

# Toast Responsibly - Infographic Design Award Winner

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 [creativityawards.com/](https://creativityawards.com/)

Toast Responsibly Infographic

47

media

New Media

Professional

Infographic

Viceroy Creative (USA)

[viceroycreative.com](https://viceroycreative.com)

VICEROY CREATIVE

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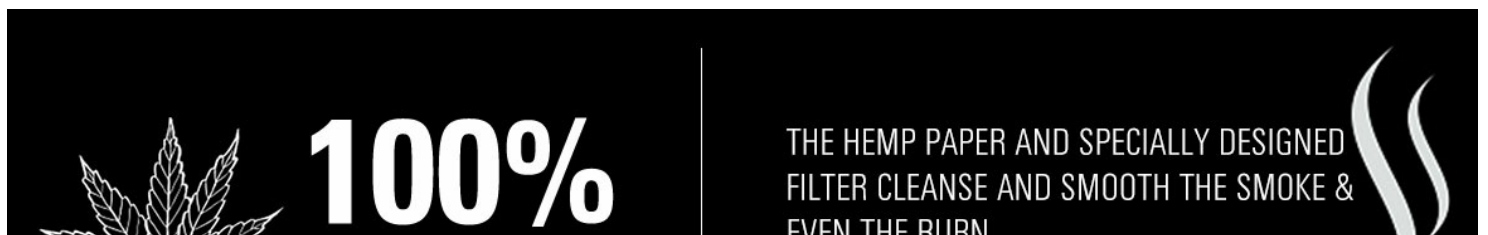
Project Title: **Toast Responsibly Infographic**

Client Name: **Toast** - <https://www.wetoast.com>

As with any completely new product, the initial challenge lies in educating consumers. Within the brief of creating a new website for Toast™, Viceroy Creative recognized the need for an educational component.

Toast™ is the first Cannabis brand to provide consumers with an experience that is both social and responsible. Unlike the traditional method of passing a joint, the Toast™ consumer enjoys an entire Slice™ (100% Cannabis Cigarette) by him/herself while sharing the pack with friends. The low-potency Slice™ is perfectly portioned to leave the consumer feeling great yet in control – akin to having a glass of champagne. The beauty of Toast™ is that they are looking to the wine and spirits industry for inspiration and especially at luxury champagne brands that focus on socialization, celebration and positive experiences via responsible and controlled consumption.

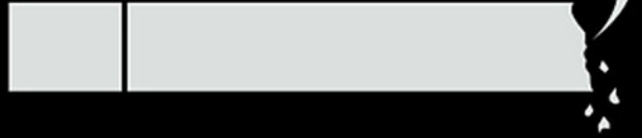
On the page titled “Toast Responsibly,” accessible from the main site navigation, we created an infographic to introduce the proper use of Toast™. The goal was to educate the consumer in a non-intrusive, yet fully transparent way. Using a high-contrast, white-on-black design, the result is both visually compelling and unambiguous. The eye is led through the information with a mix of bold font and playful, ‘sketched’ graphics. The design captures important information while remaining approachable and easily-digestible.





**ALL-NATURAL  
CANNABIS BLEND**

EVERY TIME YOU DRINK.



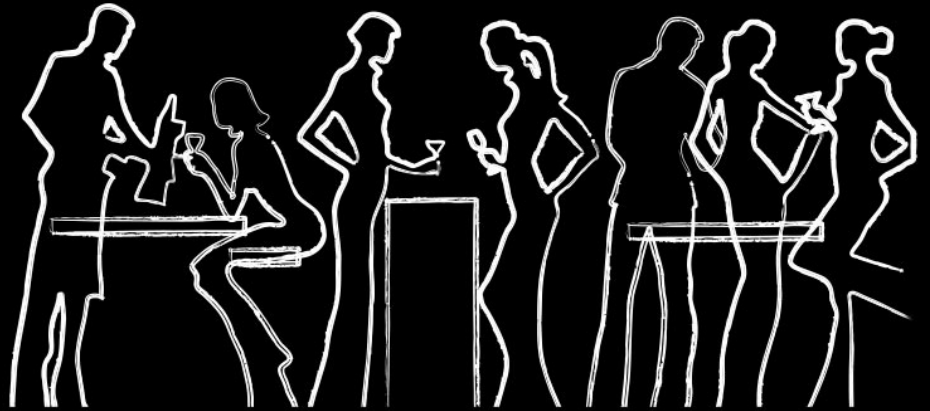
WHAT IS

# CONSUMING RESPONSIBLY?



**DON'T MIX FORMS  
OF CONSUMPTION**

BEST CONSUMED  
IN A SOCIAL SETTING  
TO ENHANCE YOUR  
EXPERIENCE AND  
**MAKE CONNECTIONS**



**ONE SLICE™  
OF TOAST™ IS  
EQUIVALENT  
TO ONE  
COCKTAIL**



ALWAYS HAVE A  
DESIGNATED  
**DRIVER**

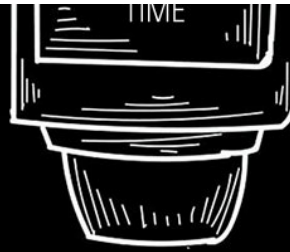


\*Toast may effect users differently. Users are encouraged to consume responsibly and determine the correct usage based on their reaction to the product. Toast strongly advises no more than 2 Slices™ in one hour.

ENJOY ONE  
SLICE™ FOR  
**10-15**



MINUTES



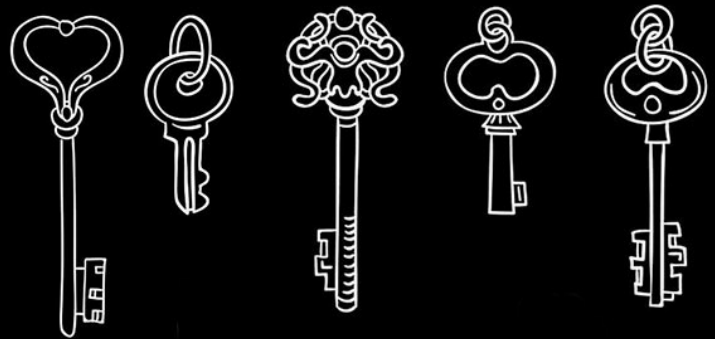
**SLOWLY  
INHALE**



STORE TOAST IN A **SAFE  
AND SECURE LOCATION** TO  
PREVENT ACCESS TO CHILDREN

**22**

WE  
RECOMMEND  
NO MORE  
THAN TWO  
PER HOUR



**OVER  
CONSUMPTION**

**OVERCONSUMPTION OF CANNABIS HAS NOT BEEN SHOWN TO BE TOXIC; HOWEVER, IT CAN STILL BE AN UNPLEASANT EXPERIENCE. IF YOU BELIEVE YOU NEED MEDICAL ATTENTION, CALL 9-1-1 OR GO TO AN EMERGENCY ROOM NEAR YOU. DO NOT DRIVE. STAY CALM AND INFORM FRIENDS AND FAMILY SO THEY CAN MONITOR YOUR PROGRESS.**

Creative Team

Creative Director:  
**Gabrielle Rein**

Digital Design Director:  
**Ming Lam**

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