

Brand Colors: VH Label Color System

Krebs Zinc	<div><div>PANTONE Black 6 C</div></div>
Boron	<div><div>PANTONE 5405 C</div></div>
Maximum Vibrance Vanilla Bean	<div><div>PANTONE Cool Gray 1 C</div></div>
Maximum Vibrance Chocolate Chunk	<div><div>PANTONE 2309 C</div></div>
Green Vibrance Chocolate Coconut	<div><div>PANTONE 4101 C</div></div>
Green Vibrance	<div><div>PANTONE 2427 C</div></div>
Trilogy Vegan	<div><div>PANTONE 350 C</div><div>PANTONE 9560 C</div></div>
Trilogy Non Vegan	<div><div>PANTONE 316 C</div></div>
Digestive Vibrance	<div><div>PANTONE 3135 C</div></div>
Immune Defense	<div><div>PANTONE 2726 C</div></div>
Green Vibrance Blueberry Lemon	<div><div>PANTONE 2738 C</div></div>
U.T. Vibrance	<div><div>PANTONE 2623 C</div></div>
Cholesterol Vibrance	<div><div>PANTONE 2593 C</div></div>
U.T. Probiotic	<div><div>PANTONE 240 C</div></div>
Red Marine Algae	<div><div>PANTONE 7427 C</div></div>
Spectrum Vibrance	<div><div>PANTONE 7636 C</div></div>
Joint Vibrance	<div><div>PANTONE 185 C</div></div>
Green Vibrance Peach Mango	<div><div>PANTONE 2027 C</div></div>
Vitamin C	<div><div>PANTONE 152 C</div><div>PANTONE 137 C</div></div>



Boron

Primary

PANTONE 5405 C	
PANTONE Ref. Blue	31.80
PANTONE Yellow	4.60
PANTONE Black	13.60
PANTONE Trans. Wt.	50.00
HEX #4F758B	
RGB	
Red	79
Green	117
Blue	139
CMYK	
Cyan	69%
Magenta	37%
Yellow	19%
Black	16%
CIELAB	
L	46.86
A	-8.71
B	-17.05

- Product Title
- Logo
- QR
- Logo Motif
- Text-Dark

Accent

PANTONE 711 C	
PANTONE Red 032	73.80
PANTONE Black	1.20
PANTONE Trans. Wt.	25.00
HEX #CB2C30	
RGB	
Red	203
Green	44
Blue	48
CMYK	
Cyan	0%
Magenta	94%
Yellow	84%
Black	5%
CIELAB	
L	47.10
A	62.95
B	41.47

Pill-shaped Callout

Support 1

PANTONE 656 C	
PANTONE Blue 072	1.47
PANTONE Black	0.09
PANTONE Trans. Wt.	98.44
HEX #DDE5ED	
RGB	
Red	221
Green	229
Blue	237
CMYK	
Cyan	10%
Magenta	2%
Yellow	0%
Black	0%
CIELAB	
L	90.37
A	-1.20
B	-5.13

SF Ingredient Header

Support 2

PANTONE 643 C	
PANTONE Ref. Blue	2.50
PANTONE Black	0.60
PANTONE Trans. Wt.	96.90
HEX #C6D6E3	
RGB	
Red	198
Green	214
Blue	227
CMYK	
Cyan	20%
Magenta	6%
Yellow	0%
Black	0%
CIELAB	
L	84.48
A	-3.11
B	-9.17

- Circle
- Motif Bars

Support 3

PANTONE 5435 C	
PANTONE Ref. Blue	4.00
PANTONE Yellow	0.60
PANTONE Black	1.70
PANTONE Trans. Wt.	93.70
HEX #A6BBC8	
RGB	
Red	166
Green	187
Blue	200
CMYK	
Cyan	34%
Magenta	14%
Yellow	6%
Black	0%
CIELAB	
L	74.49
A	-5.11
B	-9.70

Burst Divider

Support 4

PANTONE 5425 C	
PANTONE Ref. Blue	8.00
PANTONE Yellow	1.10
PANTONE Black	3.40
PANTONE Trans. Wt.	87.50
HEX #7A99AC	
RGB	
Red	122
Green	153
Blue	172
CMYK	
Cyan	52%
Magenta	25%
Yellow	13%
Black	4%
CIELAB	
L	61.14
A	-7.08
B	-14.30

Burst Circle

Support 5

PANTONE 7546 C	
PANTONE Ref. Blue	23.00
PANTONE Black	27.00
PANTONE Trans. Wt.	50.00
HEX #253746	
RGB	
Red	37
Green	55
Blue	70
CMYK	
Cyan	88%
Magenta	57%
Yellow	27%
Black	65%
CIELAB	
L	22.08
A	-3.80
B	-12.10

Supplement Facts

Cholesterol Vibrance

Primary

PANTONE 2593 C	
PANTONE Rub. Red	50.00
PANTONE Violet	50.00
HEX	#84329B
RGB	
Red	132
Green	50
Blue	155
CMYK	
Cyan	59%
Magenta	94%
Yellow	0%
Black	0%
CIELAB	
L	37.41
A	47.24
B	-40.08

- Product Title
- Logo
- Logo Motif
- Text-Dark
- QR

Accent

PANTONE 7436 C	
PANTONE Purple	1.40
PANTONE Black	0.10
PANTONE Trans. Wt.	98.50
HEX	#EEDAEA
RGB	
Red	238
Green	218
Blue	234
CMYK	
Cyan	2%
Magenta	12%
Yellow	0%
Black	0%
CIELAB	
L	89.25
A	9.49
B	-5.27

- Pill-shaped Callout
- Motif Bars

Support 1

PANTONE 9320 C	
PANTONE Magenta 0521	20.00
PANTONE Extender	80.00
HEX	#F2DEE9
RGB	
Red	242
Green	222
Blue	233
CMYK	
Cyan	3%
Magenta	14%
Yellow	1%
Black	0%
CIELAB	
L	90.58
A	8.90
B	-2.72

- Circle
- SF Ingredient Header

Support 2

PANTONE 251 C	
PANTONE Purple	12.50
PANTONE Trans. Wt.	87.50
HEX	#DD9CDF
RGB	
Red	221
Green	156
Blue	223
CMYK	
Cyan	13%
Magenta	42%
Yellow	0%
Black	0%
CIELAB	
L	72.78
A	34.32
B	-23.57

- Burst Divider

Support 3

PANTONE 2582 C	
PANTONE Purple	40.60
PANTONE Violet	9.40
PANTONE Trans. Wt.	50.00
HEX	#AC4FC6
RGB	
Red	172
Green	79
Blue	198
CMYK	
Cyan	41%
Magenta	77%
Yellow	0%
Black	0%
CIELAB	
L	50.46
A	52.73
B	-44.34

