

# SÈCHÈ

CREATE WHAT'S NEXT



BRANDING  
FIELD KIT



## Logos

These logos may be utilized in all locations, print, and digital.

**SĒCHĒ**  
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## Brand Colors

These colors may be utilized in all locations, print, and digital.

DEEP BLUE  
#233D4B  
PANTONE 7546C

SEA FOAM GREEN  
#a8d2c9  
PANTONE 565C

WHITE  
#FFFFFF  
PANTONE WHITE

SANDY GOLD  
#b99c68  
PANTONE 7562C

## Typography

Oswald is utilized to establish a legible, web-friendly, and timeless typeface that is used across brand collateral. Poppins is used for body copy and web font.

## OSWALD (various)

H1s, H2s and H3s - logo - and print headers

## Poppins

Web font and copy.

## Our Products

Sehce products vary per state market regulations.



FINE GRIND



FINE FLOWER



KIND GRIND



ALL DAY



SINGLES



5-PACKS

## Merchandise

This is the current line-up of Seche merch  
available at [shop.iushico.com](https://shop.iushico.com)



## Asset Downloads

For brand fonts, logo PNGs, and product images, click the links on the right to download.

[DOWNLOAD ASSETS](#)



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