



ICO 32



On White / Light



On Black / Dark



On Color / Light



Seal





**GROWN UNDER THE SUN  
AND IN THE SOIL**



**GROWN**  
**UNDER THE SUN**  
**AND IN THE SOIL**



**GROWN**  
**UNDER THE SUN**  
**AND IN THE SOIL**

Badges



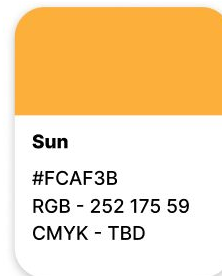
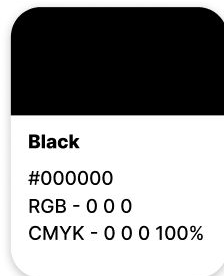
Badge





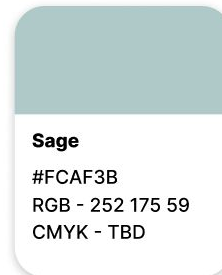
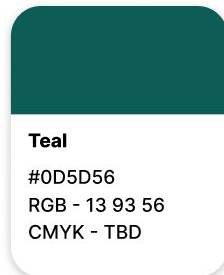
## Primary

Logo is black  
sun gold for  
highlights, buttons



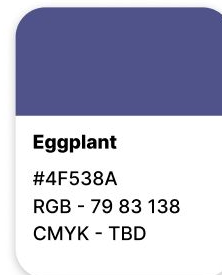
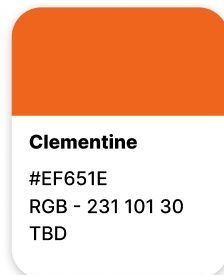
## Secondary

Used for panels, icons,  
backgrounds



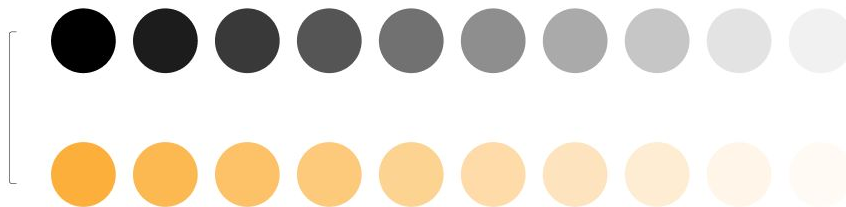
## Tertiary

For accents,  
charts, icons

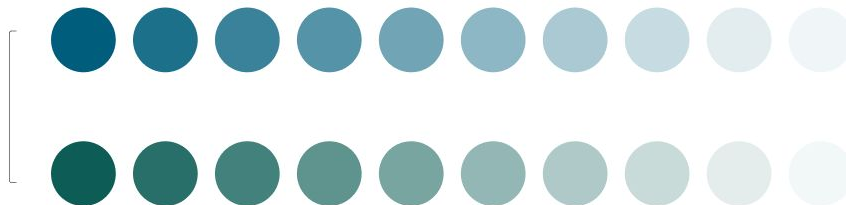




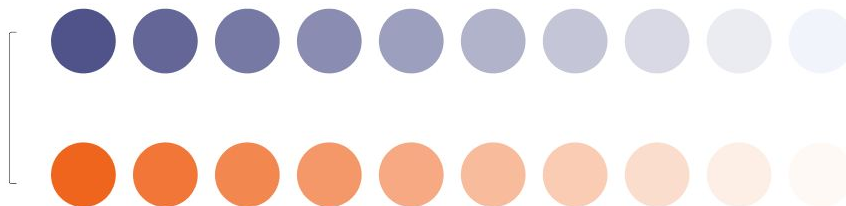
**Primary Shades**



**Secondary Shades**



**Tertiary Shades**





# MUSEO SANS FAMILY

Museo Sans is based on the well-known Museo. It is a sturdy, low contrast, geometric, highly legible sans serif typeface very well suited for any display and text use. There is a Condensed, a Rounded, and a Display family available.



Sans  
5 Weights

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Sans Condensed  
5 Weights

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Museo Sans Condensed



900  
60pt

## HEADER 1

900  
48pt

## HEADER 2

900  
36pt

## HEADER 3

900  
24pt

## HEADER 4

900  
18pt

## HEADER 5

900  
16pt

## HEADER 6



### **Text Block Large**

18pt • 300 • 24 Line height

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700 Weight

18pt

[Hyperlink](#)

### **Text Block Medium**

16pt • 300 • 21 Line height

Museo Sans is based on the well-known Museo. It is a sturdy, low contrast, geometric, highly legible sans serif typeface very well suited for any display and text use. There is also a Condensed, a Rounded and a Display family available.

