

# Color Palette Guide

75%

Primary Color Palette

The following colors will be used **majority of the time**. Established as the primary palette, it will be **dominantly used across the collateral**. This includes assets such as: Printed materials, SWAG, branded content, furniture, details on black or white pages.

Sky Blue

Pantone 2381 C/U  
R: 94 G: 147 B: 219

Coated:  
C: 55 M: 30 Y: 0 K: 0

Uncoated:  
C: 55 M: 25 Y: 0 K: 0  
#5E93DB

Black

Pantone 6 C  
R: 16 G: 24 B: 32

Coated + Uncoated:  
C: 100 M: 60 Y: 30 K: 95  
#000000

White

R: 255 G: 255 B: 255  
#FFFFFF

15%

Secondary Color Palette

When the content requires **more diversity of colors**, a secondary palette has been created in an addition to the base primary colors. The following colors will only be **used to expand on the primary palette** in collateral such as PowerPoints (for background colors and graph/tables), crafting social media content, working on charts etc.

Sea Blue

Pantone 2188 C  
R: 0 G: 66 B: 106

Coated:  
C: 100 M: 35 Y: 5 K: 55

Uncoated:  
C: 100 M: 35 Y: 0 K: 50  
#00426A

Light Blue  
(50% Tint of Sky Blue)

Pantone 2717 C/U  
R: 167 G: 198 B: 237

Coated + Uncoated:  
C: 35 M: 10 Y: 0 K: 0

#A7C6ED

Pale Blue  
(25% Tint of Sky Blue)

Pantone 657 C  
R: 200 G: 216 B: 235

Coated + Uncoated:  
C: 15 M: 5 Y: 0 K: 0

#C8D8EB

Dark Blue

Pantone 539 C  
R: 0 G: 38 B: 58

Coated + Uncoated:  
C: 100 M: 43 Y: 0 K: 83

#00263A

Powder Blue

Pantone 644 C  
R: 155 G: 184 B: 211

Coated + Uncoated:  
C: 38 M: 15 Y: 0 K: 0

#9BB8D3

Blissful Blue

Pantone 2120 C/U  
R: 190 G: 202 B: 233

Coated + Uncoated:  
C: 23 M: 13 Y: 0 K: 0

#BECAE9

Frost

Pantone 649 C/U  
R: 219 G: 226 B: 233

Coated + Uncoated:  
C: 11 M: 3 Y: 0 K: 0

#DBE2E9

5%

Tertiary Color Palette\*

Adopting the **same tonality** and exploring a new range of colors, the tertiary palette has been developed for the instance where you run out of colors in the primary and secondary selection. These can be used when creating PowerPoints in **extensive infographics**, crafting social media content, charts etc. Please be mindful of contrast!

