



SACRAMENTO CORE
— CANNABIS EQUITY PROGRAM —

Brand Guide



The purpose of this brand guide is to help you express CORE Program's mission consistently and meaningfully to consumers, members of the CORE community, and potential members.



01 LOGOMARK



02 **FULL SIGNATURE** PRIMARY LOCK UP



SACRAMENTO CORE
— **CANNABIS EQUITY PROGRAM** —

02 FULL SIGNATURE PRIMARY LOCK UP



SACRAMENTO CORE
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02 FULL SIGNATURE SECONDARY LOCK UP



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DESIGN EXAMPLES



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 **SACRAMENTO CORE**
CANNABIS EQUITY PROGRAM

[Our Story](#) [Our People](#) [Our Resources](#)

Let's Cultivate Change

We're pioneers innovating Sacramento's cannabis industry

The city of Sacramento created a cannabis equity program dedicated to assisting individuals and communities facing barriers to starting a cannabis business. Our program supports community members seeking opportunity and growth.

[Meet the Community](#)

Seeds of Change