



LEAFLY.COM

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CORPORATE BRAND STANDARDS

Implementing the Leafly Brand
in Communications

WELCOME

TO LEAFLY[®]



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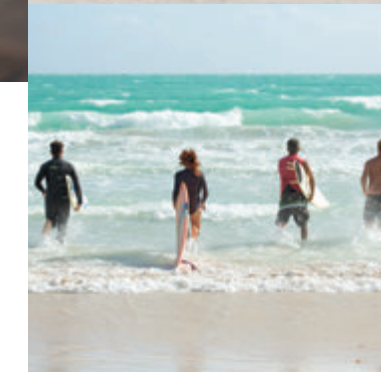
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WRITTEN IDENTITY

EDITORIAL & COPY



We are a brand with a specific purpose. Through our use of technology, application of creativity and creation of quality content, we take a historically stigmatized subject—cannabis—and elevate the conversation among consumers. All nuances of the Leafly brand—the way we talk, the way we look, the way we make people feel—fuels a powerful community-based movement. This “Brand Bible” lists and provides details on our Corporate Brand Standards. It’s what we live by in order to deliver a consistent, creative promise to the Leafly community. Momentum toward the inevitable repeal of prohibition will be fueled by education and understanding of this multi-faceted plant, as well as mainstream branding appeal. Leafly will lead this charge.

C H A P T E R
INTRODUCTION

C H A P T E R
BRAND

WHO WE ARE

OUR MISSION STATEMENT

Be the world's most trusted guide for those looking to make informed decisions about cannabis.

OUR VISION

A global community that openly embraces legal cannabis and the accessibility that comes with it.

OUR VALUES

We are the leading authority on cannabis because of our depth of expertise.

We realized very early on that we are working towards something much bigger than ourselves –we are literally part of history in the making. As we grow, we continually strive to find the most innovative ways to serve our customers and users. Toward that end, we work closely with experts in the scientific community for testing, measuring and analyzing new cannabis products.

Our full-page ad in the *New York Times* is just one example of the knowledgeable and mature approach we apply to every aspect of our business. We take efficiency as seriously as we do innovation. We work smarter and faster, acting as a catalyst for change.

We feel privileged to contribute toward efforts of positive change in legal and societal views of cannabis. We will remain at the forefront of delivering relevant information in the field of medical uses of cannabis.

We play to win.



**WE ARE
THE LEADING
AUTHORITY
ON CANNABIS
BECAUSE OF
OUR DEPTH
OF EXPERTISE**



COLLABORATION IS OUR CODE

**WE'RE
PURPOSEFUL
AND ALWAYS
PREPARED**



WE ARE CONSIDERED INNOVATORS

Know Your Strain
SATIVA, INDICA, HYBRID

Hybrid

Bd

Blue Dream

Euphoric

Uplifted

Creative

Happy

Energetic

Indica

Nl

Northern
Lights

Euphoric

Happy

Lazy

Uplifted

Creative

Sativa

Chc

Chocolope

Uplifted

Euphoric

Happy

Energetic

Creative

**CONSISTENTLY
METHODICAL**





PROUDLY BEARING THE TORCH

Leafly

Wins

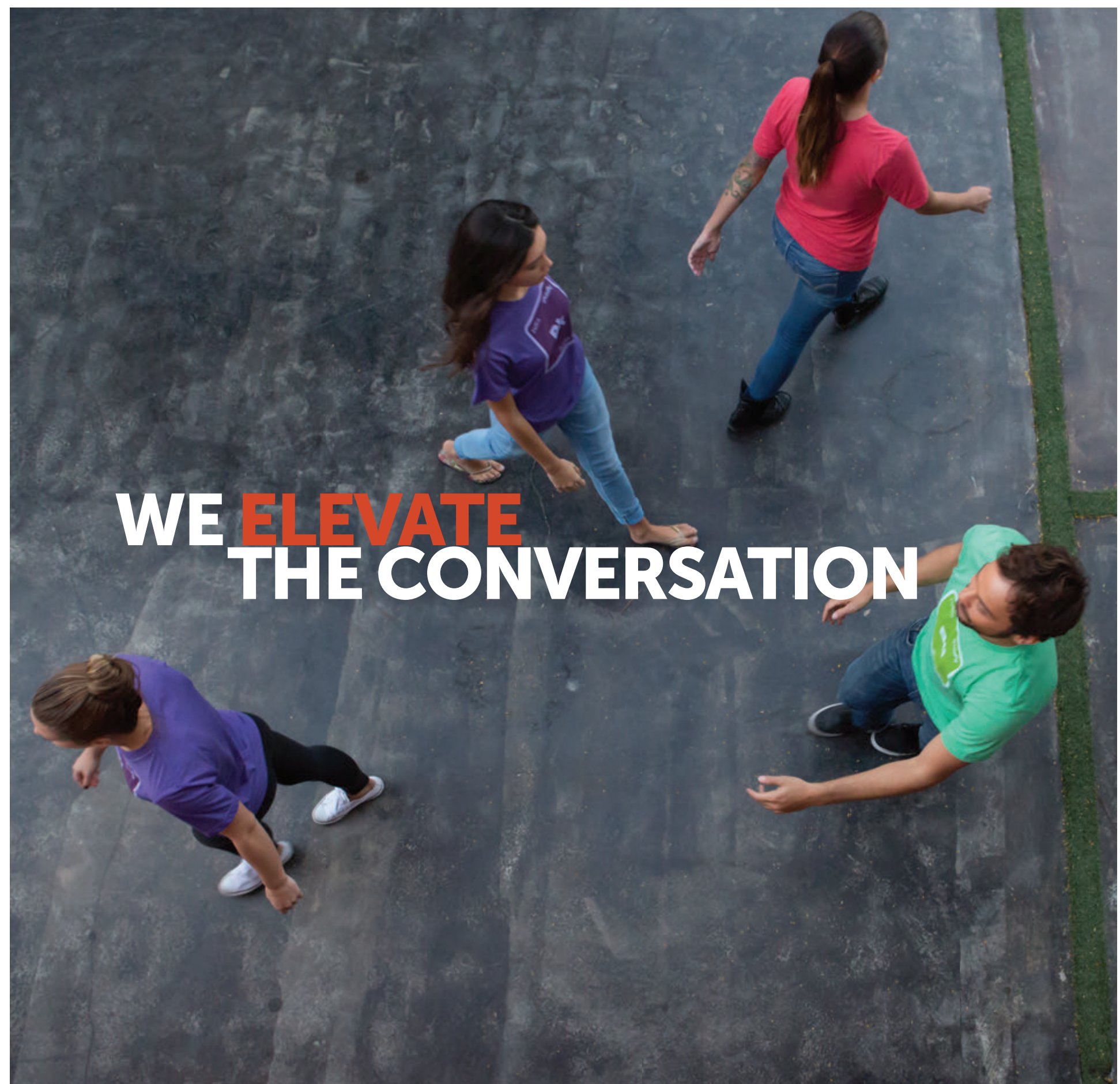
OUR VOICE

The language of Leafly is educational, conversational and clever. It's smart without over-intellectualizing. It appreciates the knowledge of regular cannabis consumers and recognizes the learning curve of those new to cannabis. Leafly users find the content to be a good read—knowledge-based and sharable.




ARTISTIC
VIBRANT
CENTERED
AROUND
PEOPLE
FACES
BASED ON AN
ACTIVE
EDUCATED
LIFESTYLE

WHAT WE ARE



THE BIG IDEA

Know your cannabis. Know your strains. Know where to buy and what to look for. Know when to plant. Know how to educate, and when to learn. Appreciate knowing. Know your responsibilities as a medical or casual consumer. **JustSayKnow™**.



WE ARE WORKING TOWARDS
SOMETHING MUCH BIGGER
THAN OURSELVES



THE PROMISE

Our efforts will support and complement the reality of cannabis use by people in all walks of life: patients and professionals, athletes and artists.

Our content—our knowledge—will educate and empower cannabis consumers. They'll learn about new strains, search reviews of strains to find what's best for their lifestyles—recreationally or medically—locate neighborhood collectives and dispensaries and, most important, connect with other members of the cannabis community to share their experiences.



Hybrid
Bd
Blue Dream



Indica
Bk
Bubba Kush



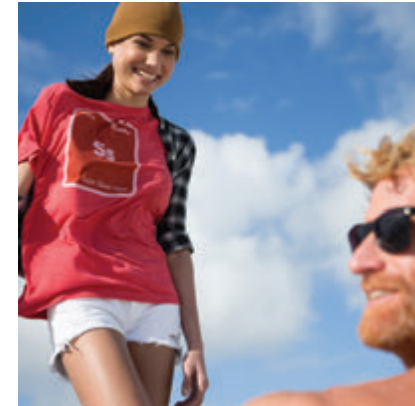
OUR PERSONALITY & STYLE

Open-minded, knowledgeable and personable. Forward-thinking and always evolving. Optimistic and emotional. Engaging and active.

