

SURTERRA

Brand Guide



We're plant people.

We believe cannabis has the power to change lives. Everything we do is motivated by a passion to cultivate the best possible flower and create quality products that appeal to everyone from canna-newbies to experienced consumers alike.

A man with a mullet hairstyle, wearing sunglasses and a bright yellow t-shirt, is exhaling a large, thick cloud of white vapor from a pipe. He is also wearing a beaded necklace and a ring. The background is a blurred outdoor scene with green foliage.

WE GOT YOU

We're not the granny brand anymore. We've grown and changed with the Florida market, shifting some of our focus to attract more experienced users while still maintaining a welcoming space for everyone.

As the market begins to lean toward recreational use, so does our approach. Our retail brand should feel less like a doctor's office and more like a specialty boutique, with an "attainable luxury" vibe that appeals to cannabis consumers of all backgrounds & experience.



WHO WE ARE

**WE'RE APPROACHABLE,
BUT WE'RE NOT ANNOYING.**

We're like your good buddy who happens to know a lot about cannabis. Ask us anything, we're excited to share what we know. We don't want to come across as "trying too hard," we know when to take a step back and let customers make their own choices. Our goal is to provide a comfortable, welcoming environment for them to ask questions (even "stupid" ones) and help open their mind to the world of medical cannabis.



PROPRIETARY & CONFIDENTIAL. DO NOT DISTRIBUTE.

WE'RE SMART, BUT WE AREN'T KNOW-IT-ALLS.

We DO know a lot of stuff about a lot of things, but we don't hold a lack of knowledge against anyone. We want to showcase our level of expertise without coming across as stuffy or elitist. One of the most important things we do is help educate our customers in ways they can relate to, whether they're brand new to cannabis or experienced canna-sseurs.

WE'RE CONFIDENT, BUT WE'RE NOT COCKY.

We really believe in what we're doing, and we believe that we're doing it better than anyone else in the market. At the same time, we also know that there is always room to grow. We want to encourage our customers to learn and grow with us without putting anyone else down.

WE HAVE FUN

We like to push some boundaries and get a little weird. We focus on keeping things light-hearted without being so irreverent it becomes insulting. We speak in a relaxed, conversational tone, and when it feels right, we can be fun and silly – but we never force it. We're keenly aware that some of our customers rely on our products for serious and complicated medical needs, and we respect that.



Our
BRAND



PRIMARY RETAIL LOGO

Our retail brand is significantly different than when the stores first opened. We dropped "Wellness" from the name and revitalized our logo to reflect a streamlined, sleek aesthetic. This simplified approach enhances our brand's adaptability, making it feel both modern and timeless. The cannabis leaf icon is now a distinctive and easily recognizable part of our brand identity.



RETAIL LOGO USAGE

HORIZONTAL WITH TAGLINE

FOR LIGHT BACKGROUNDS ↓



FOR DARK BACKGROUNDS ↓



HORIZONTAL WITHOUT TAGLINE

FOR LIGHT BACKGROUNDS ↓



FOR DARK BACKGROUNDS ↓



STACKED WITH TAGLINE

FOR LIGHT BACKGROUNDS ↓



FOR DARK BACKGROUNDS ↓



STACKED WITHOUT TAGLINE

FOR LIGHT BACKGROUNDS ↓



FOR DARK BACKGROUNDS ↓



LIMITED USAGE:

LEAF ICON

The leaf icon should almost never be separated from the Surterra wordmark. If separated, it should be used only as a subtle design element (like the example on the previous page) and should never replace the full logo.



RETAIL LOGO DO'S & DONT'S

SPACING

The minimum space around the logo should be equal in size to the width of the letter 'A' at the end of 'SURTERRA'. No other elements should enter this safety area. This area is to stay proportionate to the size of the logo.



DONT'S



Don't use any version of the logo without the leaf graphic mark.



Don't alter any colors within the logo. For approved color usage please see the previous page.



Don't use a different typeface for the word SURTERRA.



Don't add visual effects, such as a drop shadow.



