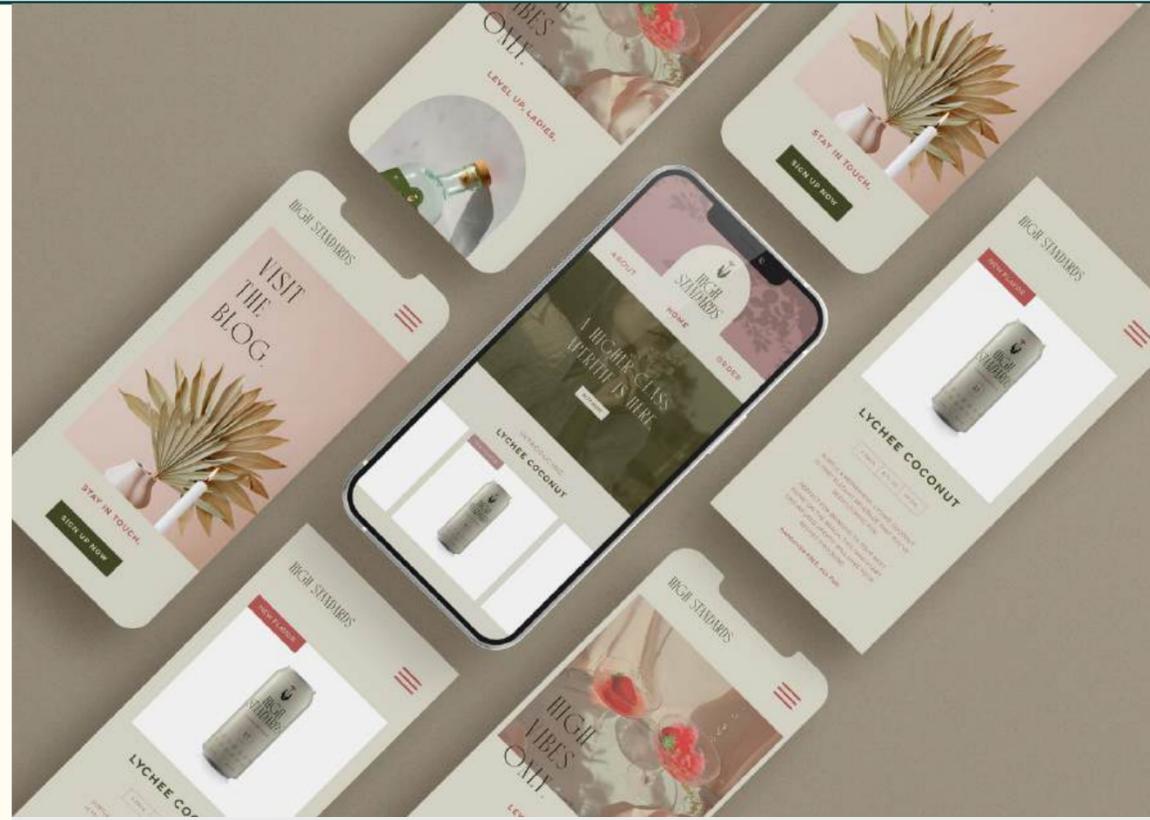
primary logo



secondary mark







Elysia

2023

CBD SKINCARE

Brand Naming | Brand Design | Logo Design | Packaging Design

Elysia is a conceptual CBD skincare line that shows the cannabis industry that simplicity and femininity can exist in a luxury capacity. We designed skincare bottles in aluminum containers and sprayed glass tinctures to emphasize the importance of packaging sustainability, while adorning them with simple and elegant designs. Elysia is proof that sustainability has a place in every industry.





MASK Skincare

2023

CBD SKINCARE

Packaging Refresh

We collaborated with MĀSK Skincare, a CBD-focused beauty brand, to redesign their serum bottles, hair + body oil, and lip balm labels, aligning the design with their overall product line aesthetics. We focused on harmonizing fonts, emphasizing key information, and balancing the colors on each piece. The MĀSK Skincare brand is already well-established, so we focused on creating fresh designs while remaining on-brand for their current clientele.





