



COLOR






CORE PALETTE AND ACCENTS

Our main color palette is based in earthy pastels, with pops of bright accents throughout. This can be used for the logo, headlines, and other design accents, but be mindful in how much color is in use so as not to distract the eye from the human-centric photography and design elements.

Primary Color Palette

				
DEEP SAND #BC704D	CITRINE #D3BD75	BLUEGREEN #0D7C72	SKY #DBF0F4	OCEANIC #1F3B6A

Nude Color Palette

				
EBONY #5B3C31	TAN #BCA98F	IVORY #C6BDAB	BLUSH #D4A190	PEACH #DEC3BF