

# NOESIS 2026

## Tech Fest Visual Identity & Design System

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### 1. Core Identity

**Fest Name:** NOESIS

**Concept:** Duality

(NOESIS represents the balance between logic and creativity, technology and culture, light and dark.)

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### 2. Typography

**Primary Font:**

**Clash Display**

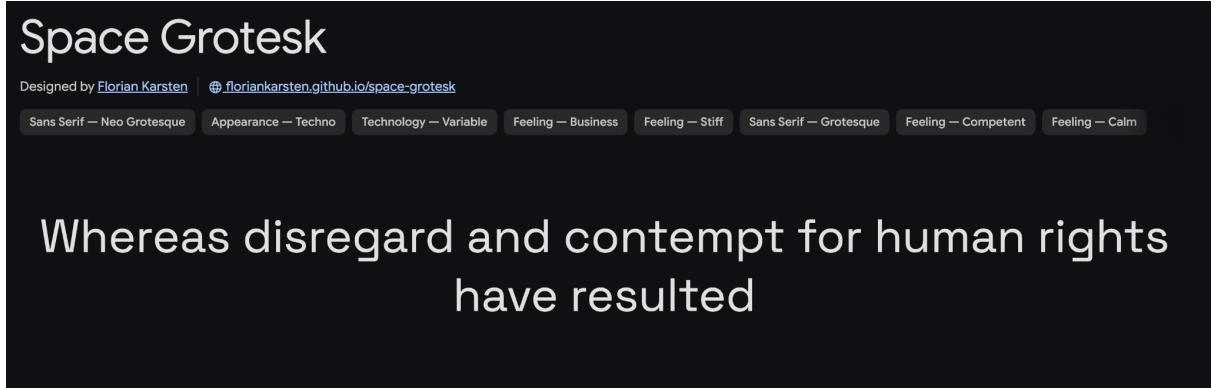
- Used for: Headlines, titles, posters, banners, club names
- Reason: Bold, modern, high-impact, excellent readability on posters and large formats



**Secondary Font:**

**Space Grotesk**

- Used for: Body text, descriptions, captions, details
- Reason: Clean, tech-friendly, neutral balance to Bebas Neue



### 3. Primary Fest Color Palette

The main NOESIS identity uses a **Purple–Pink gradient**, showcased in the “O” of the NOESIS logo.

#### Core Gradient

- **Purple:** #6A00FF
- **Pink:** #FF2F92

#### Neutral Colors

- **Black:** #0A0A0A
- **White:** #FAFAFA

#### Usage Rules

- On **dark backgrounds**:
  - Text: White (#FAFAFA)
  - “O” in NOESIS: Purple–Pink gradient
- On **light backgrounds**:
  - Text: Black (#0A0A0A)
  - “O” in NOESIS: Same Purple–Pink gradient

- The gradient should always remain **solid and sharp**, not blurry.
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## 4. Visual Style

### Theme:

Futuristic × Energetic × Celebration

### Motifs:

Particle trails, geometric waves, digital matrix grids

### Textures:

Light flares, soft gradient glows, dot-matrix overlays

### Photography Tone:

Bright lighting with purple–orange wash filters

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## 5. Duality System (Club Classification)

To visually express duality, clubs are divided into **Light Palette** and **Dark Palette** categories.

### Light Palette Clubs

- GSOC
- ICPC
- Robotics

### Dark Palette Clubs

- E-Cell
- E-Sports
- Cultural

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This separation must be maintained across posters, social media, and stage visuals.

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## 6. Club-wise Color Palettes

