

# Newtopia Brand Guidelines

## Colors

### Color is an Important Brand Identifier

It stirs emotion and allows participants to build strong associations to our products, services, and experiences.

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### Outline

Primary Palette

Secondary Palette

Neutral Palette

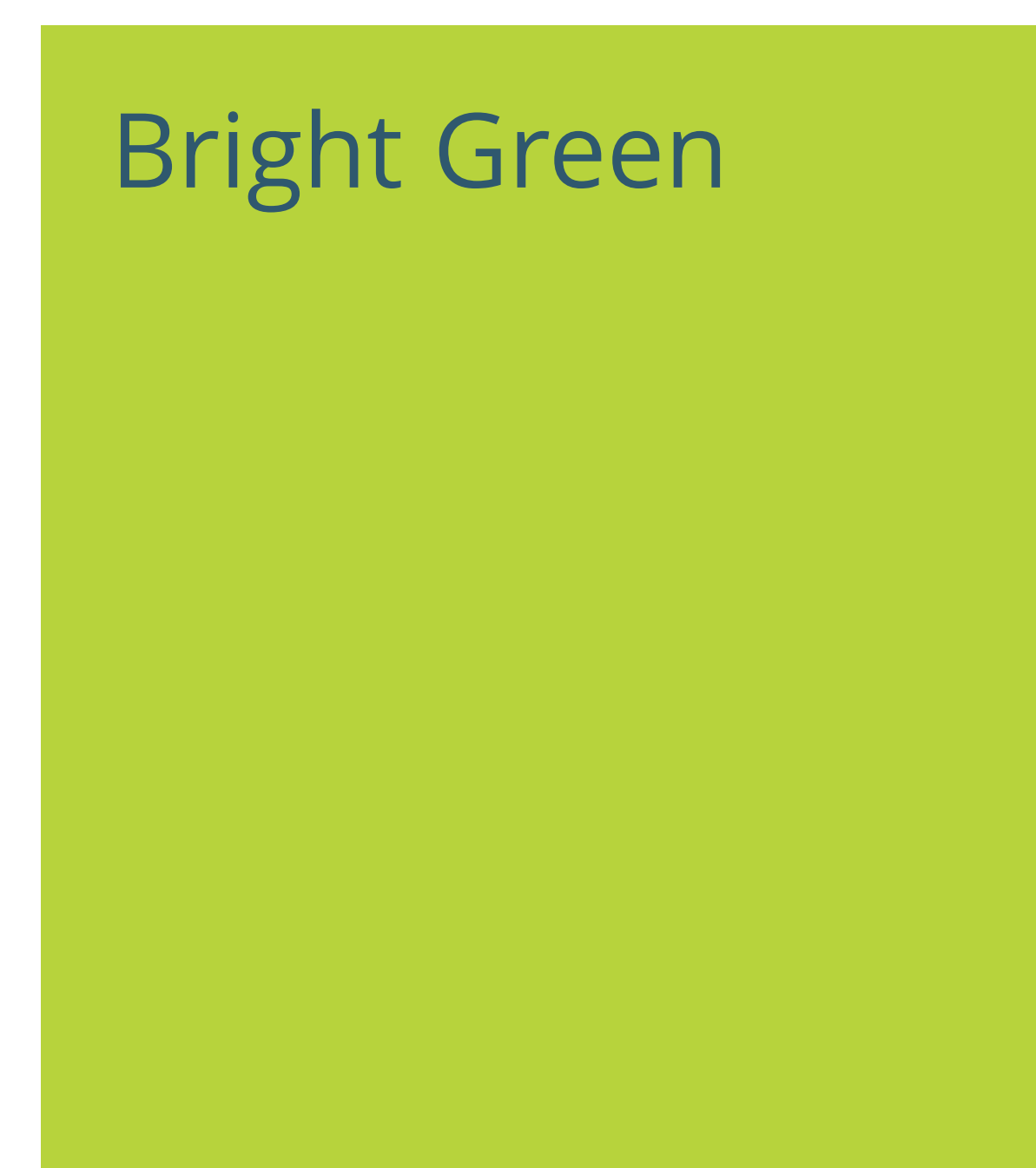
Genetic Marker Palette

Titles and Text Blocks

## COLORS

# Primary Palette

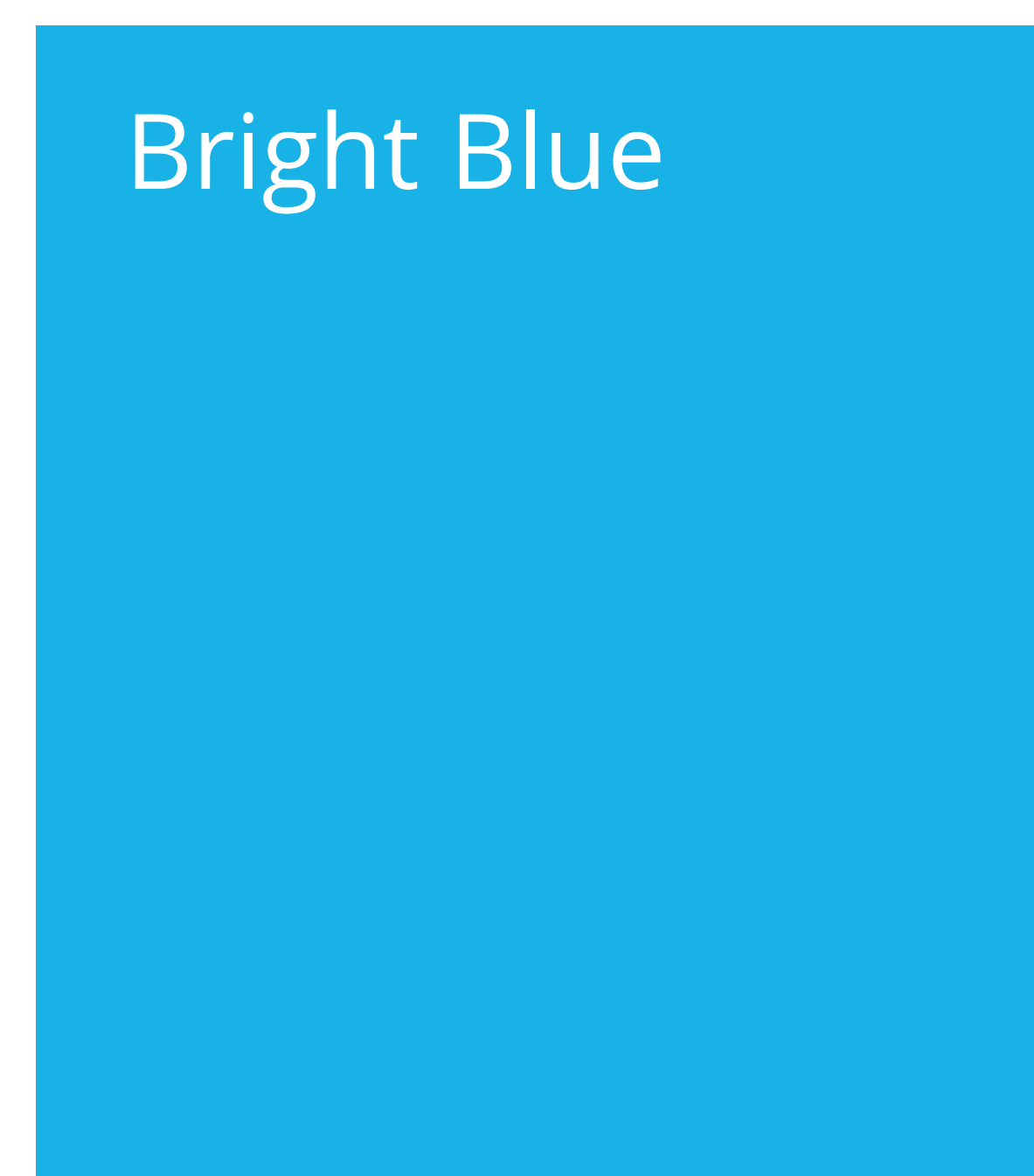
Newtopia has four official colors applied across identity pieces.