These are the characteristics of Leafly, inspired by the cannabis community with which we interact. This community is what gives us our sense of purpose and motivates us each day. Spirited and youthful in our actions and mindset, we transcend age and are not bound by prescribed notions of demographics or psychographics. We respect and celebrate the differences among us.



Sativa
Sd
Sour Diesel



SXSW
 TESLA
 HBO
 UBER
 PATAGONIA
 METHOD SOAP

TRENDSETTER
 INNOVATIVE
 INFORMATIVE
 ENGAGING
 PROGRESSIVE
 NATURAL

OUR BUSINESS

Leafly's web and app platforms saw over 41 million visits last year by cannabis enthusiasts. Our audience is booming. Compared to the last three years combined, in 2014 our...

- * Web/app visits increased 120%
- * Mobile app downloads increased 100%
- * Registered Leafly account users increased 372%
- * Social audience increased 900%

UNIQUE: 75% of Leafly users do not have another cannabis app on their phone.

GEO-TARGETED: Advertise locally or in all 50 states, Canada & Europe.

TAILORED: Market to cannabis consumers or B2B to the industry.

CUSTOM: Content-forward native advertising to drive SEO and align partners with one of the most trusted brands in the cannabis industry.

IF LEAFLY WERE

A Tech Company

- * **UBER** – User experience, redefining a business, fantastic customer service.

A Consumer Product

- * **Tesla** – Innovative, disruptive, clean, quality, fast, threat to established industries.
- * **Method Soap** – Natural, progressive.

An Element of Pop Culture

- * **HBO** – Informative, disruptive, engaging.
- * **SXSW** – Interactive, music, growth.

A Fashion Brand

- * **Patagonia** – Active, lifestyle focused.

The position of a logo. The boldness of a typeface. The right shade of purple. Photographic treatments. Language and graphics and layout. These design elements are important individually, of course. Together though, they create a powerful statement in defining the identity of a brand. That each component be used properly ensures consistent brand recognition in the marketplace.



CHAPTER
IDENTITY

LOGO

Together, our symbol and the wordmark make the Leafly Logo. Beyond photos and ad copy, the Leafly logo is what catches the eye. It first and foremost tells the reader the communication is from and about Leafly. Since the Leafly logo is so integral to our identity, its usage must be consistent and in authorized formats only.

Wherever it is placed, it is essential that enough “negative space” exists around the logo to give it prominence and avoid a cluttered design.

FULL COLOR LOGO



PREFERRED SMALL SIZE FORMAT



FILE TYPES: .eps, .jpg, .png

For Windows / OSX

FULL COLOR LOGO:

Spot Coated Inks
Leafly-full-color
Leafly-com-full-color

FULL COLOR NO TAG LINE:

Leafly-full-color-no-tagline
Leafly-com-full-color-no-tagline

ONE-COLOR LOGO BLACK



PREFERRED SMALL SIZE FORMAT

**1-COLOR LOGO BLACK:**

Leafly-black leafly-com-black

1-COLOR BLACK NO TAG LINE:

Leafly-black-no-tagline
Leafly-com-black-no-tagline

NOTE:

One color logo used for photocopies, fax and b/w newsprint.
On light backgrounds use the 1-color black options.

ONE-COLOR LOGO WHITE



PREFERRED SMALL SIZE FORMAT

**1-COLOR LOGO WHITE:**

leafly-white leafly-com-white

1-COLOR WHITE NO TAG LINE:

Leafly-white-no-tagline
Leafly-com-white-no-tagline

NOTE:

On dark backgrounds use the 1-color white options.

The logo may be used only with the registration mark. The ® symbol must always be used with the logo; do not add the ® symbol to the tile symbol as well.

If using the tile symbol alone, be certain to size it proportionately to the page. For example, if the space is 12 inches by 12 inches, the tile symbol must occupy at least 1 square inch.



Leafly®

DO NOT USE THE WORDMARK WITHOUT THE TILE SYMBOL



Leafly®

DO NOT STACK THE TILE SYMBOL ON TOP OF THE WORDMARK



Leafly®

DO NOT PLACE THE TILE SYMBOL AFTER THE WORDMARK

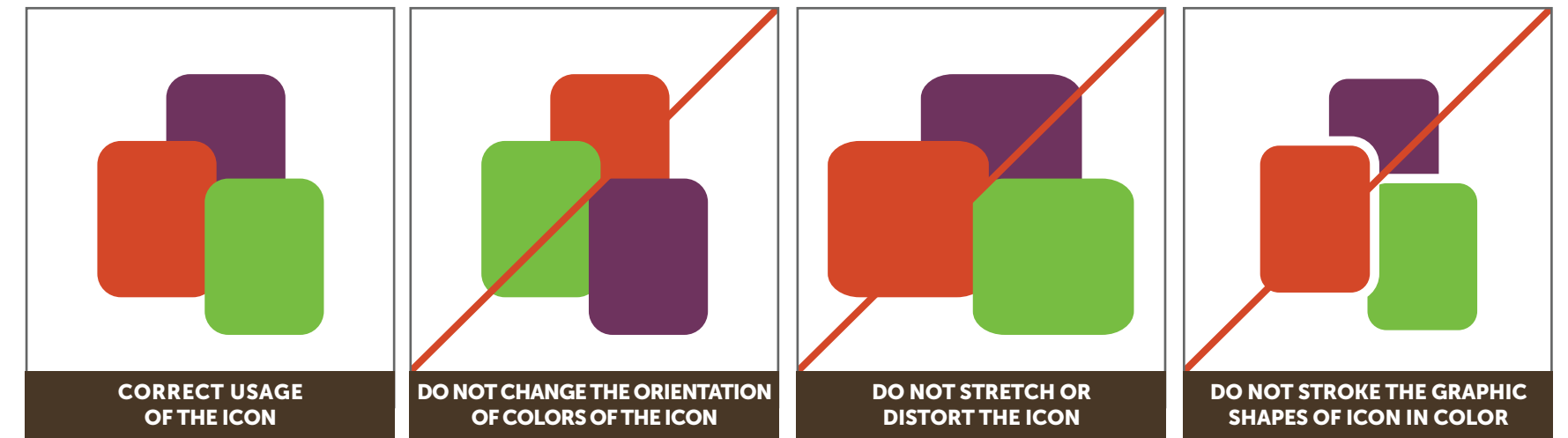


Leafly

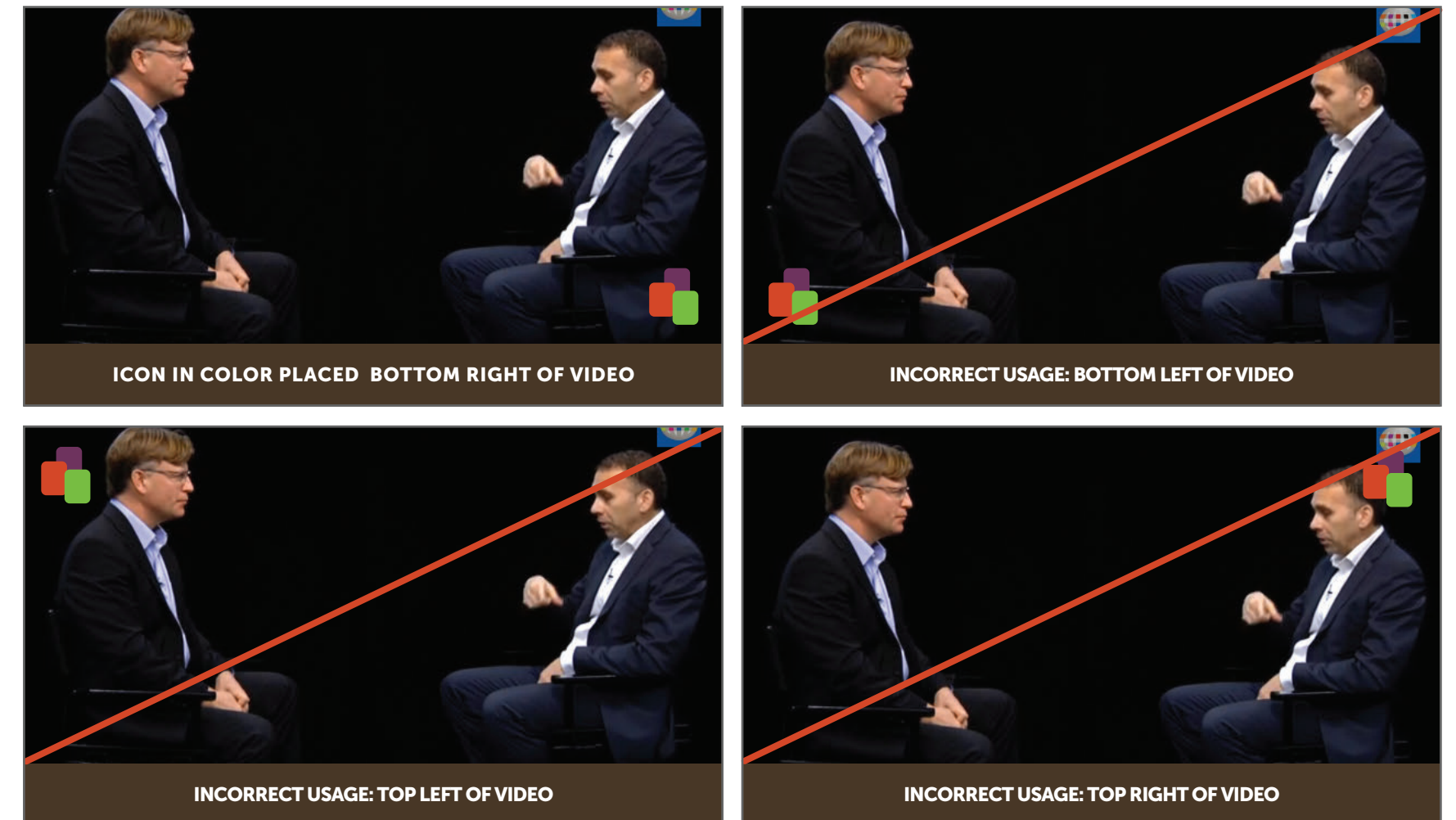
DO NOT USE THE LOGO W/O THE REGISTERED MARK

The icon cannot be elongated, separated with a stroke or bordered by different colors. There may not be any change in orientation for either the icon or logo.

