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 +

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.

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.

LOGO

Logo colorways.

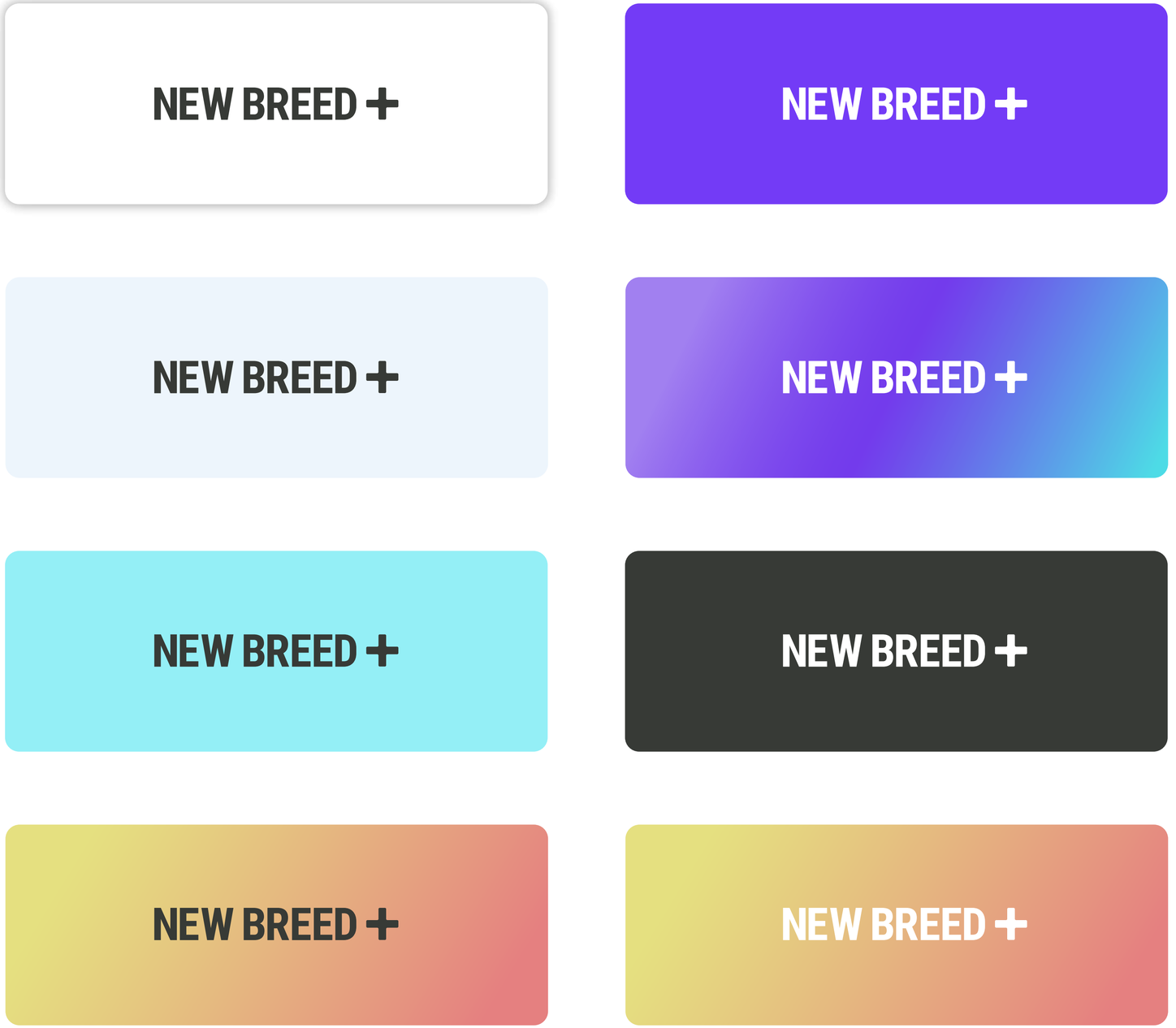
Our logo shall only be used in the following two fill colors:

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.



Brand Platform
Voice & Tone
Logo
Color
Type
Elements
Photography

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

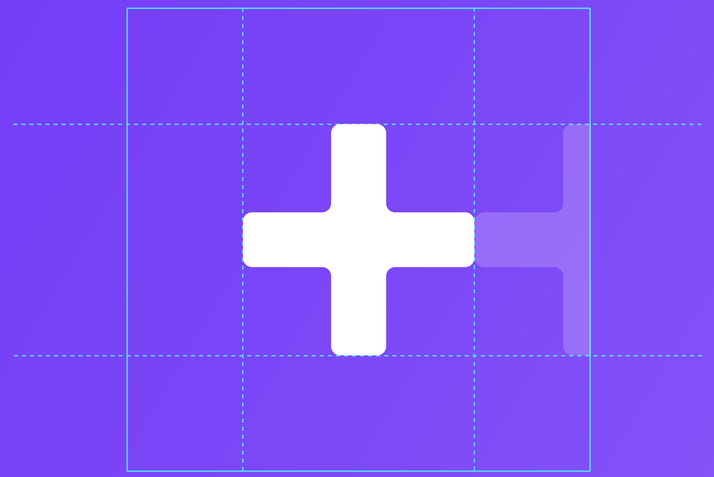
CHARCOAL | #373A36

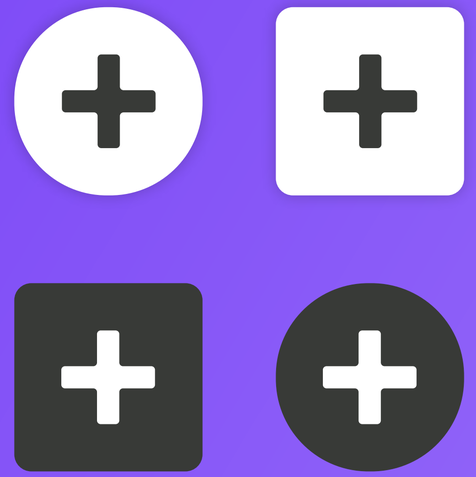
Alternate colors and usage of the icon are not permitted without approval.