Don't change or replace the word SURTERRA in any way.



Don't warp or change the shape of the Logo.

FONTS

H1. HEADLINES

PREFERRED :

**OBVIOUSLY
WIDE BLACK**

ALL CAPS ONLY.
OBVIOUSLY WIDE BLACK is always the preferred choice for primary headlines and pairs best with the H2 Accent font detailed below.

ALTERNATES :

**OBVIOUSLY
BOLD**

ALL CAPS ONLY.
 There are times that Obviously Wide Black does not fit well in headline layout. In those cases you may use **Obviously Bold** or **Obviously Narrow Bold**.



IMPORTANT! Please see the section on PERCENTAGE SYMBOLS at the bottom right of this page.

**OBVIOUSLY
NARROW BOLD**

H2. ACCENTS

Cashrole

Sentence case only.
 Use to highlight 1 or 2 of the most important words in the headline.
Never use all caps.

H3. SUBHEADS

PREFERRED :

**Obviously
Bold**

ALTERNATE :

Obviously
Wide Medium

Sentence case only. Do not use all caps in subheads.

H4. BODY

**Standard Obviously
Family**

Regular - Bold weights only

Obviously Regular
 Obviously Medium
Obviously Semibold
Obviously Bold

PERCENTAGE SYMBOLS

% Poppins



DO NOT use the percentage symbol from the Obviously family. Use the Poppins percentage symbol in the corresponding weight to your text.

Visual ASSETS



GRADIENTS

DO

Feel free to zoom in to different sections of the gradients to crop as needed for your design.

DO NOT

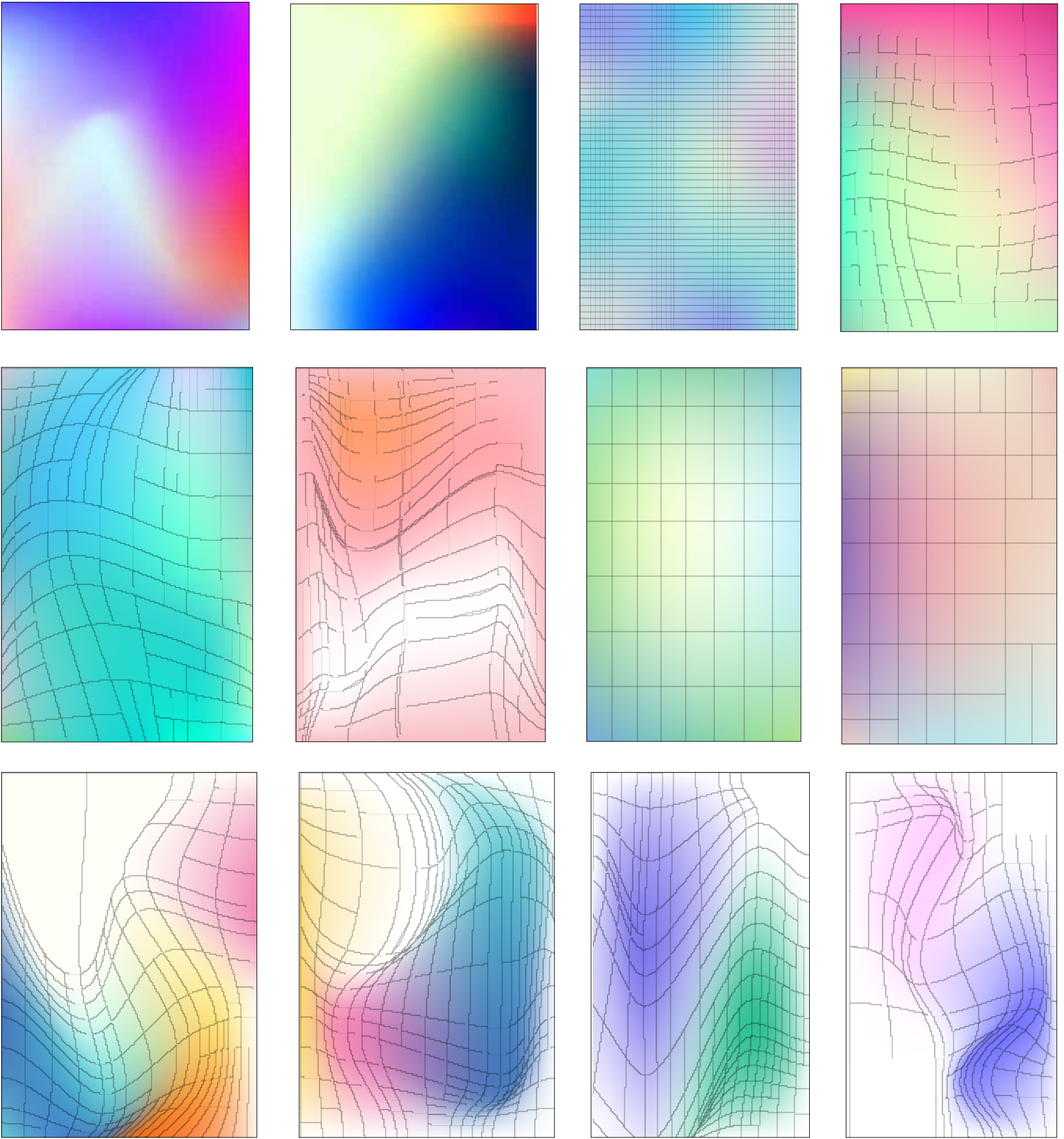
Add noise or any texture to the gradients themselves. Please see the next page for 'Grainy Shapes' and use these to provide textural elements.

