Colours

Bronze

Caramel

Azure

Pistachio

Coffee

Herb

Chocolate

Citrus

Chilli

White

Cookie

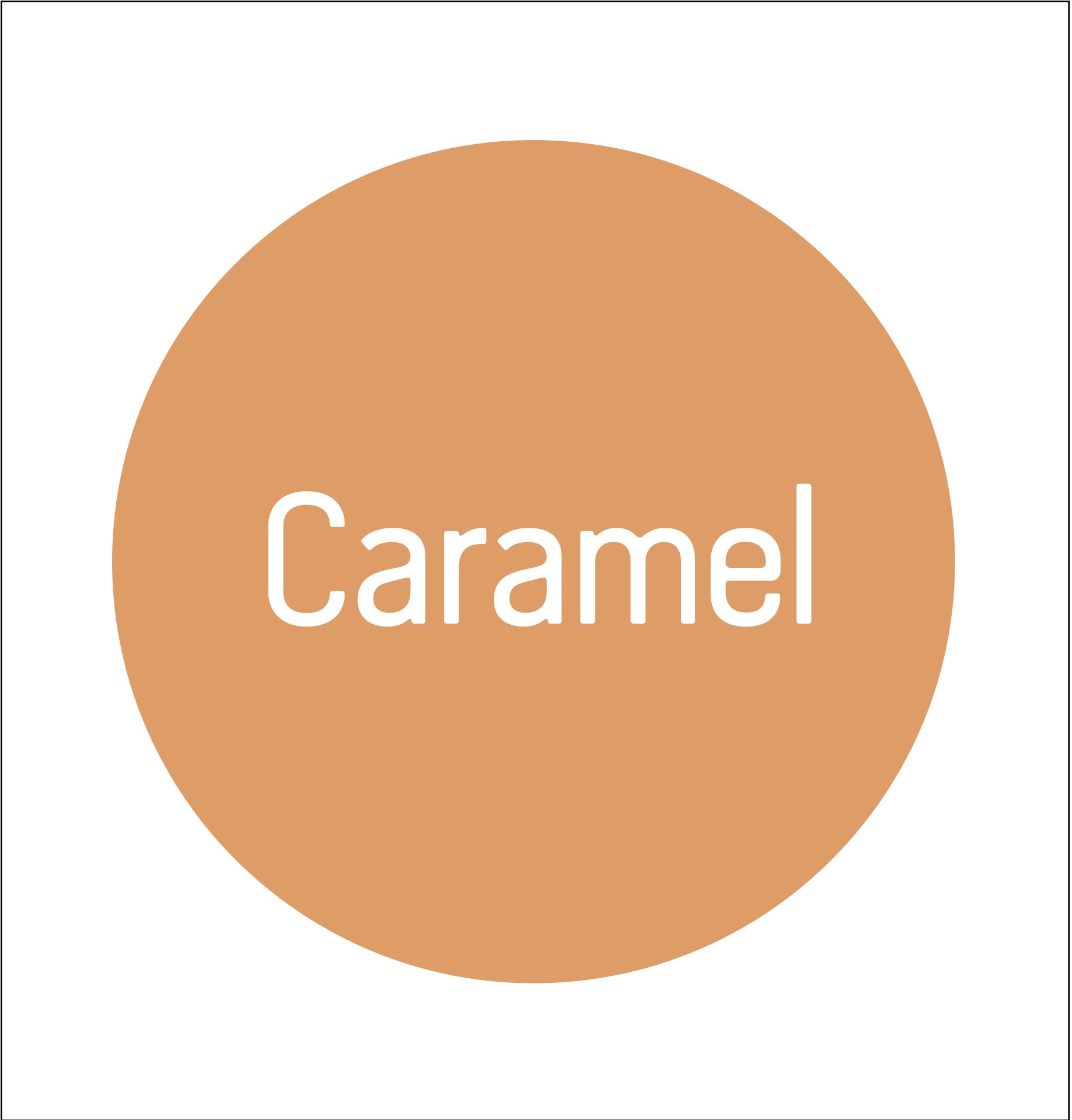Blueberry

Vanilla

Sky

Primary brand colours

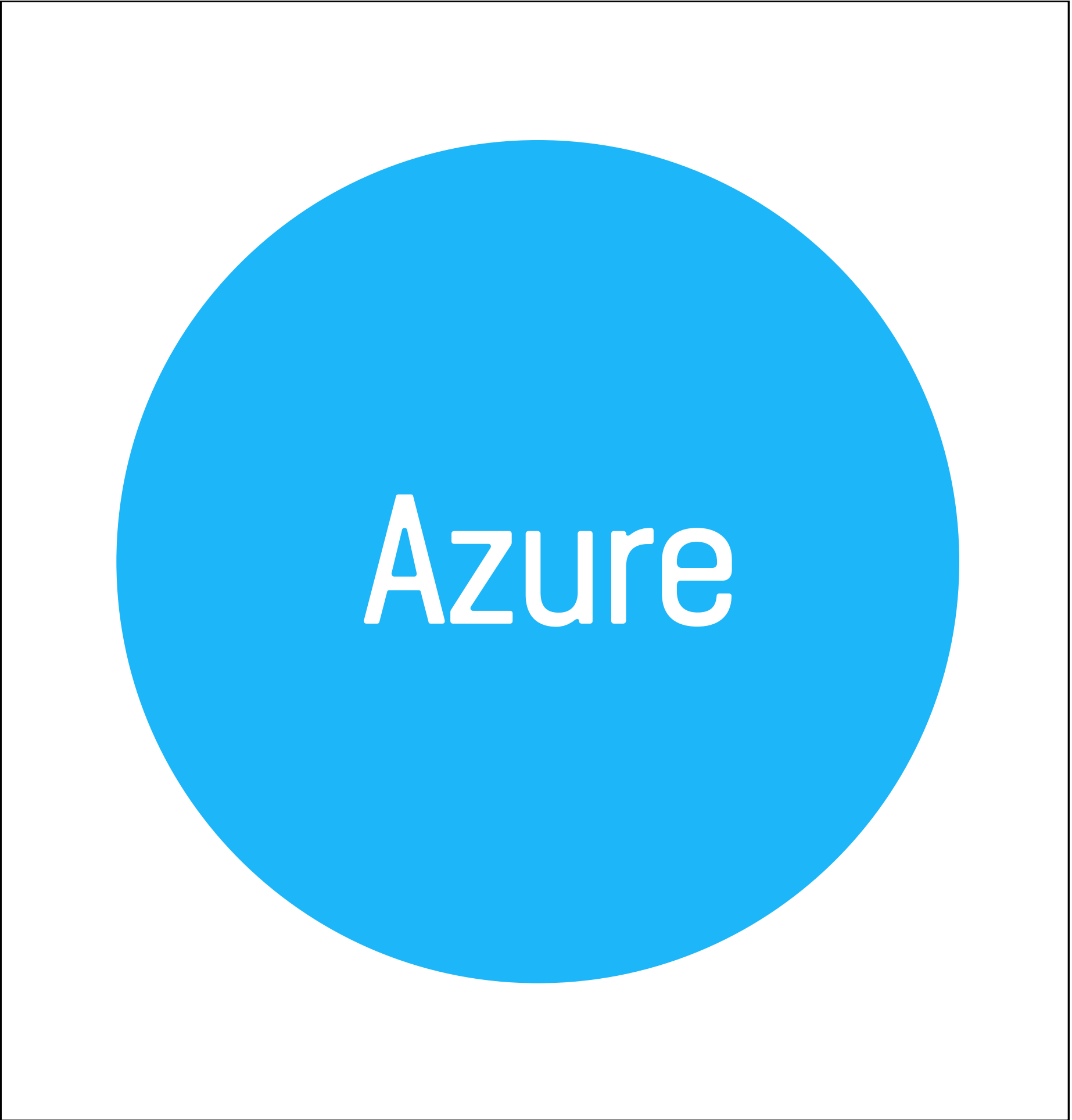Espresso utilises two core brand colours - Caramel and Azure.

Caramel brown represents approachability and hints at the coffee metaphor, while Azure blue adds freshness, contrast and signifies innovation.

Together, they create a harmonious balance of calmness, sophistication, and trustworthiness.

Caramel

Azure

Caramel   Primary colour for Espresso

#DE9E67

rgb(222, 158, 103)

hsl(28, 64, 64)

Pantone 721 C

Azure

#1EB6F8

rgb(30, 182, 248)

hsl(198, 94, 55)
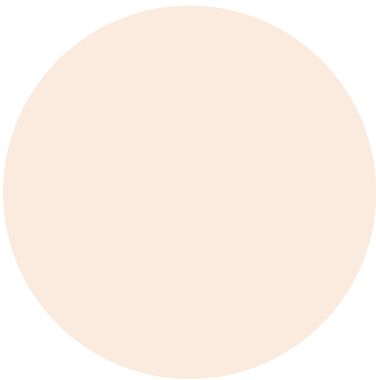
Pantone 2202 C

Espresso

Full colour palette

The Espresso brand's full color palette is a collection of hues that complement Azure and Caramel.

