

Introduction

This guide defines the color palette and typography for boAt Lifestyle. These visual identity components are

1. Brand Color Palette

- Primary Color: Red (HEX: #FF2C2C | RGB: 255, 44, 44 | CMYK: 0, 83, 83, 0)
- Secondary Color 1: Black (HEX: #000000 | RGB: 0, 0, 0 | CMYK: 0, 0, 0, 100)
- Secondary Color 2: Electric Blue (HEX: #007BFF | RGB: 0, 123, 255 | CMYK: 100, 52, 0, 0)
- Accent Color: Neon Green (HEX: #39FF14 | RGB: 57, 255, 20 | CMYK: 78, 0, 92, 0)

These colors project excitement, modernity, and tech-driven energy suited for a youthful audience.

2. Typography Selection

- Primary Font: Montserrat (Bold & Semi-Bold) — for headings, titles, and branding.
 - Secondary Font: Lato (Regular & Light) — for body copy and supporting text.
- Montserrat communicates modern confidence, while Lato maintains clean readability across print and digital.

3. Usage Guidelines

- Use primary red and black for logo and brand headers.
- Electric blue and neon green should be used for highlights, buttons, and visual accents.
- Maintain high contrast between text and background for accessibility.
- Use Montserrat in uppercase for hero sections and Lato for longer text blocks.

4. Application Testing

- Typography and color combinations tested on website mockups, app UI, and business cards.
- Result: Clear readability and strong brand presence across all formats.

5. Brand Style Guide Summary

- Includes: Color HEX, RGB, CMYK breakdown
- Font pairing examples and usage scenarios
- Instructions for consistent application across platforms