RollOne™

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 Roll One™™.

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 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.

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

All the weed you need.

Target Audience

Target Audience

Bud Heads, Old Stoners, Daily Users

For experienced, everyday consumers that don't buy into the hype, but want well-priced, quality flower products for a wide range of reasons that include socializing, unwinding, and making tasks more productive or entertaining.

Target Audience Profiles

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:

- Medium to low spender
- Very frequent user
- Only really consumes flower
- Resistant to marketing or trends
- Mostly use cannabis for relaxation and social purposes

Old Stoners
(Equally likely to be female)

Mark is a 73-year-old from Lake City, Florida. Mark mostly consumes flower and his preferred mode of consumption is rolling his own joints. Mark is a daily cannabis user, and finds that in addition to pain management, cannabis helps him relax while he goes about his daily tasks.

Key Takeaways:

- Low spender
- Very frequent user
- Mostly consume flower
- Describe use as medical but also overwhelmingly use recreationally
- List the most reasons for use

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

Brand Positioning

Brand Positioning

A back-to-basics brand offering classic, quality cannabis products that are inspired by the real-life social moments of smoking with friends and sold at a price you'd be happy to pass around.

Brand
Objective

Brand Objective

To be recognized as a straightforward, authentic brand that keeps prices low and product quality high – because we understand what consumers want and only focus on the things that really matter to them.

Brand Pillars
& Reasons
to Believe

Brand Pillars & Reasons to Believe

Easygoing

Straightforward, streamlined options that make shopping for cannabis as simple as possible.

- In three simple varieties: Indica, Sativa, and Hybrid.
- Honest ingredients. Only cannabis, nothing else.
- Clear, minimalist packaging and branding.

High-Value

Locally-sourced affordable flower, great-quality products at everyday prices, expertly-crafted concentrates for all moments.

- Single source, fresh flower at great prices.
- Fresh buds at the best prices all year long.

Shareable

Made with social occasions in mind and available in a range of forms that are easy to enjoy with others.

- A variety of products that fit different lifestyles.
- Ready-to-roll pouch packaging.
- Everyday, fan-favorite genetics.

Brand
Personality

Brand Personality

Real

We are...genuine, straight-forward, and low-key.

Inviting

We are...relaxed, humble, and unpretentious.

Playful

We are...positive, lively, and joyful.

Logomarks
& Usage

Logomarks

Primary, Packaging, & PA/WV Variations

(Usage of any Roll One™ 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.

PRIMARY

PACKAGING
HORIZONTAL

PA/WV PRIMARY

PA/WV PACKAGING
HORIZONTAL

PACKAGING
VERTICAL

PA/WV PACKAGING
VERTICAL

Logomarks

Minimum Sizes for Reproduction

(Usage of any Roll One™ 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	13mm Minimum	13mm Minimum	6mm Minimum	6mm Minimum	6mm Minimum
PRIMARY	PACKAGING HORIZONTAL	PACKAGING VERTICAL	PA/WV PRIMARY	PA/WV PACKAGING HORIZONTAL	PA/WV PACKAGING VERTICAL
50px Minimum	50px Minimum	50px Minimum	25px Minimum	25px Minimum	25px Minimum

Logomark Usage

Primary & PA/WV Primary Approved Usage

(Usage of any Roll One™ 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 Roll One™: the Primary on White, Papers, and Rain, as well as Grayscale, Black, and White treatments.

