



momentaTM

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 Momenta™.

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 typography system, as well as guidelines for their usage. These guidelines 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 Momenta™ 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.



Brand Promise



Brand Promise

A staple for everyday wellness.



Target Audience



Target Audience

Daily Pain Attackers, Aging Ailers, Moms That Toke

For consumers who take a modern, holistic approach to their health and are looking for discrete, non-flower based solutions to the mental, physical, and spiritual strains of everyday life.

Target Audience Profiles



Daily Pain Attackers (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)



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



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



Brand Positioning



Brand Positioning

Momenta™ supports consumers holistic health and wellbeing with all-natural cannabis products available in a modernized selection of forms that easily and discretely fit into their daily wellness routines.



Brand Objective



Brand Objective

To be recognized as an effective and expertly-led brand that supports the interconnected mental, physical, and spiritual needs of its consumers.



Brand Pillars & Reasons to Believe



Brand Pillars & Reasons to Believe

Discrete

Carefully dosed, familiar forms that can subtly and easily integrate into daily wellness routines.

- Familiar forms
- Consistent offerings
- Products for modern lifestyles

Expert

Scientifically formulated products made from high-grade ingredients that deliver targeted relief.

- Reliable and effective high-grade cannabis products
- Best-in-class production standards and practices
- Based on scientific research and professional expertise
- Fine-tuned potency for powerful, targeted relief

Holistic

Multipurpose cannabis products that promote whole-body wellness and encourage a more balanced connection to self.

- Products that address the body, mind, and spirit
- Made from cannabis retaining a full spectrum of beneficial compounds
- Balanced ratio lines



Brand Personality



Brand Personality

Familiar

We are...modest, comforting,
and unassuming.

Supportive

We are...informative, evidenced,
and benefit-driven.

Human

We are...calm, thoughtful,
and personal.



Logomarks

Logomarks

Primary and Icon

(Usage of any Momenta™ 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.

momenta™

PRIMARY
LOGOMARK

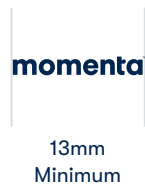


PRIMARY
ICON

Logomarks

Minimum sizes for reproduction

(Usage of any Momenta™ 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.



LOGOMARK



LOGOMARK



ICON



ICON



Logomark Usage

Primary Approved Usage

(Usage of any Momenta™ logomark **MUST** be approved by the Trulieve Creative Team.) The images below show proper use of the logomark in the preferred color palette for Momenta: the primary Ocean, Seashell, and black and white treatments. The logomark is also shown with approved background colorings of Topical, Sublingual, Oral, and RSOs.



momenta™

LOGOMARK
OCEAN ON WHITE



momenta™

LOGOMARK
WHITE ON OCEAN



momenta™

LOGOMARK
SEASHELL ON OCEAN



momenta™

LOGOMARK
OCEAN ON SEASHELL



momenta™

LOGOMARK
BLACK ON WHITE



momenta™

LOGOMARK
WHITE ON BLACK



momenta™

LOGOMARK
OCEAN ON TOPICAL



momenta™

LOGOMARK
OCEAN ON SUBLINGUAL



momenta™

LOGOMARK
OCEAN ON ORAL



momenta™

LOGOMARK
OCEAN ON RSOS

Logomark Usage

Primary Vertical Approved Usage

(Usage of any Momena™ logomark **MUST** be approved by the Trulieve Creative Team.) The images below show proper use of the Momena™ Primary logomark in vertical orientation on the Momena™ product line colors.

TOP OF
PRODUCT



momena™

LOGOMARK
OCEAN ON
WHITE

TOP OF
PRODUCT



momena™

LOGOMARK
WHITE ON
OCEAN

TOP OF
PRODUCT



momena™

LOGOMARK
SEASHELL ON
OCEAN

TOP OF
PRODUCT



momena™

LOGOMARK
OCEAN ON
SEASHELL

TOP OF
PRODUCT



momena™

LOGOMARK
OCEAN ON
TOPICAL

TOP OF
PRODUCT



momena™

LOGOMARK
OCEAN ON
SUBLINGUAL

TOP OF
PRODUCT



momena™

LOGOMARK
OCEAN ON
ORAL

TOP OF
PRODUCT



momena™

LOGOMARK
OCEAN ON
RSOS

Logomark Usage

Primary Clearspace

(Usage of any Momenta™ logomark **MUST** be approved by the Trulieve Creative Team.) The image below shows proper clearspace surrounding the Momenta™ 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 lowercase “m” 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 Momenta™ 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 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 Momenta™ Icon **MUST** be approved by the Trulieve Creative Team.) The images below show proper use of the Icon in the preferred color palette for Momenta: the primary Ocean, Seashell, and Black and White treatments. The Icon is also shown with approved background colorings of Topical, Sublingual, Oral, and RSOs.