Darker shades and lighter tints of Azure and Caramel create a balanced blend of tone-in-tone palettes.
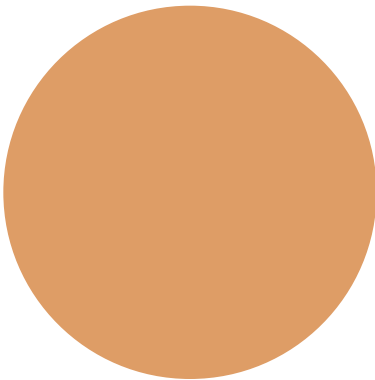
Adding an extra layer of contrast, we introduce Chocolate and Coffee brown, a rich and deep shades that adds depth and sophistication to our visual identity.

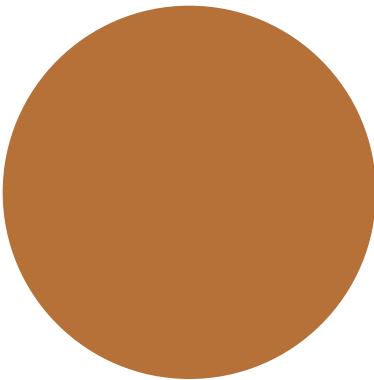To inject a touch of freshness and energy, we have Pistachio and Lime green and bright red Chilli.

By incorporating these additional colors into our brand palette, we achieve a harmonious interplay of tones, allowing for versatility and visual interest.
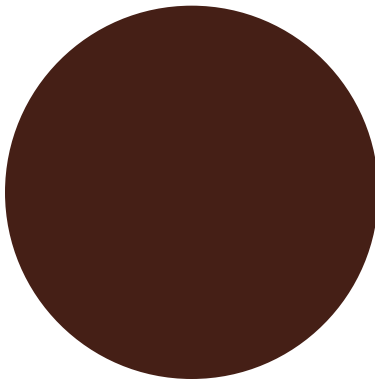
Vanilla
#FCEBDE
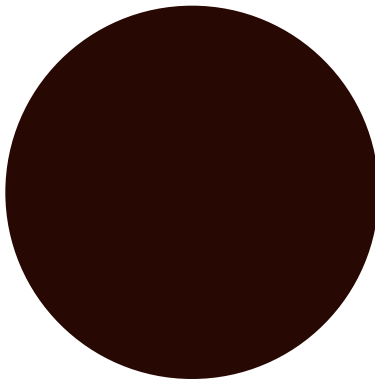rgb(252, 235, 222)
hsl(26, 83, 93)
PMS 726 C

Caramel
#DE9E67
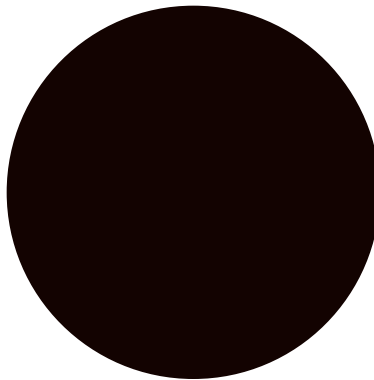rgb(222, 158, 103)
hsl(28, 64, 64)
PMS 721 C

Cookie
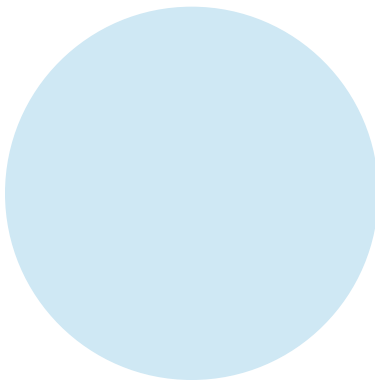#B67237
rgb(182, 114, 55)
hsl(28, 54, 46)
PMS 723 C

Coffee
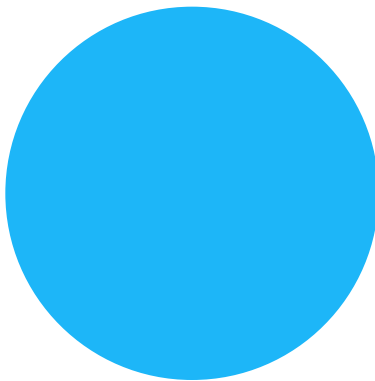#451F17
rgb(69, 31, 23)
hsl(10, 50, 18)
PMS 732 C

