



## Logo Versions



Primary

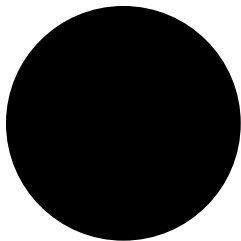
BoldBuy

Wordmark Only



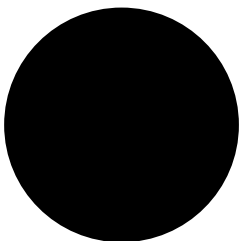
Icon

## Colours



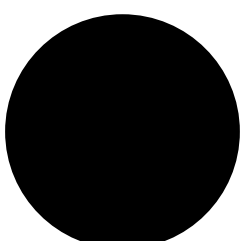
Primary

Hex #000000  
RGB rgb(0,0,0)  
CMYK 0 0 0 100  
Pantone 19-3911



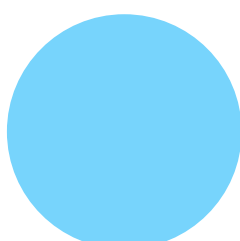
Secondary

Hex #000000  
RGB rgb(0,0,0)  
CMYK 0 0 0 100  
Pantone 19-3911



Accent

Hex #000000  
RGB rgb(0,0,0)  
CMYK 0 0 0 100  
Pantone 19-3911



Background

Hex #77D4FC  
RGB rgb(119,212,252)  
CMYK 53 16 0 1  
Pantone 14-4310

## Typography

Primary  
Alegreya

Aa Bb Cc