



Giving Tree Farms

GET TO KNOW OUR BRAND

A branding guide



Introduction

WHO WE ARE

Giving Tree Farms has evolved over the years to become one of the leading craft cannabis cultivators in Mendocino County, CA. What used to be an entirely outdoor-grown operation more than a decade ago has transitioned into the fully greenhouse-grown mixed-light operation it is today. Giving Tree Farms embraces its focus on maintaining and integrating smart farming techniques to improve sustainability and efficiency around the farm, producing a consistently high-quality cannabis product every time.

ANDERSON VALLEY / MENDOCINO COUNTY



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MISSION & VALUES

Chris and Courtney, owners of Giving Tree Farms, have always been largely involved in their community. This selflessness is a part of their farm operations as well as they donate 1% of their profits to organizations that support preserving the people, culture, and environment of Mendocino County. The Giving Tree Farms voice hopes to inspire others to get involved and give back to their communities as well.

At Giving Tree Farms, accountability is one of our core values. We model the behaviors that we want to see in our organization, impressing that accountability is not a one-time, sometimes thing; it's an all-time thing. We believe in sustainable cultivation, a farming method that always takes the environment's and end consumer's health in mind, as well as quality over quantity in all that we do.





Colors

PRIMARY COLOR

Giving Tree Green



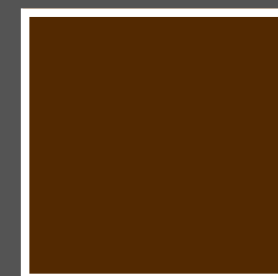
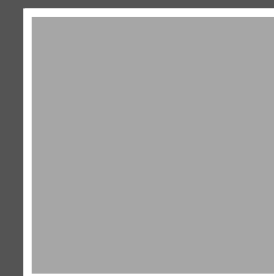
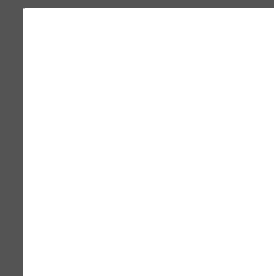
SECONDARY COLOR

Dark Grey



COMPLEMENTARY COLORS

White, light-grey, brown



Typography

Font Usage

Our brand typography is relaxed, yet professional to contrast our logo's font.

Text for any text body or heading does not resemble the fun-inspired "Giving Tree Farms" text in our logo. This is intended to be a contrast.

We wish our delivered message to be professional, concise, and trustworthy, much like our farm operation.

PRIMARY TYPEFACE

Garamond is used for the body text and as the primary heading (H1) font.

Adobe Garamond Pro Regular </>

Adobe Garamond Pro

Adobe Garamond Pro Italic </>

Adobe Garamond Pro

SECONDARY TYPEFACE

Proxima Nova is used for subheading texts (H2 & H3)

Proxima Nova Regular </>

Proxima Nova

Proxima Nova Italic </>

Proxima Nova

Logo Guide

DO'S, DON'TS, &
APPLICATION

LOGO CHOICES

We have two logos: a full-color version and an all-white version. While both logos are used regularly, each version has specific requirements for its placement to ensure it is well-received by our viewers.



Logo Guide

FULL - COLOR LOGO

The full-color logo should be used against pale-colored, solid backgrounds. This logo should not be used against busy or dark backgrounds.

