# COLOMBIA**TEX**

## DE LAS AMÉRICAS

# 2027

***SMART SOURCING / VALUE DRIVEN***

Una marca:

ufi The Global Association of the Exhibition Industry

inexmoda

CONOCE, CONECTA Y TRANSFORMA

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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