



Media Kit & Brand Guide

Spring 2019

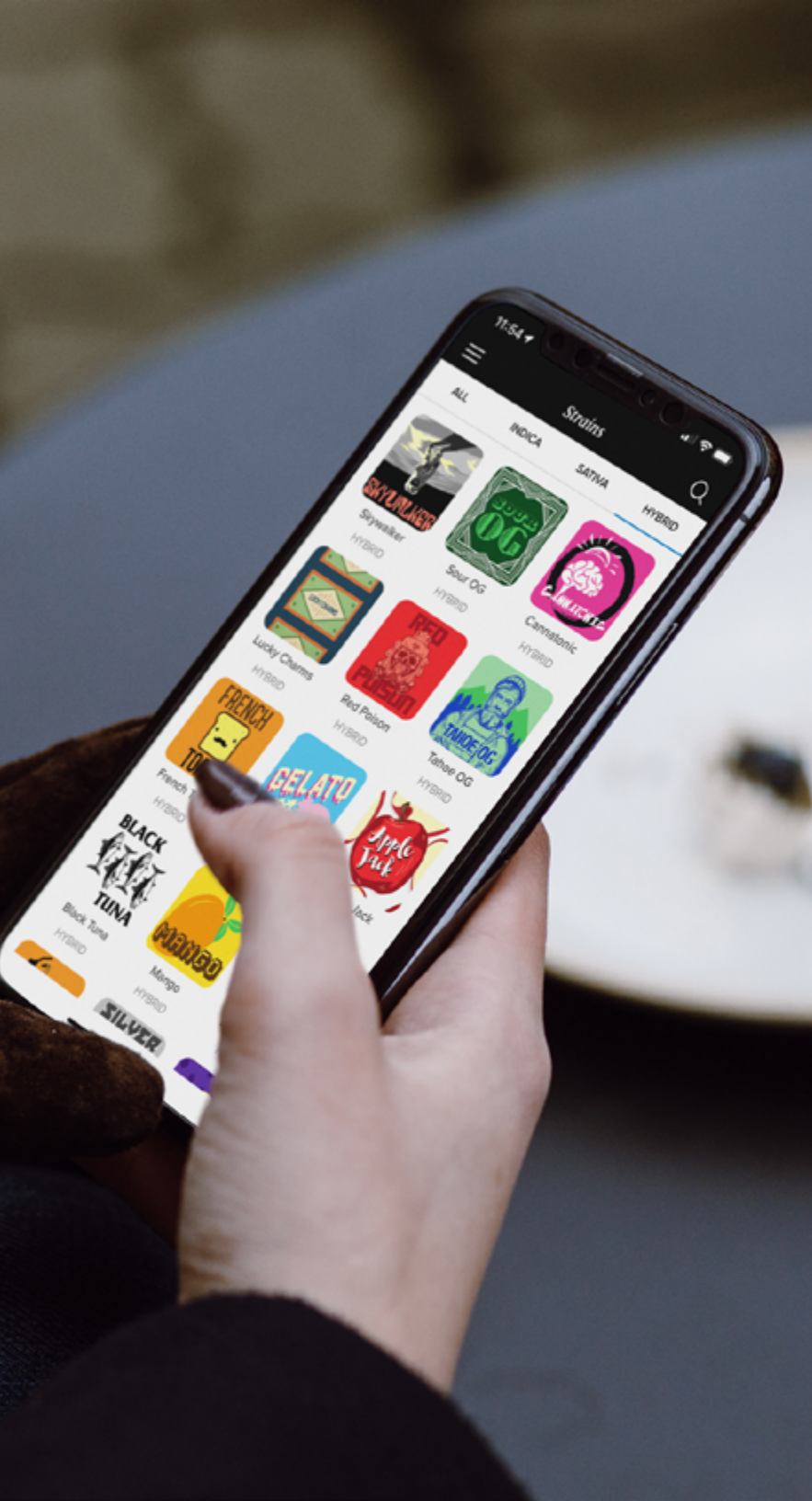


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The image features three silhouetted figures on a mountain peak. One person stands on the right with hands on hips, another sits in the middle, and a third sits on the left. The background is a sunset over mountains, with a gradient from dark purple to bright orange. The text is centered in a white, serif font.

