Color

Whether it's on shirts, banners, robots, or social media, color helps us stand out and stay consistent. Yeti Blue often represents qualities we bring to every challenge. White adds clarity and focus, while accent colors can be used to highlight important details or themes for a season. By using a consistent color palette, we strengthen our visual identity and make YETI instantly recognizable wherever we go.

YETI Blue:
- Hue: 133
- Sat: 177
- Lum: 147
- Red: 84
- Green: 182
- Blue: 229

Hex color #: 54B6E5
PMS - 298CVC

YETI Blue Color Example:



Revision #3
Created 2025-07-10 23:48:17 UTC by tharun1539
Updated 2025-07-14 13:06:43 UTC by tharun1539