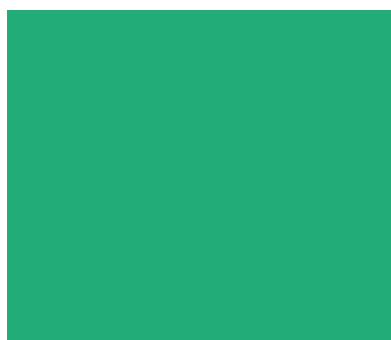


# THE CROWDED CHAMELEON



*your social smoothie shop*



#1FAD79  
C 77.98 M 4.66 Y 70.61 K 0  
R 31 G 173 B 121



#537A6C  
C 69.65 M 36.4 Y 58.21 K 14.01  
R 83 G 122 B 108



#3EE04A  
C 63.68 M 0 Y 98.75 K 0  
R 62 G 224 B 74



#E67ADA  
C 17.11 M 59.19 Y 0 K 0  
R 230 G 122 B 218

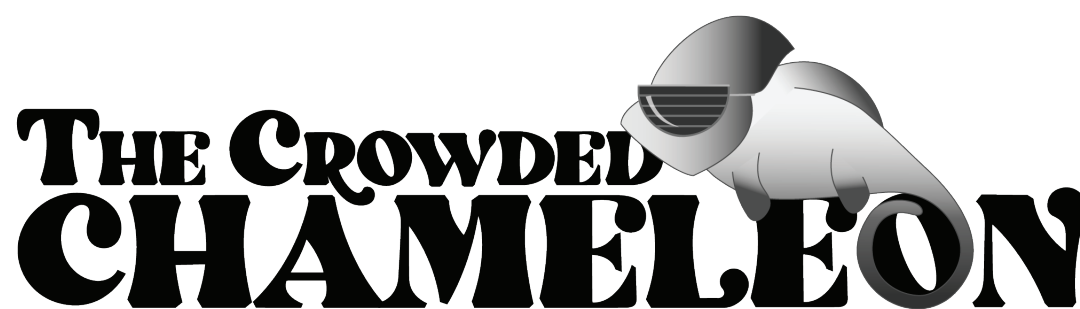
**The Crowded Chameleon** is a place for social gathering and quality smoothies! Similar to a bar atmosphere, but without the alcohol, there is a main circular station in the center where the smoothies are ordered and made. The Crowded Chameleon is meant to be a family friendly place to hang out and chat. The modern and bright colors and furniture make for a lively area to stay awhile. In addition to the colorful environment, the smoothie cups have a temperature sensitive chameleon at the bottom of every cup!

## Antique Wonders

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@#%&^\*()\_+

## Corbel Light Italic

abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@#%&^\*()\_+





## Brand Statement:

Kraken Coffee is a café specializing in a variety of coffees, pastries, sweet drinks, and more. We strive to create a unique experience for our customers through our modern yet whimsical atmosphere and our unique offerings. Our café is inspired by mythical legends and tales of the sea. We pride ourselves in providing rich, hearty flavors and a fun atmosphere where we aim to unleash creativity and motivation within our valued customers.

## Logo Specifications:

In all cases, the logo must appear in black and white as displayed here. The logo and company name may not appear separate from one another.

## Brand Logo:



## Brand Fonts:

### Superclarendon Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz**

### Superclarendon Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz**

### Gill Sans Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz**

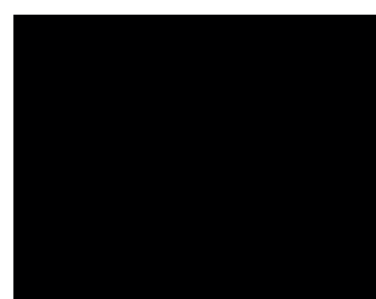
## Brand Colors:



HEX: FFFFFFFF

CMYK: 0, 0, 0, 0

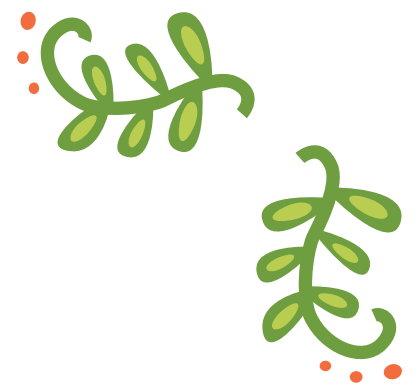
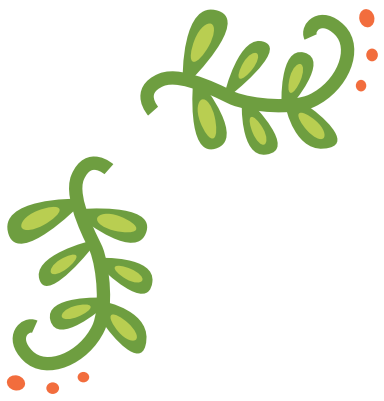
RGB: 255, 255, 255



HEX: 000000

CMYK: 60, 40, 40, 100

RGB: 0, 0, 0



# Dos X

A Unique Mexican Restaurant



Dos X is a not so ordinary Mexican Restaurant that will specialize in incorporating alcohol into the majority of the food. Although mainly targeted at 21+ adults, the menu will also include non-alcoholic plates for families. A variety of mexican refreshments and alcoholic beverages will be available. Tables will be placed around a dance floor that all guests are welcome to dance in.



## Color palate



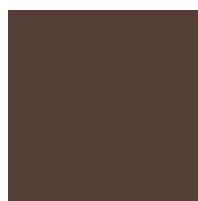
#0C6A37  
C:89 M:33 Y:100 K:25  
R:12 G:106 B:55



#DE2F26  
C:7 M:96 Y:100 K:1  
R:222 G:47 B:38



#F4E0CD  
C:3 M:11 Y:18 K:0  
R:244 G:224 B:205



#553F37  
C:52 M:64 Y:67 K:48  
R:85 G:63 B:55



#A41E21  
C:23 M:100 Y:100 K:19  
R:164 G:30 B:33



#BACE51  
C:31 M:4 Y:86 K:0  
R:186 G:206 B:81



#6E9D40  
C:63 M:20 Y:100 K:3  
R:110 G:157 B:64



#F36E3F  
C:0 M:71 Y:82 K:0  
R:243 G:110 B:63



#7C7D80  
C:54 M:45 Y:42 K:9  
R:124 G:125 B:128

## Brand Fonts

lowan Old Style Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1234567890

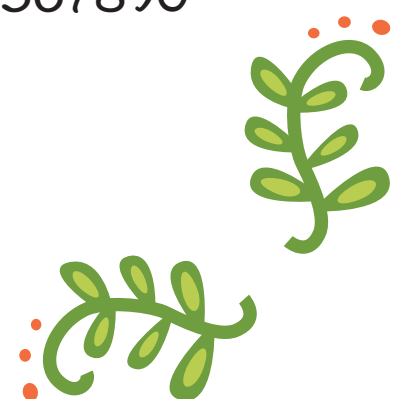
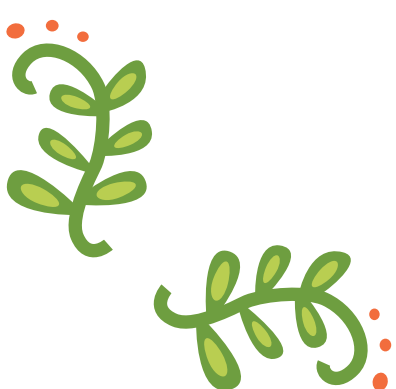
Noteworthy Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
1234567890

Noteworthy Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
1234567890

No hay frijoles en la casa!



# BABA BOBA

The Goat of Bubble Tea!



#422100  
C49 M72 Y86 K68  
R66 G33 B0



#94714E  
C37 M51 Y73 K16  
R148 G133 B78



#94714E  
C44 M66 Y92 K49  
R92 G60 B28



Baba Boba is a boba shop that aims to cater to a specific target market of young adults and college students between the ages of 18 to 30. This demographic is known for its love of trendy and unique experiences, including food and beverages that offer both taste and appealing aesthetics.

Baba Boba's ideal customer is someone who enjoys trying new things and is open to experimentation. They are also social and enjoy spending time with friends, whether it's catching up over drinks or studying together. Baba Boba's target market values quality and freshness and is willing to pay a premium for it.

In addition, Baba Boba aims to appeal to health-conscious customers who prioritize their wellness and want to incorporate healthier drink options into their diet. Baba Boba's menu includes a variety of options that cater to dietary preferences, including dairy free options.

