



Brand Guidelines





Welcome to Trulieve brand guidelines

This is your friendly introduction to all things Trulieve. In this guide, you will come to understand who we are, what we do, and how we do it so you can create considered communications, consistent assets, and branded touch points that look and sound distinctly like us.

Within this brand book, you will also find guidance to help you thoughtfully innovate for the future, ensuring the continued expansion of Trulieve and our sub-brands so as to serve every type of cannabis consumer with purpose.

After all, we've taken as much care in building this brand and the world around it as we give to our premium cannabis. So come along for the journey as we show you step-by-step how to cultivate Trulieve's potential.



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Brand foundations

Who we are

Greatness is found by looking at the world not for what it is, but for all that it can be. We offer a wide range of premium cannabis solutions that have been fine-tuned for relief and relaxation.

We take pride in empowering our consumers to live the lives they were meant to live. All that's left to do is breathe in and Cultivate Your Potential.



Brand tenets

Our vision

Trulieve will be the leading customer-focused cannabis brand in the United States, with depth in the markets we choose to operate in.

Our mission

To provide the highest level of cannabis products and customer experience through authentic and reciprocal relationships.

Our purpose

We exist to cultivate human potential.

Brand values

Our brand values are embodied by our core beliefs, then expressed through our behaviors. Beliefs describe how we feel, while behaviors express how we act based on those feelings. These are a guiding light, influencing all brand communications, brand and product development at the highest level.

We believe:

Better is for everyone
Greatness lies within
You own your journey

So we:

Break barriers that limit
Courageously forge new paths
Empower choice and opportunity

Brand positioning

With a sunny disposition and an optimistic outlook, we show consumers just how bright their days can be with Trulieve as their trusted cannabis partner. Through uplifting imagery and an encouraging tone, we invite people to live the good life, asking them to breathe in and enjoy the moment. And though Trulieve may be for medicinal use only in some areas, we abide by state laws while remaining true to our overall positioning.

Whether in retail, online, or otherwise,
we always show up as:

Optimistic

Empowering

Lively

Elevated with an edge



Tone of voice

Our tone is honest and optimistic. We are a voice for our customers and the industry.

We are:

Inclusive

Trailblazing

Cutting Edge

Confident and Empowering

Challenging Convention

Knowledgeable Experts

We are not:

Everything to Everyone

Perpetually in Search of the Next Big Thing

Trendy

Arrogant or Bossy

Rebellious/Defiant (Just for the Sake of it)

Industry Know-it-alls

The tone here applies to Trulieve itself and our core brand offering under the Trulieve moniker. Our brand extensions e.g. Muse and Sweet Talk have their own tone of voice.

Tagline

Cultivate your potential.

Tagline purpose and usage

Our tagline is a key piece of communication that reinforces our brand in print materials, online communications, banners, press releases, merchandise, or wherever it may appear. It is approachable, empowering, and uplifting, representing our core brand values in one concise phrase.

It may appear alone or it can be paired with our logos to reinforce brand presence, and to strengthen the emotional connection with our consumer. Use them together as a sign-off on print materials, on billboards, event invites, video advertisements, and more.

Cultivate your potential.



Cultivate your potential.

Trulieve®
Cultivate your potential.

Tagline meaning

Used together, these words form our tagline. It embodies all that we at Trulieve do and puts a consumer facing spin on our purpose. We do what we do to allow our consumers to reach their full potential and we are the partner to help them achieve it.

Cultivate your potential.

We aren't afraid of hard work. We roll up our sleeves and jump right in, committing ourselves to a standard of excellence from seed to flower, within our community and across the industry.

The human experience is deeply personal and remarkably unique. It's an everchanging state of being and the great complexity that unites us all. We take great pride in making your experience one worth experiencing.

Our power lies in opening our eyes and minds to what is truly possible. We help consumers see beyond preconceived limitations and uncover what better can mean for them.

Breakdown of our audience

Aging Ailers

Baby Boomers or older that report using cannabis for aging ailments or pain.

Boomerangs

Baby Boomers who have returned to using cannabis (i.e., used in youth, stopped, and returned in older age).

Budheads

Consumers that report using only flower or pre-rolls and no other cannabis product types.

Daily Pain Attackers

Individuals that report using cannabis for pain and who use five or more days per week.

Microdosing Mamas

Women with children in the household who report using cannabis at least weekly.

Newbies

Individuals who report being new to cannabis.

Old Stoners and Hippies

Consumers age 56+ who report using cannabis five or more days per week and have used consistently throughout their lives.

Stressed-Out Millennials

Millennials that report using cannabis for psychological reasons (e.g. anxiety, depression, insomnia).

Wake and Bakes

Consumers who use cannabis multiple times a day and who report using just after waking up.

Innovation strategy

At Trulieve, we believe better is for everyone. As our consumer base continues to grow, we must ensure the flexibility to create and innovate new products to meet new consumer demands. Though Trulieve is an inclusive brand at its roots, it does not need to be, nor should it be, everything to everyone.

