# Welcome to the Paradigm Personality Labs brand

Whether you're a marketing partner or other type of brand ambassador, this guide provides the introductory tools you need to create smart materials that accurately reflect our brand.

If you need guidance or creative input, please contact info@paradigmpersonality.com for more information.

## MAIN LOGO



Download all approved versions of the logo here. *For guidelines on usage, see the full brand guidelines document.*

## BRAND TYPOGRAPHY

Below is our brand typography. If you have not been supplied with fonts or approved for use, please use the Open Source Typograhy in the following section.

### Cygnet
*For use in headlines.*

### Adonis
*For use in body copy.*

### Gilmer Heavy
*For use in infographics and subheads.*

## OPEN SOURCE TYPOGRAPHY

Below is open source typography that can be used in lieu of brand typography when you don't have access.

### Work Sans
*For use in headlines.*

**AVAILABLE ON GITHUB HERE**

### Junicode
*For use in body copy.*

**AVAILABLE ON GITHUB HERE**

### Poppins
*For use in infographics and subheads.*

**AVAILABLE ON GITHUB HERE**

## PRIMARY BRAND COLORS

| Well-Being | Insight | Performance | Energy |
|---|---|---|---|
| PMS 2386 | PMS 3597 | PMS 6169 | PMS 5467 |
| R45 G104 B196 | R28 G55 B117 | R116 G187 B125 | R24 G51 B47 |
| C84 M57 Y00 K00 | C100 M83 Y00 K00 | C56 M00 Y64 K00 | C88 M37 Y59 K80 |
| HEX #2D68C4 | HEX #1C3775 | HEX #74BB7D | HEX #18332F |

## SECONDARY BRAND COLORS

| Flow | Spark | Grow | Move | Reflect |
|---|---|---|---|---|
| PMS 3252 | PMS 7404 | PMS 2345 | PMS 4008 | PMS 2298 |
| R42 G210 B201 | R244 G218 B64 | R255 G109 B106 | R244 G175 B35 | R183 G219 B87 |
| C59 M00 Y26 K00 | C1 M3 Y80 K00 | C00 M67 Y52 K00 | C00 M31 Y97 K00 | C29 M00 Y79 K00 |
| HEX #2AD2C9 | HEX #F4DA40 | HEX #FF6D6A | HEX #F4AF23 | HEX #B7DB57 |