- Burst Circle

Support 4

PANTONE 2627 C	
PANTONE Violet	61.10
PANTONE Rub. Red	27.80
PANTONE Black	11.10
HEX	#3C1053
RGB	
Red	60
Green	16
Blue	83
CMYK	
Cyan	83%
Magenta	100%
Yellow	0%
Black	44%
CIELAB	
L	15.48
A	30.23
B	-30.29

- Supplement Facts

Digestive Vibrance

Primary

PANTONE 3135 C	
PANTONE Pro. Blue	68.80
PANTONE Green	31.20
HEX	#008EAA
RGB	
Red	0
Green	142
Blue	170
CMYK	
Cyan	100%
Magenta	0%
Yellow	22%
Black	10%
CIELAB	
L	48.70
A	-53.92
B	-34.22

- Product Title
- Logo
- QR
- Logo Motif
- Text-Dark

Accent

PANTONE 1505 C	
PANTONE Orange 021	50.00
PANTONE Trans. Wt.	50.00
HEX	#FF6900
RGB	
Red	255
Green	105
Blue	0
CMYK	
Cyan	0%
Magenta	64%
Yellow	100%
Black	0%
CIELAB	
L	66.08
A	58.99
B	92.87

- Pill-shaped Callout

Support 1

PANTONE 9040 C	
PANTONE Blue 0821	9.00
PANTONE Black 0961	1.00
PANTONE Extender	90.00
HEX	#DCEBEC
RGB	
Red	220
Green	235
Blue	236
CMYK	
Cyan	13%
Magenta	2%
Yellow	6%
Black	0%
CIELAB	
L	91.84
A	-5.06
B	-2.48

- SF Ingredient Header

Support 2

PANTONE 9424 C	
PANTONE Black 0961	2.00
PANTONE Blue 0821	18.00
PANTONE Extender	80.00
HEX	#C3E3E7
RGB	
Red	195
Green	227
Blue	231
CMYK	
Cyan	23%
Magenta	2%
Yellow	8%
Black	0%
CIELAB	
L	87.80
A	-9.91
B	-6.41

- Circle
- Motif Bars

Support 3

PANTONE 630 C	
PANTONE Pro. Blue	5.90
PANTONE Black	0.40
PANTONE Trans. Wt.	93.70
HEX	#77C5D5
RGB	
Red	119
Green	197
Blue	213
CMYK	
Cyan	50%
Magenta	0%
Yellow	8%
Black	0%
CIELAB	
L	74.52
A	-21.97
B	-17.05

- Burst Divider

Support 4

PANTONE 2228 C	
PANTONE Pro. Blue	33.37
PANTONE Green	18.04
PANTONE Trans. Wt.	48.59
HEX	#00A5BD
RGB	
Red	0
Green	165
Blue	189
CMYK	
Cyan	100%
Magenta	0%
Yellow	24%
Black	0%
CIELAB	
L	57.76
A	-53.04
B	-30.87

- Burst Circle

Support 5

PANTONE 547 C	
PANTONE Ref. Blue	70.60
PANTONE Yellow	23.50
PANTONE Black	5.90
HEX	#00313C
RGB	
Red	0
Green	49
Blue	60
CMYK	
Cyan	100%
Magenta	11%
Yellow	20%
Black	82%
CIELAB	
L	16.50
A	-16.98
B	-13.78

- Supplement Facts
- Directions

Green Vibrance [Original]

Primary

PANTONE 2427 C	
PANTONE Green	59.77
PANTONE Yellow 012	29.37
PANTONE Black	10.86
HEX	#025F1D
RGB	
Red	2
Green	95
Blue	29
CMYK	
Cyan	81%
Magenta	0%
Yellow	100%
Black	54%
CIELAB	
L	34.03
A	-37.59
B	28.28

- Product Title
- Logo
- Logo Motif
- Text-Dark
- QR

Accent

PANTONE 374 C	
PANTONE Green	18.80
PANTONE Yellow 012	6.20
PANTONE Black	75.00
HEX	#C5E86C
RGB	
Red	197
Green	232
Blue	108
CMYK	
Cyan	23%
Magenta	0%
Yellow	69%
Black	0%
CIELAB	
L	87.32
A	-25.62
B	54.54

- Pill-shaped Callout
- Motif Bars

Support 1

PANTONE 2281 C	
PANTONE Yellow 012	4.94
PANTONE Pro. Blue	1.07
PANTONE Trans. Wt.	93.99
HEX	#D9EA9A
RGB	
Red	217
Green	234
Blue	154
CMYK	
Cyan	13%
Magenta	0%
Yellow	48%
Black	0%
CIELAB	
L	89.80
A	-14.27
B	36.21

- Circle
- SF Ingredient Header

Support 2

PANTONE 367 C	
PANTONE Yellow	18.70
PANTONE Pro. Blue	6.30
PANTONE Trans. Wt.	75.00
HEX	#A4D65E
RGB	
Red	164
Green	214
Blue	94
CMYK	
Cyan	37%
Magenta	0%
Yellow	77%
Black	0%
CIELAB	
L	80.04
A	-30.91
B	51.98

- Burst Divider

Support 3

PANTONE 7740 C	
PANTONE Pro. Blue	36.72
PANTONE Yellow 012	29.37
PANTONE Orange 021	5.69
PANTONE Trans. Wt.	30.65
HEX	#3A913F
RGB	
Red	58
Green	145
Blue	63
CMYK	
Cyan	73%
Magenta	1%
Yellow	91%
Black	17%
CIELAB	
L	53.14
A	-40.75
B	33.43

- Burst Circle

Support 4

PANTONE 627 C	
PANTONE Green	72.70
PANTONE Black	27.30
HEX	#13322B
RGB	
Red	19
Green	50
Blue	43
CMYK	
Cyan	89%
Magenta	28%
Yellow	66%
Black	83%
CIELAB	
L	18.00
A	-13.80
B	0.26

- Supplement Facts

Green Vibrance [Blueberry Lemon]

Primary

PANTONE 2738 C	
PANTONE Ref. Blue	75.00
PANTONE Violet	25.00
HEX	#06038D
RGB	
Red	6
Green	3
Blue	141
CMYK	
Cyan	100%
Magenta	91%
Yellow	0%
Black	13%
CIELAB	
L	14.10
A	39.35
B	-70.21

- Product Title
- Logo
- Logo Motif
- Text-Dark
- QR

Accent

PANTONE 9344 C	
PANTONE Violet 0631	50.00
PANTONE Extender	50.00
HEX	#D1B6E4
RGB	
Red	209
Green	182
Blue	228
CMYK	
Cyan	16%
Magenta	30%
Yellow	0%
Black	0%
CIELAB	
L	77.62
A	17.09
B	-19.55

- Pill-shaped Callout
- Motif Bars

Support 1

PANTONE 9340 C	
PANTONE Violet 0631	10.00
PANTONE Extender	90.00
HEX	#E7DCEA
RGB	
Red	231
Green	220
Blue	234
CMYK	
Cyan	7%
Magenta	13%
Yellow	1%
Black	0%
CIELAB	
L	89.03
A	6.41
B	-5.57

