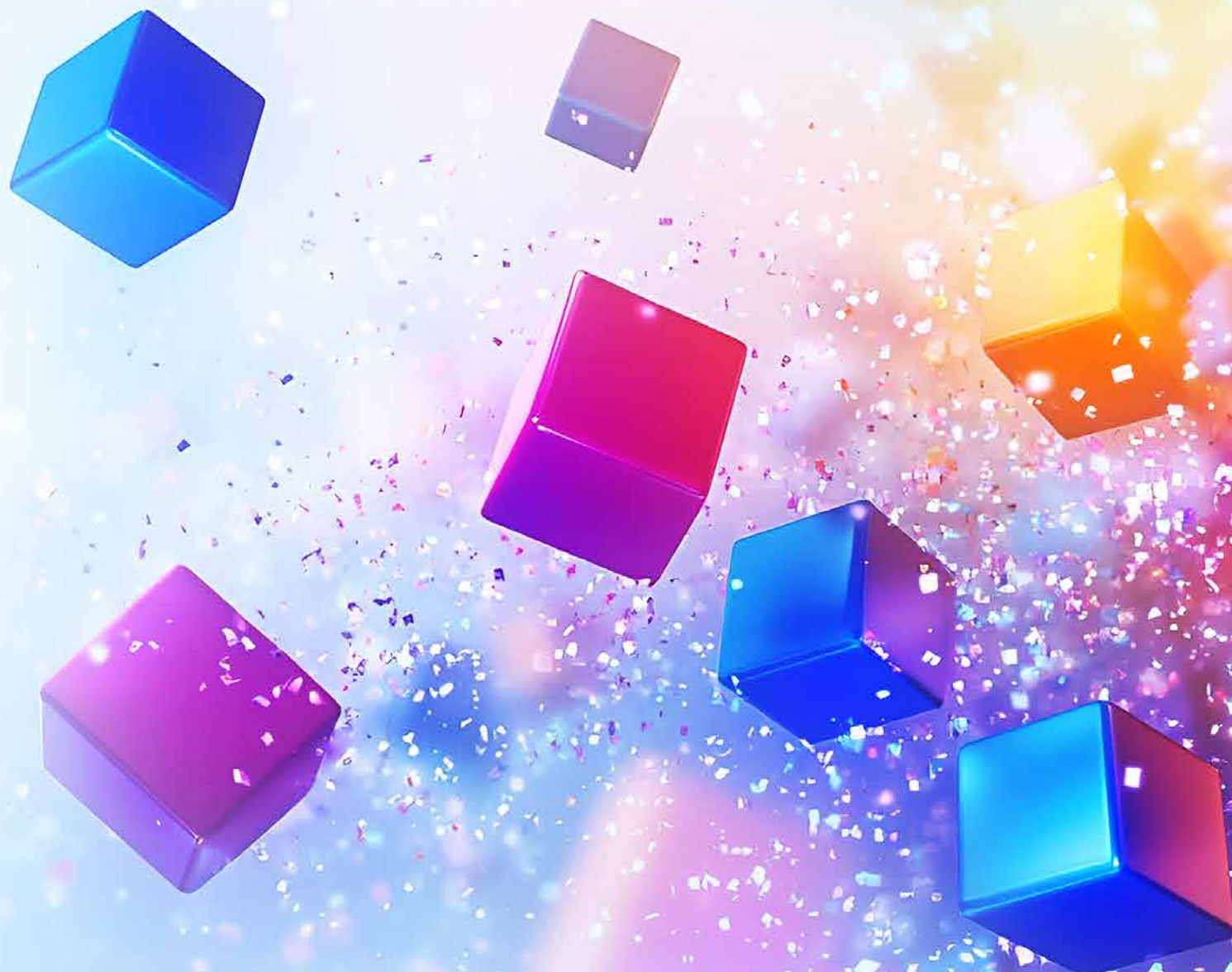


# CATALYST HONOURS

9 OCT 2025

2025 CONFERENCE  
& DINNER



VISUAL GUIDELINES

# LOGO SUITE



2025 CONFERENCE & DINNER

EVENT LOGO

ICON



SECONDARY LOGO



# COLOR PALETTE

## BLUE

Equity & trust

## PINK / PURPLE

Belonging & empathy

## ORANGE

Representation & visibility

## TEAL

Awareness & inclusion

LIGHT ACCENT

DARK ACCENT

GRADIENT

