

PRIMARY IDENTITY



SECONDARY IDENTITY



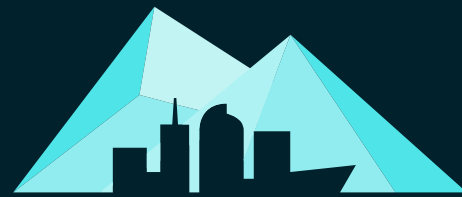
DEN

STARTUP WEEK

PRIMARY IDENTITY



SECONDARY IDENTITY



DEN

STARTUP WEEK

FONTS

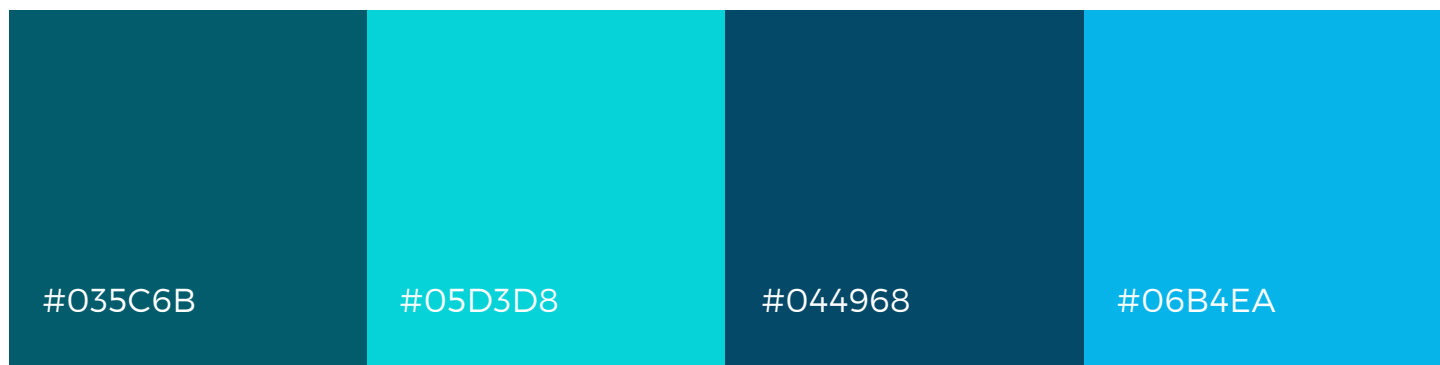
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Montserrat Bold

PRIMARY COLOR PALETTE



SECONDARY COLOR PALETTE



TONE/TONE COPY STYLE

Using colors from the primary and secondary palettes, tone on tone treatments can be used for copy blocks See examples below.

SECTION HEADER

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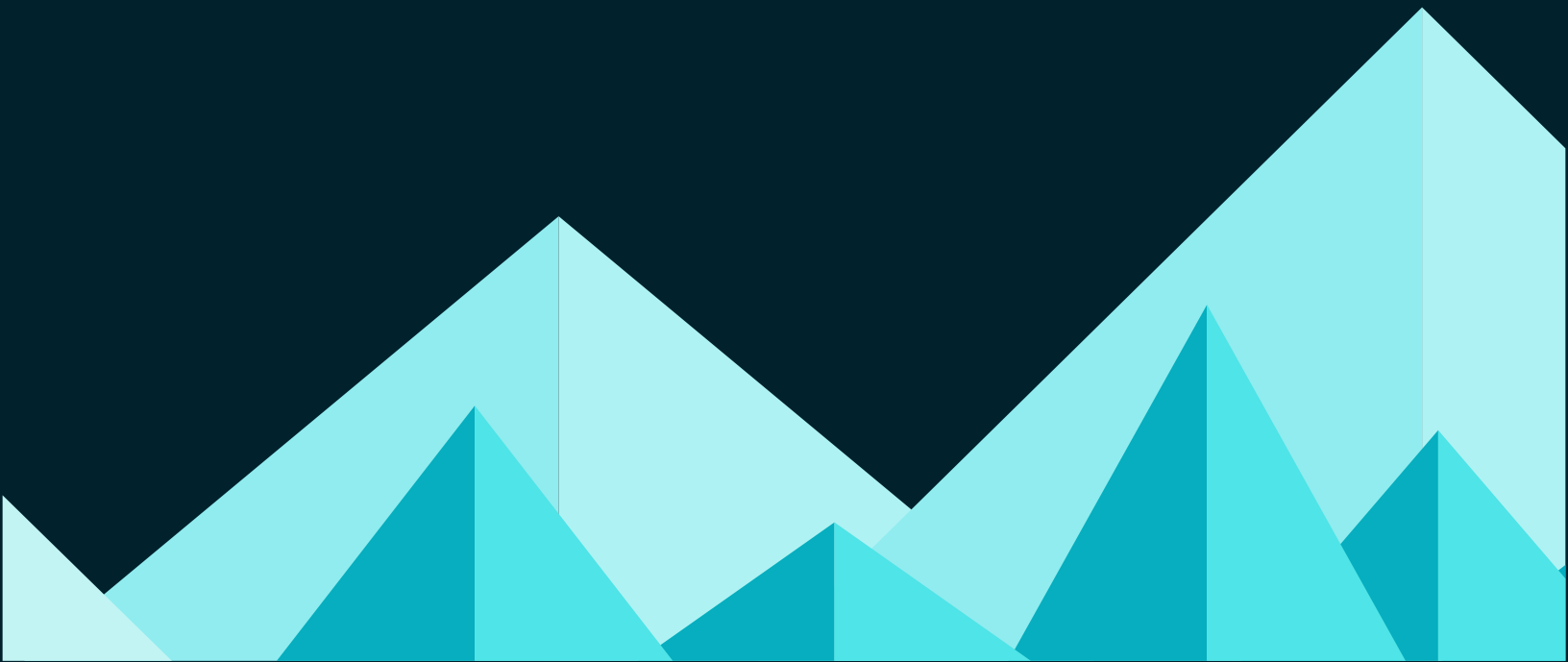
GRAPHIC ASSETS

Geometric mountains can be used as a secondary graphical element in design. Should always be aligned with the bottom.



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Geometric mountains can be used as a secondary graphical element in design. Should always be aligned with the bottom.



TYPE ON PHOTO


When placing copy over a photo, use a color block of #01222D or C 90.56% M 69.94% Y 57.62% K 66.87% set at 60% opacity with the “multiple” effect on. Text should be knocked out over top of this block.

A man in a brown t-shirt and jeans is giving a presentation on a stage. The stage is lit with blue and purple lights, and the ceiling is decorated with a starry pattern. A large audience is visible in the foreground, and a presentation screen is visible in the background. The text 'LOREM IPSUM DOLERE SIT AMET NOMEN.' is overlaid on the image in a large, white, sans-serif font.

LOREM
IPSUM
DOLERE
SIT AMET
NOMEN.

TYPE ON PHOTO

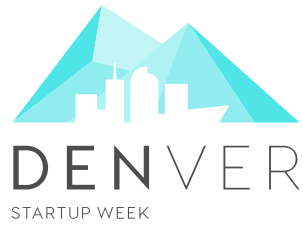
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CATEGORY OR HEADER

LOREM
IPSUM
CONSECUTER
SITAMET.

LAYOUT EXAMPLE



CATEGORY OR HEADER

LOREM IPSUM
DOLERE SIT
AMET NOMEN.

Lorem ipsum dolere sit amet nonummy consecuter es quid dolere adspecit. Lorem ipsum dolere sit amet nonummy consecuter es quid dolere adspecit.



LAYOUT EXAMPLE

