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BRAND STRATEGY

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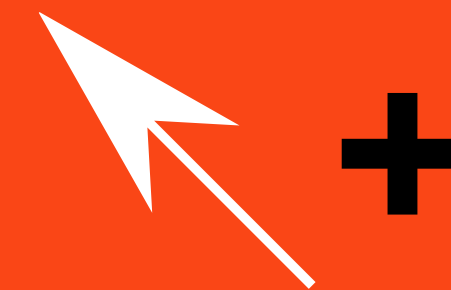
BRAND STRATEGY

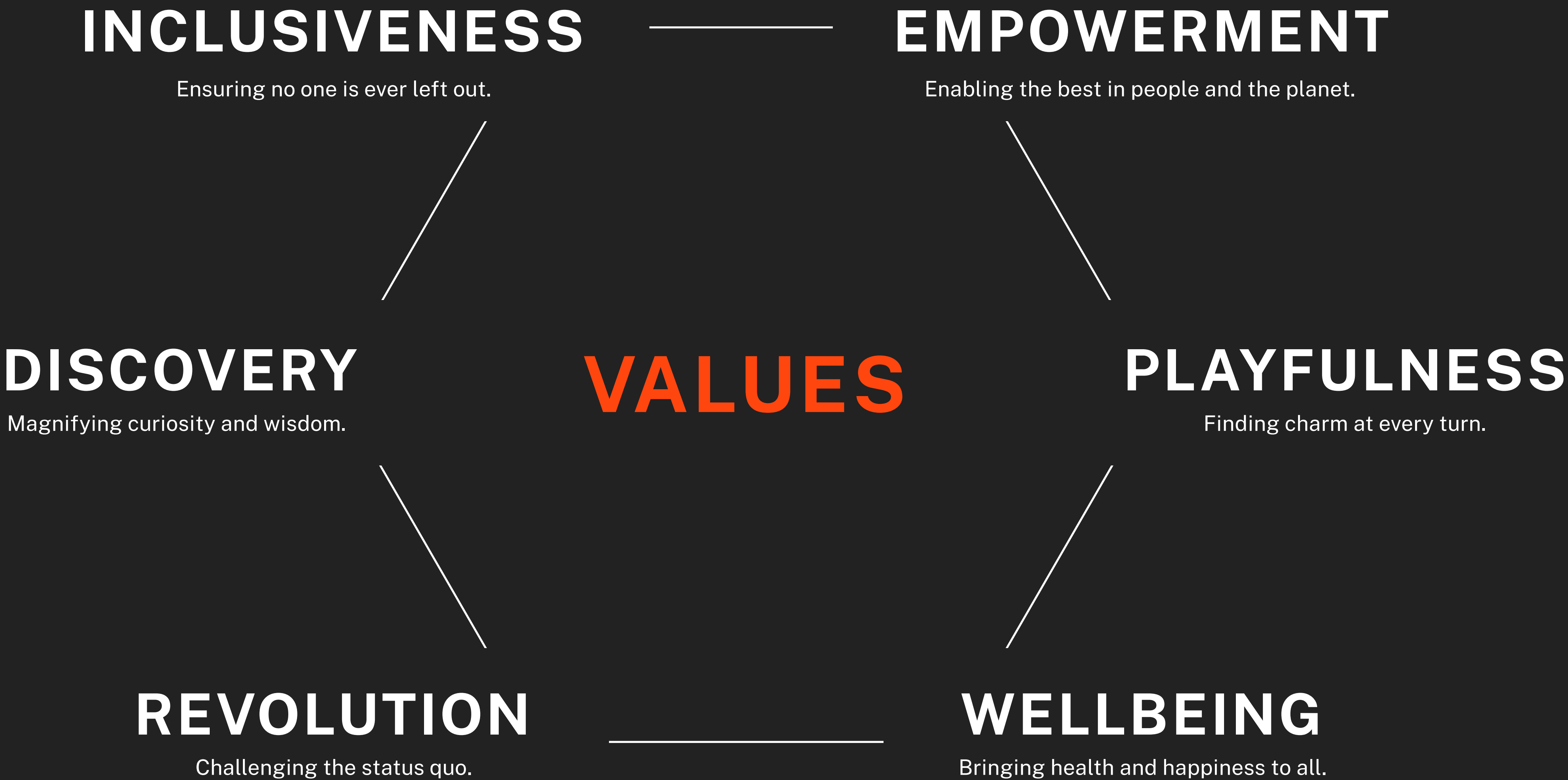
BRAND STRATEGY

**TO NOURISH THE PLANET
AND ITS PEOPLE, SO THAT
WE CAN BUILD A HEALTHIER
AND HAPPIER SOCIETY.**



**PROVIDE SUSTAINABLE,
ETHICALLY SOURCED
FOOD PRODUCTS TO EVERY
HOUSEHOLD IN THE WORLD.**





MODERN

But not stagnant.

SMART

But not above anyone.

PROFESSIONAL

But not corporate.

CARING

But not inauthentic.

FUN-LOVING

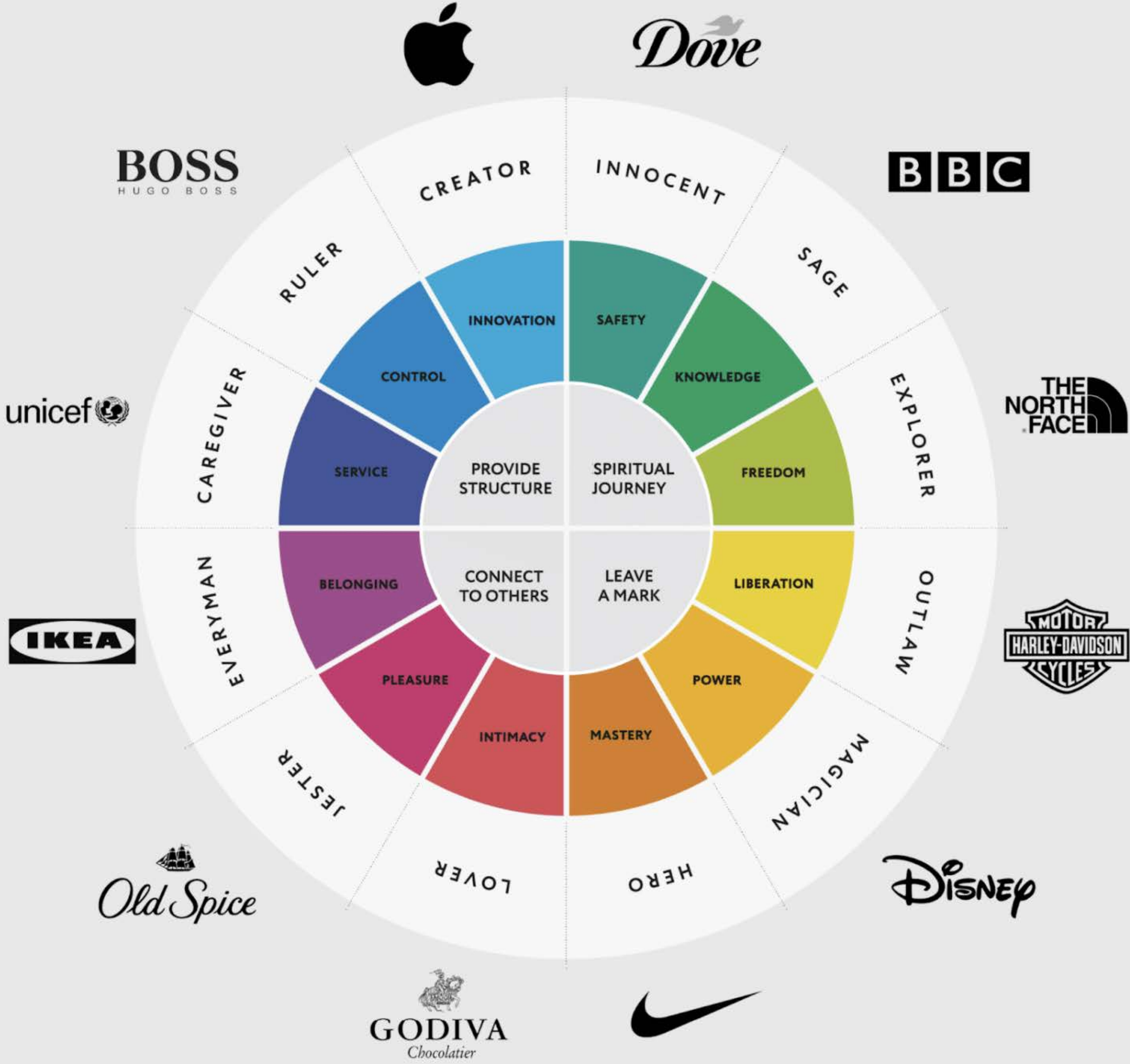
But always ready to work.

PROVOCATIVE

But not antagonistic.