EXAMPLES ON NEXT PAGE



Giving Tree Farms

Logo Guide

DO'S

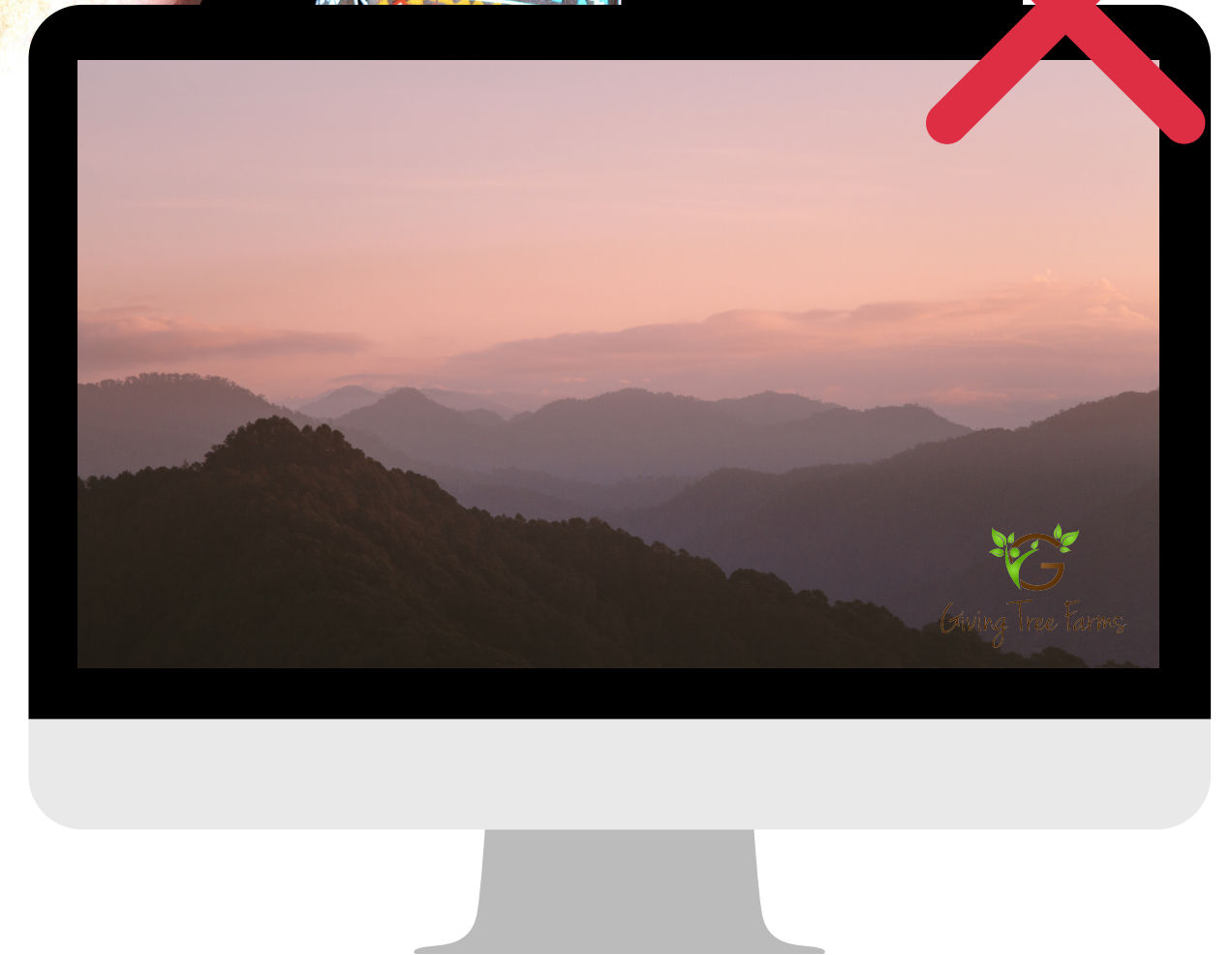
The full-color logo looks best on light-colored backgrounds. This logo is great for rustic branding, organic tones, and natural moods. The examples on this page show the proper usage of our full-colored logo on photos and in ads.



Logo Guide

DON'TS

The full-color logo is not to be placed on dark photos or dark backgrounds regardless of the content. The examples on this page show the improper usage of our full-colored logo on photos and in ads.



Logo Guide

ALL - WHITE LOGO

The White Logo should be used against dark-colored backgrounds or backgrounds that consist of many elements. It shouldn't be used against white or light-colored backgrounds, or overly-busy areas of photos.

EXAMPLES ON NEXT PAGE



Giving Tree Farms

Logo Guide

DO'S

The white logo looks best on mid- to dark-colored backgrounds. This logo is great for modern branding, energetic emotions, and bright colors. This logo is used most frequently in busy photos as it adds great contrast. The examples on this page show the proper usage of our white logo on photos and in ads.



Logo Guide

DON'TS

The white logo is not to be placed on light photos or light backgrounds regardless of the content. The examples on this page show the improper usage of our white logo on photos and in ads.



Logo Guide

ADDITIONAL DO'S & DON'TS

LOGO COLOR

We only have a white version and full-color version of our logo. *Don't* edit the color of our logo without permission.

LOGO ANGLE & SIZE

Don't: Tilt/angle/flip the logo in any way. The logo should remain straight at all times.

Do: The logo can be any size as long as it is legible.



Do not change the color of the logo



Do not angle, tilt, or flip the logo

LOGO APPLICATION



The logo is placed on an area with many elements and is difficult to see. This placement should be avoided with both the white and full-color logo.



