

# **harmonic** | Brand Guide



## Racing Green

Primary Color: Logos, copy, backgrounds, any element can be this color.



### Emerald

Primary Accent Color: Backgrounds, CTA, subheads, main gradient pair with Racing Green.



### Kryptonite

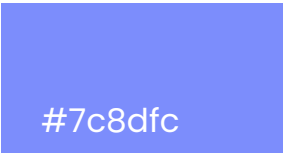
Primary Accent Color: CTA, logos, headlines and elements that need to really stand out.

Secondary Accent Colors - Subtle usage such as, icons, outlines.

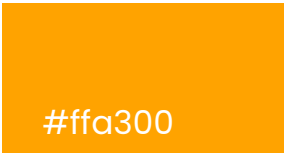


### Tangerine Dream

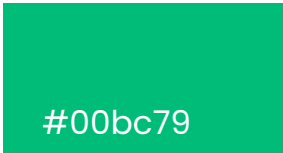
Optional CTA



### Purple Rain

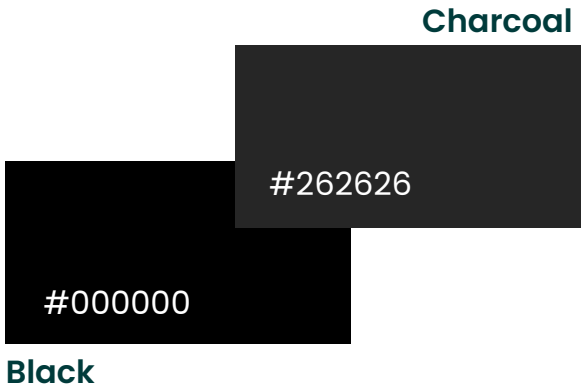


### Mellow Yellow



### Evergreen

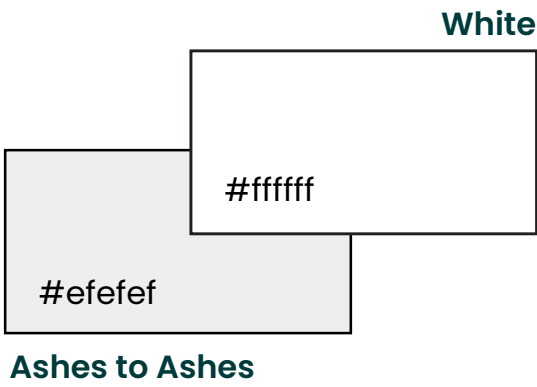
Darks: #000000 for logos and body text. For background use when green is too much and a neutral base color is needed to ground a dynamic layout, such as the website.



### Charcoal

### Black

Lights - #FFFFFF for logos and body text. For backgrounds when a light neutral base color is needed to help a dynamic layout such as presentations and documents.



### White

### Ashes to Ashes

## Racing Green

Primary Color: Logo light backgrounds, use black in instances where green does not apply such as swag.

The logo features a stylized waveform icon on the left, followed by the word 'harmmonic' in a bold, lowercase, sans-serif typeface. The entire logo is rendered in a vibrant green color.A smaller version of the 'harmmonic' logo, rendered in black. It maintains the same waveform icon and bold, lowercase, sans-serif font.

## Kryptonite

Primary Color: Logo on dark backgrounds, use white in instances where green does not apply such as swag.

The logo is displayed in a bright green color against a dark teal background. It consists of the waveform icon and the word 'harmmonic' in the same bold, lowercase, sans-serif font.A smaller version of the 'harmmonic' logo, rendered in white. It features the waveform icon and the word 'harmmonic' in the same bold, lowercase, sans-serif font.

