

GUIDELINES
BRAND
BUILDING A IDENTITY

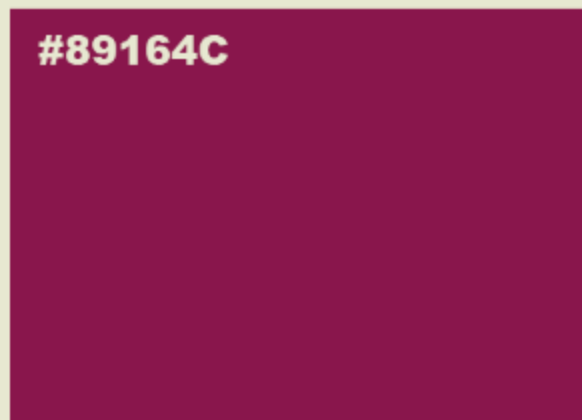
CLOUT FESTIVAL

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

Cloud Festival



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

TYPOGRAPHY SHOWCASE

Arial
ARIAL

Adelia
ADELIA

Myriad Pro
MYRIAD PRO

Inter
INTER

BUY TICKETS



BUY TICKETS



Call to action buttons with hivering feature



Footer with a similar 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