




## 01 / TITLE LOCKUP

DISPLAY ZONE / 85–90% LEADING

CAMPUS
EDIT

LEFT ALIGN / 80–100 PX SAFE MARGIN

DISPLAY
55–70PX
PX / ALL CAPS

TRACKING / +250 TO +350
NO SHADOW / NO OUTLINE / NO GLOW

## 02 / TYPE SYSTEM

PRIMARY / DISPLAY

Aa

MONTSERRAT
LIGHT 300

MODERN / MINIMAL / ELEGANT

fonts.google.com/specimen/Montserrat

SECONDARY / SUPPORTING

Aa

MANROPE
REGULAR 400

CLEAN / READABLE / FUNCTIONAL

fonts.google.com/specimen/Manrope

## 03 / TYPOGRAPHY RULES

A / DISPLAY

ALL CAPS

55–70 PX
TRACKING +250 TO +350
LEADING 85–90%

B / SUBTITLE (OPTIONAL)

ALL CAPS

22–28 PX
TRACKING +120 TO +180
LEADING 100%

C / ALIGNMENT

LEFT ALIGNED

SAFE MARGIN
LEFT / TOP 80–100 PX

## 04 / COLOUR USAGE

ON DARK IMAGE

CAMPUS EDIT

USE WHITE FOR MAXIMUM CONTRAST

ON LIGHT IMAGE

CAMPUS EDIT

USE DARK CHARCOAL FOR CLARITY

ART DIRECTION NOTE
PRESERVE NEGATIVE SPACE AND MINIMAL LAYOUT
FOR A CLEAN, PREMIUM, CAMPUS-INSPIRED LOOK.







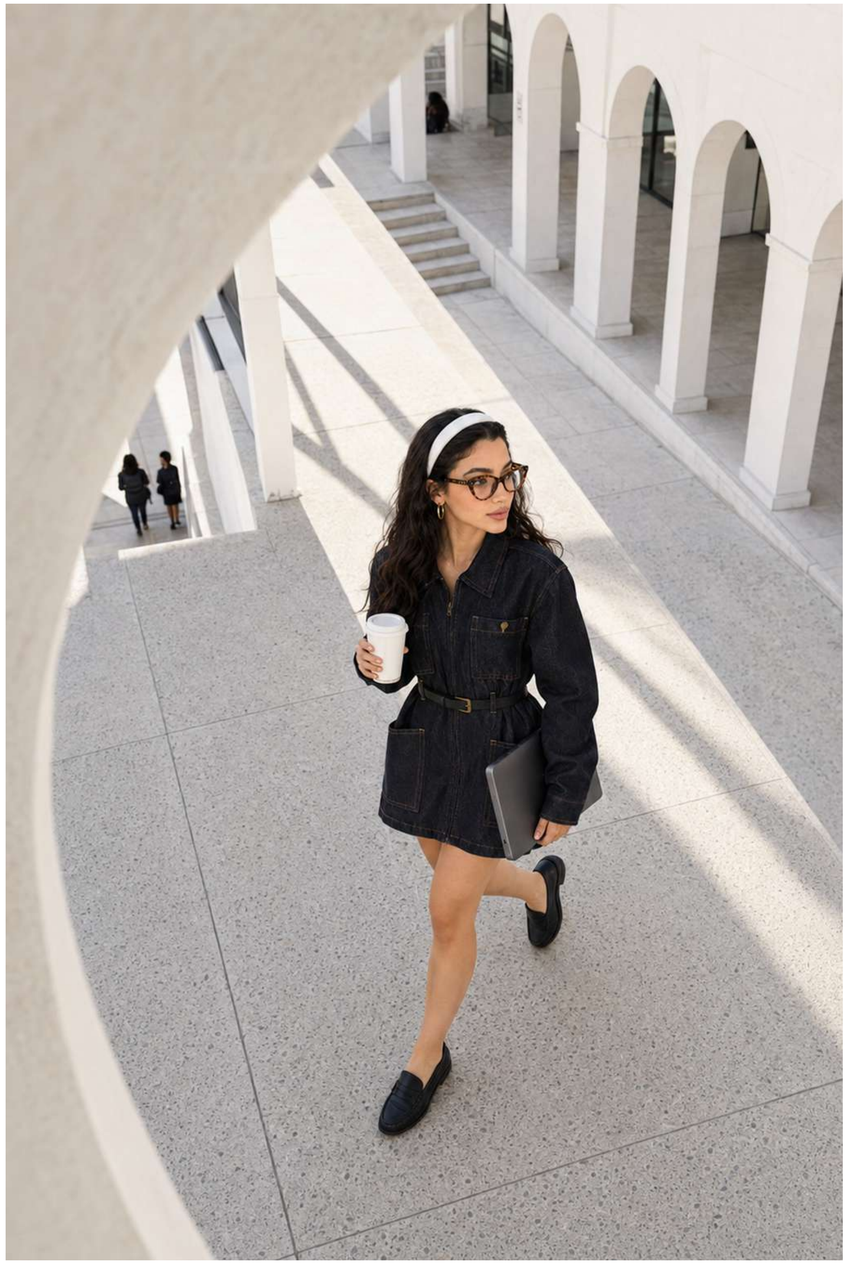












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