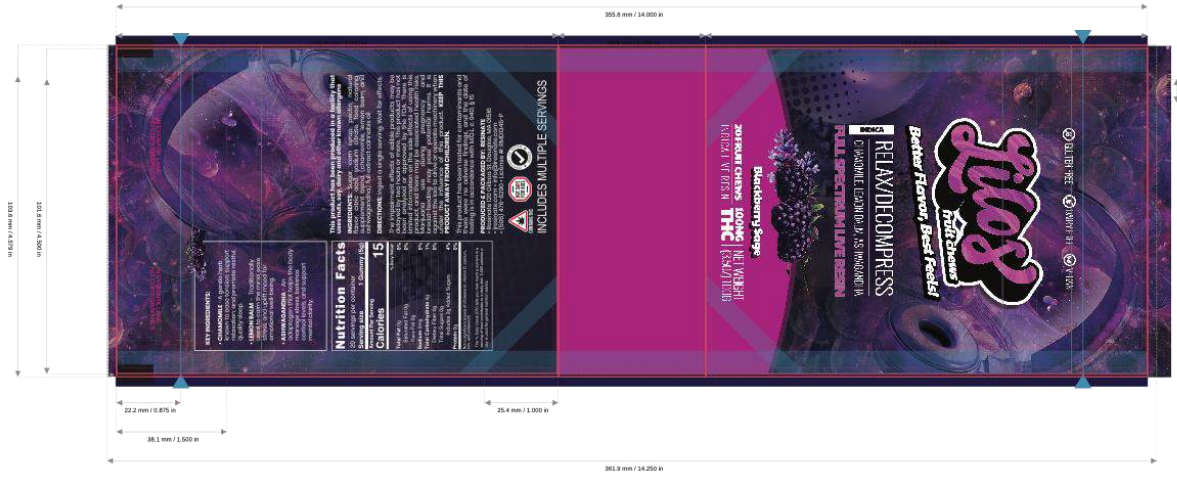


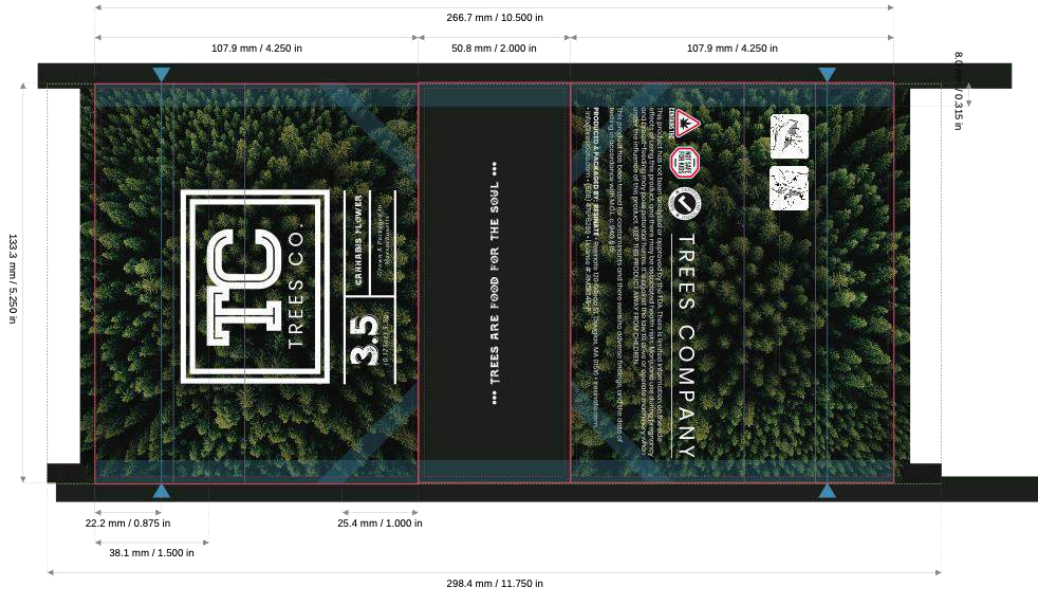
Retail



Packaging



Date 8/12/2024	Material SPEC-57	Double Cut 1 mm	Seal 38 mm	Color Specification	Legend
Reference Number 543395		Hanging Hole None	Bleed 0.125 in / 3.17 mm	■ Cyan	 Outline
Project Name Flow Bottom Pouch		Rounded Corner No	Eyemark 0.900 in / 22.79 mm	■ Magenta	 Side Area
		Tear Standard		■ Yellow	 Tear
		Notes None		 Black	 Seal
		Zipper Child Resistant		 White	 Eyemark



Date	Material	Double Cut	Seal	Color Specification	Legend
4/27/2023	SPEC 57	None	08 mm	Cyan	Dieline
Reference Number		Hing Hole	Blind	Magenta	Safe Area
36462		None	0.125 in / 3.17 mm	Yellow	Teal
Project Name		Rounded Corner	Cyan/ink	Black	Seal
Flow Bottom Pouch		No	0.400 in / 10.16 mm	White	Eye-mark
		Teal			
		Standard			
		Valve			
		None			
		Zipper			
		Child Resistant			







Cannabis Infused Chocolates

Brand Guidelines



Remix Logo

Below is the standard Remix color logo. For background and flavor variations please reference the following page.



The Remix logo is a bold, modern mark that reflects the brand's elevated take on cannabis-infused chocolate. It embodies the fusion of premium ingredients, indulgent flavor, and carefully crafted effects. When using the Remix logo, maintain clear space around the mark to preserve its impact and legibility. Do not stretch, rotate, or alter the logo's proportions.

Logo Flavor/Color Variations



Remix Product Color Palette

WHITE

RGB 255 255 255
CMYK 0 0 0 0
HEX FFFFFFFF

UNIVERSAL COLOR

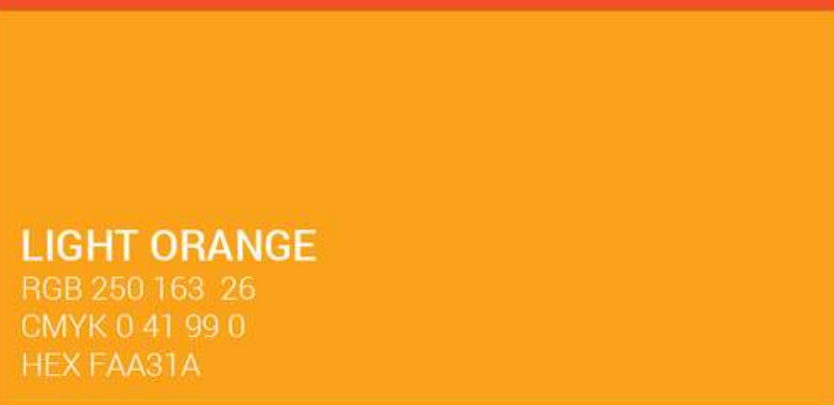
BLACK

RGB 0 0 0
CMYK 75 68 67 90
HEX 000000

UNIVERSAL COLOR

DARK ORANGE

RGB 240 83 35
CMYK 0 82 98 0
HEX F05323



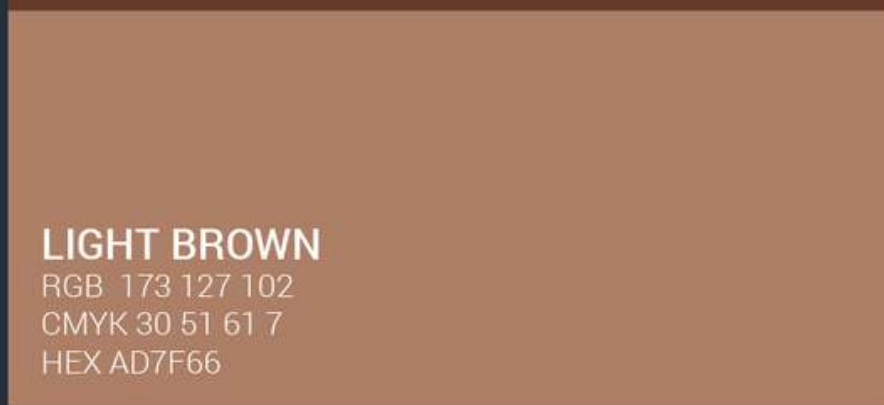
LIGHT ORANGE

RGB 250 163 26
CMYK 0 41 99 0
HEX FAA31A

REMIX MILK CHOCOLATE

DARK BROWN

RGB 101 58 43
CMYK 41 72 77 46
HEX 653A2B



LIGHT BROWN

RGB 173 127 102
CMYK 30 51 61 7
HEX AD7F66

REMIX DARK CHOCOLATE

DARK BLUE

RGB 4 118 168
CMYK 88 47 15 1
HEX 0476A8



LIGHT BLUE

RGB 0 193 222
CMYK 69 0 11 0
HEX 00C1DE

REMIX WHITE CHOCOLATE

Typography

PRIMARY / HEADLINES
ARISTOTELICA DISPLAY DEMI BOLD

Aa

ARISTOTELICA DISPLAY DEMI BOLD

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Typography

SECONDARY/ HEADLINES
TYPO ROUND REGULAR DEMO

Aa

TYPO ROUND REGULAR DEMO

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Typography

TERTIARY / TECHNICAL LANGUAGE + FINE PRINT:
GOTHAM BOOK

Aa
GOTHAM BOOK

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789



Trees Co. Cannabis Flower

Brand Guidelines

Trees Co. Logo

Below is the standard light Trees Co. logo. For background color variations please reference the following page.



The Trees Co. logo represents a refined connection to nature through bold simplicity. The structured "TC" monogram conveys strength and clarity, while the double-bordered frame symbolizes balance between the natural and cultivated worlds. As a premium cannabis flower brand, Trees Co. uses this logo to communicate trust, integrity, and its deep-rooted relationship with the earth. The logo should be used with clear space to maintain its bold impact and organic elegance.

Logo Color Variations



A A
ATLANTIS BOLD GRUNGE

A B C D E F G H J K L M
N O P Q R S T V W X Y Z
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Remix Product Color Palette

WHITE
RGB 255 255 255
CMYK 0 0 0 0
HEX FFFFFFFF

UNIVERSAL COLOR

BLACK
RGB 0 0 0
CMYK 75 68 67 90
HEX 000000

UNIVERSAL COLOR

EVERNIGHT GREEN
RGB 32 40 27
CMYK 72 58 72 72
HEX 20281B

PINE MOSS GREEN
RGB 37 63 30
CMYK 77 48 92 56
HEX 253F1E

TREES CO. DARK GREENS

CANOPY CREST
RGB 60 96 48
CMYK 75 39 96 32
HEX 3C6030

VERDANT TRAIL
RGB 80 114 49
CMYK 70 35 100 22
HEX 507231

TREES CO. MID TONES

MORNING SPROUT
RGB 152 183 108
CMYK 44 13 73 0
HEX 98B76C

SUNLIT GROVE
RGB 207 224 179
CMYK 20 2 36 0
HEX CFE0B3

TREES CO. LIGHT GREENS

Typography

PRIMARY / HEADLINES
HOMESTEAD REGULAR

AA

HOMESTEAD REGULAR

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890**

Typography

SECONDARY / HEADLINES
POPPINS REGULAR

Aa

POPPINS REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Aa

PHILOSOPHER ITALIC

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789*

2025

Brand Guide



resinate



Mission

To provide high-quality cannabis products that enhance well-being while fostering a culture of sustainability, education, and community engagement.

Vision

To be a leading cannabis producer recognized for our commitment to quality, innovation, and community, inspiring positive change and promoting a greater understanding of the benefits of cannabis.

Our Mission and Vision

Brand Architecture

VISION

To be a leading cannabis producer recognized for our commitment to quality, innovation, and community, inspiring positive change and promoting a greater understanding of the benefits of cannabis.

MISSION

To provide high-quality cannabis products that enhance well-being while fostering a culture of sustainability, education, and community engagement.

ESSENCE

Resinate is about enhancing lives through quality cannabis products, fostering a sense of community, and promoting well-being and sustainability.

PILLARS

Quality - Selection - Education - Local & Caring

Quality

At Resinate, quality is non-negotiable. From carefully selecting seeds to meticulous cultivation processes and rigorous testing, we ensure every product meets our high standards.

Selection

We offer a diverse range of cannabis products, including flower, concentrates, edibles, and pre-rolls, to meet the varying preferences and needs of our customers.

Growth

Resinate is committed to sustainable growth, focusing on expanding our reach while maintaining our dedication to quality and community engagement.

Local & Caring

We pride ourselves on being a local business, deeply integrated into the Worcester and Northampton communities, and we support local initiatives and businesses.



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Resinate Elevator Pitch

- ▶ Founded in February 2020, Resinate is a vertically integrated cannabis firm located in Massachusetts. It specializes in both medical and adult-use sectors. As the creators of popular brands such as Resinate Flower, Trees Co., Happy Hour, Rave, and Remix, we have two retail locations in Worcester and Northampton, as well as a medical only delivery services.
- ▶ Resinate is committed to producing artisanal cannabis with industry-leading volume and automation, ensuring the highest quality for our customers.



The Brand

Resinate produces craft quality, indoor flower. Our flower is grown under optimized conditions in a facility that is 100% climate controlled for temperature and relative humidity. Flower life cycles range from 12-16 weeks depending on the strain, with harvests performed every 5 days to ensure a continuous supply. Our drying and curing processes are designed to deliver high-quality, moist, and consistent flower, preserving its quality and extending shelf life.

Strains are selected based on adherence to our strict quality control parameters, including:

- Cannabinoid Production
- Terpene Production
- Plant Health and Stability
- Resistance to Microbials and Pests
- Harvest Cycles
- Overall Yield

Key Takeaways:

- Optimum Growing Conditions
- Strict Quality Control
- Strain Selection

Logo Overview and Configuration:

This Logo has been configured in two ways to maximize impact on any application.

