



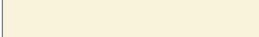
SOUZA HUB

Brand Guidelines Summary

Typography

Primary Headline	Red Hat Display (Bold)
Secondary Headline	Red Hat Display (Medium)
Body Text	Inter (Regular)
Accent/Quotes	EB Garamond

Colour Palette

Primary	#C82127	
Secondary	#505050	
Text	#1A1A1A	
Accent	#003D73	
Background	#FAF3DC	

Octopus Mascot

The octopus represents versatility, intelligence, and reach. Use sparingly as an accent or hero element, not as a background. Never use cartoonish or distorted versions. Black, white, or accented with red only.

Layout Rules

- Use white or linen backgrounds only.
- Bold, typographic titles (Red Hat Display).
- Asymmetric, breathable layouts with minimum 10% padding.
- Avoid heavy shadows, gradients, or full center alignment.

Button Design

Primary	Crimson Red background, white text, darker hover
Secondary	Transparent with red border, fills red on hover
Accent	Transparent with blue border, fills blue on hover