Digital, proof of concept mockups

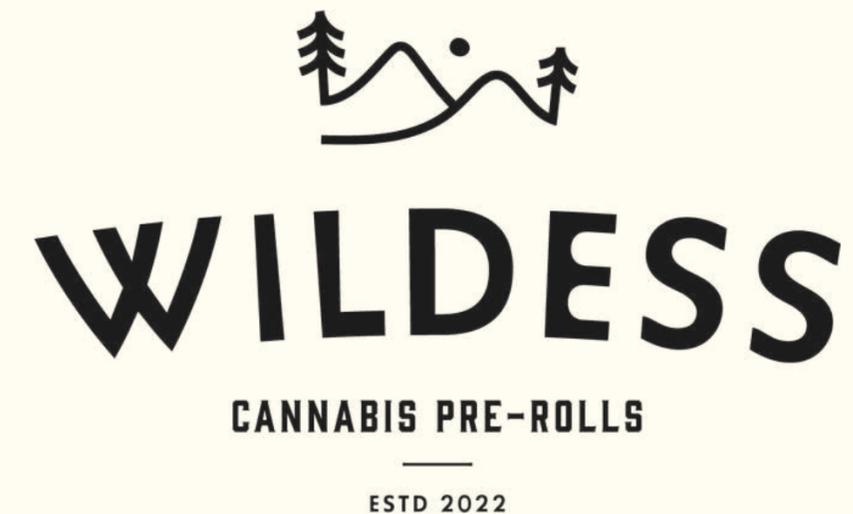
Wildess

2023

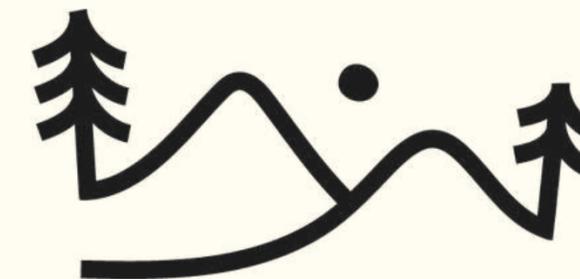
PRE-ROLLS & MORE

Brand Naming | Brand Design | Logo Design | Packaging Design | Print Collateral

Wildess is a cannabis brand inspired by the serene beauty of cozy nights by the campfire, the refreshing embrace of fresh air, and the tranquility of natural surroundings. The brand captures the essence of these moments through a design that feels both playful and elevated. We created the logomark, color palette, brand patterns, and packaging design to reflect this unique blend of relaxation and sophistication, ensuring that Wildess stands out as a brand that invites consumers to connect with nature in an authentic and stylish way.



