COLOUR PALETTE

Sky Blue and **Deep Blue** should be used predominantly across all communication materials to establish a strong and consistent brand presence. Sky Blue brings a sense of clarity and openness, while Deep Blue provides structure and professionalism.

Crimson, Mint, and **Saffron** serve as accent colors, used selectively to highlight key information, add contrast, and introduce moments of energy, calm, or warmth within the overall design. This combination ensures a visually balanced and cohesive brand identity.

Sky Blue Deep Blue

 RGB
 11 148 210
 RGB

 CMYK
 78 29 0 0
 CMYK

 HEX
 #0B94D2
 HEX

 PANTONE
 2925
 PANTON

RGB 8 107 161
CMYK 91 55 14 2
HEX #086BA1
PANTONE 301

255 199 72

0 23 82 0

#FFC748

Crimson Mint Saffron

236 50 66 73 166 71 RGB RGB RGB 1 95 75 0 CMYK 74 11 100 0 CMYK HEX #EC3242 HEX #49A647 PANTONE 185 PANTONE 362