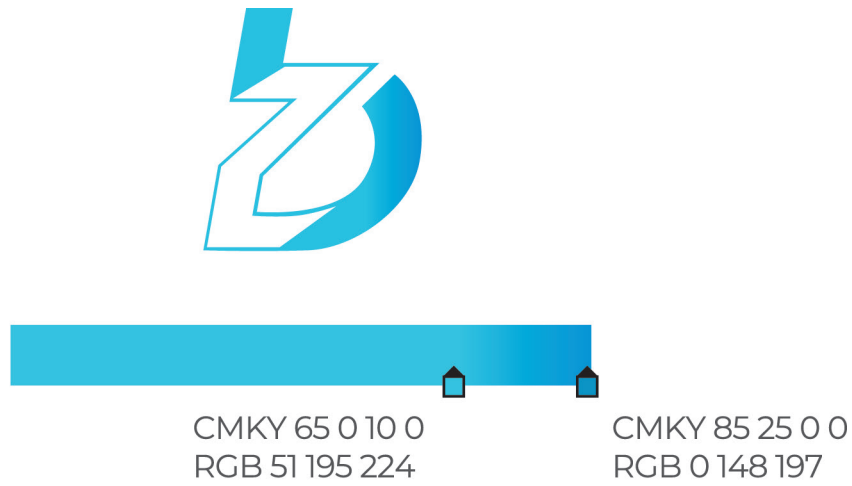# Brand Colors

Adhering to the approved color palette is crucial to achieving a distinctive look for BZedge. The logo must always be used with the full color palette unless, outputted, the logo only allows for two colors.

The logo utilizes the following gradient which should be used unless a solid color is required.

CMKY 65 0 10 0
RGB 51 195 224

CMKY 85 25 0 0
RGB 0 148 197

Solid Print Colors
(CMYK for printed products)

C 65
M 0
Y 10
K 0

C 0
M 0
Y 0
K 100

Solid Digital Colors
(RGB for printed products)

R 51
G 195
B 224

R 35
G 31
B 32