



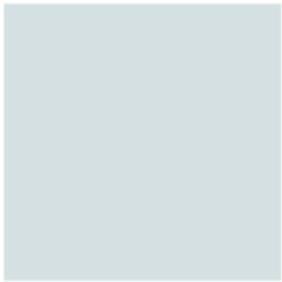
COLOR STUDY

BRAND & ECOMMERCE

08/06/15

OVERVIEW

CURRENT P&C BRAND COLOR PALETTE



#D8DCDB

C 11 R 216
M 8 G 220
Y 11 B 219
K 0



#7C9797

C 54 R 124
M 30 G 151
Y 37 B 151
K 2



#666666

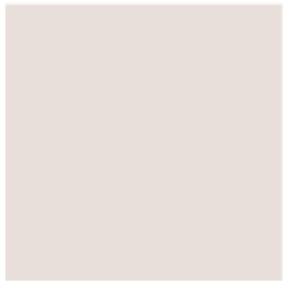
C 60 R 102
M 51 G 102
Y 51 B 102
K 20

SUPPORTING COLORS



#C9AE9B

C 21 R 201
M 30 G 174
Y 37 B 155
K 0



#E7DFDB

C 8 R 231
M 10 G 223
Y 10 B 219
K 0



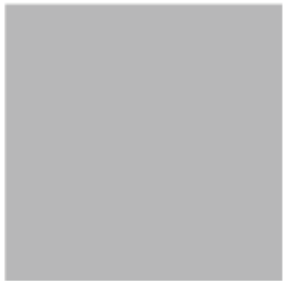
#324E4F

C 79 R 50
M 54 G 78
Y 57 B 79
K 37



#B0A1AA

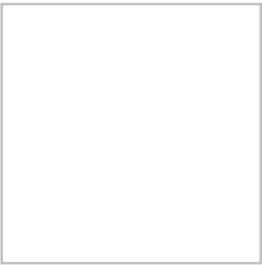
C 32 R 32
M 35 G 35
Y 24 B 24
K 0



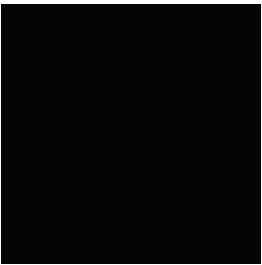
#B7B7B8

C 24 R 195
M 20 G 192
Y 19 B 193
K 0

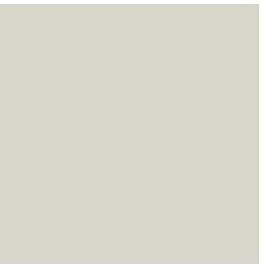
ADDITIONAL COLORS ON ECOMM
EDITOR COLORS AVAILABLE TO CONSUMER



#FFFFFF



#000000



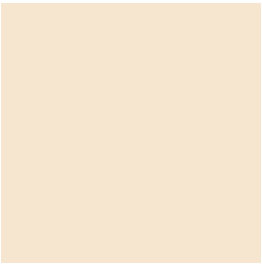
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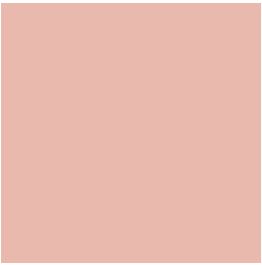
#9B9B9B



#666666



#F4E4CE



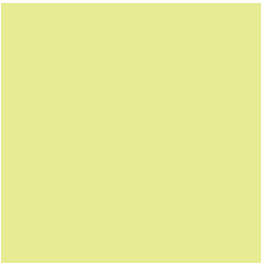
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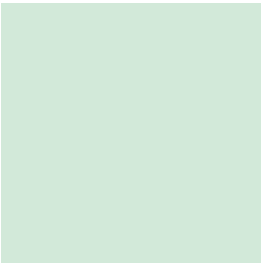
#E87661



#F6D23C



#E8EB93



#D2EAD8



#77C3B5



#3B5C5C



#39415A

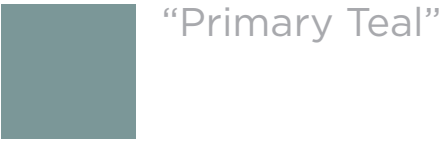


#554F58

WHAT GOES WHERE?

COLOR AND CURRENT USEAGE

WEB & PRINT



“Primary Teal”

WEB USES:
Buttons, Links, Headers, Active links roll over (MainNav), Editor’s Main Nav

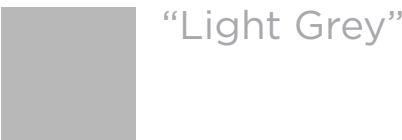
IN PRINT:
“Primary Teal” is typically used as a supporting color to our brand grey in printed brand communications.



“Brand Grey”

WEB USES:
Text, icons, line strokes, links

IN PRINT:
Text, alternate logo color option



“Light Grey”

In both web and print light grey is only used as a supporting color with either Brand Grey or Primary Teal leading.