Logo

NEW BREED +

Icon



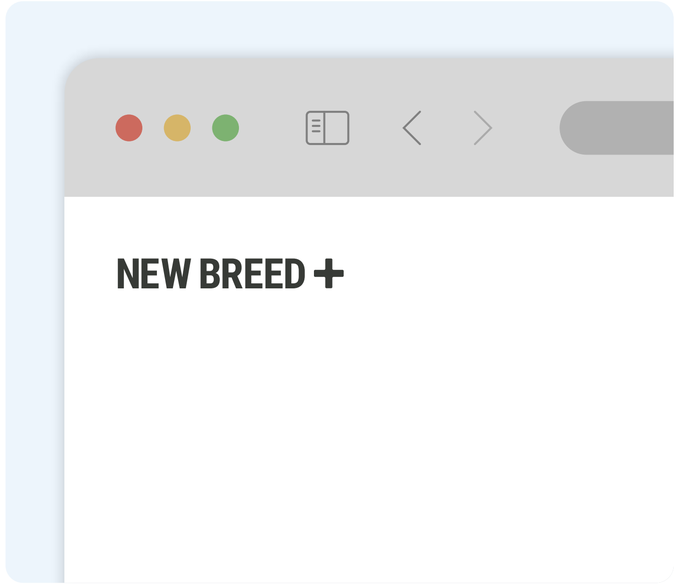


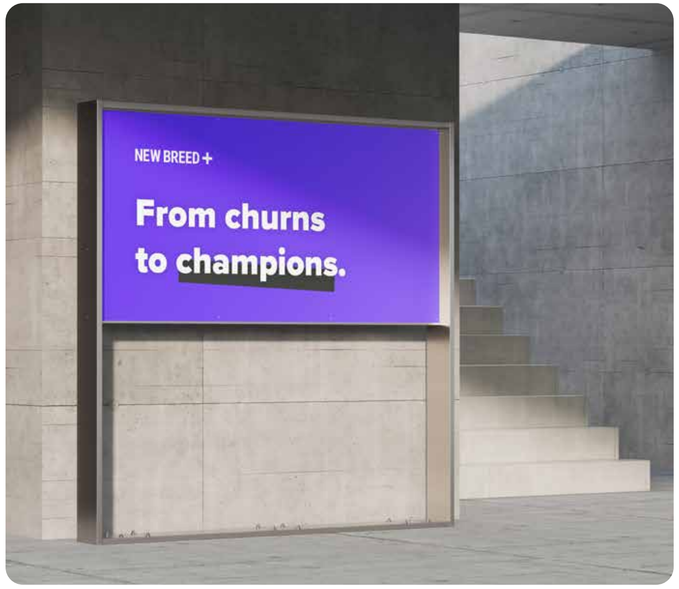
LOGO

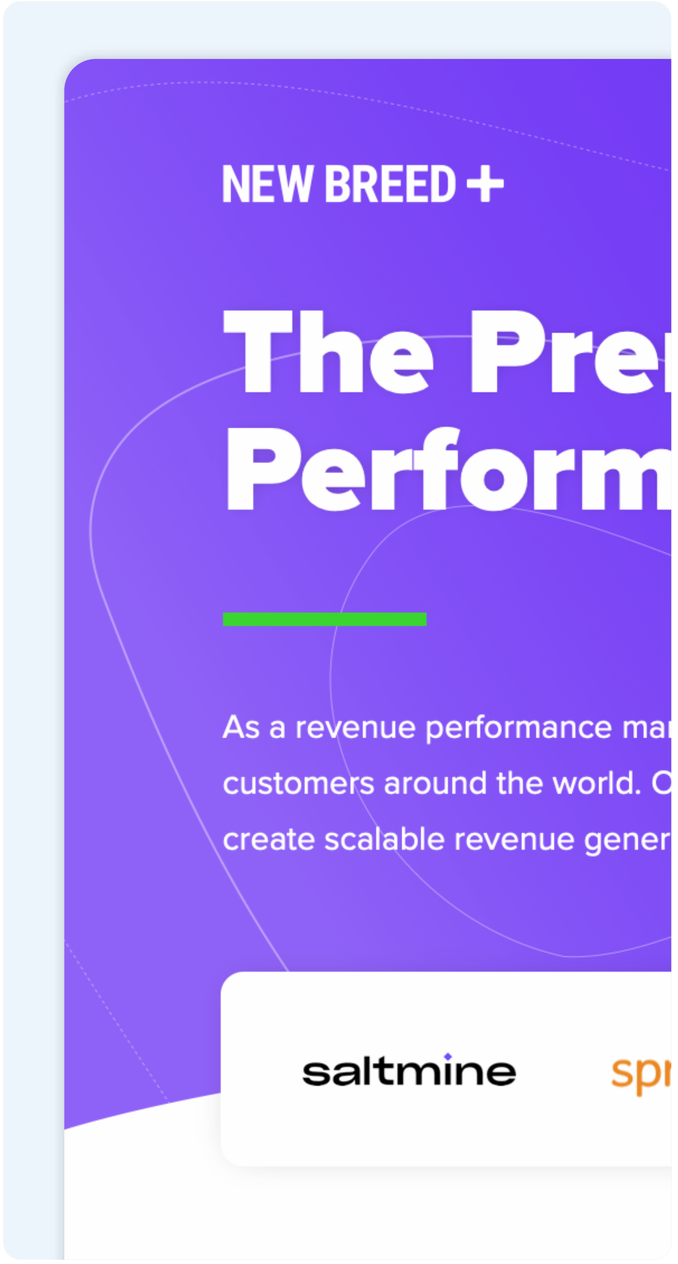
Logo usage.

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.





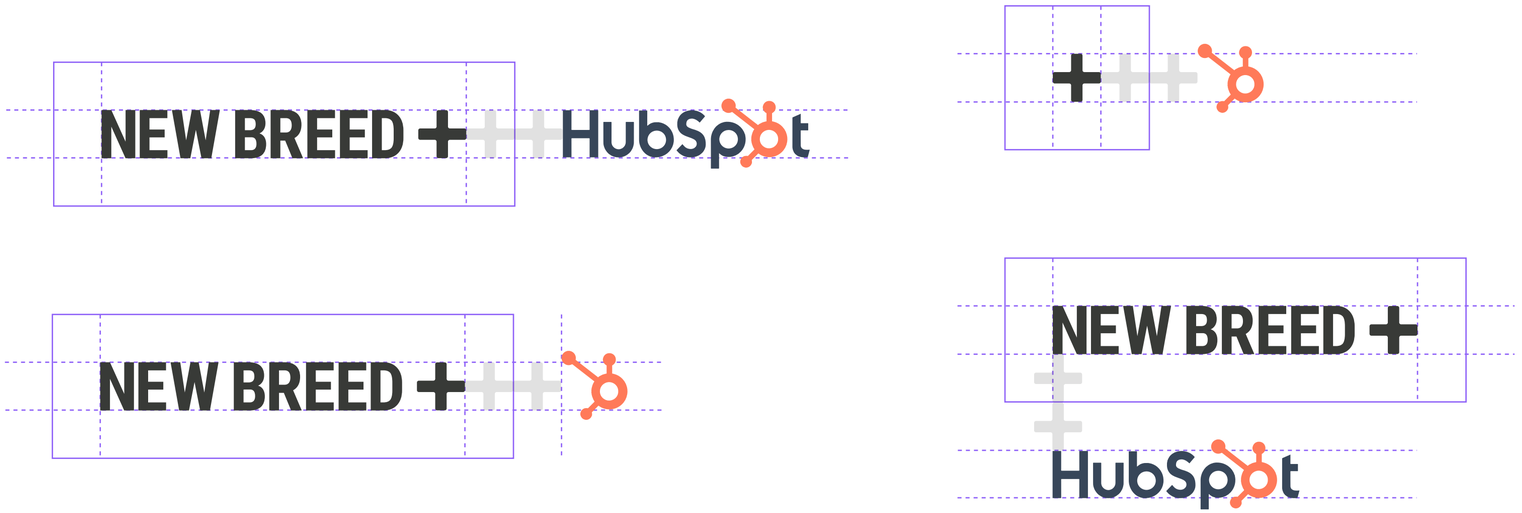


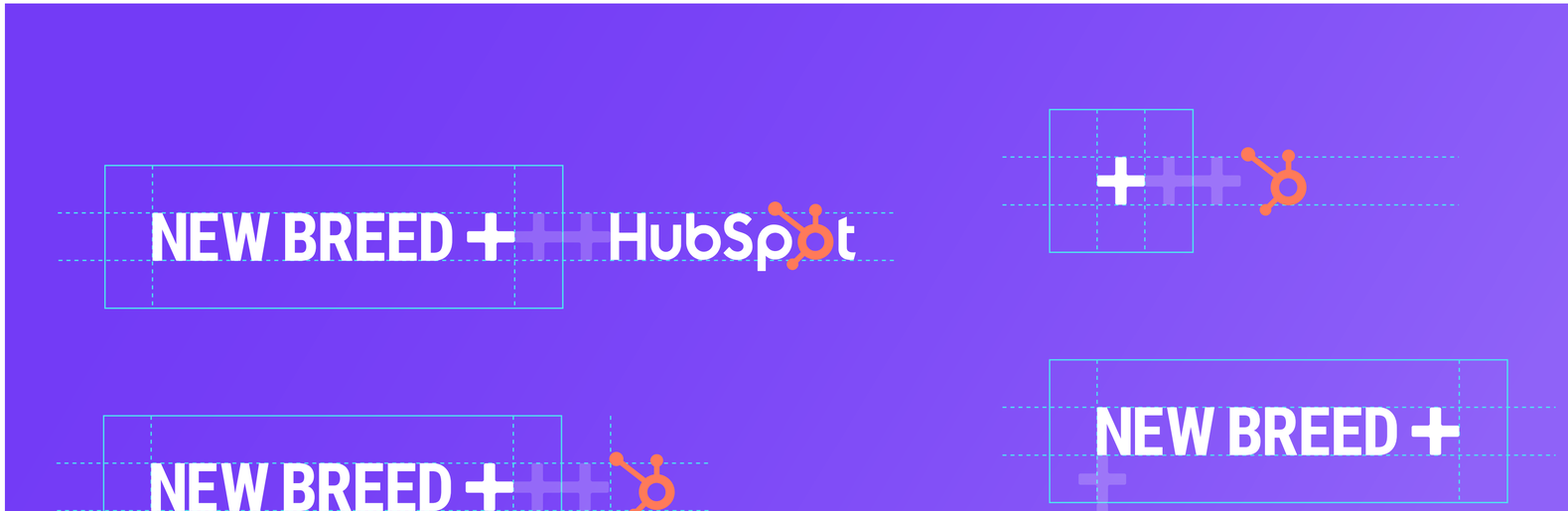
LOGO

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

Don't use different colors for the logo and icon

Don't add any kind of stroke

Don't use any gradients

Don't tilt or skew the logo

Don't make it 3D

Don't bend or stretch the logo

Don't reposition the icon

Don't shorten into one word

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.

WHITE
#FFFFFF

ICE
#EDF5FC

GROWTH GREEN
#3AD531

CHARCOAL
#373A36

VIOLET
#733BF6

OUR FULL GRADIENT

TURQUOISE
#4DE5F0

SALSA
#FC3D4B

LIGHT SALSA
#FD8B93

LIGHT VIOLET
#AB89FA

LIGHT TURQUOISE
#94EFF6

SUNGLOW
#FCF447

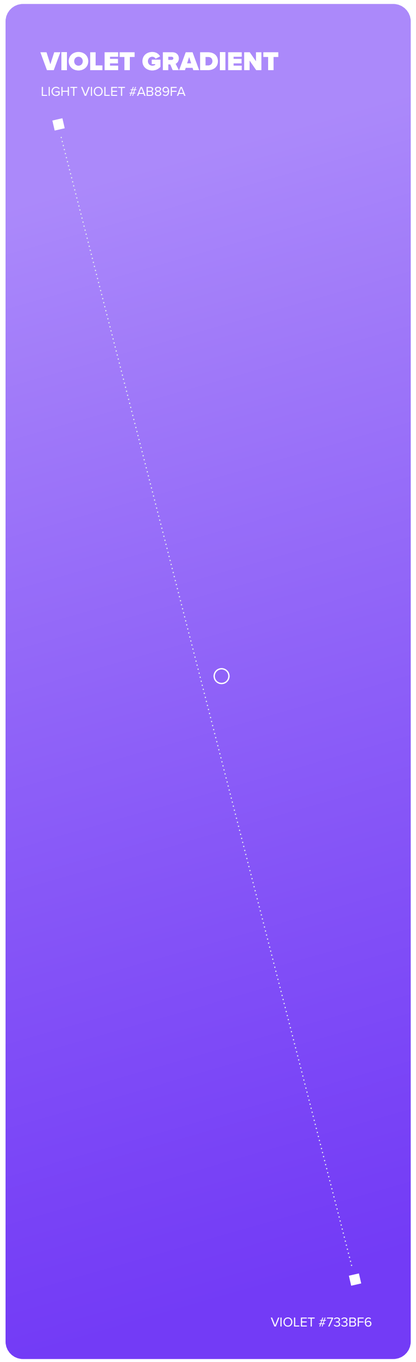
LIGHT SUNGLOW
#FDF891

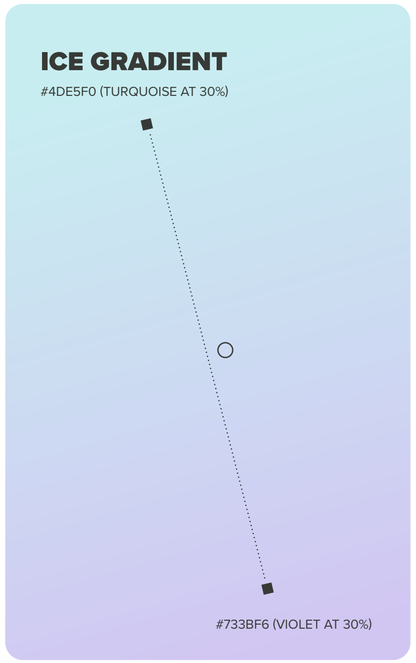
COLOR

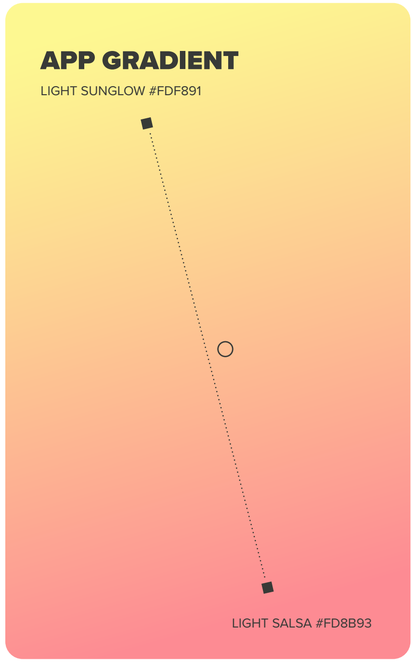
Gradients.

