



AlchemyTM

How to Use This Guide

This document sets forth a series of identity guidelines intended to define and establish a new, bolder, and more contemporary brand identity for Alchemy™.

Our work in this handbook is to do the “defining” part of the exercise. We’ll share the new design for our logomark, color palette, and typography system, along with guidelines for usage of these marks. These are drawn from a well-established set of rules most companies use to keep their marks and designs consistent and recognizable. If this looks like a lot of rules, rest assured: we didn’t make up any new ones.

This guide itself plays a necessary part in building brand identity. But the bulk of the work to firmly establish Alchemy™ in the marketplace is an ongoing task, performed by all of us every day. Our team shares a role in upholding these standards in all communications through consistent usage.

Consistent usage yields two essential benefits:

A marketplace asset: the persuasive power of a consistent and compelling new brand identity.

A legal asset: as consistent usage is the primary requirement for defending our mark against infringements of any kind from competitors or usurpers of any kind.

We hope you find this guide for usage straightforward and easy to understand — and we encourage you to bring any questions or concerns regarding our marks to the attention of Trulieve® by contacting us at brands@trulieve.com.

The background of the slide is a blue-tinted landscape featuring rolling hills and mountains under a sky with scattered white clouds. A faint, light blue grid pattern is overlaid on the entire image. The text 'Brand Promise' is centered in a bold, dark blue font.

Brand Promise

Brand Promise

True to the plant.

The background of the slide is a blue-tinted landscape featuring rolling hills and mountains under a sky with scattered white clouds. A faint, light blue grid pattern is overlaid on the entire image. In the center, the text 'Target Audience' is displayed in a bold, dark blue font.

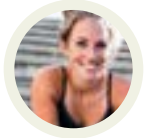
Target Audience

Target Audience

Stressed Out Millennials, Moms Who Toke

For consumers that appreciate the complex taste of cannabis and are looking for a more potent and pure experience that offers relaxation and wellness benefits.

Target Audience Profiles



Stressed Out Millennials (equally likely to be female)

Noah is a 30-year-old college graduate who lives in Philadelphia, Pennsylvania. He has a full-time job, and lives with his partner in the city. Noah consumes cannabis every couple of days to relax and unwind. Noah doesn't always like to smoke, and will use edibles, and sometimes vape products.

Key Takeaways:

- Mid to high spender
- Frequent user
- Open to all forms
- Wide range of reasons for using, particularly for unwinding and socializing



Moms Who Toke

Sarah, 37, is mother of two from Tuscon, Arizona. Sarah knows her cannabis strains and how they affect her. She uses her favorite sativa to get into the groove of cleaning the house, a specific indica-dominant hybrid for scrolling social media in the evenings, and 15 mg of an edible for socializing with friends. She always has the right product for however she wants to decompress.

Key Takeaways:

- High spend consumers
- Frequent users
- A variety of products but prefers vape products for discretion
- Top reasons include emotional relief, energy, and socializing

The background of the slide is a blue-tinted landscape featuring rolling hills and mountains under a sky with scattered white clouds. A faint, light blue grid pattern is overlaid on the entire image. Centered on the slide is the text "Brand Positioning" in a bold, dark blue font.

Brand Positioning

Brand Positioning

Alchemy is a vape brand that combines cannabis-derived FreshTerps™ with potent Co2 distillate to offer strain-specific flavor and a more authentic experience that only our scientists can capture.

The background of the slide is a blue-tinted landscape featuring rolling hills and mountains under a sky with scattered white clouds. A faint, light blue grid pattern is overlaid on the entire image. Centered on the slide is the text "Brand Objective" in a bold, dark blue font.

Brand Objective

Brand Objective

To be recognized for terpene-rich vape products that use science to capture the full spectrum of compounds from the cannabis plant.

The background features a blue-tinted photograph of a mountain range with a grid pattern overlaid. The grid consists of thin, light blue lines forming a series of irregular, overlapping squares and rectangles across the entire image. The text is centered in the middle of the image.

**Brand Pillars
& Reasons
to Believe**

Brand Pillars & Reasons to Believe

Intense

Offering high potency and richly-flavored vape products that provide a more intense cannabis experience.

- Vape pens filled with a potent blend of cannabinoids and high-quality terpenes
- Addition of cannabis-derived terpenes to increase flavor

Authentic

Strain-specific products that only use terpenes that are 100% derived from cannabis.

- Made from FreshTerps™, a cannabis distillate that harnesses the true essence of key strains
- Clean product that uses nothing but the plant's natural compounds

Innovative

Harnessing science and the latest extraction processes to preserve the flavors, aromas, and effects of the plant.