Brand Archetypes





THE HERO

MASTERY

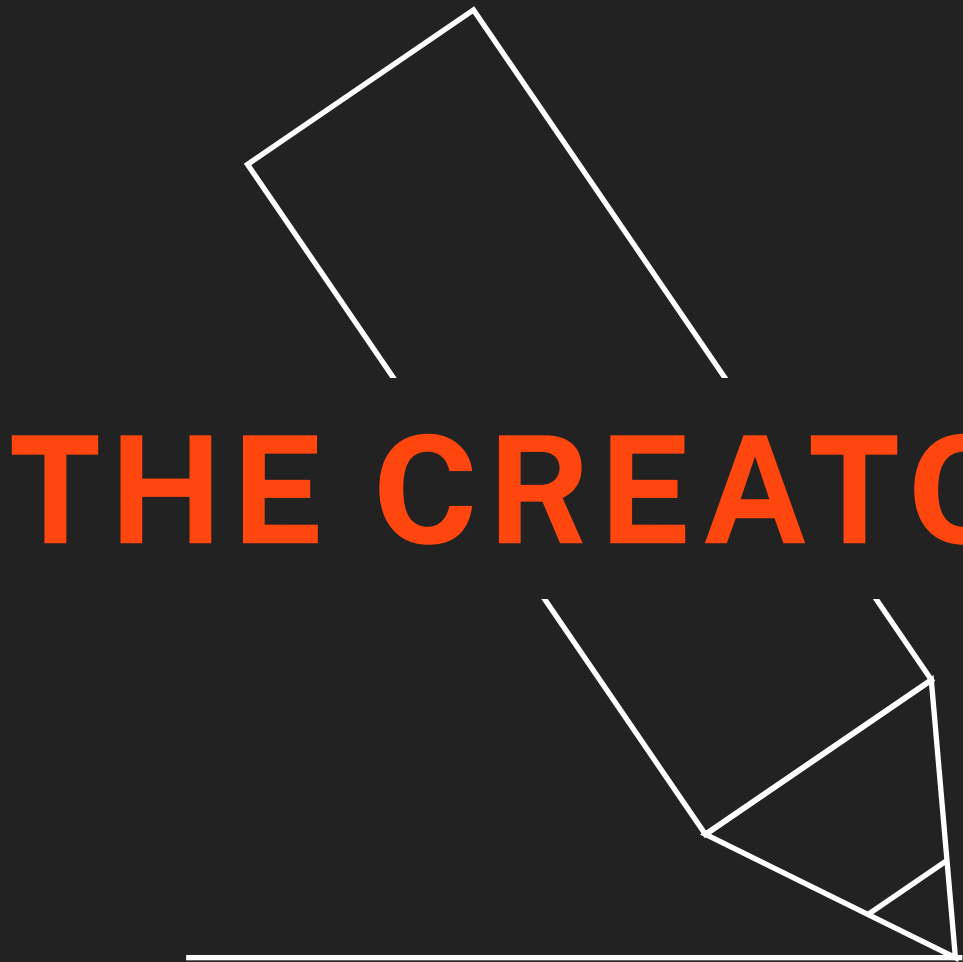
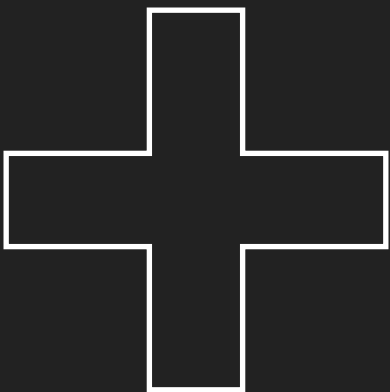
“Where there’s a will, there’s a way”

BRAND VOICE

Honest . Candid . Brave

BRAND MESSAGE

We can make the world better. We have the grit and determination to outwork the rest.



THE CREATOR

INNOVATION

“If it can be imagined, it can be created”

BRAND VOICE

Inspirational . Daring . Provocative

BRAND MESSAGE

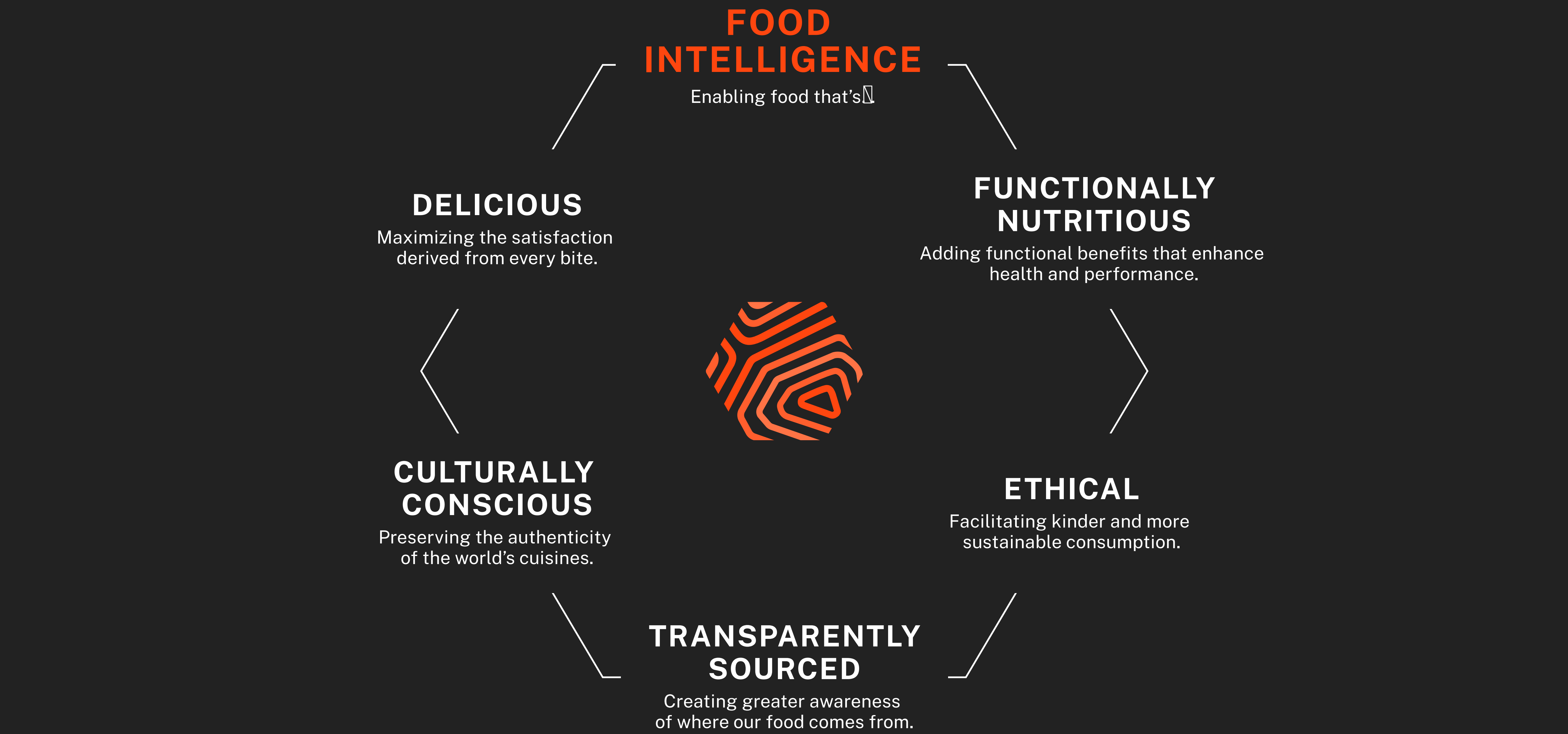
Find potential everywhere and uncover originality with liberated imagination.



FOOD INTELLIGENCE

The intersection of taste and insight. A framework for utilizing science, education, and transparency to help the world fully realize its right to nourishing and sustainable food.





BRAND LOGO

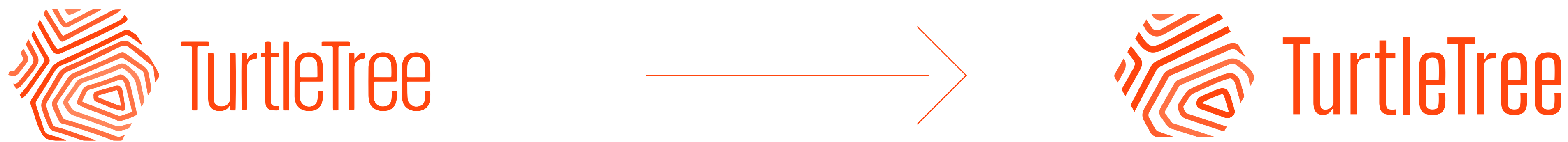
BRAND LOGO

BRAND LOGO

BRAND LOGO

BRAND LOGO





Primary Logo

Our logo represents the vibrancy and meaning behind our company values.

The equilateral hexagon is a powerful shape and balances simplicity and complexity. It serves to focus, like a target, and emulates the chemistry symbol.

The hexagon opens up a window, revealing the turtle shell pattern, wood ring pattern, patterns of process, change, and symbolises man's print on the planet.

