

NEW BREED +

Brand Guidelines

SPRING 2023

What we believe.

At New Breed, we believe the right technology can take teams further. We know that when people and processes align, companies can grow faster — creating markets, careers and customer connections in the process.

Coupled with a commitment to drive outcomes for customers, these beliefs are woven into our solutions and culture and have guided us since our first steps on the journey to lead the HubSpot ecosystem.

What we see.

We see a HubSpot ecosystem undergoing seismic shifts alongside the technology environment and global economy: profitability is a priority, brand loyalty grows rarer, and artificial intelligence has begun to redefine human work and well-being.

But tomorrow's leaders see these shifts not as challenges — but as **opportunities**.

These challenges lay new tracks for entrepreneurs and enterprises to blaze new trails;

They give workers the chance to rethink how we use our time and maximize our talent;

And they push revenue leaders to ask, “Is there a better way to grow?”

Who we are.

We're a HubSpot Solutions company on a mission to help companies unlock meaningful growth:

with a proven set of professional services, technology and apps, and through an elite team of action-oriented strategists and innovators.

We're creating a landscape where companies can forge the type of customer connections that drive recurring revenue, while reducing costs and complexity.

How? By combining the energy of an agency, the expertise of a management consultancy, and the technological excellence of a software company. Together, these capabilities power our customers' success.

OUR MISSION

**Help companies unlock
meaningful growth.**

NEW BREED +

The background features a series of overlapping, wavy, organic shapes in shades of purple and blue. The word "Logo" is written in a bold, white, sans-serif font, positioned on the left side of the image, partially overlapping the blue and purple shapes.

Logo



Our logo plays the lead role in our brand. Simple and iconic, it captures the power of our mission and strategy. Here's how to use it.

LOGO

Our logo.

The New Breed logo is instantly recognized in the HubSpot ecosystem as the mark of elite partnership.

The primary logo expression is the horizontal lockup below.

NEW BREED +

LOGO

Logo safe zone.

Safe Zone

Don’t allow design elements within the defined safe zone. Always keep other elements at least one ‘icon’ width away.

Minimum Size

To prevent distortion and ensure clarity across logo use cases, shrink to a minimum height of 15px.



NEW BREED +] Minimum Height: 15px

LOGO

Logo
colorways.

Our logo shall only be used in the following two fill colors:



WHITE | #FFFFFF



CHARCOAL | #373A36

High contrast between background color and logo color is an absolute must.

Always ensure that every letter of the logo is legible and comes forward against the background.

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LOGO

Our icon.

With its origins in the unification of marketing and sales, our icon has evolved to symbolize our continued efforts to bring new solutions and synergies to customers.

It should be used sparingly on its own, and only on owned channels such as brand assets, sales collateral and in-app user interfaces.

Our icon shall only be used in the following two fill colors:



WHITE | #FFFFFF



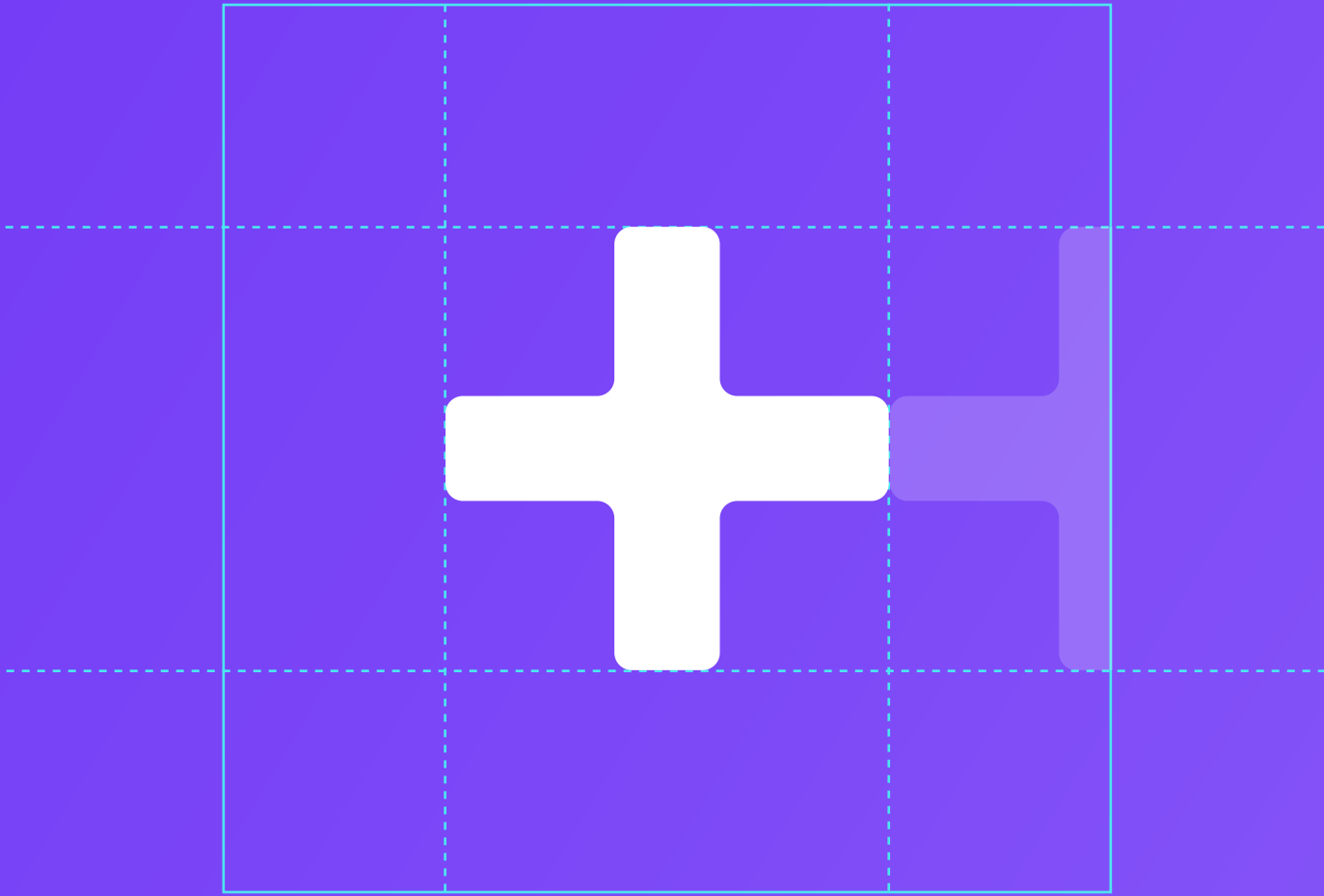
CHARCOAL | #373A36

Alternate colors and usage of the icon are not permitted without approval.

Logo



Icon

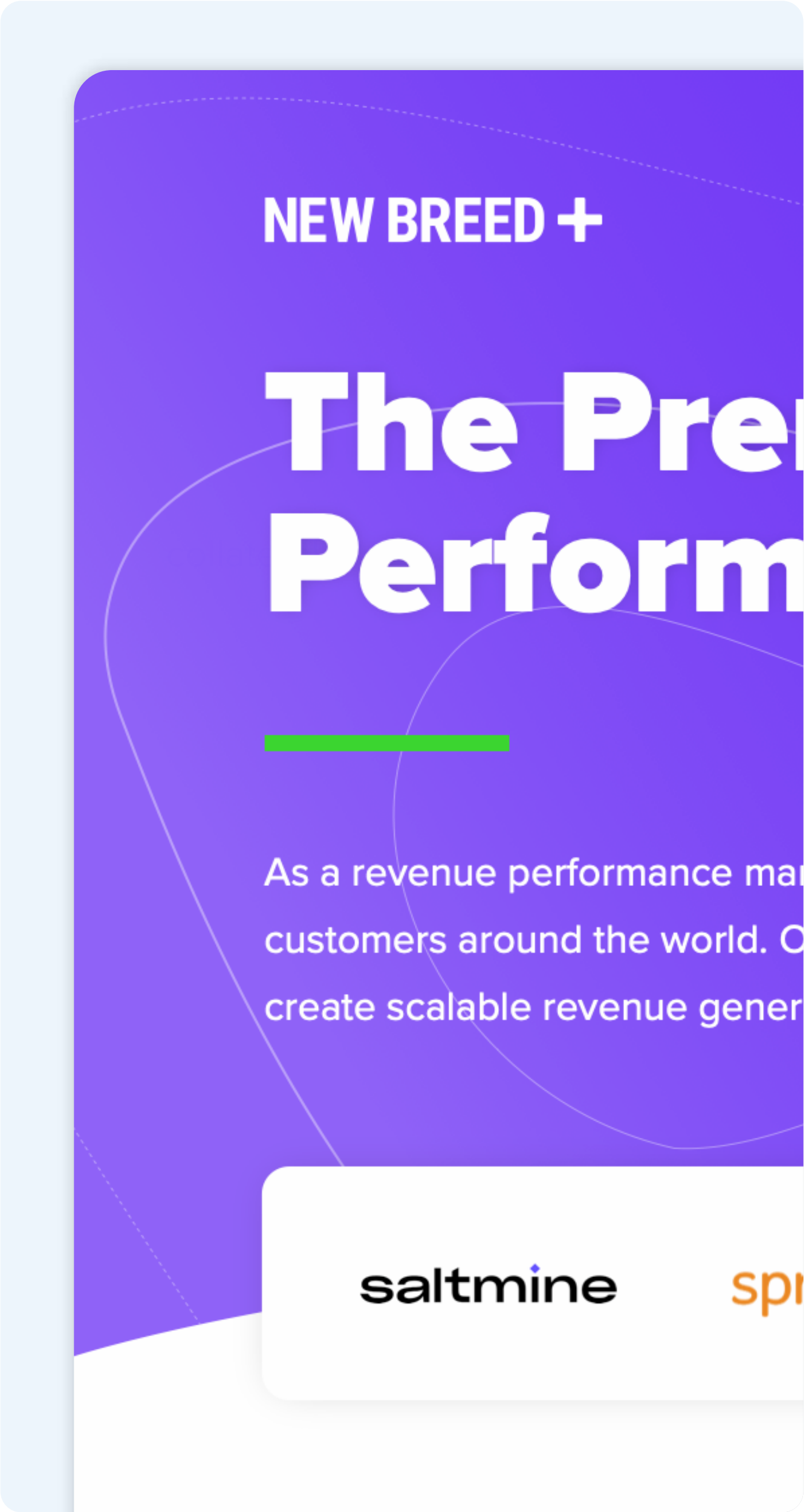
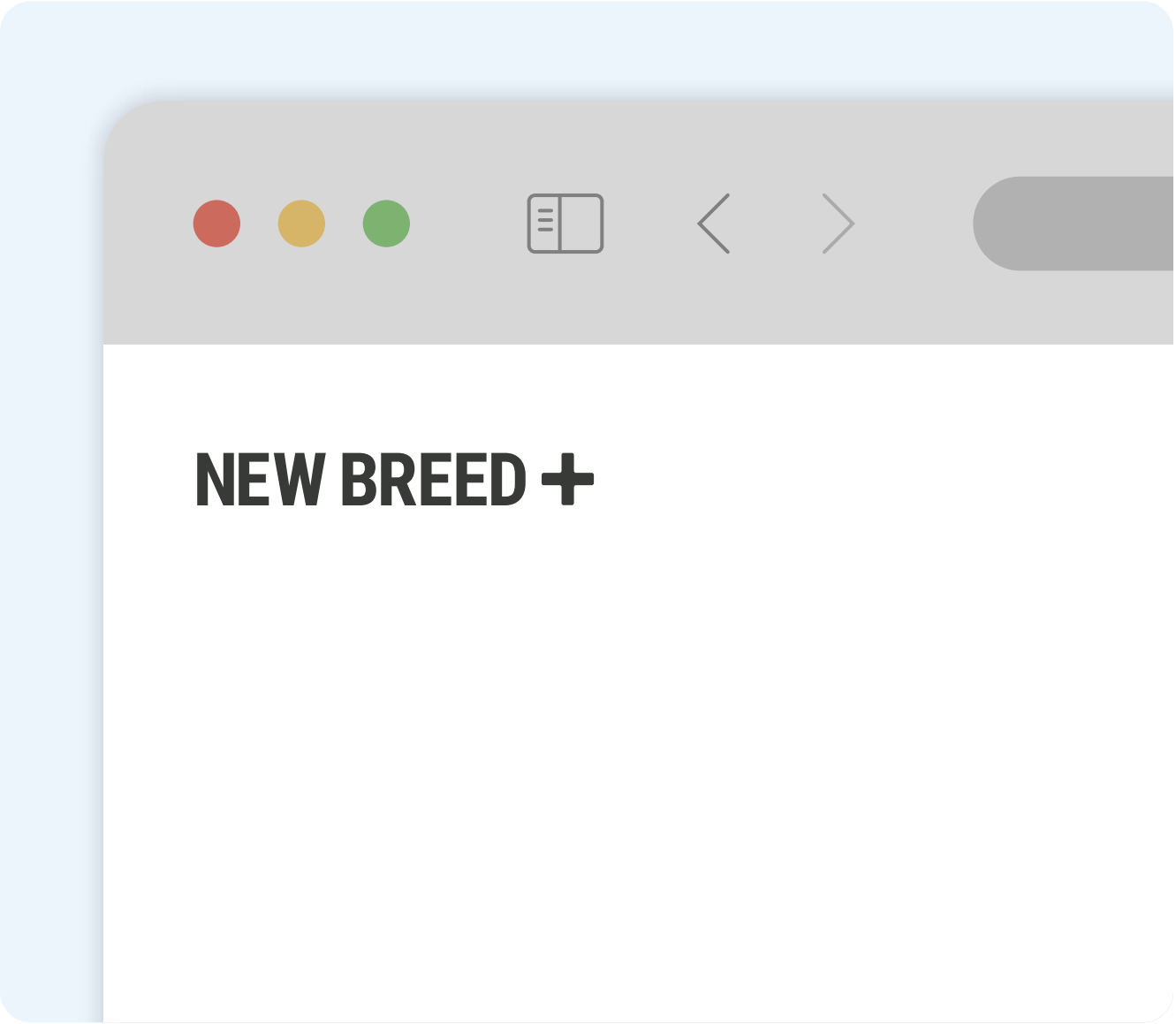


LOGO

Logo usage.

Our logo serves a variety of functions today, and will continue to represent our corporate identity as we expand our solution offerings.

Regardless of scale and placement, the logo and icon should also live at or near the top of all design hierarchies.

