

THE 2025 EXPERIENCE

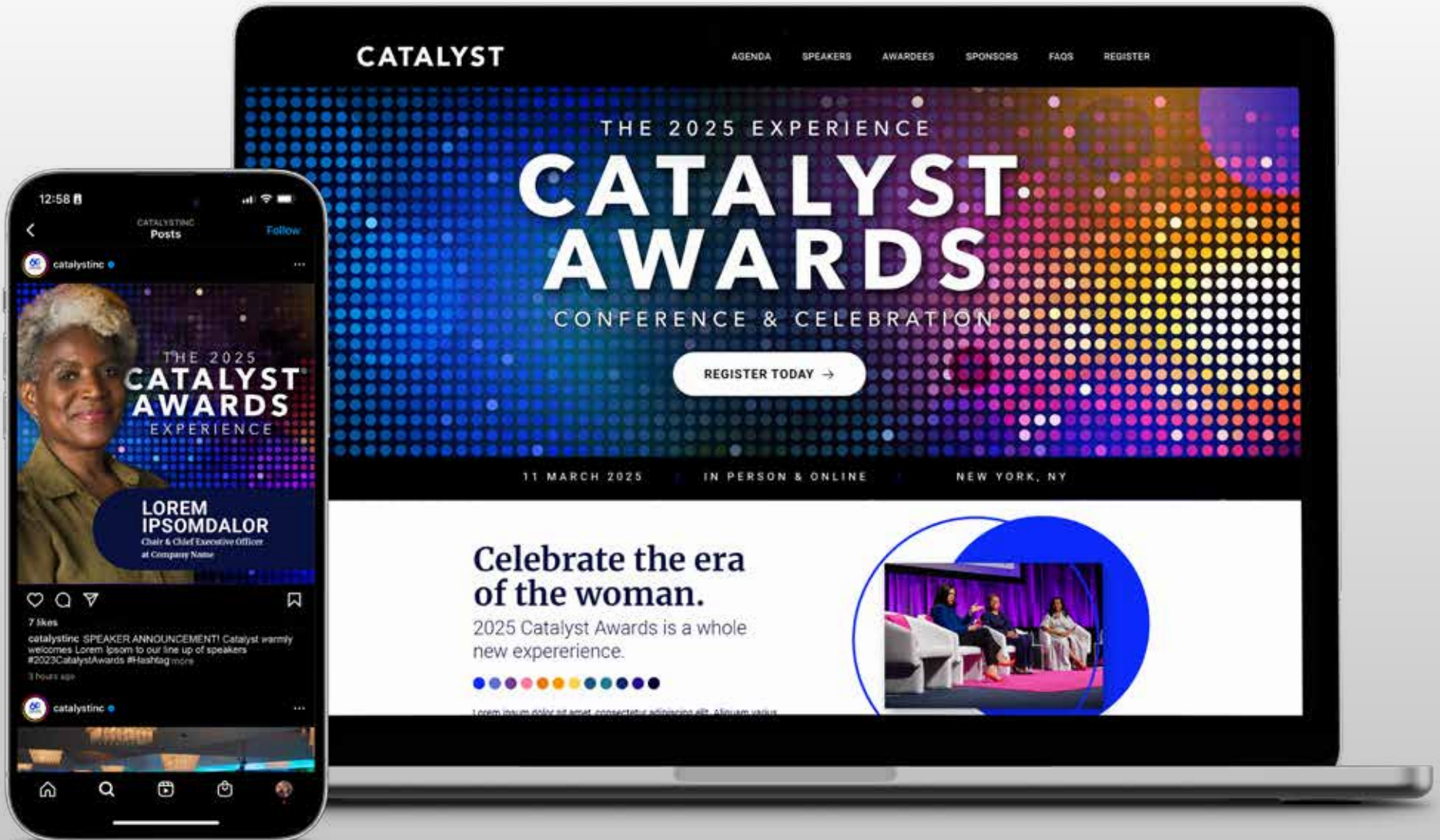
CATALYST AWARDS

CONFERENCE & CELEBRATION



VISUAL STYLE GUIDE

WEBSITE & SOCIAL



USE EXAMPLES



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[CATALYST.ORG/EVENTS](https://catalyst.org/events)

CATALYST

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

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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)

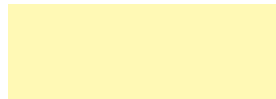
SUPPORTING RAINBOW



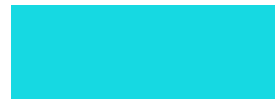
HEX #FF7707
RGB(255, 119, 7)
CMYK(0, 66, 100, 0)



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

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11 MARCH 2025
**CATALYST
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CATALYST AWARDS
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A horizontal row of ten colored dots in shades of blue, purple, pink, yellow, orange, teal, and dark blue, positioned above the text.

