

Identity Guidelines

Top Choice Organics

Humboldt County, California

January 2019



“Marijuana may not be addictive,
but growing it is.”

-Ed Rosenthal

Table of Contents

Brand Introduction

Mission Statement	Page 06
Core Values	Page 08
Brand Promise	Page 10
Our Tagline	Page 12

Company Logo

Logo Identity	Page 16
Logo Clearance	Page 18
Logo Usage	Page 19

Colors and Fonts

Color Palette	Page 22
Font Styling	Page 24

Photographic Imagery

Image Style	Page 28
Image Restrictions	Page 30

Brand Icons

Icon Overview	Page 34
---------------	---------

Product Development

Package Foundation	Page 38
Labeling Requirements	Page 40

Company Employees

Conduct Regulations	Page 44
Employee Apparel	Page 46

Legal Overview

The Law	Page 50
---------	---------



Brand Introduction

Mission Statement

Be sincere in your goal.

Our mission statement is a written declaration of our core purpose, and its focus should remain relatively unchanged over time. It should separate what is essential from what is not, clearly state our market, and communicate our innovation.

Our mission statement will be used across many platforms, and define our core advertising. It will build consistency within our brand for clear communication with our partners and clients.

To provide incredibly helpful medicinal cannabis products to our fellow Californians through the use of innovative growing technologies and scientific strain standardization.

Core Values

Make integrity matter.

Our company's core values signify what we stand for as a team. These values guide our internal conduct as well as the relationship with our customers. By understanding these core values, we can better know if we are on the right path to success.

Our values reflect positivity, and we are continuously challenged to uphold their meaning. We must maintain course through difficult and beneficial times, and remain dedicated to the integrity of our core values on a daily basis.

Be Bold.

And enjoy your life.

“Lively up yourself and don’t be no drag!” -Bob Marley

Be Unique.

And discover yourself.

“Emancipate yourself from mental slavery, none but ourselves can free our minds.” -Bob Marley

Be Honest.

And feel great.

“You can fool some people sometimes, but you can’t fool all the people all the time.” -Bob Marley

Be Smart.

And live productively.

“Don’t gain the world and lose your soul; wisdom is better than silver or gold.” -Bob Marley

Brand Promise

Ensure the success of our relationships.

Our brand promise describes the positive benefit that our partners and customers deserve when working with our company. By keeping cohesive with our brand promise, we ensure a consistent approach in all communications with our customers.

The business relationships we build should be positively maintained and consistent, which will solidify our brand reputation in the marketplace.

*To be one of California's most consistent
and most knowledgeable medical
cannabis producers. And to provide a
pleasant business experience with our
partners and customers.*

Our Tagline

Stand for something with meaning.

We deliver a natural, organic product with a bold taste. By stating this on our collateral, we send a distinct message to our customers that we provide premium tier cannabis.

Our company tagline also emphasizes our humble upbringing and the easy-going attitude in Humboldt County, California.

Naturally Hum**BOLD**t.

*Company
Logo*



Logo Identity

And then there was light!

The company logo mark for **Top Choice Organics** shows the farm bathed in a vibrant sunrise. The golden hues of the surrounding mountains are aglow from the sun's blazing rays as the light cycle begins. Clouds peak out from above and below the banner and a happy bear gazes down on the garden.



Logo Clearance

Respect our space.

When using the company logo, there must always be visible space between the mark and the surrounding graphics, imagery, or text. There must be an exclusion zone of 20% proportion around all sides of the logo for enhanced readability and a unique mark placement.



Logo Integrity

Know the rules.

The **Top Choice Organics** signature logo must be used with certain restrictions to ensure success. Some essential rules for signature logo placement and use include the following.

Do not skew the width or height out of proportion

Do not rotate the logo

Do not alter the objects in the logo

Do not alter the color from accepted palette standards





Colors and Fonts

Color Palette

Create a variety of tone.

One of the top methodologies to maintain a consistent brand is the color presentation. By using a distinct color palette, you will deliver a professional message to your partners and customers.