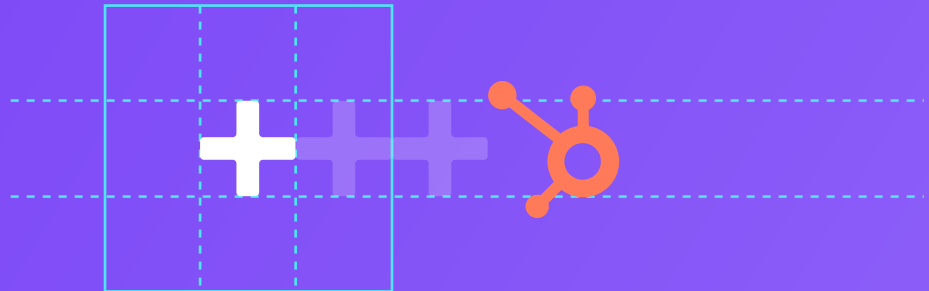
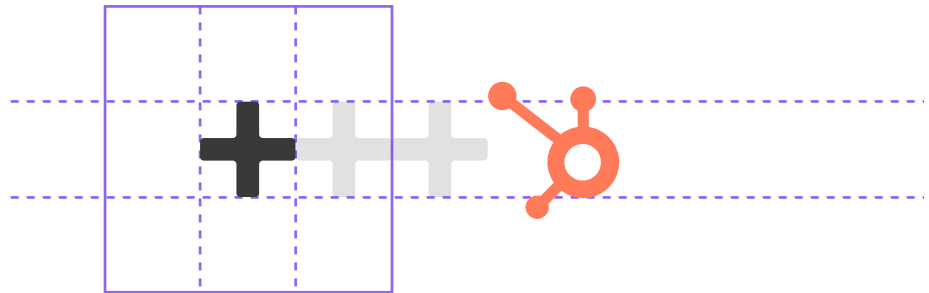
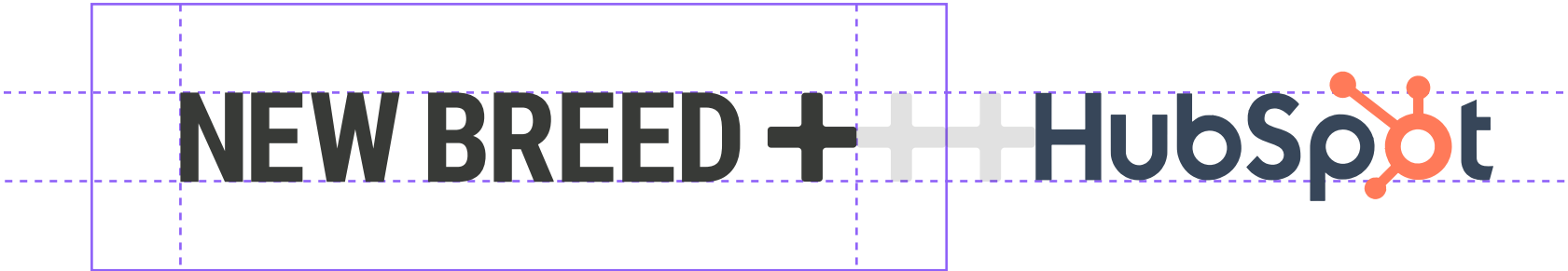


LOGO

Co-branding.

We place two icon widths between our logo and partner logos. Our logo should never be smaller than accompanying logos, with the exception of small overhanging elements.

Always refer to partners’ brand guidelines to honor their safe zone, lockups and colors.



LOGO

Logo pitfalls.

As a sacred element of the New Breed brand, our logo should be treated with care and respect, always.

When writing our brand name into copy, use the following conventions:

✓ New Breed] Two separate, capitalized words. No symbols.

✗ NewBreed ✗ New Breed+

✗ New breed ✗ NEW BREED

✗ NB+ ✗ New Breed Revenue

NEW BREED +

Don't use different colors for the logo and icon

NEW BREED +

Don't add any kind of stroke

NEW BREED +

Don't use any gradients

NEW BREED +

Don't tilt or skew the logo

NEW BREED +

Don't make it 3D

NEW BREED +

Don't bend or stretch the logo

NEW BREED +

Don't reposition the icon

NEWBREED +

Don't shorten into one word

The background features a gradient from deep purple on the left to a lighter blue on the right. Overlaid on this are several thin, white, wavy lines that create a sense of movement and depth. The word "Color" is prominently displayed in the center-left area in a bold, white, sans-serif font.

Color

+

**Our colors breath life into our brand.
Bold and versatile, they set us apart
and can both support and star in our
brand activation.**

COLOR

Color palettes.

New Breed’s colors are vibrant and powerful, drawing attention to our leading market position and elite solution offerings.

We use ‘cool’ colors for our corporate brand and service offerings, and use ‘warm’ colors for our Applications.

BRAND PALETTE



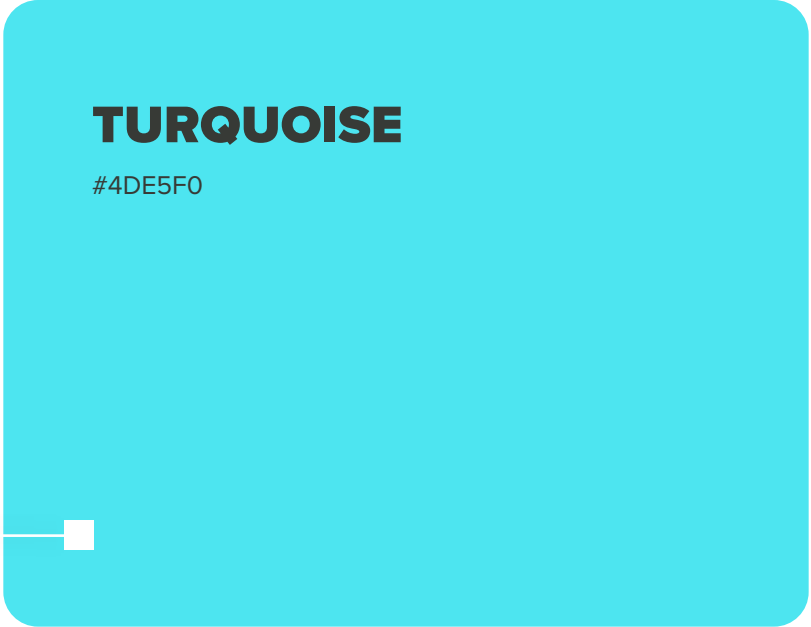
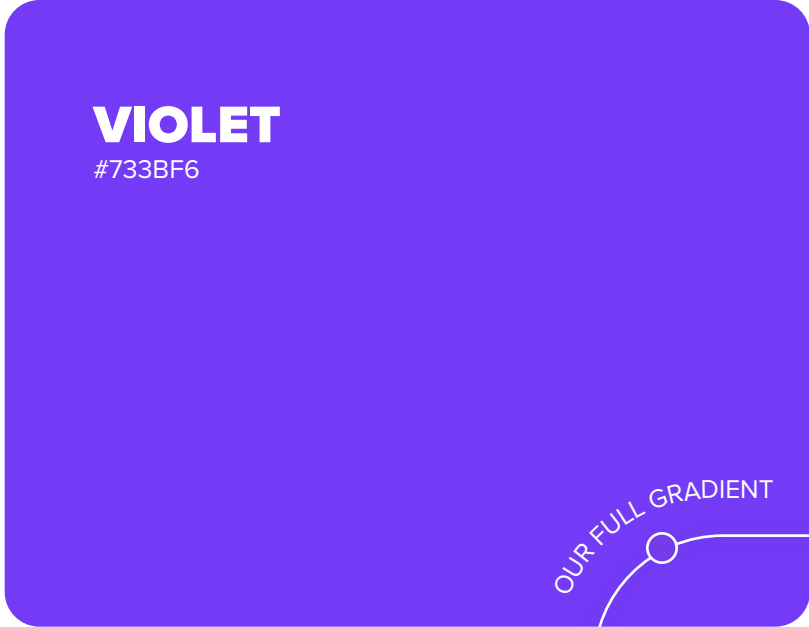
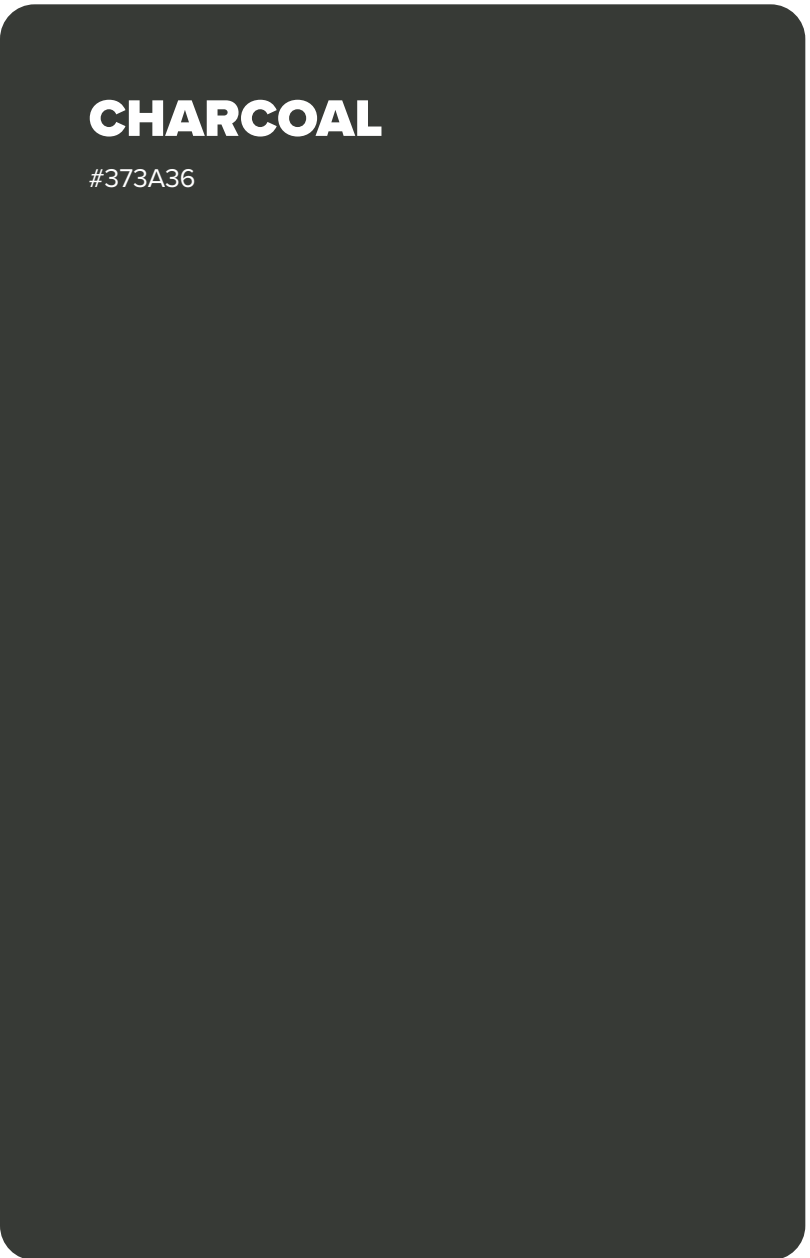
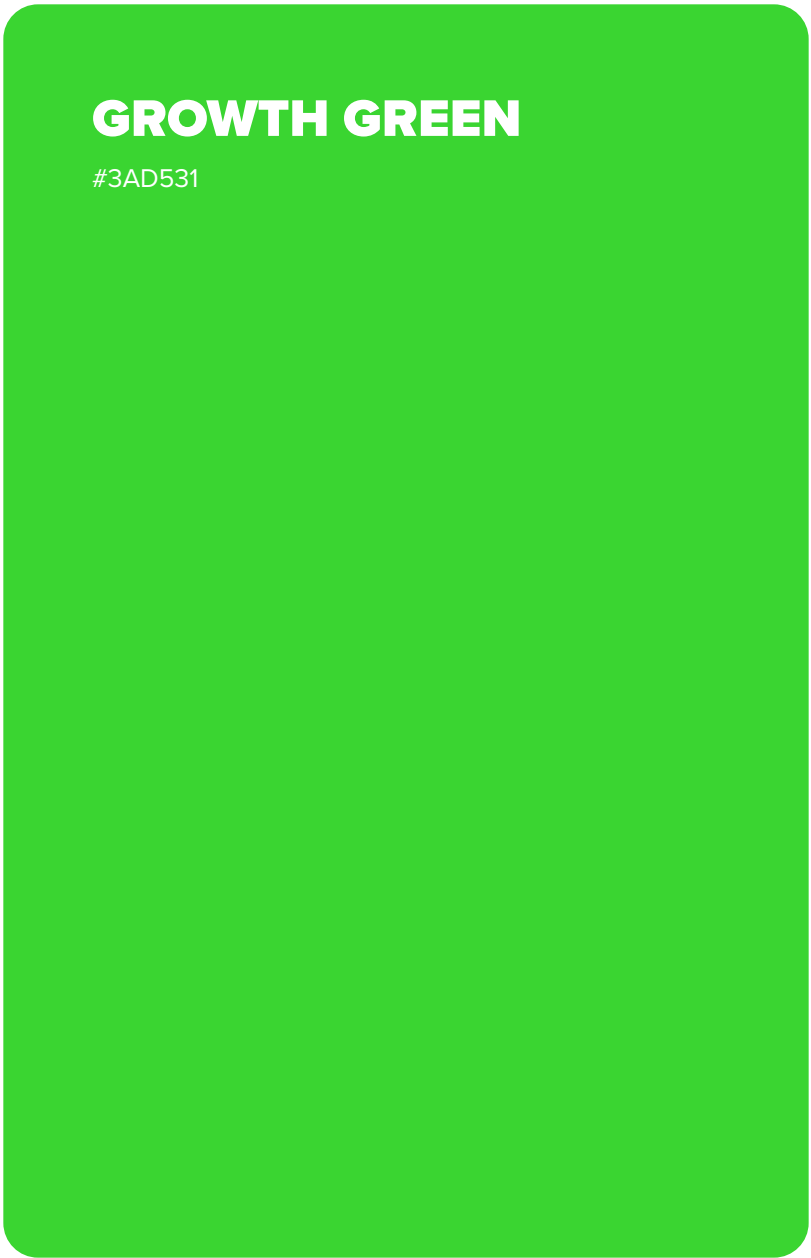
SERVICES PALETTE



APPLICATIONS PALETTE



See the following pages for more guidance on suggested color combinations.

