



TREKKERS™

CANNABIS

Identity Usage and Guidelines • by Trulieve®

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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.

A hiker with a large blue backpack is walking away from the camera through a lush green field of purple lupines. In the background, there are dense evergreen trees and a large, snow-capped mountain range under a clear sky. The scene is framed by a light green border.

LOGOMARKS & USAGE

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

PRIMARY



13mm
Minimum

ROUNDEL FULL



13mm
Minimum

ROUNDEL OUTLINE



13mm
Minimum

BADGE



13mm
Minimum

SIGN



50px
Minimum



50px
Minimum



50px
Minimum



50px
Minimum



50px
Minimum

LOGOMARK USAGE

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
BLUE MOUNTAIN AND WHITE
ON EVERGLADES



PRIMARY
BLUE MOUNTAIN
ON ARCHES



PRIMARY
BLACK ON WHITE



PRIMARY
WHITE ON BLACK

LOGOMARK USAGE

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



TREKKERS
CANNABIS

PRIMARY
BLUE MOUNTAIN
AND EVERGLADES
ON WHITE

TOP OF PRODUCT



TREKKERS
CANNABIS

PRIMARY
WHITE AND
EVERGLADES
ON BLUE MOUNTAIN

TOP OF PRODUCT



TREKKERS
CANNABIS

PRIMARY
BLUE MOUNTAIN
AND WHITE
ON EVERGLADES

TOP OF PRODUCT



TREKKERS
CANNABIS

PRIMARY
BLUE MOUNTAIN
ON ARCHES

TOP OF PRODUCT



TREKKERS
CANNABIS

PRIMARY
BLACK ON WHITE

TOP OF PRODUCT



TREKKERS
CANNABIS

PRIMARY
WHITE ON BLACK

LOGOMARK USAGE

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.



LOGOMARK USAGE

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.



Do not alter colors of logomark.



Do not distort logomark vertically.



Do not distort logomark horizontally.



Do not place logomark at an angle.

A person wearing a white t-shirt and a black cap is sitting on a large, reddish-brown rock formation, looking out over a vast, green valley. The valley is filled with dense green vegetation and yellow wildflowers. In the distance, there are rolling mountains under a cloudy sky. The text "COLOR PALETTE" is overlaid in the center of the image.

COLOR PALETTE

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™.



BLUE MOUNTAIN
PANTONE 302 C
CMYK 100 32 0 68
RGB 0 59 92
HEX #003B5C



EVERGLADES
PANTONE 556 C
CMYK 56 12 44 7
RGB 111 162 135
HEX #6FA287



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

DOMINANCE COLOR PALETTE

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



GLACIER (INDICA)
PANTONE 272 C
CMYK 61 55 0 0
RGB 116 116 193
HEX #7474C1



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 7
RGB 111 162 135
HEX #6FA287

A person with a backpack is seen from behind, standing in a field of tall, golden grass. They are looking towards a large, rocky mountain peak in the distance. The sun is low in the sky, creating a lens flare effect. The scene is framed by a green border.

TYPOGRAPHY

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

A woman with long dark hair, wearing a grey bucket hat, a light blue tank top, black shorts, and black sneakers, is sitting on a large, reddish-brown rock formation. She is looking off to the side, away from the camera. The background shows a desert landscape with more rock formations and a clear sky transitioning from blue to orange, suggesting sunset or sunrise. The entire image is framed by a thin green border.

SECONDARY GRAPHICS

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

PACKAGING EXAMPLES



Actual packaging may differ slightly due to compliance regulations.

A scenic landscape featuring a turquoise lake, snow-capped mountains, and a person in a blue outfit standing on a rocky outcrop. The scene is framed by a light green border. The text "TRADEMARKS & COPYRIGHT" is overlaid in the center in a bold, white, sans-serif font.

TRADEMARKS & COPYRIGHT

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.

REGISTERED
TRADEMARK
SYMBOL ®

Trulieve® holds a U.S. Trademark with the USPTO for the company name, Trekkers®, in the following categories. As 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		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™ products and marketing materials:

©Trulieve, Inc. All rights reserved.



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

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