

## **Project: Tagline Ideation for Inclusive Hemp Re-branding**

### **Example: Tagline Ideation Process Email Communication**

**Daniel:**

Mary,

What do you think would be the strongest relationship to the Inclusive Hemp mission as a tagline? The current one is hemp helping humanity, and I'm also thinking about Hemp for Disabilities?

As you can read below in my last note to the logo designer who offered his opinion as well, the word disability can be problematic at times, so checking with your sense in terms of languageing and also how you interpret each of the tag lines in relation to IH's mission to help disability service orgs and people w disabilities.

**Mary:**

Daniel,

Thanks for reaching out. I gave this a lot of thought after reading through the email chain.

My recommendation when it comes to tagline is for you to be more specific and use disability in it. This tagline will be part of your elevator pitch and by being specific you will have to put less effort and wording into expanding on what makes Inclusive Hemp unique.

That being said of the tagline options you have I would say Hemp for Disabilities for specific and Hemp Helping Humanity for general sound best.

Here are some additional options for you to consider as well:

- Hemp Solutions for Disabilities
- Hemp for Disabilities Support
- Hemp Serving Disabilities
- Hemp for Disabilities Solutions
- Hemp Solutions for Humanity
- Hemp Serving Humanity
- Hemp Supporting Humanity
- Hemp Sustaining Humanity
- Hemp Growing Humanity
- Hemp Community Solutions
- Hemp Supporting Community

Feel free to use or adapt any of these additional options.

**Daniel:**

Mary,

Thanks for thinking this through so well. I agree, clarifying the disability focus for IH is essential by all means. And the more general references of Hemp Helping Humanity is also good but not as central as the main focus of IH, therefore, Hemp for Disabilities or Hemp supporting Disabilities makes more sense to me.

My sense is "hemp solutions for disabilities" is both a general and specific way to clarify that Inclusive Hemp is providing assistive solutions for people with disabilities. Would you think "hemp solutions for disabilities" would be your lead choice in that regard?

Or: Hemp for Disabilities Solutions better?

Or: Hemp Supporting Disability Solutions?

I like Hemp Solutions for Disabilities, since "solutions" is a positive reference and infers a coordinated efforts to problem solve functionally, whereas "supporting" may infer personal care which IH is not offering, although the word supporting can also work, then Hemp Supporting Disabilities would be a punchy tag line.

Would enjoy your sense of top choice. Thank you,

**Mary:**

Daniel,

My top choice for the options I gave you is Hemp Solutions for Disabilities. I thought the solution provided a positive contribution to the tagline. I wanted to provide you the additional options without my preference first to see what you would gravitate towards.

If you want to use the word Supporting I would say the best way would be Hemp Supporting the Disabled. As that wording makes it clear who you are trying to serve versus supporting disability.

I think the solution tagline probably defines Inclusive Hems mission best in my opinion.

**Daniel:**

Thank you Mary, great input. I agree with your sense for Hemp Solutions for Disabilities. It can encompass the broad range of solutions that IH can provide disability service providers.