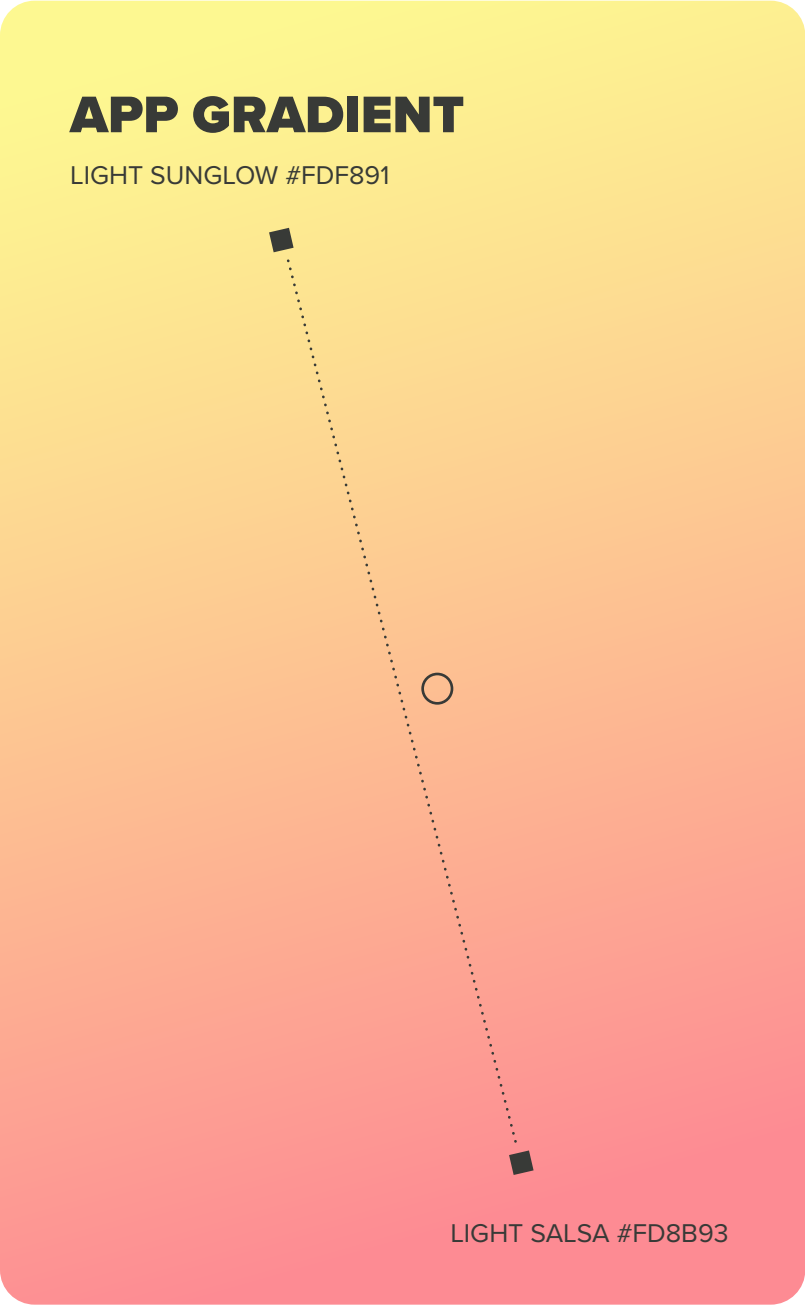
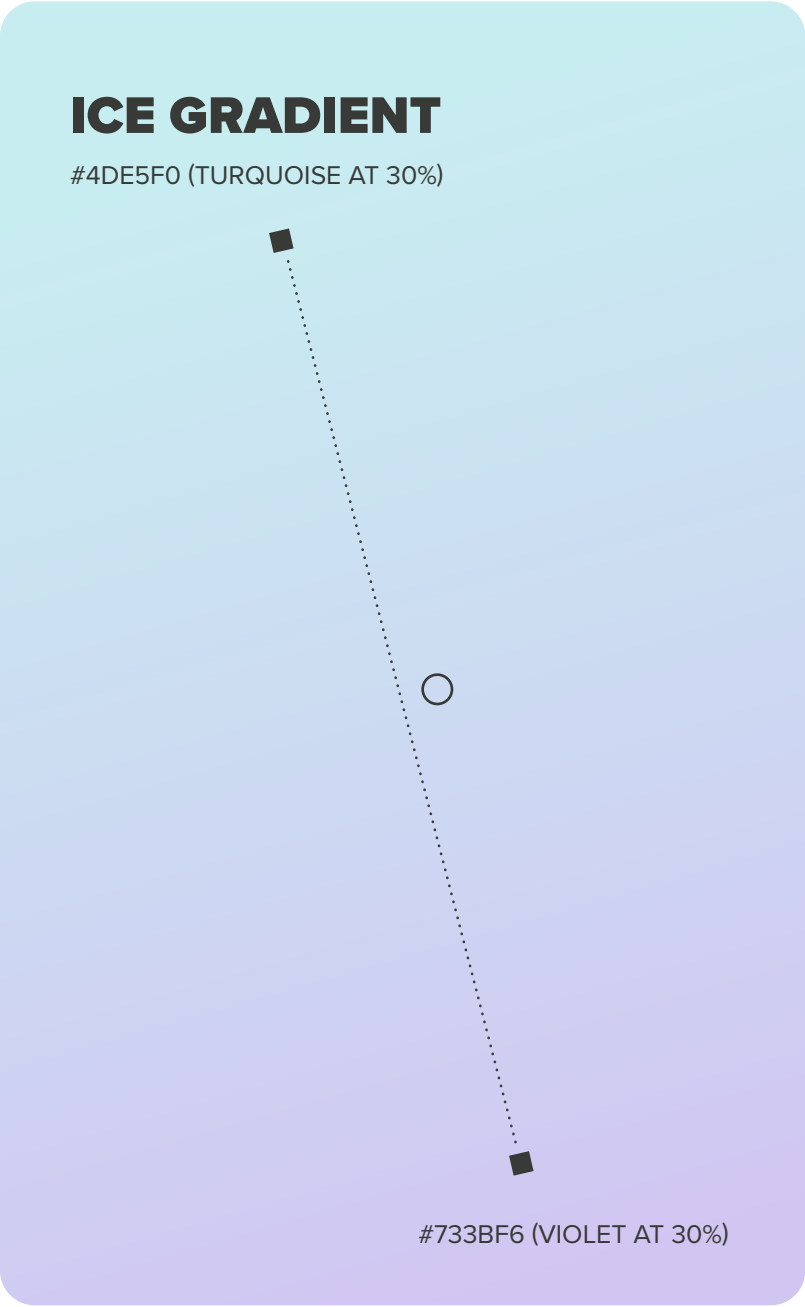
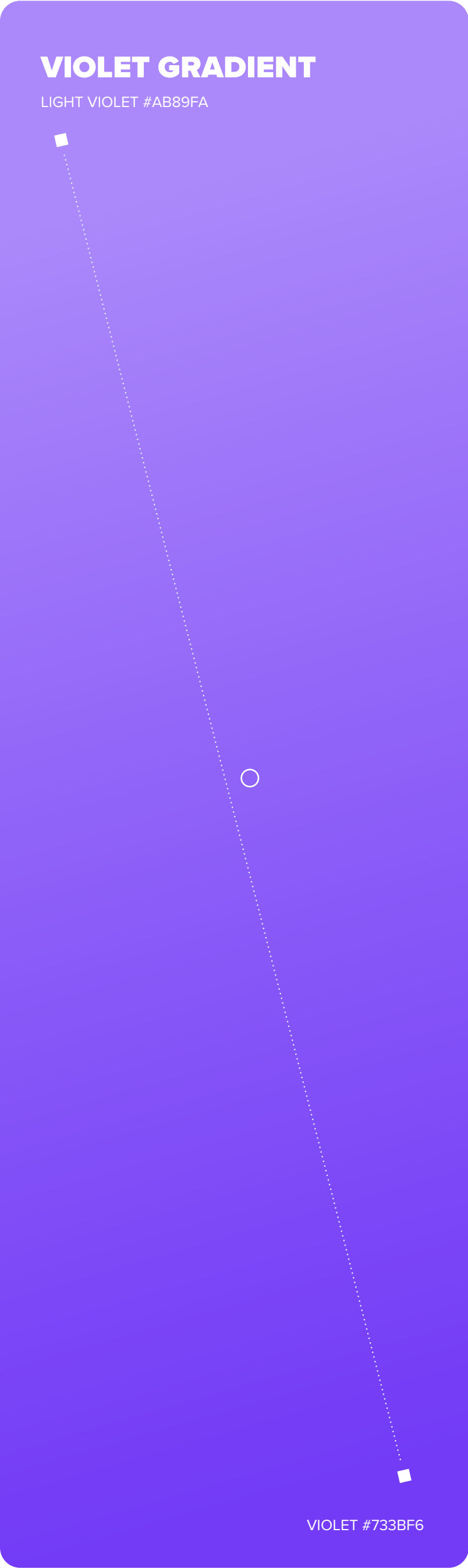


COLOR

Gradients.

Our linear gradients provide movement through compositions, and help prevent layouts from appearing ‘flat’.

Color points of each gradient may be adjusted to support foreground elements, but never change the order of colors or combine gradients.

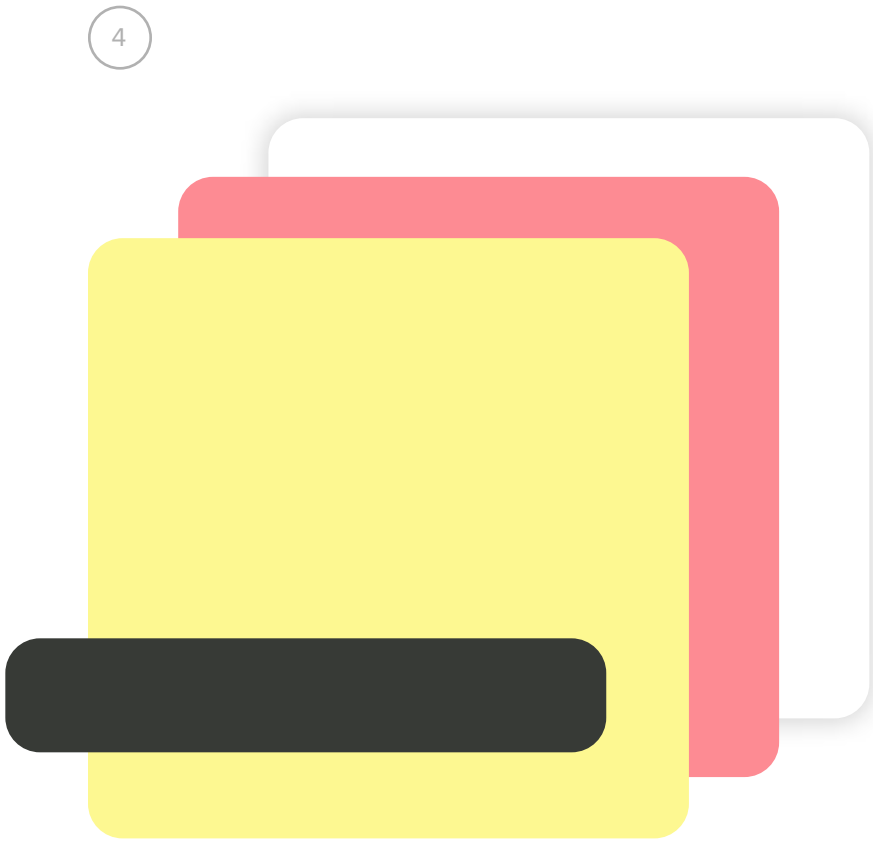
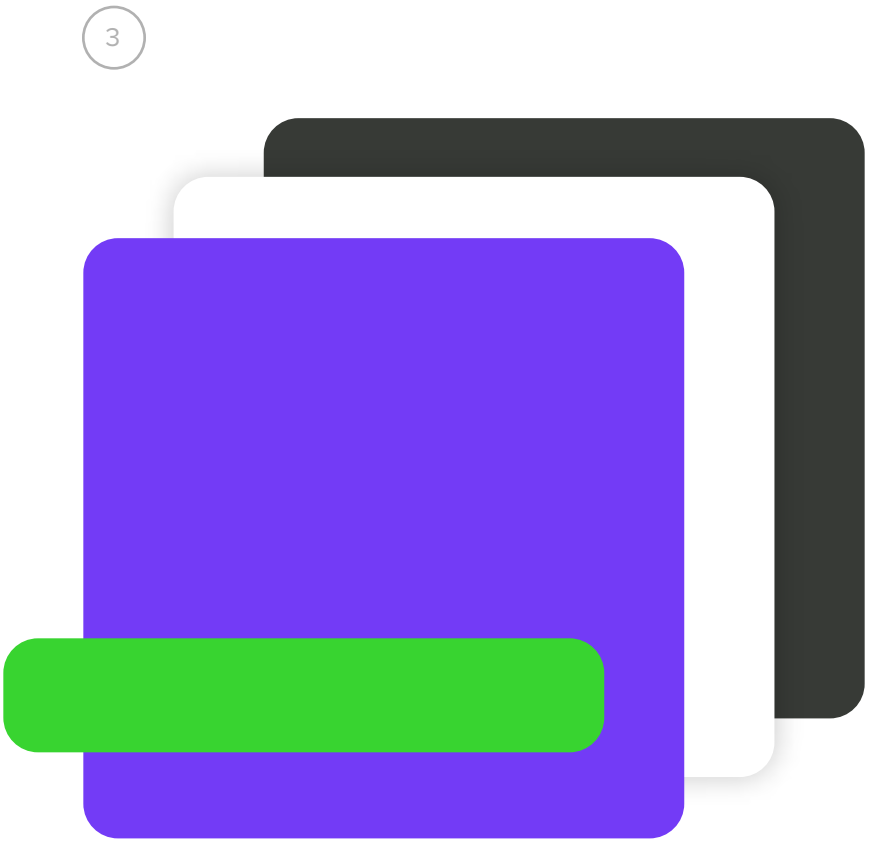
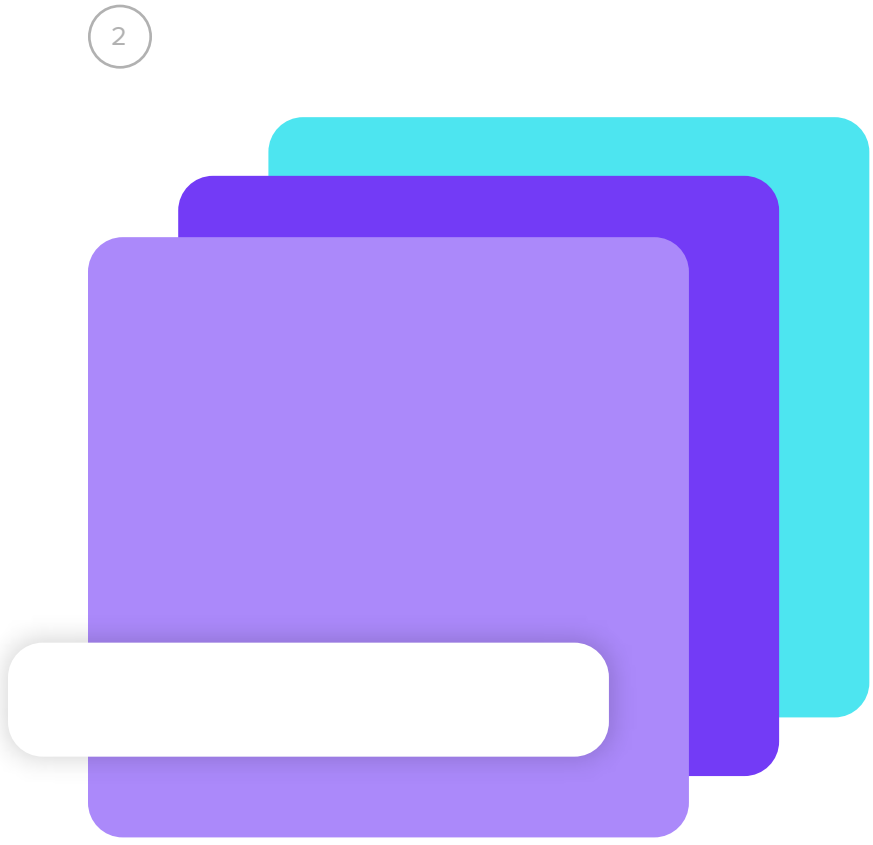
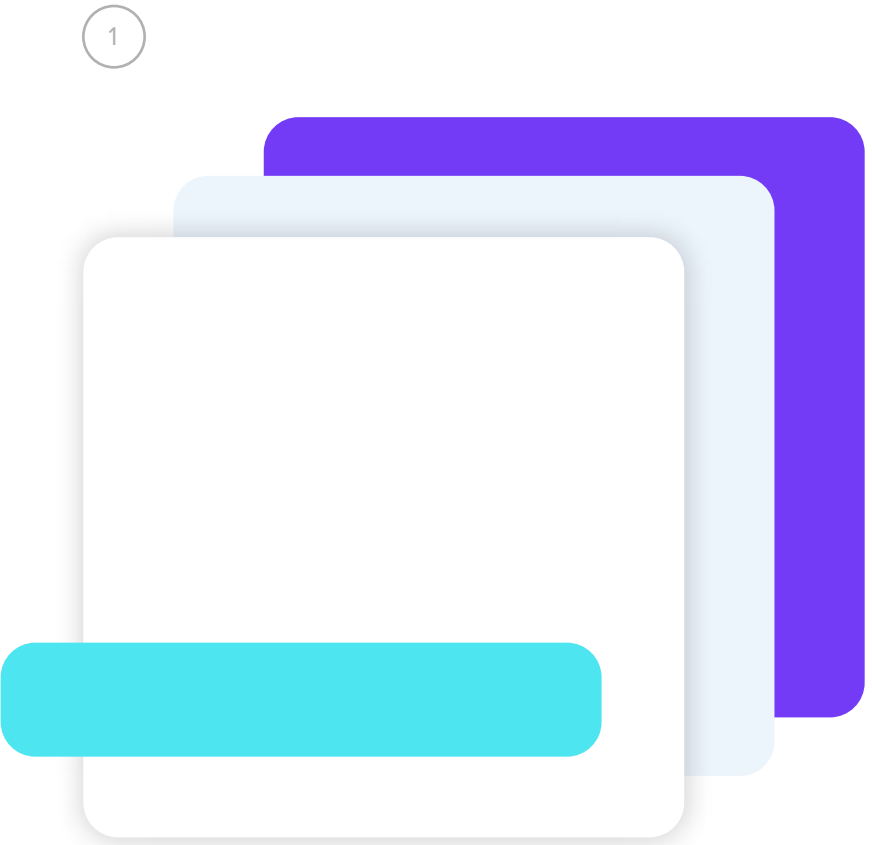


