

Souza Hub Visual Supplement

Correct vs Incorrect Usage Examples

1. Colour Usage

Correct	Primary Red (#C82127) button, Midnight Blue link
Incorrect	Gradient or random blue shades

2. Typography

Correct	H1 Red Hat Display Bold 48px, Body Inter 18px
Incorrect	Comic Sans or centered block text

3. Mascot Usage

Correct	Octopus watermark in corner, accent next to CTA
Incorrect	Octopus as full background or cartoon style

4. Layout & Spacing

Correct	Asymmetric design, 10% margins, linen background
Incorrect	Centered blocks, no spacing, patterned background

5. Buttons & States

Primary	Crimson Red background → darker red hover
Secondary	Transparent red border → red fill hover
Accent	Transparent blue border → blue fill hover

6. Accessibility

- Maintain contrast ratios (Red on Linen = AA compliant).
- Body text minimum size 16px.
- Avoid red/green pairings for color blindness.