

CRONOS

G R O U P

BRAND STANDARDS

Version 1.0 | February 2019



INTRODUCTION

CRONOS
GROUP

COMPANY ABOUT US

Cronos Group is an innovative global cannabinoid company with international production and distribution networks across five continents. We're committed to building disruptive intellectual property by advancing cannabis research, technology and product development.

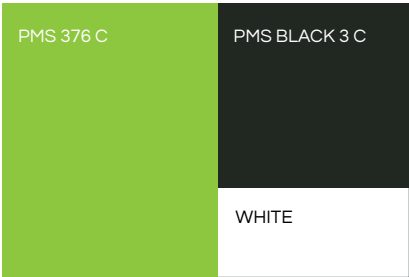
With a passion to responsibly elevate the consumer experience, we're building an iconic brand portfolio. Our portfolio includes Peace Naturals™, a global medicinal brand, and two adult-use recreational brands COVE™ and Spinach™.

OVERVIEW OF ELEMENTS

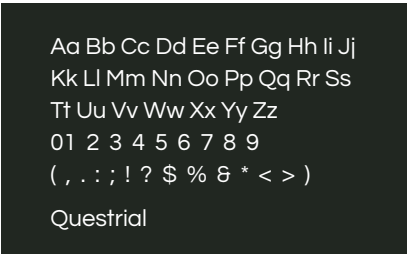
This is an overview of the individual elements that make up Cronos Group.



LOGOS



COLORS



TYPOGRAPHY



PHOTOGRAPHY

CORRECT LOGO USAGE: COLOR VERSIONS

Two distinct color variations of our logo are available, allowing for flexibility with different types of backgrounds and media. Each variation is available in CMYK and RGB formats.

Spot color available on request. No other color variations can be used.

BLACK & WHITE
For white or light backgrounds.

CRONOS
GROUP

REVERSE BLACK & WHITE
For medium-to-dark background.

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CORRECT LOGO USAGE

MINIMUM SIZE & CLEAR SPACE

To ensure legibility we have established a minimum size for our logos. To determine the minimum clear space (or exclusion zone), use the height and width of the 'O' within the logo.

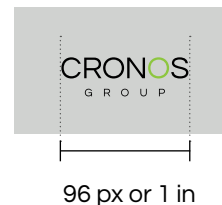
Please note: this distance may be adjusted for select online or exterior signage applications where space is limited.

Please contact:

Media.Relations@TheCronosGroup.com
if unsure.

MINIMUM SIZE

The logo should never appear smaller than 96 px or 1 in.



EXCLUSION ZONE

The clear space is the same height and width as the 'O' in Cronos.



INCORRECT LOGO USAGE: THINGS TO AVOID

Our logos are professional and should be used consistently.

Please avoid the following.

~~CRONOS GROUP~~

RELATIVE POSITIONING

Do not reposition any elements within the logo.

~~CRONOS~~

LOGO ELEMENTS

Do not use pieces of the logo on its own.

~~CRONOS
GROUP INC.~~

TEXT AND TYPEFACE

Do not replace typefaces or copy within the logo.

~~CRONOS
GROUP~~

SKEW, DISTORT OR ROTATE

Do not skew the logos — scale them proportionally.

~~CRONOS
GROUP~~

LOGO COLOR

Do not change the color of any of the elements.

~~CRONOS
GROUP~~

EFFECTS

Do not add a drop shadow or special effects to the logo.



BUSY AREAS

Do not use the logo over busy backgrounds.



ISOLATE IN BOXES

Do not isolate the logo in a white or colored box.

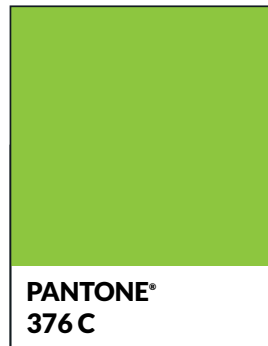


HUE AND TONE

Do not use the logo on colors that hide or clash with it.

COLOR PALETTE

Our color palette consists of
green, white and black.



● C = 50
● M = 0
● Y = 100
● K = 0

rgb (141, 198, 63)

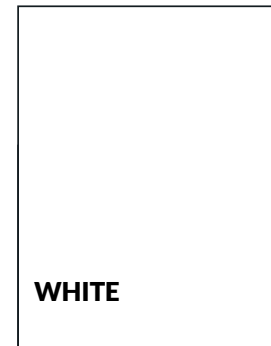
HEX - #8cc63e



● C = 10
● M = 10
● Y = 10
● K = 100

rgb (0, 0, 0)

HEX - #1a1a17



● C = 0
● M = 0
● Y = 0
● K = 0

rgb (255, 255, 255)

HEX - #FFFFFF

PRIMARY TYPEFACE

Our main typeface is Questrial. It's a versatile font that works as well on large signs, in magazines, reports and online.

- Do not use multiple typefaces.
- Do not use unapproved typefaces.
- Do not use unnecessary color.
- Use only one space after a period.



Aa

Questrial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 (, . : ; ! ? \$ % & * < >)

LOGO IN ACTION: VIDEO

Here is the how the logo appears at the end of videos. The logo may fade over a busy background in videos only if the video closes with the logo on a black or white backdrop.





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+1.416.504.0004

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