DO NOT

Use gradients as overall backgrounds for an entire asset without the inclusion of additional container and/or divider elements.

PLEASE SEE

The final section of this document for examples of proper usage.



*MORE OPTIONS
AVAILABLE IN THE
ADOBE LIBRARY*

Gradients play a pivotal role in adding dynamic depth to visuals. They are intended to enhance, not overwhelm, and their usage should reflect that careful balance.

It's essential that these gradients are used thoughtfully, avoiding complete space saturation unless purposeful, and always in conjunction with a core brand color.

GRAINY SHAPES

DO

Use grainy shapes to add dimension to sections of backgrounds.

DO NOT

Enlarge the shape accents beyond 100% or the grain will become too large and chunky. See examples on the right.

DO

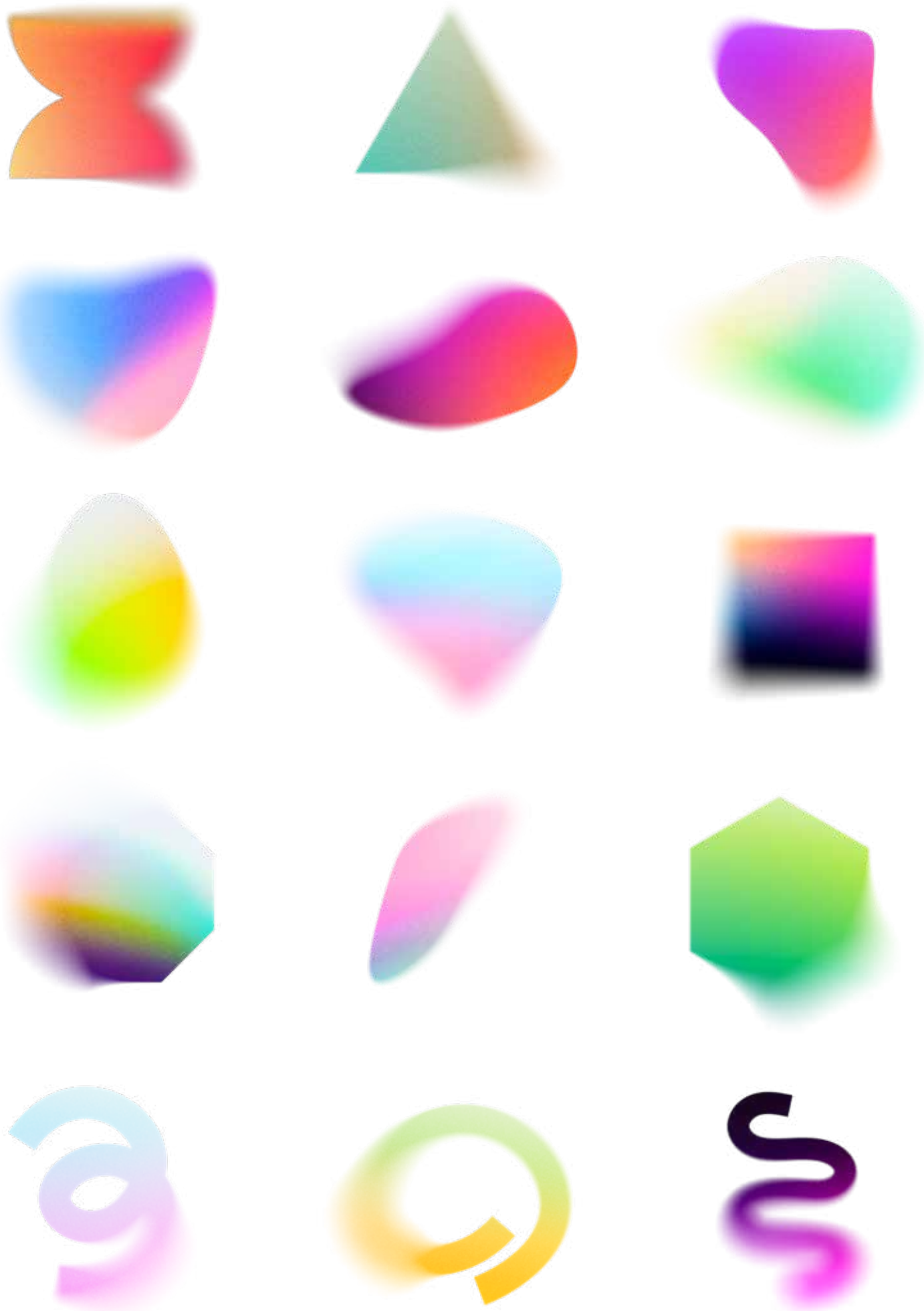
Work with the level of transparency on the shape layer to ensure the grain is somewhat subtle. See examples on the right.

DO

Use the 'Object > Transform > Warp' tool in Photoshop to slightly alter the shape if necessary within your design.

PLEASE SEE

The final section of this document for examples of proper usage.



YES ↓



NO ↓



BURSTS & BANNERS

DO

Explore the available shapes and brand colors to create a custom burst/banner that works best within your design.

WHEN CREATING NEW BURSTS & BANNERS:

Change color and text as needed, but keep the font and kerning of the text uniform as seen above:

OBVIOUSLY BOLD ITALIC

All CAPS / 25pt kerning

Point size of font may change to work with your design.

HOW TO CUSTOMIZE:

Click on an existing callout from the Adobe Library to open it in Illustrator.

