

# KINK STORE COLORS



## BASE COLOR PALETTE

### COLORS FOR BACKGROUNDS AND CALL-OUTS

Our color palette sets the stage for a bold and unapologetic shopping experience. Kink Red stays front and center—because passion, sexuality, and raw desire deserve to stand out. Anchored by black, a color of strength and dominance, these shades connect us to our roots with Kink.com while making a statement all their own.

The use of white and grays keeps the layout clean and modern, letting products and colorful call-outs pop. By stripping away excess color, we make sure what matters most—your next obsession—stands out.

KINK RED	DARK BLACK	DARK GRAY	MEDIUM GRAY	LIGHT GRAY	WHITE
HEX# D72029	HEX# 000000	HEX# 6D6E71	HEX# CACACA	HEX# f4f4f4	HEX# w
RGB 215 32 41	RGB 0 0 0	RGB 109 110 113	RGB 202 202 202	RGB 244 244 244	RGB 255 255 255
CMYK 9 100 96 1	CMYK 60 60 60 100	CMYK 58 49 46 15	CMYK 20 16 16 0	CMYK 3 2 2 0	CMYK 0 0 0 0

## ACCENT COLOR PALETTE

### COLORS FOR COLLECTIONS, CATEGORIES AND OTHER CALL-OUTS

For accent call-outs, we go full spectrum—bright, bold, and impossible to ignore. These colors bring energy, spark joy, and scream inclusivity, making sure everyone feels seen and invited to play.

ffa3b	00fcba	ff697f	ff70c7	b78aff	5cc9ff	00ffff	00fcba
24e0a6	24e0a6	ff5263	ff3eae	964dff	009eff	00e3e8	24e0a6
00cc66	00cc66	ff3351	e40287	730af1	006aff	00bbc4	00cc66