

brand identity

the logo and pantones >>



Pantone 2597C
(Coated Papers)

Pantone 2597U
(Uncoated Papers)

CMYK Conversion
(4 color Process)
C: 85% M: 100%
Y: 0% K: 0%

HEX Value
522E91



Pantone 231C
(Coated Papers)

Pantone 231U
(Uncoated Papers)

CMYK Conversion
(4 color Process)
C: 1% M: 52%
Y: 0% K: 0%

HEX Value
F095BF



Pantone 145C
(Coated Papers)

Pantone 145U
(Uncoated Papers)

CMYK Conversion
(4 color Process)
C: 0% M: 47%
Y: 100% K: 8%

HEX Value
E58E1A



Pantone 186C
(Coated Papers)

Pantone 186U
(Uncoated Papers)

CMYK Conversion
(4 color Process)
C: 0% M: 100%
Y: 81% K: 4%

HEX Value
E31937



Pantone CyanC
(Coated Papers)

Pantone CyanU
(Uncoated Papers)

CMYK Conversion
(4 color Process)
C: 100% M: 0%
Y: 0% K: 0%

HEX Value
00AEEF



Pantone 368C
(Coated Papers)

Pantone 368U
(Uncoated Papers)

CMYK Conversion
(4 color Process)
C: 50% M: 50%
Y: 100% K: 100%

HEX Value
8CC63F



Pantone MagentaC
(Coated Papers)

Pantone MagentaU
(Uncoated Papers)

CMYK Conversion
(4 color Process)
C: 0% M: 100%
Y: 0% K: 0%

HEX Value
EC008C