PRIMARY
ON WHITE

PRIMARY
ON PAPERS

PRIMARY
KNOCKOUT ON RAIN

PA/WV PRIMARY
ON WHITE

PA/WV PRIMARY
ON PAPERS

PA/WV PRIMARY
KNOCKOUT ON RAIN

PRIMARY
GRAY ON WHITE

PRIMARY
BLACK ON WHITE

PRIMARY
WHITE ON BLACK

PA/WV PRIMARY
GRAY ON WHITE

PA/WV PRIMARY
BLACK ON WHITE

PA/WV PRIMARY
WHITE ON BLACK

Logomark Usage

Packaging Approved Usage

(Usage of any Roll One™ logomark **MUST** be approved by the Trulieve Creative Team.) The images below show proper use of the Packaging logomark on the Roll One™ strain dominance colors. **These Roll One™ logomark variations are designed to be used on packaging only and not in marketing materials or communications.**

PACKAGING ON INDICA	PACKAGING ON SATIVA	PACKAGING ON HYBRID	PA/WV PACKAGING ON INDICA	PA/WV PACKAGING ON SATIVA	PA/WV PACKAGING ON HYBRID
PACKAGING HOIZONTAL ON INDICA	PACKAGING HOIZONTAL ON SATIVA	PACKAGING HOIZONTAL ON HYBRID	PA/WV PACKAGING HOIZONTAL ON INDICA	PA/WV PACKAGING HOIZONTAL ON SATIVA	PA/WV PACKAGING HOIZONTAL ON HYBRID

Logomark Usage

Vertical Packaging Approved Usage

(Usage of any Roll One™ logomark **MUST** be approved by the Trulieve Creative Team.) The images below show proper use of the Roll One™ Packaging logomark in vertical orientation on the Roll One™ strain dominance colors.

TOP OF PRODUCT · TOP OF PRODUCT · TOP OF PRODUCT · TOP OF PRODUCT · TOP OF PRODUCT · TOP OF PRODUCT

PACKAGING HOIZONTAL ON INDICA

PACKAGING HOIZONTAL ON SATIVA

PACKAGING HOIZONTAL ON HYBRID

PA/WV PACKAGING HOIZONTAL ON INDICA

PA/WV PACKAGING HOIZONTAL ON SATIVA

PA/WV PACKAGING HOIZONTAL ON HYBRID

Logomark Usage

Primary Clearspace

(Usage of any Roll One™ logomark **MUST** be approved by the Trulieve Creative Team.) The image below shows proper clearspace surrounding the Roll One™ 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 "R" 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

PA/WV Primary Clearspace

(Usage of any Roll One™ logomark **MUST** be approved by the Trulieve Creative Team.) The image below shows proper clearspace surrounding the RO PA/WV 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 "R" 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

Packaging Clearspace

(Usage of any Roll One™ logomark **MUST** be approved by the Trulieve Creative Team.) The image below shows proper clearspace surrounding the Roll One™ Packaging 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 "R" 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

PA/WV Packaging Clearspace

(Usage of any Roll One™ logomark **MUST** be approved by the Trulieve Creative Team.) The image below shows proper clearspace surrounding the RO PA/WV Packaging 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 "R" 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

Packaging Horizontal Clearspace

(Usage of any Roll One™ logomark **MUST** be approved by the Trulieve Creative Team.) The image below shows proper clearspace surrounding the Roll One™ Packaging Horizontal 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 "R" 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

PA/WV Packaging Horizontal Clearspace

(Usage of any Roll One™ logomark **MUST** be approved by the Trulieve Creative Team.) The image below shows proper clearspace surrounding the RO PA/WV Packaging Horizontal 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 "R" 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 Roll One™ 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.

Logomark Usage

PA/WV Primary Unapproved Usage

(Usage of any Roll One™ logomark **MUST** be approved by the Trulieve Creative Team.) The images below depict unapproved usages for the PA/WV 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 PA/WV 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.

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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 Roll One™ 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 Roll One™.

RAIN PANTONE 2755 C	HAZE PANTONE 513 C	CANDY PANTONE 179 C	RUSH PANTONE 151 C	HONEY PANTONE 7549 C
CMYK 98 99 0 35	CMYK 48 96 0 0	CMYK 0 88 85 0	CMYK 0 54 100 0	CMYK 0 22 100 0
RGB 37 14 98	RGB 147 50 142	RGB 224 60 49	RGB 255 130 0	RGB 255 182 0
HEX #250E62	HEX #93328E	HEX #E03C31	HEX #FF8200	HEX #FFB600

SECONDARY COLOR PALETTE
These options are used to complement and support the primary color palette.