*Wikileaf Empowers the
Cannabis Consumer.*

About Wikileaf





About Wikileaf

Short form

Wikileaf is a price comparison website for recreational and medicinal cannabis consumers. Wikileaf provides consumers with instant price comparison among dispensaries in their immediate vicinity.

Long form

Wikileaf is a price comparison website for recreational and medicinal cannabis consumers. Wikileaf provides consumers with instant price comparison among dispensaries in their immediate vicinity. It is owned and operated by Nesta Holding Co. Ltd. (“Nesta”), a private equity firm focused on the global cannabis industry. Nesta was founded in 2015 by Chuck Rifici, Chairman and CEO of Auxly Cannabis Group and co-founder of Canopy Growth Corporation.

Location

Headquartered in **Seattle, Washington**, with offices in Canada and India.

Founded

January 22, 2014
(acquired by Nesta May 2, 2016; owned and operated by Wikileaf Technologies, Inc.)

Tagline

Wikileaf Empowers the Cannabis Consumer.

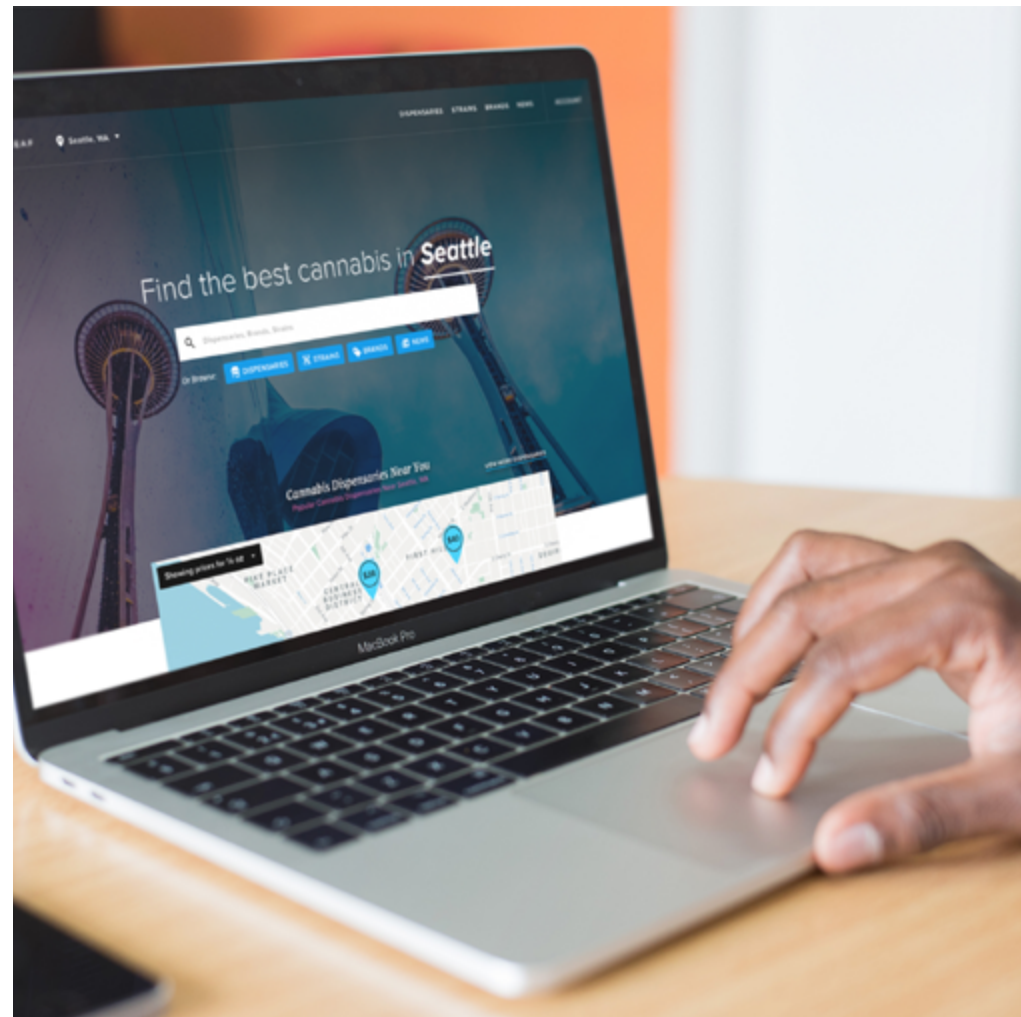


Our Purpose

At Wikileaf, we believe that cannabis is about community. It's no surprise that so many in this industry believe in forming alliances to take part in the movement to bring awareness to and end the stigma around cannabis.

Wikileaf brings together advocates from different backgrounds to create an application for the community, so recreational and medical consumers could find a trusted source that provides them with the tools they need to access the best product at the best prices.

Our team, as thought leaders and our platform, as a trusted source of information, have an obligation to respect current drug laws by setting an example of responsible use and by ensuring we are all well informed.





Founding Of Wikileaf

The Dan Nelson Story