- Made using a precision extraction process that pulls the purest terpenes out of the plant
- Formulated by an unrivaled team of chemists, physicians, and product developers

The background of the slide is a blue-tinted landscape featuring rolling hills and mountains under a sky with scattered white clouds. A faint, light blue grid pattern is overlaid on the entire image. Centered on the slide is the text "Brand Personality" in a bold, dark blue, sans-serif font.

Brand Personality

Brand Personality

Bold

**We are...confident,
expressive, and emphatic**

Natural

**We are...organic,
colorful, and tactile**

Progressive

**We are...experimental,
unconventional, and technical**

The image features a blue-tinted landscape background with a grid overlay. The landscape consists of rolling hills and mountains under a sky with scattered clouds. The grid is composed of thin, light blue lines forming a pattern of irregular polygons. The word "Logomarks" is centered in the image in a bold, dark blue, sans-serif font.

Logomarks

Logomarks

Primary and Icon

(Usage of any Alchemy logomark **MUST** be approved by the Trulieve Marketing Team.) Below are two designs that establish the foundation for usage for two key assets: our logomark, and our icon. The logomark is the preferred usage, while the icon is used on a case-by-case basis.



PRIMARY
LOGOMARK



PRIMARY
ICON

Logomarks

Minimum Sizes for Reproduction

(Usage of any Alchemy logomark **MUST** be approved by the Trulieve Creative Team.) Establishing a minimum size ensures that the impact and legibility of the logomark is not compromised in application. Due to the higher resolution available in print versus that of screen-based media (300dpi vs 72dpi respectively), we are able to reproduce the logomark at a fractionally smaller size in print without any graphic deterioration.



13mm
Minimum

LOGOMARK



6mm
Minimum

ICON



50px
Minimum



25px
Minimum

Logomark Usage

Primary Approved Usage

(Usage of any Alchemy logomark **MUST** be approved by the Trulieve Creative Team.) The images below show proper use of the logomark in the preferred color palette for Alchemy: the primary Amethyst and Obsidian, with Black and White treatments. The logomark is also shown with approved background colorings.



LOGOMARK
AMETHYST & OBSIDIAN
ON WHITE



LOGOMARK
AMETHYST & WHITE
ON OBSIDIAN



LOGOMARK
AMETHYST & WHITE
ON ELIXIR



LOGOMARK
WHITE ON AMETHYST



LOGOMARK
WHITE ON ELIXIR



LOGOMARK
OBSIDIAN ON AMETHYST



LOGOMARK
BLACK ON WHITE



LOGOMARK
WHITE ON BLACK

Logomark Usage

Primary Clearspace

(Usage of any Alchemy logomark **MUST** be approved by the Trulieve Creative Team.) The image below shows proper clearspace surrounding the Alchemy Primary logomark. As you can see, the required clearspace is proportional to the letters in the logomark. The height of the logomark is demarcated at the height of the uppercase “A” in the logomark. The clearspace above and below the logomark equals the value of the box marked “X”. This is the same clearspace on the left and right ends of the logomark as well.



Logomark Usage

Primary Unapproved Usage

(Usage of any Alchemy logomark **MUST** be approved by the Trulieve Creative Team.) The images below depict unapproved usages for the Primary logomark, and, we hope, demonstrate convincingly why these are not to be used. The prohibitions shown here are grounded in good design principles and in the science of human perception. As you can see, poor background colors, complex backgrounds, unapproved logomark colors, and added type-effects/distortions all compromise the integrity of the Primary logomark. Unapproved uses also water down the strength of our mark when we seek to defend it. For all these very good reasons, please avoid these misuses.



Do not place the logomark on unapproved background colors.



Do not place the logomark on unapproved background colors.



Do not place the logomark on unapproved background colors.



Do not add effects to logomark.



Do not place logomark on complex background images.



Do not alter colors of logomark.



Do not distort logomark vertically.



Do not distort logomark horizontally.



Do not place logomark at an angle.

Logomark Usage

Icon Approved Usage

(Usage of any Alchemy Icon **MUST** be approved by the Trulieve Creative Team.) The images below show proper use of the Icon in the preferred color palette for Alchemy: the primary Amethyst, and a black and white treatments. The logomark is also shown with approved background colorings.



