

# REPAIR CAFE

## IDENTITY GUIDE

2019

# REPAIR CAFE

VISUAL IDENTITY:  
LOGO

## VISUAL IDENTITY

### LOGO

Behind the logo's seemingly simple exterior is a dynamic system of modules, paralleling the global collective that is the Repair Café. Together the volunteers assemble, disassemble—finding solutions to broken items collaboratively.

Each module has been designed with a specific role within the identity. When assembled correctly, they shape every letter of REPAIR CAFÉ. Available individually rather than as a static typeface, the logo has the capacity to move freely for fluid transitions.

The stencilling is a functional design choice, by slicing through the elements the modules become clean and linear.



# REPAIR CAFE

VISUAL IDENTITY:  
LOGO EDITIONS

## VISUAL IDENTITY

### LOGO EDITIONS

One of the difficulties of designing the identity was finding a way to accommodate every possible way in which it will be tested.

By aligning the logo on the left and stacking it, we provide space for the payoff line, in whatever language or length it may be. We recommend reserving two lined adaptable logos for very long place names, or for cities/towns that have more than one Repair Cafe operating within them.



# REPAIR CAFE

VISUAL IDENTITY:  
TYPOGRAPHY

# VISUAL IDENTITY

## TYPOGRAPHY

### Helvetica Neue

The Helvetica® design is a classic that has stood the test of time – and changed with technological advances in the process. First announced in 1957, Helvetica was re-released in 1983 as the Neue Helvetica® family, with a suite of subtle differences that made a positive impact on the design.

The original design, drawn by Max Miedinger, was released by the Haas Type Foundry of Switzerland, then by Germany-based Stempel (the parent company of Haas) and finally by Mergenthaler Linotype. In 1983, Stempel released Neue Helvetica, a re-working of the design.

Helvetica supports up to 102 different languages such as Urdu, Arabic, Portuguese, Russian, Persian, Turkish, Kurdish (Latin), Dutch, Greek, Kazakh (Latin), Serbian (Latin+ Cyrillic), Czech, Hebrew, Irish, Basque, Icelandic, Luxembourgian, Thai and other scripts.



## VISUAL IDENTITY

### TYPOGRAPHY

#### Helvetica Neue Medium

This is used primarily for emphasising information like titles, subheading and tag-lines. This is often used in combination with capitalisation.

#### Helvetica Neue Regular

Used primarily in body text, recognisable and accessible for everyone, very good for reading.

#### Helvetica Regular

A system font available on every home device, used for the editable text fields in the Starter Kit.

Repair Cafés are free meetings that revolve around (joint) repair. At the location where the Repair Café is held, tools and material are available to perform all possible repairs. On clothing, furniture, electrical appliances, bicycles, toys etc. Expert volunteers are also present, with repair knowledge and skills in all kinds of areas.

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# REPAIR CAFE

VISUAL IDENTITY:  
COLOUR USEAGE

# VISUAL IDENTITY

## COLOUR USAGE

During the design process, the element of ‘play’ consisted of a large part of the research and inspiration. We wanted the Repair Cafe users to feel a sense of freedom and ownership over its identity, which was designed as essentially a toolkit to use wherever and however they feel appropriate.

The colours are a product of this, they have evolved from the previous visual identity into softer, fresher palettes (particularly notable in orange). The new identity also sees the inclusion of a violet (digital only), and multicoloured lettering for energetic way to customise a Cafe. With this extensions, we hope everybody finds something in the identity that they like.

When possible, the white logo is to be used on black or dark backgrounds. Likewise, the black logo should be used on white or light backgrounds. The handmade stencil logo has extremely specific spacing, please try to keep it within it’s original proportioning and sizing as it will be difficult the read if it's warped or pixelated.



## VISUAL IDENTITY

### COLOUR USAGE

The family of colours expand into a secondary palette, created for specific Repair Cafe events, occasions and campaigns. These operate in monochromatic pairs, and can be used as a creative way to separate special initiatives from the regular Cafe events.

A base colour (lighter) accompanies a (darker) shade of the same colour, of which the lines, text, title and graphics are comprised of. This is used together with the Repair logo, in either black or white, to ensure legibility and consistency.

The duo shades are created and maintained as extensional pairs and are not to be mixed together.