Bright Green

**#B7D33C**

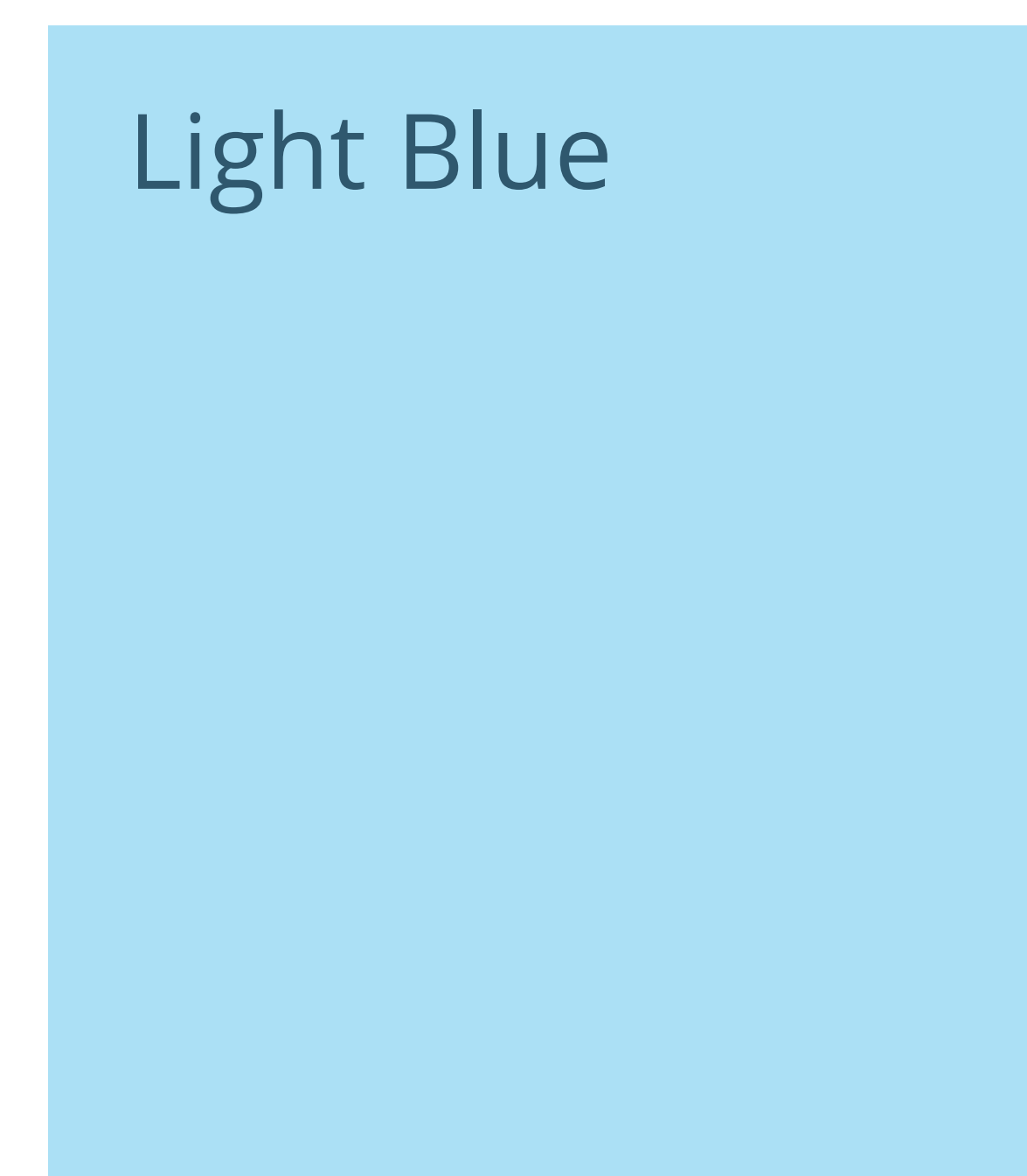
RGB (183, 211, 60)  
CMYK (11, 0, 59, 17)