ICON
AMETHYST ON WHITE



ICON
AMETHYST ON OBSIDIAN



ICON
AMETHYST ON ELIXIR



ICON
WHITE ON AMETHYST



ICON
WHITE ON ELIXIR



ICON
OBSIDIAN ON AMETHYST



ICON
BLACK ON WHITE

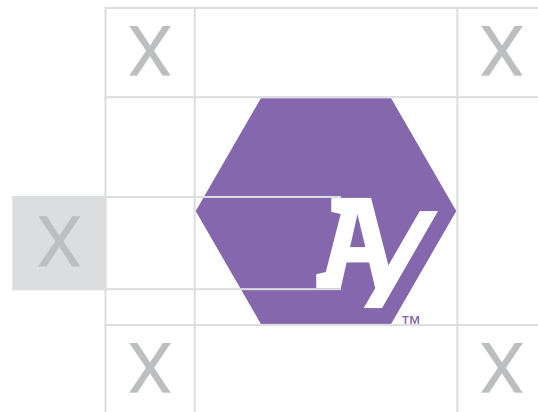


ICON
WHITE ON BLACK

Logomark Usage

Icon Clearspace

(Usage of any Alchemy logomark **MUST** be approved by the Trulieve Creative Team.) The image below show proper clearspace surrounding the Alchemy Icon. As you can see, the required clearspace is proportional to the letter “A” in the icon. The height of the icon is demarcated at the height of the uppercase “A” in the logomark. The clearspace above and below the icon equals the value of the box marked “X”. This is the same clearspace on the left and right ends of the icon as well.



Logomark Usage

Icon Unapproved Usage

(Usage of any Alchemy logomark **MUST** be approved by the Trulieve Creative Team.) The images below depict unapproved usages for the Icon, and, we hope, demonstrate convincingly why these uses are unapproved. The prohibitions shown here are grounded in good design principles and in the science of human perception. As you can see, poor background colors, complex backgrounds, unapproved Icon colors, and added type-effects/distortions all compromise the integrity of the Icon. Unapproved uses also water down the strength of our mark when we seek to defend it. For all these very good reasons, please avoid these misuses.



Do not place the logomark on unapproved background colors.



Do not place the logomark on unapproved background colors.



Do not place the logomark on unapproved background colors.



Do not add effects to logomark.



Do not place logomark on complex background images.



Do not alter colors of logomark.



Do not distort logomark vertically.



Do not distort logomark horizontally.



Do not place logomark at an angle.

Logomark Usage

Vertical Packaging Approved Usage

(Usage of any Alchemy™ logomark MUST be approved by the Trulieve Creative Team.) The images below show proper use of the Alchemy™ logomark in vertical orientation.

TOP OF PRODUCT



LOGOMARK
AMETHYST & OBSIDIAN
ON WHITE

TOP OF PRODUCT



LOGOMARK
AMETHYST & WHITE
ON OBSIDIAN

TOP OF PRODUCT



LOGOMARK
AMETHYST & WHITE
ON ELIXIR

TOP OF PRODUCT



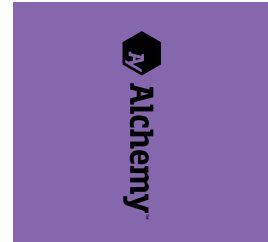
LOGOMARK
WHITE ON AMETHYST

TOP OF PRODUCT



LOGOMARK
WHITE ON ELIXIR

TOP OF PRODUCT



LOGOMARK
OBSIDIAN ON
AMETHYST

TOP OF PRODUCT



LOGOMARK
BLACK ON WHITE

TOP OF PRODUCT



LOGOMARK
WHITE ON BLACK

The background of the slide is a blue-tinted landscape featuring rolling hills and mountains under a sky with scattered white clouds. A faint, light blue grid pattern is overlaid on the entire image. The text 'Color Palette' is centered in a bold, dark blue font.

Color Palette

Color Palette

Pantone Coated, CMYK, RGB, HEX

(These colors are intended for web, spot, and one color printing on coated mediums only.) Accurate color reproduction is vital to proper usage of the Alchemy™ logomark and all marketing materials. Acceptable primary and secondary color options are shown below. Care must be taken when reproducing colors on all communications, because materials and reproduction methods can significantly affect color accuracy. Please consult with marketing if you have any questions or need further guidance.

PRIMARY COLOR PALETTE

These are our primary colors. These colors should be the first choice when representing Alchemy.



AMETHYST
PANTONE 265 C
CMYK 54 67 0 0
RGB 144 99 205
HEX #9063CD



OBSIDIAN
PANTONE BLACK 6 C
CMYK 100 60 60 100
RGB 16 24 32
HEX #101820



ELIXIR
PANTONE 2745 C
CMYK 100 98 0 22
RGB 40 0 113
HEX #280071

STRAIN DOMINANCE COLOR PALETTE

These colors should be the only choice when representing Alchemy's strain dominance.