- Circle
- SF Ingredient Header

Support 2

PANTONE Violet 0631 C	
[Base Color]	
HEX	#BF9BDE
RGB	
Red	191
Green	155
Blue	222
CMYK	
Cyan	25%
Magenta	41%
Yellow	0%
Black	0%
CIELAB	
L	69.43
A	23.80
B	-28.71

- Burst Divider

Support 3

PANTONE 2726 C	
PANTONE Violet	25.00
PANTONE Ref. Blue	25.00
PANTONE Trans. Wt.	50.00
HEX	#485CC7
RGB	
Red	72
Green	92
Blue	199
CMYK	
Cyan	83%
Magenta	66%
Yellow	0%
Black	0%
CIELAB	
L	42.03
A	18.21
B	-59.56

- Burst Circle

Support 4

PANTONE 2765 C	
PANTONE Violet	72.70
PANTONE Pro. Blue	27.30
PANTONE Black	11.10
HEX	#201547
RGB	
Red	32
Green	21
Blue	71
CMYK	
Cyan	98%
Magenta	98%
Yellow	0%
Black	60%
CIELAB	
L	11.10
A	16.30
B	-29.47

- Supplement Facts

Green Vibrance [Chocolate Coconut]

Primary

PANTONE 4101 C	
PANTONE Rubine Red	39.87
PANTONE Black	19.05
PANTONE Trans. Wt.	20.94
PANTONE Yellow PY12	20.14
HEX #622128	
RGB	
Red	98
Green	33
Blue	40
CMYK	
Cyan	4%
Magenta	100%
Yellow	59%
Black	67%
CIELAB	
L	24.07
A	31.18
B	12.69

- Product Title
- Logo
- Logo Motif
- Text-Dark
- QR

Accent

PANTONE 691 C	
PANTONE Red 032	1.30
PANTONE Black	0.30
PANTONE Trans. Wt.	98.40
HEX #E9CDD0	
RGB	
Red	233
Green	205
Blue	208
CMYK	
Cyan	1%
Magenta	17%
Yellow	5%
Black	0%
CIELAB	
L	85.16
A	10.95
B	2.61

- Pill-shaped Callout
- Motif Bars

Support 1

PANTONE 7604 C	
PANTONE Rub. Red	0.70
PANTONE Yellow 012	0.25
PANTONE Black	0.33
PANTONE Trans. Wt.	98.72
HEX #E4D5D3	
RGB	
Red	228
Green	213
Blue	211
CMYK	
Cyan	4%
Magenta	12%
Yellow	5%
Black	0%
CIELAB	
L	86.51
A	5.73
B	2.54

- Circle
- SF Ingredient Header

Support 2

PANTONE 5005 C	
PANTONE Warm Red	7.40
PANTONE Pro. Blue	1.70
PANTONE Black	3.40
PANTONE Trans. Wt.	87.50
HEX #B07C83	
RGB	
Red	176
Green	124
Blue	131
CMYK	
Cyan	20%
Magenta	50%
Yellow	27%
Black	9%
CIELAB	
L	57.78
A	21.51
B	5.56

- Burst Divider

Support 3

PANTONE 4985 C	
PANTONE Warm Red	29.60
PANTONE Pro. Blue	6.80
PANTONE Black	13.60
PANTONE Trans. Wt.	50.00
HEX #874B52	
RGB	
Red	135
Green	75
Blue	82
CMYK	
Cyan	24%
Magenta	70%
Yellow	41%
Black	31%
CIELAB	
L	39.98
A	26.70
B	8.46

- Burst Circle

Support 4

PANTONE 504 C	
PANTONE Warm Red	65.00
PANTONE Ref. Blue	15.00
PANTONE Black	20.00
HEX #572932	
RGB	
Red	87
Green	41
Blue	50
CMYK	
Cyan	29%
Magenta	88%
Yellow	45%
Black	65%
CIELAB	
L	23.64
A	22.49
B	5.00

- Supplement Facts

Green Vibrance [Peach Mango]

Primary

PANTONE 2027 C	
PANTONE Rub. Red	18.18
PANTONE Trans White	40.14
PANTONE Yellow PY12	18.31
PANTONE Orange 016	23.37
HEX	#EE5340
RGB	
Red	238
Green	83
Blue	64
CMYK	
Cyan	0%
Magenta	83%
Yellow	79%
Black	0%
CIELAB	
L	58.62
A	61.94
B	46.55

Product Title

Logo

Logo Motif

Text-Dark

QR

Accent

PANTONE 911 C	
PANTONE 804	50.00
PANTONE Extender	50.00
HEX	#FFD9A4
RGB	
Red	255
Green	217
Blue	164
CMYK	
Cyan	0%
Magenta	19%
Yellow	35%
Black	0%
CIELAB	
L	90.83
A	15.60
B	33.33

Pill-shaped Callout

Motif Bars

Support 1

PANTONE 918 C	
PANTONE 804	25.00
PANTONE Extender	75.00
HEX	#FFDFB4
RGB	
Red	255
Green	223
Blue	180
CMYK	
Cyan	0%
Magenta	15%
Yellow	29%
Black	0%
CIELAB	
L	91.83
A	10.82
B	26.15

Circle

SF Ingredient Header

Support 2

PANTONE 7410 C	
PANTONE Orange 021	12.00
PANTONE Warm Red	1.50
PANTONE Black	0.40
PANTONE Trans. Wt.	86.10
HEX	#FEAD77
RGB	
Red	254
Green	173
Blue	119
CMYK	
Cyan	0%
Magenta	35%
Yellow	54%
Black	0%
CIELAB	
L	78.50
A	26.45
B	41.50

Burst Divider

Support 3

PANTONE 170 C	
PANTONE Warm Red	18.70
PANTONE Yellow	6.30
PANTONE Trans. Wt.	75.00
HEX	#FF8674
RGB	
Red	255
Green	134
Blue	116
CMYK	
Cyan	0%
Magenta	56%
Yellow	48%
Black	0%
CIELAB	
L	71.43
A	48.59
B	34.73

Burst Circle

Support 4

PANTONE 4625 C	
PANTONE Yellow	40.90
PANTONE Warm Red	31.80
PANTONE Black	27.30
HEX	#4F2C1D
RGB	
Red	79
Green	44
Blue	29
CMYK	
Cyan	14%
Magenta	75%
Yellow	91%
Black	76%
CIELAB	
L	22.61
A	15.55
B	17.29

Supplement Facts

Immune Defense

Primary

PANTONE 2726 C	
PANTONE Violet	25.00
PANTONE Ref. Blue	25.00
PANTONE Trans. Wt.	50.00
HEX	#485CC7
RGB	
Red	72
Green	92
Blue	199
CMYK	
Cyan	83%
Magenta	66%
Yellow	0%
Black	0%
CIELAB	
L	42.03
A	18.21
B	-59.56

