

# Colour Usage and Guideline

# Colour

Our colour palette is light and fresh with accents of vibrance. It also contains warmth and materiality for our physical spaces.



# Colour palette

Our colour palette is made up of vibrant and sophisticated tones. Each colour has a 50% and 25% tint. Our core colour palette can be extended for seasonal applications, and for the Gold Membership.

- Global
- Festive additions

## Primary palette

Dark Blue	See Green	Warm Grey	Acetate Green	Ocean Blue
R: 00 G:00 B: 66 C: 100 M:96 Y: 00 K:32 PANTONE 2119C #000042	R: 185 G:247 B:230 C: 33 M:00 Y: 20 K:00 PANTONE 317C #B9F7E6	R: 243 G:233 B:226 C: 01 M:10 Y: 11 K:00 PANTONE 9244C #F3E9E2	R: 213 G:240 B:194 C: 16 M:00 Y: 25 K:00 PANTONE 7485C #D5F0C2	R: 127 G:225 B: 238 C: 45 M:00 Y: 00 K:00 PANTONE 305C #7FE1EE
	R: 226 G:250 B:242 C: 18 M:00 Y: 09 K:00 #E2FAF2	R: 247 G:242 B:237 C: 01 M:05 Y: 06 K:00 #F7F2ED	R: 227 G:247 B:222 C: 08 M:00 Y: 13 K:00 #E3F7DE	R: 191 G:240 B:246 C: 23 M:00 Y: 00 K:00 #BFF0F6
	R: 240 G:252 B:248 #F0FCF8	R: 251 G:249 B:247 #FBF9F7	R: 243 G:251 B:239 #F3FBEF	R: 237 G:247 B:254 #EDF7FE

Secondary palette

<div>Tortoiseshell Yellow</div> <div>R: 255 G:194 B: 35 C: 00 M:32 Y:100 K:00 PANTONE 130C #FFC223</div>	<div>Terracotta Red</div> <div>R: 255 G: 94 B: 72 C: 00 M:83 Y: 81 K:00 PANTONE WARM RED C #FF5E48</div>	<div>Black</div> <div>R: 00 G: 00 B: 00 C: 00 M: 00 Y: 00 K: 100 #000000</div>	<div>White</div> <div>R: 255 G: 255 B: 255 C: 00 M: 00 Y: 00 K: 00 #FFFFFF</div>
<div></div> <div>R: 255 G:224 B:146 C:00 M:16 Y:50 K:00 #FFE092</div>	<div></div> <div>R: 255 G:164 B:153 C: 05 M:48 Y: 35 K:00 #FFA499</div>		
<div></div> <div>R: 255 G:239 B:206 # FFEFCE</div>	<div></div> <div>R: 255 G:213 B:210 #FFD5D2</div>		

Accent colour

<div>Vivid Green</div> <div>R: 00 G: 222 B: 168 #00DEA8</div>
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# Festive additions palette

Our Festive additions colour palette is an add-on to the main global colour palette. It consists of a pink and a gold which also have the same 25% and 50% tints as the main palette.

- Global
- Festive additions

## Primary palette

Dark Blue	See Green	Warm Grey	Acetate Green	Ocean Blue
R: 00 G:00 B: 66 C: 100 M:96 Y: 00 K:32 PANTONE 2119C #000042	R: 185 G:247 B:230 C: 33 M:00 Y: 20 K:00 PANTONE 317C #B9F7E6	R: 243 G:233 B:226 C: 01 M:10 Y: 11 K:00 PANTONE 9244C #F3E9E2	R: 213 G:240 B:194 C: 16 M:00 Y: 25 K:00 PANTONE 7485C #D5F0C2	R: 127 G:225 B: 238 C: 45 M:00 Y: 00 K:00 PANTONE 305C #7FE1EE
	R: 226 G:250 B:242 C: 18 M:00 Y: 09 K:00 #E2FAF2	R: 247 G:242 B:237 C: 01 M:05 Y: 06 K:00 #F7F2ED	R: 227 G:247 B:222 C: 08 M:00 Y: 13 K:00 #E3F7DE	R: 191 G:240 B:246 C: 23 M:00 Y: 00 K:00 #BFF0F6
	R: 240 G:252 B:248 #F0FCF8	R: 251 G:249 B:247 #FBF9F7	R: 243 G:251 B:239 #F3FBEF	R: 237 G:247 B:254 #EDF7FE



Secondary palette

<div>Tortoiseshell Yellow</div> <div>R: 255 G:194 B: 35 C: 00 M:32 Y:100 K:00 PANTONE 130C #FFC223</div>	<div>Terracotta Red</div> <div>R: 255 G: 94 B: 72 C: 00 M:83 Y: 81 K:00 PANTONE WARM RED C #FF5E48</div>	<div>Black</div> <div>R: 00 G: 00 B: 00 C: 00 M: 00 Y: 00 K:100 #000000</div>	<div>White</div> <div>R: 255 G: 255 B: 255 C: 00 M: 00 Y: 00 K: 00 #FFFFFF</div>
<div></div> <div>R: 255 G:224 B:146 C:00 M:16 Y:50 K:00 #FFE092</div>	<div></div> <div>R: 255 G:164 B:153 C: 05 M:48 Y: 35 K:00 #FFA499</div>		
<div></div> <div>R: 255 G:239 B:206 # FFEFCE</div>	<div></div> <div>R: 255 G:213 B:210 #FFD5D2</div>		

