

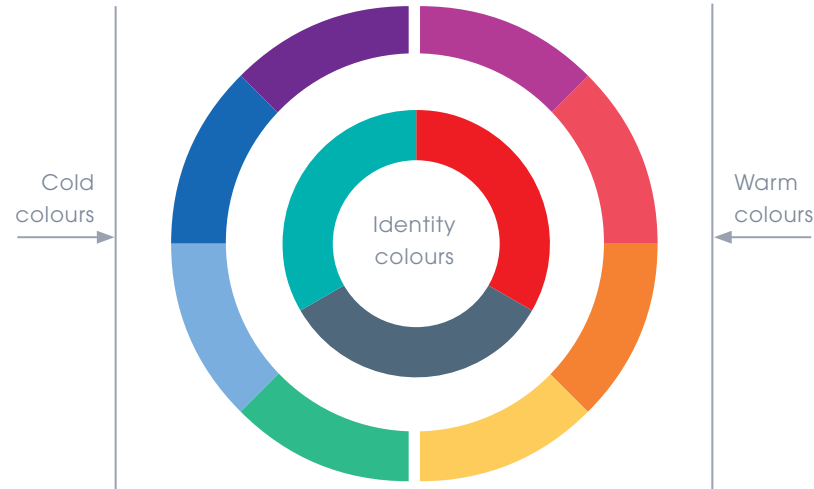
# Colour palette

The Elis colour palette consists of **3 main identity colours**, which are also represented in the Elis logo (see description p.11) and **8 complementary colours**.

The complementary colours spread from cold to warm colours and can be used to enhance the design and user experience.

The cold colours reflect efficiency, cleanness and purity.  
The warm colours reflect attention, consideration and kindness.









**Limit use of colours to maximum 3 on each separate page/element. Those 3 colours cannot be those of the logo (turquoise/red/grey).**



## Main identity colours

		
<b>CMYK</b> C: 0 M: 100 Y: 100 K: 0	<b>CMYK</b> C: 87 M: 0 Y: 38 K: 0	<b>CMYK</b> C: 75 M: 55 Y: 40 K: 10
<b>RGB - profil sRGB</b> 227/0/11	<b>RGB - profil sRGB</b> 0/165/170	<b>RGB - profil sRGB</b> 79/101/122
<b>Pantone</b> 1795 C	<b>Pantone</b> 326 C	<b>Pantone</b> 7545 C
<b>Hexa</b> #e3000b	<b>Hexa</b> #00a5aa	<b>Hexa</b> #4f657a
<b>Ral</b> 3020	<b>Ral</b> 5018	<b>Ral</b> 7031

## Complementary colours

							
<b>CMYK</b> C: 70 M: 0 Y: 60 K: 0	<b>CMYK</b> C: 50 M: 20 Y: 0 K: 0	<b>CMYK</b> C: 90 M: 60 Y: 0 K: 0	<b>CMYK</b> C: 70 M: 100 Y: 0 K: 0	<b>CMYK</b> C: 30 M: 90 Y: 0 K: 0	<b>CMYK</b> C: 0 M: 85 Y: 55 K: 0	<b>CMYK</b> C: 0 M: 60 Y: 90 K: 0	<b>CMYK</b> C: 0 M: 20 Y: 75 K: 0
<b>RGB - profil sRGB</b> 66/178/132	<b>RGB - profil sRGB</b> 136/180/225	<b>RGB - profil sRGB</b> 18/95/171	<b>RGB - profil sRGB</b> 111/30/130	<b>RGB - profil sRGB</b> 184/50/138	<b>RGB - profil sRGB</b> 232/65/85	<b>RGB - profil sRGB</b> 240/125/34	<b>RGB - profil sRGB</b> 254/207/82
<b>Pantone</b> 346 C	<b>Pantone</b> 279 C	<b>Pantone</b> 660 C	<b>Pantone</b> 2603 C	<b>Pantone</b> 241 C	<b>Pantone</b> 711 C	<b>Pantone</b> 716 C	<b>Pantone</b> 122
<b>Hexa</b> #42b284	<b>Hexa</b> #88b4e1	<b>Hexa</b> #125fab	<b>Hexa</b> #6f1e82	<b>Hexa</b> #b8328a	<b>Hexa</b> #e84155	<b>Hexa</b> #f07d22	<b>Hexa</b> #fecf52
<b>Ral</b> 6019	<b>Ral</b> 7040	<b>Ral</b> 5023	<b>Ral</b> 4006	<b>Ral</b> 4010	<b>Ral</b> 3017	<b>Ral</b> 1034	<b>Ral</b> 1016