Primary Logo - Stacked (Preferred):



Logo - Horizontal (Limited Use):



Logo Color Palette



Green 01:

PMS 3288C
CMYK C=83 M=17 Y=76 K=3
RGB R=19 G=151 B=104
HEX #139768



Green 02:

PMS 570C
CMYK C=61 M=0 Y=41 K=0
RGB R=51 G=221 B=184
HEX #33ddb8



Blue 01:

PMS 2145C
CMYK C=87 M=44 Y=18 K=1
RGB R=1 G=122 B=167
HEX #017aa7



Blue 02:

PMS 298C
CMYK C=60 M=0 Y=6 K=0
RGB R=44 G=211 B=243
HEX #2cd3f3



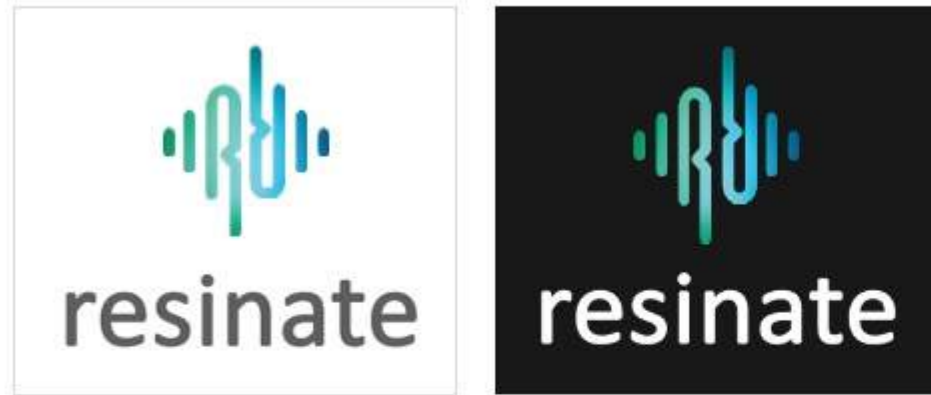
Gray 01:

PMS 425C
CMYK C=0 M=0 Y=0 K=76
RGB R=97 G=98 B=100
HEX #616264

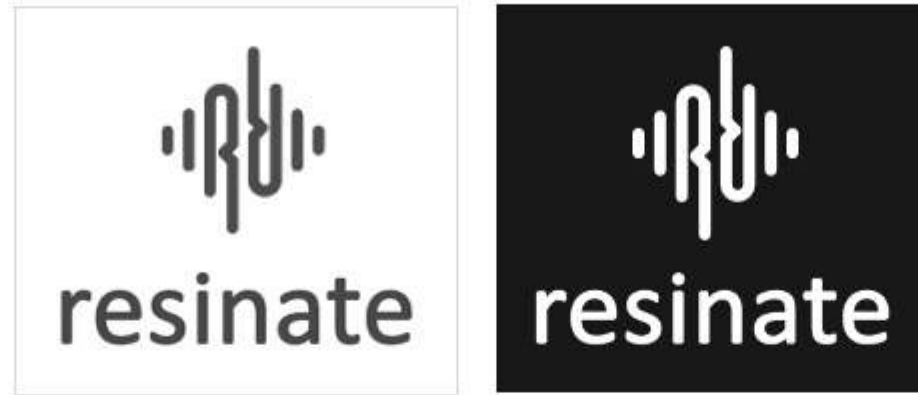


Logo Overview and Configuration Continued:

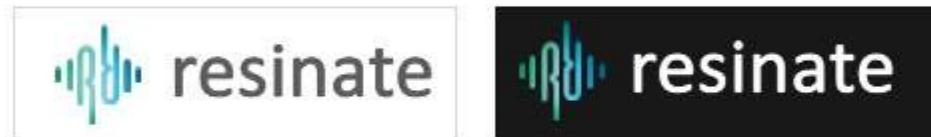
VERTICAL LOGO DARK AND LIGHT VARIATIONS



VERTICAL LOGO DARK AND LIGHT STAMP VARIATIONS



HORIZONTAL LOGO DARK AND LIGHT VARIATIONS



HORIZONTAL LOGO DARK AND LIGHT STAMP VARIATIONS



PRIMARY COLOR PALETTE



LATO BLACK ALL LOWERCASE

abcdefghijklmnopqrstuvwxyz
0123456789

LATO BLACK ALL UPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

LATO REGULAR ALL LOWECASE

abcdefghijklmnopqrstuvwxyz
0123456789

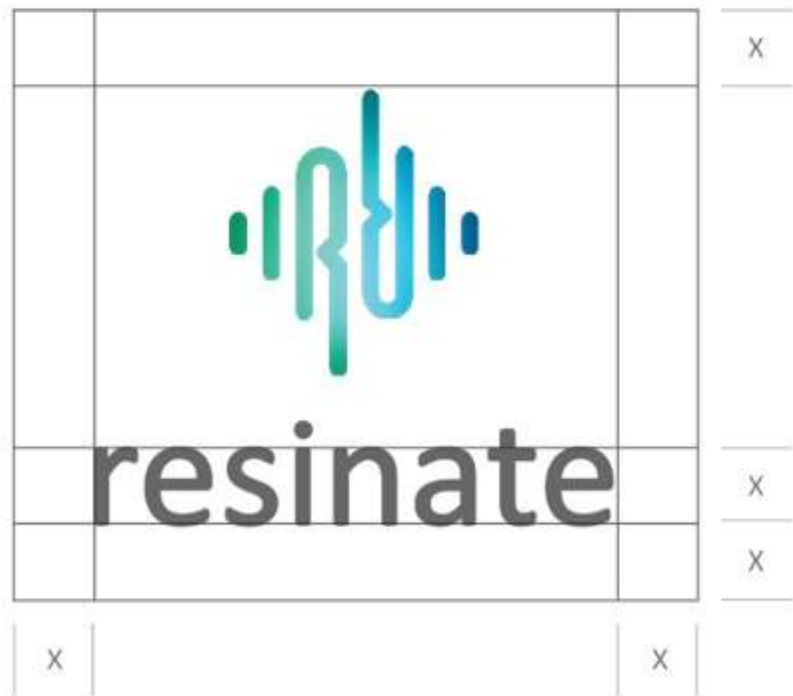
LATO REGULAR ALL UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Logo Clear Space and Minimum Size:

Clear space is the area surrounding the Resinate logo that must be kept free of other graphic elements to ensure the legibility of the logo on all communications. The clear space around the logo allows it to stand out clearly and distinctively in any environment.

Primary Logo - Stacked (Preferred):



Secondary Logo - Horizontal (Limited Use):



Minimum Size:

Logo minimum sizes for print and digital applications have been established to ensure legibility at the smallest allowable size. In rare circumstances, the logo may need to appear smaller than the minimum size.

Stacked:



Print: 1 inch
Digital: 108 pixels

Horizontal:



Print: 1.5 inches
Digital: 166 pixels

Font Type families web, print, and communications

Font Type families web, print, and communications

Roboto Thin

Roboto Thin Italic

Roboto Light

Roboto Light Italic

Roboto Regular

Roboto Italic

Roboto Medium

Roboto Medium Italic

Roboto Bold

Roboto Bold Italic

Roboto Black

Roboto Black Italic

Roboto Slab Thin

Roboto Slab Light

Roboto Slab Regular

Roboto Slab Medium

Roboto Slab Bold

Roboto Slab Black

Roboto Condensed

Roboto Condensed Italic

Roboto Condensed Bold

Roboto Condensed Bold Italic



Typography

Eyebrow: Roboto Light is set in ALL CAPS with Loose letter spacing. -5x the size of Title.

—————> EYEBROW: ROBOTO LIGHT ALL CAPS

Title: Roboto Bold is set in sentence case with tight letter spacing. Line spacing is 0.8. 5x the point size of the Body.

—————> **Title: Roboto bold sentence case.**

Header: Roboto Slab Regular set in Sentence Case and same size as the body.

—————> Header: Roboto Slab Regular, sentence case.

The body: set in Roboto Regular sentence case, line spacing 1.5.

—————> Body text is set in Roboto Slab Light sentence case lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer tincidunt accumsan nisi, aliquet tempor mauris posuere sit amet. **Inline bold Roboto Slab Bold** Donec lorem arcu, fringilla vel commodo at, rhoncus ac ipsum. Mauris vel erat tempus, auctor est at, efficitur ante. Nullam non sem quis nulla tincidunt varius..



Brand Attributes

Resinate Flower



Optimized, State-of-the-Art Production Environment

Resinate uses advanced technology to maintain perfect growing conditions, ensuring optimal temperature, humidity, and light for superior plant growth.

Product Consistency and Quality

Every batch undergoes rigorous testing to ensure high standards, delivering consistently exceptional cannabis with every purchase.

Exceptional Presentation

Our flower is hand-trimmed and beautifully packaged to preserve freshness and visual appeal, enhancing the customer experience.

Innovative Strain Development and Selection

We continuously develop and select unique strains, focusing on high cannabinoid and terpene production, ensuring a diverse and top-quality product line.



Brand Beliefs

Resinate Flower



Product Quality Across All Categories

Resinate ensures exceptional quality in every product category, maintaining high standards for all our offerings.

Product Selection

We provide a diverse selection of strains, catering to various preferences and needs, ensuring there's something for everyone.

Presentation

Our products are beautifully presented, with meticulous attention to detail in packaging and appearance to enhance the overall customer experience.



Brand Values

Resinate Flower



Performance

We strive for excellence in every aspect of our operations, ensuring that our products deliver the best possible experience for our customers.

Consistency

Consistency is key to our success. We ensure that every product meets our high standards, providing a reliable and predictable experience every time.

Presentation

We believe in the power of presentation. Our products are not only high quality but also beautifully packaged to enhance the overall customer experience.



Brand Character

Resinate Flower



Trustworthy

Resinate is committed to transparency and integrity, ensuring that customers can always rely on the quality and safety of our products.

Wise

Drawing from extensive industry knowledge and experience, Resinate makes informed decisions to provide the best possible cannabis products.

Bold

Resinate stands out by taking innovative approaches and setting new standards in the cannabis industry, delivering unique and exceptional products.



Brand Behavior (Actions and Conduct)

- Delivers a consistent volume of product up to 10% over the target weight: Ensures that customers always receive a generous amount, exceeding expectations.
- Delivers a consistent moisture level: Maintains optimal moisture to preserve the freshness and quality of the flower.

Listens to consumers in terms of:

- Variety: Offers a diverse range of strains to meet different preferences.
- Effects: Provides detailed information on the effects of each strain, helping customers make informed choices.
- Presentation: Focuses on visually appealing products that enhance the overall experience.
- Feel: Ensures that the texture and handling of the flower are consistently high-quality.

Provides complete information in terms of cannabinoid and terpene profile:

Transparency is key, offering customers detailed profiles to better understand and appreciate the product.



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Brand Behavior (The Actions the Brand Avoids)

- **Compromise on Quality:**

Resinate never sacrifices quality, ensuring that all products meet the highest standards.

- **Non-conforming Products:**

We do not accept or sell products that are:

- Remediated: We avoid products that have been altered to meet safety standards after initial failure.
- Dry: Ensuring all flower maintains optimal moisture levels.
- Moldy: Strict controls to prevent any mold contamination.
- Etc: Any other deviations from our stringent quality parameters.





CREATIVE
FRAMEWORK
(MOOD)



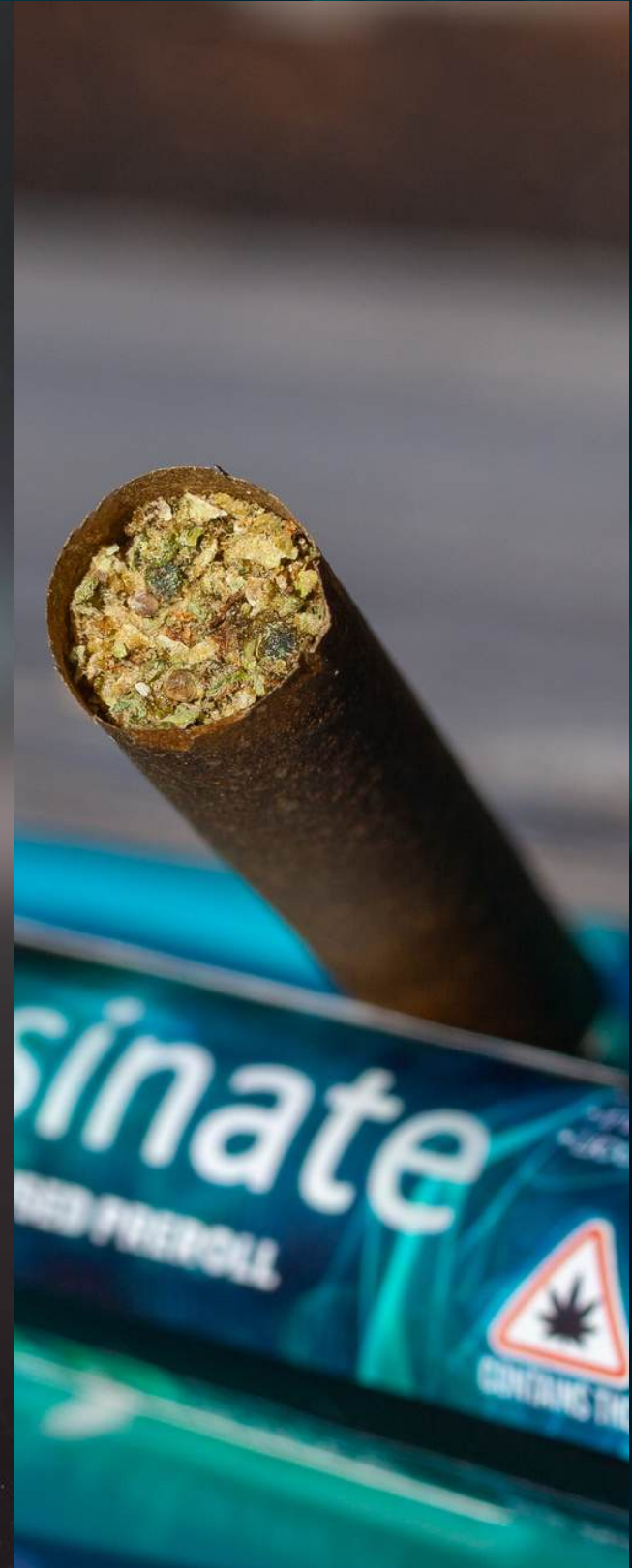
Resinate Flower, Preroll, & Multipack Packaging

Below you will see examples of our Resinate Flower & Pre-Roll Packaging



Resinate Multipacks, 2g Blunt & 1g Disposables

Below you will see examples of our Resinate Multipacks, Blunt and Disposable Vape Packaging & Device





Next Steps

Unify the Packaging Assets

Standardize and streamline packaging to create a cohesive and recognizable brand image.

Define Resinate as a Brand

Establish a strong character and profile for Resinate. Build meaningful connections with our audience through consistent messaging and branding efforts.

Roll into Retail

Expand and enhance our presence in retail locations to increase brand visibility and accessibility.

Brand 'Resinate Concentrates'

Cannabis Concentrates for a Higher Experience



Resinate is our premium line of concentrates, crafted for the discerning cannabis connoisseur. Our concentrates are made using both solvent and solventless technologies to deliver a potent and rich experience.

The Resinate line includes:

- **Live Resin:** Extracted from fresh frozen cannabis to preserve the full spectrum of cannabinoids and terpenes, offering a potent and flavorful experience.
- **Live and Cured Rosin:** Made using a solventless process that involves heat and pressure to extract cannabinoids and terpenes from both fresh and cured cannabis, ensuring a pure and natural product.
- **Distillate:** Highly refined cannabis oil with a high potency, suitable for use in various applications like vape cartridges and edibles.
- **Shatter, Sugar, Wax, Sauce, and Diamonds:** Available in both Live and Cured formats, these concentrates offer different textures and consistencies to cater to a variety of preferences.

Key Takeaways:

- Full spectrum, Live Resin: Ensuring the complete cannabinoid and terpene profile for a more effective and enjoyable experience.
- Premium/Elegant: High-quality products designed for those who appreciate luxury and sophistication in their cannabis experience.

Essence:

- Intelligent: Thoughtfully crafted using advanced extraction techniques.
- Luxurious: Premium ingredients and meticulous processes ensure a superior product.
- Elegant: Sleek, stylish packaging that reflects the quality inside.