The **Top Choice Organics** brand palette consists of three primary colors, two secondary colors, and one general use color. There are no exceptions for consistent color use.

From the Farm

Create an assortment of hues.

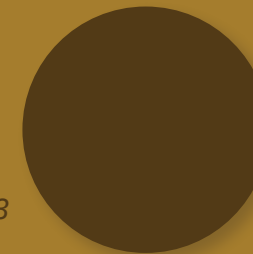
The company color selection uses these various hues seen on the **Top Choice Organics** farm.

Bark

HEX #523a14

RGB 082 058 020

CMYK 48 64 100 53

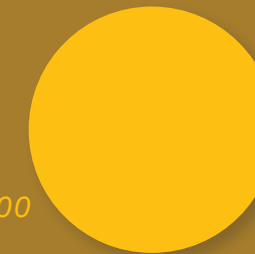


Sunlight

HEX #FEBF10

RGB 254 191 016

CMYK 00 27 100 00

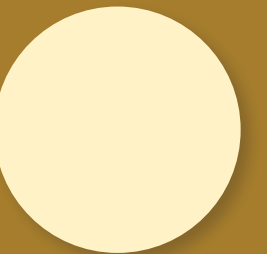


Cloud

HEX #FFF0C4

RGB 255 240 196

CMYK 00 04 27 00



Soil

HEX #A67D2D

RGB 166 125 045

CMYK 32 47 100 11



Ray

HEX #FFD041

RGB 255 208 065

CMYK 00 18 85 00

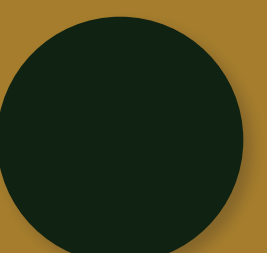


Shadow

HEX #002000

RGB 00 32 00

CMYK 76 59 79 77



Mountain

HEX #BE9A30

RGB 190 154 048

CMYK 26 36 98 02

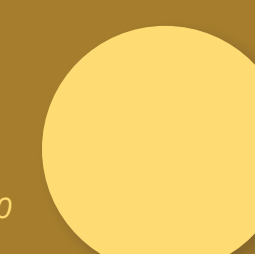


Straw

HEX #FFDC74

RGB 255 220 116

CMYK 00 12 65 00



Font Styling

Maintain a consistent look.

Top Choice Organics uses *Cortado* as a titling typeface. Cortado is an energetic take on the pointed-brush style. It's fun, easy to read personality fits well with various types of printed display. The typeface also works well for website use.

When writing content, use **Tahoma** as your typeface whenever possible. Tahoma is a humanist sans-serif typeface that was created specifically to address the challenges of on-screen display. If Tahoma is not an option for use, substitute the Arial typeface instead.

Our company tagline uses **Passion One**, but we also display it with Cortado and Verdana on occasion.

Cortado

A B C D E F G H I J K L M N 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 o p q r s t u v w x y z

Tahoma

A B C D E F G H I J K L M N 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 o p q r s t u v w x y z

Passion One

A B C D E F G H I J K L M N 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 o p q r s t u v w x y z



*Photographic
Imagery*

Image Style

Know your environment.

Having a photographic theme is an essential step in creating brand appeal. By following certain image standards, we can introduce **Top Choice Organics** to partners and consumers in a positive light.

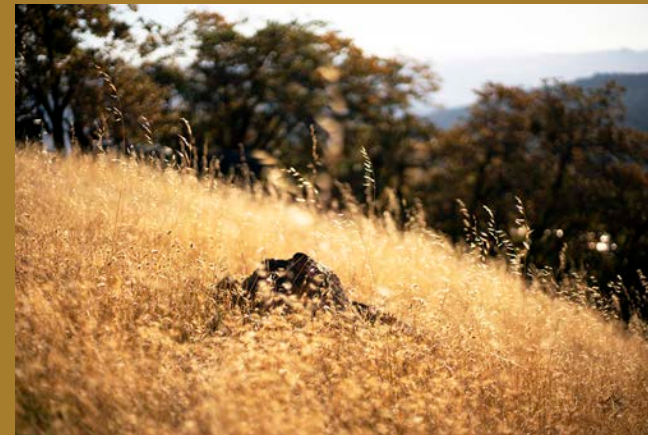
Our photographers must be skilled and knowledgeable in their craft and should be familiar with our photography guidelines before shooting.

