**PRIMARY BRAND COLORS:**

F8F5F0: WHITE

271A0D: DARK BROWN

**FLAVORS**

Apple Carrot (RED): #a73829

Blueberry (PURPLE): #786174

Peanut Butter (CREAM2): #ddc691

Pumpkin (LIGHT BROWN): #b28057

Cheese (ORANGE): #cd8346

Chicken (YELLOW): #d5c55c

Sweet Potato (BURNT ORANGE): #a4592b

Beef (BLUE): 469b9f

Bison: #275e6d

Boar: 314344

Duck (GREEN): #9ebe92

Turkey (ORANGE): #d5a353

Pork (GRAY): #768785

Rabbit (PURPLE): #687aa3

Elk/Venison (DARK GREEN): #5c8769

Lamb (PURPLE): #9e7d97

Goat (GRAY): #8d95a9

Salmon (PINK): #b3636b

Fish (PINK): #a07980