

## **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 TREKKERS™.

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 building brand identity. But the bulk of the work to firmly establish Trekkers™ 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.



## **LOGOMARKS**

## PRIMARY, ROUNDEL FULL, ROUNDEL OUTLINE, BADGE, AND SIGN

(Usage of any Trekkers™ logomark MUST be approved by the Trulieve Creative 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



ROUNDEL FULL (PACKAGING)



ROUNDEL OUTLINE (ASK PERMISSION)



BADGE (ASK PERMISSION)



SIGN (ASK PERMISSION)

## **LOGOMARKS**

#### MINIMUM SIZES FOR REPRODUCTION

(Usage of any Trekkers™ 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



13mm Minimum



13mm Minimum

PRIMARY

ROUNDEL FULL

**ROUNDEL OUTLINE** 

BADGE

SIGN



50px Minimum



50px Minimum



50px Minimum



50px Minimum



50px Minimum

#### PRIMARY APPROVED USAGE

(Usage of any Trekkers™ 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 Trekkers™: the Primary on White, and on Blue Mountain, Everglades, and Arches, as well as Black and White treatments.



PRIMARY ON WHITE



PRIMARY
WHITE AND EVERGLADES
ON BLUE MOUNTAIN



PRIMARY BLACK ON WHITE



PRIMARY
BLUE MOUNTAIN AND WHITE
ON EVERGLADES



PRIMARY WHITE ON BLACK



PRIMARY BLUE MOUNTAIN ON ARCHES

#### PRIMARY VERTICAL APPROVED USAGE

(Usage of any Trekkers™ 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 Trekkers™: the Primary on White, and on Blue Mountain, Everglades, and Arches, as well as Black and White treatments.

TOP OF PRODUCT

TREKKER

PRIMARY BLUE MOUNTAIN AND EVERGLADES ON WHITE



PRIMARY
WHITE AND
EVERGLADES
ON BLUE MOUNTAIN



PRIMARY
BLUE MOUNTAIN
AND WHITE
ON EVERGLADES



PRIMARY BLUE MOUNTAIN ON ARCHES TREKKERS

PRIMARY BLACK ON WHITE TREKKERS

PRIMARY WHITE ON BLACK

#### PRIMARY CLEARSPACE

(Usage of any Trekkers™ logomark MUST be approved by the Trulieve Creative Team.) The image below shows proper clearspace surrounding the Trekkers™ 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 capital "T" 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.



#### PRIMARY UNAPPROVED USAGE

(Usage of any Trekkers™ 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.



TREKKERS



TREKKERS

Do not alter colors of logomark.

Do not distort logomark vertically.

Do not distort logomark horizontally.

Do not place logomark at an angle.



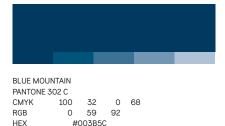
## **COLOR PALETTE**

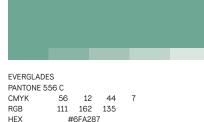
## PANTONE COATED, CMYK, RGB, HEX

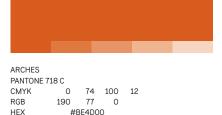
Accurate color reproduction is vital to proper usage of the Trekkers™ logomark and all marketing materials. Acceptable primary and dominance color options are shown below. Because materials and reproduction methods can significantly affect color accuracy, care must be taken when reproducing colors on all communications. Please consult with the Creative Department if you have any questions or need further guidance.

#### 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 Trekkers™.



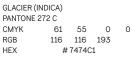




#### DOMINANCE COLOR PALETTE

These are our dominance colors. Bold and easily identifiable, these colors should be the only choice when representing Trekkers™ strain dominance.







ARCHES (SATIVA)
PANTONE 718 C
CMYK 0 74 100 12
RGB 190 77 0
HEX #BE4D00



EVERGLADES (HYBRID)

PANTONE 556 C

CMYK 56 12 44

RGB 111 162 135

HEX #6FA287



## **TYPOGRAPHY**

#### NATIONAL PARK, PRIMARY TYPEFACE

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

PRIMARY HEADLINE TYPEFACE

National Park Extra Bold - Kerning: Optical / Tracking: 0

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxyz 1234567890

**SECONDARY TYPEFACE** 

National Park Extra Bold - Kerning: Optical / Tracking: 0



## **SECONDARY GRAPHICS**

### **TREE GRAPHIC**

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







TREE GRAPHIC BLUE MOUNTAIN

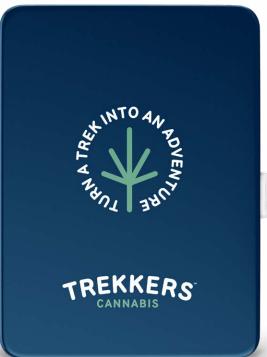
TREE GRAPHIC EVERGLADES

TREE GRAPHIC ARCHES



## **PACKAGING EXAMPLES**





Actual packaging my differ slightly due to compliance regulations.



## **TRADEMARKS & COPYRIGHT**

#### TREKKERS™ 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.

REGISTE	RED
TRADEMA	٩RΚ
SYMBOL	®

Trulieve® holds a U.S. Trademark with the USTPO for the company name, Trekkers®, in the following categories. As

SYMBOL ®	such, the Registered Trademark Symbol ® is required to appear on these usages:				
	®	CAT	NAME/LOGO	CATEGORY DESCRIPTION	
	®	35	Trekkers	Providing a website featuring consumer information in the field of cannabis products, dispensary inventories, and dispensary locations; providing consumer information in the field of cannabis flower products.	
	®	35	Turn a Trek Into an Adventure	Providing a website featuring consumer information in the field of cannabis products, dispensary inventories, and dispensary locations; providing consumer information in the field of cannabis flower products.	
	®	35	TREKKERS.	Providing a website featuring consumer information in the field of cannabis products, dispensary inventories, and dispensary locations; providing consumer information in the field of cannabis flower 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 Trekkers™ pr			n all Trekkers™ products and marketing materials:	
	©Trulieve, Inc. All rights reserved.				

