Color Palette

Vibrant Theme

The color themes allow flexibility for network franchisees to be unique in their marketplace and highlight their personal style.

The Vibrant Theme uses four colors: Cabernet, Spruce, Cobalt and White - and is supported by Black.

COLOR PALETTE

CABERNET	HEX: #670038 RGB: 103_0_56 CMYK: 42_100_51_44
SPRUCE	HEX: #004B45 RGB: 0_75_69 CMYK: 91_48_66_42
COBALT	HEX: #005D7D RGB: 0_93_125 CMYK: 94_58_34_13
WHITE	HEX: FFFFFF RGB: 255_255_255 CMYK: 0_0_0_0
BLACK	HEX: 000000 RGB: 0_0_0 CMYK: 74_52_71_90

Color Palette

Vibrant Theme

For this palette, Cabernet remains the main color, supported by Spruce, Cobalt and White. Black is used in this palette for text and should be treated as a functional color over an expressive color in the palette.

COLOR HIERARCHY

SPRUCE

COBALT

WHITE

CABERNET

BLACK