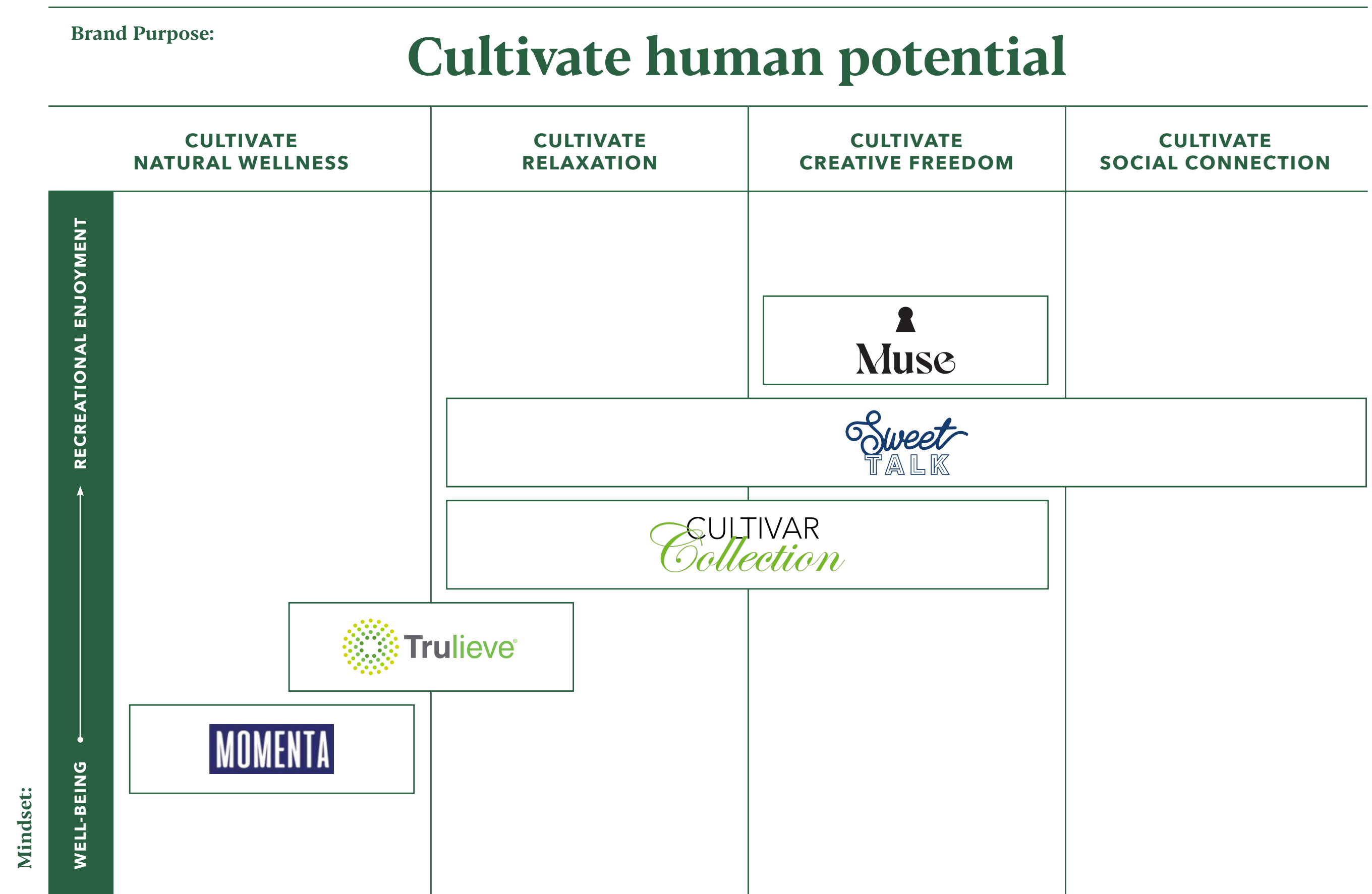
We have created a framework for strategic innovation that will allow for the smart, streamlined development of new brands and new products under the Trulieve halo so as to help every consumer live life to the fullest without straying too far from who we are at our core.



Brand pillars for innovation

There are four pillars for innovation under the Trulieve parent brand. Each pillar serves a different consumer or a different occasion and meets a unique consumer need. New brands may span several pillars, serving different needs with a variety of products, while new products should live only in one.

For more detailed guardrails surrounding brand and product innovations, please see Brand Architecture information in the Appendix.



Brand assets

Primary logo

The primary, horizontal version of the Trulieve mark is comprised of the radial burst and the wordmark. 4 colorways of this mark have been provided to add flexibility to the system. While our 5-color mark is the preferred version, layouts and executions that require fewer colors or a simpler brand impression should utilize the alternate options.

Our primary, horizontal logo should be the default choice for all applications, and should only be substituted when a secondary or tertiary logo is better suited to the specific parameters and needs of a project.

The minimum space around the logo is defined by the height of the “e” from the Wordmark. All supporting copy and graphic elements must maintain this distance in all applications.



Primary Logotype - 1A



One Color White - 1B

One Color Green - 1C

Dark BG - 1D



Clear Space

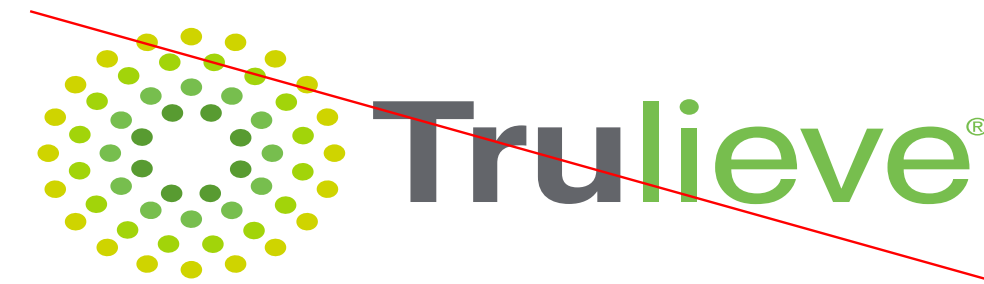


Minimum Size

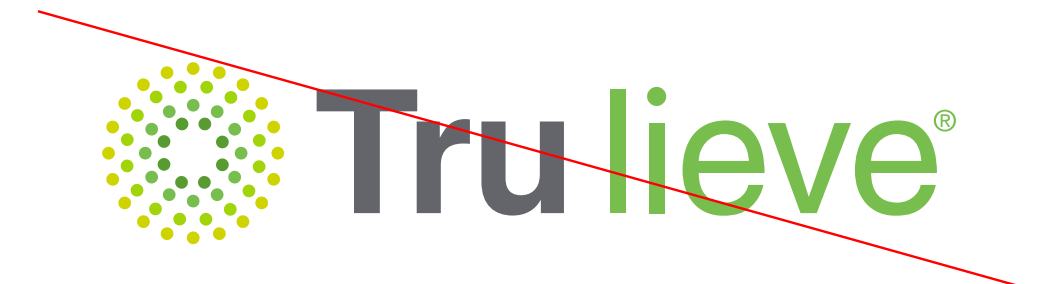
Logo Don'ts

To maintain brand presence and brand integrity, do not alter the logo.

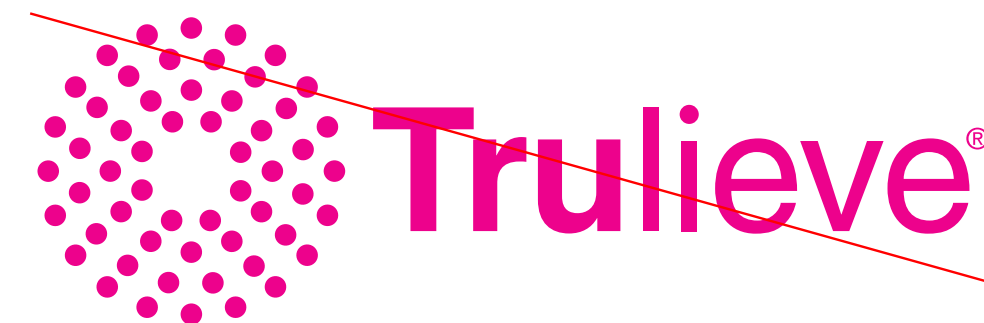
For special circumstances, we can alter the color of our logo, e.g., Pride. Permission from marketing is required ahead of inputting any of these changes.



