

Dyven Group — Brand Guidelines

1. Brand Essence

2. Logo System

3. Color Palette

Name	HEX	Use
Dyven Purple	#6001D2	Core brand color
Background (Dark)	#0F0F12	UI background
Text (Light)	#EAEAF2	Primary text
Border	#2A2A33	Dividers / containers
Success	#20B26B	Positive status
Error	#E64B4B	Alerts or warnings

4. Typography

5. Imagery

6. Tone of Voice

7. Applications

8. Contact & Permissions