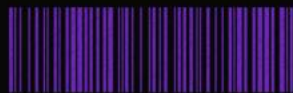




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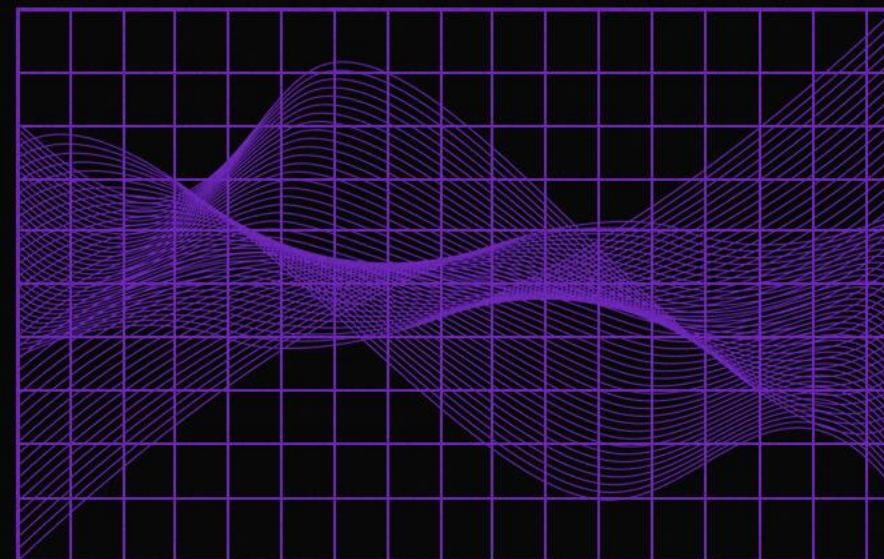


FEU Tech ACM

> Enter username: acm20222023  
> Enter Password: \*\*\*\*\*  
> Logging in...  
> Preparing interface...  
> Welcome acm20222023



BRAND  
BOOK





# COLORS

```
> Enter username: acm20222023
> Enter Password: *****
> Logging in...
> Preparing interface...
> Welcome acm20222023
```



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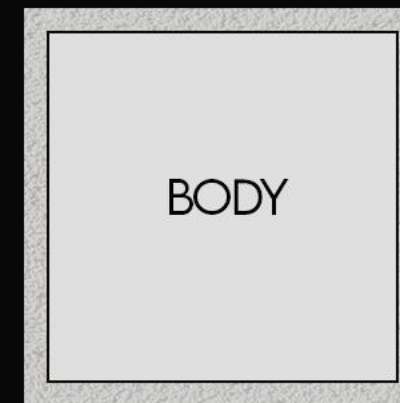
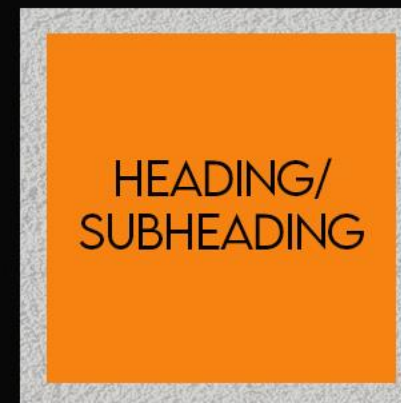
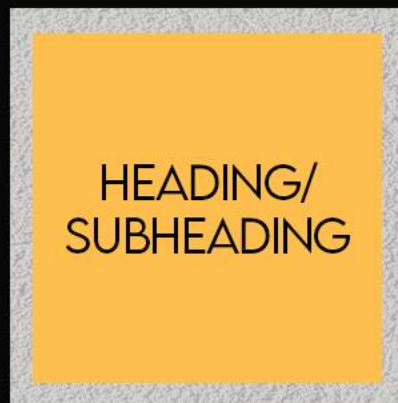
#090909

#7529c5

#ffb026

#f46006

#dfdfdf



## COLORS BEFORE TEXTURE

These colors must be applied to the canvas BEFORE adding in the required texture. This must be the colors of the base layer before any further alterations can be made.

