AUTOADDY

Color Swatches

LOGO

Logo Green
#00F828
RGB 0 248 40
C70 M0 Y100 K0
PMS 802 C

Logo Gray
#606060
RGB 96 96 96
C0 M0 Y0 K75
PMS Cool Gray 10 C

PRODUCT

Product Green
#42FF88
RGB 66 255 136
C55 M0 Y65 K0
PMS 7479 C

Ink
#0B0E14
RGB 11 14 20
C75 M65 Y55 K85
PMS Black 6 C

Surface
#111620
RGB 17 22 32
C75 M60 Y45 K80
PMS 433 C

Muted
#8A94A6
RGB 138 148 166
C20 M10 Y0 K35
PMS 7544 C

White
#FFFFFF
RGB 255 255 255
C0 M0 Y0 K0
PMS Paper white

GLOW TINTS OVER INK

Logo Green 40%
#076C1C

Logo Green 20%
#093D18

Logo Green 10%
#0A2516

Product Green 40%
#216E42

Product Green 20%
#163E2B

Product Green 10%
#112620

CMYK builds and Pantone matches are starting points: confirm them with your print vendor. Logo Green is never swapped for another green. Questions: admin@autoaddy.com