Brand Attributes

Resinate - Concentrates



Product

- Live Resin: High-quality, flavorful extracts capturing the essence of fresh cannabis.
- Live and Cured Rosin: Solventless, pure, and potent cannabis concentrates.
- Distillate: Highly refined, versatile, and potent cannabis oil.
- Shatter, Sugar, Wax, Sauce, and Diamonds: Available in both Live and Cured formats, these products offer a range of textures and potencies to suit every preference.

Presentation

- Premium Packaging: Elegant and sophisticated, designed to protect and preserve the quality of the product.
- Clear Labeling: Easy-to-read labels for straightforward identification and usage instructions.

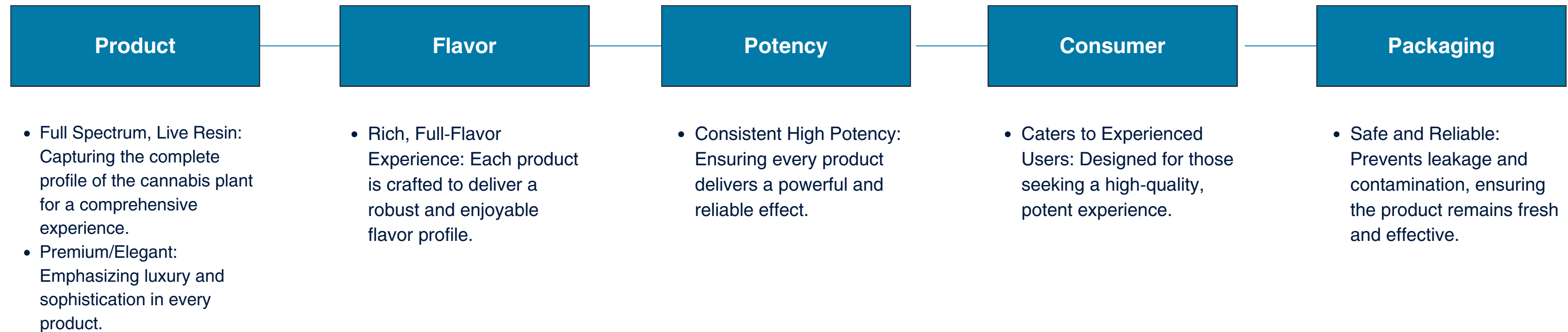
Price

- Reflects the high quality and premium nature of the products, ensuring value for discerning customers.



Brand Beliefs

Resinate - Concentrates



Brand Values

Resinate - Concentrates



Product

- Consistency: Reliable quality across all products.
- Quality: Only the finest ingredients and processes are used.

Innovation

- Constant Improvement: Commitment to continually enhancing our products.
- No Leaking, Heavy Metals, Safe: Ensuring safety and purity in every product.
- High Tech: Utilizing advanced technology for superior quality.

Customer Focused

- Affordable: Providing high-quality products at accessible prices.
- Top-Quality Flower: All products start with premium cannabis flower.

Consumer Responsibility

- Product Information Available: Clear and accessible information for safe and informed use.



Brand Character

Resinate - Concentrates



Elegant

Luxury and Intelligence:
Reflecting sophistication and a
refined lifestyle.

Weed Connoisseurs

Know Premium Products:
Catering to those with
discerning tastes and a deep
appreciation for cannabis.

Medical Patient

Higher Dose Items: Offering
potent options for those with
medical needs.



Brand Behavior (Actions and Conduct)

- **Reliable:** Consistent quality and performance.
- **Helps Properly Store and Identify Products:** Clear and effective packaging.
- **Better High/Experience:** Enhancing the user's cannabis experience.
- **Status:** Products that reflect a high-status lifestyle.
- **Clear Messaging:** Straightforward and informative communication.



Brand Behavior (The Actions the Brand Avoids)

- **Poor Consistency:** Avoiding variability in product quality.
- **Poor Presentation:** Ensuring attractive and effective packaging.
- **Bad Packaging:** Providing well-designed, functional packaging.
- **Cheap:** Maintaining a premium quality standard.
- **Doesn't Educate:** Commitment to consumer education and information.





CREATIVE
FRAMEWORK
(MOOD)



Resinate Concentrates Packaging 1g & 3.5g

Below you will see examples of our Resinate Concentrates Packaging in 1g & 3.5g Baller Jars



Next Steps



Redo the Packaging: Transition to new packaging under the Resinate branding.

Update the brand portfolio with the new sub-brand name: Integrate the Resinate concentrates into our broader product lineup, replacing the previous RAVE branding.

Expand Retail Presence: Increase availability in retail outlets, focusing on reaching out to weed connoisseurs, and medical patients.

Brand 'Trees Co.'

Trees Co is a cannabis brand that represents variety. Every day, a tree is planted at Resinate, encouraging explorers to find their favorite strains. For those who love to venture into the wild, always on the hunt...



Strains are selected based on adherence to our quality control parameters including:

1. Diverse Selection:

- **Wide Variety:** Catering to different preferences and needs.
- **Comprehensive Effects:** Offering strains with varying effects, from uplifting to calming.

2. Unique Characteristics:

- **Rare Strains:** Prioritizing exclusive and rare options.
- **Distinct Profiles:** Ensuring unique cannabinoid and terpene profiles.

3. High Quality:

- **Premium Standards:** Rigorous testing for potency, purity, and product integrity.
- **Consistent Excellence:** Maintaining high standards across all batches.

4. Varying Genetics:

- **Genetic Diversity:** Including hybrids, indicas, and sativas.
- **Innovative Breeding:** Incorporating new and exciting strains with enhanced effects.

Our commitment to these criteria guarantees that Trees Co. offers an unparalleled selection of diverse, unique, high-quality, and genetically varied strains.

Key Takeaways:

Optimum Growing Conditions | Strict Quality Control | Thoughtful Strain Selection

Brand Attributes

Trees Co. Flower



Exploration-Inspired Production Environment

Trees Co's production environment is designed to inspire exploration and discovery, utilizing cutting-edge technology to maintain optimal growing conditions.

Diverse and Unique Strain Selection

We offer a wide variety of unique strains, carefully selected to provide diverse experiences for those always on the hunt for something new.

High-Quality Consistency

Our rigorous quality control ensures that every batch of flower meets our high standards, delivering consistent quality and exceptional effects.

Visually Appealing Presentation

Our flower is expertly hand-trimmed and beautifully packaged, preserving its freshness and enhancing its visual appeal for an elevated customer experience.

Brand Beliefs

Trees Co. Flower



Exceptional Product Quality

Trees Co ensures every product meets the highest standards of quality, providing exceptional cannabis experiences for explorers.

Diverse Product Selection

We offer a wide range of unique and diverse strains, encouraging customers to explore and discover their favorites.

Visually Appealing Presentation

Our products are beautifully packaged and presented, enhancing the overall experience and preserving the freshness of each strain.

Brand Values

Trees Co. Flower



Uniqueness

Trees Co celebrates diversity with a unique selection of strains that provide a variety of experiences for those who love to explore.

Consistency

We maintain strict quality control to ensure that every product delivers a consistently exceptional experience.

Presentation

Our flower is meticulously hand-trimmed and beautifully packaged, enhancing its appeal and preserving its quality.

Brand Character

Trees Co. Flower



Adventurous

Trees Co embodies the spirit of adventure, encouraging customers to explore and discover a variety of unique strains.

Dynamic

Trees Co is ever-evolving, embracing change and innovation to offer exciting and diverse cannabis experiences.

Brand Behavior (Actions and Conduct)

- **Provides Diversity:**

Trees Co offers a wide variety of unique and diverse strains, encouraging exploration and discovery.

- **High Quality:**

Maintains rigorous quality control to ensure each product meets high standards of quality and consistency.

- **Adventurous Genetics:**

Embraces unknown and unproven genetics to offer exciting and innovative cannabis experiences.

- **Customer-Centric:**

Values consumer feedback and preferences in terms of:

- Variety: Offering a range of strains to suit different tastes.
- Effects: Providing detailed information on the effects of each strain.
- Presentation: Ensuring visually appealing products.
- Feel: Maintaining optimal texture and handling quality.

- **Diamond in the Rough:**

Trees Co prides itself on discovering and offering rare and exceptional strains that stand out in the market.

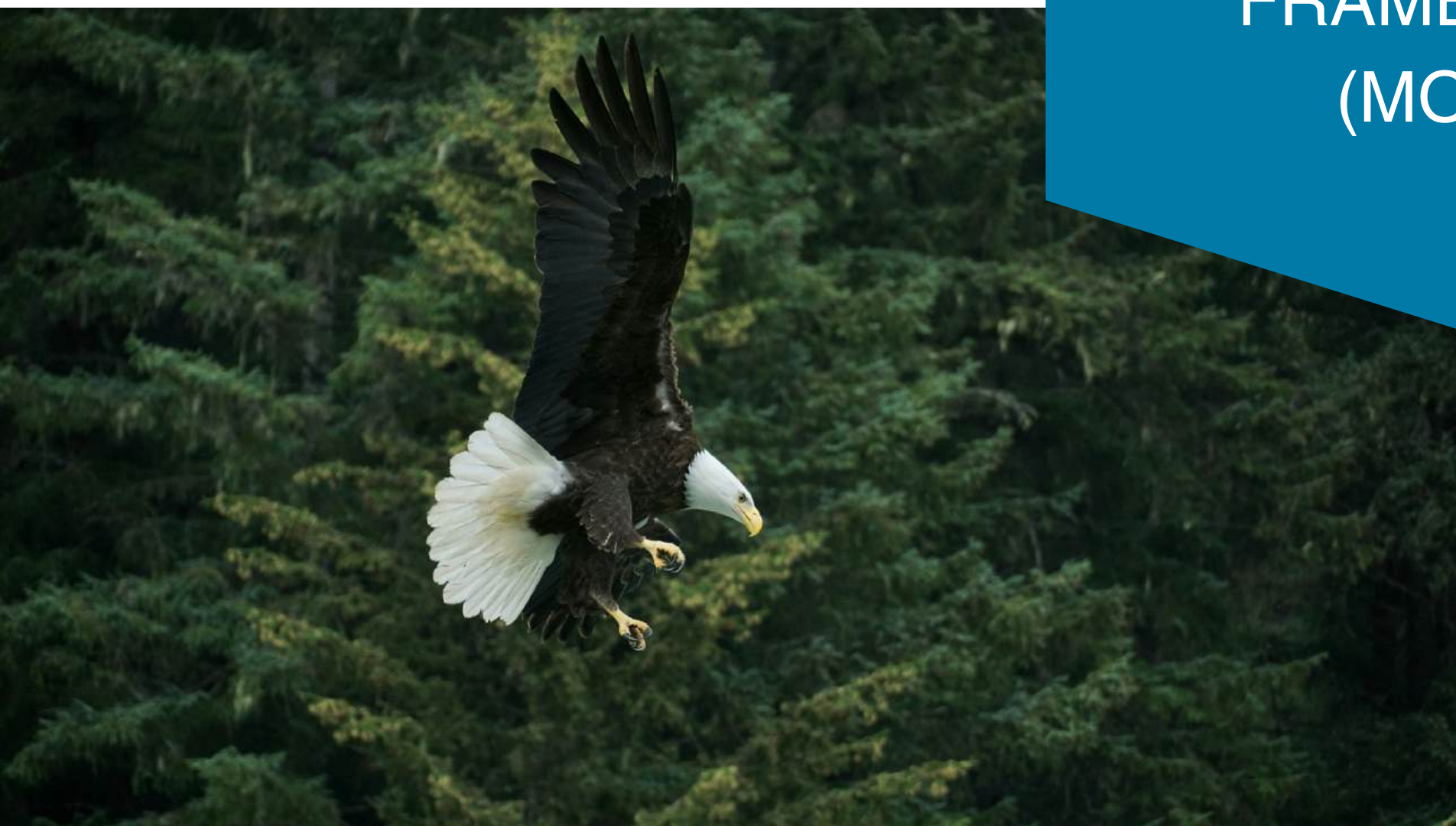


resinate

Brand Behavior (The Actions the Brand Avoids)

- **Overpromise:** Trees Co does not make unrealistic promises about its products, ensuring that customers have genuine expectations.
- **Compromise on Quality:** Trees Co never sacrifices quality for any reason, ensuring all products meet high standards.





CREATIVE
FRAMEWORK
(MOOD)

Trees Co. Flower Packaging

Below you will see examples of packaging for our Trees Co. Flower, Prerolls and Multipacks



Next Steps



Unify the Packaging Assets: Standardize and streamline packaging to create a cohesive and recognizable brand image for Trees Co products.

Define Trees Co as a Brand: Establish a strong character and profile for Trees Co. Build meaningful connections with our audience through consistent messaging and branding efforts.

Expand Retail Presence: Increase visibility and accessibility by expanding Trees Co's presence in retail locations.



Cannabis Infused Fruit Chews

Brand Guidelines

Lilos Logo

Below is the standard white logo which can be used over dark or white backgrounds



The Lilos logo may be used with or without the tagline "Best Flavor, Better Feels!" depending on the context and design needs.

Lilos and the secondary tag line "Fruit Chews" should never be separated.

Logo Flavor/Color Variations



NON FLAVOR SPECIFIC



WATERMELON MINT



MANDARIN ORANGE YUZU



TROPICAL THUNDER



SLEEPY CHEERY



STRAWBERRY DRAGON FRUIT

Lilos Logo Stamps



Black and White Stamp Logo Usage

Use the black or white logo stamps to maintain brand visibility and clarity in situations where the full-color logo would be less effective.

The black logo is best suited for light or neutral backgrounds, while the white logo should be used on dark or visually complex backgrounds to ensure contrast and legibility.

These simplified versions help maintain brand consistency across varied applications, especially in minimal, monochrome, or print-only environments. Always ensure sufficient contrast for maximum readability and impact.

Typography

PRIMARY LOGO/ HEADLINES
RETROW MENTHO

RETROW MENTHO

Aa

*A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9*

RETROW MENTHO SHOULD NEVER BE USED IN ALL CAPS.
SENTENCE CASE SHOULD ALWAYS BE STANDARD USE.

A PAYTONE ONE **ad**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789**

POPPINS REGULAR
A d

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Lilos Packaging - Recreational



WATERMELON MINT



MANDARIN ORANGE YUZU



TROPICAL THUNDER



SLEEPY CHEERY



STRAWBERRY DRAGON FRUIT

Lilos Packaging - Medical



WATERMELON MINT



MANDARIN ORANGE YUZU



TROPICAL THUNDER



SLEEPY CHEERY



STRAWBERRY DRAGON FRUIT

Lilos Product Color Palette

WHITE
RGB 255 255 255
CMYK 0 0 0 0
HEX FFFFFFFF

UNIVERSAL COLOR

BLACK
RGB 0 0 0
CMYK 75 68 67 90
HEX 000000

UNIVERSAL COLOR

WATERMELON RED
RGB 239 67 59
CMYK 0 89 82 0
HEX EF433B

WATERMELON MINT

DARK ORANGE
RGB 229 84 38
CMYK 5 82 100 0
HEX E55426

MANDARIN ORANGE YUZU

BROWN
RGB 77 41 25
CMYK 44 74 82 61
HEX 4D2919

TROPICAL THUNDER

DARK CHERRY
RGB 0 0 0
CMYK 75 68 67 90
HEX 000000

SLEEPY CHEERY

PURPLE FRUIT
RGB 109 17 51
CMYK 27 98 61 43
HEX 6D1133

STRAWBERRY DRAGON FRUIT

WATERMELON GREEN
RGB 43 143 66
CMYK 83 20 100 5
HEX 2B8F42

MANARIN ORANGE
RGB 247 162 28
CMYK 1 42 99 0
HEX F7A21C

TROPICAL YELLOW
RGB 253 219 0
CMYK 2 10 100 0
HEX FDDB00

CHERRY RED
RGB 0 0 0
CMYK 75 68 67 90
HEX 000000

PINK STRAWBERRY
RGB 237 25 104
CMYK 0 98 36 0
HEX ED1968

Lilos Visuals & Backgrounds



Flavor-Specific Background Imagery Guidelines

Background imagery is available for use in all Lilos Fruit Chews marketing materials to enhance brand consistency and visual appeal.

