LARÁ

Quiet Hours

Earthy & calm / Revised six-colour palette

DIGITAL MASTER + PRINT STARTING POINTS

Pantone references are provisional visual candidates.
They are not certified or exact equivalents.

Cream

Foundation

HEX	#F6F1E7
CMYK*	0 / 2 / 6 / 4 %
PANTONE†	Match pending

Deep Olive

Signature

HEX	#364220
CMYK*	18 / 0 / 52 / 74 %
PANTONE†	5743 C (approx.)

Walnut

Text & logo

HEX	#3E2A1F
CMYK*	0 / 32 / 50 / 76 %
PANTONE†	7533 C (approx.)

Sand

Supporting neutral

HEX	#BC9A70
CMYK*	0 / 18 / 40 / 26 %
PANTONE†	4655 C (approx.)

Pale Sage

Soft colour field

HEX	#EDF1E3
CMYK*	2 / 0 / 6 / 5 %
PANTONE†	Match pending

Clay

Warm accent

HEX	#9C4A2B
CMYK*	0 / 53 / 72 / 39 %
PANTONE†	7516 C (approx.)

* CMYK order: C / M / Y / K. Rounded, unprofiled mathematical conversions from the HEX master; not press-ready separations.

† Pantone Solid Coated (C) candidates. Approve physical chips and proofs on the intended material before production. See page 2.

LARÁ

Using the palette

A lighter cream foundation, deeper olive signature and gentle pale sage.



COLOUR HIERARCHY

Cream is the main paper and background tone.

Deep Olive leads on bags, signage and signature pieces.

Walnut carries typography and the wordmark.

Sand adds warmth; Pale Sage softens; Clay adds small accents.

FABRIC VISUAL

Separate PNG: 1920 x 1080 pixels, landscape 16:9.

Generated textile visual; lighting changes apparent colour.

Use the HEX master for flat artwork. This is not a repeat tile.

Revision & print notes

Sampled overlays: Cream #F6F1E7, Deep Olive #364220, pale green #F1F6E7. Pale green adjusted to #EDF1E3 to distinguish it from Cream.

CMYK values use a generic RGB-to-CMYK formula. For production, convert the HEX masters with the printer's paper/press ICC profile.

Pantone: suggested Solid Coated starting points, chosen from published screen approximations; no licensed nearest-match calculation.

Cream and Pale Sage need fresh physical Pantone matches. Deep Olive / 5743 C is a provisional candidate; it is slightly lighter.

The C suffix refers to coated paper. Uncoated stocks require their own physical evaluation; do not simply change C to U.

For fabric dyeing, specify physical textile standards or approved lab dips with the supplier. Graphics C references are not textile standards.

Reference sources

Pantone Color Finder: Deep Olive candidate and physical-standard guidance
https://www.pantone.com/eu/de-de/color-finder/5743-c

Mountain States Lithographing: published Pantone screen colour chart
https://www.mslwyo.com/pantone-color-chart/

Pantone Color Finder: Solid Coated library reference
https://www.pantone.com/na/en-us/color-finder/476-c

LARÁ

Nomad-style tote

Deep Olive body and strap, Cream lining, tonal stitching and a minimal woven tab.



LIFESTYLE



PRODUCT

One quiet colour pairing

Let Deep Olive carry the bag. Cream gives the lining a lighter interior and connects it to the rest of the identity.

Keep Sand, Pale Sage and Clay for other touchpoints rather than placing all six colours on one product.

Illustrative product concept. Three separate Full HD PNGs accompany this specification: fabric, tote lifestyle and tote product.