USAGE OF ICONS



ACCEPTABLE VIDEO ICON USAGE



JUST

SAY

KNOW

TM

LEAFLY LOGO JUST SAY KNOW LOCKUP COLOR



LEAFLY LOGO JUST SAY KNOW LOCKUP 1-COLOR BLACK



LEAFLY LOGO JUST SAY KNOW LOCKUP 1-COLOR WHITE



In this combination, logo must always be on left of the page with just say know Lockup and social icons to the right.



If layout is vertical where height of layout is much larger than width, this combination may be used to match the defined vertical space better.



In this combination, logo must always be on left of the page and social icons and just say know to the right.



#JUST SAY KNOW LOCKUP TREATMENT FOR BRANDING AND GRAPHICS
IN ONE LINE ALL CAPS - LEFT JUSTIFIED

#JUSTSAYKNOW

60 pt.

#JUSTSAYKNOW

40 pt.

#JUSTSAYKNOW

20 pt.

#JUSTSAYKNOW

10 pt.

IN ONE LINE - RIGHT JUSTIFIED

#JUSTSAYKNOW

60 pt.

#JUSTSAYKNOW

40 pt.

#JUSTSAYKNOW

20 pt.

#JUSTSAYKNOW

10 pt.

JUST SAY KNOW TM STACKED LOCKUP TREATMENT FOR BRANDING AND GRAPHICS
STACKED - RIGHT JUSTIFIED

JUST
SAY
KNOW™

10 pt.

JUST
SAY
KNOW™

20 pt.

JUST
SAY
KNOW™

40 pt.

JUST
SAY
KNOW™

60 pt.

STACKED - LEFT JUSTIFIED

JUST
SAY
KNOW™

10 pt.

JUST
SAY
KNOW™

20 pt.

JUST
SAY
KNOW™

40 pt.

JUST
SAY
KNOW™

60 pt.

**#JUST SAY KNOW LOCKUP TREATMENT FOR WEB & SOCIAL MEDIA
IN ONE LINE TITLE CASE MUSEO 700 WEIGHT - LEFT JUSTIFIED**

#JustSayKnow

14 pt.

#JustSayKnow

20 pt.

#JustSayKnow

40 pt.

#JustSayKnow

60 pt.

Below is the @Leafly lockup with social media icons.

PLEASE NOTE: Do not use the same type treatment of "leafly" in leafly logo. @Leafly type treatment is considered straight type and is not an icon lockup.

@LEAFLY    

In this combination, logo must always be on left of the page and social icons and just say know to the right.

@LEAFLY    

Place the Leafly logo at the top left corner of a printed page. A secondary placement may be the bottom right corner. Its placement and size must be legible, surrounded by enough white space so as not to appear crowded—the logo must always be prominent. If the background is a complex design, use the black-only or white-only knockout logo variations, and consider additional placements of the logo. When the medium is primarily black and white (e.g., fax; b/w copy) use the black-only knockout logo.







COLOR

Color often sets the tone for a brand—think Tiffany’s robin’s egg blue or Hermes’ orange—and becomes as recognizable as a brand’s logo. The Leafly colors may never be manipulated or converted if they are used in a spot-color process. If colors must be converted to CMYK or RGB, the numeric breakdown of each color swatch must respect the uniformity of the brand.

PANTONE INKS

CMYK
RGB

			
PMS 7658C	PMS 173C	PMS 368C	PMS 7533C
57/89/37/22	12/87/100/2	58/2/100/0	53/63/76/56
109/51/94	211/71/39	119/188/31	73/55/40

NOTE: Please refer to a Pantone® book for final color on press. Laser output and on-screen color do not necessarily represent true Pantone, CMYK, or RGB color values.

COLOR OPACITY

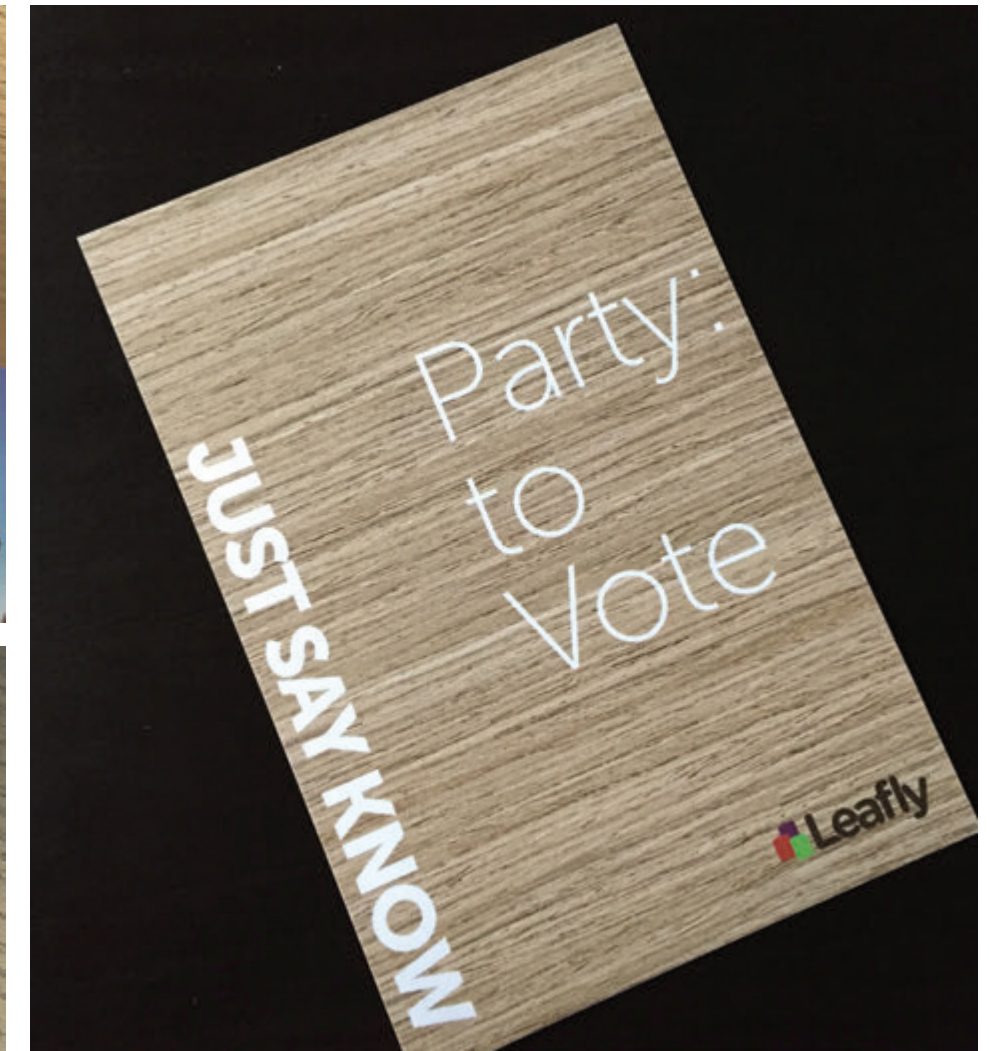
100% 90% 80% 70% 60% 50% 40% 30% 20% 10%