The fire orange suggests we are bringing change and revolution to our audience

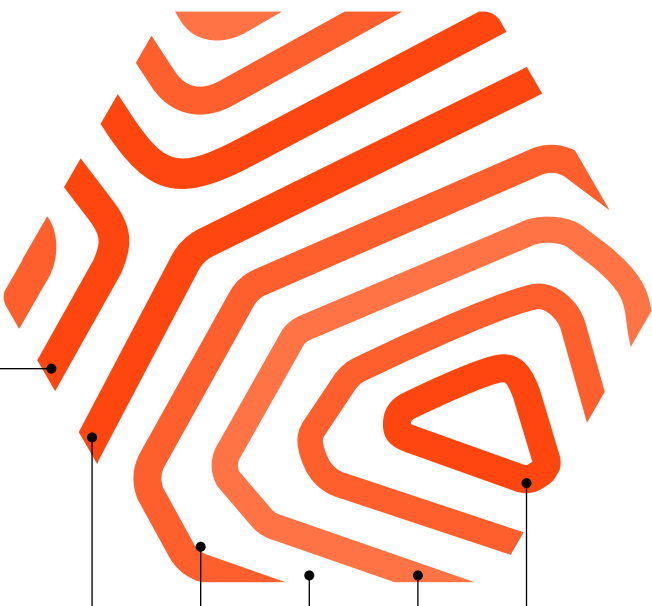


TurtleTree



Primary Logo Colour

Pantone 172 C
Gradiated on
digital applications



100% 90% 80% 90% 100%

TurtleTree

100%

Pantone 172 C
Full 1 color on
print applications



TurtleTree



Primary Logo Colour

Full Color Logo on
White Background



Full Color Logo on
Light Background



Black Logo on
Colored Background



Full Color Logo on
Black Background



Black Logo on
Light Background



White Logo on
Colored Background



White Logo on
Black Background



Logo Variations



Primary Logo



Stacked Logo

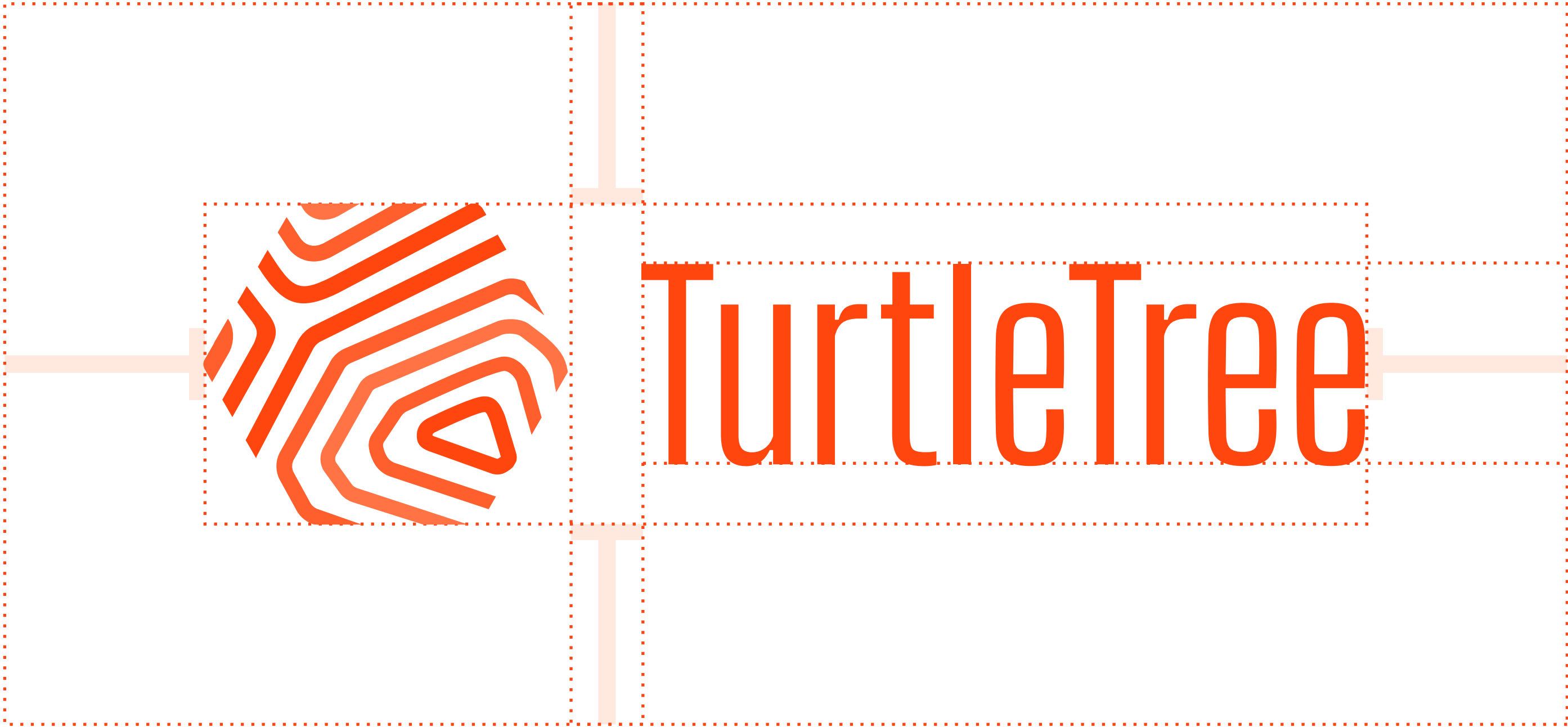


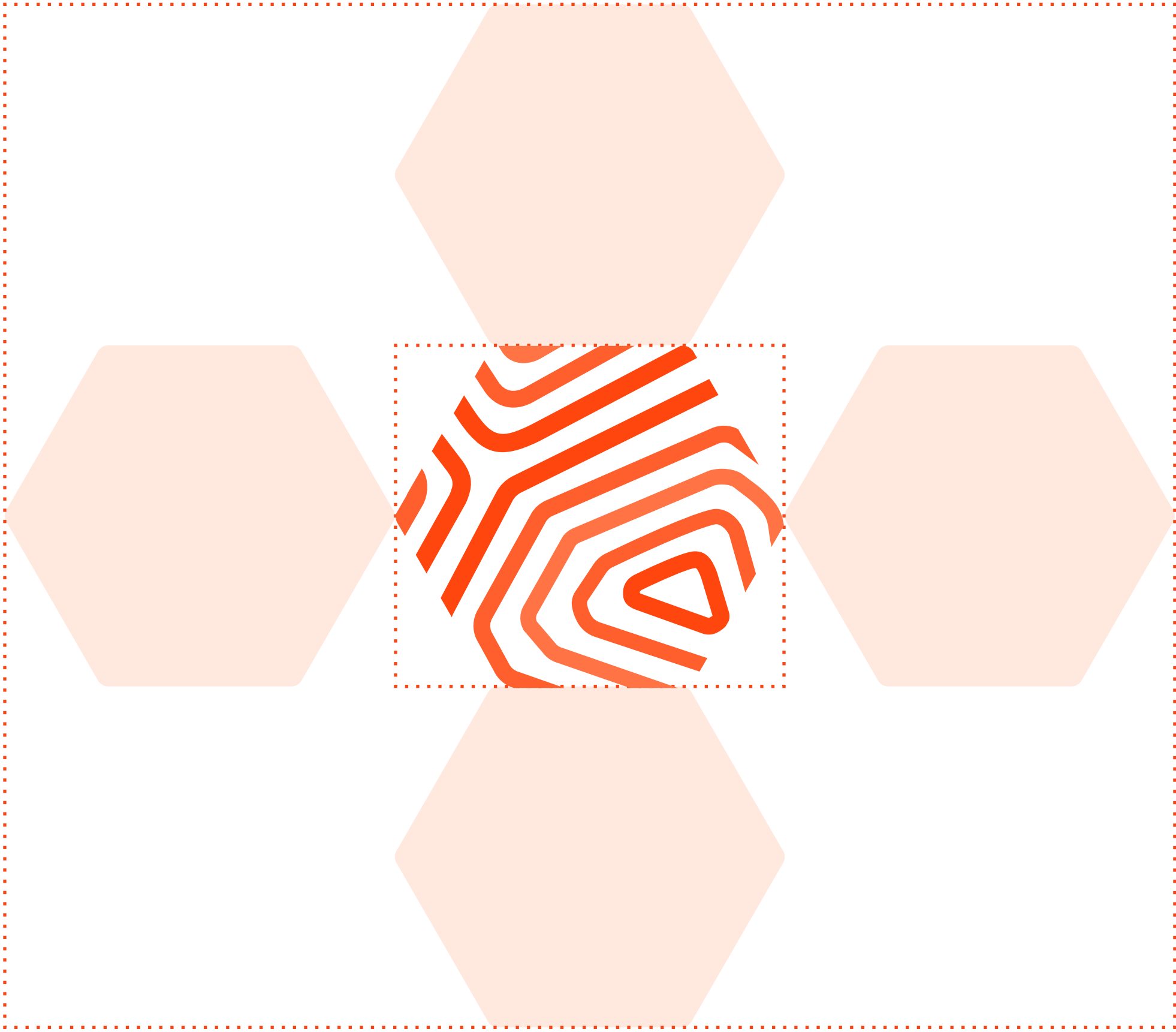
Logomark



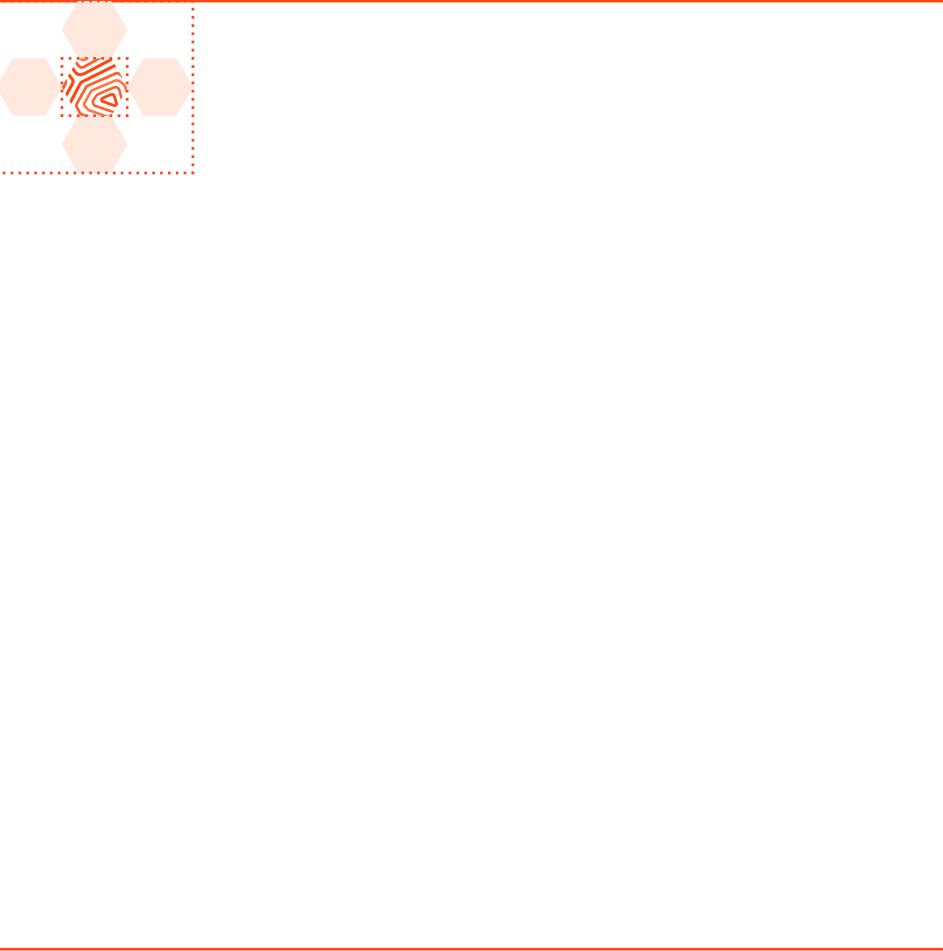
Favicon 16x16px







Logo Placement



EXTENSIONS
EXTENSIONS
EXTENSIONS
EXTENSIONS
EXTENSIONS



 Cultivated Meat

 Nutrition

 Food Systems

 Foundation



Brand Architecture

There is a style to build lockups for sub-brands, organizational brands, programs, products, teams, events, and campaigns.

The extension lockup pairs the TurtleTree logo with Big Shoulders Display Medium. The brand name “TurtleTree” always appears as in the logo; the extensions always appears in Medium, all caps.



Cultivated Meat



Nutrition



Food Systems



Foundation



COLOR PALETTE

COLOR PALETTE

COLOR PALETTE

COLOR PALETTE

COLOR PALETTE

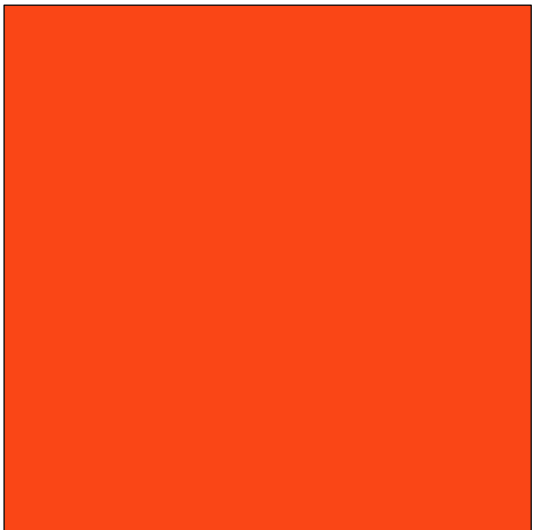
Primary Colors

80%

We have three primary colors in our palette that should, ideally, take up about 80% of everything we do.