Each background has been thoughtfully designed to reflect the unique essence of a specific flavor/effect—featuring color schemes, textures, and elements that correspond directly to that flavor variety and intended effect.

To maintain brand integrity, it is important that each background is only used in association with its respective flavor. Never mix flavors to non-corresponding backgrounds. Mixing or mismatching backgrounds with the wrong flavor may lead to consumer confusion and dilute the distinct identity of each product.

In the following pages you can see background and correct use logo examples.

Watermelon Mint



INGREDIENTS: SUGAR, CORN SYRUP, PECTIN, NATURAL FLAVOR, CITRIC ACID, SODIUM CITRATE, FOOD COLORING, SUPPLEMENT BLEND, OMEGA 3 FATTY ACIDS, FOLIC ACID, FULL EXTRACT CANNABIS OIL

Nutritional Table: VITAMIN A, VITAMIN C, SELENIUM, BIOTIN, IRON, VITAMIN D, VITAMIN E, VITAMIN B12, VITAMIN B6

Key Ingredient Callouts: Omega 3, Folic Acid, Vitamin E, D, A, B12, B6 & C, Biotin, Selenium and Iron

Cannabis Material: Hybrid Live Resin

Tropical Thunder



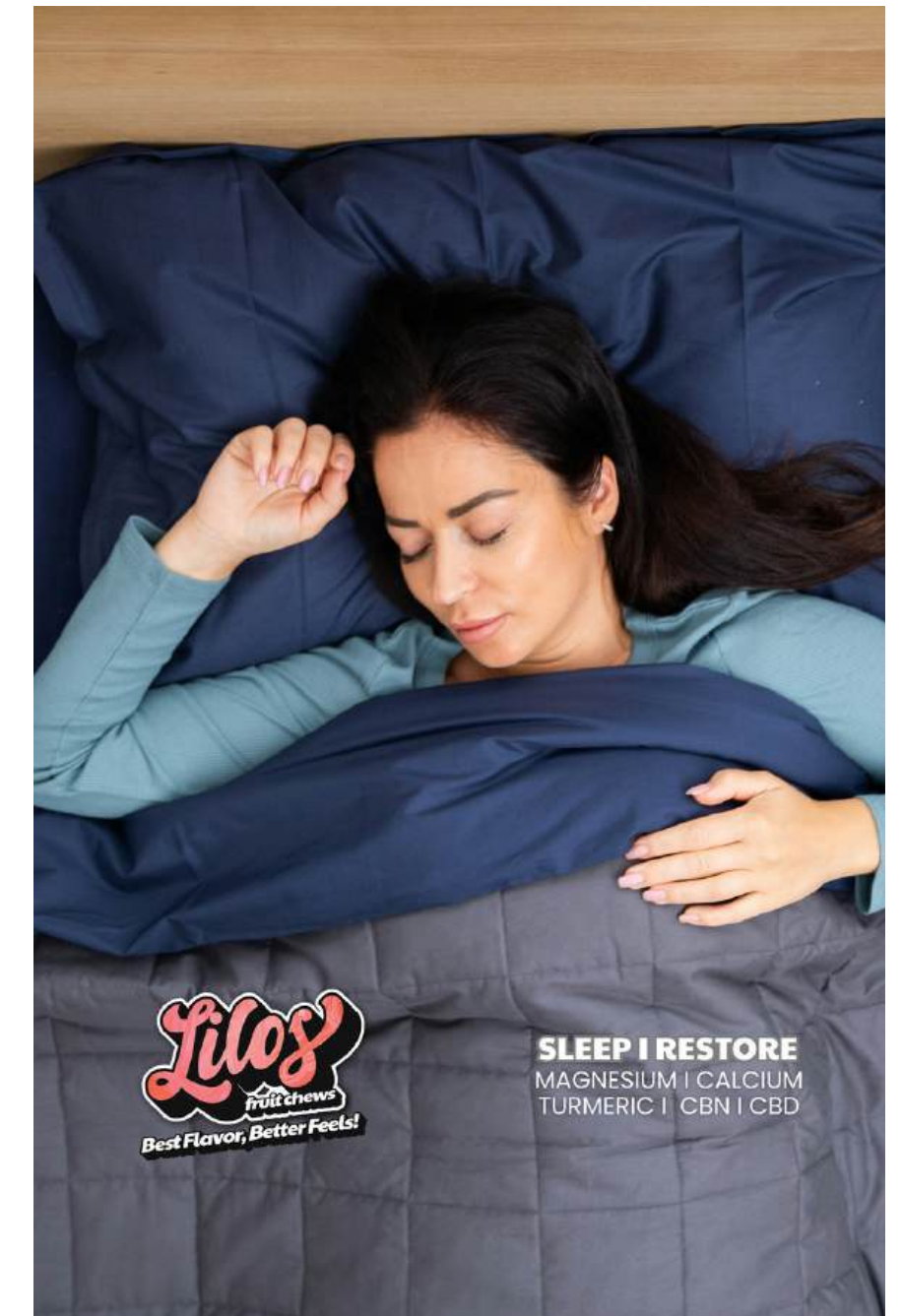
INGREDIENTS: SUGAR, CORN SYRUP, PECTIN, NATURAL FLAVOR, CITRIC ACID, SODIUM CITRATE, FOOD COLORING, SUPPLEMENT BLEND, FOLIC ACID, CANNABIS OIL

Nutritional Table: POTASSIUM, VITAMIN A, MAGNESIUM, VITAMIN C, VITAMIN D, VITAMIN E, VITAMIN B12

Key Ingredient Callouts: Potassium, Magnesium, Folic Acid, Vitamins D, B12, A, E, C

Cannabis Material: Nano Emulsified Distillate

Sleepy Cherry



INGREDIENTS: SUGAR, CORN SYRUP, PECTIN, NATURAL FLAVOR, CITRIC ACID, SODIUM CITRATE, FOOD COLORING, SUPPLEMENT BLEND, TURMERIC, FULL EXTRACT CANNABIS OIL

Nutritional Table: Magnesium and Calcium

Key Ingredient Callouts: Magnesium, Calcium and Turmeric

Cannabis Material: Indica Live Resin, CBD, CBN

Mandarin Orange Yuzu



INGREDIENTS: SUGAR, CORN SYRUP, PECTIN, NATURAL FLAVOR, CITRIC ACID, SODIUM CITRATE, FOOD COLORING, SUPPLEMENT BLEND, FOLIC ACID, FULL EXTRACT CANNABIS OIL

Nutritional Table: Magnesium, Iron, Zinc, Vitamin B12, Vitamin B6, Sodium

Key Ingredient Callouts: Vitamin B12 & B6, Iron, CBG, Magnesium, Zinc, Folic Acid

Cannabis Material: Sativa Live Resin, CBG

Strawberry Dragon Fruit



INGREDIENTS: SUGAR, CORN SYRUP, PECTIN, NATURAL FLAVOR, CITRIC ACID, SODIUM CITRATE, FOOD COLORING, SUPPLEMENT BLEND, ASHWAGANDHA, FULL EXTRACT CANNABIS OIL

Nutritional Table: MAGNESIUM, VITAMIN C, VITAMIN D,
Key Ingredient Callouts: Ashwagandha, CBD, Magnesium, Vitamin C, Vitamin D

Cannabis Material: Hybrid Live Resin, CBD



Lilos

fruit chews

Best Flavor, Better Feels!

WATERMELON MINT



Lilos

fruit chews

Best Flavor, Better Feels!

MANDARIN ORANGE YUZU

A close-up of a gorilla's face, looking directly at the camera with a serious expression. The background is a lush jungle with vibrant, colorful bokeh lights in shades of orange, red, and purple, creating a tropical atmosphere.

Lilos

fruit chews

Best Flavor, Better Feels!

TROPICAL THUNDER



Lilos

fruit chews

Best Flavor, Better Feels!

SLEEPY CHEERY



Lilos

fruit chews

Best Flavor, Better Feels!

STRAWBERRY DRAGON FRUIT



Cannabis Infused Chocolates

Brand Guidelines



Remix Logo

Below is the standard Remix color logo. For background and flavor variations please reference the following page.



The Remix logo is a bold, modern mark that reflects the brand's elevated take on cannabis-infused chocolate. It embodies the fusion of premium ingredients, indulgent flavor, and carefully crafted effects. When using the Remix logo, maintain clear space around the mark to preserve its impact and legibility. Do not stretch, rotate, or alter the logo's proportions.

Logo Flavor/Color Variations



Typography

SECONDARY/ HEADLINES
TYPO ROUND REGULAR DEMO

Aa

TYPO ROUND REGULAR DEMO

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Typography

PRIMARY / HEADLINES
ARISTOTELICA DISPLAY DEMI BOLD

Aa

ARISTOTELICA DISPLAY DEMI BOLD

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Typography

TERTIARY / TECHNICAL LANGUAGE + FINE PRINT:
GOTHAM BOOK

Aa
GOTHAM BOOK

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789

Remix Product Color Palette

WHITE

RGB 255 255 255
CMYK 0 0 0 0
HEX FFFFFFFF

UNIVERSAL COLOR

BLACK

RGB 0 0 0
CMYK 75 68 67 90
HEX 000000

UNIVERSAL COLOR

DARK ORANGE

RGB 240 83 35
CMYK 0 82 98 0
HEX F05323

LIGHT ORANGE

RGB 250 163 26
CMYK 0 41 99 0
HEX FAA31A

REMIX MILK CHOCOLATE

DARK BROWN

RGB 101 58 43
CMYK 41 72 77 46
HEX 653A2B

LIGHT BROWN

RGB 173 127 102
CMYK 30 51 61 7
HEX AD7F66

REMIX DARK CHOCOLATE

DARK BLUE

RGB 4 118 168
CMYK 88 47 15 1
HEX 0476A8

LIGHT BLUE

RGB 0 193 222
CMYK 69 0 11 0
HEX 00C1DE

REMIX WHITE CHOCOLATE

Remix Chocolate Packaging 100mg

Below you will see examples of our Remix Chocolate Bar Packaging in 100mg



Medical Remix Packaging 500mg & 1000mg

Below you will see examples of our Remix Chocolate Bar Packaging in 500mg & 1000mg



reMix
MILK CHOCOLATE
GET BETTER BAR
Milk Chocolate, 500 MG per Bar

1 THC 25mg per piece	1 CBD 25mg per piece	1 CBG 25mg per piece
--------------------------------------	--------------------------------------	--------------------------------------

ONSET ~30-90 min | PIECES 20

coCoa
HORIZONS
HELPING TO BUILD SELF-SUSTAINING FARMING COMMUNITIES THAT PROTECT NATURE AND CHILDREN

Net. Wt. 56g (2oz.)



reMix
Cannabis Infused Chocolate Bar
GET BETTER BAR
Milk Chocolate, 500 MG per Bar

1 THC 25mg per piece	1 CBD 25mg per piece	1 CBG 25mg per piece
--------------------------------------	--------------------------------------	--------------------------------------

ONSET ~30-90 min | PIECES 20

coCoa
HORIZONS
HELPING TO BUILD SELF-SUSTAINING FARMING COMMUNITIES THAT PROTECT NATURE AND CHILDREN

Net. Wt. 56g (2oz.)



reMix
MILK CHOCOLATE
BEDTIME BAR
Dark Chocolate, 500 MG per Bar

1 THC 25mg per piece	1 CBD 25mg per piece	1 CBG 25mg per piece	1 CBN 25mg per piece
--------------------------------------	--------------------------------------	--------------------------------------	--------------------------------------

ONSET ~30-90 min | PIECES 20

coCoa
HORIZONS
HELPING TO BUILD SELF-SUSTAINING FARMING COMMUNITIES THAT PROTECT NATURE AND CHILDREN

Net. Wt. 56g (2oz.)



reMix
Cannabis Infused Chocolate Bar
THOUSAND BAR
Milk Chocolate, 50mg per Piece

1000
mg per bar!

ONSET ~30-90 min | PIECES 20

coCoa
HORIZONS
HELPING TO BUILD SELF-SUSTAINING FARMING COMMUNITIES THAT PROTECT NATURE AND CHILDREN

Net. Wt. 56g (2oz.)



reMix
DARK CHOCOLATE
GET BETTER BAR
Milk Chocolate, 500 MG per Bar

1 THC 25mg per piece	1 CBD 25mg per piece	1 CBG 25mg per piece
--------------------------------------	--------------------------------------	--------------------------------------

ONSET ~30-90 min | PIECES 20

coCoa
HORIZONS
HELPING TO BUILD SELF-SUSTAINING FARMING COMMUNITIES THAT PROTECT NATURE AND CHILDREN

Net. Wt. 56g (2oz.)

Brand 'Remix'

The New Style of Cannabis Chocolate

Remix is our fresh take on a classic chocolate bar. We created **Remix** by starting with a local, legendary New England chocolatier's family recipe and mixing it with our premium cannabis live resin to deliver a full-spectrum chocolate delight. By using live resin, the full integrity of the plant is preserved, delivering a more complex and enjoyable experience.

Remix by Resinate is a luxurious, creamy treat available in Milk Chocolate, White Chocolate, and Dark Chocolate.

Flavors include:

- **White:** Krisp, Bark, Plain
- **Milk:** Plain, Peanut Butter Cup, Pistachio Sea Salt, Potato Chip
- **Dark:** Plain, Blueberry, Bark, Peanut Butter Cup
-

Key Takeaways:

- Full-spectrum, Live Resin
- Premium/Elegant
-

Target Audience:

- Cannabis connoisseurs seeking a premium chocolate experience
- Chocolate lovers interested in exploring cannabis-infused treats



Brand Attributes

Remix



Effect-Based

Focus on delivering the desired effects of relaxation, euphoria, and pain relief.

Product

High-quality ingredients with a consistent and reliable dose of live resin.

Presentation

Attractive, premium packaging that highlights the quality of the product

Price

Positioned as a premium product offering good value for its quality.

Brand Beliefs

Remix



Premium Focus

Commitment to high-quality, luxurious products.

Flavor

Prioritize taste and enjoyment in every product.

Quality

Ensure consistent, reliable, and high-standard products.



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Brand Values

Remix



Performance

Effects must be close to strain presentation; consumer acceptance validates.

Consistency

Strains must meet the profile; reliable quality in every batch.