# REPAIR CAFE

## VISUAL IDENTITY: COMPOSITION SYSTEM

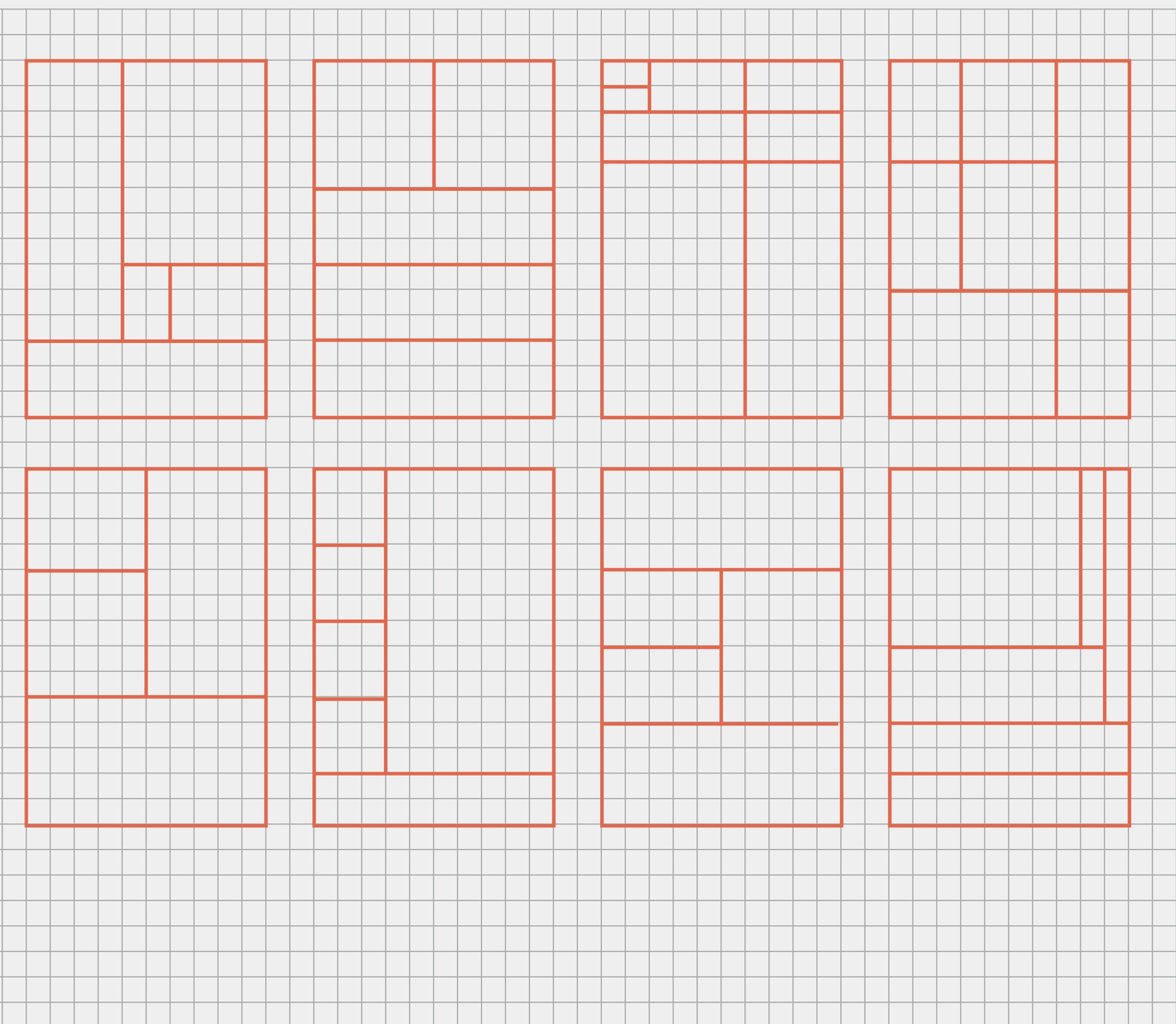
# VISUAL IDENTITY

## COMPOSITION SETTINGS

A clean, modular box system is used as a flexible tool to ensure all Repair Café outputs are cohesive and identifiable.

The rectangles are adjustable in their design and contain various media formats, meaning the grid system can be adapted to all types of outputs including videos, posters and leaflets. This is demonstrated within the starter kit documents.

The user now has an interchangeable, utilitarian design kit, appropriate for all essential Repair Café needs, we hope the users feel empowered to customise their forms for on their own content.



# VISUAL IDENTITY

## COMPOSITION SYSTEM EXAMPLE

# CELEBRATING REPAIR



**10 JAAR  
REPAIR CAFÉ  
18 OKTOBER 2019**

<b>BESLOTEN PROGRAMMA</b>	<b>OPENBAAR PROGRAMMA</b>
SYMPOSIUM theaterzaal 6e verdieping 09.00–12.30	DEMONSTRATIES EN INFORMATIEMARKT 6e verdieping 13.30–16.30
WORKSHOPS/ LEZINGEN 6e verdieping 13.30–16.30	TENTOONSTELLING <b>MOOI STUK!</b> Ode aan de reparatie 1e verdieping 09.00–16.30
<b>KIDS REPAIR CAFÉ</b> 13.30–16.30 jeugdafdeling	

**1E & 6E VERDIEPING**

**START JE EIGEN**

**WIST JE DAT ...**

Er wereldwijd al ongeveer 2.000 Repair Cafés zijn?

Onze vrijwilligers in 35 landen actief zijn?

Wereldwijd meer dan 30.000 vrijwilligers bij de beweging betrokken zijn?

Alle Repair Cafés samen vorig jaar ca. 350.000 voorwerpen hebben gerepareerd?

Ze hiermee honderdduizenden kilo's afval en zelf miljoenen kilo's CO<sub>2</sub>-uitstoot hebben voorkomen?

Zelf iets repareren een ongelooflijk goed gevoel geft?

Daarnaast bevat het startpakket o.m. het nieuwe, frisse Repair Café-logo in diverse formaten, posters, flyers, inschrijfformulieren en zelfs een kant en klaar persbericht om jouw Repair Café aan te kondigen.

Vraag het startpakket aan via [repaircafe.org/starten](http://repaircafe.org/starten).

Veel succes met je eigen Repair Café!

**REPAIR  
CAFÉ**

**CELEBRATING REPAIR  
18 OKTOBER 2019  
OBA AMSTERDAM**

**REPAIR  
CAFÉ**

**ONTMOETING  
TOEKOMST  
SYMPOSIUM  
WORKSHOPS**

# REPAIR CAFÉ

**WEGGOOIEN?  
MOOI NIET!**

**REPAIRCAFE.ORG**

# MOOI STUK! ODE AAN DE REPARATIE

**TENTOONSTELLING**

**18 OKTOBER 2019**

**09:00–16:30  
1E VERDIEPING**

Een gebroken stoel, een handvat dat niet meer uitschuift, een lekkend koffieapparaat, een winkelhaak of een kapot scherm; het zijn van die momenten waar we geregd mee te maken hebben. Ergenis of uitdaging? Afscheid of mogelijkheid? In deze pop-up tentoonstelling staat het avontuur van vijf reparaties centraal.

