

Moxy Hotels

Logo



Hotel Brand Colors (Logo, Accent & Graphical Elements Only)

These colors are only to be used in logos, Accents & Graphical Elements

EXAMPLE:



ACCENT & GRAPHIC ELEMENTS COLOR PALETTE:

PRIMARY



SECONDARY



Digital Brand Text/Background Colors (WCAG2.0 - 4.5:1 PASS)

These colors are only to be used to represent a foreground or background of text

EXAMPLE:



Color text on white

USE ONLY ON WHITE BACKGROUNDS
WHITE BACKGROUND: FFFFFFFF,
TEXT: A40E86

White text on color

USE ONLY ON DARK BACKGROUNDS
DARK BACKGROUND: A40E86
TEXT: FFFFFFFF

TEXT & BACKGROUND COLOR PALETTE

