The market, in six colours.

Colour identifies the range. Product names, cooking verbs and heat words carry the same meaning.

Cobalt crate

#253DCC / 30% target use

RGB 37, 61, 204

CMYK approx. 82, 70, 0, 20

Brand / actions / lids

Label paper

#FFFCF2 / 40% target use

RGB 255, 252, 242

CMYK approx. 0, 1, 5, 0

Information surfaces

Tomato

#EF442E / 10% target use

RGB 239, 68, 46

CMYK approx. 0, 72, 81, 6

Relish / campaign

Corn yellow

#F7D54A / 8% target use

RGB 247, 213, 74

CMYK approx. 0, 14, 70, 3

Stew base / emphasis

Pepper green

#256A4A / 7% target use

RGB 37, 106, 74

CMYK approx. 65, 0, 30, 58

Spice / secondary

Market ink

#24231F / 5% target use

RGB 36, 35, 31

CMYK approx. 0, 3, 14, 86

Body copy