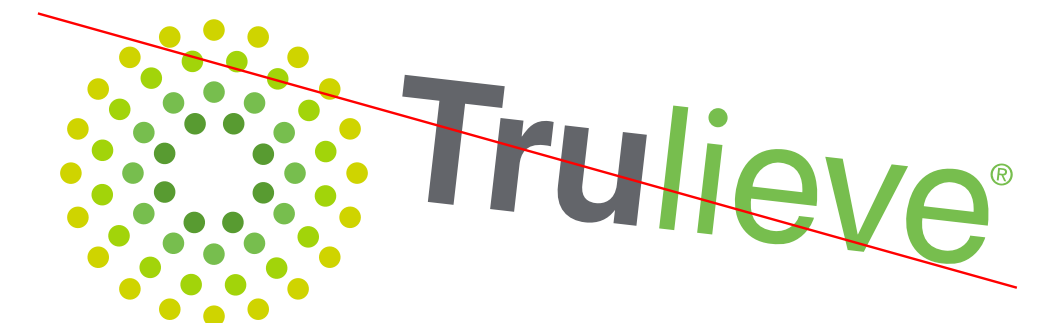
Don't skew or distort logotype.



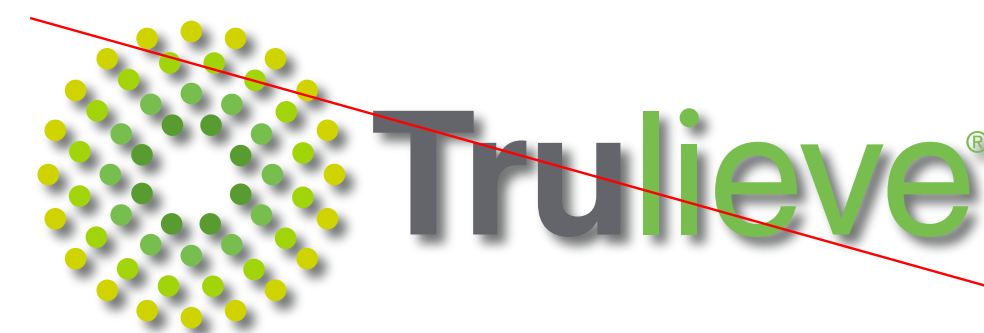
Don't alter the spacing or scale of the elements.



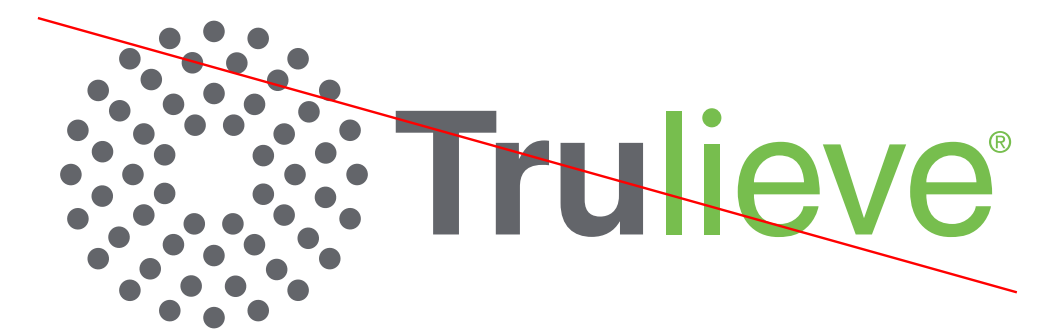
Don't use non-brand colors.



Don't rotate elements.



Don't add any shadows or effects.



Don't alter the colors of the logo.

Secondary logo

Similar to the primary execution, the secondary Trulieve mark is comprised of the radial burst and the wordmark stacked vertically. This version has been optimized for primarily vertical layouts and executions where horizontal space is limited.

This version also works best when logo recognition is the main goal of the execution (t-shirts, signage and some packaging executions). This version also best compliments the tagline 'Cultivate Your Potential' when stacked and centered above.

The minimum space around the logo is defined by the height of the "e" from the Wordmark. All supporting copy and graphic elements must maintain this distance in all applications.



Secondary Logotype - 2A



One Color White - 1B

One Color Green - 1C

Dark BG - 1D



Clear Space



Minimum Size

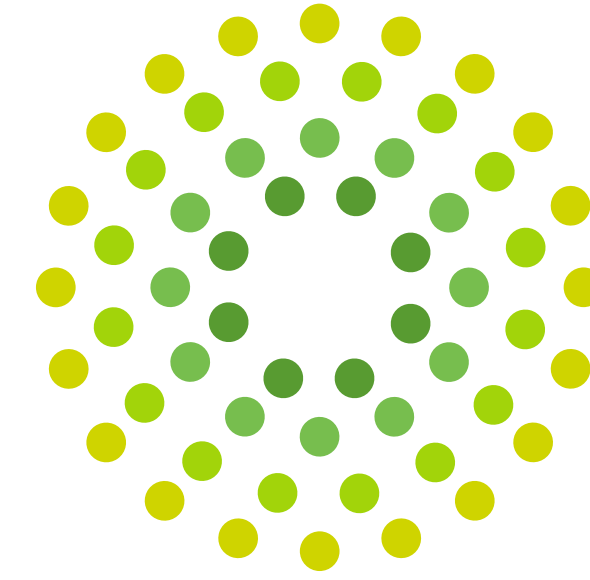


Logo with Tagline

Tertiary logo

The keystone of the Trulieve brand, the radial burst is comprised of 4 concentric, radiating rows of dots symbolizing growth, community and connectivity.

To ensure proper usage, place the radial burst on executions where it serves as a decorative element or where the execution is inherently linked to a person who can speak to what it represents, like a staff shirt.



Tertiary Logotype - 3A



One Color White - 3B

One Color Green - 3C



Minimum Size

Wordmark

To add flexibility and endorsement to a growing portfolio of sub-brands, the Trulieve wordmark has been extracted as an available mark for the brand.



Tertiary Logotype - 3A



Trulieve®

Trulieve®

One Color White - 3B

One Color Green - 3C

Trulieve | 25px

Minimum Size

Typography

As the visual expression of our brand's voice, careful selection of typography is essential. Retaining a simple approach, Avenir Next and the inclusion of a serif typeface, Blacker Display, further modernizes and humanizes the brand.

Avenir organizes and adds order to the brand while the secondary typeface, Blacker Display, is meant to bring more human voice to the brand focusing on experience, values and audiences.