Chocolate
#270903
rgb(39, 9, 3)
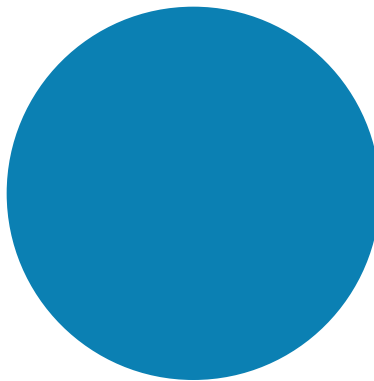hsl(10, 86, 8)
PMS 412 C

Black
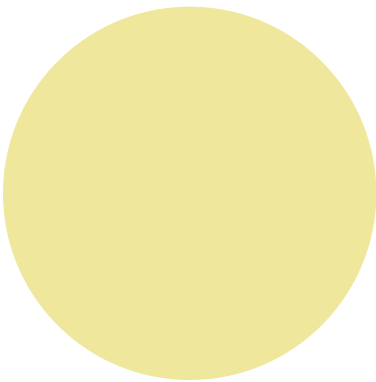#130401
rgb(19, 4, 1)
hsl(10, 90, 55)

Sky
#D0E8F4
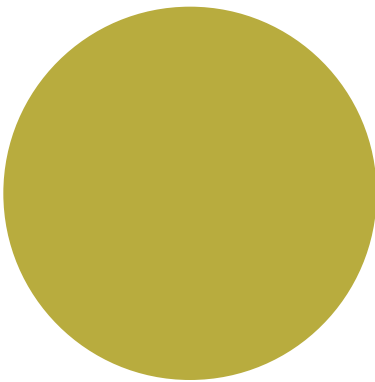rgb(208, 232, 244)
hsl(200, 62, 89)
PMS 290 C

Azure
#1EB6F8
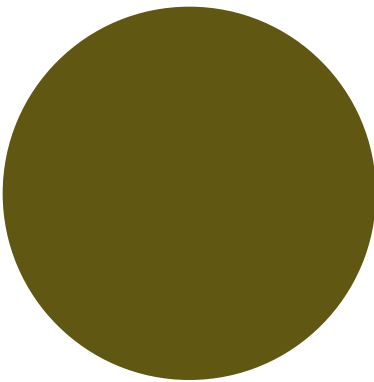rgb(30, 182, 248)
hsl(198, 94, 55)
PMS 2202 C

Blueberry
#0C81B4
rgb(12, 129, 180)
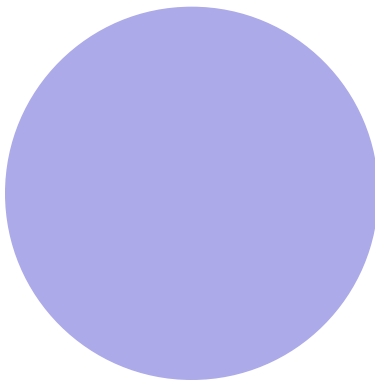hsl(198, 88, 38)
PMS 2185 C

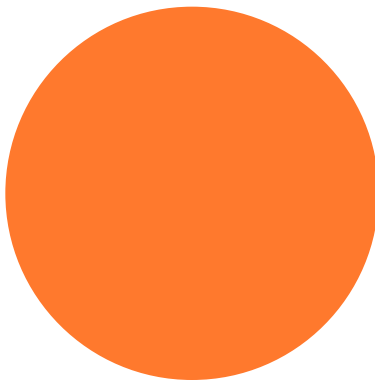**Citrus**
#F0E89D
rgb(240, 232, 157)
hsl(54, 73, 78)
PMS 587 C

Pistachio
#B9AD3E
rgb(185, 173, 62)
hsl(54, 50, 48)
PMS 7744 C

Herb
#605812
rgb(96, 88, 18)
hsl(54, 68, 22)
PMS 5757 C

Lilac
#ACAAE9
rgb(172, 170, 233)
hsl(242, 59 ,79)
PMS 2705 C

Chilli
#FF792E
rgb(255, 121, 46)
hsl(22, 100, 59)
PMS 158 C

White
#FFFFFF
rgb(255, 255, 255)
hsl(0, 0, 100)