- Product Title
- Logo
- Logo Motif
- Text-Dark
- QR

Accent

PANTONE 657 C	
PANTONE Blue 072	2.90
PANTONE Black	0.20
PANTONE Trans. Wt.	96.90
HEX	#C8D8EB
RGB	
Red	200
Green	216
Blue	235
CMYK	
Cyan	19%
Magenta	7%
Yellow	0%
Black	0%
CIELAB	
L	85.39
A	-2.34
B	-11.66

- Pill-shaped Callout
- Motif Bars

Support 1

PANTONE 656 C	
PANTONE Blue 072	1.47
PANTONE Black	0.09
PANTONE Trans. Wt.	98.44
HEX	#DDE5ED
RGB	
Red	221
Green	229
Blue	237
CMYK	
Cyan	10%
Magenta	2%
Yellow	0%
Black	0%
CIELAB	
L	90.37
A	-1.20
B	-5.13

- Circle
- SF Ingredient Header

Support 2

PANTONE 2716 C	
PANTONE Violet	6.30
PANTONE Ref. Blue	6.30
PANTONE Trans. Wt.	87.40
HEX	#9FAEE5
RGB	
Red	159
Green	174
Blue	229
CMYK	
Cyan	38%
Magenta	26%
Yellow	0%
Black	0%
CIELAB	
L	71.39
A	4.15
B	-29.58

- Burst Divider

Support 3

PANTONE 2124 C	
PANTONE Pro. Blue	10.28
PANTONE Med. Purple	10.01
PANTONE Trans. Wt.	79.71
HEX	#6F7BD4
RGB	
Red	111
Green	123
Blue	212
CMYK	
Cyan	63%
Magenta	50%
Yellow	0%
Black	0%
CIELAB	
L	53.73
A	13.12
B	-47.87

- Burst Circle

Support 4

PANTONE 2765 C	
PANTONE Violet	66.70
PANTONE Pro. Blue	22.20
PANTONE Black	11.10
HEX	#201547
RGB	
Red	32
Green	21
Blue	71
CMYK	
Cyan	98%
Magenta	98%
Yellow	0%
Black	60%
CIELAB	
L	11.10
A	16.30
B	-29.47

- Supplement Facts

Primary

PANTONE 185 C	
PANTONE Warm Red	75.00
PANTONE Rub. Red	25.00
HEX	#E4002B
RGB	
Red	228
Green	0
Blue	43
CMYK	
Cyan	0%
Magenta	100%
Yellow	89%
Black	0%
CIELAB	
L	49.78
A	77.43
B	49.23

- Product Title
- Logo
- Logo Motif
- Text-Dark
- QR

Accent

PANTONE 149 C	
PANTONE Warm Red	2.11
PANTONE Trans White	84.40
PANTONE Yellow PY12	10.86
PANTONE Orange 016	2.63
HEX	#FFC27B
RGB	
Red	255
Green	194
Blue	123
CMYK	
Cyan	0%
Magenta	27%
Yellow	58%
Black	0%
CIELAB	
L	83.53
A	17.60
B	45.35

- Pill-shaped Callout
- Motif Bars

Support 1

PANTONE 9286 C	
PANTONE Red 0331	20.00
PANTONE Extender	80.00
HEX	#F6DFE0
RGB	
Red	246
Green	223
Blue	224
CMYK	
Cyan	2%
Magenta	14%
Yellow	6%
Black	0%
CIELAB	
L	90.82
A	8.66
B	2.25

- Circle
- SF Ingredient Header

Support 2

PANTONE 1775 C	
PANTONE Warm Red	21.90
PANTONE Rub. Red	3.10
PANTONE Trans. Wt.	75.00
HEX	#FF8DA1
RGB	
Red	255
Green	141
Blue	161
CMYK	
Cyan	0%
Magenta	53%
Yellow	15%
Black	0%
CIELAB	
L	72.81
A	46.25
B	11.62

- Burst Divider

Support 3

PANTONE 1777 C	
PANTONE Red 032	25.00
PANTONE Trans. Wt.	75.00
HEX	#FB637E
RGB	
Red	251
Green	99
Blue	126
CMYK	
Cyan	0%
Magenta	72%
Yellow	30%
Black	0%
CIELAB	
L	64.19
A	61.62
B	19.10

- Burst Circle

Support 4

PANTONE 490 C	
PANTONE Warm Red	76.50
PANTONE Pro. Blue	17.60
PANTONE Black	5.90
HEX	#5D2A2C
RGB	
Red	93
Green	42
Blue	44
CMYK	
Cyan	18%
Magenta	88%
Yellow	59%
Black	66%
CIELAB	
L	24.74
A	24.07
B	10.75

- Supplement Facts

Primary

PANTONE	
Black 6 C	
PANTONE Ref. Blue	46.00
PANTONE Black	54.00
HEX	#101820
RGB	
Red	16
Green	24
Blue	32
CMYK	
Cyan	100%
Magenta	61%
Yellow	32%
Black	96%
CIELAB	
L	7.87
A	-1.87
B	-7.04

- Product Title
- Logo
- QR
- Logo Motif
- Text-Dark
- Supplement Facts

Accent

PANTONE	
290 C	
PANTONE Ref. Blue	1.60
PANTONE Pro. Blue	1.60
PANTONE Trans. Wt.	96.80
HEX	#B9D9EB
RGB	
Red	185
Green	217
Blue	235
CMYK	
Cyan	25%
Magenta	1%
Yellow	0%
Black	0%
CIELAB	
L	84.61
A	-7.91
B	-13.11

- Pill-shaped Callout

Support 1

PANTONE	
Cool Gray 1 C	
PANTONE Blue 072	0.12
PANTONE Black	0.28
PANTONE Trans. Wt.	99.60
HEX	#D9D9D6
RGB	
Red	217
Green	217
Blue	214
CMYK	
Cyan	10%
Magenta	7%
Yellow	5%
Black	0%
CIELAB	
L	86.66
A	-0.05
B	1.05

- SF Ingredient Header

Support 2

PANTONE	
Cool Gray 2 C	
PANTONE Blue 072	0.30
PANTONE Black	0.70
PANTONE Trans. Wt.	99.00
HEX	#D0D0CE
RGB	
Red	208
Green	208
Blue	206
CMYK	
Cyan	14%
Magenta	10%
Yellow	8%
Black	0%
CIELAB	
L	83.40
A	-0.10
B	0.84

- Circle
- Motif Bars

Support 3

PANTONE	
Cool Gray 7 C	
PANTONE Blue 072	2.40
PANTONE Black	5.60
PANTONE Trans. Wt.	92.00
HEX	#97999B
RGB	
Red	151
Green	153
Blue	155
CMYK	
Cyan	38%
Magenta	29%
Yellow	24%
Black	5%
CIELAB	
L	63.09
A	-0.17
B	-1.44

