

Directions conferences

Branding Guide

Logo usage

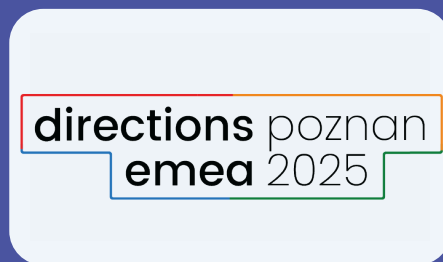
Rules

- Avoid effects
- Maintain composition
- Maintain contrast and visibility
- Positive logo is used on light and neutral background
- Negative logo is used on both dark and coloured backgrounds

Negative Logo



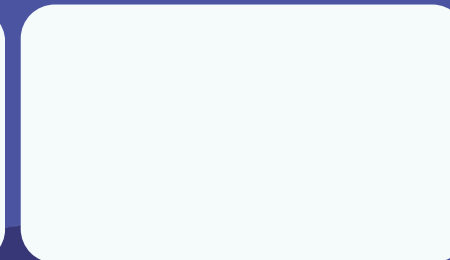
Positive Logo



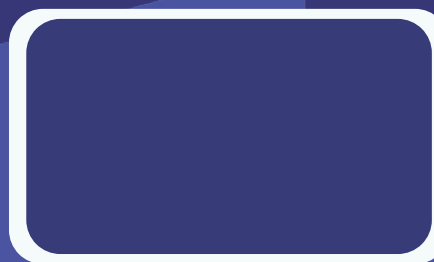
Primary colours



Vibrant purple
CMYK: 82/71/0/0
Pantone: 7669 C
RGB: 74/84/160
HEX: #4a54a0



White ice
CMYK: 4/0/2/0
Pantone White
RGB: 246/252/252
HEX: #f6fcfc



Dark purple
CMYK: 82/71/0/34
Pantone: 7673 C
RGB: 57/63/121
HEX: #393f79



Light violet
CMYK: 8/3/2/0
Pantone: 656 C
RGB: 238/243/248
HEX: #eef3f8

Favicon & backgrounds

Favicon rules

- Avoid effects
- Avoid other colours
- Maintain dimensions
- Maintain composition
- Maintain contrast and visibility
- Size 16x16 pixels or 32x32 pixels

Favicon



Possible backgrounds



Typography

Our identity contains two typographies

The primary typeface: “Poppins”, with its simple and modern character, is a typeface that is future-proofed. In order to create a typographic hierarchy, the cuts are used: Semibold, medium and regular.

To add further character to the brand, a secondary display typography has been added: “Arsilion”. The typography is used to highlight important words in a sentence, and gives a sense of community and closeness, due to its handwritten expression.

Primary typography

Headlines: **Poppins semibold**
Sub-headlines: **Poppins medium**
Body text: Poppins regular

Display typography

Words: *Arsilion regular*