WEB ONLY



“WEB ORANGE”

WEB USES:
Primarily used for links and rollovers



“CYAN”

WEB USES:
Primarily used in the editor



“DARK PURPLE”

WEB USES:
Part of article header on Editorial home page



“LIGHT PURPLE”

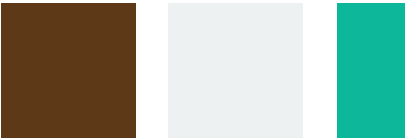
WEB USES:
Part of article header on Editorial home page



“BLACK”

WEB USES:
Primary logo on Ecomm
Buttons and in line text links on Editorial

THROUGH THE LENS
COLOR THROUGH PHOTOGRAPHY



BRAND EXPERIENCE OF COLOR
MOST OFTEN USED COLORS IN COMMUNICATIONS

ACTUAL PALETTE BASED ON USEAGE



ORIGINAL SPEC COLORS

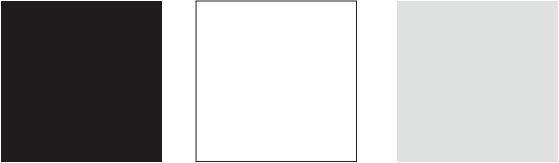


*COMPETITORS
& AFFINITY BRANDS*

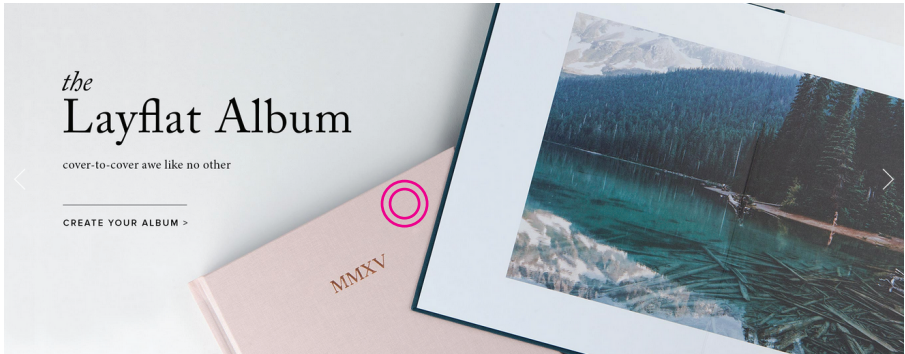
A QUICK LOOK AT OUR COMPETITORS COLOR

ARTIFACT UPRISING

BRAND COLORS



COLOR THROUGH PHOTOGRAPHY



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NEW! INTRODUCING THE LAYFLAT PHOTO ALBUM | [SHOP NOW >](#)

ARTIFACT
UPRISING

SHOP ALL

PHOTO BOOKS

PRINTS

CARDS

GIFTS

EXPLORE

LOGIN

HELP

CART

Q

OFF YOUR DEVICE,
INTO YOUR LIFE

MAKE YOUR OWN PHOTO GIFTS +

INSPIRED BY THE DISAPPEARING BEAUTY OF THE TANGIBLE™

GIFT PICK

No need to wait until January to use this calendar. It is updated on a rolling basis so you can enjoy a full 12 months.

NEW! THE LAYFLAT PHOTO ALBUM

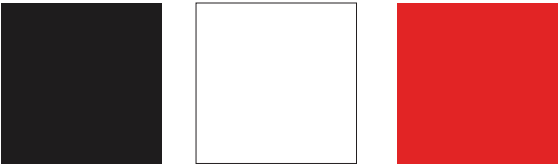
Drawing on time-honored binding techniques, this album features ultra-thick pages that lay flat when open.

IT'S EASY AS...

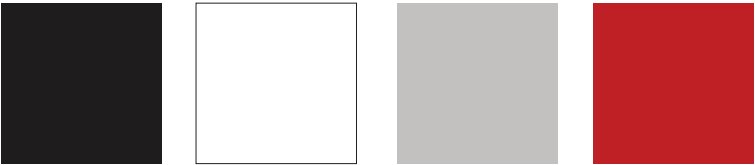
1. Choose a product. 2. Add your photos. 3. Order!

AFFINITY BRAND'S COLOR
MOTHER MAG, KINFOLK, JCREW, ANTHROPOLOGIE

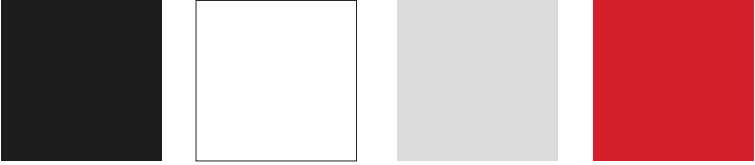
MOTHER MAG



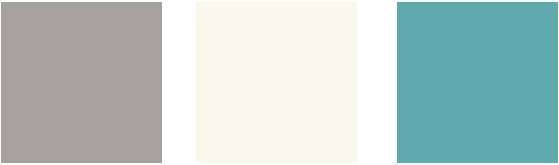
KINFOLK



JCREW



ANTHROPOLOGIE



**important to note that Anthropologie's colors are seasonally driven*

RECOMMENDATION

MOVING FORWARD

NOTES AND FILTERS

FLEXIBILITY

Core color palette needs to be flexible enough to incorporate seasonal supporting colors.