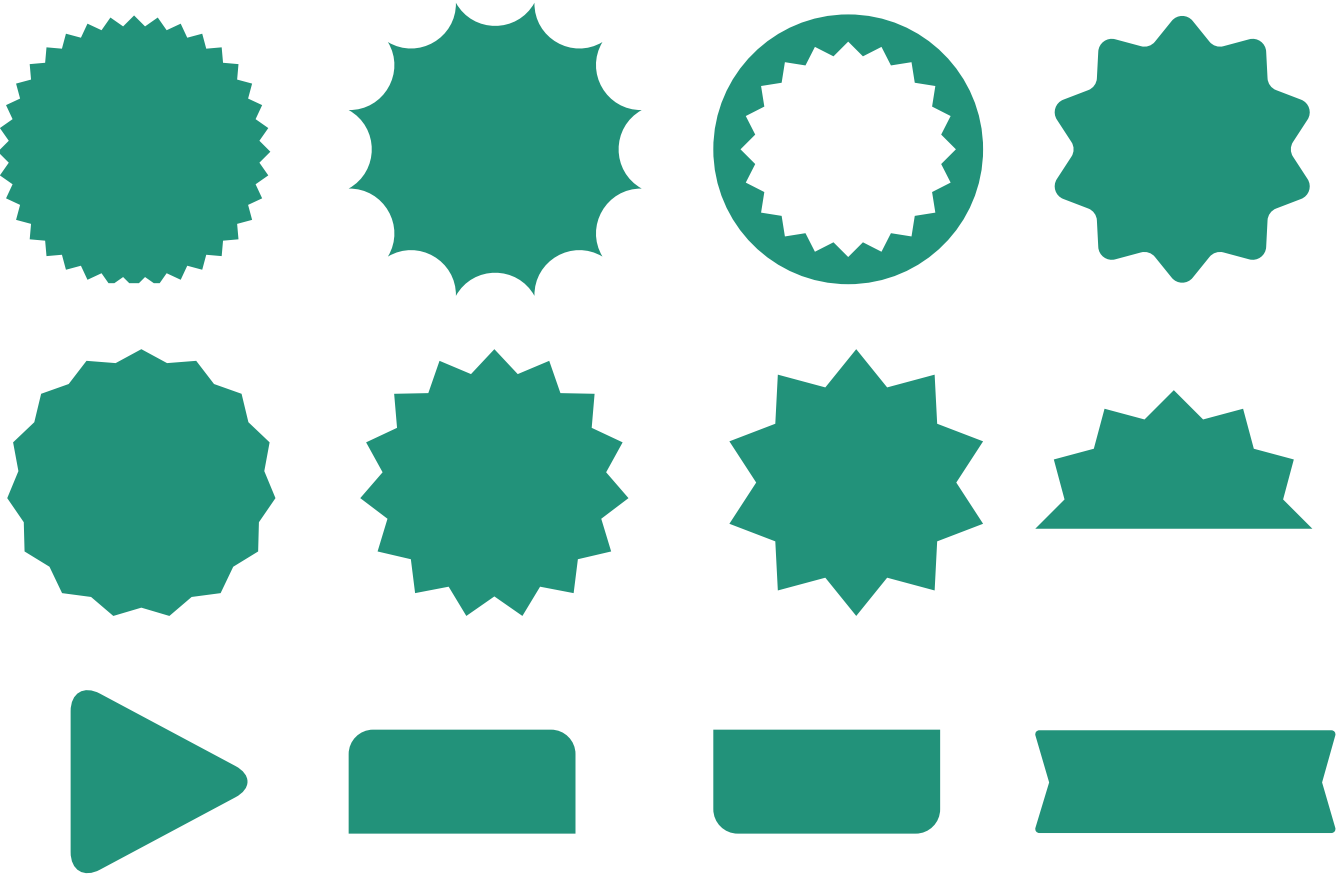
Make your edits here and save to your system.

DO NOT SAVE THE FILE YOU PULLED FROM THE LIBRARY or it will alter the existing library graphic.

PLEASE SEE

The final section of this document for examples of proper usage.

