



## Destination

Reef Organic as the brand that cares for the health of their people, the plant and the planet.

**Less water. Less energy. Simply more of what you love.**

Caring | Authentic | Passionate | Responsible

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## About Reef Organic

At Reef Organic™, we are whole-heartedly committed to growing the world's finest quality cannabis, ethically and sustainably. Female-lead and supported by a diverse team of genuine cannabis-loving enthusiasts, there's an East Coast spirit flowing through every part of our operation. From our respect and reverence for our oceans and waterways, to treating every customer like they're family, we're taking the time to build a business you can be proud to support.

Beyond the mix of sensations you'll experience when you enjoy a Reef, you'll also notice our steadfast dedication to quality and transparency. Our proprietary aquaponic growing system featuring living koi infuses a greater concentration of nutrients and potency into every flower, offering maximum impact with minimal energy inputs.

But, don't just take our word for it. Sensory reports are available for your appraisal to provide the proof in every puff, drop or gummy you savour. Comprehensive test results are uploaded to our website with each new batch produced, because we've got nothing to hide and we're confident you'll like what you see. Taste the difference. Feel the difference. Be the difference with Reef Organic.

## Ethos / Why

To innovate ways to grow premium cannabis with the fewest energy inputs and the most natural methods, while conducting our business with the highest ethical standards.

## Additional Headline Options

Cannabis of a higher calibre  
Every day is Earth day  
Taste the difference organic makes  
Heavy hitters with a light footprint  
Cannabis done right

## Tone

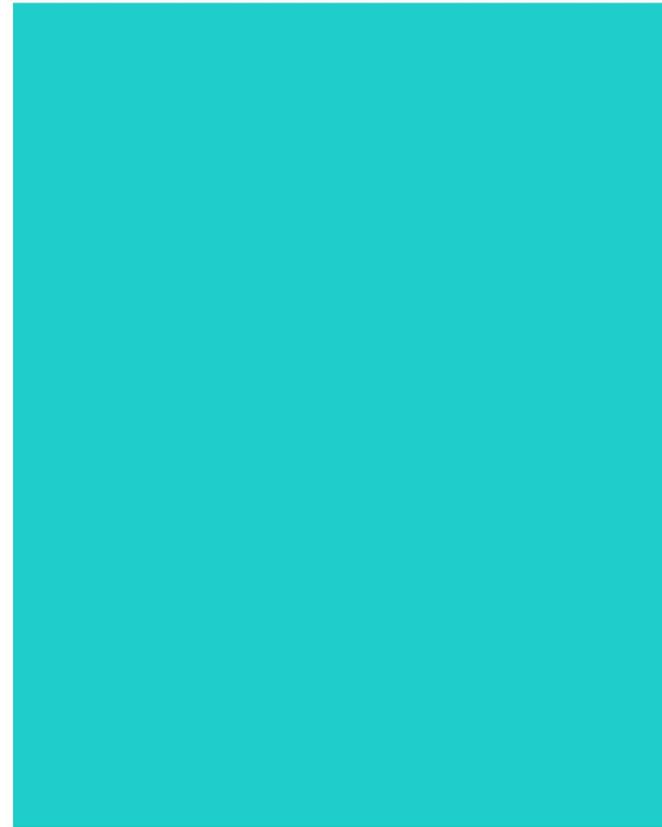
Simple  
Playful  
Friendly



## Primary



**PANTONE 2767 C**  
CMYK 100 / 87 / 42 / 41  
RGB 18 / 40 / 76  
HEX #12284C



**PANTONE 3252 C**  
CMYK 66 / 0 / 29 / 0  
RGB 16 / 207 / 201  
HEX #10CFC9

## Secondary



**PANTONE 339 C**  
CMYK 84 / 0 / 63 / 0  
RGB 0 / 177 / 137  
HEX #00B189



**PANTONE 7460 C**  
CMYK 100 / 33 / 14 / 0  
RGB 0 / 131 / 193  
HEX #0083C1



**PANTONE 170 C**  
CMYK 0 / 60 / 49 / 0  
RGB 255 / 134 / 114  
HEX #FF8672



**PANTONE 7425 C**  
CMYK 22 / 99 / 54 / 6  
RGB 185 / 36 / 84  
HEX #B92454



**PANTONE 7481 C**



**PANTONE 184 C**



**PANTONE 1495 C**



**PANTONE 2039 C**



**PANTONE 0821 C**



PRE-ROLLS



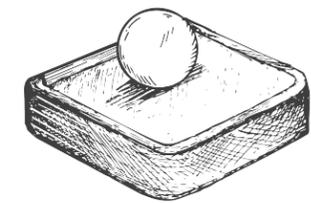
FLOWER



VAPES



OILS



CONCENTRATES

LINALOOL  
MYRCENE  
LIMONENE

**THC 18.22%**  
**CBD 0%**

**PRIMARY  
TYPEFACE**

Used for primary headings

**Aa**

**Montserrat**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz**

**SECONDARY  
TYPEFACE**

Used for accent  
and body copy

Aa

Din Next Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



# Did You Know?

Most cannabis sold in Canada is not tried until it is sold in retail stores. We are one of the few LP's with our own research licence, allowing us to have a carefully selected panel of cannabis loving humans who test Reef Organic products before they leave our facility.