PARTNER BRAND KIT

Everything you need to carry Gibby's.

Brand story, approved copy, logos, colors, type, the full strain library with product images, menu listings, social media, and budtender materials. For licensed Massachusetts dispensary partners.

Gibby's Craft Cannabis · Edition November 2026 · Strain data as listed on gibbysgarden.com on 2026-10-28
Gibby's Garden LLC is a licensed Massachusetts cannabis microbusiness (License MB281347). Products are available only through licensed dispensary partners.

START HERE

How to use this kit

This kit is for the people at partner stores who list, display, post about and sell Gibby's: menu managers, marketing and social leads, store managers and budtenders. Everything in it is written to Massachusetts advertising rules, so it is safe to use as written. If you change it, run it past your own compliance lead.

1. **About Gibby's**: approved bios and the facts you can repeat
2. **Name and wording**: what to say, what never to say
3. **Logo**: versions, clear space, minimum size, misuse
4. **Color and type**
5. **Product images**: transparent cutouts and menu-ready JPGs
6. **Strain library**: all 16 current strains
7. **Menu listings**: how to set up Gibby's on your online menu
8. **Social media**: tagging, collabs, hashtags, captions and ready-made graphics
9. **In store**: talking points, the terpene guide, vendor days and samples
10. **Budtender program**: Know the Grow
11. **Posting in Massachusetts**: the state rules for every post, quoted
12. **Platform guide**: each platform's rules and what works there
13. **Files and contacts**

The three rules that matter most

> **1. Sell the craft and the flavor. Let the customer decide the feel.** Talk about how it is grown, its lineage and what the jar smells like. Never say what it does to you or what it is good for.

> **2. Call it Gibby's.** "Gibby's" or "Gibby's Craft Cannabis" everywhere a customer reads it. "Gibby's Garden LLC" is the legal name and only appears in the license line.

> **3. Keep the warnings on.** Every post carries the compliance block in this kit, and every graphic keeps its warning bar. Never crop it.

One link for the latest

Strains change as batches rotate. The strain pages on gibbysgarden.com/strains are always current. If this kit and the website disagree, the website wins, and the jar's COA beats both.

01 · ABOUT GIBBY'S

The story, ready to paste

Use these exactly as written on your menu's brand page, your website and in-store signage. Please replace any older Gibby's bio you are using now. Some partner menus still carry text Gibby's no longer uses, including health claims and ownership descriptions, and those put both licenses at risk.

One line

Small-batch indoor flower from Uxbridge, Massachusetts, trimmed by hand.

Short bio (menus and brand pages)

Gibby's Craft Cannabis is small-batch indoor flower grown in Uxbridge, Massachusetts. Every batch is hand-trimmed, slow-cured and never irradiated, and it is grown without synthetic pesticides. Gibby's sells only through licensed Massachusetts dispensaries.

Long bio (websites and press)

Gibby's Craft Cannabis grows small-batch indoor flower in Uxbridge, Massachusetts. The grow runs on roof-mounted solar and irrigates with captured rainwater. Every batch is trimmed by hand, cured slowly and never irradiated, and it is grown without synthetic pesticides. The menu comes from pheno-hunting: growing out many plants from the same seeds and keeping only the few worth growing again. Gibby's is a licensed Massachusetts cannabis microbusiness (Gibby's Garden LLC, License MB281347) and sells only through licensed dispensary partners. Ask for Gibby's by name.

License line

Gibby's Garden LLC is a licensed Massachusetts cannabis microbusiness (License MB281347). Products are available only through licensed dispensary partners.

The facts

The 30-second version, for the counter

Gibby's is craft flower grown small-batch and indoors in Uxbridge, Massachusetts. The grow runs on solar power and captured rainwater. Every batch is trimmed by hand, not by machine, then cured slowly. It is never irradiated and it is grown without synthetic pesticides. It is like craft beer next to the big mass-market brands: same category, a different level of care. Ask for Gibby's by name.

Facts you can repeat

Fact	Approved wording
Where	Grown in Uxbridge, Massachusetts
License	Licensed Massachusetts cannabis microbusiness, License MB281347, since 2018
How it is grown	Small-batch, indoors
Power	The facility runs on roof-mounted solar
Water	Irrigated with captured rainwater (10,000 gallons)
Trim	100% hand-trimmed. No machines.
Cure	Slow-cured
Process	Never irradiated. Grown without synthetic pesticides.
Where to buy	At 45 licensed Massachusetts dispensaries. Gibby's does not sell direct.
Menu	16 strains, chosen by pheno-hunting

Anything not on this list, leave out.

Say this, not that

Say

- "Gibby's" or "Gibby's Craft Cannabis"
- "Ask for Gibby's by name"
- Hand-trimmed, small-batch, slow-cured, indoor
- Never irradiated (a process fact, not a safety claim)
- Grown without synthetic pesticides
- Solar powered, rainwater irrigated, grown in Uxbridge
- Lineage, aroma, flavor, look, terpenes
- "Terpenes, the aroma compounds in the flower" the first time you say terpene
- "Quality Craft Cannabis" (the Gibby's tagline)

