

THE 2025 EXPERIENCE

CATALYST AWARDS

CONFERENCE & CELEBRATION



VISUAL STYLE GUIDE

WEBSITE & SOCIAL

The image shows a laptop and a smartphone side-by-side, both displaying content related to the "Catalyst Awards".

Laptop Screen (Website):

- Header:** CATALYST
- Navigation:** AGENDA, SPEAKERS, AWARDEES, SPONSORS, FAQS, REGISTER
- Title:** THE 2025 EXPERIENCE
- Main Title:** CATALYST AWARDS
- Subtext:** CONFERENCE & CELEBRATION
- Call-to-Action:** REGISTER TODAY →
- Date:** 11 MARCH 2025
- Venue:** IN PERSON & ONLINE, NEW YORK, NY
- Text:** Celebrate the era of the woman.
- Text:** 2025 Catalyst Awards is a whole new experience.
- Image:** A circular video thumbnail showing two women speaking on stage.

Smartphone Screen (Social Media):

- Header:** 12:58 8 CATALYST Posts Follow
- Profile Picture:** catalystinc
- Post Preview:** THE 2025 CATALYST AWARDS EXPERIENCE featuring a photo of a woman and the text: LOREM IPSOMDOLOR Chair & Chief Executive Officer at Company Name.
- Post Metrics:** 7 likes
- Post Content:** catalystinc SPEAKER ANNOUNCEMENT! Catalyst warmly welcomes Lorem Ipsum to our line up of speakers #2023CatalystAwards #Hashtag more
- Timestamp:** 3 hours ago
- Bottom Navigation:** Home, Search, Bookmarks, Profile