INDICA
PANTONE 265 C
CMYK 54 67 0 0
RGB 144 99 205
HEX #9063CD



SATIVA
PANTONE 144 C
CMYK 0 49 100 0
RGB 237 139 0
HEX #ED8B00



HYBRID
PANTONE 375 C
CMYK 40 0 98 0
RGB 151 215 0
HEX #97D700

Colorado Color Palette

Pantone Coated, CMYK, RGB, HEX

(These colors are intended for web, spot, and one color printing on coated mediums only.) Accurate color reproduction is vital to proper usage of the Alchemy™ logomark and all marketing materials. Acceptable primary and secondary color options are shown below. Care must be taken when reproducing colors on all communications, because materials and reproduction methods can significantly affect color accuracy. Please consult with marketing if you have any questions or need further guidance.

**COLORADO
COLOR PALETTE**
These are our
primary colors. These
colors should be the
first choice when
representing Alchemy.



**CHROMA
PANTONE 7471 C**
CMYK 41 0 18 0
RGB 126 221 211
HEX #7EDDD3



**DELTA
PANTONE RED 032 C**
CMYK 0 90 76 0
RGB 239 51 64
HEX #EF3340

The background of the slide is a blue-tinted landscape featuring rolling hills and mountains under a sky with scattered white clouds. A faint, light blue grid pattern is overlaid on the entire image. The word "Typography" is centered in a bold, dark blue font.

Typography

Typography

Breakers Slab, Primary Headline Typeface

(This typeface will be used on all Marketing Materials.) Breakers Slab is the primary headline typeface and should be used for all communications and marketing materials. There are six weights of Breakers Slab. **We will only use one of these weights, Black.** As a rule of thumb, Breakers Slab is used only headlines.

Circular Pro is the secondary typeface and should be used on communications and marketing materials. There are eight weights of Circular Pro. **We will only use four of these weights, Book, Book Italic, Bold, and Bold Italic.** As a rule of thumb, Circular Pro Book is only used for body copy and product descriptions on packaging. The Bold and Italic weights should only be used for emphasis or common appropriate uses.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Breakers Slab Black - Kerning: Metrics / Tracking: 0

Typography

Circular Pro, Secondary Typeface


(This typeface will be used on all Marketing Materials.) Circular Pro is the secondary typeface and should be used on communications and marketing materials. There are eight weights of Circular Pro. **We will only use four of these weights, Book, Book Italic, Bold, and Bold Italic.** As a rule of thumb, Circular Pro Book is only used for body copy and product descriptions on packaging. The Bold and Italic weights should only be used for emphasis or common appropriate uses.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Circular Pro Bold - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Circular Pro Bold Italic - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Circular Pro Book - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
Circular Pro Book Italic - Kerning: Optical / Tracking: 0

The background of the slide is a blue-tinted landscape featuring rolling hills and a sky with scattered clouds. A light blue grid pattern is overlaid on the entire image. Centered on the grid is the text "Secondary Graphics" in a bold, dark blue font.

Secondary Graphics

Secondary Graphics

Collage Examples

(The Collage will be used on all packaging.) The Collage is layered over the color the sky background. When it is implemented correctly it adds consistency and drama to a communication. When implemented incorrectly, it has the potential to look amateur and crude. Despite this we really hope that you will play and have fun with the Collages and it's elements, but it is important that you try to follow these guidelines as best you can.