Never say

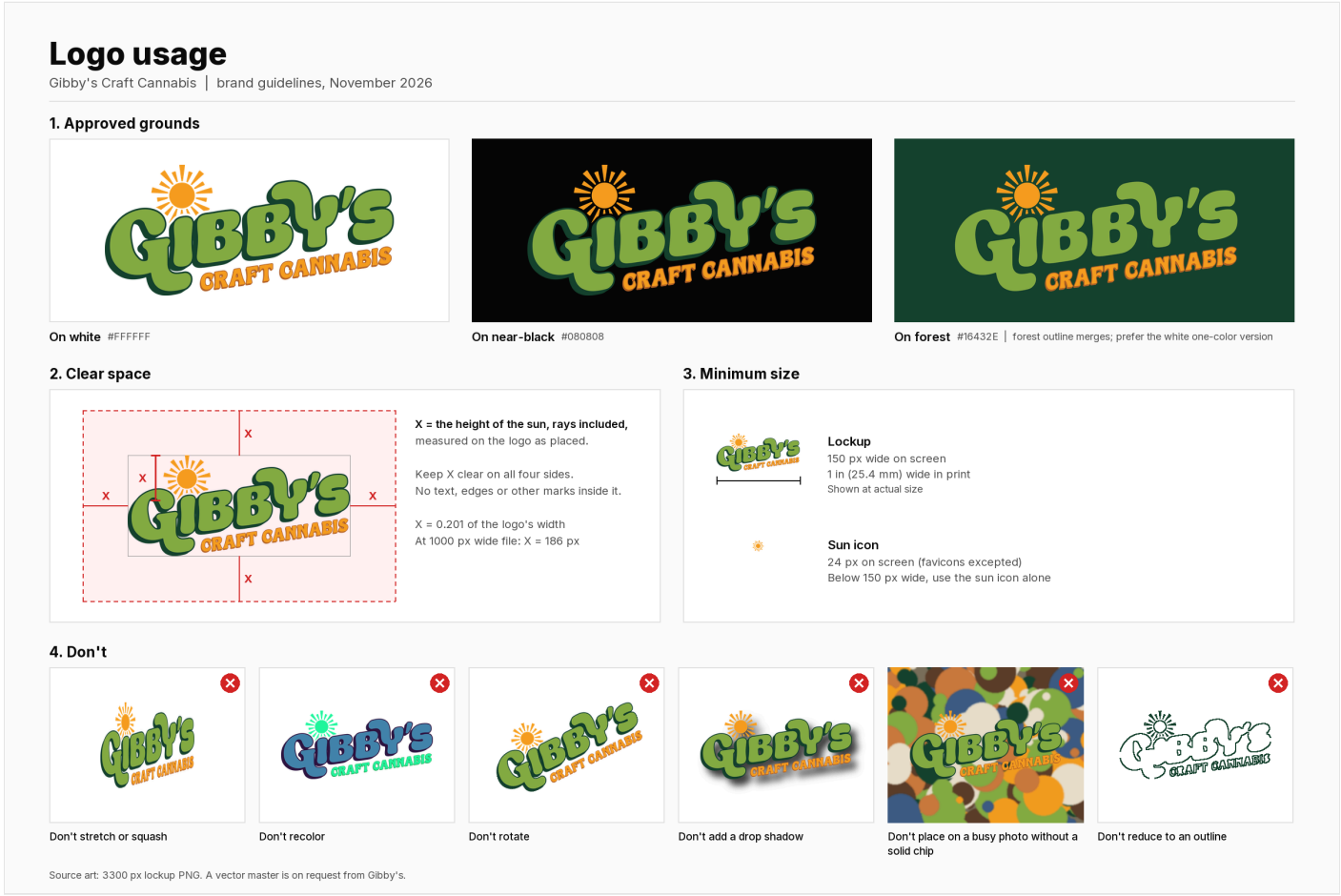
- Any effect or feeling: relaxing, sleepy, uplifting, energizing, euphoric, calming, creative, focus, body high, head high
- Any health claim, even hedged: "helps with", "good for", pain, anxiety, stress, sleep, appetite
- THC or potency claims: "strongest", "most potent", a THC number that is not on the current COA
- Prices, sale, discount, deal, special, promo, offer, % off, BOGO, free, giveaway, contest, raffle, points, loyalty
- "Organic" (say "grown without synthetic pesticides")
- "First", "only", "best", "award-winning", or any comparison with another brand
- Any description of who owns Gibby's, or the names of Gibby's staff
- "Gibby's Garden" in customer-facing copy (license line only)
- Slang and hype: top-shelf, fire, clean high, smooth smoke, connoisseur-grade
- Indica or sativa as a promise of how it will feel

> **Why this matters to your store.** Under 935 CMR 500.105(4) your posts and menu copy are your advertising, and copy Gibby's supplies also counts as advertising on Gibby's behalf. Fines run up to $50,000 per violation. Using this kit as written protects both licenses.

03 · LOGO

The Gibby's mark

The primary lockup is the gold sun over "GIBBY'S" in green with a forest outline, and "CRAFT CANNABIS" in gold. The forest outline lets it sit on white or on near-black without a background chip. White, black and forest one-color versions are included for single-color printing. The sun icon on its own is for small spaces: avatars, favicons, menu thumbnails.



Rules

- **Clear space:** keep space equal to the height of the sun (rays included) clear on all four sides. That is about one fifth of the logo's width, or 186 px on a 1000 px file. Nothing else goes inside it.
- **Minimum size:** lockup at least 150 px wide on screen or 1 inch in print. Below that, use the sun icon alone, at least 24 px.
- **Backgrounds:** white or near-black (#080808) for the full-color logo. On forest (#16432E), use the white one-color version. On a photo, use a calm area or a solid chip.
- **Never** stretch, rotate, recolor, outline, add a drop shadow, or rebuild the lettering. Never add a cannabis leaf or plant to the mark.
- **Print:** use the 3300 px PNG. A vector master is on request from Gibby's.

Color

The Gibby's colors come straight from the logo and match gibbysgarden.com exactly.

Gibby's Gold

#F49C22
RGB 244, 156, 34
CMYK 0, 36, 86, 4 (approx.)
Primary accent. The sun.

Gold Shadow

#A7671B
RGB 167, 103, 27
CMYK 0, 38, 84, 35 (approx.)
Secondary accent. Gold text on white.

Gibby's Green

#84AA44
RGB 132, 170, 68
CMYK 22, 0, 60, 33 (approx.)
Primary brand color. The lettering.

Forest

#16432E
RGB 22, 67, 46
CMYK 67, 0, 31, 74 (approx.)
Deep brand color. Headlines on white.

Gibby's Purple

#561269
RGB 86, 18, 105
CMYK 18, 83, 0, 59 (approx.)
Accent. Eyebrows, labels, panels on black.

White

#FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0 (approx.)
Light ground.

Stage Black

#080808
RGB 8, 8, 8
CMYK 0, 0, 0, 97 (approx.)
Dark ground for social and screens.

Using the colors

- Mostly white or Stage Black, with Forest and Green for structure and Gold as the accent. Gold is a highlight, not a background.
- **Purple** is the second accent: eyebrows, labels and thin rules on white, and bold panels or shapes on Stage Black, the way the Gibby's brochure uses it. Black stays the ground, so purple never fills the whole piece. Use one accent per element: never purple and gold in the same headline.
- **Text contrast:** Gold and Green are too light for body text on white. On white, set text in black or Forest, and use Gold Shadow for small gold accents. On Stage Black, white text with a Gold second line is the Gibby's headline look.
- CMYK values are screen-to-print approximations. Ask your printer for a proof.