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.







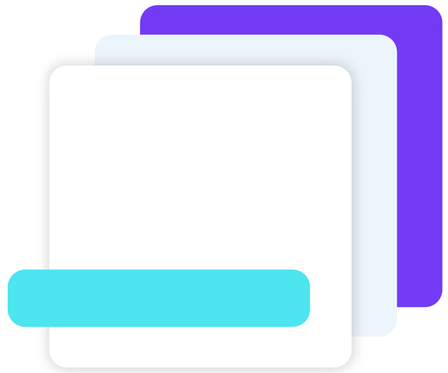
COLOR

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.

1



2

3

4

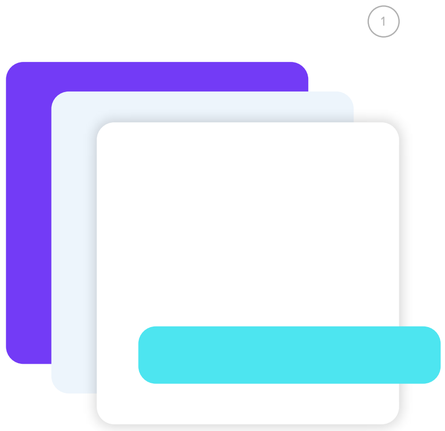
Combo 4 is intended solely for use in our App collateral. See that combo's page for more detail.

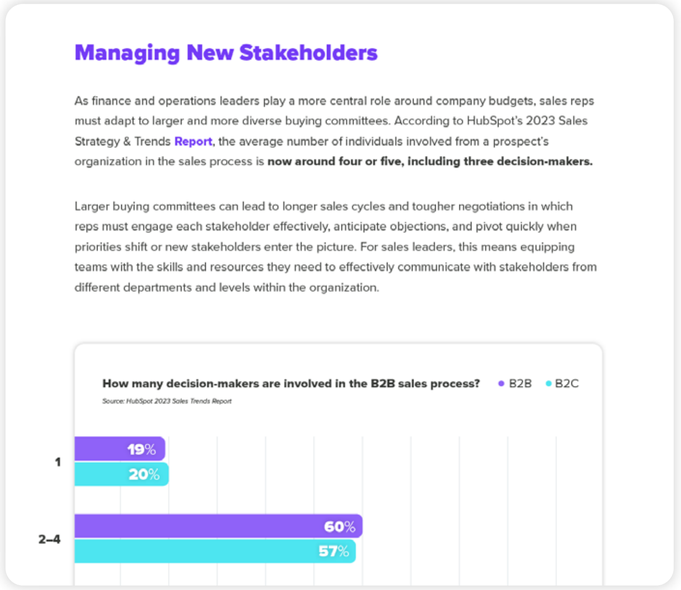
COLOR

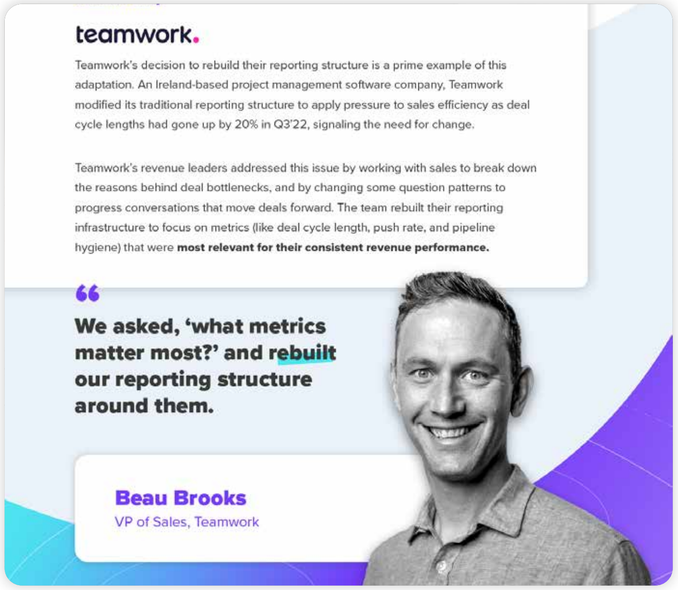
Color combos in action.

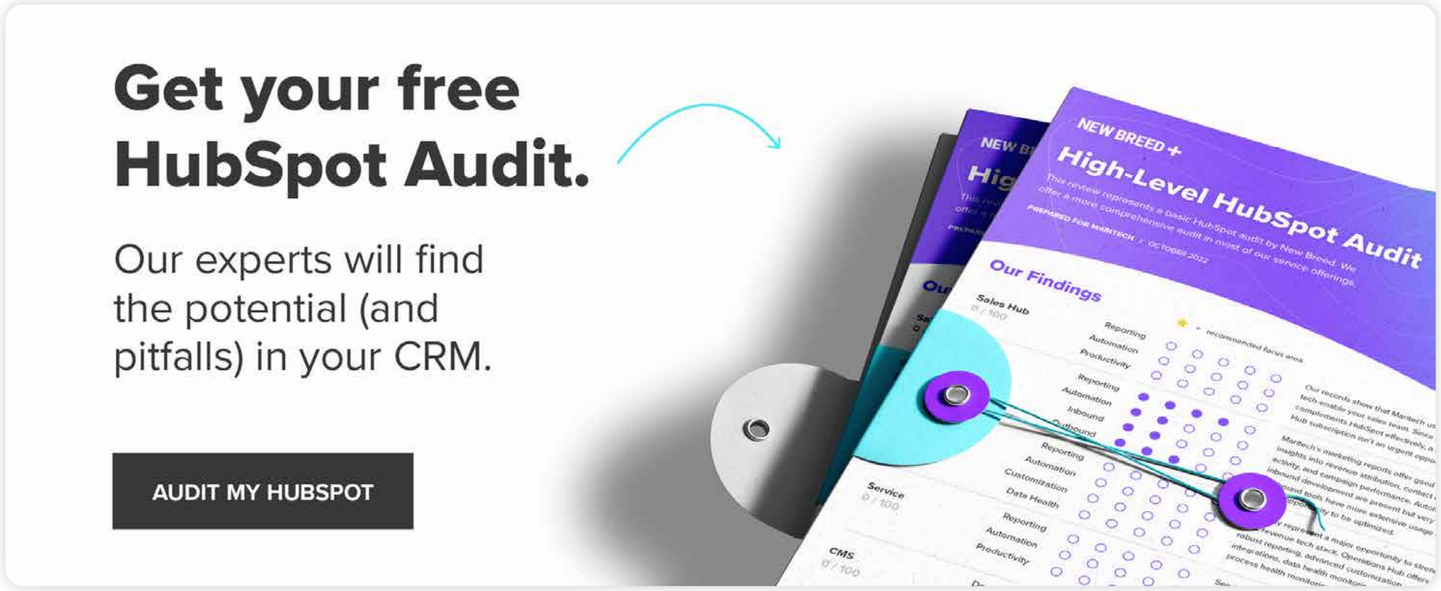
When to use this combo:
The light backgrounds support content-dense assets like PCO pages and data visualizations.

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







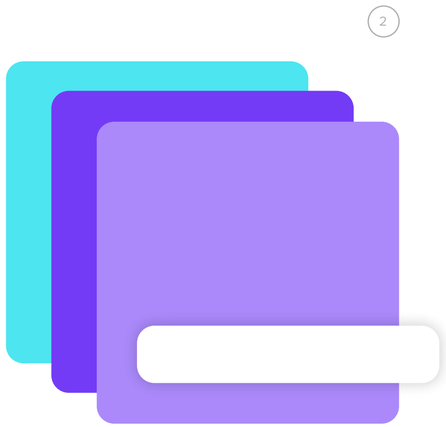


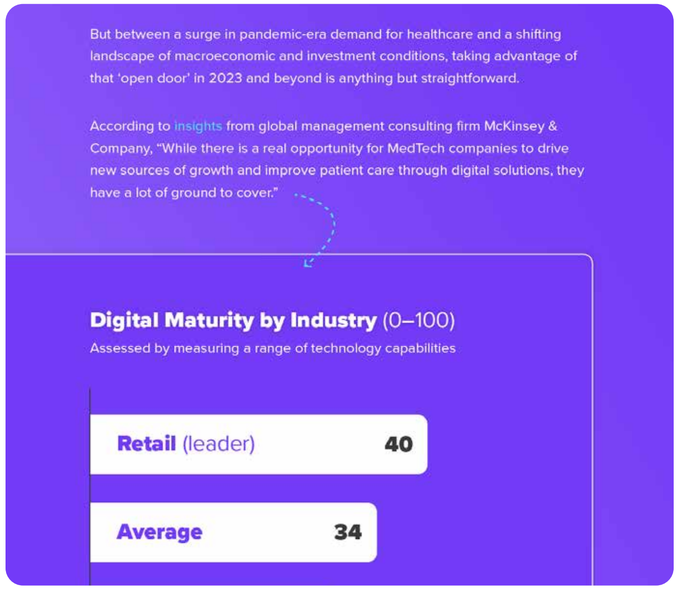
COLOR

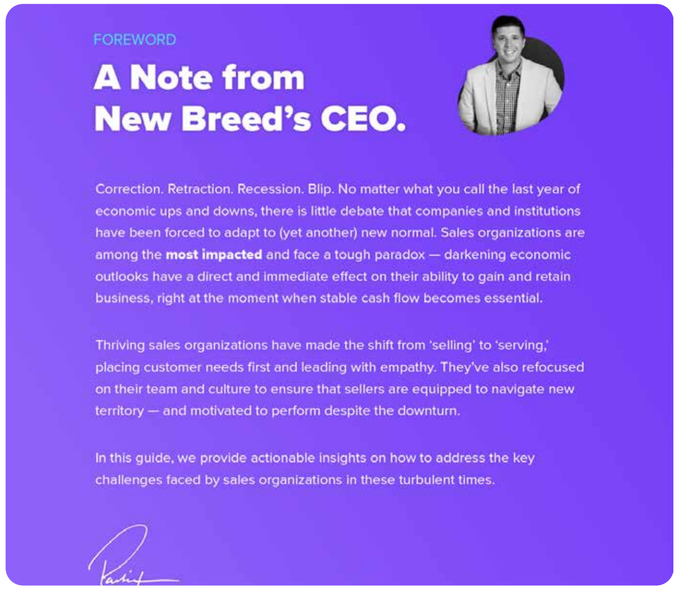
Color combos in action.

