



Our Brand Colors

**POWER
CONFIDENCE
INTELLIGENCE**

Introducing Our Brand

Our Logo

Our Typography

Our Colors

Our Brand in Action

Our Component Colors

KNOWLEDGE
INTEGRITY
TRUST
CONFIDENCE

HARMONY
TRUTH
SERENITY

GROWTH
HARMONY
AMBITION
FLEXIBLE

ENERGY
ORIGINALITY
FRESHNESS
CHALLENGE



TIMELESS
ELEGANCE
HIGH-TECH
PRESTIGE
PROFESSIONAL

DEPENDABLE
PRACTICAL
STRENGTH
CONSTANT

ENTHUSIASM
CREATIVITY
DETERMINATION
INDEPENDENT

WILLPOWER
COURAGE
PIONEERING
SPEED



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Color Specifications

Primary Color Palette

R:29 G:30 B:52 C:96 M:88 Y:47 K:60	R:50 G:57 B:90 C:92 M:82 Y:44 K:21	R:59 G:83 B:120 C:85 M:65 Y:32 K:13	R:58 G:90 B:150 C:86 M:65 Y:15 K:2	R:142 G:159 B:189 C:50 M:33 Y:16 K:0	R:210 G:219 B:229 C:21 M:11 Y:7 K:0
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Secondary Color Palette

Magenta R:52 G:26 B:31 C:60 M:82 Y:60 K:74	R:86 G:34 B:51 C:52 M:89 Y:52 K:54	R:114 G:40 B:70 C:49 M:92 Y:46 K:34	R:148 G:49 B:97 C:43 M:91 Y:35 K:12	R:181 G:104 B:141 C:29 M:67 Y:21 K:6	R:216 G:166 B:197 C:16 M:42 Y:6 K:0
Orange R:116 G:36 B:14 C:32 M:91 Y:100 K:46	R:152 G:48 B:20 C:22 M:87 Y:98 K:31	R:190 G:62 B:24 C:11 M:84 Y:97 K:15	R:233 G:78 B:27 C:0 M:80 Y:95 K:0	R:237 G:126 B:85 C:2 M:61 Y:67 K:0	R:240 G:170 B:149 C:3 M:42 Y:39 K:0
Yellow R:144 G:106 B:27 C:39 M:52 Y:100 K:22	R:174 G:135 B:27 C:29 M:41 Y:98 K:15	R:206 G:167 B:23 C:18 M:29 Y:96 K:7	R:242 G:204 B:12 C:8 M:18 Y:93 K:0	R:242 G:214 B:98 C:8 M:13 Y:71 K:0	R:242 G:226 B:155 C:7 M:9 Y:48 K:0
Green R:56 G:68 B:29 C:72 M:49 Y:98 K:56	R:93 G:102 B:38 C:59 M:37 Y:95 K:37	R:137 G:143 B:46 C:46 M:25 Y:93 K:19	R:189 G:191 B:52 C:33 M:13 Y:90 K:0	R:202 G:200 B:101 C:28 M:12 Y:71 K:0	R:212 G:210 B:145 C:22 M:11 Y:52 K:0
Cyan R:19 G:53 B:52 C:91 M:58 Y:64 K:59	R:10 G:81 B:79 C:91 M:48 Y:61 K:36	R:3 G:102 B:95 C:89 M:39 Y:61 K:22	R:52 G:131 B:132 C:79 M:32 Y:47 K:7	R:119 G:170 B:170 C:57 M:18 Y:33 K:3	R:178 G:215 B:213 C:35 M:3 Y:19 K:0

Complementary Color Palette

Grey R:60 G:60 B:59 C:0 M:0 Y:0 K:0	R:105 G:104 B:104 C:3 M:2 Y:2 K:72	R:142 G:142 B:142 C:5 M:4 Y:4 K:54	R:174 G:174 B:174 C:8 M:6 Y:6 K:36	R:202 G:202 B:202 C:10 M:8 Y:8 K:18	R:227 G:225 B:225 C:13 M:10 Y:11 K:0
Beige R:128 G:112 B:86 C:50 M:48 Y:65 K:21	R:148 G:132 B:106 C:42 M:40 Y:56 K:16	R:169 G:154 B:129 C:33 M:32 Y:47 K:12	R:192 G:178 B:154 C:25 M:24 Y:39 K:8	R:215 G:203 B:181 C:16 M:17 Y:30 K:4	R:239 G:230 B:210 C:8 M:9 Y:21 K:0