- Burst Divider

Support 4

PANTONE	
Cool Gray 9 C	
PANTONE Blue 072	4.50
PANTONE Black	10.50
PANTONE Trans. Wt.	85.00
HEX	#75787B
RGB	
Red	117
Green	120
Blue	123
CMYK	
Cyan	50%
Magenta	40%
Yellow	34%
Black	17%
CIELAB	
L	50.20
A	-0.18
B	-2.36

- Burst Circle

Maximum Vibrance [Vanilla Bean]

Primary

PANTONE Cool Gray 1 C	
PANTONE Process Blue	0.28
PANTONE Black	0.81
PANTONE Trans White	98.73
PANTONE Violet v2	0.18
HEX	#D9D9D6
RGB	
Red	217
Green	217
Blue	214
CMYK	
Cyan	14%
Magenta	11%
Yellow	12%
Black	0%
CIELAB	
L	86.66
A	-0.05
B	1.05

- Product Title
- Logo
- Logo Motif
- Text-Light
- SF Background

Accent

PANTONE 2326 C	
PANTONE Orange 021	6.72
PANTONE Pro. Blue	4.48
PANTONE Black	4.80
PANTONE Trans. Wt.	84.00
HEX	#8B7C5E
RGB	
Red	139
Green	124
Blue	94
CMYK	
Cyan	32%
Magenta	35%
Yellow	56%
Black	23%
CIELAB	
L	52.96
A	2.56
B	18.70

- Pill-shaped Callout
- Circle
- Side Panel Divider

Background

PANTONE Black 6 C	
PANTONE Ref. Blue	46.00
PANTONE Black	54.00
HEX	#101820
RGB	
Red	16
Green	24
Blue	32
CMYK	
Cyan	100%
Magenta	61%
Yellow	32%
Black	96%
CIELAB	
L	7.87
A	-1.87
B	-7.04

- Background Color
- QR
- Supplement Facts

Support 1

PANTONE 2329 C	
PANTONE Orange 021	11.89
PANTONE Pro. Blue	7.92
PANTONE Black	8.50
PANTONE Trans. Wt.	71.69
HEX	#68593C
RGB	
Red	104
Green	89
Blue	60
CMYK	
Cyan	36%
Magenta	43%
Yellow	71%
Black	47%
CIELAB	
L	38.83
A	3.05
B	19.18

- SF Ingredient Header

Support 2

PANTONE 7554 C	
PANTONE Yellow 012	8.60
PANTONE Orange 021	8.40
PANTONE Black	38.60
PANTONE Trans. Wt.	44.40
HEX	#4B3D2A
RGB	
Red	75
Green	61
Blue	42
CMYK	
Cyan	40%
Magenta	53%
Yellow	79%
Black	68%
CIELAB	
L	27.02
A	4.04
B	14.02

- Text-Dark
- Motif Bars

Maximum Vibrance [Chocolate Chunk]

Primary

PANTONE 2309 C	
PANTONE Warm Red	1.27
PANTONE Black	0.55
PANTONE Trans. Wt.	95.25
PANTONE Yellow PY	2.93
HEX	#E7CEB5
RGB	
Red	231
Green	206
Blue	181
CMYK	
Cyan	9%
Magenta	18%
Yellow	28%
Black	0%
CIELAB	
L	84.46
A	6.63
B	15.76

Product Title

Logo

Logo Motif

Text-Light

Accent

PANTONE 7602 C	
PANTONE Orange 021	21.46
PANTONE Rub. Red	5.94
PANTONE Black	14.63
PANTONE Trans. Wt.	57.97
HEX	#7B4931
RGB	
Red	123
Green	73
Blue	49
CMYK	
Cyan	15%
Magenta	64%
Yellow	76%
Black	47%
CIELAB	
L	37.16
A	20.45
B	24.42

Pill-shaped Callout

Circle

Side Panel Divider

SF Ingredient Header

Background

PANTONE Black 6 C	
PANTONE Ref. Blue	46.00
PANTONE Black	54.00
HEX	#101820
RGB	
Red	16
Green	24
Blue	32
CMYK	
Cyan	100%
Magenta	61%
Yellow	32%
Black	96%
CIELAB	
L	7.87
A	-1.87
B	-7.04

Background Color

QR

Supplement Facts

Support 1

PANTONE 9200 C	
PANTONE Yellow 0131	28.00
PANTONE Red 0331	12.00
PANTONE Extender	60.00
HEX	#F5E1CC
RGB	
Red	245
Green	225
Blue	204
CMYK	
Cyan	3%
Magenta	11%
Yellow	18%
Black	0%
CIELAB	
L	90.92
A	5.21
B	12.72

SF Background

Support 2

PANTONE 4975 C	
PANTONE Warm Red	59.10
PANTONE Pro. Blue	13.60
PANTONE Black	27.30
HEX	#3F2021
RGB	
Red	63
Green	32
Blue	33
CMYK	
Cyan	27%
Magenta	90%
Yellow	62%
Black	83%
CIELAB	
L	16.90
A	15.93
B	7.20

Text-Dark

Motif Bars

Pure Creatine [Unflavored]

Primary

PANTONE 9401 C	
PANTONE Violet 0631	12
PANTONE Blue 0821	18
PANTONE Extender	70
HEX #D5E1ED	
RGB	
Red	213
Green	225
Blue	237
CMYK	
Cyan	2%
Magenta	5%
Yellow	0%
Black	0%
CIELAB	
L	88.89
A	-2.30
B	-7.64

Product Title

Logo

Logo Motif

Text-Light

SF Background

Accent

PANTONE 285 C	
PANTONE Pro. Blue	37.11
PANTONE Trans. Wt.	49.14
PANTONE Violet v2	13.75
HEX #0072CE	
RGB	
Red	0
Green	114
Blue	206
CMYK	
Cyan	90%
Magenta	47%
Yellow	0%
Black	0%
CIELAB	
L	45.28
A	-4.66
B	-58.86

Pill-shaped Callout

Circle

SF Ingredient Header

Background

PANTONE 540 C	
PANTONE Pro. Blue	76.38
PANTONE Black	11.49
PANTONE Violet v2	12.13
HEX #002C4E	
RGB	
Red	0
Green	48
Blue	87
CMYK	
Cyan	100%
Magenta	45%
Yellow	0%
Black	66%
CIELAB	
L	17.52
A	-7.11
B	-30.38

Background Color

Text-Dark

Motif Bars

Supplement Facts

Support 1

PANTONE 292 C	
PANTONE Pro. Blue	10.34
PANTONE Trans. Wt.	87.16
PANTONE Violet v2	2.5
HEX #69B3E7	
RGB	
Red	105
Green	179
Blue	231
CMYK	
Cyan	55%
Magenta	13%
Yellow	0%
Black	0%
CIELAB	
L	69.37
A	-13.01
B	-34.50

