**W03 Project Graphical Identity**

**Logo:**

A logo for a rafting company

Description automatically generated

**Colors:**

4 label colors:

Primary-color: #547581

Secondary-color: #514663

Accent1-color: #4D5382

Accent2-color: #658E9C

A color palette of different shades of blue

Description automatically generated

**2 font labels:**

heading-font: “Roboto”, serif;

text-font: Roboto 300

**Color palette URL:** <https://coolors.co/547581-658e9c-4d5382-514663>