COLOR

Using our palette.

Our colors are the backdrop for every expression of our brand, and support our presence within the entire New Breed community.

While all palette colors* may be mixed and matched, the following combos will help drive consistency and maximize the impact of designed assets.



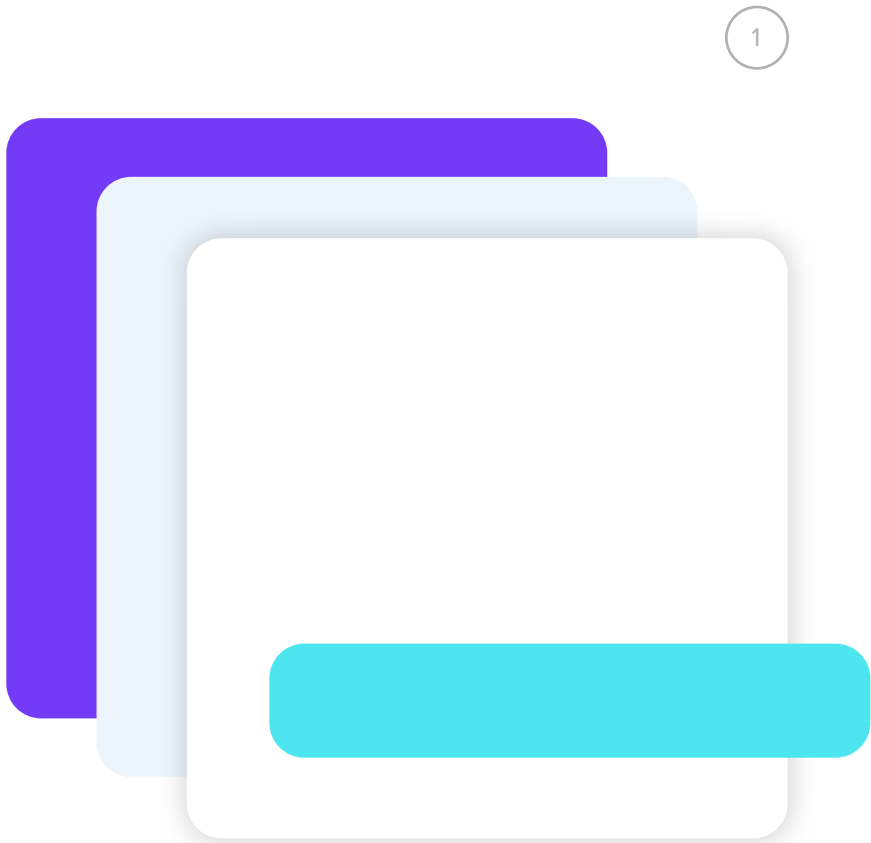
*Combo 4 is intended solely for use in our App collateral. See that combo's page for more detail.

COLOR

Color combos in action.

When to use this combo:
The light backgrounds support content-dense assets like PCO pages and data visualizations.

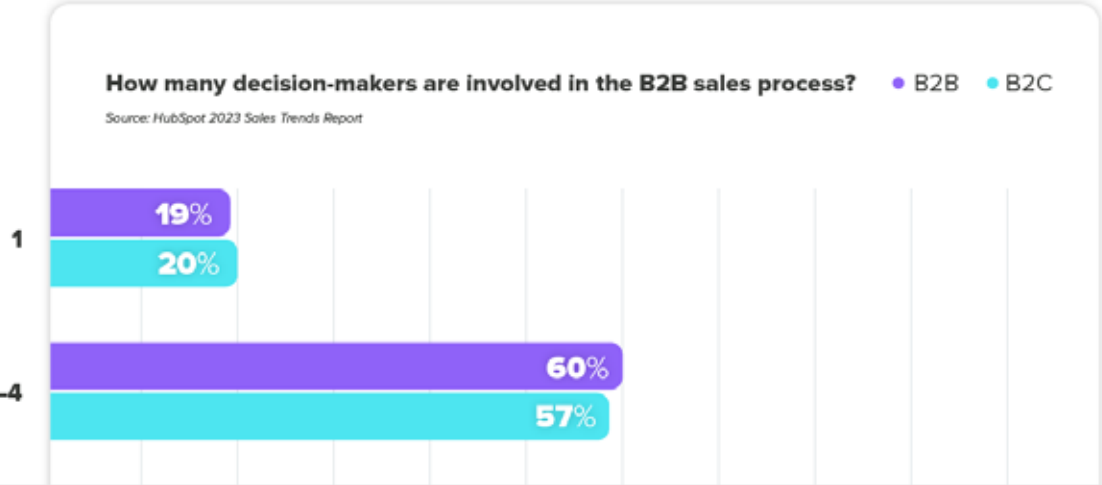
The Ice/White combination is also the best visual home for our grayscale photo treatments and people introductions.



Managing New Stakeholders

As finance and operations leaders play a more central role around company budgets, sales reps must adapt to larger and more diverse buying committees. According to HubSpot's 2023 Sales Strategy & Trends **Report**, the average number of individuals involved from a prospect's organization in the sales process is **now around four or five, including three decision-makers.**

Larger buying committees can lead to longer sales cycles and tougher negotiations in which reps must engage each stakeholder effectively, anticipate objections, and pivot quickly when priorities shift or new stakeholders enter the picture. For sales leaders, this means equipping teams with the skills and resources they need to effectively communicate with stakeholders from different departments and levels within the organization.



teamwork.

Teamwork's decision to rebuild their reporting structure is a prime example of this adaptation. An Ireland-based project management software company, Teamwork modified its traditional reporting structure to apply pressure to sales efficiency as deal cycle lengths had gone up by 20% in Q3'22, signaling the need for change.

Teamwork's revenue leaders addressed this issue by working with sales to break down the reasons behind deal bottlenecks, and by changing some question patterns to progress conversations that move deals forward. The team rebuilt their reporting infrastructure to focus on metrics (like deal cycle length, push rate, and pipeline hygiene) that were **most relevant for their consistent revenue performance.**

“
We asked, ‘what metrics matter most?’ and rebuilt our reporting structure around them.

Beau Brooks
VP of Sales, Teamwork



Get your free HubSpot Audit.

Our experts will find the potential (and pitfalls) in your CRM.

AUDIT MY HUBSPOT

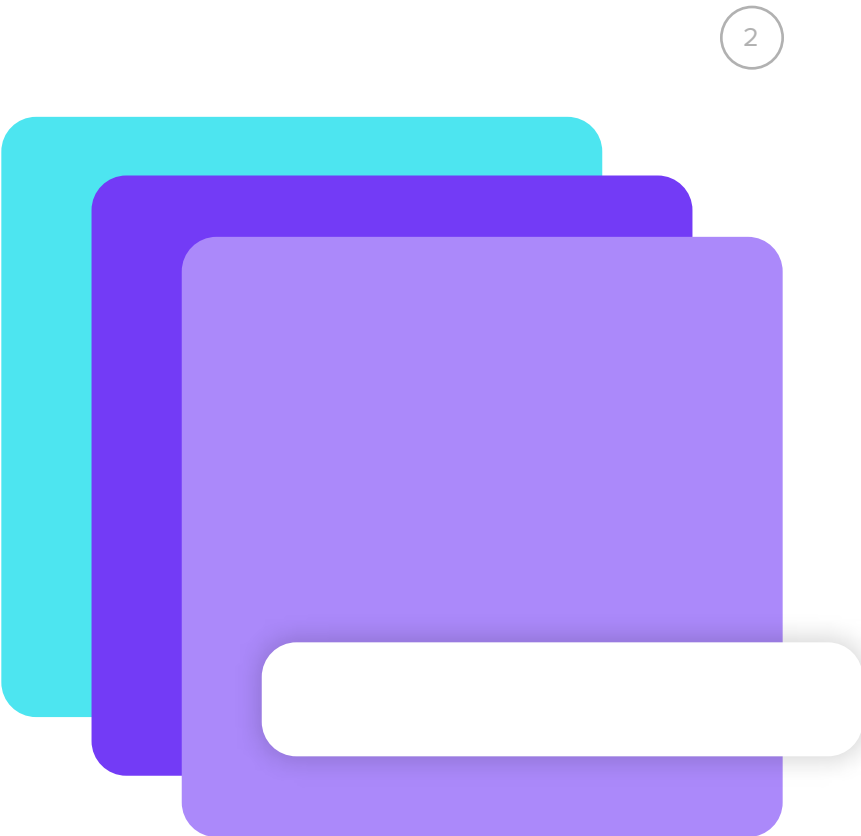


COLOR

Color combos in action.

When to use this combo:
The darker, saturated background is great for bold claims, impactful headlines and simple compositions.

The Full Gradient is lighter on the Turquoise end, so try to place text and other UX elements over the Violet end.



But between a surge in pandemic-era demand for healthcare and a shifting landscape of macroeconomic and investment conditions, taking advantage of that ‘open door’ in 2023 and beyond is anything but straightforward.


According to **insights** from global management consulting firm McKinsey & Company, “While there is a real opportunity for MedTech companies to drive new sources of growth and improve patient care through digital solutions, they have a lot of ground to cover.”

Digital Maturity by Industry (0–100)
Assessed by measuring a range of technology capabilities

Retail (leader)	40
Average	34

FOREWORD


A Note from New Breed’s CEO.



Correction. Retraction. Recession. Blip. No matter what you call the last year of economic ups and downs, there is little debate that companies and institutions have been forced to adapt to (yet another) new normal. Sales organizations are among the **most impacted** and face a tough paradox — darkening economic outlooks have a direct and immediate effect on their ability to gain and retain business, right at the moment when stable cash flow becomes essential.

Thriving sales organizations have made the shift from ‘selling’ to ‘serving,’ placing customer needs first and leading with empathy. They’ve also refocused on their team and culture to ensure that sellers are equipped to navigate new territory — and motivated to perform despite the downturn.

In this guide, we provide actionable insights on how to address the key challenges faced by sales organizations in these turbulent times.



NEW BREED +

Q: What makes New Breed a great place to work?

“Different paths and opportunities to explore and deepen my expertise.”



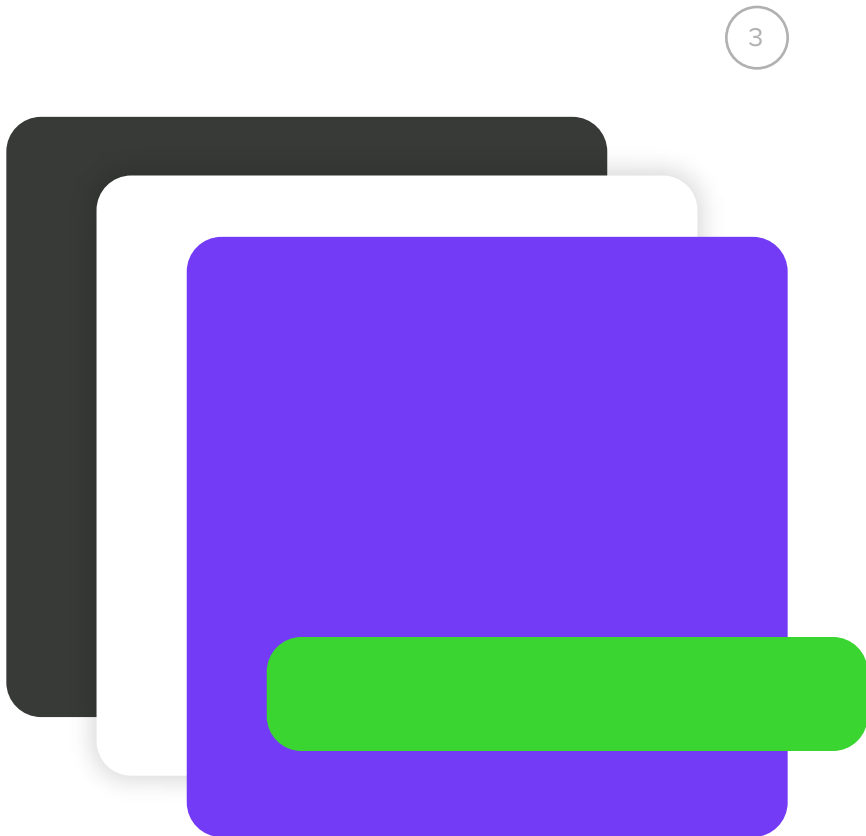
Olivia Perek-Clark
L&D Manager

COLOR

Color combos in action.

When to use this combo:
The high contrast allows for easy control of design hierarchy and ‘pop’, making this combo ideal for advertorial work.

