

# PRIMARY IDENTITY



# SECONDARY IDENTITY



DEN

STARTUP WEEK

# PRIMARY IDENTITY



SECONDARY IDENTITY



# FONTS

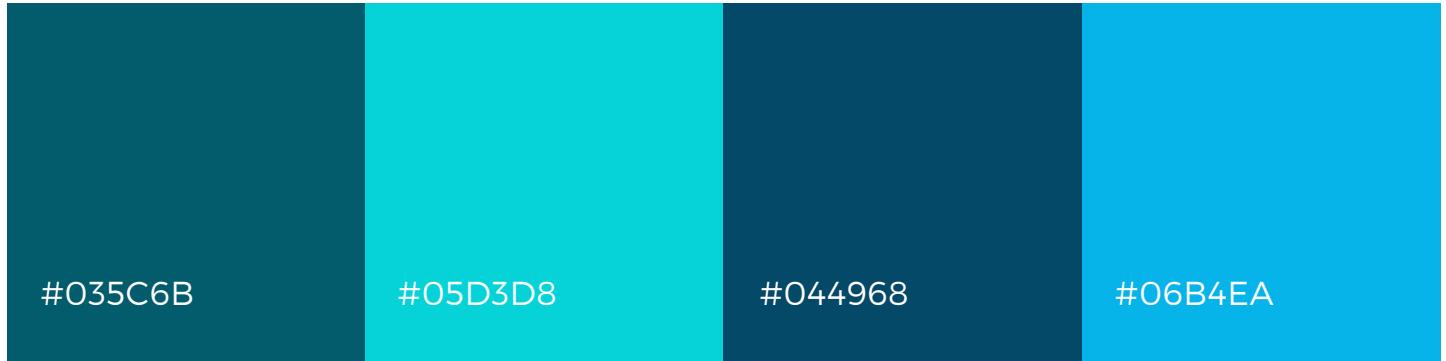
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Montserrat Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

Montserrat Bold

# PRIMARY COLOR PALETTE



# SECONDARY COLOR PALETTE



# COPY BLOCK STYLE

# TITLE HEADER

# TONE/TONE COPY STYLE

Using colors from the primary and secondary palettes, tone on tone treatments can be used for copy blocks See examples below.

## SECTION HEADER

Lorem ipsum dolere sit amet consecuter es quid dolere adspecit. Lorem ipsum dolere sit amet nonummy es quid dolere adspecit. Lorem ipsum dolere sit nonummy consecuter es quid dolere adspecit. Lorem ipsum dolere sit amet consecuter es quid dolere adspecit. Lorem ipsum dolere sit amet nonummy es quid dolere adspecit. Lorem ipsum dolere sit nonummy consecuter es quid dolere adspecit.

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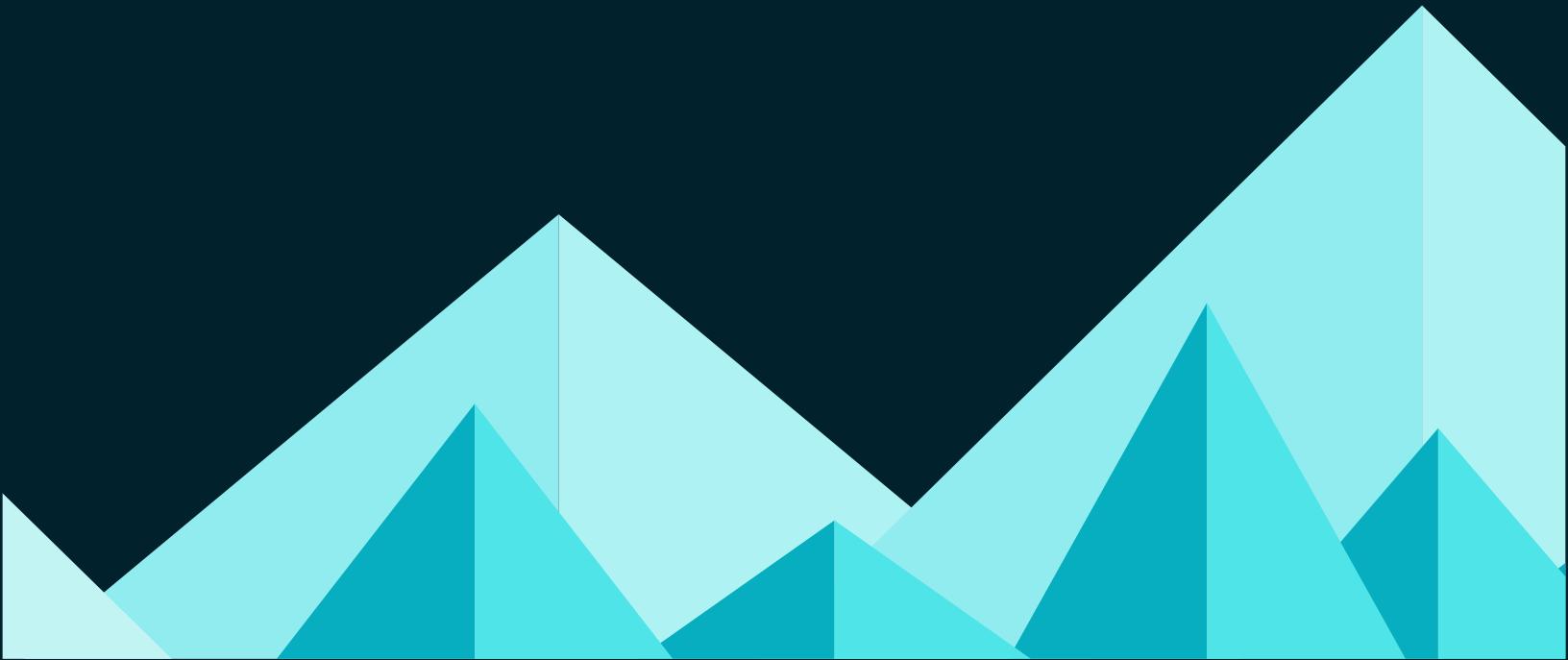
# GRAPHIC ASSETS

Geometric mountains can be used as a secondary graphical element in design. Should always be aligned with the bottom.



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Geometric mountains can be used as a secondary graphical element in design. Should always be aligned with the bottom.



## TYPE ON PHOTO

When placing copy over a photo, use a color block of #01222D or C 90.56% M 69.94% Y 57.62% K 66.87% set at 60% opacity with the “multiple” effect on. Text should be knocked out over top of this block.

LOREM  
IPSUM  
DOLERE  
SIT AMET  
NOMEN.



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When placing copy over a photo, use a color block of #01222D or C 90.56% M 69.94% Y 57.62% K 66.87% set at 60% opacity with the “multiple” effect on. Text should be knocked out over top of this block.

CATEGORY OR HEADER

LOREM  
IPSUM  
CONSECTER  
SIT AMET.

# LAYOUT EXAMPLE



CATEGORY OR HEADER

## LOREM IPSUM DOLEERE SIT AMET NOMEN.

Lorem ipsum dolere sit amet nonummy consecuter es quid  
dolere adspecit. Lorem ipsum dolere sit amet nonummy  
consecuter es quid dolere adspecit.



# LAYOUT EXAMPLE