Pistachio

Pantone 366 C/U  
R: 173 G: 220 B: 145

Coated:  
C: 25 M: 0 Y: 55 K: 0

Uncoated:  
C: 25 M: 0 Y: 50 K: 0  
#ADD9C1

Lavender

Pantone 666 C/U  
R: 161 G: 146 B: 178

Coated + Uncoated:  
C: 35 M: 35 Y: 5 K: 5

#A192B2

Copper

Pantone 7585 C/U  
R: 176 G: 92 B: 55

Coated + Uncoated:  
C: 4 M: 66 Y: 77 K: 22

#B05C37

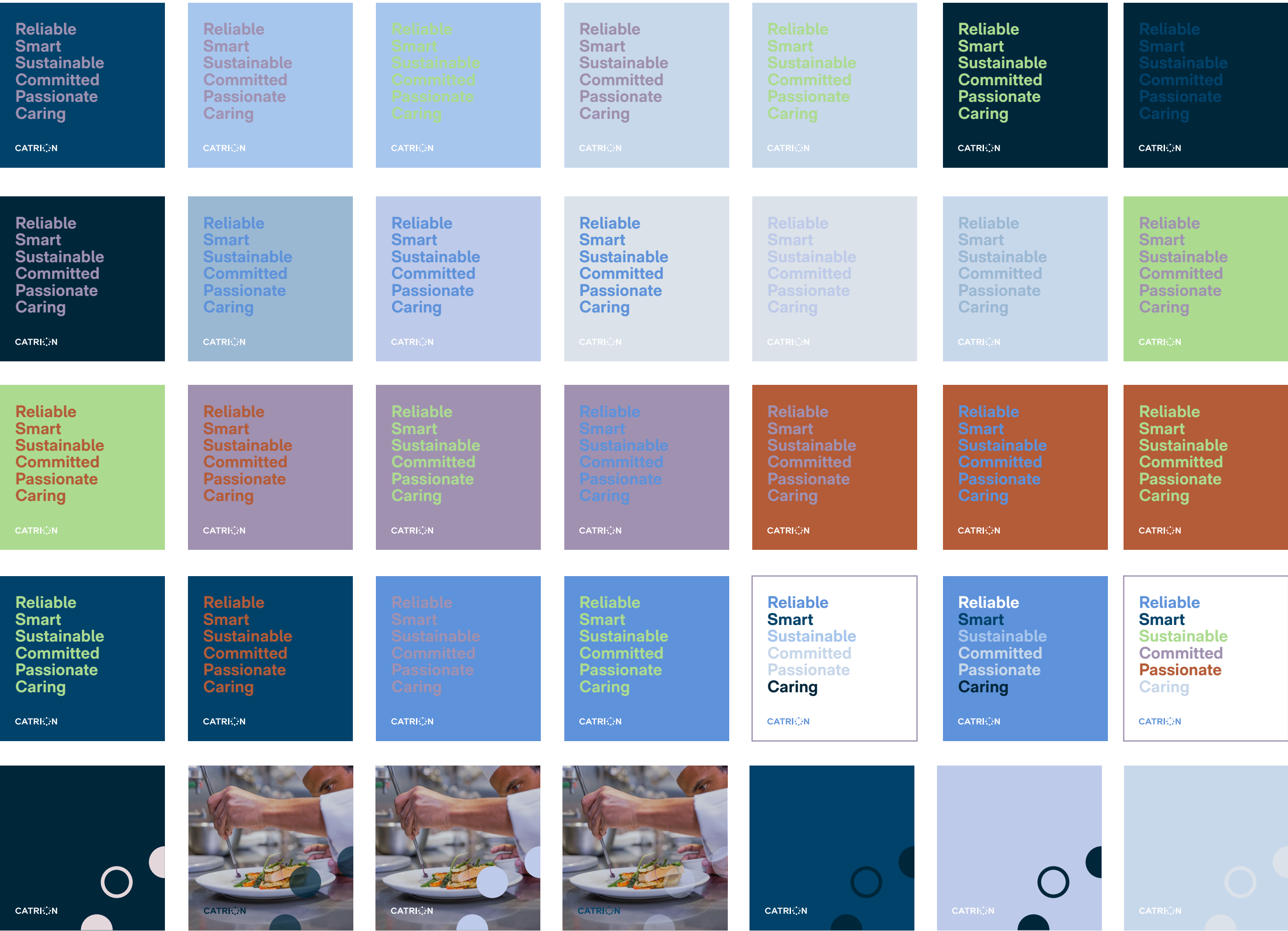
\*Upon CEO Approval

# Color Palette

## Don'ts



The following color combinations determine which color combinations must not be used across copy and graphic devices.



