

# Brand Palette

## BRAND COLORS

We have seven colors in our brand palette, which are reflected in our logo.

Therefore color hierarchy, context of message, and media channel need to be considered when producing a piece of communication for *This Is That Place*.

The simplest way to design a piece of communication for our brand is to start from the top of the color map and work downwards (see examples on pages 19-23).



**Walmart Blue**  
PMS 285 C  
CMYK 100-45-0-0  
RGB 0-113-206  
HEX 0071ce



**Pink**  
PMS Rhodamine Red C  
CMYK 0-98-0-0  
RGB 235-20-141  
HEX eb148d



**Spark Yellow**  
PMS 1235 C  
CMYK 0-25-100-0  
RGB 255-194-32  
HEX ffc220



**Green**  
PMS 360 C  
CMYK 58-0-100-0  
RGB 118-192-67  
HEX 76c043



**Orange**  
PMS 158 C  
CMYK 0-67-99-0  
RGB 244-117-33  
HEX f47521



**Light Blue**  
PMS 284 C  
CMYK 49-14-0-0  
RGB 120-185-231  
HEX 78b9e7



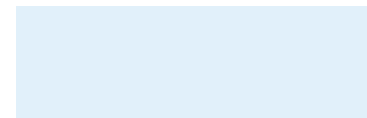
**Red**  
PMS 179 C  
CMYK 0-92-95-0  
RGB 238-59-42  
HEX ee3b2a

## BACKGROUND BRAND COLORS

The darkest and lightest blues are reserved for background colors. Some exceptions may occur.



**Deep Blue**  
PMS 539 C  
CMYK 89-76-54-67  
RGB 15-29-44  
HEX 0f1c2c



**Light Blue**  
PMS 2707 C  
CMYK 10-2-0-0  
RGB 225-238-249  
HEX e1edf9



**White**  
CMYK 0-0-0-0  
RGB 250-250-250  
HEX ffffff