



**01** color systems

**02** logo + marks

**03** typography

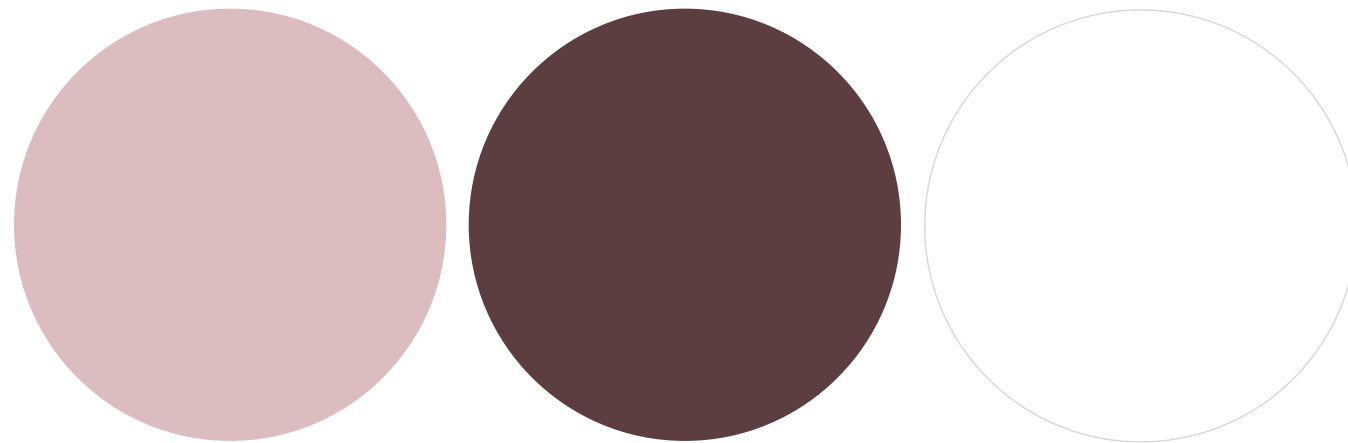
**04** iconography

**05** www + mobile

## SECTION 01 COLOR SYSTEMS

The palette consists of three colors. The primary color is a brown puce with red tones and is complimented with a light and airy rose silver. A consistent consideration towards maintenance of these colors will create a unified brand across all communications.

### PRIMARY COLOR PALETTE



**ROSE SILVER**

Hex: #DBBDC0  
RGB: (219,189,192)  
CMYK: (0, 0.14, 0.12, 0.14)  
Web Safe Color:#CCCCCC

**DARK PUCE**

Hex: #5C3E40  
RGB: (92,62,64)  
CMYK: (0, 0.33, 0.30, 0.64)  
Web Safe Color: #663333.

**WHITE**

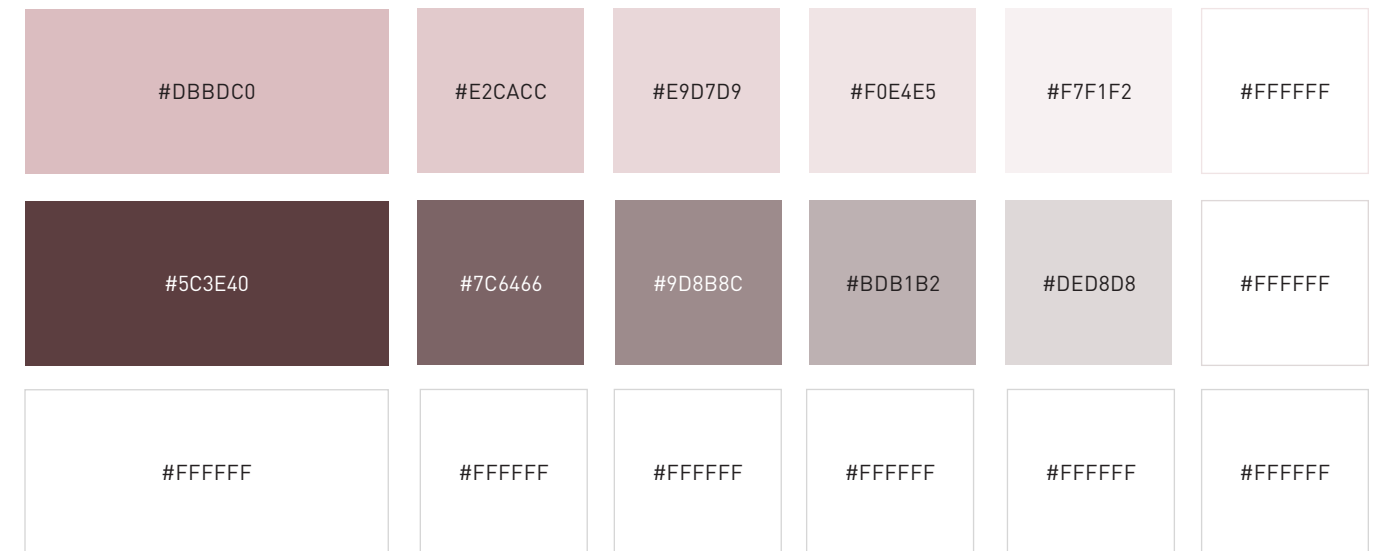
Hex: #FFFFFF  
RGB: (255, 255, 255)  
CMYK: (0, 0, 0, 0)  
Web Safe Color: #FFFFFF

### GRADIENT



## COLOR TINTS

A color *tint* is the mixture of a color with white, increasing its lightness. These colors should be used where the full saturation color would be too strong or distracting.



## COLOR SHADES

A color *shade* is the mixture of a color with black, increasing its darkness. These colors should be used rarely and with caution. It may cause distraction or confusion from the main color palette.