Type

Inter is the Gibby's typeface for everything: headlines in Inter ExtraBold, body in Inter Regular, emphasis in Inter Bold. It is free under the SIL Open Font License and included in the kit download.

Headline: two lines, line one in the base color, line two in gold, left-aligned. Eyebrow: small, uppercase, letter-spaced, in Gibby's Purple. The logo lettering is custom artwork, not a font. Never retype it.

CRAFT NOTES

SLOW CURE.
LOUD TERPS.

Product images

Every current strain has a product photo cut out on a transparent background, plus a white-background version for online menus. File names follow the pattern *gibbys-craft-cannabis-[strain]-flower-[version]*.

File	Size	Use it for
...-transparent.png	Full resolution, transparent	Design work, in-store screens, print layouts
...-1000.png	1000 × 1000, transparent	Web, digital menu boards
...-white-1000.jpg	1000 × 1000, white	Online menus (Dutchie, Jane, Leafly, Weedmaps and your own site)

Rules for product images

- Use them on menus, product pages, in-store screens and printed menus.
- Do not use flower or bud photos on Instagram or Facebook. Use the social graphics in this kit there instead (see Social media).
- Do not add effects, prices or deal badges to the image. Do not crop the flower or add filters that change its color.
- Photos show representative flower. The jar is the batch.

Packaged products

Gibby's packaging, cut out the same way, in the same three versions, in the folder *03-product-images/packaged-products*. Use these on Instagram and Facebook in place of flower photos.



Pouches, all three
Sativa, Hybrid and Indica together.



Sativa pouch, 3.5g
Yellow



Hybrid pouch, 3.5g
Teal



Indica pouch, 3.5g
Purple



Pre-roll jar, 3.5g
Jar of pre-rolls



Pre-roll and tube, 1g
Full flower pre-roll. Best pick for social.



Pre-roll tube, 1g
The label shows a batch and cannabinoid percentage. Use on menus, not social.

For large print, ask Gibby's for full-size originals of Babadook, Gelly Milk, Glitter Bomb, Lemon OG Haze, Trainwreck Arcata, Pink Runtz, Blockberry and Black Cherry Gelato.

06 · STRAIN LIBRARY

All 16 strains

Lineage, aroma, lead terpenes and menu descriptions come from each strain's page on gibbysgarden.com (2026-10-28). Terpene values are percent by weight as listed for the current batch. Effects are left out on purpose: describe the jar, not the experience. In flower now: Glitter Bomb, Lemon OG Haze, Modified Punch, Permanent Marker, Super Lemon Haze, Trainwreck Arcata.

Retired, do not list: Gastropop, Purple Milk.



Babadook

Ghost Train x Neville's Haze x Black Banana

On the nose	Tart fruit, gas, earthy
Look	Oversized, fluffy buds
Lead terpene	Terpinolene: fresh, piney, a little floral
Formats	3.5g, 7g, 14g
THC (listed)	19.2% on gibbysgarden.com, 2026-10-28. The batch COA governs.

Terpinolene	0.44%
Limonene	0.27%
Pinene	0.19%
Caryophyllene	0.17%
Myrcene	0.14%

MENU DESCRIPTION

Babadook crosses Ghost Train, Neville's Haze and Black Banana. The jar opens with tart fruit over gas and earth, and the buds are big and airy. Grown small-batch indoors in Uxbridge and trimmed by hand.



Black Cherry Gelato

Black Cherry Pie x Acai Gelato

On the nose	Sweet berry, cherry
Look	Dense, purple-toned buds
Lead terpene	Caryophyllene: black pepper, spice
Formats	Ask your Gibby's rep
THC (listed)	17.9% on gibbysgarden.com, 2026-10-28. The batch COA governs.

Caryophyllene	0.29%
Linalool	0.21%
Limonene	0.17%
Humulene	0.10%
Pinene	0.07%

MENU DESCRIPTION

Black Cherry Gelato crosses Black Cherry Pie with Acai Gelato. Expect a sweet berry nose and dense buds with deep purple tones. Grown small-batch indoors in Uxbridge and trimmed by hand.



Blockberry

Blockhead x Blackberry

On the nose	Berry, sweet, earthy
Look	Deep colors
Lead terpene	Caryophyllene: black pepper, spice
Formats	Ask your Gibby's rep
THC (listed)	17.5% on gibbysgarden.com, 2026-10-28. The batch COA governs.

Caryophyllene	0.28%
Limonene	0.26%
Linalool	0.13%
Humulene	0.08%
Pinene	0.08%

MENU DESCRIPTION

Blockberry crosses Blockhead with Blackberry. It is fruit-forward on the nose, sweet berry over an earthy base, with deep color through the bud. Grown small-batch indoors in Uxbridge and trimmed by hand.



CAP Junky

Alien Cookies x Kush Mints

On the nose	Earthy, a hint of sweetness
Look	Frosty buds
Lead terpene	Limonene: citrus peel
Formats	Ask your Gibby's rep
THC (listed)	23.1% on gibbysgarden.com, 2026-10-28. The batch COA governs.

Limonene	0.43%
Caryophyllene	0.40%
Linalool	0.35%
Humulene	0.16%
Pinene	0.14%

MENU DESCRIPTION

CAP Junky crosses Alien Cookies with Kush Mints. The aroma is earthy with a hint of sweetness, and the terpene profile leads with limonene and caryophyllene. Grown small-batch indoors in Uxbridge and trimmed by hand.



Dosi Punch

Do-Si-Dos x Purple Punch

On the nose	Sweet, fruity, peppery spice
Look	Dense, frosty buds with purple hues
Lead terpene	Caryophyllene: black pepper, spice
Formats	3.5g, 7g, 14g
THC (listed)	15.6% on gibbysgarden.com, 2026-10-28. The batch COA governs.