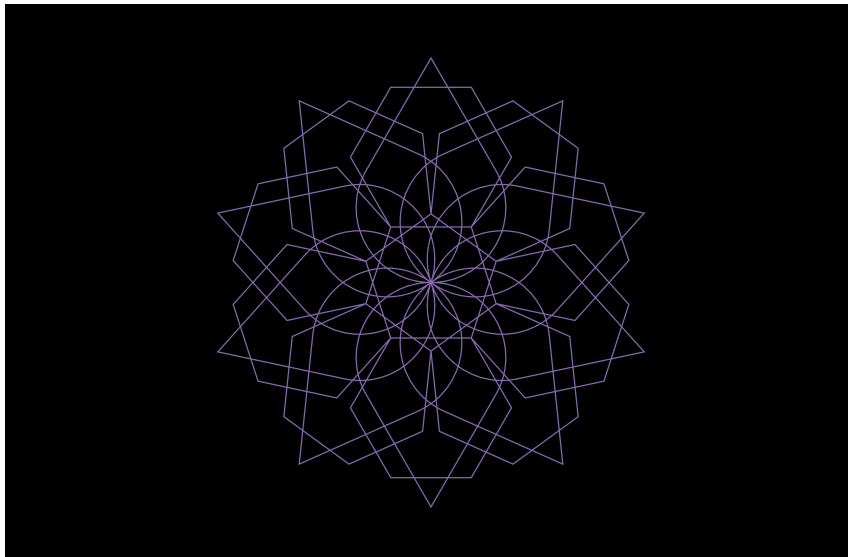


Secondary Graphics

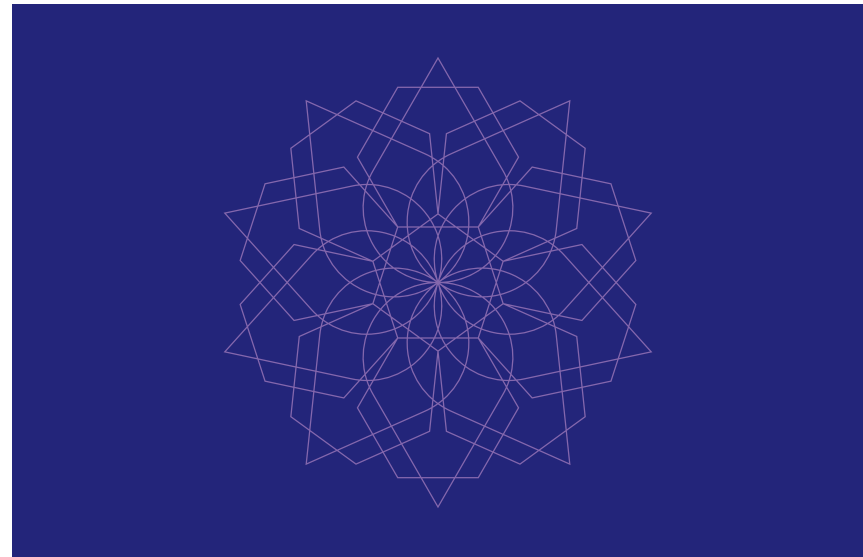
Amethyst Flower

(The Flower will be used on all packaging, communications, and marketing materials.) The Flower is one of our most versatile brand elements. Designed off of a repeating pattern of five rotations, mimicking the five leaves of the cannabis plant, the Flower graphic is a cornerstone key visual of the Alchemy brand. When implemented correctly, it adds consistency and drama to a communication. When implemented incorrectly, it has the potential to look amateur and crude. Despite this, we hope that you will play and have fun with the Flower, while following these guidelines closely as possible.

The Flower in Amethyst is layered over the colors Obsidian and Elixir.