Luister naar de analyses van de reparateurs en laat je inspireren tot het schrijven van een brief aan je gerepareerde of weggegooiden product.

**16:45–18:00  
Officiële opening met aansluitend borrel voor genodigden.**

**WORKSHOPS**

**PRINSENZAAL 6.6  
13:30–14:15  
WHAT'S INSIDE YOUR PHONE?**

(Engelstalige begeleiding). Workshop iFixit: Leer hoe je smartphone zelf uit elkaar haalt en repareert. Let op: max. 20 deelnemers

**PRINSENZAAL 6.6  
14:45–15:45  
NIEUWE VISIES OP TECNIEKHELENDE**

Lezing en workshop door ontwerper Helene Klijper (bekend van de Woolfiller) waarin ze haar onderzoek en kennis deelt over verschillende traditionele hersteltechnieken, zoals (door)stoppen en de rol van een nieuwe huishoudschool als bijdrage aan een duurzame toekomst. Vandaag beginnen alle gevorderde herstellers, mannen en vrouwen van harte welkom! madetomed.com

**PRINSENZAAL 6.6  
15:45–16:30  
REPAIR & RESEARCH**

Uitwisseling en kennismaking over lopende en komende onderzoeken van onderzoekers aan verschillende universiteiten waarin repareren het Repair Café-circulaire economie centraal staan.

**KEIZERSZAAL 6.5  
13:45–14:30  
DE EUFORIE VAN HET WAARDELLOSE**

Kunstenaar Pavél van Houten houdt zich bezig met waardesystemen in het dagelijks leven. Hij deed onderzoek naar het gebruik van oude en praktijk voor het Repair Café. Hij kwam tot een opmerkelijke ontdekking: wat waardeeloos is, wordt gevierd. In deze interactieve lezing deelt hij hoe zijn vondst tot een project heeft geleid in samenwerking met

**RC het Wisselwase in Almere en wat reparateurs hiermee kunnen doen. pavelvanhouten.nl**

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**lieden die de vrije hand krijgen in het bedenken van alternatieve reparatie en nieuwe functies en betekenis geven aan de objecten? Bekijk deze inspirerende video's van onderzoeker Guy Keulemans en Niklaus Rubenius.**

**DEMONSTRATIES & INFORMATIEMARKT (vervolg)**

**HUMADE**

Maak kennis met twee reparatie-kits bedacht door Lotte Dekker: de New Kintsugi en Remakable. Beide zijn geïnspireerd op de Japanse wijze van zichtbaar repareren door gebruik te maken van goudkleur. Herstel zo gebroken aardewerk of markeer een vlek in je favoriete overhemd alsof die onderdeel overging tot een ontwerp. humade.nl

**RIGHT TO REPAIR**

Producenten die clinkgeluid zijn, een gebrek aan reserverde-onderdelen of technische informatie... wie vandaag een kapot voorwerp wil repareren bost op heel wat hindernissen. De Europees campagne 'Right to Repair' roept producenten en consumenten op om ervoor te zorgen dat producten makkelijk herstelbaar zijn. Het Vlaams Netwerk Bewust Verbruiken presenteert de campagne en laat zien hoe iedereen eraan kan meewerken. bewustverbruiken.be

**PARAPLU-REPARATIE**

#BROKENUMBRELLA Na elke regenbui zie je ze overal weer zielstille staan liggen: kapotte paraplu's. Als symbool van onnodige afwijzing, meent kunstenaar Julia Mandel. Zij maakt een foto van elke gevonden paraplu en start nu een Instagram-account waarop iedereen zo'n foto kan posten. Een stille campagne tegen de wegwerpmaatschappij! #brokenumbrella

**REPAIRLAB**

Studenten van de afdeling DesignLab aan de Rietveld Academie hebben een onderzoeksstab ingericht waar huishoudelijk afval wordt ingezet als materiaal voor deelproducten. Heleen Klijper (bekend van de Woolfiller) presentiert de campagne en laat zien hoe iedereen eraan kan meewerken. bewustverbruiken.be

**START JE EIGEN REPAIR CAFÉ**

ARK heeft een nieuw reparatiesplatform ter wereld, met meer dan 50.000 gratis reparatiehandleidingen voor smartphones en tablets, laptopen en elektronische apparaten. Bezoek de iFixit-tafel in de leefruimte van de reparatieschool van Paris. Hier kan je de eenvoudigste reparaties zelf doen. Voor meer informatie: [ifixit.com](http://ifixit.com)

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**PROVINCIE NOORD-HOLLAND**

De provincie Noord-Holland maakt zich hard voor een duurzame, circulaire samenleving. Beeldmedewerker Joop Klinkhamer laat zien hoe de provincie dat aanpakt.

