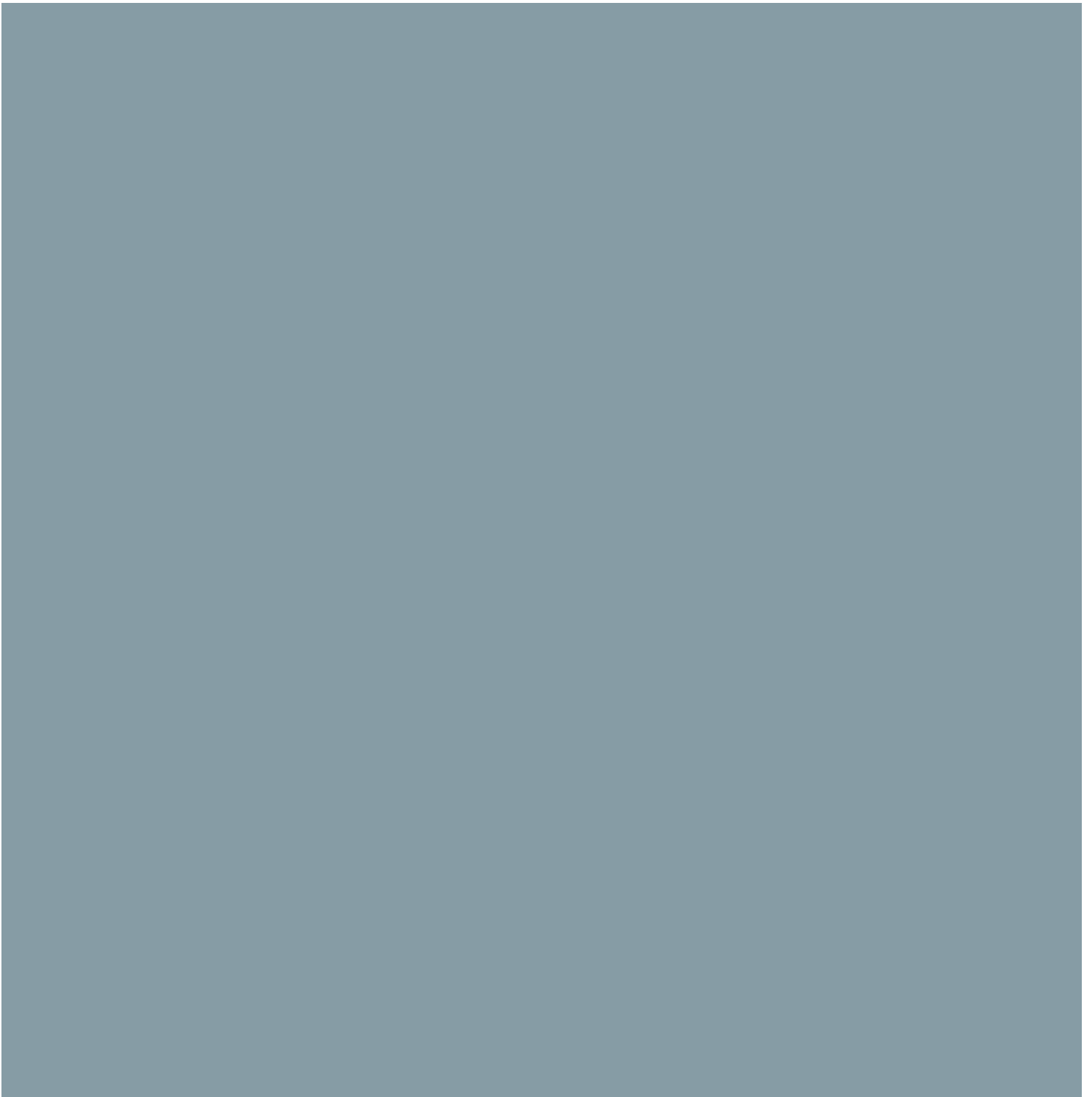


## 1. Basics

# Corporate colours



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# Corporate colours

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To ensure a consistent appearance, all colours and papers of print productions have been matched.