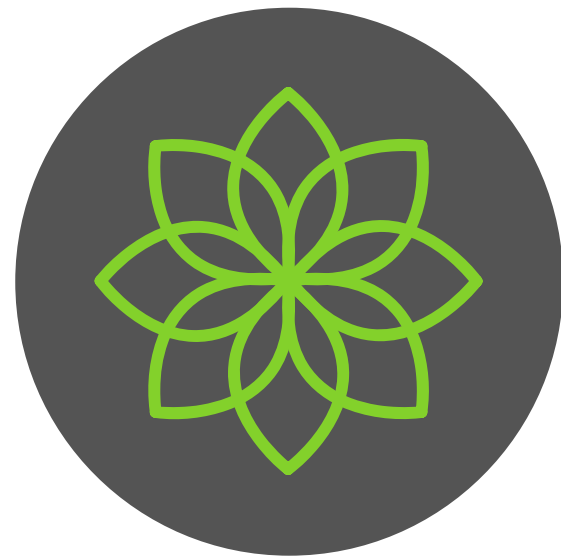
Depending on the placement of the logo, some photos may work with either logo. Vibrant backgrounds should only be with the white logo.



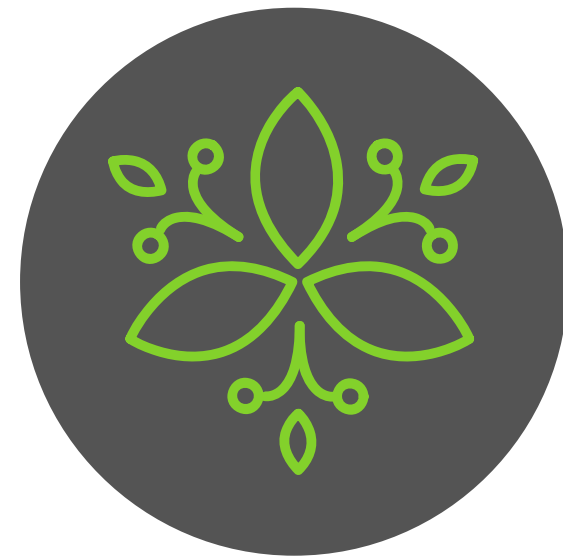
Avoid placing the logo over two abruptly different colors. This makes the logo difficult to see.

Buyer Persona

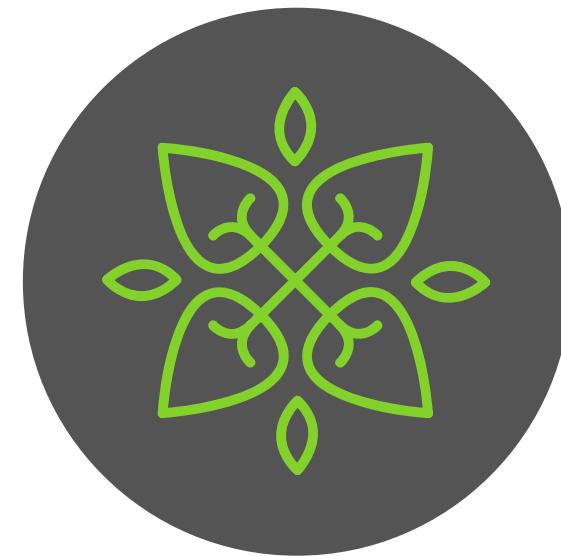
GET TO KNOW OUR CUSTOMERS



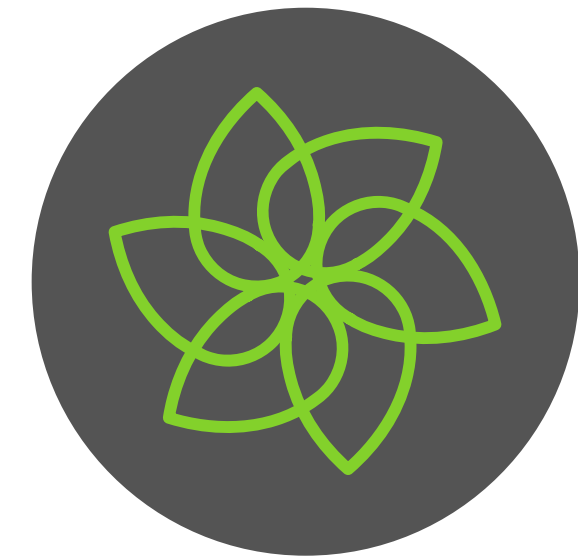
A desire for
quality craft
cannabis



Passionate about
sustainability and
clean inputs



Has a sense of
community and
likes to shop local



Values innovative
cultivation
techniques

Social Media

ACCOUNTS



INSTAGRAM

@giving.tree.farms



FACEBOOK

@thegivingtreefarms



TWITTER

@farmsgivingtree



Social Media

HASHTAGS & REPOSTING GUIDELINES

HASHTAGS USED:

#GivingTreeFarms #Cannabis #CertifiedCannabis
#CannabisConservancy #CraftCannabis
#HiveMendocino #WholesaleCannabis #Mendocino
#Sustainable #CaliforniaCannabis #AndersonValley

RE-POSTING:

Our social posts and blogs are available for reposting. Please follow the following guidelines, the same we use when we re-post content.

For Social Media Posts

1. Tag our account in the post body and in the photo.
2. Include the hashtag #GivingTreeFarms
3. Avoid dramatically editing the re-posted photo.

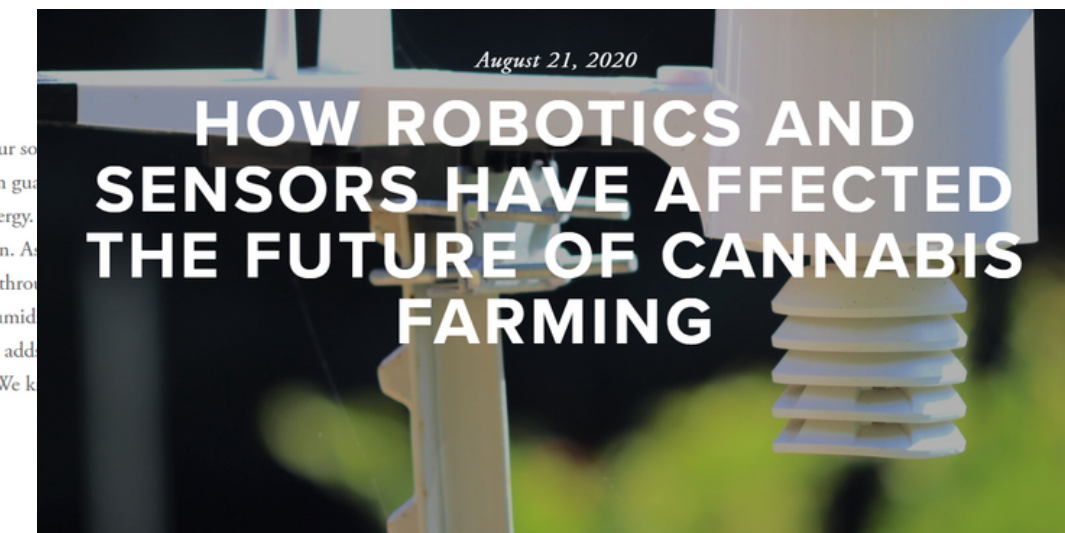
For Blogs

1. Always include our farm's name, contact email, and, "This post originally appeared on Giving Tree Farms' blog at [link to blog]."

Our Blog

HOW WE COMMUNICATE WITH THE INDUSTRY

Our blog covers topics relating to our cultivation style, our sustainable additions to the farm, efficient business model, and innovative projects. Our topics include: Smart farming technologies and applications; sustainable farming methods; organic approaches to cultivation; work efficiency; business relationships; cooperative advice; market trends; and more. We apply the same voice to our published articles, media mentions, and other written works.



It's no secret that cannabis can help consumers fall asleep, but can it assist those who suffer from sleeping disorders? Insomnia affects [30-40 percent](#) of the population, and about [10-15 percent](#) of adults will experience chronic insomnia in their lifetime. Sleeping disorders disrupt more than just sleep and can also harm our well-being, our work-life, and our personal relationships. But before you ask your doctor if cannabis could be the right course of action for you, knowing some facts and figures can help you go into the conversation with confidence and understanding.



Photography

EXAMPLES OF ACCEPTABLE USE

When choosing photos to use with Giving Tree Farms media, picking the right images will support our brand's focus.

Photography Guidelines



SELECTION

Sustainability and ethical cultivation are important to us. All photos used for Giving Tree Farms should embrace this core value.