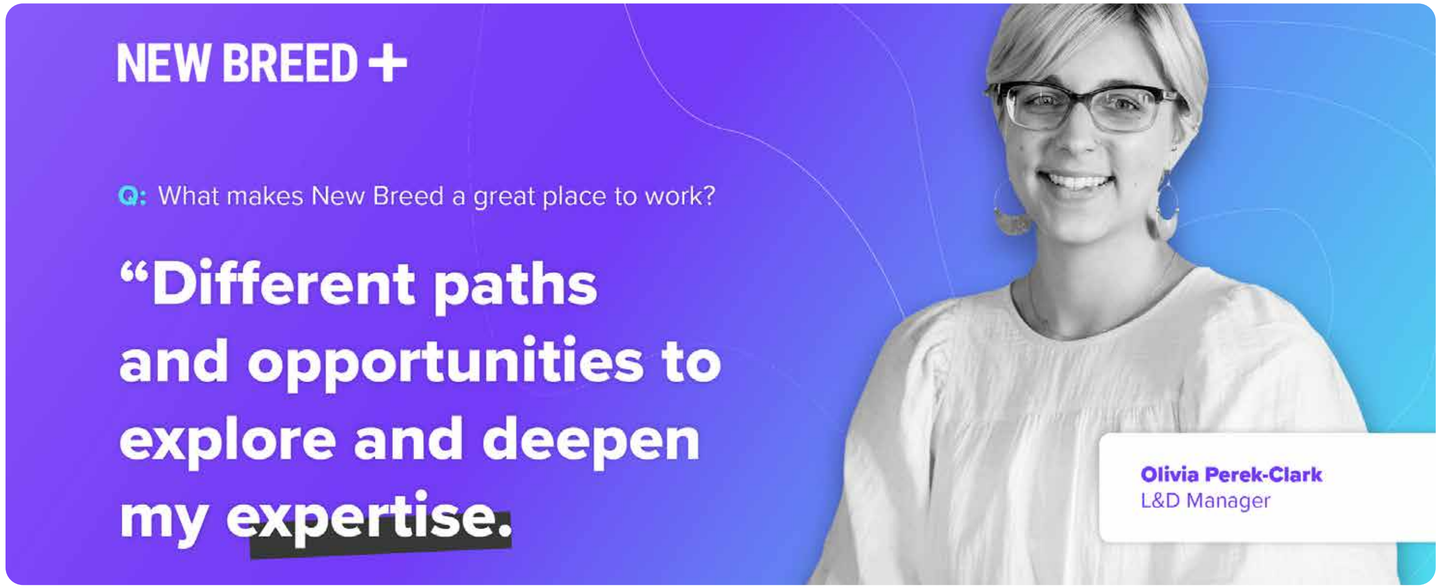
When to use this combo:
The darker, saturated background is great for bold claims, impactful headlines and simple compositions.

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







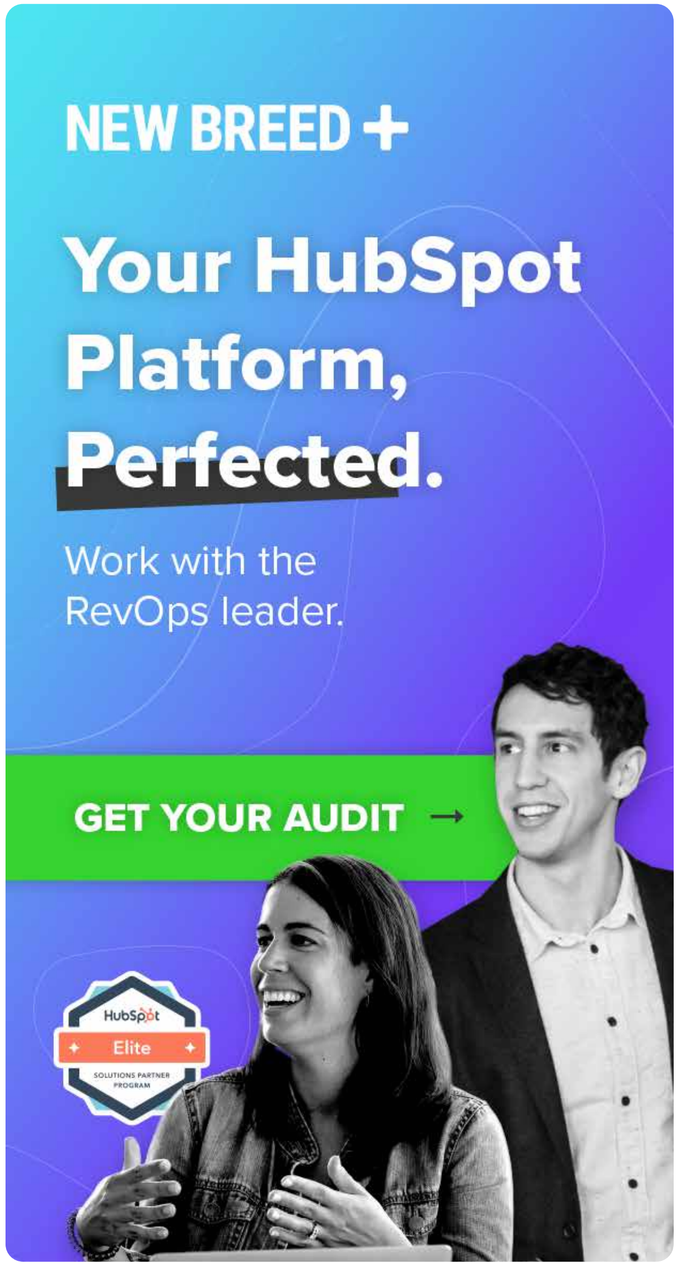


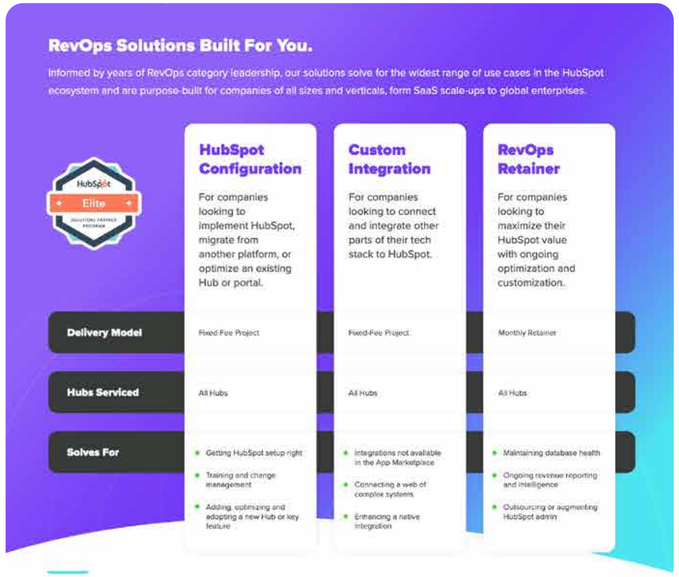
COLOR

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.



