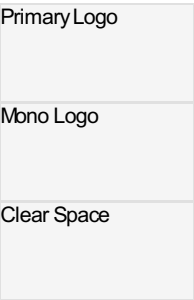


Corporate Brand Style Guide

This document outlines the main brand style guidelines to ensure consistent and professional corporate branding in all communications and materials.

1. Logo

The brand logo should appear clearly and unobstructed. Do not stretch, recolor, or modify any logo elements.



2. Color Palette

Use the following corporate brand colors for all communications:



- **Primary Blue:** #1947BA
- **Secondary Orange:** #FF7448
- **Light Gray:** #E9E9EB
- **Dark Gray:** #343443

3. Typography

The brand uses a clean, modern sans-serif font for all headings and body text.

Heading 1 – Arial Bold 32pt

Heading 2 – Arial Bold 22pt

Body Text – Arial Regular 16pt. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

- Headings: Bold, uppercase letters when appropriate.
 - Body: Regular weight, sentence case.
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4. Imagery

Use clean, minimal imagery that reflects professionalism, clarity, and a modern outlook. Avoid cluttered or low-quality images.

5. Usage Guidelines

- Do not alter brand colors, fonts, or logos.
- Maintain sufficient space around the logo for clarity.
- Use approved color palette and typography in all assets.
- Ensure visual consistency across all channels and media.