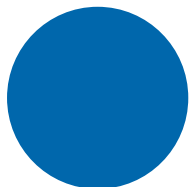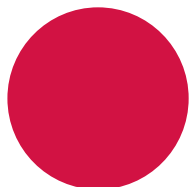# Corporate colours

Primary colours

Arctic Paper Blue

RGB 0/103/172
CMYK 100/50/0/10
Pantone 7462 U/C

Arctic Paper Red

RGB 209/18/66
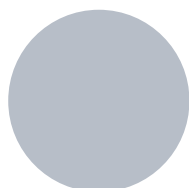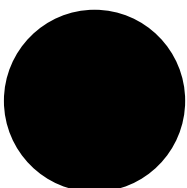CMYK 0/100/66/13
Pantone 193 U/C

Sacondary colours

RGB 232/232/234
CMYK 8/6/5/0
#e8e8ea
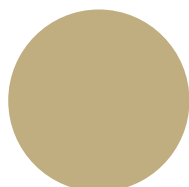
RGB 184/190/200
CMYK 28/20/14/0
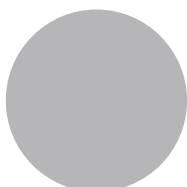#b8bec8

RGB 0/0/0
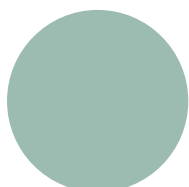CMYK 0/0/0/100
#000000

RGB 246/243/237
CMYK 2/2/5/0
#f6f3ed

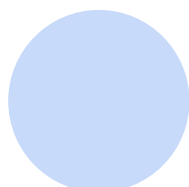RGB 192/173/128
CMYK 26/28/56/1
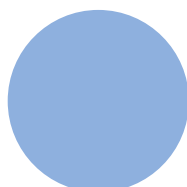#c0ad80

RGB 182/182/184
CMYK 29/23/22/0
#b6b6b8

RGB 157/188/172
CMYK 40/14/31/0
#9dbcb1

RGB 200/218/250
CMYK 19/9/0/0
#c8dafa

RGB 142/176/223
CMYK 43/22/0/0
#8eb0df

The Arctic Paper colour palette consists of blue and red hues. When using the primary colours Arctic Paper blue and Arctic Paper red in combination make sure to do that in subtile way. More classy appearances are possible using the primary colours in combination with secondary colours. When using colour in a more extensive way make sure to use the lighter colours instead of the primary colours and the darker secondary colours.

Note: Be careful with the use of red for financial data and infographics.