



VISUAL IDENTITY

# COLOR PALETTE

The DataCore color palette consists of a primary Teal color that is to be used as the dominant color in all branding. Most materials should use a White background.

A secondary Gold color should be used sparingly as accents: dividing lines, icons, secondary buttons, etc.

Deep Blue can be used as a background and overlay color for variety and effect. It is a good candidate for title slides, footer bar backgrounds, banner backgrounds, and transparent overlays on top of images.

Light Blue and a series of cool gray colors can be used as tertiary colors.

DEEP BLUE

PMS

309C

CMYK

100 27 22 80

RGB

0 45 63

HEX

002D3F

#Madiera

1161

RAL

5011

TEAL

PMS

326C

CMYK

85 0 38 0

RGB

0 188 188

HEX

00BCBC

#Madiera

1299

RAL

5018

GOLD

PMS

7408C

CMYK

0 30 99 0

RGB

244 186 0

HEX

F4BA00

#Madiera

Not available

RAL

1021

WHITE

PMS

Not available

CMYK

0 0 0 0

RGB

255 255 255

HEX

FFFFFF

#Madiera

1001

RAL

9010

LIGHT BLUE

PMS

7541C

CMYK

10 1 2 2

RGB

220 234 239

HEX

DCEAEF

#Madiera

Not available

RAL

Not available

LIGHT GRAY

PMS

649C

CMYK

12 7 5 0

RGB

220 226 229

HEX

DCE2E5

#Madiera

Not available

RAL

Not available

DARK GRAY

PMS

7543C

CMYK

42 30 25 0

RGB

154 163 174

HEX

9AA3AE

#Madiera

Not available

RAL

7001

BLUE

PMS

279C

CMYK

82 39 0 0

RGB

18 132 198

HEX

1284C6

#Madiera

Not available

RAL

Not available