# Harmonic Font: Poppins

Google font, <https://fonts.google.com/specimen/Poppins>  
18 styles and weights, ·

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Thin

Harmonic

Thin Italic

*Harmonic*

Extra Light

Harmonic

Extra Light Italic

*Harmonic*

Light

Harmonic

Light Italic

*Harmonic*

Regular

Harmonic

Regular Italic

*Harmonic*

Medium

Harmonic

Medium Italic

*Harmonic*

SemiBold

Harmonic

SemiBold Italic

*Harmonic*

Bold

Harmonic

Bold Italic

*Harmonic*

ExtraBold

Harmonic

ExtraBold Italic

*Harmonic*

Black

Harmonic

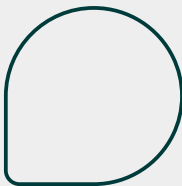
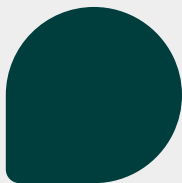
Black Italic

*Harmonic*

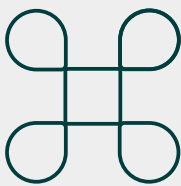
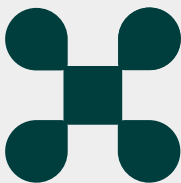
Custom Icons

All can be used as a fill, gradient, stroke and with any accent or brand color. Each has a title reference. The “pick” shape is the primary shape and can be a picture fill.