Our primary brand color is a distinctive fire orange that suggests change, warmth and signifys our commitment to striking revolution in our industry.

Request swatches from the Brand Team to get your colors correct and consistent every time.

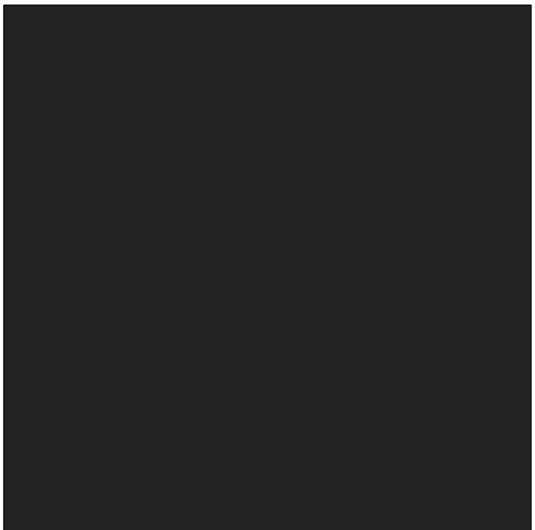


PANTONE
172 C

CMYK
0, 82, 91, 0

RGB
250, 70, 22

HEX
#FA4616

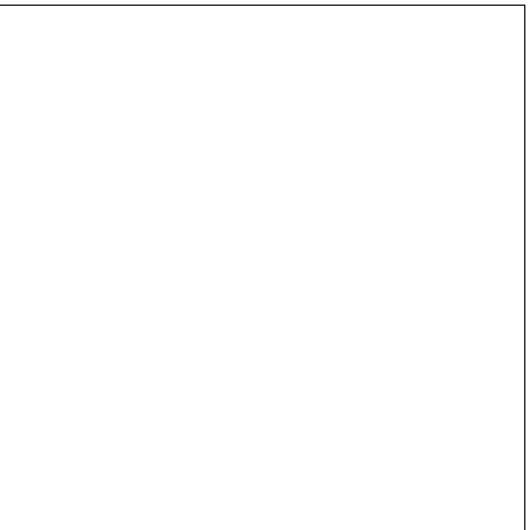


PANTONE
Neutral Black C

CMYK
74, 64, 59, 68

RGB
34, 34, 34

HEX
#222222



WHITE

CMYK
0, 0, 0, 0

RGB
255, 255, 255

HEX
#FFFFFF



Color Balance

Use this diagram to get the right balance of colours — both in print and online.

Fire orange plays a very important role in all brand communications and should be used with black and white. Using fire orange alone signifies passion, but with black and white, the passion is directed.

The secondary colors are only used reasonably for illustrations and graphs. They should always be used with the primary colors and never used without.



TYPOGRAPHY

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Primary Typeface

Big Shoulder Display Extra Bold is a key element in our brand and should only be used for bold headlines in all caps.

This treatment establishes authority as a change maker in the food bio-tech space, to match the big impact we are making and reinforce passion for our cause.

Big Shoulder Display Extra Bold

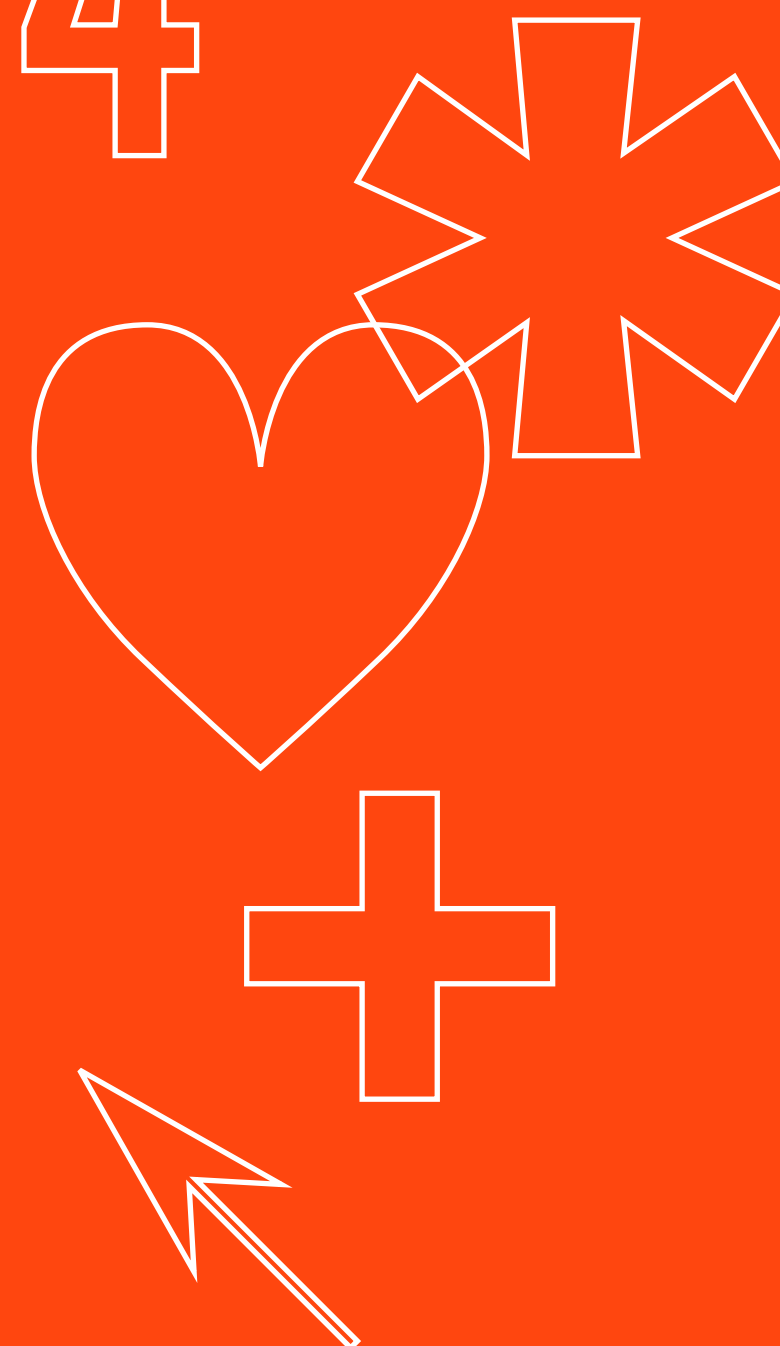
BIG STATEMENTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(. ! ? ” :: ; & % \$ # @ * + < =





FOOD⁴
GOOD



PEOPLE
+ PLANET



**WE ARE THE
REVOLUTION**



Secondary Typeface

Public Sans should be used for headings, subheads, body text and everything else.

This sans-serif, geometric font is classic, trustworthy, and easy to use.

It was chosen to maximize consistency across all applications, while keeping the content easy to read, ownable, and highly recognizable.

Public Sans

Extra Bold

HEADINGS

Regular

Sub Headings

Light

Body Copy: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!?":;,&%\$#@*+<

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!?":;,&%\$#@*+<



Logomark



Image

Headline
(3 lines max)

FENGRU LIN HAD A VISION
FOR THE FUTURE OF FOOD.
AND **IT'S HERE NOW.**

Gradient

Highlight



GRAPHICS

GRAPHICS

GRAPHICS

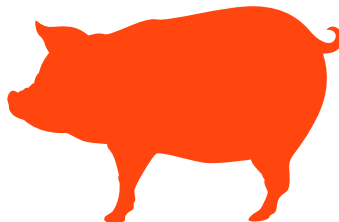
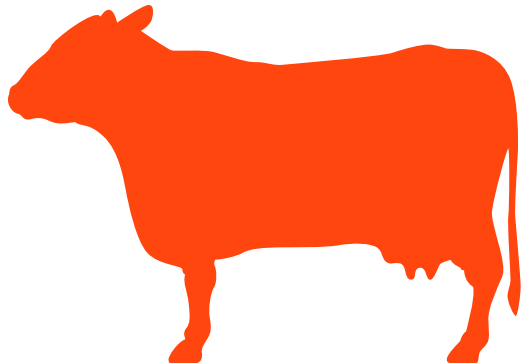
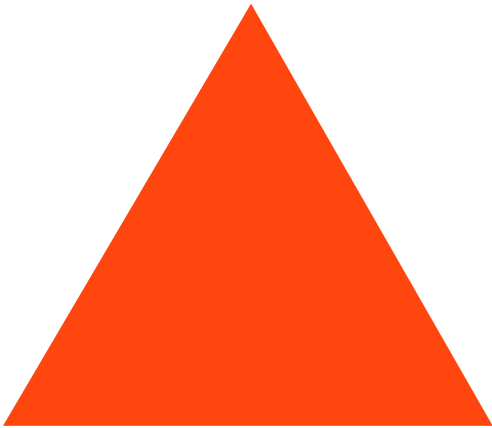
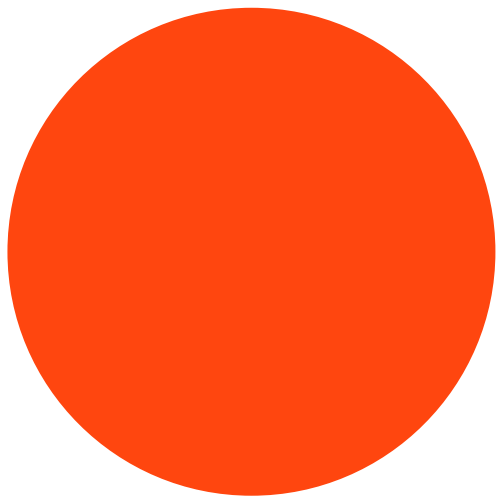
GRAPHICS

