

Current

Panasas Color Palette

2.0

Colors play an important role in brand recognition, therefore consistency is crucial. These colors were selected to reflect Panasas' modern technology.

Panasas Blue

CMYK

RGB

HEX

PMS

81C 12M 1Y 0K

0R 167G 225B

00a7e1

2995C

Panasas Medium Grey

CMYK

RGB

HEX

PMS

73C 59M 49Y 30K

70R 82G 91B

46525b

431C

CMYK

RGB

HEX

PMS

77C 66M 59Y 61K

37R 40G 42B

25282a

425C

CMYK

RGB

HEX

PMS

86C 69M 50Y 46K

36R 55G 70B

243746

7546 C

CMYK

RGB

HEX

PMS

24C 100Y

206R 222G 0B

CEDE00

389 C

CMYK

RGB

HEX

PMS

67C 52M 44Y 17K

91R 103G 112B

5b6770

431 C

CMYK

RGB

HEX

PMS

21C 16M 17Y

200R 200G 200B

c8c8c8

420 C

CMYK

RGB

HEX

PMS

32M 95Y

255R 183G 27B

FFB71B

1235 C

CMYK

RGB

HEX

PMS

67C 52M 44Y 17K

91R 103G 112B

5b6770

431 C

CMYK

RGB

HEX

PMS

5K

241R 242G 242B

f1f2f2

Cool Grey 1 C

CMYK

RGB

HEX

PMS

77C 66M 59Y 61K

37/40/42

25282a

425C

CMYK

RGB

HEX

PMS

67C 61M 58Y 44B

67/66/67

434243

4287C

CMYK

RGB

HEX

PMS

67C 52M 44Y 17K

91/103/112

5b6770

431C

CMYK

RGB

HEX

PMS

35C 36M 32Y 10B

151/140/135

968f87

408C

CMYK

RGB

HEX

PMS

21C 16M 17Y

200/200/200

c8c8c8

720C

CMYK

RGB

HEX

PMS

5K

241/242/242

f1f2f2

Cool Grey 1C

Updated Recommendations

= New Additions

Primary Colors

Panasas Primary Blue

CMYK

RGB

Hex

PMS

81C 12M 1U 0K

0/167/255

00A7e1

2995C

Panasas Dark Slate

CMYK

RGB

Hex

PMS

86c 69m 50y 46K

36/55/70

243746

7546C

Panasas Medium Gray

CMYK

RGB

Hex

PMS

73C 59M 49Y 30K

70/82/91

46525b

431C

Panasas Blue

CMYK

RGB

Hex

67C 52M 44Y 17K

0/120/168

0078a8

Panasas Lime

CMYK

RGB

Hex

PMS

24C 100Y

206/222/0

CEDE00

396C

Secondary Colors

Panasas Yellow

CMYK

RGB

Hex

PMS

32M 95Y

255/183/27

FFB71B

1235C

New Oranage

CMYK

RGB

Hex

PMS

0C 73M 85Y 0K

244/99/58

F4633A

2026C

New Purple

CMYK

RGB

Hex

PMS

81C 100M 0Y 9K

81/33/121

512179

3555C

New Pink

CMYK

RGB

Hex

PMS

1C 100M 1Y 0K

234/29/141

ea1d8d

225C

Grays

Panasas Darkest Gray

CMYK

RGB

Hex

PMS

77C 66M 59Y 61K

37/40/42

25282a

425C

New Dark Gray

CMYK

RGB

Hex

PMS

67C 61M 58Y 44B

67/66/67

434243

4287C

Panasas Medium Gray

CMYK

RGB

Hex

PMS

67C 52M 44Y 17K

91/103/112

5b6770

431C

New Light Gray

CMYK

RGB

Hex

PMS

35C 36M 32Y 10B

151/140/135

968f87

408C

Panasas Gray

CMYK

RGB

Hex

PMS

21C 16M 17Y

200/200/200

c8c8c8

720C

Panasas Cool Gray

CMYK

RGB

Hex

PMS

5K

241/242/242

f1f2f2

Cool Grey 1C