

# Brand colours

## Primary colours

In the Kide Science brand there is 5 different primary colours which can be used for example in headlines and different shapes.

#33D8CC  
#47B595  
#7948E3  
#48439B  
#4370D7

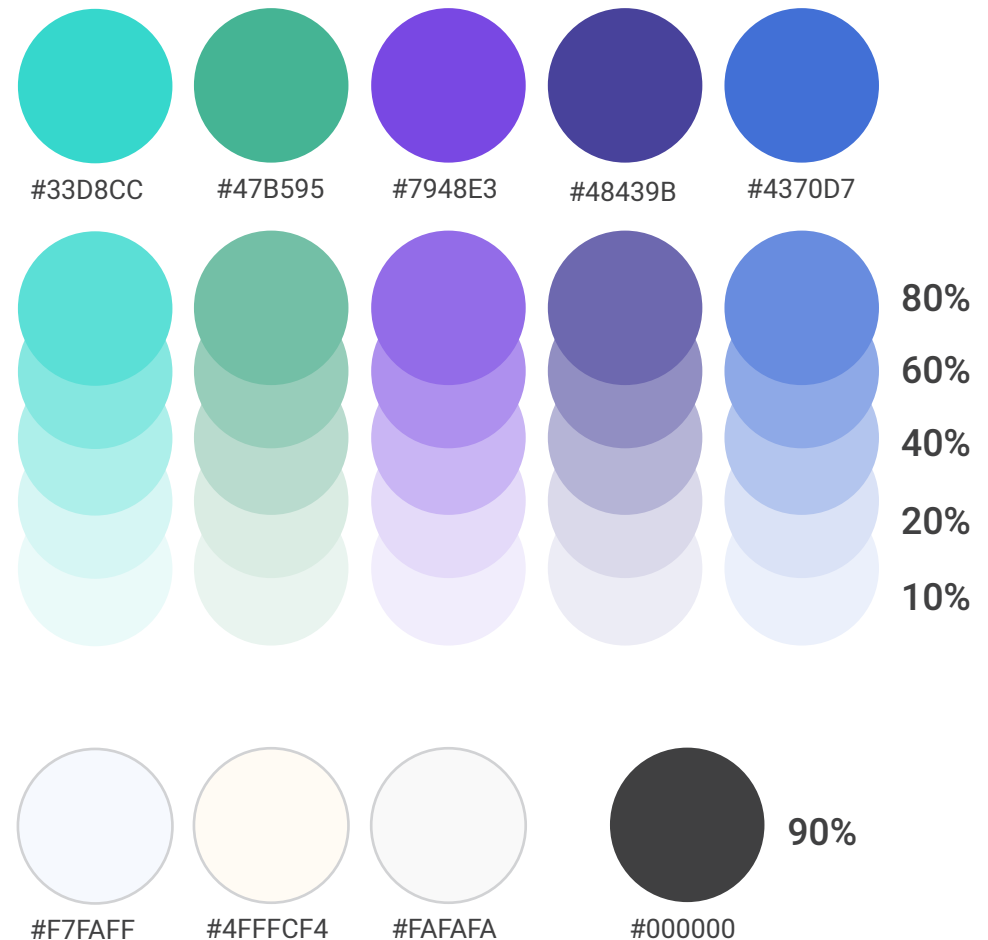
The low opacity versions of the colours can be used as a background colour in presentations and marketing materials.

**90% Black #000000** can be used for longer text paragraphs. The different shades of white can be used in subtle backgrounds such as website background colour and slides that have a lot of text content.

## Colour combinations

Always make sure there's enough contrast between the text and the background. The best way to use brand colours is to use one primary colour together with one low opacity colour (10%-20%).

### Primary colours



# Examples of using the brand colours

## When using brand colours

Always make sure there's enough contrast between the text and the background. In continuation, a few examples of how to use the brand \*colours\* with different backgrounds.

Use the primary colour with 100% in headlines and the background colour with low 10 - 20% opacity to make sure the text will remain readable and the combination of the colours stays in harmony.

#7948E3

100%

20%

#4370D7



#33D8CC

100%

10%

#4370D7



#7948E3

100%

20%

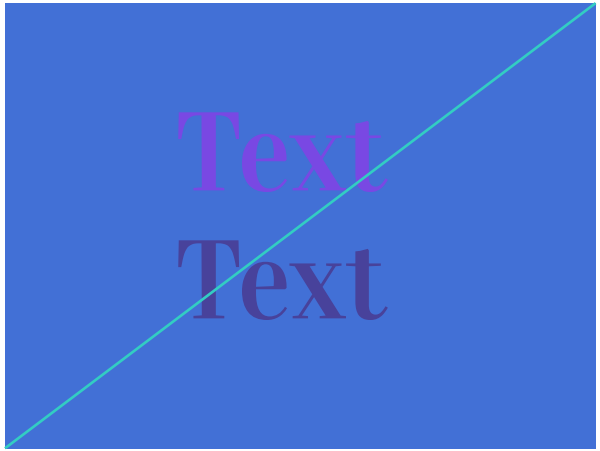
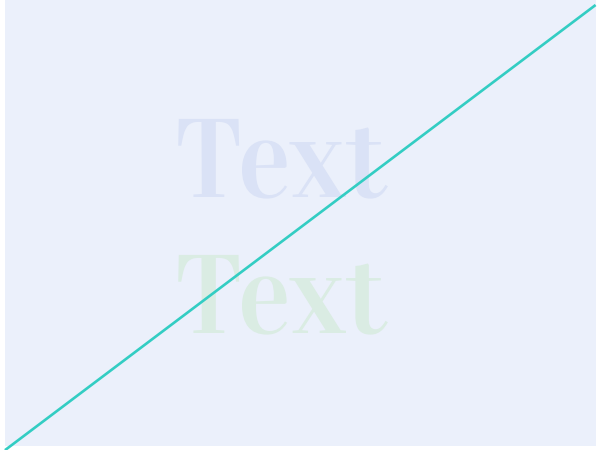
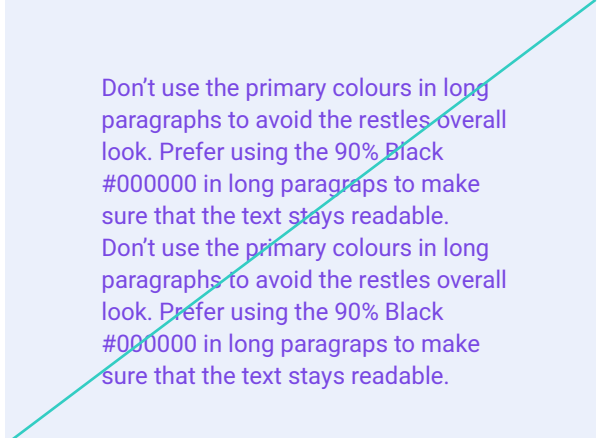
#7948E3



# Examples of how to not use the brand colours

## How you should not use the brand colours

1. Don't use the primary colours together in text and background to avoid the restless overall look.
2. Don't use the low opacity colours in both text and background together to make sure the text stays readable and the Kide Science brand is recognisable.
3. Don't use the primary colours in long paragraphs to avoid the restless overall look. Instead, try to use the 90% Black #000000 in long paragraphs to make sure that the text stays readable

1. 
2. 
3. 

Don't use the primary colours in long paragraphs to avoid the restless overall look. Prefer using the 90% Black #000000 in long paragraphs to make sure that the text stays readable. Don't use the primary colours in long paragraphs to avoid the restless overall look. Prefer using the 90% Black #000000 in long paragraphs to make sure that the text stays readable.