



LoveliTM

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 Loveli™.

Our work in this handbook is to do the “defining” part of the exercise. We’ll share the new design for our logomark, our color palette, and our typography system. We’ll also share our 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 guiding 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.

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 image features three blueberries against a solid blue background. The top-most blueberry is cut open, revealing a bright orange-red interior. The other two blueberries are whole and positioned below and to the right of the cut one. The lighting is soft, highlighting the texture of the blueberry skins.

BRAND PROMISE

BRAND PROMISE

HIGHLY DELICIOUS.

**TARGET
AUDIENCE**



TARGET AUDIENCE

Daily Pain Attackers, Newbies, Aging Ailers

For consumers that are looking for a discrete and tasty alternative to heavy-tasting cannabis products that combines affordability, convenience, and functional benefits.

TARGET AUDIENCE PROFILES



Daily Pain Attacker
(more likely female, but not exclusively)

Nia is a 34-year-old financial analyst from Venice, California. She has an autoimmune disorder that occasionally flares up. She uses topicals and low-dose tinctures when her symptoms are not too extreme. She does not mind paying more for high-quality products that deliver consistent results. She prefers edibles when she can unplug from work and experience longer and stronger effects.

Key Takeaways:

- Mid to high spender
- Frequent user
- Consume cannabis in many different forms but most frequently non-flower products (tinctures, topicals, vapes, and edibles)



Newbies
(more likely female, but not exclusively)

Leslie is 22 years old, and lives in Northampton, Massachusetts. She was never particularly interested in cannabis, though she smoked it a few times in college. Smoking now holds less appeal, though she sometimes enjoys edibles. Leslie almost never uses cannabis when she is alone, but, she really enjoys consuming edibles with friends.

Key Takeaways:

- Mid spend consumers
- Unexperienced user
- Infrequent, mostly social users
- Almost exclusively uses edibles
- Top reasons include relaxation and socializing



Aging Ailers
(Equally likely to be male)

Beverly is 70 years old and lives in Rockville, Maryland. She recently retired, and enjoys spending time with her grandkids. She has osteoarthritis, and underwent knee surgery two years ago. She prefers using familiar medicinal forms such as capsules, lotions, or tinctures.

Key Takeaways:

- Low spender
- Infrequent user
- Most describe use as exclusively medical
- Overwhelmingly use cannabis for pain management
- Prefers topicals, tinctures, or edibles



BRAND POSITIONING

BRAND POSITIONING

Loveli™ is a brand of fuss-free, functional edibles products infused with quality cannabis in a selection of simply delicious forms and flavors that offer consumers a convenient and discrete way to make everyday life feel less complicated.



**BRAND
OBJECTIVE**

BRAND OBJECTIVE

To be recognized as an edible alternative to traditional cannabis products that deliver real functional benefits at an affordable everyday price.



**BRAND PILLARS
& REASONS
TO BELIEVE**

BRAND PILLARS & REASONS TO BELIEVE

Honest

A simple brand and product range made with quality ingredients in a variety of familiar, all-natural flavors.

- Without any of the heavy cannabis taste
- Recipes inspired by familiar favorites
- Helps support relief for daily stresses and strains

Accessible

Affordable, ready-to-enjoy products that discretely and conveniently fit into everyday routines.

- Affordable price
- Easy and discrete edible form
- In a variety of familiar and approachable flavors

Functional

Potent products that have been carefully dosed and created with a range of specific wellness and relaxation needs in mind.

- Designed to deliver tailored, and targeted benefits
- Product testing to the highest standards

A vibrant green background featuring a large, detailed watermelon slice in the foreground and a whole watermelon in the background. The slice is cut diagonally, showing the red flesh and black seeds. The whole watermelon is positioned behind it, slightly to the right and higher up. The text 'BRAND PERSONALITY' is overlaid on the left side of the image.

BRAND PERSONALITY

BRAND PERSONALITY

Simple


We are...unfussy, stripped-back, and calming.

Approachable

We are...familiar, down-to-earth, and relatable.

Practical

We are...straightforward, dependable, and clear.