Overall, Baba Boba's target market is young adults and college students who seek unique, quality, and healthy drink options that they can enjoy with their friends or on-the-go.

The Logo is restricted to only two color options - Dark Brown (#422100) or Medium Brown (#94714E), unless circumstances require the use of Black or White. The logo may be displayed alone, as illustrated below, or in conjunction with the name of the shop. When using the logo with a colored background, it must be visible and not blended in. For instance, it is not permitted to place a Medium Brown (#94714E) logo on a Dark Brown (#422100) background. Instead, if the logo is placed on a Dark Brown (#422100) background, it must be in the Light Brown (#94714E) color. All designs must strive for simplicity and aesthetic appeal.

**Kau Bubbly Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Arial Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Charter Roman**

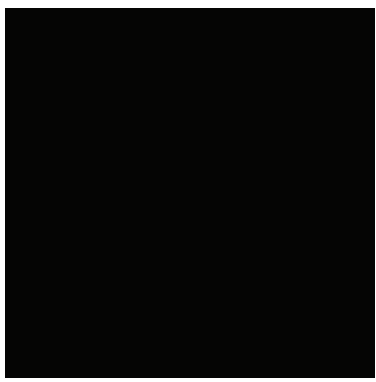
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



# BLACK balloon



TM



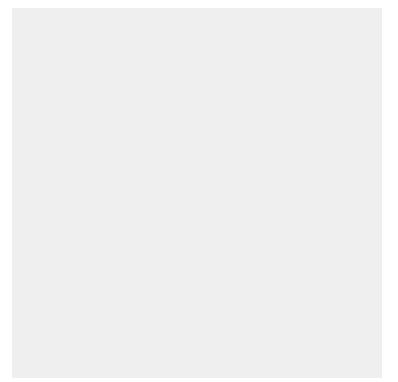
#020202  
R2 G2 B2  
C75 M68 Y67 K89



#333232  
R51 G50 B50  
C69 M64 Y62 K59



#989696  
R152 G150 B150  
C43 M36 Y36 K1



#efeded  
R239 G237 B237  
C5 M5 Y4 K0

---

# BLACK BALLOON

is an underground club experience. a destination for free minds and fresh palettes. the monotone spatial aesthetic is paired with services of mini crafted entrees of french cuisine and assorted fruitful beverages. made to be in tune with the nightlife scene, the target market is young rebels (ages 18-25) searching for an underground dub music experience, with little to no desire for sitting down. all food and drinks will be served at standing tables spread around the club floor.



---

Alte Haas Grotesk  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()/?\

# WINKING UNICORN

WICHITA ✦ KANSAS



#EE9655

C: 4% M: 48%  
Y: 74% K: 0%  
R: 238 G: 150  
B: 85



#7BCFD8

C: 49% M: 0%  
Y: 16% K: 0%  
R: 123 G: 207  
B: 216



#D34498

C: 13% M: 87%  
Y: 0% K: 0%  
R: 211 G: 68 B:  
152



#F4BB49

C: 4% M: 28%  
Y: 82% K: 0%  
R: 244 G: 187  
B: 73

Winking Unicorn is Wichita based cafe and bakery that offers a variety of tasty pastries, baked goods, coffee, teas, and even milkshakes. Our colorful atmosphere and exquisite menu options will provide an lively, creative, and soothing environment many young adults and college students will love! Winking Unicorn also has many spaces to lounge and create including art easels available for customer use as well as a customer-based art gallery wall for our local coffee lovers. Our signature coffee drink, "The Winking Unicorn" is a rainbow marshmallow vanilla latte topped with edible glitter!

Except in cases when it is necessary for the logo to be displayed in black and white, the logo can vary, using only the colors displayed above. The logo may appear separate from the company name and vice versa. The logo may not be shown on top of another dark color; it must be paired with a light contrasting color. The company name should not be displayed in any other colors, or pattern than is shown above. All designs must be colorful and bold.



## SUBHEADING

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

BODONI MT



## PARAGRAPH

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*()

MONTAG REGULAR



## WINKING UNICORN

WICHITA ✦ KANSAS

## HEADING

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*()

BRITANNIC BOLD

*So Good It's Scary*



# DANGEROUS *Donuts*

Dangerous Donuts: they're so good it's scary.