Accent colour

<div>Vivid Green</div>
<div>R: 00 G: 222 B: 168 #00DEA8</div>

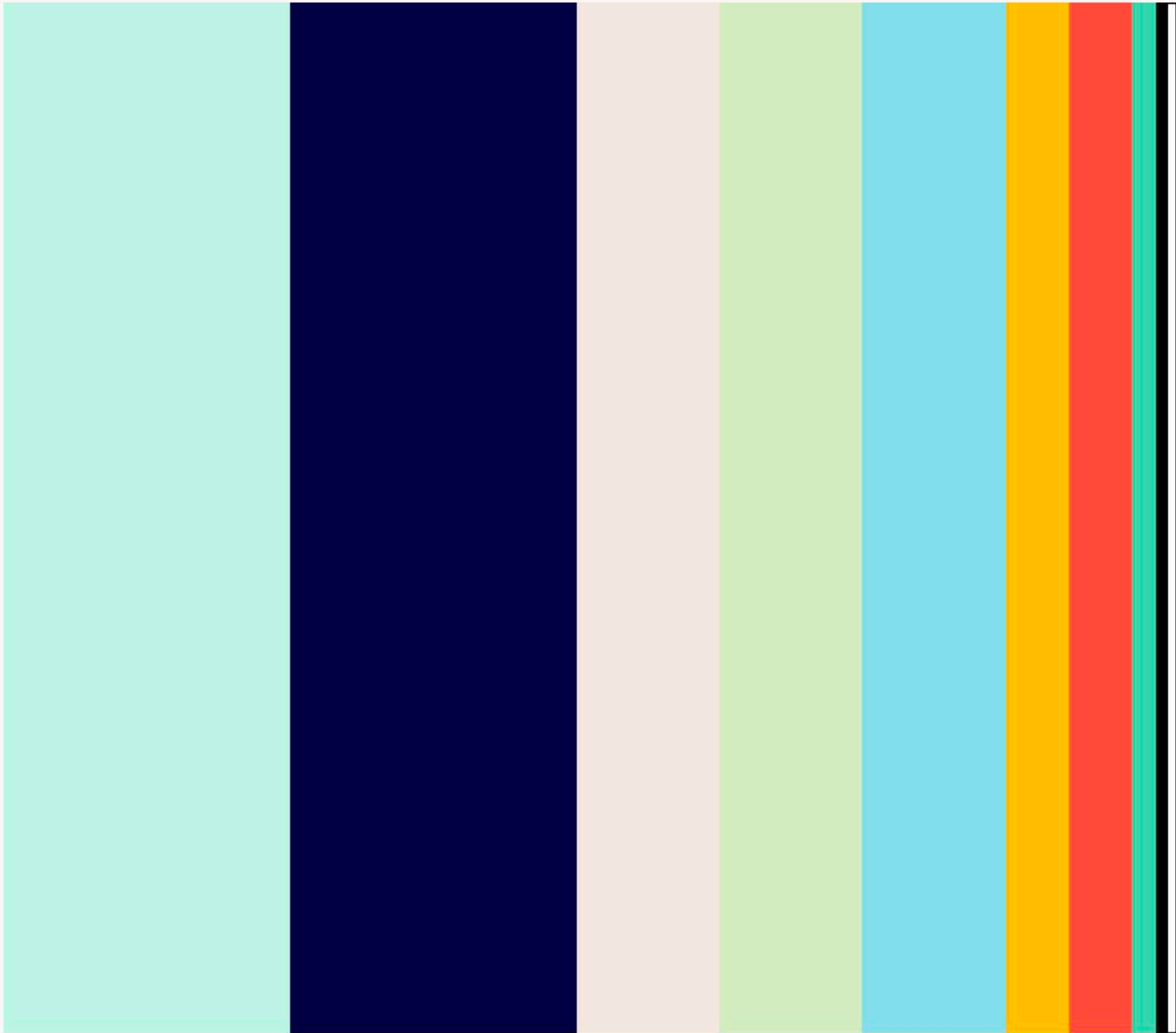
Festive additions

<div>Gold Rush</div> <div>DIGITAL ONLY USAGE R:224 G:198 B:124 E0C67C</div>	<div>Vibrant Pink</div> <div>DIGITAL ONLY USAGE R:244 G:144 B:189 F490BD</div>
<div>DIGITAL ONLY USAGE R: 240 G:227 B:190 F0E3BE</div>	<div>DIGITAL ONLY USAGE R:241 G:202 B:221 F1CADD</div>
<div>DIGITAL ONLY USAGE R:247 G:241 B:222 F7F1DE</div>	<div>DIGITAL ONLY USAGE R:247 G:228 B:238 F7E4EE</div>

# Global brand usage

Below is a diagram which details the importance and use of each colour. Ranging from the most important colours (See Green and Dark Blue) to the least (Black and White). Follow the ratio and usage to make sure our colour is consistent and impactful.

- Global
- Festive additions



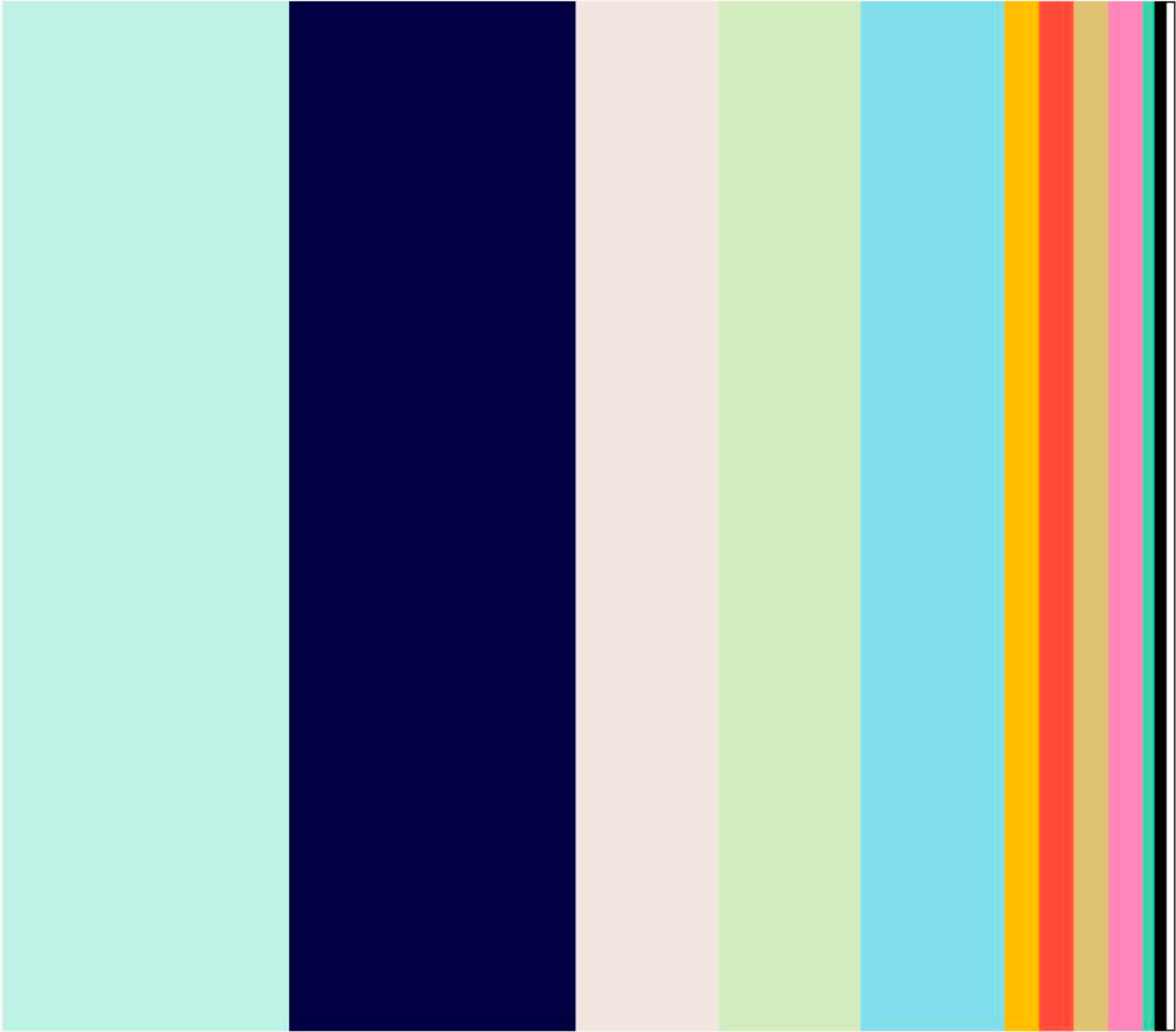
<div>See Green</div> <div>Used for: Primary background Patterns Comms Social Media Art direction</div>	<div>Ocean Blue</div> <div>Used for: Secondary backgrounds Patterns Comms Social media Product shots Art direction</div>	<div>Black</div> <div>Used for: Only used when no colour is available</div>
<div>Dark Blue</div> <div>Used for: Primary logo All typography</div>	<div>Tortoiseshell Yellow</div> <div>Used for: Secondary backgrounds Patterns Comms Social media Art direction</div>	<div>White</div> <div>Used for: Only used when no colour is available</div>
<div>Warm Grey</div> <div>Used for: Secondary backgrounds Patterns Comms Social media Product shots Art direction</div>	<div>Terracotta Red</div> <div>Used for: Secondary backgrounds Patterns Comms Social media Art direction</div>	
<div>Acetate Green</div> <div>Used for: Secondary backgrounds Patterns Comms Social media Product shots Art direction</div>	<div>Vivid Green</div> <div>Used for: Digital accents Highlight colour in illustrations CTA Rollovers Highlighting key information</div>	



