# BRAND IDENTITY PACKAGE

## INTRODUCTION:

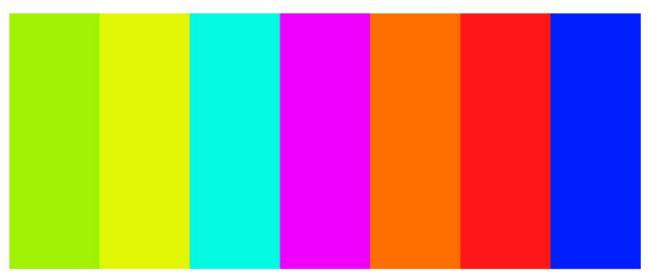
"Fluorescent Events" is an event management company focusing on events based on fluorescent/neon theme.



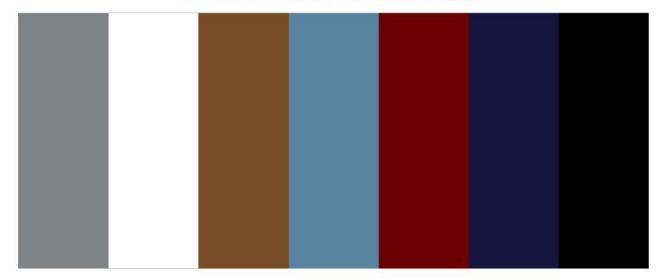


# COLOR PALETTE:

### Neon colors used



Colors used in contrast



### TYPOGRAPHY:

THE FONT 'NEON LIGHT REGULAR'IS USED WHICH IS SUITABLE FOR WRITING BIG HEADINGS. THIS FONT ALSO FITS TO LABEL ANY TEXT THAT NEEDS TO BE HIGHLIGHTED. IT IS CAPTIVATING. VIBRANT AND PROMINENT.

For subheadings, descriptions or other data the font 'Acumin Variable Concept' is be used. It is simple, elegant and easy to read and does not overshadow the main font.

### **BRAND GUIDELINES:**

- Photography with black, navy blur or dark purple color makes the fluorescent lights more prominent.
- Logo is preferred to be on top right corner of every ad, post, page etc.
- Words choice should be decent, joyful and energetic with no garamatical or spelling error. Relevant slangs and taglines can also be used.
- We are open to customer's feedbacks and reviews you can reach us through dm or email us at fluorescentevents@gmail.com
- For bookings visit our website: www.fluorescentevents.com