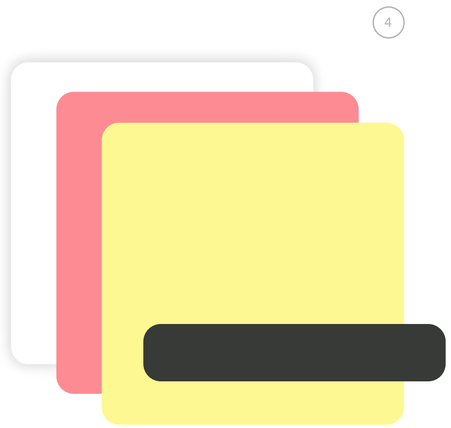


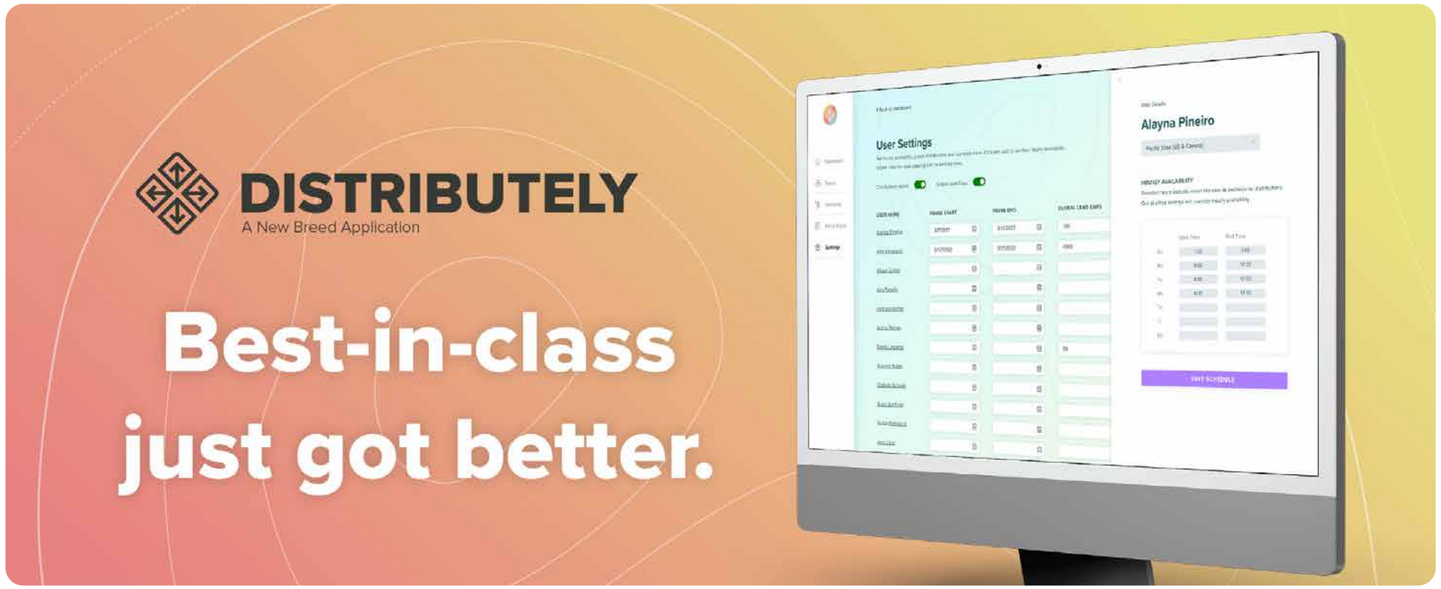
COLOR

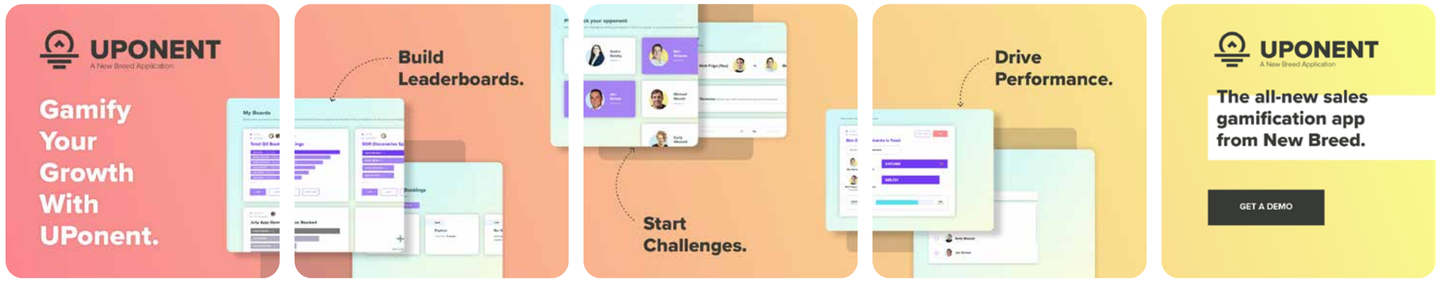
Color combos in action.

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.







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.

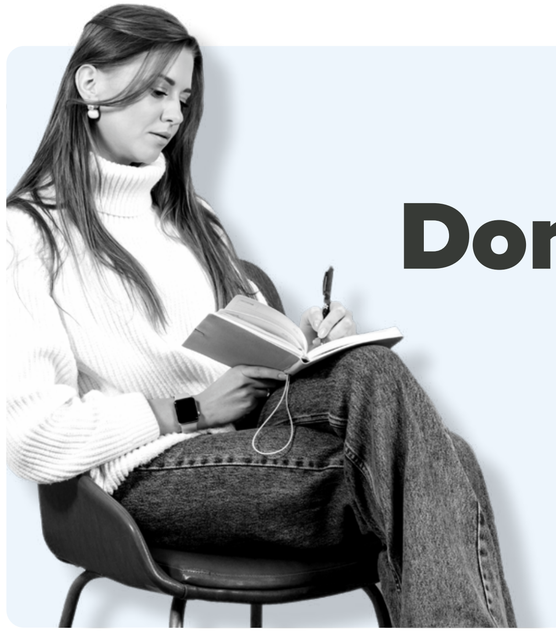
Running on
point solutions?

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.

Elements

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

ELEMENTS

Topography.

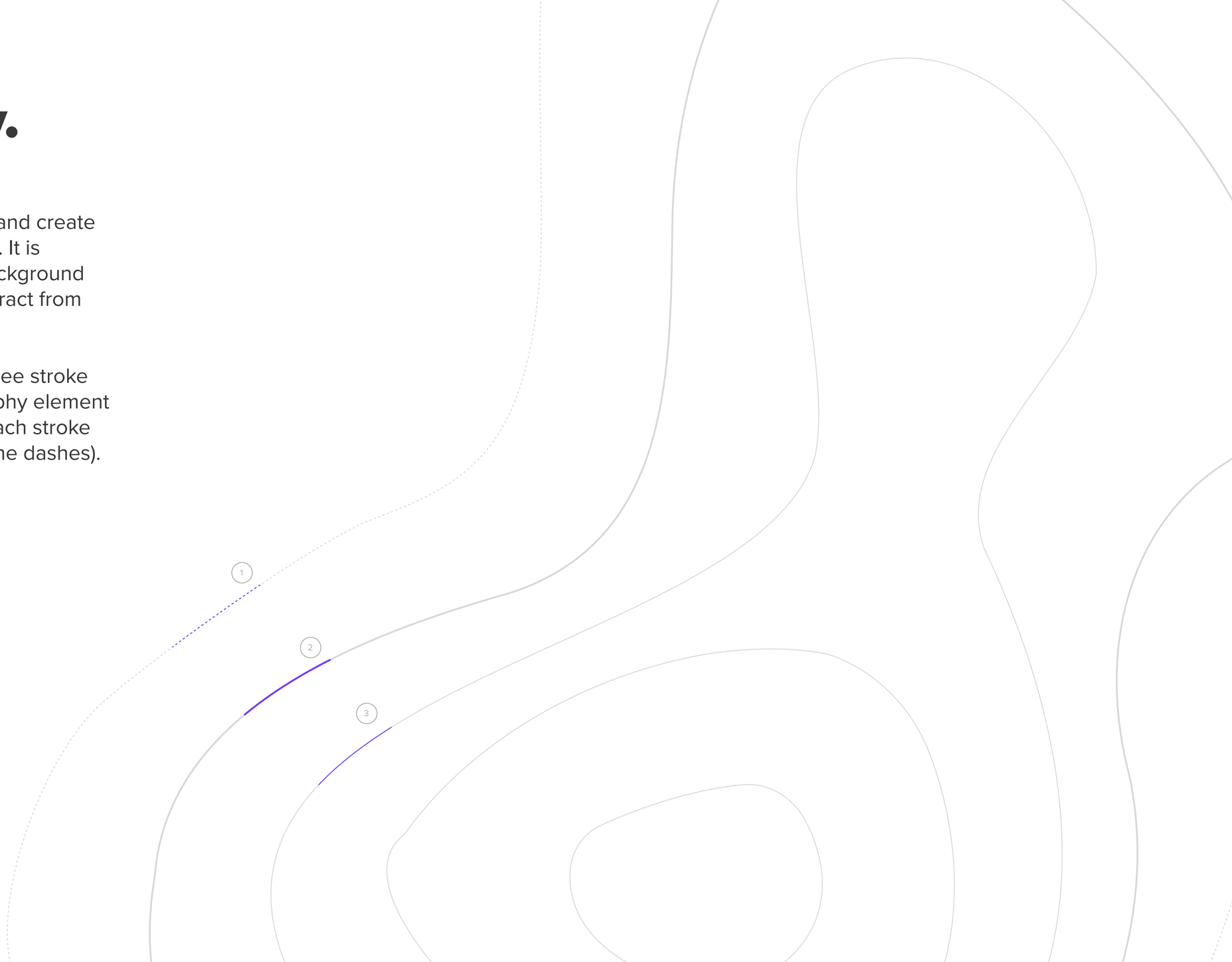
Topography helps to fill space and create movement in our compositions. It is intended solely for use as a background element, and should never distract from copy or other design features.

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

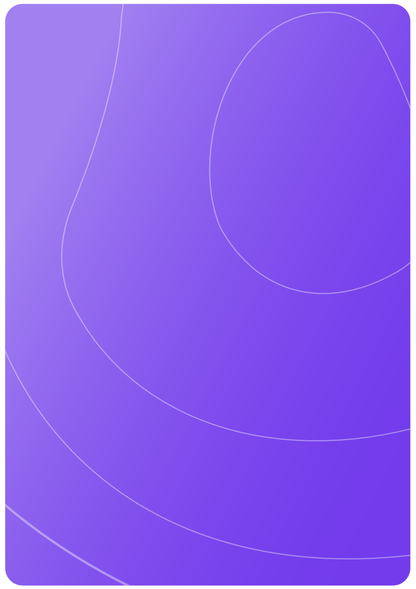
Topography lines should only be drawn in the following colors:

WHITE | #FFFFFF

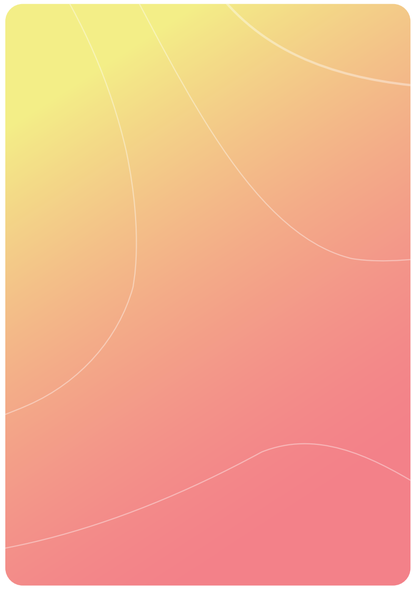
20% CHARCOAL | #373A36

See the swatches on the right for topography color combinations.

