PAKISTAN TECH ALLIANCE

Official Brand Style Guide & Tokens

Logo usage

Use the white logo on dark backgrounds (slate 950 / green 900). Keep clear space equal to the height of the "P" on all sides. Do not stretch, recolour or add effects.

Colour tokens

Green 900 #0B4226 · Green 800 #0F5132 · Green 700 #13663F · Mint 500 #00C875 · Mint 300 #5FE0A6 · Mint 100 #DDF7EB · Slate 950 #0B1120 · Slate 600 #475569 · Off-white #F8FAFC.

Typography

Headings: Plus Jakarta Sans (400 / 600 / 700). Body and labels: Inter (400 / 500 / 600). Display accents: Montserrat (600 / 700).

Tone of voice

Institutional, collaborative and precise. Non-political and non-commercial. Lead with outcomes and verified facts.