Customer Focused

Cater to the needs and preferences of foodies, weed connoisseurs, and medical patients.

Brand Character

Remix



Foodie

Appreciates gourmet flavors and high-quality ingredients.

Friendly

Warm and welcoming, creating fulfilling moments for consumers to connect and unwind.

Relaxed

Calm and chill vibes, perfect for those looking to relax and enjoy a more laid-back experience.

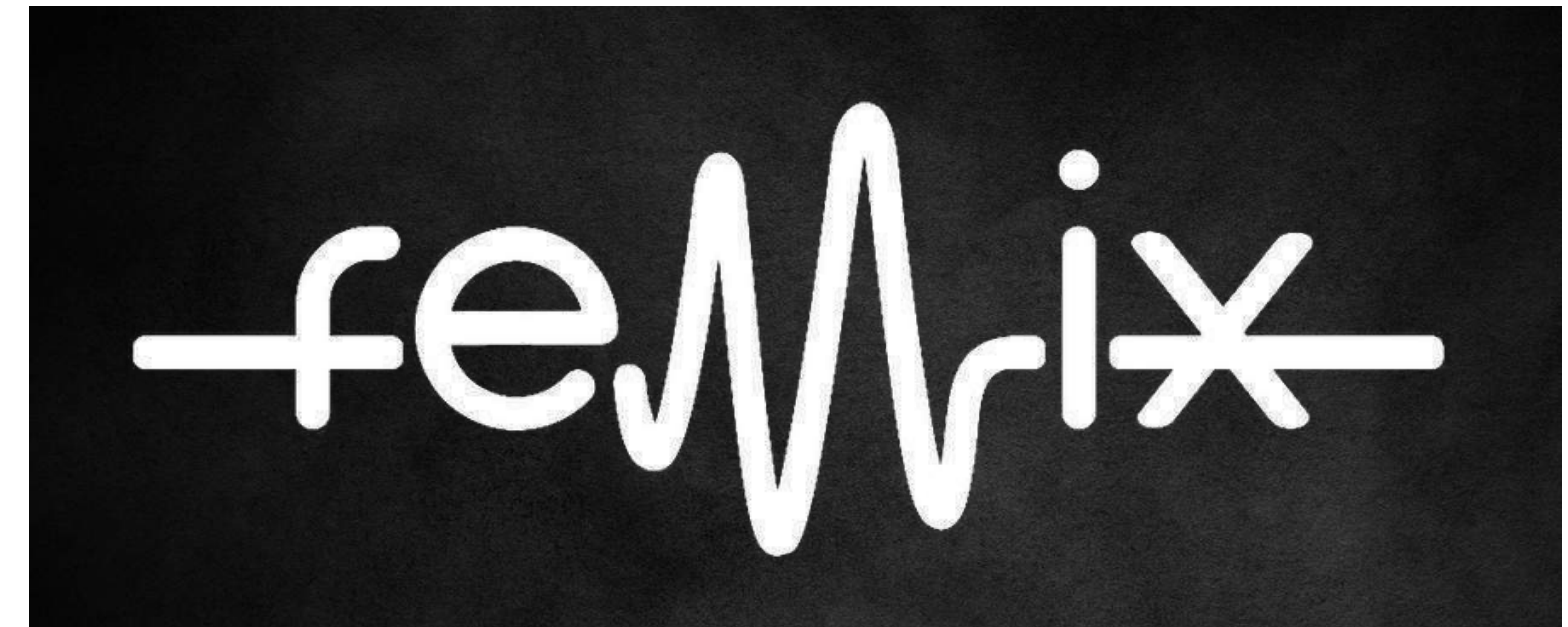
Brand Behavior (Actions and Conduct)

- **Satisfies the more experienced user:**
Tailored to connoisseurs and those with a discerning palate.
- **Provides a full flavor experience:** Rich and complex taste profiles.
- **Provides a complete and reliable dose of high-quality cannabis:** Ensures consistent therapeutic benefits.
- **Provides a consistent expectation:**
Maintains high standards across all products.



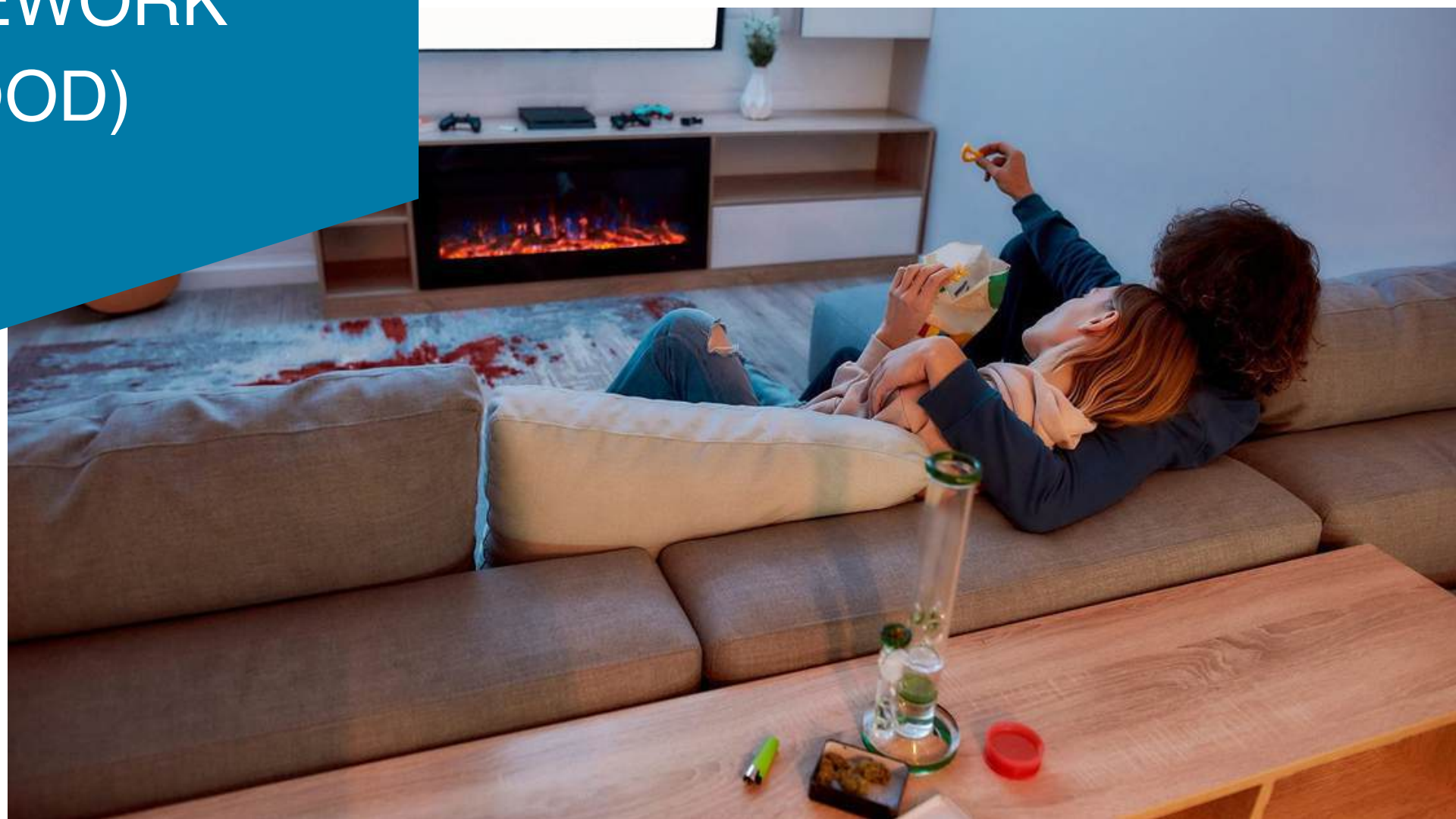
Brand Behavior (The Actions the Brand Avoids)

- **Not Distillate:** Avoids using lower-quality distillate, and focuses on live resin.
- **Not Cheap:** Premium pricing reflects the high quality and luxury of the product.
- **Inconsistent:** Ensures reliable and consistent quality in every batch.





CREATIVE
FRAMEWORK
(MOOD)



Next Steps



Unify the packaging assets: Standardize packaging design across all product lines for consistent brand identity.

Define Remix as a Brand: Establish a distinct character and profile for Remix. Emphasize its premium, full-spectrum, live resin quality.

Expand Retail Presence: Increase availability in retail outlets, focusing on reaching foodies, weed connoisseurs, and medical patients.

Brand 'Replay'

Infused Preroll & Vape Line for the Ultimate Gamer

REPLAY

Replay is our dedicated product line designed to cater to the unique needs of gamers. We provide two categories of products under Replay: Infused Prerolls and Vape Carts, each tailored with specific flavors and effects to enhance the gaming experience.

- **Infused Prerolls:**

- **Mana** – Energy: An energizing blend of lime and citrus fruits to ignite power with a turbocharged elixir that gives you extra power.
- **Critical Hit** – Focus: Refine your attention with a combination of coconut and pineapple essential for competent decision-making.
- **Game Over** – Rest: Relax with the earthy calming scent of Purple Skunk. Minimize power and reset your ideas.
- **Cheat Code** – Creativity: An explosion of passionfruit and mango to enhance your creativity. Gain access to extraordinary brainpower.
- **Respawn** – Calm: Enjoy tranquility with a taste of Grape Gruntz fusion. Relax and start over with a clean slate of mind.
- **Speed Run** – Energy: Achieve optimal performance with the bursting flavor of watermelon. Pump yourself up and focus; it's game time!

- **Vape Carts:**

- **Mana** – Energy
- **Critical Hit** – Focus
- **Game Over** – Rest
- **Cheat Code** – Creativity
- **Respawn** – Calm
- **Speed Run** – Energy

Brand Attributes

Replay

REPLAY

Product

- **Mana** – Energy: An energizing blend of lime and citrus fruits to ignite power with a turbocharged elixir that gives you extra power.
- **Critical Hit** – Focus: Refine your attention with a combination of coconut and pineapple essential for competent decision-making.
- **Game Over** – Rest: Relax with the earthy calming scent of Purple Skunk. Minimize power and reset your ideas.
- **Cheat Code** – Creativity: An explosion of passionfruit and mango to enhance your creativity. Gain access to extraordinary brainpower.
- **Respawn** – Calm: Enjoy tranquility with a taste of Grape Gruntz fusion. Relax and start over with a clean slate of mind.
- **Speed Run** – Energy: Achieve optimal performance with the bursting flavor of watermelon. Pump yourself up and focus; it's game time!

Presentation

- Premium packaging tailored for gamers.
- Clear labeling for easy identification of flavors and effects.
- Vibrant and engaging designs to appeal to the gaming community.

Price

- Reflects the high quality and targeted effects of the products.
- Competitive pricing within the gaming and cannabis markets.

Brand Beliefs

Replay

REPLAY

Product

High-quality, carefully crafted formulations designed to enhance specific aspects of gaming performance and enjoyment.

Effects & Flavor

Rich, distinct flavors that correspond to the desired effects, such as energy, focus, rest, creativity, calm, and optimal performance.

Potency

Consistent high potency across all products to ensure reliable and effective experiences.

Consumer

Targeted at gamers looking for an enhanced and enjoyable gaming experience through cannabis.

Packaging

- Safe and reliable, preventing leakage and contamination.
- Designed to stand out and appeal to the gaming community.



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Brand Values

Replay

REPLAY

Product - Innovation

- **Constant Improvement:** Continuously refining our products to meet the evolving needs of gamers, ensuring that each product provides the best possible experience.
- **Safety and Quality:** Ensuring safety with no heavy metals and safe, high-tech formulations that gamers can trust.

Customer Focused

- **Affordable Quality:** Offering products that are affordable without compromising on quality, ensuring that gamers get the best value.
- **Top-Quality Ingredients:** Using top-quality flower and ingredients for both infused prerolls and vape carts to deliver an exceptional experience.

Consumer Responsibility

- **Clear Product Information:** Providing clear and comprehensive product information to promote responsible consumption among gamers.



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Brand Character

Replay

REPLAY

Elegant

- **High-Quality Experience:** Designing high-quality and luxurious products to enhance the gaming experience, providing an elevated and sophisticated touch.

Weed Connoisseurs

- **Appreciation of Premium Products:** Catering to gamers who appreciate and seek out premium cannabis products.

Medical Patient

- **Therapeutic Benefits:** Suitable for gamers looking for specific therapeutic effects such as calm or rest to support their well-being during gaming sessions.



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Brand Behavior (Actions and Conduct)

Reliable:

- **Consistency and Purity:** Ensuring consistent potency and purity in every product so gamers can rely on Replay for their specific needs during gaming.

Easy Storage and Identification:

- **Distinct Packaging:** Offering distinct packaging for easy product recognition and storage, making it convenient for gamers to access their preferred products.

Enhanced Wellness Experience:

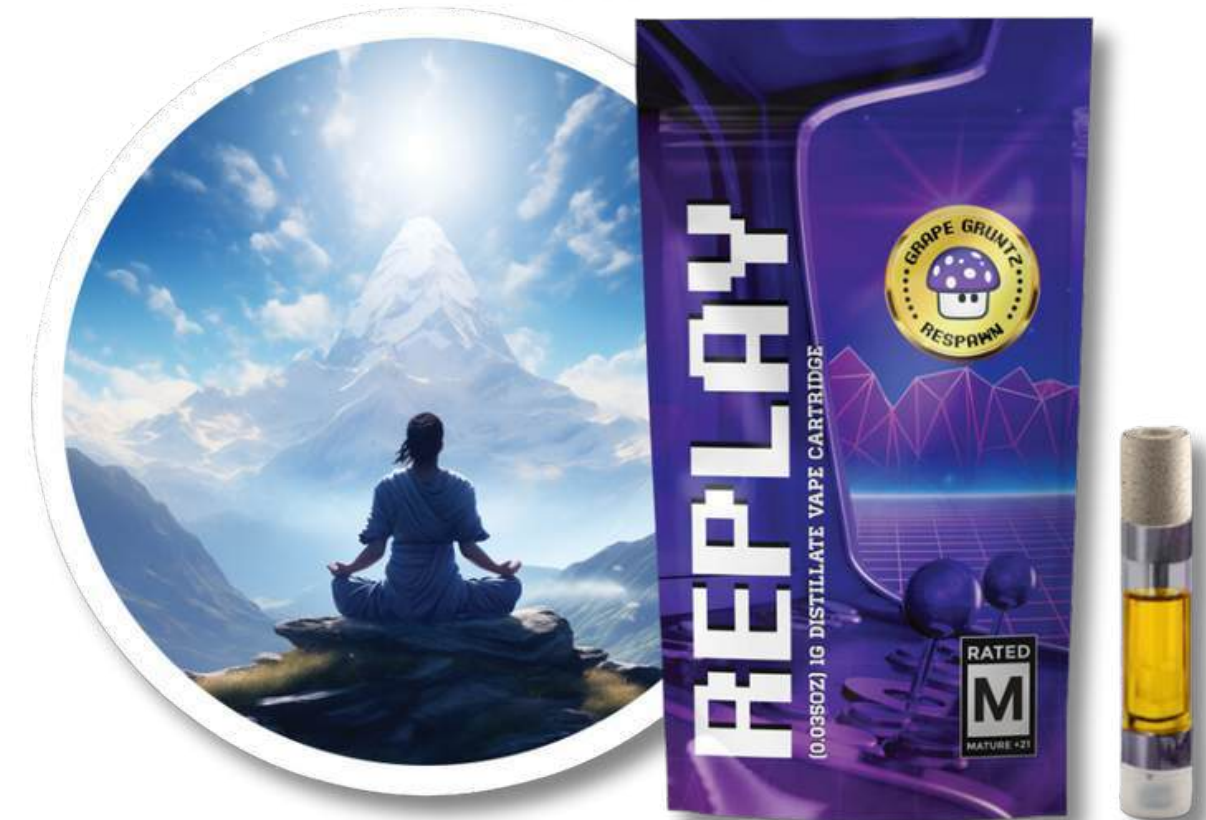
- **Targeted Effects:** Providing targeted effects to match various gaming needs such as energy, focus, creativity, calm, and rest.