AMETHYST FLOWER ON OBSIDIAN

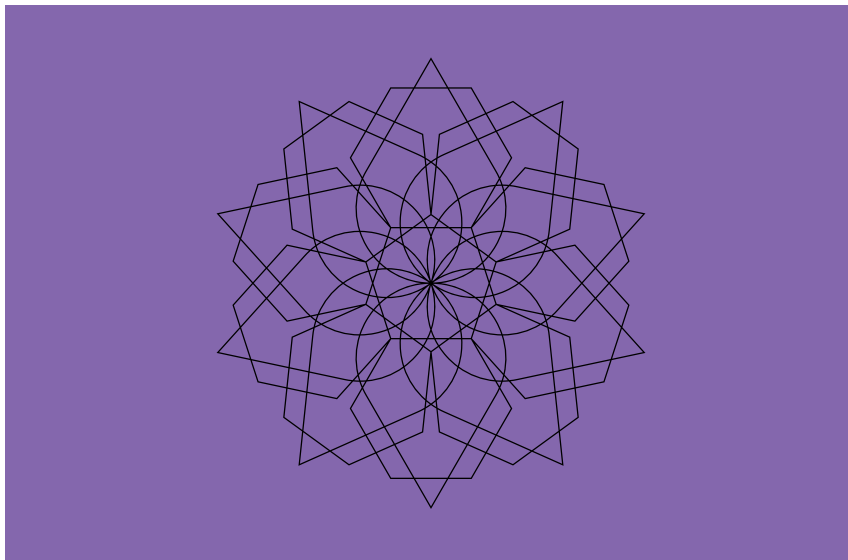


AMETHYST FLOWER ON ELIXIR

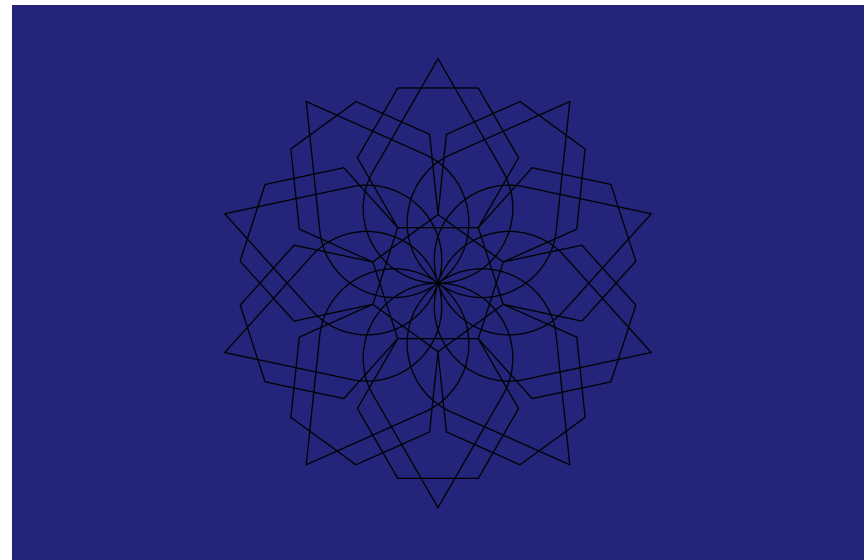
Secondary Graphics

Obsidian Flower

(The Flower will be used on all packaging, communications, and marketing materials.) The Flower in Obsidian is layered over the colors Amethyst and Elixir.



OBSIDIAN FLOWER ON AMETHYST

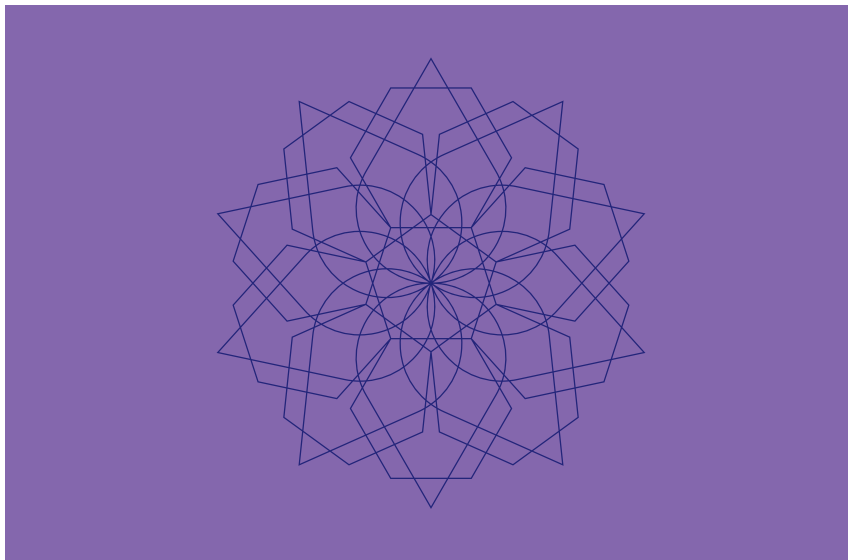


OBSIDIAN FLOWER ON ELIXIR

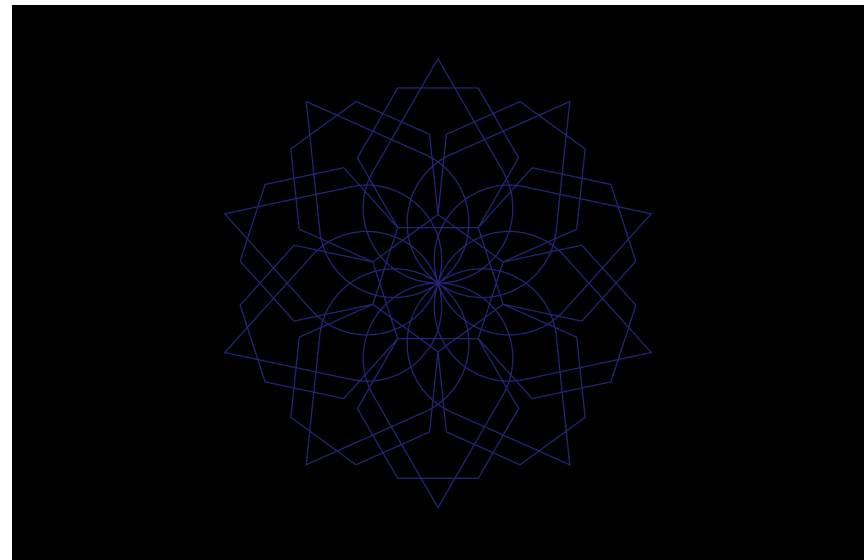
Secondary Graphics

Elixir Flower

(The Flower will be used on all packaging, communications, and marketing materials.) The Flower in Elixir is layered over the colors Amethyst and Obsidian.



