

COLOR PALETTE

PRIMARY COLORS

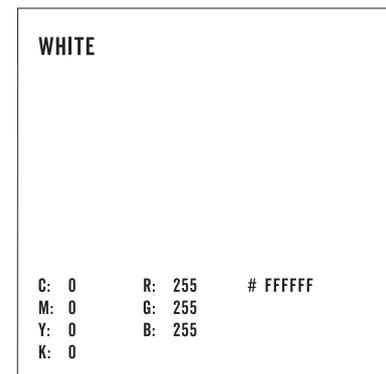
Light blue & white are the main brand colors.

PANTONE 306 C



C: 81 R: 0 #00B2E2
M: 4 G: 178
Y: 5 B: 227
K: 0

WHITE

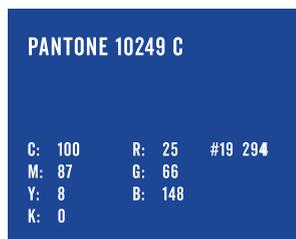


C: 0 R: 255 #FFFFFF
M: 0 G: 255
Y: 0 B: 255
K: 0

SECONDARY COLORS

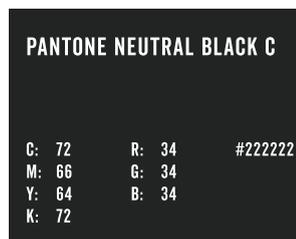
The secondary colors consist of colors that indicate each flavor of the product range.

PANTONE 10249 C



C: 100 R: 25 #19 294
M: 87 G: 66
Y: 8 B: 148
K: 0

PANTONE NEUTRAL BLACK C



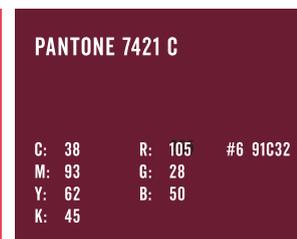
C: 72 R: 34 #222222
M: 66 G: 34
Y: 64 B: 34
K: 72

PANTONE 198 C



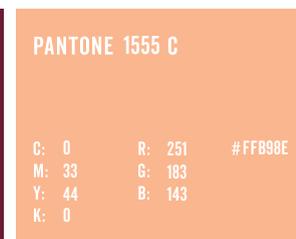
C: 4 R: 229 #E5436C
M: 89 G: 67
Y: 51 B: 96
K: 0

PANTONE 7421 C



C: 38 R: 105 #6 91C32
M: 93 G: 28
Y: 62 B: 50
K: 45

PANTONE 1555 C



C: 0 R: 251 #FFB98E
M: 33 G: 183
Y: 44 B: 143
K: 0

PANTONE 172 C

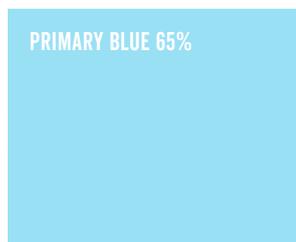


C: 0 R: 240 #FF4713
M: 86 G: 75
Y: 99 B: 36
K: 0

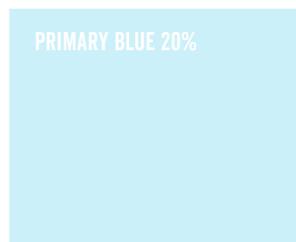
TINTS

These colors are used as background elements and are screens of the primary and secondary colors

PRIMARY BLUE 65%



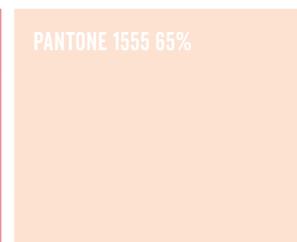
PRIMARY BLUE 20%



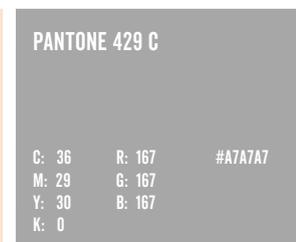
PANTONE 198 20%



PANTONE 1555 65%



PANTONE 429 C



C: 36 R: 167 #A7A7A7
M: 29 G: 167
Y: 30 B: 167
K: 0