GRAPHICS

Emblem

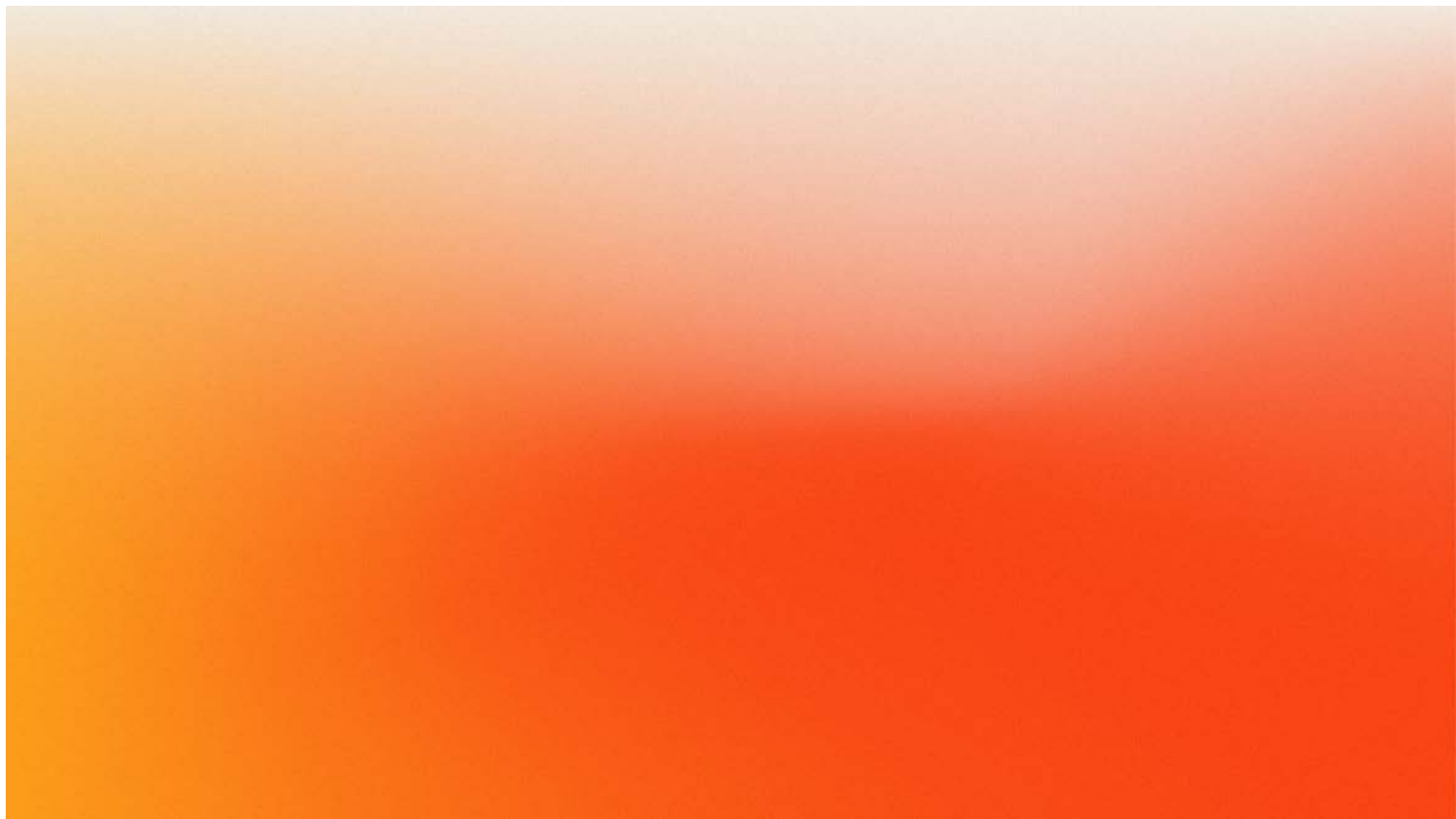
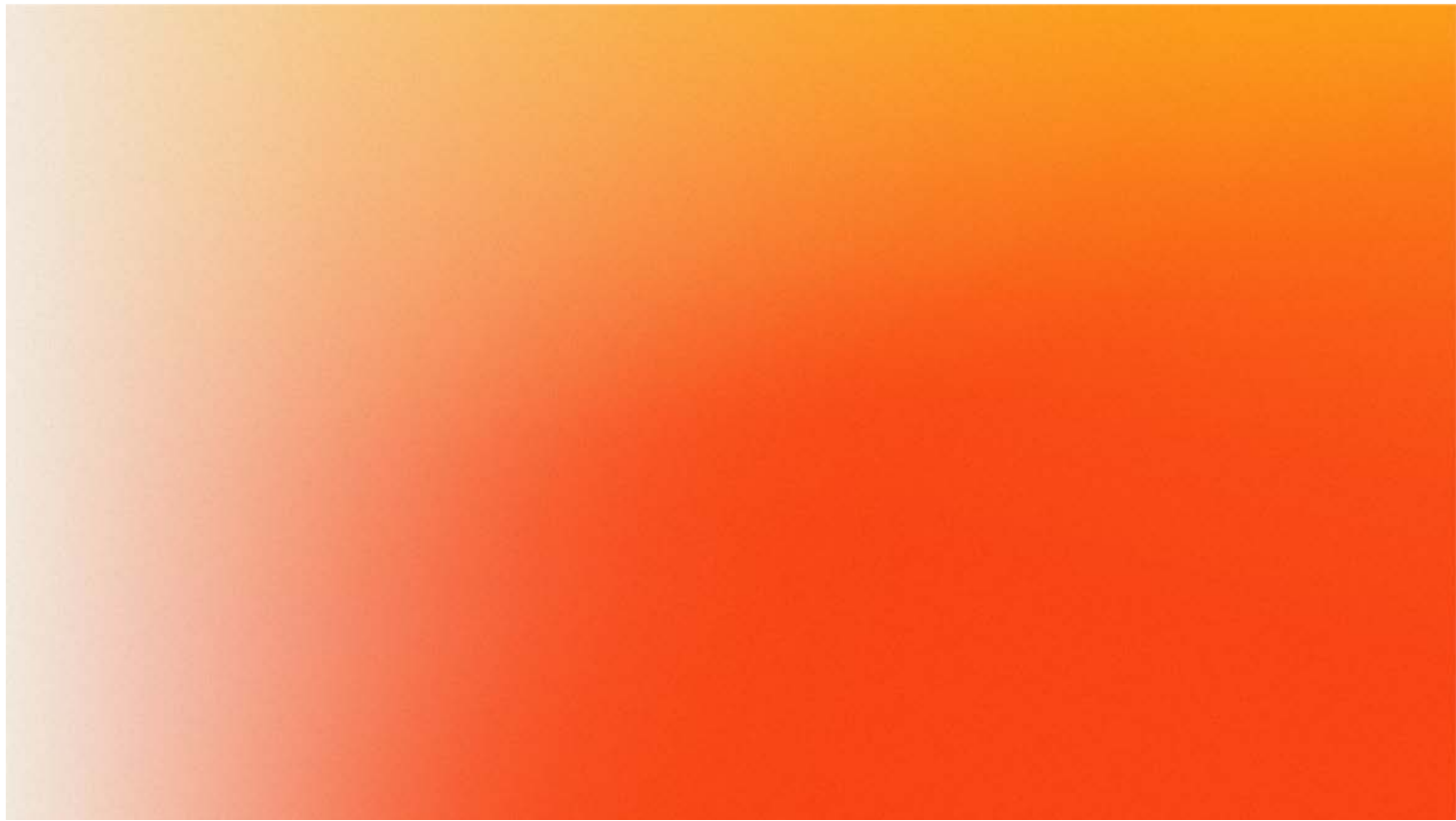
Our emblem is a distinctive badge used to symbolise a set of TurtleTree mottos. This cannot be used as a replacement of our logo or logomark.





Gradient

The gradient is used to add movement and energy in various graphics to break up from the solid fire orange, black and white.