100% 90% 80% 70% 60% 50% 40% 30% 20% 10%

100% 90% 80% 70% 60% 50% 40% 30% 20% 10%

100% 90% 80% 70% 60% 50% 40% 30% 20% 10%

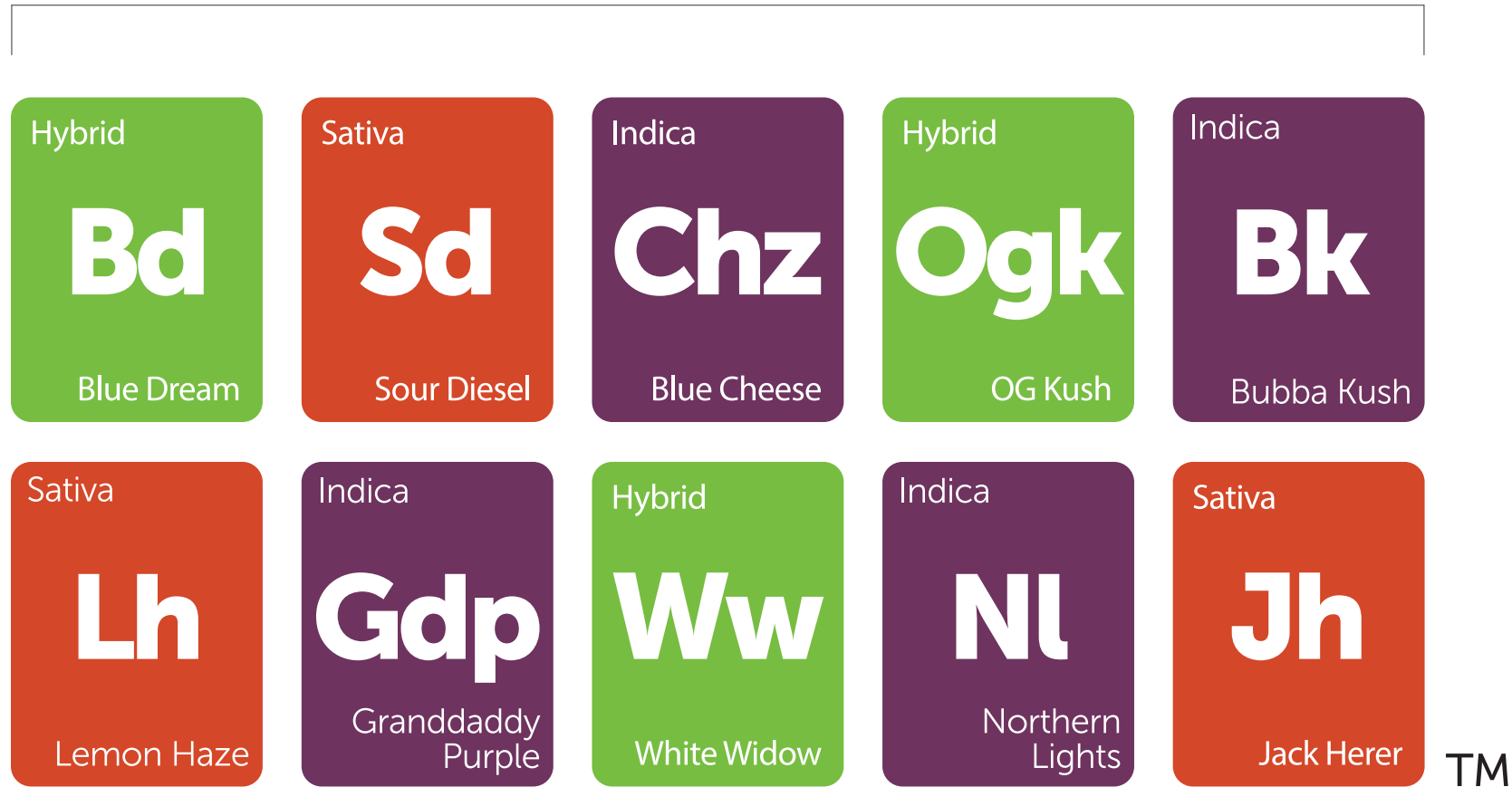
In typography and layout, colors can be used in a solid state or bleed in a screened opacity. As long as the Leafly brand colors are used, the opacity can be screened in a variety of percentages to create an overall bleed.



STRAIN TILES

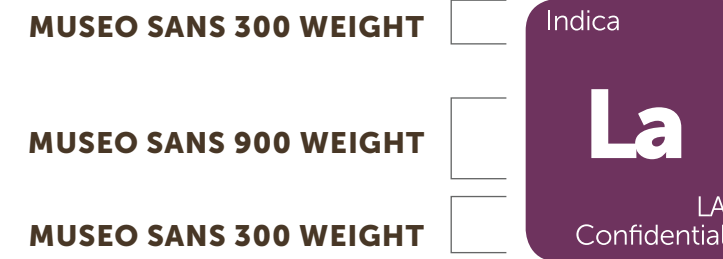
Strict usage of Strain Tiles maintains the brand's message and is central to how cannabis information is communicated on Leafly and its various mediums. When resizing Strain Tiles please keep the proportions intact as shown in the specifications listed here.

TOP TEN RECOMMENDED TILES FOR USE IN GRAPHICS



STANDARD TILE SPECIFICATION

216px by 260px
12 pt Corner Radius



NOTE: Please refer to a Pantone® book for final color on press. Laser output and on-screen color do not necessarily represent true Pantone, CMYK, or RGB color values.

THE LEAFLY

STRAINS

The Leafly strain database allows you to search by health uses, effects, attributes, flavors and more.

Indica Bk Bubba Kush	Indica Gdp Granddaddy Purple	Indica Nl Northern Lights													Sativa Sd Sour Diesel	Sativa Jh Jack Herer	Sativa Ss Super Silver Haze				
Indica Pk Purple Kush	Indica Sky Skywalker	Indica Afk Afghan Kush	Indica G13 G-13	Indica Ga Grape Ape	Indica La LA Confidential	Indica Bbk Blackberry Kush	Indica Hk Hindu Kush	Hybrid Bd Blue Dream	Hybrid Ogk OG Kush	Hybrid Ww White Widow	Hybrid Tw Trainwreck	Hybrid Pd Purple Diesel	Hybrid Pex Pineapple Express	Hybrid Hb Headband	Sativa Lh Lemon Haze	Sativa Dp Durban Poison	Sativa Mw Maui Wauai	Sativa Ph Purple Haze	Sativa Sk1 Skunk #1	Sativa Aca Acapulco Gold	Sativa Lb Lamb's Bread
Indica Mr Mr. Nice	Indica Bb Big Bud	Indica Blk Blueberry Kush	Indica Pu Purple Urkle	Indica Rom Romulan	Indica Tog Tahoe OG	Indica Bak Banana Kush	Indica God God's Gift	Hybrid Cd Chemdawg	Hybrid Mks Master Kush	Hybrid Bry Blueberry	Hybrid Slh Super Lemon Haze	Hybrid X13 Xj-13	Hybrid Wr White Rhino	Hybrid Sc Strawberry Cough	Sativa Km Kali Mist	Sativa H Haze	Sativa Ssd Super Sour Diesel	Sativa Chc Chocolope	Sativa Slv Silver Haze	Sativa Hs Hawaiian Snow	Sativa Mob Moby Dick
Indica Ds Death Star	Indica Van Vanilla Kush	Indica Stk Strawberry Kush	Indica Kos Kosher Kush	Indica Cm Critical Mass	Indica Plt Platinum OG	Indica Plk Platinum Kush	Indica Afo Afgoo	Hybrid Gsc Girl Scout Cookies	Hybrid Lk Lemon Kush	Hybrid Nyc NYC Diesel	Hybrid Bg Bubble Gum	Hybrid Dt Dutch Treat	Hybrid Har Harlequin	Sativa Grf Grapefruit	Sativa Amh Amnesia Haze	Sativa Vor Vortex	Sativa Arj Arjan's Strawberry Haze	Sativa Tg Tangie	Sativa Pan Pandora's Box	Sativa Eas East Coast Sour Diesel	Sativa Ddg Dutch Dragon
Indica Sen Sensi Star	Indica Afg Afghani	Indica Bbr Blackberry	Indica Pok Purple OG Kush	Indica Pur Pure Kush	Indica Pwr Purple Wreck	Indica Kin King Kush	Hybrid C99 Cinderella 99	Hybrid Ok Orange Kush	Hybrid 100 \$100 OG	Hybrid Cck Cotton Candy Kush	Hybrid Fog Fire OG	Hybrid Pak Pineapple Kush	Hybrid Whr White Russian	Sativa Hhz Hawaiian	Sativa Jg Jean Guy	Sativa Vdo Voodoo	Sativa Bkd Black Diesel	Sativa Iss Island Sweet Skunk	Sativa Caj Candy Jack	Sativa Sns Sage N Sour	Sativa Bhz Brainstorm Haze
Indica Hp Hash Plant	Indica Bry Blueberry	Indica Cq Cheese Quake	Indica Dia Diablo	Indica Mk MK Ultra	Indica Mgo Mango	Hybrid Ago Agent Orange	Hybrid Ls Lemon Skunk	Hybrid Ppp Pure Power Plant	Hybrid Tng Tangerine Dream	Hybrid Ptw Pineapple Trainwreck	Hybrid Sog Sour OG	Hybrid St Sweet Tooth	Sativa Cah Cannalope Haze	Sativa Pam Panama Red	Sativa Lgb Laughing Buddha	Sativa Jp Jamaican					
Indica Adg Alien Dawg	Indica Tru True OG																				

THREE CATEGORIES OF CANNABIS STRAINS:



INDICA Relaxing and mellow, indica effects are commonly preferred for evening use.



HYBRID Most strains are indica- or sativa-dominant hybrids that yield "best of both worlds" effects.