- The colours we selected are key in distinguishing ourselves from our competitors.
- Consistent usage of our colours helps CMS to establish our brand visually (corporate identity objective).
- Colours emotionalise.
- Colours support our recognition value.
- Colours help to visually differentiate topics and areas in our collateral or emphasise meaning/value of the subject.
- Colours can – if sensible graded – create different levels of weight and meaning and thereby, for example, help categorise CMS's publications or services.

Note that the primary colour CMS Teal is the defining colour of the new brand.

CMS Colour libraries (CMYK, RGB and Pantone) for Adobe Creative Cloud applications like InDesign, Photoshop and Illustrator can be downloaded from the CMS Corporate Identity Portal:

**<http://corporate-identity.cmslegal.com/templates/detail?id=1>**

# Corporate colours

## Primary colours

**CMS Teal**

<b>CMYK</b>	85/40/40/44
<b>RGB</b>	13/83/95
<b>HEX</b>	#0d535f
<b>Pantone</b>	7477 C
<b>RAL</b>	210 30 20

**White (Paper)**

<b>CMYK</b>	0/0/0/0
<b>RGB</b>	255/255/255
<b>HEX</b>	#ffffff
<b>Pantone</b>	–
<b>RAL</b>	9003

**Primary colour palette**

For use on all branded communications.

**CMS Colour libraries for Adobe Creative Cloud applications like InDesign, Photoshop and Illustrator**

The CMS Colour libraries (CMYK, RGB and Pantone) can be downloaded from our website:

**<http://corporate-identity.cmslegal.com/templates/detail?id=1>**

**Corporate colours and their tints**

All colours can be tinted in the range of 10% steps.

**Corporate colours and transparency**

Transparency is permitted for all colours.

# Corporate colours

## Secondary colours

CMS Dark Green



<b>CMYK</b>	100/10/100/20	55/5/100/0
<b>RGB</b>	0/122/53	135/182/36
<b>HEX</b>	#007a35	#87b624
<b>Pantone</b>	356 C	2301 C
<b>RAL</b>	220-5	110 70 60

CMS Light Green



CMS Purple



<b>CMYK</b>	90/100/10/10	100/60/0/20
<b>RGB</b>	66/35/115	0/77/144
<b>HEX</b>	#422373	#004d90
<b>Pantone</b>	3566 C	2154 C
<b>RAL</b>	300 30 35	260 40 35

CMS Blue



CMS Yellow



<b>CMYK</b>	0/30/100/0	0/70/100/0
<b>RGB</b>	251/186/0	236/102/2
<b>HEX</b>	#fbaa00	#ec6602
<b>Pantone</b>	3514 C	717 C
<b>RAL</b>	260-6	050 60 70

CMS Orange



CMS Petrol



<b>CMYK</b>	95/10/25/30	77/0/0/0
<b>RGB</b>	0/118/143	17/177/232
<b>HEX</b>	#00768f	#11b1e8
<b>Pantone</b>	2231 C	2995 C
<b>RAL</b>	200 50 45	660-4

CMS Turquoise



CMS Red



<b>CMYK</b>	0/100/70/0	0/100/15/0
<b>RGB</b>	228/0/57	229/0/113
<b>HEX</b>	#e40039	#e50071
<b>Pantone</b>	199 C	213 C
<b>RAL</b>	430-5	470-4

CMS Pink



Black



<b>CMYK</b>	0/0/0/100
<b>RGB</b>	0/0/0
<b>HEX</b>	#000000
<b>Pantone</b>	Black C
<b>RAL</b>	9005



### Secondary colour palette

For general use on branded communications to bring life and energy to charts, display pages and features. Colours are not assigned to any particular sector or business unit.

### CMS Colour libraries for Adobe Creative Cloud applications like InDesign, Photoshop and Illustrator

The CMS Colour libraries (CMYK, RGB and Pantone) can be downloaded from our website:  
<http://corporate-identity.cmslegal.com/templates/detail?id=1>



### Corporate colours and their tints

All colours can be tinted in the range of 10% steps.

### Corporate colours and transparency

Transparency is permitted for colours.

