

COLOUR PALETTE

Sky Blue and **Deep Blue** should be used predominantly across all communication materials to establish a strong and consistent brand presence. Sky Blue brings a sense of clarity and openness, while Deep Blue provides structure and professionalism.

Crimson, **Mint**, and **Saffron** serve as accent colors, used selectively to highlight key information, add contrast, and introduce moments of energy, calm, or warmth within the overall design. This combination ensures a visually balanced and cohesive brand identity.