Bright Blue

**#2DB3E7**

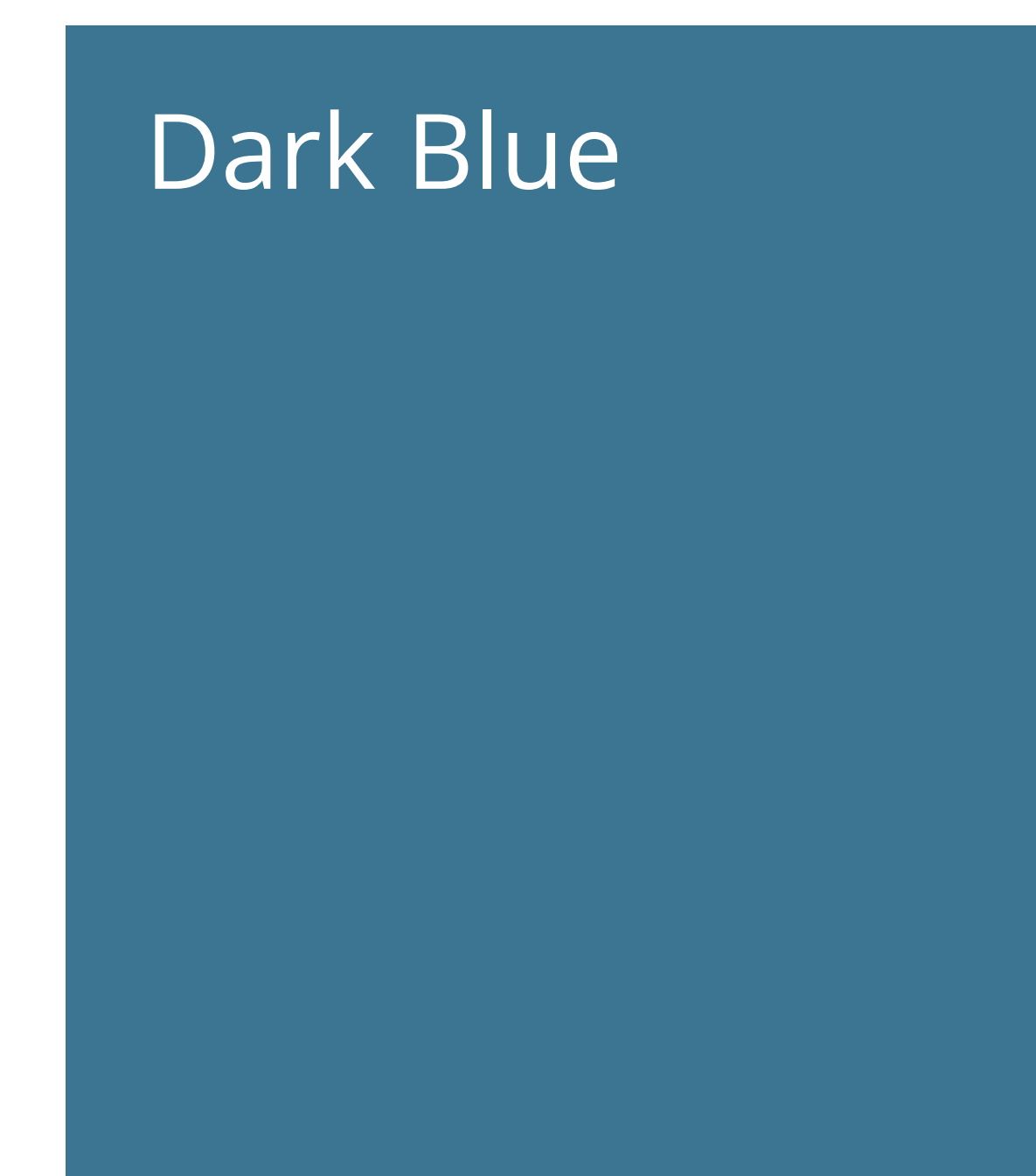
RGB (45, 179, 231)  
CMYK (67, 10, 0, 0)



Light Blue

**#ABE0F5**

RGB (170, 222, 227)  
CMYK (30, 0, 2, 0)



Dark Blue

**#3E7592**

RGB (62, 117, 146)  
CMYK (79, 46, 29, 5)

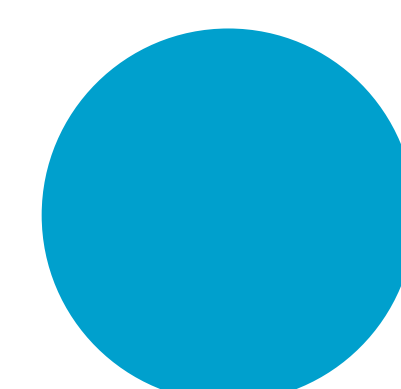
## Supporting Tones

Shades/tints of the primary colors are used for achieving higher contrast between certain elements. Use only when necessary.



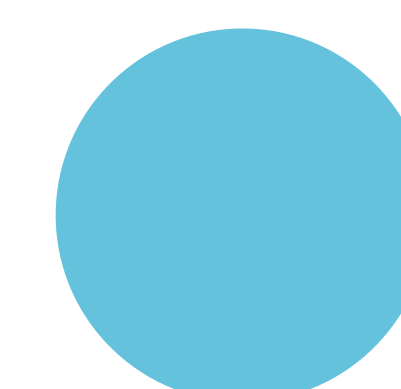
**#9EB70B**

RGB (158, 183, 11)  
CMYK (44, 12, 100, 0)



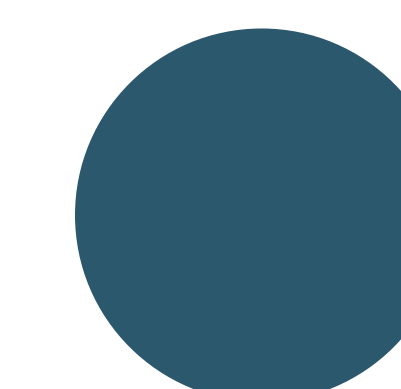
**#09A0CE**

RGB (9, 160, 206)  
CMYK (76, 20, 8, 0)



