ZINC

01 color systems

02 logo + marks

03 typography
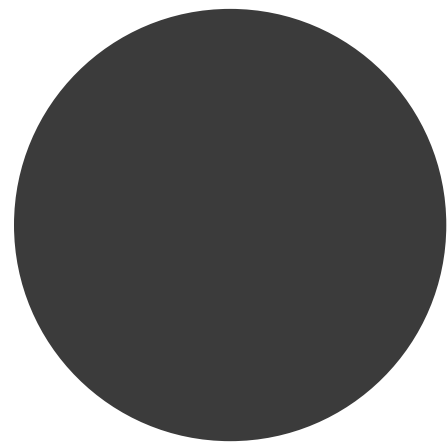
04 iconography

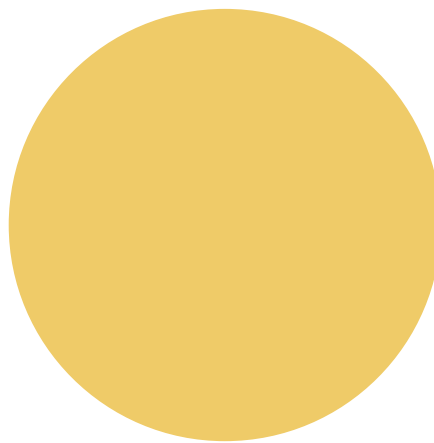**05** www + mobile

SECTION 01
COLOR SYSTEMS

The palette consists of three colors. The primary color is a dandelion yellow with hints of orange, which compliment the simplicity of the two neutral colors. A consistent consideration towards maintenance of these colors will create a unified brand across all communications.
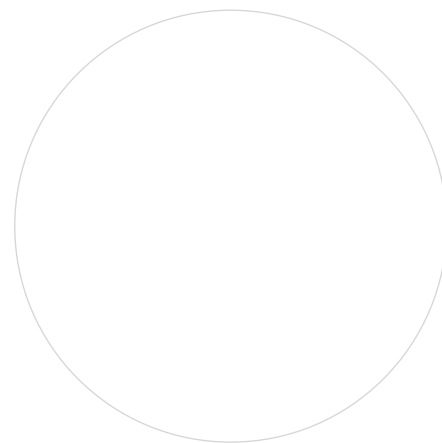
PRIMARY COLOR PALETTE

CHARCOAL

Hex: #3A3A3A
RGB: (58, 58, 58)
CMYK: (0, 0, 0, 0.77)
Web Safe Color: #333333

DANDELION

Hex: #EFCB68
RGB: (239, 203, 104)
CMYK: (0, 0.15, 0.56, 0.06)
Web Safe Color: #FFCC66

WHITE

Hex: #FFFFFF
RGB: (255, 255, 255)
CMYK: (0, 0, 0, 0)
Web Safe Color: #FFFFFF

GRADIENT

COLOR TINTS

A color *tint* is the mixture of a color with white, increasing its lightness. These colors should be used where the full saturation color would be too strong or distracting.

#3A3A3A	#616161	#888888	#B0B0B0	#D7D7D7	#FFFFFF
#EFCB68	#F2D586	#F5DFA4	#F8EAC2	#FBF4E0	#FFFFFF
#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF

COLOR SHADES

A color *shade* is the mixture of a color with black, increasing its darkness. These colors should be used rarely and with caution. It may cause distraction or confustion from the main color palette.

#3A3A3A	#343434	#2E2E2E	#282828	#222222	#1D1D1D
#EFCB68	#D7B65D	#BFA253	#A78E48	#8F793E	#776534
#FFFFFF	#E5E5E5	#CCCCCC	#B2B2B2	#999999	#7F7F7F