

Colours - Print

ASDA Rewards uses Asda Green as its main colour for a strong tie to the main brand, with dark green and yellow for contrast and interest.

Asda Green

Pantone 368C
CMYK 100

California Yellow

Pantone Yellow C
CMYK 0 0 100 0

Rewards Green

Pantone 349C
CMYK 100 0 100 50

White

CMYK 000 0

Background usage

ASDA
Rewards
Pounds, not points

WHITE BACKGROUNDS

ASDA
Rewards
Pounds, not points

ASDA GREEN BACKGROUNDS

ASDA
Rewards
Pounds, not points

ASDA REWARDS GREEN BACKGROUNDS

ASDA
Rewards
Pounds, not points

EERIE BLACK BACKGROUNDS

Background usage

★ASDA Rewards
Pounds, not points

WHITE BACKGROUNDS

★ASDA Rewards
Pounds, not points

ASDA GREEN BACKGROUNDS

★ASDA Rewards
Pounds, not points

ASDA REWARDS GREEN BACKGROUNDS

★ASDA Rewards
Pounds, not points

EERIE BLACK BACKGROUNDS

Background usage



WHITE BACKGROUNDS



ASDA GREEN BACKGROUNDS



ASDA REWARDS GREEN BACKGROUNDS



EERIE BLACK BACKGROUNDS

Background usage

ASDA Rewards

WHITE BACKGROUNDS

ASDA Rewards

ASDA GREEN BACKGRONDS

ASDA Rewards

ASDA REWARDS GREEN BACKGROUNDS

ASDA Rewards

EERIE BLACK BACKGROUNDS

Background usage



WHITE BACKGROUNDS



ASDA GREEN BACKGROUNDS



ASDA REWARDS GREEN BACKGROUNDS



EERIE BLACK BACKGROUNDS