SIMPLIFICATION AND RECOGNITION

Core color palette needs to be simplified in order to support seasonal colors while still maintaining brand recognition.

COMPLIMENT BRAND PHOTOGRAPHY

Ability to compliment and support brand photography tonality.

CONTRAST WITH BRAND GREY

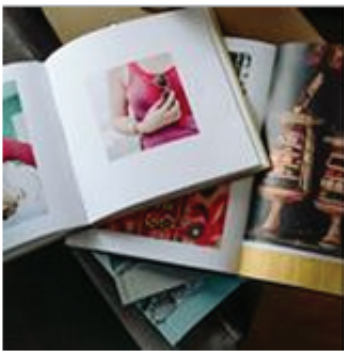
A challenge with our current brand teal is the lack of contrast between the teal and brand grey when used on the web especially in typography.



REINTRODUCE BLACK INTO OUR PRIMARY PALETTE

As a whole our ecomm site is muted in terms of contrast with typography. This is due to the primary color of text being grey throughout. Black should be reintroduced to our color palette for type specifically in headers.

Home / Shop / Hardcover Photo Books / Hardcover Photo Book



Font Size: 12px

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STARTING AT: \$49.95

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CREATE BOOK

CUSTOMIZATION

IT'S ALL IN THE DETAILS:

SIZE OPTIONS	Square 8.5" x 8.5", Landscape 11" x 8.25", Vertical 8.25" x 11"
PAGE COUNT	40 pages (80 max)
COVER	Pearl Linen Fabric Colors: Harbour Blue, Charcoal Grey, Khaki Beige, Dove Grey, My Peeps
PAPER	80lb Cougar Super Smooth
DUST JACKET	Partial or Full McCoy Gloss Finish
BINDING	Perfect Binding - Spine is binded with adhesive
PRODUCTION TIME	Ready in 4 Business Days

Font : Didot
Color: #000
Letter Spacing: 1.5px

Color: #000
Letter Spacing: .5px

Color: #000
Line Height: 18px

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EDITORIAL PURPLE
A LOOK AT ECOMM APPLICATION



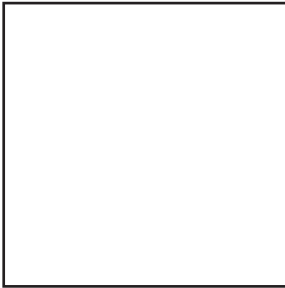
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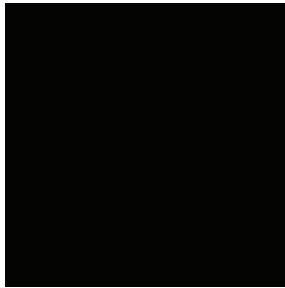
#6a677a



#afa0aa



#ffff



#000



#88222d





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OPTION 01

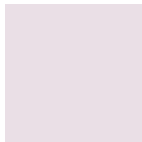
ENHANCED PURPLE

PRIMARY (CRITICAL COLOR)



#b28fa2

VISITED LINKS



#e9dde4

SECONDARY (ACTIVE/NON-PRIMARY)



#6a5662

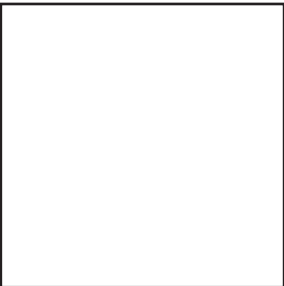
SUPPORTING COLOR



#88222d



#b28fa2



#ffff



#000



#88222d

Shades of #b28fa2



#b28fa2

#a08091

#8e7281

#7c6471

#6a5561

#594751

#473940

#352a30

#231c20

#110e10

#000000

Tints of #b28fa2



#b28fa2

#b99aab

#c1a5b4

#c9b0bd

#d0bbc7

#d8c7d0

#e0d2d9

#e7dde3

#efe8ec

#f7f3f5

#ffffff

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OPTION 02

CORAL

PRIMARY (CRITICAL COLOR)



#f26d59

VISITED LINKS



#f26d59

SECONDARY (ACTIVE/NON-PRIMARY)



#b2a293

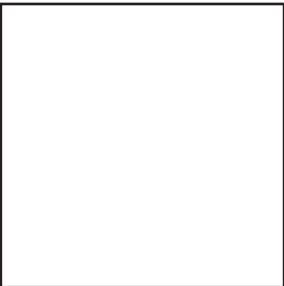
SUPPORTING COLOR



904135



#f26d59



#ffff



#000



#b2a293

Shades of #f26e59



#f26e59

#d96350

#c15847

#a94d3e

#914235

#79372c

#602c23

#48211a

#301611

#180b08

#000000

Tints of #f26e59



#f26e59

#f37c69

#f48b7a

#f5998a

#f7a89b

#f8b6ac

#f9c5bc

#fbd3cd

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