primary logo



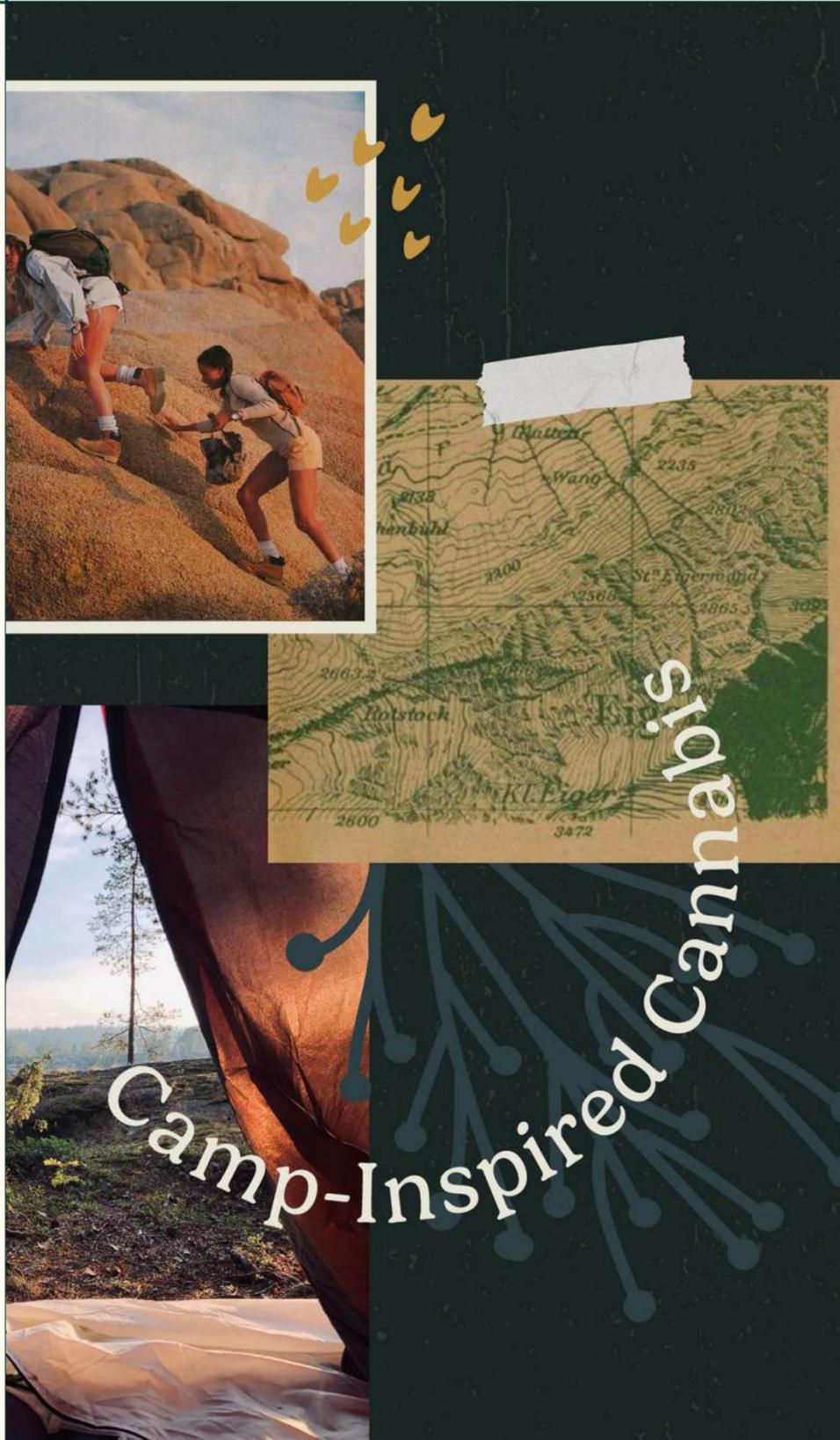
secondary mark



WILDESS
CANNABIS PRE-ROLLS
—
ESTD 2022



WILDESS
CANNABIS PRE-ROLLS
—
ESTD 2022



Dab Science

2022 - 2024

VAPES, DABS, & MORE

**Brand Design & Strategy | Logo Design | Product Naming
& Taglines | Packaging Design | Print Collateral**

Dab Science is the destination for potent concentrates, oils, and more. The brand is for master stoners - those who take a more calculated and scientific approach to cannabis consumption. This logo concept takes a bespoke and academic approach to Dab Science's identity. Our designers were inspired by old-world alchemy and Prohibition-era design trends in creating the Dab Science brand. Meaningful alchemy symbols are infused within the delicate linework and vintage elements are combined with a pop of modern color.

