



*Sospés*  
Branding



# Freestyle Script

Font that will be used for whenever the name Sospés is used as a title for the company.

# Georgia

This font will be used in all printed and online documents for Sospes such as the Banner, Website, etc.

# Forum

This font will be used for the business card, infographic and Organization Chart.

# Color Palette

Sospés Green

003a00

Empowering Green

008431

Safeguard Gray

474747

Detect Green

00792a

Solution Green

00681f

Control Green

004f0e

Palm Leaf Green

006f23

Cover Green

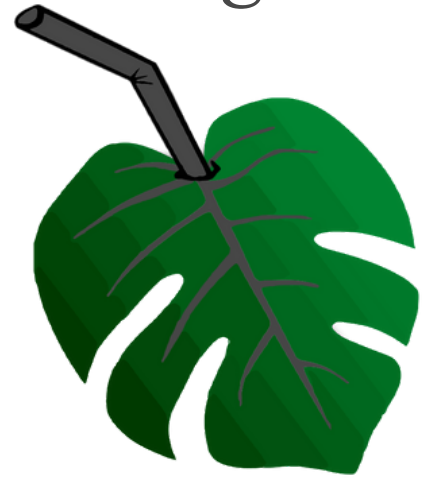
005b15

Secure Green

004506

These 6 colors above are used only in Leaf Logo present in the ombre affect and the Company Title Sospés. Used as transition color from Sospés Green to Empowering Green.

# Logo



# Company Title

*Sospés*

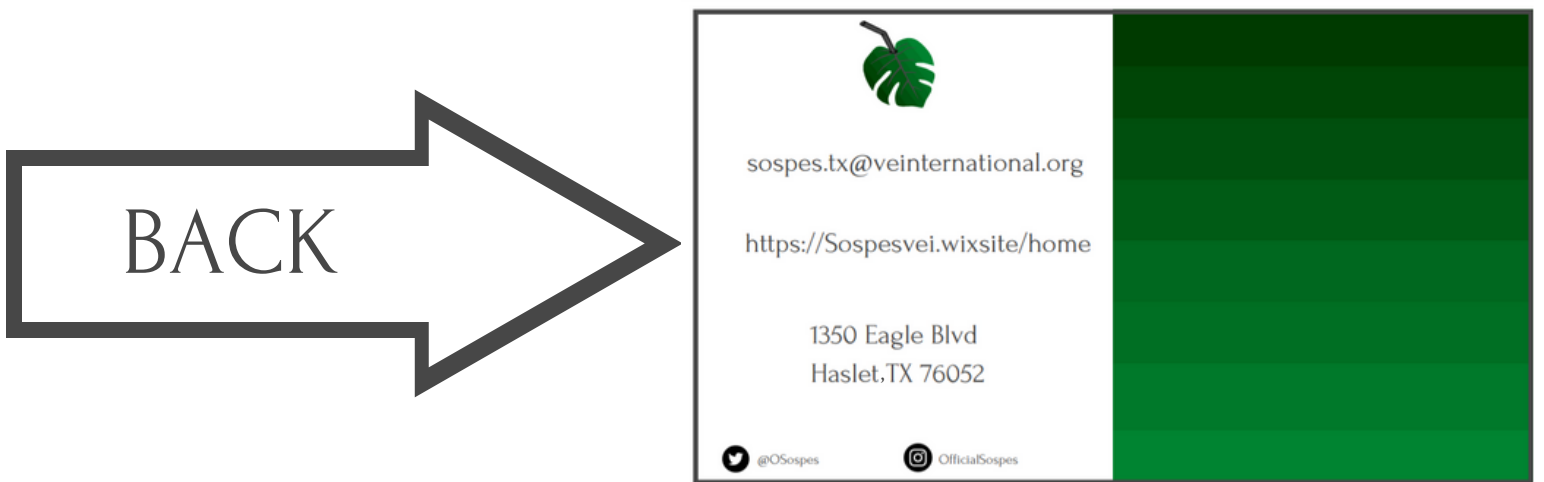
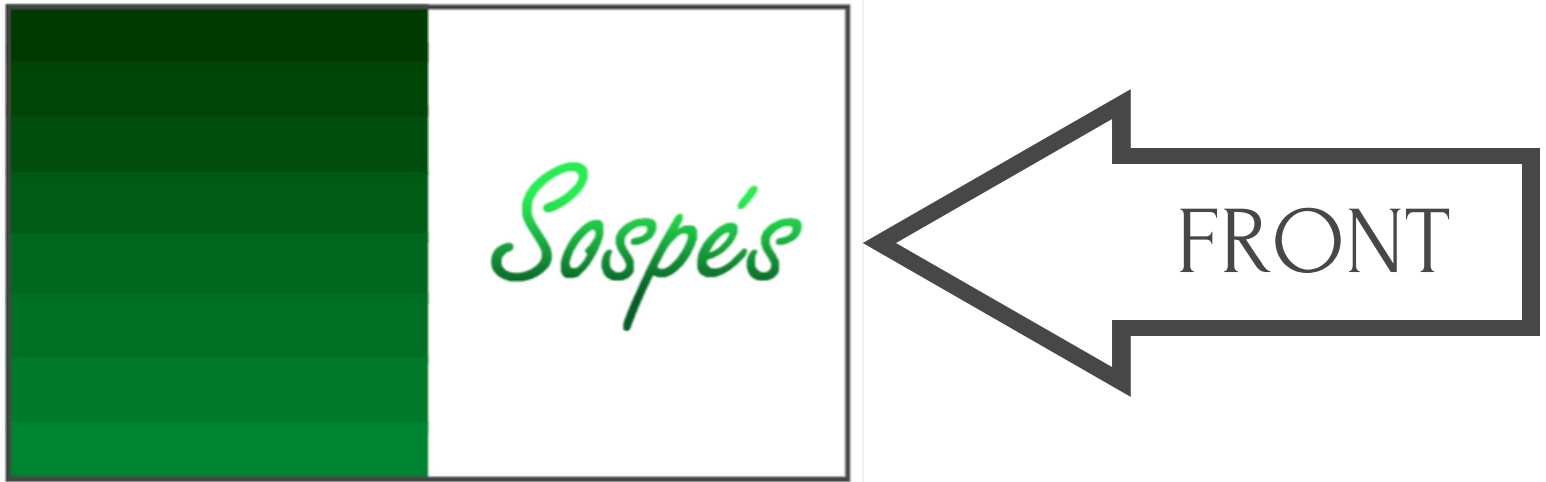
Above is used as a title in the Sospés Branding Book, Business Plan, and Newsletter. Also used next to leaf logo.

# Letterhead



Sospés was founded in September of 2019 with the intent of giving control back to the customer in public settings. As a company, we identified the risks associated with men and women having their drinks tampered unknowingly. Sospés is in the safety and risk management industry, which identifies, evaluates, and prioritizes risks and the minimization of the risk in relation to the customers safety. Our first product is a discrete, color changing straw that can test for drugs in a drink to warn the customer of potentially hazardous situations. The developed product line will all follow the same mission - ensuring that the customer has the power to decide their future and providing comfort that they will not become a statistic.

# Business Card



# Envelope



*Sospés,* 1350 Eagle Blvd  
Haslet, TX 76052

Delivery Address