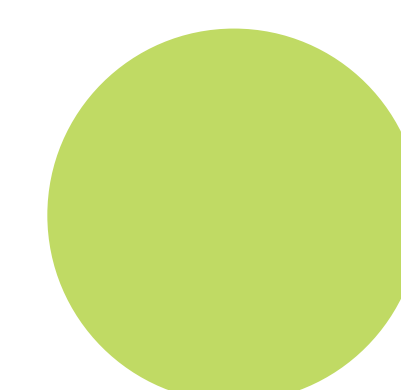
**#6BC2DD**

RGB (107, 194, 221)  
CMYK (18, 0, 1, 0)



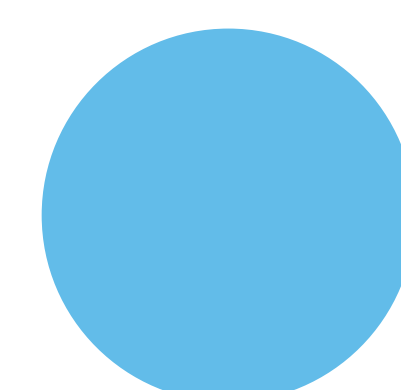
**#2F586E**

RGB (47, 88, 110)  
CMYK (86, 58, 40, 20)



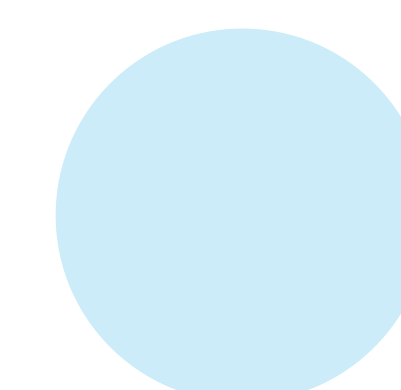
**#C2D75E**

RGB (194, 215, 94)  
CMYK (27, 1, 80, 0)



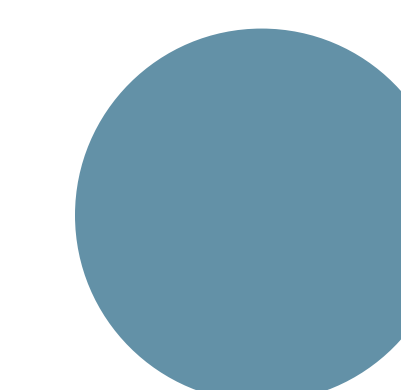
**#67BDEA**

RGB (103, 189, 234)  
CMYK (54, 9, 0, 0)



**#CDECF8**

RGB (205, 236, 248)  
CMYK (54, 5, 9, 0)



**#6591A8**

RGB (101, 145, 168)  
CMYK (64, 33, 25, 1)

## Colors

Primary Palette

Secondary Palette

Neutral Palette

Genetic Marker Palette

Titles and Text Blocks

## COLORS

# Secondary Palette

The secondary palette provides variety and visual interest; mainly for illustration purposes and solid background applications. Use sparingly.



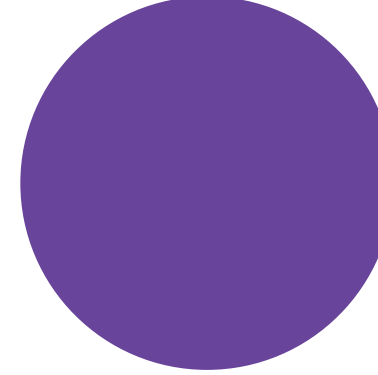
**#C694C3**  
RGB (158, 183, 11)  
CMYK (44, 12, 100, 0)



**#AC6CAD**



**#E9CCE2**



**#664A9E**  
RGB (9, 160, 206)  
CMYK (76, 20, 8, 0)



**#543D98**



**#D1C4E1**



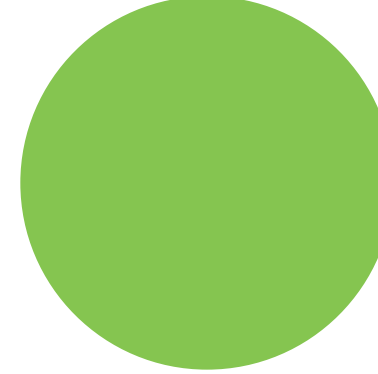
**#56C1AE**  
RGB (194, 215, 94)  
CMYK (27, 1, 80, 0)