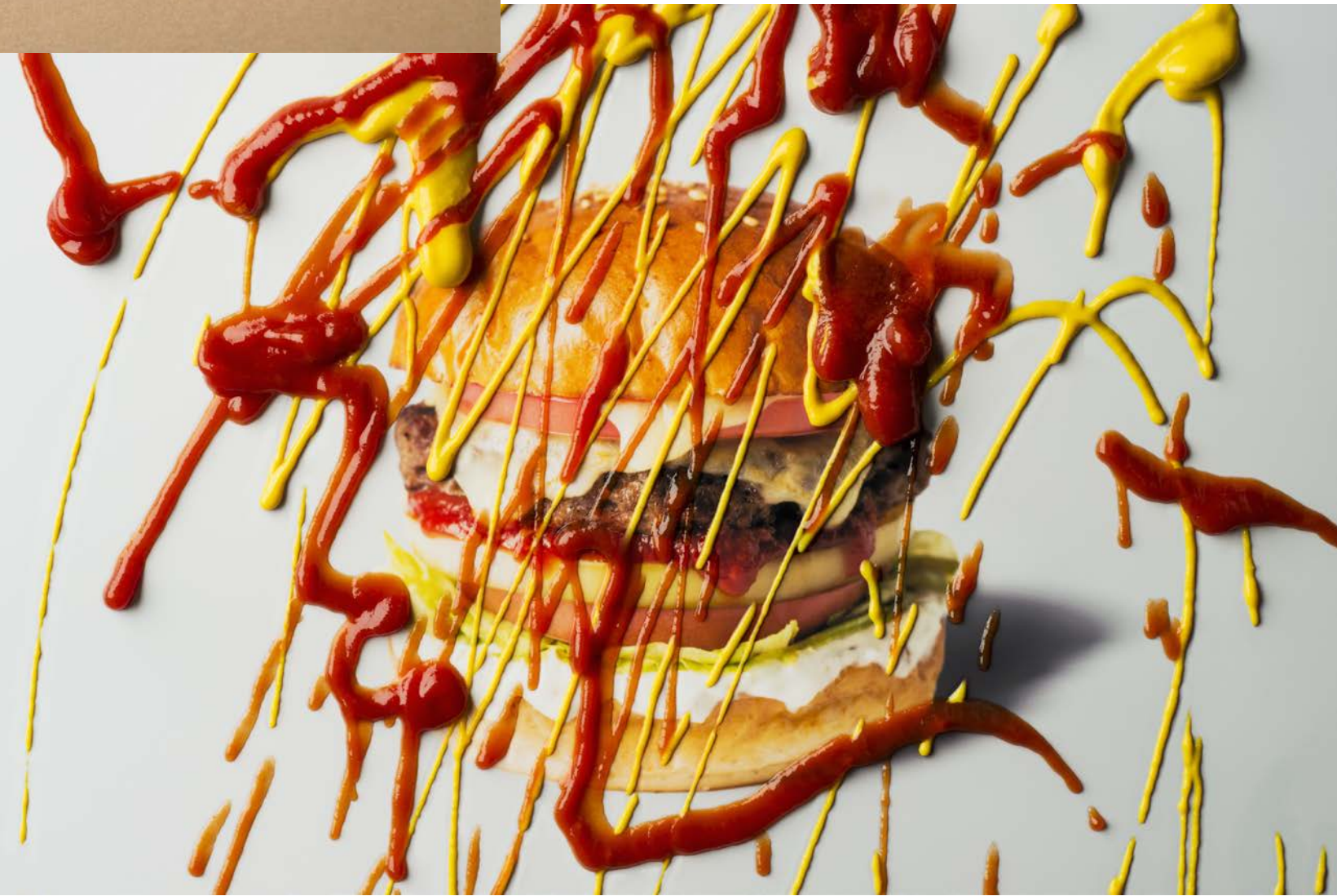
PHOTOGRAPHY

PHOTOGRAPHY

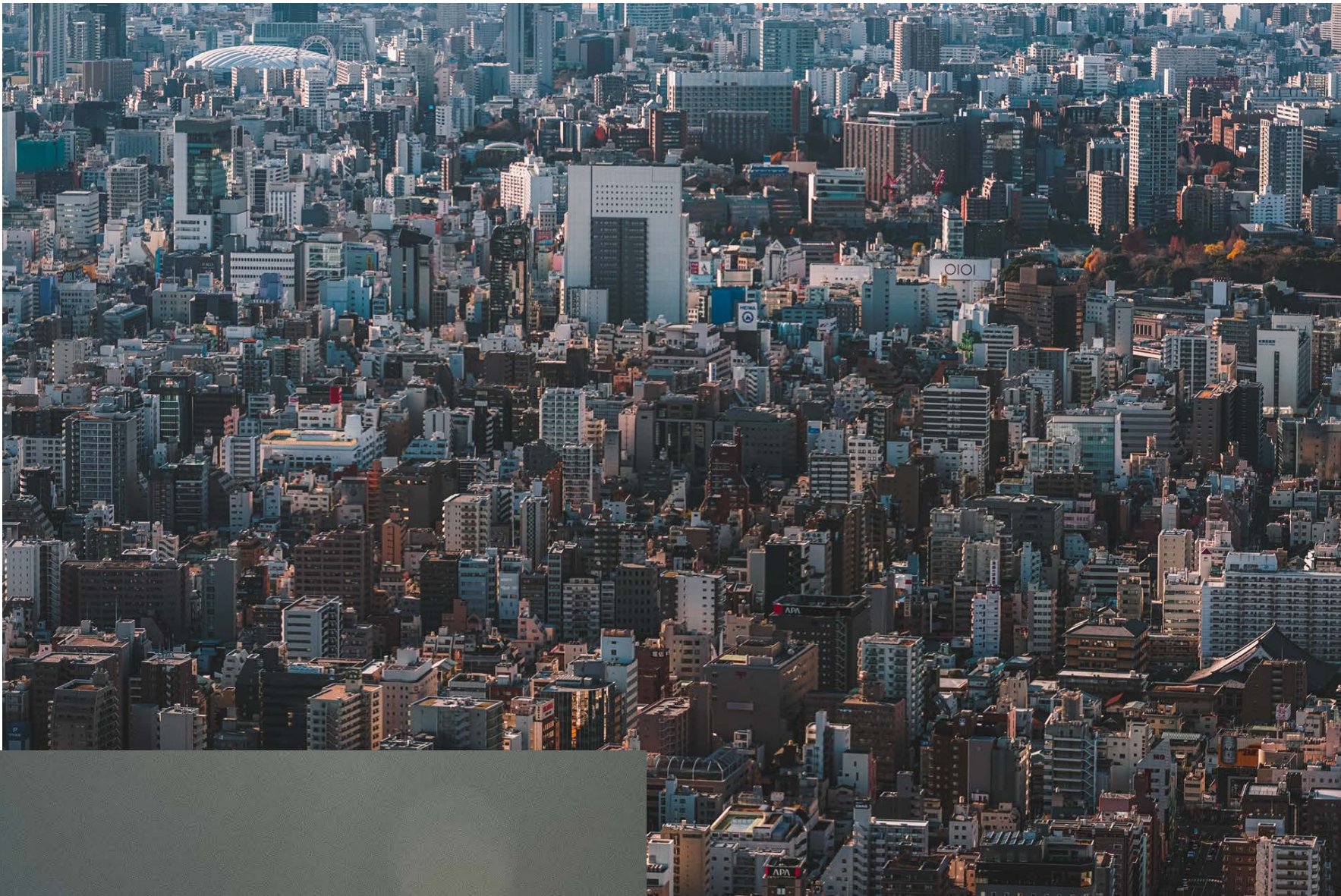
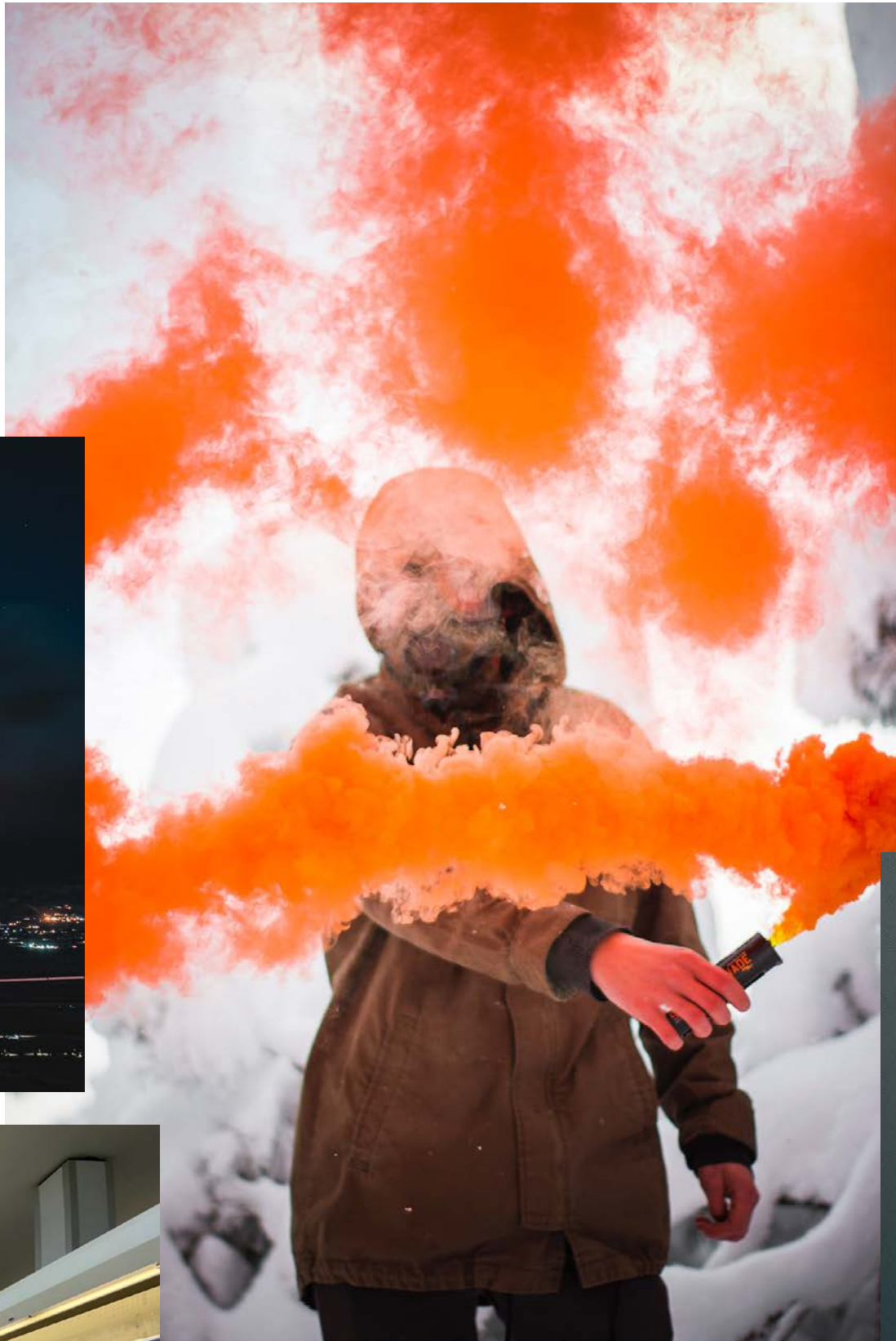
PHOTOGRAPHY