Back in 2008, Dan Nelson, a Washington State University graduate from Seattle, was developing an interest rate comparison website prior to the financial collapse. Rates were at unprecedented levels, hovering around 7-8%, and banks were offering a risk free investment deal with strong returns. This resulted in money transferring out of the stock market and over to banks, which caused an increase in online searches for these products. Dan saw an opportunity to create a site that would make it easy for consumers to compare savings rates, and focused on FDIC and NCUA insured savings deposits offered by local banks and credit unions. Bankrate.com took notice of his site and reached out to make a deal in 2009. With the ink dry on the deal and the success of the site, Dan left to travel the world for three years. Returning to Seattle in 2012, he was surprised to see medical dispensaries on every corner. After getting his medical card he started visiting dispensaries and noticed varying prices for the same products. This discovery spurred his next big idea; to tailor and apply his banking model to this new emerging industry, giving consumers a reverse-comparison service. With the support of family and friends, Wikileaf was launched on January 22, 2014.

A year later Dan met Chuck Rifici and Manoj Hippola of Nesta Holding Co. Ltd , they saw the potential for a successful partnership and in December of 2015 Nesta acquired Wikileaf. Now Wikileaf has grown from three employees to over 20 in the US, Canada and India, and from 100,000 per month to over 1.6 million.



[↓ Download Dan's Photo](#)

[↓ Download Dan's Story](#)



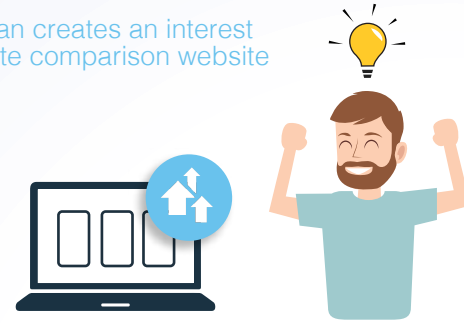
WIKILEAF The Dan Nelson Story

2008

High interest rates has investors moving money from stock market into safe saving accounts



Dan creates an interest rate comparison website



2009

Bankrate and Dan make a deal



2009 - 2012

Dan goes on an adventure



2013

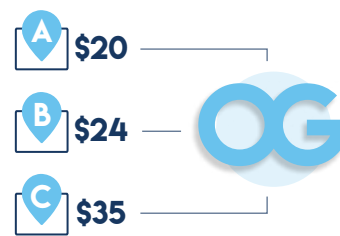
Dan gets support from family and friends



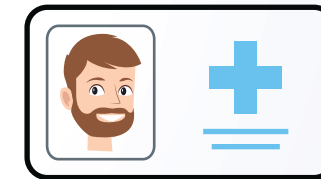
Dan applies banking model to this emerging industry