SATIVA Uplifting and stimulating, energizing sativa effects are commonly preferred for daytime use.

WOOD

The introduction of wood as a design element adds a nuanced maturity to the brand. Its use should be limited as an accent, never to dominate the Leafly logo or other brand imagery.

**ONLY WHITE TYPE MUSEO 900 WEIGHT IN UPPER CASE
MUST BE UTILIZED ON WOOD TEXTURE**



**FULL COLOR LEAFLY LOGO PERMISSIBLE
OVER WOOD TEXTURE**



**OPTION: WOOD TEXTURE MAY ONLY BE PLACED INTO
TYPE MUSEO 900 WEIGHT IN UPPER CASE**



**KNOCKED OUT WHITE LEAFLY LOGO PERMISSIBLE
OVER WOOD TEXTURE**



TYPOGRAPHY

Museo Sans is a full-featured, highly legible sans serif font family designed by Jos Buivenga. Museo Sans sports a familiar look and is based on the popular Museo serif typeface family. Museo Sans has a sturdy, low contrast, geometric design style that works well in both text and display sizes.

Museo Sans is by:

exljbris Font Foundry

www.exljbris.com/museosans

MUSEO SANS

MUSEO SANS 100

Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

MUSEO SANS 100 ITALIC

*Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0*

MUSEO SANS 300

Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

MUSEO SANS 300 ITALIC

*Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0*

MUSEO SANS 500

Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

MUSEO SANS 500 ITALIC

*Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0*

MUSEO SANS 700

Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

MUSEO SANS 700 ITALIC

*Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0*

MUSEO SANS 900

Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

MUSEO SANS 900 ITALIC

*Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0*

NOTE: Typography is a key element to communicate a unified personality for Leafly. We have selected MUSEO SANS as the Leafly font.

Museo Slab is the slab-serif companion to Museo Sans. It was designed by Dutch typeface designer Jos Buivenga and released through the exljbris Font Foundry in 2009. The original Museo has semi-slab serifs but Museo Slab is a full-on slab serif.

Museo Sans is by:

exljbris Font Foundry

www.exljbris.com/museoslab

MUSEO SLAB

MUSEO SLAB 100

Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

MUSEO SLAB 100 ITALIC

*Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0*

MUSEO SLAB 300

Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

MUSEO SLAB 300 ITALIC

*Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0*

MUSEO SLAB 500

Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

MUSEO SLAB 500 ITALIC

*Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0*

MUSEO SLAB 700

**Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

MUSEO SLAB 700 ITALIC

***Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0***

MUSEO SLAB 900

**Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

MUSEO SLAB 900 ITALIC

***Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0***

MUSEO SLAB 1000

**Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

MUSEO SLAB 1000 ITALIC

***Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0***

Interstate is a digital typeface designed by Tobias Frere-Jones in the period 1993–1999, and licensed by Font Bureau. The typeface is closely related to the FHWA Series fonts, a signage alphabet drawn for the United States Federal Highway Administration in 1949.

Interstate is by:

exljbris Font Foundry

www.fontbureau.com/fonts/Interstate

INTERSTATE

INTERSTATE REGULAR

AaBbCcDdEeFfEeGgHhIiJjKkLlMmNnOoPpQqRrTt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

INTERSTATE REGULAR CONDENSED

Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

INTERSTATE REGULAR COMPRESSED

Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Tt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

INTERSTATE LIGHTCOMPRESSED

Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

INTERSTATE BOLD CONDENSED

Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

INTERSTATE BOLD COMPRESSED

Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

INTERSTATE BLACK CONDENSED

**Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

INTERSTATE BLACK COMPRESSED

**Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Tt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

INTERSTATE BLACK REGULAR

**Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

INTERSTATE COND REGULAR

Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

INTERSTATE CONDENSED BLACK REGULAR

**Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

INTERSTATE CONDENSED BOLD

**Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

INTERSTATE LIGHT REGULAR

Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

INTERSTATE LIGHT CONDENSED REGULAR

Aa Bb Cc Dd Ee Ff Ee Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Tt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

INTERSTATE MONO**INTERSTATE MONO REGULAR**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

INTERSTATE MONO BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

INTERSTATE MONO BLK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

INTERSTATE MONO LGT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

INTERSTATE COND MONO**INTERSTATE COND MONO REGULAR**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

INTERSTATE COND MONO BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

INTERSTATE COND MONO BLK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

INTERSTATE COND MONO LGT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

INTERSTATE PLUS**INTERSTATE PLUS LIGHT**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

INTERSTATE PLUS REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

INTERSTATE PLUS MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Type is used to accompany an image, or it may be treated softly as a graphic element.



TRADEMARK

Leafly's trademarks include the Leafly word mark, the Leafly logo, the Just Say Know tagline and the Leafly strain tile design marks as well the purple, green and rusty maroon trade dress.

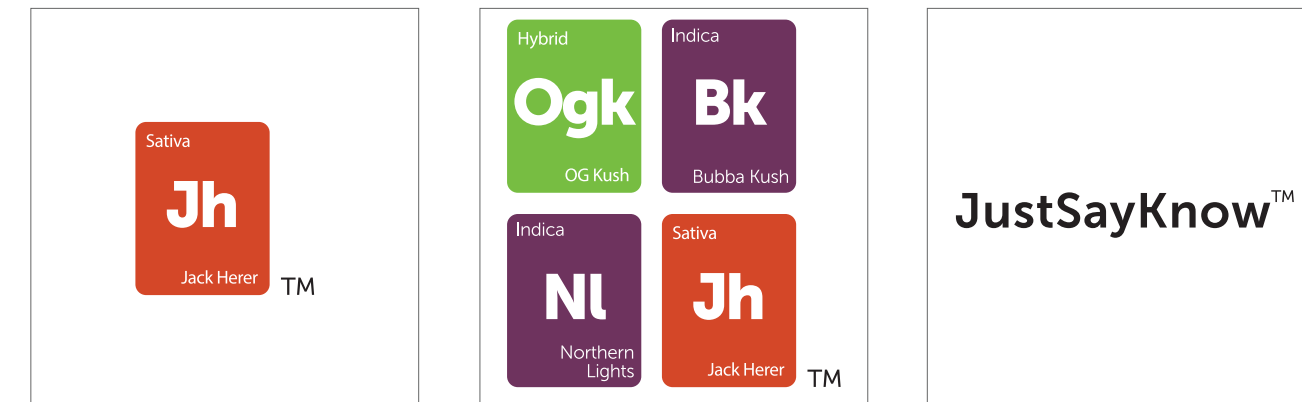
The Leafly word mark and logo are registered with the United States Patent and Trademark Office as well as other national and regional trademark registries and the ® symbol should be used as a superscript adjacent to the marks. Other company marks, such as the Just Say Know tagline and the Leafly strain tiles, should be accompanied by the ™ symbol, signifying our ownership of the brands; because these are not yet widely registered in the United States and internationally, the ® symbol should not be used next to these marks.

REGISTERED TRADEMARK SYMBOL

Only when the logotype is used in extreme font sizes will the ® need to be adjusted proportionally. It should be legible and prominent without being intrusive.



WHEN REPRODUCING THE LEAFLY TILES, PLACE THE ™ SYMBOL NEAR THE LOWER RIGHT CORNER. IF GROUPING TILES TOGETHER, ONLY ONE ™ SYMBOL IS NECESSARY.



THERE ARE THREE WAYS TO GIVE NOTICE THAT A MARK IS REGISTERED WITH THE UNITED STATES PATENT & TRADEMARK OFFICE ("PTO"):

Use the symbol, "®,"

Use the legend, "Registered, U.S. Patent and Trademark Office," or

Use the abbreviation, "Reg. U.S. Pat. & Tm. Off."

USAGE:

CORRECT

To find out more visit the Leafly® website.

CORRECT

Check out our brand page on the Leafly® service.

CORRECT

Follow us on the Leafly® service.

INCORRECT

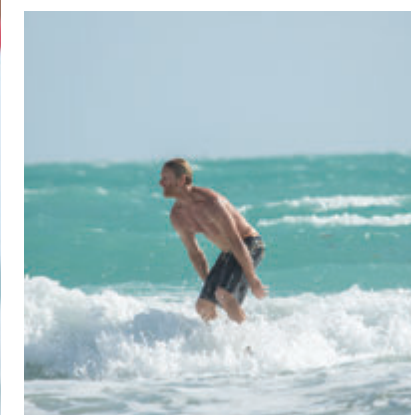
To find out more visit Leafly's website.

IMAGES

LIFESTYLE IMAGES

Our brand style is relaxed. It is an extension of who we are and how we live. It emulates our sensibilities, especially that of judgment-free living. It speaks to our culture of sharing information, and sharing in the achievements of the Leafly community.

Design, photography and moving imagery are natural in their layout. It is about capturing moments rather than staging a scene, or manipulating a pose. In this way no two images will be alike.





Without so much as a single letter, photography tells the Leafly story and defines our brand. With copy, the message is even more impactful, as the imagery compels the viewer to learn more, to connect with the brand...to know Leafly in a single glance. Lifestyle photography captures the spirit of the brand. This style emulates real life moments. The lighting is natural, the setting is atmospheric rather than studio-based, and the mood is casual. Hard edges, sharp contrasts and grainy tones are discouraged. Appealing to many, the image is interpreted differently by the individual. The Leafly story becomes ours. Each of us would want to write the next chapter.

