# AKR Career Services - Brand Style Guide

## 1. Brand Colors

• Primary Color: Navy Blue (#1F3A60) – Trustworthy, professional  
• Secondary Color: Slate Gray (#4A5568) – Neutral, modern  
• Accent Color: Soft Gold (#D4AF37) – Premium, aspirational  
• Background/Neutral: White (#FFFFFF) & Light Gray (#F7FAFC) – Clean, minimal

## 2. Fonts

• Headings: Montserrat (Bold, Modern)  
• Body Text: Lato or Calibri (Readable, Professional)  
• Accent/Quotes: Georgia Italic (Elegant touch for testimonials)

## 3. Logo Ideas

Concept 1: "AKR" in bold Navy typography with a subtle upward arrow in Soft Gold above the R, symbolizing growth and career progress.  
  
Concept 2: Full name "AKR Career Services" in Montserrat font, with a gold underline beneath 'Career Services'.  
  
Concept 3: Abstract icon (like a staircase or ladder) in Slate Gray + Navy paired with company name.

## 4. Visual Style

• Imagery: Clean, modern office visuals; diverse professionals in business settings; subtle abstract patterns.  
• Layout: Minimalist, lots of white space, clear calls to action.  
• Tone: Professional but approachable, empowering, confident.

## 5. Social Media Guidelines

• Use templates with brand colors for resume tips, client wins, and career advice.  
• Always include logo or initials (AKR) in corner for brand recognition.  
• Maintain consistent fonts and tone across LinkedIn, Instagram, and marketing PDFs.