

Graphic Manual

1. **Typography:** The typography of website should follow uniformity of font style. It should be Poppins and fallback should be sans-serif font family. The size and color can vary depending on the requirement.
2. **Color:** The color palate consists of different shades of blue along with white and black wherever needed. (pictures could be exceptions, only if they contain a maximum of 3 different colors outside the color palate)



3. **Logo:** The logo should only have colors from the primary color palate. The font should always be the same.



