

BRAND IDENTITY SYSTEM

VISUAL STYLE CHART

v1.0 / 2024

COLOR PALETTE

#1A1A1A
CMYK 0 0 0 90
#F5F5F5
CMYK 0 0 0 4
#D4AF37
CMYK 0 17 74 17
#EAEAEA
CMYK 0 0 0 8

TYPOGRAPHY

Primary Heading / Montserrat Bold

The Quick Brown Fox

Body Text / Open Sans Regular

Standard readability for long-form content and descriptions.

BRAND ATTRIBUTES

Minimalist Sophisticated Functional Modern Reliable

LOGO USAGE

Primary Logo Placeholder (Maintain 20% Clear Space)