



1. Brand Colors

Primary Colors

- **Dark Blue — #003B73**
Strong, professional, academic tone.
- **Teal Blue — #1A8FBF**
Modern, energetic, training- focused.
- **Light Blue — #7EC8E3**
Friendly, approachable, student- centric.

Neutral Support Colors

- **Charcoal Text — #1A1A1A**
- **Soft Grey Background — #F5F7FA**
- **Medium Grey — #A7A7A7**

Accent Colors

- **Success Green — #2E8B57**
- **Warning Amber — #FFB400**
- **Error Red — #D64545**

2. Typography System

Primary Font (Headings) - Montserrat

Secondary Font (Body Text) - Inter or Roboto

Optional Accent Font - Poppins

Font Weights

- Headings: **600–700**
- Subheadings: **500**
- Body: **300–400**
- Buttons: **600**