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# COLORS

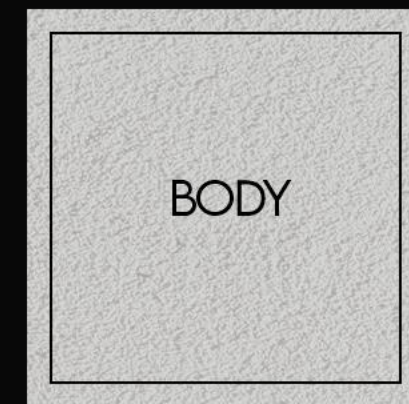
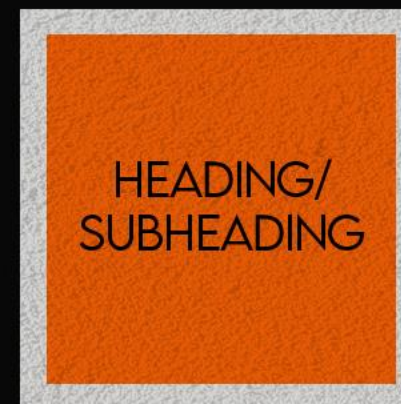
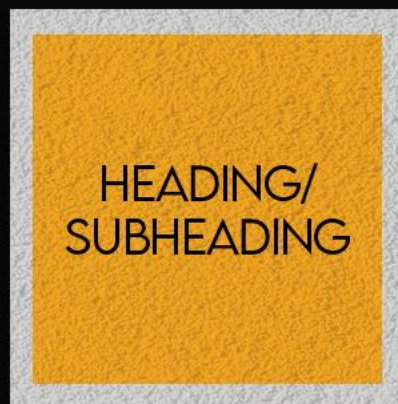
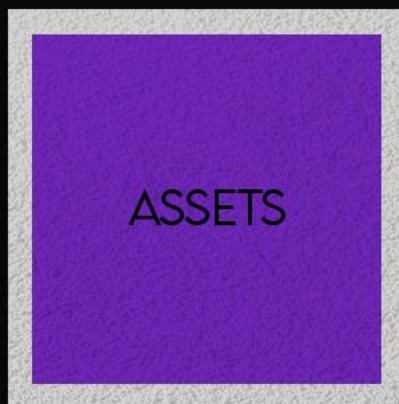
```
> Enter username: acm20222023
> Enter Password: *****
> Logging in...
> Preparing interface...
> Welcome acm20222023
```



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HEX CODES HAVE BEEN REMOVED DUE TO INCONSISTENCY



## COLORS AFTER TEXTURE

These colors are the result of the base layer colors and the subsequent texture layer that is applied on top of it. These must always remain consistent in order to prevent the loss of color accuracy. do NOT input. These colors are only for reference.

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# COLORS

```
> Enter username: acm20222023
> Enter Password: *****
> Logging in...
> Preparing interface...
> Welcome acm20222023
```



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## REGARDING THE USE OF CURVES AND TEXTURES

The use of curves and other textures as backgrounds are highly discouraged. This decision was made in order to prevent the loss of color accuracy in all current and future publication materials. Curves should only be used in extreme cases where color correction for a material is required due to inconsistencies in colors.

The only texture that will be used in ALL publication materials is <https://unsplash.com/photos/R53t-Tg6J4c> set on Multiply, with Opacity set at 50%.

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# Fonts

```
> Enter username: acm20222023
> Enter Password: *****
> Logging in...
> Preparing interface...
> Welcome acm20222023
```



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Monument Extended Regular  
MONUMENT EXTENDED REGULAR  
monument extended regular

HEADING/  
SUBHEADING

Montserrat Regular  
MONTSERRAT REGULAR  
montserrat regular

SUBHEADING/  
BODY

Sina Nova Medium  
SINA NOVA MEDIUM  
sina nova medium

BODY

Links and important text must always be **highlighted**.

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# ASSETS

> Enter username: acm2022023  
> Enter Password: \*\*\*\*\*  
> Logging in...  
> Preparing interface...  
> Welcome acm2022023



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## FEU TECH ACM LOGO

The FEU Tech Association of Computing Machinery Student Chapter Logo must never be altered in any way, shape or form, and must always be visible.

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# ASSETS

```
> Enter username: acm20222023
> Enter Password: *****
> Logging in...
> Preparing interface...
> Welcome acm20222023
```



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## USE OF LINES

Lines can be 2-4px in size, and can be utilized for separation of content, as well as for aesthetic purposes. The use of lines is up to the editor's artistic discretion.

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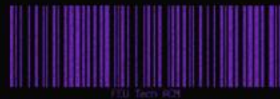
# ASSETS

```
> Enter username: acm2022023
> Enter Password: *****
> Logging in...
> Preparing interface...
> Welcome acm2022023
```



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```
> Enter username: acm2022023
> Enter Password: *****
> Logging in...
> Preparing interface...
> Welcome acm2022023
```

## USE OF OTHER ASSETS

These are the main assets used in creating publication materials. These can be resized, warped, or deleted to preserve readability and prevent the material from being crowded.

Assets created by **John Felix Agda**, **Ash Chikiamco**, and **Chloe Anne Chavez**

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