

fraud leaders' summit

Brand
Guidelines

Content

Fraud Leaders' Summit

Logo

Typography

Colours

Do's & Dont's

Layout Templates

Fraud Leaders' Summit

Logo

Font Text —————
KOROLEV MEDIUM

Fraud
leaders'
summit

Logo Formation

Angle for
positive progress

fraud
leaders'
summit

Apostrophe
balance

Placing  Logo



fraud
leaders'
summit

Fraud Leaders' Summit

Logo



fraud leaders' summit

Logo with Date



fraud leaders' summit

27th January 2025 | London UK

Logo with Strapeline



fraud leaders' summit

connecting leaders
empowering communities
inspiring change

Logo with Date



fraud leaders' summit

27th January 2025 | London UK

Logo with Strapeline



fraud leaders' summit

connecting leaders
empowering communities
inspiring change

Typography

KOROLEV

MEDIUM

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

LIGHT

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



**fraud
leaders'
summit**

27th January 2025 | London UK

———— KOROLEV MEDIUM

———— KOROLEV LIGHT



**fraud
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connecting leaders
empowering communities
inspiring change

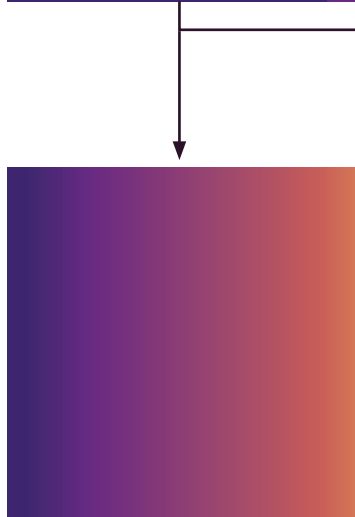
———— KOROLEV MEDIUM

———— KOROLEV LIGHT

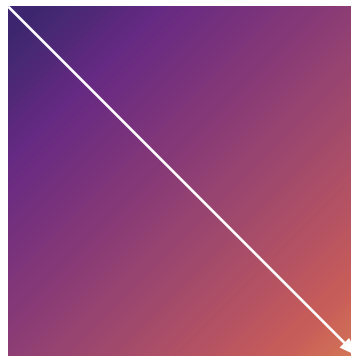
COLOUR

Gradient Colours

C:91 M:100 Y:19 K:15 R:62 G:39 B:112 HEX: 3e2770	C:74 M:100 Y:10 K:3 R:102 G:42 B:130 HEX: 662a82	C:17 M:75 Y:64 K:3 R:201 G:95 B:88 HEX: c95f58	C:14 M:61 Y:70 K:2 R:210 G:121 B:86 HEX: d27956
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Gradient



Gradient Look (Direction)



Background Colour

C:73 M:84 Y:52 K:67 R:43 G:19 B:42 HEX: 2B132A
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DO'S & DONT'S

DO's



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Use the correct Logo Lockup as the need arise.

DONT's



Do not Move the
Clarion event logo
anywhere.



Do not chage the
gradient angle



Do not use a flat
colour



Do not use any background
colour other then prescribed.

For external use - please
ensure logo is readable on a
dark background or use the
black text version on lighter
backgrounds.

LAYOUTS

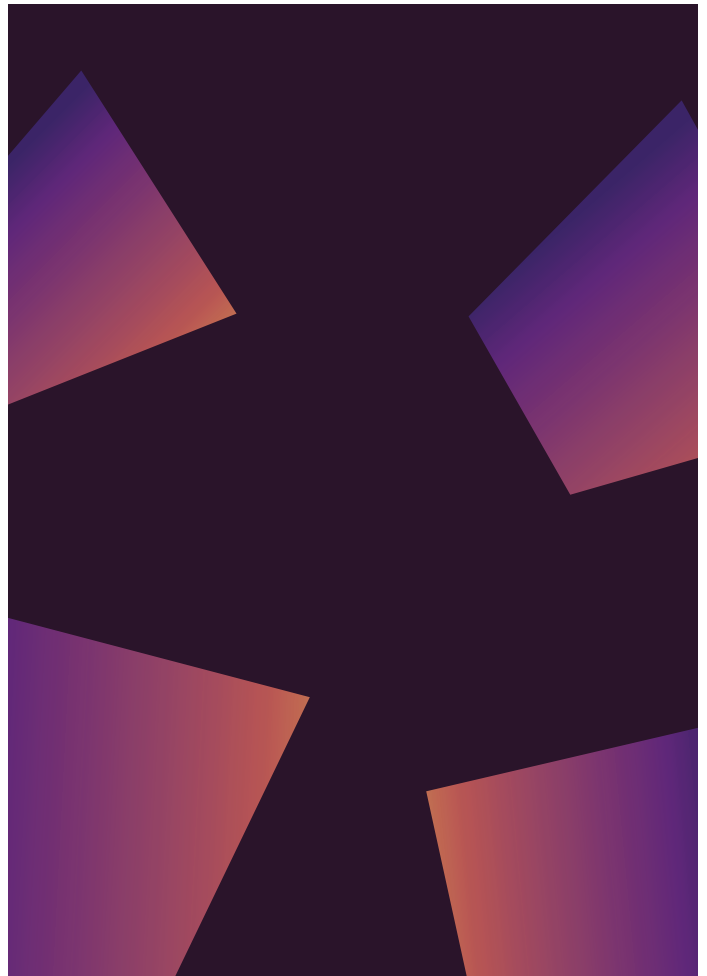
Usage

All backgrounds should be set to our background colour. In front of that can be set trapezoid shapes with our gradient fill added. Shapes should bleed off the page and have either 3 or 2 sides of the shape showing.

Background Colour



Overall layout background



Gradient Coloured boxes



The gradient shapes should be placed in such a way as to not interfere with the main content and should be used sparingly.