PURITY WITH PURPOSE

~ DAB *~*
SCIENCE

POTENCY PERFECTED

primary logo

DS



secondary & tertiary marks

PURITY WITH PURPOSE

**DAB
SCIENCE**

POTENCY PERFECTED

DS



**DAB
SCIENCE**





The Treasure Box

2024 - 2025

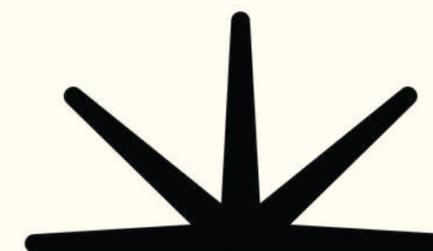
DISPENSARY & RETAIL

**Brand Naming | Brand Design | Logo Design |
Print Collateral**

The Treasure Box is a boutique retail experience coming soon to the West Village. Inspired by the harmonious blend of jazz and folk melodies that once filled mid-century modern spaces, the branding captures the warmth, rhythm, and nostalgia of the location’s storied musical past. Rich textures, warm tones, and intricate patterns create an inviting atmosphere that feels both familiar and full of possibility. Thoughtful details—colorful palettes echoing vibrant sound, soft lighting reminiscent of intimate performances, and refined geometric patterns mirroring musical flow - balance sophistication with whimsy. This design was ultimately not selected by the team.



primary logo
(unselected)



secondary mark
(unselected)



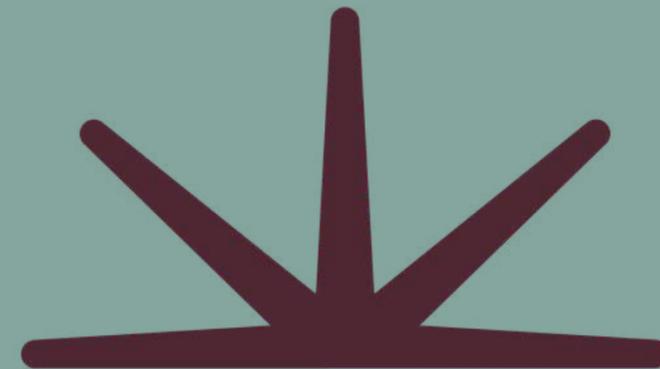
the treasure box



the
treasure
box



the
treasure
box





Rhi-Up

2024

VARIOUS PRODUCTS

Brand Design | Logo Design | Collateral Design

Rhi-Up is a modern cannabis and lifestyle brand that adds a sense of wonder to cannabis consumption. Playing on a 60s-inspired “flower power” vibe, Rhi-Up’s logo features a blocky custom font and the hallmark of the brand, the floral icon. The unselected logo also explores floral elements with a more organic, flowing approach to the font. Ultimately, Rhi-Up selected their logo based on the direction their brand was heading and what would best appeal to their consumers.