Premium Status:

- **Sophisticated Products:** Developing sophisticated products to cater to health-conscious and discerning consumers seeking premium experiences.

Clear Messaging:

- **Direct Communication:** Delivering direct communication of benefits and usage on packaging to ensure gamers are well-informed about the products.



Brand Behavior (The Actions the Brand Avoids)

Poor Consistency:

- **High Standards:** Ensuring every product meets high standards for consistency and reliability.

Poor Presentation:

- **Quality Packaging:** Maintaining high standards in packaging and product presentation to avoid negative perceptions.

Bad Packaging:

- **Avoiding Issues:** Preventing packaging issues that could lead to leakage or contamination.

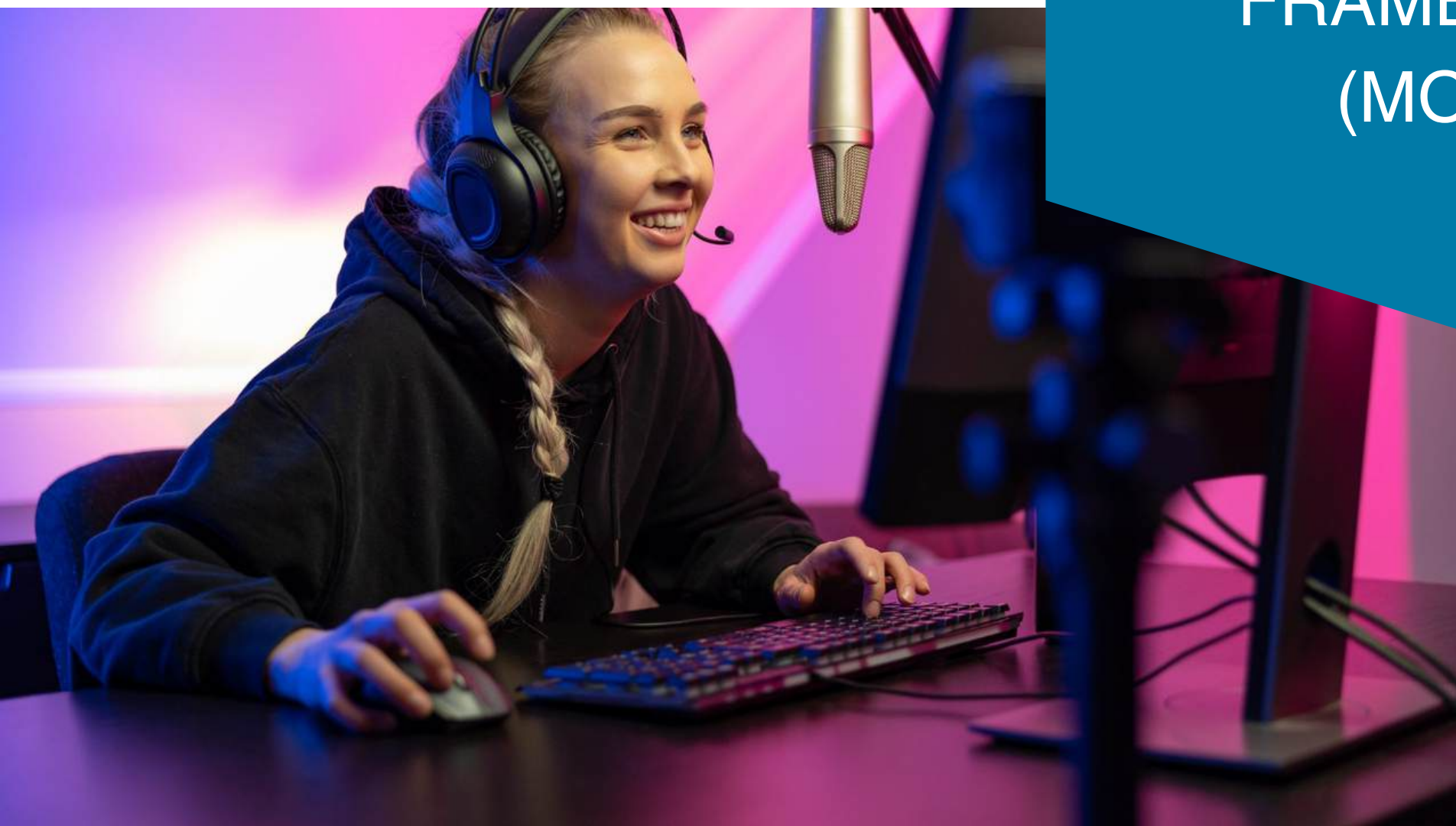
Cheap:

- **Reflecting Quality:** Pricing products competitively while ensuring they reflect their premium quality and value.

Doesn't Educate:

- **Informative Details:** Providing clear and informative details about each product and its benefits to educate and inform gamers.

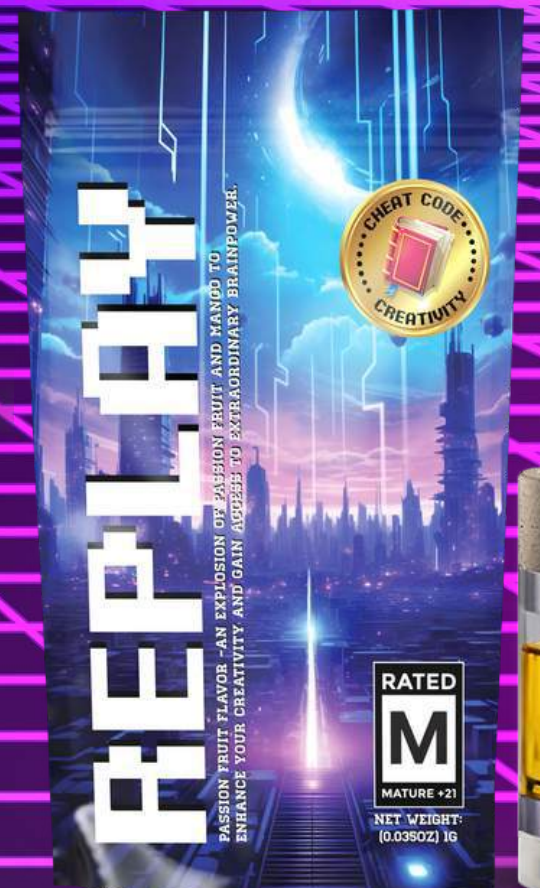
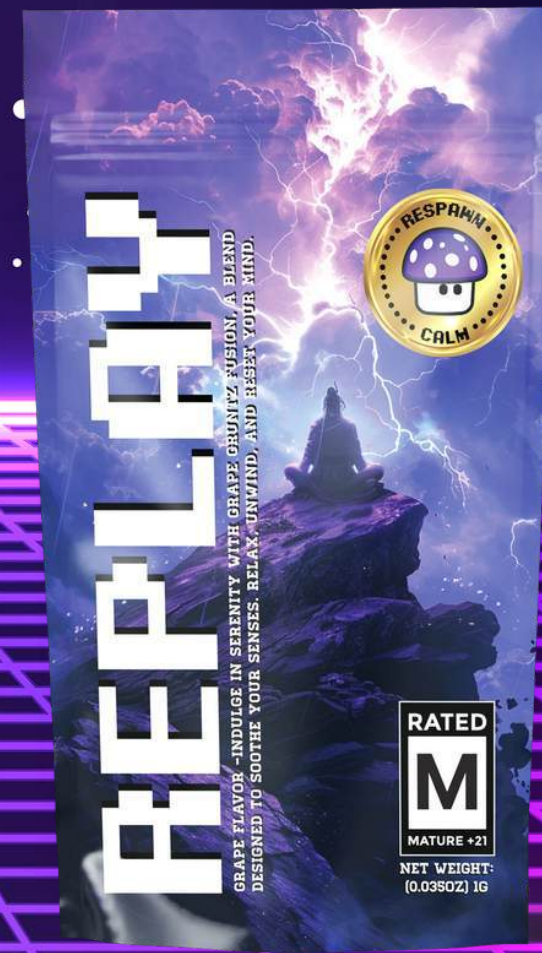
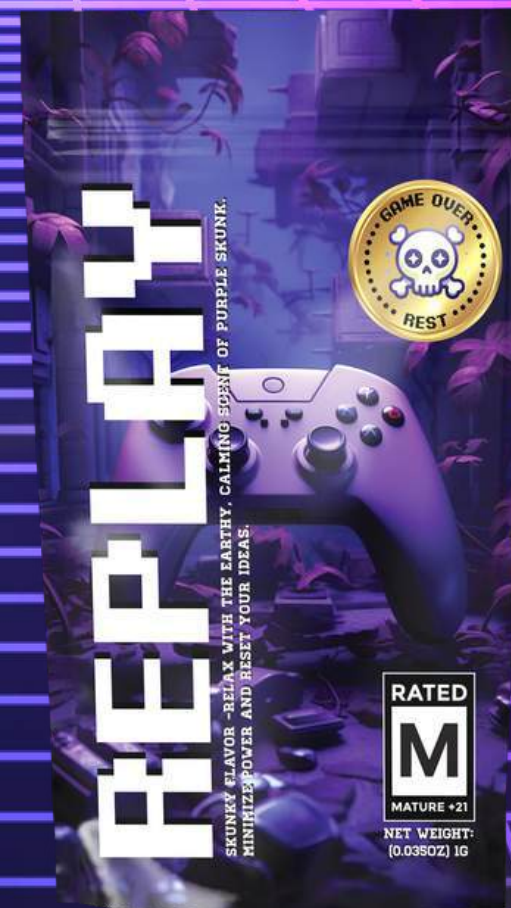
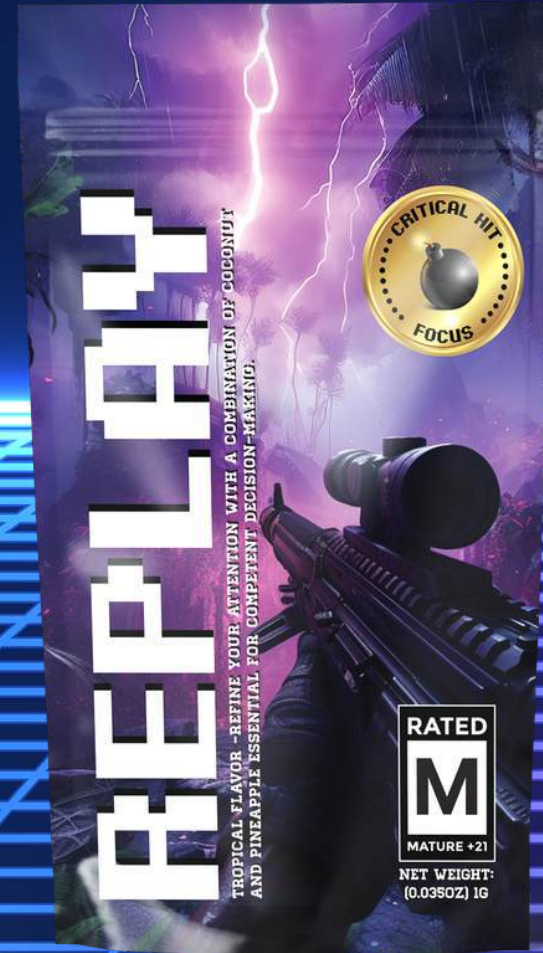
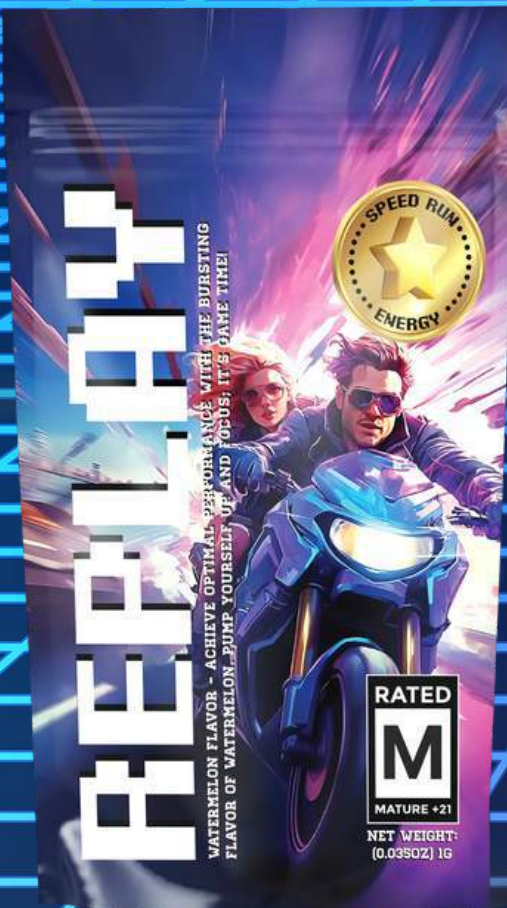
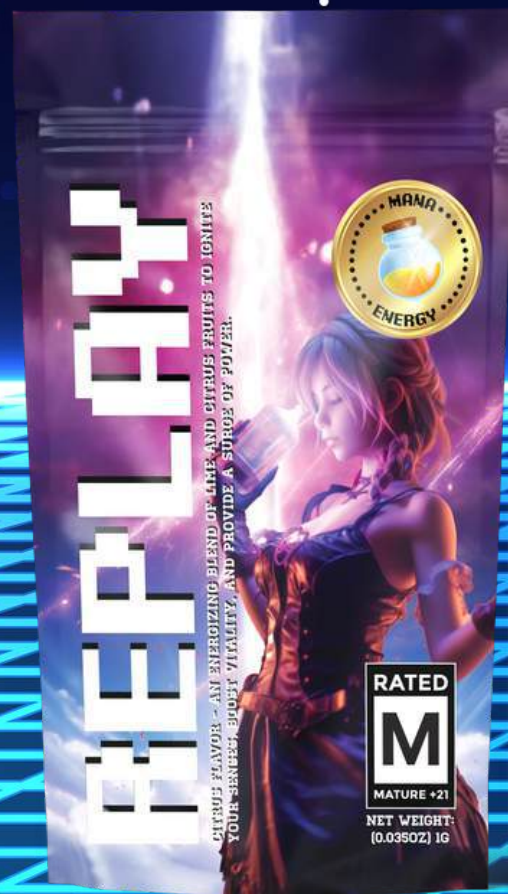




CREATIVE
FRAMEWORK
(MOOD)

Replay Vapes Packaging - Six Variations

Below you will see examples of our Replay Vaporizer Packaging in Six different flavors and effects



Next Steps

Finalize Branding:

- **Update Materials:** Update all packaging and marketing materials to reflect the new Replay branding, ensuring a cohesive and attractive presentation.

