Brand Identity Standards

1. Logo

LOGO

Always use the logo as shown. Do not alter its proportions, colors, or orientation.

- Clear space: Leave sufficient space around the logo.
- Minimum size: 48px tall for screen use.

2. Color Palette

Color	HEX	RGB	Usage
Primary	#1A1A1A	26, 26, 26	Logo, Headings
Accent	#F2C94C	242, 201, 76	Highlights
Background	#FFFFFF	255, 255, 255	Backgrounds

3. Typography

Type	Font	Weight	Usage
Headings	Montserrat	Bold	H1 - H4
Body	Roboto	Regular	Paragraphs, Lists

Heading Sample *Body text sample*

4. Imagery

- Use clean, high-resolution images that reflect brand values.
- Prefer minimalist and uncluttered compositions.
- Avoid stock images with visible watermarks or excessive filters.

5. Voice & Tone

- Professional, friendly, and straightforward.
- Avoid jargon and overly casual expressions.

6. Example Applications

- Business cards
- Letterhead
- Website banners

7. Contact

For questions regarding brand usage, contact:
Email: brand@company.com