




BRAND GUIDELINES

OVERVIEW

As a science and research based organization, The Werc Shop, and the affiliates of The Werc Shop, including those to whom The Werc Shop has licensed its trademarks or logos (collectively “TWS”), are dedicated to providing the best products, services and information to various sustainable industries. Our team of Ph.D. scientists, seasoned business executives and recognized industry experts enable us to deliver excellent services and unique products. The Werc Shop has the right to license a number of trademarks, service marks, logos and brands to identify a product or service as compliant with The Werc Shop’s leading industry standards, testing and compliance programs and requirements (The Werc Shop Branding Marks). The Werc Shop Branding Marks are symbols of the quality and rigorous standards that people have come to associate with The Werc Shop. To ensure that The Werc Shop Branding Marks continue to serve these functions, we need to keep an element of control over their use.

Accordingly, The Werc Shop’s Branding Marks are The Werc Shop’s intellectual property and are important and valuable assets of The Werc Shop. All must be used properly. Follow these Guidelines for using The Werc Shop’s Branding Marks properly in all communications, documents and electronic messages.





These Guidelines apply to **The Werc Shop** or its **affiliates, employees, licensees, consultants, outside vendors, customers, clients,** and **other third parties** interested in using The Werc Shop Branding Marks (collectively “The Werc Shop Trademarks”).

If you are a LICENSEE of a trademark or logo of The Werc Shop, your license agreement that you signed with The Werc Shop may have special trademark and logo usage guidelines different than the Guidelines set forth here. If so, please follow the special guidelines provided to you pursuant to your license agreement. If you are a Licensee, but have been provided no special guidelines, then follow these.

THE WERC SHOP BRANDING MARKS

The list of The Werc Shop Branding Marks hereto may be updated with new information from time-to-time and without notice and should be referred to regularly. Note that the list may not be comprehensive, and the omission of any of The Werc Shop Branding Marks from the list does not represent any waiver of any intellectual property rights of The Werc Shop in or to such Branding Mark. If in doubt about whether a particular name, mark, or logo is a Branding Mark of The Werc Shop, or if you have any questions about the use of The Werc Shop's Branding Marks, contact The Werc Shop for assistance by emailing erby@thewercshop.com.

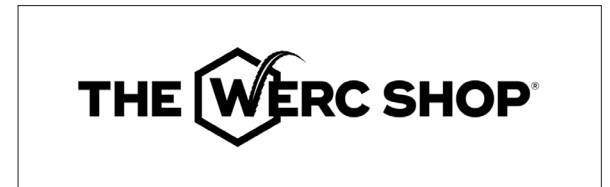
THE WERC SHOP



PRIMARY



B&W



B&W INVERTED

TRUE TO PLANT



PRIMARY



B&W



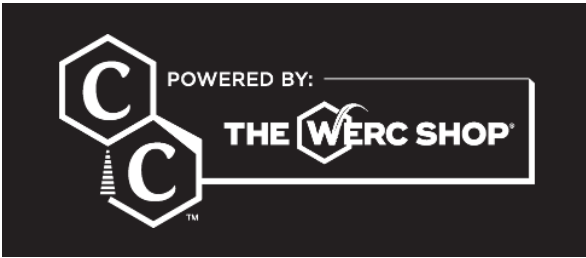
B&W INVERTED

THE WERC SHOP BRANDING MARKS

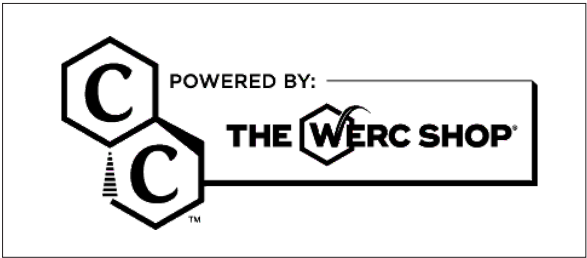
CANNABACEUTICAL



PRIMARY



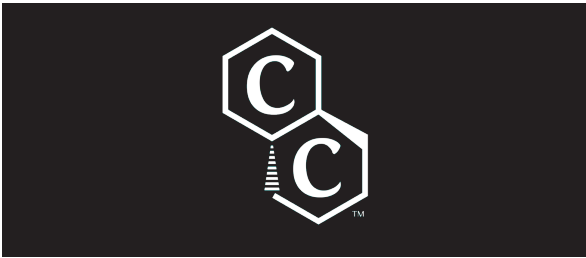
B&W



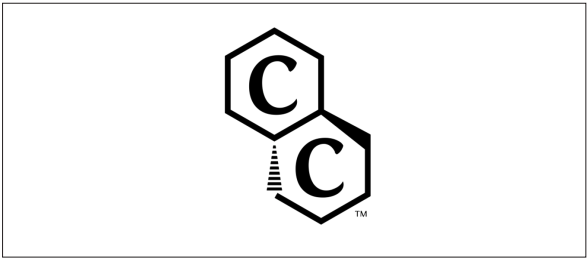
B&W INVERTED



SECONDARY



B&W



B&W INVERTED

THE WERC SHOP BRANDING MARKS

CANNAROMA



PRIMARY



B&W



B&W INVERTED



SECONDARY



B&W



B&W INVERTED

THE WERC SHOP BRANDING MARKS

POWERED BY: THE WERC SHOP



PRIMARY



B&W



B&W INVERTED

USING THE LOGOS AND MARKS

Do Not Use The Werc Shop Trademarks As The Name Of Your Company, Products Or Services, As A Domain Name Or Social Media Profile

