

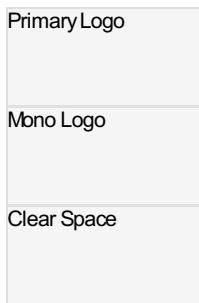
# Corporate Brand Style Guide

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

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## 1. Logo

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



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## 2. Color Palette

Use the following corporate brand colors for all communications:



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

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## 3. Typography

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

**Heading 1 â€“ Arial Bold 32pt**

**Heading 2 â€“ Arial Bold 22pt**

Body Text â€“ 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.

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## 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.