**#47A292**



**#7DCCBD**



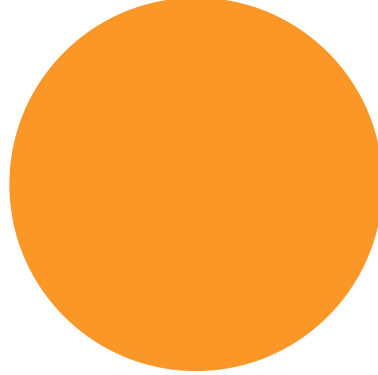
**#8CC349**  
RGB (103, 189, 234)  
CMYK (54, 9, 0, 0)



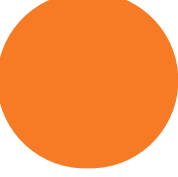
**#68A042**



**#A2CC6D**



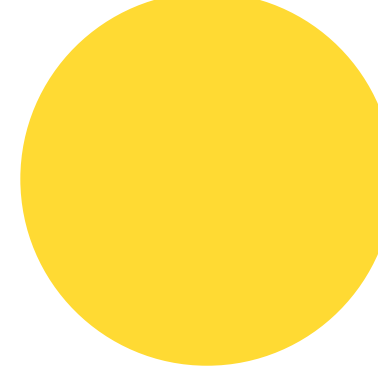
**#F8981D**  
RGB (194, 215, 94)  
CMYK (27, 1, 80, 0)



**#F47D20**



**#FAAA4B**



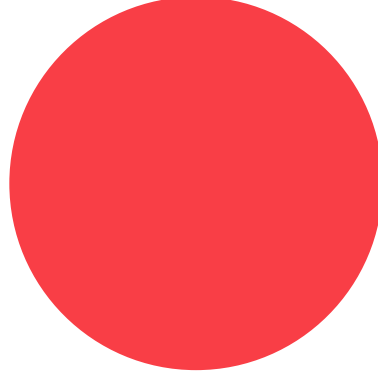
**#FED820**  
RGB (107, 194, 221)  
CMYK (18, 0, 1, 0)



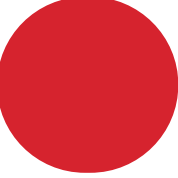
**#EAC115**




**#FFE98A**



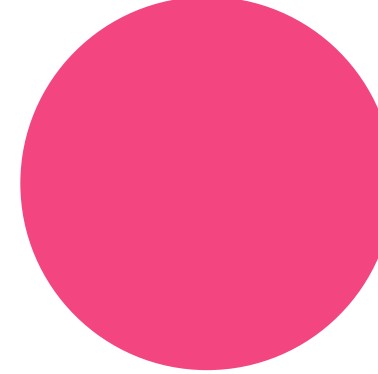
**#F44747**  
RGB (103, 189, 234)  
CMYK (54, 9, 0, 0)



**#D42F2F**




**#F8ABA6**



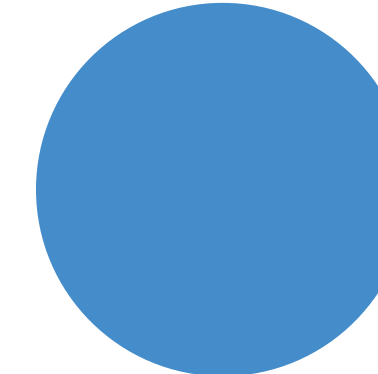
**#EF5080**  
RGB (107, 194, 221)  
CMYK (18, 0, 1, 0)



