

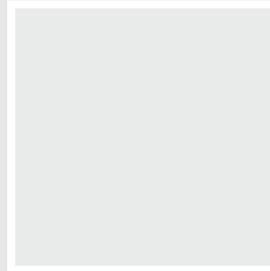
Color Palette

01. PRIMARY COLORS



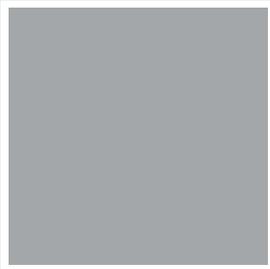
ANAND BLUE

CMYK : C100 M0 Y0 K0
PANTONE : Process Cyan C
RGB : R0 G159 B223
WEB : #009FDF



LIGHT GRAY

CMYK : C22 M16 Y17 K12
PANTONE : 7541C
RGB : R167 G168 B170
WEB : #A7A8AA

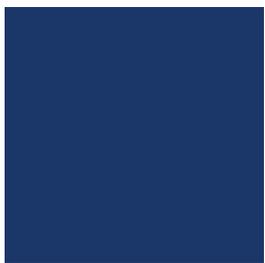


MEDIUM GRAY

CMYK : C22 M16 Y17 K12
PANTONE : 888C
RGB : R167 G168 B170
WEB : #A7A8AA



02. SECONDARY COLORS



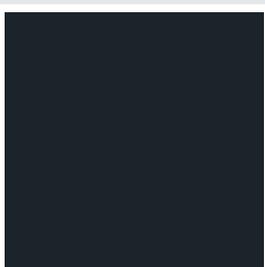
DARK BLUE

CMYK : C010 M80 Y0 K35
PANTONE : 294C
RGB : R0 G47 B108
WEB : #003375



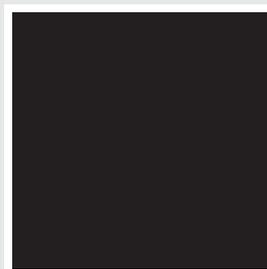
DARK GREEN

CMYK : C98 M9 Y100 K1
PANTONE : 347C
RGB : R0 G122 B59
WEB : #71be46



DARK GRAY

CMYK : C22 M16 Y17 K12
PANTONE : 433C
RGB : R30 G36 B43
WEB : #A7A8AA



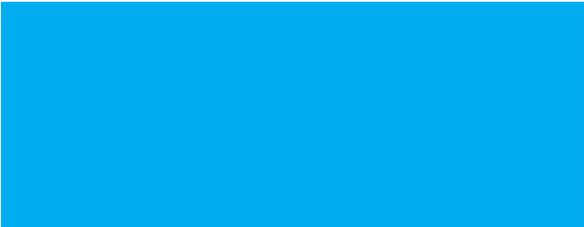
BLACK

CMYK : C67 M63 Y62 K77
PANTONE : Process Black C
RGB : R0 G0 B0
WEB : #000000



Color Tints

Color Tints for different background, also for printing as they reduce costs by negating the need for additional colors.



75%



50%



25%



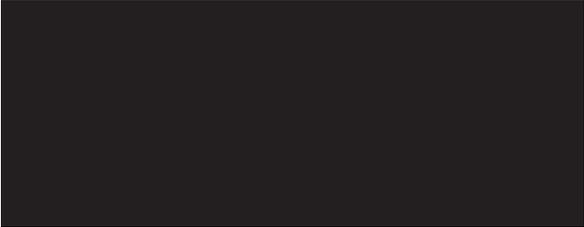
75%



50%



25%



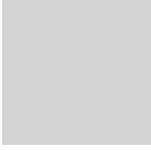
75%



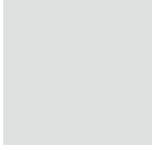
50%



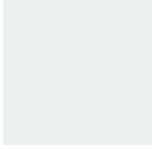
25%



75%



50%



25%