Burst Circle

Support 2

PANTONE 2905 C	
PANTONE Pro. Blue	5.54
PANTONE Trans. Wt.	93.6
PANTONE Violet v2	0.86
HEX #8DC8E8	
RGB	
Red	141
Green	200
Blue	232
CMYK	
Cyan	43%
Magenta	3%
Yellow	0%
Black	0%
CIELAB	
L	77.15
A	-13.41
B	-23.37

Burst Divider

Support 3

Note:
SF Ingredient Header Text
is White for readability

Pure Creatine [Mixed Berry]

Primary

PANTONE 9340 C	
PANTONE Violet 0631	10
PANTONE Extender	90
HEX	#E7DCEA
RGB	
Red	231
Green	220
Blue	234
CMYK	
Cyan	2%
Magenta	5%
Yellow	0%
Black	0%
CIELAB	
L	89.03
A	6.41
B	-5.57

- Product Title
- Logo
- Logo Motif
- Text-Light
- SF Background

Accent

PANTONE 2063 C	
PANTONE Rub. Red	37.27
PANTONE Black	4.22
PANTONE Trans. Wt.	57.01
PANTONE Violet v2	1.5
HEX	#A5307C
RGB	
Red	165
Green	48
Blue	124
CMYK	
Cyan	28%
Magenta	94%
Yellow	0%
Black	4%
CIELAB	
L	41.57
A	54.25
B	-14.38

- Pill-shaped Callout
- Circle
- SF Ingredient Header

Background

PANTONE 540 C	
PANTONE Pro. Blue	76.38
PANTONE Black	11.49
PANTONE Violet v2	12.13
HEX	#002C4E
RGB	
Red	0
Green	48
Blue	87
CMYK	
Cyan	100%
Magenta	45%
Yellow	0%
Black	66%
CIELAB	
L	17.52
A	-7.11
B	-30.38

- Background Color
- Text-Dark
- Motif Bars
- Supplement Facts

Support 1

PANTONE 2037 C	
PANTONE Warm Red	3.58
PANTONE Rub. Red	5.32
PANTONE Trans. Wt.	91.1
HEX	#F395C7
RGB	
Red	243
Green	149
Blue	199
CMYK	
Cyan	1%
Magenta	48%
Yellow	0%
Black	0%
CIELAB	
L	73.50
A	41.82
B	-8.67

- Burst Circle

Support 2

PANTONE 3568 C	
PANTONE Warm Red	0.57
PANTONE Rub. Red	2.01
PANTONE Trans. Wt.	96.36
PANTONE Yellow PY12	1.06
HEX	#F0C8D9
RGB	
Red	240
Green	200
Blue	217
CMYK	
Cyan	0%
Magenta	21%
Yellow	4%
Black	0%
CIELAB	
L	84.73
A	17.24
B	-2.55

- Burst Divider

Support 3

Note:
SF Ingredient Header Text
is White for readability

Red Marine Algae

Primary

PANTONE 7427 C		
PANTONE Rub. Red	73.00	
PANTONE Yellow	22.00	
PANTONE Trans. Wt.	5.00	
HEX	#971B2F	
RGB		
Red	151	
Green	27	
Blue	47	
CMYK		
Cyan	0%	
Magenta	100%	
Yellow	68%	
Black	35%	
CIELAB		
L	34.56	
A	52.88	
B	24.22	

Product Title

Logo

Logo Motif

Text-Dark

QR

Accent

PANTONE 9284 C		
PANTONE Red 0331	50.00	
PANTONE Extender	50.00	
HEX	#FAC9D1	
RGB		
Red	250	
Green	201	
Blue	209	
CMYK		
Cyan	0%	
Magenta	26%	
Yellow	7%	
Black	0%	
CIELAB		
L	85.80	
A	19.34	
B	3.28	

Pill-shaped Callout

Motif Bars

Support 1

PANTONE 9286 C		
PANTONE Red 0331	20.00	
PANTONE Extender	80.00	
HEX	#F6DFE0	
RGB		
Red	246	
Green	223	
Blue	224	
CMYK		
Cyan	2%	
Magenta	14%	
Yellow	6%	
Black	0%	
CIELAB		
L	90.82	
A	8.66	
B	2.25	

Circle

SF Ingredient Header

Support 2

PANTONE 1795 C		
PANTONE Warm Red	86.20	
PANTONE Rub. Red	12.30	
PANTONE Black	1.50	
HEX	#D22730	
RGB		
Red	210	
Green	39	
Blue	48	
CMYK		
Cyan	0%	
Magenta	96%	
Yellow	82%	
Black	1%	
CIELAB		
L	48.13	
A	66.28	
B	43.18	

Burst Divider

Support 3

PANTONE 193 C		
PANTONE Warm Red	60.60	
PANTONE Rub. Red	36.40	
PANTONE Black	3.00	
HEX	#BF0D3E	
RGB		
Red	191	
Green	13	
Blue	62	
CMYK		
Cyan	0%	
Magenta	100%	
Yellow	59%	
Black	11%	
CIELAB		
L	42.79	
A	66.14	
B	27.76	

Burst Circle

Support 4

PANTONE 4975 C		
PANTONE Warm Red	59.10	
PANTONE Pro. Blue	13.60	
PANTONE Black	27.30	
HEX	#3F2021	
RGB		
Red	63	
Green	32	
Blue	33	
CMYK		
Cyan	27%	
Magenta	90%	
Yellow	62%	
Black	83%	
CIELAB		
L	16.90	
A	15.93	
B	7.20	

Supplement Facts

Spectrum Vibrance

Primary

PANTONE 7636 C	
PANTONE Rub. Red	60.16
PANTONE Black	2.19
PANTONE Trans. Wt.	18.57
PANTONE Yellow PY12	19.08
HEX	#BC204B
RGB	
Red	188
Green	32
Blue	75
CMYK	
Cyan	0%
Magenta	84%
Yellow	63%
Black	22%
CIELAB	
L	43.34
A	63.52
B	19.52

Product Title

Logo Motif

Logo

Text-Dark

Accent

PANTONE 706 C	
PANTONE Warm Red	1.13
PANTONE Rub. Red	0.46
PANTONE Trans. Wt.	98.05
PANTONE Yellow PY12	0.36
HEX	#F7CED7
RGB	
Red	247
Green	206
Blue	215
CMYK	
Cyan	0%
Magenta	18%
Yellow	14%
Black	4%
CIELAB	
L	86.80
A	16.25
B	1.44

Pill-shaped Callout

Motif Bars

Support 1

PANTONE 9286 C	
PANTONE Red 0331	20.00
PANTONE Extender	80.00
HEX	#F6DFE0
RGB	
Red	246
Green	223
Blue	224
CMYK	
Cyan	0%
Magenta	10%
Yellow	10%
Black	0%
CIELAB	
L	90.82
A	8.66
B	2.25

