PatientsCann UK Medical Cannabis Awareness Kit Brand Guidelines

Version 1.0 (October 2025)

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1. Purpose of the Kit

The PatientsCann UK Medical Cannabis Awareness Kit has been created to help volunteers, advocates, and community partners raise awareness and educate the public about medical cannabis in the UK.

This kit and its materials are **strictly for awareness and educational use**. They must **not** be used for commercial gain, private resale, or any unrelated purpose.

All contents are **protected by copyright, trademark, and/or patent law** and remain the intellectual property of **PatientsCann UK** and the respective creators.

2. Ownership and Intellectual Property

- PatientsCann UK® is a trademarked organisation.
 Use of the name, logo, or related brand elements must always comply with these guidelines.
- All printed and digital materials in the kit (including leaflets, posters, guidance, infographics, and templates) are copyright PatientsCann UK.
 Reproduction, alteration, or redistribution without written permission is strictly prohibited.
- The Cicada Terpene Wheel is a patented material.
 It must not be copied, scanned, photographed, or repurposed in any way beyond its original educational purpose within the PatientsCann UK awareness initiative.



3. Appropriate Use

When using the kit, volunteers should:

Use materials publicly for:

- Awareness campaigns and outreach events
- Educational sessions
- PatientsCann UK-organised or approved community activities

Display responsibly, ensuring they reflect the mission and values of PatientsCann UK:

- Promoting understanding of medical cannabis as a legal medicine
- Encouraging stigma-free and respectful conversation
- Supporting patient rights and equal access

X Do not use materials for:

- Any commercial, political, or unapproved promotional activity
- Creation or sale of derivative products
- Uploading or sharing digital copies without authorisation



4. Brand Integrity

Consistency protects the PatientsCann UK reputation and strengthens public trust.

• Logos and Colours:

Only use official PatientsCann UK logos and colour palettes as provided. Do not recolour, crop, distort, or alter the logo in any way.

• Typography and Tone:

Use factual, compassionate, and professional language. Avoid slang, speculation, or unverified medical claims.

Co-branding:

Where other organisations (e.g. Fundación CANNA or community lounges) are acknowledged, **PatientsCann UK must remain the lead identity**. Any co-branded materials must be **approved by PatientsCann UK** before public use.

5. Volunteer Responsibilities

As a PatientsCann UK volunteer, you agree to:

- Represent the organisation positively and respectfully at all times.
- Use kit materials only for intended awareness and educational purposes.
- Avoid reproducing or distributing materials digitally or commercially.
- Report any suspected misuse or unauthorised use of PatientsCann UK materials.



6. Contact & Permissions

For permissions, partnership enquiries, or to report misuse, contact:

info@patientscann.org.uk

www.patientscann.org.uk

Legal Notice

All content and designs within the PatientsCann UK Medical Cannabis Awareness Kit are protected under UK copyright and trademark law, as well as international treaties.

PatientsCann UK® is a registered trademark.

The Cicada Terpene Wheel is a patented educational material, authorised for limited use within official PatientsCann UK awareness activities only.

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