MEDIA KIT

# Catwa for *press and partners*

The facts, the story and the brand rules, in one place. Use them when you write about Catwa or show our logo.



## Fast facts

| | |
|---|---|
| **Name** | Catwa (written as Catwa or catwa.lk) |
| **What it is** | Sri Lanka's modelling platform, free for models and businesses |
| **Company** | Noimos (Pvt) Ltd, Sri Lanka |
| **Founder** | Mahen Samaranayake |
| **Website** | www.catwa.lk |
| **Press contact** | support@catwa.lk · +94 70 317 0422 |
| **Business model** | Free platform. Revenue from creative services. |

ABOUT CATWA

## Use this description

SHORT PARAGRAPH

### About Catwa

Catwa (catwa.lk) is Sri Lanka's modelling platform, made by Noimos (Pvt) Ltd. Models create free, verified profiles, and brands, agencies, photographers and studios search and book them directly at no cost. Catwa also offers creative services, including model selection, photography, web development, online shops and social media handling.

## Our logo




Gold on black (main)




Black on light




Black on gold

### ✓ PLEASE DO

- Use the logo files we send you
- Leave clear space around the logo
- Use gold or black on plain backgrounds

### ✕ PLEASE DON'T

- Stretch, rotate or recolour the logo
- Place it on busy photos
- Add effects like shadows or glows

## Brand colours

**Champagne gold**
#C6A96B
Our only accent

**Deep gold**
#A9823F
Gold text on light

**Ink**
#141414
Main background

**Charcoal**
#1E1E1E
Text and cards

**Ivory**
#FAF9F6
Light background

HEADINGS

### Playfair Display

Bold and elegant, with gold italics for emphasis.

TEXT

### Inter

Clean and easy to read at any size.

### Need photos, logos or an interview?

Email support@catwa.lk and we will send high-resolution files and model photos cleared for press use.