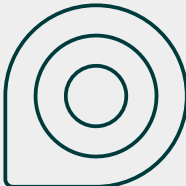
Pick/Prompt



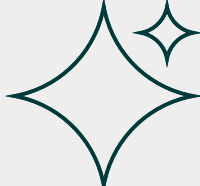
Command/control



Visibility



AI



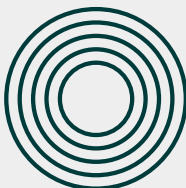
Redirect



Block



Precision



Feature



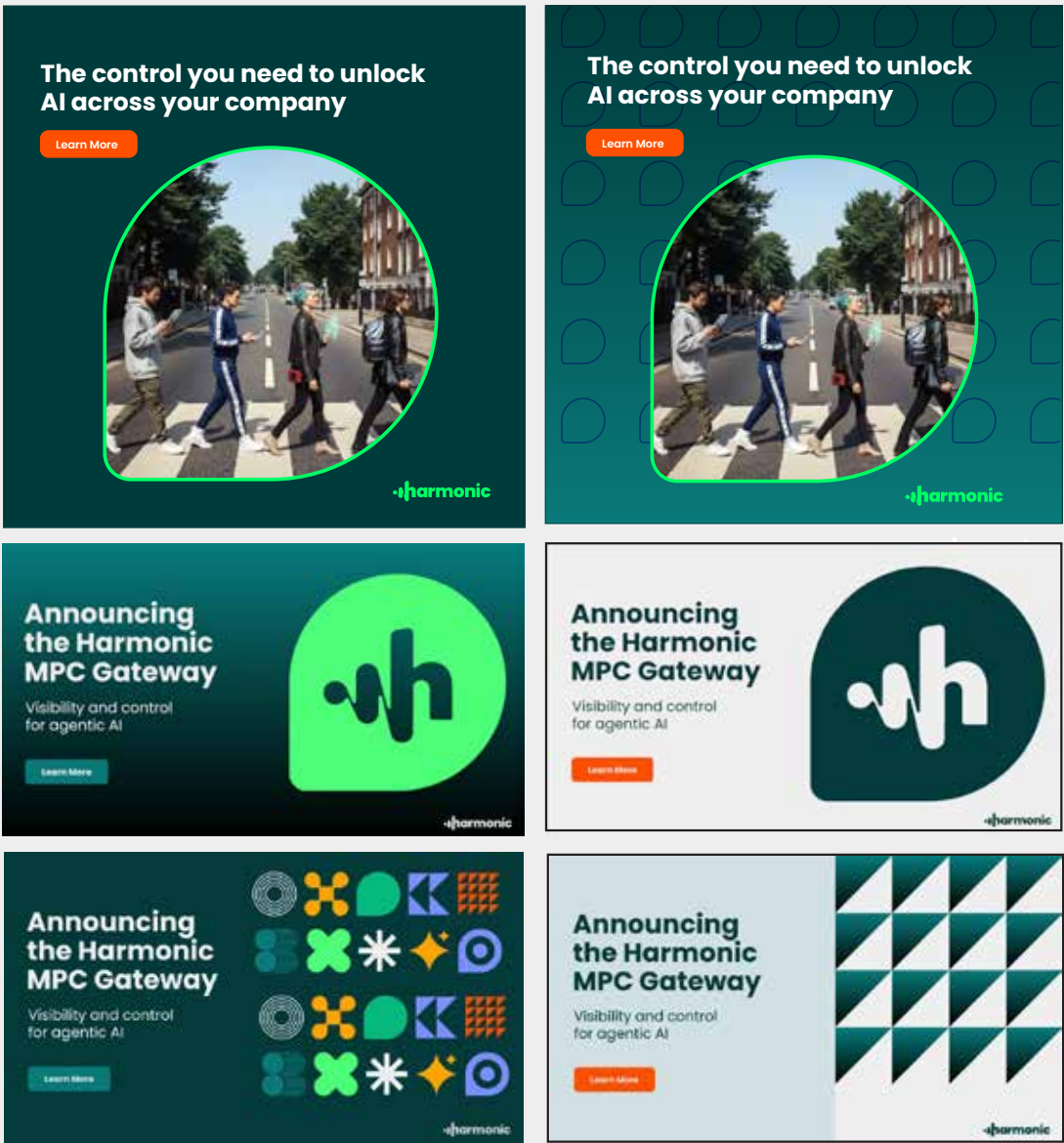
# Using Shapes and Picture Fill

All shapes can be used as a color fill, gradient or stroke and with any accent or brand color. However,the “pick” shape is the only shape that can be used as picture fill or with the Harmonic “H”.

Styles; Fill, Stroke, Picture Fill



Examples



## Patterns

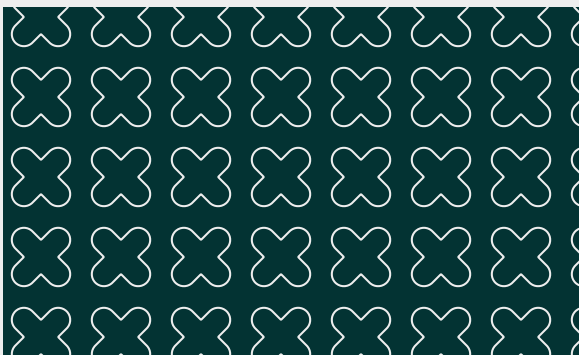
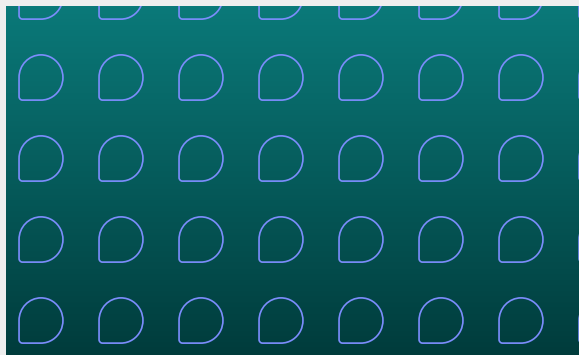
All shapes can be used as a pattern for dynamic backgrounds. Either single selected shapes or a combination. Colorfill or stroke versions are optional but maintain a base primary color or gradient. No picture fills in patterns.