# Festive additions usage

Our Festive additions usage palette is used for any application which will be seen and used in a local, Indian-only environment. This palette features the additions of pink and gold, which are relevant for these markets only.

- Global
- Festive additions



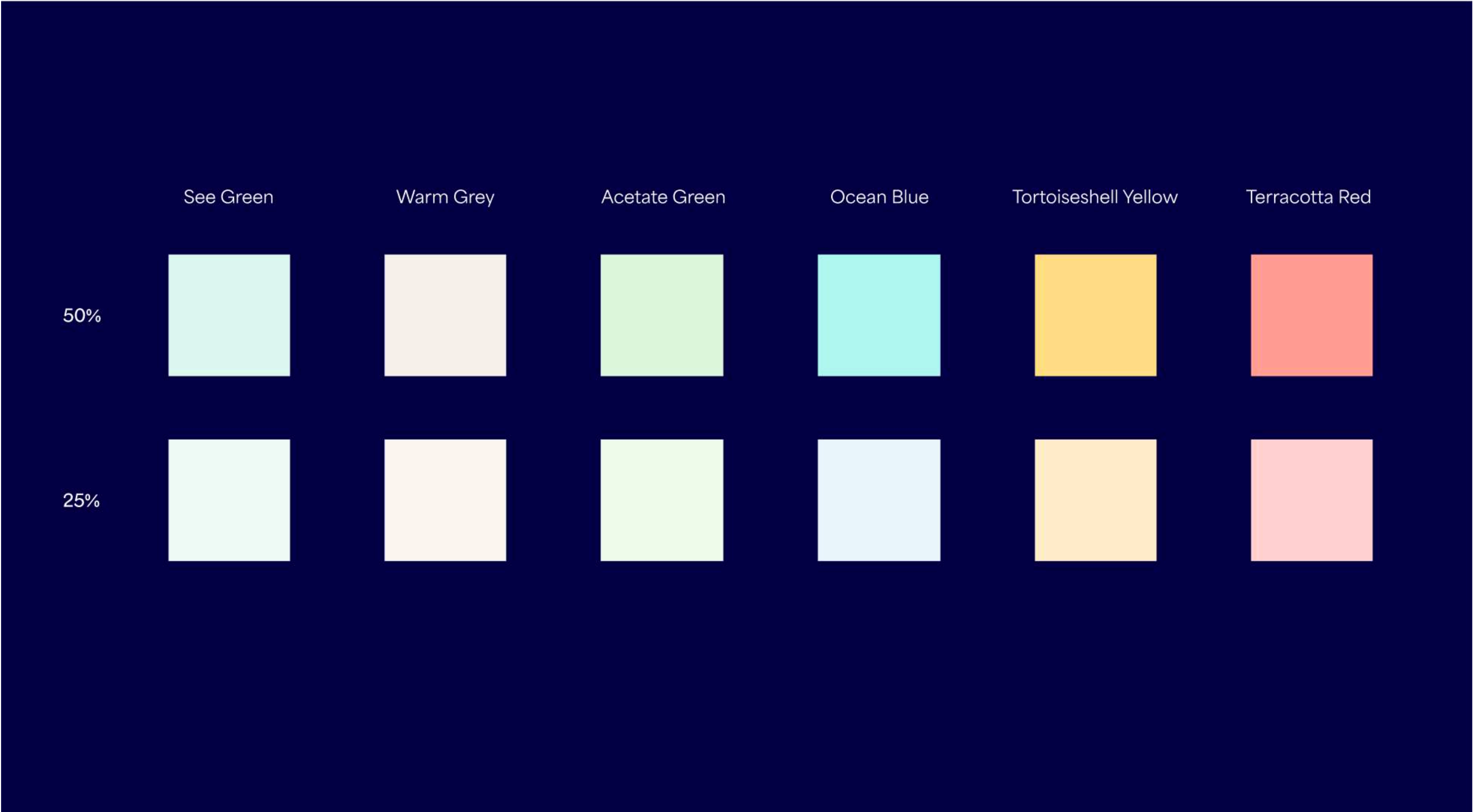
Gold Rush  
Used for:  
Gold membership comms

Vibrant Pink  
Used for:  
Seasonal comms



Tints

Our colour palette also contains a 50% and 25% tint of each colour except the Dark Blue. The 50% tint is paired with another tint or 100% of the same colour to create complimentary tones and are used in the majority of our applications. We only use the 25% tint in digital applications.