BLACK AND WHITE PHOTOGRAPHY

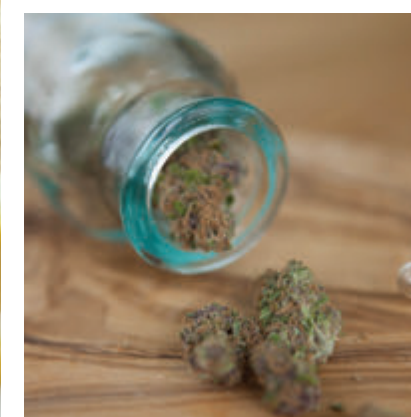
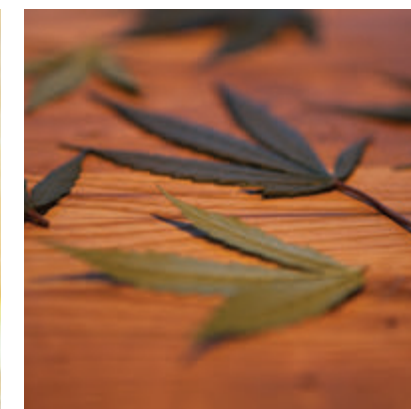


COLOR PHOTOGRAPHY



STILL IMAGES

In the absence of any words or design treatments, still photography speaks to Leafly's clean, fresh and relaxed look. The imagery conveys a real-life story. The photos are enticing, textured, and synonymous with Leafly.



VIDEO

As with all Leafly marketing and communication pieces, videos are styled and scripted according to Leafly brand standards. Visuals have an authentic look rather than appearing staged. Think professional but not extremely polished. The tone is informative but deviates from being staid. Images have a cinematic quality with subtle color variations to achieve contrast. The look evokes a friendly, knowledgeable brand. Exterior scenes can be made warmer with a film wash that adds a glow. The finished piece should give the viewer a feeling for the Leafly brand story. Staying current with adaptations of digital film technology further adds to the quality of our content. Leafly users will be encouraged to share content through their social media networks.

GUIDELINES

These guidelines are to help in the production of video that maintains brand consistency. Video is becoming as ubiquitous as still photography and is increasingly used to share content through strong brand representation.

TECHNICAL SPECIFICATIONS FOR VIDEO ASPECT RATIOS

Videos should always be shot in 16:9 widescreen or 4:3 standard.

FORMAT / VIDEO QUALITY

It is recommended using High Definition quality (720p/1080p). High Resolution videos can easily be compressed for lower bandwidth.

Some typical examples of good quality dimensions for video production are:

1920 x 1080 for Blu-ray

720 x 573 for DVD

640 x 480 for streaming (standard 4:3) 640 x 360 for streaming (widescreen 16:9)

LEGAL REQUIREMENTS AND PERMISSIONS

Consider all rights permissions prior to filming:

Consent to be filmed

Anyone featured in video needs to have provided written consent, and it must be clear that they understand the purpose and use of the film. Consent can be given "on camera" by groups or individuals so long as the video will not be edited and risk that consent being lost. People who appear in the filming but are "background" do not need to provide written consent, but they should be made aware that they may appear on camera so as to have the option not to be included.

Permission to film

Filming on private property requires permission from the property owner. If filming occurs on public property then no official permission is needed if filming and crew are not causing an obstruction to sidewalks or doorways.

Copyright

Check for permission to use images and music. Failure to do so can result in costly fines for breach of copyright.

Images

A variety of brand images are available from our image library. Images used in video must be approved and usage licenses are required and must be purchased.

Music

Royalty free, custom or stock music are available. Music used in video must be approved and usage licenses are required and must be purchased.

The brand message conveyed through our videos depends on the intended use. Film seminars and lectures, for example, should be conveyed in an educational style. Marketing and special events programming need to create an emotional connection with the viewers.

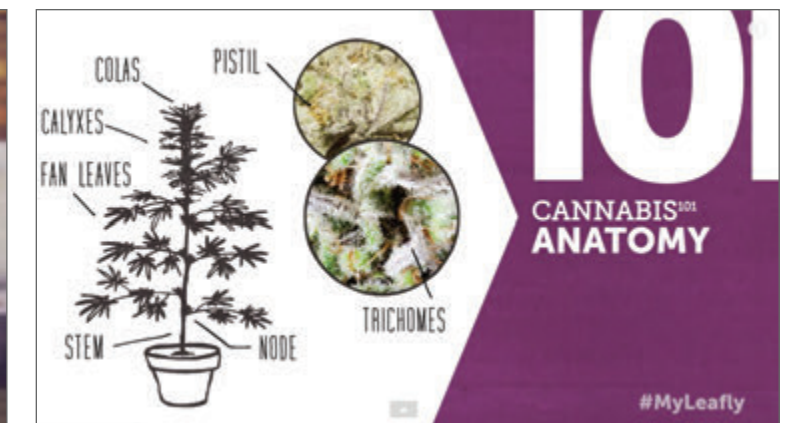
GENERAL CATEGORIES OF VIDEOS

Seminars and Lectures—Recordings of presentations to be shown to those who could not attend the live event

Practicals and Demonstrations—Used as supplements to face-to-face teaching

Tutorials—For remote learning sessions

Marketing and Promotional Videos—Events, ceremonies and ad campaigns



WEB & APP

WEB CONTENT

Leafly.com is where consumers find information about cannabis strains and product information, details about dispensaries and recreational shops, and cannabis news and culture content. Consumers also contribute ratings and reviews of strains, and connect with one another.

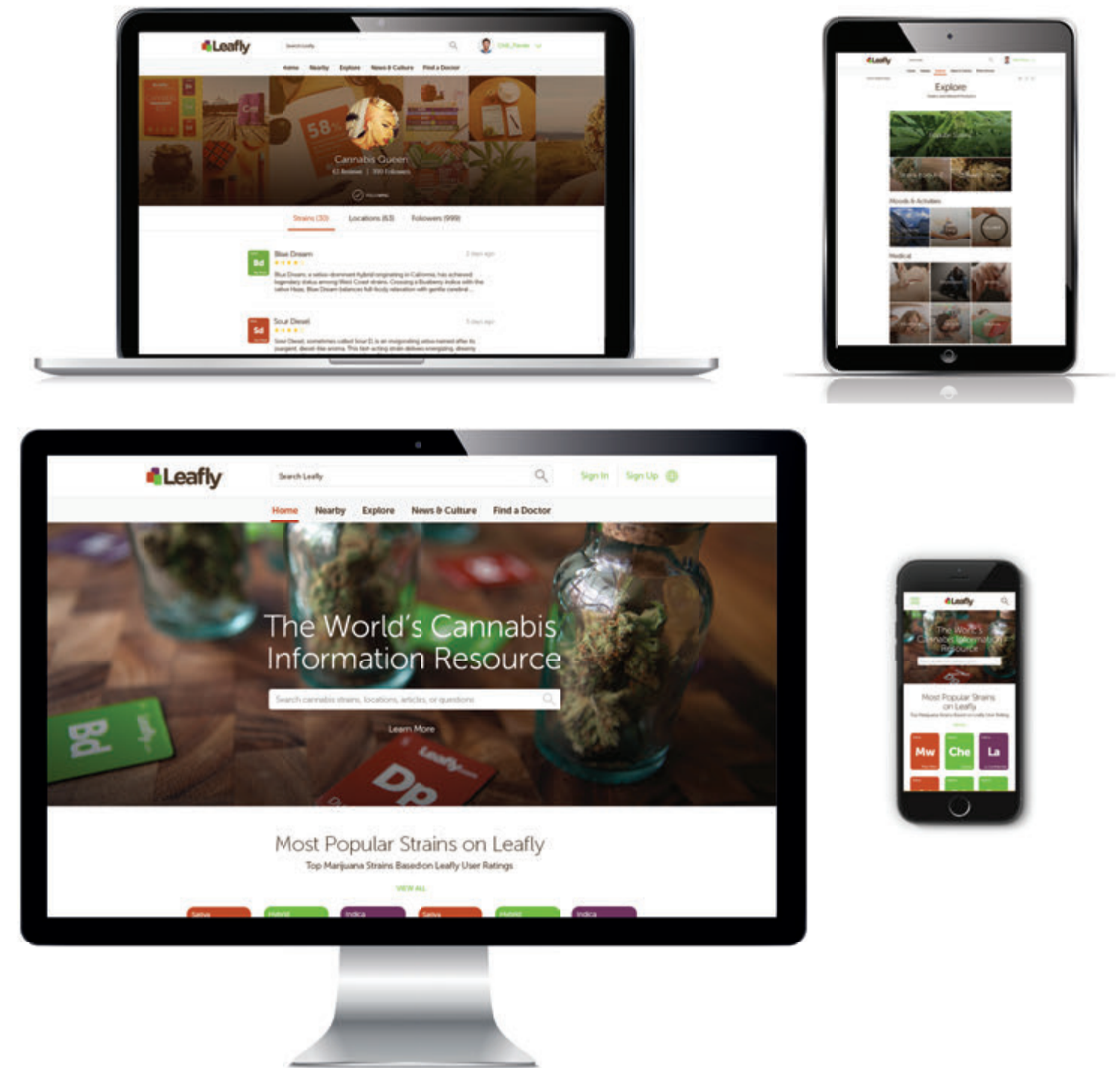
The approach of the Leafly website is mainstream, avoids common stereotypes associated with cannabis culture, and maintains our brand voice through its design and language. It was built to be responsive and adaptable to multiple and emerging markets, is mobile compatible, and is defined by a forward-thinking design.