selected logo



unselected logo

PHI8UP

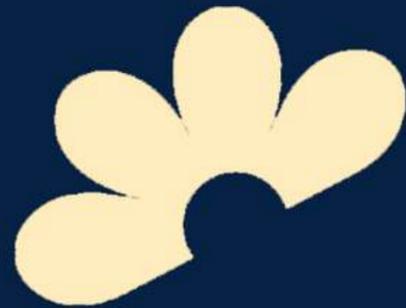


PHI
8UP

PHI8UP

RaiiUP

Raii
UP



RaiiUP



Hazy Bear Herbery

2024

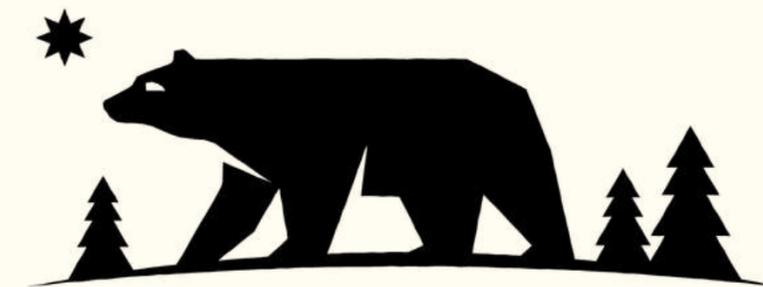
DISPENSARY & RETAIL

Brand Design | Logo Design | Collateral Design

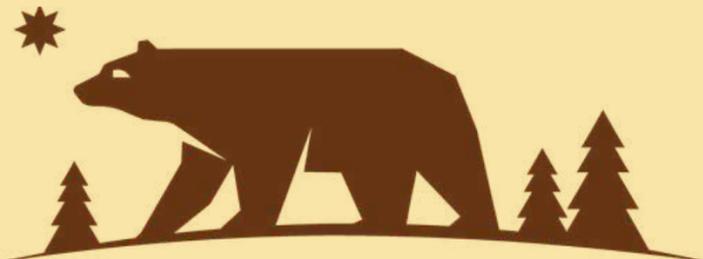
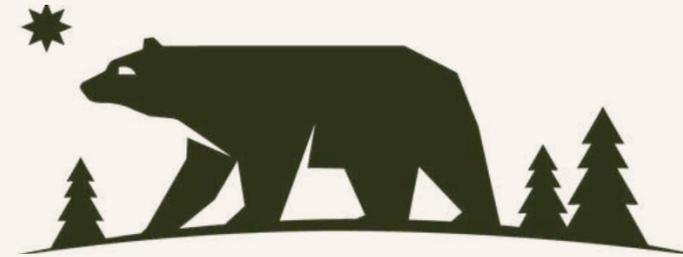
Hazy Bear, a cannabis and CBD dispensary in Outing, Minnesota, sought a complete brand overhaul, and we embraced the rich local landscape and historical charm of their town as our inspiration. We redesigned their logo, color palette, patterns, and collateral to reflect a rustic yet upscale cabin getaway. This new branding captures the essence of a serene escape while indulging in the therapeutic powers of cannabis and CBD, making Hazy Bear's dispensary a destination that resonates with both the natural beauty of Minnesota and the modern, sophisticated consumer.



primary logo



secondary mark





Sugar Leaf Botanicals

2023

VARIOUS PRODUCTS

Brand Design | Logo Design

Designed for Sugar Leaf Botanicals CBD skincare company, this logomark and font pairing are truly a match made in Heaven. Our designers created a custom line drawing of a sugar plant leaf that alludes to the organic nature of the brand and the ingredients in its products. This delicate logomark is paired with a font duo featuring an all-caps serif font and a handwritten lowercase script to add a more human touch.



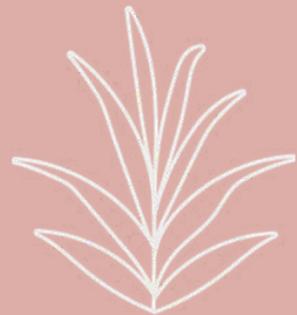
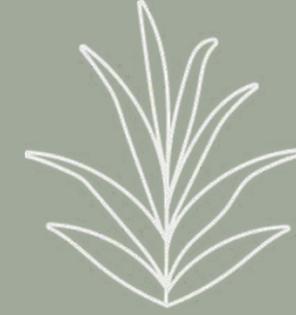
primary logo



secondary mark



SUGAR LEAF
botanicals



SUGAR LEAF
botanicals

LYT

2023

VARIOUS PRODUCTS

Brand Naming | Brand Design | Logo Design | Product Naming | Packaging Design

LYT is a futuristic, grunge-inspired brand designed for partiers and heavy-use cannabis consumers. To convey the brand's energy, Jade Stone created a dynamic visual identity using fiery reds, electric purples, and neon greens. The branding exudes movement and vibrancy, with design elements like lines and shapes that suggest space and time. This bold, energetic aesthetic perfectly aligns with LYT's target audience, making the brand a striking presence in the cannabis market.