Caryophyllene	0.32%
Limonene	0.29%
Linalool	0.13%
Humulene	0.11%
Pinene	0.11%

MENU DESCRIPTION

Dosi Punch crosses Do-Si-Dos with Purple Punch. A sweet, fruity nose sits over peppery spice, and the dense, frosty buds carry purple hues. Grown small-batch indoors in Uxbridge and trimmed by hand.



Gelly Milk

Milk N Cookies x Why U Gelly

On the nose	Sweet cream, earthy
Lead terpene	Limonene: citrus peel
Formats	3.5g, 7g
THC (listed)	18.7% on gibbysgarden.com, 2026-10-28. The batch COA governs.

Limonene	0.51%
Caryophyllene	0.33%
Linalool	0.23%
Pinene	0.18%
Humulene	0.12%

MENU DESCRIPTION

Gelly Milk crosses Milk N Cookies with Why U Gelly. The aroma is sweet cream over an earthy base, led by limonene and caryophyllene. Grown small-batch indoors in Uxbridge and trimmed by hand.



Glitter Bomb IN FLOWER NOW

Grape Gas x OGKB Blueberry Headband

On the nose	Earthy, spicy, floral
Lead terpene	Myrcene: earthy, ripe fruit
Formats	3.5g, 7g, 14g
THC (listed)	21.4% on gibbysgarden.com, 2026-10-28. The batch COA governs.

Myrcene	0.60%
Caryophyllene	0.26%
Linalool	0.17%
Humulene	0.11%
Limonene	0.08%

MENU DESCRIPTION

Glitter Bomb crosses Grape Gas with OGKB Blueberry Headband. The nose is earthy and spicy with a floral edge, and myrcene leads the terpene profile. Grown small-batch indoors in Uxbridge and trimmed by hand.



Lemon OG Haze IN FLOWER NOW

Lemon OG x Haze

On the nose	Bright lemon, citrus, lime
Lead terpene	Terpinolene: fresh, piney, a little floral
Formats	3.5g, 7g, 14g
THC (listed)	20.9% on gibbysgarden.com, 2026-10-28. The batch COA governs.

Terpinolene	0.68%
Pinene	0.20%
Caryophyllene	0.18%
Myrcene	0.17%
Limonene	0.11%

MENU DESCRIPTION

Lemon OG Haze crosses Lemon OG with Haze. Open the jar and it is bright lemon, citrus and lime, with terpinolene leading the profile. Grown small-batch indoors in Uxbridge and trimmed by hand.



MAC 1

Alien Cookies x (Colombian x Starfighter)

On the nose	Citrus-forward terpene profile
Look	Thick frost, bright orange hairs, soft green tones
Lead terpene	Limonene: citrus peel
Formats	Ask your Gibby's rep
THC (listed)	19.2% on gibbysgarden.com, 2026-10-28. The batch COA governs.

Limonene	0.31%
Caryophyllene	0.27%
Pinene	0.22%
Linalool	0.18%
Humulene	0.11%

MENU DESCRIPTION

MAC 1 (Caps Cut) crosses Alien Cookies with Colombian x Starfighter. It is known for its look: thick frost, bright orange hairs and soft green tones, with limonene leading the terpenes. Grown small-batch indoors in Uxbridge and trimmed by hand.



Modified Punch IN FLOWER NOW

GMO x Purple Punch

On the nose	Sweet, gassy, earthy
Look	Sweet, frosty buds
Lead terpene	Caryophyllene: black pepper, spice
Formats	3.5g, 7g
THC (listed)	21.2% on gibbysgarden.com, 2026-10-28. The batch COA governs.

Caryophyllene	0.65%
Humulene	0.25%
Myrcene	0.24%
Limonene	0.16%
Linalool	0.07%

MENU DESCRIPTION

Modified Punch crosses GMO with Purple Punch. The aroma is sweet and gassy over an earthy base, and caryophyllene, the peppery terpene, leads the profile. Grown small-batch indoors in Uxbridge and trimmed by hand.



NF1

Chemdawg x Northern Lights

On the nose	Fresh, piney, peppery (terpene-led)
Lead terpene	Terpinolene: fresh, piney, a little floral
Formats	Ask your Gibby's rep
THC (listed)	23.5% on gibbysgarden.com, 2026-10-28. The batch COA governs.

Terpinolene	0.75%
Caryophyllene	0.41%
Myrcene	0.27%
Limonene	0.21%
Pinene	0.15%

MENU DESCRIPTION

NF1 crosses Chemdawg with Northern Lights. Its terpene profile leads with terpinolene, then caryophyllene and myrcene: fresh and piney with a peppery edge. Grown small-batch indoors in Uxbridge and trimmed by hand.



Permanent Marker IN FLOWER NOW

Biscotti Sherb backcross x Jealousy

On the nose	Gassy, earthy, creamy, floral gas
Lead terpene	Limonene: citrus peel
Formats	3.5g, 7g, 14g
THC (listed)	19.2% on gibbysgarden.com, 2026-10-28. The batch COA governs.

Limonene	0.64%
Linalool	0.34%
Caryophyllene	0.30%
Pinene	0.30%
Humulene	0.11%

MENU DESCRIPTION

Permanent Marker crosses a Biscotti and Sherb backcross with Jealousy. True to the name, the nose is sharp: gas and earth with a soapy, floral funk and notes of cream. Grown small-batch indoors in Uxbridge and trimmed by hand.



Pink Runtz

Zkittlez x Gelato

On the nose	Berry, sweet fruit
Lead terpene	Limonene: citrus peel
Formats	Ask your Gibby's rep
THC (listed)	22.8% on gibbysgarden.com, 2026-10-28. The batch COA governs.

Limonene	0.54%
Linalool	0.35%
Caryophyllene	0.33%
Myrcene	0.25%
Pinene	0.13%

MENU DESCRIPTION

Pink Runtz is a phenotype of Runtz, from Zkittlez x Gelato. It is known for a fruity, sweet berry nose, with limonene leading the terpenes. Grown small-batch indoors in Uxbridge and trimmed by hand.



Super Lemon Haze IN FLOWER NOW

Super Silver Haze x Lemon Skunk

On the nose	Strong lemon, citrus, lime
Lead terpene	Terpinolene: fresh, piney, a little floral
Formats	3.5g, 7g, 14g
THC (listed)	19.8% on gibbysgarden.com, 2026-10-28. The batch COA governs.

