

JOB FAIR

Event Branding Concept & Visual Identity

ATLAS Future Leaders - TBS Chapter

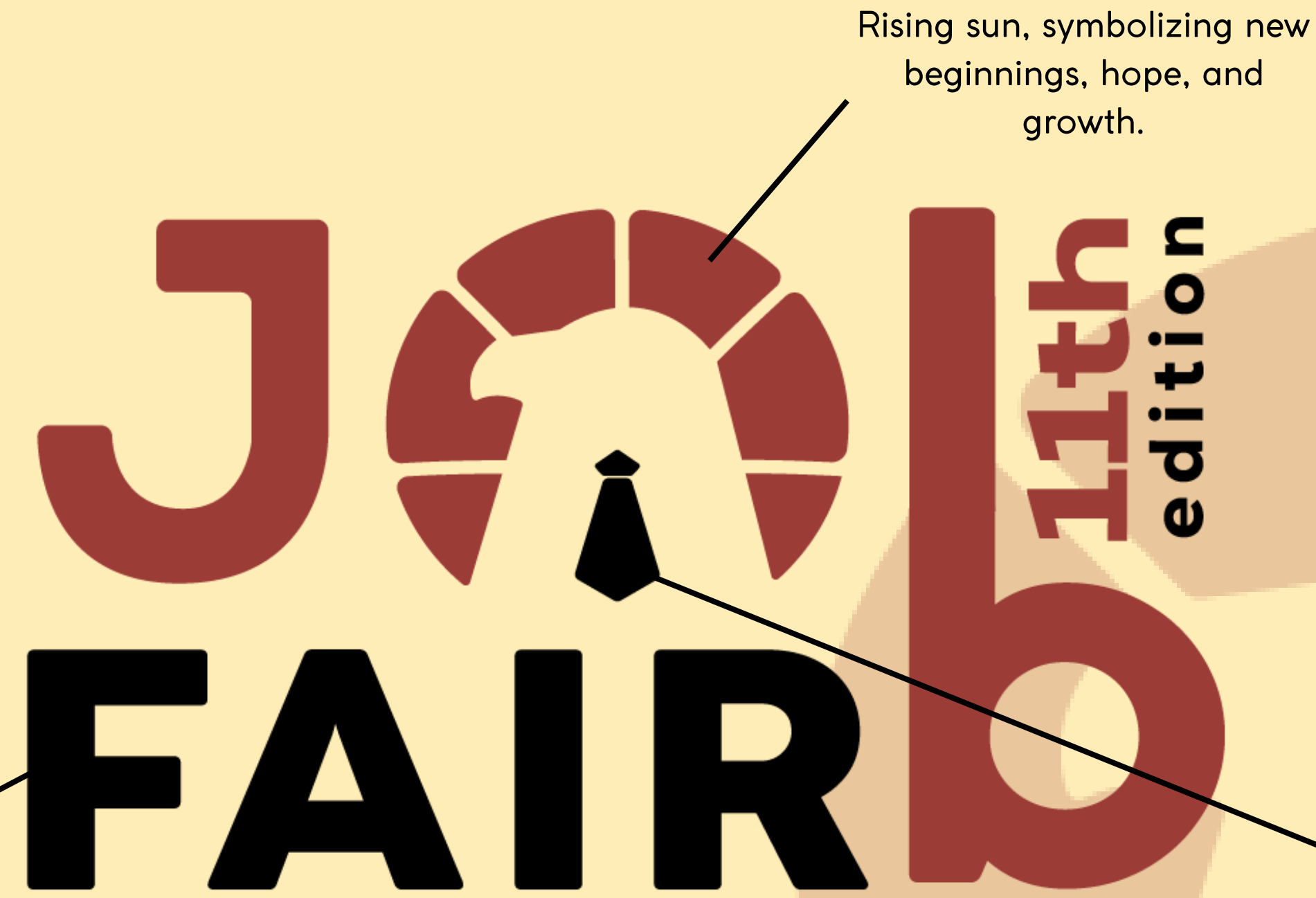
- Logo
- Colors
- Typography
- Mockups



Logo

- Logo Rationale
- Logo Usage
- Logo Pattern





Rising sun, symbolizing new beginnings, hope, and growth.