**18 OKTOBER 2019  
OBA AMSTERDAM  
10 JAAR REPAIR CAFÉ**

**ONTMOETING  
SYMPOSIUM  
TOEKOMST  
WORKSHOPS**

**CELEBRATING  
REPAIR  
CAFÉ**

**Martine Postma en  
Joanna van der Zanden  
Programmamakers  
Celebrating Repair**

# REPAIR CAFE

VISUAL IDENTITY:  
USER APPLICATION

# VISUAL IDENTITY

## USER GUIDE

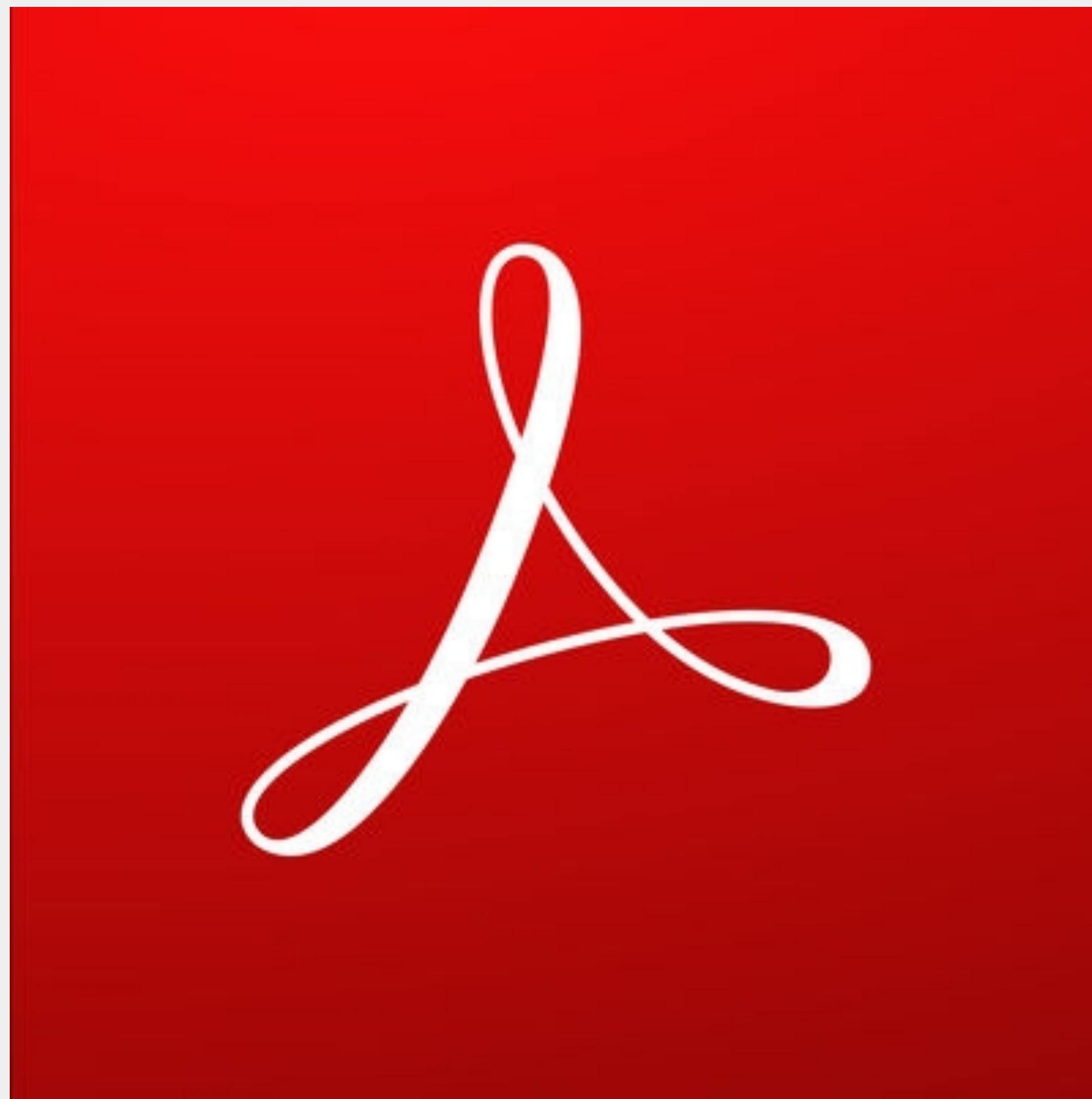
To edit the starter kit, users should download Adobe Acrobat Reader DC (if it isn't already installed). This software is the free global standard for reliably viewing, printing, and commenting on PDF documents.

Once downloaded, Adobe will guide you through installation, it should take around 5 minutes. Once your starter kit is downloaded locally (to your computer) you'll now be able to open, edit and save your starter kit!

Only files in your starter kit ending in .pdf can be edited. Files ending in .png or .jpg are fixed images and are already ready to be used.

To edit a document, click to open, and it should automatically open via Adobe Reader DC. If it isn't automatic, right click the file name, select 'open with' and select the software 'Adobe Acrobat Reader'.

Once you have decided which .pdf file you want to edit and opened it, you're ready to make your changes.



<https://get.adobe.com/uk/reader/>

## VISUAL IDENTITY

### ADDING TEXT

If you'd like to add text, click on the clearly marked, purple text boxes supplied within one or more of the module boxes.

The typeface, colour, size and location of these text fields are fixed. This is to ensure all Cafe's around the world look similar and are easily recognisable, no matter what content is on the file is or what language is used.

If you have too little or too much text, most file types are supplied with more than one of format, with different sized text boxes for varied text lengths.

Something missing from your kit?

The practical Starter Kit is a flexible collection of communication tools that can be adjusted to your specific community. We'd love to have your feedback on suggested formats to help you expand your Repair Cafe.