Terpinolene	0.62%
Caryophyllene	0.33%
Myrcene	0.19%
Pinene	0.17%
Humulene	0.14%

MENU DESCRIPTION

Super Lemon Haze crosses Lemon Skunk with Super Silver Haze. The aroma is strong lemon, citrus and lime, with terpinolene leading the profile. Grown small-batch indoors in Uxbridge and trimmed by hand.



Trainwreck Arcata IN FLOWER NOW

Arcata Trainwreck Phenotype

On the nose	Sweet, earthy, spicy; pine and citrus
Lead terpene	Terpinolene: fresh, piney, a little floral
Formats	3.5g, 7g
THC (listed)	19.9% on gibbysgarden.com, 2026-10-28. The batch COA governs.

Terpinolene	0.34%
Caryophyllene	0.28%
Pinene	0.17%
Myrcene	0.09%
Limonene	0.09%

MENU DESCRIPTION

Trainwreck Arcata is a phenotype of the classic Trainwreck (Mexican x Thai x Afghani). The nose is sweet, earthy and spicy, with pine and citrus from its terpinolene-led profile. Grown small-batch indoors in Uxbridge and trimmed by hand.



White Truffle

Gorilla Butter F2 phenotype

On the nose	Earthy, musky
Look	Dense, frosty buds
Lead terpene	Limonene: citrus peel
Formats	Ask your Gibby's rep
THC (listed)	23.4% on gibbysgarden.com, 2026-10-28. The batch COA governs.

Limonene	0.67%
Caryophyllene	0.54%
Humulene	0.28%
Pinene	0.25%
Linalool	0.13%

MENU DESCRIPTION

White Truffle is a Gorilla Butter F2 phenotype. It is earthy and musky on the nose, with dense, frosty buds and a terpene profile led by limonene and caryophyllene. Grown small-batch indoors in Uxbridge and trimmed by hand.

07 · MENU LISTINGS

Listing Gibby's on your menu

Field	What to enter
Brand	Gibby's Craft Cannabis
Brand logo	Sun icon, 512 px PNG (square spaces) or the primary lockup, 1000 px PNG
Brand description	The short bio on page 01, as written
Product name	Gibby's [Strain], for example "Gibby's Lemon OG Haze"
Product image	The strain's white-1000.jpg, or the 1000 px transparent PNG if your menu supports transparency
Description	The strain's menu description in this kit, as written
Lineage	As listed in the strain library
Terpenes	From the batch COA
THC / CBD	From the batch COA only. Never from this kit or from memory.
Effects field	Leave blank. If your platform requires it, ask your compliance lead.

Please check your current listing. If your menu's Gibby's brand page mentions health benefits, "organic", or who owns Gibby's, replace it with the short bio. Platform templates often fill in effect tags automatically. Turn them off for Gibby's products.

Posting about Gibby's

Accounts

Instagram	**@gibbysgardenma**
LinkedIn	Gibby's Garden LLC (linkedin.com/company/gibby-s-garden-llc)
Website	gibbysgarden.com

Tagging

- Tag @gibbysgardenma in the caption and on the image. On LinkedIn, mention the Gibby's Garden LLC page.
- Name the brand "Gibby's" or "Gibby's Craft Cannabis" in the caption.
- Tag your own store and town. Don't tag other brands or stores in the same post.
- Only tag people who are 21 or older and have said yes. Never tag customers. Don't name Gibby's staff unless Gibby's supplies the name.

Collab posts

- Instagram Collab invites to @gibbysgardenma are welcome. Gibby's accepts once the post matches this kit.
- No payment changes hands, so never add the "Paid partnership" label or use Meta's branded content tools.
- Never boost or promote a post about Gibby's. Paid distribution makes it an ad, and Meta bans cannabis ads.
- Set your account's minimum age to 21 and keep your audience data on file. The 85% adult-audience rule applies to your account.

Hashtags

Use three to five:

```
#GibbysCraftCannabis #Gibbys #CraftCannabis #MassachusettsCannabis #AskForGibbys
```

Optional: #SmallBatch #HandTrimmed #SlowCure #Terpenes #Uxbridge, plus one for your town. Avoid slang, effect, medical and deal tags.

The compliance block

Every post needs

1. **On the image:** "Please Consume Responsibly" and two state warnings. Every kit graphic already carries them in its warning bar, so never crop it. If you post your own photo or video, add the same bar text to the image. The rule says "on the face of the advertisement" (935 CMR 500.105(4)(a)7).
2. **In the caption:** the compliance block below, unedited, with your store's name and license number filled in. It carries the FDA statement that all advertising for marijuana must include (500.105(4)(a)8).
3. **Stories:** a Story has no caption, so end every Gibby's Story with the kit's story end card, which carries the full FDA statement.
4. **A 21+ audience** you can document (see section 11), and your own compliance sign-off.

Compliance block (paste under every caption)

Please Consume Responsibly.

For use only by adults 21 years of age or older. Keep out of the reach of children.

There may be health risks associated with consumption of this product.

This product has not been analyzed or approved by the Food and Drug Administration (FDA). There is limited information on the side effects of using this product, and there may be associated health risks. Marijuana use during pregnancy and breast-feeding may pose potential harms. It is against the law to drive or operate machinery when under the influence of this product. KEEP THIS PRODUCT AWAY FROM CHILDREN. There may be health risks associated with consumption of this product. Marijuana can impair concentration, coordination, and judgment. The impairment effects of Edibles may be delayed by two hours or more. In case of accidental ingestion, contact poison control hotline 1-800-222-1222 or 9-1-1. This product may be illegal outside of MA.

Gibby's Craft Cannabis is grown by Gibby's Garden LLC, a licensed Massachusetts cannabis microbusiness, License MB281347. [STORE NAME] is a licensed Massachusetts marijuana retailer, License [STORE LICENSE NUMBER].

Gibby's rules for posts about Gibby's

These are Gibby's own rules, on top of the Massachusetts rules in section 11 and the platform rules in section 12.

