



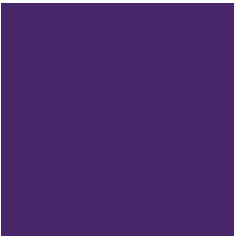
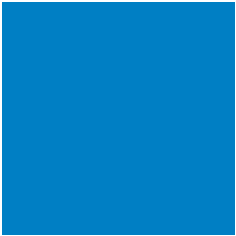



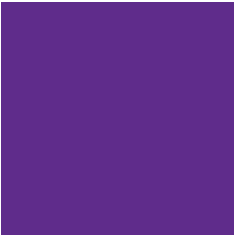







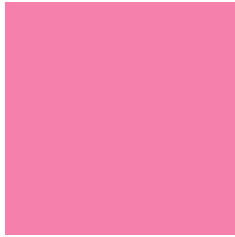
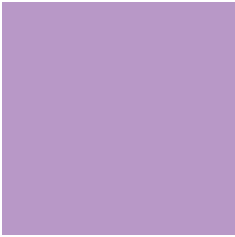
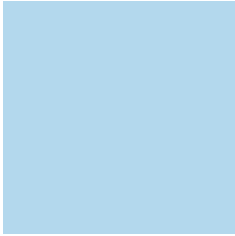

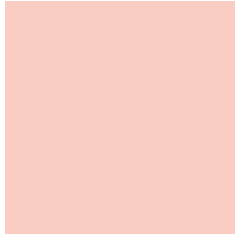
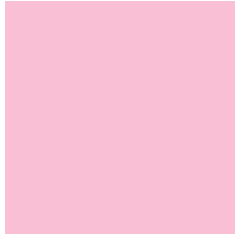
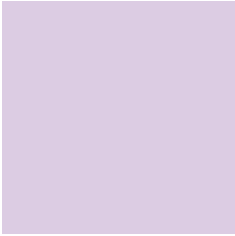
MIT-WPU SUMMIT 2024 BRAND MANUAL