USE EXAMPLES



AGENDA

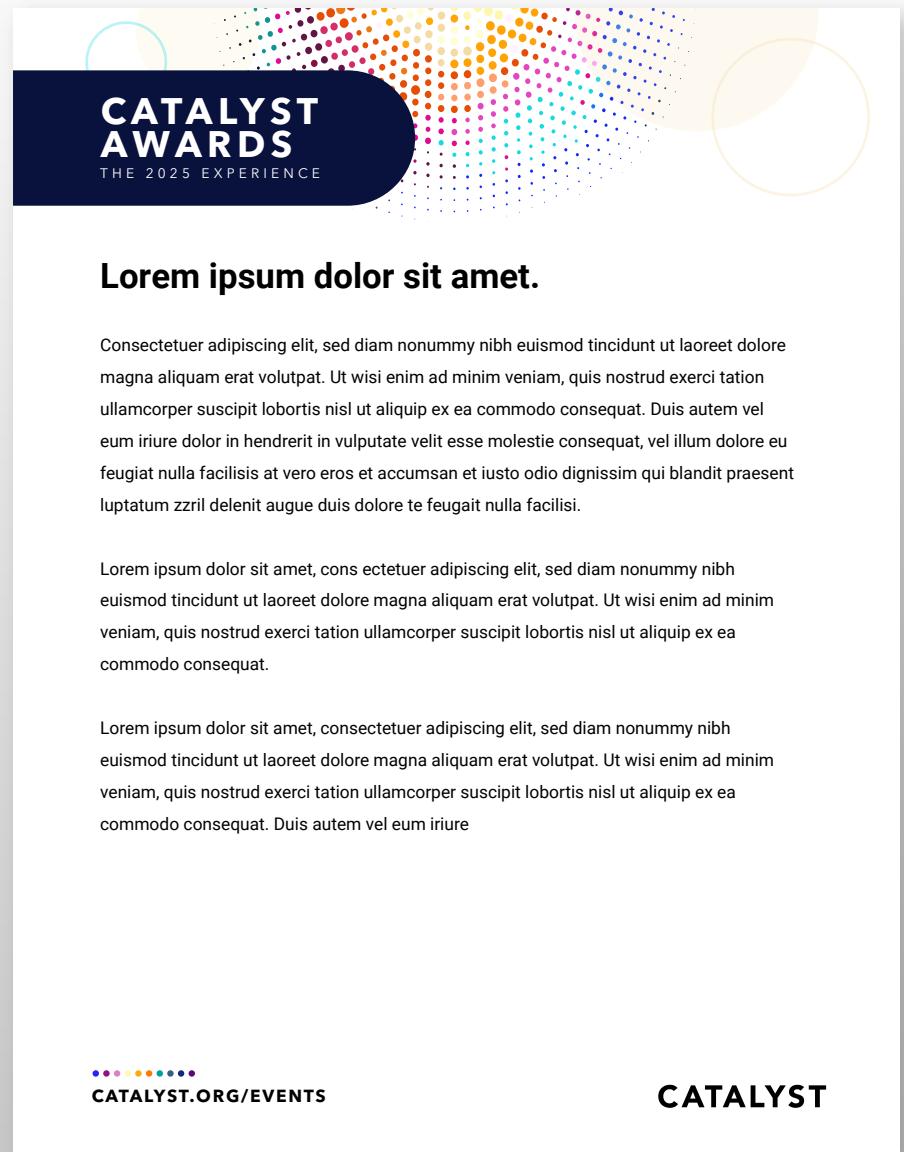
MORNING SESSION

#CatalystAwards
#TheCatalystEffect

9:00 AM	WELCOME REMARKS
SPONSORED BY 	
9:15 AM	CATALYST AWARDS COMMITTEE CHAIR REMARKS
9:30 AM	AWARD WINNER SESSION / ZOETIS
10:15 AM	AWARD WINNER SESSION / SEPHORA
11:00 AM	NETWORKING BREAK
SPONSORED BY 	
11:30 AM	FIRESIDE CHAT: Harnessing the Power of Engaged Men in the Pursuit of Gender-Inclusive Workplaces

A decorative graphic consisting of a large circle filled with a pattern of colored dots (blue, green, yellow, orange, red) of varying sizes, creating a textured effect.

 CATALYST AWARDS
THE 2025 EXPERIENCE

A horizontal banner for the "CATALYST AWARDS THE 2025 EXPERIENCE". It features a background of a colorful dot pattern in shades of blue, green, yellow, and orange. The text "CATALYST AWARDS" is in large white letters, with "THE 2025 EXPERIENCE" in smaller white letters below it. There are three sections of placeholder text ("Lorem ipsum dolor sit amet.") followed by three more sections of placeholder text, each ending with a decorative graphic of colored dots.

2025 COLOR PALETTE

PRIMARY



CATALYST BLUE

HEX #C2AFA

RGB 12 42 250

CMYK 87 75 0 0



DARKEST BLUE

HEX #09113D

RGB(9, 17, 61)

CMYK(100, 96, 40, 52)



RASPBERRY

HEX #96117F

RGB(150, 17, 127)

CMYK(48, 100, 13, 1)

SUPPORTING RAINBOW



HEX #FF7707

RGB(255, 119, 7)

CMYK(0, 66, 100, 0)



HEX #FFAA14

RGB(255, 170, 20)

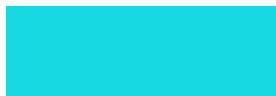
CMYK(0, 38, 99, 0)



HEX #FFF9B5

RGB(255, 249, 181)

CMYK(2, 0, 35, 0)



HEX #16D9E2

RGB(22, 217, 226)

CMYK(61, 0, 18, 0)



HEX #00A19A

RGB(0, 161, 154)

CMYK(80, 14, 45, 0)



HEX #E080BF

RGB(224, 128, 191)

CMYK(10, 61, 0, 0)



HEX #E080BF

RGB(224, 128, 191)

CMYK(10, 61, 0, 0)



HEX #96117F

RGB(150, 17, 127)

CMYK(48, 100, 13, 1)



HEX #C2AFA

RGB 12 42 250

CMYK 87 75 0 0



HEX #09113D

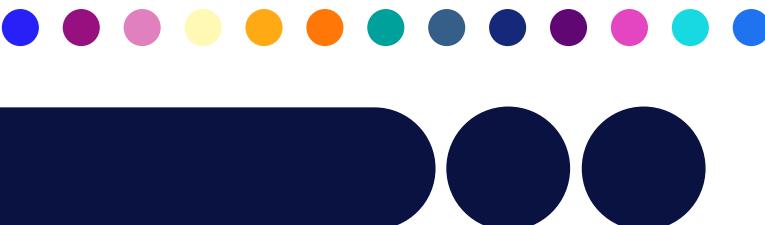
RGB(9, 17, 61)

CMYK(100, 96, 40, 52)