# Corporate colours

## Values for web colours (RGB mode)

CMS colours			100%	90%	80%	70%	60%	50%	40%	30%	20%	10%
	Teal	RGB	13/83/95	37/101/111	61/118/127	86/135/143	110/152/159	134/169/175	158/186/191	182/204/207	207/221/223	231/238/239
		HEX	#0d535f	#25656f	#3d767f	#56878f	#6e989f	#86a9af	#9ebabf	#b6cccf	#cfdddf	#e7eeef
	Dark Green	RGB	0/122/53	25/135/73	51/149/93	77/162/114	102/175/134	128/189/154	153/202/174	179/215/194	204/228/215	230/242/235
		HEX	#007a35	#198749	#33955d	#4da272	#66af86	#80bd9a	#99caae	#b3d7c2	#cce4d7	#e6f2eb
	Light Green	RGB	135/182/36	147/189/58	159/197/80	171/204/102	183/211/124	195/219/146	207/226/167	219/233/189	231/240/211	243/248/233
		HEX	#87b624	#93bd3a	#9fc550	#abcc66	#b7d37c	#c3db92	#cfe2a7	#dbe9bd	#e7f0d3	#f3f8e9
	Yellow	RGB	251/186/0	251/193/25	252/200/51	252/207/77	253/214/102	253/221/128	253/227/153	254/234/179	254/241/204	255/248/230
		HEX	#fbaa00	#fbc119	#fcc833	#fccf4d	#fdd666	#fddd80	#fde399	#feeab3	#fef1cc	#fff8e6
	Orange	RGB	236/102/2	238/118/27	240/133/53	242/148/78	244/163/103	246/179/129	247/194/154	249/209/179	251/224/204	253/240/230
		HEX	#ec6602	#ee761b	#f08535	#f2944e	#f4a367	#f6b381	#f7c29a	#f9d1b3	#fbe0cc	#fdf0e6
	Red	RGB	228/0/57	231/25/77	234/51/97	236/77/116	239/102/136	242/128/156	244/153/176	247/179/196	250/204/215	252/230/235
		HEX	#e40039	#e7194d	#ea3361	#ec4d74	#ef6688	#f2809c	#f499b0	#f7b3c4	#faccd7	#fce6eb
	Pink	RGB	229/0/113	232/25/128	235/51/142	237/77/156	240/102/170	242/128/184	245/153/198	247/179/213	250/204/227	252/230/241
		HEX	#e50071	#e81980	#eb338e	#ed4d9c	#f066aa	#f280b8	#f599c6	#f7b3d5	#facec3	#fce6f1
	Purple	RGB	66/35/115	85/57/129	104/79/143	123/101/157	142/123/171	161/145/185	179/167/199	198/189/213	217/211/227	236/233/241
		HEX	#422373	#553981	#684f8f	#7b659d	#8e7bab	#a191b9	#b3a7c7	#c6bdd5	#d9d3e3	#ece9f1
	Blue	RGB	0/77/144	25/95/155	51/113/166	77/130/177	102/148/188	128/166/200	153/184/211	179/202/222	204/219/233	230/237/244
		HEX	#004d90	#195f9b	#3371a6	#4d82b1	#6694bc	#80a6c8	#99b8d3	#b3cade	#ccdbe9	#e6edf4
	Petrol	RGB	0/118/143	25/132/154	51/145/165	77/159/177	102/173/188	128/187/199	153/200/210	179/214/221	204/228/233	230/241/244
		HEX	#00768f	#19849a	#3391a5	#4d9fb1	#66adbc	#80bbc7	#99c8d2	#b3d6dd	#cce4e9	#e6f1f4
	Turquoise	RGB	17/177/232	41/185/234	65/193/237	88/200/239	112/208/241	136/216/244	160/224/246	184/232/248	207/239/250	231/247/253
		HEX	#11b1e8	#29b9ea	#41c1ed	#58c8ef	#70d0f1	#88d8f4	#a0e0f6	#b8e8f8	#cfeffa	#e7f7fd
	Black	RGB	0/0/0	25/25/25	51/51/51	77/77/77	102/102/102	128/128/128	153/153/153	179/179/179	204/204/204	230/230/230
		HEX	#000000	#191919	#333333	#4d4d4d	#666666	#808080	#999999	#b3b3b3	cccccc	e6e6e6