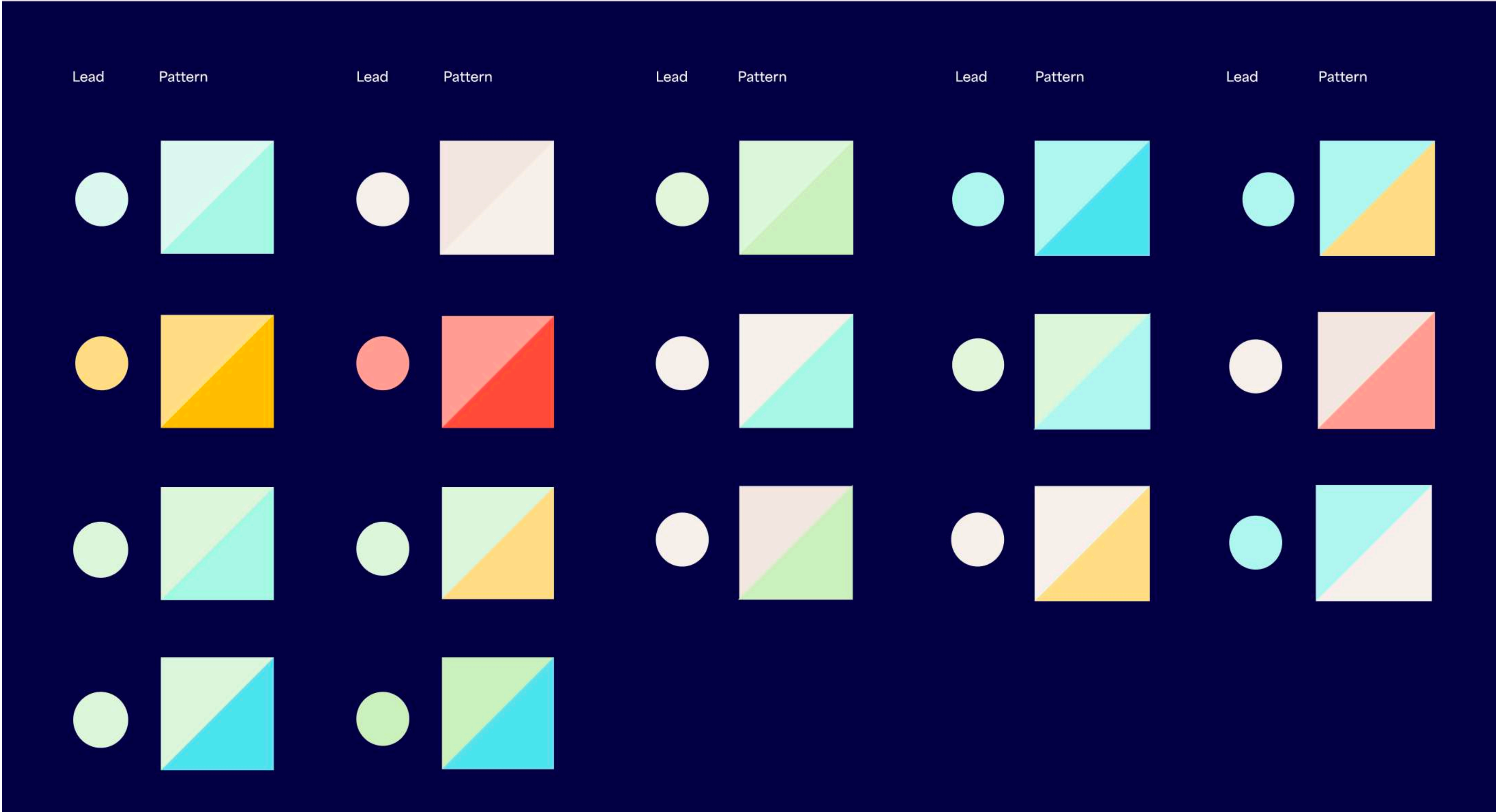


Usage of light  
colour combinations

These are our light colour combinations. These colour pairings should be used in applications where our tone of voice is more sophisticated, less sales-focused and more informative. The pairing is for use with the pattern, while the lead colour is for use with the solid colour.

Our festive additions combinations should only be used for Gold Rush and season-specific applications.