The White/Charcoal/Violet also helps to control information architecture in more content-dense applications.





NEW BREED +

Your HubSpot Platform, Perfected.

Work with the RevOps leader.

GET YOUR AUDIT →






e MedTech and Healthcare Growth Playbook.

YOUR COPY



RevOps Solutions Built For You.

Informed by years of RevOps category leadership, our solutions solve for the widest range of use cases in the HubSpot ecosystem and are purpose-built for companies of all sizes and verticals, from SaaS scale-ups to global enterprises.



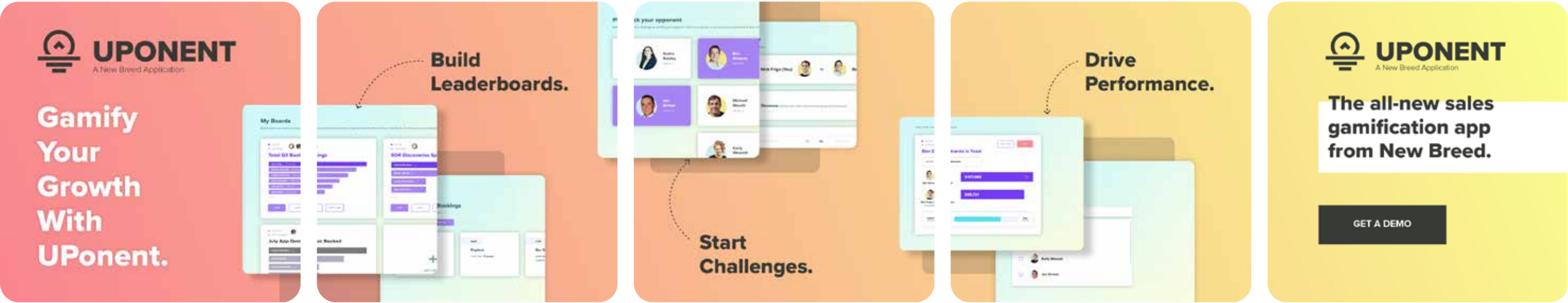
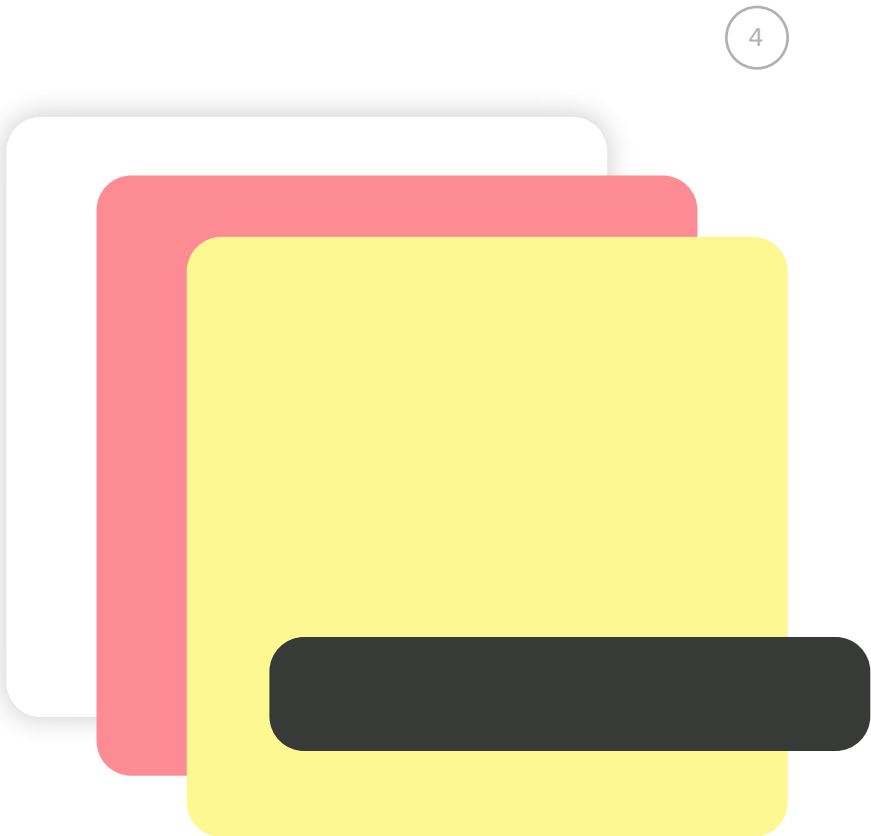
	HubSpot Configuration	Custom Integration	RevOps Retainer
Delivery Model	Fixed-Fee Project	Fixed-Fee Project	Monthly Retainer
Hubs Served	All Hubs	All Hubs	All Hubs
Solves For	<ul style="list-style-type: none">Getting HubSpot setup rightTraining and change managementAdding, optimizing and adopting a new Hub or key feature	<ul style="list-style-type: none">Integrations not available in the App MarketplaceConnecting a web of complex systemsEnhancing a native integration	<ul style="list-style-type: none">Maintaining database healthOngoing revenue reporting and intelligenceOutsourcing or augmenting HubSpot admin

COLOR

Color combos in action.

When to use this combo:
These colors are intended solely for use across our App collateral.

They represent a natural continuation of our brand color spectrum while distinguishing Apps from our mainline services.



The background features a solid blue gradient with several thin, white, wavy lines that create a sense of movement and depth. The word "Type" is prominently displayed in the lower-left quadrant in a bold, white, sans-serif font.

Type

+

Our type is the primary vessel through which people ‘hear’ New Breed’s brand voice. It is every bit as bold, capable and inviting.

TYPE

Our typeface.

Originally launched by Mark Simonson in 2005, Proxima Nova (2005) bridges the gap between typefaces like Futura and Akzidenz Grotesk.

The result is a hybrid that combines modern proportions with a geometric appearance. We use only the Normal width, never Condensed or Extra Condensed.

Features

8 weights: Thin, Light, Regular, Medium, Semibold, Bold, Extrabold, and Black. Matching italics for all weights and widths.

PRIMARY TYPEFACE:

Proxima
Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()[]?+

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()[]?+

TYPE

Type hierarchy.

Use the sample hierarchy and font weights to the right any time you are writing or designing copy.

A big idea.

Ultra Headlines: Proxima Nova Black

A clear, insightful header.

Headlines: Proxima Nova Extrabold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In at interdum tortor, gravida placerat tortor. Cras interdum volutpat ipsum sit amet fermentum. Sed commodo elit orci, non ultrices sapien efficitur quis. Mauris tortor nulla, dictum vel ante in, maximus suscipit mi. Curabitur ac metus diam. Morbi nec magna a mi venenatis finibus id ut nulla.

Body Copy: Proxima Nova Regular

LOREM IPSUM

Eyebrow: Proxima Nova Black

REGISTER NOW

Buttons: Proxima Nova Extrabold

TYPE

Type hierarchy.

Type should deliver a clear message and tell a compelling story. The relationship between type treatments should always be clear — never competitive.

Running on
point solutions?

Pull it together.

NEW BREED +

The Return of RevOps.

A simple model that’s designed
to meet your needs.



DEMAND GEN WEBINAR

Don’t miss a minute.

Our panelists (and your peers) are about to join our 10:00am EST webinar. There’s still time to register.

REGISTER NOW

“

New Breed is setting the standard for being both an **App and Solution Partner.**”



Scott Brinker
VP OF PLATFORM ECOSYSTEM

TYPE

Type color use cases.

Legibility and contrast are the most important criteria when matching color and type. The examples to the right are a starting point.

Let’s grow.

Let’s grow.

Let’s grow.

Let’s grow.

Let’s grow.

Let’s grow.

Let’s grow.

Let’s grow.

TYPE

Using the loudline.

Intended for limited use, the loudline sits in high contrast behind select words in headlines. Only one loudline should appear on one spread or page.

Consider its usage with this in mind: ‘When in doubt, leave it out.’



PRIMARY TYPEFACE:

Our loudlines help you focus. But they require finesse.

focus.

THE TEXT:

- Only apply loudlines to headers.
- Never highlight an all-caps word.
- Highlight single words, ideally under ten characters.

THE LINE:

- Ensure high contrast between loudline and text.
- Always tilt the loudline 3° or -3°
- Offset the relative X and Y positions of loudline and text.
- Never use a loudline to redact text.

The background features a solid blue gradient with several thin, white, wavy lines that create a sense of movement and depth. The word "Elements" is prominently displayed in the center-left area in a bold, white, sans-serif font.

Elements

+

**Our visual elements energize our
creative platform and elevate our
brand experience.**


ELEMENTS


Topography.


Topography helps to fill space and create movement in our compositions. It is intended solely for use as a background element, and should never distract from copy or other design features.

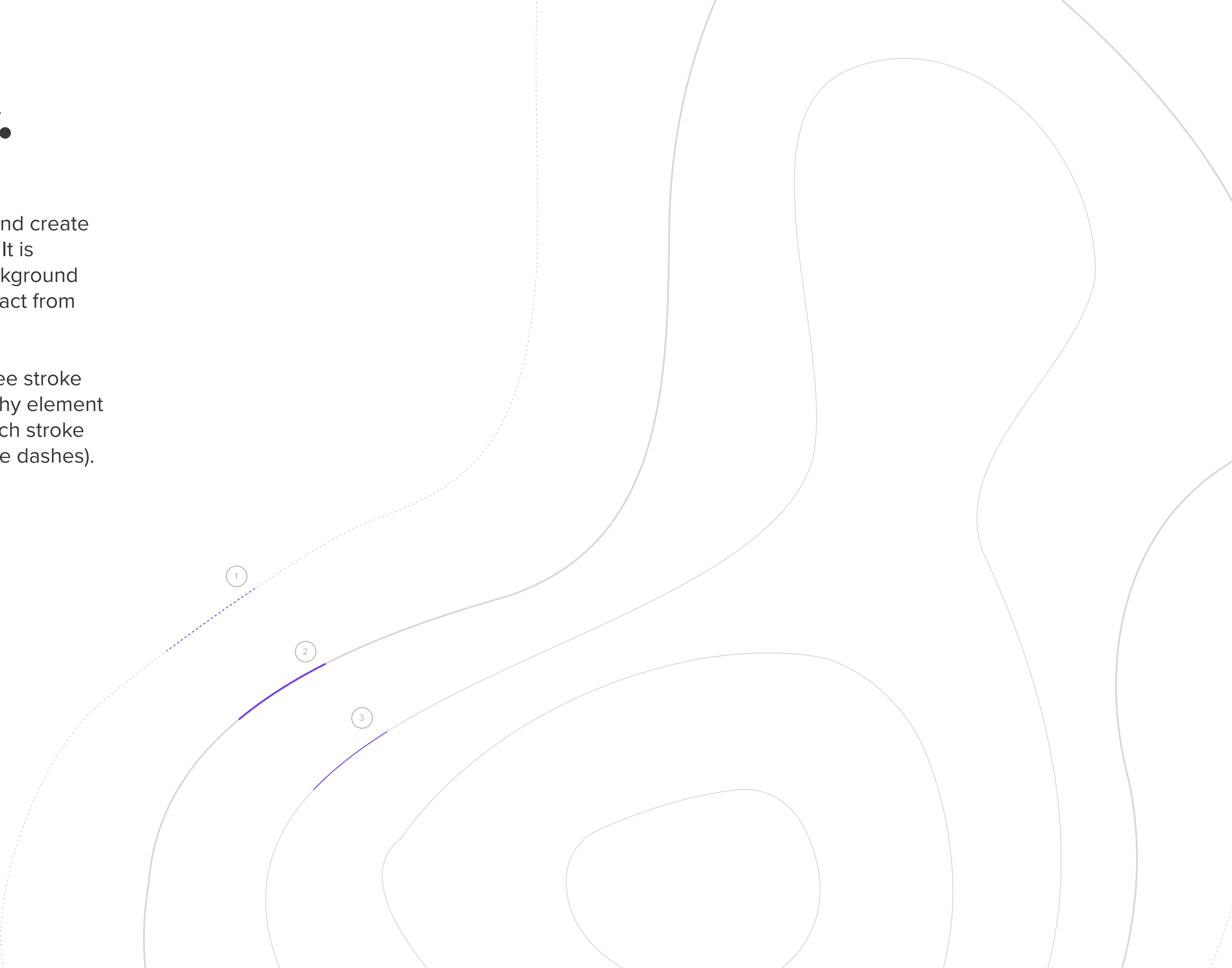
Each element is made up of three stroke types. When scaling a topography element up or down, be sure to scale each stroke type proportionally (including the dashes).

- 1

 **1PX** | 2.5PT DASH
- 2

 **2PX** | NO DASH
- 3

 **1PX** | NO DASH



ELEMENTS

Topography colors.

Color

Topography lines should only be drawn in the following colors:

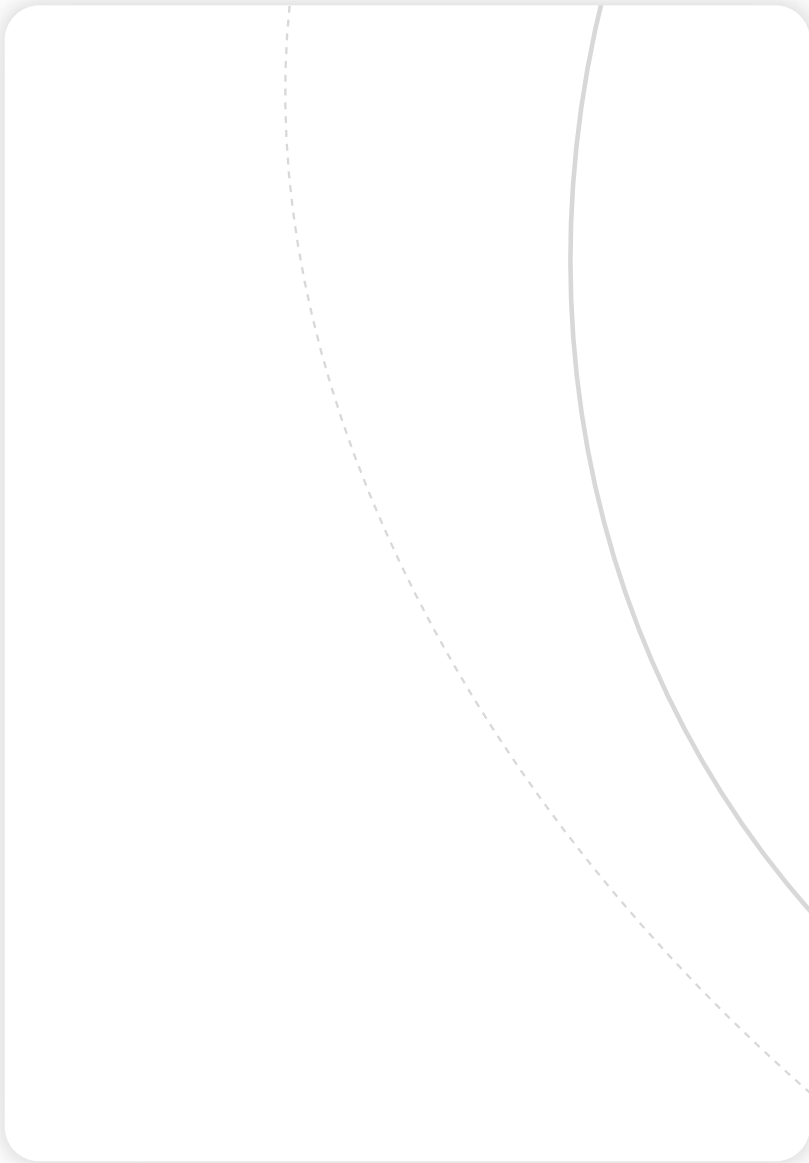


WHITE | #FFFFFF

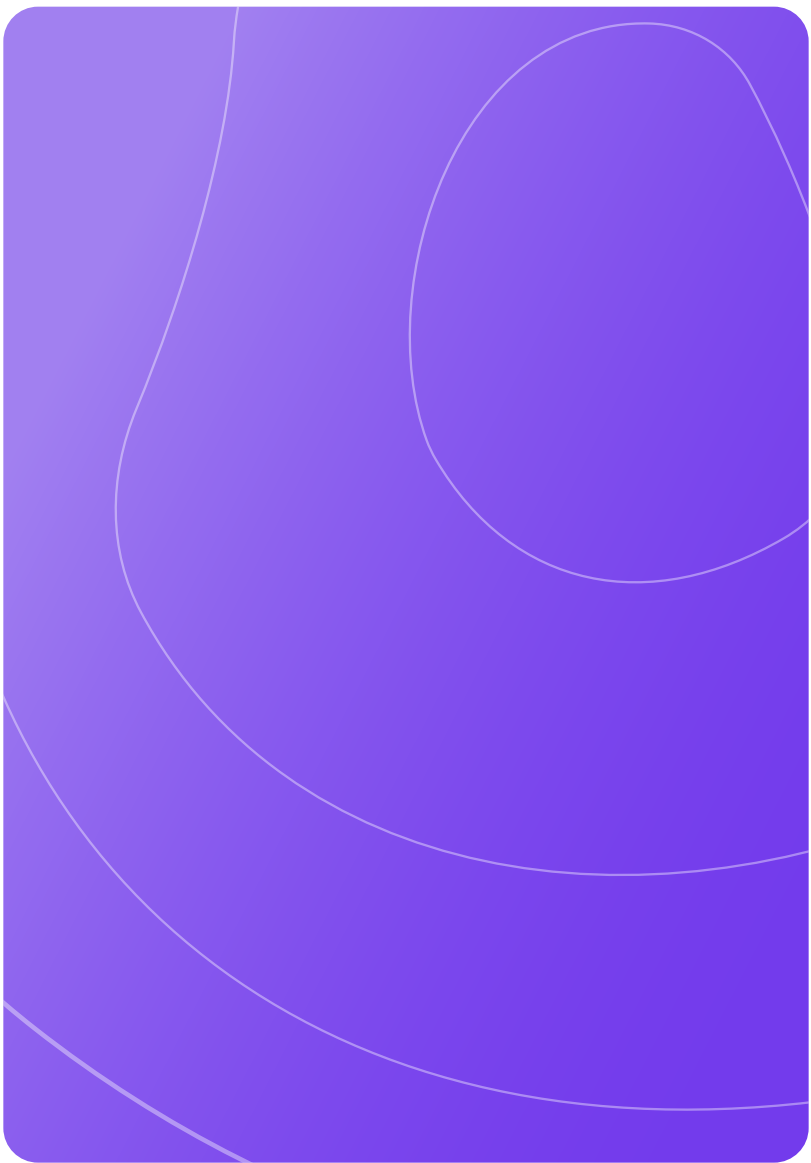


20% CHARCOAL | #373A36

See the swatches on the right for topography color combinations.