BURSTS & SMALL BANNER SHAPES



BURST & SMALL BANNER EXAMPLES

**but the possibilities are endless - customize!*



LONG BANNER SHAPES



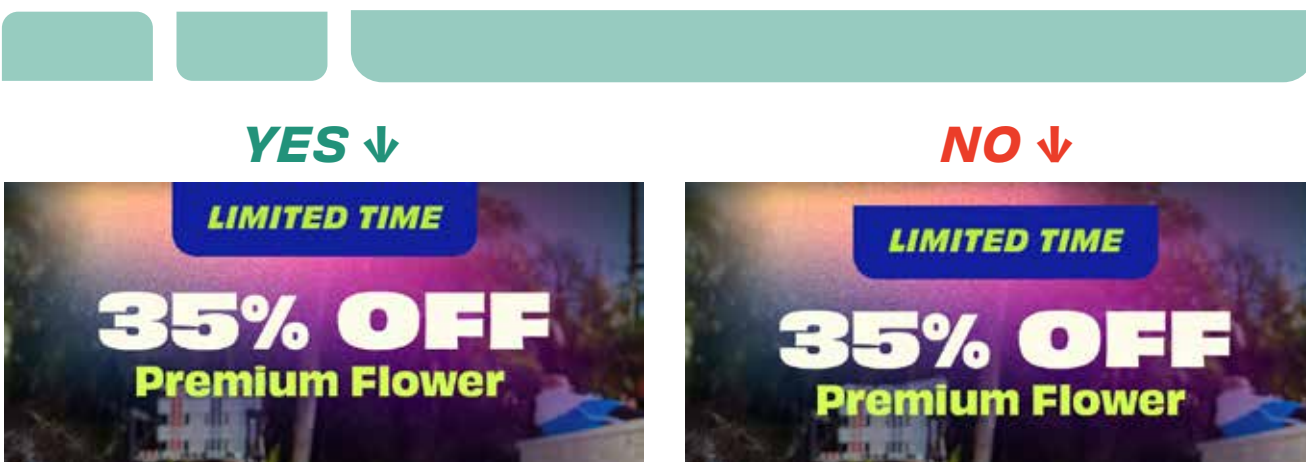
LONG BANNER EXAMPLES

**but the possibilities are endless - customize!*



IMPORTANT!

When using rounded corner banners like the ones below, the flat edge **MUST** be flush with another flat element. These banners should not "float".



DESIGN ELEMENTS

DO

Use the Surterra color palettte to customize the colors of your design elements to best match your design.

DO

Change color and CTA text, as well as the button length, if needed, but keep the font and kerning of the text uniform:

OBVIOUSLY EXTENDED SEMIBOLD

All CAPS / 17pt text size / 60pt kerning

HOW TO CUSTOMIZE:

Click on an existing callout from the Adobe Library to open it in Illustrator. Make your edits here and save to your system. DO NOT SAVE THE FILE YOU PULLED FROM THE LIBRARY or it will alter the existing library graphic.