# Color Palette

## Don'ts

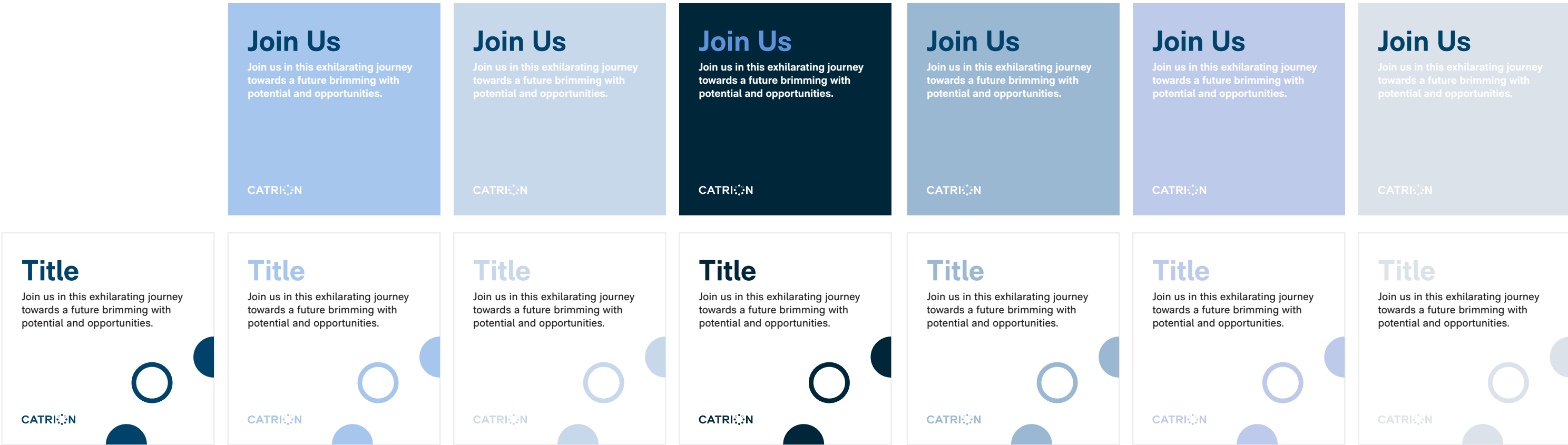


The following color combinations establish the correct color usage across the different tiers of color.

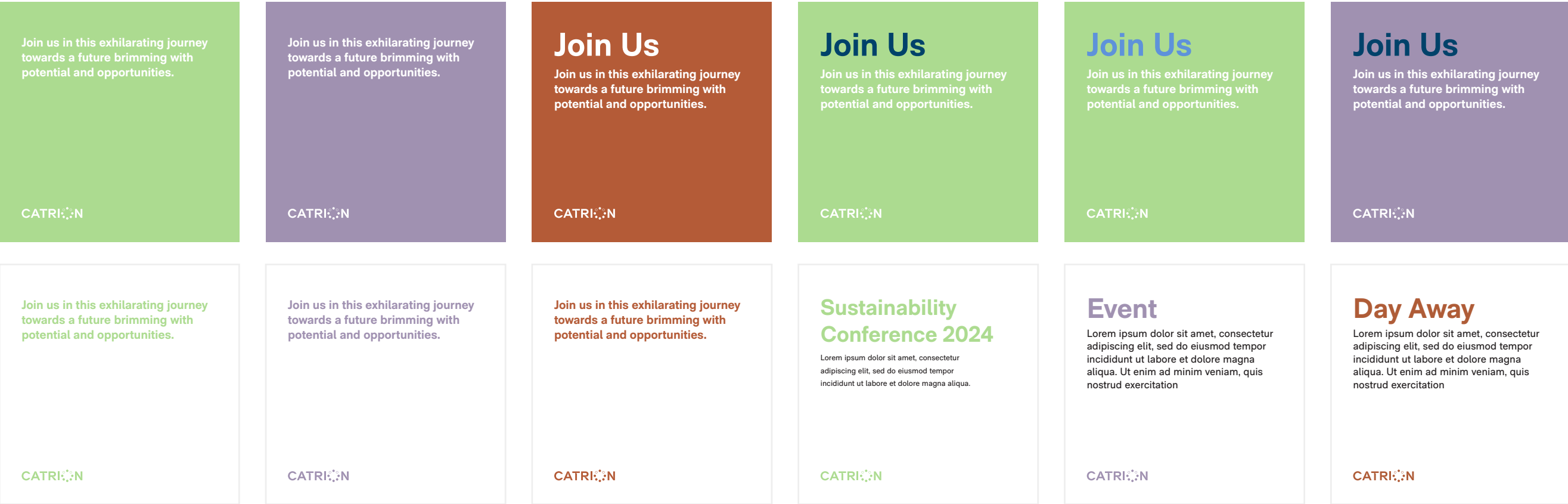
### Primary Color Palette



### Secondary Color Palette



### Tertiary Color Palette



# Color Palette Usage

The following table illustrates the range of our primary, secondary and tertiary palettes and specifies which collaterals it will and will not be used in.

The following includes colors that have not been tested on print. Please ensure to undergo a print test before mass production.

Collateral	Primary Colors	Secondary Colors	Tertiary Colors*
Stationery	✔	✗	✗
Livery	✔	✗	✗
Signage	✔	✗	✗
PowerPoint Presentations	✔	✔	✔
Brochure/ Tender Document	✔	✔	✔
Uniform	✔	✔	✗
Social Media Content	✔	✔	✔
ID Card	✔	✗	✗
Banner Flags	✔	✔	✗
Website	✔	✔	✗
Printed Ads	✔	✔	✗
Brochure/Magazine/Leaflet	✔	✔	✔
Food Packaging	✔	✗	✗
Gift Packaging	✔	✔	✗
Billboards	✔	✔	✗
Tote Bags/SWAG	✔	✗	✗
Digital Collateral (banners/ staff portal)	✔	✔	✔
Furniture/Office Decal	✔	✗	✗

\*Upon CEO approval only