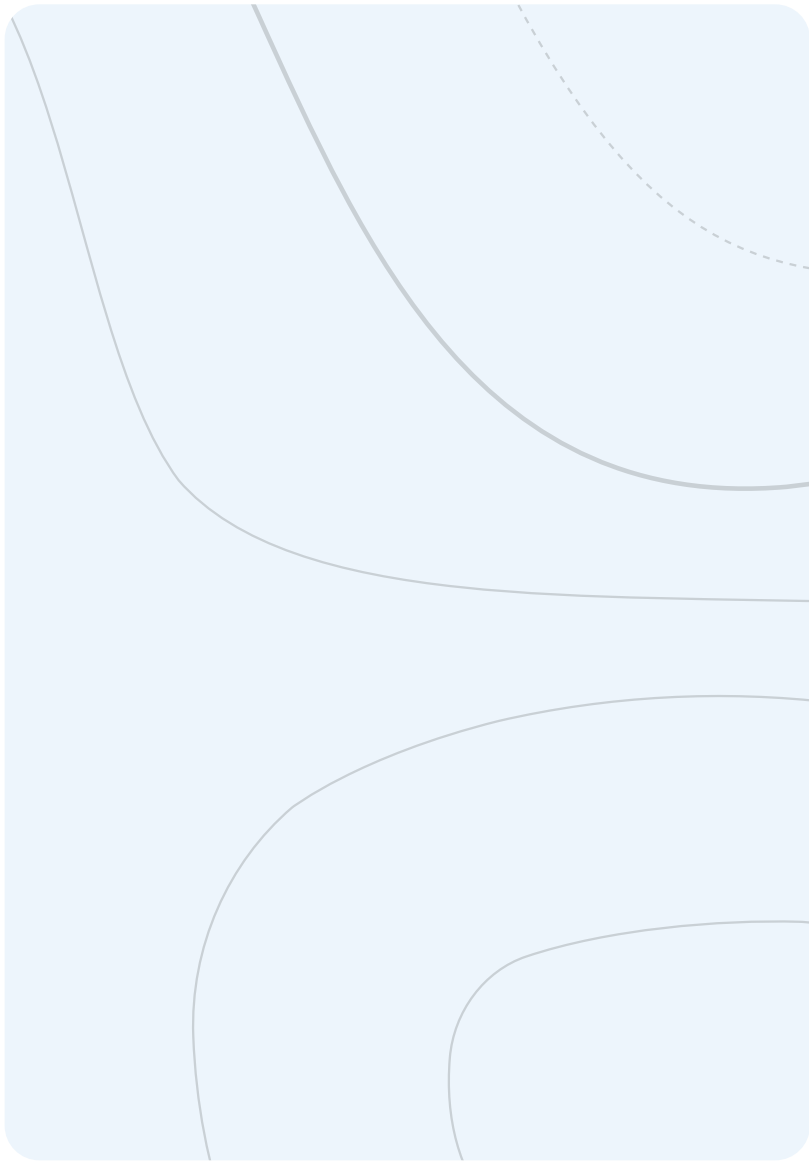
20% CHARCOAL #373A36 ON WHITE



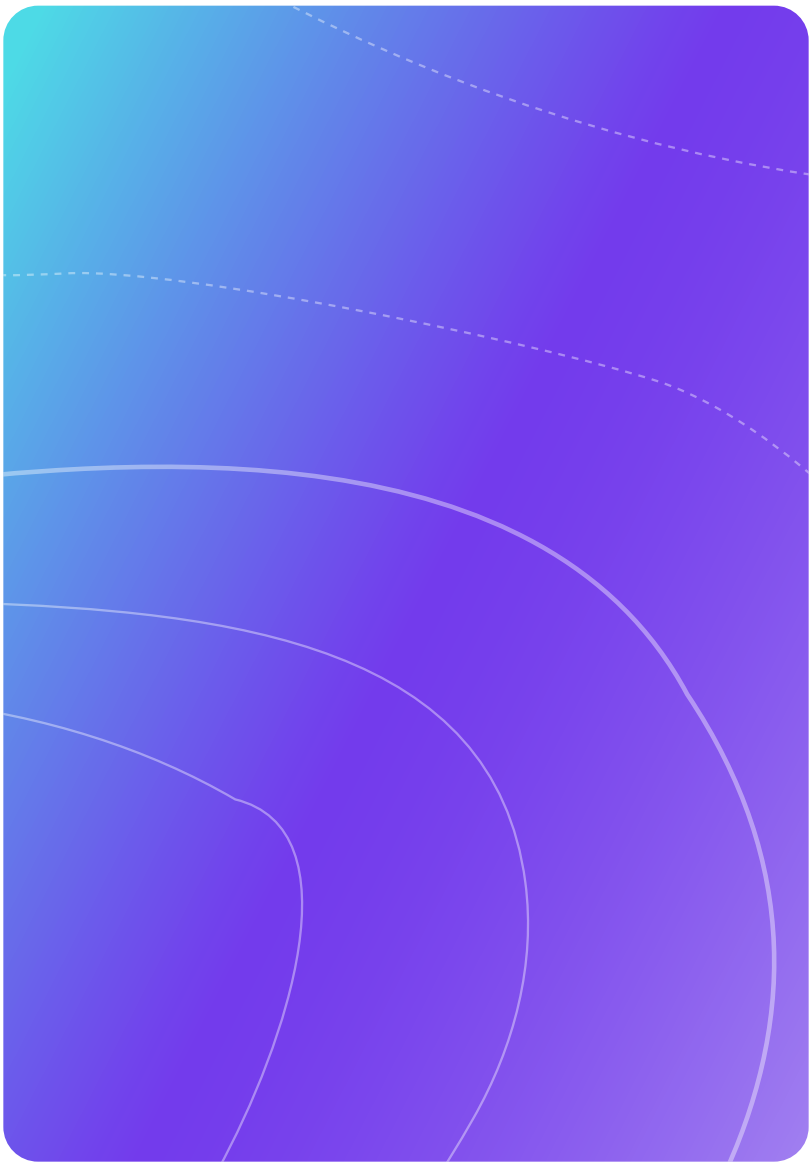
40% WHITE #FFFFFF ON PURPLE GRADIENT



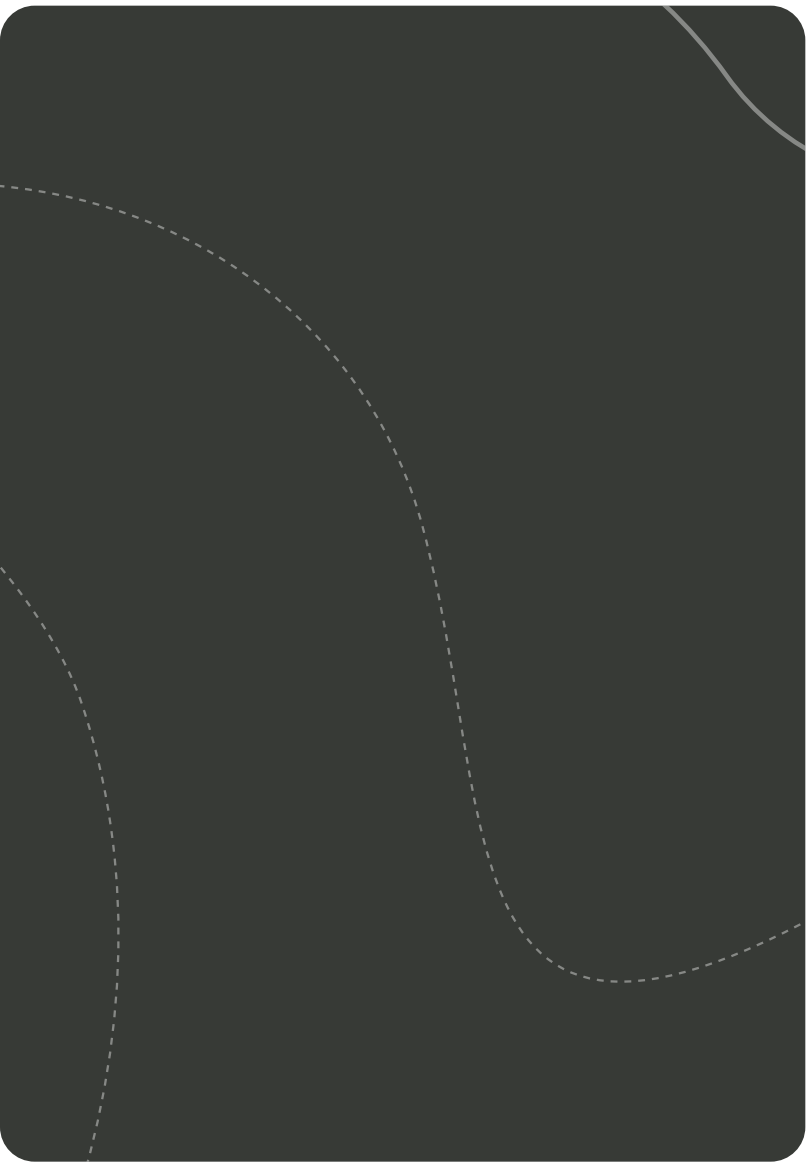
40% WHITE #FFFFFF ON APP GRADIENT



20% CHARCOAL #373A36 ON ICE



40% WHITE #FFFFFF ON FULL GRADIENT



40% WHITE #FFFFFF ON CHARCOAL

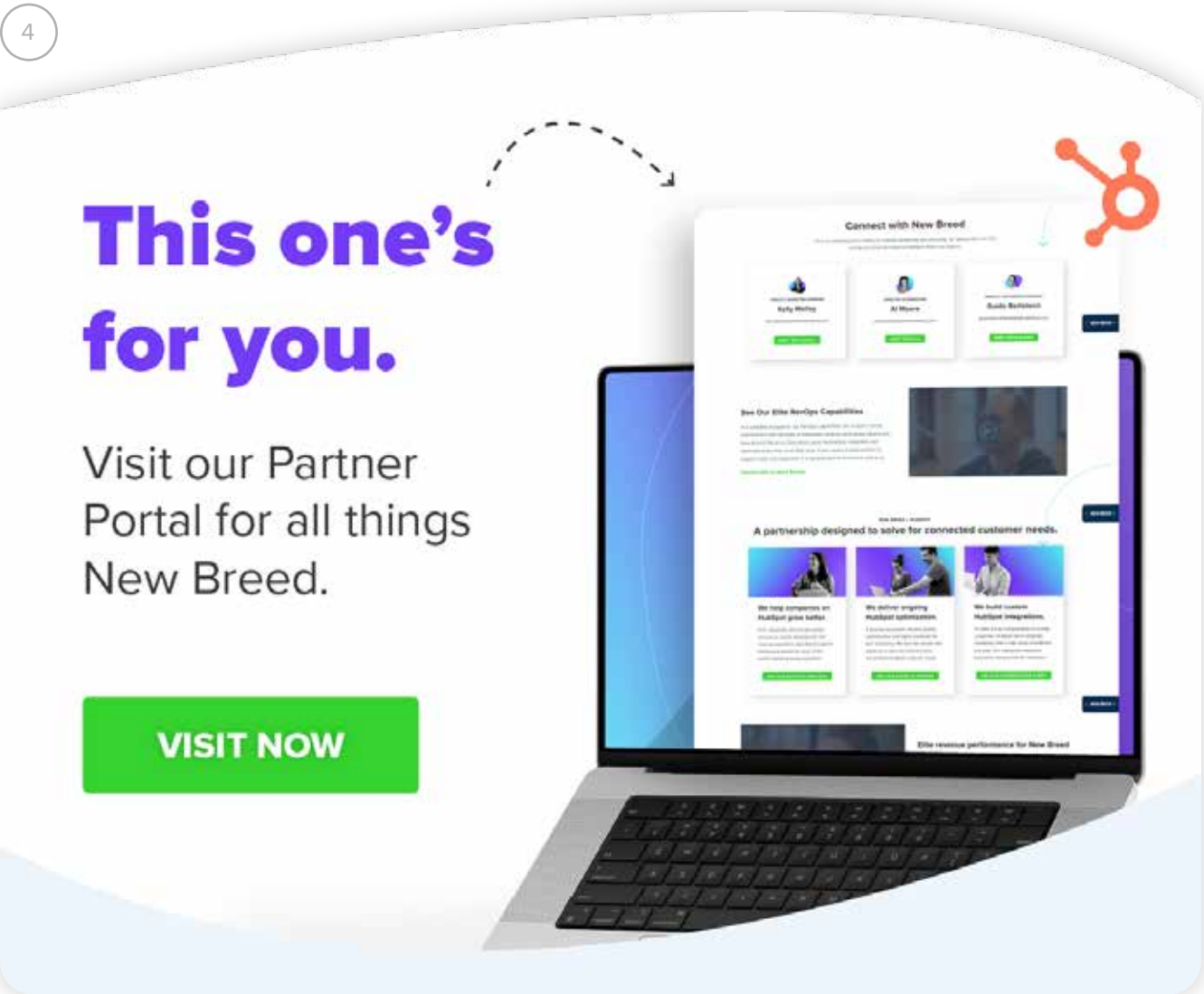
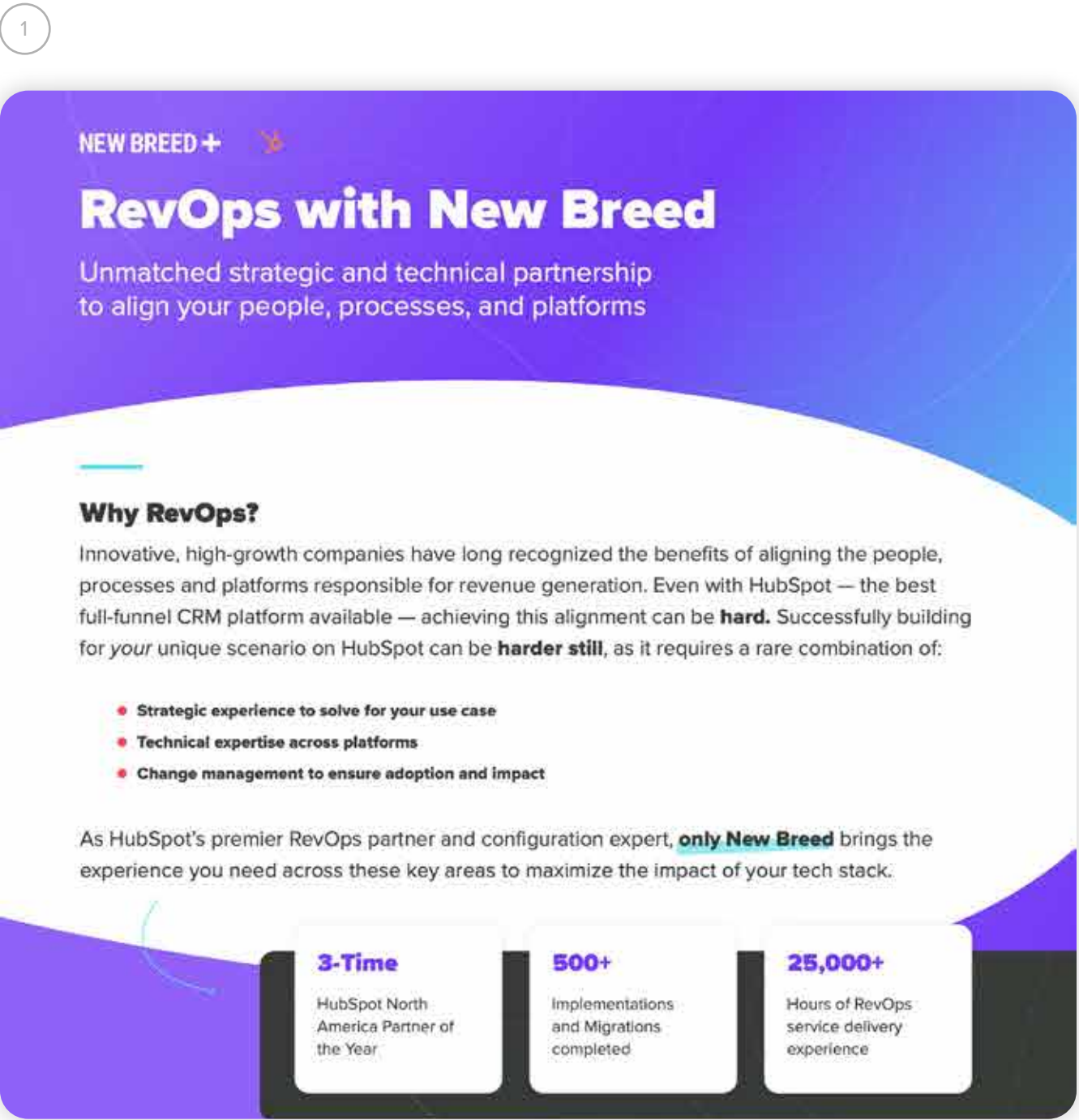
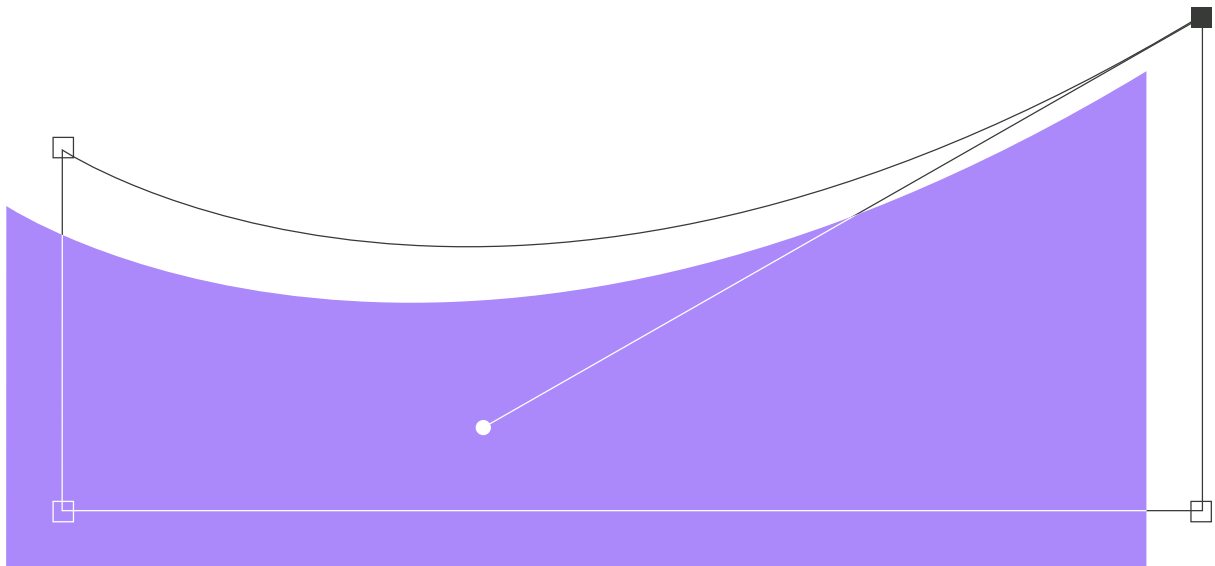
ELEMENTS

Curves.

As an easy element to stack and layer, Curves provide structure and contrast to design compositions and are used on a variety of channels.

Use them as a background for header sections, in situ mockups, headshots and data visualization.

- 1 Curves placed at the top, middle or across a composition must span its width.
- 2 Curves placed at the side of a composition must span its height.
- 3 When masked together, Topography and Curves must use the same edges.
- 4 A blurred drop shadow may be placed behind a Curve on top of a mockup.



ELEMENTS

Shadows.

Our drop shadows are simple and widely applicable, and were designed to create depth and bring light elements forward.

SHAPE SHADOWS

Simple White shapes and containers may be treated with a drop shadow. Common shape shadow use cases include:

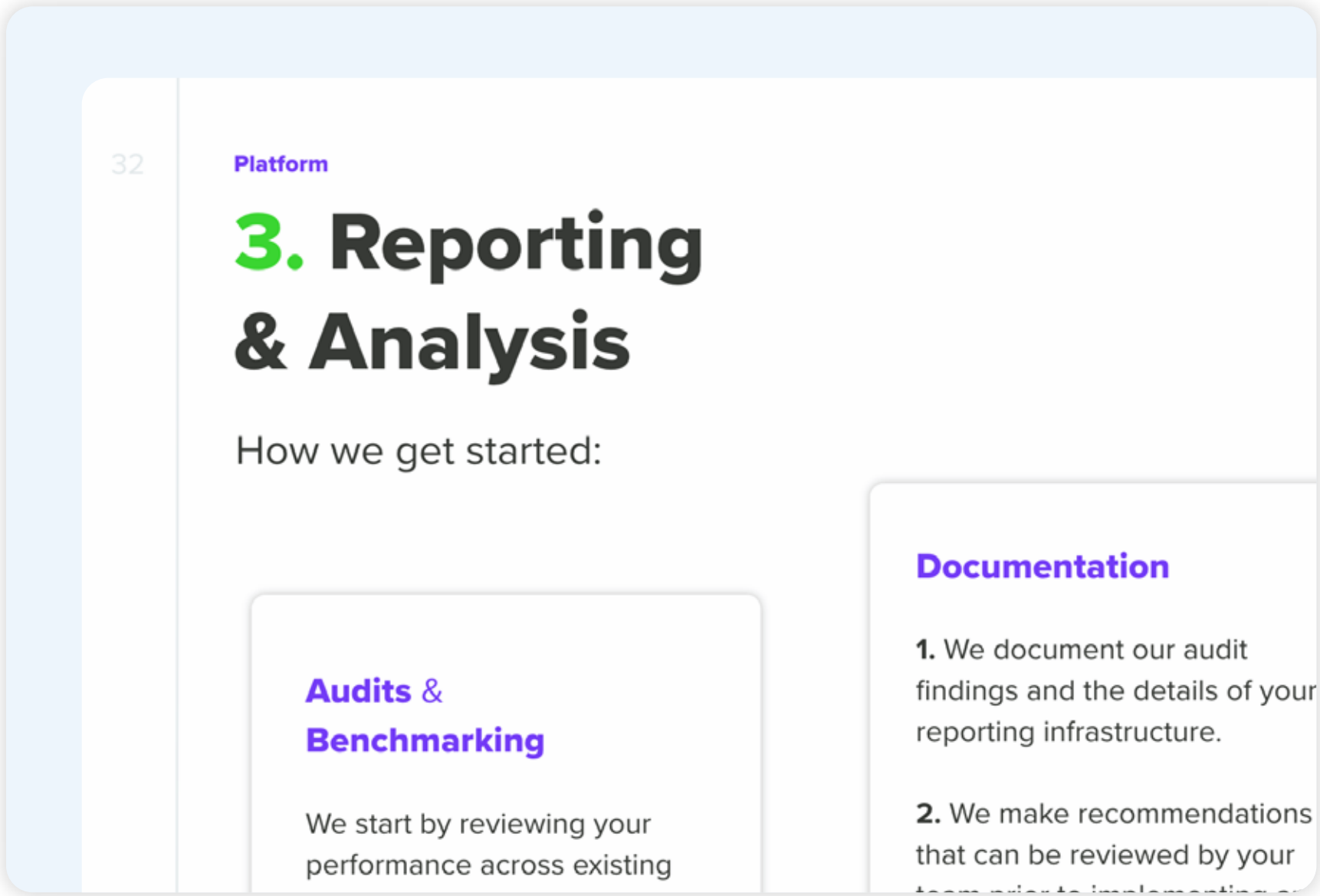
White shapes on a White or Ice background

White shapes on a Violet or Violet Gradient background

TEXT SHADOWS

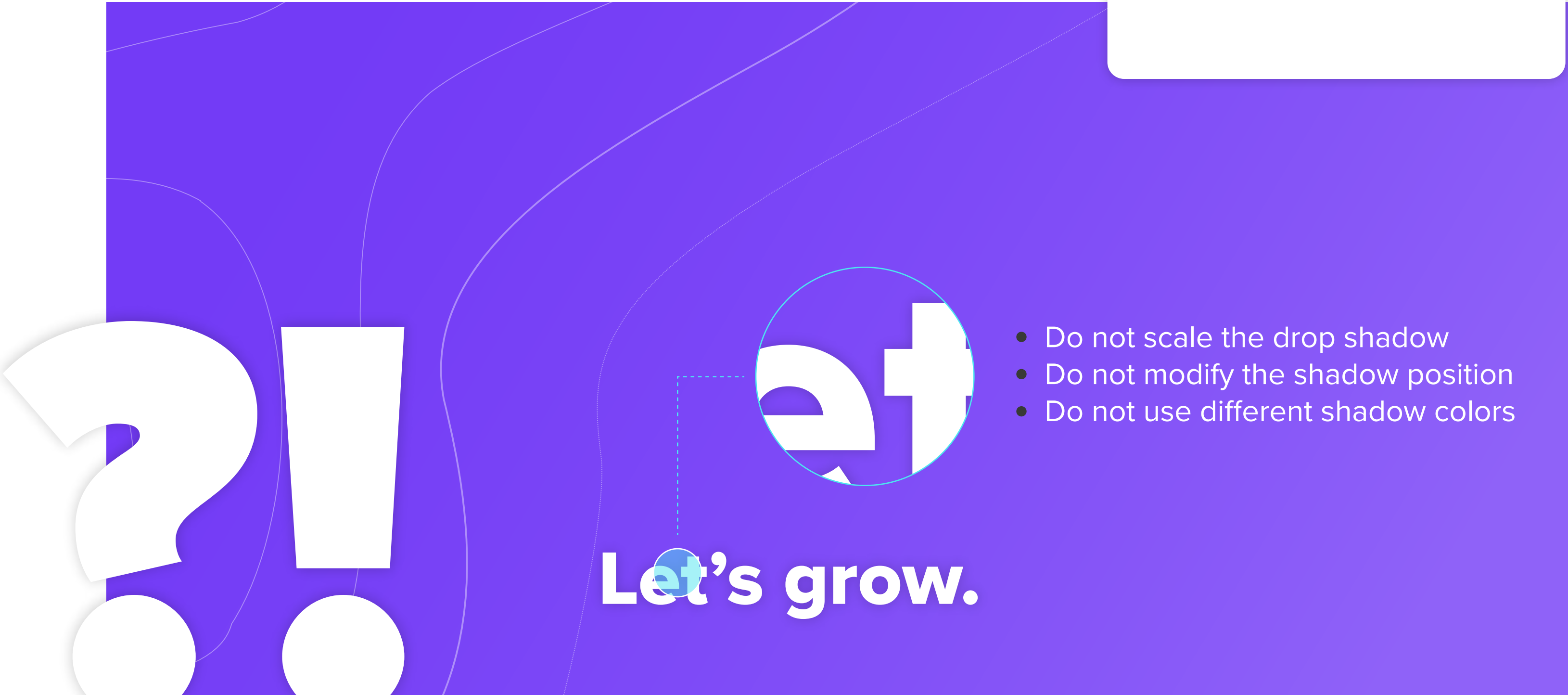
Headlines and Ultra Headlines may be treated with a drop shadow, as shown to the right.

