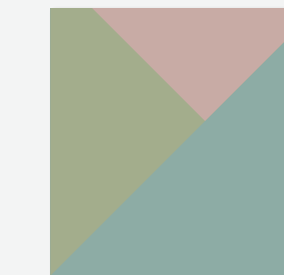
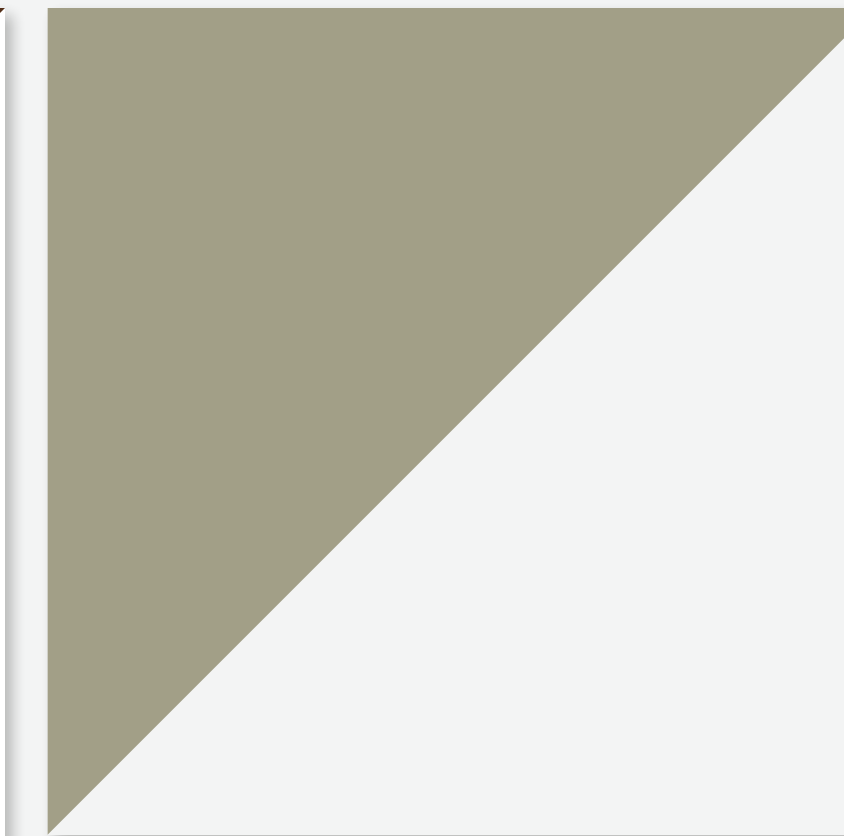
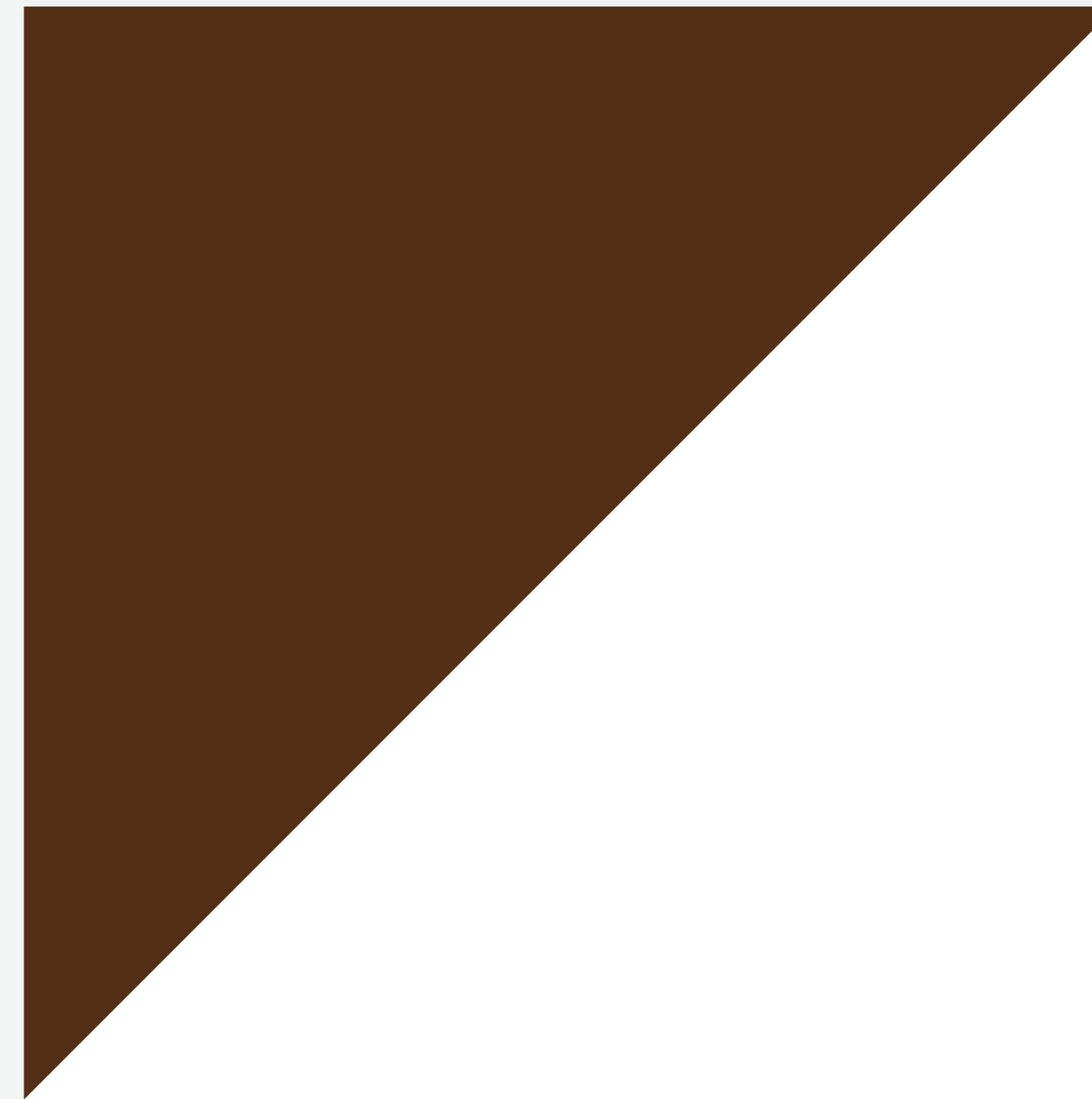