## VISUAL IDENTITY

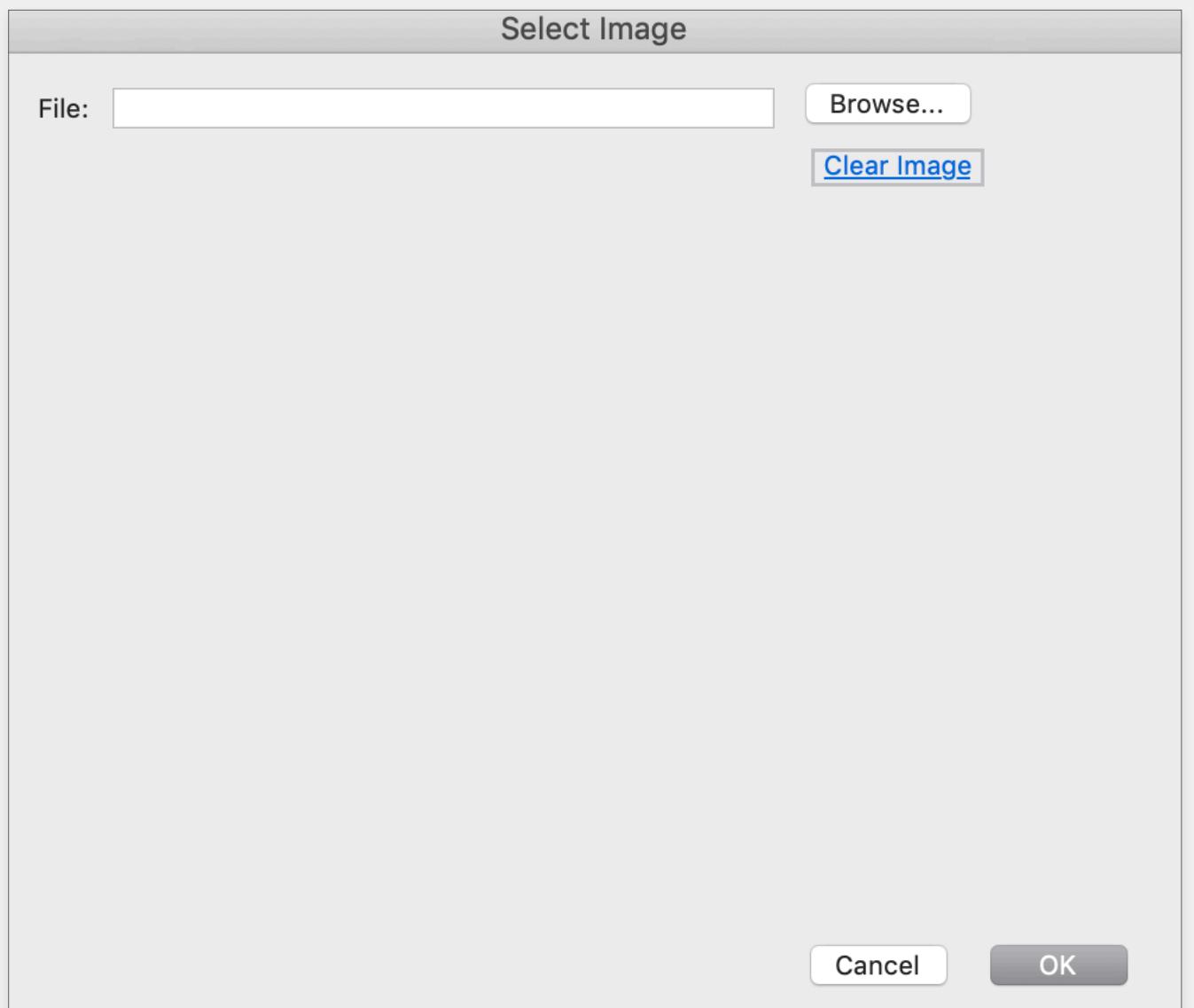
### ADDING AN IMAGE

Once your .pdf form is opened in Adobe Reader DC, select the blank module you wish to add an image to, a drop down menu should appear, and will prompt you to upload an image from your device. Adobe Reader (Windows/Mac) can only import PDF, JPEG, TIFF, GIF and BMP images.

Note that images will work best on your file if their proportions match the module size, for example, if you want to add an image to a square module, it is recommended to use a square image.

To insure that your images fit their modules perfectly, remain un-cropped and/or have no white border surrounding the image, proportions of the module boxes your images will sit in have been supplied on page 18.

This is only a suggestion, Cafe's have the freedom to decide what how they customise their own documents.



# VISUAL IDENTITY

## RESIZING AN IMAGE

### Windows

Open Windows Photo Gallery.  
Click "Edit," from the Properties group.  
Click "Resize."  
Click the "Custom" option from the list and enter the new values for width and height.  
Click "Resize & Save" to overwrite the original file.

### Mac

Open the Preview app on your Mac.  
Click the Markup Toolbar button.  
Click the Adjust Size button.  
Enter new values for width and height.  
Select "Scale proportionally."  
Deselect "Resample image" before changing the width or height.  
Save the image to overwrite the original file.

We also recommend doing this online, with websites ([picresize.com](http://picresize.com), [simpleimageresizer.com](http://simpleimageresizer.com)) offering free services to upload resize or crop your image.

Announcement poster

01_A3	117mm x 117mm	442px x 442px
01_A4	56mm x 56mm	211.5px x 211.5px
02_A3	271mm x 117mm	1024px x 211.5px
02_A4	129mm x 55.5mm	487px x 210px
03_A3	117mm x 117mm	442px x 442px
03_A4	56mm x 56mm	211.5px x 211.5px
04_A3	67.5mm x 66.5mm	255px x 250px
04_A4	32.5mm x 32mm	123px x 212px

Piggy Bank Poster

01_A3	135mm x 132mm	510px x 510px
01_A4	90.5mm x 90.5mm	342px x 342px
02_A3	135.5mm x 132mm	512px x 499px
02_A4	92mm x 91mm	348px x 344px
03_A3	271mm x 271mm	1024px x 1024px
03_A4	184mm x 184mm	695px x 695px