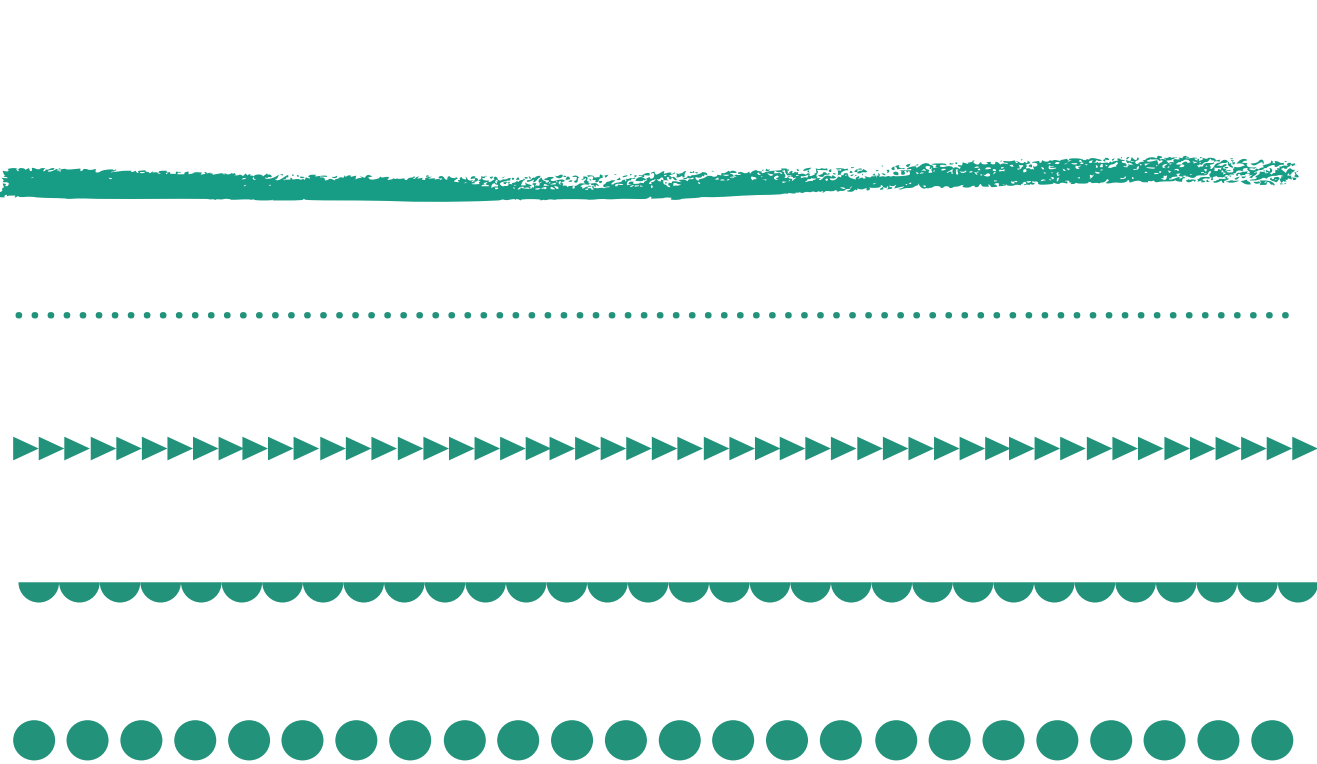
PLEASE SEE

The final section of this document for examples of proper usage.

SCRIBBLES & SHAPES



DIVIDER LINES



CTA BUTTONS



VISUAL ASSETS

PHOTOGRAPHY



Our photography style mirrors who we are as a brand, capturing the essence of our everyday patients. We rely on lifestyle images that feature actual employees (not professional models) so customers can see themselves reflected. Our product and flower images are clean and simple, allowing the quality of the materials to shine through.

Example EXECUTIONS



EXAMPLE EXECUTIONS

LIMITED TIME

35% OFF
Premium Flower



Summer's heating up,
and so are savings at Surterra.
