COLORS CODES

PMS 7469 C 634 U **CMYK** 100 31 8 42 **RGB** 0 95 134 **HEX** #005F86	**PMS** 7474 C 321 U **CMYK** 96 9 32 29 **RGB** 0 118 129 **HEX** #007681	**PMS** 370 C 377 U **CMYK** 62 1 100 25 **RGB** 101 141 27 **HEX** #658D1B	**PMS** 7745 C 397 U **CMYK** 16 0 91 28 **RGB** 171 173 35 **HEX** #ABAD25	**PMS** 110 C 7405 U **CMYK** 2 22 100 8 **RGB** 218 170 0 **HEX** #DAAA00	**PMS** 3959 C 3959 U **CMYK** 5 0 100 0 **RGB** 249 236 49 **HEX** #F9EC31

Stability & Security

Growth & Flourishment

Prosperity & Bright Future

TINTS

Color tints are used to extend the color system while maintaining consistency and control.

Tints allows to create hierarchy, contrast, and emphasis without introducing new colors that could dilute the brand.

They improve flexibility across layouts, backgrounds, and UI elements, support accessibility and readability, and ensure visual cohesion across different media and scales.

PMS 7469 C 634 U	**PMS** 7474 C 321 U	**PMS** 370 C 377 U	**PMS** 7745 C 397 U	**PMS** 110 C 7405 U	**PMS** 3959 C 3959 U
90%	90%	90%	90%	90%	90%
80%	80%	80%	80%	80%	80%
70%	70%	70%	70%	70%	70%
60%	60%	60%	60%	60%	60%
50%	50%	50%	50%	50%	50%
40%	40%	40%	40%	40%	40%
30%	30%	30%	30%	30%	30%
20%	20%	20%	20%	20%	20%
10%	10%	10%	10%	10%	10%

NEUTRALS

Neutrals can be applied to support and enhance the primary color palette across brand communications.

Black tints may be paired with palette colors to create structure, organize content, or serve as background treatments that reinforce key messages.

Using neutral tones for text also improves legibility and overall readability.

BLACK 100%

CMYK
0 0 0 100

RGB
0 0 0

HEX
#000000

BLACK 90%

CMYK
0 0 0 90

RGB
26 26 26

HEX
#1A1A1A

BLACK 80%

CMYK
0 0 0 80

RGB
51 51 51

HEX
#333333

BLACK 70%

CMYK
0 0 0 70

RGB
77 77 77

HEX
#4D4D4D

BLACK 60%

CMYK
0 0 0 60

RGB
102 102 102

HEX
#666666

BLACK 50%

CMYK
0 0 0 50

RGB
128 128 128

HEX
#808080

BLACK 40%

CMYK
0 0 0 40

RGB
153 153 153

HEX
#999999

BLACK 30%

CMYK
0 0 0 30

RGB
179 179 179

HEX
#B3B3B3

BLACK 20%

CMYK
0 0 0 20

RGB
204 204 204

HEX
#CCCCCC

BLACK 10%

CMYK
0 0 0 10

RGB
229 229 229

HEX
#E5E5E5