- Global
- Festive additions





Lead

Pattern



Lead

Pattern



Lead

Pattern



Lead

Pattern

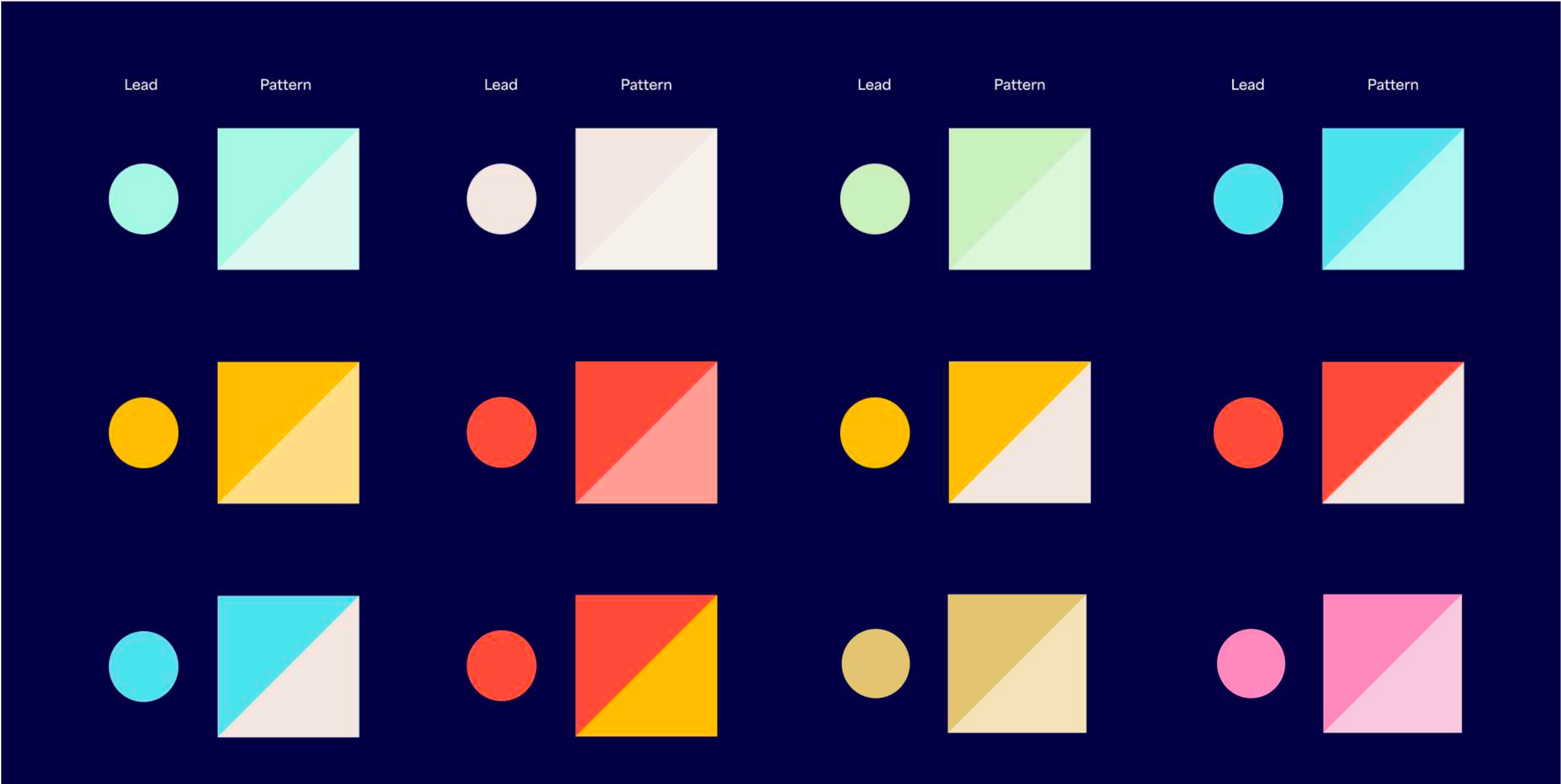


Usage of bright  
colour combinations

These are our bright colour combinations. These pairings should be used for impactful messaging such as sales comms and social media. These combinations work well with art direction and typographic-driven communications.

Our festive additions combinations should only be used for Gold Rush and season-specific applications.

- Global
- Festive additions





## Examples of light colour usage

Here are some examples of our light colour pairings. We use the light coloured background behind the typography when we want to be more informative, and the messaging is less sales-focussed. To contrast with this, we use the brighter pairing colour behind the frames. We also have the option to use patterns behind models.

Banner frame 01



Quality  
without  
compromise



Banner frame 02



Flex, function,  
and fashion.  
Our new collection  
has it all.

Shop Now



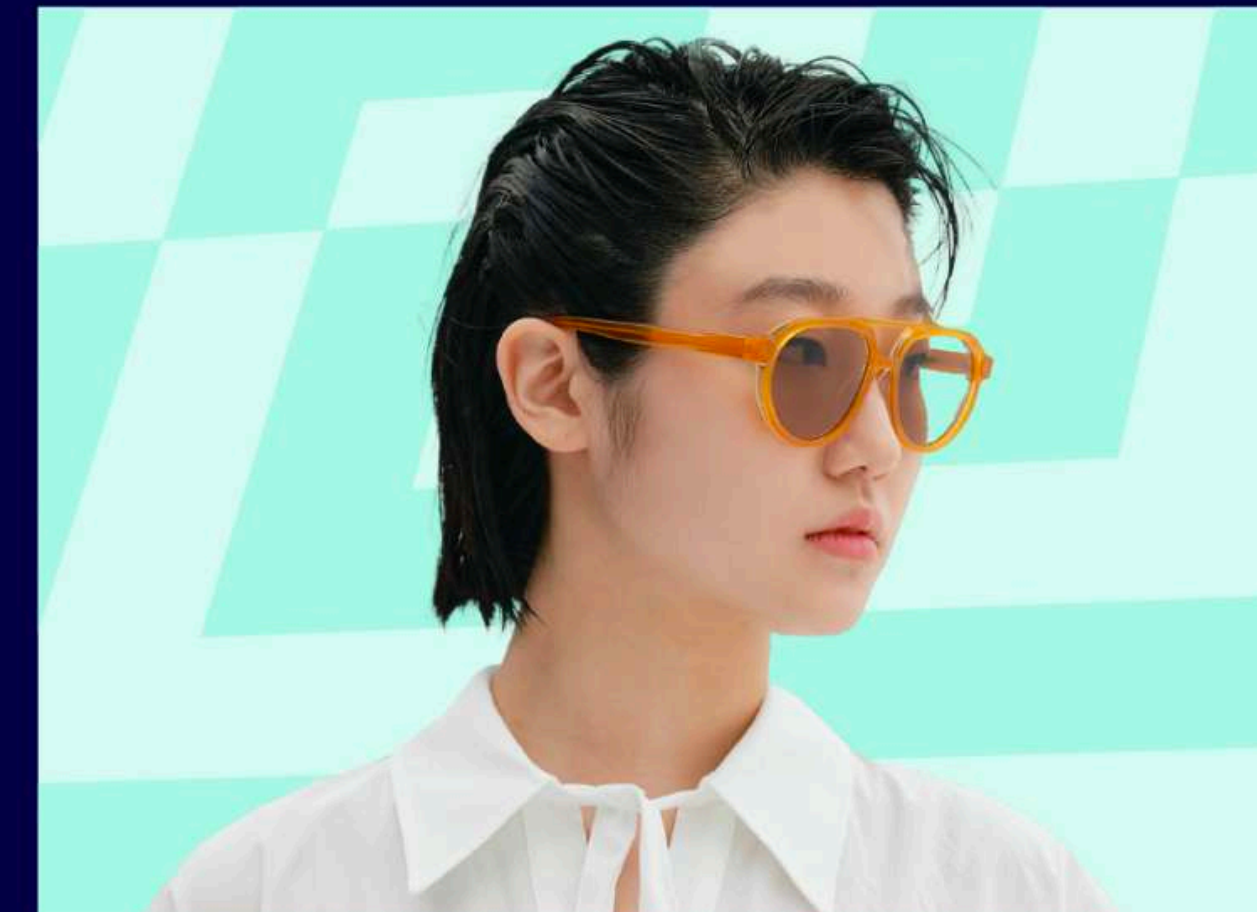
Social post



Frames to make  
you look twice.



Banner



[lenskart.com](https://lenskart.com)

