

# AIR & GRACE

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BRAND BOOK  
2023

# COLOUR PALETTE

## CORE COLOURS



RGB: **31-37-37**  
CMYK: **78-62-60-75**  
**#1f2525**



RGB: **195-216-186**  
CMYK: **29-5-33-0**  
**#c3d8ba**



RGB: **232-205-198**  
CMYK: **10-23-20-0**  
**#e8cdc6**

## TONAL CORE COLOURS



RGB: **149-181-153**  
CMYK: **47-16-45-1**  
**#95b599**

Darker



RGB: **223-176-177**  
CMYK: **12-37-24-1**  
**#dfb0b1**

Lighter



RGB: **225-236-221**  
CMYK: **15-2-17-0**  
**#e1ecdd**



RGB: **243-230-227**  
CMYK: **5-11-10-0**  
**#f3e6e3**

## OTHER IN-SEASON COLOURS



RGB: **181-208-210**  
CMYK: **34-9-18-0**  
**#b5d0d2**



RGB: **200-200-200**  
CMYK: **25-18-19-1**  
**#c8c8c8**



RGB: **244-242-238**  
CMYK: **5-5-7-0**  
**#f4f2ee**

## SALE



RGB: **255-107-187**  
CMYK: **3-69-0-0**  
**#ff6bbb**

## ADDITIONAL COLOURS



RGB: **255-124-163**  
CMYK: **0-65-11-0**  
**#ff7ca3**



RGB: **133-175-205**  
CMYK: **53-21-12-1**  
**#85afcd**



RGB: **96-29-63**  
CMYK: **49-94-37-49**  
**#601d3f**



RGB: 31-37-37  
CMYK: 78-62-60-75  
#1f2525

MAIN LOGO

AIR & GRACE

STACKED

AIR &  
GRACE

GREEN

AIR & GRACE

PINK

AIR & GRACE

SALE PINK

AIR & GRACE

AIR & GRACE

AIR & GRACE

AIR & GRACE

BLACK ON IMAGE



WHITE ON IMAGE