Top Choice Organics

In search of the perfect light.

Out and about when the sun rises.

Early farm mornings provide the perfect golden hues that compliment our warm retro style brand.



Farm Landscapes



Human Touch



Unique Shots



Garden Shots



B-Roll



Silhouettes

NATURALLY HUMBOLDT.

Image Restrictions

Skip the shortcuts.

The importance of image use cannot be understated. Imagery is often the first impression related to our company. Specific image guidelines must be followed to ensure that our image use and placement is useful in our marketing materials.

Avoid the obvious.

If it feels wrong, it probably is.

Avoid imagery that looks less than stellar.



Underexposed



Overexposed



Out of Focus



Oversaturated



Undersaturated



Bad Composition

*Brand
Icons*



Icon Overview

Add just a touch.

The use of two distinct icons, the **Sunleaf** icon and the **Grown in Humboldt** icon, draws attention to two critical attributes at the **Top Choice Organics** farm.

These icons are visible in a variety of locations, from on-site posters to our product packaging.



Sunleaf Icon

Seven leaves, eight rays of light.

Our **Sunleaf** icon represents the rising sun and the organic product grown on our farm. This icon is for use in particular situations only.

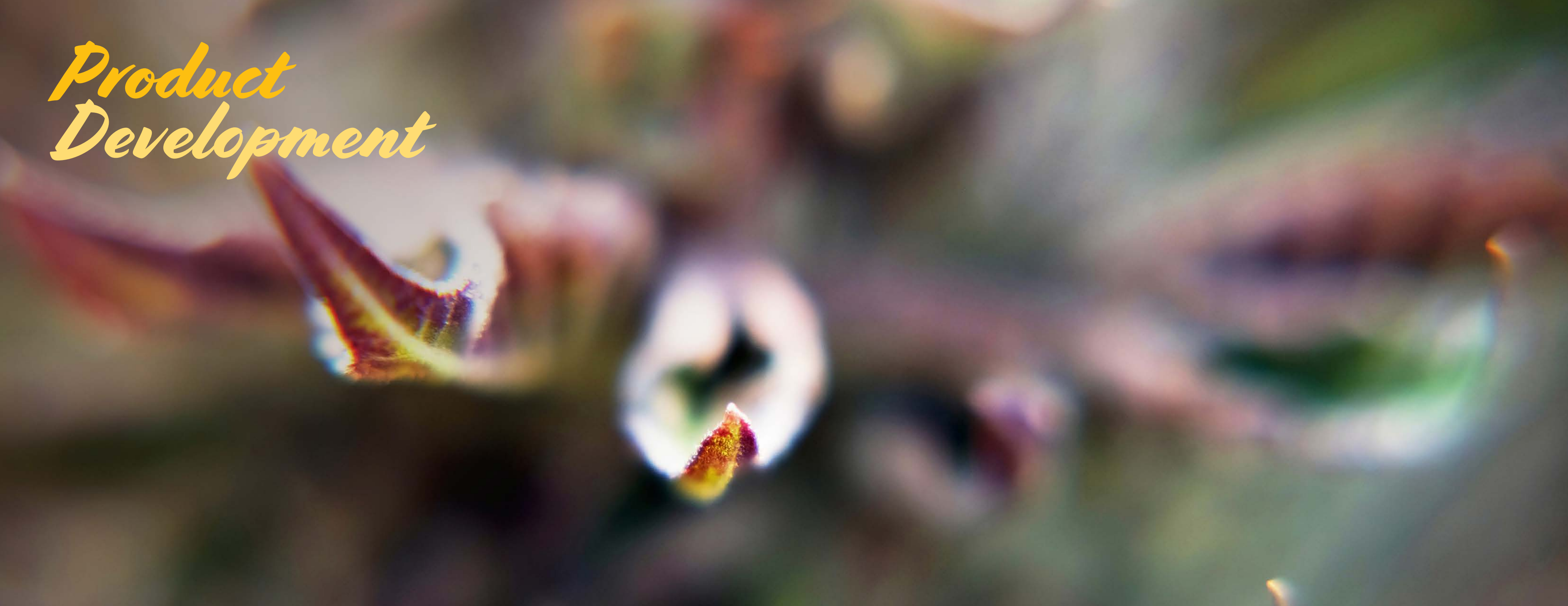


GROWN IN
HUMBOLDT

Grown in Humboldt

A golden bear from Humboldt bathes in the California sun.

The **Grown in Humboldt** icon must be present on all **Top Choice Organics** product packaging. This icon builds consumer confidence and ensures that the buyer will be purchasing a premium **TCO** product.



Product Development

Package Foundation

Differentiate the brand.

Unique packaging is crucial for the proper promotion of our medicinal cannabis products to the end consumer. Our initial design foundation will place our colorful retro scheme on top of glossy black or gold containers.

A premium look and feel shall enforce the quality of our farm in our initial product launch.

Onto the top shelf.

Medicinal cannabis that tastes as good as it looks.

Properly branded packaging will only solidify our premium product.



Labeling Requirements

Use standards for a reason.