ROLLER PANTONE 2925 C	PAPERS PANTONE 9064 C
CMYK 75 18 0 0	CMYK 5 2 10 0
RGB 0 156 222	RGB 241 241 222
HEX #009CDE	HEX #F1F1DE

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 Roll One™ logomark and all marketing materials. Acceptable color options used to identify strain dominance on packaging 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.

DOMINANCE COLOR PALETTE
These are our dominance colors. Bold and easily identifiable, these colors should be the only choice when representing Roll One™ strain dominance.

HAZE (INDICA)
PANTONE 513 C

CMYK	48	96	0	0
RGB	147	50	142	
HEX	#93328E			

RUSH (SATIVA)
PANTONE 151 C

CMYK	0	54	100	0
RGB	255	130	0	
HEX	#FF8200			

KUSH (HYRBID)
PANTONE 360 C

CMYK	59	0	90	0
RGB	108	194	74	
HEX	#6CC24A			

Typography

Typography

Hornbill, Primary Headline Typeface

(This typeface will be used on all marketing materials.) Hornbill Extra Bold is the primary headline typeface and should be used for all communications and marketing materials. There are eighteen weights of Hornbill. **We will only use two of these weights, Extra Bold and Extra Bold Italic.** As a rule of thumb, Hornbill 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

Hornbill Extra Bold - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Hornbill Extra Bold Italic - Kerning: Optical / Tracking: 0

Typography

Mollen, Secondary Typeface

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
Mollen Regular - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
Mollen Condensed - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
Mollen Regular Italic - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
Mollen Condensed Italic - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
Mollen Bold - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
Mollen Bold Condensed - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 234567890
Mollen Bold Italic - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
Mollen Bold Condensed Italic - Kerning: Optical / Tracking: 0

Secondary
Graphics

Secondary Graphics

Stripes

(The Stripes will be used on all packaging, communications, and marketing materials.) The Stripes 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 Stripes while adhering to these guidelines as closely as possible.

The Stripes are to be layered over the primary colors Papers and Rain for marketing and communications assets. Separately, they should be layered over the strain dominance colors Haze, Rush, and Kush on packaging only.

