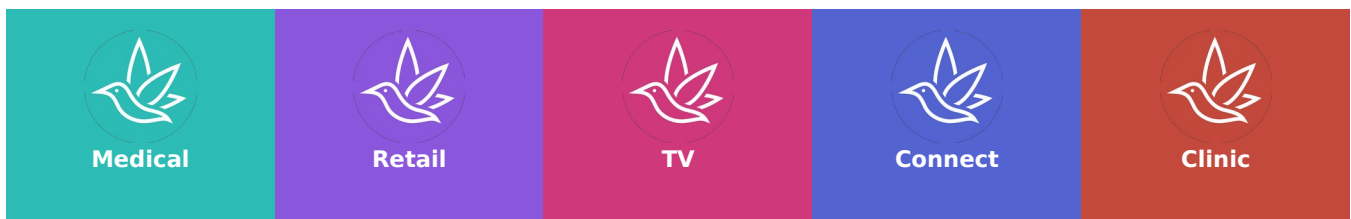


MONTROSE GROUP

One ecosystem. Five distinct brands.

Brand architecture, identity, voice and application guidelines



A unified identity for care, commerce, culture and connection.

Version 1.0 | July 2026

01 / BRAND ARCHITECTURE

The Montrose system

Montrose is the master brand. Each sub-brand owns one clear job in the customer or partner journey. The shared bird mark signals trust and continuity; colour and descriptor tell the audience which experience they are entering.

Brand	Owns	Primary action
Clinic	Care pathway	Start intake / book consultation
Medical	Patient commerce	Register / shop / reorder
Retail	Local commerce	Visit / order for pickup or delivery
TV	Culture and education	Watch / learn / follow
Connect	B2B partnerships	Partner / launch / grow

The non-negotiable separation

Clinic assesses and supports. Medical sells and fulfils.

Clinic communications should not feel like a product advertisement. Medical communications should not imply that authorization, practitioner judgment or health outcomes are guaranteed. The handoff between the two should always be clear.

Recommended master-brand line

Care. Commerce. Culture. Connected.

Use this as an internal architecture line or selective corporate-facing statement. It is not required beneath every consumer-facing logo.

02 / SHARED IDENTITY

One recognizable family

Logo system

- Use the bird mark with the Montrose name and the relevant descriptor whenever the audience may not know the sub-brand.
- Use the bird mark alone only when the Montrose relationship is already obvious, such as an app icon, favicon or established social profile.
- Preferred lockup: white logo on the brand colour. Alternate: brand-colour logo on white.
- Keep the descriptor exactly as Medical, Retail, TV, Connect or Clinic. Do not invent abbreviations or combine descriptors.
- Do not stretch, rotate, outline, shadow, recolour with gradients or place the mark over a busy image.

Clear space and minimum size

Maintain clear space equal to the height of the bird’s eye around the full lockup. For digital use, the bird mark should not appear below 24 px. A full lockup should not appear below 120 px wide. For print, do not reproduce the bird mark below 8 mm wide.

Typography

Role	Preferred	Fallback
Headlines	Poppins ExtraBold / Bold	Arial Bold
Body copy	Inter Regular / Medium	Arial
Data and UI	Inter Medium / SemiBold	Arial

Use sentence case for most headlines. Reserve all caps for short labels, navigation and campaign eyebrows. Avoid long passages in bold.

03 / COLOUR SYSTEM

Colour is the navigation

Each brand owns one distinctive primary colour. The colours should make the ecosystem easier to understand, not turn every layout into a rainbow. In a single-brand execution, use that brand's colour with white, ink and its light tint.

Brand	Primary	Deep	Use
Medical	#2DBC5	#0A4F4C	Trust / access
Retail	#8A57DC	#42236F	Discovery / energy
TV	#CF397C	#741A46	Culture / expression
Connect	#5364D1	#263170	Systems / partnership
Clinic	#C3493D	#70231D	Care / action

Accessibility

- Use white on primary colours for large display type and identity moments; use the deep colour for smaller text and controls.
- Use deep brand colours on white for body links and buttons requiring strong contrast.
- Do not set paragraphs in the bright primary colours.
- Never communicate status or meaning by colour alone; pair colour with a label or icon.



MONTROSE

Medical**04 / MEDICAL BRAND**

Medical access made clear, curated and human.

Registered-patient access, curated medical cannabis commerce, fulfilment and retention.

Primary audience

Adults seeking authorized medical cannabis access and registered patients shopping nationally.

