





Let's tell you more about our *Playful side!*

Drowzy's playful side is our favorite. The integration of this personality matters a lot as it reflects a huge part of the brand. This side is different than Drowzy's main personality, it combines the lighter colors together along with the usage of items.

The Brand's Favorite Animal. *The Zebra!*

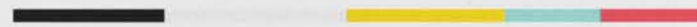
One of the most iconic items in this side is the Zebra. It's the main inspiration behind our playful personality, we're always keen on playing around our favorite pet, when integrating this side in one of the fields.



The Zebra
THE ONE BEHIND IT ALL



Background Colors



When using a color for a background, social media post, or a presentation, the white and black colors are the primary choice. Other colors are used with a smaller percentage than primary colors.

Usage Percentage

Black

100%

HEX 000000

White

100%

HEX F1F1F1

Yellow

30%

HEX F0E24F

Mint Green

20%

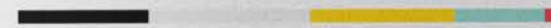
HEX 90D6CC

Warm Red

20%

HEX EA394A

Color Equations



HEX 000000

HEX F0E24F

HEX EA394A

HEX F1F1F1

HEX F0E24F

HEX EA394A