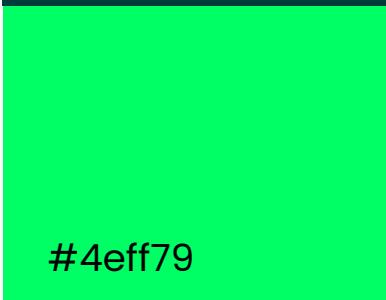


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Racing Green

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

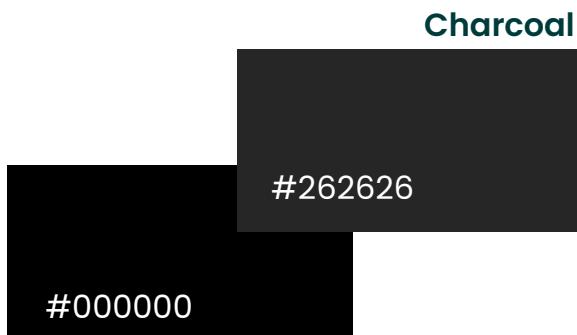


Secondary Accent Colors – Subtle usage such as, icons, outlines.

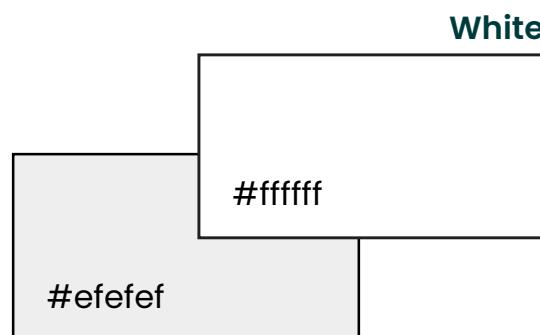


Optional CTA

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.



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.



Ashes to Ashes

Racing Green

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



Kryptonite

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



Harmonic Font: Poppins

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

Thin

Harmonic

Extra Light

Harmonic

Light

Harmonic

Regular

Harmonic

Medium

Harmonic

SemiBold

Harmonic

Bold

Harmonic

ExtraBold

Harmonic

Black

Harmonic

Thin Italic

Harmonic

Extra Light Italic

Harmonic

Light Italic

Harmonic

Regular Italic

Harmonic

Medium Italic

Harmonic

SemiBold Italic

Harmonic

Bold Italic

Harmonic

ExtraBold Italic

Harmonic

Black Italic

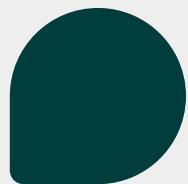
Harmonic

•harmonic

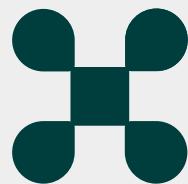
Custom Icons

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



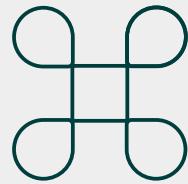
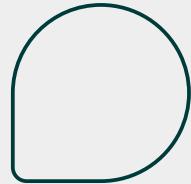
Command/control



Visibility



AI



Redirect



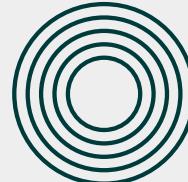
Block



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

Six promotional banners for the Harmonic MPC Gateway, demonstrating the use of different shapes and fills. The banners include: 1. A green circle with a white outline containing a photo of people crossing a street. 2. A green circle with a white outline containing a photo of people crossing a street, set against a background of repeating green circles. 3. A solid dark teal circle containing the Harmonic 'h' logo. 4. A solid dark teal circle containing the Harmonic 'h' logo. 5. A dark teal circle with a white outline containing the Harmonic 'h' logo, surrounded by a grid of various geometric icons. 6. A light gray circle with a white outline containing the Harmonic 'h' logo, with a large graphic of a checkered pattern to its right.

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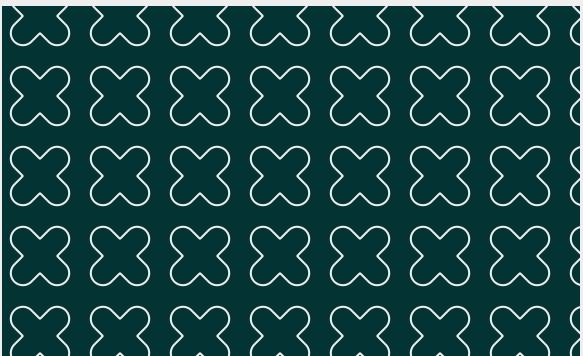
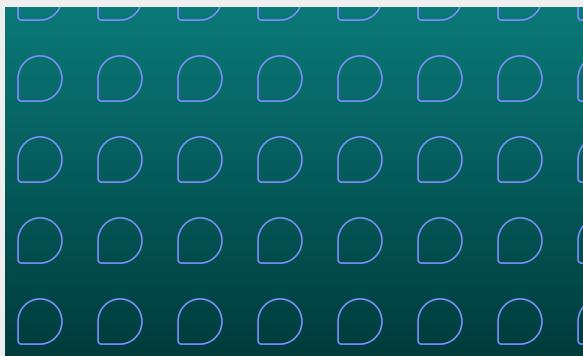
Patterns

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.