You must appropriately label our products for sale in California. One way to ensure a positive outcome is to meet all state labeling regulations, so there are no delays in product distribution once the product is ready.

Consumers have a right to know.

Create superior customers through clear information.

Certain standards must apply when packaging cannabis product.

Please Do:

- Display information clearly and legibly
- Make sure labeling information is on the outer layer of packaging
- Use English and at least 6 point font
- Include both THC and CBD content on the primary panel

Please Do Not:

- California county names—Can not include the name of a California county anywhere on the label unless 100% of the Cannabis in the product originated from there.
 - Cannot be attractive to children—This includes using cartoons, images popularly used to advertise to children, imitating candy labeling, and using the words “candy” or “candies” anywhere on the label.
 - Cannot include false or misleading information—This includes anything untrue or unproven, or information that leads consumers to have an inaccurate impression.
 - Cannot make unproven health claims—Health-related statements, such as claims about a product’s ability to treat or cure disease, may not be made unless there is significant scientific agreement and totality of publicly-available peer-reviewed evidence supports the claims. Anecdotal information and preliminary study results do not meet these criteria.
- Note: The FDA extensively regulates health-related statements and cannabis businesses, and cannabis businesses are not exempt from federal prosecution for misleading health statements.**
- Modifications to Universal Symbol—Can not alter symbol or use a color other than black.



*Company
Employees*

Conduct Regulations

Because your behavior matters most.

Nothing could be more important to **Top Choice Organics** than maintaining a professional and appropriate work culture. Our employees become familiar with our Code of Conduct on the 1st day of employment and many cross over and implement it in their daily lives.

Expectations to exceed.

A responsibility to be better for the sake of the team.

All **Top Choice Organics** employees are required to sign and adhere to our Conduct Regulations.

