

QUICKGUIDE

22nd March 2018

Color



Our color palette

Inspired by our longstanding heritage

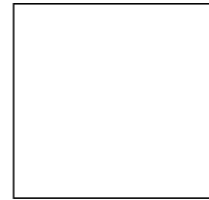
Our color palette takes the best part of our platinum approach (platinum, black and white) and combines that with fresh and contemporary accent colors and a set of neutral greys to create a balanced look.

Corporate palette

Our corporate palette includes black, white and platinum, the accent color Petrol, an elegant dark blue combined with two grey tones - one greenish and one warm grey. The corporate palette includes all main colors that represent our brand and should be used for formal elements like typography, the logo mask, line patterns and charts.



PLATINUM GRADIENT
IN THE LOGO



BLACK



PETROL



DARK BLUE



GREEN GRAY MEDIUM



WARM GRAY MEDIUM

Extended infographic palette

The corporate palette is being complemented by six additional accent colors plus four additional grey tones. These colors can be used to generate contrast and emphasize specific elements in information graphics. The accent colors should be used sparingly and should not dominate the entire layout. Grey should be used equally with the brighter colors to create a balanced look.



LEAF GREEN



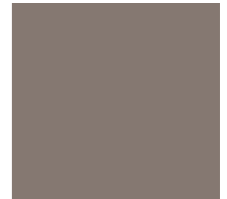
MOSS GREEN



MID BLUE



GREEN GRAY DARK



WARM GRAY DARK



AMBER



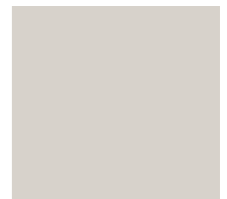
GRASS GREEN



SKY BLUE



GREEN GRAY LIGHT



WARM GRAY LIGHT

Signal colors

A signal red can be used to depict negative developments in diagrams and charts.

A signal pink can be used in case an additional color is needed for presentations and charts



SIGNAL RED



SIGNAL PINK

Color values

These color references should be used when designing print artwork and digital applications.

CMYK

CMYK (Cyan, Magenta, Yellow, Key) colors are used when preparing artwork for printed collateral.

RGB

RGB color values are used for the creation of brand assets that will live on a digital platform. Banner advertisements on a website, digital presentations, invitations etc.

HEX

HEX color references are direct translations of their equivalent RGB values in a shortened form and are used specifically in web development and coding.



BLACK
CMYK 0/0/0/100
sRGB 0/0/0
HEX #000000



PETROL
CMYK 85/10/40/0
sRGB 0/157/162
HEX #009da2



DARK BLUE
CMYK 100/40/15/50
sRGB 0/72/107
HEX #00486b



GREEN GRAY MEDIUM
CMYK 30/0/10/55
sRGB 109/130/134
HEX #6d8286



WARM GRAY MEDIUM
CMYK 32/30/35/10
sRGB 174/163/153
HEX #aea399



LEAF GREEN
CMYK 40/0/100/0
sRGB 175/202/11
HEX #afca0b



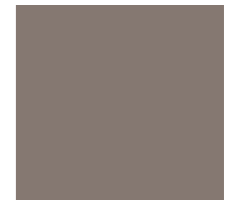
MOSS GREEN
CMYK 100/20/90/50
sRGB 0/84/46
HEX #00542e



MID BLUE
CMYK 100/25/5/20
sRGB 0/115/170
HEX #0073aa



GREEN GRAY DARK
CMYK 45/0/20/80
sRGB 48/72/73
HEX #304849



WARM GRAY DARK
CMYK 43/42/44/26
sRGB 133/120/113
HEX #857871



AMBER
CMYK 0/65/100/0
sRGB 238/114/3
HEX #ee7203



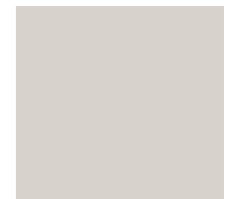
GRASS GREEN
CMYK 70/0/100/20
sRGB 70/150/43
HEX #46962b