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ILLUSTRATION

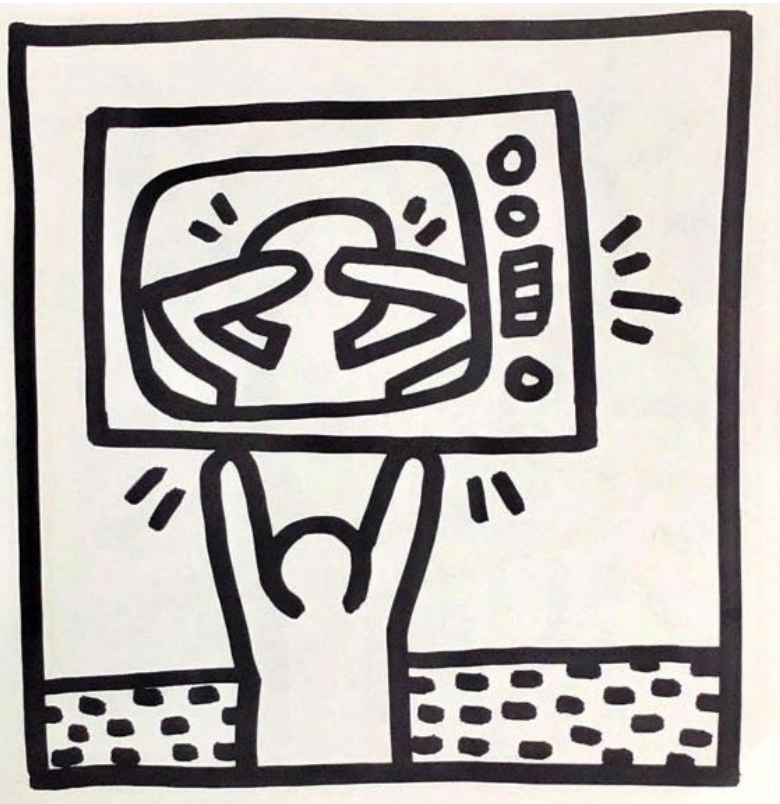
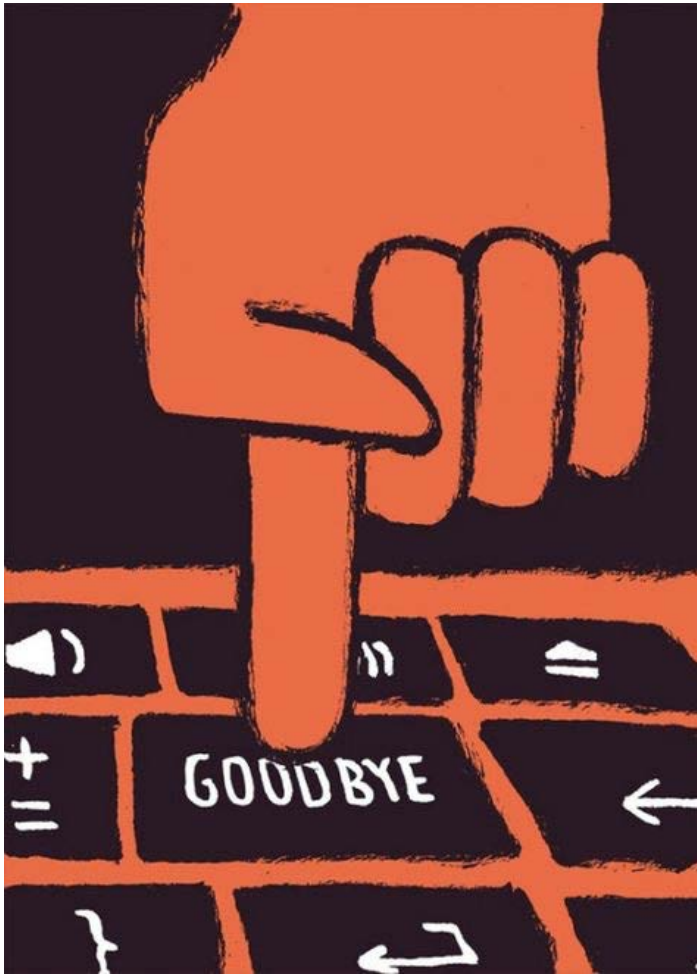
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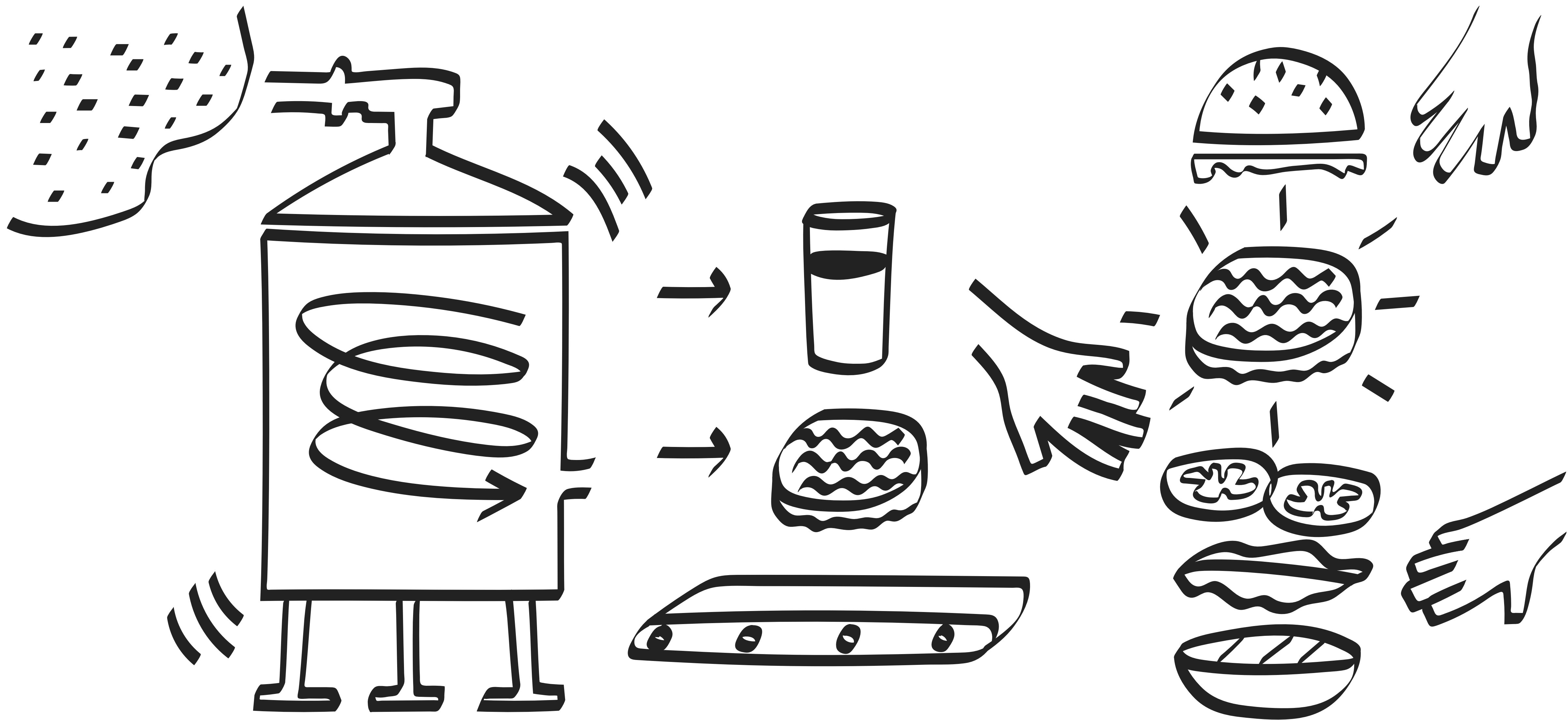
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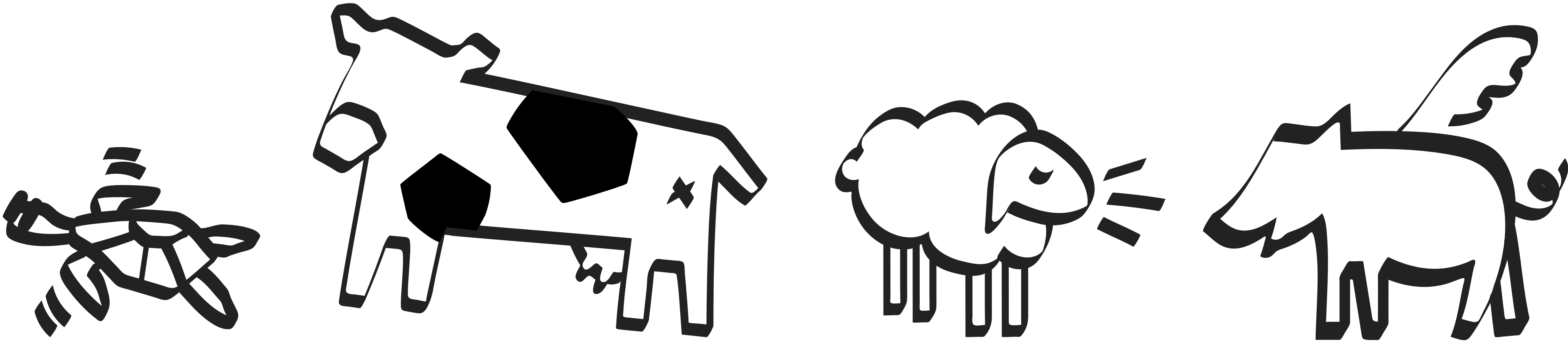
ILLUSTRATION