Reframe  
your story

Explore our latest collection today





## Examples of bright colour usage

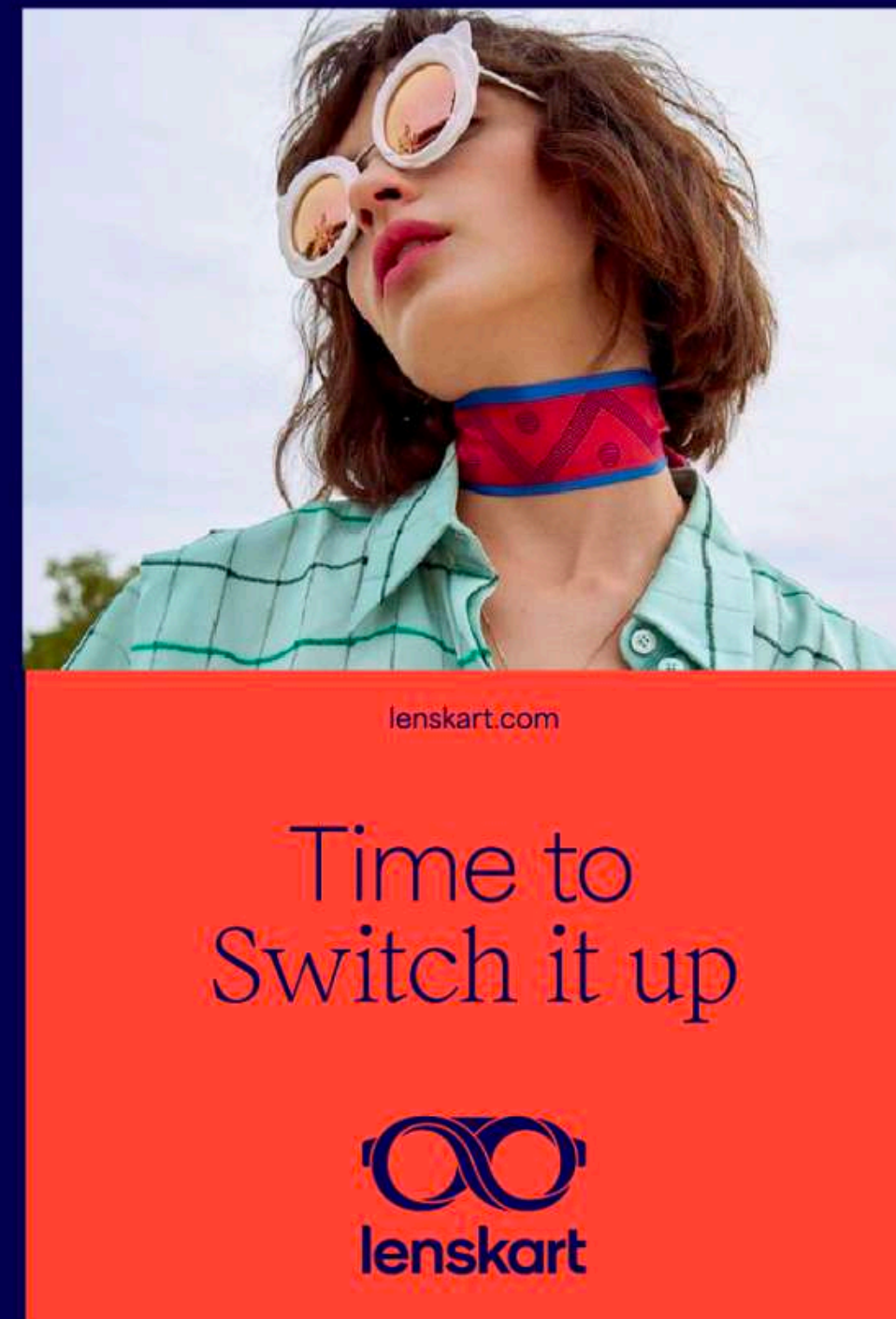
Below are examples of our bright colour combinations. These pairings should be used for impactful messaging such as sales comms and social media. These combos work well with art direction and typographic driven comms.