Dangerous Donuts is a locally owned and operated bakery in northwest Portland, OR. We offer an exciting selection of the highest quality donuts and pastries in town with a menu of classic favorites as well new flavors that you would never imagine every week. Stop by our beautiful part of the world to see what it's all about.

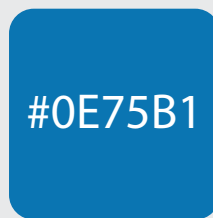
## Logo



## Colors



C: 62.35 R: 71  
M: 3.92 G: 185  
Y: 7.45 B: 218  
K: 2



C: 87.45 R: 14  
M: 49.8 G: 117  
Y: 7.45 B: 177  
K: 0



C: 1.81 R: 236  
M: 98.63 G: 0  
Y: 1.15 B: 140  
K: 0

## Fonts

*SimpleThread*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
~!@#\$%^&\*()+=

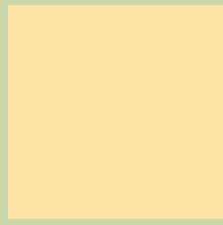
**MELTED MONSTER**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
~!@#\$%^&\*()+=

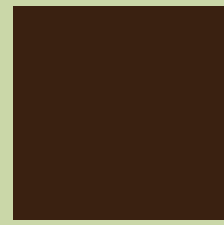
# El Loro



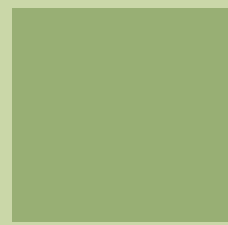
C=15 M=100 Y=90 K=10  
R=190 G=32 B=46



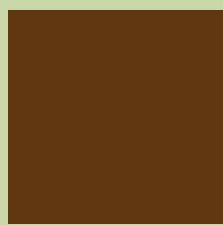
C=1 M=9 Y=41 K=0  
R=255 G=228 B=164



C=50 M=70 Y=80 K=70  
R=59 G=39 B=23



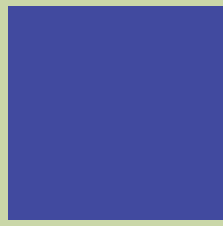
C=40 M=15 Y=65 K=5  
R=153 G=175 B=116



C=40 M=70 Y=100 K=50  
R=96 G=57 B=19



C=0 M=0 Y=0 K=100  
R=35 G=31 B=32



C=88 M=83 Y=0 K=0  
R=59 G=68 B=172



*Savoye LET Plain:1.0*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()

Minion Variable Concept

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

El Loro, meaning “the Parrot” in spanish is a traditional Mexican restaurant that makes sure to only serve the most delicious and authentic mexican food. We serve plates that include multiple items including beans and rice or you can order any item a la carte. Whenever you visit this resurant, you will be transported to mexico with all the bright colors and decorations along with traditional banda, mariachi, norteño, and ranchera music playing in the background while you are eating.

PRIMARY LOGO



SECONDARY LOGO



Slogan

***a cat's gotta eat***

Target Market

The company Fat Cat aims to reach those young teen individuals who have the craving for a large appetite and simply put great food, great portions, and a great service. There are also those that crave a little nistolga for the good old days and we plan on targeting those individuals who fit that discription. We aim to meet several customers needs by both creating a welcoming and family friendly enviornment while maintaining a hip retro identity as well.

Logo Specifications



Primary Colors For Company & Logo

	R-35 G-31 B-32	C-0 M-0 Y-0 K-100
	R-237 G-28 B-43	C-0 M-100 Y-93 K-0

Secondary Colors only to be Used on the Mascot (Charater/Fat Cat)

	R-247 G-231 B-110	C-3 M-5 Y-70 K-0
	R-247 G-199 B-121	C-0 M-100 Y-93 K-0
	R-131 G-46 B-26	C-30 M-89 Y-100 K-34

**Superclarendon Black Italic-**

***abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@#%?\****

American Typewriter-

*abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890!@#%?\**

# JOE'S VOLCANO

## BUFFET-STYLE RESTAURANT

**“In the Volcano, Nothing is ever Undercooked.”**

Joe's Volcano Buffet-Style Restaurant is an inviting, family friendly all-you-can-eat buffet. Customers can choose from a wide selection of dishes, including pizza, pasta, burgers, and steak. There is also a wing bar that offers both traditional and boneless wings, served in the customer's choice of sauce. The dessert selection is second to none, and the customers can enjoy a wide variety of delectable sweets, including our signature Lava Cream Volcano Cake. We also serve a wide choice of drinks, ranging from Coke products to authentic Hawaiian punch, and of course our world famous Orange Soda recipe. Our employees are trained to be welcoming to every guest and as promised, our food is never undercooked. Most importantly of all, customers of Joe's Volcano never leave without smiles on their faces, because customer satisfaction is and always will be our number one priority!

