

BRAND

GUIDELINES
BUILDING A IDENTITY

INTRODUCTION

CLOUT Festival represents the intersection of culture, creativity, and cutting-edge experiences. Our brand identity is designed to be bold, dynamic, and memorable, creating an unforgettable visual identity that resonates with our audience.

Clout Festival

COLOUR PALET



COLOR USAGE GUIDELINES

Use primary colors for main elements and backgrounds

Secondary colors for supporting elements and accents

Accent colors for highlights, calls to action, and special features

Neutral colors for text and subtle backgrounds.

Cloud Festival

LOGOTYPE

clout

MILLION DESIGN REGULAR



festival
ADELIA

clout
festival



LOGO USAGE



BUILDING A IDENTITY



TYPOGRAPHY

Arial: Headlines, major titles

Inter Extra Bold: Section headers, bold statements

Inter Bold: Subheadings, emphasis

Inter Regular: Body copy, general text

Adelia: Special highlights, artistic elements

Myriad Pro Regular: Supporting text, captions

Cloud Art Festival

TYPOGRAPHY SHOWCASE

Arial
ARIAL

Adelia
ADELIA

Myriad Pro
MYRIAD PRO

Inter
INTER



Call to action buttons with hivering feature



Footer with a simillar call to action button as it
also has a hovering effect to represent to the
user its an usable button.,

UX & UI

BUILDING A IDENTITY