

Visual Identity Guidelines

1. Logo Usage

Logo Placeholder

- Always use approved logo variations.
- Maintain clear space around the logo.
- Do not alter logo proportions, colors, or orientation.

2. Color Palette



#1847E5

Primary



#8CB4F5

Secondary



#F5F6FA

Background



#222222

Text

3. Typography

Heading: Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body: Arial Regular

abcdefghijklmnopqrstuvwxyz

Use	Font Family	Weight	Size
Headings	Arial	Bold	2em
Body	Arial	Regular	1em

4. Imagery & Icons

- Use clean, high-resolution images aligned with brand values.
- Icons should be simple and stylistically consistent.

- Avoid excessive decoration or gradients.

5. Application Examples

- Business cards
- Letterheads
- Digital media (website, social, email)

6. Incorrect Usage

- Do not stretch, distort, or recolor the logo.
- Avoid using low-contrast backgrounds.
- Do not use unapproved colors or fonts.

7. Contact

For further guidance and assets, contact:
brand@company.com