

# COLOR GUIDE

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# Color palette

## PRIMARY



#344A5C

RGB 52,74,92  
CMYK 82,64,45,31

## SECONDARY



#658C9C

RGB 101,140,156  
CMYK 64,35,31,2

## ACCENT



#21A5BC

RGB 33,165,188  
CMYK 78,15,23,0

## ALLERT



#E57227

RGB 229,114,39  
CMYK 7,69,100,0

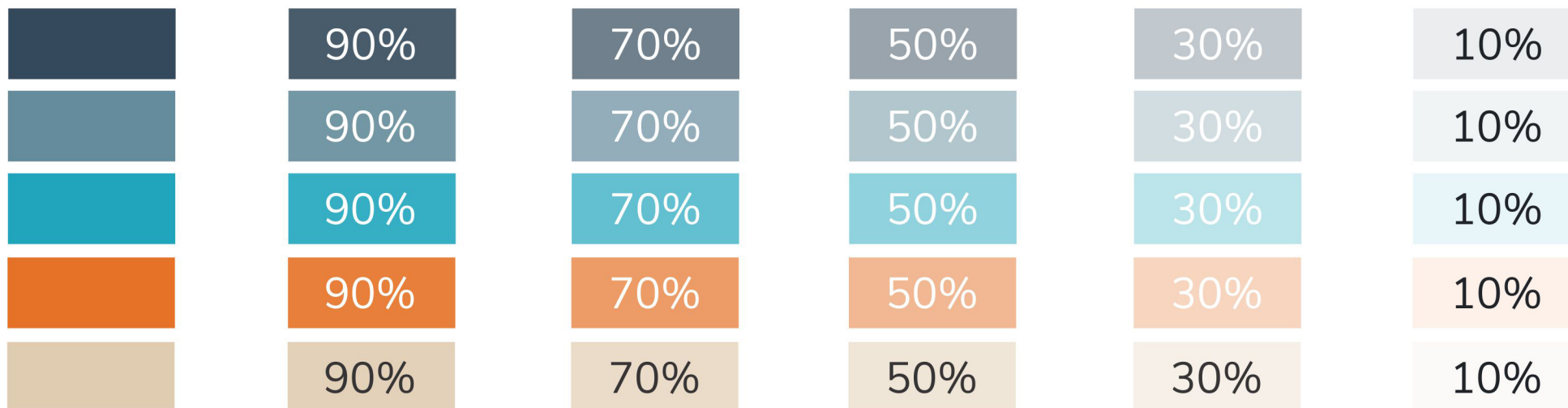
## SUPPORTING NEUTRAL



#E0CCB1

RGB 224,204,177  
CMYK 12,16,31,0

# Color tints



# Color guidelines

## Primary colors



This color is used as domination color of the brand and it will be the leading color for the graphic elements.

## Secondary colors



This color is used as supporting color to the primary color.

## Accent colors



It provides creative flexibility and adds life and energy to your design.

## Allert



They should be used to highlight important features and alert messages, where you want your visitor to pay attention to.

## Supporting neutrals



These colors are used for backgrounds and other visual elements.

## Golden ratio



## Color mixing

To avoid a rainbow look on the brand touch points, it is important to use a restrained color palette. A simple and elegant ratio can be worked out by using the 60:30:10 ratio. This will ensure that your colors are perfectly balanced. It is important to note that all tints and shades of the above colors are available for use. White is not present in the ratio itself, but it is assumed to be the dominant color of the environment for most design cases.

# Typography guidelines

DISPLAY 3 **Archivo Bold 60 pt**

DISPLAY 2 **Archivo Bold 45pt**

DISPLAY 1 **Archivo Medium 34pt**

HEADLINE **Archivo Bold 24pt**

TITLE **Archivo Medium 20pt**

SUB-HEAD *Archivo Medium Italic 18pt*

BODY Archivo 14 PT

## Note:

The specified font sizes are examples and should be adapted individually to the scale of each presentation