Default Pattern



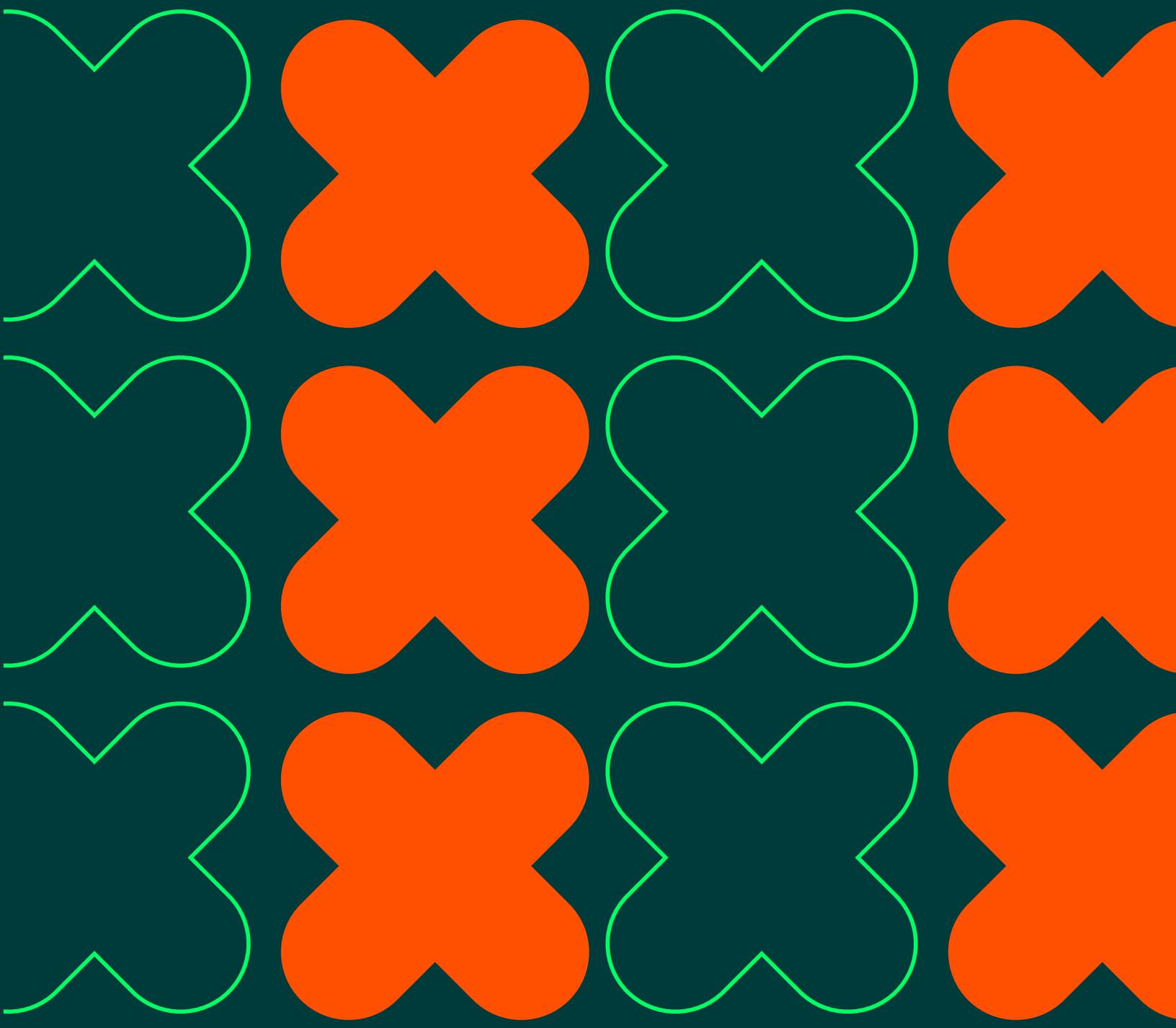
Examples





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