Only use a text drop shadow under White text, and only over Violets and Gradients.



SHADOW SPECS

MODE	MULTIPLY
OPACITY	20%
X OFFSET	0 px
Y OFFSET	0 px
BLUR	5 px
COLOR	<div></div> #000000



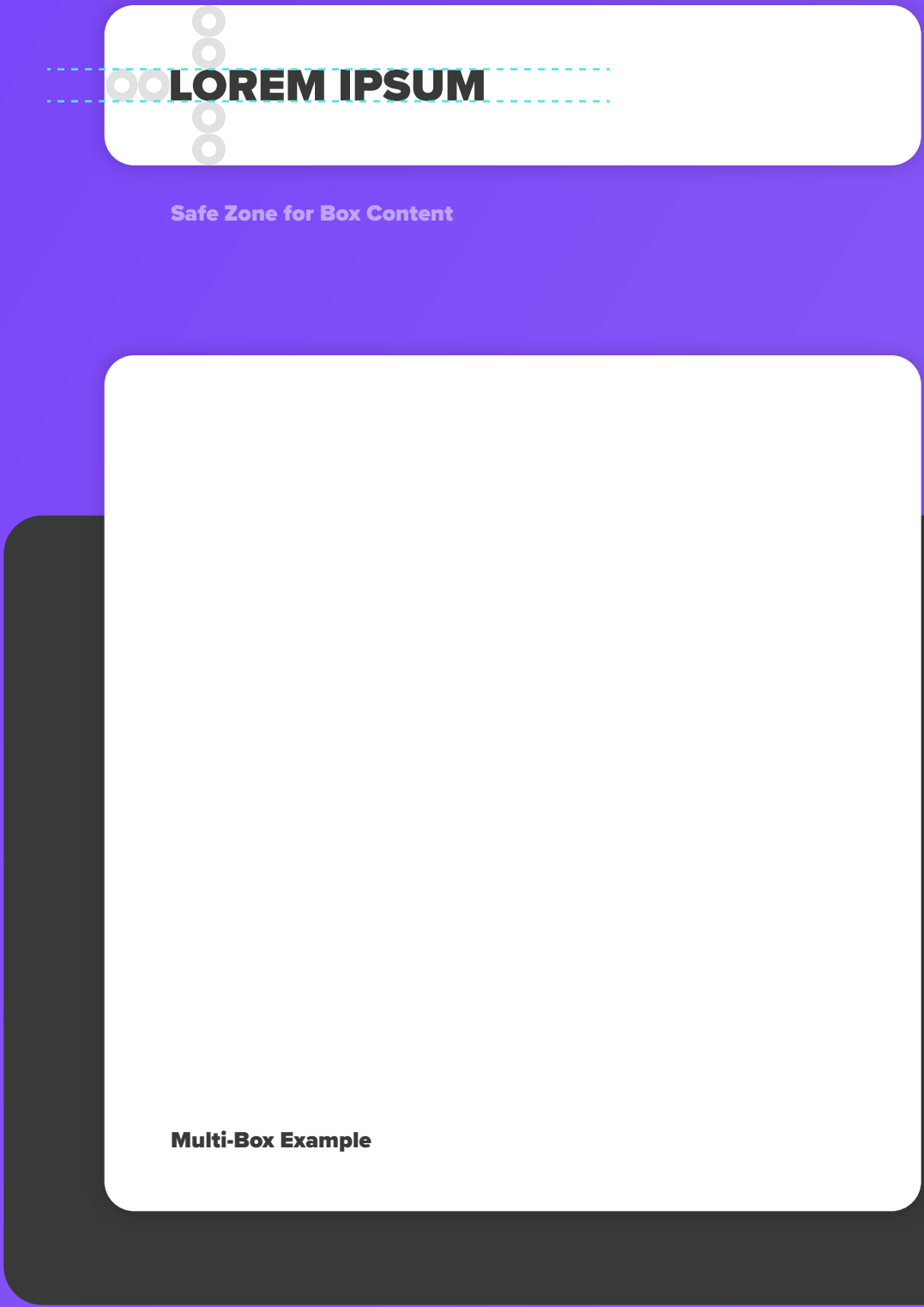
ELEMENTS

Boxes and corners.

Our boxes are used for a wide range of applications and can be custom-sized.

They may be placed in portrait or landscape orientation, and must not exceed a 4:1 aspect ratio.

The corner examples to the right have a radius of 13 px, and represent the correct proportions between box and corner size. All four corners of a box must have an equal radius.



The background features a solid blue base with several thin, white, wavy lines that create a sense of movement and depth. These lines are layered, with some appearing closer to the viewer than others, giving the composition a three-dimensional feel. The word 'Photography' is centered in the lower half of the image, rendered in a bold, white, sans-serif font. The overall aesthetic is modern and artistic, typical of contemporary graphic design.

Photography

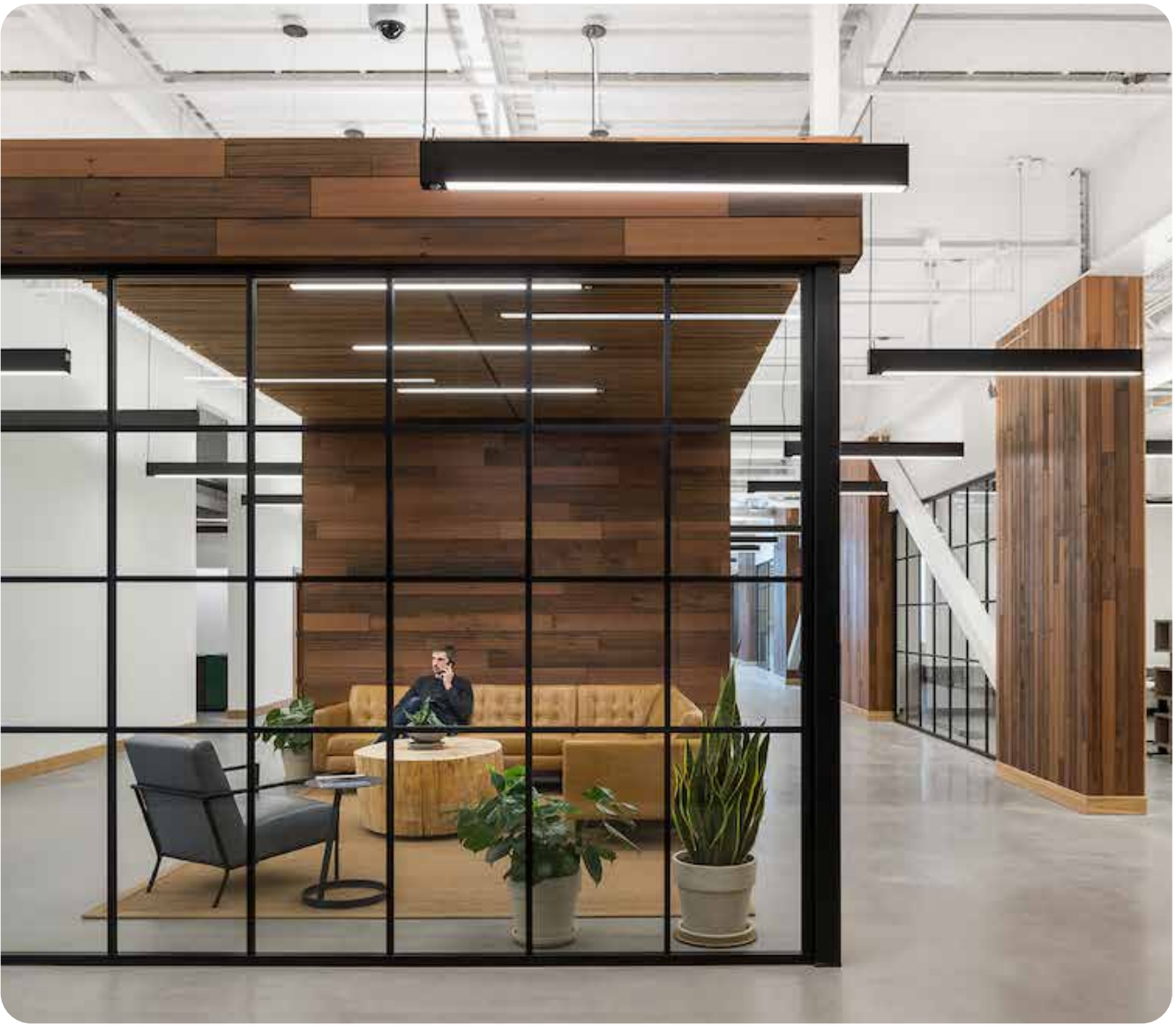
+

Our photography is how we highlight difference-makers, from our leading team to our connected culture and common spaces.

PHOTOGRAPHY

Our Hula offices.

Our headquarters in Burlington, VT is a gathering place for our distributed team to connect and recharge. Interior and exterior shots are allowed, as well as any photography that clearly places team members in the Hula working spaces.



PHOTOGRAPHY

Team photography.

We prefer to use images of our team members over stock imagery whenever possible. Team member images should showcase our excitement and energy and demonstrate New Breed’s technical and strategic excellence.

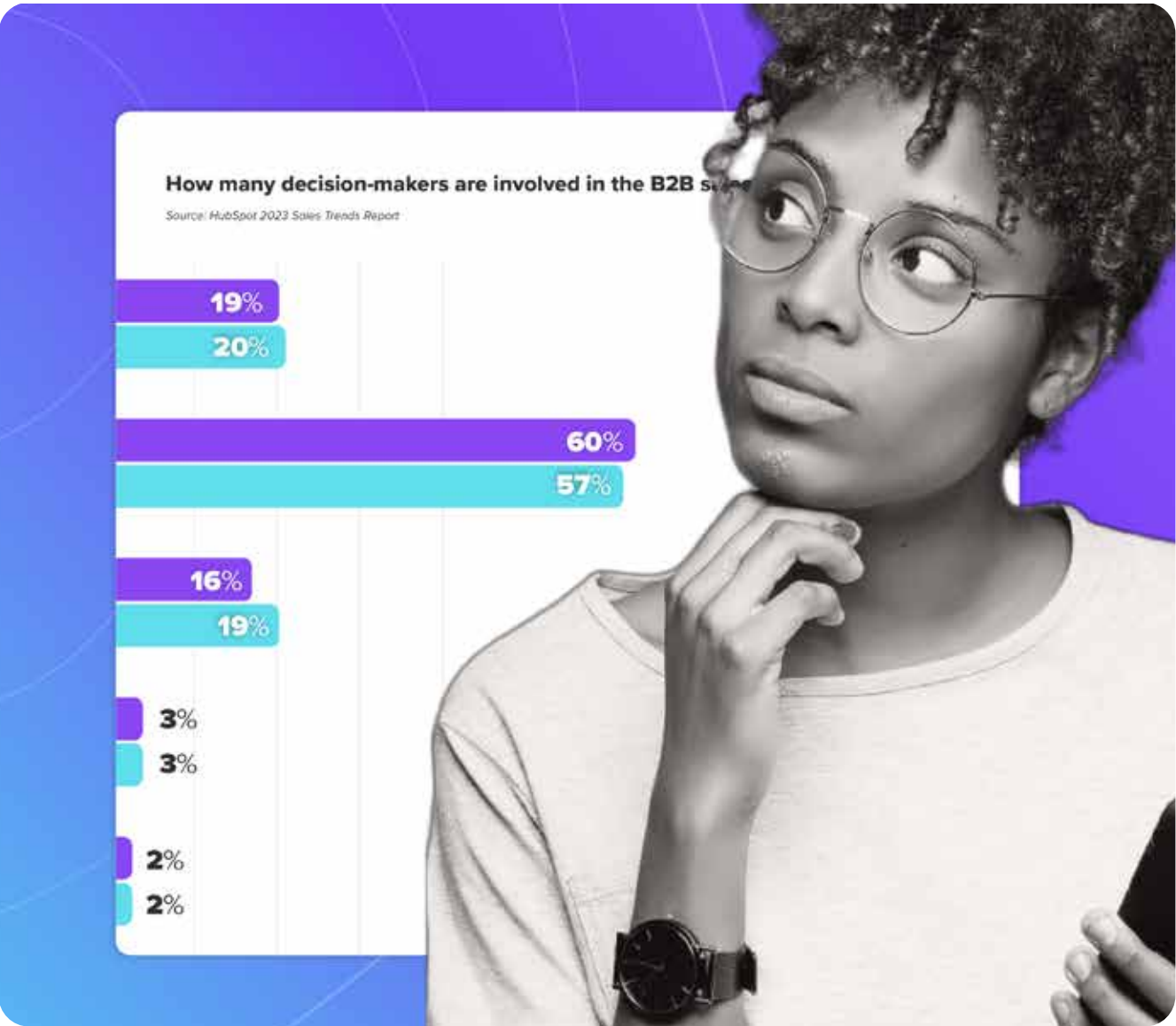


PHOTOGRAPHY

Photo trimming.

Branded photo environments may be produced by trimming high-resolution images, grayscaling and enhancing them in Photoshop*, and superimposing them over our Colors and Elements.

**Adjust Levels to increase contrast. Feather selection to reduce hard edges.*



NEW BREED +

Q: What makes New Breed a great place to work?

“Different paths and opportunities to explore and deepen my expertise.”



Olivia Perek-Clark
L&D Manager

“Sometimes you need to focus on inputs, not outcomes. Focus on customer and employee success. Company success will follow.”

Suneet Bhatt
Chief Customer Officer
SaasWorks



PHOTOGRAPHY

Photo avatars.

Photo avatars build equity in our team of subject matter experts and provide a standard treatment for portraits.

Here’s how we build them.

PORTRAIT

High-resolution, grayscale image that protrudes from the top half of mask.



VECTOR BACKGROUND

Simple, oblong, organic shape. Usually with Full Gradient and Topography.

LOWER SHADOW

Blurred shadow that sits atop portrait to create depth.

PHOTOGRAPHY

Photo avatars in action.

Avatars have a wide variety of use cases, and may be used for Services or App collateral. They may also be used for culture and talent brand assets.



Team Member Highlight | Internal Event



Core Values Award Winner

Always Move the Needle



Wyatt Borchetta-Platt

Customer Testimonial | Services

“

New Breed has been just what we needed to reset how the firm uses HubSpot.



Sara Robertson, Director of Market Strategy, GBQ Partners

Customer Testimonial | Apps

“

If you’re routing leads on HubSpot, you should be using Distributely.



Beau Brooks, VP Sales at Teamwork