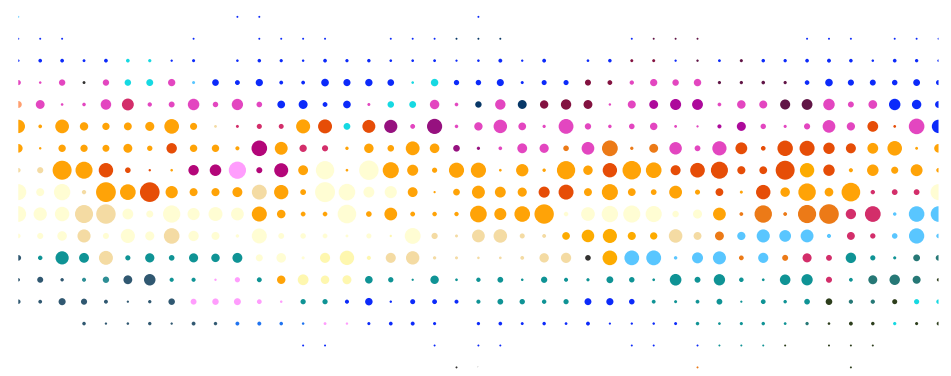
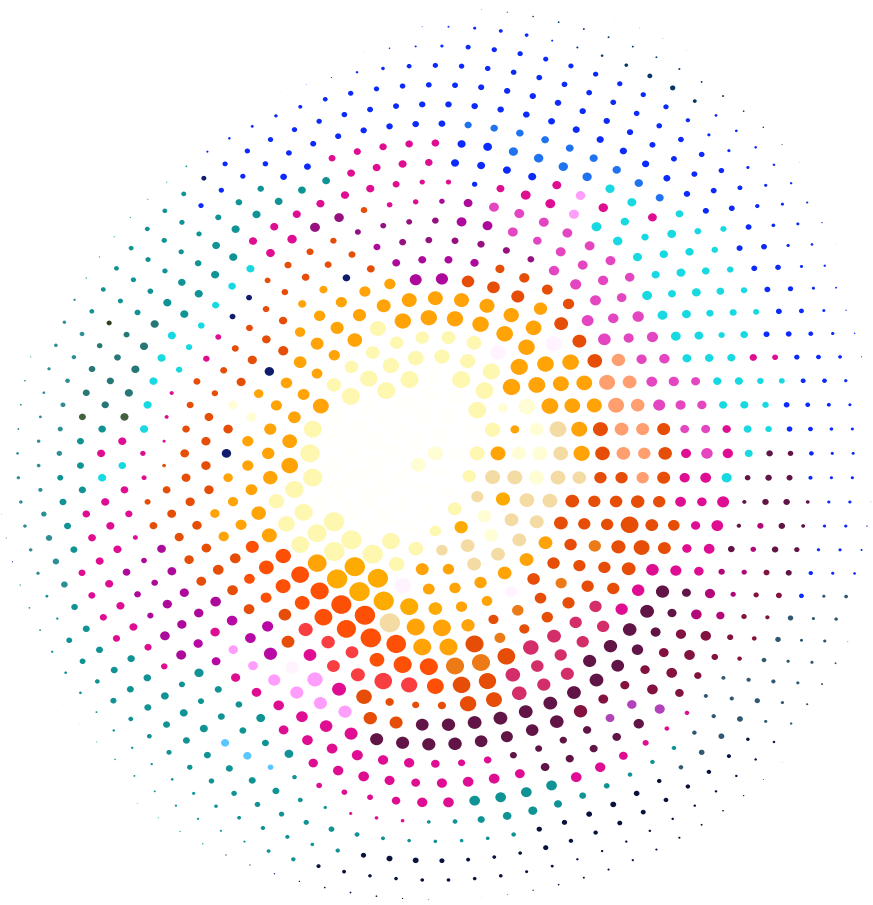
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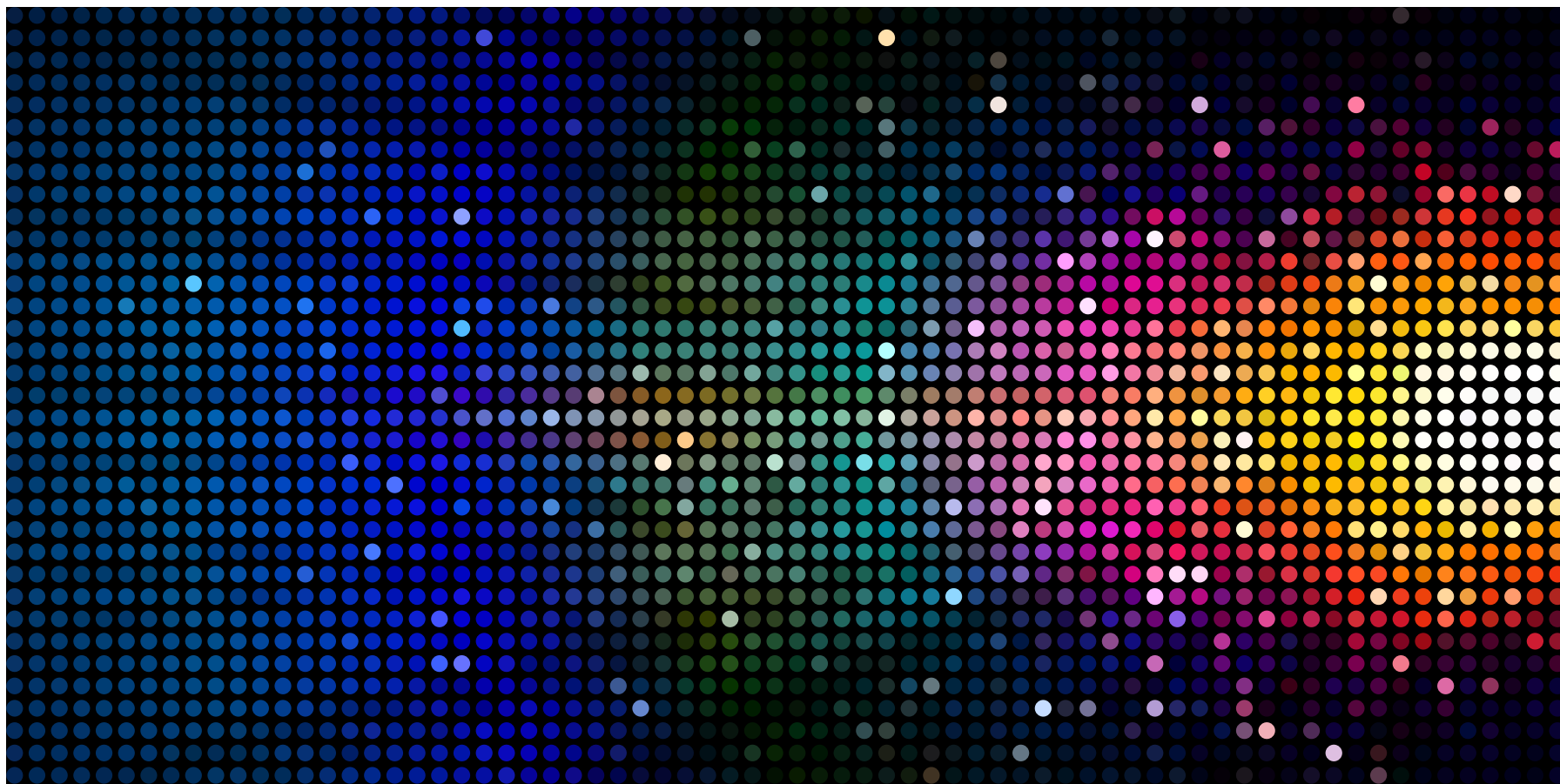

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A horizontal row of ten colored dots in shades of blue, purple, pink, yellow, orange, teal, and dark blue, positioned above the text.

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