For a limited time only,
ENJOY 35% OFF.



Premium Indoor Flower
Eighths ~~\$50~~ NOW \$32.50
Get it while it blooms!

SHOP NOW

While supplies last.

Ignite
INTIMACY

Spice up your love life with
a touch of nature's bliss!



SCAN TO LEARN MORE!



HIGH
on love

Never come down
to earth.



SEASON
OF

LET'S GET
intimate

This month is all about feeling the love,
and learning just how much you can love
loving yourself... with some assistance
from our favorite friendly flower.

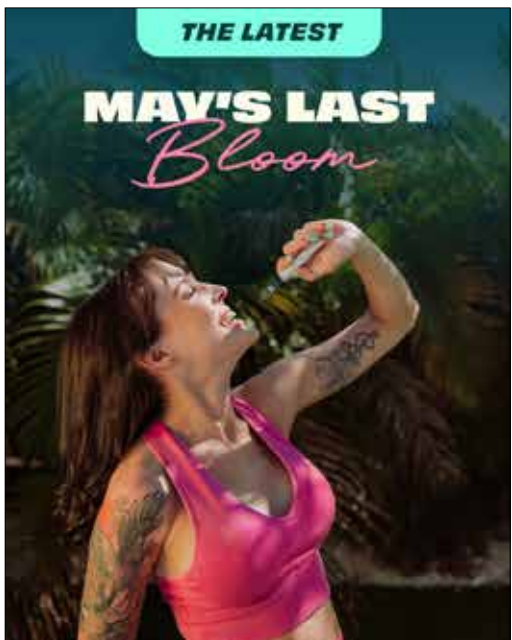


Want to hear more? Check in to our webinar on
Feb 7 for more tips and tricks to satisfy and
sate ALL of your needs with a Cannabis Aid.

