



## Brand Essentials

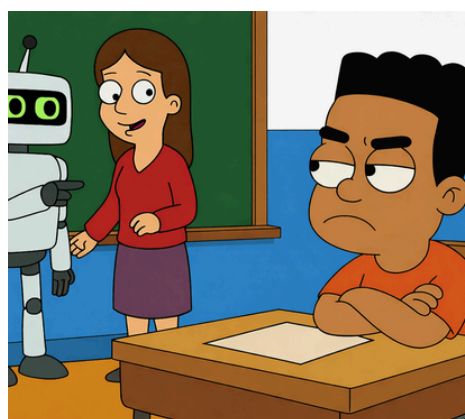
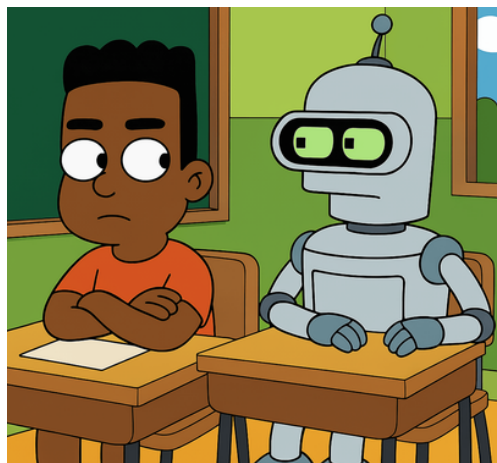
**Tone:** Gen Z. Deadpan. Protective. Anti-establishment. Pro-student. Side-eyeing broken systems. Sarcastic but serious. The friend who keeps it real.

**Enemy:** False flags. Linguistic redlining. Turnitin profiting from broken tools.

**Ally:** Every student who wrote their own work and got falsely accused.

**Promise:** We stop AI from taking credit for your real work.

## Mood Board





## Color Palette

#05103f

#f5821f

#0f97da

#00008a

## Brand Voice: Lil' Sus

Lil Sus is the skeptical voice in your head — wide-eyed anxiety mixed with deadpan sarcasm and quiet defiance. He gets the panic of submission day and the anger at a rigged system.

Not a cute mascot. A real friend who's got your back.

## Fonts

Aa

Play (Bold & Reg)  
(Headlines & titles)

Aa

Poppins (Bold & Reg)  
(Body text & copy)

