

Introduction

This Brand Style Guide defines the official colors and typography for boAt Lifestyle, a bold and energetic brand.

1. Brand Color Palette

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

These colors express energy, confidence, and a futuristic vibe that resonates with a young, tech-savvy audience.

2. Typography System

- Primary Font: Montserrat (Bold & Semi-Bold)
Usage: Headlines, logo type, and call-to-action text.
- Secondary Font: Lato (Regular & Light)
Usage: Body text, descriptions, UI labels, and paragraphs.

Montserrat provides a bold, geometric tone, while Lato adds a smooth and professional complement.

3. Usage Guidelines

- Use high-contrast pairings (e.g., red on black or white backgrounds) to ensure readability.
- Avoid using more than three fonts per layout for visual clarity.
- Accent colors should be used sparingly for highlights, buttons, or data visualization.
- Maintain spacing and font hierarchy between headings and body text.

4. Application Testing

- Colors and fonts were tested on sample landing pages, mobile UIs, and print-ready business cards.
- Results confirmed legibility and vibrant impact, with adaptable contrast on both dark and light backgrounds.

5. Deliverables

- This guide includes color values (HEX, RGB, CMYK), font pairings, and usage guidance.
- It supports future design consistency for digital and print formats.