ELIXIR FLOWER ON AMETHYST



ELIXIR FLOWER ON OBSIDIAN

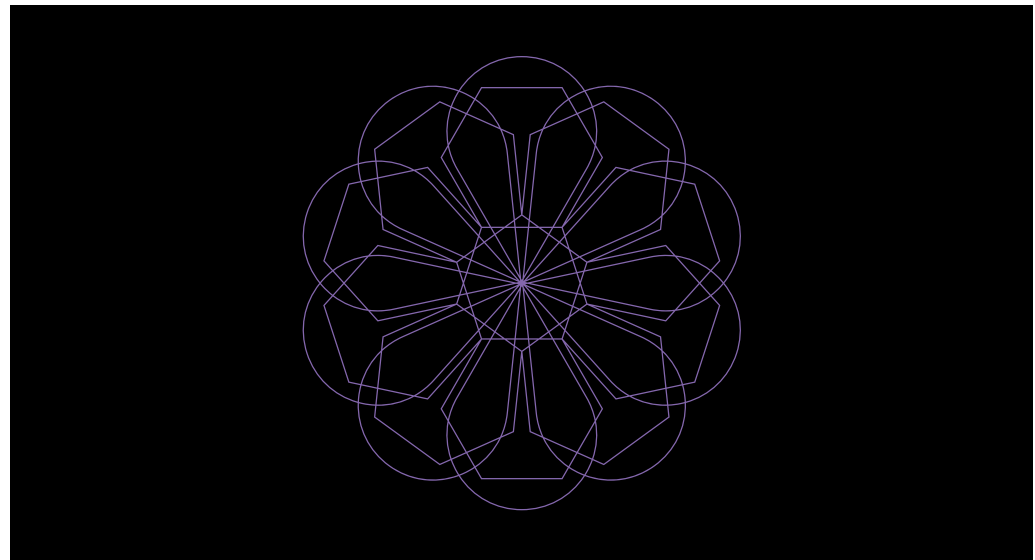
Secondary Graphics

Indica Flower

(The Indica Flower will be used on all packaging.) The Indica Flower in Indica color is layered over Obsidian.

INDICA FLOWER

The Indica Flower is designed to invoke the head high that the Indica dominance is known for. Inspired by the five leaves of the cannabis flower, all movement is directed inward in a repeating pattern of five rotations mimicking the five leaves of the cannabis plant.



INDICA FLOWER ON OBSIDIAN

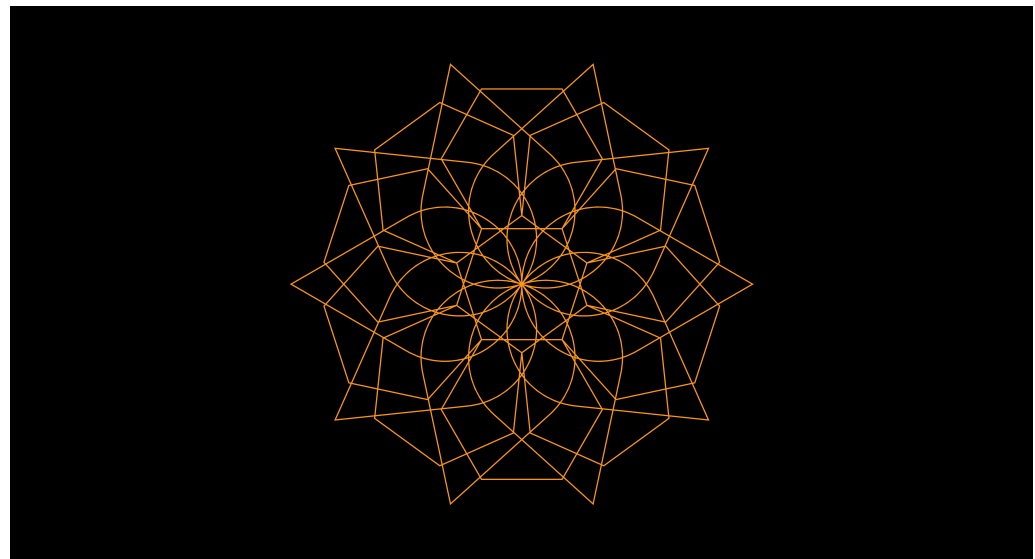
Secondary Graphics

Sativa Flower

(The Sativa Flower will be used on all packaging.) The Sativa Flower in Sativa color is layered Obsidian.

