



ValidMind Style Guide

Primary

HEX: DE257E
RGB: 222 37 126
CMYK: 0 73 38 13
HSL: 331.14 0.74 0.51

Secondary

HEX: 1AD6FF
RGB: 26 214 255
CMYK: 90 16 0 0
HSL: 190.74 1 0.55

Black

HEX: 000000
RGB: 0 0 0
CMYK: 0 0 0 100
HSL: 0 0 0

Gradient

DDE257E x 6B379E

Accent Gray

HEX: B5B5B5
RGB: 181 181 181
CMYK: 0 0 0 29
HSL: 0 0 0.71



SUBHEADLINE ALL CAPS

Headline Goes Here

Subheadlines should be **Helvetica Bold or Medium** @ roughly 50% of headline font.

Headline font should be **Helvetica Bold Proper Case**. Body copy is **Helvetica Regular or Light** set to body copy color.

USAGE GUIDELINES:

Brand Identity:

The ValidMind brand has a friendly, tech-centric, minimalist, light and approachable look and feel. This should be complimented in brand voice / tone as well.

Logo:

For legibility, ensure that always sits prominently on page and is never visually competing with background elements. Overlays are acceptable to separate background from logo. Logo should always be readable.

Brand Text:

Helvetica or Helvetica Neue can be used for brand text. Headlines should always be a heavier weight than body copy to help keep each visually distinct.