Image/Super

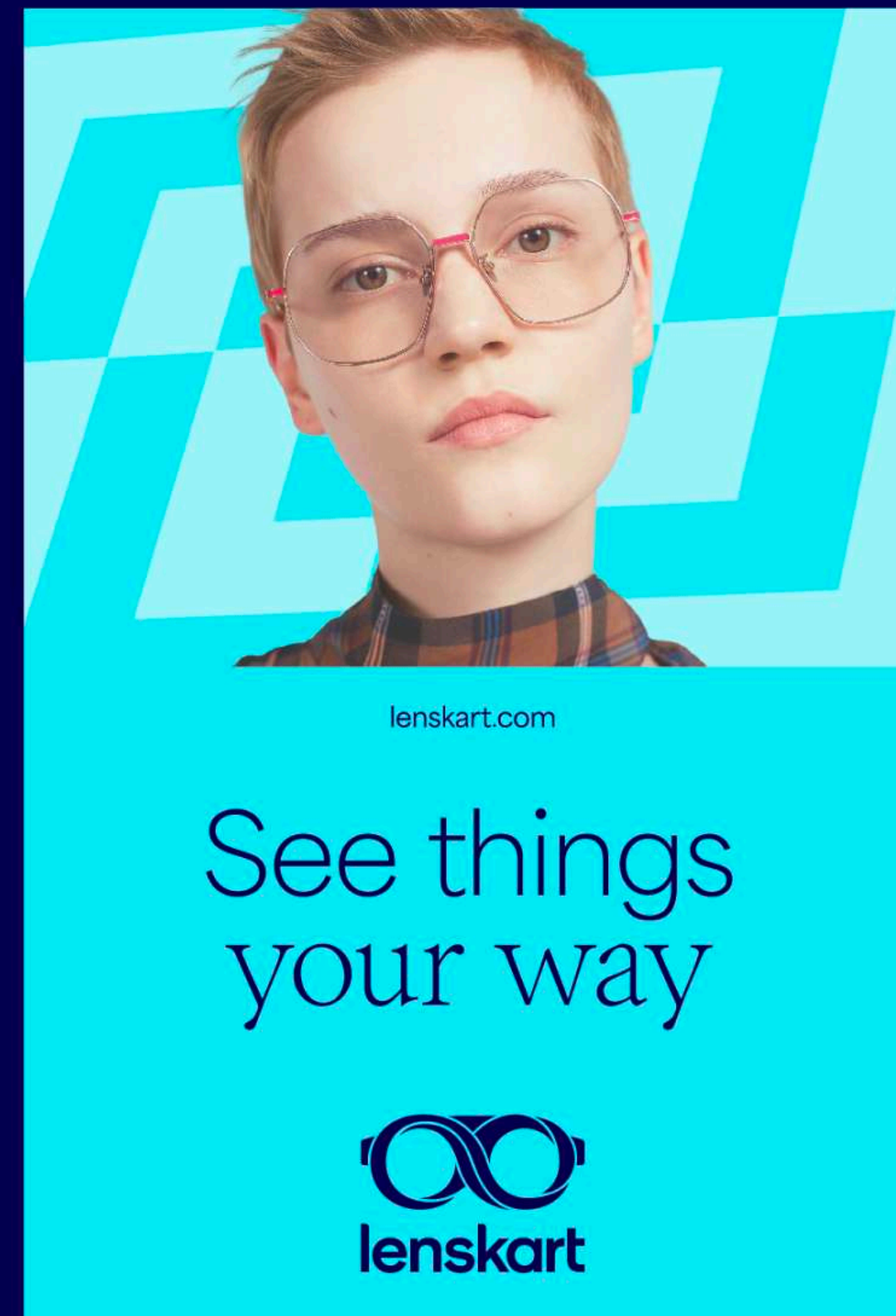
Banner 01



Banner 02



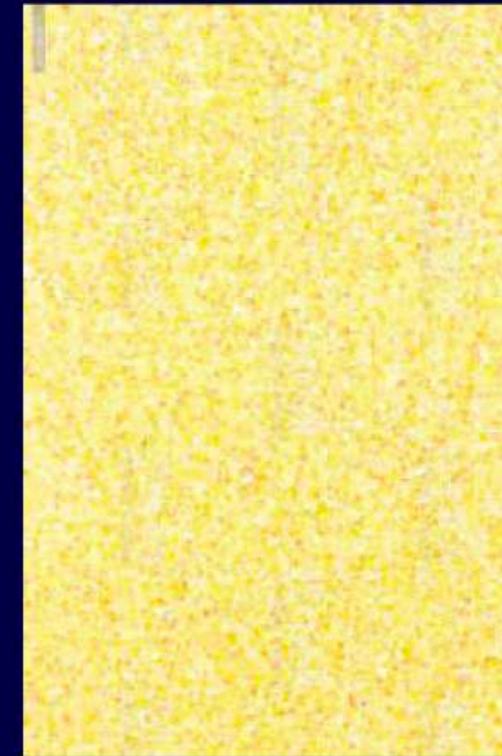
Banner 03





## Materiality

Our brand palette also extends to textures, which are inspired by both the materials found in Lenskart glasses and our brand colours. We use these throughout our store interiors and on the products themselves.





## Materiality use

Here are two examples of how we can use the materials throughout our brand. We should pair these materials with our colour palette. The contrast of material and colour creates sophisticated and elegant applications.

Wayfinding

Product display



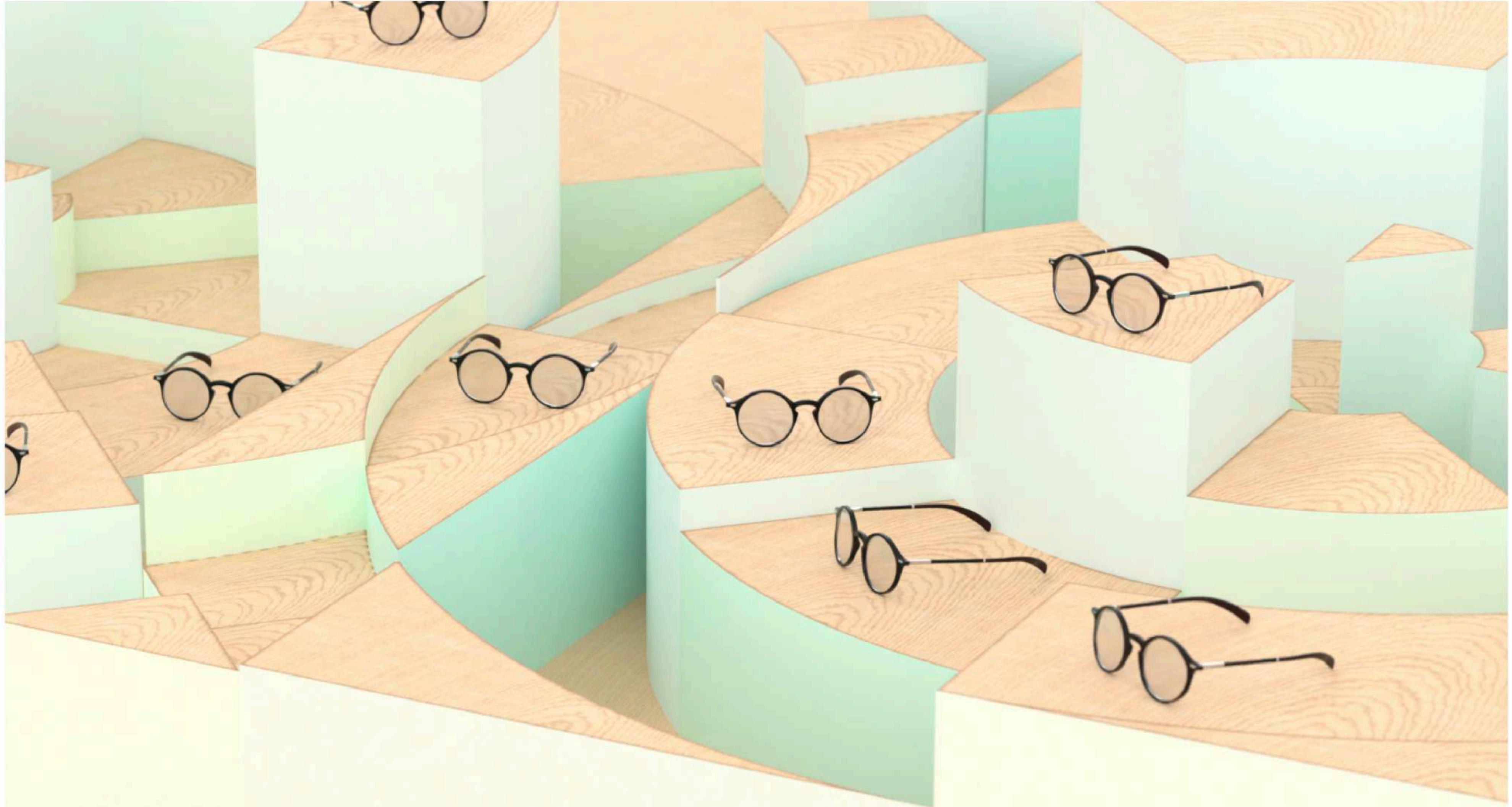


## Materiality use

Here are two examples of how we can use the materials throughout our brand. We should pair these materials with our colour palette. The contrast of material and colour creates sophisticated and elegant applications.