VERTICAL STRIPES

HORIZONTAL STRIPES

Secondary Graphics

Vertical Stripes Approved Usage

STRIPES RIGHT-ALIGNED USAGE ON PAPERS
The Stripes are designed to always be 1/4th the total width of the deliverable or product in which they are displayed. The Stripes are to be displayed on the right edge of the final deliverable.
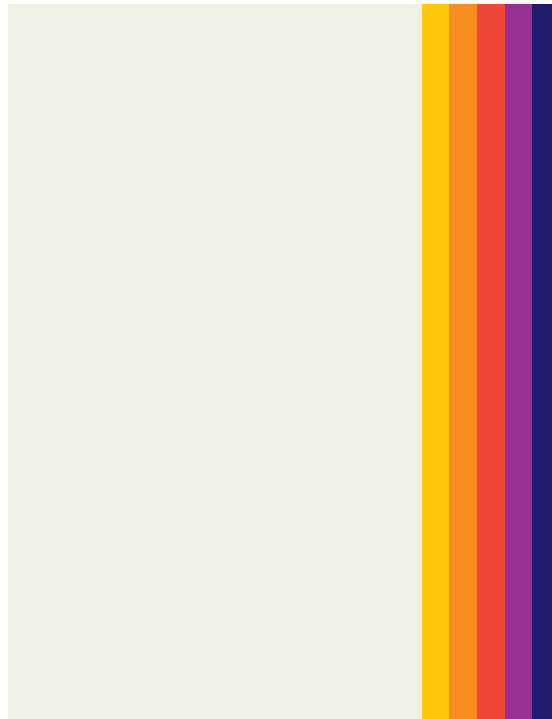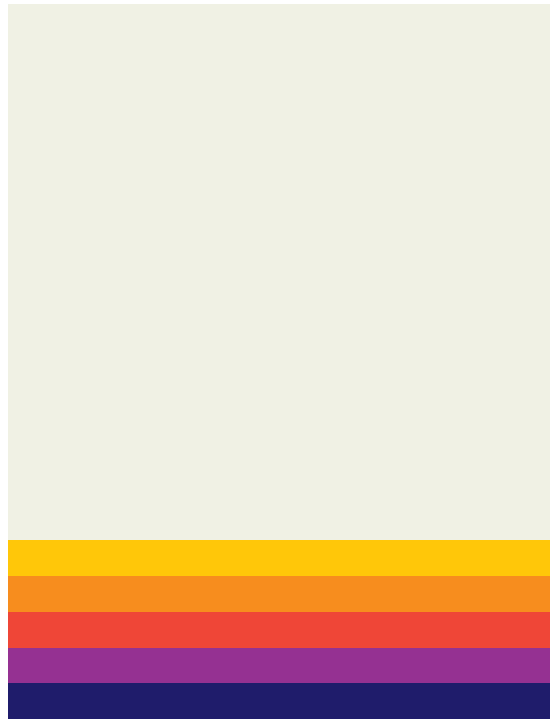
8.5X11 EXAMPLE
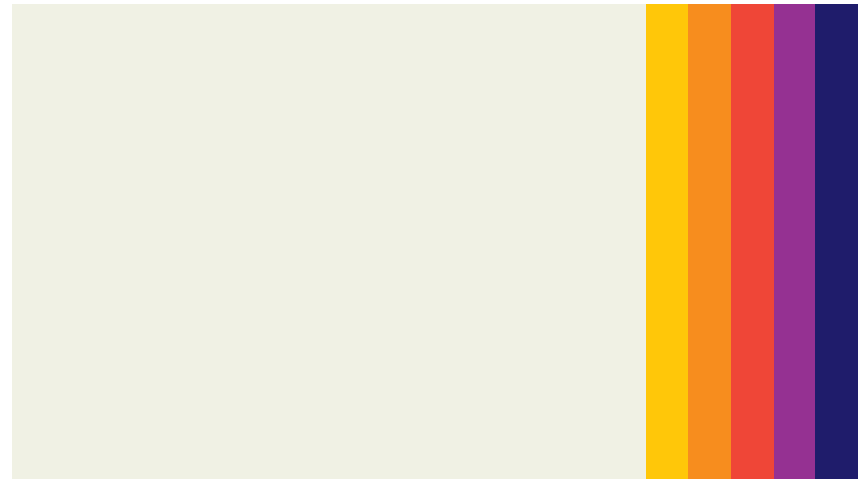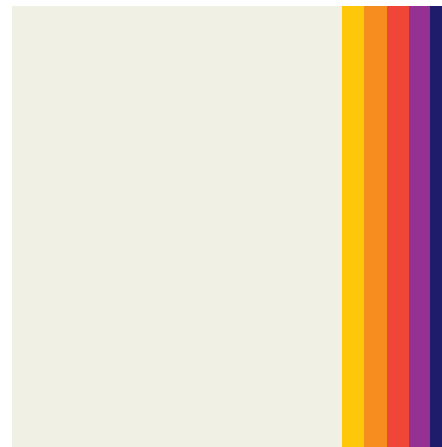
1920X1080 EXAMPLE
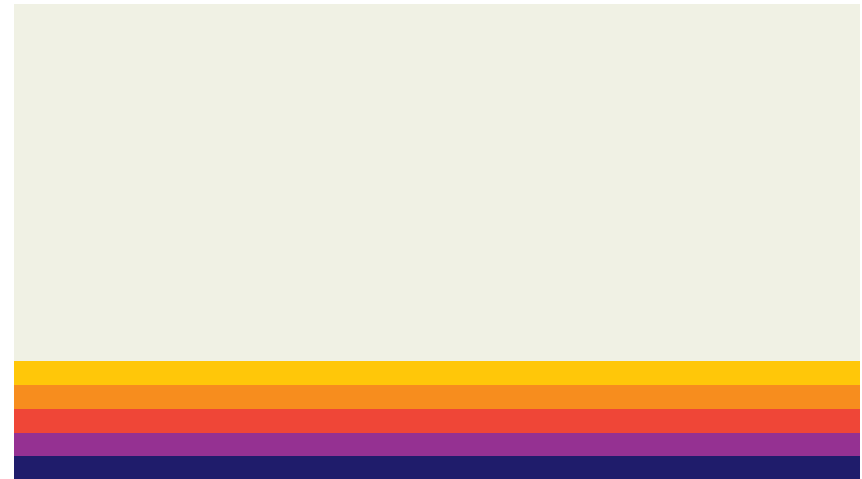
1080X1080 EXAMPLE