20% CHARCOAL #373A36 ON WHITE

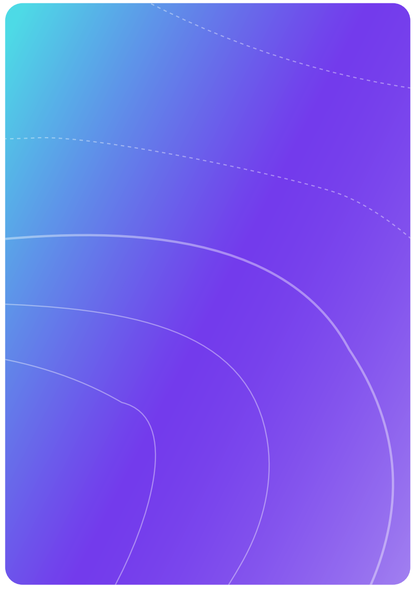


40% WHITE #FFFFFF ON PURPLE GRADIENT

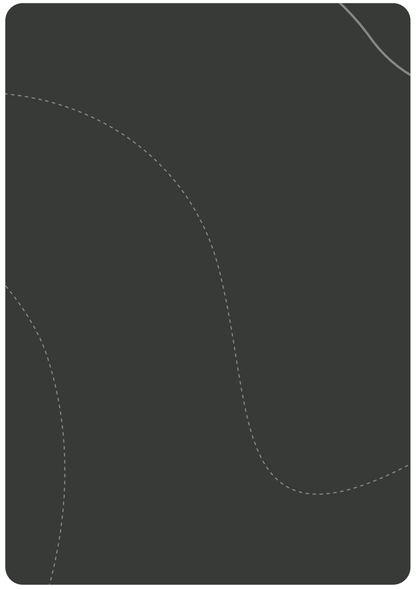


40% WHITE #FFFFFF ON APP GRADIENT

20% CHARCOAL #373A36 ON ICE



40% WHITE #FFFFFF ON FULL GRADIENT



40% WHITE #FFFFFF ON CHARCOAL

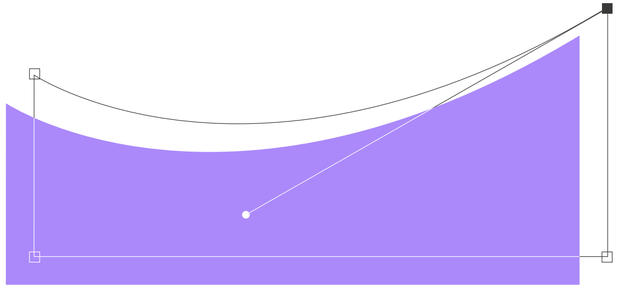
ELEMENTS

Curves.

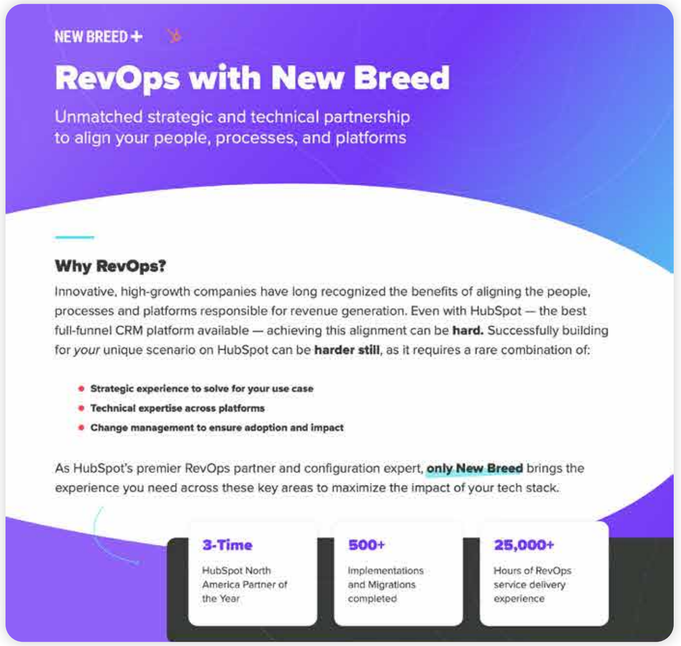
As an easy element to stack and layer, Curves provide structure and contrast to design compositions and are used on a variety of channels.

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.**



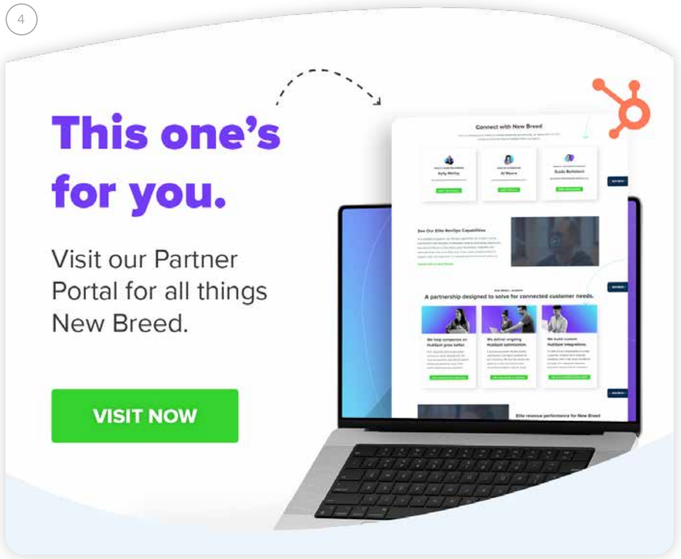
1



2

3

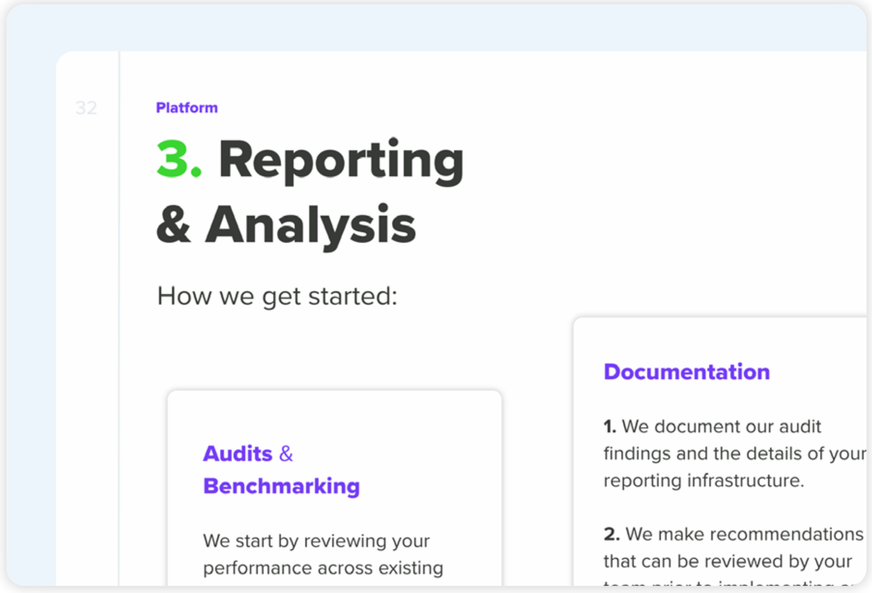
4

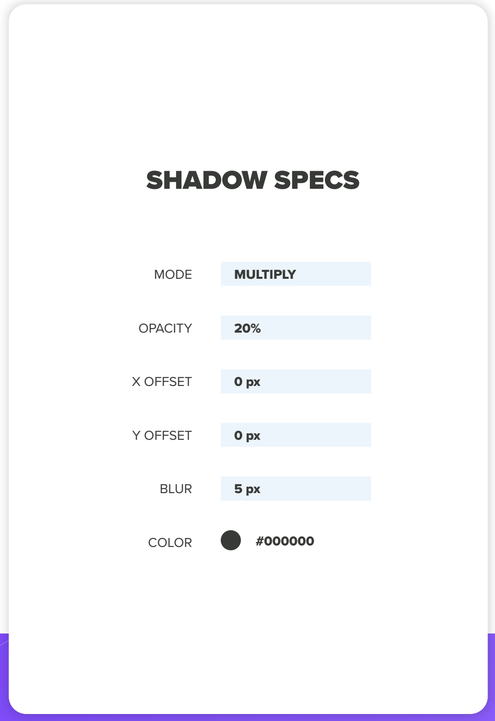


ELEMENTS

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:

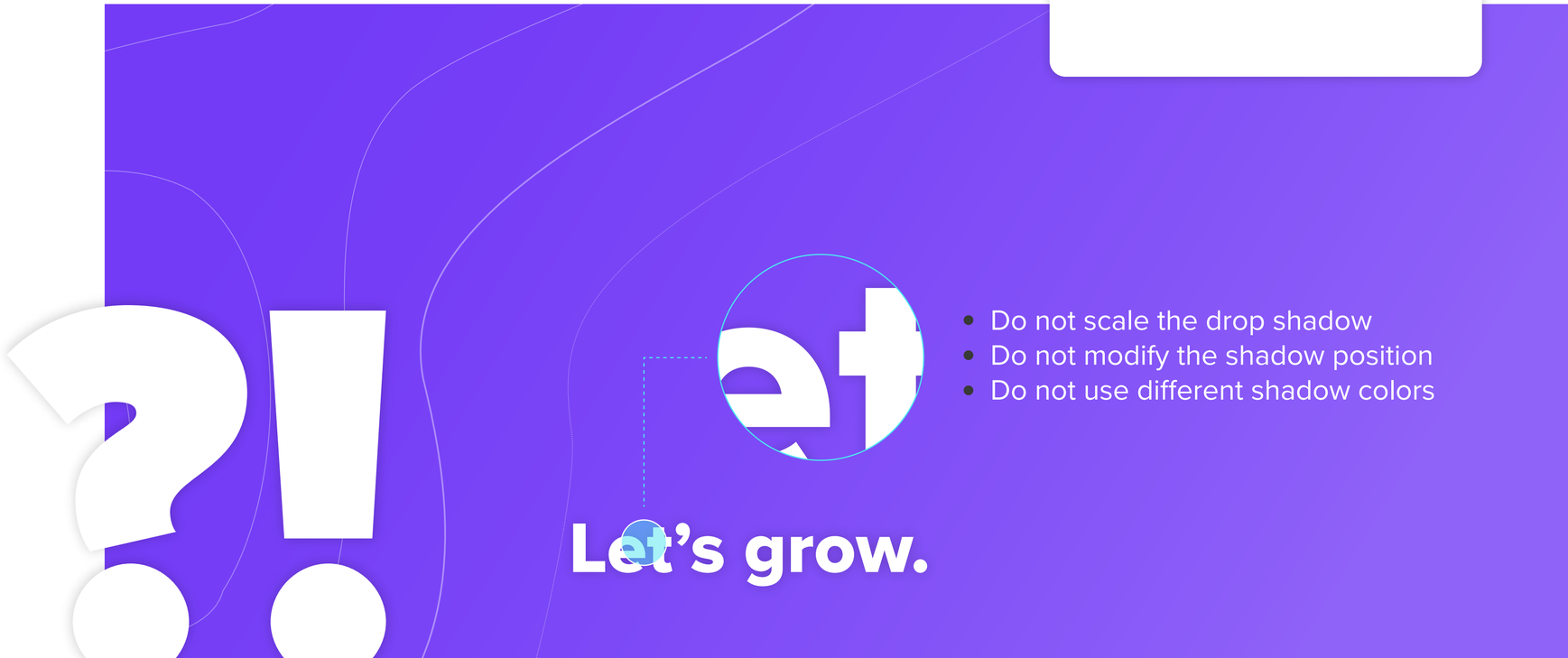
White shapes on a White or Ice background

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.



- Do not scale the drop shadow
- Do not modify the shadow position
- Do not use different shadow colors

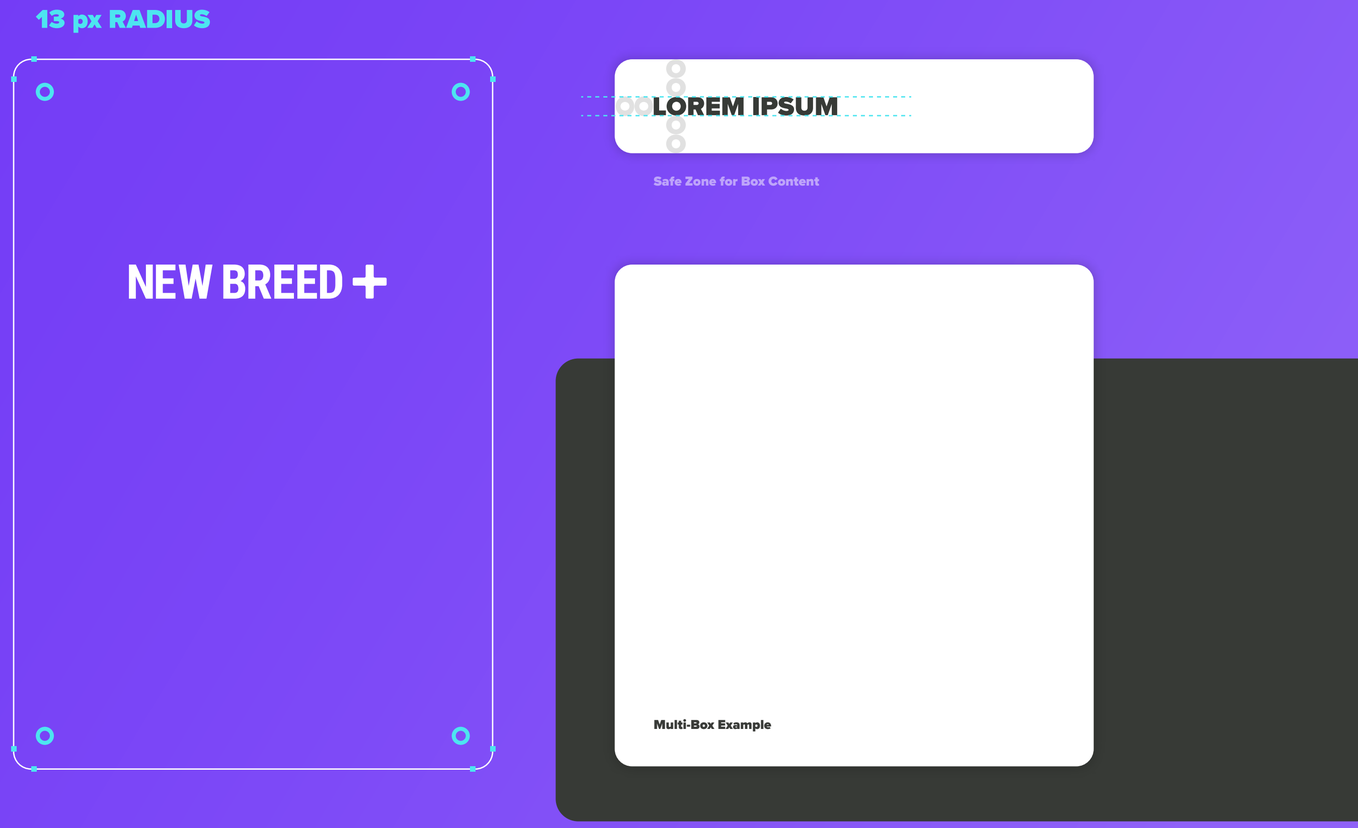
ELEMENTS

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.



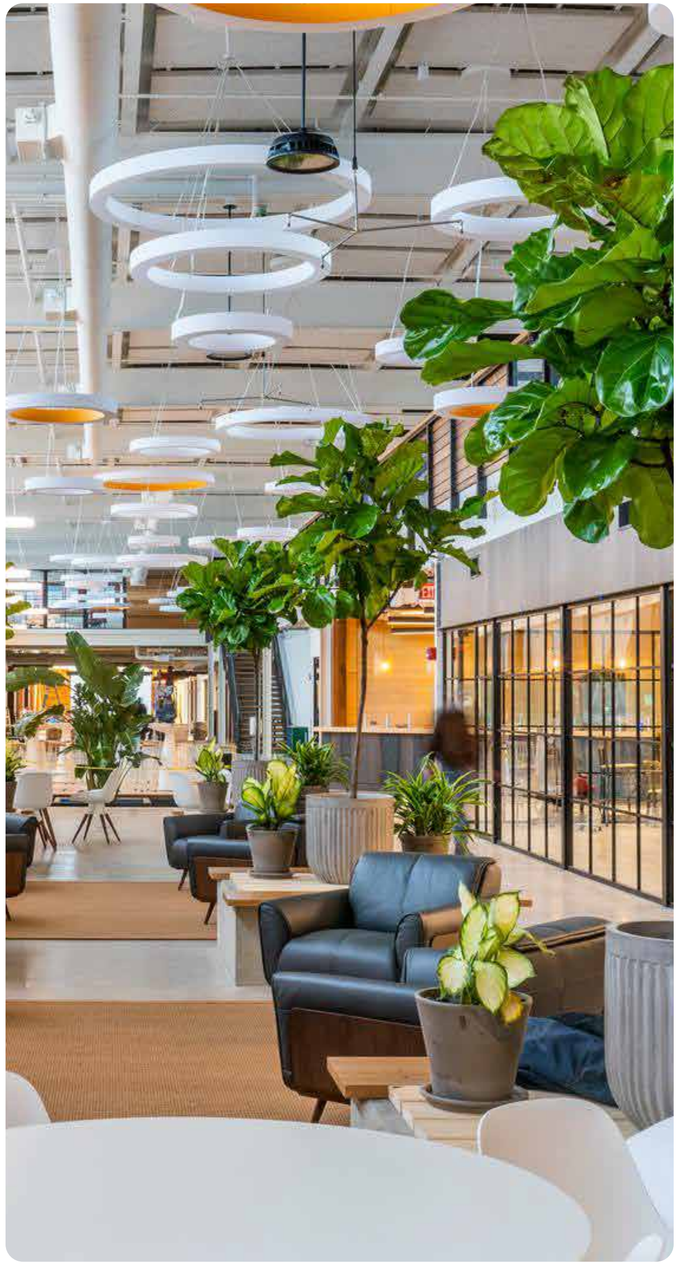
Photography

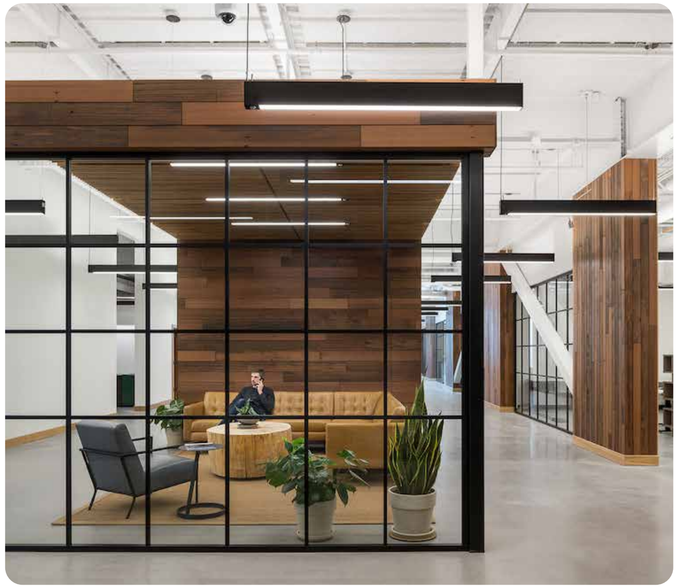
Our photography is how we highlight difference-makers, from our leading team to our connected culture and common spaces.

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.