ILLUSTRATION

Illustration Moodboard







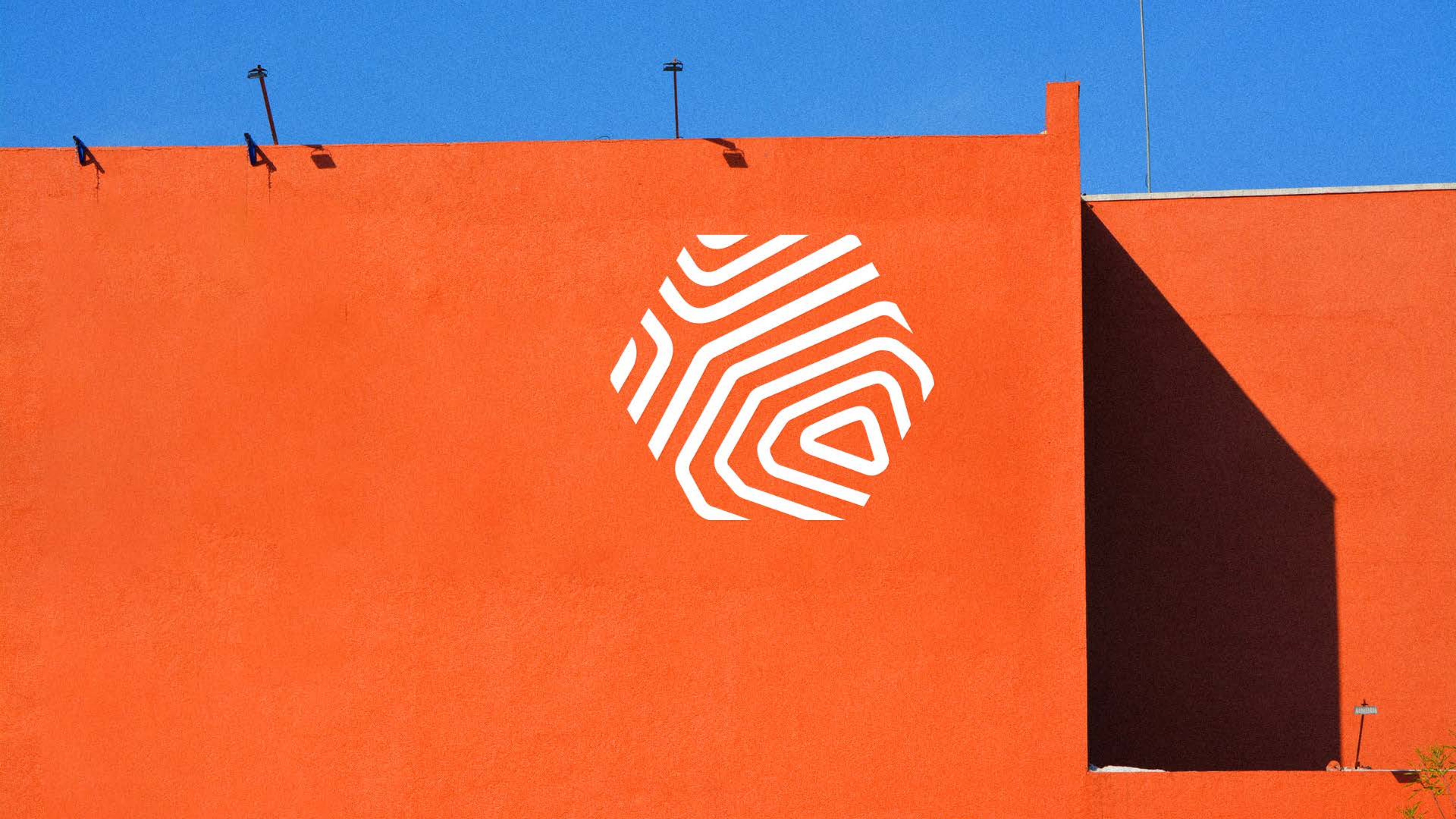
APPLICATIONS

APPLICATIONS

APPLICATIONS

APPLICATIONS

APPLICATIONS



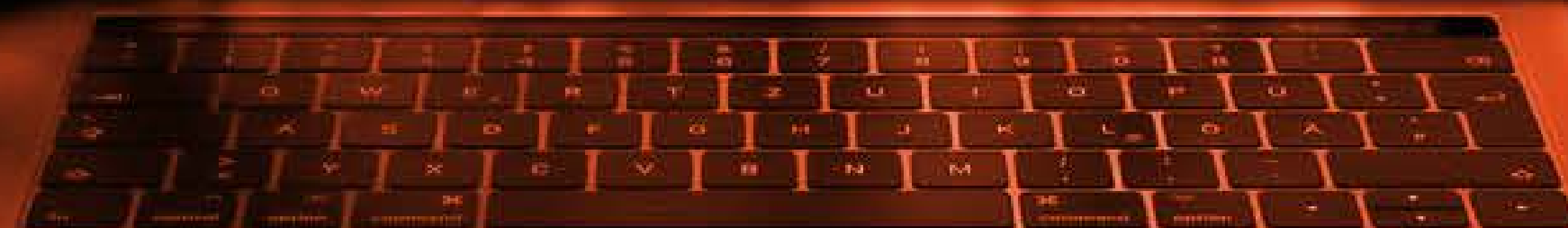
OUR STORY





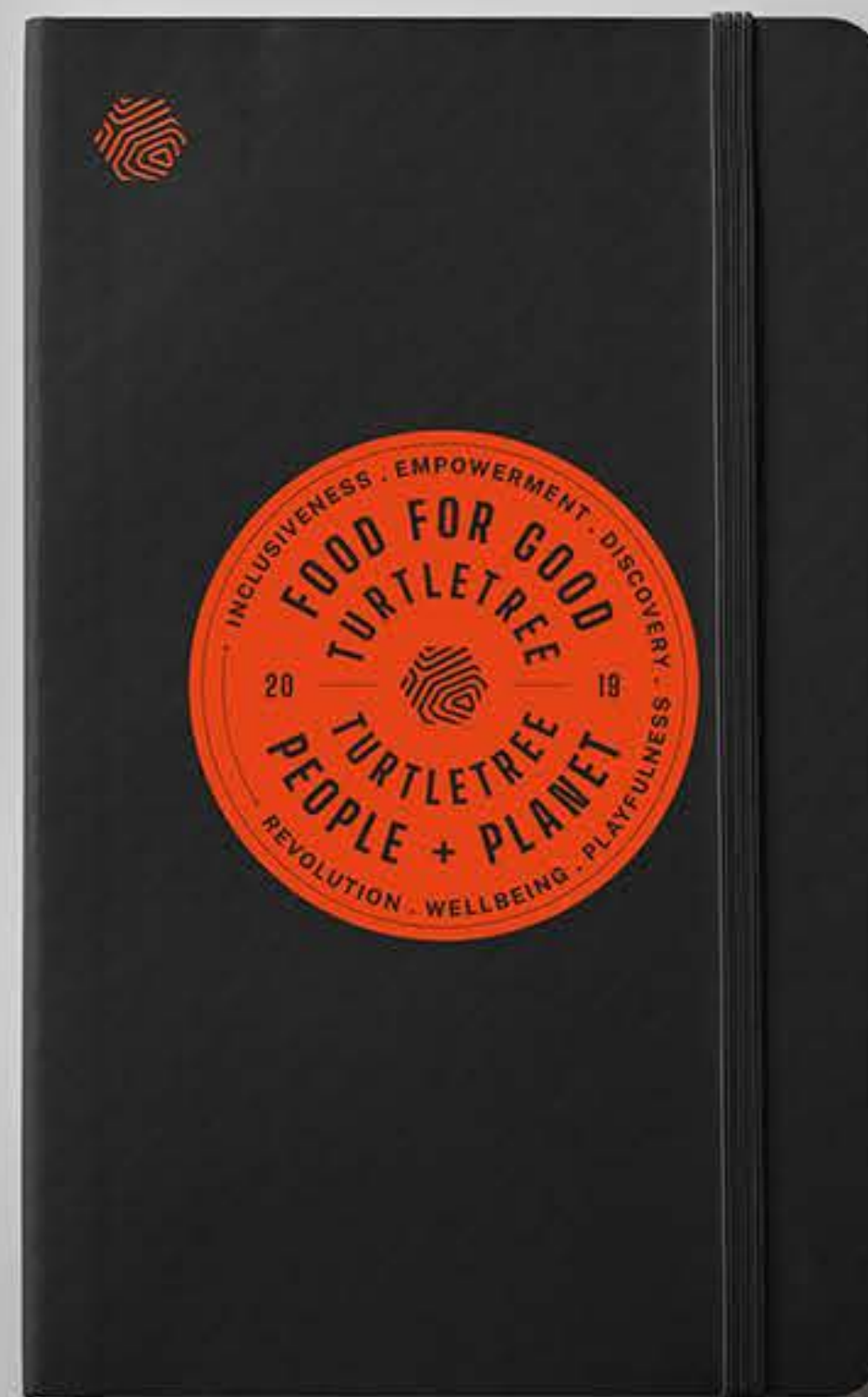


**WE ARE THE
REVOLUTION**











FOOD⁴
GOOD

WE ARE THE
REVOLUTION.

PEOPLE
+ PLANET.



FOOD⁴
GOOD





WE ARE THE
REVOLUTION.





FOOD⁴
GOOD

turtletree.com

 TurtleTree

Moodboard



Instagram Feed



I want to be an important part of a team making an impact in the world.

JUNG YI
DIRECTOR OF PROCESS & ENGINEERING AUTOMATION

CARBON FOOTPRINT OF OUR FOOD

	_____	71KG beef
	_____	40KG lamb
	_____	10KG chicken

NO ANIMALS WERE HARMED IN THE PROCESS



SHAKING THINGS UP

WE'RE RAISING THE



BAAAA



TURTLETREE NOW IN PRODUCTION OF CULTIVATED MEAT. WHAT DOES THIS MEAN?

EAT MEAT



NOT ANIMALS



AN **ADDITIONAL 2 BILLION** HUMANS TO FEED AND PROVIDE HOUSING FOR BY 2050.



DO YOU EXERCISE OFTEN? YOU MIGHT WANT TO START TAKING LACTOFERRIN.



TurtleTree is partnering and positioning themselves strategically with the best networks and people. **Who wouldn't want to be a part of this movement?!**

KARA LEONG
CHIEF OF STAFF



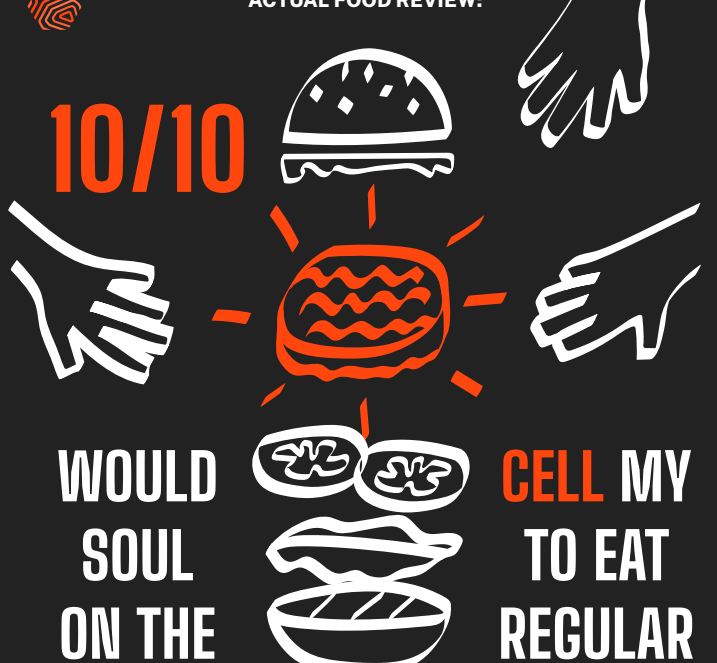
care
nivore

Ferociously Good

YOU'LL SEE CULTIVATED MEAT IN SUPERMARKETS SOON.

ACTUAL FOOD REVIEW:

10/10



WOULD SOUL ON THE **CELL MY TO EAT REGULAR**



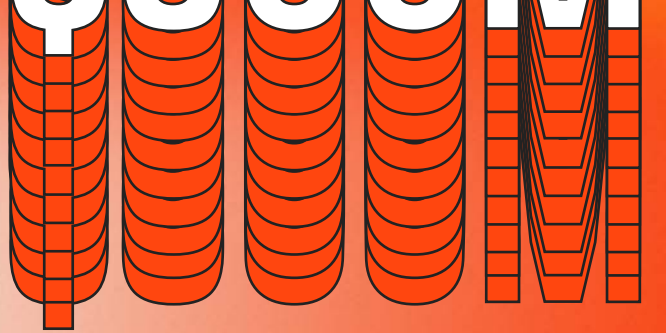
CARENIVORE LAUNCHES CULTIVATED MEAT. BUY IN STORES NOW.



INCIDENCE OF FOREST FIRES DOUBLED SINCE 1990S.

SERIES B

\$300M





MANY COUNTRIES ARE FACING GROWING LEVELS OF **ACUTE FOOD INSECURITY.**



COW FREE  **REAL MILK**

TURTLETREE

IPO





FENGRU LIN HAD A VISION FOR THE FUTURE OF FOOD. AND **IT'S HERE NOW.**