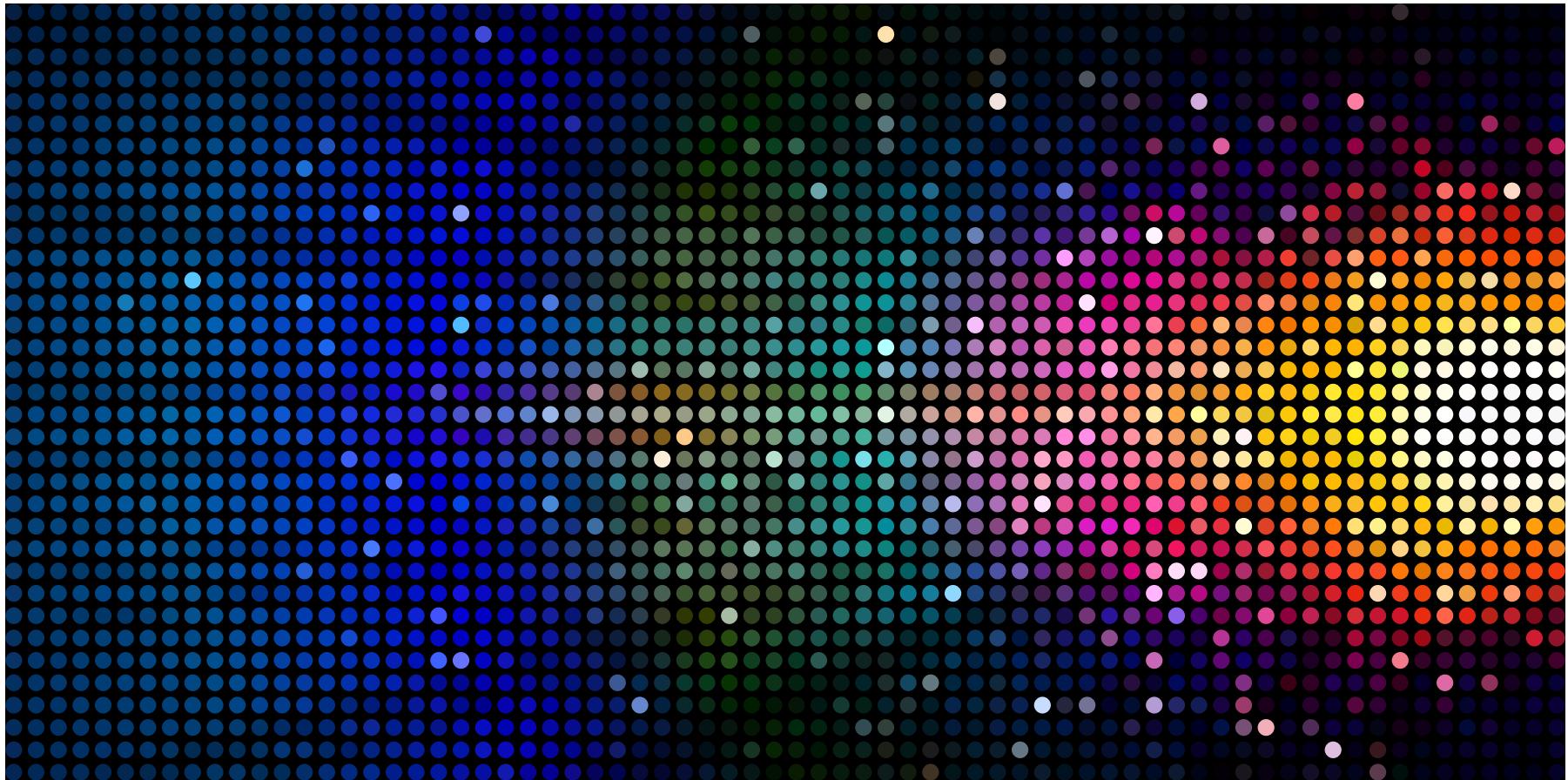
LOGO VARIATIONS



SUPPORTING GRAPHIC STYLES



DOT BURST VECTOR



TYPOGRAPHY

ICONS - FONT AWESOME PRO SHARP



LOGO LOCK UP

AVENIR NEXT PRO FONT FAMILY

PRINT & WEB

BODY COPY

Roboto & Roboto Condensed
Font Families

EYEBROWS AND ACCENTS - USE SPARINGLY

Merriweather Font Family

EMAIL

BODY COPY

Arial

EYEBROWS AND ACCENTS - USE SPARINGLY

Georgia

CONCEPT INSPIRATION VISUALS

