IHL MUN Brand Guidelines

1. Introduction

Welcome to the official brand guidelines for the International House Lyceum Model United Nations (IHL MUN). This document outlines the visual identity, core elements, and design standards that define our digital presence.

2. Core Identity

Mission: To provide a platform for young diplomats to develop skills in diplomacy, negotiation, and critical thinking while engaging with global issues. **Tone:** Professional, Diplomatic, Modern, Prestigious.

3. Color Palette

Our color scheme reflects stability, prestige, and energy.

Primary Colors

- **Gold**
  - **Hex:** `#FFC72C`
  - **Variable:** `--primary`
  - **Usage:** Primary actions, highlights, branding accents.
- **Deep Blue (Background)**
  - **Hex:** `#0A1628`
  - **Variable:** `--background`
  - **Usage:** Main background color.

Secondary Colors

- **United Nations Blue**
  - **Hex:** `#1E3A8A`
  - **Variable:** `--secondary` / `--accent-blue`
  - **Usage:** Secondary accents, deep gradients.
- **Surface Blue**
  - **Hex:** `#0F1D32`
  - **Variable:** `--surface`
  - **Usage:** Cards, sections, headers.

Neutral Colors

- **White**
  - **Hex:** `#FFFFFF`
  - **Variable:** `--text-main`
  - **Usage:** Primary text.
- **Muted Blue-Grey**
  - **Hex:** `#A0B4D0`
  - **Variable:** `--text-muted`
  - **Usage:** Secondary text, borders, subtle details.

4. Typography

We use a combination of three distinct typefaces to create hierarchy and character.

Headings

- **Font Family:** `Oswald`
- **Weights:** 700 (Bold), 500 (Medium)
- **Usage:** Page titles, section headers, impact text.
- **Style:** Uppercase often used for stylistic emphasis.

Body Text

- **Font Family:** `Manrope`
- **Weights:** 400 (Regular), 600 (SemiBold)
- **Usage:** Paragraphs, long-form text, UI labels.
- **Characteristics:** Clean, modern, highly readable.

Accents & Data

- **Font Family:** `JetBrains Mono`
- **Usage:** Dates, locations, technical data, small labels.
- **Style:** Monospaced for a technical/precise look.

5. Logo Usage

The IHL MUN logo is the central element of our brand.

- **Primary Logo:** The graphical emblem plus the "IHL MUN" wordmark.
- **Light Mode vs Dark Mode:**
    - **Dark Mode:** White text with Gold emblem elements.
    - **Light Mode:** Not supported (Brand is Dark-Theme only).

6. UI Components & Effects

Buttons

- **Primary Button:**
    - Background: Gold (`#FFC72C`)
    - Text: Dark Blue (`#0A1628`)
    - Shape: Rounded Pill (`border-radius: 2rem`)
    - Style: Uppercase, Bold font.
- **Secondary Button:**
    - Border: Muted Blue-Grey (`var(--text-muted)`)
    - Background: Transparent
    - Hover: Gold border and background.

Visual Effects

- **Glows:** We use subtle radial gradients (`hero-glow` , `gold-glow`) to add depth.
- **Glassmorphism:** Used sparingly on overlays (`backdrop-filter: blur(20px)`).
- **Animations:**
    - `fade-in-up` : Standard entry animation.
    - `pulse-glow` : Used for decorative circles.

7. Accessibility

- All text must maintain high contrast against the dark background.
- Primary actions (Gold) are designed to stand out clearly against Deep Blue.