Brand personality

Calm, credible, clear, supportive, quietly premium.

Core promise

Medical access made clear, curated and human.

Primary role

Registered-patient access, curated medical cannabis commerce, fulfilment and retention.

Recommended message hierarchy

- 1. Access first**
- 2. Simple registration**
- 3. Curated medical menu**
- 4. Delivery and ongoing support**



MONTROSE

Medical

Voice, visuals and execution

VOICE PRINCIPLES

- Explain the next step plainly.
- Lead with access, service and product clarity.
- Sound reassuring without making therapeutic promises.

IMAGERY

Bright natural light, clean interiors, real adult patients, discreet packaging, close product detail, generous negative space.

Approved language

- Get medical access
- Register online
- Shop the medical menu
- Canada-wide delivery for registered patients
- Curated for patients

Avoid

- Guaranteed outcomes
- Cure or treatment claims
- Recreational slang
- Pressure, urgency or exaggerated effects

Primary applications

Patient onboarding, registration pages, medical menu, education, email, shipping communications.

Example headline

Medical access, without the runaround.



MONTROSE
Retail

05 / RETAIL BRAND

Fresh drops, local service, zero guesswork.

The local Pickering storefront, pickup and delivery experience.

Primary audience

Legal-age customers in Pickering and surrounding local delivery areas.

Brand personality

Fast, welcoming, informed, energetic, product-forward.

Core promise

Fresh drops, local service, zero guesswork.

Primary role

The local Pickering storefront, pickup and delivery experience.

Recommended message hierarchy

- 1. What is fresh**
- 2. Why it is worth attention**
- 3. How to buy locally**
- 4. Service proof**



MONTROSE

Retail

Voice, visuals and execution

VOICE PRINCIPLES

- Get to the product or service benefit quickly.
- Use vivid but accurate product language.
- Make pickup, delivery and store information effortless to find.

IMAGERY

Fresh product photography, staff expertise, store details, kraft textures, clean shelves, local delivery moments.

Approved language

- Fresh this week
- New drops
- Recent package dates
- Free local delivery
- Picked by the Montrose team

Avoid

- Medical claims
- Youth-coded language or imagery
- Generic discount-store language
- Unverifiable superlatives

Primary applications

Storefront, local SEO, menus, flyers, recreational email, delivery creative and in-store signage.

Example headline

Fresh drops. Recent dates. Ready nearby.

**MONTROSE**
TV**06 / TV BRAND**

The people, products and ideas moving cannabis forward.

Montrose's editorial, culture, education and original-content platform.

Primary audience

Adult consumers, patients, retailers, producers, creators and the wider Canadian cannabis community.

Brand personality

Curious, candid, stylish, culturally aware, never corporate.

Core promise

The people, products and ideas moving cannabis forward.

Primary role

Montrose's editorial, culture, education and original-content platform.

Recommended message hierarchy

- 1. The story or point of view**
- 2. The person or tension**
- 3. Useful context**
- 4. A reason to continue watching**



MONTROSE
TV

Voice, visuals and execution

VOICE PRINCIPLES

- Lead with a strong point of view or human story.
- Use conversation, not press-release language.
- Separate editorial explanation from product promotion.

IMAGERY

Documentary portraits, macro product detail, behind-the-scenes production, events, editorial crops and strong colour.

Approved language

- Inside the drop
- Meet the grower
- What changed and why it matters
- The Montrose take
- Built in Canadian cannabis

Avoid

- Clickbait
- Hidden sponsorship
- Youth appeal
- Unsupported health claims
- Brand copy disguised as reporting

Primary applications

Video, interviews, social series, explainers, founder content, events and editorial newsletters.

Example headline

The story behind what's next.



MONTROSE

Connect

07 / CONNECT BRAND

A clearer route from great product to the right customer.

The B2B partner platform connecting producers, brands, retailers and the Montrose customer ecosystem.

Primary audience

Licensed producers, cannabis brands, retailers, clinics, suppliers and strategic partners.

Brand personality

Capable, transparent, commercial, collaborative, systems-minded.

Core promise

A clearer route from great product to the right customer.

Primary role

The B2B partner platform connecting producers, brands, retailers and the Montrose customer ecosystem.

Recommended message hierarchy

1. Partner opportunity
2. How the model works
3. Commercial expectations
4. Clear next step



MONTROSE

Connect

Voice, visuals and execution

VOICE PRINCIPLES

- State the opportunity, process and expectation.
- Use commercial facts and clear next actions.
- Make partnership language specific and mutual.

