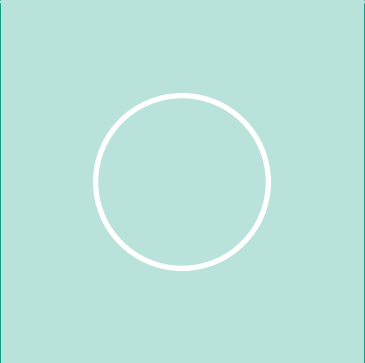
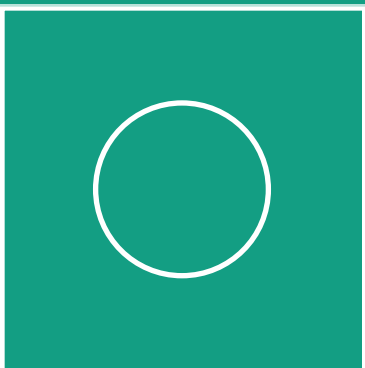
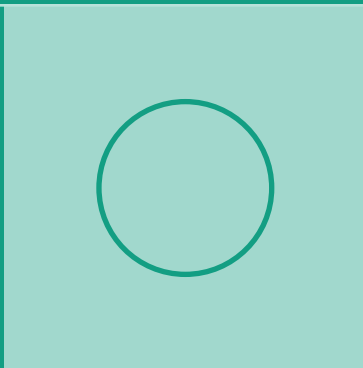




Colour Palette



Vibrant

Colour

Bob Go

Brand Guide



Tints





Bob Go’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

Teal

PANTONE 3275C
CMYK: 77.6.55.7
RGB: 19.158.131
Hex #139e83

SECONDARY TINTS

**Teal
70% Tint**

Hex #5abba8

**Teal
40% Tint**

Hex #a1d8cd

**Teal
20% Tint**

Hex #d0ece6

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