APP CONTENT

The Leafly app is available as a native application for both iOS and Android devices. Content on the app includes all of the extensive Leafly data available via Leafly.com, and it can be personalized to a consumer's preferences and geographic location. Bringing the same design-forward thinking that carries throughout all of Leafly marketing and branding into the app has culminated in an award-winning experience for mobile devices.

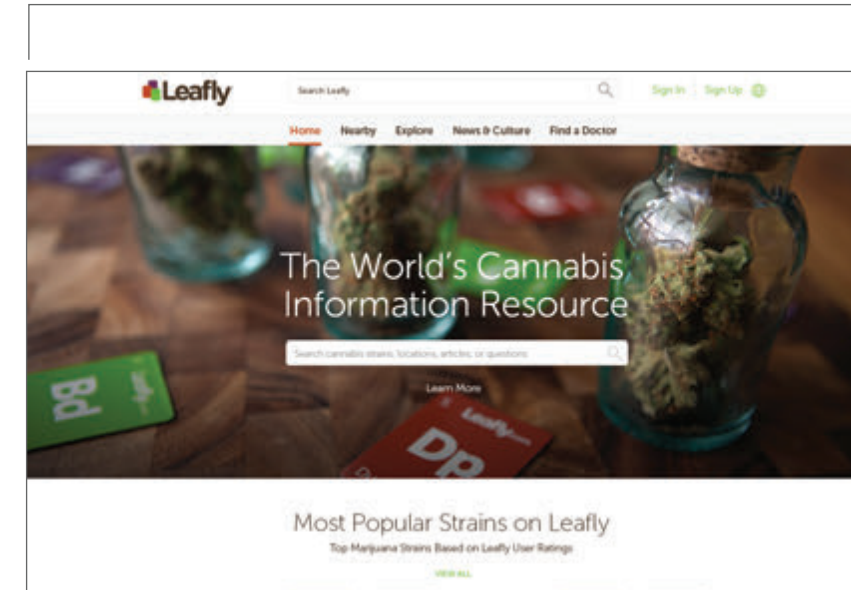
RESPONSIVE DESIGN

Responsive designs adapt to different screen sizes to provide a presentation that is suitable for different types of devices such as mobile phones or tablets. The Responsive Design View makes it easy to see how a website or web app will look on different screen sizes.

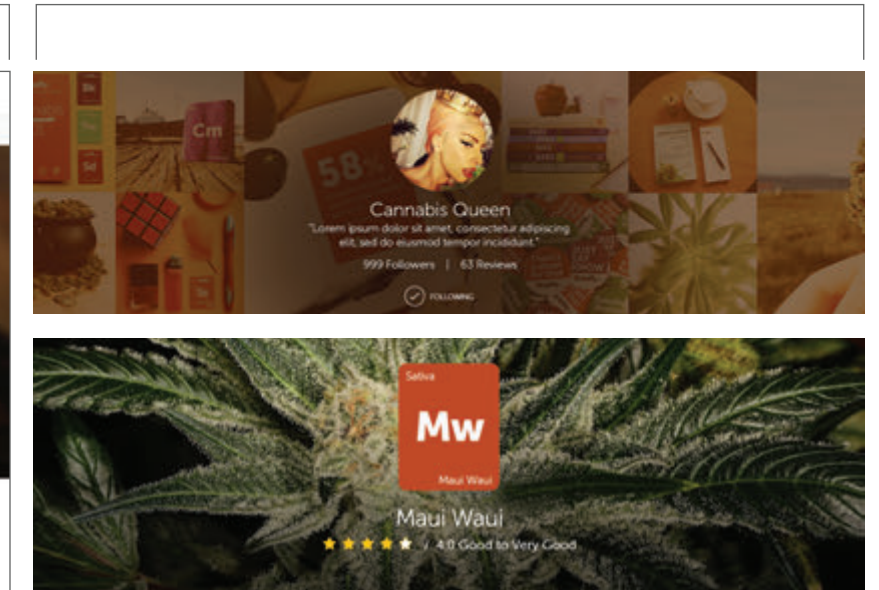


This section highlights some key components of Leafly's web and app properties. The layout of these screens has to deliver information in a very clear and consistent way by using typography, iconography, color and content to keep Leafly users engaged, informed and coming back. The overall Leafly brand experience must always be apparent to the user, no matter which screen they view it from and whatever the context may be.

