

Our Colours

Van Ameyde 

www.vanameyde.com

Primary Colors

Our primary colors are the cornerstone of our brand identity, representing our core values and visual presence. These colors are used predominantly across our brand materials to ensure consistency and recognition.

Primary background White	Primary color Navy Blue	Primary accent Turquoise	Secondary accent Misty Rose	Text color Black
HEX #FFFFFF	HEX #07017E	HEX #00D8B9	HEX #E5D3D1	HEX #000000
RGB 255/255/255	RGB 7/1/126	RGB 0/216/185	RGB 229/211/209	RGB 0/0/0
CMYK 0/0/0/0	CMYK 94/99/0/51	CMYK 100/0/14/15	CMYK 0/8/9/10	CMYK 0/0/0/100

Secondary Colors

Our secondary colors are tints derived from our primary palette. These colors are used to enhance our brand's visual appeal by adding depth and variety while maintaining harmony with our core colors. They are ideal for backgrounds and additional design elements, ensuring a cohesive look across various applications.

backgrounds		used for illustrations and graphics	
<p>Tint of Navy Blue 30%</p>	<p>Tint of Navy Blue 10%</p>	<p>Deep Aqua</p>	<p>Water Leaf</p>
<p>HEX #B4B2D8</p>	<p>HEX #E6E5F2</p>	<p>HEX #007D7D</p>	<p>HEX #9EEFE1</p>
<p>RGB 180/178/216</p>	<p>RGB 230/229/242</p>	<p>RGB 0/125/125</p>	<p>RGB 158/239/225</p>
<p>CMYK 28/27/0/0</p>	<p>CMYK 8/8/0/0</p>	<p>CMYK 87/33/50/9</p>	<p>CMYK 33/0/18/0</p>

