

2023

# SHOPTALKMeetup FOR WOMEN



## A BASIC GUIDE & PRELIMINARY ASSORTED ELEMENTS

### STANDARD LOGO

SHOPTALKMeetup  
FOR WOMEN

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FOR WOMEN

### EVERGREEN FONTS

Primary Font

**GOTHAM BLACK**  
Gotham Bold  
Gotham Medium

Secondary Font

**BRANDON GROTESQUE BOLD**  
Brandon Grotesque Medium  
Brandon Grotesque Regular

Web Font

**MONTERRAT BOLD**  
Montserrat Medium

### COLOR PALETTE

Primary



#4b3289



#765eda

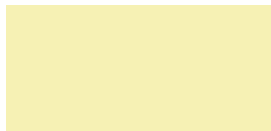


#fbd008

Secondary



#faa627



#f6f1b4



#263570



#d8d3e9

### BRAND MARK GUIDELINES

~~SHOPTALK  
Meetup  
FOR WOMEN~~

No

~~SHOPTALKMeetup  
FOR WOMEN~~

Also No

~~SHOPTALKMeetup  
FOR WOMEN~~

Still No

SHOPTALKMeetup  
FOR WOMEN

Correct ✓