

PYT 2025 Triennium Style Guide

Table of contents

01 The Logo	page 3
02 Color palette	page 8
03 Typography	page 11
04 Illustrations	page 14
05 Icon set	page 16

**The
Logo**



01 Primary Logo

When possible this logo should be the primary logo used to advertise the conference. This logo should only be used on a light background.



01 Logo Variations 1 of 3



Primary Logo + Website

When the website needs to be embedded within the graphic and cannot be listed in body copy this version is to be used.



Primary Logo without Location Text

When the logo appears small this version should be used.

01 Logo Variations 2 of 3



Reversed Out

This version should be used on a dark background.

01 Logo Variations 3 of 3



Title + Location Text

This version should be used when the sun/moon graphic cannot be accommodated.



Title Only

This version should be used when the sun/moon graphic cannot be accommodated and the conference details are listed in copy elsewhere on the design.

**Color
Palette**



02 Primary Color Palette

<p>R 0 C 100 G 53 Y 81 B 148 Y 0 K 13</p> <p>Hex code #003594</p> <p>PMS 661</p>	<p>R 81 C 81 G 33 Y 100 B 121 Y 0 K 9</p> <p>Hex code #512179</p> <p>PMS 3555</p>	<p>R 198 C 11 G 0 Y 100 B 126 Y 0 K 0</p> <p>Hex code #C6007E</p> <p>PMS 233</p>	<p>R 197 C 0 G 0 Y 100 B 62 Y 59 K 8</p> <p>Hex code #C5003E</p> <p>PMS 1935</p>	<p>R 255 C 0 G 106 Y 66 B 20 Y 99 K 0</p> <p>Hex code #FF6A14</p> <p>PMS 1585</p>	<p>R 241 C 0 G 180 Y 27 B 52 Y 85 K 0</p> <p>Hex code #F1B434</p> <p>PMS 143</p>
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02 Secondary Color Palette

PMS 2126	PMS 2387	PMS 2925	PMS 2090	PMS 265	PMS 2562	PMS 2039	PMS 224	PMS 1788	PMS 6017	PMS 101	Black
R 53 G 72 B 150	R 45 G 102 B 172	R 0 G 156 B 222	R 104 G 71 B 147	R 141 G 112 B 172	R 215 G 169 B 227	R 230 G 56 B 136	R 235 G 111 B 189	R 238 G 39 B 55	R 251 G 145 B 74	R 247 G 234 B 72	R 255 G 255 B 255
C 97 M 85 Y 0 K 0	C 91 M 60 Y 0 K 0	C 75 M 18 Y 0 K 0	C 78 M 89 Y 0 K 0	C 54 M 67 Y 0 K 0	C 14 M 35 Y 0 K 0	C 0 M 87 Y 3 K 0	C 5 M 64 Y 0 K 0	C 0 M 93 Y 82 K 0	C 0 M 49 Y 82 K 0	C 1 M 0 Y 78 K 0	C 0 M 0 Y 0 K 100
Hex code #354896	Hex code #2D66AC	Hex code #009CDE	Hex code #684793	Hex code #8D70AC	Hex code #D7A9E3	Hex code #E63888	Hex code #DB6FBD	Hex code #EE2737	Hex code #FB914A	Hex code #F7EA48	Hex code #000000



Typography

The image shows the letters 'Aa' in a highly stylized, cursive font. The 'A' is tall and elegant with a long, sweeping tail that loops back. The 'a' is smaller and also cursive, with a rounded bottom and a small loop.

Display Font/Large Headlines

Feminous Script

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMN OPQRSTUVWXYZ

*0123456789 &@€\$%[]!?**

The image shows the letters 'Aa' in a very heavy, blocky, and somewhat rounded font. The 'A' is extremely bold and has a wide base. The 'a' is also very thick and has a rounded, almost circular shape.

