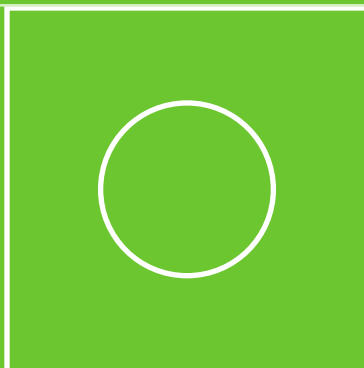
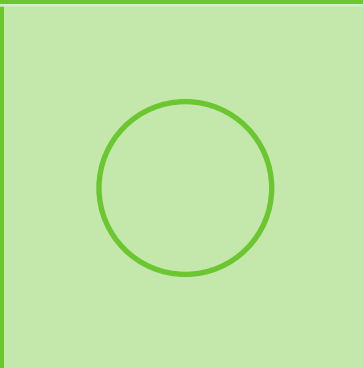
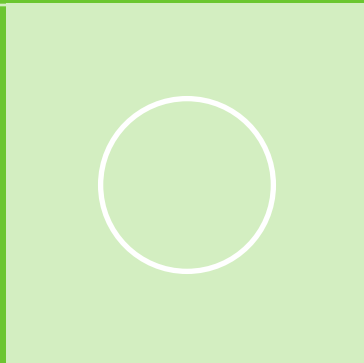
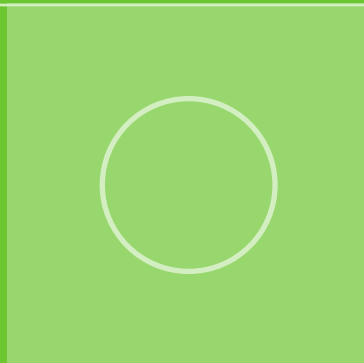




Colour Palette



Vibrant



Bob Box

Colour

Brand Guide



Tints



Bob Box’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

Green

PANTONE 361C
CMYK: 63.0.99.0
RGB: 107.198.48
Hex #6bc630

SECONDARY TINTS

**Green
70% Tint**

Hex #97d76e

**Green
40% Tint**

Hex #c4e8ac

**Green
20% Tint**

Hex #e1f4d6

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