ICON
OCEAN ON WHITE



ICON
WHITE ON OCEAN



ICON
SEASHELL ON OCEAN



ICON
OCEAN ON SEASHELL



ICON
BLACK ON WHITE



ICON
WHITE ON BLACK



ICON
OCEAN ON TOPICAL



ICON
OCEAN ON SUBLINGUAL



ICON
OCEAN ON ORAL



ICON
OCEAN ON RSOS

Logomark Usage

Icon Clearspace

(Usage of any Momenta™ logomark **MUST** be approved by the Trulieve Creative Team.) The image below shows proper clearspace surrounding the Momenta™ Icon. As you can see, the required clearspace is proportional to the letter “m” in the Icon. The height of the Icon is demarcated at the height of the lowercase “m”. 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 Momenta™ Icon **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 logomark 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.



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 Momenta™ 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 colors. Soothing and easily identifiable, these colors should be the first choice when representing Momenta.



OCEAN
PANTONE 7463 C
CMYK 100 53 0 72
RGB 0 43 73
HEX #002B49



SEASHELL
PANTONE WARM GRAY 1 C
CMYK 15 13 17 0
RGB 215 210 203
HEX #D7D2CB

SECONDARY COLOR PALETTE

These options are used to complement and support the primary colors. After the primary colors, should be your supporting color choices used in packaging, communications, and marketing materials.



TOPICAL
PANTONE 290 C
CMYK 25 1 0 0
RGB 185 217 235
HEX #B9D9EB



SUBLINGUAL
PANTONE 7702 C
CMYK 66 8 7 1
RGB 72 169 197
HEX #48A9C5



ORAL
PANTONE 7464 C
CMYK 36 0 15 0
RGB 160 209 202
HEX #A0D1CA



RSOS
PANTONE 339 C
CMYK 79 0 60 0
RGB 0 179 136
HEX #00B388

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 Momenta™ logomark and all marketing materials. Acceptable strain dominance 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.

STRAIN DOMINANCE COLOR PALETTE

To be used on packaging and other assets, these colors indicate the strain dominance/product type. Distinct and memorable, these colors should be the only choice when representing Momenta’s strain dominance.



INDICA
PANTONE 7440 C
 CMYK 34 57 0 0
 RGB 162 119 166
 HEX #A277A6



SATIVA
PANTONE 7569 C
 CMYK 1 47 93 7
 RGB 215 136 37
 HEX #D78825



HYBRID
PANTONE 557 C
 CMYK 48 10 36 3
 RGB 133 176 154
 HEX #85B09A



NANO
PANTONE 393 C
 CMYK 3 0 63 0
 RGB 240 236 116
 HEX #F0EC74



CBD
PANTONE 358 C
 CMYK 32 0 51 0
 RGB 173 220 145
 HEX #ADDC91



RATIO
PANTONE 7681 C
 CMYK 42 24 0 0
 RGB 148 169 203
 HEX #94A9CB



Typography

Typography

ITC Clearface Regular, Primary Headline Typeface

(This typeface will be used on all Marketing Materials.) ITC Clearface Regular is the primary headline typeface and should be used for all communications and marketing materials. There are eight weights of ITC Clearface. **We will only use two of these weights, Regular and Italic.** As a rule of thumb, ITC Clearface Regular 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

ITC Clearface Regular - Kerning: Optical / Tracking: 0

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890*

ITC Clearface Italic - Kerning: Optical / Tracking: 0

Typography

GT Walsheim Pro, Secondary Typeface

(This typeface will be used on all Marketing Materials.) GT Walsheim Pro is the secondary typeface and should be used on communications and marketing materials. There are thirty-two weights of GT Walsheim Pro. **We will only use eight of these weights, Regular, Oblique, Bold, Bold Oblique, Condensed Regular, Condensed Oblique, Condensed Bold, and Condensed Bold Oblique.** As a rule of thumb, GT Walsheim Pro Regular and Condensed Regular are only used for body copy. The Bold and Oblique weights should only be used for emphasis or common appropriate uses.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GT Walsheim Pro Regular - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GT Walsheim Pro Regular Oblique - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GT Walsheim Pro Bold - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GT Walsheim Pro Bold Oblique - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GT Walsheim Pro Condensed Regular - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GT Walsheim Pro Condensed Regular Oblique - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GT Walsheim Pro Condensed Bold - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

GT Walsheim Pro Condensed Bold Oblique - Kerning: Optical / Tracking: 0



Secondary Graphics

Secondary Graphics

Ocean Leaves Pattern

(The Leaves Pattern will be used on all packaging, communications, and marketing materials.) The Leaves Pattern is our most versatile brand element. The Ocean Leaves Pattern is layered over the Primary Ocean tonally. When it is implemented correctly, it adds consistency to a communication and supports trust in the brand. When implemented incorrectly, it has the potential to look unthoughtful. Despite this, we really hope that you will play and have fun with the Leaves Pattern, while following these guidelines as best you can.



