

THE OFFICIAL NEW HOPE LOGO (LAUNCHED SUMMER 2020)



TYPOGRAPHY

FONT SPECIMEN

Chalet:
NewYorkNineteenSixty
abcdefghijklmnopqrstuvwxy
12345678910

ALTERNATE WEIGHT
Chalet: ParisNineteenSixty

ALTERNATE BODY FONT
Playfair Display: Regular

COLOR GUIDE

MAIN COLOR



#7BA06A
R 123, G 160, B 106

ALTERNATE COLOR OPTIONS



#AACEA1
R 170, G 206, B 161



#9E4A4A
R 158, G 74, B 74



#EEC452
R 238, G 196, B 32

LOGO VARIATIONS