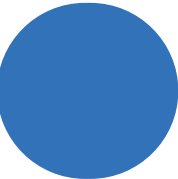
**#D04470**



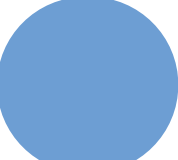
**#FBD9E2**



**#488FCC**  
RGB (205, 236, 248)  
CMYK (54, 5, 9, 0)



**#3575BB**



**#BEDDF4**

## Colors

Primary Palette

Secondary Palette

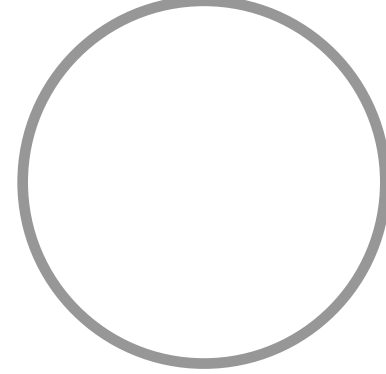


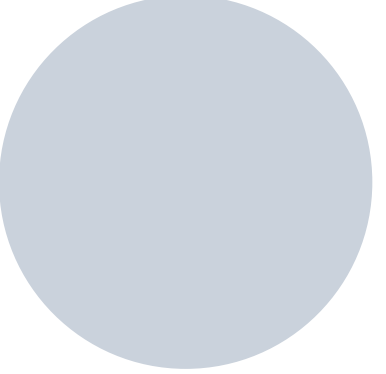
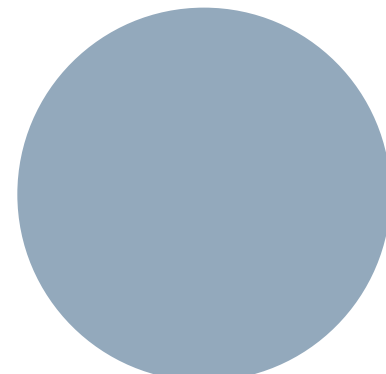
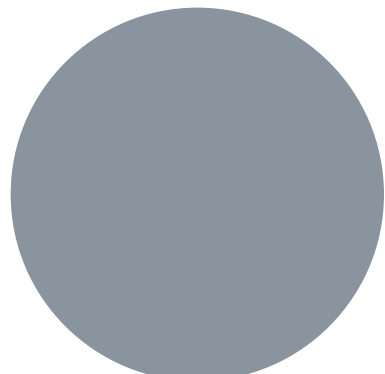
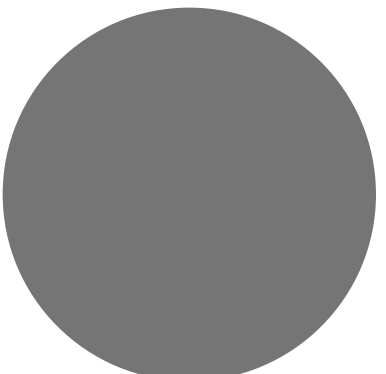
Neutral Palette

Genetic Marker Palette

Titles and Text Blocks

## Neutral Palette

Newtopia's neutrals broaden the main palette, establishing richer color communication.

	<b>#FFFFFF</b> RGB (255, 255, 255) CMYK (0, 0, 0, 0)		<b>#F4F4F2</b> RGB (244, 244, 242) CMYK (0, 0, 1, 4)		<b>#E9EBEF</b> RGB (233, 235, 239) CMYK (2, 2, 0, 6)		<b>#CAD2DC</b> RGB (202, 210, 220) CMYK (7, 4, 0, 14)
	<b>#93A9BC</b> RGB (147, 169, 188) CMYK (16, 7, 0, 26)		<b>#89949F</b> RGB (137, 148, 159) CMYK (9, 4, 0, 48)		<b>#757575</b> RGB (117, 117, 117) CMYK (0, 0, 0, 54)		