### Acceptable Typefaces:

**COPPERPLATE**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 0123456789

**Avenir**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**Impact**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

R: 35 G: 31 B: 32  
 C: 0 M: 0 Y: 0 K: 100  
 HEX: 231f20

R: 68 G: 50 B: 136  
 C: 91 M: 98 Y: 8 K: 1  
 HEX: 443288

R: 129 G: 63 B: 152  
 C: 59 M: 90 Y: 0 K: 0  
 HEX: 813f98

R: 189 G: 32 B: 46  
 C: 18 M: 100 Y: 91 K: 8  
 HEX: bd202e

R: 248 G: 150 B: 31  
 C: 0 M: 49 Y: 99 K: 0  
 HEX: f8961f

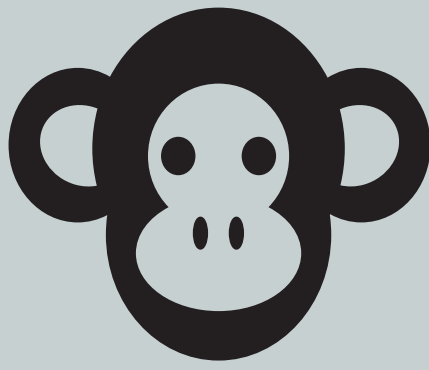
R: 251 G: 176 B: 66  
 C: 0 M: 35 Y: 84 K: 0  
 HEX: fbb042



Except in cases where the logo must appear on a black background or as just the image or just the text, the logo must appear in the format and color scheme as shown on the top right. However, when the image part of the logo has to be a certain size and the text has to be present, the logo may be formatted as shown below. This format can also be used on a black background, or with either just the image or text. When used on a black background, the letters must be colored white and the volcano on the image must be dark purple (#443288). The phoenix and the volcano may also appear separately.

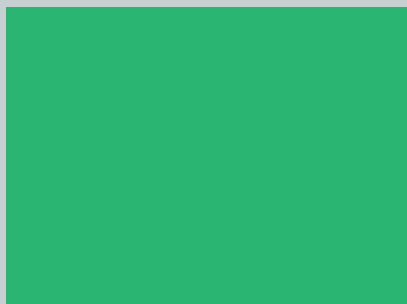
**JOE'S  
 VOLCANO**  
 BUFFET-STYLE RESTAURANT





**MONKEY BUSINESS DINER**

“The only place you can throw your food and get away with it”



