

# LOGO

Resha Hemp's logo ties to our mission of changing the culture of sustainability. Symbolizing a water drop, the logo subtly connects a hopeful beam of sunlight emerging from fields of hemp with our goal of reducing water consumption.



**RESHA**  
**HEMP**  
*Rooted in Change*

# COLOR PALETTE

“Fresh and Lively”

R: 128  
G: 40  
B: 128

R: 211  
G: 183  
B: 216

R: 249  
G: 241  
B: 232

R: 188  
G: 216  
B: 183

R: 95  
G: 96  
B: 98

#802880

#D3B7D8

#E2DED9

#BCD8B8

#5F6062

Best characterized as “Fresh and Lively”, our palette emphasizes subtle color contrasts and focuses on a calming lavender as the overarching color.

# FONTS

Source Sans Pro Light

**AXIS**

*Satisfy Regular*

## -Used for subheadings

A sans serif font ties in modern values to an age-old technology

## -Used for titles

The bold look of Axis showcases our daring and innovativeness

## -Used for accenting

An elegant script font is used to complement the heavy use of sans serif fonts



**RESHA  
HEMP**

2800 Buena Vista Rd, Bakersfield, CA 93311  
Phone NO. (661)-665-2800  
Fax NO. (661) 665-0914  
stockdalevei@gmail.com  
reshahempvei.com

CEO-Lauren Hawkins  
CMO- Gurman Dhaliwal  
CFO- Jose Iniguez  
COO- Ninnet Avila  
Coordinator- Brian Devitt

**Resha Hemp** is a company that strives to combat drought issues within California by sparking demand for hemp-based textile alternatives. Ultimately, the goal is to create a global shift in the daily lifestyles of those being affected by these conditions. **Resha Hemp** is focusing on distributing hemp fabric items being sourced from Eastern and Central Asia in order to spark demand for the material within the United States as well as utilize the biodegradability of the material to embrace eco-friendliness. Demand for this material within the United States will shift the growth and production of this material, allowing it to spread further throughout the world, and bringing its environmental soundness wherever it reaches. Achieving environmental sustainability is **Resha Hemp's** ultimate goal, and through the utilization of industrial hemp, the company is taking the first steps towards that goal. With these efforts in mind, **Resha Hemp** aims to cultivate a more sustainable tomorrow through the versatility and environmental soundness of the use of the industrial hemp plant.

# BUSINESS CARDS



# POLO DESIGN





# ID CARD



Ninnett Avila  
Chief Operating Officer

**RESHA**  
**HEMP**



# STOREFRONT