### Colors

Primary Palette

Secondary Palette

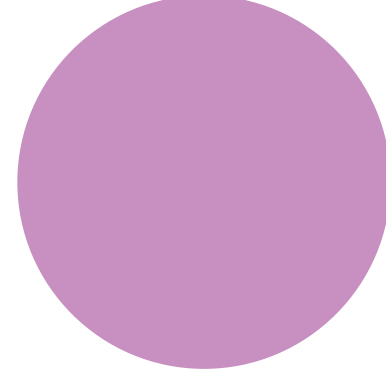
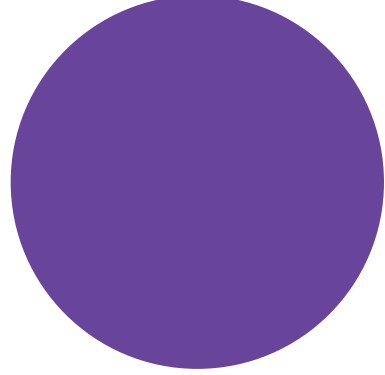
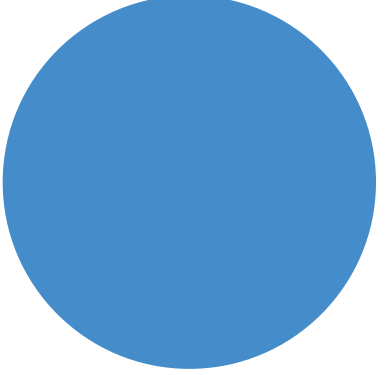
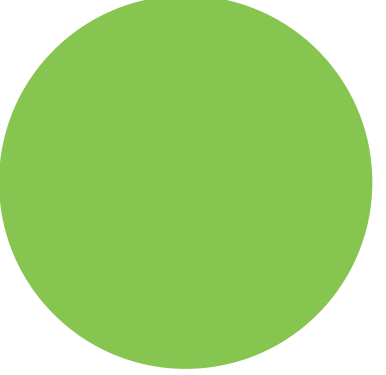
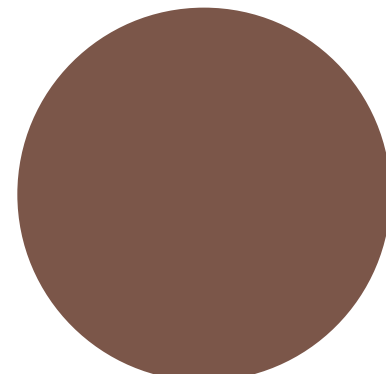
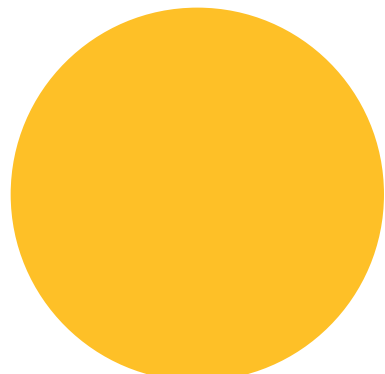
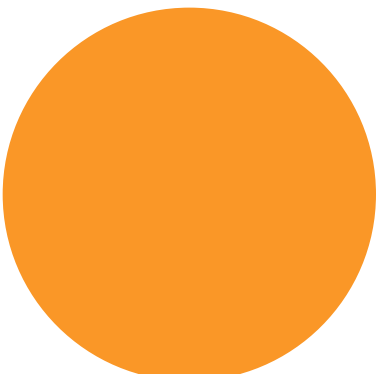
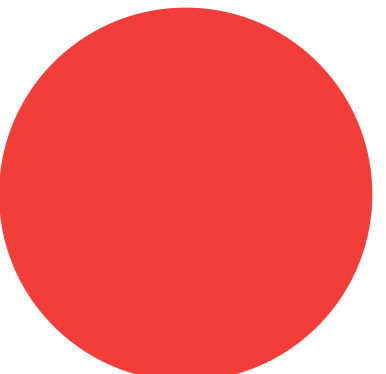
**Neutral Palette**

Genetic Marker Palette

Titles and Text Blocks

## Genetic Marker Palette

This palette is made up of colors used strictly as Genetic Marker identifiers.

	<b>Lavender</b> #C694C3 RGB (198, 148, 195) CMYK (0, 22, 2, 22)		<b>Purple</b> #664A9E RGB (102, 74, 158) CMYK (22, 33, 0, 38)		<b>Blue</b> #488FCC RGB (72, 143, 204) CMYK (52, 24, 0, 20)		<b>Green</b> #8CC349 RGB (140, 195, 73) CMYK (22, 0, 48, 24)
	<b>Bronze</b> #7A5649 RGB (122, 86, 73) CMYK (0, 14, 19, 52)		<b>Yellow</b> #FDC113 RGB (253, 193, 19) CMYK (0, 24, 92, 1)		<b>Orange</b> #F8981D RGB (248, 152, 29) CMYK (0, 38, 86, 3)		<b>Red</b> #EF4538 RGB (239, 69, 56) CMYK (0, 67, 72, 6)

### Colors

Primary Palette

Secondary Palette

Neutral Palette

**Genetic Marker Palette**

Titles and Text Blocks



## Colors

Primary Palette

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Genetic Marker Palette

**Titles and Text Blocks**

## COLORS

# Titles and Text Blocks

Titles that stand on their own must always be set in Khula Light, #3E7592 (Dark Blue).

## Take control of your health

In cases where titles have highlighted words, use Khula Regular, #09A0CE (Bright Blue, Supporting Shade) in the same size.

## Get ready to become **your best self**

Text formatted as a text block, should follow the example below.

Khula Regular, #09A0CE  
(Bright Blue, Supporting Shade)

## This is a title in Khula Regular

Khula Light, #3E7592 (Dark Blue)

### This is a subtitle in Khula Light

Khula Regular, #3E7592 (Dark Blue)

This is body text in Khula Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec augue nibh, laoreet bibendum eleifend eu, mattis a metus. Praesent auctor arcu erat, congue ornare ligula pharetra eu.

Khula Regular, #757575 (Dark Grey)

This is small text in Khula Regular.