

LOGO

IMAGE & GRAPHIC GUIDE

VARIATIONS

Primary Logo



Logo icons



DON'TS

- 1. Low contrast
- 2. Altered proportions
- 3. Do not use the Secondary Logo when the date is already written in the design.
- 4. Do not use the Primary or Secondary logos in small areas. Use the logo icon instead.



Secondary Logos



TYPOGRAPHY

Aa

Nunito Sans Regular

Use for body text.

Aa

Nunito Sans Bold

Use to highlight body text, such as email addresses and website links.

Aa

Houschka Pro Bold

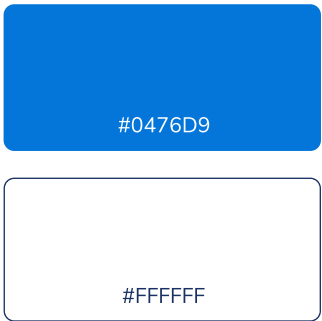
Use uppercased for titles, subtitles, and name tags and lowercased for job title captions.

Aa

Just Another Hand

Use uppercased to only highlight text such as numbers, hashtags (#TPAW2024), and dates (October 7-11).

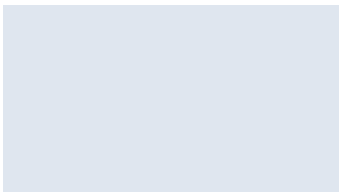
COLOR PALETTE



Use the three main colors (#DFE6EF, #193062, #ECA3B) for backgrounds and their shades (the other six colors) for illustrations and background elements such as shapes. For body text, use dark blue and white.

Use these for illustrations and to highlight visual elements or text.

BACKGROUNDS



ILLUSTRATIONS & HANDWRITTEN TEXT



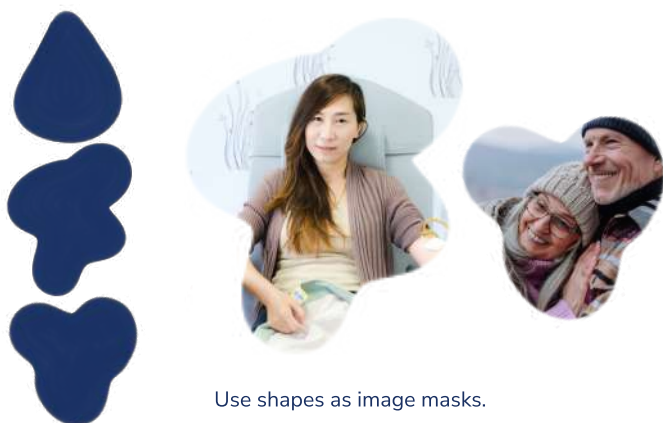
IMAGE & GRAPHIC GUIDE

1. Illustrations accompany text on plain backgrounds.
2. Illustrations accompany and blend with images.



3. Handwritten text is used as highlights within body text.

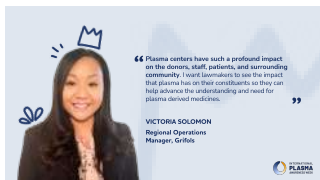
SHAPES & GLASS MORPHISM



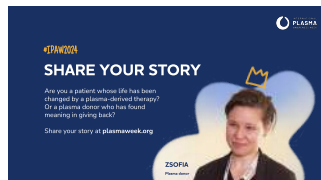
Use glass morphism for text boxes.

IMAGERY

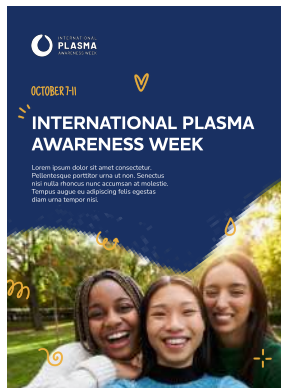
1. Cut out images



2. Masked images (small)



3. Masked images (large)



LIFESTYLE IMAGES

- Show people of different ages, backgrounds, and ethnicities.
- Feature candid images that look more natural than posed.
- Convey authenticity, hope, inspiration, and happiness.

PLASMA-FOCUSED IMAGES

- Depict clean and orderly spaces.
- Use candid and natural images instead of posed images.
- Include a wide variety of people.

Some examples