**PRIMARY OCEAN
OVER OCEAN TONAL BKGD 85%**



**PRIMARY OCEAN OUTLINE
OVER OCEAN TONAL BKGD 85%**



**PRIMARY OCEAN TONAL
OVER OCEAN**



**PRIMARY OCEAN TONAL OUTLINE
OVER OCEAN**

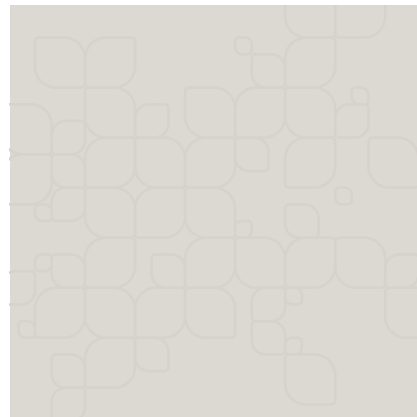
Secondary Graphics

Seashell Leaves Pattern

(The Leaves Pattern will be used on all packaging, communications, and marketing materials.) The Leaves Pattern is our most versatile brand element. The Seashell Leaves Pattern is layered over the Primary Seashell tonally. When it is implemented correctly, it adds consistency to a communication and supports trust in the brand. When implemented incorrectly, it has the potential to look unthoughtful. Despite this, we really hope that you will play and have fun with the Leaves Pattern, while following these guidelines as best you can.



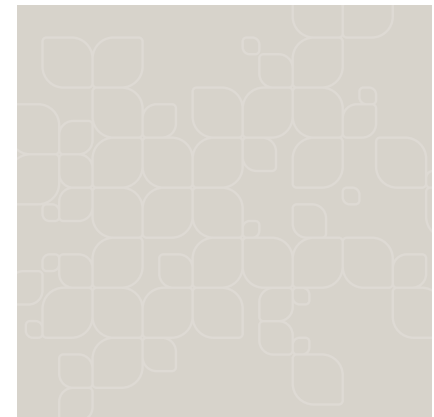
**PRIMARY SEASHELL
SEASHELL OVER TONAL BKGD 85%**



**PRIMARY SEASHELL OUTLINE
SEASHELL OVER TONAL BKGD 85%**



**PRIMARY SEASHELL TONAL
OVER SEASHELL**



**PRIMARY SEASHELL TONAL OUTLINE
OVER SEASHELL**

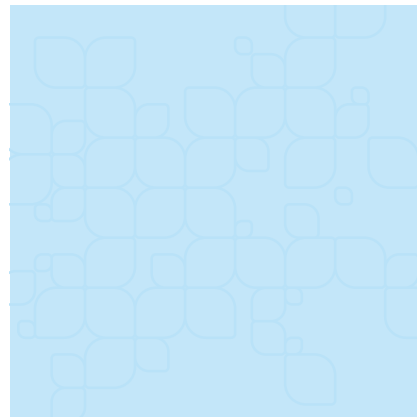
Secondary Graphics

Topical Leaves Pattern

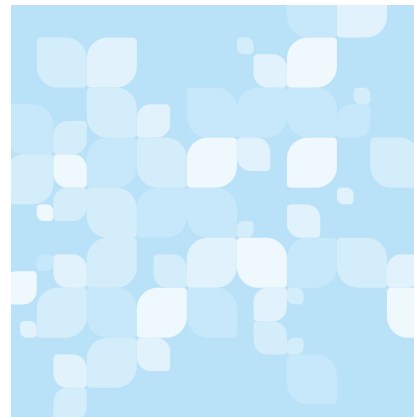
(The Leaves Pattern will be used on all packaging, communications, and marketing materials.) The Leaves Pattern is our most versatile brand element. The Topical Leaves Pattern is layered over Topical tonally. When it is implemented correctly, it adds consistency to a communication and supports trust in the brand. When implemented incorrectly, it has the potential to look unthoughtful. Despite this, we really hope that you will play and have fun with the Leaves Pattern, while following these guidelines as best you can.



**TOPICAL
TOPICAL OVER TONAL BKGD 85%**



**TOPICAL OUTLINE
TOPICAL OVER TONAL BKGD 85%**



**TOPICAL TONAL
OVER TOPICAL**



**TOPICAL TONAL OUTLINE
OVER TOPICAL**

Secondary Graphics

Sublingual Leaves Pattern

(The Leaves Pattern will be used on all packaging, communications, and marketing materials.) The Leaves Pattern is our most versatile brand element. The Sublingual Leaves Pattern is layered over Sublingual tonally. When it is implemented correctly, it adds consistency to a communication and supports trust in the brand. When implemented incorrectly, it has the potential to look unthoughtful. Despite this, we really hope that you will play and have fun with the Leaves Pattern, while following these guidelines as best you can.



