

# EngageReward Brand Style Guide

## Brand Colour Palette

Primary Blue	#2B50E2	rgb(43, 80, 226)	81, 65, 0, 11
Emerald Green	#17B96F	rgb(23, 185, 111)	88, 0, 71, 27
Navy Gradient Start	#003F9E	rgb(0, 63, 158)	100, 60, 0, 38
Teal Gradient End	#00B19A	rgb(0, 177, 154)	100, 0, 13, 31
Dark Text	#0C1E35	rgb(12, 30, 53)	77, 43, 0, 79
White Background	#FFFFFF	rgb(255, 255, 255)	0, 0, 0, 0

## Brand Fonts

Font: Inter

Weights: Regular, Medium, SemiBold, Bold

Download: <https://fonts.google.com/specimen/Inter>