The image features three blueberries against a solid blue background. The top-left blueberry is cut open, revealing its internal structure, including the orange-colored seed and the fleshy, blue-colored pulp. The other two blueberries are whole and positioned in the foreground and middle ground, creating a sense of depth. The lighting is soft, highlighting the texture of the blueberry skin.

LOGOMARKS & USAGE

LOGOMARKS

Primary

(Usage of any Loveli™ logomark MUST be approved by the Trulieve Marketing Team.) Below are six designs that establish the foundation for usage of our key asset: our logomark. Primaries are the approved usage on marketing materials, while the packaging versions are designed for packaging only.

The primary logomark consists of the word "Loveli" in a bold, red, sans-serif font, followed by a small "TM" trademark symbol.

PRIMARY
LOGOMARK

LOGOMARKS

Minimum Sizes for Reproduction

(Usage of any Loveli™ 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

PRIMARY
LOGOMARK



50px
Minimum

LOGOMARK USAGE

Primary Approved Usage

(Usage of any Loveli™ 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 Loveli™: the Primary on White, and on each of the Flavor Variations, as well as Black and White treatments.



PRIMARY
ON WHITE



BLACK
ON WHITE



WHITE
ON BLACK



HUCKLEBERRY
PRIMARY ON
SECONDARY



RASPBERRY
PRIMARY ON
SECONDARY



WATERMELON
PRIMARY ON
SECONDARY



PEACH
PRIMARY ON
SECONDARY



STRAWBERRY
PRIMARY ON
SECONDARY



CHOCOLATE
PRIMARY ON
SECONDARY



WHITE ON
HUCKLEBERRY
SECONDARY



WHITE ON
RASPBERRY
SECONDARY



WHITE ON
WATERMELON
SECONDARY



WHITE ON
PEACH
SECONDARY



WHITE ON
STRAWBERRY
SECONDARY



WHITE ON
CHOCOLATE
SECONDARY

LOGOMARK USAGE

Packaging Approved Usage

(Usage of any Loveli™ 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 Loveli™ Flavor Variations.