Product Launch:

- **Targeted Announcements:** Announce the launch of the Replay product line to the gaming community through targeted marketing campaigns, creating buzz and excitement.

Bundle Offers:

- **Special Bundles:** Create special bundle offers that include all six flavors for gamers to try, providing a comprehensive experience of the Replay product line and encouraging exploration.

Promotional Campaigns:

- **Collaborations:** Collaborate with gaming influencers and platforms to promote the Replay product line, leveraging their reach and influence to attract the target audience.

Feedback and Improvement:

- **Continuous Enhancement:** Gather feedback from the gaming community to continuously improve the product offerings and meet their evolving needs, ensuring Replay remains a preferred choice for gamers.



Brand 'Resinate Disposable Vapes'

Pure Taste, Higher Trip.

Strain Selection:

The disposable vapes will feature eight classic strains, all grown in-house, ensuring the highest quality and attention to detail. These strains have been carefully selected for their unique terpene profiles and overall quality:

- Mango Sapphire
- Pineapple Haze
- Lemon Haze
- Strawberry Banana Lemon
- Skunk #1
- Blue Dream
- GDP
- Strawberry Lotus

These strains are extracted using a meticulous process at very low temperatures to preserve live terpenes, ensuring that the flavor, scent, and potency are all maintained at the highest possible standards.

Terpene Profiles:

Each strain's terpene profile is carefully preserved and varied, contributing to the distinct flavor and scent of each disposable vape. Detailed information on these profiles will be available on the packaging, offering consumers insight into the unique qualities of each strain.



Visual Identity

Disposable Vapes

Logo Usage:

The Resinate logo is a key element of our brand identity and must be used consistently across all platforms and products. It should be prominently displayed on the device, packaging, and all marketing materials. The logo represents our commitment to quality and should be used in its original form without alterations to maintain brand integrity.

Color Palette:

Our color palette is designed to convey the modern, fresh, and premium nature of the Resinate brand.

The chosen Pantone colors are:

- 2766 C (Dark Blue): Represents trust, reliability, and professionalism.
- 319 C (Light Blue): Evokes calmness, clarity, and innovation.
- 802 U (Vibrant Green): Symbolizes freshness, vitality, and natural purity.
- 560 CP (Dark Green): Conveys a sense of sophistication, stability, and connection to nature.

These colors should be used consistently across all brand materials to ensure a cohesive visual identity.



Visual Identity

Disposable Vapes

Typography:

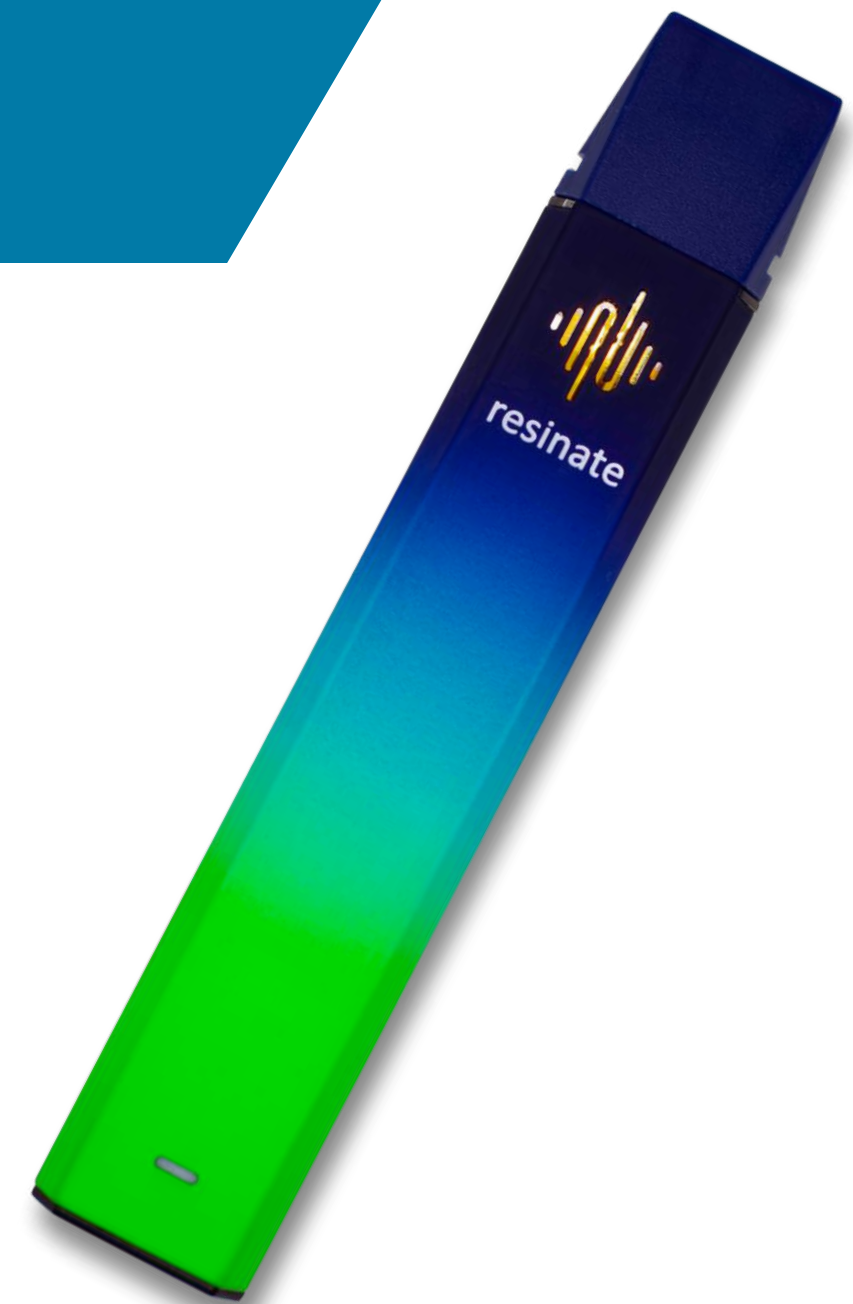
Typography plays a crucial role in conveying our brand's personality. We use:

- Headlines: Montserrat Bold, all caps, to create a strong, modern, and confident presence.
- Body Text: Open Sans Regular, for clear, readable, and approachable communication.

All text should be legible and presented in a way that complements the clean and minimalist aesthetic of the brand.

Imagery Style:

The imagery associated with Resinate Disposable Vapes should be clean, minimalistic, and focused on the product's sleek design and modern appeal. Photography should highlight the device in real-life settings that resonate with our target audience, such as urban environments, elegant interiors, or wellness-focused activities.



Product Guidelines

Disposable Vapes

Device Specifications:

The Resinate Disposable Vape is engineered for superior performance and user satisfaction. Key specifications include:

- **Size:** L 110mm & W 19mm & T 8.5mm
- **Oil Volume:** 1ml (Increased from previous half-gram options to offer more value and satisfaction to the consumer)
- **Resistance:** $1.4 \pm 0.1\Omega$
- **Battery Capacity:** 280mAh
- **Features:**
 - **Infused with Liquid Diamonds:** Each vape is infused with Liquid Diamonds, offering unparalleled purity and potency, ensuring a smooth, flavorful experience with every puff.
 - **Cotton-Free:** Ensures pure taste and a higher hemp terpene reduction degree.
 - **No Metal Contact:** Passes heavy metal testing, ensuring safety.
 - **High Oil Utilization:** No cotton adsorption oil, meaning more efficient use of the product.
 - **Custom Design:** The device was custom-designed to accurately showcase our oil, delivering substantial vapor clouds and a distinct flavor experience.



Marketing Guidelines

Disposable Vapes

Social Media:

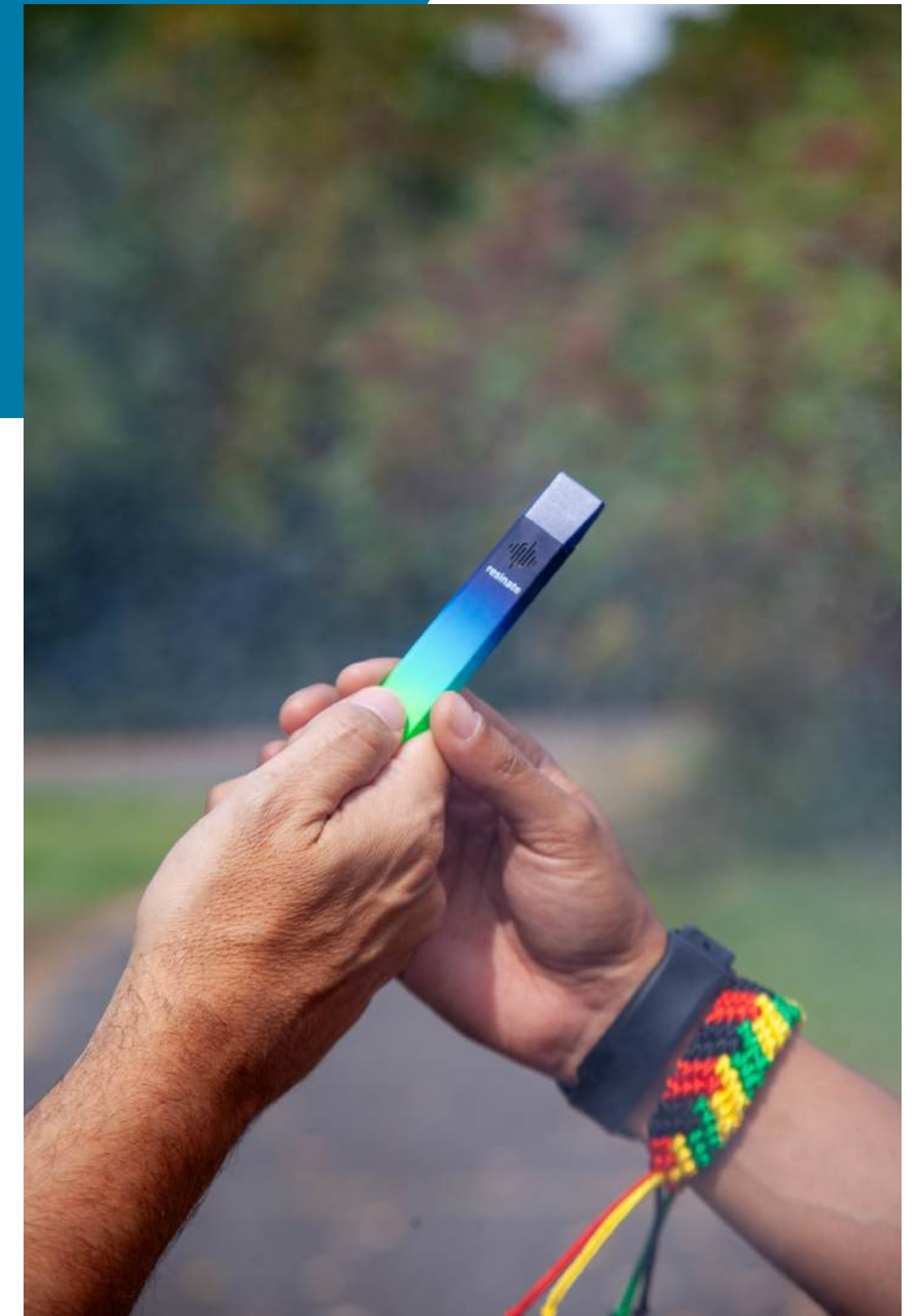
Social media platforms are vital channels for promoting Resinate Disposable Vapes. Posts should focus on the sleek design, premium quality, and innovative features of the device. Highlight the infusion with Liquid Diamonds as a key differentiator that elevates the vaping experience. Additionally, emphasize the quality of our in-house grown strains and the precise terpene profiles that contribute to the unique flavor and scent of each product. Use high-quality imagery and engaging content that speaks directly to our target audience, encouraging them to share their experiences with the product.

Advertising:

Advertising efforts should emphasize the advanced technology and high-end nature of the Resinate Disposable Vape line. Key messaging should highlight the fact that each vape is "Infused with Liquid Diamonds," appealing to a discerning audience that values quality and innovation. Emphasize the custom design of the device and the premium in-house grown strains. Digital ads should be visually striking, with a focus on the device's aesthetics and the benefits it offers.

Retail Presence:

In-store displays are a critical touchpoint for consumers. Resinate Disposable Vapes should be prominently featured with informative displays that educate customers on the product's unique features and benefits, particularly the infusion with Liquid Diamonds. POS materials should reflect the brand's modern and premium image, creating an inviting atmosphere that encourages exploration and purchase.



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Brand Character

Disposable Vapes

Elegant

- Resinate Disposable Vapes embody sophistication through sleek and modern design, appealing to consumers who appreciate luxury and high-end aesthetics. The device's streamlined appearance conveys a sense of refinement, making it a statement piece as much as a functional product.

Innovative

- We leverage cutting-edge technology to deliver a superior vaping experience. The infusion of Liquid Diamonds ensures that each puff is pure, potent, and flavorful. Additionally, we have designed a custom unit specifically for our disposables, optimizing it to showcase our oils accurately and deliver a distinct experience. This innovation sets our products apart and provides a unique experience that resonates with discerning consumers.

Reliable

- Consistency in quality and performance is a cornerstone of the Resinate brand. Consumers trust our products to deliver the same level of potency, taste, and satisfaction every time they use them. This reliability builds customer loyalty and enhances the overall brand reputation.

Brand Values

Disposable Vapes

Product - Innovation

- Innovation is the driving force behind Resinate Disposable Vapes. We are committed to using the latest technology and research to develop products that offer superior performance, safety, and enjoyment. The infusion with Liquid Diamonds exemplifies our dedication to delivering the best possible product to our customers. Additionally, the custom-designed device enhances the consumer experience, ensuring the oils are presented in the best possible way.

Quality

- Quality is non-negotiable at Resinate. From the materials we use to the final product, every aspect of our Disposable Vapes is held to the highest standards. This commitment to quality is evident in the consistent performance, purity, and reliability of our products.

Consumer-Centric

- Our customers are at the heart of everything we do. We focus on understanding their needs and preferences, ensuring that our products exceed their expectations. Customer feedback is invaluable to us, and we actively seek it to continually improve and evolve our offerings.

Brand Behavior (Actions and Conduct)

Reliable:

Consistency in product potency and quality builds trust and loyalty among our consumers.

User-Friendly:

Packaging that is easy to open and reseal preserves product freshness and enhances the user experience.

Clear Messaging:

Transparent communication of product benefits, usage instructions, and safety information is essential. This builds consumer confidence and ensures they can make informed choices.



Brand Behavior (The Actions the Brand Avoids)

Poor Consistency:

Every product must meet our rigorous quality standards, ensuring uniformity in taste, potency, and performance.