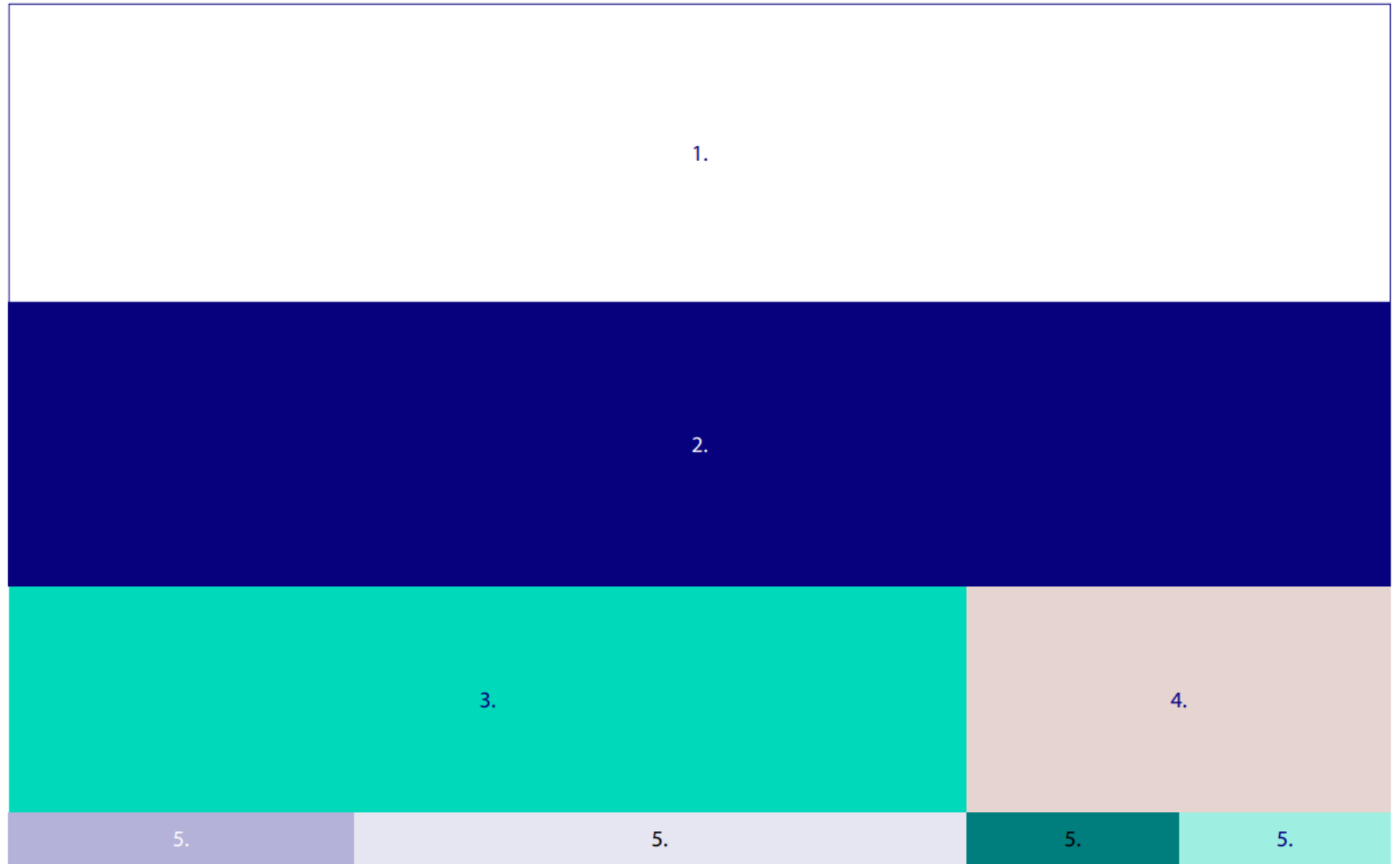
Supporting Colors

Our supporting colors serve as an auxiliary palette to only be used when additional colors are needed, such as in graphs, charts, or other data visualizations. Be sure to include our Navy Blue or Turquoise color if it's possible.

Sunglow	Cold Purple	Greenish Grey	Salmon	Oslo Grey
HEX #FFC857	HEX #B4A6D5	HEX #87B09E	HEX #FF7C6E	HEX #8C8C8C
RGB 255/200/87	RGB 180/166/23	RGB 136/176/158	RGB 222/124/110	RGB 140/140/140
CMYK 0/22/76/0	CMYK 28/33/0/0	CMYK 50/17/42/0	CMYK 0/65/51/0	CMYK 47/39/40/3

Color Ratios

1. Primary background
2. Primary color
3. Primary accent color
4. Secondary accent color
5. Secondary colors



Color Usage



White and Navy Blue are the most commonly used colors in our brand. These two colors should always be used together, as this creates clear visibility and good contrast. Navy Blue should always be used as the text color on a White background, and vice versa.



Turquoise is main accent color that pops out. It's the color that makes our brand stand out. This should be used on small elements like icons, illustrations, links, bullet points, or supporting titles that don't need to grab the attention quickly.




Misty Rose functions as a supportive accent color. This color can be used on blocks, dividers, or backgrounds to separate elements from each other.



Black is only used on body text. When there are more than 3 separate titles, one could be applied with black.


Color Pairings

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White + Navy Blue

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Navy Blue + White

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Misty Rose + Navy Blue

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Navy Blue + Turquoise

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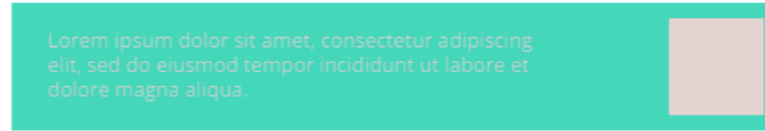
White + Black

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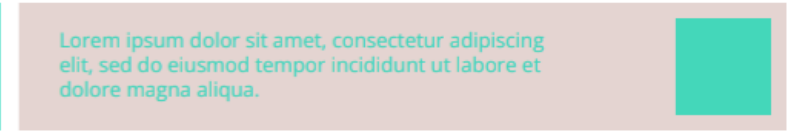


Navy Blue + Turquoise

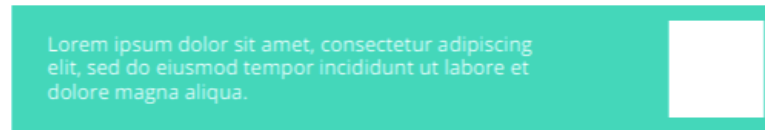
Color Misusage



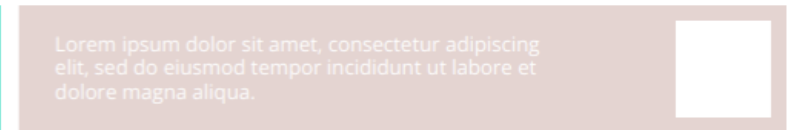
✘ Turquoise + Misty Rose



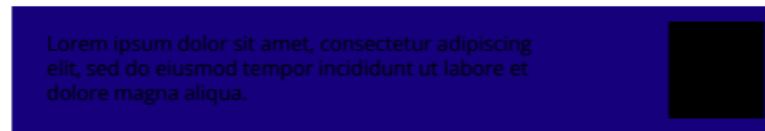
✘ Misty Rose + Turquoise



✘ Turquoise + White



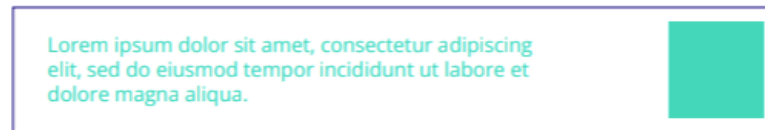
✘ Misty Rose + White



✘ Navy Blue + Black



✘ Misty Rose + White



? White + Turquoise (it depends)
This combination should only be applied to icons or large/bold/supporting titles.

Van Ameyde

We've got your back



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 Van Ameyde Group

