

# Cultivar™

# 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 Cultivar™.**

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 as well as our guidelines for usage. 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 role in building our identity, but the bulk of the work of firmly establishing our brand in the marketplace will be an ongoing task, performed by all of us, every day. The most effective way of doing this is 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 the Trulieve® brands@trulieve.com.



# **BRAND PROMISE**

**BRAND PROMISE**

**FLOWER FOR  
FLOWER PEOPLE**



# **TARGET AUDIENCE**

# TARGET AUDIENCE

## **Savvy Connoisseurs, Daily Users, Bud Heads**

**High-spending, very frequent customers that prefer flower products and are looking for a more premium cannabis experience that leaves them feeling relaxed and relieved from daily stresses and strains.**

# TARGET AUDIENCE PROFILES



## SAVVY CONNOISSEURS

(more likely male, but not exclusively)

Chris is a 35-year-old owner of a design studio in Palm Springs, California. Between the demands of career and kids at home, Chris likes to use cannabis throughout the day. He makes frequent purchases, is not overly price-sensitive, and appreciates the craft that goes into premium products. He primarily uses cannabis for medical purposes because it both provides relief from pain and helps manage his stress levels.

### Key Takeaways:

- Highest spending consumers
- Most frequent users
- High quality standards
- Primarily uses flower products
- Describe use as primarily medicinal (although a large majority also say they use recreationally)
- Top reasons for use: relaxation, stress relief, reducing anxiety



## DAILY USERS

(Equally likely to be male)

Parker is a 25-year-old college graduate who lives in Gainesville, Florida. Parker started using cannabis as a teenager. As an adult, Parker continues to use cannabis throughout the day - sometimes to help focus, or to unwind at the end of a long day. Cannabis has become part of her daily routine, and she enjoys trying new products but her favorite form is flower.

### Key Takeaways:

- High spend consumers
- Very frequent users
- Passionate about flower but more likely to be interested in concentrates
- Describe use as recreational
- Many reasons for using cannabis, particularly for unwinding, socializing, or to stimulate creativity



## BUD HEADS

(Equally likely to be female)

Izaak is 27, and lives just outside of Destin, Florida. Izaak has been consuming cannabis since he was a teenager and primarily consumes flower, usually as a joint or blunt. While he consider himself open-minded, he does not understand the hype around new cannabis products.

### Key Takeaways:

- High to medium spender
- Very frequent user
- Only really consumes flower
- Resistant to marketing or trends
- Mostly uses cannabis for relaxation and social purposes



# **BRAND POSITIONING**



# BRAND POSITIONING

**Cultivar™ is a curated selection of rare and highly sought-after cannabis strains that have been cultivated and handcrafted by experts that share their customers' passion for the plant.**



# **BRAND OBJECTIVE**

## BRAND OBJECTIVE

**To be recognized as an artisan cannabis cultivator and expert producer of exotic, entirely hand-grown strains.**



**BRAND PILLARS  
& REASONS TO  
BELIEVE**

# BRAND PILLARS & REASONS TO BELIEVE

## Expertise

**Unique genetics that have been grown by Master Growers and Senior Cultivators who have tremendous experience in legacy, medical, and adult-use markets.**

- Decades of combined growing experience
- Genetics sourced directly from legendary breeders
- A team empowered to push the boundaries of the plant
- Unique focus on the whole picture of cannabis chemistry and flower

## Care

**A small and committed team dedicating time, love, and hands-on care to each plant so that it is able to achieve its full genetic potential.**

- Grown by cultivators, most of whom are also passionate flower consumers
- All flower gently trimmed and jarred by hand
- Grown in craft-style setups tailored to individual cultivars
- An open and responsive relationship with customers

## Uniqueness

**Distinctive craft cultivation practices that place greater value on creating rare, potent, and unusual strains over higher yield.**

- Every cultivar is aggressively pheno-hunted to achieve an extraordinary final and nuanced offering
- Our process is unique to us, was developed by our team, and is uncompromising in the pursuit of quality



# **BRAND PERSONALITY**

# BRAND PERSONALITY

## **Passionate**

**We are...informative,  
confident, and inspiring**

## **Personal**

**We are...warm,  
authentic, and open**

## **Memorable**

**We are...surprising,  
delightful, and  
distinctive**



# **LOGOMARKS & USAGE**



# LOGOMARKS

## Primary

(Usage of any Cultivar™ logomark MUST be approved by the Trulieve Marketing Team.) Below is the design that establish the foundation for usage of our key asset: our logomark.