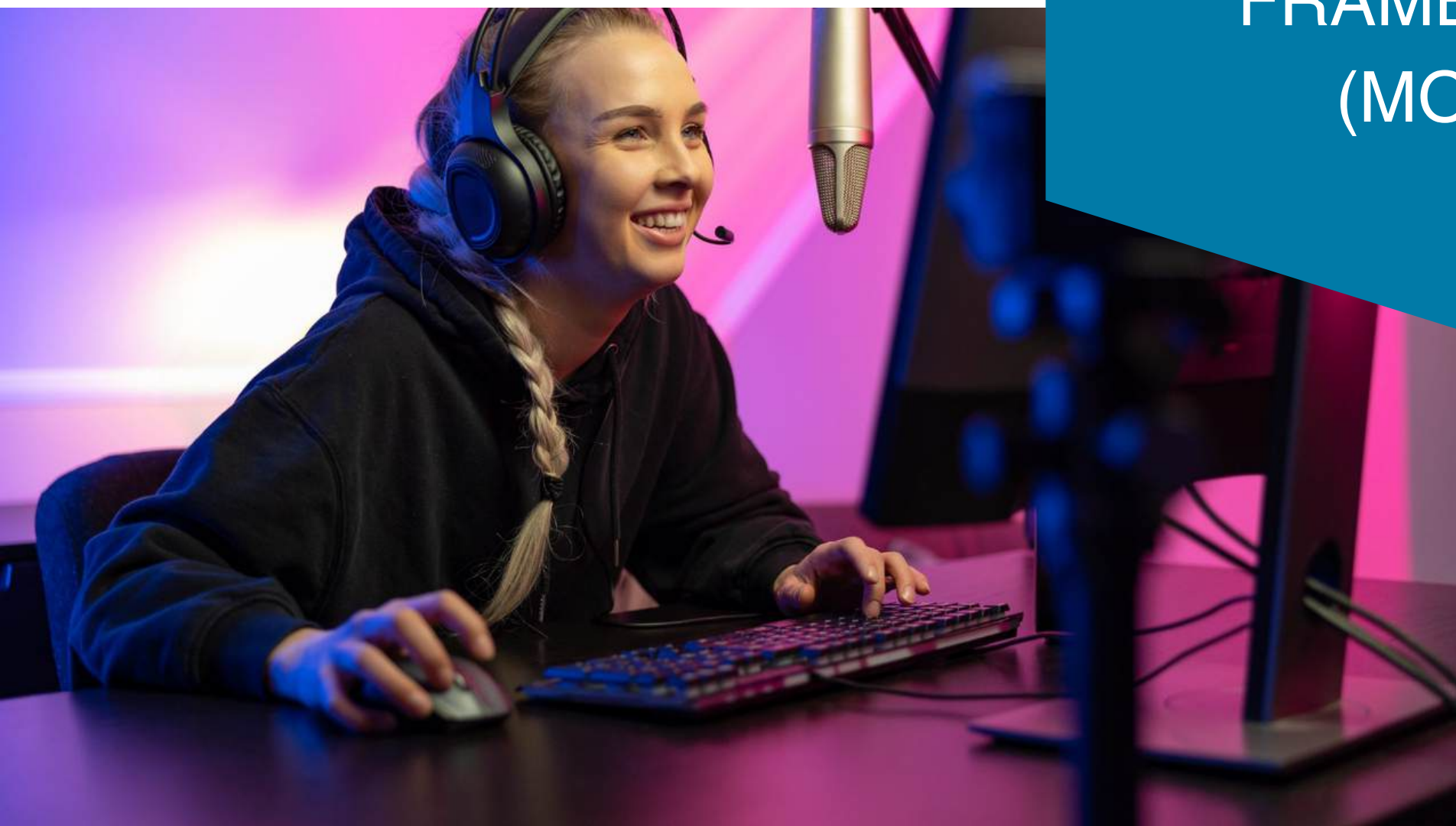
Poor Presentation:

Packaging and presentation are crucial in conveying the premium nature of our products. Avoid unattractive or unprofessional packaging that could detract from the brand's image.

Bad Packaging:

Issues like leakage or difficult-to-open packages are unacceptable and must be avoided. Packaging should be functional, protective, and easy to use.





CREATIVE
FRAMEWORK
(MOOD)

Resinate Disposable Vape Packaging

Below you will see examples of our Resinate Disposable Vapes Packaging



Customer Experience



Unboxing Experience:

The unboxing experience should be memorable and enjoyable, reflecting the premium nature of the Resinate brand. Packaging should be clean, easy to open, and include elements that surprise and delight the consumer, such as strain stickers for personalization. The overall experience should reinforce the product's quality and the brand's commitment to customer satisfaction.

Customer Support:

Customer support is an extension of the Resinate brand experience. Our team should be friendly, knowledgeable, and ready to assist customers with any questions or concerns they may have. Support should focus on helping customers choose the right strain for their needs, ensuring they have a positive experience with our products.

Next Steps



Finalize Packaging Design:

Work with our design team to ensure that the packaging aligns with the brand's elegant and premium image. The design should be both visually appealing and functional, with clear labeling and product information. Ensure that the "Infused with Liquid Diamonds" feature is prominently displayed on the packaging, along with detailed terpene profile information.

Launch Marketing Campaign:

Begin promoting the new Disposable Vape line through targeted digital campaigns, social media, and in-store promotions. Highlight the product's innovative features, including its infusion with Liquid Diamonds and custom device design, and emphasize the high-end appeal and unique experience it offers.

Retail Rollout:

Prepare in-store displays and educational materials that effectively communicate the benefits and qualities of Resinate Disposable Vapes. Train retail staff to understand and convey the product's value to consumers, particularly the Liquid Diamonds infusion and the premium in-house grown strains, enhancing the overall shopping experience.

Brand 'Happy Hour'

HAPPY HOUR is an effect-based brand created to deliver that uplifting Happy Hour experience at any time of day.

Happy Hour represents those moments spent with friends to unwind, relax, enjoy a refreshing beverage, and lift your spirits. Whether you're finishing a workday or on vacation, Happy Hour is ready for you. Our strains are carefully selected to deliver a highly desirable and enjoyable experience, available in a range of Sativa, Hybrid, and Indica profiles so everyone can celebrate Happy Hour in their unique way.

The Happy Hour product line includes convenient 5-pack of 0.5-gram pre-rolls and a handy 3.5-gram pouch.

Strains are selected based on adherence to our Brand Parameters, which include:

- **Cannabinoid Production:** 15-22% Overall TAC
- **Terpene Production:** Up to 4%
- **Effects:** Energy, Uplifting, Relax, Calm, Social, Euphoria, Laughter

Key Takeaways:

- Effect-Based



Brand Attributes

Happy Hour



Effect-Based Strain Selection

- Strain elements such as TAC, overall cannabinoids, terpenes, and effects.
- Final strain selection determined by internal focus groups to ensure desired effects.

Product

- Packaging: Convenient pouches for traveling and 5-pack tins.
- Terpene and cannabinoid testing information provided on the label, with a QR code for easy access to test results.
- Limited, curated strains to maintain high quality and consistency.

Presentation

- Casual and convenient packaging.
- Designed with great bag appeal to enhance the customer experience.

Price

- Mid to low-priced items, ensuring affordability without compromising quality.

Brand Beliefs

Happy Hour



Customer Focus

- Casual consumers
- Cannabis-curious buyers
- Focus on effects that are more mild and enjoyable

Safety

- Promote responsible consumption
- Ensure all products meet safety standards

Quality

- High TAC does not equal high quality; focus on overall experience
- Emphasize flavor and aroma profiles for an enjoyable experience



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Brand Values

Happy Hour



Performance

- Effects must closely match the strain's presentation
- Consumer acceptance validates the quality and effectiveness

Consistency

Strains must consistently meet their profiles to ensure reliability

Discovery

Provide consumers with a variety of strains they may not normally purchase, encouraging exploration



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Brand Character

Happy Hour



Fun

Social and engaging, Happy Hour is all about bringing people together for enjoyable experiences.

Friendly

Warm and welcoming, creating fulfilling moments for consumers to connect and unwind.

Relaxed

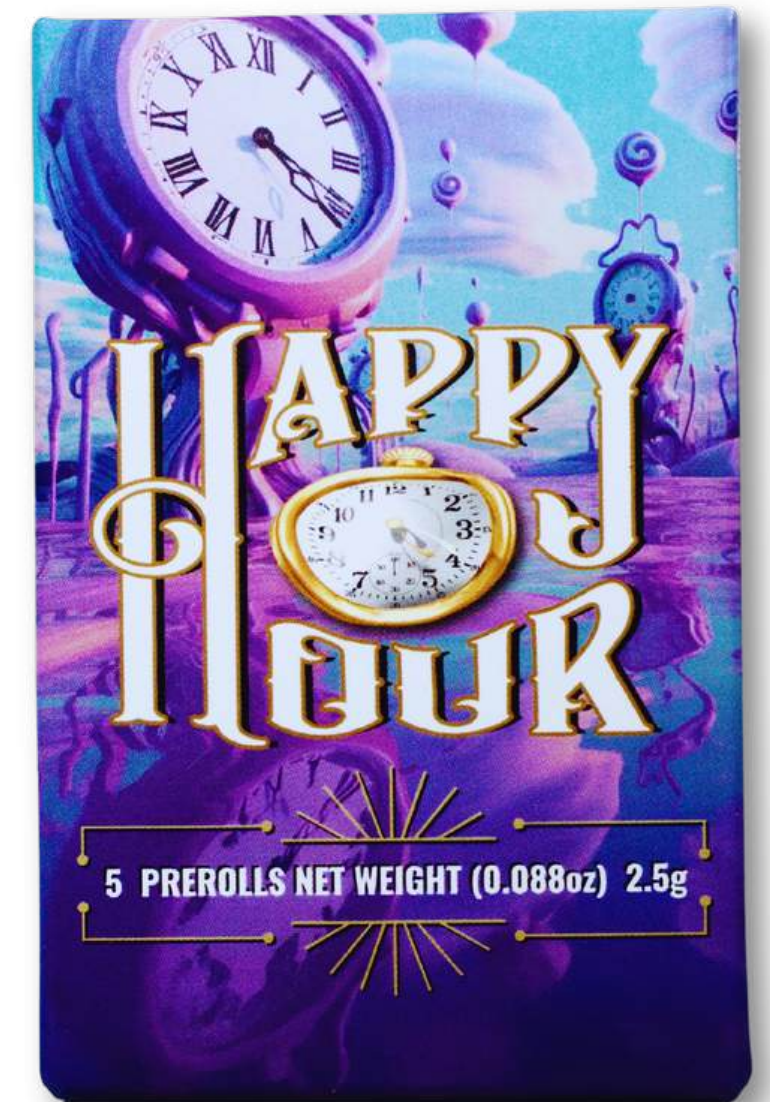
Calm and chill vibes, perfect for those looking to relax and enjoy a more laid-back experience.



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Brand Behavior (Actions and Conduct)

- **Delivers the Targeted Experience:** Ensures that each product provides the specific effects and enjoyment that consumers expect.
- **Facilitates Easy Purchases:** Helps consumers make informed and straightforward purchasing decisions with clear information.
- **Everyday Enjoyment:** Suitable for daily use, especially as an after-work relaxation option.
- **Great Flavor:** Offers a pleasing and consistent flavor profile that enhances the overall experience.
- **Safe and Responsible Packaging:** Ensures all products are packaged safely and responsibly, maintaining product integrity and consumer trust.



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Brand Behavior (The Actions the Brand Avoids)

- **Too Strong or Too Mild:** Avoids extremes in potency to ensure a balanced and enjoyable experience.
- **Too Fancy or Luxurious:** Keeps the approach casual and accessible, avoiding overly luxurious or extravagant features.
- **Too Expensive:** Maintains affordability, ensuring products are reasonably priced.
- **Extensive Strain Offerings:** Keeps the strain selection focused and manageable, avoiding an overwhelming number of options.

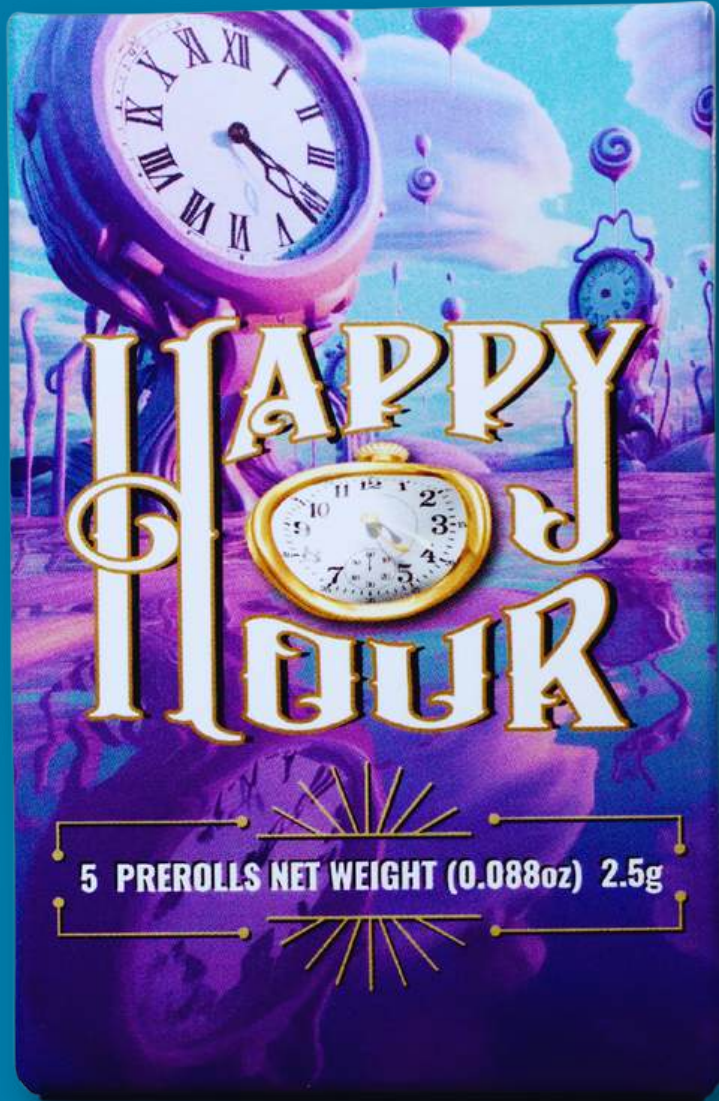




CREATIVE
FRAMEWORK
(MOOD)



Next Steps



Unify the Packaging Assets: Standardize and streamline packaging to create a cohesive and recognizable brand image for Happy Hour products.

Define Happy Hour as a Brand: Establish a strong character and profile for Happy Hour. Build meaningful connections with our audience through consistent messaging and branding efforts.

Expand Retail Presence: Increase visibility and accessibility by expanding Happy Hour's presence in retail locations.

Enhance Customer Engagement: Develop marketing strategies that engage casual consumers and cannabis-curious buyers, emphasizing the mild effects and social nature of the brand.

Focus on Flavor and Experience: Continue to prioritize great flavor and targeted experiences in product development and promotion.