Circle

Support 2

PANTONE 190 C	
PANTONE Warm Red	17.55
PANTONE Rub. Red	3.75
PANTONE Trans. Wt.	78.70
HEX	#F67599
RGB	
Red	246
Green	117
Blue	153
CMYK	
Cyan	0%
Magenta	51%
Yellow	38%
Black	3%
CIELAB	
L	66.73
A	54.07
B	7.14

Motif Bars

Support 3

PANTONE 7423 C	
PANTONE Warm Red	21.48
PANTONE Rub. Red	3.83
PANTONE Black	1.23
PANTONE Trans. Wt.	73.46
HEX	#E06287
RGB	
Red	224
Green	98
Blue	135
CMYK	
Cyan	0%
Magenta	55%
Yellow	39%
Black	11%
CIELAB	
L	59.60
A	53.48
B	6.90

Burst Circle

Support 4

PANTONE BLACK 6 C	
PANTONE Process Blue	69.08
PANTONE Black	30.92
HEX	#101820
RGB	
Red	16
Green	24
Blue	32
CMYK	
Cyan	100%
Magenta	61%
Yellow	32%
Black	96%
CIELAB	
L	7.87
A	-1.87
B	-7.04

Supplement Facts

Primary

PANTONE 316 C	
PANTONE Pro. Blue	65.00
PANTONE Green	15.00
PANTONE Black	20.00
HEX	#004851
RGB	
Red	0
Green	72
Blue	81
CMYK	
Cyan	100%
Magenta	10%
Yellow	29%
Black	68%
CIELAB	
L	25.98
A	-22.55
B	-13.41

Product Title

Logo

Logo Motif

Text-Dark

QR

Accent

PANTONE 317 C	
PANTONE Pro. Blue	1.60
PANTONE Green	1.60
PANTONE Trans. Wt.	96.80
HEX	#B1E4E3
RGB	
Red	177
Green	228
Blue	227
CMYK	
Cyan	26%
Magenta	0%
Yellow	6%
Black	0%
CIELAB	
L	86.69
A	-17.21
B	-6.32

Pill-shaped Callout

Motif Bars

Support 1

PANTONE 9480 C	
PANTONE Blue 0821	10.00
PANTONE Green 0921	10.00
PANTONE Extender	80.00
HEX	#C8E9E9
RGB	
Red	200
Green	233
Blue	233
CMYK	
Cyan	21%
Magenta	0%
Yellow	9%
Black	0%
CIELAB	
L	89.86
A	-11.30
B	-4.12

Text-Light

Support 2

PANTONE 630 C	
PANTONE Pro. Blue	5.90
PANTONE Black	0.40
PANTONE Trans. Wt.	93.70
HEX	#77C5D5
RGB	
Red	119
Green	197
Blue	213
CMYK	
Cyan	50%
Magenta	0%
Yellow	8%
Black	0%
CIELAB	
L	74.52
A	-21.97
B	-17.05

Burst Divider

Support 3

PANTONE 322 C	
PANTONE Pro. Blue	47.10
PANTONE Green	47.10
PANTONE Black	5.80
HEX	#007377
RGB	
Red	0
Green	115
Blue	119
CMYK	
Cyan	100%
Magenta	0%
Yellow	39%
Black	33%
CIELAB	
L	40.17
A	-45.41
B	-16.86

Burst Circle

Primary

PANTONE 9560 C	
PANTONE Yellow 0131	10.00
PANTONE Green 0921	10.00
PANTONE Extender	80.00
HEX	#DFEFDB
RGB	
Red	223
Green	239
Blue	219
CMYK	
Cyan	13%
Magenta	0%
Yellow	16%
Black	0%
CIELAB	
L	92.75
A	-8.18
B	7.17

Logo Motif

Secondary

PANTONE 350 C	
PANTONE Pro. Blue	45.40
PANTONE Yellow	27.30
PANTONE Black	27.30
HEX	#2C5234
RGB	
Red	44
Green	82
Blue	52
CMYK	
Cyan	74%
Magenta	18%
Yellow	81%
Black	62%
CIELAB	
L	31.06
A	-19.64
B	12.41

Product Title

Logo

Text-Dark

QR

Accent

PANTONE 7730 C	
PANTONE Pro. Blue	23.21
PANTONE Yellow 012	14.92
PANTONE Black	4.32
PANTONE Trans. Wt.	57.55
HEX	#4B9560
RGB	
Red	75
Green	149
Blue	96
CMYK	
Cyan	68%
Magenta	6%
Yellow	68%
Black	15%
CIELAB	
L	55.50
A	-33.29
B	19.22

Pill-shaped Callout

Motif Bars

Support 1

PANTONE 6176 C	
PANTONE Pro. Blue	3.91
PANTONE Black	1.49
PANTONE Trans. Wt.	89.30
PANTONE Yellow PY12	5.30
HEX	#9AC09D
RGB	
Red	154
Green	192
Blue	157
CMYK	
Cyan	40%
Magenta	5%
Yellow	39%
Black	1%
CIELAB	
L	73.94
A	-18.11
B	12.67

Burst Divider

Support 2

PANTONE 556 C	
PANTONE Yellow	12.50
PANTONE Ref. Blue	12.50
PANTONE Trans. Wt.	75.00
HEX	#6FA287
RGB	
Red	111
Green	162
Blue	135
CMYK	
Cyan	56%
Magenta	12%
Yellow	44%
Black	7%
CIELAB	
L	62.11
A	-21.27
B	7.44

Burst Circle

Primary

PANTONE 240 C	
PANTONE Black	0.97
PANTONE Purple v2	10.42
PANTONE Pink	88.61
HEX	#C5299B
RGB	
Red	197
Green	41
Blue	155
CMYK	
Cyan	0%
Magenta	81%
Yellow	24%
Black	23%
CIELAB	
L	48.16
A	67.01
B	-21.91

Product Title

Logo

Logo Motif

Text-Dark

QR

Accent

PANTONE 7436 C	
PANTONE Trans White	98.78
PANTONE Violet v2	0.34
PANTONE Pink	0.88
HEX	#EEDAEA
RGB	
Red	238
Green	218
Blue	234
CMYK	
Cyan	0%
Magenta	8%
Yellow	2%
Black	9%
CIELAB	
L	89.25
A	9.49
B	-5.27

Pill-shaped Callout

Motif Bars

Support 1

PANTONE 517 C	
PANTONE Warm Red	1.73
PANTONE Trans. Wt.	97.24
PANTONE Violet v2	1.03
HEX	#EBC6DF
RGB	
Red	235
Green	198
Blue	223
CMYK	
Cyan	0%
Magenta	15%
Yellow	5%
Black	8%
CIELAB	
L	84.04
A	16.70
B	-6.94

