

BT CARS

BRAND

GUIDELINES



#0045A4

Pantone 2194 C

HEX #0874E7
RGB 8/16/231
CMYK 97, 50, 0, 9

Blue Crayola

#70A8FF

Pantone 656 C

HEX #F2F8FF
RGB 242/248/255
CMYK 5, 3, 0, 0

Alice Blue

Pantone 2194 C

HEX #111A2B
RGB 17/26/43
CMYK 60, 40, 0, 83

Oxford Blue

#FFBFB0

#E7086C

#8608E7

#0874E7

#B3D1FF

Gradient

TYPOGRAPHY

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