



MENU



Home > Our Brand > Corporate Design > Colors

Colors



Color Spectrum	Primary Colors	Highlight Colors	
Graph Colors	Greyscale Colors	Downloads	
<div><div>Turquoise</div><div>CMYK: 100/0/50/0</div><div>RGB 0/155/145</div><div>Web Colors: HTML #009B91</div><div>PANTONE Coated: 327 C</div><div>PANTONE Uncoated: 327 U</div><div>NCS S 3055-B50G</div><div>RAL 180 50 50</div></div>	<div><div>Deep Blue</div><div>CMYK: 80/20/0/80</div><div>RGB 0/50/75</div><div>Web Colors: HTML #00324B</div><div>PANTONE Coated: 539 C</div><div>PANTONE Uncoated: 539 U</div><div>NCS S 7020-R90B</div><div>RAL 240 20 22</div></div>	<div><div>White</div><div>CMYK: -</div><div>RGB 255/255/255</div><div>Web Colors: HTML #FFFFFF</div><div>PANTONE Coated: -</div><div>PANTONE Uncoated: -</div><div></div><div></div></div>	<div><div>Black</div><div>CMYK: 0/0/0/100</div><div>RGB 0/0/0</div><div>Web Colors: HTML #000000</div><div>PANTONE Coated: Process black</div><div>Uncoated: Process black</div><div></div><div></div></div>

Turquoise is the Bühler corporate color. It is not used for large color areas. But instead for the following cases:

- Small color solids
- Emphasized text
- Basic Element (usually in combination with an accent-colored basic shape)
- Bühler logo (only on white backgrounds)

White and deep blue complement the Bühler corporate color. Together, they are the primary design colors.

White being used in the following cases:

- Default background (optionally in 90% to 95% transparency)
- Text elements (on color solids and images)

Deep Blue being used in the following cases:

- Default text color
- Color solids and lines (in transparency steps of 20%)

Black being used in the following cases:

- Bühler logo on light background images