primary logo

secondary mark



Five More Minutes

2024 TINCTURES, GUMMIES, & MORE

**Brand & Product Naming | Brand Design | Logo Design |
Packaging Design | Print Collateral**

Five More Minutes is a conceptual luxury sleep brand meticulously crafted by Jade Stone. To capture the essence of restful slumber, we designed branding and packaging that evokes the tranquility of night, incorporating motifs like sheep, clocks, and clouds. We used a palette inspired by the evening sky, featuring purples, light blues, and navy. The brand offers a lavish assortment of CBD-infused products, from tinctures and gummies to scented candles and pillow sprays, transforming bedtime into a cherished, opulent experience.



primary logo



*Five More
Minutes*



*Five More
Minutes*



*Five More
Minutes*



*Five More
Minutes*





Wave Blends

2022 - 2023

CBD PRODUCTS

Brand Design | Product Naming | Packaging Design

Wave Naturals approached us in 2023 to refresh their tincture packaging to better represent the direction the brand was heading in. We redesigned their packaging with an organic ripple pattern and expanded on their original color palette of blue and white.

After our initial redesign, the founder sold the company to a dispensary/manufacturer that renamed the brand to Wave Blends. The new management then rehired us to further renovate the brand. We streamlined their packaging and sustainability efforts by eliminating the tincture boxes and designing new labels that allowed the tinctures to speak for themselves.





2022 Designs



2022 Designs

Wave Blends

2023

CBD PRODUCTS

Brand Design | Logo Design

Wave Blends, a holistic healing brand, adopts a philosophy based on simple ingredients and clean products to aid common ailments. To represent Wave's serene, coastal branding, our designers created a myriad of wordmarks combining modern text trends with organic, flowing motifs. The client's team was focused on creating ocean waves as their motif, but we challenged the meaning of "wave" in this design by introducing a waving hand icon instead. The examples to the right are drafts our designers were passionate about, but not selected by the Wave Blends team.

Wave

primary logo
(unselected)



secondary mark
(unselected)

Wave



Wave



OVERVIEW

Our Signature Services

BRAND IDENTITY DESIGN

PACKAGING DESIGN

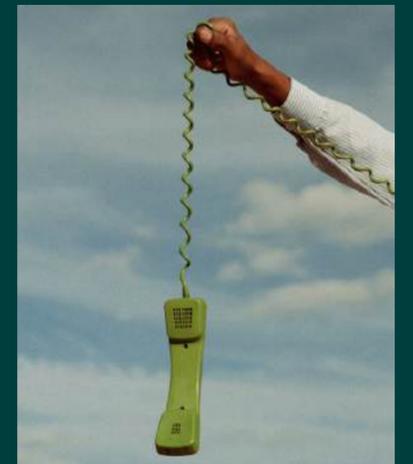
LOGO + GRAPHIC DESIGN

BRAND/STYLE GUIDES

COLLATERAL DESIGN

NAMING + COPYWRITING

Our design agency limits the number of projects we take on each quarter, allowing us to deliver exceptional quality and personalized service to every client. This approach ensures that each brand receives the creative focus it deserves, enabling us to dive deep into each project, understand your unique vision, and bring it to life with the highest level of creativity and attention to detail.



Full Services Menu

Brand Design

Brand Strategy

Brand/Style Guides

Logo Design

Graphic Design

Packaging Design

Packaging Sourcing

Brand/Product Naming

Print Collateral Design

Merch/Signage Design

Social Media Toolkits*

Social Media Content*

Website Design

Copywriting

General Consulting

*Only offered with completion of brand strategy services

JADE STONE®

Next steps

To get started with Jade Stone:

- Please email us with any questions or additional requests you may have.
- If you know what service you are interested in, we will send a link to schedule a call to review your project goals and afterward provide you with a custom service package that works best for you.
- When you are ready to proceed, we will send over a contracting agreement for signature detailing your chosen package and initial invoices to begin.

We look forward to helping you build your brand.



Point of Contact: Katie Motta, CEO
katie@jadestonebranding.com
(929) 356-6324