

## LOGO USAGE



### DOES

- USE OFFICIAL LOGO FILES
- MAINTAIN CLEAR SPACE
- AVOID ALTERING COLORS



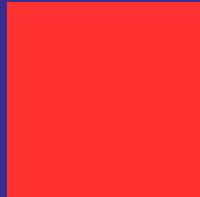
### DON'TS

- DON'T STRETCH LOGO
- DON'T ROTATE LOGO
- AVOID BUSY BACKGROUND

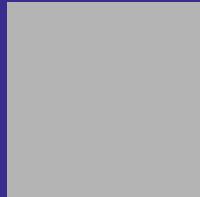
## COLOR PALETTE



PRIMARY DEEP  
#2C30E50



ACCENT SLAY  
#267E90



MUTED SLATE  
#9G67C89

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

