



BRAND GUIDELINES

STYLE GUIDE

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Typography

About

Our typography guidelines ensure a consistent visual identity, reinforcing brand recognition and maintaining a polished, cohesive look across all communications.

Note:

Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.

Primary

ANTON BOLD

AA

**Secondary
Poppins
Bold**

Aa

Tertiary
Poppins Light

Aa

IBM PLEX

ABCDFEGHIJKLM

abcdefghijklmopqrz

0123456789

OPEN SANS

ABCDFEGHIJKLM

abcdefghijklmopq

rz 0123456789

OPEN SANS

ABCDFEGHIJKLM

abcdefghijklmopqr

z 0123456789

Typography (Applied)

About

Consistent typography is essential to maintaining a strong and cohesive brand identity. Using the correct typefaces, sizes, and styles ensures clarity, reinforces brand personality, and creates a unified visual experience across all communications. Adhering to these guidelines helps build trust and recognition with every touchpoint.

Line Spacing



LOREM IPSUM

30 PT+

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Sed do
eiusmod tempor incidunt ut labore
et dolore magna aliqua.**

20 Pt

Lorem ipsum dolor sit amet, consectetur adipiscing
elit. Sed do eiusmod tempor incidunt ut labore et
dolore magna aliqua.

14 Pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod
tempor incidunt ut labore et dolore magna aliqua. Ut enim ad minim
veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea
commodo consequat. Duis aute irure dolor in reprehenderit in voluptate
velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat
cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id
est laborum.

10 Pt

Color Palette

About

Our color guidelines ensure a unified and recognizable brand presence. Consistent use of our color palette strengthens visual identity and enhances brand impact across all touchpoints.

Note:

Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.

#A2B7DF	Pale Blue
#001A59	Royal Blue 1
#2D436C	Dusty Blue
#0C1E40	Navy Blue 2

Using our Logo

About

The logo reflects both the essence of the business and its core narrative. It serves as a visual anchor for the brand's identity and values. To protect and strengthen this identity, consistent usage is essential. Our logo guidelines ensure it's applied uniformly across all channels—enhancing recognition, building equity, and reinforcing trust.

Primary Logo

The logo is provided in all standard formats for both print and digital applications. Whenever possible, the primary full-color logo should be used without modification. It must not be altered to match other branding elements, recolored, or placed over complex backgrounds, patterns, or conflicting brand visuals.



**THE
BUSINESS
SHOW**



**THE
BUSINESS
SHOW**



**THE
BUSINESS
SHOW >>**



**THE
BUSINESS
SHOW**

It must not be altered to match other branding elements or placed over complex backgrounds.

It must not be recoloured or edited