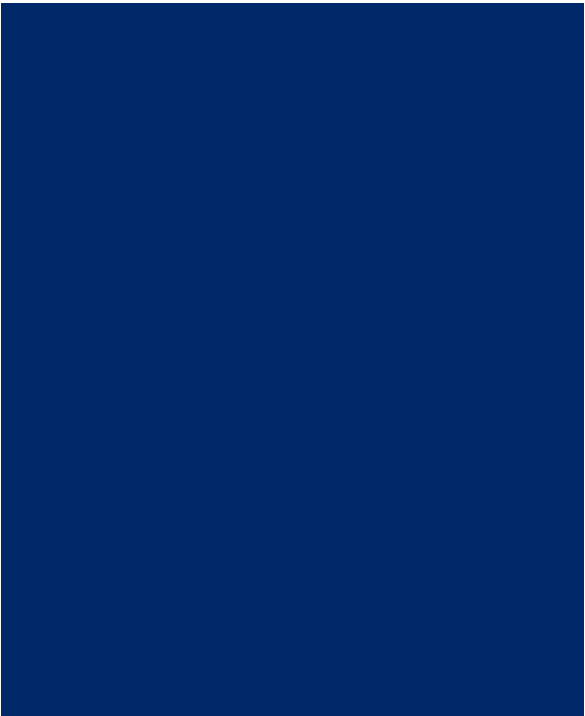
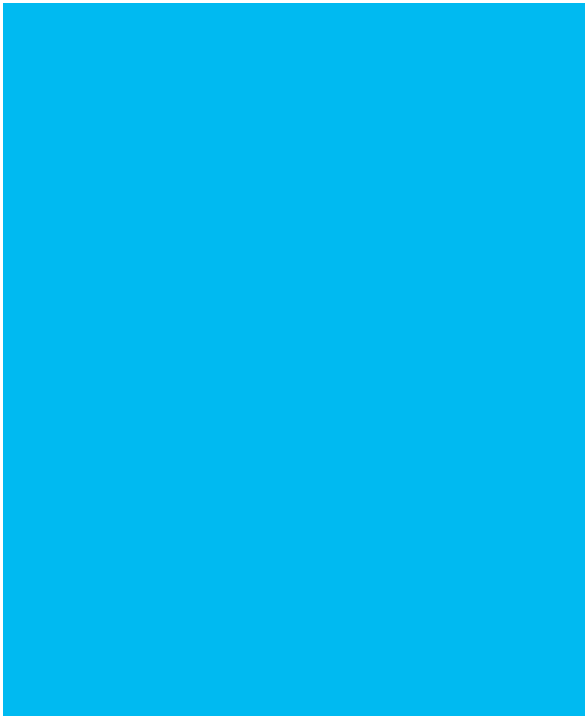


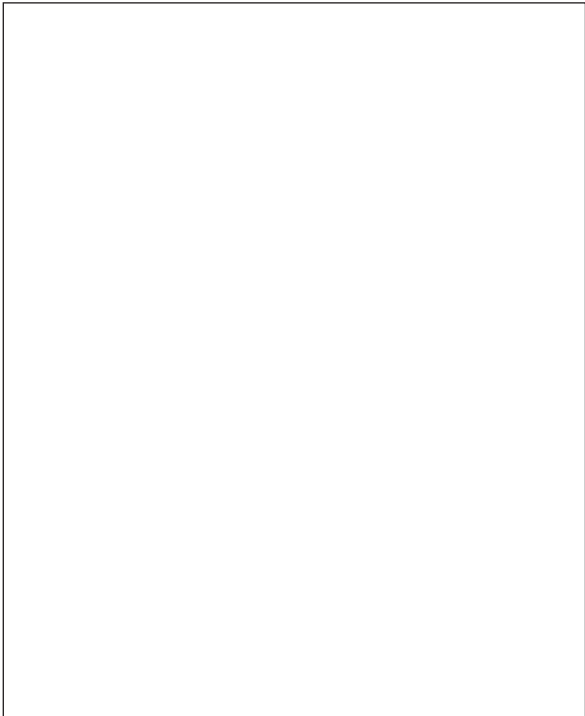
2.3 Colours



Dark Blue	
RGB:	0 40 100
HEX:	#002864
CMYK:	100 80 0 45
Pantone:	280 C / 280 U



Light Blue	
RGB:	20 200 255
HEX:	#14c8ff
CMYK:	80 0 0 0
Pantone:	299 C / 306 U



White	
RGB:	255 255 255
HEX:	#ffffff
CMYK:	0 0 0 0
Pantone:	White

Primary Colours

One of the most important Helmholtz/HMC brand elements is the characteristic color palette. A concise and recognizable brand image is created in the interplay of the primary colors of restrained, functional dark blue and the bright, fresh light blue. They are complemented by a pure white that stands for clarity and openness.

White is mainly used in classic corporate media, e.g. stationery. In addition, white is mainly used in content areas.

At least one of the primary colors should always be used in communication in order to make Helmholtz recognizable as the sender across all channels and media.

Typography should always be set in one of the three primary colors. The only exception is longer running texts in four-color printing: Black may be used here.

2.3 Colours – Communities



Information				
RGB:	160		35	90
HEX:	#A0235A			
CMYK:	30		100	20 20
Pantone:	7648 C / 7648 U			



Health				
RGB:	210		50	100
HEX:	#D23264			
CMYK:	15		100	40 0
Pantone:	214 C / 214 U			



Matter				
RGB:	240		120	30
HEX:	#F0781E			
CMYK:	0		65	90 0
Pantone:	158 C / 158 U			



Energy				
RGB:	255		210	40
HEX:	#FFD228			
CMYK:	0		15	85 5
Pantone:	115 C / 115 U			



Aeronautics, Space & Transport				
RGB:	80		200	170
HEX:	#50C8AA			
CMYK:	65		0	35 0
Pantone:	3258 C / 3258 U			



Earth & Environment				
RGB:	50		100	105
HEX:	#326469			
CMYK:	80		30	45 35
Pantone:	7717 C / 7717 U			

Secondary Colours

The spectrum of secondary colors includes eight more tones, which are used for the HMC communities.

2.3 Colours – Communities



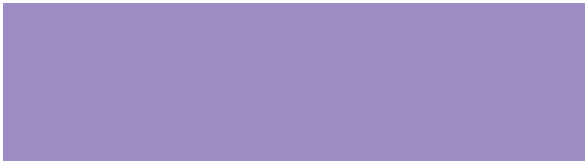
FAIR Data Commons (= Helmholtz Lightening Green)				
RGB:	140		214	0
HEX:	#8cd600			
CMYK:	45		0	100 0
Pantone:	375 C / 2291 U			



Office (=Light Blue)				
RGB:	20		200	255
HEX:	#14c8ff			
CMYK:	80		0	0 0
Pantone:	299 C / 306 U			



Projects				
RGB:	94		59	153
HEX:	#5e3b99			
CMYK:	65		70	0 0
Pantone:				



Projects Overlay				
RGB:	150		120	210
HEX:	#9678d2			
CMYK:	40		45	0 0
Pantone:				

Secondary Colours