

Proposal for Promotional Icons

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Web version
currently used on
hpshopping.com

Rough candidates for print version of promotional icons.
The examples below show some of the variations
possible within the HP OOV color palette.



HP OOV Action Advertising Print Color Palette

Dominant colors

HP Dark Red
PMS 704 cv
0c 90m 72y 29k

HP Magenta
PMS 214 cv
0c 100m 34y 8k

HP Orange
PMS 158 cv
0c 61m 97y 0k

HP Yellow
PMS 130 cv
0c 30m 100y 0k

HP Brown
PMS Warm Gray 10 cv
0c 14m 28y 55k

HP Green
PMS 376 cv
50c 0m 100y 0k

HP Dark Green
PMS 5477 cv
55c 0m 27y 73k

HP Dark Blue
PMS 289 cv
100c 64m 0y 60k

HP Medium Blue
PMS 640 cv
100c 0m 0y 22k

HP Light Blue
PMS 311 cv
63c 0m 12y 0k

Supporting neutral colors

HP Black
PMS Process Black cv
0c 0m 0y 100k

HP Dark Gray
PMS Cool Gray 9 cv
0c 0m 0y 65k

HP Medium Gray
PMS Cool Gray 5 cv
0c 0m 0y 34k

HP Light Gray
PMS Cool Gray 2 cv
0c 0m 0y 11k