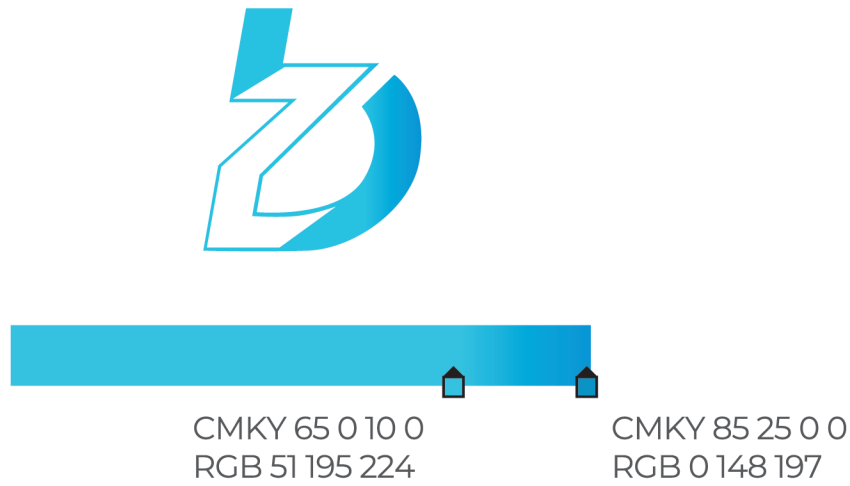


# Brand Colors

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.



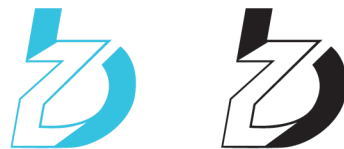
## Solid Print Colors (CMYK for printed products)



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