USING OUR PHOTOS

We have a collection of farm photos for brands to use in Giving Tree Farms' content. These are available by request.



CULTIVATION STYLE

We cultivate our craft cannabis in greenhouses, both cold-frame and climate-controlled. Chosen photos should represent this cultivation style.

Co-Branding

GUIDELINES

We love to work with other cannabis businesses, and it's important to us that we communicate how best to represent the Giving Tree Farms brand on your labels, packaging, and more.



Co-Branding

TAGLINE & CREDIT

"Craft Cannabis That Gives Back"



hello@givingtreefarms.org

www.GivingTreeFarms.org

When co-branding with Giving Tree Farms, there are many ways to do it. We know that because we are working together, we share the same vision and values, so we're confident your brand's image is one we appreciate. Including our logo on your product label should follow our same logo usage and photography guidelines. In addition, you may include our tagline, contact information, social media handles, and website.

For packaging and labeling regulations, please refer to the CDPH cannabis packaging rules and regulations.



Applied Examples

CO-BRANDING GUIDELINES

See examples of our logo used correctly in co-branded product labels.

Applied Examples

JARRED FLOWER PRODUCT LABEL



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut tempus ultricies ante, eu ornare justo dictum nec. Duis a velit sit amet sapien finibus dignissim eleifend quis diam. Etiam iaculis blandit lectus, at gravida massa tempus at. Aliquam eget lorem id velit scelerisque volutpat.

*In partnership with Giving Tree Farms
www.GivingTreeFarms.org
"Craft Cannabis That Gives Back"*

Grown in Mendocino County, CA



UID #: 0000123456789
[Licensee name]
[Licensee phone number/website]
[Date of packaging for retail sale]

GOVERNMENT WARNING: THIS PACKAGE CONTAINS CANNABIS, A SCHEDULE I CONTROLLED SUBSTANCE. KEEP OUT OF REACH OF CHILDREN AND ANIMALS. CANNABIS MAY ONLY BE POSSESSED OR CONSUMED BY PERSONS 21 YEARS OF AGE OR OLDER UNLESS THE PERSON IS A QUALIFIED PATIENT. CANNABIS USE WHILE PREGNANT OR BREASTFEEDING MAY BE HARMFUL. CONSUMPTION OF CANNABIS IMPAIRS YOUR ABILITY TO DRIVE AND OPERATE MACHINERY. PLEASE USE EXTREME CAUTION.

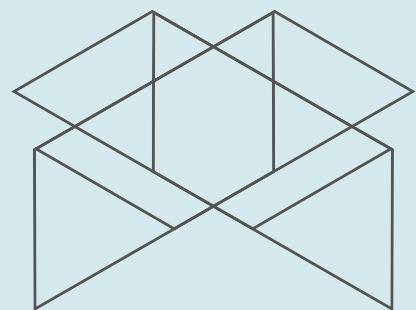
VENOM OG FLOWER



**NET WT . 3.5 g / 0.123 oz
25% THC / 3% CBD**

Applied Examples

PRE-ROLL PRODUCT LABEL



CANNABIS BRAND



GROWN IN MENDOCINO COUNTY, CA

Venom OG Pre-Rolls

NET WT . 3.5 g / 0.123 OZ
25% THC / 3% CBD

UID #: 0000123456789 - [Licensee name] - [Licensee phone number/website] -- [Date of packaging for retail sale]

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut tempus ultricies ante, eu ornare justo dictum nec. Duis a velit sit amet sapien finibus dignissim eleifend quis diam. Etiam iaculis blandit lectus, at gravida massa tempus at. Aliquam eget lorem id velit scelerisque volutpat.

In partnership with Giving Tree Farms - www.GivingTreeFarms.org - "Craft Cannabis That Gives Back"



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Looking Forward

THE PLACES WE WILL GO

OUR BRAND

We expect to see our brand develop into a "smart-farming" resource as we apply new and innovative farming methods to our operation that enhance efficiency.

SUSTAINABILITY

With our focus on improving our relationship with the earth, we will continue to educate the industry on responsible farming practices through our media.

B2B PARTNERS

Our clients are important to us, and we will continue to find ways to strengthen our B2B relationships through consistent quality and excellent customer service.



How to Reach Us

THE GIVING TREE FARM TEAM

WEBSITE

www.GivingTreeFarms.org

EMAIL ADDRESS

hello@givingtreefarms.org

PHONE NUMBER

(707) 472-6772