- No effects or feelings, even ones copied from strain pages or menu platforms. Health and medical claims are also barred by state law.
- No THC numbers or potency claims in posts. Keep numbers to the menu, from the batch COA.
- No one consuming and no consumption gear in frame.
- No flower, bud or plant close-ups on Instagram or Facebook. Use the kit graphics or packaged product photos there.
- No "DM to order", order links or delivery offers in posts that tag Gibby's.
- No influencer posts, candy styling or holiday themes aimed at a young crowd.
- No descriptions of who owns Gibby's, no Gibby's staff names, and no "organic", "first", "best" or comparisons with other brands.

What to post

Post type	What it says	Graphics in the kit
Just landed / in stock	Which Gibby's strains you have now, by name	Just landed, Now on our shelves, Back in stock templates with a slot for your store name
Strain spotlight	Lineage, lead terpenes, what the jar smells like	One card per strain, feed and story sizes
Craft story	Hand-trimmed, never irradiated, small canopy, solar and rainwater, slow cure	Five cards, feed and story sizes
Vendor day	When the Gibby's team is visiting and what customers can learn	Vendor day template with date and time slots
Budtender pick	A staff member's pick, about aroma, flavor or how it was grown	Budtender pick template
Now carrying Gibby's	Ask for Gibby's by name	Ask for Gibby's template

Every graphic comes with a matching caption file, ready to paste, with the compliance block attached. Fill in the bracketed fields.

Sample captions

Just landed at [STORE]: [STRAIN] from Gibby's Craft Cannabis.

[LINEAGE], grown small-batch in Uxbridge and trimmed by hand. The jar opens with [AROMA].

Ask for Gibby's by name.

@gibbysgardenma #GibbysCraftCannabis #CraftCannabis #MassachusettsCannabis #AskForGibbys

Strain spotlight: Lemon OG Haze from Gibby's Craft Cannabis.

Lineage: Lemon OG x Haze.
Lead terpenes: terpinolene, pinene, caryophyllene.
On the nose: bright lemon, citrus and lime.

Terpenes are the aroma compounds in the flower, and they're why two jars with the same label can smell nothing alike. Find it at [STORE].

@gibbysgardenma #GibbysCraftCannabis #Terpenes #CraftCannabis #MassachusettsCannabis

09 · IN STORE

Selling Gibby's at the counter

What makes it craft, and how to say it

What Gibby's does	How to say it at the counter
100% hand-trimmed	"This was finished by a person, not a machine. Hand-trimming keeps the trichomes, the resin glands that carry the aroma, on the flower."
Small batches	"They grow small runs on purpose. A microbusiness license caps the size, so it stays hands-on."
Slow cure	"Curing is the drying and resting stage after harvest. Rushing it flattens the aroma, so they take their time."
Never irradiated	"Some flower is treated after harvest. Gibby's isn't. The smell in the jar is the plant's own."
Indoor, no synthetic pesticides	"Grown indoors in Uxbridge, without synthetic pesticides."
Solar and rainwater	"The grow runs on solar power and waters with captured rain."

Match by nose: the terpene guide

Terpenes are the aroma compounds in the flower. Ask what flavors a customer likes, open the jar, and match it to the lead terpene.

Terpene	Smells like	Gibby's strains where it leads
Terpinolene	fresh, piney, a little floral	Babadook, Lemon OG Haze, NF1, Super Lemon Haze, Trainwreck Arcata
Limonene	citrus peel	CAP Junky, Gelly Milk, MAC 1, Permanent Marker, Pink Runtz, White Truffle
Caryophyllene	black pepper, spice	Black Cherry Gelato, Blockberry, Dosi Punch, Modified Punch
Myrcene	earthy, ripe fruit	Glitter Bomb
Linalool	floral, lavender	-
Pinene	pine	-
Humulene	woody, hoppy	-

Questions and vendor days

Questions customers ask

"Why does it cost more than the big brands?"	Hand-trimmed, small-batch, slow-cured, never irradiated. You're paying for care and time, like craft beer next to mass-market.
"What's a microbusiness?"	A small, capped Massachusetts license, so by law it stays small-batch and hands-on.
"Is it fresh?"	Grown in Uxbridge, finished slowly, moved in small runs.
"Which one is strongest?"	Steer to flavor and terpenes. If they ask for a number, read it off the current batch's COA, and don't call one stronger than another.
"What will it do for me?"	Don't answer with an effect. "I can tell you how it smells and how it's grown. Everyone's experience is different."

Vendor days

- The Gibby's team visits under your store's visitor policy. Book through your Gibby's rep.
- No giveaways, swag, raffles, "free" anything or vendor-day pricing for customers.
- Vendor samples go to the store, logged in Metrc as Vendor Sample, for staff quality assessment only, never to customers (935 CMR 500.120(13), 500.140(12)).

Know the Grow

Know the Grow is how Gibby's supports the budtenders who sell it: by teaching the craft, not by paying for sales. Nothing in the program depends on sales, units or recommendations, and cannabis is never a prize.

How it works

Part	What happens
Sign up	Budtenders join at gibbysgarden.com/budtender with an email link. It runs on a phone.
Budtender 101	Four short modules and a quiz: how Gibby's grows, terpenes, the craft story, and what you can and can't say.
Gibby's Craft Certified	Pass Budtender 101 and get a certificate and your first name on your store's Gibby's Certified card, with your manager's OK. A fully certified store team gets a framed store certificate.
Sample feedback	Your store requests vendor samples through the partner portal. The QR code on the sample bag takes you to a short review. Honest reviews only; your score never affects anything.
Grow-room visit	Certified budtenders can visit the Uxbridge grow in small groups (21+, badged and escorted).
Learn and Give	Each course completion adds to a Gibby's donation to a local nonprofit. Budtenders vote on which one.
Store team thank-you	When a store's whole team is certified, Gibby's sends a team lunch from a local spot near the store, on a day the manager picks.

> The grow-room visit, Learn and Give, and the team thank-you are proposed in this edition and start only after Gibby's and its counsel approve them. Massachusetts rules (935 CMR 500.105(4)(b)20) restrict gifts and points-based rewards, so any perk with a cash value waits for that review.

For store managers

- You approve your team's participation and anything posted about it.
- Gibby's education can support your team's annual training. It is not Responsible Vendor Training.
- Any recognition goes through you, not directly to individuals.

The state rules for every post

Massachusetts treats a social post about a cannabis brand as advertising. Advertising is "a sponsored, non-personal message to sell or promote a Marijuana Establishment's Brand Name, ... service, product or idea" (935 CMR 500.002). These rules come from 935 CMR 500.105(4), "Advertising Requirements", in the regulation effective September 11, 2026, and from G.L. c. 94G, s. 4.

