

COLOR PALETTE

Primary Color Palette

It is important that anyone internal of fusionZONE Automotive and any external partners maintain a consistent appearance of the brandmark and all visual communications across various media types and materials. The consistent use of a limited number of colors will build strong external recognition and memorability for fusionZONE Automotive.

The fusionZONE Automotive color palette is comprised of colors used in the fusionZONE Automotive brandmark. Our primary color, FZ Blue, is intended to be the main signifying color for the brand. In addition, two grays are included for added flexibility and one color scenarios. Icon Green is added exclusively for the use of product icons and may never be used alone. Solid black is to be used when using for print and the RGB numbers for Slightly Black when using for screen.



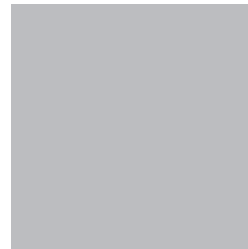
FZ Blue

CMYK 73 44 00 00
RGB 74 129 194
#4980c2



DARK GRAY

CMYK 00 00 00 85
RGB 77 77 79
#58585b



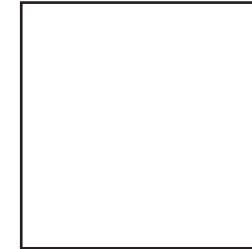
LIGHT GRAY

CMYK 00 00 00 30
RGB 188 190 192
#58585b



BLACK SLIGHTLY BLACK

CMYK 00 00 00 100
RGB 40 40 41
#282829



WHITE

CMYK 00 00 00 00
RGB 255 255 255
#FFFFFF



ICON GREEN

CMYK 80 17 100 04
RGB 50 150 35
#329623