



The Next Day Contacts brand will use navy, medium blue, light blue, and white as primary colors to effectively evolve and represent the brand.



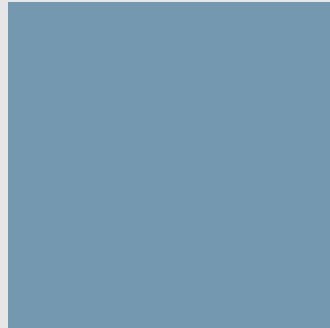
Navy

To be used as primary hue of color.

HEX
#1c2c3f

RGB
28, 44, 63

CMYK
89, 75, 50, 52



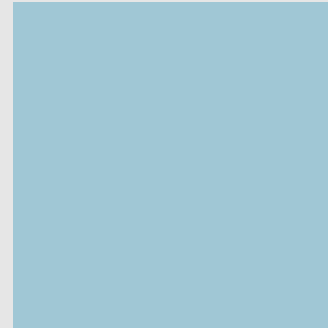
Medium Blue

To be used as primary hue of color.

HEX
#7398b0

RGB
115, 152, 176

CMYK
58, 31, 22, 0



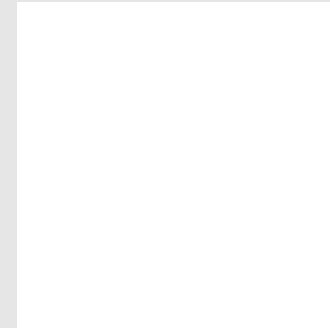
Light Blue

To be used as primary hue of color.

HEX
#a0c7d5

RGB
160, 199, 213

CMYK
36, 10, 12, 0



White

To be used as primary accent of color.

HEX
#ffffff

RGB
255, 255, 255

CMYK
0, 0, 0, 0

Primary Typeface

To be used for headers and subheaders
of the Next Day Contacts brand.

Secondary Typeface

To be used for text copy of the
Next Day Contacts brand.

Poppins

Semibold

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

Poppins

Medium

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

Neuzeit Grotesk

Light

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

Neuzeit Grotesk

Regular

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

Neuzeit Grotesk

Bold

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



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