


Colors Variations

Primary colors

We have primary and secondary colors only.

Primary colors are used in the title and content for all designs

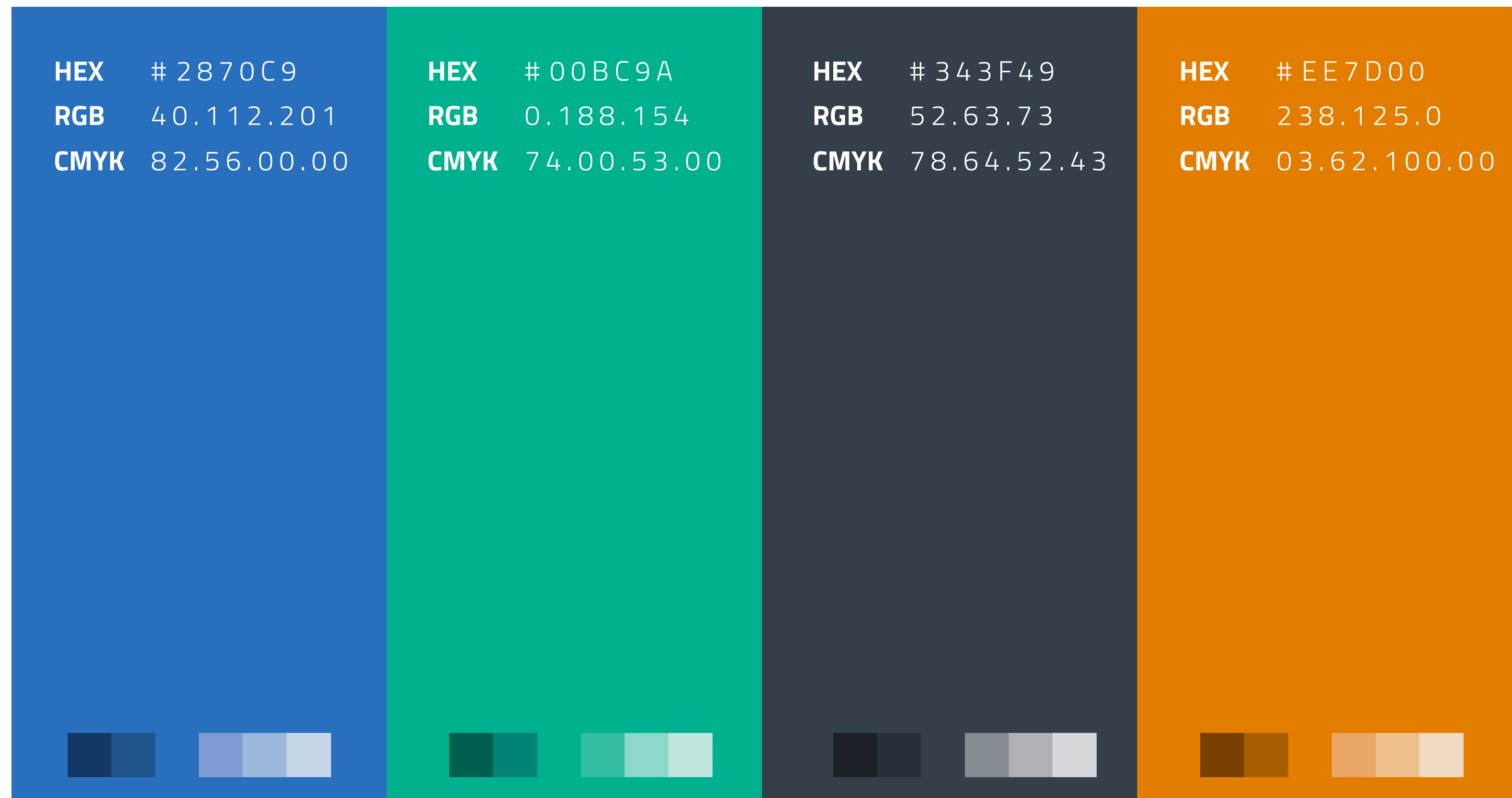
HEX #44B2E0	HEX #6D7B79	HEX #AEB4B3	HEX #FFFFFF
RGB 68.176.223	RGB 109.123.121	RGB 174.180.179	RGB 255.255.255
CMYK 65.13.30.00	CMYK 60.42.47.11	CMYK 33.23.26.00	CMYK 00.00.00.00



Secondary colors

Secondary colors are used for graphics and backgrounds and may be used when needed

HEX #2870C9	HEX #00BC9A	HEX #343F49	HEX #EE7D00
RGB 40.112.201	RGB 0.188.154	RGB 52.63.73	RGB 238.125.0
CMYK 82.56.00.00	CMYK 74.00.53.00	CMYK 78.64.52.43	CMYK 03.62.100.00



Color ratio

The identity colors are distributed in the design according to priority as follows

Main colors

Optional

