

COLOR PALETTE

mawwal has only 2 primary colors in its composition.

Luxury

HEX	RGB	CMYK
#C5A25D	197 162 93	25 35 75 0

BLACK

HEX	RGB	CMYK
#231F20	35 31 32	0 0 0 100

the living color has the lowest amount possible mixing of primary colors in your composition to achieve the expected color, ensuring thus more purity and ease of color perception when naked eye. Any other variation of this pattern is considered as a DEAD COLOR.

EXAMPLE

LIVING COLOR

✓ C 25%
M 35%
Y 75%
K 0%

DEAD COLOR

✗ C 24%
M 33%
Y 75%
K 1%

SUPPORTING COLORS

Oud

HEX	RGB	CMYK
#DF6D27	223 109 39	10 70 100 0

Arabic

HEX	RGB	CMYK
#e2e1e1	226 225 225	10 8 8 0

Coffee

HEX	RGB	CMYK
#6E4224	110 66 36	40 70 90 40

clouds

HEX	RGB	CMYK
#bcdae7	188 218 231	25 05 05 0

mawwal has only 4 secondary/supporting colors in its composition. its values are multiples of 5 except for the arabic (grey color) which is multiple of 2

these colors come in handy for the packaging design color choices/ to support the whole concept of the brand