Posters Basic

A3	272mm x 333.5mm	1028px x 1260px
A4	184mm x 230mm	695px x 890px

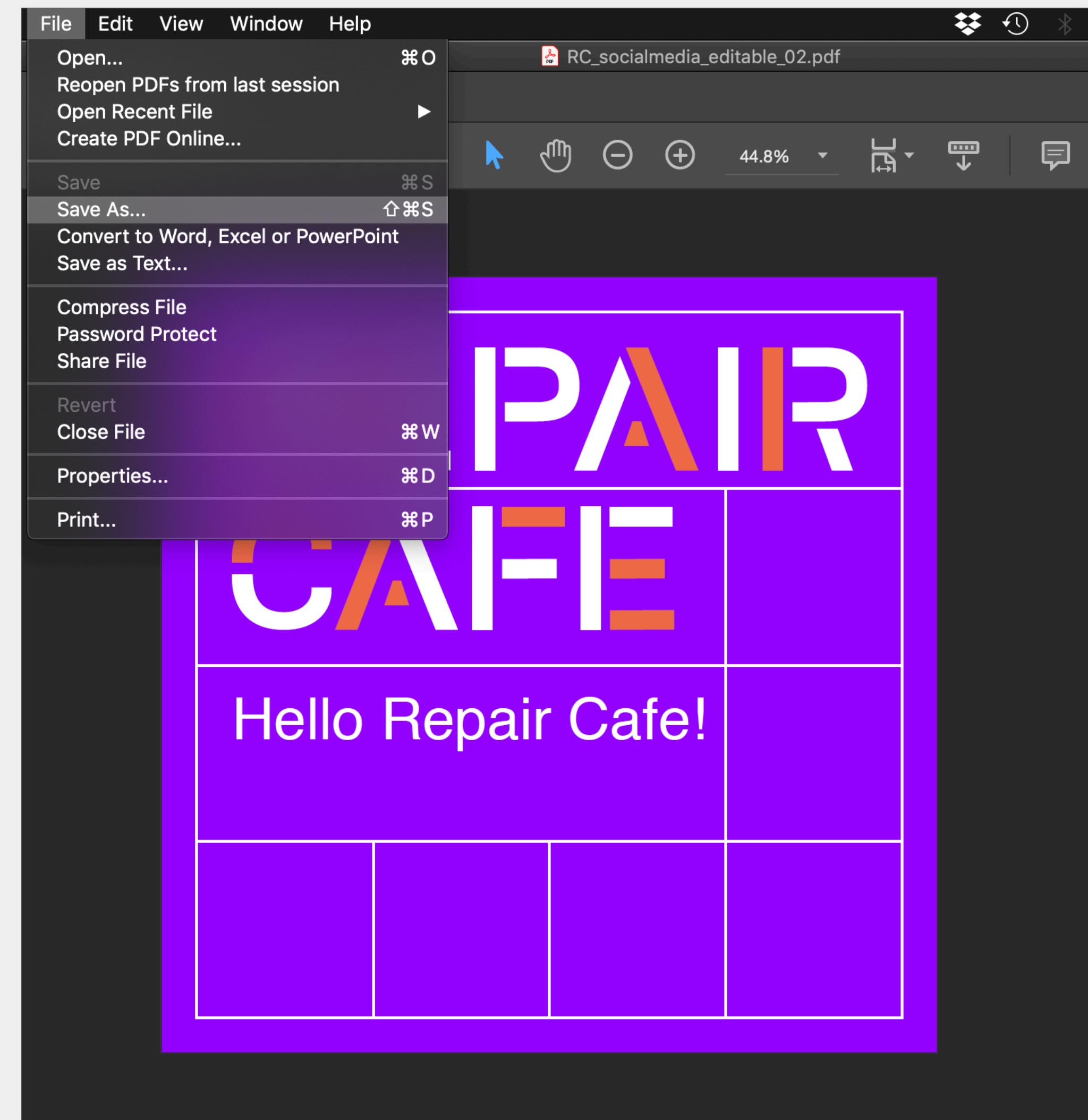
## VISUAL IDENTITY

### SAVE, SEND + PRINT YOUR FILE

Once you've completed your form, click file, and then print. All files are set up and are printer friendly, and in with A4 or A3 format (normal library printer sizes). If you'd like save your edited file (if using Adobe Reader DC free version) only text will be saved. Only with Adobe Reader DC Pro can you save and send the full file. If you'd like to save your file, remember the .pdf can always be edited, so if you'd like to keep a copy of your new file, create a new file name for your file.

When saving and/or exporting editable social media files, note that some websites will only allow you to upload TIFF, PNG and JPG files and not .pdf. This option (for Adobe Reader DC Pro users) can be found when you click file > export > and select the file type from the dropdown menu.

(For Adobe Reader DC Free users) save your file as a regular .pdf and upload it to a free website, this will convert it into an image to use online (suggested: [smallpdf.com/pdf-to-jpg](http://smallpdf.com/pdf-to-jpg), [pdftoimage.com](http://pdftoimage.com)).



## VISUAL IDENTITY

### GOING PRO

Some features are not available with the free version of Adobe Reader DC. Paying for a monthly Adobe Reader DC Pro licence is completely optional, users without this software can still edit and print their Repair Cafe Starter Kit with the free version. Prices vary based on the users location or seasonal promotional offers. Most Repair Cafe's will not need these features, but for Cafe's wanting specific functional features, packages start from around €18,14 per month (October 2019 pricing).