**SUBLINGUAL
SUBLINGUAL OVER TONAL BKGD 85%**



**SUBLINGUAL OUTLINE
SUBLINGUAL OVER TONAL BKGD 85%**



**SUBLINGUAL TONAL
OVER SUBLINGUAL**



**SUBLINGUAL TONAL OUTLINE
OVER SUBLINGUAL**

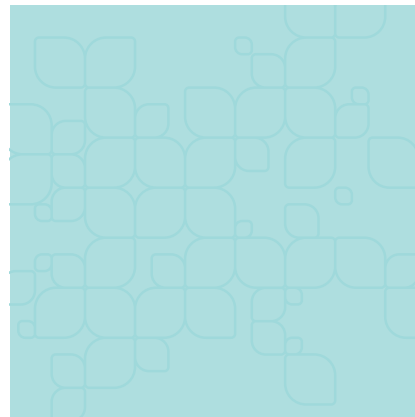
Secondary Graphics

Oral Leaves Pattern

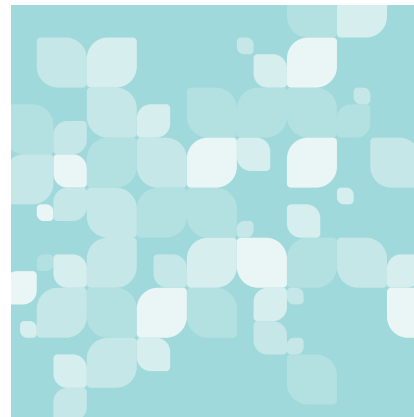
(The Leaves Pattern will be used on all packaging, communications, and marketing materials.) The Leaves Pattern is our most versatile brand element. The Oral Leaves Pattern is layered over Oral tonally. When it is implemented correctly, it adds consistency to a communication and supports trust in the brand. When implemented incorrectly, it has the potential to look unthoughtful. Despite this, we really hope that you will play and have fun with the Leaves Pattern, while following these guidelines as best you can.



**ORAL
ORAL OVER TONAL BKGD 85%**



**ORAL OUTLINE
ORAL OVER TONAL BKGD 85%**



**ORAL TONAL
OVER ORAL**



**ORAL TONAL OUTLINE
OVER ORAL**

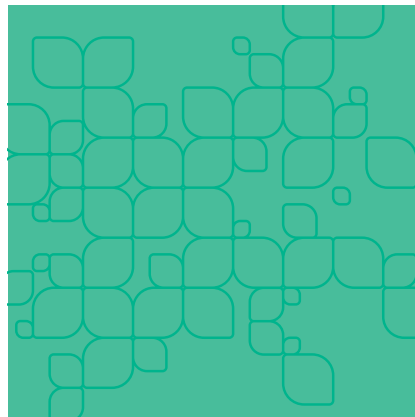
Secondary Graphics

RSO Leaves Pattern

(The Leaves Pattern will be used on all packaging, communications, and marketing materials.) The Leaves Pattern is our most versatile brand element. The RSO Leaves Pattern is layered over RSO tonally. When it is implemented correctly, it adds consistency to a communication and supports trust in the brand. When implemented incorrectly, it has the potential to look unthoughtful. Despite this, we really hope that you will play and have fun with the Leaves Pattern, while following these guidelines as best you can.



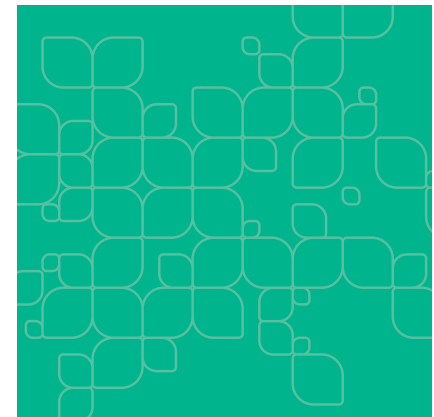
**RSO
RSO OVER TONAL BKGD 85%**



**RSO OUTLINE
RSO OVER TONAL BKGD 85%**



**RSO TONAL
OVER RSO**



**RSO TONAL OUTLINE
OVER RSO**



Packaging Examples

Packaging Examples



Actual packaging may differ slightly due to compliance regulations.



Trademarks & Copyright

Trademarks & Copyright

Momenta™ 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 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.

TRADEMARK
SYMBOL™

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

COPYRIGHT

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

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