

DISSEMINATION GUIDE: COLORS, FONTS AND MORE

1. 🖋️ Typography

Primary Font: PT Sans

Use for body text, captions, and labels. **It's readable, clean, and works well on screens and in print.**

Secondary Font (for Titles / Highlights): Playfair Display

A high-contrast serif that adds elegance and sophistication. **Great for headings, quotes, and key titles.**

2. 🎨 Color Palette

Primary Colors (for Identity Elements)

These are in our logo and should be used minimally outside it to avoid overuse.

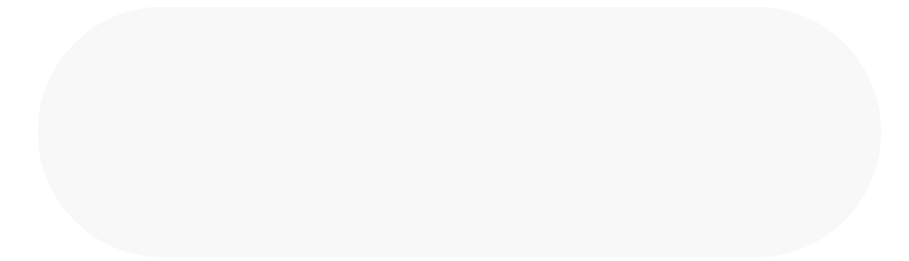
- Deep Forest: #1C3622
- Herbal Green: #32724E
- Logo Gradient: From #1C3622 to #32724E



DISSEMINATION GUIDE: COLORS, FONTS AND MORE

Main Color Palette for Dissemination (Web, Posts, Docs)

Purpose	Color Name	HEX	Use Case
Main Accent	Fresh Lime	#B4D455	Call-to-actions, buttons, highlights
Secondary Accent	Pale Mint	#DDF5D1	Backgrounds, banners, cards
Neutral Dark	Charcoal	#2F2F2F	Text, footer, contrast blocks
Neutral Medium	Warm Gray	#A0A0A0	Borders, icon outlines, muted text
Neutral Light	Snow White	#F8F8F8	General backgrounds, content sections
Warm Accent	Coral Blush	#FF8F7F	Highlight blocks, post tags, icons (sparingly)



DISSEMINATION GUIDE: COLORS, FONTS AND MORE

Gradients

Gradients should feel organic and digital.

Use them in hero sections, social templates, or overlays.

- Main Gradient (fresh, digital):

- From: #B4D455
- To: #DDF5D1



- Warm Highlight Gradient (for variety):


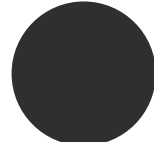
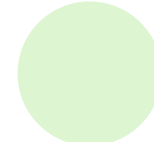

- From: #FF8F7F
- To: #F8F8F8



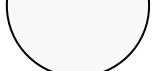


DISSEMINATION GUIDE: COLORS, FONTS AND MORE

3. Website UI Guidelines

✓ Buttons

Type	Text Color	Background	Border Radius	Shadow
Primary	White	#B4D455 	12px	Soft (subtle glow)
Secondary	#2F2F2F 	#DDF5D1 	12px	None
Hover	White	#A0C44F 	12px	Light drop shadow

✓ Sections & Cards

- Backgrounds alternate: #F8F8F8 and white  
- Cards: Soft shadows, slight borders (#DDE0DD) 
- Use mint or coral accents as section headers or dividers

DISSEMINATION GUIDE: COLORS, FONTS AND MORE

4. 📣 Social Media & Posts

Templates

- Use gradients as background or overlay shapes.
- Apply Playfair Display for quotes or key messages.
- Use PT Sans for descriptions and tags.

Imagery

- Lean into natural textures (leaves, paper, fabric) and technology overlays (circuits, patterns).
- Keep overlays subtle to retain sophistication.

Iconography

- Line icons in charcoal or fresh lime
- Rounded corners
- Clean, minimal