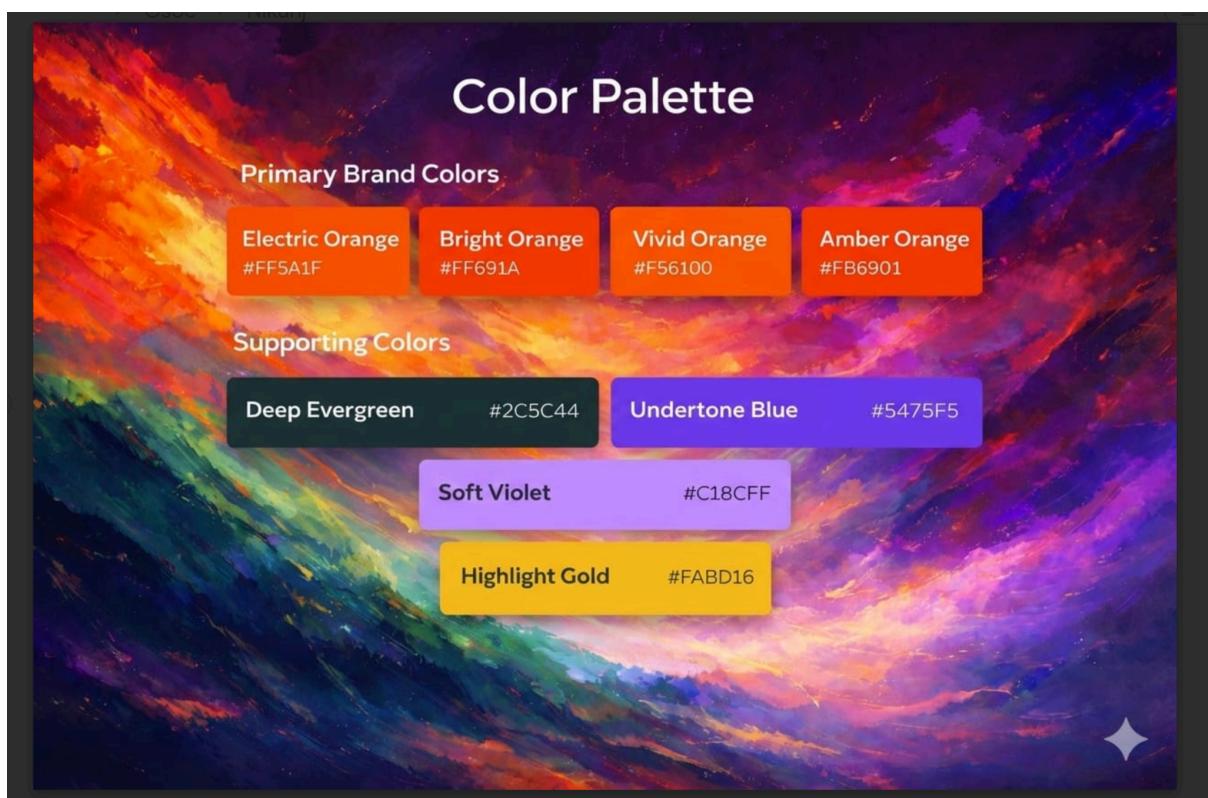
### 6.1 GSOC (Light Palette)

#### Primary Colors

- Electric Orange – #FF5A1F
- Bright Orange – #FF691A
- Vivid Orange – #F56100
- Amber Orange – #FB6901

#### Supporting Colors

- Deep Evergreen – #2C5C44
- Undertone Blue – #5475F5
- Soft Violet – #C18CFF
- Highlight Gold – #FABD16