The logo for Cultivar™ is displayed in a large, bold, black serif font. The word "Cultivar" is written in all lowercase letters, and a small trademark symbol (™) is positioned at the top right of the final letter, "r".

Cultivar™

PRIMARY  
LOGOMARK

# LOGOMARKS

## Minimum sizes for reproduction

(Usage of any Cultivar™ 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.

The word "Cultivar" in a bold, black, sans-serif font, centered between two vertical lines.

13mm  
Minimum

PRIMARY  
LOGOMARK

The word "Cultivar" in a bold, black, sans-serif font, centered between two vertical lines.

50px  
Minimum

# LOGOMARK USAGE

## Primary Approved Usage

(Usage of any Cultivar™ logomark MUST be approved by the Trulieve Creative Team.) The images below show proper use of the Primary logomark in the preferred color palette for Cultivar: Foggy, Hint, or White on, Kola, Cured, and Caro, as well as Black and White treatments.



Cultivar™

PRIMARY  
FOGGY ON WHITE



Cultivar™

PRIMARY  
FOGGY ON HINT



Cultivar™

PRIMARY  
FOGGY ON CARO



Cultivar™

PRIMARY  
HINT ON FOGGY



Cultivar™

PRIMARY  
HINT ON KOLA



Cultivar™

PRIMARY  
HINT ON CURED



Cultivar™

PRIMARY  
WHITE ON FOGGY



Cultivar™

PRIMARY  
WHITE ON KOLA



Cultivar™

PRIMARY  
WHITE ON CURED



Cultivar™

PRIMARY  
BLACK ON WHITE



Cultivar™

PRIMARY  
WHITE ON BLACK

# LOGOMARK USAGE

## Vertical Packaging Approved Usage

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

TOP OF PRODUCT



PACKAGING  
HINT ON FOGGY

TOP OF PRODUCT



PACKAGING  
FOGGY ON HINT

TOP OF PRODUCT



PACKAGING  
HINT ON KOLA

TOP OF PRODUCT



PACKAGING  
HINT ON CURED

# LOGOMARK USAGE

## Primary Clearspace

(Usage of any Cultivar™ logomark MUST be approved by the Trulieve Creative Team.) The image below show proper clearspace surrounding the Cultivar 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 "C" 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 Cultivar™ 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 uses are unapproved. The prohibitions enumerated 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.



# **COLOR PALETTE**

# COLOR PALETTE

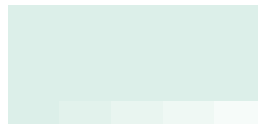
## Pantone Coated, CMYK, RGB, HEX

(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 Cultivar™ 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

**PRIMARY  
COLOR PALETTE**  
These are our primary colors. Strong and easily identifiable, these colors should be the first choice when



FOGGY  
PANTONE 5535 C  
CMYK 87 31 69 86  
RGB 24 48 41  
HEX #183029



HINT  
PANTONE 621 C  
CMYK 13 0 9 0  
RGB 209 224 215  
HEX #D1E0D7

**SECONDARY  
COLOR PALETTE**  
These options are used to complement and support the primary colors.



KOLA  
PANTONE 567 C  
CMYK 88 24 66 74  
RGB 23 63 53  
HEX #173F35



CURED  
PANTONE 7734 C  
CMYK 78 13 77 50  
RGB 40 97 64  
HEX #286140



CARO  
PANTONE 165 C  
CMYK 0 68 96 0  
RGB 255 103 32  
HEX #FF6720





# **TYPOGRAPHY**

# TYPOGRAPHY

## Decimal, Primary Headline Typeface

(This typeface will be used on all Marketing Materials.) Decimal Ultra is the primary headline typeface and should be used for all communications and marketing materials. There are twenty weights of Decimal. We will only use two of these weights, Ultra and Ultra Italic. As a rule of thumb, Decimal Ultra is used for headlines and product names. The italic weights should only be used for emphasis or common appropriate uses.