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Default Pattern



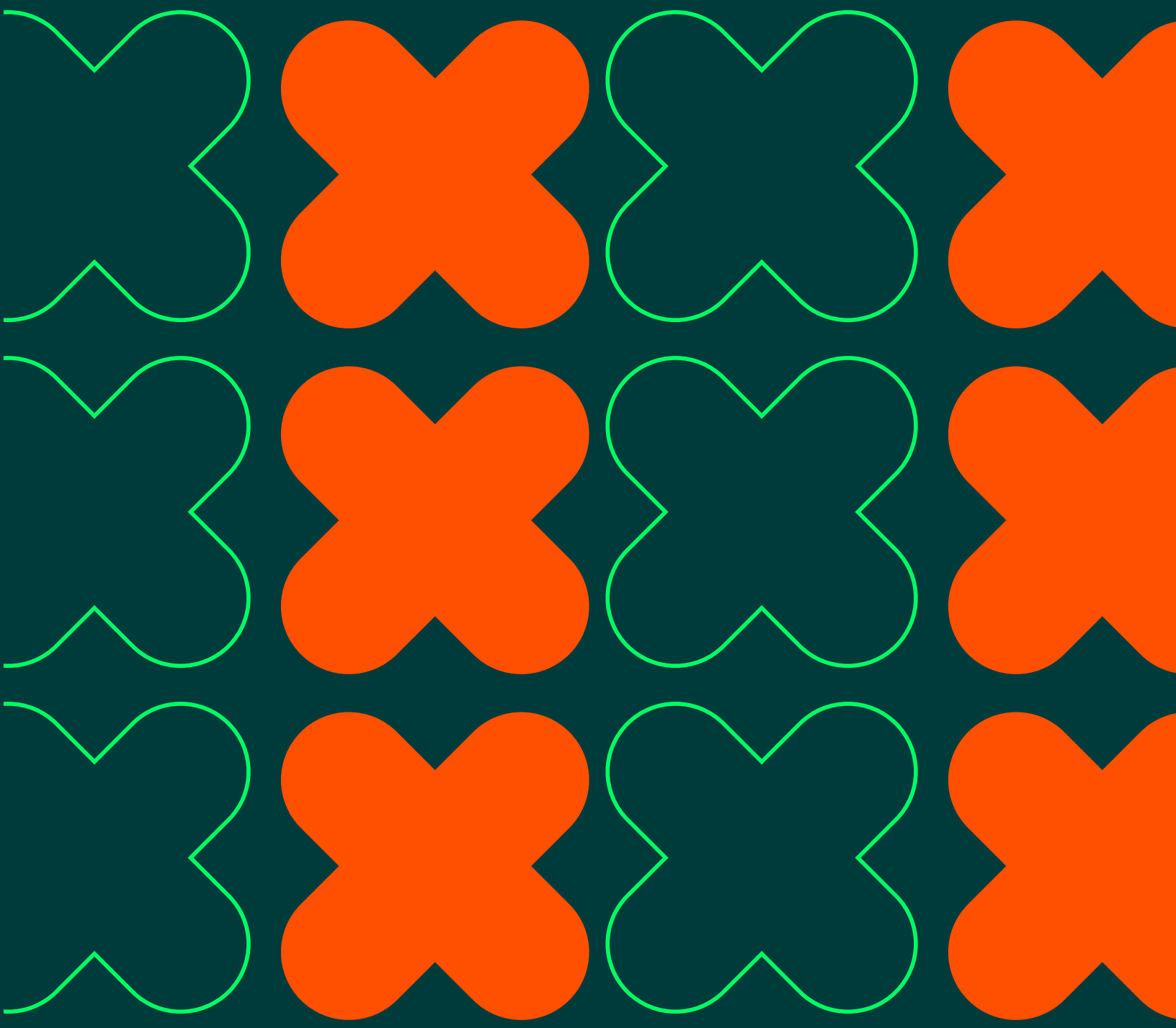
Examples





Research Report

# Code Red: Analyzing China-Based App Use







Research Report

# Code Red: Analyzing China-Based App Use





Research Report

# Code Red: Analyzing China-Based App Use





Research Report

# Code Red: Analyzing China-Based App Use