SKY BLUE
CMYK 80/0/0/10
sRGB 0/164/217
HEX #00a4d9



GREEN GRAY LIGHT
CMYK 15/0/5/25
sRGB 183/197/200
HEX #b7c5c8



WARM GRAY LIGHT
CMYK 19/16/20/0
sRGB 215/210/203
HEX #d7d2cb



SIGNAL RED
CMYK 0/90/70/0
sRGB 231/52/63
HEX #e7343f



SIGNAL PINK
CMYK 12/100/15/0
sRGB 212/0/115
HEX #d40073

Use of colors

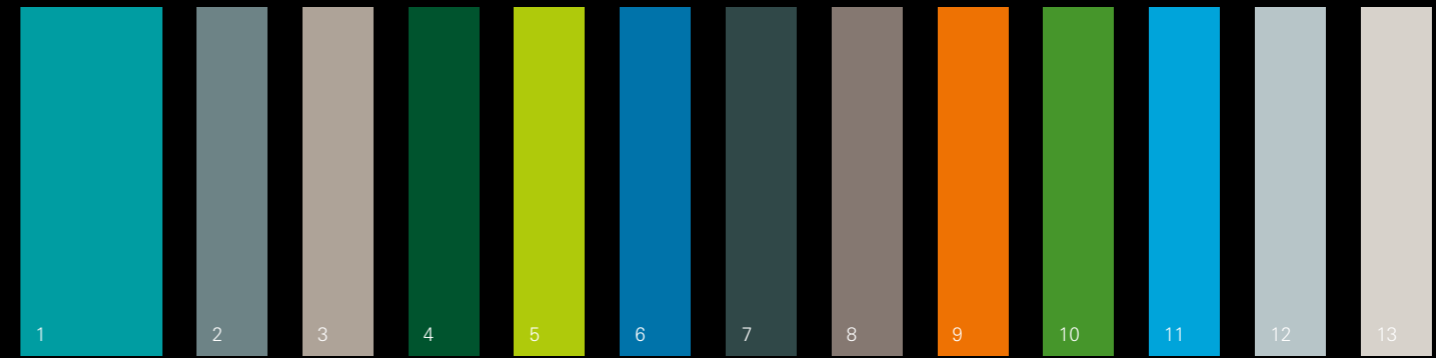
A balance of bright colors and harmonizing more muted colors should be used. In best case just one accent color dominates the layout. The corporate palette is always the first choice. The extended infographic palette colors should just be used for infographics.

Colors on black backgrounds

The colors within our corporate palette should be used in the following order on black backgrounds

- | | |
|----------------------------|----------------------|
| A Black for the background | 7. Green Gray Dark |
| B White for the Copy | 8. Warm Gray Dark |
| 1. Petrol | 9. Amber |
| 2. Green Gray Medium | 10. Grass Green |
| 3. Warm Gray Medium | 11. Sky Blue |
| 4. Moss Green | 12. Green Gray Light |
| 5. Leaf Green | 13. Warm Gray Light |
| 6. Mid Blue | |

Color usage on a black background

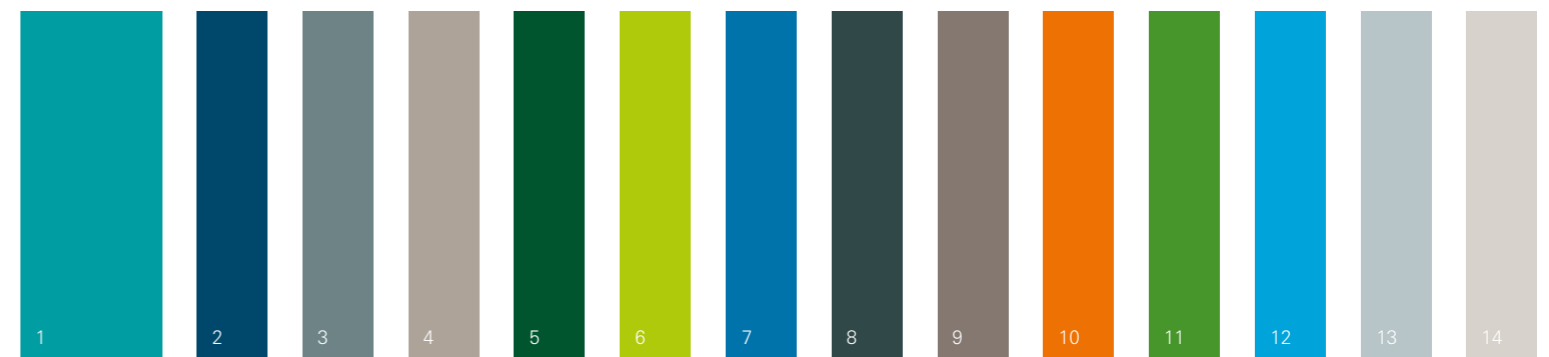


Colors on white backgrounds

The colors within our corporate palette should be used in the following order on white backgrounds

- | | |
|---|----------------------|
| A White for the background | 7. Mid Blue |
| B 80% Black for the Copy (tbd) | 8. Green Gray Dark |
| 1. Petrol | 9. Warm Gray Dark |
| 2. Dark Blue | 10. Amber |
| 3. Green Gray Medium | 11. Grass Green |
| 4. Warm Gray Medium | 12. Sky Blue |
| 5. Moss Green | 13. Green Gray Light |
| 6. Leaf Green | 14. Warm Gray Light |

Color usage on a white background



How to use

Colors on a black background

Corporate level

Big Data, Big Headline.

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BAR CHART
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Year	Consequam natur (red)	Consequam natur (green)	Consequam natur (blue)	Consequam natur (orange)
1993	2	3	4	5
1995	3	4	5	6
1997	4	5	6	7
2001	2	3	4	5
2003	3	4	5	6
2005	4	5	6	7
2007	5	6	7	8

Colors on a white background

Corporate level

Big Data, Big Headline.

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