HUCKLEBERRY
PRIMARY ON
SECONDARY



RASPBERRY
PRIMARY ON
SECONDARY



WATERMELON
PRIMARY ON
SECONDARY



PEACH
PRIMARY ON
SECONDARY



STRAWBERRY
PRIMARY ON
SECONDARY

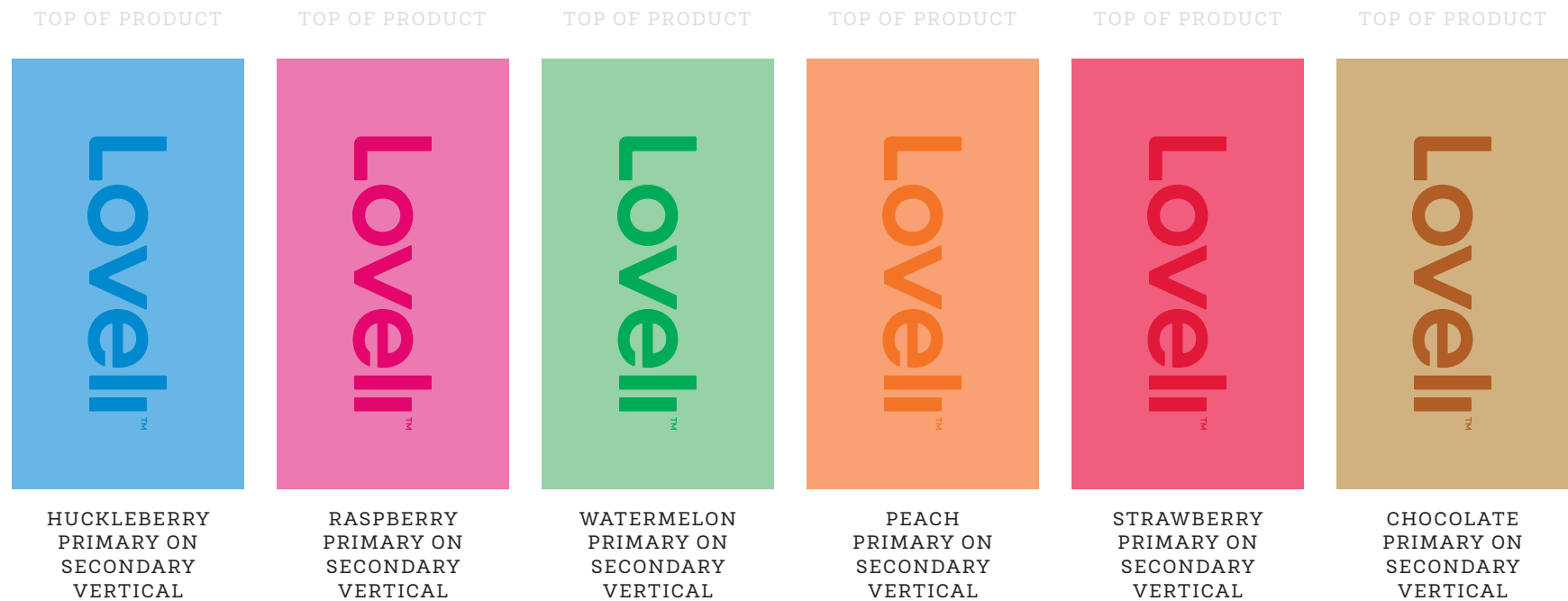


CHOCOLATE
PRIMARY ON
SECONDARY

LOGOMARK USAGE

Vertical Packaging Approved Usage

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



LOGOMARK USAGE

Primary Clearspace

(Usage of any Loveli™ logomark MUST be approved by the Trulieve Creative Team.) The image below shows proper clearspace surrounding the Loveli™ 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 “L” 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 Loveli™ 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. These prohibitions 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 Loveli™ logomark and all marketing materials. Acceptable primary and secondary color options are shown below. Because materials and reproduction methods can significantly affect color accuracy, care must be taken when reproducing colors on all communications. Please consult with the Creative Department if you have any questions or need further guidance.

**PRIMARY
COLOR PALETTE**
These are our primary, as in most frequently used, colors. Vibrant and approachable, these colors should be the first choice when representing Loveli™.



STRAWBERRY (PRIMARY)
PANTONE 186 C
CMYK 0 100 80 5
RGB 200 16 46
HEX #C8102E



HUCKLEBERRY
PANTONE 7461 C
CMYK 93 32 0 0
RGB 0 125 186
HEX #007DBA



RASPBERRY
PANTONE RUBINE RED C
CMYK 0 100 24 4
RGB 206 0 88
HEX #CE0058



WATERMELON
PANTONE 7482 C
CMYK 91 0 93 0
RGB 0 159 77
HEX #009F4D



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



CHOCOLATE
PANTONE 470 C
CMYK 3 62 88 30
RGB 164 90 42
HEX #A45A2A

COLOR PALETTE

Pantone Coated, CMYK, RGB, HEX

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**SECONDARY
COLOR PALETTE**
Used to complement and support the primary color palette, these supportive colors should be your next color choices used in communications and marketing materials.



STRAWBERRY (PRIMARY)
SECONDARY
PANTONE 184 C
CMYK 0 79 31 0
RGB 246 82 117
HEX #F65275



HUCKLEBERRY
SECONDARY
PANTONE 292 C
CMYK 55 13 0 0
RGB 105 179 231
HEX #69B3E7



RASPBERRY
SECONDARY
PANTONE 218 C
CMYK 2 66 0 0
RGB 229 109 177
HEX #E56DB1



WATERMELON
SECONDARY
PANTONE 353 C
CMYK 42 0 44 0
RGB 128 224 167
HEX #80E0A7



PEACH
SECONDARY
PANTONE 163 C
CMYK 0 44 57 0
RGB 255 157 110
HEX #FF9D6E



CHOCOLATE
SECONDARY
PANTONE 466 C
CMYK 13 25 52 6
RGB 198 170 118
HEX #C6AA76



TYPOGRAPHY

TYPOGRAPHY

Campton, Primary Headline Typeface

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

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Campton Black - Kerning: Optical / Tracking: 0

***ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890***

Campton Black Italic - Kerning: Optical / Tracking: 0

TYPOGRAPHY

News slab, Secondary Typeface

(This typeface will be used on all marketing materials.) News slab is the secondary typeface and should be used on communications and marketing materials. There are sixteen weights of News slab. **We will only use the following: Regular, Italic, Bold, and Bold Italic.** As a rule of thumb, News slab Regular is used for body copy. The Bold and Italic weights should only be used for emphasis or common appropriate uses.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

News slab Regular - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

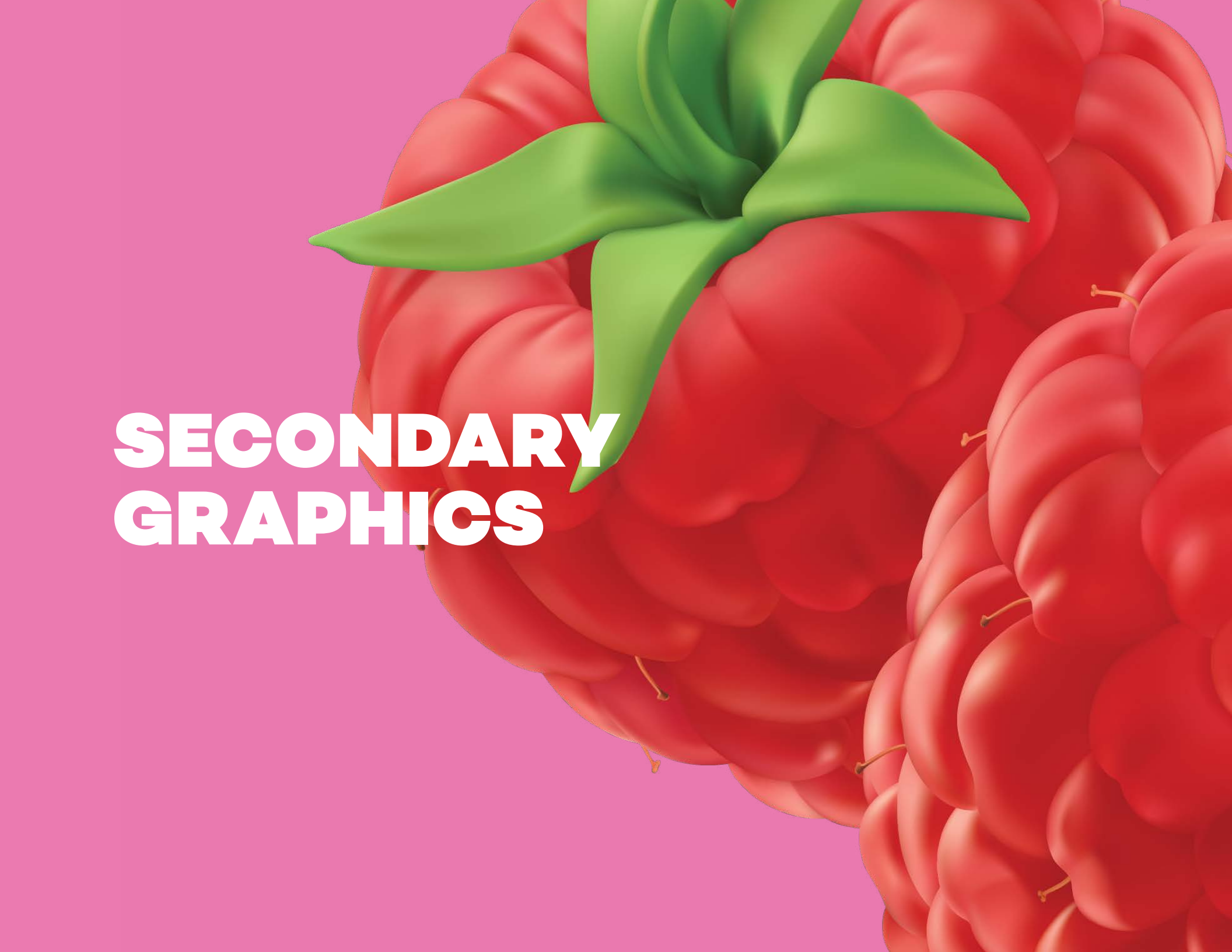
News slab Italic - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