## MAIN COLOR

HEX #0C2AFA  
RGB 12, 42, 250  
CMYK 87, 75, 0, 0  
PMS 072

## SECONDARY COLOR

HEX #96117F  
RGB 150, 17, 127  
CMYK 48, 100, 13, 1

## ACCENT COLOR

HEX #FFAA14  
CMYK 0, 38, 99, 0  
RGB 255, 170, 20

## ACCENT COLOR

HEX #00A19A  
RGB 0, 161, 154  
CMYK 80, 14, 45, 0

# FONTS

LOGO LOCK UP & MAJOR HEADLINES

## **AVENIR NEXT PRO FONT FAMILY**

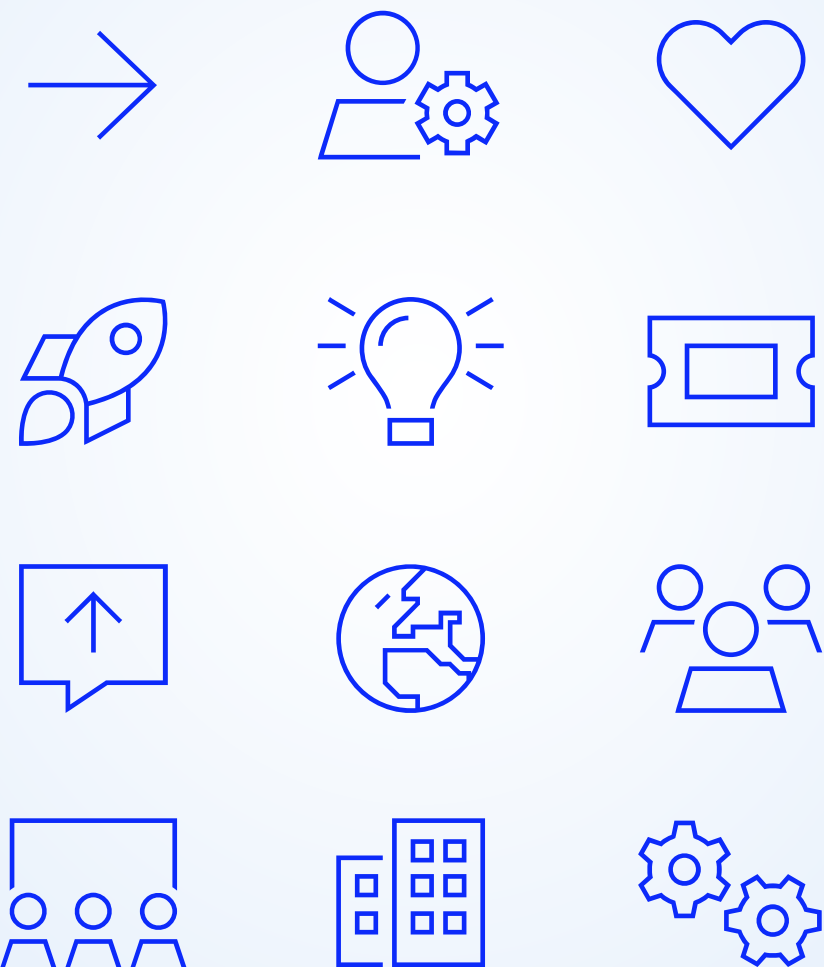