SIGN UP NOW

THE LATEST

MAY'S LAST
Bloom



Flashy
Sale!

Stress Less, Vape More



Full Spectrum
Vape Carts
(.5 g) ONLY \$16.50
(1 g) ONLY \$28.50
SHOP NOW

FILL YOUR APP GAP

Download Today
Everything you love about Surterra
now in the palm of your hand. Be
the first to know about new
products and pricing when you
download our app today.



DOWNLOAD NOW

PUFF, PUFF, PRIDE

All Things Rainbow

Wanna celebrate Pride with
cannabis in hand? Of course you
do! Check out our newly-minted
official Pride Guide to see what
the 2024 celebration has to offer,
in and out of the greenhouse.

READ MORE

JUNE 1 - 16

FLOWER FLOWER
everywhere



35% Off
Float Premium Indoor Flower

Pick yourself the
prettiest bouquet.

Eighths
only \$32.50

SHOP NOW



Space Gello x Zucchi
Hybrid

Genetics: Space Gello x Zucchi
Breeder: Someone

Top Terps: Caryophyllene, Limonene,
Humulene

Open the hatch and float out among
the stars with this cool, cosmic
hybrid! Its fruity flavors help you feel
relaxed and weightless without
leaving you too spacey to function.
Perfect for a night of stargazing,
you'll stay chill and focused while
you're high above the stratosphere.



FRUITY | RELAXING | FOCUSED

TODAY ONLY

PUFF, PUFF, PUFF
Again



Botanical Vape Carts
.5 g \$50 only \$12.50
1 g \$90 only \$22.50

While supplies last.



TASTE
THE
Benefits

Discover how essential edibles can be.

Sundays in February
WHERE: Select Locations

TODAY ONLY

DROP IT
LIKE IT'S
hot



50% OFF
Tinctures + Theragels

Excludes 2pk Theragels.

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EXAMPLES OF PROPER VISUAL ELEMENT USAGE

Good use of grainy shape:
> Proper scale (100% or less)
> Slightly warped to fit well with design

Headline:
**OBVIOUSLY
WIDE BLACK**
ALL CAPS

Subhead:
Obviously Bold
Sentence Case

Body fonts:
**Minimum 20pt
for email**
All variations of
the Obviously
Standard Family;
Regular-Bold
weights

Custom blob shape
fits well with photo
and provides
section separation

Good use of arrow
to lead the eye to
main promotion

EMAIL

Good use of grainy shape:
> Proper scale (100% or less)
> Slightly warped to fit well with design

Top bar font:
OBVIOUSLY BOLD ITALIC
25 pt kerning, ALL CAPS

Top banner is
flush with border

Headline:
**OBVIOUSLY
WIDE BLACK**
ALL CAPS
combined with
Cashrole
accent font

Body fonts:
All variations of
the Obviously
Standard Family;
Regular-Bold
weights

Good use of
simple blob
shape to create
section divider

Good use of
element shape
to highlight
featured
product

**DIGITAL
SCREEN**

Headline:
**OBVIOUSLY
WIDE BLACK**
ALL CAPS
combined with
Cashrole
accent font

Good use of
using clipping
mask to create
headline text
that has a
gradient.

Good use of
creating simple
custom blob
shape to fit your
image perfectly

Subhead:
Obviously Bold
Sentence Case

**WEB
HERO**

Top bar font:
OBVIOUSLY BOLD ITALIC
25 pt kerning, ALL CAPS

Top banner is flush with border

Headline:
**OBVIOUSLY
BOLD**
ALL CAPS
combined with
Cashrole
accent font

Subhead:
**Obviously Wide
Medium**
Sentence Case

Good use of
grainy shapes:
> Proper scale
(100% or less)
> Slightly warped
to fit well with
design

Good use of flat
color container
shape over
gradients for
contrast

Body fonts:
**Minimum 20pt
for email**
All variations of
the Obviously
Standard Family;
Regular-Bold
weights

Icons
@ 115%

EMAIL