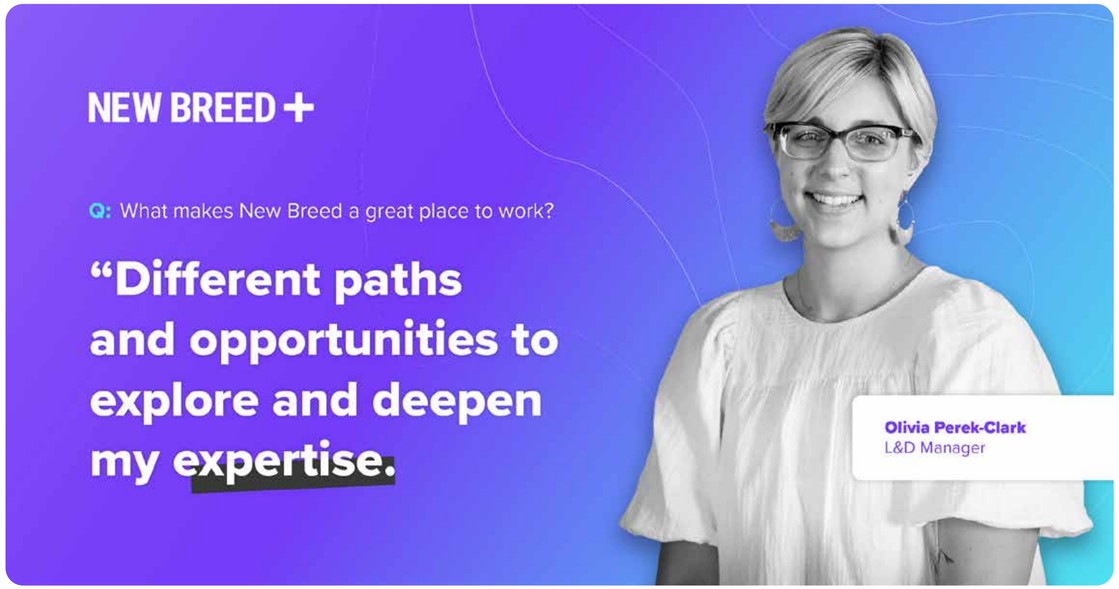
We prefer to use images of our team members over stock imagery whenever possible. Team member images should showcase our excitement and energy and demonstrate New Breed's technical and strategic excellence.

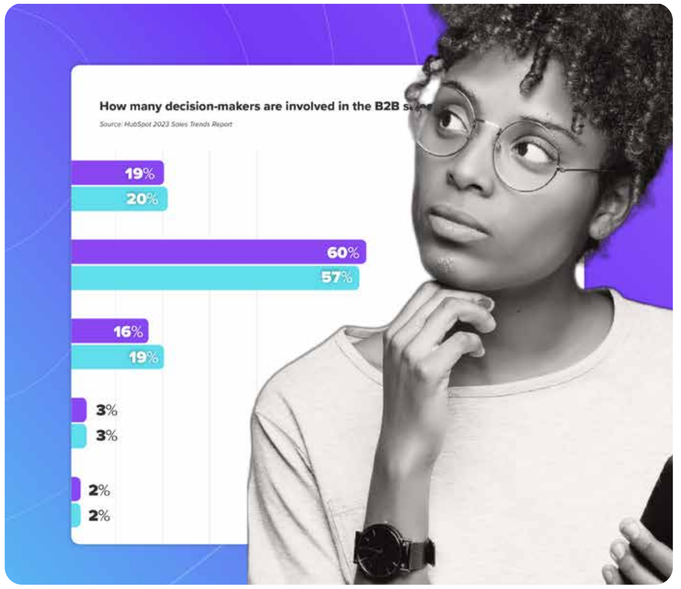
PHOTOGRAPHY

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.





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

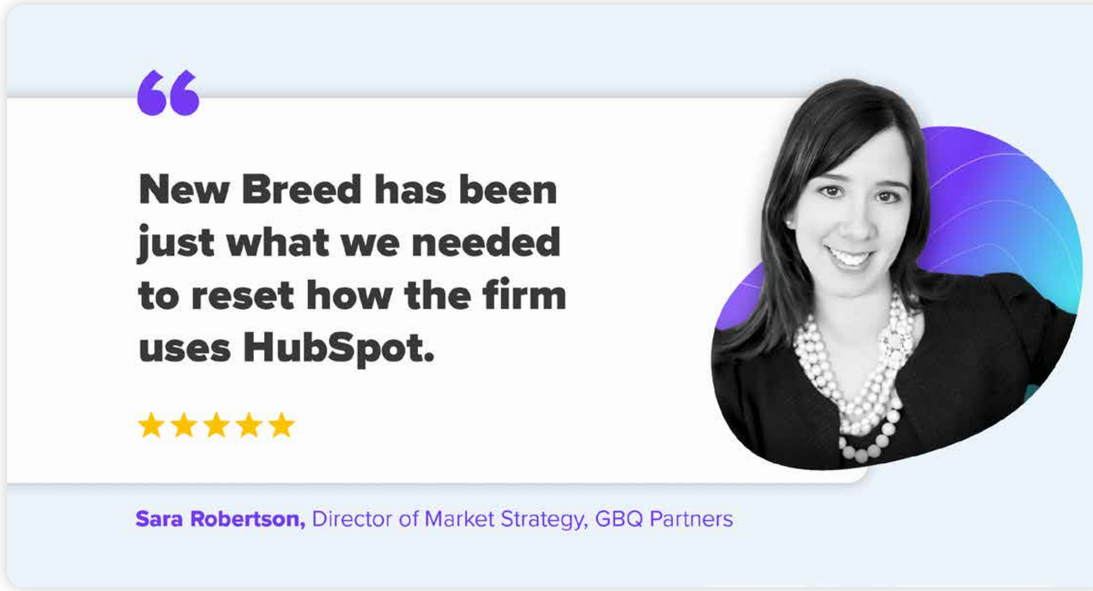
Blurred shadow that sits atop portrait to create depth.

PHOTOGRAPHY

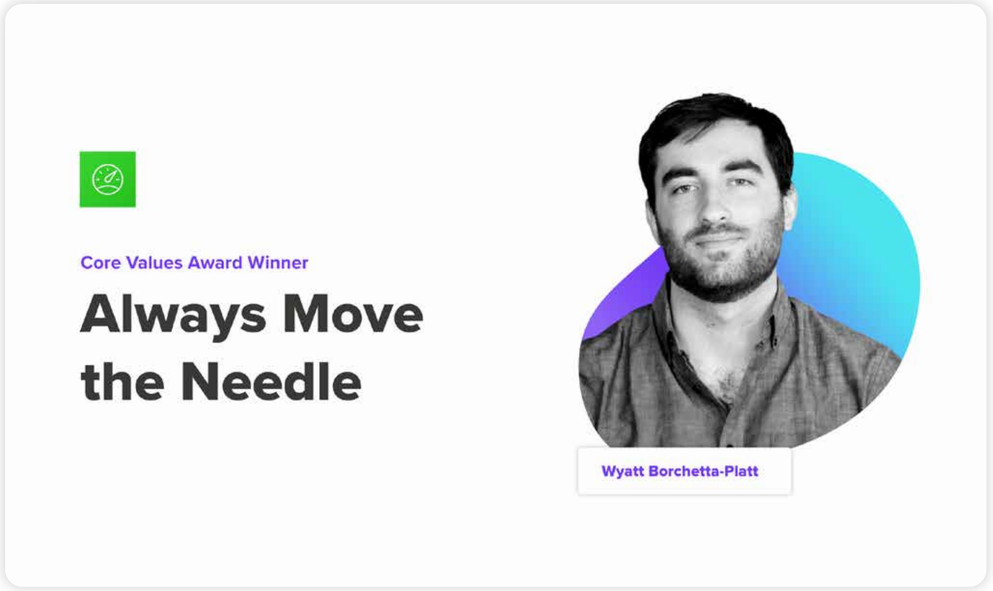
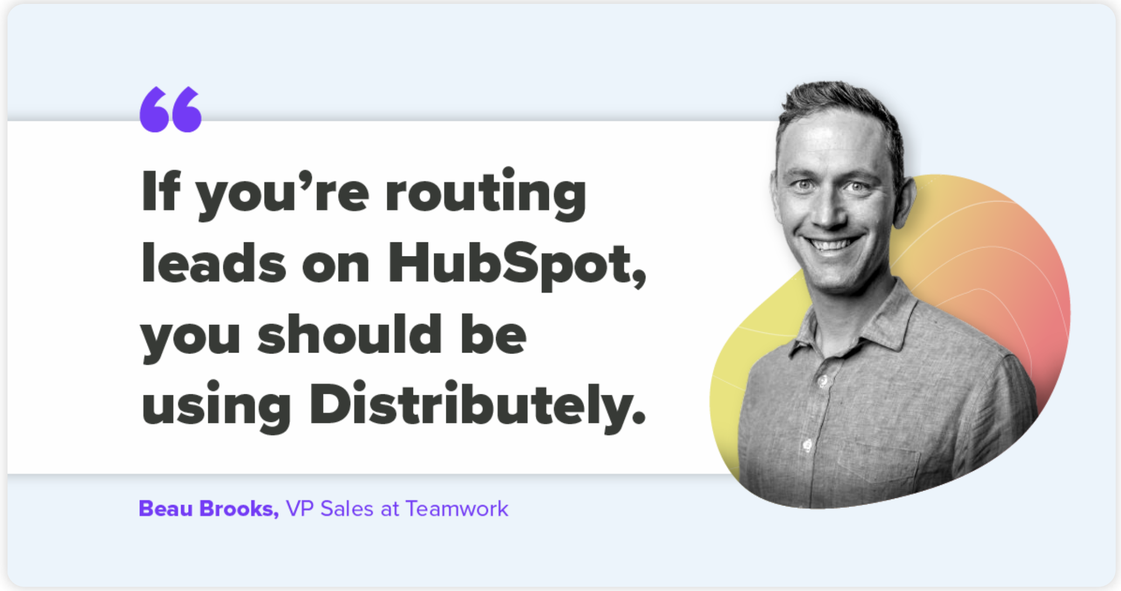
Photo avatars in action.

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.

Customer Testimonial | Services



Team Member Highlight | Internal Event



Customer Testimonial | Apps