SATIVA FLOWER

The Sativa Flower is designed to invoke the full-body relaxing high that the Sativa dominance is known for. Inspired by the five leaves of the cannabis flower, all movement is directed outward in a repeating pattern of five rotations mimicking the five leaves of the cannabis plant.



SATIVA FLOWER ON OBSIDIAN

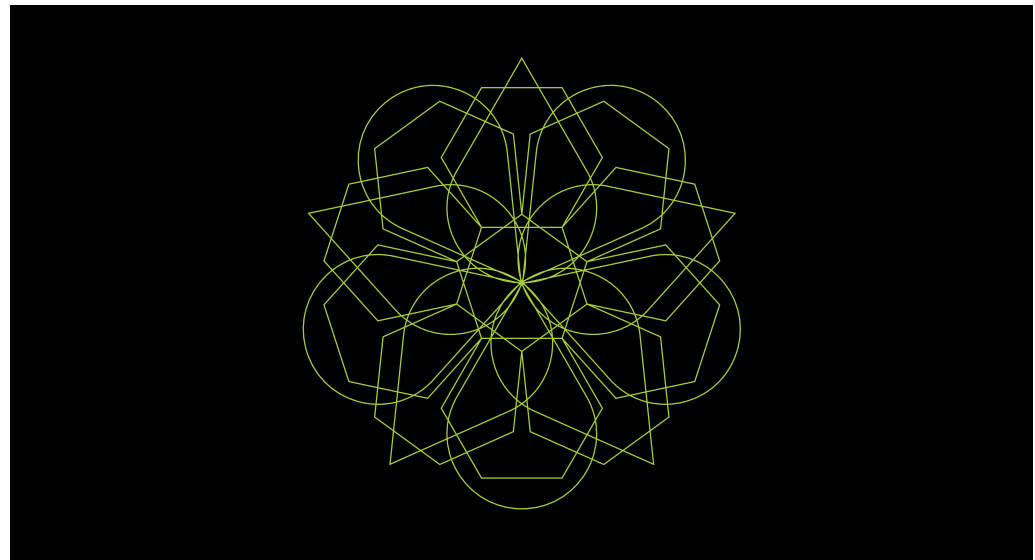
Secondary Graphics

Hybrid Flower

(The Hybrid Flower will be used on all packaging.) The Hybrid Flower in Hybrid color is layered over Obsidian.

HYBRID FLOWER

The Hybrid Flower is designed to invoke the characteristics of the combination of a Indica and Sativa high that the Hybrid dominance is known for. Inspired by the five leaves of the cannabis flower, movement is directed inward and outward as a visual representation of the Hybrid nature of this cannabis plant.



HYBRID FLOWER ON OBSIDIAN

The background of the slide is a blue-tinted landscape featuring rolling hills and mountains under a sky with scattered clouds. A faint, light blue grid pattern is overlaid on the entire image. The text 'Packaging Examples' is centered in a bold, dark blue font.

Packaging Examples

Packaging Examples



Actual packaging may differ slightly due to compliance regulations.

The background of the slide is a blue-tinted landscape featuring rolling hills and a sky with scattered clouds. A light blue grid pattern is overlaid on the entire image, creating a textured, geometric effect.

Trademarks & Copyright

Trademarks & Copyright

Alchemy™ Trademark Registration & Copyright Information

It is very important to comply with the rules laid out below for establishing practices regarding our brand Trademark and Copyrights. Consistent adherence to these rules is the single most essential evidence we must provide when we defend our rights to exclusive use of our marks, and for proving ownership of intellectual property we generate and share in written and/or visual form.

A Registered Trademark Symbol ® or Trademark Symbol ™ is required upon the first use of the mark in text or any body copy. This rule holds true even if the symbol was already used in the headline.

REGISTERED
TRADEMARK
SYMBOL ®

Trulieve® holds a U.S. Trademark with the USPTO for the company name, Alchemy®, in the following categories. As such, the Registered Trademark Symbol ® is required to appear on these usages:

®	CAT	NAME/LOGO	CATEGORY DESCRIPTION
®	09	Alchemy	Batteries for oral vaporizers used for smoking purposes.
®	22	Alchemy	Identification card holders in the nature of lanyards.
®	25	Alchemy	Clothing, namely, T-shirts and hats.
®	34	Alchemy	Oral vaporizers for smoking purposes.

TRADEMARK
SYMBOL ™

The Trademark Symbol ™ should be used in any other instance and when in doubt.

COPYRIGHT

The following statement must be used on all Alchemy™ products and marketing materials:

©Trulieve, Inc. All rights reserved.

