The Color Pallete

03

Color is a very important element in the formulation of our projects, but, as we do with typefaces, we have limited and articulated our palette to express the message in the clearest and most understandable way.

Our brand's Color Pallete includes: Primary Color (Dark Gray / Dark Purple) and Secondary Color (Lime Green / Charcoal Brown).

There are times for strong primary colors and times for subtle pastel colors; there are times for just black and white; and times where rich browns and hearty colors work more appropriately to the task at hand.

In order to choose colors by knowing how effective it can be to use the right color at the right time, we have set up our own Color Usage. Our new Color Usage pairs in a *low-key* way, unexpected ways. Color is low-contrast and natural—especially when it comes to the new application, which can change based on the situation.

Primary Color

PANTONE 669 C (90%)
pizza4ps-dark-purple

#503D66

C—76%
M—82%
Y—34%
K—21%

BLACK 6 C (50%)
pizza4ps-black

#666a70

C—62%
M—51%
Y—45%
K—16%

Secondary Color

PANTONE 411 C
pizza4ps-charcoal-brown

#5f504d

C—56%
M—60%
Y—58%
K—34%

PANTONE 390 C
pizza4ps-lime-green

#b4bd00

C—35%
M—12%
Y—100%
K—00%

04

The Color Usage

Primary Color Usage

primary-sunrise-black

primary-sunrise-purple

primary-sunset-black

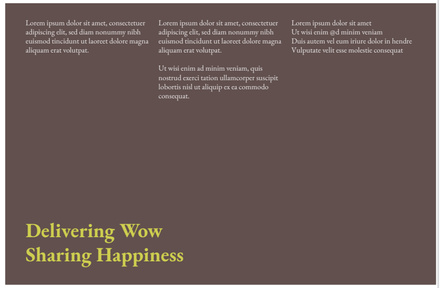
primary-sunset-purple

Secondary Color Usage

secondary-sunrise-charcoal

secondary-sunrise-lime

secondary-sunset-charcoal



secondary-sunset-lime

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