AVENIR NEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Weights: Regular, Italic, Semi-Bold, Bold & Heavy
Best used for: Subheads and body copy

Blacker Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Weights: Bold
Best used for: Headlines, accent copy & quotes, 2-8 word phrases.
Usage note: Maintain -25 tracking and tight leading for modern feel.

Color

As a vertically-integrated cannabis company, it stands to reason that the primary color palette is heavy on green. To compliment a refreshed palette, a darker forest green has been added to provide contrast for our logo suite.

<p>PMS 7734 C: 83 M: 38 Y: 82 K: 31 R: 38 G: 96 B: 65 #266041</p>	<p>PMS 362 C: 74 M: 15 Y: 100 K: 2 R: 76 G: 156 B: 46 #4C9C2E</p>	<p>PMS 360 C: 61 M: 0 Y: 96 K: 0 R: 106 G: 191 B: 75 #6ABF4B</p>
<p>PMS 375 C: 47 M: 0 Y: 100 K: 0 R: 147 G: 213 B: 0 #93D500</p>	<p>PMS 382 C: 30 M: 1 Y: 100 K: 0 R: 194 G: 213 B: 0 #C2D500</p>	

Graphic treatments

Our brand is more than just logos and colors. To make it come to life we have additional assets and graphic treatments to enhance our vibrant and lively personality.

Patterns

Building off of the circular shape language present in our radial icon logo mark, we've built out a selection of dynamic patterns for our asset toolkit. Our group of patterns are elements that add sophistication, depth, interest and motion to layouts. They can be utilized as background treatments for advertising, presentation decks or even pieces of merchandise.

Paper texture

Trulieve should feel familiar with a touch of purpose which is why some layouts should utilize the paper texture. This element adds a premium impression and tactile nature to our brand.



All patterns and textures featured here are available for any and all Trulieve brand communications. Please contact your brand steward for download.

Photography

Photo direction

Little slices of the good life.

Always an optimistic outlook.

Sunny and uplifting with a sense of empowerment.

Trulieve imagery is all about capturing “the good life.” The moments where we take time to stop and smell the roses. Happy, sunny days that put a spring in your step and a grin on your face. Those special moments with friends and family that you wish would never end.

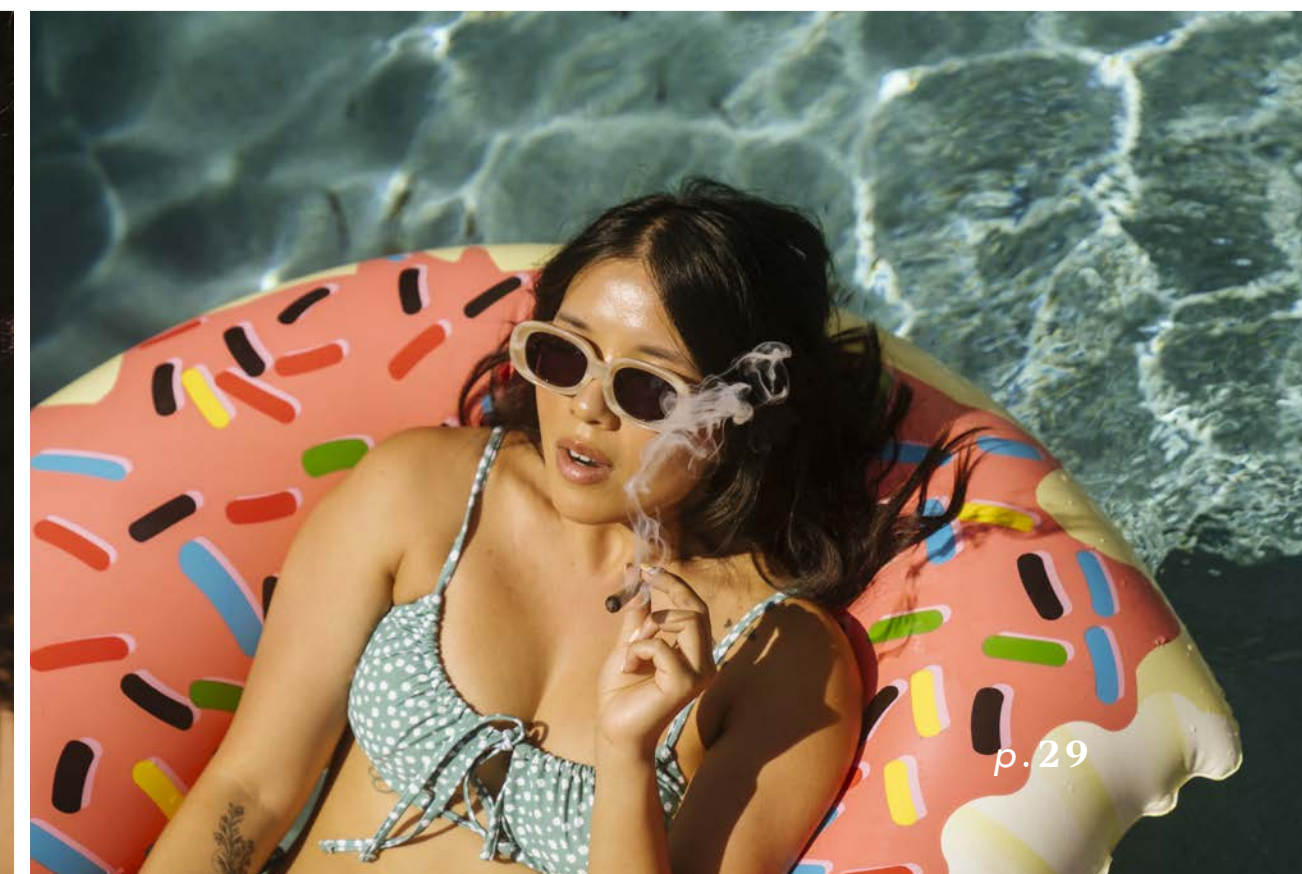


Lifestyle

The good life comes in many shapes and forms.

Sometimes you enjoy it alone with a good book or a killer playlist. Other times you can't help but celebrate it with your closest friends. Whatever the setting, our lifestyle photography should feel optimistic, lively and inviting.

We are a brand that embraces diversity and inclusivity, so our audience should be represented by a diverse range of people, including all ethnicities, genders and non-binary, ages, or sizes that connect with our consumer target.



Product

Trulieve products have been crafted with the utmost care and attention to retain all of the rejuvenating, healing powers of Mother Nature.

Our product photography serves to tell this story.

Natural lighting works well in creating a vibe that feels organic and kissed by Mother Nature herself. Dappled sunlight and elements of foliage should be utilized whenever possible. Propping should remain simple, with our products always being the focal point.

From time to time feel free to showcase a scene implying usage of our products so long as it feels natural and effortless.



