

# COLOR GUIDE

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# IMMENSA

## PRIMARY



**Color Hex #1cb4dd**  
Pantone 311C(closest conversion)  
C 70; M 7; Y 7; K 0  
R 28; G 180; B 221

## SECONDARY



**Color Hex #152836**  
Pantone 303C  
C 92; M 72; Y 53; K 58  
R 21; G 40; B 54



**Color Hex #63666A**  
Pantone Cool Gray 10C  
C 62; M 52; Y 48; K 19  
R 99; G 102; B 106