700 Weight

16pt

[Hyperlink](#)

### **Text Block Small**

14pt • 300 • 18 Line height

Museo Sans is based on the well-known Museo. It is a sturdy, low contrast, geometric, highly legible sans serif typeface very well suited for any display and text use. There is also a Condensed, a Rounded and a Display family available.

700 Weight

14pt

[Hyperlink](#)

Button CTA	<input type="checkbox"/>
Button CTA	<input type="checkbox"/>
Button CTA	<input type="checkbox"/>
Button CTA	<input type="checkbox"/>
Button CTA	<input type="checkbox"/>

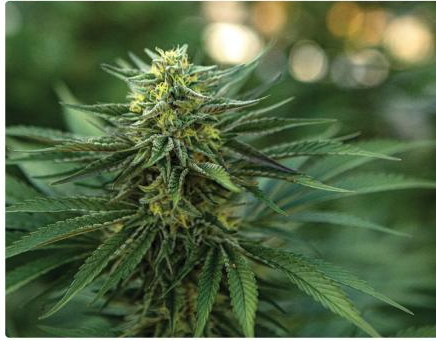
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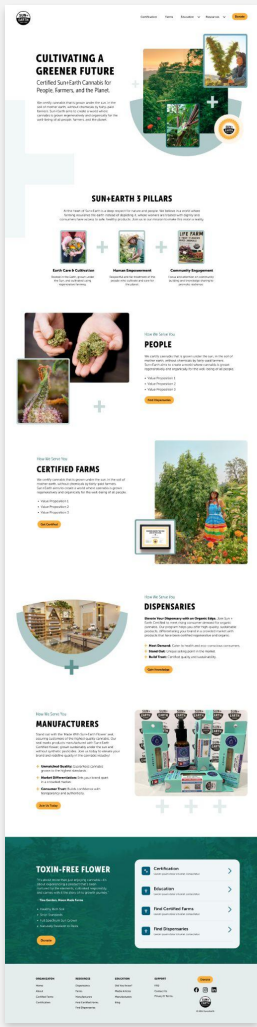
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# CULTIVATING A GREENER FUTURE

Certified Sun+Earth Cannabis for People, Farmers, and the Planet.

We certify cannabis that is grown under the sun, in the soil of mother earth, without chemicals by fairly-paid farmers. Sun+Earth aims to create a world where cannabis is grown regeneratively and organically for the well-being of all people, farmers, and the planet.

## SUN+EARTH 3 PILLARS

At the heart of Sun+Earth is a deep respect for nature and people. We believe in a world where farming nourishes the earth instead of depleting it, where workers are treated with dignity and consumers have access to safe, healthy products. Join us in our mission to make this vision a reality.

### Earth Care & Cultivation

Rooted in the Earth, grown under the Sun, and cultivated using regenerative farming.

### Human Empowerment

Respectful and fair treatment of the people who cultivate and care for the planet.

### Community Engagement

Focus and attention on community building and knowledge sharing to promote resilience.

A

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- Farms
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### PEOPLE

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### CERTIFIED FARMS

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### DISPENSARIES

At the heart of Sun+Earth is a deep respect for nature and people. We believe in a world where farming nourishes the earth instead of depleting it, where workers are treated with dignity and consumers have access to safe, healthy products. Join us in our mission to make this vision a reality.

### MANUFACTURERS

At the heart of Sun+Earth is a deep respect for nature and people. We believe in a world where farming nourishes the earth instead of depleting it, where workers are treated with dignity and consumers have access to safe, healthy products. Join us in our mission to make this vision a reality.

### TOXIN-FREE FLOWER

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# CULTIVATING A GREENER FUTURE

## Certified Sun+Earth Cannabis for People, Farmers, and the Planet.

"It's about more than just enjoying cannabis—it's about experiencing a product that's been nurtured by the elements, cultivated responsibly, and carries with it the story of its growth journey."

—Tina Gordon, Moon Made Farms

## SUN+EARTH 3 PILLARS

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