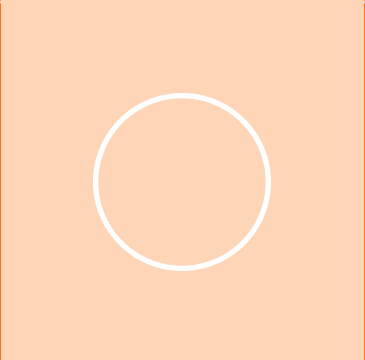
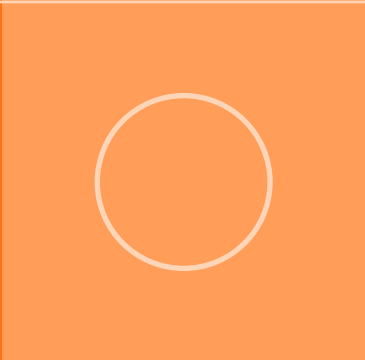
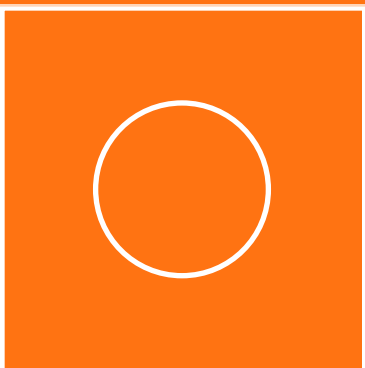
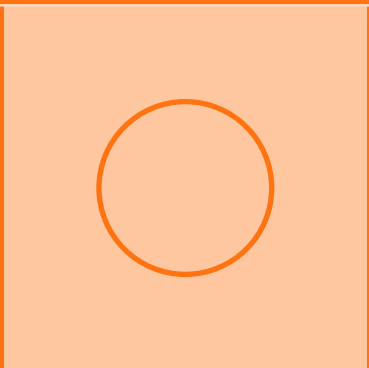




Colour Palette



Vibrant

Colour

Bob Shop

Brand Guide



Tints





Bob Shop’s colour palette consists of Primary colours with their respective Secondary tints. The simplicity of our colour palette assists in creating recognisable, clear and powerful visuals.

PRIMARY

Indigo

PANTONE 273C
CMYK: 98.100.7.33
RGB: 30.5.91
Hex #1e055b

PRIMARY

Tangerine

PANTONE 1505C
CMYK: 0.67.99.0
RGB: 255.115.18
Hex #ff7212

SECONDARY TINTS

**Tangerine
70% Tint**

Hex #ff9c59

**Tangerine
40% Tint**

Hex #ffc7a0

**Tangerine
20% Tint**

Hex #ffe3d0

PRIMARY

Grey

PANTONE Cool Gray 11C
CMYK: 0.0.0.90
RGB: 59.59.59
Hex #3b3b3b

SECONDARY TINTS

**Grey
70% Tint**

Hex #767676

**Grey
40% Tint**

Hex #b1b1b1

**Grey
20% Tint**

Hex #d8d8d8