Photography library

All photography assets featured below are available for any and all Trulieve branded communications. Please contact your Trulieve brand steward for download.



Trulieve_Cartridge_White



Trulieve_carts_green



Trulieve_Concentrate_Green_Patch



Trulieve_Creme_White



Trulieve_Flower_Green_Patch



Trulieve_Flower_White



Trulieve_Gummies_White_Logo Added



Trulieve_Pod_White



Trulieve_Portfolio_Green_Logo Added



Trulieve_Portfolio1



Trulieve_Portfolio2A



truelieve lifestyle-378



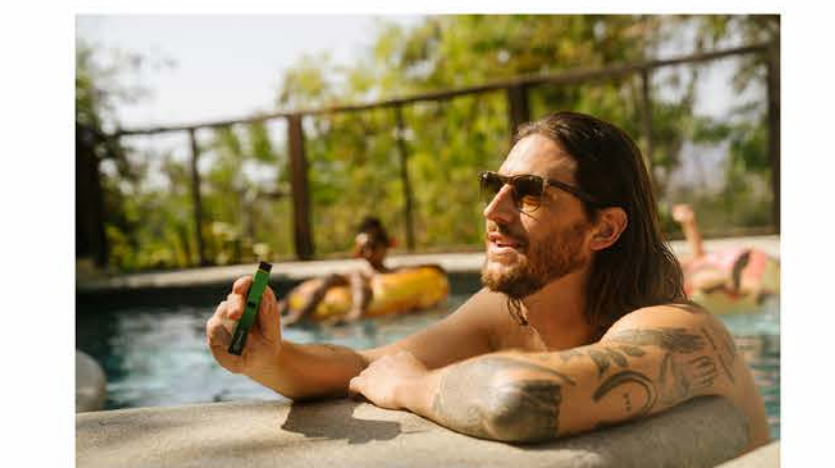
truelieve lifestyle-1019



truelieve lifestyle-1027



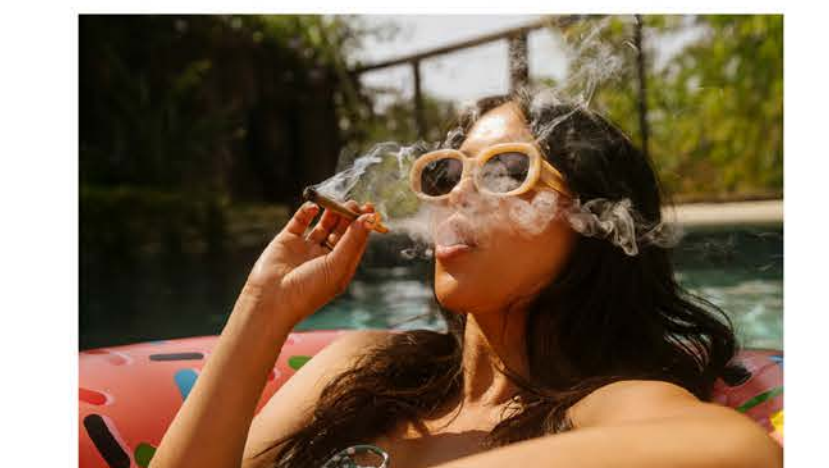
truelieve lifestyle-1707



truelieve lifestyle-2012



truelieve lifestyle-469



truelieve lifestyle-1826



truelieve lifestyle-2041



Trulieve_Lifestyle_2326

Key visual



The billboard is a large rectangular panel mounted on a white brick wall. It is divided into six distinct panels, each with a unique background and content:

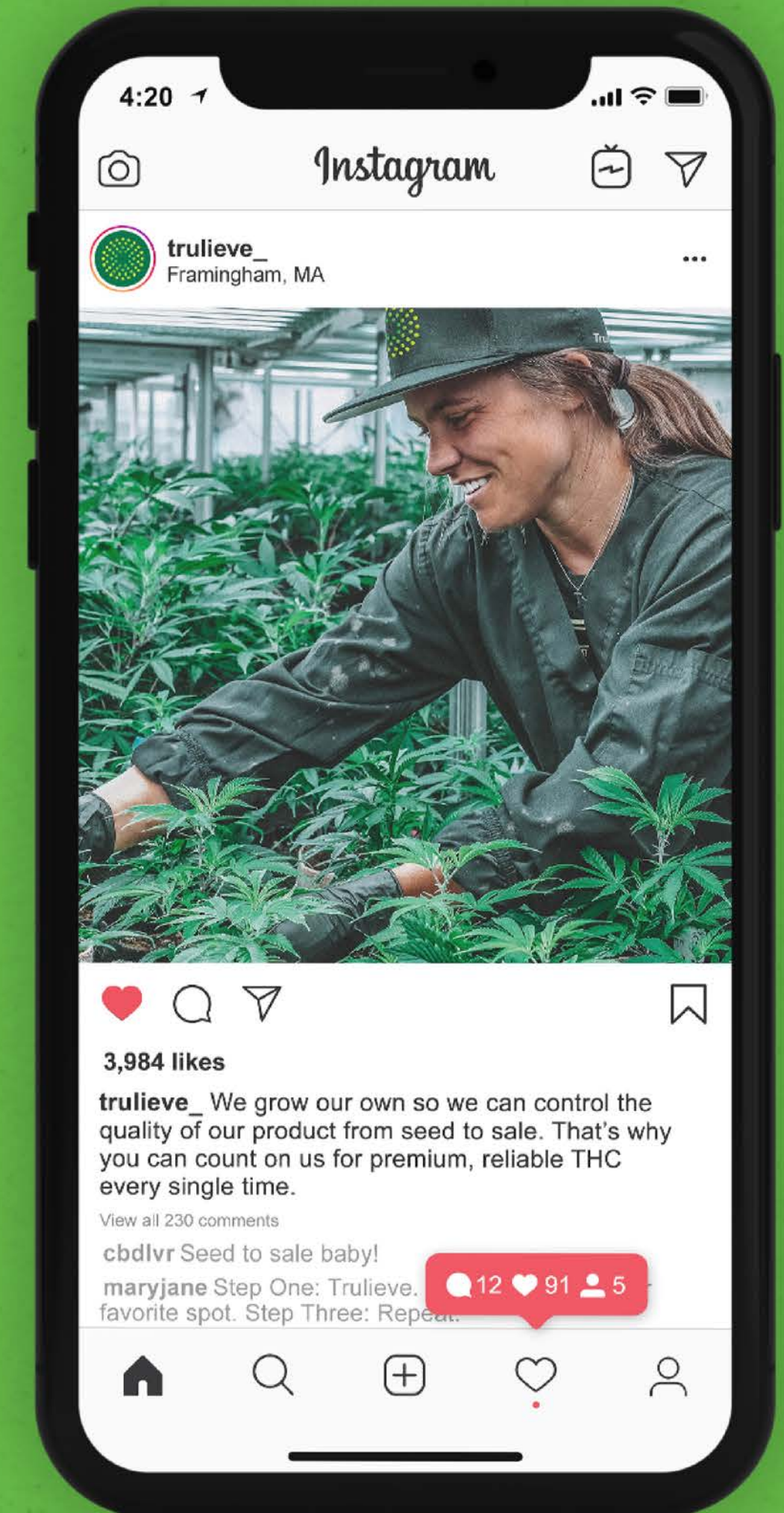
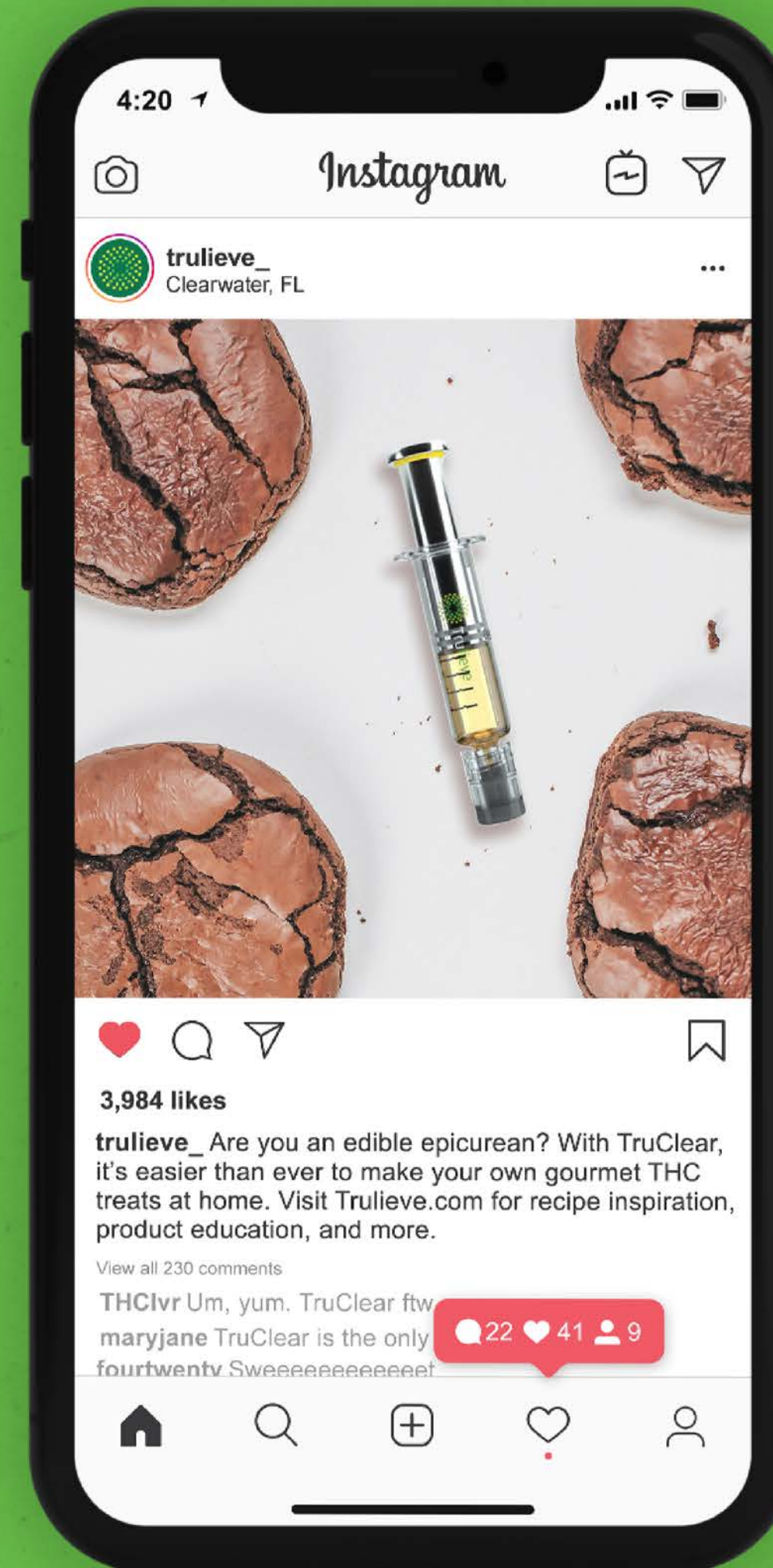
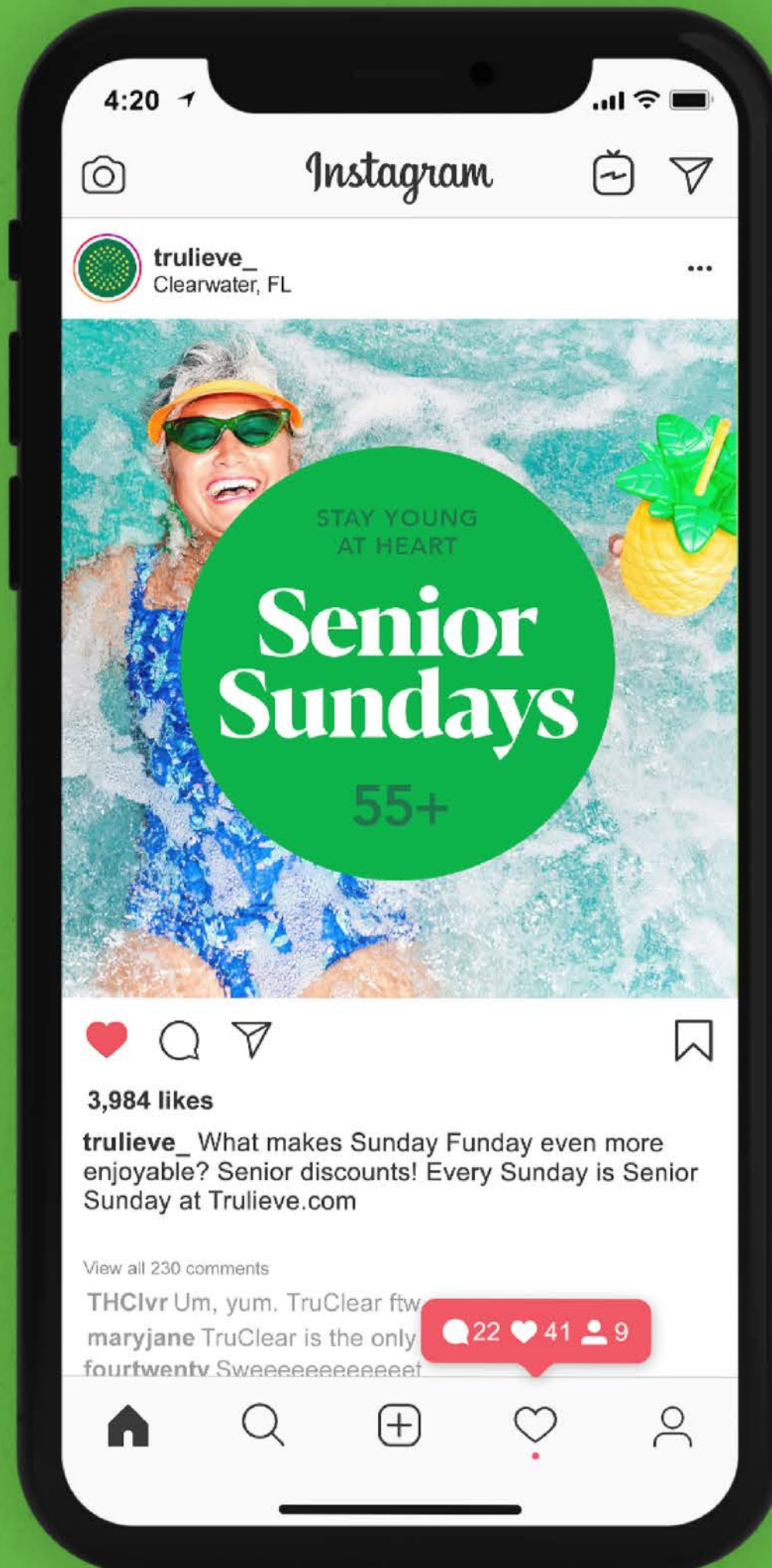
- Top Left Panel:** Features the word "Relieve." in white serif font on a dark green background with a light green circular graphic. Below it is the Trulieve logo and the website "trulieve.com".
- Top Middle Panel:** Shows a clear jar of Trulieve TruFlower WHOLE cannabis flower, with a cannabis leaf behind it. The jar label includes "Trulieve" and "2.5g | 125mg". Below is the website "trulieve.com".
- Top Right Panel:** Features the word "Relax." in white serif font on a dark green background with a light green circular graphic. Below it is the Trulieve logo and the website "trulieve.com".
- Bottom Left Panel:** Shows a photograph of a young woman with long dark hair, smiling and laughing. Below is the website "trulieve.com".
- Bottom Middle Panel:** Features the word "Revive." in white serif font on a dark green background with a light green circular graphic. Below it is the Trulieve logo and the website "trulieve.com".
- Bottom Right Panel:** Shows a photograph of a woman with curly hair using a green vaporizer. Below is the website "trulieve.com".
- Bottom Far Right Panel:** Features the phrase "Cultivate your potential." in white serif font on a dark green background with a light green circular graphic. Below it is the Trulieve logo and the website "trulieve.com".