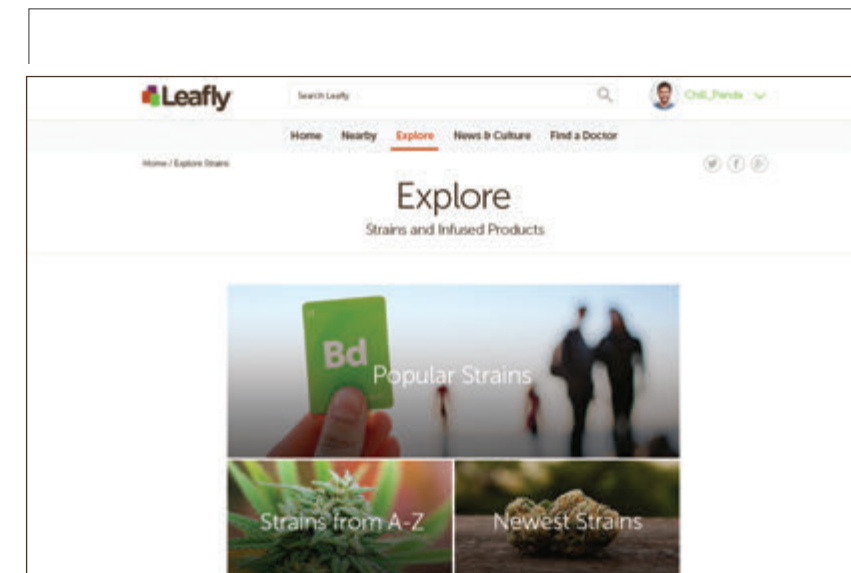
HOME PAGE



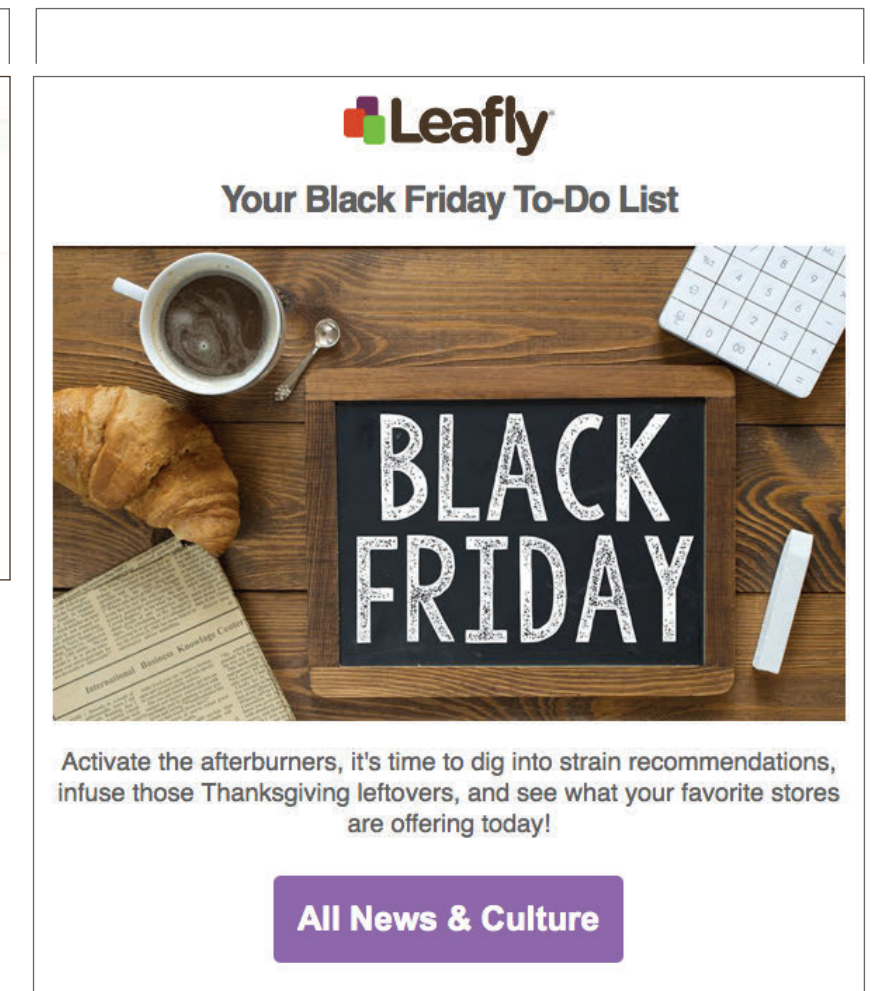
BANNER



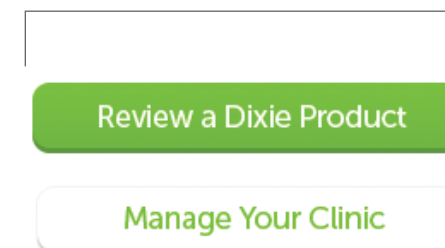
LANDING PAGE



EMAIL BLAST



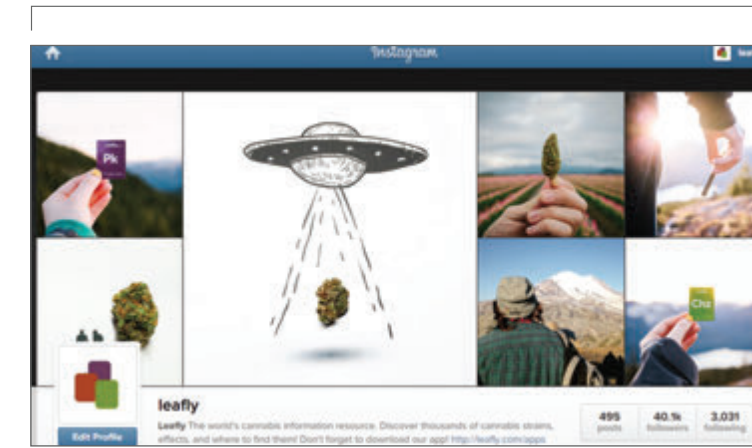
BUTTONS



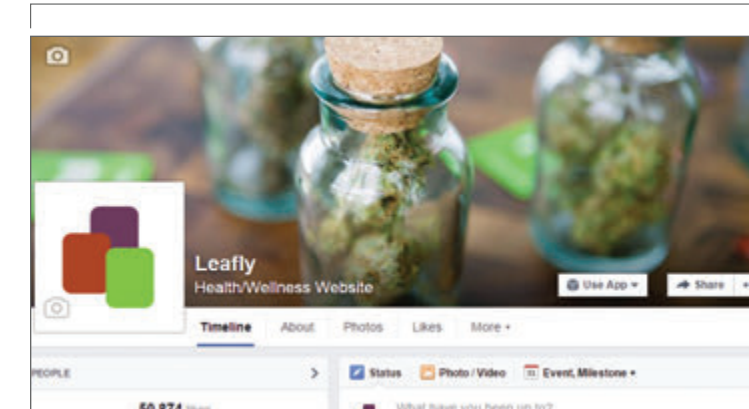
SOCIAL MEDIA

Social Media is *different*. Above all else, brands with successful social media programs use these platforms as a conduit to be honest and transparent with their audiences. While nuances exist, each platform shares the goal of delivering compelling, sharable content. Social media is also a two-way dialogue and a powerful mechanism for gaining audience insights, as users can, and will respond to each piece of content placed in front of them. For this reason, social media requires a commitment to listening and responding in real-time in an authentic, friendly way. Powerful analytics tools now exist to measure the response to content delivered on social media, and should be utilized to quickly assess and pivot based on audience reaction. Content should be specifically developed with widespread sharing and virality in mind. Increasingly, social media is shown to be an effective paid channel to drive conversion. However, caution should be taken to integrate paid in an elegant fashion that voids alienating audience or decreasing engagement. Photos and videos for Leafly's social channels should be far more casual than those for print/OOH. Social media is **not** a place to repurpose banner or magazine ads or television commercials.

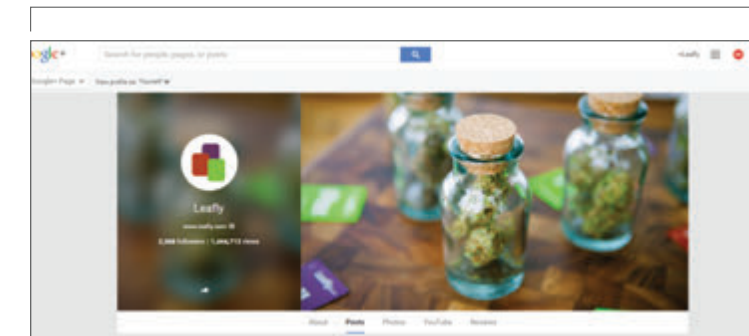
INSTAGRAM



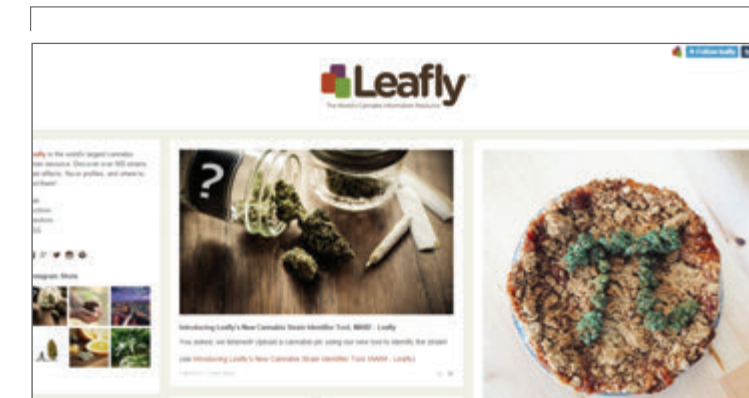
FACEBOOK



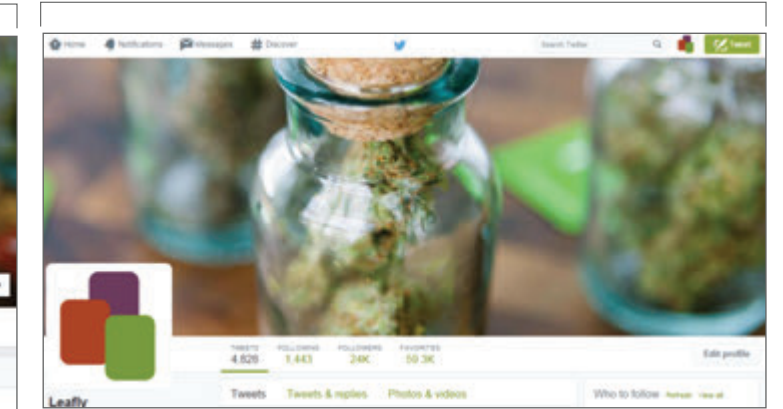
GOOGLE+



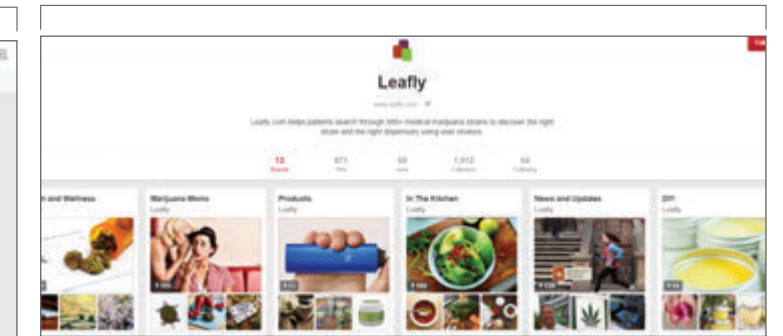
TUMBLR



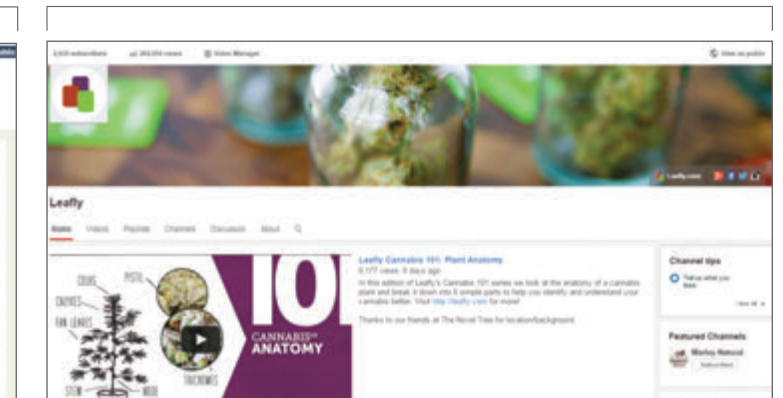
TWITTER



PINTEREST



YOUTUBE



WRITTEN IDENTITY

What we write complements what we say, what we photograph—what we mean. Our language is direct and authoritative, but avoids being commanding. It's conversational, clever, even witty at times, and is crafted with emotion. Without imagery or logo, editorial content is still identified as coming from Leafly.

THANKS!