



# UX Design

Manual de Cores

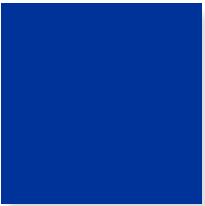


# Cores

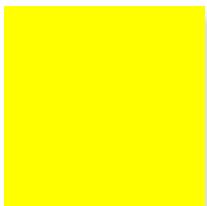
cores principais



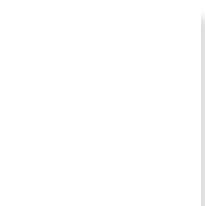
orange 500  
hex #EC7000



Mid Blue 500  
hex #003399



Yellow 100  
hex #FFFF00



Sand 0  
hex #FFFFFF

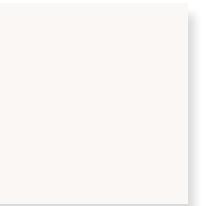
cores de apoio



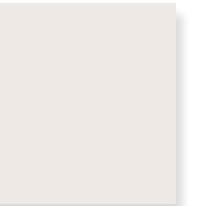
orange 100  
hex #FF8205



orange 800  
hex #D9640B



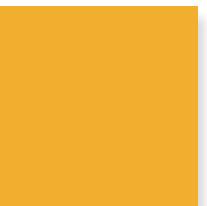
Sand 50  
hex #FAF7F5



Sand 100  
hex #EFE9E5



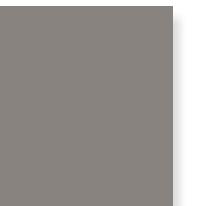
Yellow 300  
hex #FAE208



Yellow 900  
hex #F1AE2F



Sand 200  
hex #D6D0CC



Sand 500  
hex #89837F



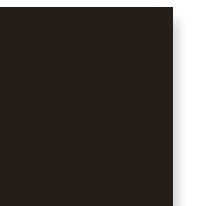
Cool Blue 300  
hex #009DDC



Mid Blue 300  
hex #0075C9



Sand 700  
hex #56504C



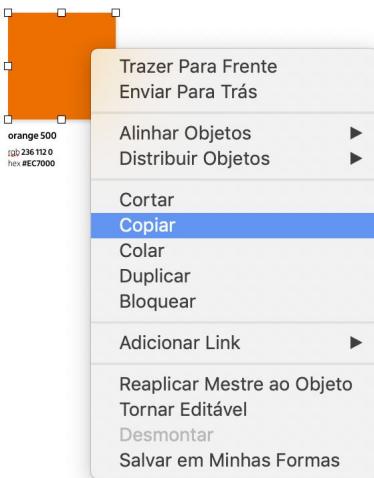
Sand 900  
hex #231D19

Quando o assunto é marca, as cores costumam ser o elemento de identificação e associação mais forte da identidade. Com o Itaú não é diferente!

O laranja, por exemplo, é imediatamente reconhecido como do Itaú enquanto azul e amarelo transmitem confiança, energia, além de certa brasiliade.

# Como usar as cores?

1. Clique com o botão direito na cor desejada ou copie o #HEX



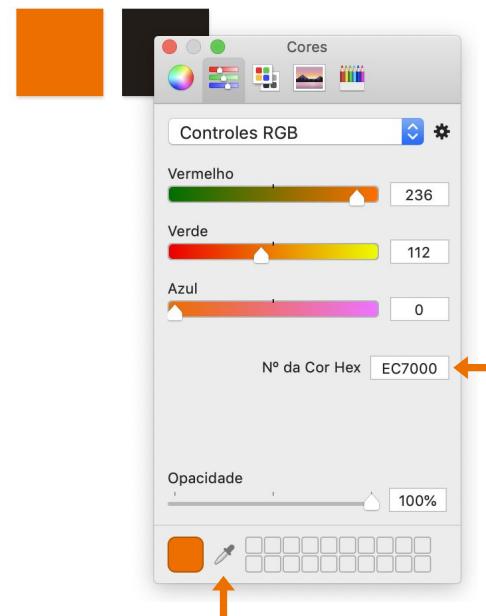
2. Clique com o botão direito no slide.



3. Selecione o objeto > Estilo > Cor.



4. Substitua o HEX ou use o conta-gotas para substituir pela cor desejada.



# Boa sorte!