News slab Bold - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

News slab Bold Italic - Kerning: Optical / Tracking: 0



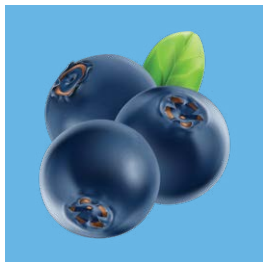
**SECONDARY
GRAPHICS**

SECONDARY GRAPHICS

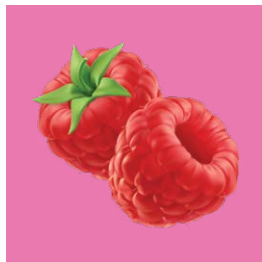
Flavor Graphics

(The Flavor Graphics will be used on all packaging, communications, and marketing materials.) The Flavor Graphics are our most versatile brand element. When implemented correctly, they add consistency and drama to a piece. When not used correctly, they have the potential to look amateurish and crude. However, we hope you will play with and have fun using the Flavor Graphics while adhering to these guidelines as closely as possible.

The Flavor Graphics are to be layered over the secondary color of each for Flavor Variation on all marketing and communications assets.



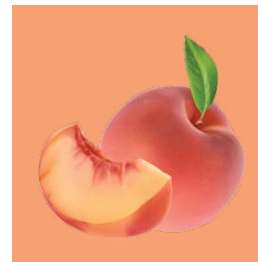
HUCKLEBERRY



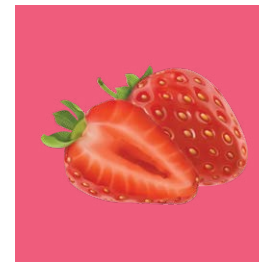
RASPBERRY



WATERMELON



PEACH



STRAWBERRY



CHOCOLATE

SECONDARY GRAPHICS

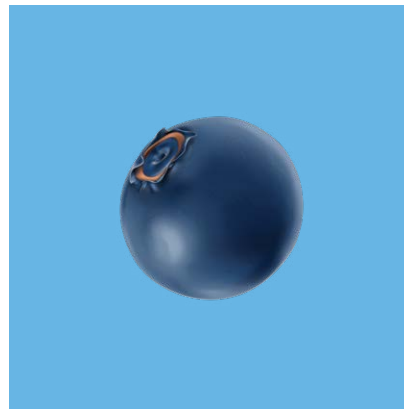
Huckleberry

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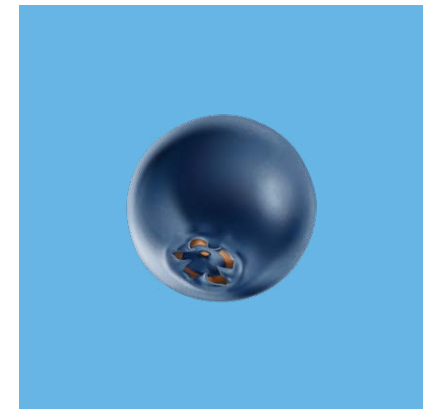
HUCKLEBERRY
GROUP