You may not use or register in any jurisdiction, whether foreign or domestic, any The Werc Shop Branding Mark as all or part of your company, product, or service name in a manner that is likely to create confusion as to The Werc Shop sponsorship, affiliation or endorsement of your company, product, or service, or that may dilute The Werc Shop Branding Marks. Similarly, you may not use or register in any jurisdiction, whether foreign or domestic, a domain name or social media profile or name that incorporates any of The Werc Shop Branding Marks in bad faith or in a manner that is likely to create confusion as to The Werc Shop's sponsorship, affiliation or endorsement of your company, product, or service.

Use of Trademark as Adjective

Always use any Trademark as an adjective followed by a noun or phrase representing the goods or services associated with the Trademark (e.g. Certified Cannabaceuticals™ program). Do not use the Trademark as a noun, or in the plural or possessive form.

No Modification

Always use the Branding Marks in the way they are intended to be used. Do not modify the Branding Marks in any manner.

Do Not Use The Werc Shop Branding Marks In False Or Misleading Advertising.

Advertising for The Werc Shop or its products or services offered under The Werc Shop Branding Marks must not be false or misleading in any way and must not be in violation of any applicable law, municipal ordinance, or administrative agency regulation of any country.

Do Not Use The Werc Shop Branding Marks Without Permission.

You may not use any of The Werc Shop Branding Marks unless you have an agreement with or express written consent from The Werc Shop authorizing such use.

Do Not Use The Werc Shop Branding Marks as AdWords.

You may not use The Werc Shop Branding Marks as or in connection with Google AdWords, AdWords Express or any other similar online advertising service.

Do Not Use The Werc Shop Branding Marks To Disparage The Werc Shop.

You may not use The Werc Shop Branding Marks to disparage The Werc Shop, its products or services, or in a manner that, in The Werc Shop's judgment, may diminish or otherwise damage the reputation of The Werc Shop or the goodwill in The Werc Shop Branding Marks.

Do Not Use The Werc Shop Branding Marks In Objectionable Material.

You may not use The Werc Shop Branding Marks on or in connection with, in The Werc Shop's sole discretion, any defamatory, scandalous, pornographic, or other objectionable materials of any sort.

COLORS

It is essential to apply the highest quality reproduction standards and strict color matching principles when reproducing The Werc Shop logos and marks. The line art green, black, grey and white color version of the The Werc Shop's Brand Marks must be printed using a four-color process. Output film directly from the electronic artwork provided. Screen percentages for four-color process printing are built into the artwork.

The Werc Shop, CC logo and True to Plant Logos

 <p>Pantone 356C C96 M27 Y100 K15 R0 G121 B52 HEX007934</p>	 <p>C65 M57 Y52 K29 R85 G86 B90 HEX55565a</p>
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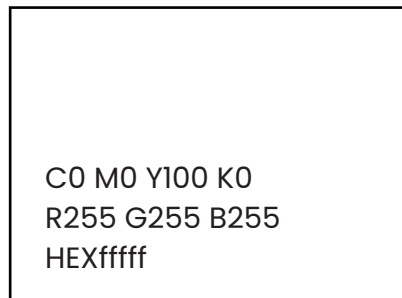
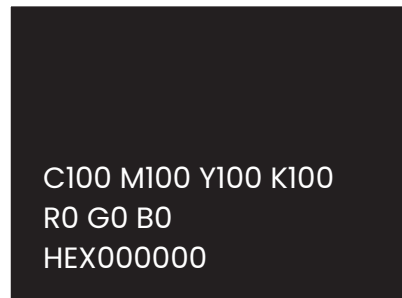
The True To Plant Logo Secondary Colors

 <p>C83 M7 Y97 K0 R0 G165 B79 HEX00a54f</p>	 <p>C68 Y95 M34 K25 R92 G40 B91 HEX5c285b</p>	 <p>C0 M71 Y97 K0 R242 G110 B35 HEXf26e23</p>
 <p>C45 M1 Y0 K0 R127 G209 B245 HEX7Fd1f5</p>	 <p>C35 M88 Y62 K31 R129 G49 B64 HEX813140</p>	 <p>C25 M0 Y99 K0 R202 G218 B43 HEXcada2b</p>
 <p>C3 M18 Y98 K0 R247 G202 B22 HEXf7ca16</p>	 <p>C83 M7 Y99 K0 R0 G165 B77 HEX00a54d</p>	 <p>C37 M29 Y0 K0 R164 G191 B191 HEXa489bf</p>

COLORS

BLACK AND WHITE PRINTING

The black and white line art version of The Werc Shop's Brand Marks is for use when printing in black and white only, such as in newspaper articles, black and white ads and flyers, faxes, or printing at small sizes with a coarse line screen, such as a 65-line screen. Output film directly from the electronic artwork provided. The screen percentages for black and white printing are built into the artwork.



