2- BRAND COLORS

The Angle visual identity plays with a color palette composed of 5 specific colors.
The goal of this palette is to create visual atmosphere around the Angle logo.
The palette can be used in many ways with regard to logo color variations, backgrounds,
wedesign elements, etc...

PANTONE 7494C	R 153 V 185 B 152	C 43 M 14 Y 46 K 0	SPRING RAIN
PANTONE 474C	R 253 V 206 B 170	C 0 M 21 Y 32 K 0	PEACH
PANTONE 177C	R 244 V 131 B 125	C 0 M 61 Y 42 K 0	LIGHT CORAL
PANTONE 198C	R 235 V 73 B 96	C 2 M 87 Y 52 K 0	DARK PINK
PANTONE 432C	R 39 V 54 B 59	C 80 M 63 Y 58 K 54	OXFORD BLUE

A- GRADIENTS

In parralel with the color palette, the brand has 5 differents gradients which could also be used to build graphic elements (webdesign, Illustrations...).

G1

R 39
V 54
B 59

R 153
V 185
B 152

G2

R 235
V 73
B 96

R 39
V 54
B 59

G3

R 244
V 131
B 125

R 235
V 73
B 96

G4

R 253
V 206
B 170

R 244
V 131
B 125

G5

R 153
V 185
B 152

R 253
V 206
B 170