Dan notices inconsistent strain prices



Dan gets his medical marijuana card



2012

Weed stores popping up everywhere



2014

Wikileaf launches



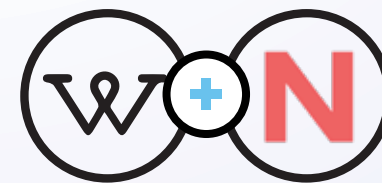
2015

Dan meets Chuck Rifici



2016

Wikileaf joins the Nesta family



1.6+ MILLION USERS





Team Biographies



Dan Nelson

Founder and CEO, Wikileaf

[@Wiki_Leaf](#)

Dan is best known for having launched the world’s first legal and medical marijuana dispensary price comparison website in January 2014. Wikileaf, dubbed by some media as “The Priceline of Pot”, has since grown into one of the industry’s largest consumer resources in North America. In 2016, Wikileaf became a part of Nesta Holding Co., a private equity firm that creates wide ranging partnerships and brands within the cannabis industry.

Today, Dan is CEO of Wikileaf, and has built it into a one-stop, user-friendly platform to compare dispensary and delivery prices as well as research strains in your area. Dan oversees the company, helping it grow to 1.6 million monthly user sessions and over 3,500 legal recreational and medical dispensaries on the platform. Wikileaf is headquartered in Seattle, Washington, and has mainly focused on the US markets, however, with growing medical legalization around the world, and adult recreational now legal in Canada, Wikileaf has set its sights on serving other jurisdictions.

Prior to launching Wikileaf, Dan ran a banking blog that focused on FDIC and NCUA insured savings deposits offered by local banks and credit unions. Which he credits for the inspiration behind Wikileaf.

[↓ Download Dan’s Photo](#)



Chuck Rifici

Founder and CEO, Nesta Holding Co.

[@crifici](#)

Chuck Rifici is a pioneer of the North American cannabis industry having created and managed opportunities that have positively impacted the Canadian landscape.

Chuck has founded and been involved in the creation of some of Canada’s largest and most successful cannabis efforts. He is best known for having co-founded Canopy Growth Corporation (formerly Tweed Marijuana Inc.).

Today, Chuck is the Founder and CEO of Nesta Holding Co., a private equity firm that creates wide ranging partnerships and brands within the cannabis industry, and, Chairman and CEO of Auxly Cannabis Group, a platform spanning the entire cannabis value-chain, minimizing risk while simultaneously maximizing exposure to multiple, geographically-diverse cannabis companies through a single source. He is also the former Chairman of National Access Cannabis/Meta Cannabis Supply Co., a global leader in medical and recreational cannabis retail.

Chuck is a chartered professional accountant (CPA). He obtained his MBA from Queen’s University and holds a BAsc in Computer Engineering from the University of Ottawa.

[↓ Download Chuck’s Photo](#)



Wikileaf Board Of Directors

Chuck Rifici

Founder/CEO, Nesta Holding Co;
Chair/CEO, Auxly Cannabis Group (XLY:TSXV);
Chair, Wikileaf

Daniel Nelson

CEO, Wikileaf Technologies, Inc.

Manoj Hippola

CFO/CIO, Nesta Holding Co. Ltd;
Interim CFO, Wikileaf Technologies, Inc.

Megan Sanders

Founder, MiNDFULchain of dispensaries;
CEO, Will & Way consultancy

Joshua Babyak

Founder/CEO, [DentalPlans.com](https://www.dentalplans.com);
Founder of JBMF LLC

Cy Scott

Founder/Former CEO, Leafly;
Founder/CEO, Headset

For more information, please see [News Release](#).

