

KISS
- the -
GROUND
FOR REGENERATION®



Logo

PRIMARY



COLOR VARIATIONS

Use the full brand palette to showcase our colors. Always ensure sufficient contrast between the logo and its background for clear legibility. For digital use, confirm contrast meets accessibility standards.



BRAND ICON

Use sparingly, only when necessary (e.g., for favicons or social media profile images).



WHITE

Place white logo against a dark color or a photo with sufficient legibility.



BLACK

Use the black logo sparingly; prioritize other logo variations when possible.



Color Palette

PRIMARY

PRIMARY 01

HEX #006A39

RGB 0 106 67

50%

25%

PRIMARY 02

HEX #262384

RGB 38 35 132

50%

25%

PRIMARY 03

HEX #E95827

RGB 233 88 39

50%

25%

ACCENTS

ACCENT 01

HEX #FFCD16

RGB 255 205 22

50%

25%

ACCENT 02

HEX #94C527

RGB 148 197 39

50%

25%

ACCENT 03

HEX #429CDE

RGB 66 156 222

50%

25%

GROUNDING

DARK 01

HEX #124000

RGB 18 64 0

50%

25%

DARK 02

HEX #29266A

RGB 41 38 106

50%

25%

DARK 03

HEX #623914

RGB 98 57 20

50%

25%

BRIGHT

BRIGHT 01

HEX #F5A11D

RGB 245 161 29

50%

25%

BRIGHT 02

HEX #B0C947

RGB 176 201 71

50%

25%

BRIGHT 03

HEX #87D1FF

RGB 135 209 255

50%

25%

NEUTRAL

NEUTRAL 01

HEX #F1EFE6

RGB 241 239 230

NEUTRAL 02

HEX #FEFCF8

RGB 254 252 248

NEUTRAL 03

HEX #E2E9EE

RGB 226 233 238

NEUTRAL 04

HEX #DEE6BC

RGB 222 230 188

NEUTRAL 05

HEX #545860

RGB 84 88 96

NEUTRAL 06

HEX #000000

RGB 255 255 255

Brand Fonts

MONTERRAT | ENTIRE FAMILY

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!. ,

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!. ,

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!. ,**

OWSALD | SEMI BOLD & BOLD

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!. ,**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!. ,**

TYPE IN USE

ONLINE EDUCATION SCHOLARSHIPS

Full Scholarships Are Now Available!

Our on-demand courses catalyze advocates of the Regenerative Movement

Our scholarships aim to promote equal opportunity to quality education for communities who have been both traditionally and currently underserved. We strongly encourage women, BIPOC, LGBTQIA2S+ individuals, people with disabilities, members of ethnic minorities, foreign-born residents, students, teachers, and veterans to apply.

Photography

HOW TO SELECT PHOTOGRAPHY

Our use of photography establishes a consistent visual presence across all platforms. Selected imagery should reflect the examples below and be bright, bold, and rich, with vibrant accents used confidently.

Color and tone are inspired by nature, creating imagery that feels vivid, grounded, and true to life. Edits should enhance depth, color, and contrast and should never appear washed out or muted. Prioritize natural light to bring energy and authenticity to each image.

When featuring people, avoid stock photography. Subjects should feel real, authentic, and aligned with Kiss the Ground.

