

## **VISUAL BRAND SNAPSHOT**

Icon Rhombus device **Typeface** Brush AaBb**Cc Brush** Colour Interactive palette Principle palette Secondary colour palette Rest state Active state Link icons Rest state Read more > **Vodafone Red** Red Violet Aubergine Red Violet **Aubergine** R230 G0 B0

**Vodafone White** R255 G255 B255 # FFFFFF

#E60000

Vodafone Grev R74 G77 B78 #4A4D4E

R156 G42 B160 R94 G39 B80 #9C2AA0 #5E2750



Aqua Blue Turquoise R0 G176 B202 R0 G124 B146 # OOBOCA #007C92



Spring Green R168 G180 B0 #A8B400 # FECBOO



Fresh Orange R235 G151 B0 #EB9700



Lemon Yellow R254 G203 B0



Black R0 G0 B0 #000000 R94 G39 B80

#5E2750

**Dark Red** 

#64050A

R100 G5 B10

R156 G42 B160 #9C2AA0



Vodafone Red R230 G0 B0 # E60000



Mid Grey

**Vodafone Grey** R102 G102 B102 R74 G77 B78 #666666 #4A4D4E

**Background colour** 



**Light Grey** R217 G217 B217 #D9D9D9

Active state

Read more >

Rest state

Close X

Active state

Close X

Signature

**Vodafone** Power to you

Vodafone