BACKGROUND COLOURS

The color version of The Werc Shop's Brand Marks can appear on black or other background colors, and on photographic backgrounds, as long as legibility is not diminished. The black and white version can be printed only on white backgrounds. Do not alter or remove the green color within the rectangular border of the line art green and white version.

SPACING

MINIMUM SIZE FOR ALL LOGOS

For most uses, the minimum size for the The Werc Shop's Brand Marks is 1 inch wide, minimum 0.375 inch high on printed materials and 60px w x 80px pixels high on web pages. Use the logo at a larger size whenever possible.



LOGO PLACEMENT

The The Werc Shop's Brand Marks should be clearly subordinate in both size and placement to the primary product or company identity with which it is used, and cannot in any way suggest that it represents the primary product or company identity.

For the CC logo, make sure that the relationship between the Certified Cannabaceuticals™ program and the tested cannabis products is clear. Keep the number of CC logos used in a communication to a minimum – usually no more than one logo on each surface or page.

SPACING

ON PACKAGING

The recommended size on the front, back, and side of a package is 1 inch high for the The Werc Shop logo.



For the CC and True To Plant logos, on the front, back and side of a package the recommended height is 1.5 inches digital minimum being 25pixels.



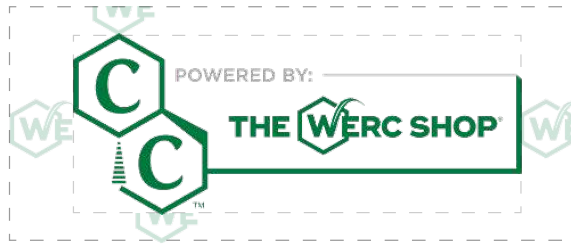
The Werc Shop's Brand Marks should be positioned in a visible area on the outside of product packaging and manuals. It should be smaller than and clearly subordinate to the primary company or product entity.

On packaging, place The Werc Shop's Brand Marks on the front panel. The ideal placement for the logo is 5 mm from any edge of the package.

SPACING

MINIMUM CLEAR SPACE

The clear space surrounding the The Werc Shop's Brand Marks is an integral part of its design. Keep the area around the logo clean and uncluttered. The clear space should measure at least [example: one-quarter the width of the rectangular border of the line art color version]. Do not place any other trademark, logo, logotype, graphic, text, photograph, or illustration in the minimum clear area.



OTHER USAGE AND PLACEMENTS

IN ADVERTISING & COLLATERAL

In advertising and other marketing materials, the The Werc Shop's Brand Marks should be placed in a clearly subordinate size and position to the advertiser's primary company or product entity.

ON THE WEB

When using The Werc Shop's Brand Marks on the web, follow the graphic standards in these guidelines and use the correct electronic artwork. The web ready version of the The Werc Shop's Brand Marks is available upon request to the administrator by emailing erby@thewercshop.com. Make sure the logo is large enough to be legible onscreen but is clearly subordinate to the primary product or company identity. Do not distort or alter the logo in any way. Do not rotate or animate the logo.

NO ALTERATION

Do not alter The Werc Shop Branding Marks in any way. Do not change the font. Do not alter the shape or add text. Do not animate or rotate The Werc Shop Branding Marks. Do not separate the elements. Do not change, translate, or localize the text. Never attempt to set the logotype yourself or alter the size, proportions, or space. Do not use any part of the logo as a decorative illustration, graphic element, background graphic, or pattern. Do not use The Werc Shop Branding Marks in a size or position different from those of any other mark. It should be the same size and of equal prominence. The Werc Shop strongly recommends the use of the line art green and white color version on printed communications and web pages. However, the line art black and white version is also available for black and white printing. Always use the version that best suits the design and medium of your communication. If you would like special design consideration outside of these parameters, please email us for express written consent to do so.

ARTWORK

Logo artwork is available in a range of sizes. Each size can be customized to fit the requirements of your communication. Four-color process mixes and properly separated electronic artwork are provided for all versions.

CREDIT LINE

Ensure that you include a proper trademark notice that identifies each of The Werc Shop Branding Marks used as being used by permission of The Werc Shop (e.g. "The Werc Shop, Certified Cannabaceuticals™, and the CC logo are used by permission of The Werc Shop.").

FOR MORE INFORMATION:

Contact the administrator at erby@thewercshop.com.