

# Colors

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## Vivid Colors



realRed  
#EF4529  
R239 G69 B41  
C0 M71 Y83 K6



Cerulean  
#008DF0  
R0 G141 B240  
C100 M41 Y0 K6



Apple  
#AAD125  
R170 G209 B37  
C19 M0 Y82 K18

## Muted Colors



Midnight  
#384654  
R56 G70 B84  
C33 M17 Y0 K67

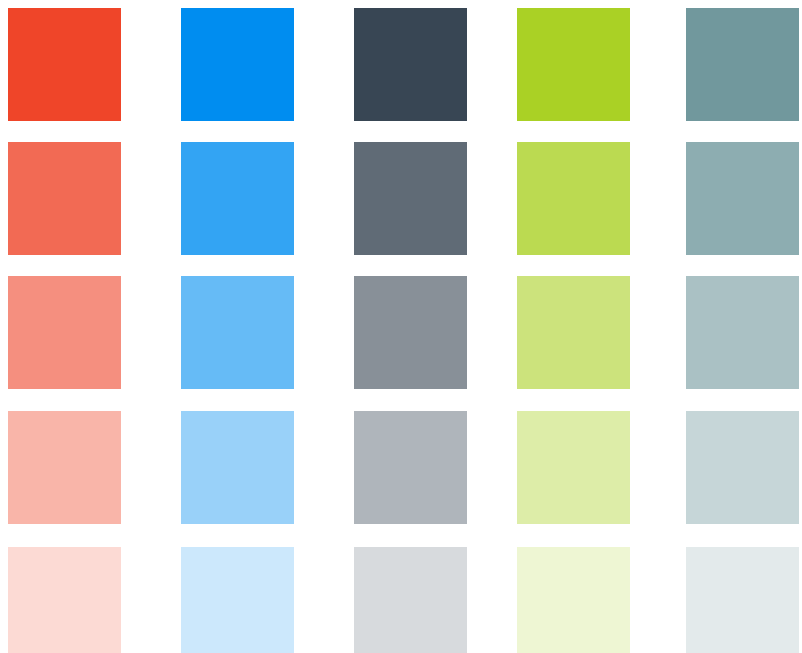


Seasalt  
#71989D  
R113 G152 B157  
C28 M3 Y0 K38

## Color Palette

A muted color palette with a couple pops of bold color. Red being the main associated color with realDx Labs.

The style is modern contemporary without too much boldness, allowing for a professional tone to manifest through web or print.



# Typography

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## Primary Typeface

"The quick onyx goblin jumps over the lazy dwarf"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2  
3 4 5 6 7 8 9 ( @ & \$ \* : ; ! ? )

Montserrat Light

"The quick onyx goblin jumps over the lazy dwarf"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 ( @ & \$ \* : ; ! ? )

Montserrat Regular

**"The quick onyx goblin jumps over the lazy dwarf"**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 ( @ & \$ \* : ; ! ? )**

Montserrat Medium

"The quick onyx goblin jumps over the lazy dwarf"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 ( @ & \$ \* : ; ! ? )

Open Sans Light

"The quick onyx goblin jumps over the lazy dwarf"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3  
4 5 6 7 8 9 ( @ & \$ \* : ; ! ? )

Open Sans Regular

**"The quick onyx goblin jumps over the lazy dwarf"**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx  
Yy Zz 0 1 2 3 4 5 6 7 8 9 ( @ & \$ \* : ; ! ? )**

Open Sans Semibold

"The quick onyx goblin jumps over the lazy dwarf"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1  
2 3 4 5 6 7 8 9 ( @ & \$ \* : ; ! ? )

Metropolis Light

"The quick onyx goblin jumps over the lazy dwarf"

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1  
2 3 4 5 6 7 8 9 ( @ & \$ \* : ; ! ? )

Metropolis Regular

**"The quick onyx goblin jumps over the lazy dwarf"**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 ( @ & \$ \* : ; ! ? )**

Metropolis Medium

# Logo Inspiration

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