**Wikileaf Announces Appointment of Leafly Co-Founder,
Cy Scott, to Its Board of Directors**

<https://www.newswire.com/news/wikileaf-announces-appointment-of-leafly-co-founder-cy-scott-to-its-20747329>

A close-up photograph of a person's hands and forearms as they work on a laptop. The person is wearing a textured, beige or light brown knit sweater. Their left hand is on the laptop trackpad, and their right hand is on the keyboard. The laptop is silver and sits on a dark wood-grain desk. The background is softly blurred, showing what appears to be a window with blinds. The overall lighting is warm and natural, creating a professional yet comfortable atmosphere. The text 'Our Platform' is overlaid in the center of the image in a white, elegant serif font.

Our Platform



Our Platform

Wikileaf is a price comparison website for recreational and medicinal cannabis consumers.

Wikileaf provides consumers with instant price comparison among dispensaries in their immediate vicinity.

Our improved platform, launched May 2019, will further assist cannabis consumers find location-based pricing information about individual cannabis strains, brands and products – at the critical moment when they are deciding where to spend their money.

Wikileaf consumers are looking to make convenient, price conscious decisions, without sacrificing safety. Wikileaf only operates in jurisdictions where cannabis is legal and lists only licensed dispensaries.

With **over 3,500** legal recreational and medical dispensary listed across the U.S. and Canada, Wikileaf.com is the easiest and most efficient platform to find a cannabis store near a customer's location.

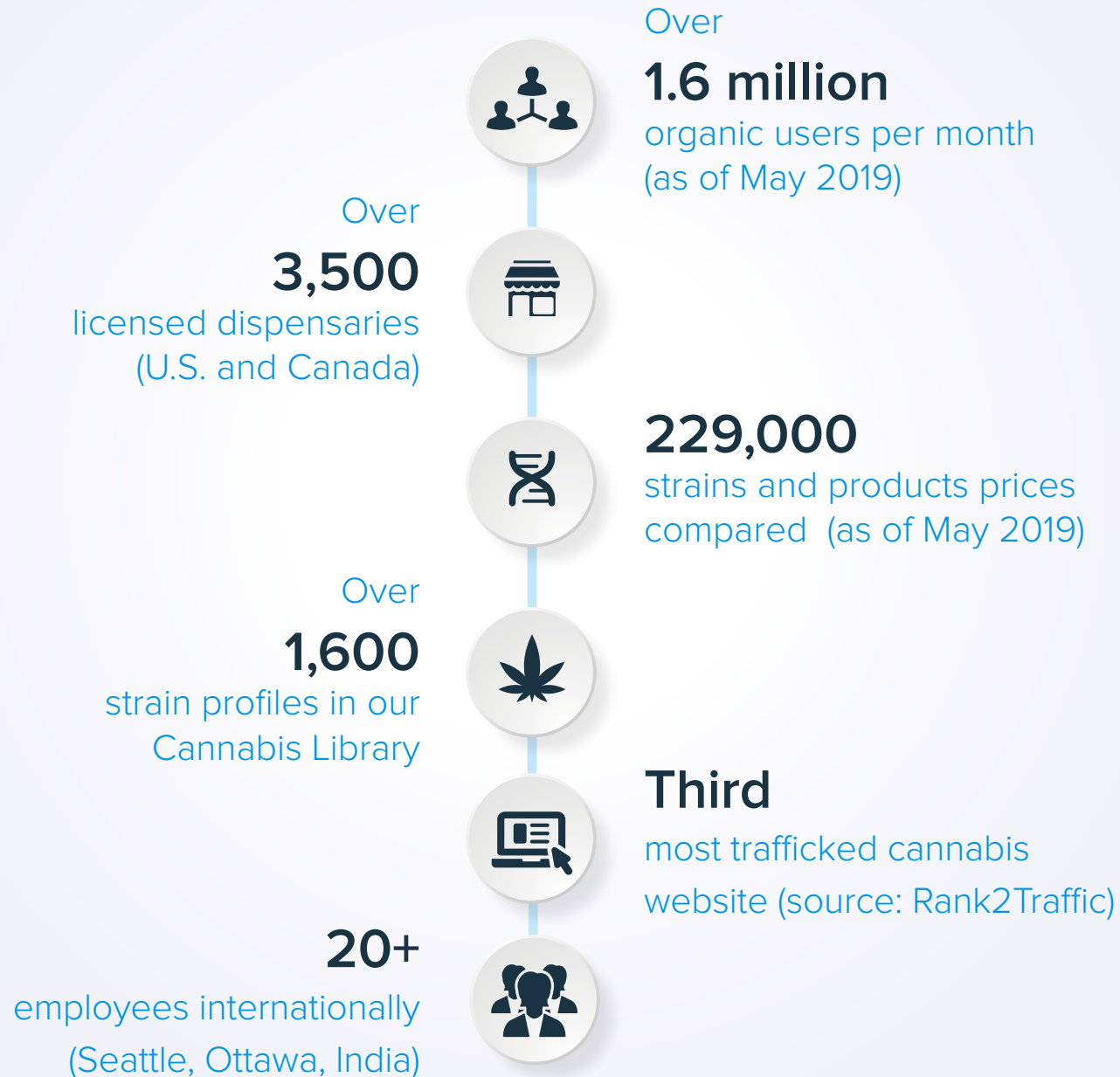
Dispensaries and cannabis brands in turn use our free digital listing services to engage with consumers as an additional point of consumer engagement. Our active database of over **3,200 licensed cannabis dispensaries and brands** attracts a vibrant community of cannabis consumers seeking information on dispensaries, pricing and cannabis strains.



