

1.4.1 PRIMARY COLORS

Primary colors are used whenever technology permits it. If at all possible, Pantone colors are used, otherwise colors in CMYK. They are used for emphases in titles, marking, and all other opportunities where we want to emphasize the corporate note.

Gray and black are used for texts. Silver is used for more festive and special occasions. It can be used to highlight the logo or more important titles.

PANTONE GREEN C
C90 M0 Y61 K0
R60 G160 B130
#3ca082

100% DO 10%

100%_60%_30%

PANTONE 447 C
C10 M0 Y0 K85
R70 G75 B75
#46494a
100% DO 10%
100%_60%_30%

PANTONE BLACK
C0 M0 Y0 K100
R0 G0 B0
#222221
100% DO 10%
100%_60%_30%

PANTONE 877
SILVER

