

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