Color Palette

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

The Calm Theme uses four colors: Cabernet, Fern, Sky and White — and is supported by Black.

Calm Theme

COLOR PALETTE

CABERNET	HEX: #670038 RGB: 103_0_56 CMYK: 42_100_51_44
FERN	HEX: #8AA954 RGB: 138_ 169_82 CMYK: 51_18_86_1
SKY	HEX: #BAD8E1 RGB: 186_216_225 CMYK: 26_5_8_0
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

For this palette, Cabernet remains the main color, supported by Fern, Sky 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.

Calm Theme

HIERARCHY

