

LOGO USAGE



DOES

USE OFFICIAL LOGO FILES

MAINTAIN CLEAR SPACE

AVOID ALTERING COLORS



DON'TS

DON'T STRETCH LOGO

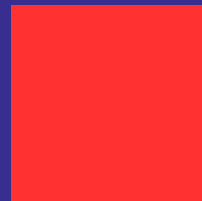
DON'T ROTATE LOGO

AVOID BUSY BACKGROUND

COLOR PALETTE



PRIMARY DEEP
#2C30E50



ACCENT SLAY
#267E90



MUTED SLATE
#9667C89

NEUTRAL SAND

TYPOGRAPHY SYSTEM

PRIMARY FONT POPPINS BOLD, SEMIBOLD, REGULAR

SECONDARY FONT PLAYFAIR DISPLAY

H1: EVENT TITLE

H2: SUBHEADING

BODY TEXT: EXAMPLE OF BODY COPY

VISUAL EXAMPLES & AESTHETIC

