



LOGO



ICON

## FONT

MADE Waffle Soft

## DARK PALETTE



GRAY 01  
PMS C 4287  
CMYK: 66 / 62 / 55 / 54  
RGB: 69 / 65 / 66  
HEX: 454142



GRAY 02  
PMS C BLACK 7  
CMYK: 63 / 60 / 64 / 65  
RGB: 61 / 57 / 53  
HEX: 3D3935



GRAY 03  
PMS C 4279  
CMYK: 58 / 56 / 44 / 35  
RGB: 90 / 83 / 87  
HEX: 5A5357



TEAL  
PMS C 2212  
CMYK: 67 / 26 / 26 / 13  
RGB: 80 / 133 / 144  
HEX: 508590

## LIGHT PALETTE



LIGHT GRAY 01  
PMS C 4294  
CMYK: 59 / 56 / 43 / 36  
RGB: 87 / 82 / 87  
HEX: 575257



LIGHT GRAY 02  
PMS C 4293  
CMYK: 55 / 54 / 38 / 28  
RGB: 100 / 91 / 100  
HEX: 645B64



LIGHT GRAY 03  
PMS C 4292  
CMYK: 50 / 46 / 38 / 21  
RGB: 113 / 109 / 110  
HEX: 716D6E



TEAL  
PMS C 2212  
CMYK: 67 / 26 / 26 / 13  
RGB: 80 / 133 / 144  
HEX: 508590



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