Secondary Graphics

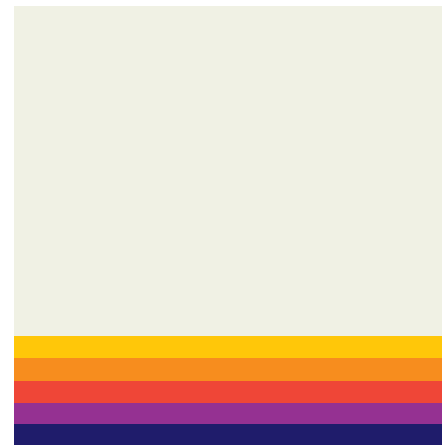## Vertical Stripes Approved Usage

STRIPES RIGHT-ALIGNED USAGE ON RAIN
The Stripes are designed to always be 1/4th the total width of the deliverable or product in which they are displayed. The Stripes are to be displayed on the right edge of the final deliverable.

8.5X11 EXAMPLE

1920X1080 EXAMPLE

1080X1080 EXAMPLE

Secondary Graphics

Horizontal Stripes Approved Usage

STRIPES BOTTOM-EDGE USAGE ON PAPERS
The Stripes are designed to always be 1/4th the total height of the deliverable or product in which they are displayed. The Stripes are to be displayed in the middle or on the bottom of the final deliverable.

8.5X11 EXAMPLE

1920X1080 EXAMPLE

1080X1080 EXAMPLE

Secondary Graphics

Horizontal Stripes Approved Usage

STRIPES BOTTOM-EDGE USAGE ON PAPERS
The Stripes are designed to always be 1/4th the total height of the deliverable or product in which they are displayed. The Stripes are to be displayed in the middle or on the bottom of the final deliverable.