Bold, modern typography to convey confidence, professionalism, and visibility.

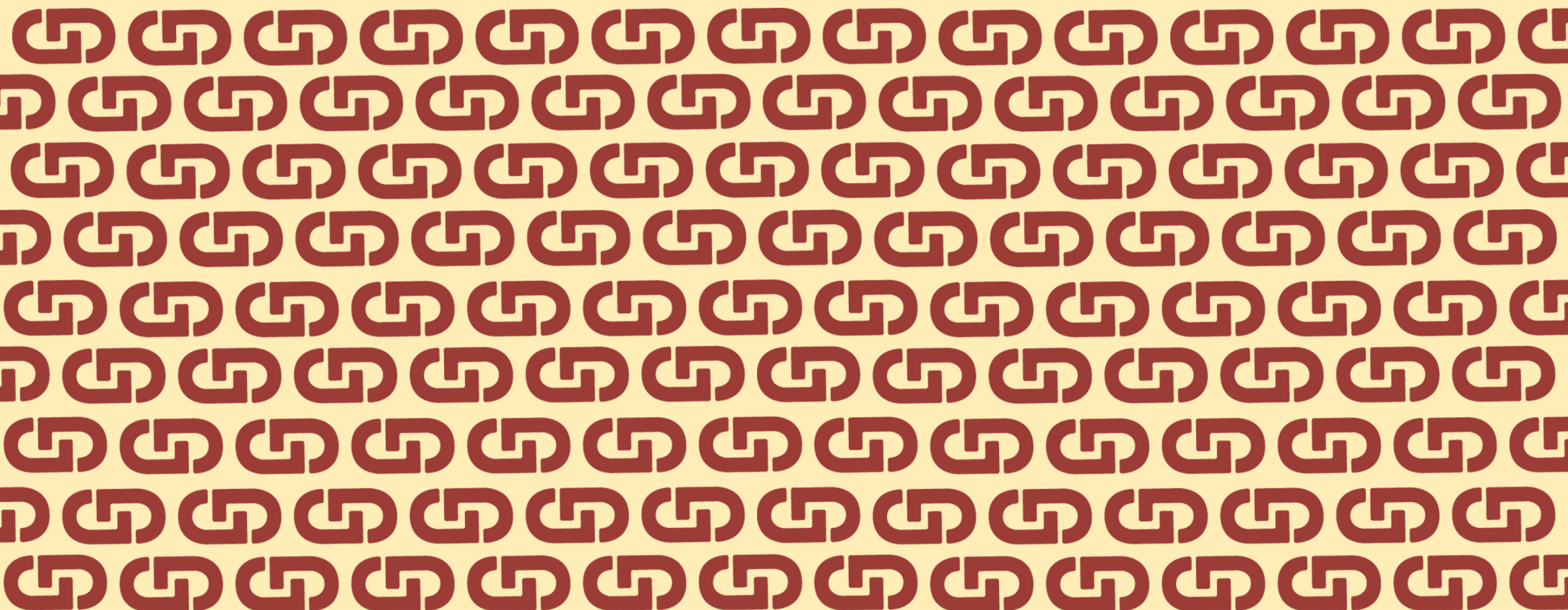
Represents the professional world

Logo Rational

Logo Usage



Logo Pattern 1



Logo Pattern 2



Colours

- Primary Colors
- Secondary Colors



Primary Colors

#9d3939

Deep Brick Red

Strength, determination, professionalism, and warmth

#000000

Pure Black

Authority, sophistication, power, and elegance

Secondary Colors

#ffedb8

Pale Golden Sand

#d4af37

Metallic Gold

#ffffff

Pure White

**Typo-
graphy**

Aa

Primary Font

Coco Gothic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Aa

Secondary Font

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

Aa

Mockups



Meet our Speaker



Foulen Fouleni
Post