



# द्विपेश पेडणेकर

Design and Brand Guidelines

# Color

## Primary

Name - Onyx	Name - Mirage	Name - Baltic Sea	Name - Wenge
Hex - 110C11	Hex - 211A23	Hex - 2E242C	Hex - 605052
RGB - 17, 12, 17	RGB - 33, 26, 35	RGB - 46, 36, 44	RGB - 96, 80, 82
CMYK - 0, 29, 0, 93	CMYK - 6, 26, 0, 86	CMYK - 0, 22, 4, 82	CMYK - 0, 17, 15, 62
HSL - 300, 17.2%, 5.7%	HSL - 286.7, 14.8%, 12%	HSL - 312, 12.2%, 16.1%	HSL - 352.5, 9.1%, 34.5%

## Secondary

Name - Bean Red	Name - Egg Sour	Name - Blue Marguerite	Name - Blue Chalk
Hex - FF5757	Hex - FFF3E1	Hex - 7064D0	Hex - EBE9F8
RGB - 255, 87, 87	RGB - 255, 243, 225	RGB - 112, 100, 208	RGB - 235, 233, 248
CMYK - 0, 66, 66, 0	CMYK - 0, 5, 12, 0	CMYK - 46, 52, 0, 18	CMYK - 5, 6, 0, 3
HSL - 0, 100%, 67.1%	HSL - 36, 100%, 94.1%	HSL - 246.7, 53.5%, 60.4%	HSL - 248, 52%, 94%

# Typography

Montserrat [Primary]

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

@ # \$ % & < > ( ) ? / : ; " = + - \* , .

Poppins [Secondary]

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

@ # \$ % & < > ( ) ? / : ; " = + - \* , .

Logo



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**Pattern**