Display Font/Large Headlines

Goudy Heavyface Std

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMN OPQRSTUVWXYZ

0123456789 &@€\$%[]!?*23

Aa

Headlines/Subhead/Paragraph Heads

Barlow Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789 &@€\$%[]!?*233

Aa

Callouts

Adria Slab

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789 &@€\$%[]!?*23

Aa

Quotes/Callouts

Duffy Script

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789 &@€\$%[]!?*23

Aa

Body Copy

Goudy Std

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789 &@€\$%[]!?*23



Illustrations

04 Illustrations



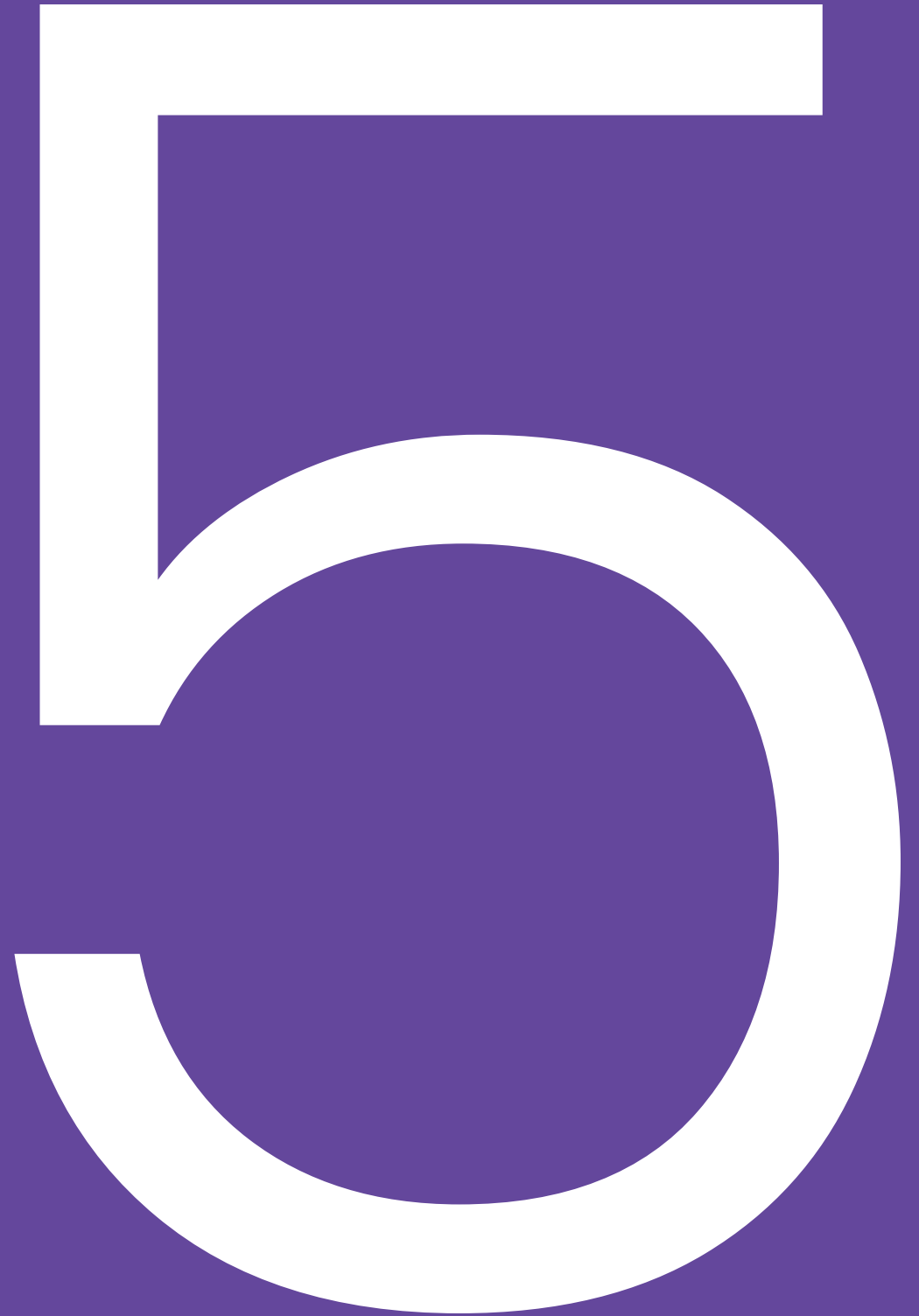
Gender Neutral Figure



Female Figure



Male Figure



Icons

05 Icon Set