HUCKLEBERRY
WHOLE 1



HUCKLEBERRY
WHOLE 2



HUCKLEBERRY
WHOLE 3

SECONDARY GRAPHICS

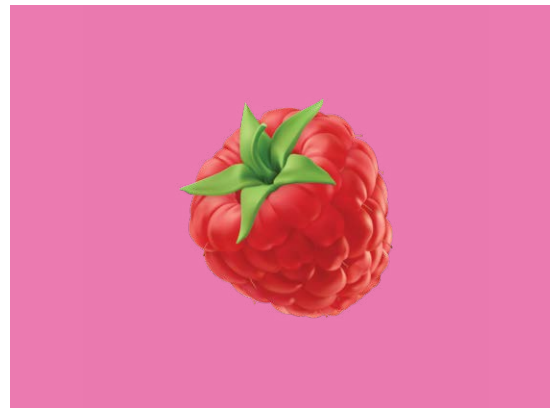
Raspberry

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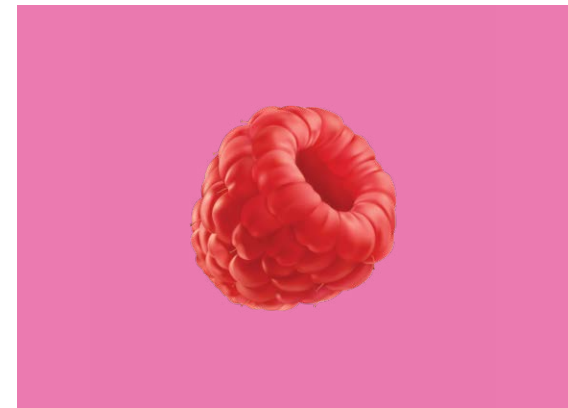
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RASPBERRY
GROUP



