

moneydays

Heading Font: CMU concrete

Body text font: **Lato**. Default emphasis, **bold**.

 Lorem ipsum dolor sit amet, **consectetur adipisicing elit**, sed do eiusmod tempor
 incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud
 exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure
 dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
 Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt
 mollit anim id est laborum.

Colour Palette:

Primary colour on black	FFF200	Black on primary colour	Primary colour on Secondary colour	Primary colour on Tertiary colour	Primary colour on Quaternary colour
Secondary colour on black	4096FF	Secondary colour on primary colour	Black on Secondary colour	Secondary colour on Tertiary colour	Secondary colour on Quaternary colour
Tertiary Colour on black	FFA600	Tertiary colour on primary colour	Tertiary colour on Secondary colour	Black on Tertiary colour	Tertiary colour on Quaternary colour
Quaternary Colour on black	14C6CC	Quaternary colour on primary colour	Quaternary colour on Secondary colour	Quaternary colour on Tertiary colour	Black on Quaternary colour

Logo concepts



Photo Style:

- Large, full screen or collage
- Pop culture references
- Bright

