COLOMBIA**TEX**

DE LAS AMÉRICAS

2027

SMART SOURCING / VALUE DRIVEN

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Azul Ultramar Profundo - #4848C2

RGB 72,72,194 I CMYK 78,73,0,0 I Pantone 2726 C I USO: Fondo principal

Indigo / Blurple - #6E57CC

RGB 110,87,204 I CMYK 58,62,0,0 I Pantone 2655 C I USO: Zona Colombiatex

Violeta Medio - #7D6BC8

RGB 125,107,200 I CMYK 49,52,0,0 I Pantone 2645 C I USO: Transicion

Purpura Malva - #9F61B1

RGB 159,97,177 I CMYK 36,60,0,0 I Pantone 2592 C I USO: Centro

Rosa CTA HERO - #E890B0

RGB 232,144,176 I CMYK 0,48,12,0 I Pantone 1767 C I USO: Botones 19-21 / PRECIO

Rosa Polvo / Tela - #C77BA6

RGB 199,123,166 I CMYK 15,50,10,0 I Pantone 2309 C I USO: Tela principal

Rosa CTA Hover - #F9A8C0

RGB 249,168,192 I CMYK 0,38,8,0 I Pantone 1765 C I USO: Hover CTA

Lima Neon Contraste - #D9FF5A

RGB 217,255,90 I CMYK 15,0,75,0 I Pantone 387 C I USO: Contraste AA

Blanco - #fffff2

RGB 255,255,242 I CMYK 0,49,0,7,79,0 I - I USO: Textos

Negro Suave - #2B2B2B

RGB 43,43,43 I CMYK 0,0,0,85 I - I USO: Borde fino