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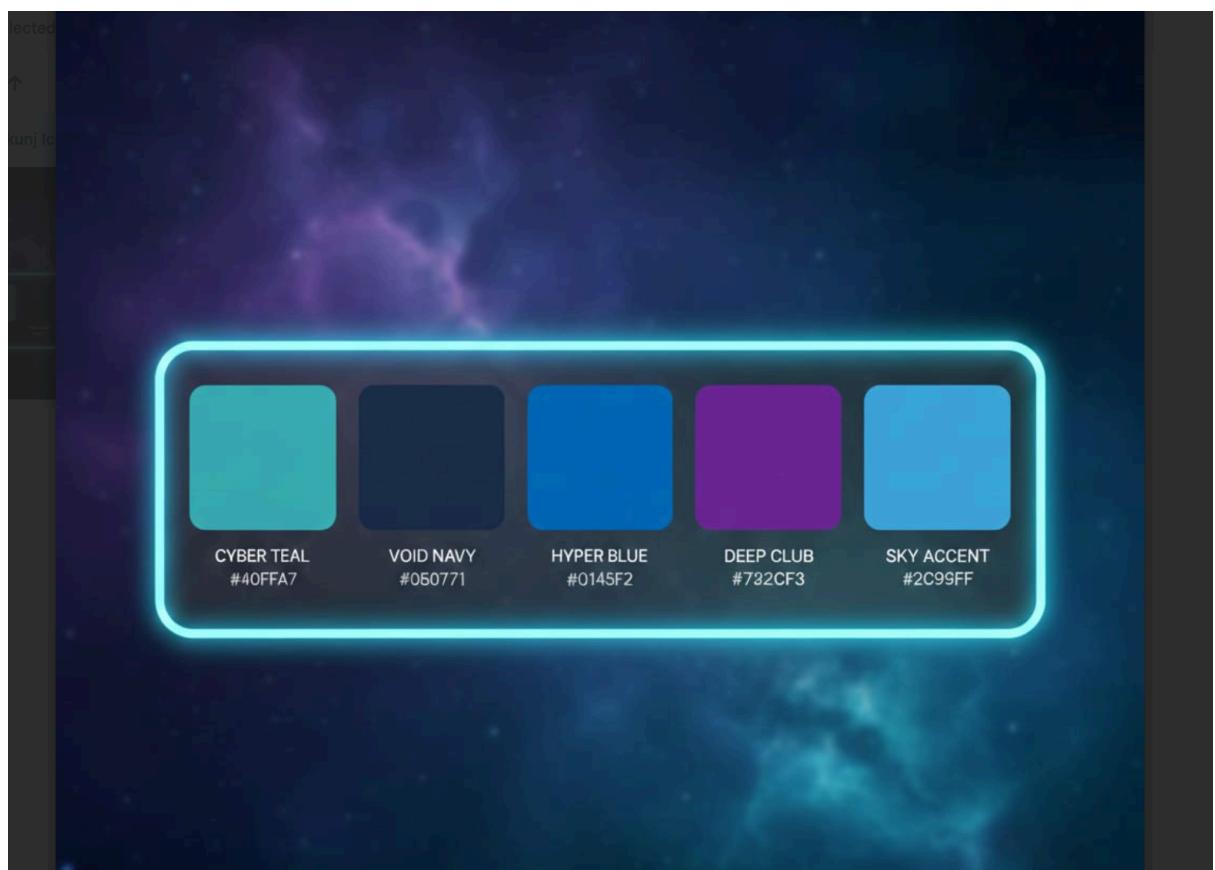
## 6.2 ICPC (Light Palette)

### Primary Colors

- Cyber Teal – #40FFA7
- Hyper Blue – #0145F2
- Sky Accent – #2C99FF

### Supporting Colors

- Void Navy – #050771
- Deep Club Purple – #732CF3



## 6.3 Robotics (Light Palette – Selected Best Colors)

### Background / Base

- Cosmic Black – #050508
- Space Purple – #2A1F4D

### Primary Accents

- Electric Purple – #9A6CFF
- Neon Cyan – #4DE6E6

### Supporting / Neutral

- Cool Silver – #EDEDF5

BACKGROUND COLOUR	SUPPORTING COLOUR	PRIMARY
 Deep Navy / Almost Black #070707	 Deep Midnight Blue #0A0F2C	 Cosmic Black #050508
 Charcoal Blue #0F1E2A	 Dark Indigo #141A40	 Space Purple #2A1F4D
 Neon Cyan #4DE6E6	 Neon Violet #9B5CFF	 Electric Purple #9A6CFF
	 Soft Lavender #BFA8FF	 Neon Pink #FF6FD8
	 Cool Silver #EDEDF5	 Cyan Glow #4FDFFF
	 Steel Gray #A9A9B8	 Soft Yellow #FFD36A
		 Pastel Blue #8EBBFF

## 6.4 E-Cell (Dark Palette)

### Primary Colors

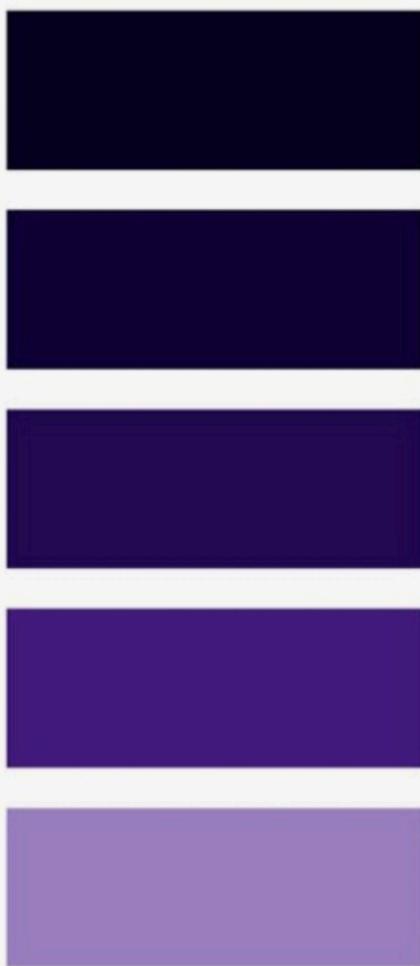
- Deep Navy – #080121
- Midnight Purple – #120239
- Royal Purple – #260656

### **Supporting Colors**

- Bright Purple – #4A1985
- Lavender Accent – #A580CA

### **Usage:**

Strong, serious, entrepreneurial tone with deep backgrounds and subtle highlights.