BODY COPY

## **Roboto Font Family**

EYEBROWS AND ACCENTS - USE SPARINGLY

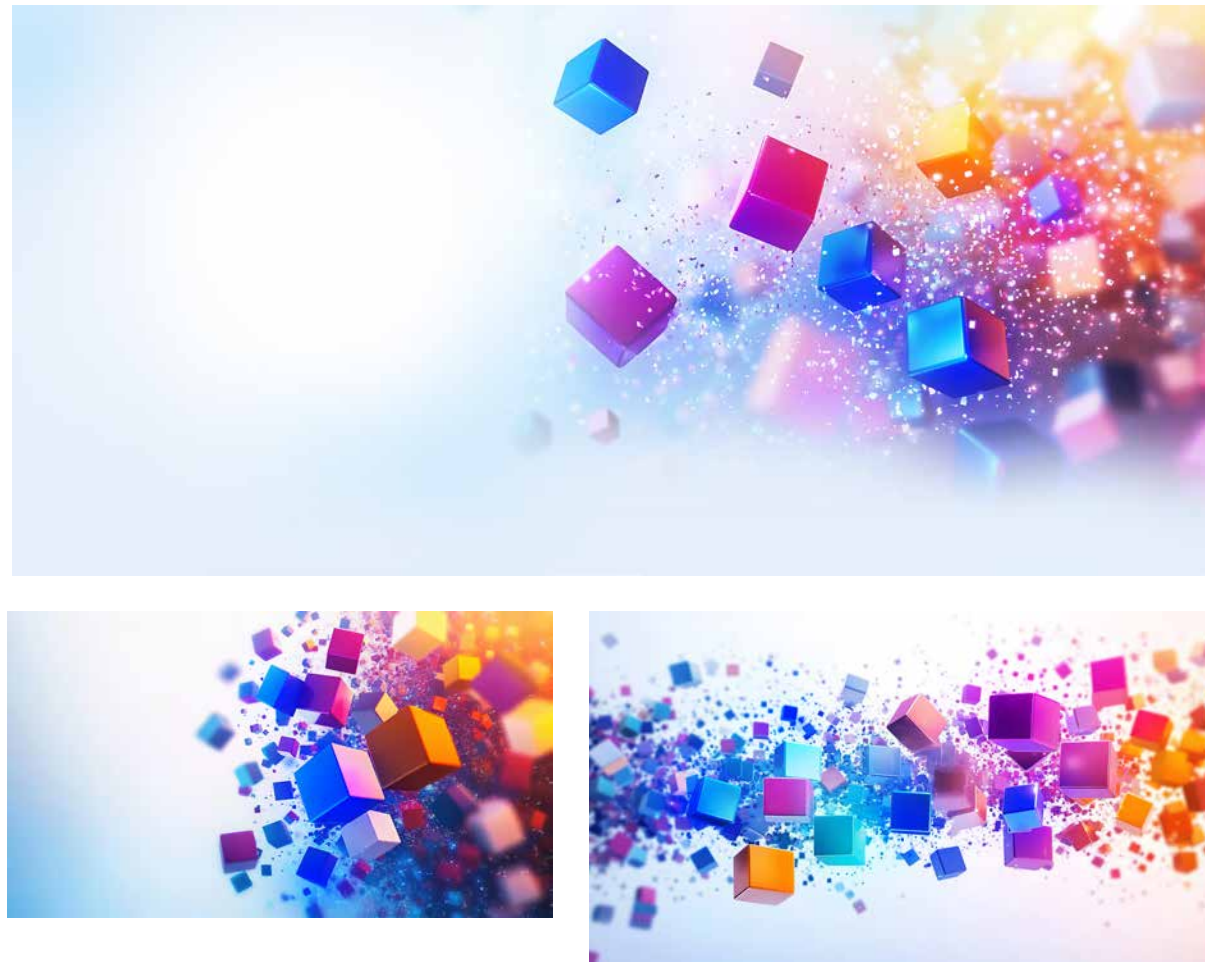
## **Merriweather Font Family**

ICONOGRAPHY - FONT AWESOME PRO SHARP

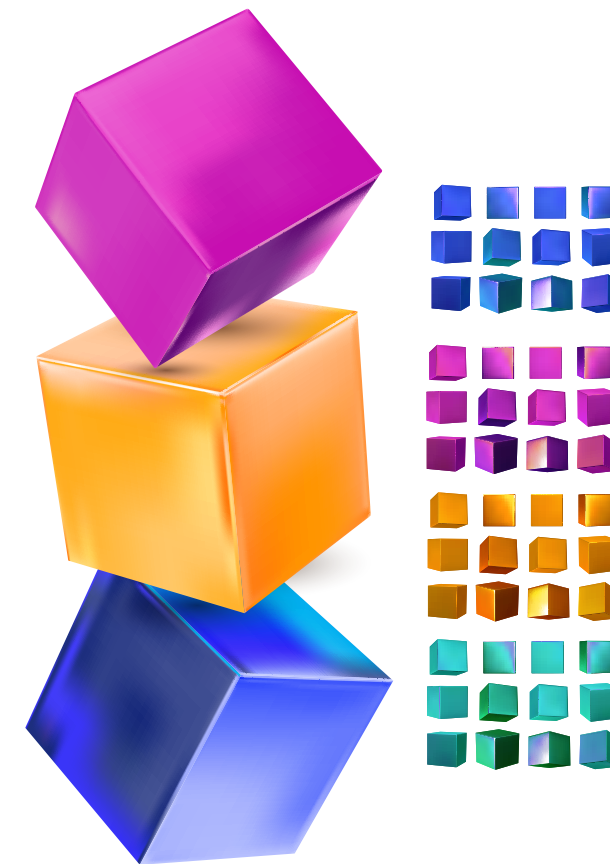


# VISUAL ASSETS

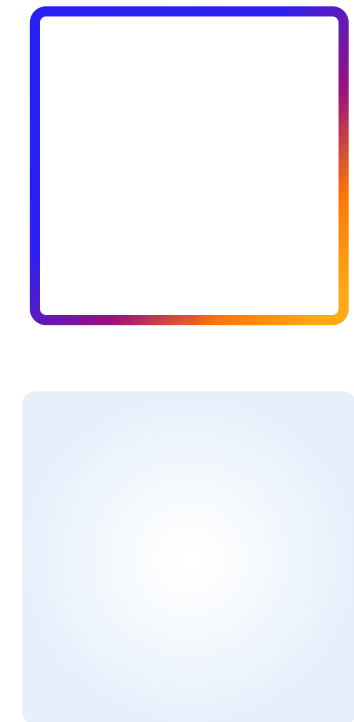
BACKGROUND TEXTURES



BUILDING BLOCKS



ROUNDED CORNER BOXES



# USE EXAMPLES