These features include the ability to-

1. Create PDFs and export to Word, Excel, or PowerPoint
2. Easily create, fill, sign, and send forms
3. Share PDFs for viewing, reviewing, signing, and track activity
4. Compare two versions of a PDF to review all differences
5. Take advantage of advanced mobile editing features



[https://acrobat.adobe.com/nl/nl/  
acrobat/pricing.html](https://acrobat.adobe.com/nl/nl/acrobat/pricing.html)

## VISUAL IDENTITY

### CAMPAIGN EDITIONS

We have created a series of editable social media files for users to advertise special events, Repair Cafe initiatives, specialised media. There are a large selection of formats supplied within the starter kits, including facebook cover photos, insatgram posts and profile picture icons.

Text boxes are fixed and limited to short pieces of essential information like, dates, locations and times. We recommend adding longer informational texts within the post captions, this makes the posts more concise and readable, whilst also keeping the overall visual language more consistent.

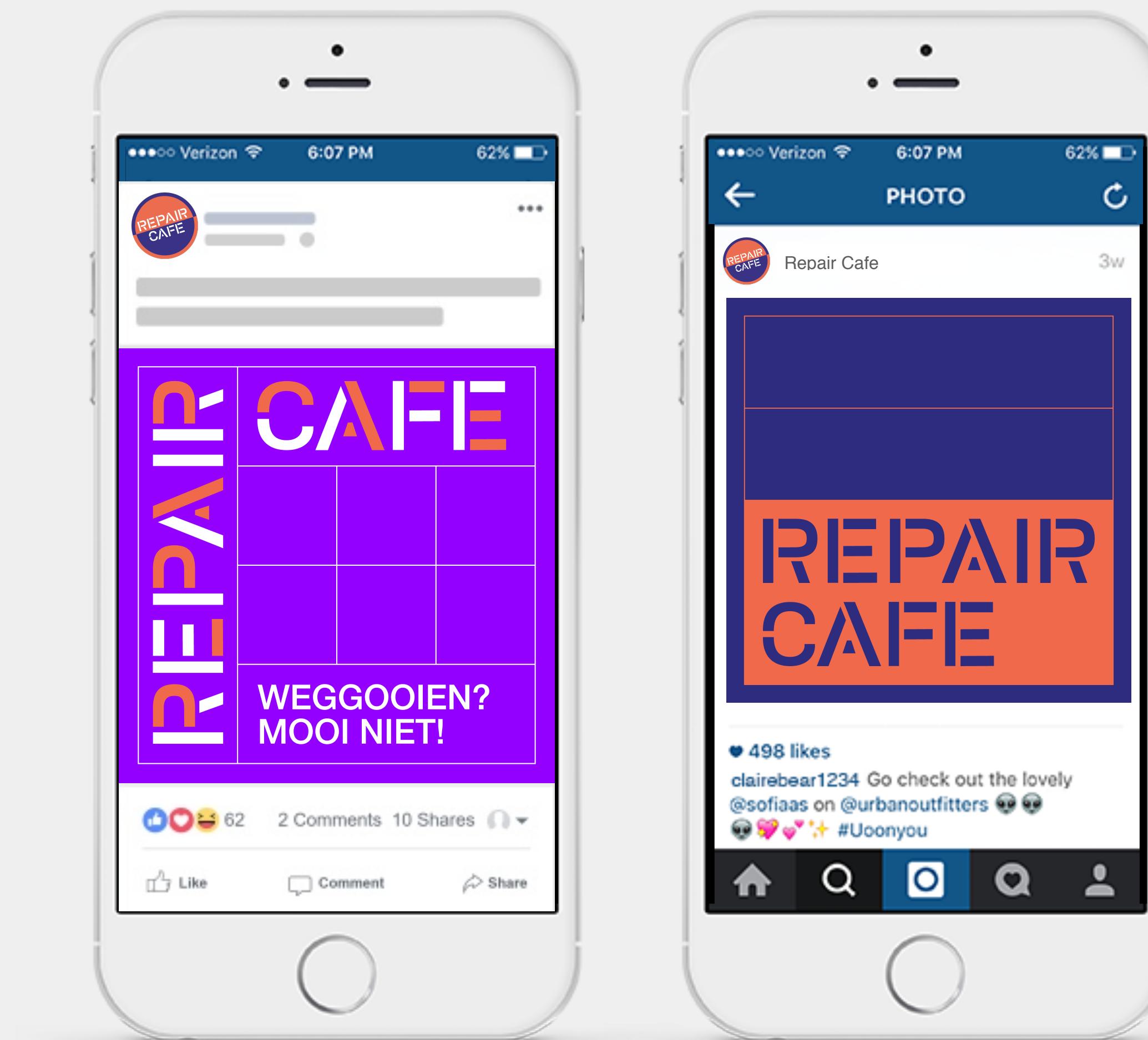


## VISUAL IDENTITY

### CAMPAIGN EDITIONS

Repair Cafe's are encouraged to use their own photos in combination with the editable social media files to create considered, useful posts. This insures visual communication is consistent and easily recognisable.

Promotional posts should however, remain authentic and playful, it's important that readers don't feel overly influenced by the design, but focus on the content itself.