Interesting Facts about Wikileaf

- Wikileaf launched its mobile app for Android on October 17, 2016 - two years to the day that Canada legalized Cannabis.
- Google re-indexed Wikileaf.com and our organic desktop traffic **increased over 100%** in a matter of a few days.

By Numbers



Brand Guidelines



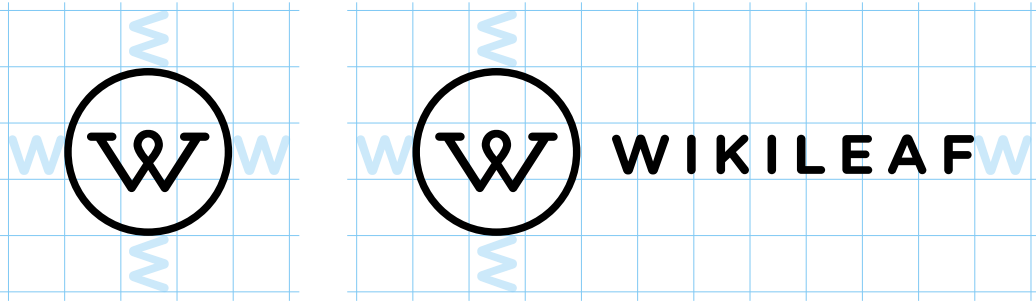


Logo Usage

Whenever possible, use the full Wikileaf logo. However, if there is minimal space, use of the logomark without the logotype is permitted. The logotype should never be used on its own. The Wikileaf logo should always be legible and should have a minimum height of 50px.

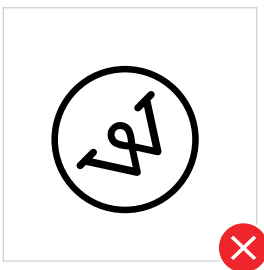


The logo is always surrounded by a minimum amount of buffer space in which no other graphic element may intrude and where its legibility must be at a maximum. The amount of buffer space being used is proportional to the width of the “w” used in the logotype.

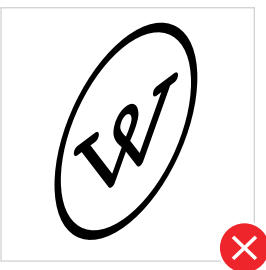




Logo Treatment



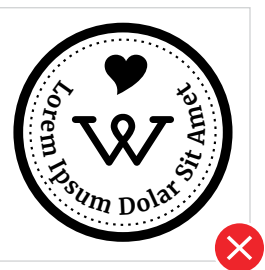
Rotated



Skewed or Stretched



Re-arranging Elements



Adding Elements



Using the Wordmark without the Logo



Changing the Type



Different Colors



Replacing a 'W' in a tag line or sentence



Not enough space



Special Effects (Bevel, Emboss)



Lens Flare



Poor accessibility compliance

The Wikileaf logo is a unique, predominant component of our visual identity and framework. To ensure legibility, the logo must not be altered, adjusted, changed, adapted, modified, varied, reformed, revamped, reoriented, skewed, customized or tailored in any way.