- 1. You are expected to respect your boss, your co-workers, and yourself.*
- 2. Negative attitudes have no place on our team. Be self-confident. Be confident in the organization.*
- 3. Clean up after yourself and your work area. A clean work area benefits yourself and others.*
- 4. Support your co-workers whenever possible, especially if asked to do so in a reasonable manner.*
- 5. Stealing or lying are all violations that will terminate any/all employment agreements.*
- 6. Respect everyone's privacy and religious, social, and political views. Avoid controversial subjects in the work environment.*

Employee Apparel

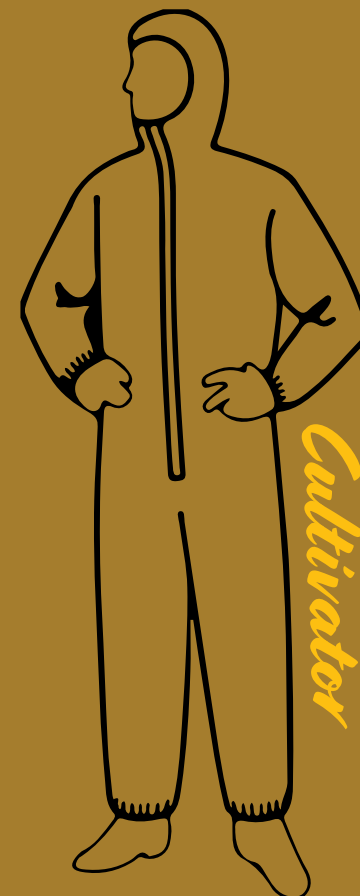
Become part of the team.

The farm's company culture is casual. However, individual members of the team should be wearing the proper attire while performing specific job duties. Not only are these clothing items practical, but they also help us maintain a clean and professional environment.

Dress for success.

If you look professional, we look professional.

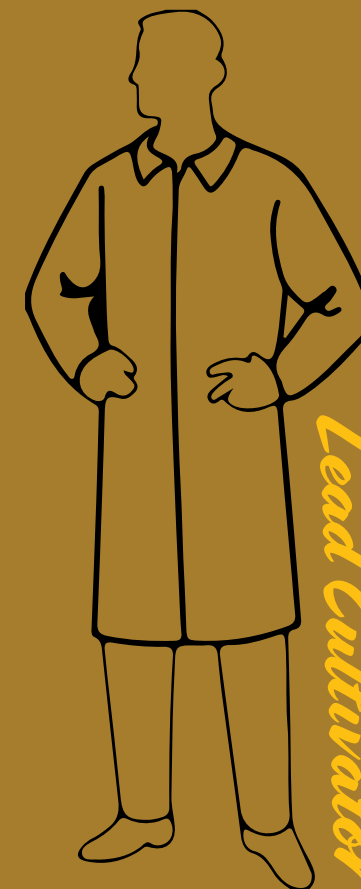
Some job tasks require the use of PermaGard clothing items to ensure cleanliness and to avoid contamination.



Cultivator

18127

PermaGard Coverall



Lead Cultivator

18301

PermaGard Lab Coat



Trimmer

18740

PermaGard Apron



Legal Overview

The Law

That you should know.

In November 2017 California passed Proposition 64, the Adult Use of Marijuana Act (AUMA), in which 56 percent of voters expressed a desire to legalize marijuana use for adults 21 and over. Our farm was one of the first applicants in California for legal cannabis production.

Top Choice Organics strives to be a leader in compliance, and maintaining a legal license is crucial to the success of our business.

Playing by the rules.

Legal cannabis production results in a more consistent product.

The entities below are California's three state cannabis licensing authorities, and their websites contain the majority of cannabis legalities.



The **Bureau of Cannabis Control (Bureau)** is the lead agency in regulating commercial cannabis licenses for medical and adult-use cannabis in California. The Bureau is responsible for licensing retailers, distributors, testing labs, micro-businesses, and temporary cannabis events.
<https://www.bcc.ca.gov/>



The **Manufactured Cannabis Safety Branch**, a division of the **California Department of Public Health (CDPH)**, is responsible for regulating and licensing the manufacturers of cannabis-infused edibles for both medical and non-medical use.
<https://www.cdph.ca.gov/>



CalCannabis Cultivation Licensing, a division of the **California Department of Food and Agriculture (CDFA)**, is responsible for licensing cultivators of medicinal and adult-use (recreational) cannabis and implementing a track-and-trace system to record the movement of cannabis through the distribution chain.
<https://www.cdfa.ca.gov/>

