

Brand Guidelines 2025

STACKED LOGO



LOGO MARK



STACKED LOGO



LOGO MARK



PRIMARY COLORS

HEX CODE

#1E2E51

CMYK

96% 84% 41% 37%

RGB

30, 46, 81

HEX CODE

#6AA39D

CMYK

61% 21% 40% 1%

RGB

106, 163, 157

HEX CODE

#AA8843

CMYK

32% 42% 87% 8%

RGB

170, 136, 67

BRAND FONTS

Playfair
Display | Aa

[Link to download](#)

Arial | Aa

SECONDARY COLORS

HEX CODE

#0B0D23

CMYK

86% 79% 55% 73%

RGB

11, 13, 35

HEX CODE

#F1EFEA

CMYK

4% 3% 6% 0%

RGB

241, 239, 234

HEX CODE

#24527F

CMYK

93% 71% 27% 10%

RGB

36, 82, 127

START COLOR

#1E2E51

END COLOR

#6AA39D



IHFRA
INTERNATIONAL HOME FURNISHINGS
REPRESENTATIVES ASSOCIATION

IHFRA's purpose is to
EMPOWER, SUPPORT, and
ADVOCATE for its members in
the home furnishings industry.