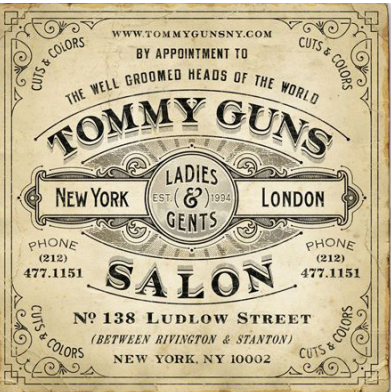
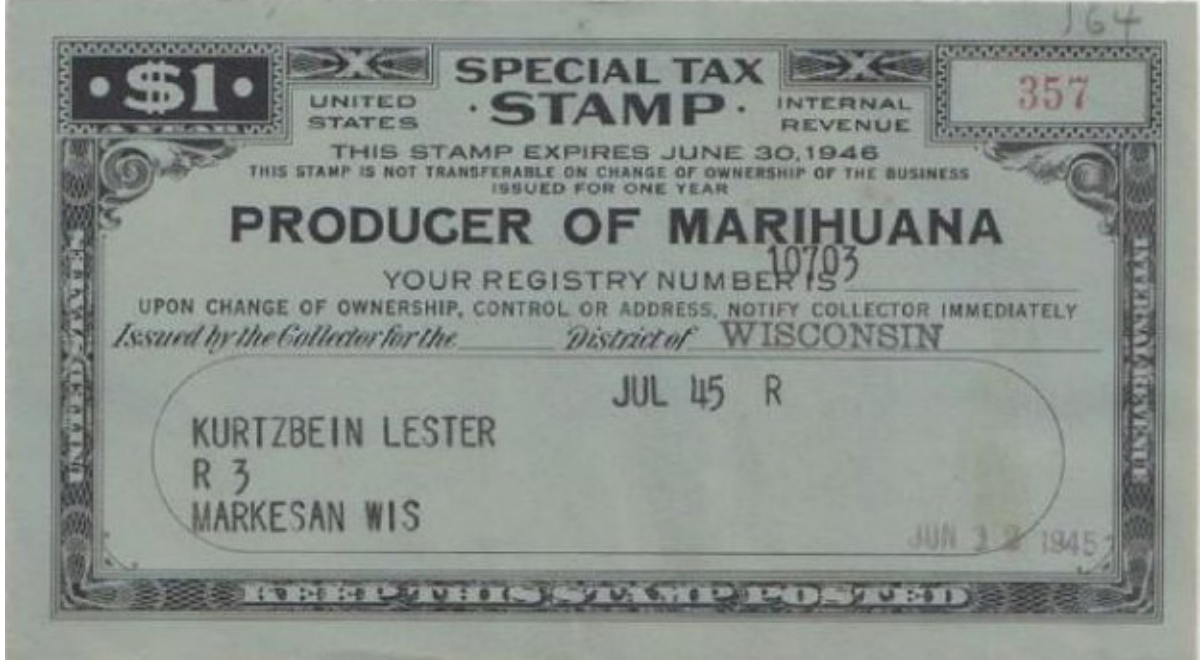




BRAND NARRATIVE

BRAND INSPIRATION



ENGRAVERS BOLD



FILM STORY ARC

A Day in the Farmer's Life

Our footage tells the story of the farmers as told by the farmers themselves. Their family histories, hopes, struggles, and aspirations are captured in candid testimonials and voice-overs that convey what their lives are like and what this new industry [Meristoga] means to them.

The narrative unfolds early in the morning—when their work day begins.



FILM STORY ARC



A.

ESTABLISHING SHOTS

- Suggested shots:
- Panning of fields
 - Dripping of faucet
 - Broken down truck
 - Dog on porch
 - Eggs frying in cast iron pan
 - Coffee
 - Early morning mist
 - Opening of barn door (with light pouring in)
 - Horse's breath mist
 - Collecting eggs from coop



B.

FARMER VIEWS ON HEMP

- Suggested shots:
- Mix in historical footage, stills and references
 - Catch a few laughs, stories, etc.



C.

TYPICAL DAY

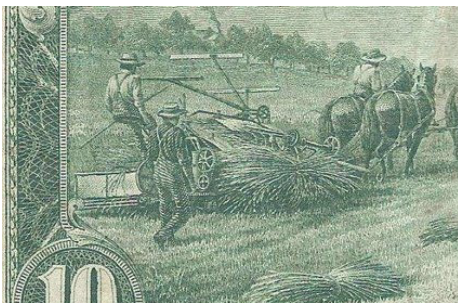
- Suggested shots:
- Close-ups of farmer
 - Aerial directional overhead
 - Panning of agricultural machines (such as tractor turning corner)
 - Guys lifting sacks
 - Farmer operating a machine



D.

WHY HEMP?

- Suggested shots:
- POV from truck window
 - School; church; ball field; general store
 - Guy wiping brow after taking off cap
 - Child throwing ball in slow motion



E.