Color Variations

Black logo on white background.



Black logo on color background. White logo is also permitted on darker colors.



White logo on black background.



White logo on image with 50% black overlay.





Wikileaf's primary colors are black and cyan blue. You may also use magenta or yellow for accent colors.

Please avoid using gradients, and remember to consider legibility and accessibility compliance when using the logo on a solid color.

Wikileaf Black

Pantone Black

C: 0
M: 0
Y: 0
K: 0

R: 0
G: 0
B: 0

Hex: #000000

Wikileaf Blue

Pantone 279

C: 74
M: 33
Y: 0
K: 0

R: 0
G: 147
B: 232

Hex: #0093e8

Magenta

Pantone Rhodamine Red

C: 5
M: 97
Y: 0
K: 0

R: 255
G: 0
B: 170

Hex: #ff00aa

Yellow

Pantone Yellow

C: 3
M: 8
Y: 100
K: 0

R: 255
G: 222
B: 0

Hex: #ffde00



Typography

Proxima Nova

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Semibold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Regular **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Merriweather

Bold Italic ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Light **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()



Typographic Scale

H1 / Proxima Nova Semibold	52px font-size 1.1 line-height -0.35px letter-spacing
<i>H1 / Merriweather Bold Italic</i>	50px font-size 1.1 line-height 0px letter-spacing
<i>H2 / Merriweather Bold Italic</i>	32px font-size 1.3 line-height 0.25px letter-spacing
<i>H3 / Merriweather Bold Italic</i>	24px font-size 1.3 line-height 0.25px letter-spacing
<i>H4 / Merriweather Bold Italic</i>	20px font-size 1.3 line-height 0.15px letter-spacing
H5 / Proxima Nova Semibold	18px font-size 1.3 line-height 0.2px letter-spacing
Body 1 / Proxima Nova Regular Body 2 / Proxima Nova Bold	18px font-size 1.5 line-height 0.2px letter-spacing
BUTTON / PROXIMA NOVA SEMIBOLD	13.33px font-size 1 line-height 0.5px letter-spacing



Photography Guidelines

Wikileaf prefers to avoid images of blatant cannabis use and aims for more lifestyle images of active, healthy, legal use. Avoid negative stereotypical 'marijuana culture' images wherever possible.

Wikileaf must always follow the advertising rules of whatever jurisdiction in which it operates. Depending on the region, images of cannabis products or usage should be avoided.

Always use high-quality, professional images sourced from a proper vendor such as a stock photography site (i.e. iStockPhoto.com). Do not use images from Google Image Search.



Avoid:

- Negative stereotypical 'marijuana culture'
- Inactive people, smokers
- Youth/Children

Prefer:

- Responsible consumers
- Active people
- Mature adults



Content

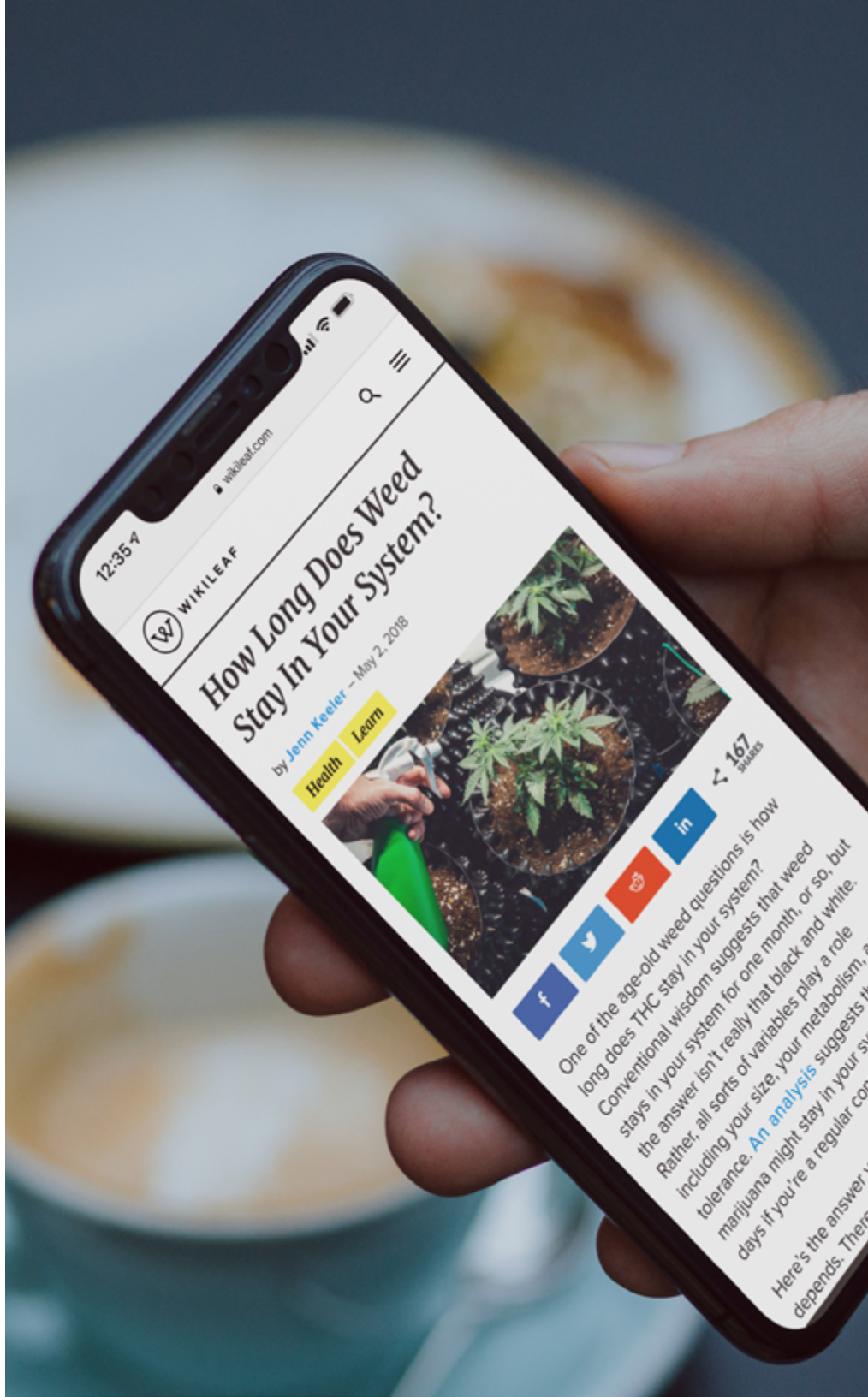
At Wikileaf, we believe that cannabis is about community.

Wikileaf brings together advocates from different backgrounds to create an application for the community, so recreational and medical consumers could find a trusted source that provides them with the tools they need to access the best product at the best prices.

If you would like to use or share our content here are a few guidelines we ask that you follow:

- Keep the original links and images in the article.
- Note Wikileaf as the source by using our linked logo or a back-link to the original article.
- Follow the Wikileaf brand guidelines.

 [View all our content resources](#)





Contact

Media Contact

press@wikileaf.com

Stay Connected

Twitter

[@Wiki_Leaf](https://twitter.com/Wiki_Leaf)

Facebook

[@Wikileaf](https://www.facebook.com/Wikileaf)

Instagram

[@wiki_leaf](https://www.instagram.com/wiki_leaf)

YouTube

[Wikileaf](https://www.youtube.com/Wikileaf)