# REPAIR CAFE

VISUAL IDENTITY:  
COLOUR REFERENCES

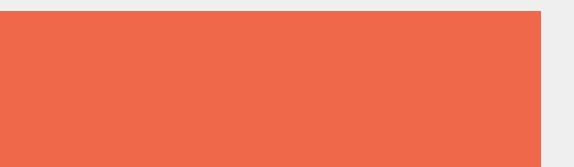
# VISUAL IDENTITY

## SECONDARY COLOUR REFERENCES

DIGITAL PURPLE



PRINT ORANGE



PRINT BLUE



### PANTONE C/U

For screen printing

7416 C

7416 U

287 C

287 U

### 4C/Euroscale

For Offset printing

C: 1

M: 71

Y: 71

K: 0

C: 100

M: 96

Y: 9

K: 1

### RGB

For Screen, TV and web use

R: 149

G: 0

B: 255

R: 239

G: 105

B: 74

R: 46

G: 44

B: 126

### # Hex-colour

# 9300FF

# EF694A

# 2e2c7e

# VISUAL IDENTITY

## SECONDARY COLOUR REFERENCES



**PANTONE C/U**  
For screen printing

660 C  
660 U

288 C  
288 U

555 C  
555 U

3435 C  
3435 U

**4C/Euroscale**  
For Offset printing

C: 76  
M: 35  
Y: 0  
K: 26

C: 65  
M: 61  
Y: 0  
K: 51

C: 59  
M: 0  
Y: 25  
K: 54

C: 56  
M: 0  
Y: 47  
K: 78

**RGB**  
For Screen, TV and web use

R: 45  
G: 122  
B: 188

R: 43  
G: 48  
B: 124

R: 48  
G: 118  
B: 89

R: 24  
G: 55  
B: 29

# Hex-colour

# 2d7abc

# 2b307c

# 307659

# 18371d

# VISUAL IDENTITY

## SECONDARY COLOUR REFERENCES



PANTONE C/U

For screen printing

190 C

190 U

234 C

234 U

0631 C

0631 U

2607 C

2607 U

4C/Euroscale

For Offset printing

C: 0

M: 69

Y: 15

K: 0

C: 0

M: 97

Y: 44

K: 27

C: 14

M: 36

Y: 0

K: 14

C: 34

M: 81

Y: 0

K: 44

RGB

For Screen, TV and web use

R: 244

G: 113

B: 152

R: 185

G: 6

B: 104

R: 189

G: 140

B: 220

R: 95

G: 27

B: 143

# Hex-colour

# f47198

# b90667

# bd8cdc

# 5e1b8f

# VISUAL IDENTITY

## SECONDARY COLOUR REFERENCES



### PANTONE C/U

For screen printing

877 C

877 U

7540 C

7540 U

7401 C

7401 U

1365 C

1365 U

### 4C/Euroscale

For Offset printing

C: 0

M: 0

Y: 0

K: 46

C: 0

M: 0

Y: 0

K: 71

C: 0

M: 9

Y: 37

K: 0

C: 0

M: 35

Y: 72

K: 5

### RGB

For Screen, TV and web use

R: 138

G: 138

B: 138

R: 74

G: 74

B: 74

R: 255

G: 231

B: 161

R: 243

G: 159

B: 69

### # Hex-colour

# 8a8a8a

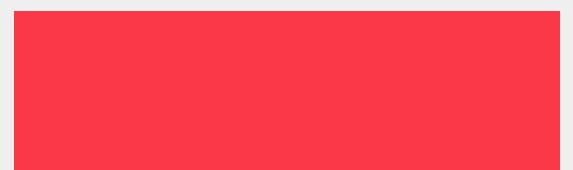
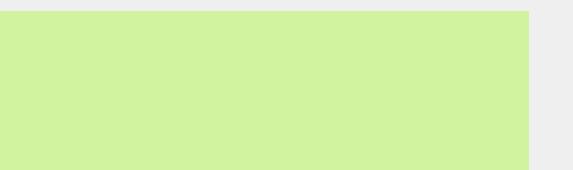
# 4a4a4a

# ffe7a1

# f39f45

# VISUAL IDENTITY

## SECONDARY COLOUR REFERENCES



### PANTONE C/U

For screen printing

579 C

579 U

5773 C

5773 U

1785 C

1785 U

7420 C

7420 U

### 4C/Euroscale

For Offset printing

C: 8

M: 0

Y: 28

K: 12

C: 17

M: 0

Y: 38

K: 36

C: 0

M: 73

Y: 66

K: 9

C: 0

M: 81

Y: 64

K: 41

### RGB

For Screen, TV and web use

R: 207

G: 225

B: 163

R: 135

G: 162

B: 100

R: 232

G: 63

B: 80

R: 151

G: 28

B: 55

### # Hex-colour

# cfe1a3

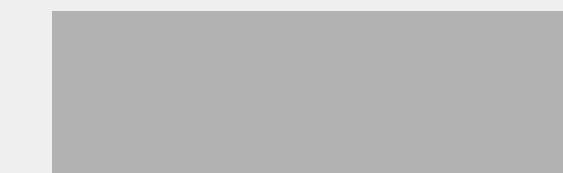
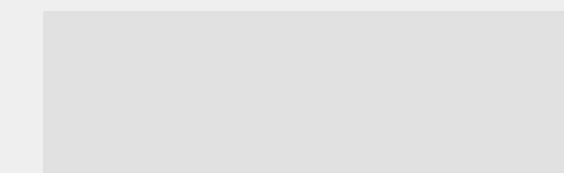
# 87a264

# e83f4f

# 971c37

# VISUAL IDENTITY

## SECONDARY COLOUR REFERENCES



**PANTONE C/U**  
For screen printing

115 C  
115 U

7555 C  
7555 U

COOLGRAY 1C  
COOLGRAY 1U

COOLGRAY 5C  
COOLGRAY 5U

**4C/Euroscale**  
For Offset printing

C: 0  
M: 9  
Y: 80  
K: 2

C: 0  
M: 21  
Y: 85  
K: 17

C: 0  
M: 0  
Y: 0  
K: 12

C: 0  
M: 0  
Y: 0  
K: 30

**RGB**  
For Screen, TV and web use

R: 251  
G: 228  
B: 50

R: 211  
G: 166  
B: 31

R: 225  
G: 255  
B: 225

R: 178  
G: 178  
B: 178

# Hex-colour

# fbe232

# d3a61f

# e1e1e1

# b2b2b2