



Brand Overview

We develop high-quality, THC and CBD-rich products aimed at improving the quality of life for cannabis patients. With deep roots in science and medicine, Nira+ is the evolution of the original Nira CBD line, formulated by Dr. Laszlo Mechtler at the nation's first Cannabis Clinic in the Dent Center of Neurology in Buffalo, New York. Focused on purity and consistency, our products offer patients new options for improved wellness.



Logos

These logos may be utilized in all locations, print, and digital.



Brand Colors

These colors may be utilized in all locations, print, and digital.

GREEN
#5C9368
PANTONE 7730C

PERIWINKLE
#7A8CDC
PANTONE 271C

WHITE
#FFFFFF
PANTONE WHITE

GRAY
#636569
PANTONE COOL
GRAY 10C

Typography

Montserrat is utilized to establish a legible, web-friendly, and timeless typeface that is used across brand collateral. It is also used for body copy and web font.

Ovo (various)

H1s, H2s and H3s - logo - and print headers

Montserrat

Web font and copy.

Our Products

NIRA+ products vary per state market regulations.

- Oral Solution:
 - THC Extra
 - Regular
 - THC / CBD Balanced
- Soft Gels:
 - THC Extra
 - Regular
 - THC / CBD Balanced



Merchandise

This is the current line-up of Nira+ merch available at shop.iushico.com



Asset Downloads

For brand fonts, logo PNGs, and product images, click the links on the right to download.

DOWNLOAD ASSETS