#080121



#120239



#260656



#4A1985



#A580CA



## **6.5 E-Sports (Dark Palette)**

### **Primary Colors**

- Crimson Red – #C71B52
- Deep Wine – #4D0C3E
- Dark Purple – #2E0C38

### **Supporting Colors**

- Near Black – #0E1122
- Steel Blue – #17506E
- Muted Teal – #60A4A1

### **Usage:**

High-contrast, intense visuals suitable for BGMI, Valorant, FIFA, and Chess branding.

## Color Palette

C71B52

4D0C3E

2E0C38

0E1122

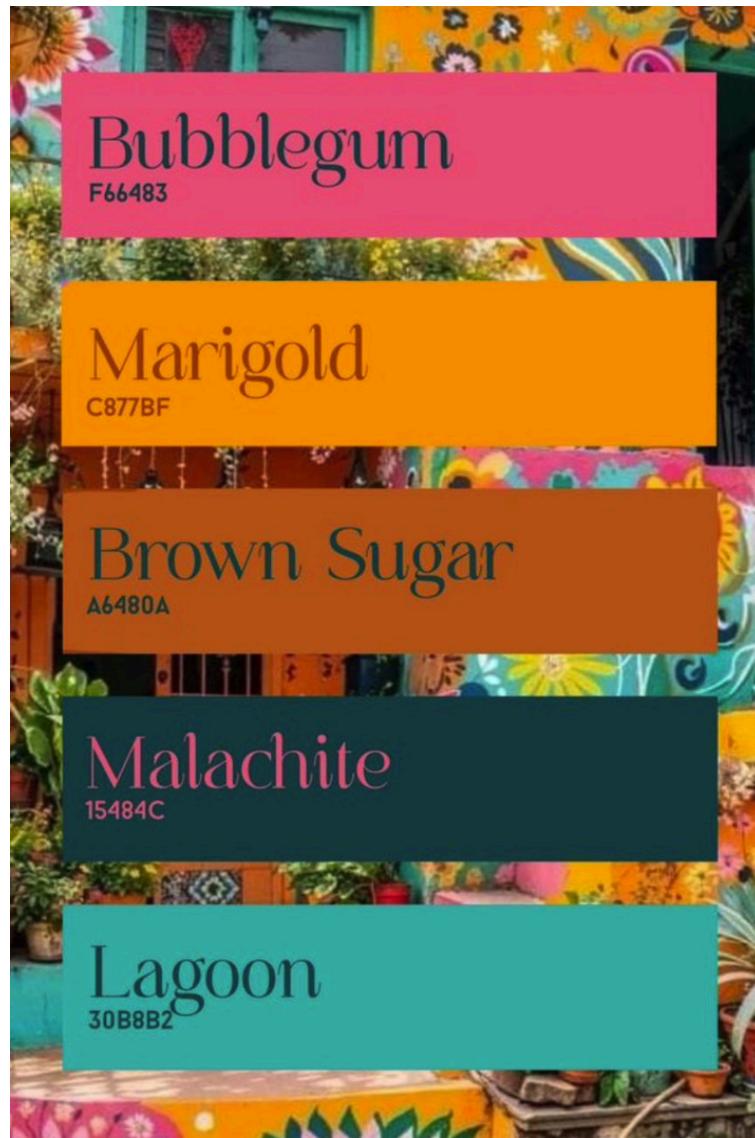
17506E

60A4A1

Luca Davincci

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## 6.6 Cultural Club



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Use of these colours along with the black and white shade as mentioned above

## **7. Consistency Rules**

- Clash Display + Space Grotesk must be used everywhere
  - Club colors must never override the main NOESIS identity
  - Purple–Pink gradient remains exclusive to the NOESIS branding
  - We will go more visual and graphic heavy rather than colours.
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