Marketing - Brand Guidelines

BRAND GUIDELINES

1. Logo Usage
- Primary logo: Full color on white background - Secondary logo: White on dark backgrounds - Minimum size: 1 inch width for print, 150px for digital - Clear space: Maintain 0.5 inch margin around logo - Never stretch, rotate, or modify logo colors

2. Color Palette
- Primary: Purple #6C63FF - Secondary: Blue #7A5AF8 - Accent: Light Purple #ECEBFF - Background: Off-white #F8F7FF - Text: Dark Gray #1F2937

3. Typography
- Headings: Inter Bold, 24-48pt - Body text: Inter Regular, 14-16pt - Captions: Inter Light, 12pt

4. Social Media
- Post frequency: 3-5 times per week - Hashtag strategy: Max 5 relevant hashtags - Image dimensions: 1080x1080 for Instagram, 1200x628 for Facebook - Tone: Professional yet approachable, helpful, innovative

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