C: 75 M: 0  
Y: 75 K: 0  
HEX: 2BB673  
R: 43 B: 115  
G: 182

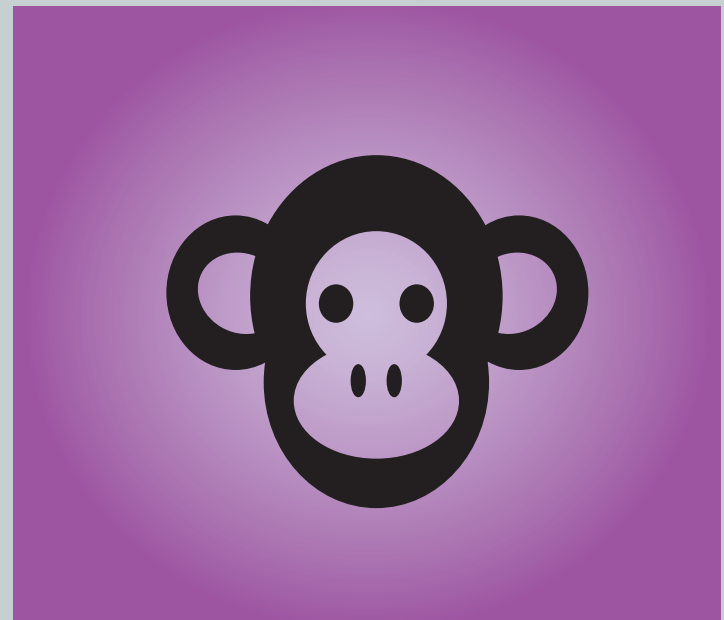


C: 42 M: 80  
Y: 0 K: 0  
HEX: 9D54A1  
R: 157 B: 84  
G: 161



C: 17 M: 25  
Y: 0 K: 0  
HEX: CEBDDD  
R: 206 B: 189  
G: 221

Monkey business dinner is a not only an eating establishment that specializes in tropical food, but a place to get your rage out. At the diner you are more than welcome and even encouraged to throw your food. One of the main goals of the Monkey Business Diner is to take you back to a more primitive and less stressful time period. The target audience is 18+ so they can sign their own release waivers.



**Mascot:**  
**BoBo the Monkey**

## Brand Fonts

**Squishy Whale Demo**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

**abcefghijklmnopqrstuvwxy z**

Helvetica

ABCDEFGHIJKLMN OPQRSTU-

VWXYZ

abcefghijklmnopqrstuvwxy z

0123456789

# MEAN BEAN



## CAFFEINE COMPANY

### ABOUT:

Mean Bean Caffeine Company is a coffee and tea shop committed to providing our customers with bold, rich, and revolutionary flavors while creating an environment where anyone can come and feel inspired to create and push the edge in their lives. We have a vast variety of coffee options as well as a few breakfast sandwiches to keep you extra fueled. We hope to inspire creatives of all ages, targeting adults and young adults. Come start your day with cutting edge coffee!

### LOGO:



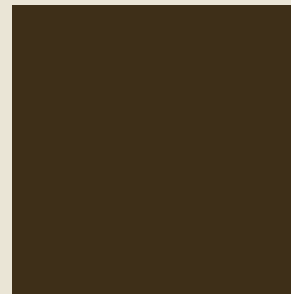
### COLORS:



RGB: 34, 21, 13

HEX: 22150D

CMYK: 62%, 69%, 73%, 81%



RGB: 63, 48, 26

HEX: 3F301A

CMYK: 55%, 63%, 84%, 63%



RGB: 72, 78, 48

HEX: 484E30

CMYK: 64%, 49%, 84%, 44%



RGB: 119, 124, 102

HEX: 777C66

CMYK: 54%, 40%, 62%, 14%

### FONT S:

#### Congenial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&(/?

#### Congenial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&(/?



# 14ER BREW

## COFFEE ON THE ROCKS

### ABOUT US:

Located in the the grandeur of the mountains, 14er Brew is here to make drinking coffee an experince for all. Through authentic flavor and genuine customer service, we exist to create community by drawing people together through nature. That in which what they consume and see.

### COLORS:



C: 84%  
M: 60%  
Y: 55%  
K: 43%

HEX: #264249  
RGB: 38, 66, 73



C: 73%  
M: 52%  
Y: 49%  
K: 24%

HEX: #495E64  
RGB: 73, 94, 100



C: 32%  
M: 32%  
Y: 50%  
K: 1%

HEX: #B1A285  
RGB: 177, 162, 133



C: 43%  
M: 42%  
Y: 57%  
K: 9%

HEX: #91846E  
RGB: 145, 132, 110

### LOGO:



### TYPE:

#### LULO ONE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890  
!@#%&\*()

#### GELLER SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890  
!@#%&\*()

# JORDAN'S JAVA CAFE

## ABOUT US:

Jordan's Java Cafe is an all around coffee shop with many different kinds and flavors of coffee. We serve espresso based coffee along with drip, teas, smoothies, and many delicious assortments of pastries. Whether you need a study break, have a casual coffee date, catch up with a friend, we are here to cater to your every coffee addicting need. Come in and enjoy a cold or hot beverage in our welcoming cafe. Mi casa es su casa

## COLORS:

#662D91  
R: 102 G: 45 B: 145  
C: 75 M: 100 Y: 0 K: 0

#755FA2  
R: 117 G: 94 B: 161  
C: 58 M: 68 Y: 0 K: 7

#60699A  
R: 96 G: 105 B: 154  
C: 70 M: 60 Y: 16 K: 3

#806453  
R: 127 G: 100 B: 82  
C: 57 M: 65 Y: 75 K: 5

## LOGOS:



## FONTS:

TAMIL MN

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 1234567890  
!@#\$%^&\*()-\_+={}[];:"'<>.,?/

