



My brand has a very natural feeling to it, which is why my brand colors draw inspiration from the natural earth. The beige, chocolate, and olive colors help convey a sense of stability and natural beauty, a theme that ties in well to my brand of “capturing the magic in the everyday”.

My secondary colors, the blue, red and moss colors, are meant to compliment the natural colors of my brand. They some excitement and energy to my overall brand.

COLOR



Secondary Colors:

Blue:
#A3B5BD
RGB: (163, 181, 189)
CMYK: (14, 4, 0, 26)

Red:
#CA7565
RGB: (202, 117, 101)
CMYK: (0, 42, 50, 21)

Moss:
#36382E
RGB: (54, 56, 46)
CMYK: (4, 0, 18, 78)

Primary colors:

Beige: #FEE6D5
RGB: (254, 230, 214)
CMYK: (0, 10, 14, 0)

Chocolate: #2B211D
RGB: (43, 33, 29)
CMYK: (63, 67, 69, 73)

Olive: #6F7059
RGB: (111, 112, 89)
CMYK: (55, 44, 66, 20)