VALUE OF HEMP

- Suggested shots:
- Historical footage that further supports hems uses through time
 - Kids running after chicken
 - Smiling families
 - Rope swing
 - Kids running, kicking up dust (ground POV; slo-mo; shallow DOF)



F.

INTRODUCTION TO MERISTOGA

- Suggested shots:
- Farmers talking with another farmer/producer/buyer in front of loading dock
 - Bags with Meristoga logo being loaded
 - Truck being loaded (Meristoga logo on door?)
 - Extraction/processing equipment
 - Include images of CBD oil



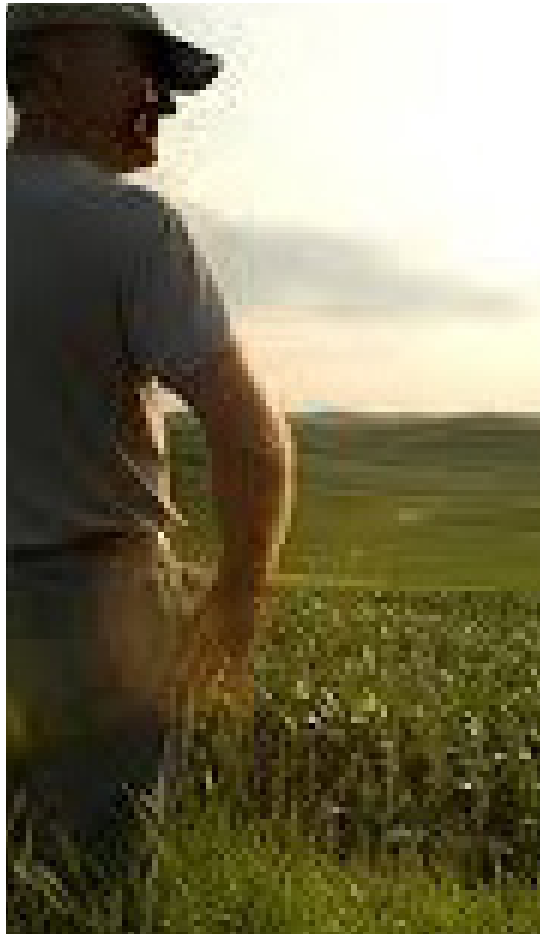
G.

FINISHING SCENE

- Suggested shots:
- Seeds being thrown
 - American flag
 - Aerial zoom out of field
 - Farmer tipping Meristoga hat, with a smile



ESTABLISHING SHOTS — A.



Suggested shots:

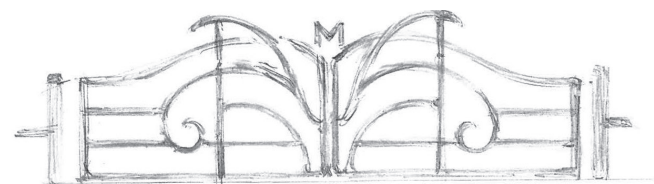
- Panning of fields
- Dripping of faucet
- Broken down truck
- Dog on porch
- Eggs frying in cast iron pan
- Coffee
- Early morning mist
- Opening of barn door (with light pouring in)
- Horse's breath mist
- Collecting eggs from coop

Suggested voiceover lines from farmer:

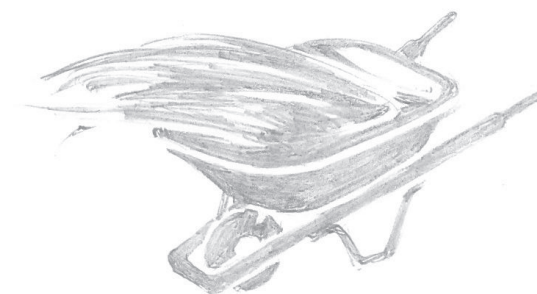
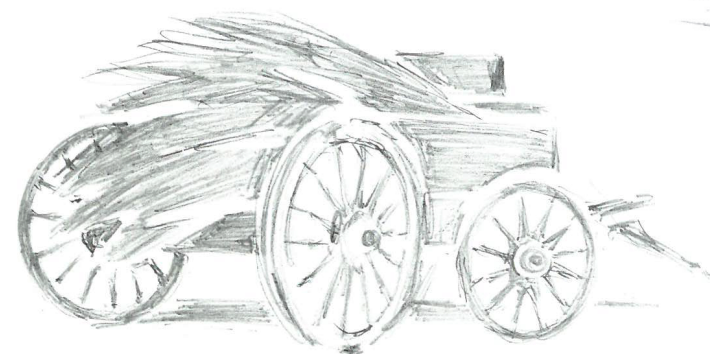
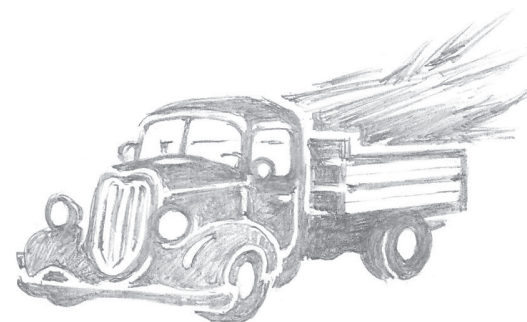
- “I’m a farmer.”
- “This land has been in the family for generations.”
- “I love my work.”
- “Farmers only worry during the growing season, but city folks worry all the time.”
- “With farming, if you start late, you’ll be late for everything all day.”
- “They say a farmer has to be an optimist, or he wouldn’t still be a farmer.”
- “Farming is a profession of hope.”