BABYSHARK

ABCDEFGHIJKLMN OPQRS  
TUVWXYZ1234567890|@#\$\$%&\*()  
\_+={}[ ]:"'<>./



# The Philomont Café

The Philomont Cafe is located in beautiful Philomont, Virginia, in the heart of Virginia's "Hunt Country". The greater Philomont area is known for horse farms, large estates, winding gravel roads, rolling hills and stacked stone walls. Philomont lies on the flanks of the relatively small Catoclin Mountain and to the west of the community lies the Blue Ridge Mountains. The name is derived from the Greek word philo meaning "beloved" and the French word mont or "mountain"; Philomont means "beloved mountain."

The Philomont Cafe is a bakery and coffee shop with a small breakfast menu . It serves hot and cold coffee, in-house made pasteries and a classic homemade American breakfast. The design of the cafe is inspired by the quaint horse town of Philomont. You can order a quick to go coffee and pastery or sit down for a while to enjoy a meal, get work done with a coffee, or enjoy time with friends. The target market is locals who live in town and people who are just passing through while they are out enjoying the country life for the weekend. The Cafe is community and family friendly and promotes the idea of simple living in the beautiful rolling hills of Virginia.

## Brand Fonts

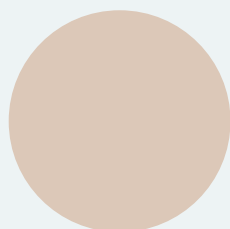
### Source Serif Variable

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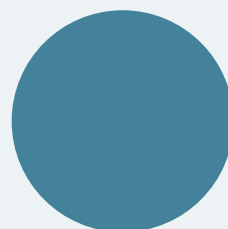
## Colors



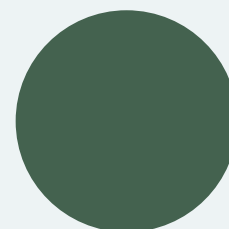
CMYK: 13, 19, 25, 0  
RGB: 221, 201, 184  
HEX: #ddc9b8



CMYK: 12, 1, 1, 0  
RGB: 221, 237, 247  
HEX: #ddedf7



CMYK: 76, 39, 30, 3  
RGB: 68, 129, 154  
HEX: #44819a



CMYK: 78, 45, 83, 45  
RGB: 45, 77, 50  
HEX: #2d4d32



Our sweets are out of this world!

### About Us

Cosmic Confections is a space themed bakery which sells artfully crafted cupcakes, cakes, cookies and more. The atmosphere is calm and magical, with soft pastel colors and stars. Cosmic Confections targets all age groups who have a love for the wonders of space, as well as baked goods.



#C963A6  
C19 M74 Y0 K0  
R201 G99 B166



#F4C6DD  
C1 M27 Y0 K0  
R244 G198 B221



#CBD6ED  
C18 M11 Y0 K0  
R203 G214 B237



#DFBCDA  
C10 M28 Y0 K0  
R228 G188 B218

*Crayonette DJR*  
*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk*  
*Ll Mm Nn Oo Pp Qq Rr Ss Tt*  
*Uu Vv Ww Xx Yy Zz*  
*1234567890*

Costa  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0



COFFEE • TEA • PASTRIES

Slogan: “a different song for every flavor”

Spilt Feelings Coffee is a unique cafe in a small town of Wentzville, Missouri. It specializes in it’s taste in coffee, tea and music! Each flavor of coffee or tea has a song that fits its flavor. Everytime something is ordered, the song that its named after is cued up in the shops playlist.

Logos:



Brand Fonts:

Palatino

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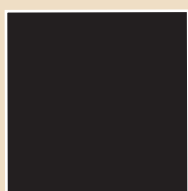
Decorations:



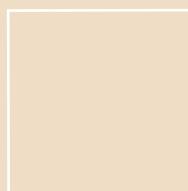
Main Colors:



#603913  
CMYK: 40, 70, 100, 50  
RGB: 96, 57, 19



#231F20  
CMYK: 60, 40, 40, 100  
RGB: 0, 0, 100



#EEDDC6  
CMYK: 6, 11, 22, 0  
RGB: 237, 222, 197



#2E3192  
CMYK: 100, 100, 0, 0  
RGB: 46, 49, 146