Circle

SF Ingredient Header

Support 2

PANTONE 237 C	
PANTONE Pro. Blue	0.28
PANTONE Trans. Wt.	89.41
PANTONE Purple v2	0.31
PANTONE Pink	10.00
HEX	#EC86D0
RGB	
Red	236
Green	134
Blue	208
CMYK	
Cyan	0%
Magenta	42%
Yellow	13%
Black	5%
CIELAB	
L	69.92
A	47.59
B	-19.36

Burst Divider

Support 3

PANTONE 2385 C	
PANTONE Trans. Wt.	63.83
PANTONE Violet v2	4.26
PANTONE Pink	31.91
HEX	#D539B5
RGB	
Red	213
Green	57
Blue	181
CMYK	
Cyan	0%
Magenta	78%
Yellow	19%
Black	16%
CIELAB	
L	53.51
A	69.32
B	-28.77

Burst Circle

Support 4

PANTONE 2357 C	
PANTONE Rubine Red	47.1
PANTONE Black	14.82
PANTONE Trans. Wt.	30.49
PANTONE Violet v2	7.59
HEX	#621244
RGB	
Red	98
Green	18
Blue	68
CMYK	
Cyan	0%
Magenta	82%
Yellow	33%
Black	60%
CIELAB	
L	22.69
A	39.64
B	-8.44

Supplement Facts

Primary

PANTONE 2623 C		
PANTONE Rub. Red	44.40	
PANTONE Violet	44.40	
PANTONE Black	11.20	
HEX	#5F2167	
RGB		
Red	95	
Green	33	
Blue	103	
CMYK		
Cyan	66%	
Magenta	100%	
Yellow	0%	
Black	20%	
CIELAB		
L	25.59	
A	36.72	
B	-27.28	

- Product Title
- Logo
- Logo Motif
- Text-Dark
- QR

Accent

PANTONE 9342 C		
PANTONE Violet 0631	21.00	
PANTONE Black 0961	9.00	
PANTONE Extender	70.00	
HEX	#E0D4E2	
RGB		
Red	224	
Green	212	
Blue	226	
CMYK		
Cyan	10%	
Magenta	16%	
Yellow	3%	
Black	0%	
CIELAB		
L	86.32	
A	6.42	
B	-5.19	

- Pill-shaped Callout
- Motif Bars

Support 1

PANTONE 9340 C		
PANTONE Violet 0631	10.00	
PANTONE Extender	90.00	
HEX	#E7DCEA	
RGB		
Red	231	
Green	220	
Blue	234	
CMYK		
Cyan	7%	
Magenta	13%	
Yellow	1%	
Black	0%	
CIELAB		
L	89.03	
A	6.41	
B	-5.57	

- Circle
- SF Ingredient Header

Support 2

PANTONE 2562 C		
PANTONE Purple	10.20	
PANTONE Violet	2.30	
PANTONE Trans. Wt.	87.50	
HEX	#D7A9E3	
RGB		
Red	215	
Green	169	
Blue	227	
CMYK		
Cyan	14%	
Magenta	35%	
Yellow	0%	
Black	0%	
CIELAB		
L	75.28	
A	25.65	
B	-22.34	

- Burst Divider

Support 3

PANTONE 2583 C		
PANTONE Rub. Red	25.00	
PANTONE Violet	25.00	
PANTONE Trans. Wt.	50.00	
HEX	#A05EB5	
RGB		
Red	160	
Green	94	
Blue	181	
CMYK		
Cyan	42%	
Magenta	71%	
Yellow	0%	
Black	0%	
CIELAB		
L	50.78	
A	39.23	
B	-34.55	

- Burst Circle

Support 4

PANTONE 2627 C		
PANTONE Violet	61.10	
PANTONE Rub. Red	27.80	
PANTONE Black	11.10	
HEX	#3C1053	
RGB		
Red	60	
Green	16	
Blue	83	
CMYK		
Cyan	83%	
Magenta	100%	
Yellow	0%	
Black	44%	
CIELAB		
L	15.48	
A	30.23	
B	-30.29	

- Supplement Facts

Vitamin C

Primary

PANTONE 137 C	
PANTONE Warm Red	8.36
PANTONE Trans. Wt.	46.27
PANTONE Yellow PY12	45.37
HEX #FFA400	
RGB	
Red	255
Green	164
Blue	0
CMYK	
Cyan	0%
Magenta	36%
Yellow	100%
Black	0%
CIELAB	
L	76.47
A	31.14
B	81.64

Logo Motif

Secondary

PANTONE 152 C	
PANTONE Warm Red	23.41
PANTONE Black	1.41
PANTONE Trans. Wt.	25.60
PANTONE Yellow PY12	49.58
HEX #E57200	
RGB	
Red	229
Green	114
Blue	0
CMYK	
Cyan	0%
Magenta	61%
Yellow	100%
Black	0%
CIELAB	
L	62.00
A	43.19
B	72.10

Product Title

Logo

Text-Dark

QR

Accent

PANTONE 931 C	
PANTONE 803	38.00
PANTONE 804	12.00
PANTONE Extender	50.00
HEX #FFE983	
RGB	
Red	255
Green	233
Blue	131
CMYK	
Cyan	0%
Magenta	7%
Yellow	58%
Black	0%
CIELAB	
L	93.09
A	0.97
B	52.22

Pill-shaped Callout

Motif Bars

Support 2

PANTONE 938 C	
PANTONE 803	19.00
PANTONE 804	6.00
PANTONE Extender	75.00
HEX #FCEE8	
RGB	
Red	252
Green	238
Blue	168
CMYK	
Cyan	2%
Magenta	4%
Yellow	42%
Black	0%
CIELAB	
L	94.13
A	-2.13
B	35.76

Circle

SF Ingredient Header

Support 3

PANTONE 134 C	
PANTONE Trans. Wt.	84.79
PANTONE Yellow PY12	11.40
PANTONE Orange 016	3.81
HEX #FDD26E	
RGB	
Red	253
Green	210
Blue	110
CMYK	
Cyan	0%
Magenta	11%
Yellow	62%
Black	0%
CIELAB	
L	86.67
A	8.31
B	54.63

Burst Divider

Support 4

PANTONE 136 C	
PANTONE Trans. Wt.	70.59
PANTONE Yellow PY12	21.53
PANTONE Orange 016	7.88
HEX #FFBF3F	
RGB	
Red	255
Green	191
Blue	63
CMYK	
Cyan	0%
Magenta	22%
Yellow	83%
Black	0%
CIELAB	
L	82.39
A	17.31
B	70.65

Burst Circle

Support 5

PANTONE 4625 C	
PANTONE Yellow	40.90
PANTONE Warm Red	31.80
PANTONE Black	27.30
HEX #4F2C1D	
RGB	
Red	79
Green	44
Blue	29
CMYK	
Cyan	14%
Magenta	75%
Yellow	91%
Black	76%
CIELAB	
L	22.61
A	15.55
B	17.29

Supplement Facts