



OUR WHY

This project will introduce a new customer-facing flower brand to our various markets, showcasing our cultivators' skills and a new, exclusive genetics portfolio. This will strengthen our connection with retail brands and open up new opportunities for wholesale partnerships and licensing. The strains under this brand are truly distinct and cannot be replicated easily by competitors.

The background of the left half of the image is a dark charcoal grey. It features a repeating pattern of stylized, light grey human figures in various poses, some appearing to be jumping or dancing. The figures are semi-transparent, allowing the dark background to show through.

INTRODUCING...

COUSIN

Cousin means family. They're family you can connect with like a friend, and friends who feel like they've always been part of the family. A cousin is someone you grew up spending holidays at the kids table with, and someone you "take a walk" with before Thanksgiving dinners now. They're more familiar to you than anyone, but it's always special when they come around.

Cousin signifies a deeper level of understanding and trust. Calling someone Cousin means you've got them, and in return, they get you.

INTRODUCING...

COUSIN

As a cannabis brand...

- Unique in the cannabis space
- Relatable and approachable
- Stands out without scaring off
- Fosters a sense of belonging, leading customers to feel like they're part of the family

THE CONCEPT



STREET VIBES

STREET BRAND
RAW - UNIQUE
GRIT



This concept combines classic street art style with stylized lifestyle photography and bold colors. Handwritten elements and gritty textures nod to graffiti culture while maintaining authenticity, creating a bold-yet-approachable vibe that appeals to every kind of smoker.

WHAT COUSIN IS

- **UNIQUE, MEMORABLE AND OWNABLE**

There are a thousand other “premium” flower brands in the market. Cousin is our own to build; the brand, the stories, and the celebration of our teams and our plants.

- **SELECTIVE AND LIMITED**

Cousin will only be on shelf when the Cultivation team decides that a harvest is above and beyond. When our patients buy the brand, they will *only* ever have a premium, hand-selected experience. This will set us apart.

- **BROUGHT TO YOU BY THE TEAM BEHIND GALILEO**

We have an extraordinarily talented, strategic and connected team of creatives and marketers bringing this one to life. Its going to look outstanding. Trust the process and give it time.

WHAT COUSIN IS NOT

- **POKING FUN AT SOUTHERN STEREOTYPES**

We will never talk about this brand in terms of “in-house genetics” or family awkwardness. This is brand built on connection, trust, and familiarity. We take this challenge very seriously.

- **A B2B GENETICS HOUSE (FOR NOW)**

Cousin is a customer-facing retail brand with wholesale potential. We're NOT competing with Tiki Madman or Lit Farms, we ARE competing with Jungle Boys, Cookies, and Happy Valley... all names that probably sounded questionable at first too.