RASPBERRY
WHOLE 1



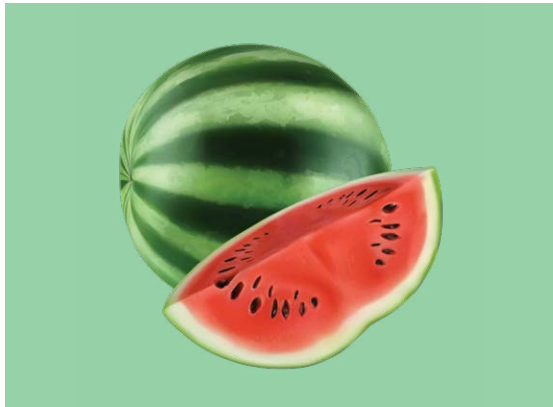
RASPBERRY
WHOLE 2

SECONDARY GRAPHICS

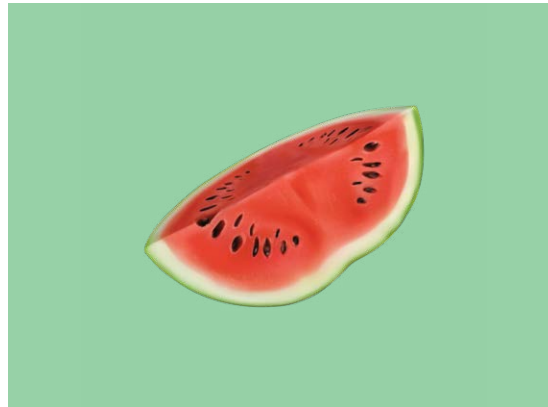
Watermelon

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WATERMELON
GROUP



WATERMELON
SLICE



WATERMELON
WHOLE

SECONDARY GRAPHICS

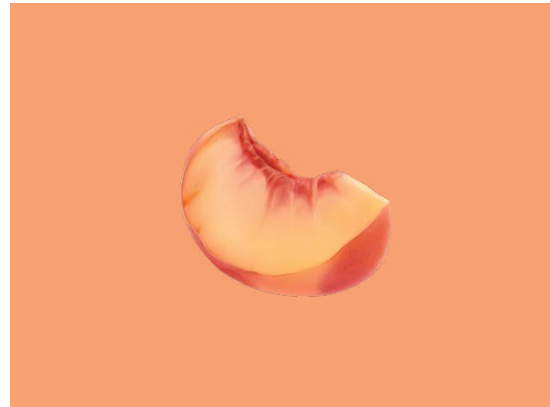
Peach

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PEACH
GROUP



PEACH
SLICE



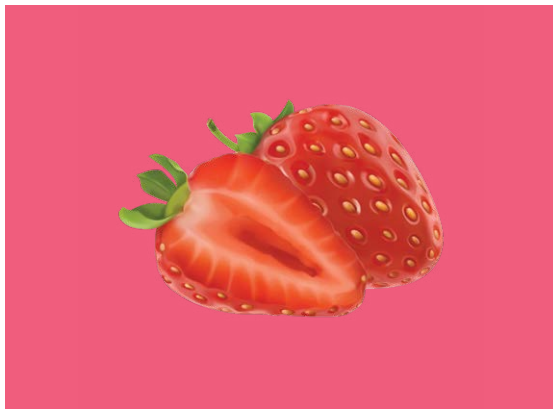
PEACH
WHOLE

SECONDARY GRAPHICS

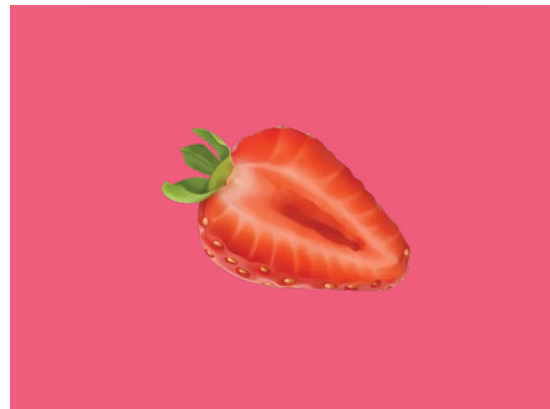
Strawberry

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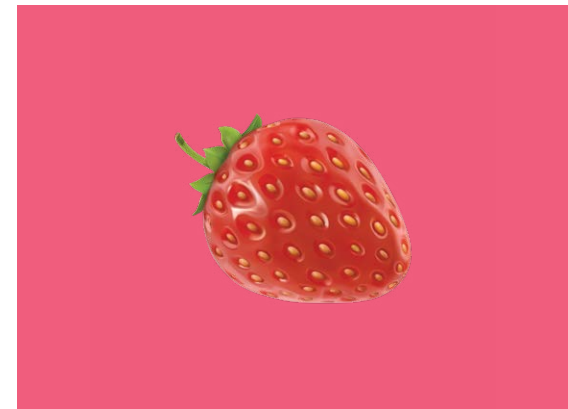
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STRAWBERRY
GROUP



STRAWBERRY
SLICE



STRAWBERRY
WHOLE

SECONDARY GRAPHICS

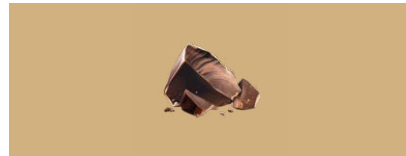
Chocolate

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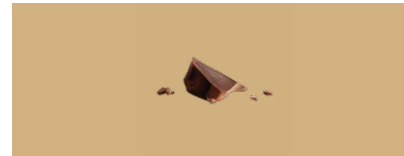
The Flavor Graphics are to be layered over the secondary color of each for Flavor Variation on all marketing and communications assets.



CHOCOLATE
GROUP



CHOCOLATE
CHUNK 1



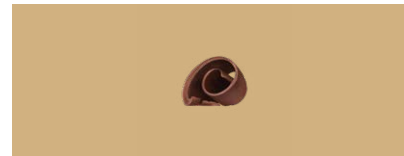
CHOCOLATE
CHUNK 2



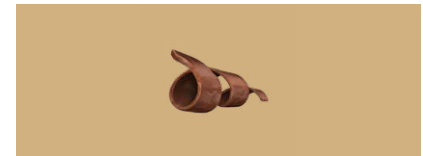
CHOCOLATE
CURL 1



CHOCOLATE
CURL 2



CHOCOLATE
CURL 3



CHOCOLATE
CURL 4



TRADEMARKS & COPYRIGHT

TRADEMARKS & COPYRIGHT

Loveli™ Trademark Registration and Copyright Information

It is very important to comply with the rules laid out below for our 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 that we generate and share in written and/or visual form.

TRADEMARK TM/®

Trulieve has filed for a U.S. Trademark with the USPTO for the company name, Loveli™, in the following categories:

- 35 Providing a website featuring consumer product information in the field of cannabis-infused edible products
- 44 Providing online cannabis resources to consumers for health and wellness purposes, namely, health and wellness information regarding cannabis products and their health and wellness effects

A 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.

COPYRIGHT

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

©Trulieve, Inc. All rights reserved.



Loveli™

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

Any usage questions should be sent to brands@trulieve.com