Brand world inspiration

We grow our own.



Cultivate your potential.





Brand overview



Trulieve®

Cultivate Your Potential.

Revive. Relieve. Relax.

Greatness is found by looking at the world not for what it is, but for all that it can be. With a wide range of premium, vertically-integrated cannabis solutions that have been fine-tuned for relief and relaxation, Trulieve empowers human potential. We take pride in eliminating limits to manifest lives lived to the fullest; the lives we are meant to live. All that's left to do is breathe in and Cultivate Your Potential.

Creative Direction: Live your best life!

Show our audience how wonderful life can be with Trulieve as their trusted partner for all things cannabis. With an optimistic POV and sunny disposition, Trulieve always invites you in to enjoy the moment.

Trulieve should always appear:

- Optimistic • Empowering
- Youthful • Elevated Edge

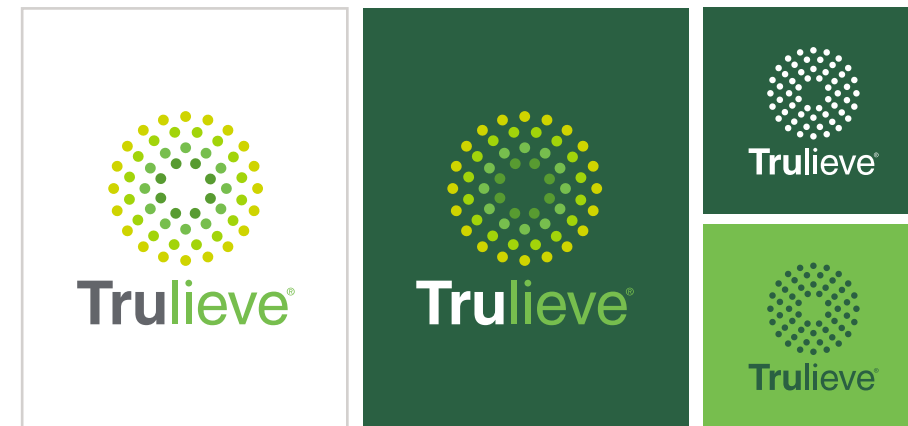
Primary Mark



The primary, horizontal version of the Trulieve mark is comprised of the radial burst and the wordmark. 4 colorways of this mark have been provided to add flexibility to the system. While our 5-color mark is the preferred version, layouts and executions that require fewer colors or a simpler brand impression should utilize the alternate options.

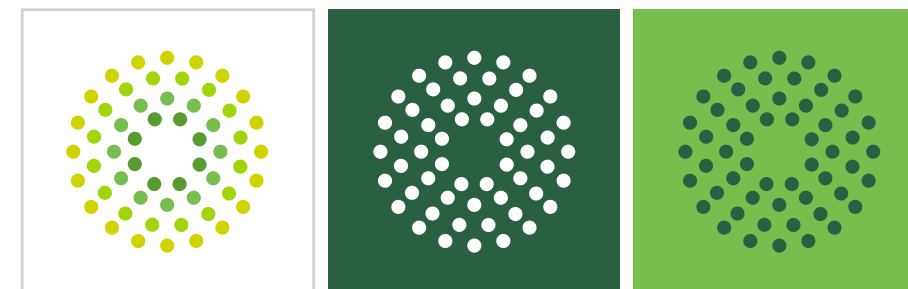
A good example is utilizing the Trulieve mark on a sub-brand execution, like Sweet Talk where the aesthetic is set and colors may clash.