Rule	What the regulation says	Source
Post only to a 21+ audience you can prove	Prohibits social media advertising "unless at least 85% of the audience is reasonably expected to be 21 years of age or older as determined by reliable and current audience composition data". The CCC "may request to see and/or verify the information used". Turn on your account's age setting and keep your audience demographics on file.	500.105(4)(b)2; CCC Advertising FAQ, Q7
Warnings on the image	Public advertising "shall include the statement "Please Consume Responsibly", in a conspicuous manner on the face of the advertisement" plus "a minimum of two" state warnings.	500.105(4)(a)7
FDA statement on every post	"All Advertising produced by or on behalf of a Marijuana Establishment for Marijuana or Marijuana Products shall include the following warning, including capitalization". The kit's compliance block is that warning, word for word.	500.105(4)(a)8
No prices	Prohibits "Advertising of the price of Marijuana or Marijuana Products". Prices are allowed in the store and on a price list on your own website.	500.105(4)(b)18, (a)6
No deals, freebies or giveaways	Prohibits "gifts, giveaways, discounts, points-based reward systems, customer loyalty programs, coupons, and "free" or "donated" Marijuana". Contests count as giveaways.	500.105(4)(b)20
No health or safety claims	Prohibits advertising "that asserts that its products are safe, or represent that its products have curative or therapeutic effects".	500.105(4)(b)7
Nothing misleading	Prohibits advertising that is "deceptive, misleading, false or fraudulent ... whether directly or by omission or ambiguity". Post only Gibby's strains you actually stock.	500.105(4)(b)1
No one under 21, nothing aimed at them	Prohibits images "that portray anyone younger than 21 years old" and "mascots, cartoons, and celebrity endorsements, that is deemed to appeal to a person younger than 21 years old".	500.105(4)(b)3, (b)4
No knocking other brands or stores	Prohibits false or misleading statements "concerning other Licensees and the conduct and products of such other Licensees".	500.105(4)(b)6

Rule	What the regulation says	Source
Nothing offensive	Prohibits "language or images offensive or disparaging to certain groups".	500.105(4)(b)14
No branded merch promoting product	Prohibits advertising "solely for the promotion of Marijuana or Marijuana Products on Marijuana Establishment Branded Goods including ... clothing, cups".	500.105(4)(b)15
Age gate on your website	Prohibits a website "that fails to verify that the entrant is 21 years of age or older".	500.105(4)(b)13
No pop-up ads	The law requires "a prohibition on the use of unsolicited pop-up advertisements on the internet".	G.L. c. 94G, s. 4(a½)(xxix)(13)

Who is responsible, and what changed in 2026

Your post counts as advertising for both of us

"Licensees must ensure that all advertising and marketing practices taken by, or on behalf of the Licensee by a third-party, comply with 935 CMR 500.105(4)" (CCC Bulletin, May 21, 2024). Your post about Gibby's is your store's advertising, and the CCC can also treat it as advertising on Gibby's behalf. Fines run "up to $50,000 ... for each violation", and "Each day during which a violation continues may constitute a separate violation" (500.360(2)).

What is not advertising

A budtender talking with a customer is a personal conversation, not advertising: "A non-personal message is a communication that occurs without personal contact or feedback from the recipient of that communication" (CCC Bulletin, May 21, 2024).

The 2026 law has not changed online rules yet

Chapter 65 of the Acts of 2026 lets the CCC permit sales, discounts and loyalty advertising "within a marijuana establishment, or through an opt-in email list". The CCC has not done so. Its September 25, 2026 bulletin says Chapter 65 "did not extend advertising or discounting allowances to Licensee websites, nor did it present any immediate substantial change in compliance policy", and that "policy discussions do not become practice until and if promulgated through regulation". The bulletin lists words its staff cite, including "Sale", "Discount", "Special", "Promos/Promotional Offer", "Special offer", "X% off" and "Buy X get X free", and adds that "different terms that have the same effect" are also cited.

The CCC plans to vote on draft regulations, including advertising, marketing and loyalty rules, in December 2026, with a public hearing in early 2027 and a final vote in March 2027. This kit is updated when they change.

Raffles

State law limits raffles to qualifying nonprofit organizations (G.L. c. 271, s. 7A). Combined with the giveaway ban, that rules out raffles and prize draws for Gibby's posts.

Sources

935 CMR 500.000, Adult Use of Marijuana, effective 09/11/26	masscannabiscontrol.com/wp-content/uploads/2026/09/20260911-935-CMR-500.000.pdf
G.L. c. 94G, s. 4, as amended by St. 2026, c. 65	malegislature.gov/Laws/GeneralLaws/PartI/TitleXV/Chapter94G/Section4
CCC Bulletin, Advertising Compliance regarding Chapter 65, Sept 25, 2026	masscannabiscontrol.com/2026/09/bulletin-advertising-compliance-regarding-chapter-65-september-25-2026
CCC Bulletin, Advertising Activities, May 21, 2024	masscannabiscontrol.com/2024/05/bulletin-advertising-activities-may-21-2024
CCC Frequently Asked Questions About Advertising, Aug 2021	masscannabiscontrol.com/wp-content/uploads/2021/08/202108_FAQ_Advertising.pdf
G.L. c. 271, s. 7A (raffles)	malegislature.gov/Laws/GeneralLaws/PartIV/TitleI/Chapter271/Section7A

All sources read October 30, 2026. This is a guide, not legal advice. Each store's compliance lead decides what that store publishes.

Where to post, and how to do well there

Each platform has its own rules on top of the state's. Where a platform allows something Massachusetts bans, the state rule wins. Quotes are from each platform's own policy and help pages, read October 30, 2026.