COLOUR PALATTE

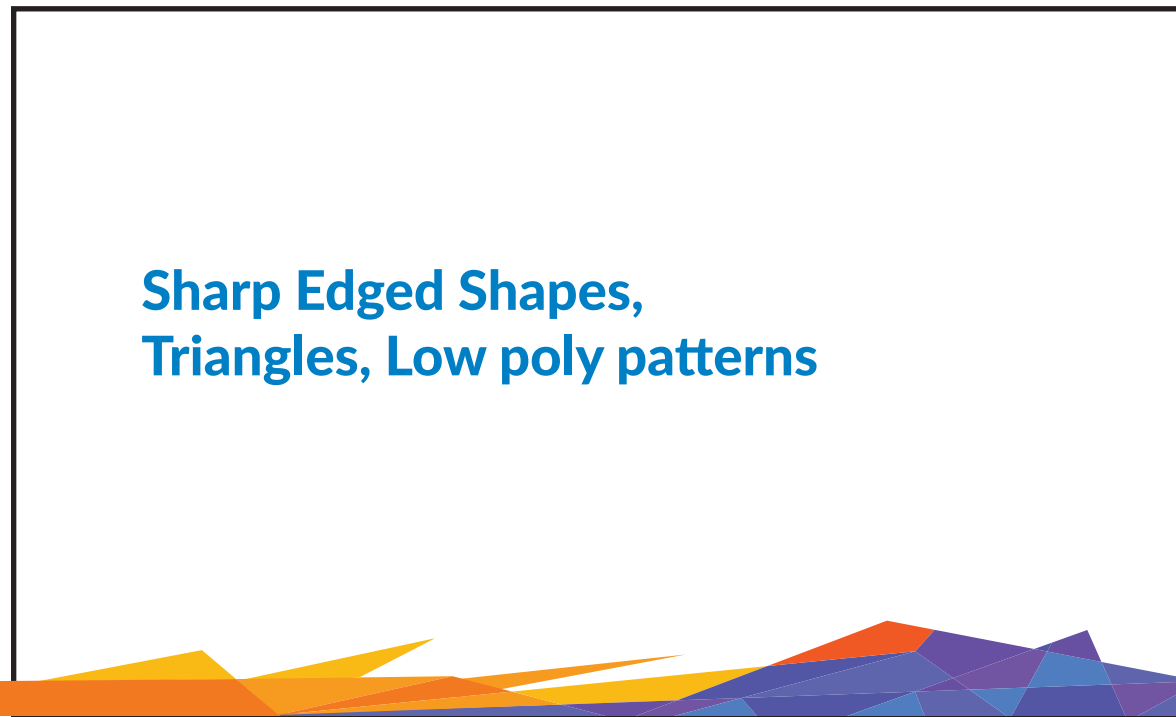
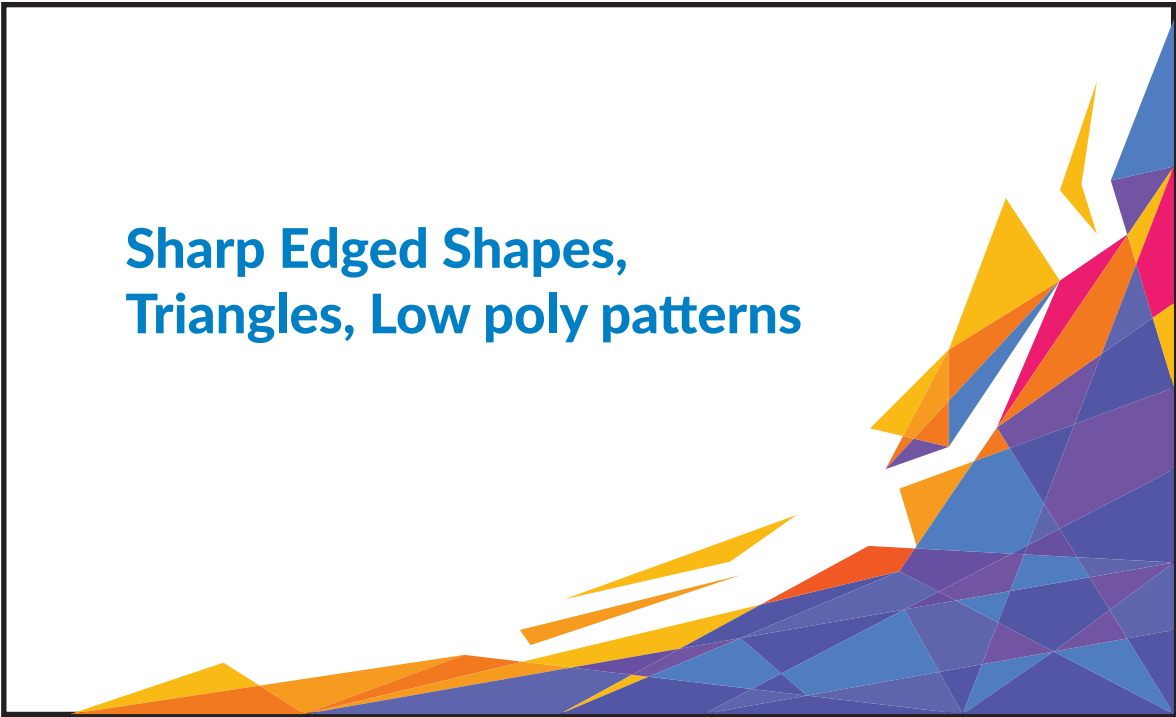
					HSB VARIANTS
					

						PRIMARY COLOURS
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					OPACITY VARIANTS
					

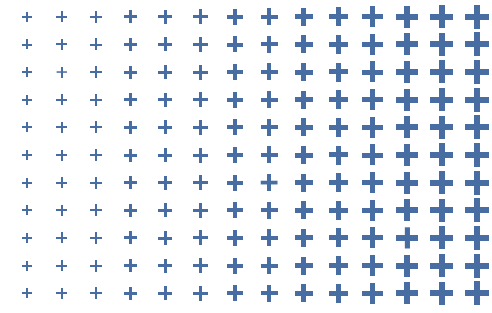


ELEMENTS



Represents college brand
Use for bullets in headings and pointers.

Represents college brand value
Use for patterns in corners and background



TYPOGRAPHY

XIROD - HEADINGS/TITLES

DIGITAL FONT

Lato

Lato Heavy - Subheadings

Lato Heavy Italics - Names

Lato Medium Italics - Designations

Lato Regular - Body

PRINT FONT

Panton

Panton Bold - Subheadings

Panton Bold Italics - Names

Panton Regular Italics - Designations

Panton Regular - Body

