

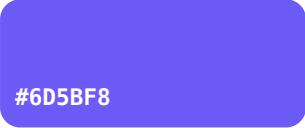
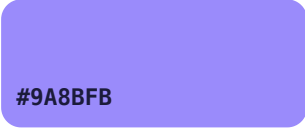
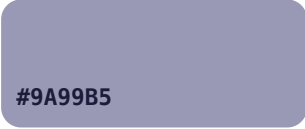
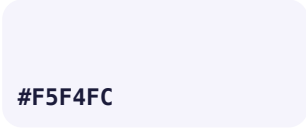
Brand & logo guidelines.

LOGO



The mark is a gradient “Y”. Keep clear space around it equal to the height of the mark. Use the ink wordmark on light backgrounds and the bone wordmark on dark. Never recolour, stretch or add effects.

COLOUR

 #6D5BF8 Primary / Violet	 #9A8BFB Violet light	 #F2A24B Gold accent	 #1B1B3A Ink
 #5C5B7A Slate text	 #9A99B5 Mute	 #F5F4FC Bone / panel	

Brand gradient: #5FE6B0 → #46C8E0 → #8B6EF2 (green → cyan → violet), used for rules, underlines and accents.

TYPOGRAPHY

DISPLAY **Poppins 800**

BODY System sans — clean, neutral, highly legible.

MONO Monospace for figures & labels

LOGO USAGE

- ✓ Keep one mark-height of clear space.
- ✓ Use provided SVG/PNG files.
- ✓ Place on sufficiently contrasting backgrounds.
- ✗ Don't recolour or gradient-swap the mark.
- ✗ Don't stretch, rotate or skew.
- ✗ Don't add shadows, outlines or effects.