Platform	Gibby's posts	Ads or boosting	Turn on
Instagram	Yes, brand and education posts with no selling language	No	Minimum age 21
Facebook Page	Yes, same as Instagram	No	Page age restriction
Threads	Same rules as Instagram	No	Post on Instagram instead, where you can set 21+
LinkedIn	Business news only: carrying Gibby's, training, vendor days	No	Nothing that sells
YouTube	Dispensary promotion is age-restricted; no sales links	No	Age restriction on every video
Google Business Profile	No product posts. Store news, hours and events only	No	
Pinterest	No	No	
TikTok	No	No	
Weedmaps	Yes, on your menu	Yes, without deals	Link menu items to Gibby's verified products
Leafly	Yes, on your menu	Yes, without deals	

Threads follows the same Meta Community Standards, which "apply across Instagram, Threads, Facebook, and Messenger". Instagram is where you can set a 21+ minimum age, so post Gibby's content there.

Instagram and Facebook

The rules

- Meta does "not allow private individuals, manufacturers or retailers to buy, sell or trade non-medical drugs ... and marijuana on Facebook and Instagram" (Meta enforcement report). No prices with a buy prompt, no "DM to order", no order links.
- No ads or boosts: "Advertisers can't run ads that promote THC products or cannabis products containing related psychoactive components" (Meta Advertising Standards). A boosted post is an ad.
- Never use the Paid partnership label. Meta's Branded Content Policies prohibit "Drugs and drug-related products, including illegal or recreational drugs".

Turn on

- **Instagram:** Menu, Account type and tools, Other, Minimum age: set 21. It needs a professional account.
- **Facebook Page:** Settings & privacy, Settings, Followers and public content, Age Restrictions.

Doing well

- **Expect to reach followers, not strangers.** Meta hides cannabis content from teens ("A Story encouraging people to take ... cannabis products" is its own example), and Instagram says "Content that promotes the use of certain regulated products" may not be eligible for recommendations. Grow your following in store.
- **Make it original.** Meta deprioritizes "Unoriginal content that is largely repurposed from another source". Shoot your own shelf and staff photos and add your own words to kit graphics.
- **Reels:** Instagram recommends videos to new audiences when they are "3 minutes or less". Reels run "between 1.91:1 and 9:16", at least 30 FPS and 720 pixels.
- **Photos:** up to 1080 pixels wide, aspect ratio "between 1.91:1 and 3:4". The kit's 1080 × 1080 and 1080 × 1920 files fit.
- **Facebook video:** "A 9:16 aspect ratio will help ensure that your reels and videos take advantage of the updated fullscreen player."

LinkedIn

- **The rules:** "Do not promote, sell or attempt to purchase restricted goods or services" (Professional Community Policies). LinkedIn lists "Recreational drugs and paraphernalia" as restricted and bars "direct-to-purchase links and/or private contact information" for them. "Ads that promote the sale or use of illicit or recreational drugs are prohibited." No "lotteries, contests, sweepstakes, or giveaways".
- **What works:** business news. Announce that you carry Gibby's, staff training, a vendor day. LinkedIn says "Companies that post at least weekly see a 2x lift in engagement" and "Posts with images typically see a 2x higher comment rate". Photos: 1080 pixels wide recommended, aspect ratio "3:1 to 4:5".

YouTube

- **The rules:** "Content that promotes a cannabis dispensary" is age-restricted, not removed. YouTube removes "links to sites facilitating sale of marijuana", and "these policies also apply to external links in your content". Google Ads do not allow ads for substances that "induce "highs"".
- **Turn on:** Videos, Edit, Audience, Age restriction (advanced), "restrict my videos to viewers over 18". YouTube's gate is 18, not 21, so keep your own audience data for the state's 85% test.
- **What works:** Shorts are "vertical videos up to 3 minutes long"; YouTube advises "a posting schedule you can maintain". Age-restricted videos "are not shown in certain sections of YouTube", so plan for subscribers, not discovery.

Google Business Profile

- **The rules:** "You can use posts if you offer products or services in a regulated industry, but do not include content about the products." No links to buy and no contact details for buying restricted goods. Post store news, hours and events, not Gibby's products.
- **Photos:** JPG or PNG, 10 KB to 5 MB, recommended 720 × 720, "in focus and well lit".

Pinterest and TikTok

- **Pinterest:** removes or limits "Marijuana, marijuana products, and paraphernalia", including organic posts. Don't post Gibby's there.
- **TikTok:** "We don't allow trading, marketing, or providing access to regulated, prohibited, or high-risk goods and services." Don't post Gibby's there.

Weedmaps and Leafly

- **Weedmaps:** you must keep "valid and active licenses" and you are "solely responsible for the Business Content". Link your Gibby's menu items to Gibby's verified products; Weedmaps says linking "indicates you're authorized by that Brand to carry their products". Never post reviews of Gibby's or your own store.
- **Leafly:** all retailer content "must comply with the Leafly Advertising Standards and with all applicable Laws". In ads, no cartoons, no images of consumption, and no "the best", "the most" or "#1" without documentation. Leafly's Deals Marquee asks for a deal; Massachusetts bans discount advertising, so don't run deal ads for Gibby's.
- **Both:** keep strain names, weights and test results exactly as on the package, and use the kit's white-background product images.

X and Reddit are not covered in this edition. Sources: Meta Transparency Center, Instagram and Facebook Help Centers, Instagram for Creators FAQ, LinkedIn Professional Community Policies and Advertising Policies, YouTube Help, Google Ads Policies, Google Business Profile Help, Pinterest Community Guidelines, TikTok Community Guidelines, Weedmaps Commercial Terms and developer docs, Leafly Retailer Master Services Agreement and Marquee guidelines.

What is in the download

Folder	Contents
01-guide	This kit as a PDF
02-logos	Primary lockup and sun icon in PNG at every size, one-color versions, favicons, the usage sheet
03-product-images	Transparent and white-background images for each strain, plus packaged products (Sativa, Hybrid and Indica pouches, pre-roll jar, pre-roll and tube, pre-roll tube)
04-social	Strain spotlights, craft story cards, templates with store slots, the story end card; each with a caption and alt-text file
05-copy	Bios, the license line, menu descriptions and the compliance block as plain-text files
06-fonts	Inter (SIL Open Font License)
07-data	Strain data and brand colors as a spreadsheet and JSON

Contacts

Wholesale, samples, vendor days	gibbysgarden.com/wholesale · (508) 779-0755 · GibbysGardenMA@Gmail.com
Budtender program	gibbysgarden.com/budtender
Instagram collab invites	@gibbysgardenma
Strain updates	gibbysgarden.com/strains

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