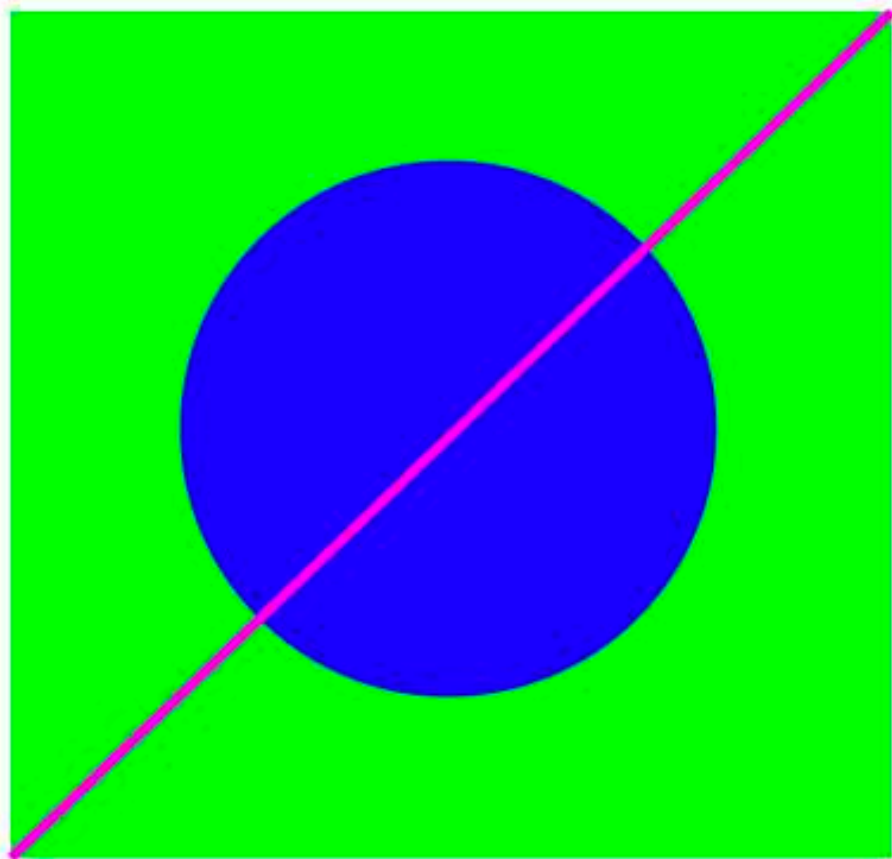
Wayfinding

Product display

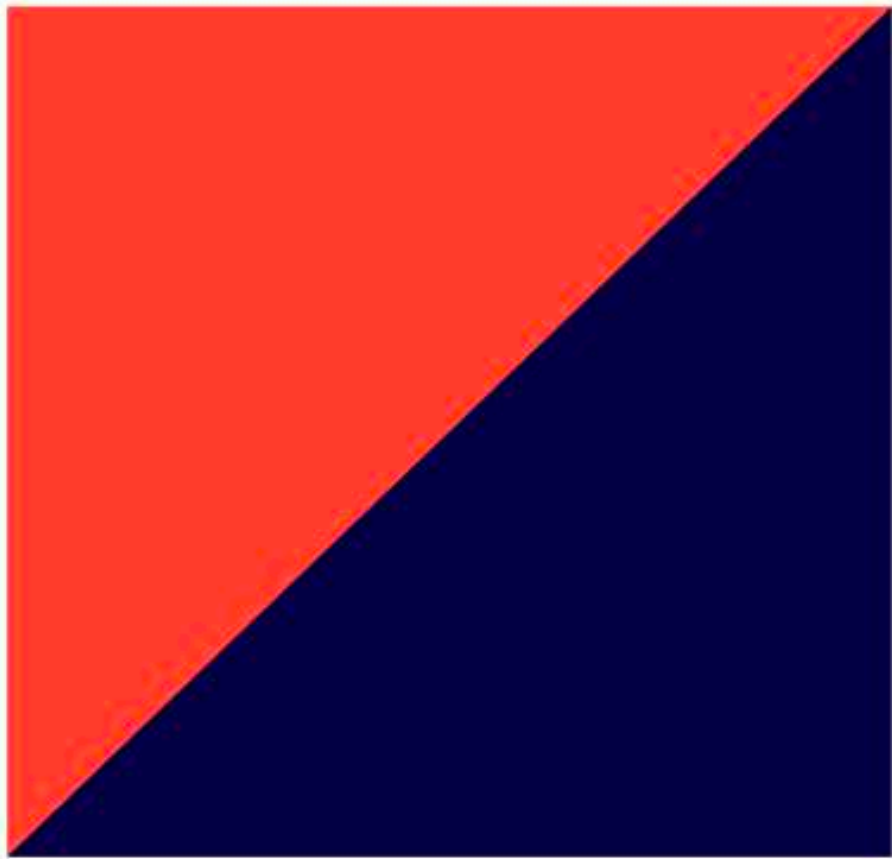




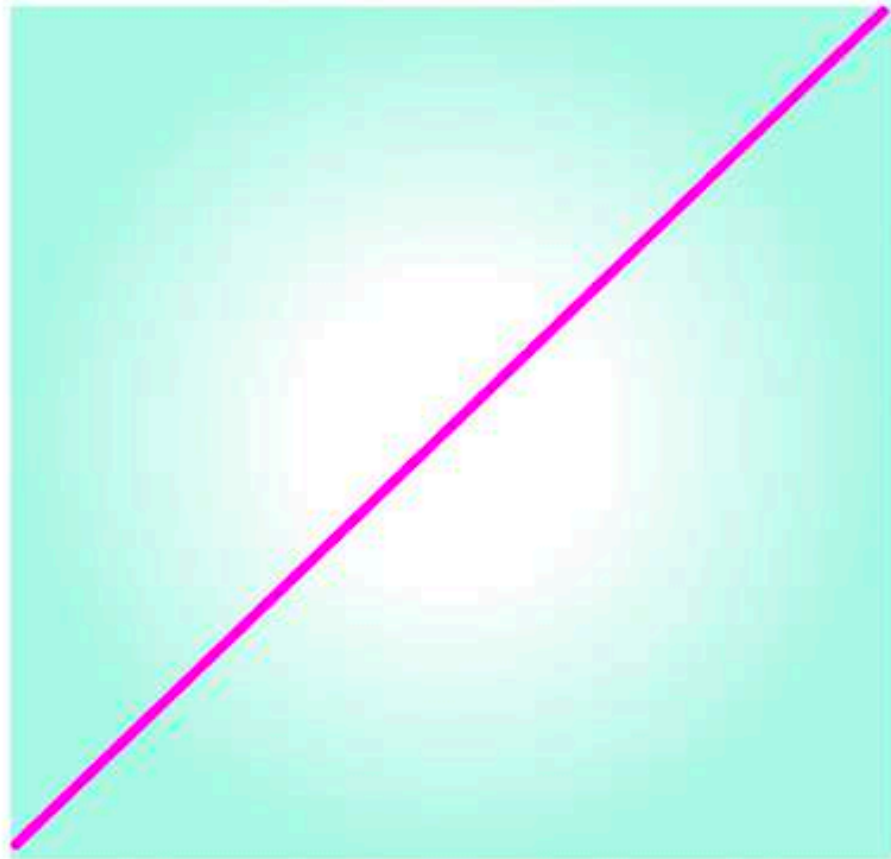
Things to avoid



Do not introduce new colours



Do not pair colours together other than those specified



Do not use gradient with colours



Do not use too many similar colours together