IMAGERY

People working together, product handoffs, dashboards, warehouse and retail details, structured diagrams, real partner moments.

Approved language

- Partner with Montrose
- Reach qualified customers
- Launch support
- Retail and medical pathways
- Clear terms. Better execution.

Avoid

- Vague networking language
- Guaranteed sales
- Consumer hype
- Unclear fees or responsibilities
- Claims that imply regulatory endorsement

Primary applications

Partner decks, vendor onboarding, marketplace interfaces, proposals, trade communication and reporting.

Example headline

Bring better products to the right customers.



MONTROSE
Clinic

08 / CLINIC BRAND

A straightforward path to informed medical cannabis care.

The care pathway: intake, consultations, practitioner access, follow-up and patient support.

Primary audience

Adults exploring medical cannabis, existing patients requiring renewal or follow-up, and healthcare partners.

Brand personality

Clinical, compassionate, private, direct, evidence-aware.

Core promise

A straightforward path to informed medical cannabis care.

Primary role

The care pathway: intake, consultations, practitioner access, follow-up and patient support.

Recommended message hierarchy

- 1. Patient need**
- 2. What happens next**
- 3. Practitioner and privacy clarity**
- 4. Booking or intake action**



MONTROSE
Clinic

Voice, visuals and execution

VOICE PRINCIPLES

- Put the patient's next step first.
- Use plain health language.
- Be precise about practitioner roles, privacy and limitations.

IMAGERY

Calm virtual-care settings, practitioners, confidential one-to-one interaction, neutral spaces and human detail.

Approved language

- Book a consultation
- Start your intake
- Speak with a licensed healthcare practitioner
- Private and convenient
- Patient support

Avoid

- Guaranteed authorization
- Guaranteed outcomes
- Product-first selling
- Recreational slang
- Fear-based health messaging

Primary applications

Intake, consultation booking, patient resources, practitioner communication, reminders and follow-up.

Example headline

Your next step starts with a conversation.

09 / CROSS-BRAND JOURNEYS

Handoffs should feel intentional

A person may interact with several Montrose brands, but each communication should have one sender, one purpose and one primary action.

Handoff	Rule	CTA shift
TV → Retail	Content creates discovery; Retail handles the local transaction.	Watch → Explore locally
TV → Medical	Education creates interest; Medical explains patient access.	Learn → Get medical access
Clinic → Medical	Clinic completes the care pathway; Medical handles registered-patient commerce.	Complete care step → Shop
Connect → Retail / Medical	Connect onboards the partner; the appropriate commerce brand launches the product.	Partner → Launch

Naming convention

- Corporate or investor context: Montrose Group.
- Consumer-facing: Montrose Medical, Montrose Retail, Montrose TV or Montrose Clinic.
- Partner-facing: Montrose Connect.
- On first reference, always use the full name. Short descriptors may follow only when context is clear.

10 / GOVERNANCE

Keep the system useful

Approval owners

Assign one accountable brand owner per sub-brand and one group-level identity owner. Clinical, medical, legal and regulatory content should be reviewed by the appropriate qualified owner before publication.

Pre-publication checklist

- ☐ Correct Montrose brand and descriptor are used.
- ☐ Primary colour matches the brand; other brand colours are not used decoratively.
- ☐ The message has one audience, purpose and primary CTA.
- ☐ Clinic and Medical roles are not blurred.
- ☐ Health, product and service claims are supportable and appropriately qualified.
- ☐ Cannabis promotion is age-restricted and avoids youth appeal.
- ☐ Logo clear space, contrast and minimum size are respected.
- ☐ Links, contact details, offer terms and accessibility text are verified.

Asset naming

Use: `montrose-[brand]-[asset]-[colour]-[orientation]-v[number].[extension]`

Example: `montrose-medical-logo-teal-horizontal-v1.svg`

Version control

Store master SVG, PNG, PDF and template assets in one controlled location. Retire superseded assets rather than leaving several near-identical versions in circulation. Review these guidelines at least annually or whenever a brand's role materially changes.

11 / QUICK REFERENCE

The five-brand cheat sheet

	Medical	Medical access made clear, curated and human.
	Retail	Fresh drops, local service, zero guesswork.
	TV	The people, products and ideas moving cannabis forward.
	Connect	A clearer route from great product to the right customer.
	Clinic	A straightforward path to informed medical cannabis care.

Montrose Group | Care. Commerce. Culture. Connected.

Brand Guidelines v1.0 / July 2026