8.5X11 EXAMPLE

1920X1080 EXAMPLE

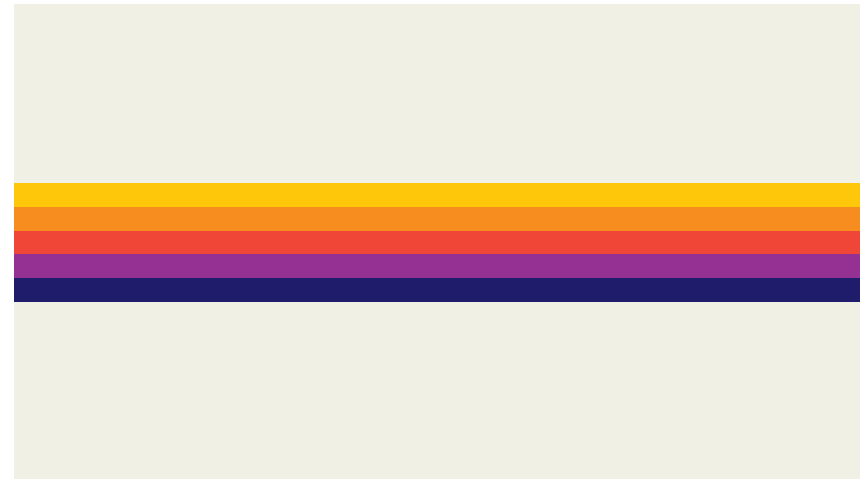1080X1080 EXAMPLE

Secondary Graphics

Horizontal Stripes Approved Usage
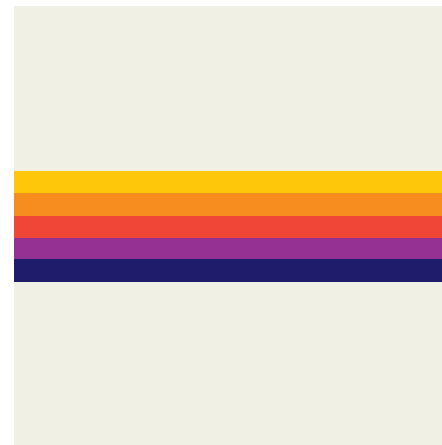
STRIPES MIDDLE-PLACED USAGE ON PAPERS
The Stripes are designed to always be 1/4th the total height of the deliverable or product in which they are displayed. The Stripes are to be displayed in the middle or on the bottom of the final deliverable.

8.5X11 EXAMPLE

1920X1080 EXAMPLE

1080X1080 EXAMPLE

Secondary Graphics

Vertical Stripes Packaging Approved Usage

STRIPES RIGHT-SIDE USAGE ON HAZE, RUSH, & KUSH

The Stripes are designed to always be 1/4th the total width of the front view of the product/label in which they are displayed. The Stripes are to be displayed on the right edge of the final product/label.

FRONT OF PRODUCT/LABEL
INDICA (HAZE) EXAMPLE

FRONT OF PRODUCT/LABEL
SATIVA (RUSH) EXAMPLE

FRONT OF PRODUCT/LABEL
HYBRID (KUSH) EXAMPLE

Secondary Graphics

Horizontal Stripes Packaging Approved Usage

STRIPES BOTTOM-EDGE USAGE ON HAZE, RUSH, & KUSH
The Stripes are designed to always be 1/4th the total height of the product/label in which they are displayed.
The Stripes are to be displayed on the bottom of the final product/label.

INDICA (HAZE) EXAMPLES

SATIVA (RUSH) EXAMPLES

HYBRID (KUSH) EXAMPLES

Secondary Graphics

Vertical Stripes Unapproved Usage

STRIPES USAGE
Do not place the
Stripes on unapproved
background colors.

Do not alter the width of
the Stripes larger that
1/4 the width in relation
to the deliverable.

8.5X11 EXAMPLE

1920X1080 EXAMPLE

1080X1080 EXAMPLE

Secondary Graphics

Horizontal Stripes Unapproved Usage

STRIPES USAGE
Do not place the Stripes on unapproved background colors.

Do not alter the height of the Stripes larger that 1/4 the height in relation to the deliverable.

8.5X11 EXAMPLE

1920X1080 EXAMPLE

1080X1080 EXAMPLE

Packaging Examples

Packaging Examples

Actual packaging my differ slightly due to compliance regulations.

Sample Marketing Assets

Sample Marketing Assets

Trademarks & Copyright

Trademarks & Copyright

Roll One™ 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 USTPO for the company name, Roll One®, in the following categories. As such, the Registered Trademark Symbol ® is required to appear on these usages:

®	CAT	NAME/LOGO	CATEGORY DESCRIPTION
®	35	Roll One	Providing a website featuring consumer product information in the field of cannabis-infused edible products.

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 Roll One™ products and marketing materials:

©Trulieve, Inc. All rights reserved.

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