



***CALI WRAP***

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## COLOR PALETTE

The primary color palette was inspired by car racing. The strong color red reflects passionate, speedy and racing. Black and white tend to be simple and soft that will draw audience into a simple reading mind. The secondary colors are a bit colorful for other use, and the orange representing success and encouragement. Orange is also a very hot color to the human eyes, so it gives the sensation of heat.

### PRIMARY COLORS



PMS White  
CMYK 0, 0, 0, 0  
HEX: #ffffff



PMS 532 C  
CMYK 96, 92, 46, 60  
HEX: #111233



PMS 201C  
CMYK 21, 100, 100, 15  
HEX

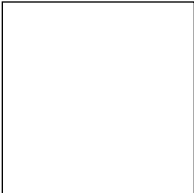
### SECONDARY COLORS



PMS 021C  
CMYK 0, 49, 98, 0  
HEX: #ff8205



PMS Process Black C  
CMYK 0, 0, 0, 100  
HEX: #000000



PMS White  
CMYK 0, 0, 0, 0  
HEX: #ffffff

## TYPOGRAPHY

The selected type family that gives Cali Wrap a racing, simple, and movements. A racing typeface, spy agency is great for Communicate with car racing people. It says “approachable” and “straightforward,” and it conveys Cali Wrap and is read as car racing related feel.

***SPY AGENCY EXPANDED ITALIC***

***ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789***