Notes: Generous use of rack focus, shallow depth of field, morning light.

INITIAL SKETCHES



MERISTOGA



LOGO CONCEPTS



MERISTOGA



MERISTOGA



★ MERISTOGA ★

AMERICAN HEMP PRODUCERS



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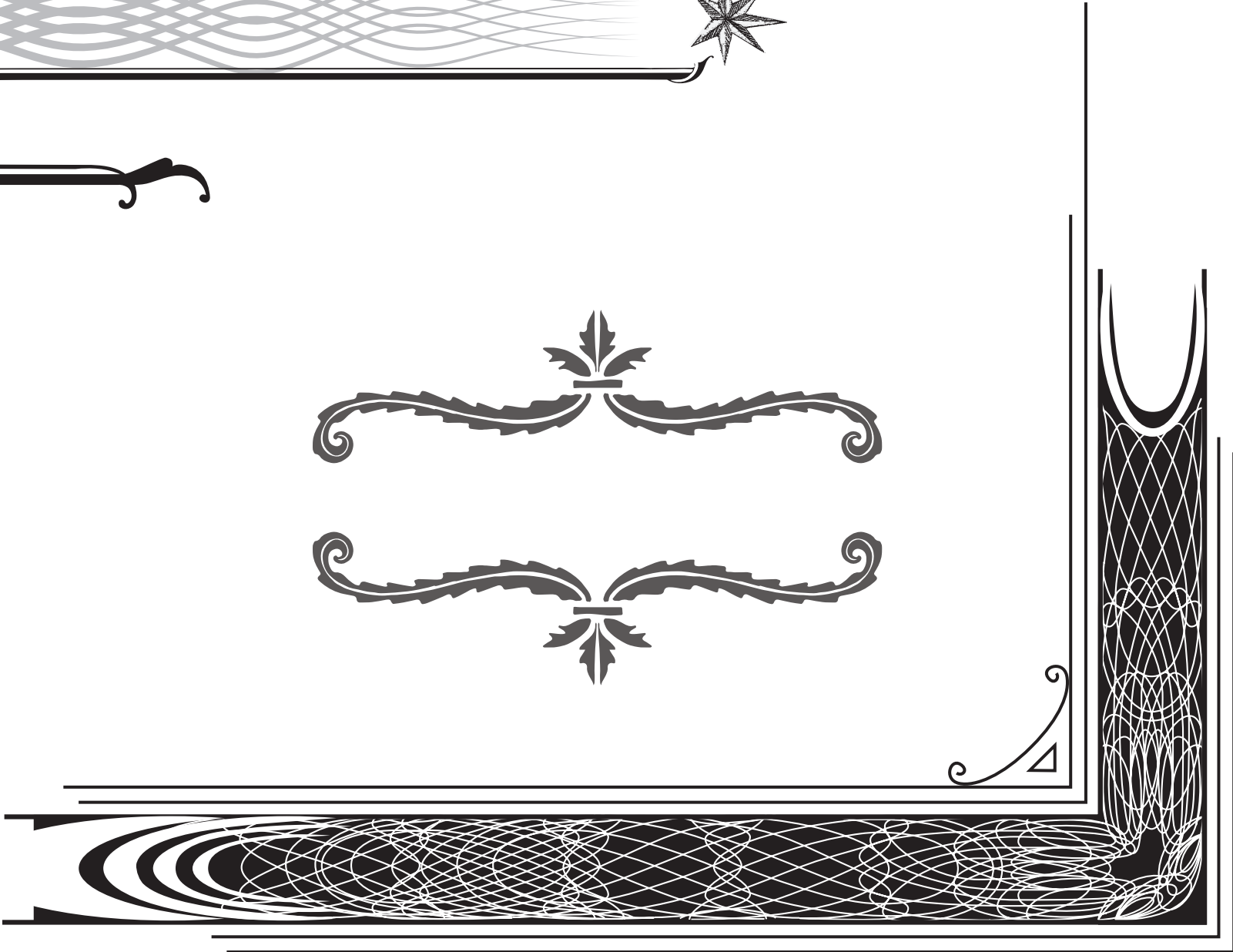
FINAL BRAND MARK



MERISTOGATM
AMERICAN HEMP EXTRACTS



BRAND ELEMENTS



COLLATERAL STUDY