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

Decimal Ultra - Kerning: Optical / Tracking: 0

***ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890***

Decimal Ultra Italic - Kerning: Optical / Tracking: 0

# TYPOGRAPHY

## DM Mono, Secondary Typeface

(This typeface will be used on all Marketing Materials.) Decimal Ultra is the primary headline typeface and should be used for all communications and marketing materials. There are twenty weights of Decimal. We will only use six of these weights, Ultra, Ultra Italic, Bold, Bold Italic, Book, Book Italic. As a rule of thumb, Decimal Ultra is used for headlines and product names. The italic weights should only be used for emphasis or common appropriate uses.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

DM Mono Medium - Kerning: Optical / Tracking: 0

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

DM Mono Medium Italic - Kerning: Optical / Tracking: 0

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

DM Mono Regular - Kerning: Optical / Tracking: 0

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

DM Mono Italic - Kerning: Optical / Tracking: 0

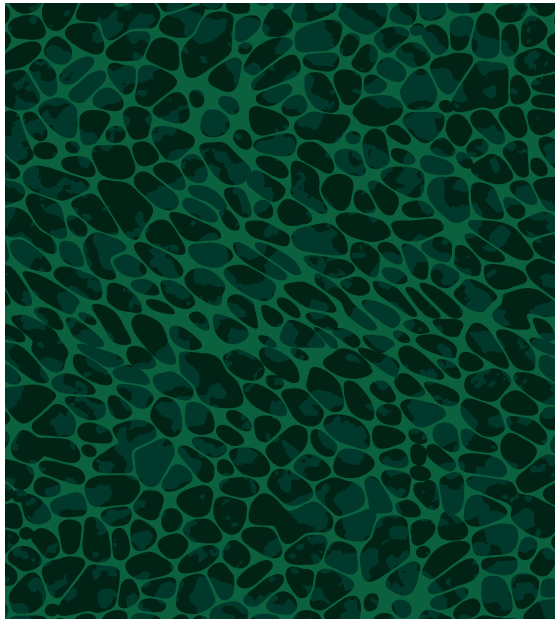


# **SECONDARY GRAPHICS**

# SECONDARY GRAPHICS

## Macros

(The Macros will be used on all packaging, communications, and marketing materials.) The Macros are our most versatile brand element. The Macros are layered in the brand colors, Foggy, Kola, and Cured. 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. We really hope that you will play and have fun with the Macros while following these guidelines as closely as possible.



MACRO  
FLOWER



MACRO  
FLOWER ALT



MACRO  
PRE-ROLL



# **PACKAGING EXAMPLES**



# PACKAGING EXAMPLES



Actual packaging may differ slightly due to compliance regulations.

# **SAMPLE ASSETS**



# SAMPLE ASSETS



# **TRADEMARKS & COPYRIGHT**

# TRADEMARKS & COPYRIGHT

## Cultivar™ 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, Cultivar Collection®, in the following categories. As such, the Registered Trademark Symbol ® is required to appear on these usages:

®	CAT	NAME/LOGO	CATEGORY DESCRIPTION
®	41	Cultivar Collection	Educational services, namely, providing a website featuring blogs and non-downloadable publications in the nature of articles, all in the field of cannabis information about cannabis
®	44	Cultivar Collection	Providing a website featuring resources, namely, online medical information pertaining to medical cannabis

### 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 Cultivar™ products and marketing materials:

©Trulieve, Inc. All rights reserved.

# Cultivar™

Trulieve® is a registered trademark of Trulieve, Inc. All Rights Reserved.

Any usage questions should be sent to [brands@trulieve.com](mailto:brands@trulieve.com)