



Branding & Media Kit

PRIMARY LOGOS

- ✔ USE ONLY APPROVED BRAND COLORS FOR THE LOGO.
- ✔ PROPER BACKGROUNDS - ENSURE THE LOGO IS PLACED ON BACKGROUNDS THAT PROVIDE SUFFICIENT CONTRAST.
- ✘ DO NOT STRETCH OR DISTORT - THE LOGO SHOULD NOT BE STRETCHED, COMPRESSED, OR SKEWED.
- ✘ DO NOT ALTER COLORS - DO NOT CHANGE THE LOGO COLORS OR APPLY UNAPPROVED EFFECTS.



COLOR PALETTE

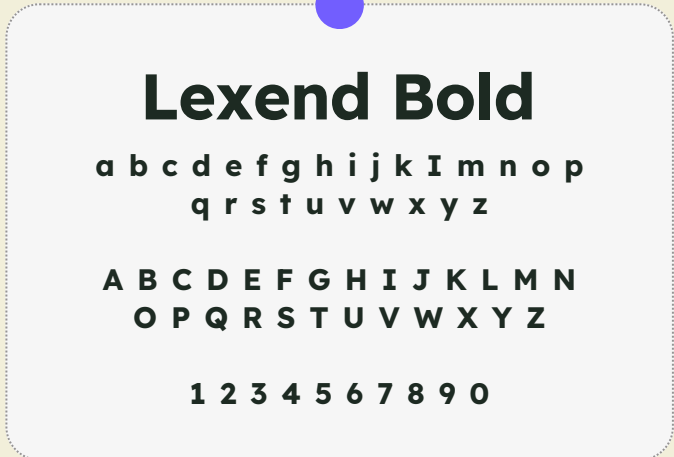
- ✔ PRIMARY COLORS - USE THE OFFICIAL BRAND COLORS FOR ALL PRIMARY BRANDING MATERIALS.
- ✔ SECONDARY COLORS - SUPPORTING COLORS MAY BE USED FOR ACCENTS AND COMPLEMENTARY DESIGNS.
- ✘ CONTRAST & READABILITY - ENSURE TEXT AND LOGOS STAND OUT CLEARLY AGAINST BACKGROUNDS.
- ✘ NO UNAPPROVED COLORS - AVOID USING COLORS OUTSIDE THE BRAND PALETTE.



FONTS

- ✔ PRIMARY FONT - USE THE DESIGNATED BRAND FONT FOR ALL MAIN TEXT AND HEADLINES.
- ✔ SECONDARY FONT - A COMPLEMENTARY FONT MAY BE USED FOR SUPPORTING TEXT WHEN NEEDED.
- ✘ NO UNAPPROVED FONTS - AVOID USING UNAPPROVED FONTS TO ENSURE CONSISTENCY.
- ✘ DO NOT DISTORT FONTS - DO NOT STRETCH, SKEW, OR ALTER THE APPEARANCE OF TYPEFACES.

Primary



Secondary

