SnP Template

🎨 Color Palette

1. Primary Color: Black
- **Hex:** #000000
- **Usage:** Primary backgrounds, text, and core branding elements.

2. Accent Color: Electric Blue
- **Hex:** #00FFFF
- **Usage:** Call-to-action buttons, highlights, and interactive elements.

3. Secondary Color: Dark Gray
- **Hex:** #1A1A1A
- **Usage:** Secondary backgrounds, text, and UI components.

4. Tertiary Color: Light Gray
- **Hex:** #F5F5F5
- **Usage:** Backgrounds, dividers, and subtle accents.Canva

This palette combines the elegance of black with the vibrancy of electric blue, complemented by neutral grays to create a modern and trustworthy aesthetic suitable for an IT company.

🔤 Typography

Primary Font: Gotham
- **Style:** Geometric Sans-Serif
- **Usage:** Headlines, logos, and prominent text.
- **Rationale:** Gotham's clean lines and modern appearance convey professionalism and clarity, making it a popular choice for tech brands.Figma+7Design Your Way+7Figma+7

Secondary Font: Roboto
- **Style:** Neo-Grotesque Sans-Serif
- **Usage:** Body text, captions, and digital interfaces.
- **Rationale:** Roboto offers excellent readability across various devices and screen sizes, maintaining a friendly yet professional tone.Figma

The combination of Gotham and Roboto provides a balanced typographic hierarchy, ensuring both visual appeal and legibility across various platforms.

🧩 Logo Design

Style: Minimalistic and modern.

Color Usage:
- Utilize black for the primary logo.
- Incorporate electric blue for accents or alternate versions to highlight innovation.

Typography: Employ Gotham for the logotype to maintain consistency and reinforce brand identity.

Iconography: Consider integrating abstract symbols or geometric shapes that represent technology and connectivity.

📱 Digital Applications

- **Website:** Use black and dark gray backgrounds with electric blue highlights for buttons and interactive elements.
- **Mobile App:** Maintain consistency with the website's color scheme and typography for a cohesive user experience.
- **Social Media:** Design templates featuring the brand colors and fonts to ensure uniformity across platforms.

🖨️ Print Materials

- **Business Cards:** Black background with electric blue text and accents, using Gotham for the name and Roboto for contact details.
- **Letterheads:** White background with black text and electric blue highlights, maintaining brand fonts.
- **Brochures:** Consistent use of the color palette and typography to convey professionalism and brand coherence.

🌐 Cultural Considerations

Given your location in Dhaka, Bangladesh, it's beneficial to consider cultural perceptions of colors. Black is often associated with elegance and sophistication, while blue signifies trust and reliability, aligning well with the values of an IT company.

https://www.canva.com/brand/brand-templates/EAGpGYs2NtA