Secondary Mark



Similar to the primary execution, the secondary Trulieve mark is comprised of the radial burst and the wordmark but stacked vertically. This version has been optimized for primarily vertical layouts and executions where horizontal space is limited. This version also works best when logo recognition is the main goal of the execution (t-shirts, signage and some packaging executions). This version also best compliments the tagline 'Cultivate Your Potential' when stacked and centered above.

Radial Burst



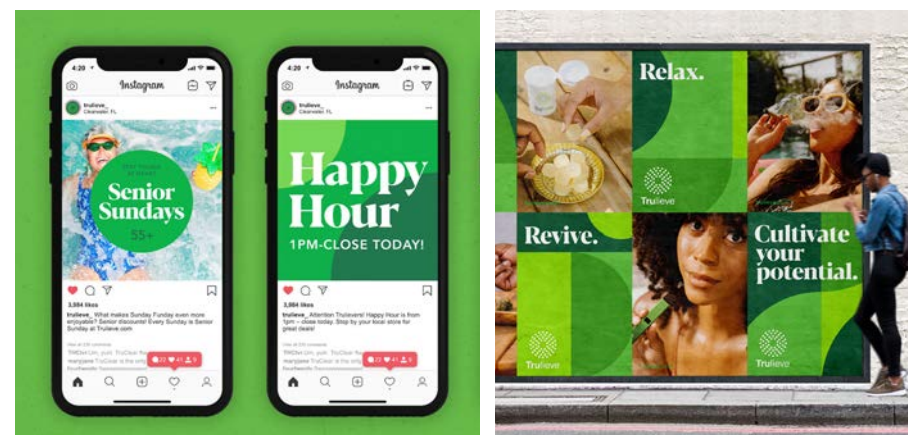
The keystone of the Trulieve brand, the radial burst is comprised of 4 concentric, radiating rows of dots symbolizing growth, community and connectivity. To ensure proper usage, place the radial burst on executions where it serves as a decorative element or where the execution is inherently linked to a person who can speak to what it represents, like a staff shirt.

Wordmark



To add flexibility and endorsement to a growing portfolio of sub-brands, the Trulieve wordmark has been extracted as an available mark for the brand. When utilizing the wordmark, ensure legibility by keeping it above 75px wide.

Patterns & Iconography



The connection and relationships the radial burst represents also informs our approach to patterns. By taking a macro approach to the mark and cropping the burst's circles as a background element, executions become active and interactive. When used simply these dots can showcase proximity, similarity, connectivity and continuity all while reflecting these values to our passionate customers, the Trulievers.

Colors

As a cannabis company it stands to reason that the primary color palette is heavy on green. To ensure a consistent brand experience across all brand communications, only the colors specified here should be utilized.

<p>PMS 7734 C: 83 M: 38 Y: 82 K: 31 R: 38 G: 96 B: 65 #266041</p>	<p>PMS 362 C: 74 M: 15 Y: 100 K: 2 R: 76 G: 156 B: 46 #4C9C2E</p>	<p>PMS 360 C: 61 M: 0 Y: 96 K: 0 R: 106 G: 191 B: 75 #6ABF4B</p>
<p>PMS 375 C: 47 M: 0 Y: 100 K: 0 R: 147 G: 213 B: 0 #93D500</p>	<p>PMS 382 C: 30 M: 1 Y: 100 K: 0 R: 194 G: 213 B: 0 #C2D500</p>	

Typography

Retaining a simple approach, Avenir Next and the inclusion of a new serif typeface, Blacker Display, further modernizes and humanizes the brand.

AVENIR NEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Weights: Regular, Italic, Semi-Bold, Bold & Heavy
Best used for: Subheads and body copy

Blacker Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Weights: Bold
Best used for: Headlines, accent copy & quotes, 2-8 word phrases.
Usage note: Maintain -25 tracking and tight leading for modern feel.

Appendix

Trulieve's Brand Architecture is a strategic framework that organizes our offerings and opportunities to maximize potential.

Benefits

Keeps Trulieve offerings organized within purpose-driven pillars

Provides the plan for future growth and innovation

Tailors consumer engagement opportunities based on needs

Guardrails for Use

Ensure visual and verbal communications align with benefits and needs for the consumer group(s) of the respective pillar(s).

While a brand may span multiple pillars, it is imperative that each offering is in alignment with a single pillar.

New offerings and innovations must be in alignment with this strategy, do not innovate outside of the brand architecture framework.

Follow brand use and logo guidelines when developing new products and brands.

As a Hybrid House of Brands, the Trulieve Logo should be included on all packaging.

In the instance of mass wholesale, the radial burst should be used with consideration of the appropriate panel.

Begin with an organizing principle.

Start by understanding the four key pillars of the tool - Natural Wellness, Relaxation, Creative Freedom and Social Connection.

Become grounded in the pillars.

Review the overarching descriptions and promises of each pillar to gain a deeper understanding of the consumer benefits addressed in each pillar.

Explore benefits, consumer segments and use occasions.

Read through the functional and emotional benefits, consumer segments and use occasions associated with each with the pillar. Begin identifying the overlapping attributes and key distinctions among the pillars.

Review placement of existing portfolio and identify white space opportunities.

Review and consider the needs currently being met by existing and/or planned products. Additionally, identify the consumer needs and opportunities that are not currently being met by the existing portfolio. Consider how these white spaces could inspire innovation opportunities.

Brand Architecture

Pillar Name	Natural Wellness		Relaxation	Creative Freedom	Social Connection
	Pillar Promise	Breaking the barriers that limit Natural Wellness promises to provide natural, plant-powered solutions that empower better living.		Breaking the barriers that limit Relaxation promises to provide a catalyst for self care that empowers a sense of calm control.	Breaking the barriers that limit Creative Freedom promises to inspire possibilities and empower uninhibited thought.
Functional Benefit	Precision dosing Formats support regular use		Formats, strains and infusions that support relaxation	Formats, strains and infusions that support mental alertness	Little-to-no prep Easy sharing, with a familiar taste experience (flavor-forward)
Emotional Benefit	Confident		Calm	Inspired	Connected
Sub-Pillar	Everyday Use	Acute Use			
Consumer Segments	Better Living Loyalists Medical Misgivings	Medically Motivated Cannabis Advocate	Better Living Loyalists Medically Motivated	Cannabis Advocate Better Living Loyalists	Recreationalists Socializers
Use Occasion	Solo Use	Solo Use	Solo Use (Solo occasions or discreet solo use in social occasions)	Mixed Solo and Social Use	Social Use (Moments of unwind and relaxation, possible alcohol replacement)
Positioning in Portfolio	Medicinal or Recreational	Medicinal	Medicinal or Recreational (Medicinal-type Mindset)	Medicinal or Recreational	Recreational



Thank you.

CONTACT INFORMATION:

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valda.coryat@trulieve.com