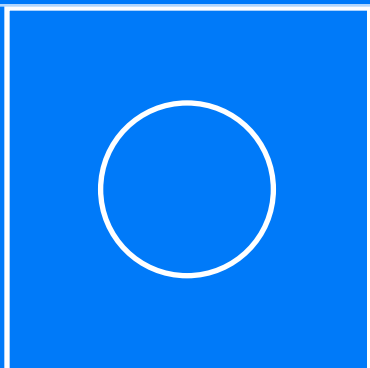
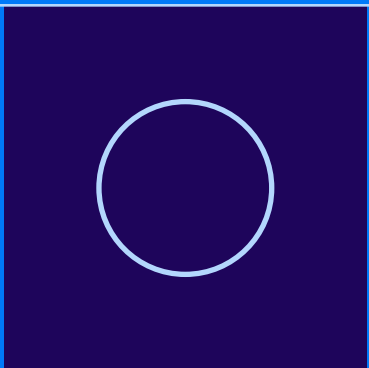




Colour Palette



Vibrant

Colour

Bob Pay

Brand Guide



Tints



Bob Pay’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

Blue

PANTONE 219C
CMYK: 90.55.0.0
RGB: 0.122.249
Hex #007af9

SECONDARY TINTS

**Blue
70% Tint**

Hex #4ca2fb

**Blue
40% Tint**

Hex #99cafd

**Blue
20% Tint**

Hex #cce4fe

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