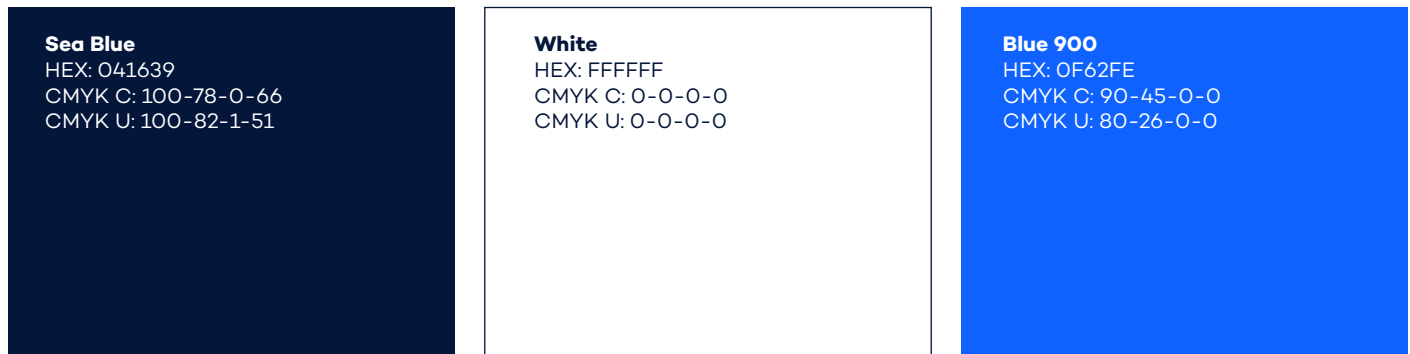


Colours

All colours can be used by all brands

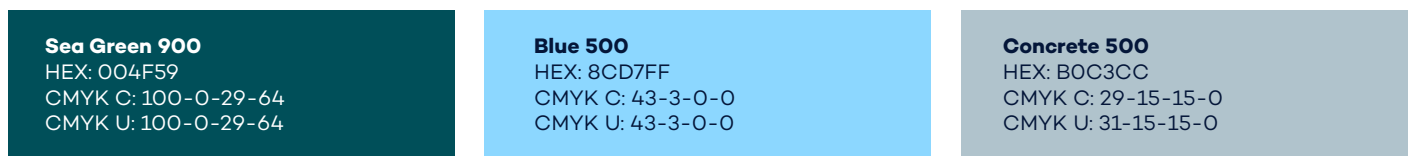
Primary colours

Sea Blue, white and Blue 900 are the main brand colours and should be used most frequently. They represent the core identity.



Secondary colours

Secondary colours, Sea Green 900, Blue 500 and Concrete 500 supports the primary palette and gives flexibility to our design.



Contrast colour

A colour for extra stand out and tension. Should be used sparsely.



Colour balance

The overall balance for colour usage and of how the brand should be perceived.



Support colours

Secondary colours, Sea Green 900, Blue 500 and Concrete 500 supports the primary palette and gives flexibility to our design.

Sea Green 900 HEX: 004F59 CMYK C: 100-0-29-64 CMYK U: 100-0-29-64	Blue 900 HEX: 0F62FE CMYK C: 90-45-0-0 CMYK U: 80-26-0-0	Concrete 900 HEX: 1E1E1E CMYK C: 72-66-65-75 CMYK U: 72-66-65-75
Sea Green 700 HEX: 1E8189 CMYK C: 83-33-42-6 CMYK U: 83-33-42-6	Blue 700 HEX: 4E9DFF CMYK C: 65-25-0-0 CMYK U: 60-15-0-0	Concrete 700 HEX: 848F9C CMYK C: 52-38-31-1 CMYK U: 52-38-31-1
Sea Green 500 HEX: 6AC9CE CMYK C: 55-0-21-0 CMYK U: 55-0-21-0	Blue 500 HEX: 8CD7FF CMYK C: 43-3-0-0 CMYK U: 43-3-0-0	Concrete 500 HEX: BOC3CC CMYK C: 29-15-15-0 CMYK U: 31-15-15-0
Sea Green 300 HEX: A0DBDE CMYK C: 35-0-13-0 CMYK U: 35-0-13-0	Blue 300 HEX: BAE7FF CMYK C: 27-0-0-0 CMYK U: 27-0-0-0	Concrete 300 HEX: D8E2E7 CMYK C: 14-6-6-0 CMYK U: 14-6-6-0
Sea Green 100 HEX: D8F2F3 CMYK C: 14-5-0-0 CMYK U: 14-5-0-0	Blue 100 HEX: E8F7FF CMYK C: 13-0-0-0 CMYK U: 13-0-0-0	Concrete 100 HEX: E6EEF2 CMYK C: 9-3-3-0 CMYK U: 9-3-3-0

Support colours illustration

Extra support colours, mainly for more complex illustration purposes.

Yellow 900 HEX: FFC640 CMYK C: 0-23-85-0 CMYK U: 0-18-85-0	Orange 900 HEX: FF8156 CMYK C: 0-59-80-0 CMYK U: 0-59-80-0	Green 900 HEX: 00AC5E CMYK C: 82-0-87-0 CMYK U: 82-0-87-0
Yellow 700 HEX: FFD770 CMYK C: 0-15-67-0 CMYK U: 0-10-67-0	Orange 700 HEX: FFA381 CMYK C: 0-46-54-0 CMYK U: 0-46-59-0	Green 700 HEX: 40C379 CMYK C: 68-0-72-0 CMYK U: 68-0-72-0
Yellow 500 HEX: FFE79F CMYK C: 0-7-45-0 CMYK U: 0-3-45-0	Orange 500 HEX: FFC4AB CMYK C: 0-28-32-0 CMYK U: 0-28-36-0	Green 500 HEX: 80D993 CMYK C: 48-0-58-0 CMYK U: 48-0-58-0
Yellow 300 HEX: FFF1C9 CMYK C: 0-4-24-0 CMYK U: 0-1-24-0	Orange 300 HEX: FFE2D5 CMYK C: 0-15-17-0 CMYK U: 0-15-21-0	Green 300 HEX: C2EDCB CMYK C: 23-0-26-0 CMYK U: 23-0-26-0
Yellow 100 HEX: FFF9E7 CMYK C: 0-1-12-0 CMYK U: 0-0-12-0	Orange 100 HEX: FFEFE8 CMYK C: 0-7-7-0 CMYK U: 0-7-8-0	Green 100 HEX: E5F7E9 CMYK C: 9-0-10-0 CMYK U: 9-0-10-0