our brand colours

True to our brand, our colour palette is natural, earth-inspired and simple. We have primary and secondary colour palettes, which are your design go-to's, but they aren't your only options. All brand colours can potentially be used, but please read the following exceptions and best practices before you decide to use them.

The following pages will cover how these individual colours are used, and share guidelines to address specific use cases.



TERTIARY COLOURS

SECONDARY COLOURS

PRIMARY COLOURS

*Please keep in mind that just like in hairdressing, all rules are meant to be broken, which is why you will now and again see marketing material that makes exceptions to these guidelines in order to produce exceptional assets that keeps us ahead of the curve.

primary colours

EARTH

PANTONE 476 C

CMYK: 56/80/100/45

RGB: 87/49/25

HEX: #573119

Principal Use: Main text style, main headers both for print and web. Use this on any light to medium dark background. It is the colour of the NATULIQUE logo.

SNOW

CMYK: 0/0/0/0

RGB: 255/255/255

HEX: #000000

Principal Use: Main text colour on any dark background. Be aware, that on very dark background we recommend using a *broken* white based on the other elements of the visual¹.

CREAM SAND

PANTONE 476 C

CMYK: 10/14/38/0

RGB: 226/208/168

HEX: #e1d0a5

Principal Use: Only on typography for print on dark/black backgrounds. E.g. the NATULIQUE black t-shirt..

¹ E.g. on a dark grey/black background with some green in the visual, break the text with some green. Or same background with some wetline products, break the white with very little brown.

secondary colours

OLIVE

PANTONE 452 C
CMYK: 40/32/50/0
RGB: 170/164/132
HEX: #AAA486

Principal Use: The colour of the NATULIQUE® Olive Leaf Logo. Secondary headers, dividers or graphics. Can also be used as background for e.g. a button. Overlays for images.

DUST GREY

CMYK: 4/3/3/0
RGB: 241/241/241
HEX: #F1F1F1

Principal Use: For backgrounds and framing. Never use this to fill out entire backgrounds – always create framing.

tertiary colours

GOLDEN ROSE

HEX: #c8aba5

RGB: 200/171/165

CMYK: 21/32/30/0

Principal Use: Backgrounds for textboxes with information on images. Call-to-action will often use one of these as backgrounds.

BLUEBERRY

HEX: #8faca6

RGB: 143/172/165

CMYK: 47/22/35/0

Principal Use: Backgrounds for textboxes with information on images. Call-to-action will often use one of these as backgrounds.

MACHA

HEX: #a5ad8e

RGB: 165/173/142

CMYK: 38/23/49/1

Principal Use: Backgrounds for textboxes with information on images. Call-to-action will often use one of these as backgrounds.